



ENVIROBUILD

Impact Report

2021



Foreword

This Impact Report will discuss all the noteworthy stories of the year, summarising the impact that EnviroBuild, our customers and our partnership with Rainforest Trust and others have had. Recent times are often described in terms of **adjustment and change**, and for EnviroBuild it has been no different. As such, this year we went back to the drawing board and reevaluated our approach to sustainability.

Firstly, we reimagined our **vision** and came away asking ourselves: How can we **lead a sustainable revolution in the construction industry?**

Secondly, we considered the gaps in our **research**. We've now put countless hours into creating assessments on the lifetime impact of our current offering.

Lastly (but most importantly!), we've backed this up with **action**. Using our assessments to find sustainability gaps has allowed us to begin to remedy them.

Looking back, this year has been marked by EnviroBuild's **boldest changes yet**, in spite of all the difficult adjustments, and is a year we can come away being proud of.

5

Message From Our Founders

6

Our Vision

8

Our Roadmap

10

Life Cycle Assessments

12

Wind Energy Manufacturing

18

New Recycled Packaging

20

10% Pledge Donations

28

Carbon Balanced Workforce

Aidan

James



“

After 2020, a year in which everything we knew changed, experts suddenly became valued, and what we valued was reassessed; it was with great hope that we stepped into 2021.

Cambridge Dictionary announced “perseverance” as its word of the year, which couldn’t be more apt as the prism through which to view EnviroBuild. The business difficulties that have beset EnviroBuild should not be understated, with global manufacturing failing to keep up with demand, global shipping prices bursting at the seams, and a shortage of delivery drivers. This resulted in increases in prices and longer lead times in almost every product category and we are grateful for the patience and understanding of our customers. We’re aware that as a supplier our customers will be working to a budget and timeline and our procurement team has worked feverishly to mitigate this.

As founders, our greatest thanks for the year always fall to the staff for their perseverance, working from home under lockdown at the start of the year, and the enthusiastic manner in which they continue to support one another and our customers. It is gratifying to have built a team that essentially runs the company itself.

The raison d’être for EnviroBuild is sustainability, so our measures of success are twofold:

- CO₂e (carbon dioxide equivalent) that we’ve prevented from entering the atmosphere.
- Acres of rainforest secured through donations.

Our measure of impact and of success are therefore one and the same, and this report should go some way toward showing you behind the company curtains at how we’ve approached this.

A message from Aidan and James, EnviroBuild Co-Founders

Our Vision

We had a lot more time and space to think over 2020 and 2021, some of which we used to really consider the impact we want to make. After discussions with the team, it was clear we saw ourselves as campaigners within an industry that was not changing its environmental impact fast enough.

Judging the scale of the problem, we believe nothing less than a sustainable revolution in the construction industry will suffice. This means research, innovation and fundamentally changing how things are done will be put at the core of our sustainability planning.



“

To lead the **sustainable revolution** in the construction industry and beyond.



More specifically, the built environment accounts for up to 40% of all CO₂ emissions.¹ Rather than despair however, we see this as a *massive* scope for *massive* change. As much as we'd like to, we also recognise that overhauling the entire system and industry overnight just isn't possible. We believe a pragmatic approach is the quickest, most viable route for EnviroBuild to be able to make real change. This is where our philosophy of **Quality & Sustainability** comes in. We are consistently working to ensure our products are best in class for environmental footprint and product quality so that the green choice contains no ifs, buts or compromises of any kind.

“

The built environment accounts for up to **40% of all CO₂ emissions.** We see this is a *massive* scope for *massive* change.

Our Roadmap

EnviroBuild's ambitions have always been incredibly bold. We aren't one to shy away from the big challenges. In the past, this thinking is what led us to going big on supporting green initiatives and begin reducing waste in construction. What we've done so far is all well and good, but we recognise there's *so much more to do*.

“

We are working every day to pioneer a route toward a greener industry.

2

1 Life Cycle Assessments for all major products

We're working to analyse the lifetime environmental impact of all our product lines. Eventually, we will also have independently verified Environmental Product Declarations for all products.

This means not just celebrating the good stuff, but always keeping the big picture in mind and building upon what we have. We are working every day to pioneer a route toward a greener industry and to make the sustainable option viable. Here are a few of the immediate challenges for 2022 that will help us achieve this mission.

3

Reduce carbon footprint of our major products

We've already begun doing this by moving some of our manufacturing to wind energy, however there's plenty more to do. We plan to continually work to reduce the carbon footprint of all of our major products.

4

Offset direct company emissions

This includes every emission we are directly responsible for, from our office to our warehouse operations to delivery. We will build sustainably at every stage.

EnviroBuild to become a completely carbon neutral company

While we're already reducing our carbon footprint as much as possible, both as a company and with the products we sell, we're also aiming to be completely carbon neutral across our whole business. Any remaining carbon footprint coming from our products that we can't reduce will be offset instead.

And more to come...

“

Building sustainability for life.

Launching Our Life Cycle Assessments

In 2021 we began our Life Cycle Assessment project. The question we've been asking ourselves is *how sustainable exactly are our products and how can we improve?* We looked at the entire product lifespan of particular ranges and did all the calculations necessary to find out. Each product range will have a publicly available Environmental Product Declaration (EPD); these are reports which follow an international standard for determining Life Cycle Assessments for products.

EnviroBuild was the first company in the UK to publish the environmental impact of its composite products with an EPD.² This was an incredibly important milestone, allowing us to see the effect of our products on things like ozone depletion, water consumption, the environmental effect on bodies of water and the creation of any harmful substances and greenhouse gases.

We measured the total global warming potential of Hyperion Composites, which is measured in CO₂ equivalent (CO₂e), a unit which lets us consider all greenhouse gases involved under one number. This is helpful in assessing the total global warming potential of every step of the manufacturing, usage and eventual disposal of the product. For example, 1 kg of methane has 28 times the global warming potential of 1 kg of CO₂, meaning we can express methane as CO₂e and compare it's impact alongside everything else. Once all these calculations are made, the next steps become much more obvious (as you'll see over the next couple of pages!).

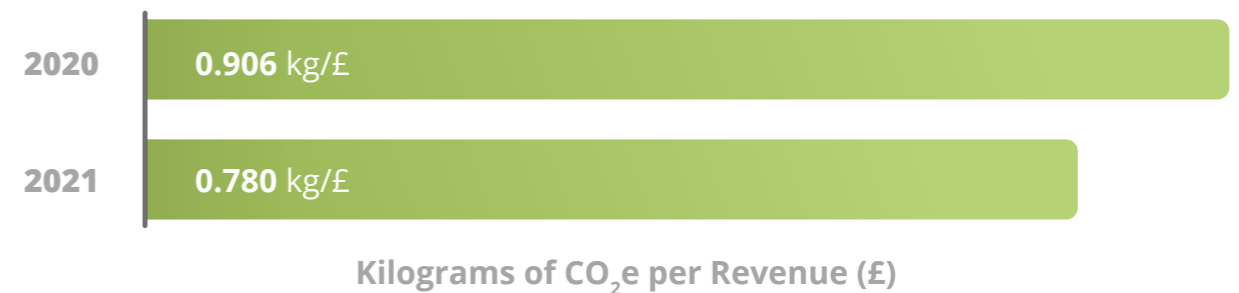
Not only can we use this to see weak spots in our sustainability, we can also increase transparency. Public and independently verified reports like these allow us to be accountable to you. With EPDs, you can now see exactly what goes into our products and how they impact the environment across their entire lifetime, clearly and with nothing to hide.

“

EnviroBuild was the first company in the UK to publish the environmental impact of its composite products with an EPD.

Our Carbon Footprint

Reduction between 2020 & 2021



1,420,616
kilograms of CO₂ equivalent
saved through last year's changes



The winds of change

We believe in continual improvement and innovation, which is why we've not only launched our Life Cycle Assessments, but acted on the weak points we discovered. 2021 was therefore the year EnviroBuild made a massive push toward wind energy manufacturing.

Our move to wind energy manufacturing

This is perhaps our biggest sustainable effort this year. Our Life Cycle Assessments showed that manufacturing with grid electricity was easily the largest contributor to the Global Warming Potential of certain products. It was clear that while changing to manufacturing using wind-generated electricity would be a difficult feat, it would be an easy win in terms of sustainability.

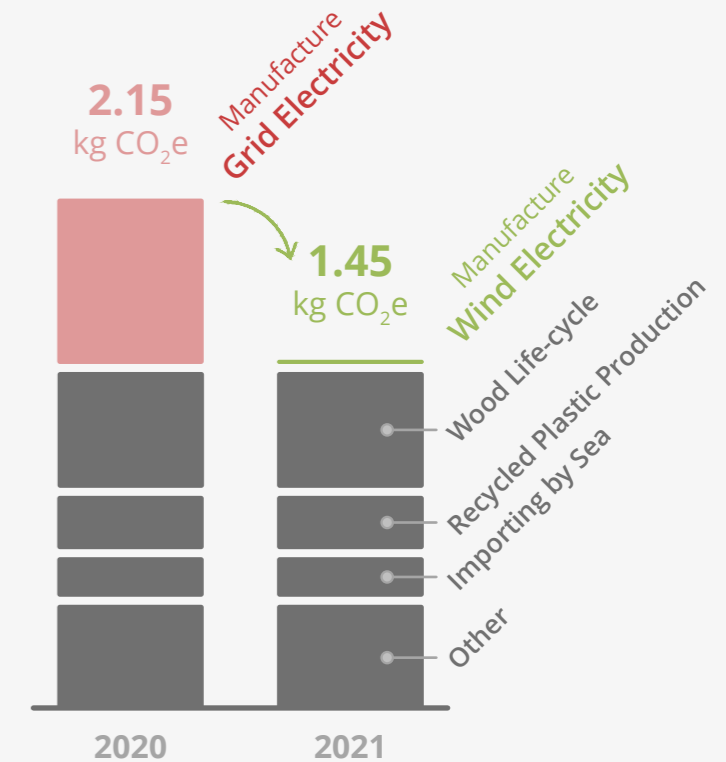
to wind energy manufacturing. And that's not even comparing it to the alternative; Hyperion Pioneer decking boards will produce 69% less CO₂e across its lifetime than softwood timber decking boards.

— HYPERION®
COMPOSITES —

33%

Reduction in CO₂e after moving to wind power

We've since moved Hyperion Composites and Sisu Luxury Vinyl Flooring to 100% wind energy manufacturing. Hyperion Composite Decking had a 32% reduction in CO₂e (carbon dioxide equivalent) by moving



Global Warming Potential* for Hyperion Composites

*Global Warming Potential (GWP) is the carbon dioxide released into the atmosphere, or other greenhouse gases weighted according to their relative contribution to heating the atmosphere compared to carbon dioxide. It is measured by the mass of carbon dioxide, or greenhouse gases weighted equivalent to carbon dioxide, kg CO₂e.

HYPERION[®]
COMPOSITES



Now manufactured using

100% **renewable energy**

Quality &
Sustainability

Composite Decking,
Cladding & Fencing

Sisū[®]
Luxury Vinyl



Now manufactured using

100% **renewable energy**

Changing the way
LVT is made forever

What next?



Always Improving

Our engineers are aiming to take our LVT to the next step, we want future versions to have 100% of the plastic content come from recycled sources.

The best things come in recycled packaging

We've been rethinking our packaging, cutting out the needless stuff to make it better for both you and for the environment. All the needless chemicals, plastics and over-the-top ink are therefore being phased out. Another exciting addition are our new barcodes, which have been transformed into beautiful jungle treetop canopies; a reminder for us and for you that we're always looking to make the correct choice.

New!



Our Rainforest Barcodes



Plain brown card

No bleach or other nasty chemicals are needed to make our packaging.



Easy on the ink

Our new packaging only uses a single colour black ink with the brown card for the background, making it much easier to recycle.



Cutting the plastic

Our new packaging cuts any plastic bagging, meaning zero plastic and less packaging overall, making it easier to recycle.



Recycled material

To top it all off, the cardboard packaging is from recycled sources and is fully recyclable itself.

10% Pledge

We believe in improving the construction industry *and beyond*. This *beyond* has always lead us to thinking big on sustainability and stretching the reach of our potential impact. From the beginning, we've donated 10% of all profit to sustainable causes and our very first donation was in 2016, to Rainforest Trust's project to save the Sumatran Rhino.

In the time since, we've contributed to projects everywhere from Malaysia to Madagascar, donated to The Ocean Cleanup project and even donated to protect a rare newly discovered worm* (and attempted to officially name it *Dermophis donaldtrumpi*, after Donald Trump!). As for 2021, you can see some of the projects we've donated to in the following pages.

*Well, it's actually a species of something called a Caecilian. But it does look very worm-like.

“

We donate
10% of all profit
to sustainable causes.



60,015 acres saved

Saving Mexico's Biodiversity Stronghold

The highly vulnerable Monarch Corridor is home to threatened jaguars, parrots and frogs. In the last decade, Mexico's Sierra Madre Oriental mountain range has lost more than 88,000 acres of forests. To prevent any more destruction, Rainforest Trust is working to safeguard the area.



2,265 acres saved

Saving Endangered Sealife From Overfishing in the Congo

The Loango Bay, on the Congolese coast, is known for its calm waters and diversity of marine life. The Critically Endangered Atlantic Humpback Dolphin calls these waters home, as do Critically Endangered Hawksbill Turtles, Endangered Green Turtles, Critically Endangered Scalloped Hammerhead Sharks and Angelsharks, in addition to many other types of fish and rays.



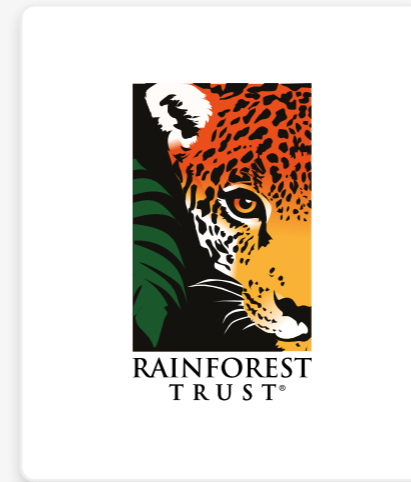
107 acres saved

Rescuing a Lost Snake From the Brink of Extinction

The Endangered Albany Adder was thought to be extinct for a decade, now it is fighting for survival. Researchers discovered that the remaining habitat is quickly disappearing because of an active cement mine. The mining company agreed to set aside this piece of land for conservation.



**Saving Bolivia's
Blue Throated Macaw**



**Protecting Colombia's
Middle Magdalena Valley**



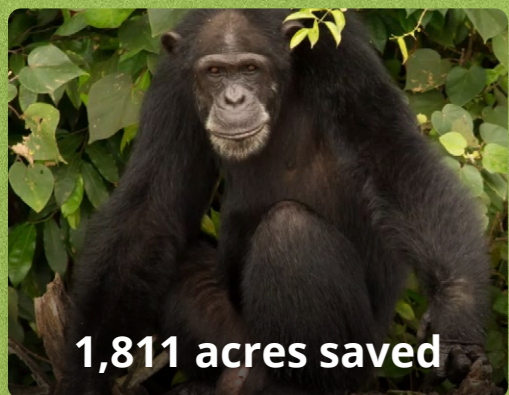
**Saving a Highland Wildlife
Paradise in Nepal**



201 acres saved

Preserving the Imperilled Maya Forest in Belize

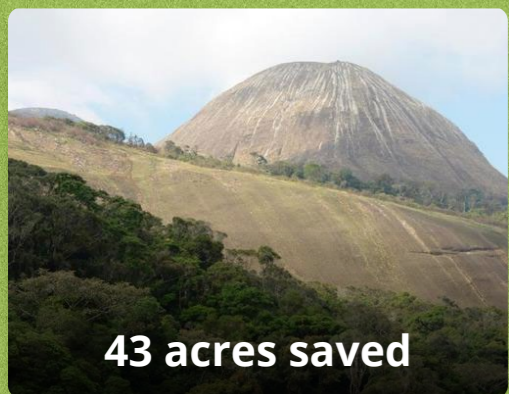
The Maya Forest is an irreplaceable linchpin in the conservation of the largest remaining tropical forests in the Americas, outside the Amazon. A total of 236,000 acres of imperilled tropical rainforest is now protected, securing vital habitat for charismatic species including jaguars.



1,811 acres saved

Saving West Africa's Last Intact Forests in Liberia

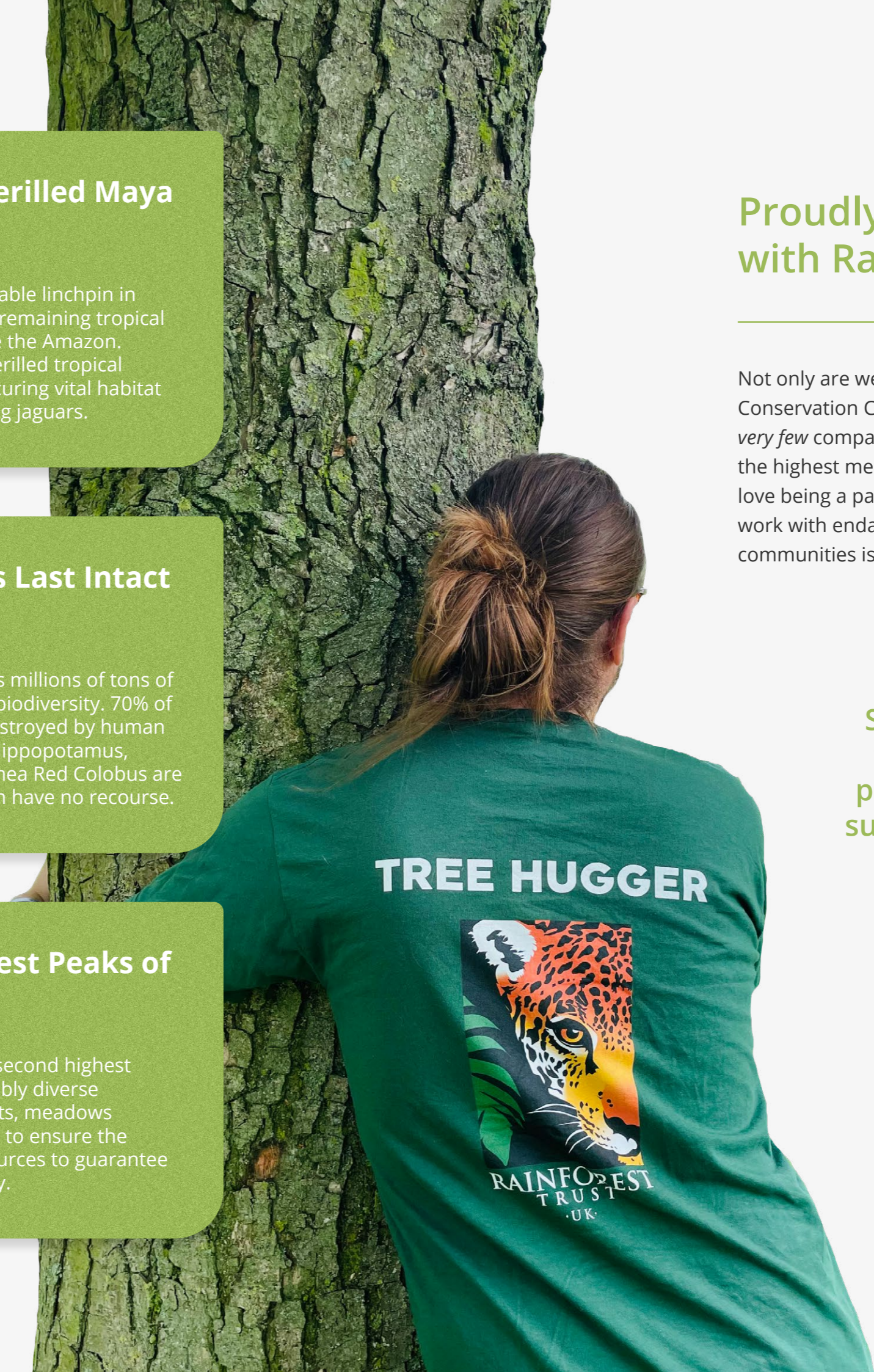
The Upper Guinea Forest stores millions of tons of carbon and is home to unique biodiversity. 70% of this forest hotspot has been destroyed by human activity. Chimpanzees, Pygmy Hippopotamus, Timneh Parrots and Upper Guinea Red Colobus are losing vital habitat and will soon have no recourse.



43 acres saved

Safeguard the Highest Peaks of Mount Namuli

Mount Namuli, Mozambique's second highest peak, is covered with an incredibly diverse but threatened mosaic of forests, meadows and farmland. The project aims to ensure the sustainable use of natural resources to guarantee the resilience of the biodiversity.



Proudly partnered with Rainforest Trust

Not only are we a part of Rainforest Trust's Conservation Circle, but we're one of the *very few* companies in the Chairman's Level; the highest membership level. We simply love being a part of what they do. Their work with endangered ecosystems and local communities is perfect for our 10% Pledge.

“

Success stories like these wouldn't be possible without the support of businesses like EnviroBuild.

Rainforest Trust UK



RAINFOREST TRUST

The grand total...

61 million

trees protected*

and counting...



That's more than

190,000 per week

27,000 per day

1,100 per hour



a lot of these

It's always exciting seeing these numbers increase year on year. Our donations from 2016–2021 have now **protected over 300,000 acres** of primary rainforest and marine reserves.

To put 300,000 acres into perspective, that's over 3/4 of the size of Greater London, bigger than New York City entirely, and over 3 times the size of the Isle of Wight!



*Between 2016–2021

Tipping the carbon balance

Our move to a carbon-balanced workforce




We're working hard to build sustainably at *every stage*. This includes the day-to-day running of our office and carbon emissions from employees. EnviroBuild will be annually audited by the World Land Trust to calculate the carbon our employees create in the workforce. We can then pay for this to be balanced.

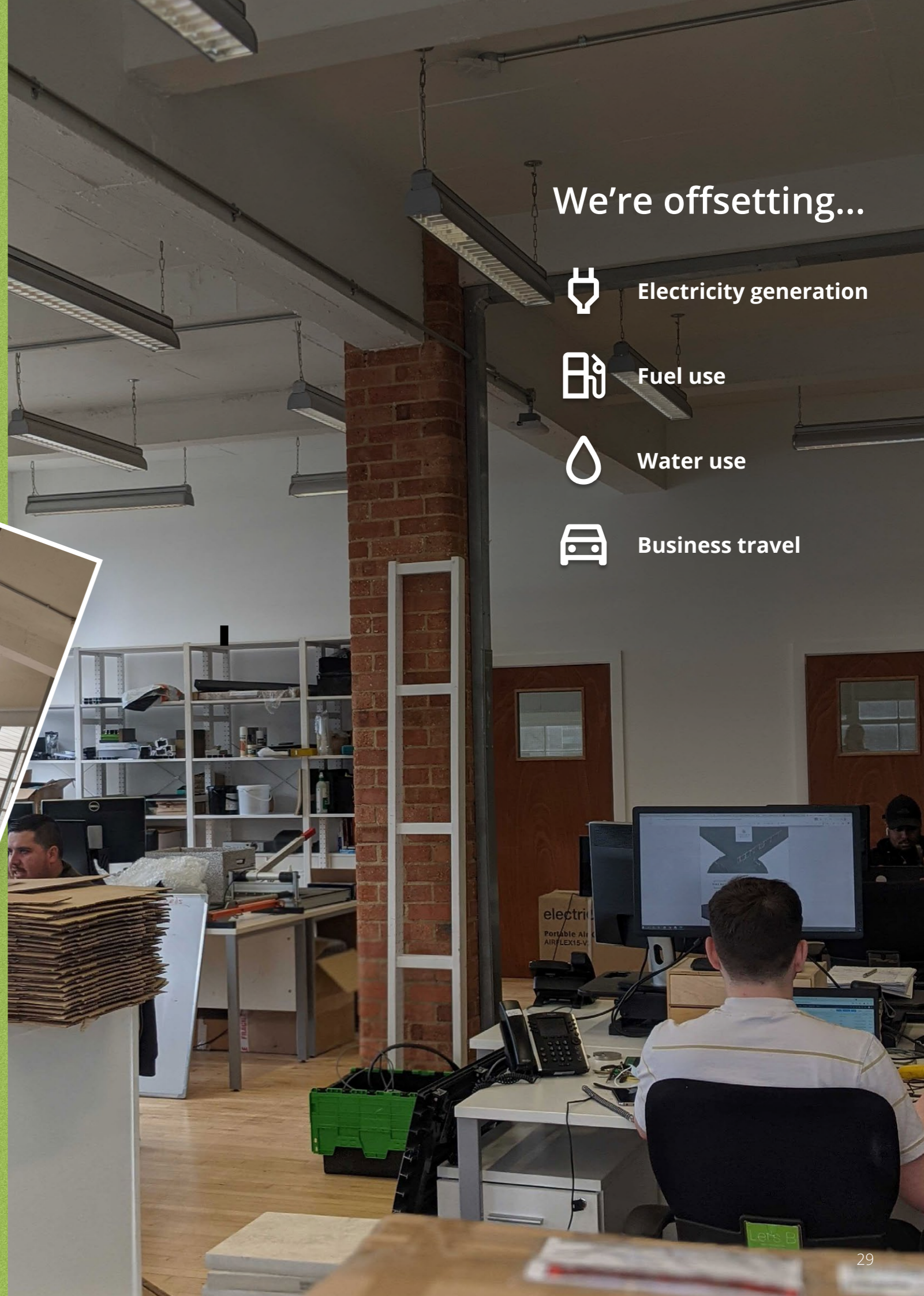
The funds contributed by EnviroBuild will be used by World Land Trust to protect and restore threatened forest in key areas of conservation importance.



The new office also uses renewable electricity!

We're offsetting...

-  Electricity generation
-  Fuel use
-  Water use
-  Business travel



“

Which of our achievements this year have had the greatest impact on *you*?

Words from the team



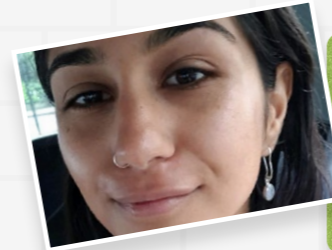
I've been so proud to have played a part in showing my colleagues' passion for sustainability to the world. Our **Earth Day campaign** and the **Hug 100 Trees challenge** were such a big success in raising awareness for the planet and in raising donations for our charity partner Rainforest Trust UK. It's been great seeing everyone come together and support the causes we all care about!

Eelinn Vanquaethem
Marketing & Communications Coordinator

Working at EnviroBuild has definitely made me more passionate about sustainability. One thing I was keen to get involved in was Rainforest Trust's **Hug 100 Trees Campaign**. We can't survive on a planet without trees so I decided to show them some love. The highlight was donning my 'Tree Hugger' shirt and hugging trees in Buckingham Palace Gardens with my son over the summer.



John Bamborough
Commercial Sales Executive



One of the things I've loved highlighting this year is how the continued effort of the sales teams over a really tough couple of years means we are one of the few companies at a **Chairman Level in Rainforest Trust's Conservation Circle**.

Nikki Bhatia
Sales Manager

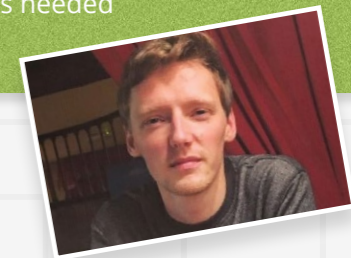
I'm really proud of the active steps EnviroBuild has begun taking to reduce their environmental impact as a company. By performing **Life Cycle Analyses** on our most significant product lines, we've been able to find out where the biggest environmental impacts are in the product life cycle, and therefore take meaningful and informed steps toward reducing the environmental impact of our products as much as possible.

This has culminated with us beginning to produce our composite and flooring products with **renewable energy**, and giving our customers the option to do the same for aluminium.



Hayden Cotgrove
Design Engineer

As someone who studied wildlife conservation at university and spent a lot of time in the field volunteering with charities, it is important to me that where I work makes an effort to be more sustainable and to protect the world that we live in. That's why the work that I do to help EnviroBuild to support **Rainforest Trust UK** is one of the most rewarding parts of my job. The work that they do to **protect endangered ecosystems** with the help of the local community is exactly what is needed if we want to succeed in protecting our planet.



James Bedingham
Senior Innovation Manager

And more...

Delivering Greener Logistics

While it's been a busy time we've even managed to look into logistics, moving to a greener provider, Howard Tenens. Since 2018 they've been awarded 5 stars in the Eco Fleet Recognition Scheme, won the Environmental award in the UK Warehouse Association Awards, achieved Gold Status in the EcoVadis CSR Supplier Evaluation and saved 200 tonnes of CO₂ a year using solar panels at many of their sites.



Green Your Aluminium

We've now introduced 'The Green Option' for our commercial offering.

With this option we manufacture the most carbon intensive part of the aluminium manufacturing process through renewable electricity and split the extra cost.

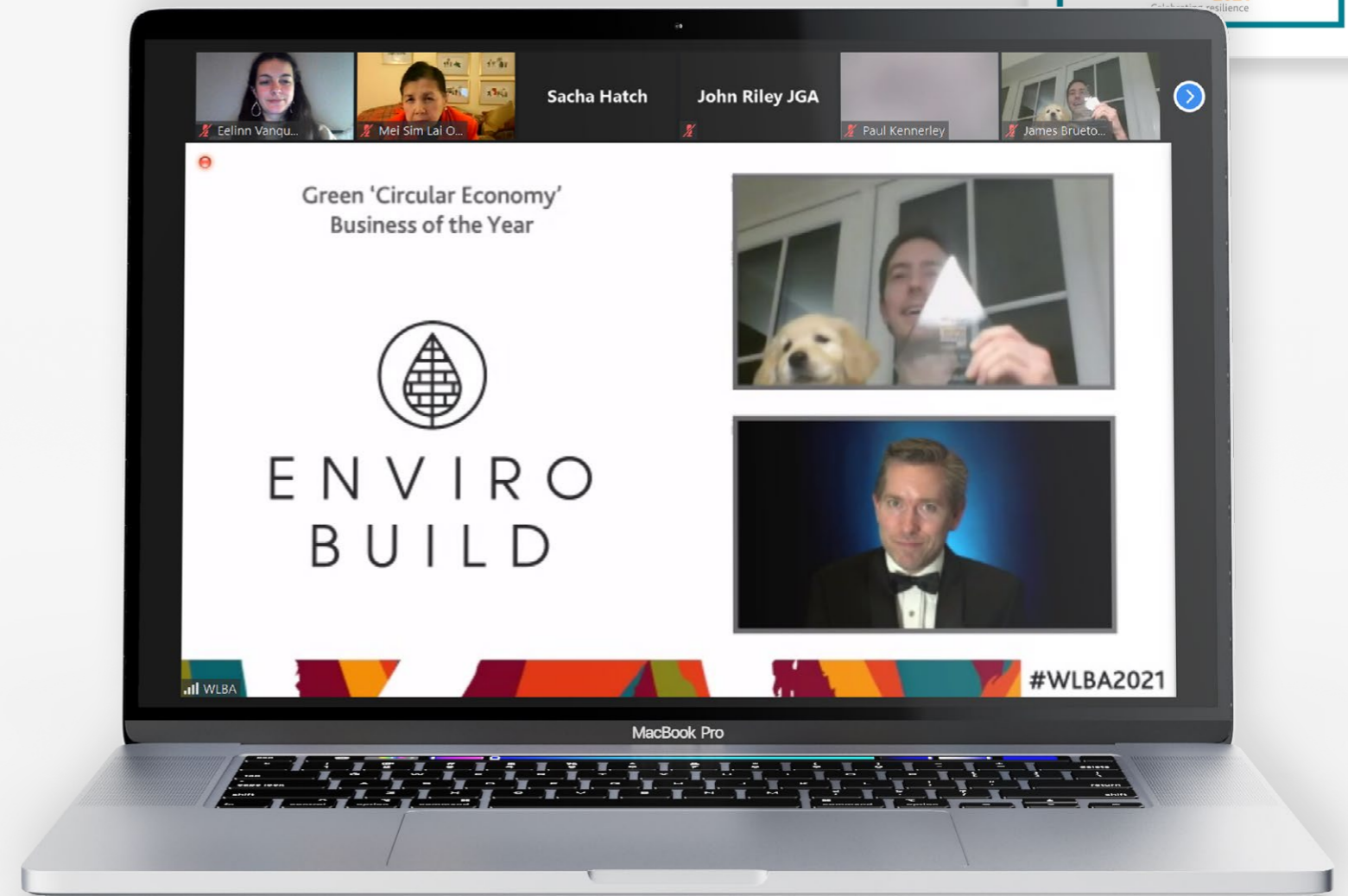
The result is a 70% reduction in CO₂e

(equivalent carbon dioxide)

Green Circular Economy Business of the Year

Win!

It's not about winning awards, but it certainly doesn't hurt. One of this year's highlights was winning 'Green Circular Economy Business of the Year' at the West London Business Awards 2021. Having put sustainability at the core of what we do, we were absolutely thrilled to be recognised!



References

1. **Royal Academy of Engineering**, (2021, Sep 24), *Construction sector must move further and faster to curb carbon emissions, say engineers.*

2. **The International EPD System**, (2021, May 17), *EnviroBuild Hyperion Composite Products (Decking, Cladding, and Fencing).*



In Partnership With




**RAINFOREST
TRUST**





**WORLD
LAND
TRUST™**

**Thank you for
reading**

If you'd like to learn more about the content of this report, please don't hesitate to get in touch.

 /envirobuildcom

  @envirobuild

