

# Carbon Balanced Paper

## An introduction

### Carbon Balanced Paper

Carbon Balanced Paper is an initiative from the Robert Horne Group.

Carbon Balanced Paper provides the total solution, with high credibility and integrity, for customers and their clients to reduce carbon impacts in their paper based communications. Furthermore, developed iconography enables adopters to communicate clearly to stakeholders their commitment to reducing carbon impacts and effects on climate change.

This information sheet explains the summary environmental benefits and business opportunities.

### Benefits for Business and Specifiers of Print

Corporate Business, Government and the Public Sector are focused on reducing their environmental impacts. Paper is renewable and recyclable and therefore inherently sustainable. Robert Horne Group is an industry leader with environmental solutions, where in excess of 94% of our stock products are Recycled, FSC or PEFC Chain of Custody certified.

However, organisations today are increasingly focused on limiting their effects on climate change by reducing carbon impacts through the supply chain. Carbon Balanced Paper is a simple choice that will reduce the carbon impacts of their marketing communications. Importantly, through the use of highly recognisable iconography,

they can communicate this action to their customers, shareholders and other stakeholders.

### Business opportunity for the Graphic Industry

Printers, Designers, Publishers, Print Management and other communications companies can add real value to their customers simply through the selection of paper. Using Carbon Balanced Paper can deliver on their customers Corporate Responsibilities, commitment to carbon reductions and help them communicate this effectively to their stakeholders.

### What is Carbon Balanced Paper?

Carbon Balanced put simply, is where the carbon impacts of that product or service has been estimated and an equivalent amount of carbon is either prevented from being released or is absorbed from the atmosphere. Balancing is facilitated by the World Land Trust (WLT), an ecological charity which ensures Robert Horne Group customers and their clients the peace of mind in the credibility and integrity of how carbon impacts are balanced (offset).

To derive the carbon impacts of Robert Horne Group products we have developed a product calculator with the respected leading carbon consultant, Edinburgh Centre of Carbon Management (ECCM). This provides customers with the integrity and confidence of 3rd party verification of the methodology and consistency in the boundaries of how we have estimated the

carbon impacts of our products. The impacts for Carbon Balanced Paper are estimated from cradle to printer's gate (the point where we deliver the paper). Further details can be made available on request.

### Carbon Balanced Paper products

One key Robert Horne Group product, Hello already with the highest environmental kudos, is offered as Carbon Balanced Paper as an inherent part of the products' features and benefits. In short, the cost of carbon balancing is accounted for by the manufacturer and is included within the invoiced price of the product. **There is no additional cost.**

Furthermore, Revive and all Robert Horne Group paper based products can be offered as Carbon Balanced Paper as an opt-in feature. In this case the cost of balancing is not included but will be invoiced separately as an additional invoice line per order item. Priced by enquiry. The reality is that carbon balancing an order is a very minor cost addition whilst adding huge value to the final client.

### Carbon Calculator

The calculator on the Carbon Balanced Paper website [www.carbonbalancedpaper.com](http://www.carbonbalancedpaper.com) estimates the carbon saved by specifying a publication on Hello or Revive. Details on other products – by enquiry.



[www.carbonbalancedpaper.com](http://www.carbonbalancedpaper.com)

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### The answer.

Hello is formulated following extensive research with printers across Europe. The range has been developed to answer your printing and service needs. It has the whitest sheet offering exceptional brightness, opacity, gloss and unrivalled consistency of quality. Hello has the perfect balance of printability, runability and is the answer to a multitude of print and finishing techniques. It is the number one pan-European brand choice for designers, printers and recognising the importance of environmental credentials. It is FSC certified and now pre paid Carbon Balanced.

## revive

the greenest paper

Revive is the most complete range of recycled paper available in coated, uncoated paper and board. Over a decade of research has created this range and as a result our recycled technology leads the industry. Revive has also been developed with traditional, digital and preprint in mind.

The range can match virgin fibre grades on whiteness, runability and range but has major advantages in having a shrinking carbon footprint and a fully audited waste trail. Revive carries FSC and PEFC

accreditations and as market leader the most complete recycled range. Revive coated and uncoated products will now be available to be Carbon Balanced as an additional opt-in choice.

### Iconography - promoting your commitment

An organisation using Carbon Balanced Paper - Hello or Revive or has opted-in with an additional cost on any other paperproduct - can use the trademarked Carbon Balanced Paper logo. Each print job must be registered with us on-line, through the Carbon Balanced Paper website which will include an agreement for single use of the artwork and guidelines of use:

[www.carbonbalancedpaper.com](http://www.carbonbalancedpaper.com)

Within 24 hours, artwork files will be sent electronically with a unique reference number relating to that registered job. This allows traceability and aims to protect misuse and the integrity of the World Land Trust logo.

### Information and collaborative tools

There are a number of key tools which support this initiative, including a website with information about the business benefits of using Carbon Balanced Paper for End-Users and Specifiers of print. The website is:

[www.carbonbalancedpaper.com](http://www.carbonbalancedpaper.com)

For Printers, Designers, Publishers and Print Management companies tools are available to help communicate the message effectively and win new business. The message focuses on how this



[www.carbonbalancedpaper.com](http://www.carbonbalancedpaper.com)

adds value to the end client, helps reduce their environmental impacts and communicates this message to their customers and stakeholders.

### Footnotes on:

*The World Land Trust*

*The World Land Trust is an international conservation charity (Reg. No. 1001291), based in Halesworth, Suffolk, UK. The website is [www.worldlandtrust.org](http://www.worldlandtrust.org)*

*Since its foundation in 1989 as the World Wide Land Conservation Trust, the World Land Trust has been working to preserve the world's most biologically important and threatened lands, and has helped purchase and protects over 400,000 acres of habitats rich in wildlife in Asia, Central and South America and the UK.*

*Key Patrons of the Charity are Sir David Attenborough OM CH, FRS and David Gower, OBE.*

*Robert Horne Group has supported the World Land Trust through a number of product led initiatives and to date helped secure future protection of 260 acres of threatened wilderness, habitat and its wildlife.*

*Carbon balancing through the World Land Trust meets the challenge of climate change through projects that both offset carbon dioxide (CO<sub>2</sub>) emissions and conserve biodiversity.*

*More details on the World Land Trust Carbon Balanced programme are on [www.carbonbalanced.org](http://www.carbonbalanced.org)*

*Robert Horne Group Carbon policy. The Robert Horne Group is committed to minimising its environmental footprint and has undertaken a full GHG assessment of our business audited by the Edinburgh Centre of Carbon Management (ECCM). This encompasses all our direct and indirect emissions where they are identified. For more details about the Robert Horne Group policies go to [www.roberthorne.co.uk](http://www.roberthorne.co.uk)*

# Carbon Balanced Paper

## Key questions answered



[www.carbonbalancedpaper.com](http://www.carbonbalancedpaper.com)

These pages provide more detailed information on two important and commonly asked questions surrounding this initiative:

- **How are the carbon impacts of the paper products estimated?**
- **How is carbon balanced by the World Land Trust?**

### What is Carbon Balanced Paper?

Carbon Balanced put simply is where the carbon impacts of that product or service has been estimated and an equivalent amount of carbon dioxide is either prevented from being released or is absorbed from the atmosphere.

Carbon Balancing is facilitated by the World Land Trust (WLT), an ecological charity, which ensures Robert Horne Group customers and their clients peace of mind in the credibility and integrity of how carbon impacts are balanced (offset).

### How are the carbon impacts of our paper products estimated?

The impacts of Carbon Balanced Papers have been estimated through a calculator commissioned by Robert Horne Group with the respected leading carbon consultant, the Edinburgh Centre of Carbon Management (ECCM). This provides users with the integrity and confidence of 3rd party verification, in the methodology and consistency in the boundaries of how the carbon impacts of our products have been estimated.

The impacts for Carbon Balanced Paper are estimation from cradle to printer's gate (the point where the printer takes receipt of the paper). The key boundaries, or scope, of the assessment include:

- **Combustion of fossil fuels during paper & pulp manufacture**
- **Purchased electricity related to pulp and paper manufacture**
- **Embodied emissions of material within pulp manufacture, including chemicals associated with bleaching**
- **Embodied emissions of pigments, fillers and binders**
- **Transport impacts from paper mill to Robert Horne warehouse**
- **Robert Horne operational impacts, including final delivery miles (Robert Horne Group to printer gate)**

Currently there is no international standard in how carbon impacts of a product, or service, are measured.

This calculator, developed by ECCM, is aligned towards the current UK public available statement, PAS2050, to encompass all key impacts where they can be identified. Where key information is not available, the calculator applies generic average industry information based on the large number of full Life Cycle Analysis (LCA) ECCM have conducted with paper manufacturers.

The carbon emissions calculation method used by ECCM for this tool conforms to the principles and guidelines of the World Business Council for Sustainable Development and the World Resources Institute Greenhouse Gas Protocol (WBCSD/WRI Protocol), ISO 14064-3 and CEPI's Carbon Footprint Framework. All emissions factors used are the most up to date available from referenced sources including: Defra; WBCSD/WRI; Intergovernmental Panel on Climate Change (IPCC); the International Energy Agency (IEA) and the Swiss Centre for Life Cycle Inventories (SCLCI).

### How is carbon balanced by the World Land Trust?

Carbon Balancing is a form of carbon offsetting in which you can have total confidence.

Our partner is the World Land Trust, an international conservation charity dedicated to saving threatened habitats and their biodiversity. Sir David Attenborough OM, CH, FRS is among its Patrons, and its integrity and credibility provide customers using Carbon Balanced Paper with complete peace of mind.

The World Land Trust is, first and foremost, a conservation organization set up to protect threatened natural habitats together with associated wildlife. Working hand-in-hand with its overseas partner organisations, the Trust has saved over 400,000 acres of habitat throughout the world for incorporation into permanent nature

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[www.carbonbalancedpaper.com](http://www.carbonbalancedpaper.com)

reserves. All Carbon Balanced projects offset carbon dioxide emissions by restoring forest and/or preventing the clearance of areas at risk of deforestation. In so doing, carbon is retained in the existing vegetation, rather than released through burning or decay, while atmospheric carbon dioxide is stored within growing plant material. These actions also protect and enhance existing natural habitats, thereby promoting the Trust's wildlife conservation objectives.

World Land Trust Carbon Balanced project design follows the principles of the internationally recognised Climate, Community and Biodiversity Alliance (CCBA) standard for voluntary carbon offsetting (more information on the CCBA standard can be found at [www.climate-standards.org](http://www.climate-standards.org)). In adhering to this standard, WLT implements measures to ensure that its projects address key

carbon accounting criteria such as Additionality, Leakage, Permanence and robust monitoring, while providing additional biodiversity and local community benefits.

The main technique used by WLT in Carbon Balancing – avoided deforestation, or REDD (Reduced Emissions from Deforestation and forest Degradation) – has been recognised as one of the swiftest and most cost-effective ways to arrest the rise in atmospheric CO<sub>2</sub> and global warming effects. It is a key component in international efforts to address climate change and is strongly supported by the UN and most national governments, including that of the United Kingdom.

For more details visit the World Land Trust's Carbon Balanced website [www.carbonbalanced.org](http://www.carbonbalanced.org) and specifically the page Science, which has detailed questions and answers.

Your materials expert

# Carbon Balanced Paper Artwork Guide



## Minimum size

To make sure that the logo is always readable and recognisable the Carbon Balanced Paper marque should not be reproduced smaller than 14mm high.



## Colours and reproduction

The logo should only be reproduced in:

- PMS 561
- C90 M40 Y55 K21
- Black or white-out



Examples on the right show the permitted white-out permutations.



The exclusion zone (indicated by the solid blue line) is the minimum area around the Carbon Balanced logo that must remain clear of typography or any other graphic device.

The formula for the exclusion zone is shown here and applies to all sizes of logo reproduction.

It is calculated by using twice the height of the 'T' in Trust and varies in direct proportion to the size at which the logo is reproduced.

