



CARBON[®] CAPTURE

BUSINESS IS BETTER WITH TREES

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CONTENTS

What is Carbon Capture®?	2
How Does it Work?	5
Carbon Reporting	6
Trees, Nature's Carbon Capturers.....	9
Benefits for Your Organisation.....	10
Woodland Carbon Logos.....	13
Certificates	14
Premier Marketing Support	17
Tree Planting Days.....	18
What We've Achieved Together.....	21

WHAT IS CARBON CAPTURE[®] ?

Premier's partnership with the Woodland Trust, the UK's largest woodland conservation charity, allows us to offer our customers the opportunity to capture the CO₂ emissions from their material purchases, providing a carbon removal scheme that creates new native woodland right here, in the UK.

Our programme provides:

- A method of mitigating CO₂ emissions and provides a carbon removable scheme for organisations
- A unique market leading, high impact, low cost environmental programme with tangible benefits
- The creation of native woodland in the UK and provides habitats for wildlife and green spaces for all to enjoy
- A demonstration of an organisation's values and responsible approach to the environment







HOW DOES IT WORK?

Premier's Carbon Capture[®] customers, utilise the Woodland Trust's Woodland Carbon scheme to mitigate the CO₂ emissions generated by the production, storage and distribution of the paper and materials they purchase through us.

- The average amount of CO₂ emitted from the manufacture and distribution of a tonne of paper has been calculated in conjunction with our suppliers using the Carbon Trust and DEFRA figures
- The Woodland Carbon logo is supplied to our Carbon Capture[®] customers and can be used in conjunction with their print and digital media to demonstrate their commitment to the environment
- For each tonne of paper bought, 100% of the Carbon Capture charges are paid to the Woodland Trust

Premier and its customers are donating a minimum of £100,000 in 2023-2024 to the Woodland Trust, a company limited by guarantee (Company Number: 1982873 and a registered charity, Charity Number England and Wales: No. 294344, Scotland No. SC038885 whose registered office is at Kempton Way, Grantham, Lincolnshire NG31 6LL) to absorb carbon dioxide through the planting of trees, helping in our strategy to reduce the business emissions of our Carbon Capture customers

CARBON REPORTING

The pressure on organisations to demonstrate better emission management and sustainability initiatives is continuously 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
- By being part of a carbon removal scheme, you're positively contributing to creating a greener and healthier future whilst supporting the work of the Woodland Trust through the Carbon Capture[®] programme









TREES, NATURE'S CARBON CAPTURERS

Trees play a crucial role in climate and nature by capturing CO₂ and providing a habitat and food to a diverse range of species. Through the process of photosynthesis, trees absorb carbon dioxide from the atmosphere and convert it into oxygen, helping to mitigate the greenhouse effect and combat climate change.

- Trees provide numerous benefits, such as capturing CO₂ from the atmosphere, helping biodiversity, preventing soil erosion, and supporting entire ecosystems
- Their role as the second largest carbon sinks (after oceans) makes them indispensable allies in the fight against climate change and the preservation of the natural world
- The CO₂ is captured by planting trees to create new native woodland in the UK through the Woodland Trust's Woodland Carbon Scheme
- The scheme operates under the HM Government's 2011 Woodland Carbon Code www.woodlandcarboncode.org.uk
- The Woodland Trust fights for a world where woods and trees thrive for people and nature

BENEFITS FOR YOUR ORGANISATION

Environmental issues are at the forefront of people's minds, and ensuring your organisation has a carbon removal strategy often provides a commercial advantage including:

- Providing a carbon reduction scheme to you and your business
- A tangible demonstration of your company's responsible approach to the environment
- Enhances your brand through the use of the Woodland Carbon logo
- Join us on tree planting days with Premier and the Woodland Trust







WOODLAND CARBON LOGOS

Use your unique logo to help enhance and communicate your brand and environmental values

- Organisations that are part of Premier's Carbon Capture[®] Programme receive a logo with a unique serial number. The logo can be used on all printed media, and digital purposes (website, email banner, press releases, social media)
- For ad-hoc Carbon Capture[®] purchases, the logo contains an identifiable reference number and may only be used for that specific job only
- The logo can only be used in relation to the carbon removable of materials purchased from Premier's Carbon Capture programme



CERTIFICATES

The certificates are produced by the Woodland Trust outlining each individual customer's contribution.

- Each certificate details the amount of new native woodland you have helped create and the related CO₂ that will be captured over its lifetime by participating in Premier's Carbon Capture[®] Programme
- Uses include printed, and digital purposes (website, press releases, social media)
- Tree planting certificates are issued after taking part in planting days, these can be used for printed media, and digital purposes (website, press releases, social media)



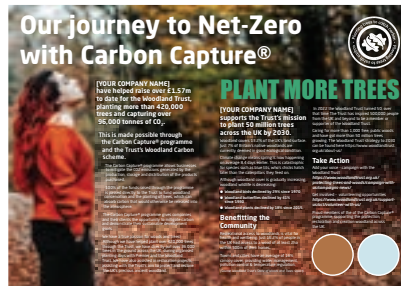




PREMIER MARKETING SUPPORT

Premier supply promotional material to help showcase your environmental commitments.

- The opportunity to personalise the Carbon Capture[®] brochure and other marketing material
- Access to Carbon Copy, our environmental newsletters, which can be personalised and sent to your customers
- Supply personalised Impact Reports annually, printed and digital
- Additional marketing support material and ad-hoc promotions to help support the Carbon Capture[®] programme and the wider communication of your organisation's environmental values
- Excellent marketing opportunity that gives immediate and tangible environmental benefits
- Join us and bring your stakeholders on tree planting days with Premier and the Woodland Trust



TREE PLANTING DAYS

One of the many benefits of getting involved with Carbon Capture[®] is that you are invited to join us along with some of your key clients and stakeholders at our tree planting days.

- A chance to take part in a tree planting event at one of the Woodland Trust's sites
- A fulfilling, hands on experience creating and/or maintaining native woodland
- Photographs, video content, a press release, and tree planting certificates are some of the materials provided to all participants for marketing and communications post-event
- Occasionally joined by environmental ambassadors including TV's Julia Bradbury







WHAT WE'VE ACHIEVED TOGETHER

With the help of all our amazing participants in the programme, collectively we've managed to make a great contribution to the Woodland Trust and the planet.

AS OF JUNE 2023, WE HAVE



Funded projects that have the potential to capture 104,567 tonnes of CO₂e over their lifetime



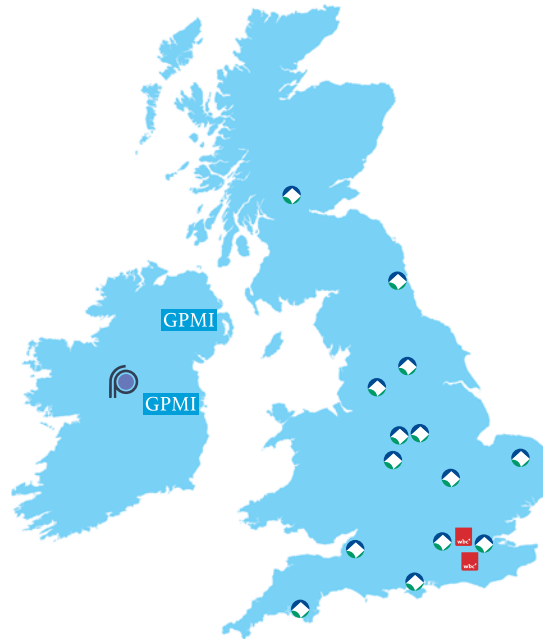
Raised over £1,71 million for the Woodland Trust to date



Funded the planting of over 457 thousand trees (293 hectares) and still counting!



paper
 board
 corporate
 digital
 display graphics
 flexible films
 lamination films
 office papers
 packaging
 reel paper
 web



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