

GO GREEN

with  
**blackdog**digital



**our promise**

**Save  
The  
World**

# blackdogdigital

As part of our industry responsibility, we are proud to support The Woodlands Trust, World Land Trust and Carbon Footprint.

Paper; it might not seem the most obvious way to support woodland and trees. However, with a little bit of innovative thinking, we have teamed up with our paper merchants Premier Paper, EBB and Denmaur paper who have both developed their paper ranges that help businesses reduce their carbon emissions by planting trees.

We absorb the additional costs, as this is then passed onto the Trust to fund the planting of trees, which can absorb carbon that would otherwise be released into the atmosphere.



**WOODS ARE HOME TO A WEALTH OF WILDLIFE.**

**IF WE DON'T PROTECT THOSE WE HAVE AND CREATE NEW WOODS OF THE FUTURE, WE STAND TO LOSE MORE THAN JUST TREES.**

**MORE THAN £1 MILLION HAS BEEN RAISED THATS ENOUGH TO FUND THE PLANTING OF 266,666 TREES**

**THROUGH PREMIER PAPERS PARTNERSHIP 56,938 TONNES OF CARBON CAPTURED (EQUAL TO 11,000 ELEPHANTS OR 11.3 BILLION SHEETS OF A4 PAPER)**

## How are we helping?

- ♻️ Recycling all wastage paper and plastic
- ♻️ Only 100% recycled and carbon balanced papers are held in stock
- ♻️ For projects that need to be protected, we only use 100% recycled plastic
- ♻️ Only use 100% recycled paper to use as box fillers instead of plastic bubble wrap, if clients specify this we use a biodegradable bubble wrap
- ♻️ Re-using all cardboard boxes recieved from deliveries
- ♻️ Re-using our machine toner bottles and vegetable based toners

## We pride ourselves on our continued commitment to help the environment.

Working with Blackdog Digital enables you to use any of our accreditations depending on the stock you choose to produce your marketing collateral on at least one of these logo's can be used.

Each logo represents different carbon footprint causes, which we will share with you when discussing your project.

This is a great way to encourage and communicate your sustainability objectives with your clients and wider audiences.







## What is the World Land Trust?

World Land Trust (WLT) is an international conservation charity which protects the world's most biologically important and threatened habitats acre by acre.

Since its foundation in 1989, WLT has funded partner organisations around the world to create reserves and give permanent protection to habitats and wildlife.

It's patrons include: Sir David Attenborough, Chris Packham, Steve Backshall and Davide Gower OBE.

## World Land Trust's Mission

To protect and sustainably manage natural ecosystems of the world. To conserve their biodiversity, with emphasis on threatened habitats and endangered species.

blackdogdigital

in partnership with

denmaur  
papermedia

## The Impacts...

A simple, valid and measurable way to reduce the carbon impacts of your printed media and communications.

The Carbon Balanced Paper scheme is a credible solution enabling companies and organisations to reduce the environmental impacts of their paper based media and communications.

Carbon Balancing (offsetting) can be applied to all our paper and board grades, although some have already been Carbon Balanced at source and so, by default and free of charge, they will come to you as Carbon Balanced certified.

A registered Carbon Balanced logo is available for use on artwork as is an official World Land Trust certificate to endorse the amount of carbon saved through your use of Carbon Balanced paper.

Certificates can be awarded directly to the end user/owner of the Carbon Balanced printed product (i.e. the printer's customer), and can be used as an official environmental record for carbon reporting and ISO14001.

## How Carbon Balancing Contributes to Conservation

Terrestrial habitats, such as forests, grasslands and wet peatlands, contain large volumes of carbon in their biomass and soils.

However, these habitats are being destroyed or degraded at an unprecedented rate, releasing stored carbon into the atmosphere and contributing to between 10 and 20% of global greenhouse gas emissions.

The Carbon Balanced scheme offsets emissions by protecting threatened habitats that would otherwise have been lost, avoiding the release of stored carbon. This also enables the regeneration of degraded habitats, which gradually re-absorb atmospheric CO<sub>2</sub>. In a warmer climate it is predicted that tropical ecosystems will be able to store less carbon than they do now, so urgent action is required.

All Carbon Balanced projects are carefully designed according to robust standards that ensure offsets are delivered at a portfolio of sites where they are measurable, verifiable and properly monitored and can achieve high quality REDD outcomes (Reduced Emissions from Deforestation and forest Degradation).

The current project for Carbon Balanced Paper is focused in Vietnam, protecting an important area of the Annamite Mountains rich in biodiversity. In addition to the carbon benefit, this activity protects many endangered wildlife species.



Your certification using your details to promote your 'Go Green' with blackdog digital.

# CERTIFICATE

THIS IS TO CERTIFY THAT

**EXAMPLE LTD**

is a Carbon Balanced Company  
for the period **1st August 2016 to 30th July 2017**  
1st August 2016 - Certificate number **010JTDE816**

Example Ltd has Carbon Balanced their unavoidable emissions through the World Land Trust, offsetting:

**552.2 tonnes of carbon dioxide**

This support will enable the World Land Trust to preserve forever:

**46,000 Square metres of critically threatened tropical forest at WLT Carbon Balanced Paper project sites**

The World Land Trust's Carbon Balanced projects offset emissions through the purchase and protection of tropical forests under imminent threat of deforestation and the restoration of degraded land. For further information visit:

[www.carbonbalancedpaper.com](http://www.carbonbalancedpaper.com) and <http://eco-services.worldlandtrust.org>

**Thank you for taking Positive Action**



*John A Burton*

JOHN A BURTON, CHIEF EXECUTIVE, WLT



Blyth House Bridge Street Halesworth Suffolk IP19 8AB UK Registered Charity 1001291

The logo you can use







## Who is the Woodland Trust?

Established in 1972, WT are the UK's largest woodland conservation charity. WT have more than 500,000 members and supporters, Over 500 staff and more than 1,000 free-to-visit woodlands across the UK.

## Growing together: the benefits of partnership

Woods, wildlife, people, business – we all benefit when we work together. Partnership with the Woodland Trust is all about growth, growing your brand, growing your environmental credentials and, of course, growing trees.

Make strides towards sustainability by investing in our unique Woodland Carbon scheme. This voluntary mitigation programme, allows you to reduce your carbon footprint by locking up emissions through the planting of trees here in the UK. Trees are a natural and effective means of mitigating carbon emissions. They absorb and store carbon dioxide which directly contributes to climate change helping to cleanse and purify the air. Woodland Carbon allows our partners to mitigate their emissions by funding tree planting here in the UK – where they are desperately needed - while facilitating the wider range of environmental, social and economic benefits trees provide:

- Making space for wildlife
- Producing oxygen
- Preventing soil erosion
- Improving water quality
- Providing places for recreation
- Boosting health and wellbeing



# What Woodland Trust do..

## Protect:

We've saved over 615 woods from destruction since 1972 and are campaigning to ensure trees have the legal protection they deserve.

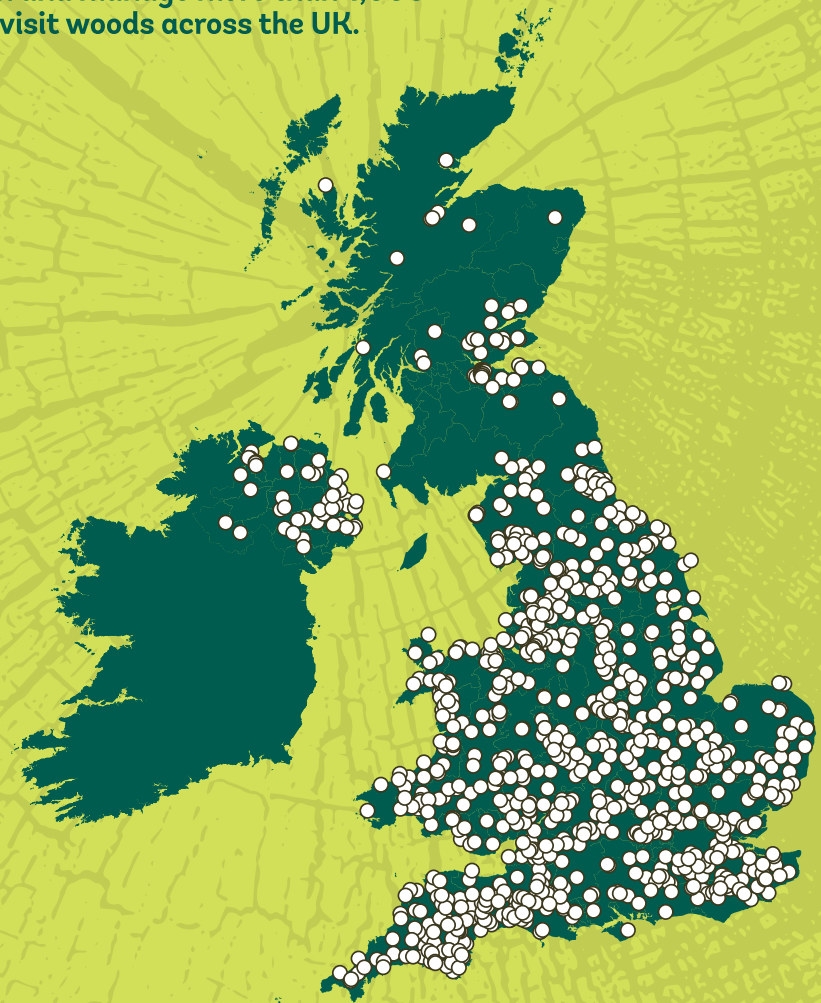
## Restore:

With more than 22,000 hectares of ancient woodland under restoration, we are bringing centuries-old habitats back from the brink and restoring life to this irreplaceable ecosystem.

## Create:

43 million trees planted and counting. From the Scottish Highlands to our city streets, we are creating new woodland for people and wildlife across the UK.

**We own and manage more than 1,000 free to visit woods across the UK.**





with  
**blackdogdigital**

**Contact us today to see how we can help you become a more sustainable and eco-friendly business.**

The more people we encourage to consider the environment within their marketing the more success we will see together.

GO  
GREEN



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