

Carbon Capture Programme





Contents

Page

The Woodland Trust	1-2
Carbon Capture - How it works	3
Benefits of joining the scheme	4
Carbon Capture Brochure	5
Woodland Carbon Logos	6
Certificates	7
Tree Planting Days	8
Carbon Capture benefits your business	9
Carbon Capture Agreement	10
All you need to know	11-13
Woodland Trust Office paper	14-15



WOODLAND TRUST

The Woodland Trust aims to improve the landscape of Britain by planting more trees and protecting our national heritage of precious ancient woodland. The Trust looks after over 1,200 woodlands which have free and easy access for everyone to enjoy.

With a member and supporter base of over 400,000 people its work and influence is growing year on year. Premier recognises the vital role that the charity plays in securing a sustainable future through trees, improving biodiversity and protecting the habitat of native wildlife.

The Woodland Trust has established home-grown woodland creation projects that offer companies the chance to mitigate their CO₂ emissions. At the same time, organisations will also be supporting projects that improve biodiversity, enhance social well-being, help the landscape adapt to climate change and ensure the UK is no longer one of the least wooded nations in Europe. Woodland Carbon provides a strong external message but also has tangible outcomes – trees that can be seen and visited throughout the UK.

www.woodlandtrust.org.uk

The Woodland Trust is a charity registered in England and Wales (No 294344) and in Scotland (No SC038885)

Woodland Carbon - How does it work?

Recognising the need for clarity over carbon claims the Forestry Commission - the government department responsible for the protection and expansion of forests and woodlands - in partnership with the Woodland Trust and other stakeholders, developed the Woodland Carbon Code (WCC). The Code aims to provide transparency and confidence to investors in woodland creation, addressing the issues of additionality, permanence and verifiability through the provision of clear guidance on eligibility, the use of standard carbon methodologies, adherence to the UK Forestry Standard, and independent certification. Although Woodland Carbon schemes cannot currently generate tradable carbon credit, the Defra Guidance on Greenhouse Gas Reporting enables companies to report on investment in woodland under the WCC, and to “net off” verified carbon sequestration as it takes place (usually at five year intervals).

The Benefits

Although the carbon benefits of woodland are felt globally, many of the other benefits operate at a local scale. People can identify, sympathise and get involved in local projects such as tree planting; habitats are created and reconnected, air quality improved and flooding reduced. In addition, enhancing woodland cover will help the UK landscape be more resilient to the impacts of climate change, resulting in a landscape that is adapted to future needs.

With only 13% tree cover in the UK, compared to a 44% average in Europe, the aim of the Woodland Trust is to see a doubling of native broadleaf trees such as oak, maple, birch, and other indigenous species, in the UK. As the leading woodland conservation charity, they work tirelessly to create a UK rich in woods and trees enjoyed and valued by everyone. Woods and trees are essential to life, they provide a myriad of different benefits; the world would be barren and bare without them.

Doctor Nick Atkinson, Carbon Leader from the Woodland Trust, said, 'Through our Woodland Carbon initiative businesses can address their carbon impact in a positive way right here in the UK. Expanding our woodland cover here delivers a huge range of benefits for wildlife and people alike, starting with the inspirational act of planting a tree. Working in partnership with businesses like Premier Paper and landowners like the Ministry of Defence is allowing the Trust to create large areas of new native woodland, which over time will remove hundreds of thousands of tonnes of carbon dioxide from the atmosphere and lock it away permanently. The Trust's Woodland Carbon scheme operates under the government's Woodland Carbon Code a voluntary standard for woodland creation projects in the UK. The independent certification to this standard provides assurance and clarity about the carbon savings of these sustainably managed woodlands'

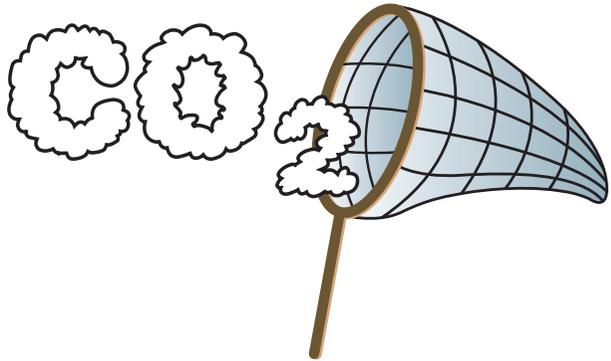




Carbon Capture - How it works

The Premier Paper Group is offering customers and their clients the opportunity to capture the CO₂ emissions from their paper purchases by planting native woodland, right here in the UK, through the Woodland Trust and the Woodland Carbon scheme.

- When you place your paper order you may elect to capture the carbon from the manufacture and distribution of the paper
- The average amount of CO₂ generated in the production and delivery of your paper is calculated. This equates to £8.50 per tonne of paper
- This amount is added as a separate item on your invoice
- We will send you a certificate and the Woodland Carbon logo which may be used in conjunction with the paper purchased to demonstrate your commitment to using reduced CO₂ paper
- All Carbon Capture charges will be paid to the Woodland Trust who will plant woodland at one of their accredited woodland creation sites in the UK





Benefits of joining the scheme

1. Personalised Woodland Carbon logo for use on your website, social media and marketing.
2. Personalised Woodland Carbon logos for use on print for paper Carbon Captured through Premier Paper - A highly visible statement of your commitment to reducing your environmental impact.
3. Certificates from the Woodland Trust detailing the area of new native woodland you have created and the amount of CO₂ captured.
4. The opportunity to personalise the Premier Paper Carbon Capture brochure and put the identity of your own organisation or company on it.
5. Additional marketing support material for the wider promotion of the Carbon Capture programme.
6. Join us on tree planting days with the Woodland Trust.
7. Excellent marketing opportunity that gives immediate and tangible environmental benefits.





Carbon Capture Brochure

The Carbon Capture brochure artwork will be supplied on a link when joining the scheme. You will have the option to personalise your own brochure.





Woodland Carbon Logos

When you choose Carbon Capture products from Premier, you and your clients may use a specially developed logo on all print jobs where the CO₂ has been captured from the paper purchases. The logo will contain a reference number that relates to the original invoice providing confirmation and traceability. Using the Woodland Carbon logo enhances your brand and reinforces your environmental message.

All of the logo types shown here may be obtained from the Premier Paper Group for use on websites and printed material.

Logo for web use is supplied as an rgb jpg file.

Logos for print use are supplied as vector eps, pdf and jpg files.

Logo for use on website



Logos for use on printing





Certificates

All customers that have fully signed up to the Carbon Capture scheme will receive a certificate which is supplied quarterly, six monthly or annually showing tonnes of CO₂ captured and square metres (m²) of new native woodland planted.





Tree Planting Days

Premier Paper Group with the Woodland Trust organise tree planting events for customers who wish to take part.

You will be notified about our future tree planting days through your account manager.

Over 1500 trees were planted on our most recent event!





Carbon Capture benefits your business

Environmental issues are becoming more and more important to organisations of all sizes and a carbon reduction strategy often provides a commercial advantage including:

- Providing a reduced carbon solution for you and your customers
- A tangible demonstration of your company's responsible approach to the environment
- Use of The Woodland Carbon logo to enhance your own and your customer's brand





Carbon Capture Agreement

When you have decided to join the Carbon Capture programme, your account manager will ask you to sign an agreement.



Carbon Capture Agreement

1. The Agreement will last for twelve months from the date of signature unless terminated in writing by either party giving 30 days notice.
2. Carbon Capture will be charged at a rate of £8.50 per tonne of paper. The Carbon Capture charge will be shown as a separate line item on invoices.
3. Premier Paper Group will pay all Carbon Capture charges directly to the Woodland Trust, a charity registered in England, Wales and Scotland. Carbon Capture charges are non-refundable.
4. Should the agreement lapse for any reason then all Carbon Capture references and the Woodland Carbon logo will be withdrawn from use immediately.
5. To be fully accredited to the Carbon Capture programme, all products purchased from Premier Paper Group will attract a Carbon Capture charge for the duration of this agreement.
6. A Woodland Carbon logo with a unique reference number will be provided for use on all marketing material, web communications and print jobs where Carbon Capture paper has been used. **The Woodland Carbon logo and the Carbon Capture term can only be used in conjunction with papers purchased from the Premier Paper Group and where a Carbon Capture charge has been made.**
7. Carbon Capture is a registered trademark of the Premier Paper Group. The Woodland Carbon logo is the copyright of the Woodland Trust. Being fully accredited to the Carbon Capture programme allows both brands to be used within the agreed guidelines.
8. Certificates detailing the amount of CO2 captured and the area of new native woodland planted will be issued to customers on a quarterly, six monthly or on an annual basis.
9. Premier will supply marketing support material and ad-hoc promotions to fully accredited customers for the wider promotion of the Carbon Capture programme.

Certificate required: (please tick one option below)

1. Quarterly
2. Six Monthly
3. Annually

Signed.....

On behalf of

Date.....

Name.....

Position.....





All you need to know

About trees, woodland carbon and the Woodland Trust

What is Woodland Carbon?

Woodland Carbon is a scheme created by the Woodland Trust to plant more trees in the UK. It's a special scheme that means that businesses and individuals can remove the harmful gas, carbon dioxide, that is created by many day to day and business activities, such as car and air travel, household heating and industrial machinery. It's a simple and natural way to do it, and it also benefits people and wildlife across the UK.

What is causing climate change?

There are known links between high levels of greenhouse gas emissions, such as carbon dioxide (CO₂), in the atmosphere and global climate change. Harmful emissions come from many sources such as manufacturing, everyday travel and heating our homes and are all contributing to climate change. We all need to reduce our carbon footprint (the amount of carbon dioxide we produce) to ensure a more sustainable future for our planet.



What is the link between carbon and trees?

Trees are nature's most effective and powerful way of removing carbon dioxide from the atmosphere. The easiest way to explain this is that they suck in carbon dioxide and breathe out oxygen. As they grow, they absorb CO₂ which is 'locked up' and stored away in the trees' roots, trunks and branches. The carbon dioxide stays there for the lifetime of the tree, and so by planting new ones, we create a cycle whereby CO₂ is being permanently captured. This leads to cleaner, fresher air for everyone to breathe and helps regulate the climate.

What are benefits of Woodland Carbon to a business?

- It shows customers, suppliers, staff, and investors that the business takes its environmental responsibilities seriously.
- It shows the local community (families, schools, council, press) within which the business operates that they care about the impact of their business on people and wildlife.
- It shows that the company has a greener supply chain and makes responsible procurement decisions.



Saplings after one year

- Small businesses can find it hard to find ways to show they care about their impact on the environment and their local community. By purchasing Carbon Captured paper from Premier Paper, they can join a scheme that will help them to do this.
- Whilst many carbon options support projects that have an impact overseas, Woodland Carbon is making an impact right here in the UK, by planting thousands of new native trees across the country.

How do we know that the Woodland Carbon scheme is locking up as much carbon as it says it is?

The Woodland Trust registers projects with the Government’s Woodland Carbon Code, which is the main standard for woodland creation projects in the UK. Carbon stocks are monitored by an independent certification body.

Why plant trees in the UK as opposed to overseas?

By planting trees which are native to the UK and that have grown naturally here for thousands of years we get double the benefit: a) the CO₂ we generate locally is locked away in this country and, b) we’re supporting our own natural ecosystems. Native trees are most suitable for the UK environment and wildlife has adapted to their flowering, fruiting and leaf fall patterns. Without enough native trees in the UK, we will lose many of our iconic species of flowers, plants and animals, such as bluebells and dormice, forever.

How does Woodland Carbon support wildlife?

Native trees such as oaks, willows, birches and yews support the habitats of thousands of species of wildlife from birds, mammals to insects. Additionally, some important varieties of plants, fungi and flowers can only grow on woodland floors. Many of the UK’s wildlife species are endangered due to the impact of climate change and the havoc it can wreak on the seasons, weather patterns and food supplies. Our precious wildlife is reliant on native trees to thrive – as homes, for food and for shelter. So by planting more native trees and creating new woodlands to remove carbon, there is a positive knock-on effect for wildlife too.



Saplings after four years

What other environmental benefits does Woodland Carbon support?

Creating new woodland and planting trees to capture carbon dioxide provides for a huge range of other social and environmental benefits:

- Trees release oxygen, improving air quality and helping to fight the effects of pollution.
- Trees provide shelter and shade for people and animals – in cities, tree shade can cool the air by up to 7°C on hot days and reduce UVB radiation by the equivalent of a factor 10 sun cream.
- Trees are good for our health – they reduce stress and improve our mental wellbeing. Spending time in natural environments has also been linked to reductions in heart disease, diabetes, dementia and Attention Deficit Hyperactivity Disorder (ADHD).
- Trees improve our quality of life, making our local communities and neighbourhoods greener and more pleasant places to live.
- Trees and woods provide us all with green, open space for rest and recreation: for walking, playing, cycling, having a picnic or even sitting under a canopy of branches with a good book.
- Trees planted in the right places in water catchments can provide natural long term solutions to flooding.

What is the Woodland Trust?



The Woodland Trust is the UK's leading woodland conservation charity.

We believe that life is better with trees: they improve the quality of the air that we breathe, provide the natural habitat for an array of UK wildlife (including 250 endangered species) and form nature's magical playground for children and adults alike. We look after 1200 woods which are open year round for the public to enjoy free of charge. As well as creating new woodland, we remain passionate about protecting the old. We fight to protect our most wildlife-rich and unique ancient woods. Just 2% remain and, once lost, cannot be replaced. Home to vulnerable species like the dormouse, ancient woodlands are not afforded the protection many might imagine.

www.woodlandtrust.org.uk

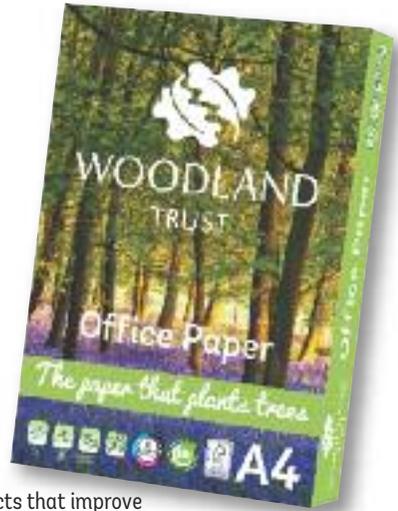




**WOODLAND
TRUST**

Office Paper

The paper that plants trees



Woodland Trust Office Paper is a high white, totally chlorine free office paper for laser and inkjet printers, photocopiers and fax machine and is produced to the most demanding environmental standards.

Every sheet of Woodland Trust Office Paper supports projects that improve biodiversity, enhance social wellbeing and help the UK landscape adapt to climate change.

-  **Energy for paper production is generated from waste material**
-  **Zero CO₂ emissions from fossil fuels**
-  **Excess heat from paper production is piped to a community heating project**

Available in:	75gsm
210mm x 297mm (A4)	●
297mm x 420mm (A3)	●

Technical Information	
Caliper ISO 534	105 microns
Whiteness CIE ISO 11475	161%
Bulk ISO 534	1.40cm ³ /g
Smoothness ISO 8791-2	280ml/min
Opacity ISO 2471	92%

Guaranteed for



LASER PRINT



INKJET PRINT



VOLUME COPYING



FAX



Woodland
CARBON



The mark of
responsible forestry



The Woodland Trust

Every sheet of Woodland Trust Office Paper sold contributes directly to its work as the UK's leading conservation charity.

The Woodland Trust works tirelessly to create a UK rich in woodlands which can benefit our environment and be enjoyed and valued by everyone.

Woodland not only provides a rich, bio diverse environment for wildlife but also provides us all with green, open space for rest and recreation. More than 1,000 woodlands throughout the UK are owned or managed by the Woodland Trust with free and easy year round access for us all to enjoy.

Trees improve our quality of life, making our local communities and neighbourhoods greener and more pleasant places to live.

The Woodland Trust is a charity registered in England and Wales (No 294344) and in Scotland (No SC038885): To find out more go to www.woodlandtrust.org.uk

Carbon Capture®

The amount of CO₂ generated from the production, storage and distribution of this paper has been calculated and captured by planting trees with the Trust's Woodland Carbon Scheme.

www.paper.co.uk/environment/carbon-capture/

The scheme operates under the Government's Woodland Carbon Code, a voluntary standard for woodland creation projects in the UK. The independent certification to this standard provides assurance and clarity about the carbon benefits of these sustainably managed woodlands.

It is calculated that 25m² of native UK woodland will capture and store one tonne of CO₂ and creating large areas of new native woodland, will, over time, remove hundreds of thousands of tonnes of carbon dioxide from the atmosphere.

The Paper

Every sheet of Woodland Trust Office Paper supports projects that improve biodiversity, enhance social well-being and help the UK landscape adapt to climate change.

Much of the energy used to make the Woodland Trust Office Paper is generated from the waste materials from the pulp and papermaking process, resulting in zero CO₂ emissions from fossil fuels. Also, any excess heat from the process is piped to a community heating project that services some 3,000 homes and civic buildings in close proximity to the mill.

Woodland Trust Office Paper is produced to the most demanding environmental standards.



The equivalent amount of CO₂ from the production and distribution of this paper has been captured by planting trees in the UK.



This standard covers the whole lifecycle from raw materials to waste. It takes into account energy and resource consumption and emissions into water and air.



Covering the whole lifecycle from raw materials to waste. The paper fulfils high standards in terms of environment, function and quality.



Ensuring the forest raw materials are from verified sustainable sources.

Specialist Divisions

 **premier**businesspapers
T: 0161 866 6680

 **premier**hedsorboard
T: 01753 597 050

 **premier**onformreels
T: 0845 602 0283

 **premier**web
T: 0116 282 0320

 **premier**digital
T: 0121 313 7516

 **premier**corporate
T: 01322 421 940

Premier Paper Group
Head Office
Midpoint Park
Kingsbury Road
Minworth
Birmingham
B76 1AF
T: 0121 313 1115

www.paper.co.uk



premier branches

Bristol
T: 01179 729 810

Cheltenham
T: 01242 514 776

Dartford
T: 01322 421 940

East Anglia
T: 01284 701 454

East Midlands
T: 0116 282 0300

Glasgow
T: 01698 813 245

Leeds
T: 0113 240 0026

Liverpool
T: 0151 933 9652

Manchester
T: 0161 866 6660

Newton Abbot
T: 01626 839 900

Northampton
T: 01604 596 980

Southampton
T: 02380 429820

Washington
T: 0191 419 5900

West London
T: 01753 597 030

West Midlands
T: 0121 313 7444



The mark of
responsible forestry



Only the products that are identified as
such on this document are FSC certified