

# Carbon Capture<sup>®</sup> Programme



Supporting the



**WOODLAND  
TRUST**

Helping capture CO<sub>2</sub>  
and plant trees

# What is Carbon Capture?



A method of mitigating CO<sub>2</sub> emissions and provides a reduced carbon solution for organisations

A unique market leading, high impact, low cost environmental programme with tangible benefits

Creates native woodland in the UK and provides habitats for wildlife and green spaces for all to enjoy

A demonstration of an organisations values and responsible approach to the environment

# How does it work?

The Premier Paper Group is offering customers and their clients the opportunity to capture the CO<sub>2</sub> emissions from their paper purchases by planting native woodland, right here in the UK, through the Woodland Trust and the Woodland Carbon scheme.

The average amount of CO<sub>2</sub> emitted from the manufacture and distribution of a tonne of paper has been calculated

The Calculation has been verified by the Woodland Trust using Carbon Trust and DEFRA figures

An organisation elects to Carbon Capture their paper purchases and the amount is shown as a separate line on invoices

Signing up to Carbon Capture brings many benefits and cause related marketing opportunities

## How much does it cost?

- The CO<sub>2</sub> charge is £8.50 plus VAT per tonne equivalent to 2p per ream of A4 80gsm or 12p per ream SRA2 100gsm.
- 100% of the Carbon Capture charge goes directly to the Woodland Trust without any deductions

# Carbon Reporting

The pressure on organisations to demonstrate good emission management and sustainability initiatives is growing

The UK Government Climate Change Act requiring that greenhouse gas emissions reduce by 80% by 2050 (against 1990 levels)

Quoted companies on the London Stock Exchange were required to report their annual greenhouse gas (GHG) emissions

Many large organisations, Government departments, local authorities, universities, colleges and schools are already committing to carbon reduction initiatives and are benefiting from demonstrating their environmental values to their stakeholders

Businesses are increasingly expected to report their green credentials, from annual reports, to sales tenders and external communications

The CO<sub>2</sub> captured can be used and stated in company reports under guidelines for voluntary schemes. Carbon Capture can be considered as a charitable sponsorship and can be deducted from business profits before tax

# Woodland Carbon

In partnership with the Woodland Trust the Premier Paper Group are offering customers the opportunity to capture the CO<sub>2</sub> from their paper purchases through the Carbon Capture programme

Woodland is the second largest sink of CO<sub>2</sub> after the oceans

The CO<sub>2</sub> is captured by the planting of trees in new native woodland here in the UK, through the Woodland Trust's Government backed Woodland Carbon Scheme

100% of the Carbon Capture charge goes directly to the Woodland Trust to plant native woodland in the UK

The Carbon Capture programme operates in partnership with the Woodland Trust the UK's leading woodland charity

The scheme operates under the HM Government's 2011 Woodland Carbon Code  
[www.woodlandcarbon.co.uk](http://www.woodlandcarbon.co.uk)



# Woodland Trust

Woodland Trust's aim is to protect and develop natural woodland throughout the UK thereby protecting our natural heritage

The Trust owns and manages over 1,000 free-to-visit woodland sites across the UK.

The UK has just 13% woodland cover compared to the European average of 37%

The Woodland Trust is the leading UK woodland conservation charity (Charity no. 294344 / SC038885)



# Benefits for your organisation

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



# Benefits for your organisation

## Woodland Carbon Logos

Organisations that sign up to the Carbon Capture Programme receive a logo with a unique serial number

The logo can be used on all printed documents, websites and for other publicity purposes

For ad-hoc Carbon Capture purchases the logo contains an identifiable reference number and may only be used for that specific job

Using the Woodland Carbon logo enhances your brand and reinforces your environmental values.

Logo for use on printing



Logo for use on website  
(Fully signed up to the scheme)



One-off / adhoc purchases



# Benefits for your organisation

## Certificates

- Certificates issued from the Woodland Trust for you or your customers
- The amount of CO<sub>2</sub> captured and the area of new native woodland planted are detailed on each certificate
- Use for display, include in marketing documents, websites and other publicity



# Benefits for your organisation

## Marketing Support

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.

Personalised Carbon Capture brochure



Personalised Carbon Copy bulletin



Marketing initiatives to help spread the message



Tree planting days



# Tree Planting Events

In 2017 TV's Julia Bradbury teamed up with Premier's staff and customers to plant 3,000 trees at Heartwood Forest.

Photographs, video content and a press release information provided to all participants for their own marketing and communication use.

# What we've achieved together

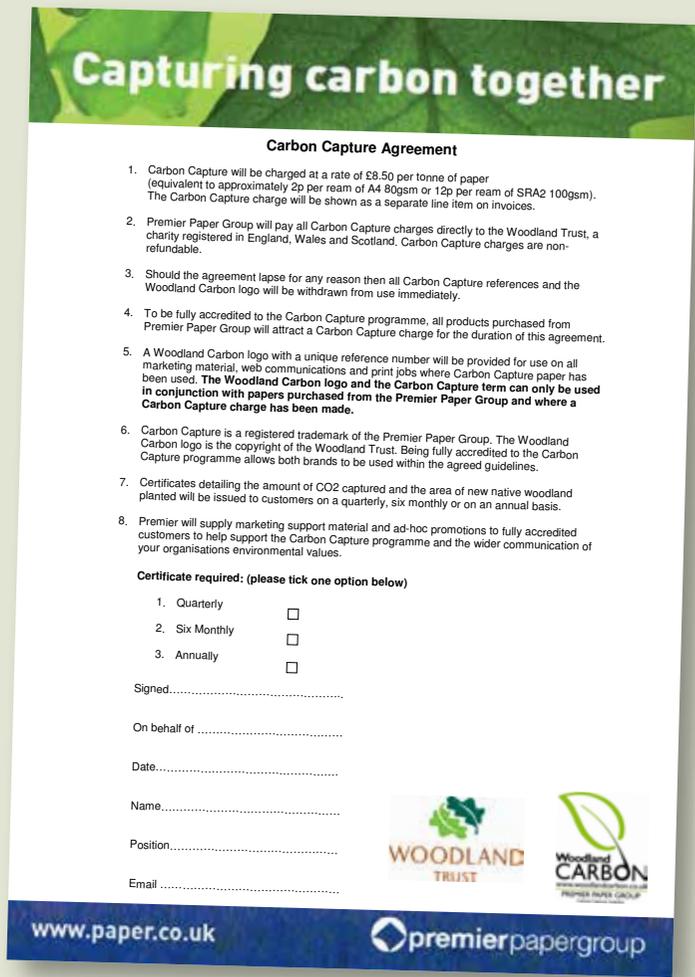
- 37,563 tonnes of carbon captured - that's as heavy as 7,500 elephants or 7.5 billion sheets of A4 paper!
- £700,000 raised for the Woodland Trust to date.
- Over 187,800 trees planted so far - that's enough to:
  - Cover 187 football pitches
  - Stretch over 100 miles - roughly the distance from Birmingham to London - if planted in a line



# Carbon Capture Agreement

Why not give the Carbon Capture programme a go and see what fruitful benefits it provides for your organisation and your clients. There is no contract term, so feel free to try it out and help create new woodland here in the UK.

Should you decide to join the programme, you will be asked to sign an agreement.



# Carbon Capture®

**A unique market leading, high impact, low cost environmental programme for you and your customers that creates woodland here in the UK.**



For further information or to join the Carbon Capture Scheme, please contact your local Premier branch, or email [carboncapture@paper.co.uk](mailto:carboncapture@paper.co.uk)

## Specialist Divisions

 **premier**businesspapers

T: 0161 866 6680

 **premier**board

T: 02380 429 828

 **premier**onformreels

T: 0845 602 0283

 **premier**web

T: 01332 815 025

 **premier**digital

T: 0121 313 7516

 **premier**corporate

T: 01322 421 940

 **premier**reelpaper

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 **premier**display

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 **premier**packaging

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Premier Paper Group

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Midpoint Park

Kingsbury Road

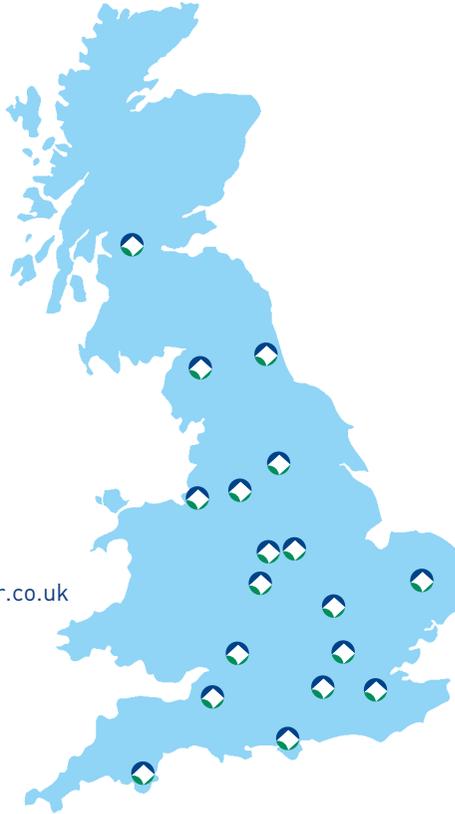
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T: 0121 313 1115

## premier branches



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**Cheltenham**

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**Dartford**

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**East Anglia**

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T: 0116 282 0300

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**Leeds**

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**Liverpool**

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**Manchester**

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**Newton Abbot**

T: 01626 839 900

**Northampton**

T: 01604 596 980

**Southampton**

T: 02380 429 820

**Washington**

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**West London**

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**West Midlands**

T: 0121 313 7444



Supporting the



**WOODLAND TRUST**

Helping capture CO<sub>2</sub> and plant trees



The mark of responsible forestry



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