

MONDAY 29 MARCH 2021

## **World Land Trust's statement in response to the use of our Carbon Balanced logo on literature of London mayoral candidate Brian Rose**

"Over the past few hours it has come to our attention that the World Land Trust (WLT) Carbon Balanced logo has been used on literature relating to Brian Rose and his candidacy for the 2021 London mayoral elections.

"While we appreciate the support from any business, campaign or individual to Carbon Balanced, we at WLT want to make clear that the choice by Brian Rose's printer of our programme to offset emissions does not constitute backing on our part of his mayoral bid. We categorically don't endorse his campaign, nor the campaign of any other current candidate to the 2021 London mayoral election.

"To WLT supporters: please be assured that we are not taking any political stance on this nor any other electoral contest and have already taken steps to ensure our brand is not used in connection to Brian Rose's campaign. We have contacted the printer who produced the literature for Brian Rose – and who used the Carbon Balanced logo to demonstrate that the emissions from the printing of the materials had been offset – and insisted the logo must not appear on any future literature from Brian Rose or any other political candidates.

"Carbon Balanced Paper and Print is a service that is provided to demonstrate that the unavoidable emissions from the production and distribution of Carbon Balanced Paper have been offset. This offers a simple way for printers, paper makers and distributors to balance the carbon impact of the paper they use through WLT's conservation projects. The resulting logo is meant to showcase that offsetting has taken place, and should never be used in the context of a political campaign.

"Since 1989, WLT's mission has been one and one only: to raise funds so that the world's most threatened habitats can be saved through partnerships with local people. As a charity focused on the conservation of global biodiversity, we have not budged one inch from that direction in our more than 30 years of history, and our supporters can rest assured that we won't be doing so today nor at any other point in the future."

For further information, please contact **World Land Trust's communications team:**

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