HOW HAYBROOKE OFFSETS GHG EMISSIONS ON BEHALF OF OUR CUSTOMERS

haybrooke®

Connect. Print. Grow.

Why do Haybrooke require its customers to offset their GHG emissions?

At Haybrooke, environmental responsibility is more than a commitment; it's a guiding principle. From the way we source print to the way we operate; every aspect of our business is designed to minimise environmental impact.

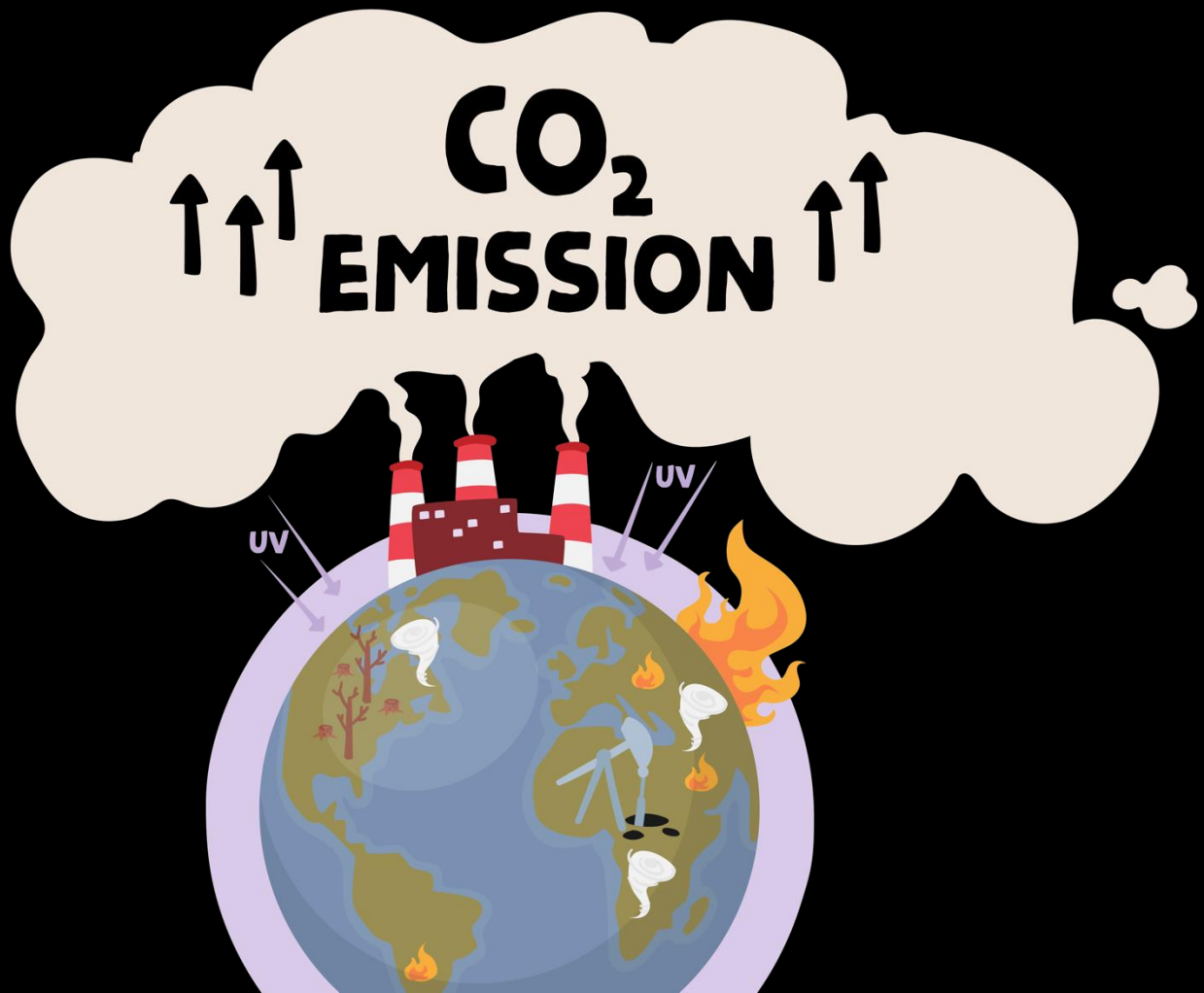
What are GHG (greenhouse gas) emissions?

Greenhouse gases (also known as GHGs) are gases in the earth's atmosphere that trap heat and increase temperatures.

Since the Industrial Revolution, humans have been releasing larger quantities of greenhouse gases into the atmosphere. In the past century that amount has increased even further, which has resulted in global warming.

Scientists agree greenhouse gases are the cause of global warming and climate change. Global temperatures have accelerated in the past 30 years and are now the highest since records began.

Greenhouse gas emissions can be reduced by phasing out fossil fuels, such as coal, oil and gas, and moving to renewable energy, such as solar and wind.



What is the process for our customers to offset the carbon emissions for the printed products they buy in PDQ?

It is easy for our customers to offset the carbon emissions attributed to the manufacture and delivery of printed products; all they need to do is buy their print through PDQ Print Hub as usual.

Without exception, when buying any printed product in PDQ Print Hub, Haybrooke offsets the proportionate CO2 and equivalent emissions of that job on behalf of our customers.

Haybrooke works with Climate Impact Partners to mitigate these GHG emissions. We do so by supporting projects that cut carbon emissions and deliver sustainable development impacts around the world.

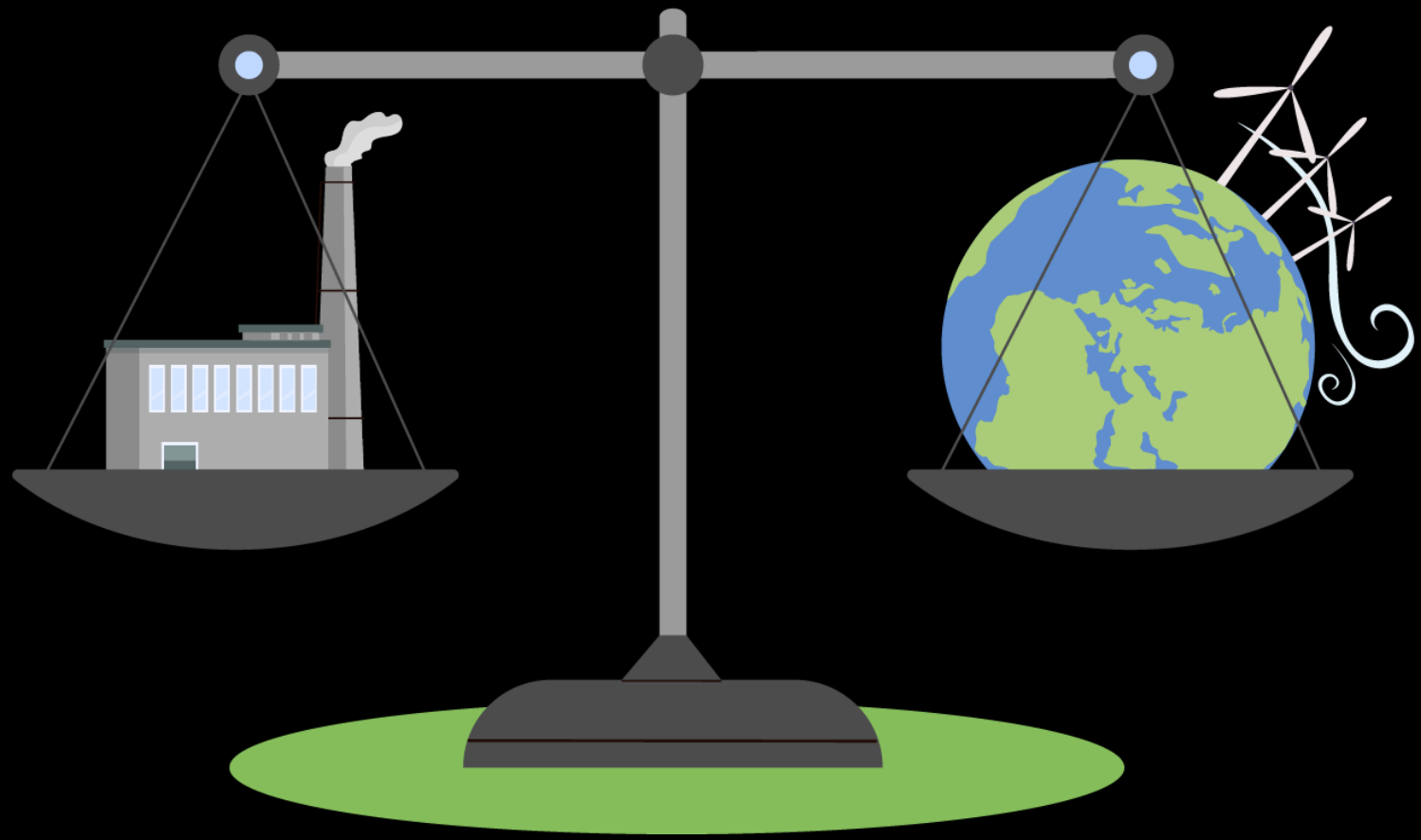
PDQ Print Hub.

What is carbon offsetting?

Carbon offsetting is the mechanism by which organisations can compensate for the GHGs generated by their business activities that are difficult or impossible to avoid. In PDQ Print Hub, this is the emissions caused by the manufacture and delivery of printed products our customers buy.

Offsetting is done by funding activities throughout the world that are essential to meet the goal of supressing the rise in global temperatures.

It operates like a seesaw, with GHG emissions balanced by equivalent emissions reductions delivered by projects around the world.



How does Haybrooke work out the carbon emissions produced by a job?

Haybrooke is monitoring and calculating the carbon emissions associated with the manufacture and delivery of every print job placed in PDQ Print Hub.

Our methodology is based upon a sophisticated algorithm that allows us to not only calculate the manufacturing methods that will be used by each printer for a job, but also the energy – in kilowatt hours – that will be consumed by the machinery as the job is produced. We then take the CO2 ratings provided by the paper manufacturers and merchants for its paper product ranges and add these into our equation. Finally, we calculate the CO2 emissions related specifically to the delivery of a job.

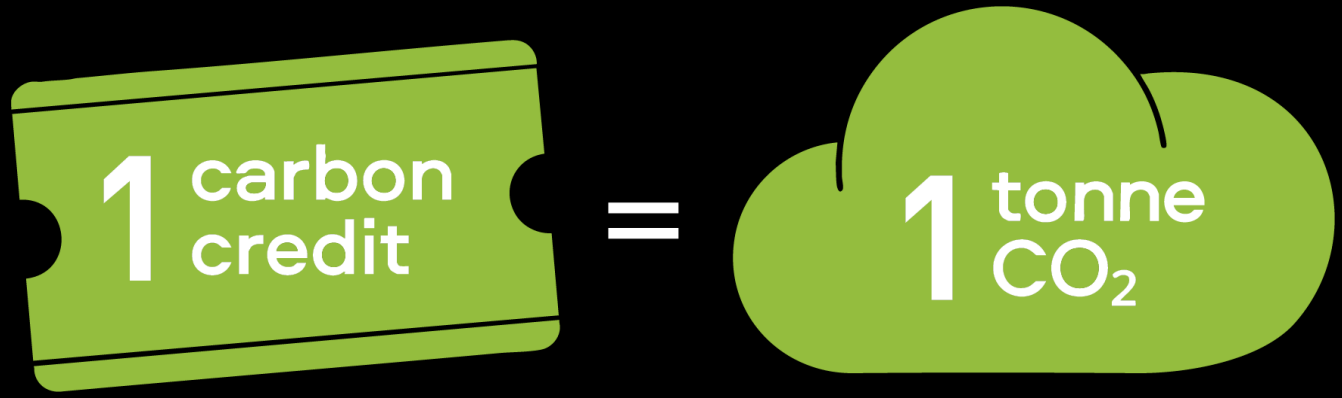
Once Haybrooke has calculated the total carbon footprint for every job placed in PDQ, we then purchase an equivalent number of carbon credits on behalf of our customers through Climate Impact Partners.

What are carbon credits?

Each emission reduction we purchase is a ‘carbon credit’ – a unit representing one tonne of carbon dioxide equivalent (CO2e) prevented from being released into the atmosphere or removed from it.

These credits are created by projects which are validated to an ICROA-approved carbon standard and are only released for purchase when a third-party auditing body has verified that the reduction has taken place.

Carbon credits provide a key source of finance for a whole variety of projects around the world, which deliver positive impacts for people and nature alongside cutting GHG emissions.



Who are Climate Impact Partners?

Climate Impact Partners is a leader in developing and delivering high-quality, high-impact carbon market solutions for climate action.

For more than 20 years, the company has worked with climate-leading businesses to support more than 600 carbon removal and reduction projects in 56 countries.

With a focus on helping to transform the global economy, improve health and livelihoods and restore a thriving planet, Climate Impact Partners develops and delivers the highest quality carbon financed projects.

It creates and manages carbon credit and energy attribute certificate portfolios that enable its clients to offset emissions they can't yet reduce, put a price on carbon to incentivise change, and meet ambitious climate goals.

Are the projects that Climate Impact Partners support verified?

All Climate Impact Partners projects follow carbon standards that meet the ICROA Code of Best Practice.

These standards have robust processes of design, monitoring and independent verification that establish the quality of the projects, the emissions they reduce and remove, and their additional benefits to communities.

Climate Impact Partners has played an important role in the development of the voluntary carbon market and led the way in setting standards for the highest quality and impact.

All the projects that Climate Impact Partners support are verified to ensure that the emissions reductions are real, permanent, additional and unique.

What are some of the projects our customers are supporting to help reduce GHG emissions?

Blue Sky Solar, India

Our customers have supported this project with the offsetting of 439 tonnes of CO2e

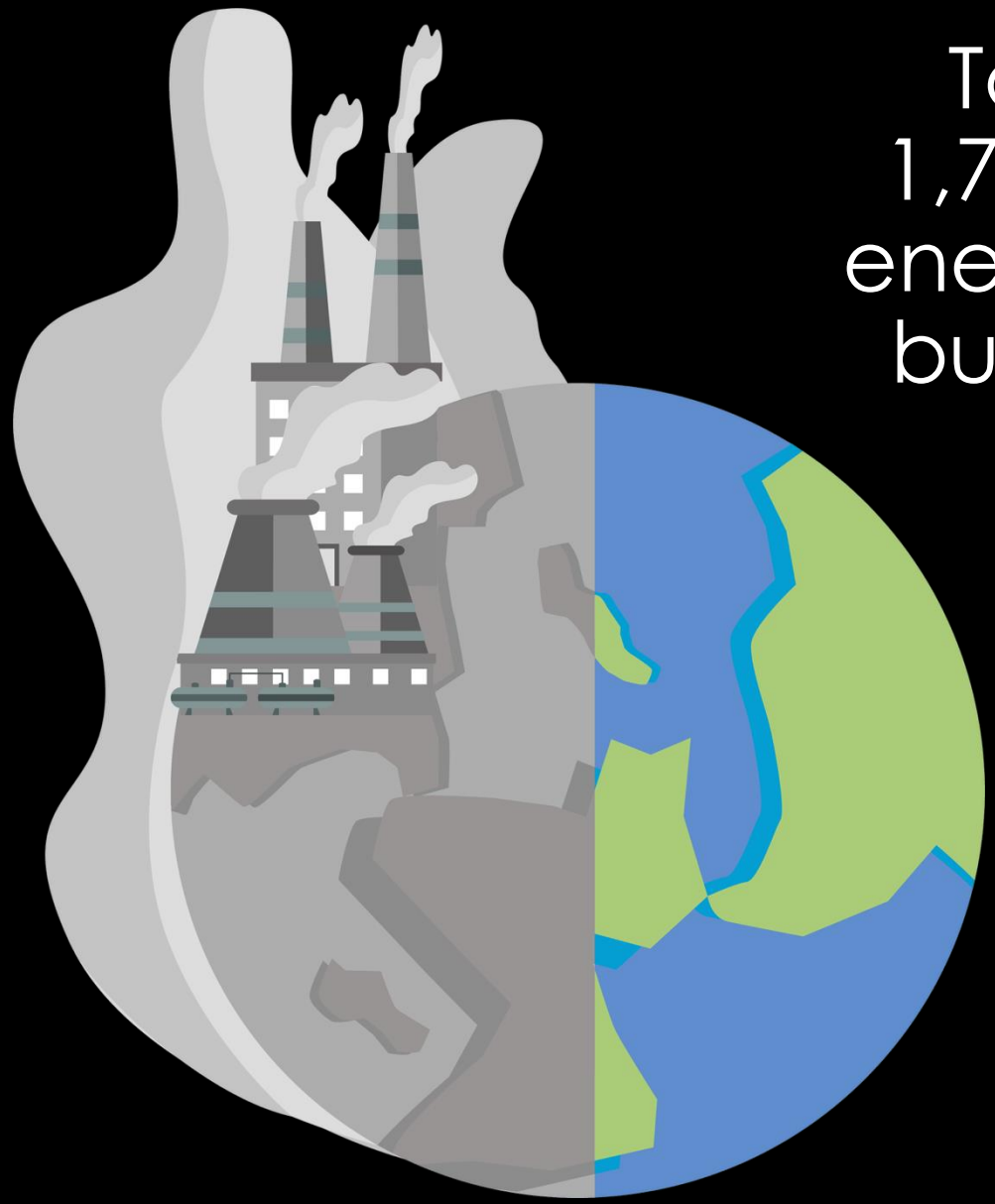
The project generates clean electricity with a combined capacity of 480 MW of solar power installations across the states of Uttar Pradesh, Telangana, Andhra Pradesh, and Gujarat in India. It displaces an equivalent amount of power from the grid, which is primarily supplied by fossil-fuel-powered plants.

The project reduces carbon emissions while enhancing energy security by diversifying the grid's energy mix. It is a step toward supporting the development of grid-connected solar power plants in India, with the electricity generated being supplied to the unified Indian grid. It also fosters sustainable growth within India’s energy sector.

Yuxian Wind Power, China

Our customers have supported this project with the offsetting of 292 tonnes of CO2e

This project, located in Xiagongcun Village of Yuxian County, Zhangjiakou City, Hebei Province in North China., reduces emissions by an average of 100,527 tonnes of carbon dioxide equivalent per year. Clean electricity from this project displaces electricity that would otherwise be generated by burning fossil fuels. Carbon finance provides essential funds to support the development of renewable energy projects like this. Supporting renewable energy projects is a fast and effective way to reduce emissions from global electricity generation. The project has 33 turbines installed, each of which have a capacity of 1500kW, providing a total installed capacity of 49.5MW.



To date our customers have offset 1,747 tonnes of CO2e in sustainable energy projects around the world by buying print through PDQ Print Hub.

PDQ Print Hub is the UK's only print buying platform that carbon balances all greenhouse gas emissions on its customers behalf.

We aim to lead the printing industry toward a greener future.

PDQ Print Hub. haybrooke®