

Premier Paper and X1 Limited

2019 Impact Report



WOODLAND
TRUST



Business is better with trees



X1 Limited

have helped raise more than £800,000 to date for the Woodland Trust, planting more than 260,000 trees.

This is made possible through the Trust's Woodland Carbon scheme. Since 2011, the initiative - marketed as Carbon Capture by Premier Paper has allowed businesses to mitigate the CO₂ emissions generated by the production, storage and distribution of the paper they purchase. A Carbon Capture charge is paid for each tonne of paper bought. This is passed on to the Trust to fund the planting of trees, which can absorb carbon that would otherwise be released into the atmosphere.

The success of the Carbon Capture programme gives companies and their clients the opportunity to mitigate carbon and demonstrate their commitment to sustainability. Staff and clients can regularly be seen working up a sweat, tree planting on sites across the UK - it's a business with a true passion for woods and trees. Thanks to the Carbon Capture programme, we've put enough trees in the ground to stretch all the way from Sheffield to London if we planted them in a line!

What we've achieved together:

- 🌱 52,287 tonnes of carbon captured – that's as heavy as 10,500 elephants or 10.5 billion sheets of A4 paper!
- 🌱 £800,000 raised for the Woodland Trust to date.
- 🌱 Over 260,000 trees planted so far - that's enough to:
 - Cover 260 football pitches
 - Stretch over 140 miles - roughly the distance from Sheffield to London - if planted in a line



Planting Power

Premier Paper share our passion for trees and their staff and customers love nothing more than getting a spade in their hands and going planting.

Each November, Premier Paper hosts its Carbon Capture tree planting day. Up to 150 people roll up their sleeves and put trees in the ground.

Dave Jones, Group Marketing Director at Premier Paper said: "Tree planting is a great way to engage with customers. There is an overwhelming sense of achievement shared when you look back at the end of the day and see the results of your labours. These shared experiences, shared achievements and shared values help to build good relationships. You could say that tree planting helps to grow business as well as trees."



*"XI Limited
has thrown its support
behind the Carbon Capture
Programme wholeheartedly by
mitigating the carbon production
associated with their paper consumption.
The hundreds of thousands of trees we've
planted together will cleanse and purify
our air, provide homes for wildlife and help
people to connect with nature. On behalf of
Premier Paper and the Woodland Trust, I'd like
to say a huge thank you to everyone at
XI Limited,
you've made a real difference."*

Carbon Capture

how does it work?

Here's a typical example of the process:

1

The amount of CO₂ emitted from the paper that X1 Limited purchases is calculated as a separate Carbon Capture charge.

2

The Carbon Capture charge is given to the Woodland Trust to mitigate the CO₂ emissions by planting trees in certified Woodland Carbon sites. 100% of the charge goes to the Woodland Trust, there are no deductions for "administration fees" or the like.

3

A Woodland Carbon logo can be used by X1 Limited on clients publications, brochures and other business communications.

4

A certificate is provided by the Woodland Trust confirming the amount of CO₂ captured and the area of new native woodland that has been planted.

What is Woodland Carbon?

Woodland Carbon allows organisations to mitigate their carbon emissions by funding tree planting here in the UK. Operating under the government's Woodland Carbon Code, the scheme gives businesses the opportunity to reduce their environmental impact and facilitate the wide range of benefits provided by trees.

Through Woodland Carbon you can:

- Link your organisation to the environmental benefits of tree planting, such as improving air and water quality, preventing soil erosion and providing a sustainable source of low-carbon fuel
- Provide much-needed space for wildlife
- Establish new woodlands for generations of people to enjoy
- Connect with your staff and customers through special planting days
- Raise your environmental and sustainability credentials

