

# EBB Carbon Offsetting Scheme



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**A survey by the European Association of Graphic Paper Producers has found that, on average, every tonne of paper produced releases 616kg of carbon dioxide into the atmosphere.**

As a paper merchant we feel it's our responsibility to look for ways help reduce global CO<sub>2</sub> emissions and become part of the solution to climate change.

We have teamed up with Carbon Footprint Ltd to develop a simple and economical way to offset the carbon generated in the production of our paper and board products. As part of their Tree Buddying scheme, for every tonne of CO<sub>2</sub> that we offset, one tree will be planted in the UK.

Find out more at:  
[www.carbonfootprint.com/vcstreebuddy.html](http://www.carbonfootprint.com/vcstreebuddy.html)



**In addition to the Tree Buddying Scheme, for each tree that is planted, a tonne of carbon will also be saved in the Amazon Rainforest through an avoided deforestation project.**

The project we have chosen to support is located within the Amazon, known for its amazing biodiversity; home to 10% of all species, including some endangered species that rely on it for their survival.

The Portel-Pará REDD project is working to prevent unplanned deforestation in native forests, which has occurred due to logging, squatting and attempts to implement pastures. The project is expected to avoid over 22 million tonnes of carbon dioxide equivalent greenhouse gas emissions over a 40 year period. This will be achieved by managing the land in the form of a “private conservation



reserve”, through rigorous monitoring and enforcement. From 2012 the project has scaled-up its monitoring activities by employing and properly training local villagers for monitoring and enforcement activities. The local population is comprised mainly of settlers known as “Ribeirinhos”, who live along the rivers and along the igarapés (small streams). There are no indigenous communities located in the Project Area.

# Carbon Offset Products from EBB

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We have decided to carbon offset the following product brands so you know that when you order these products from EBB the carbon generated in their production has been automatically offset



## Green Laser

- Bright white A4 copier paper
- Chlorine free and manufactured at a mill which is ISO 9001, ISO 14001 and OHSAS 18001 certified



## Norcopy

- 100% recycled uncoated premium office paper
- Available in 80gsm
- High whiteness
- Suitable for everyday printing, single and double sided
- FSC® certified and manufactured at a mill which is ISO 9001 and ISO 14001 certified



## Oxygen Laser

- 100% recycled uncoated premium office paper
- Available in 80gsm
- The recycled fibre is post consumer waste and is from an FSC certified source
- Suitable for all high volume and desk top laser and copier machines



## Oxygen Offset

- Uncoated paper and board
- Suitable for multi-colour printing
- Available in 80gsm - 350gsm
- Bright white, smooth, even surface and exceptionally bulky
- Manufactured using 100% recycled fibre
- FSC® certified and manufactured at a mill which is ISO 9001 and ISO 14001 certified

# Carbon Offset All EBB Products

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**We are able to offer you the opportunity to carbon offset all paper/board products from EBB. The cost to do this is £8 per tonne of paper (£11.95 per tonne of Carbon) and can be achieved in any of the following ways:**

## **Offset all paper and board products that you order from EBB**

You can choose to offset all paper and board products that you order from us by signing a yearly agreement. You then have the option to receive a personalised certificate detailing how many trees have been planted and how much CO<sub>2</sub> has been offset on a monthly, quarterly, half-yearly or yearly basis.

A carbon footprint logo for use on the paper/board purchased to show your commitment to using carbon offset products will also be supplied.

Please contact your local sales team to apply.

## **Offset certain products you regularly order from EBB**

You can choose to automatically carbon offset a single product you regularly order from us by signing a yearly agreement. You then have the option to receive a personalised certificate detailing how many trees have been planted and how much CO<sub>2</sub> has been offset on a monthly, quarterly, half-yearly or yearly basis.

A carbon footprint logo for use on the paper/board purchased to show your commitment to using carbon offset products will also be supplied.

Please contact your local sales team to apply.

## **Offset products on an ad-hoc basis**

You can choose to carbon offset single/multiple products on each order you place. When ordering, please state which products you would like to offset and we will calculate the amount of carbon to be offset and this will be added as a separate line on your invoice at £8 per tonne of paper (£11.95 per tonne of Carbon).

We will then send you a certificate detailing the amount of CO<sub>2</sub> offset as well as a carbon footprint logo for use on the paper/board purchased to show your commitment to using carbon offset products.

# Logos and Certificates

When you opt to buy carbon offset products from EBB you and your clients may use the Carbon Footprint logo on all print jobs where the CO<sub>2</sub> has been offset from the paper purchased.

The logo will feature a unique code which relates to the original invoice so that the process of carbon offsetting can be fully traceable. The use of this logo will enhance your environmental credibility and commitment to reducing global CO<sub>2</sub> emissions.

Logos will be provided by EBB for use on printed material and websites. Single colour logos and versions without the box are available upon request.

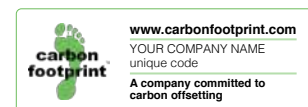
Logos for print use will be supplied as CMYK vector eps, pdf and jpeg files.

Logos for website use will be provided as RGB jpeg files.

## Logos for use on printed material



## Logos for use on websites



If you choose to carbon offset all paper/board products from EBB you will receive a personalised certificate from EBB on a quarterly, six monthly or annual basis.



The certificate shows the amount of tonnes of CO<sub>2</sub> which has been offset by purchasing paper and board from EBB; it also details how many trees have been planted in the UK as part of the same scheme.

The certificate will be sent to you as a pdf file.

# Tree Planting Days

**Carbon Footprint Ltd and EBB can also organise tree planting days in the UK for our customers.**

Planting is a great way to help sequester carbon emissions. Through photosynthesis trees absorb carbon dioxide to produce oxygen and wood. By ensuring that the trees planted are native broad leaf species you can help



to preserve the UK's environment and biodiversity. Planting takes place in school locations and other biodiversity sites. All trees are high quality cell grown 'whips' (year old saplings).

If you would like to be involved in a tree planting day please get in touch with your local sales team.

