



## **Terms & Conditions for assessing CO<sub>2</sub> emissions with the World Land Trust\* and for use of the 'Carbon Balanced by WLT' logo**



Through its Carbon Balanced programme the World Land Trust (WLT) works to mitigate the negative impacts of carbon emissions by providing a fully transparent way for businesses and individuals to achieve measurable carbon offsets. Organisations that have offset their carbon emissions with WLT may find it beneficial to use the Carbon Balanced by WLT logo on their website and/or printed materials. The World Land Trust requires all organisations wishing to offset and use the Carbon Balanced by WLT logo to accept the following terms and conditions:

All organisations assessing CO<sub>2</sub> emissions with the World Land Trust agree that they will:

1. Consider all aspects of their activities to determine the extent of the emissions for which they are responsible. Information provided to WLTTLtd must be comprehensive - information relating to electricity, gas and other fuel use, travel or other activities generating carbon dioxide emissions should be complete and accurate to the best of their knowledge;
2. Review the websites recommended by WLTTLtd on its CarbonBalanced.org website which provide advice on how to reduce carbon dioxide emissions and introduce emissions reduction practices wherever feasible;
3. Not act in any way that is inconsistent with the WLT's objectives, which are the conservation and restoration of threatened habitats; and
4. Not act in any way that is inconsistent with responsible environmental, social or ethical practices.
5. The Carbon Balanced by WLT logo may be used only by the organisation named in the request and in the form and with the words provided by WLT. The logo can not be amended nor can any other words or phrases be added to describe your organisation's involvement with WLT or its Carbon Balanced programme.
6. Where the Carbon Balanced by WLT logo is used by your organisation on a website or other electronic material, a link to the Carbon Balanced website ([www.carbonbalanced.org](http://www.carbonbalanced.org)) will be provided and maintained by your organisation.
7. The use by your organisation of the Carbon Balanced by WLT logo shall be for a period no longer than that for which your organisation has agreed to offset its carbon emissions with WLTTLtd. At the end of that period your organisation will need to stop using the Carbon Balanced by WLT logo with immediate effect unless a renewal and/or an extension is agreed to.
8. Your organisation shall not use the Carbon Balanced by WLT logo in any way that could be construed to be unethical, that is inconsistent with an environmentally responsible organisation or that exaggerates the measures taken by your organisation to become more environmentally responsible.
9. The use by your organisation of the Carbon Balanced by WLT logo shall be on a non-exclusive basis. The World Land Trust reserves the right to offer any WLT logo including the Carbon Balanced by WLT logo to any other organisation as it sees fit.
10. Notwithstanding any prior permission to use the Carbon Balanced by WLT logo, WLT shall have at all times the right to withdraw that permission. Where permission to use the Carbon Balanced by WLT logo is withdrawn, your organisation will immediately cease to use the logo and any related wording and will, where relevant, remove it from your organisation's website, all printed materials or any other place that it is used. Other than in exceptional circumstances, WLT will only exercise this right where it reasonably believes that it is necessary to protect the reputation of WLT.
11. The WLT's most valuable assets are its reputation, its relationships with its conservation partner organisations and the loyalty of its supporters. Your organisation agrees that it understands this and that it will not act in any way that might damage WLT's reputation or its good relations with its conservation partners and supporters.

*\* Please note, WLT conducts its offset programme through a trading company - World Land Trust Trading Ltd (WLTTLtd) (registered in the UK with company number 5913370). WLTTLtd is wholly owned by WLT and is managed consistent with its objectives. Any and all profits generated by WLTTLtd are transferred to WLT and are used to support its conservation work.*