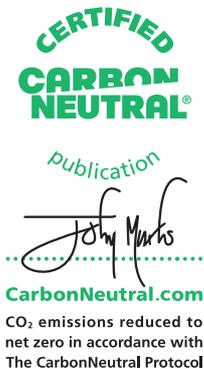


CarbonNeutral® publication



Printed materials, such as reports, brochures and leaflets, remain an essential form of business communication. However, these publications also create a very visible carbon footprint which can leave even pro-active businesses open to criticism. A company's reputation is on display within every piece of printed material; it's therefore important that any commitment to managing carbon emissions is clear and visible.

CarbonNeutral® publications provide a straightforward and credible way to reduce the emissions related to production and printing to net zero. The CarbonNeutral® brand mark complements existing accreditations and gives publications a clear and recognisable sign of action against climate change.

Relevance to your business:

- Stakeholders are increasingly aware of the CO₂ emissions associated with paper production
- Companies need a simple, visual means of demonstrating environmental responsibility
- Stakeholders want to see a commitment to sustainability displayed throughout all printed materials
- Publications are a valuable communication tool to facilitate stakeholder engagement

Benefits delivered by

CarbonNeutral® publication:

- Demonstrates commitment to measure and reduce the carbon footprint of publications
- Signifies positive action on climate change through CarbonNeutral® certification mark
- Delivers solution scalable to all types of publications; financial and CSR reports, catalogues, billing and direct mail campaigns
- Provides opportunity to increase engagement with stakeholders on key issue

How does it work?

1. Emissions will be measured from the whole life-cycle of the publication, including:
 - a. Paper/raw material production
 - b. Transport of materials
 - c. Printing activities
 - d. Publication distribution
 - e. End-of-life disposal emissions

You will then receive a summary of emissions broken down by source and a total carbon footprint for the publication.

2. To reduce emissions to net zero, a carbon offsetting programme will be organised for you.

Carbon offsetting enables businesses to counter-balance each tonne of CO₂ they produce with a tonne saved by a validated emission reduction project that has met international standards. This could be, for example, a project to swap coal-fired power stations with wind energy or hydropower.

3. Once emissions are reduced to net zero, The CarbonNeutral Company awards the CarbonNeutral® publication certification mark to be displayed on the specific publication/s.



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Our expertise

The CarbonNeutral Company is one of the world's leading carbon offset and carbon management companies. Clients choose us because of our unrivalled quality assurance, industry experience and commitment to delivering the right solution - regardless of size, project scope or geography. Established in the mid 1990s, we have worked with over 200 emission reduction projects across six continents, and with more than 300 large national and international clients helping them to measure and cut their emissions in a way that delivers real business and environmental benefit.

We have built a leading edge quality assurance programme which supports the brands and businesses we work with. We work to published standards and use third parties to audit our operation. No other organisation in our sector has such a complete quality assurance programme:

- Independent Advisory Group
- Publicly reported annual review of our carbon management chain by PwC
- Leading edge standard to report on carbon purchases
- Online carbon credit registry
- Guarantee for every one tonne of carbon sold
- Projects validated to the Gold, VCS and CDM standards

We are proud to have worked with a diverse range of companies to make their publications CarbonNeutral®, including EDF, Vanity Fair, Asda and Sage.



More information

To find out more about CarbonNeutral® publications and how The CarbonNeutral Company can help to reduce your climate impact, please contact: +44 (0)20 7833 6000.



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