



The Alliance
for Sustainable
Building Products

Insights from ASBPs work on EPDs, embodied carbon and reducing plastics in construction

21st June 2022

Dr Katherine Adams, Technical Director

BWF Members' Day 2022

@asbp_uk

Who we are



**Not-for-profit, mission led,
membership organisation**

**“To accelerate the transformation
to a healthy, low carbon built
environment by championing the
use of demonstrably sustainable
building products”**

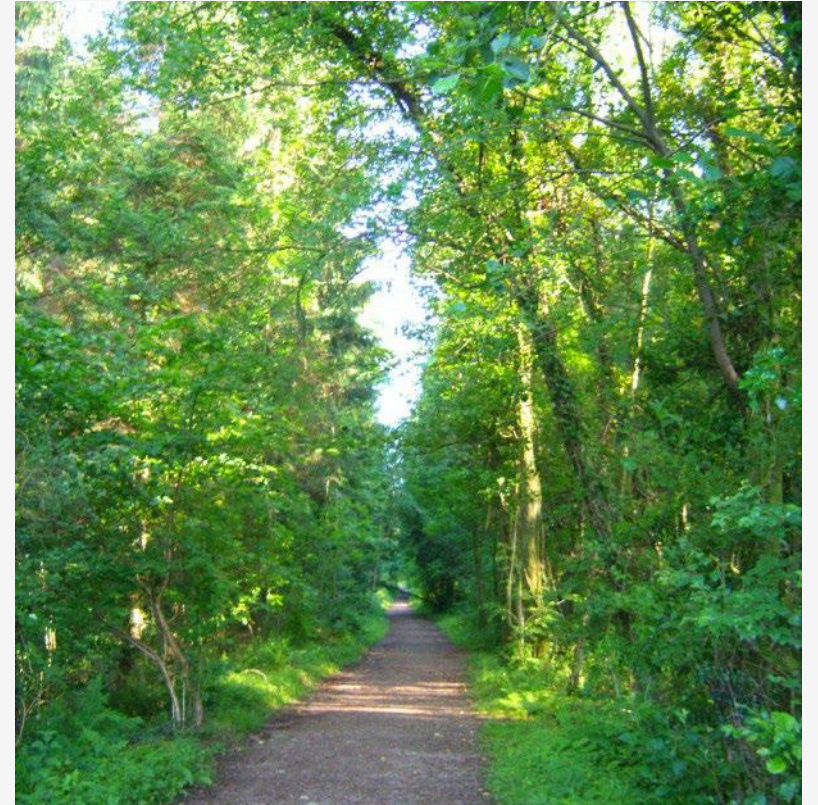
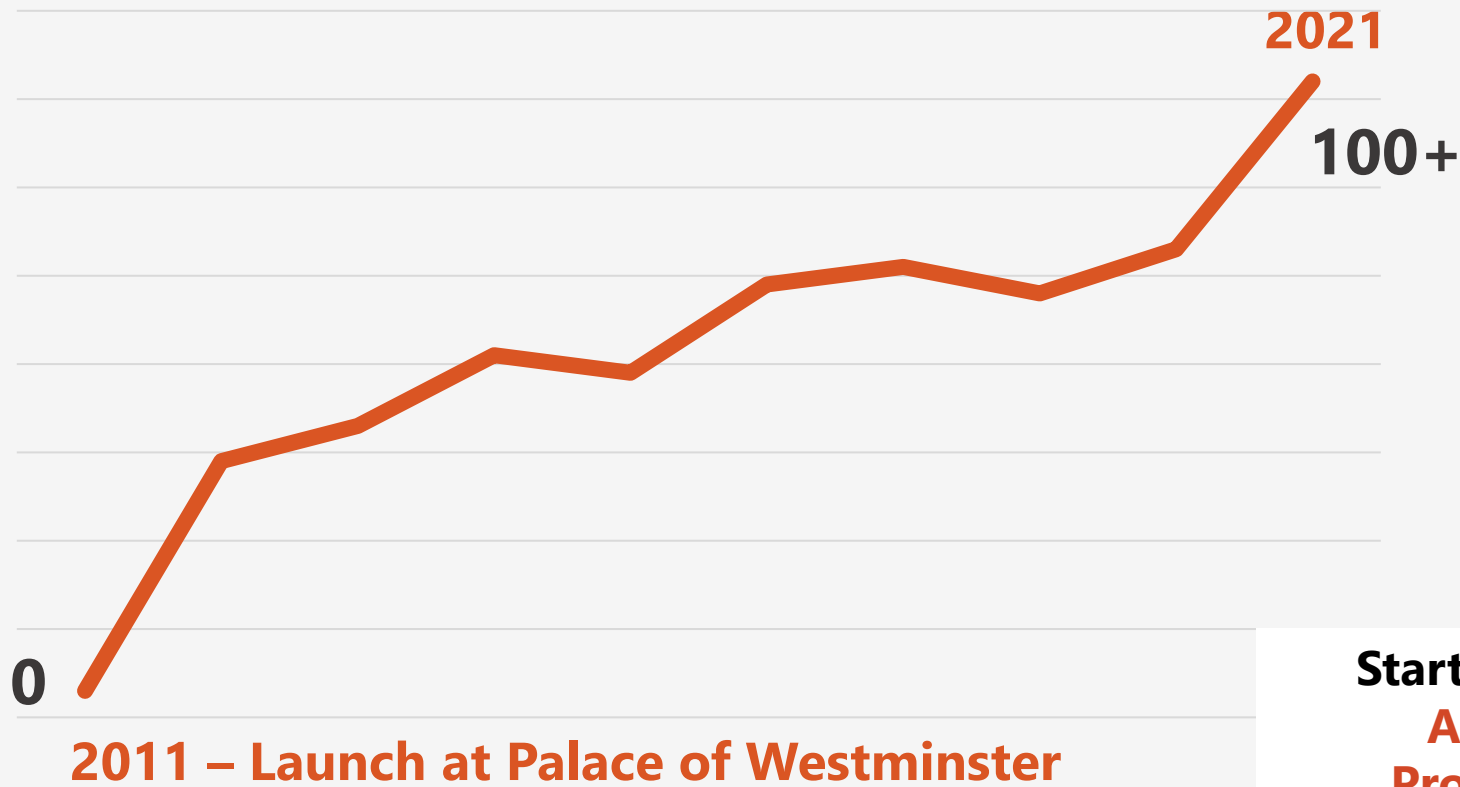
What we do

**Share learning through events, participate in
research projects, advocate product standards,
respond to policy consultations.**



Our Alliance – 100 members and counting...

We recently donated 100 trees to Caerphilly Woodlands Trust to mark our 100th member milestone.



Start-ups, SMEs and multi-national orgs
Architects, Specifiers, Contractors
Product manufacturers, Trade bodies
Academia and more

Snapshot of activities



ASBP Awards



Innovation Pitch Series



Healthy Buildings



Timber Accelerator Hub



Reducing Plastics



Natural Fibre Insulation



Embodied Carbon/EPD



Circular Economy/Reuse

Working groups

Reducing Plastics in Construction Group

“A collaborative stakeholder group seeking to identify solutions and alternatives that can help to reduce the over-use of plastic building products and packaging in the construction industry.”



Plastics in Construction Group - Context

- Continued the momentum from our 2019 'Plastics in Construction' Healthy Building Conference and Expo
- Collaborative, cross-supply chain network
- Identify challenges facing industry and propose solutions/outputs/guidance
- Connect with other initiatives & recruit members that can help provide solutions
- Identify funding opportunities
- 4 quarterly meetings each year – Meeting #12 in January 2022.

**HEALTHY
BUILDINGS**
CONFERENCE & EXPO 2019
PRODUCTS • PEOPLE • PLANET



Robust alternatives

Members' interests

Microplastics & nurdles



Product packaging



Plastic waste/recycling

What are our Plastics Group members up to?



"Accord Housing are developing 12 virtually plastic free houses as part of the CHARM Interreg research project."



Aluminium guttering



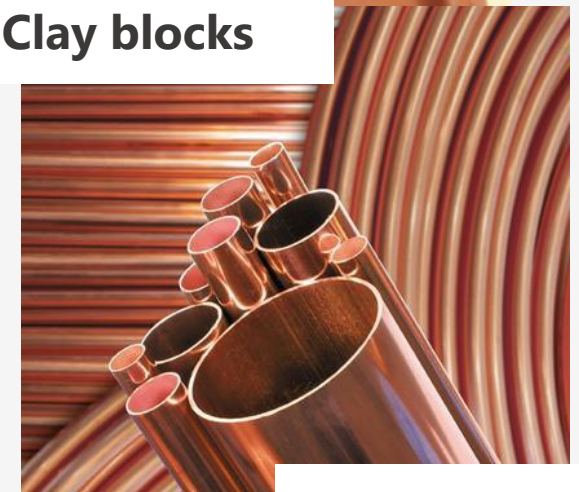
Clay blocks



INITIATIVES/
RESEARCH



Timber windows and doors




Copper pipes

ALTERNATIVES

FREE Resources - Interactive house and EPD database

- Check out our Interactive House of ASBP members' products – broken down into windows, services, insulation, flooring, structural elements, guttering etc.
- New database of ASBP members' products with Environmental Product Declarations.





The Alliance
for Sustainable
Building Products


ASBP Member EPD Database

Filter by manufacturer All

Filter by ASBP member All


Filter by product type All

Sort by Default




Beltermo Wood Fibre

Manufacturer: OJSC Mozyr
Type: Insulation
Member: Back to Earth




Brimstone cladding and decking boards

Manufacturer: Vastern Timber
Type: Cladding
Member: Vastern Timber



Climate Board

Manufacturer: Calsitherm
Type: Insulation
Member: Ecological Building Systems



Diathonite

Manufacturer: Diasen
Type: Plaster
Member: Ecological Building Systems

Natural Fibre Insulation Group

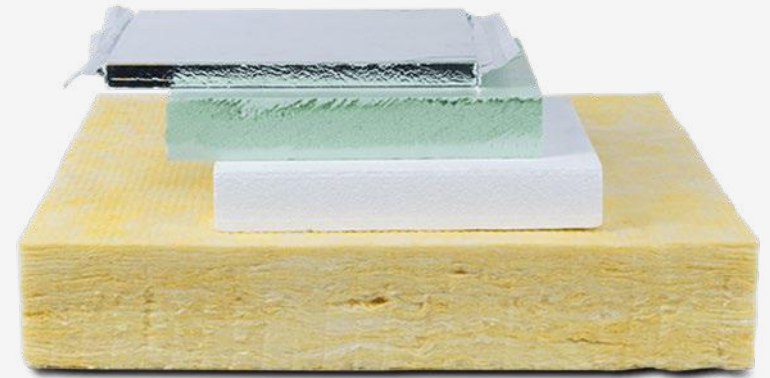
- The Natural Fibre Insulation Group (NFIG) is a collective of ASBP members who are the leading manufacturers and suppliers of natural fibre insulation in the UK.
- The purpose of the group is to work collaboratively to better communicate the many benefits of natural insulation products and systems.
- Natural fibre insulation products and systems are derived from natural materials such as wood fibre, hemp, straw, cellulose, wool, cotton and flax.

NATURAL FIBRE
INSULATION GROUP



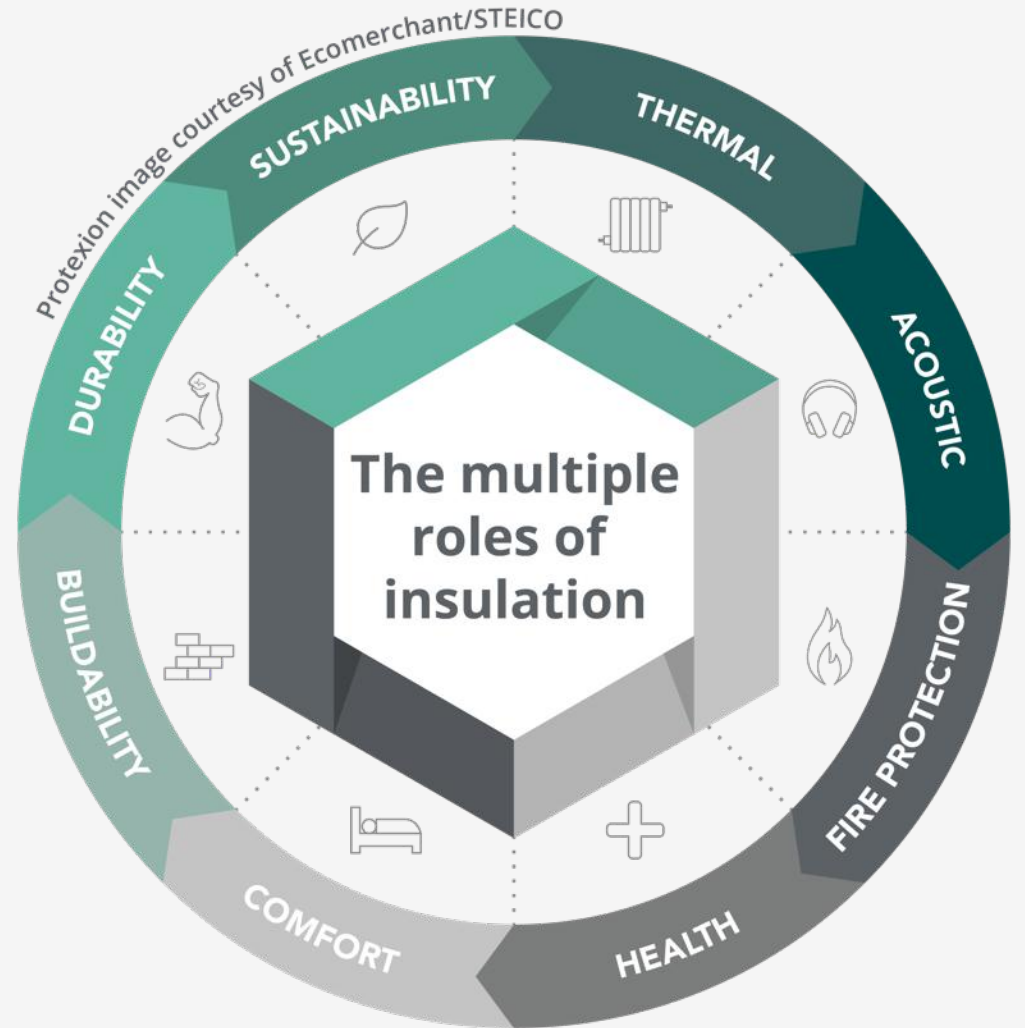
Context

- 99.5% (UK) of insulation products sold are carbon intensive, mostly derived from petrochemicals.
- Natural insulation (NFI) generally present 2/3 times lower global warming potential than conventional products, without including biogenic carbon.
- Most NFI still require some form of plastic binder which improves durability.



Key theme - The multiple roles of insulation

- Insulation profoundly influences the performance of buildings. Balanced consideration of this multi-functionality often makes natural fibre insulation the superior choice.
- Group members work together to agree on consistent messaging and terminology.
- Published briefing papers on multiple roles of insulation and breathability.
- Delivered CPDs on “Insulation – More than just U-values”.



Aims and outputs

- Collaborative market development activities
- Briefing papers - Health and wellbeing benefits of NFI; breathability, airtightness & vapour control; Environmental Product Declarations
- Events, CPDs, workshops
- Training – New online training portal
- Market intelligence/insight
- Policy - giving evidence to EAC inquiries

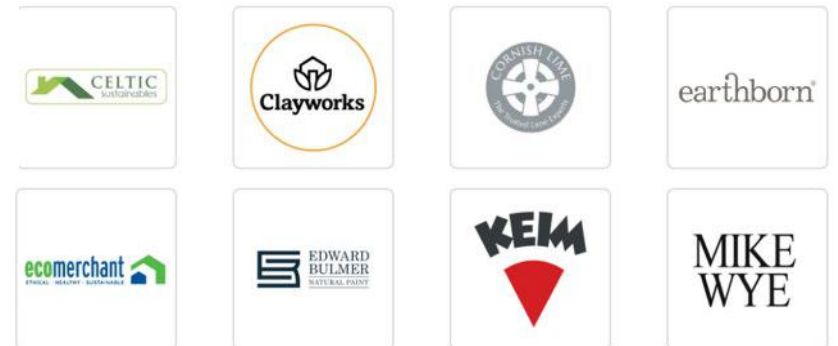


Paints & Finishes Group

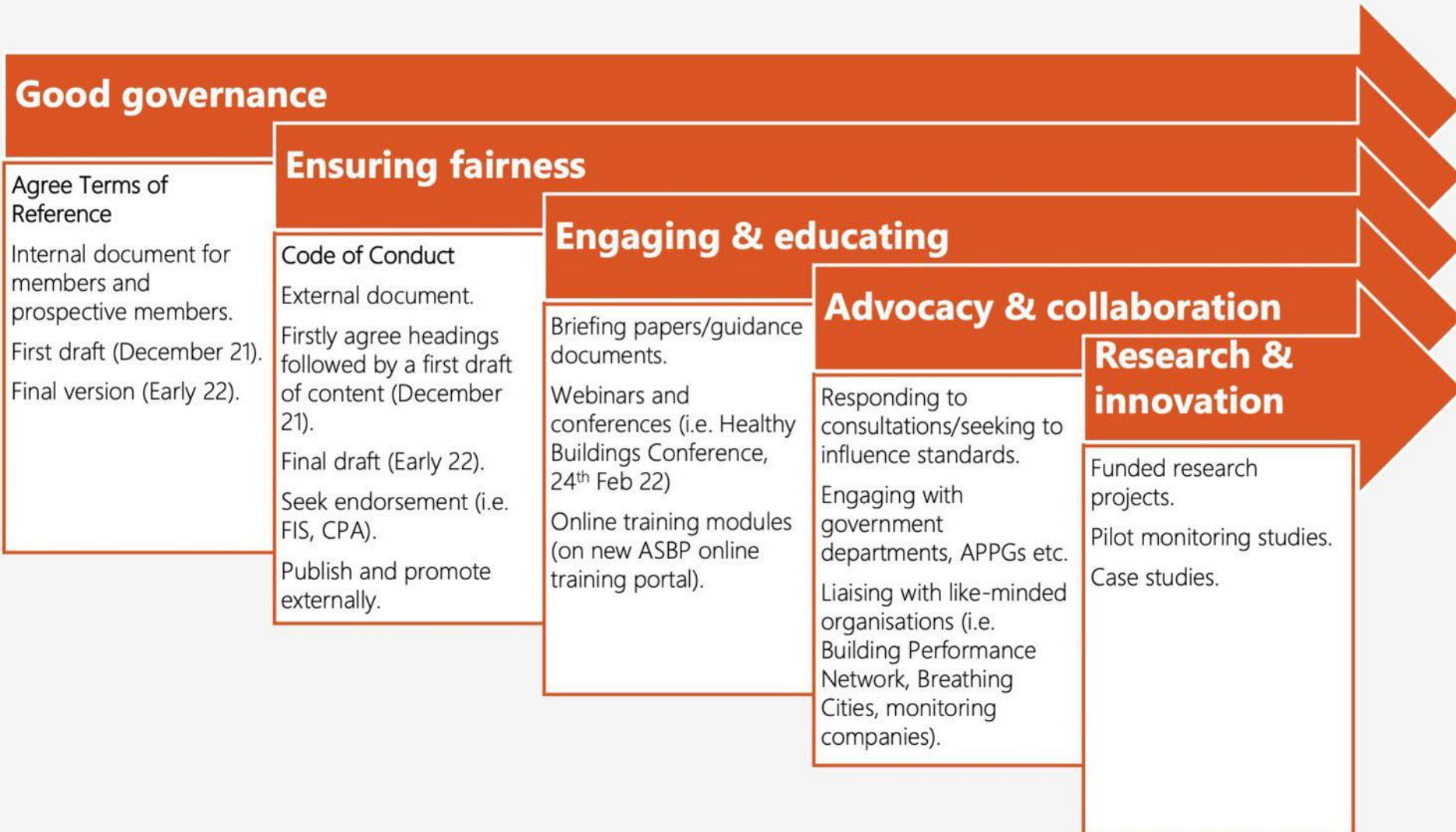
- The ASBP Paints and Finishes Group brings together manufacturers and suppliers of natural and healthy paints & finishes in the UK.
- Agree on a 'Code of Conduct' in relation to fair marketing of product properties and performance, i.e. 'Zero-VOCs'.
- Recent report found "Paint appears as the largest source of microplastic leakage into oceans and waterways".
- Explore health and wellbeing issues, embodied carbon, plastic content, circularity and more.



PAINTS AND FINISHES GROUP



Proposed group themes/outputs



Reusable Products and Buildings Network

- **ASBP has been active in the development of circular economy thinking for nearly 10 years, including on a number of successful collaborative research projects which have aimed to identify the barriers and make the business case for the 'reuse' of existing building components and the development of new 'reusable' products which can be dismantled and reused at end of life.**
- **The ASBP Reusable Products and Buildings Network brings together forward-thinking organisations in the sector (clients, designers, manufacturers, contractors, demolition and more) to share learning, fill gaps in knowledge and further the awareness and development of reusable products and buildings that can contribute towards a more resource efficient built environment.**



Projects

Steel reuse – DISRUPT project



- **ASBP is leading the DISRUPT project (Delivering Innovative Steel ReUse Project) which seeks to explore the innovative reuse of structural steel in construction and encourage the adoption of new circular economy business models.**
- **The DISRUPT project team is made up of steel reuse experts Cleveland Steel and Tubes Ltd, global construction company ISG and the National Federation of Demolition Contractors.**
- **Real life case studies will track the 'journey' of reused steel from start to finish. The project will deliver new costed circular business models that can act as a blueprint for other companies interested in entering the reuse sector.**

Bio and Circular Insulation for Resourceful Construction (BIO-CIRC)

We are a partner in a 2 year EU-funded Interreg research project called BIO-CIRC.

- Investigate the waste bedding sector and the reuse of a problematic waste source - polyester duvets, resulting in the development of 3 novel insulation prototypes.
- Conduct market intelligence of the insulation market to identify growth opportunities for natural and recycled fibre insulation (NRFI) materials.
- Review air quality and health & well-being characteristics, and raise awareness of the benefits of NRFI amongst our diverse networks of construction professionals.



The project has been awarded by Interreg France (Channel) England, which is co-financed by the European Regional Development Fund (ERDF), who will fund 80% of the project budget (€399,600).

Water damage caused by plastic pipe failures in buildings

The aim of this research project is to build upon anecdotal evidence and conduct primary research (surveys, interviews, workshops) by engaging with a range of stakeholders including insurers, loss adjusters, clients, facilities management, surveyors, contractors and more.

It is hoped that the findings of this research project will allow us to build an evidence base of plastic pipe failures in buildings and help make the case for the adoption of **robust alternative materials** with **lower environmental impacts** across their **whole life cycle**.

News article: Insurers pay out £1.8m for escape of water claims every day

Escape of water isn't only the leading cause of home insurance claims, it's also one of the most expensive. According to ABI (The Association of British Insurers), insurers pay out £1.8m for escape of water claims every day.

- Good meetings with Aviva, Gallacher, Marsh, Association of British Insurers (ABI) and Chartered Institute of Loss Adjusters (CILA).
- Next focus for interviews – Large loss adjusters and forensic scientists.
- Project runs until the summer with support from Mueller Europe and Lawton Tubes.

The ZAP Project

ZAP Project - Zero Avoidable Packaging Waste in Construction.

We are delighted that our ZAP Project bid was one of 4 successful projects in the second phase of the Ecosurety Exploration Fund!

Research project runs throughout 2022 with partners ASBP, Cullinan Studio, Bankside Open Spaces Trust, Mace and Morgan Sindall.

"To generate a better understanding of and reduce packaging waste in the construction industry, minimise contamination and explore end of life scenarios and innovative solutions."

<https://www.ecosurety.com/impact/education/zap/>

<https://asbp.org.uk/project/zap-project>



Why is this needed?

- No overall understanding of the types and amounts of packaging used for construction products
- A lack of granularity in terms of the polymer type
- A lack of understanding of how it is managed on site and disposed of
- Lack of knowledge on what manufacturers are doing and can do

All of the above means its very hard to put in any interventions in and know what the outcome will be!

Interventions



Opportunities

Design and procurement

- Use of packaging reduction, reuse and recycling targets and clauses in procurement and specifications
- Assessing the opportunities for increasing recycled content in plastic-based construction products (using recycle from construction plastic packaging)

Manufacture

- Continued reduction of packaging through film thickness, length etc
- Increasing the recycled content, especially in LDPE products
- More take back of packaging from manufacturers/merchants (learning from other take back schemes)
- Use of bulking to reduce packaging use
- Consistent and appropriate labelling

Construction

- Increasing segregation of plastics on construction sites
- Looking at how plastic packaging could also be treated with other plastics from construction sites (increasing the volume)
- Use of balers on site at appropriate points in the construction programme

Resource management

- How plastic packaging could also be treated with other plastics from construction sites
- Bulking up of plastics
- Specification for recycling
- Agree reporting

Other activities

Embodied Carbon Guidance

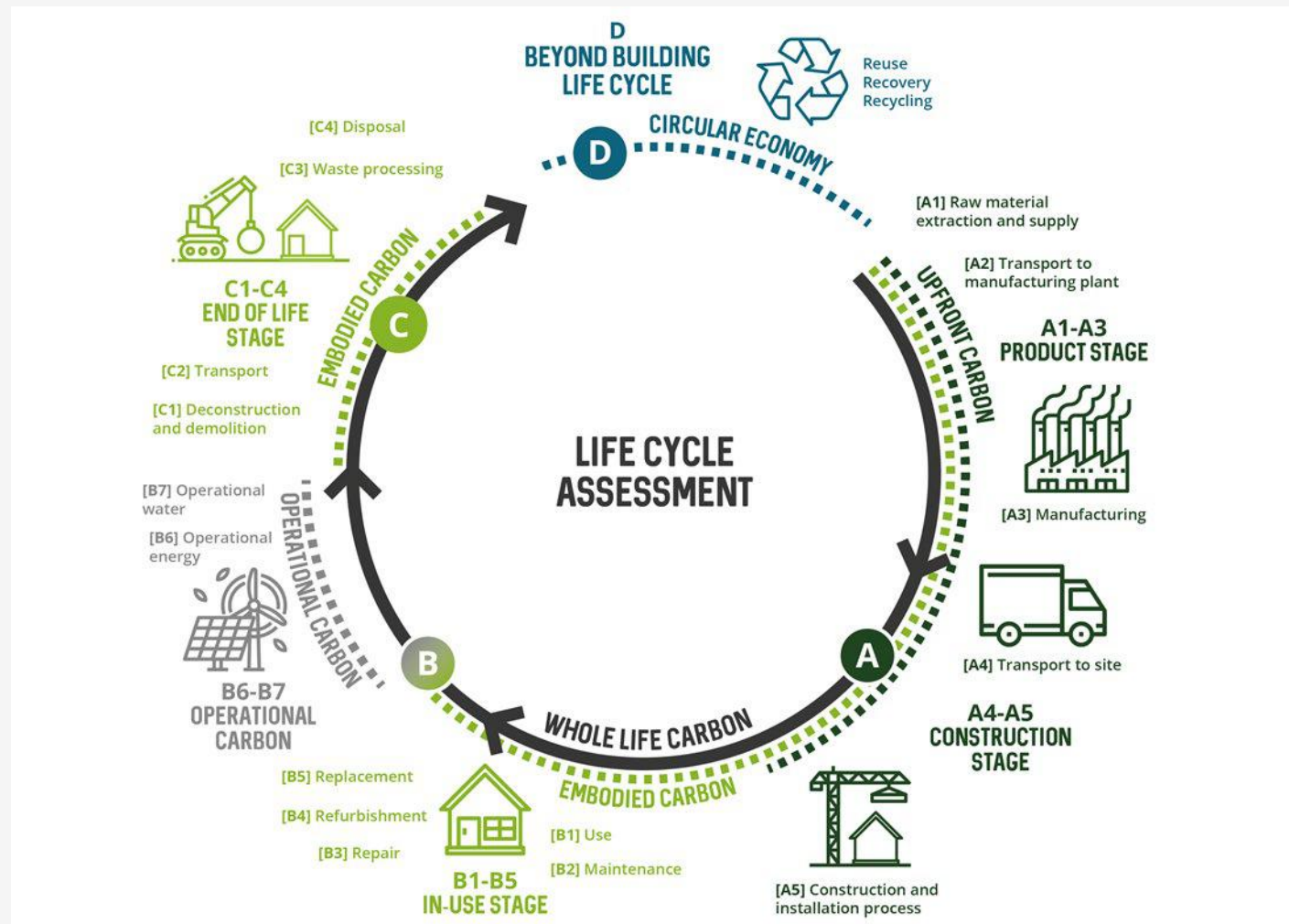
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Available at:

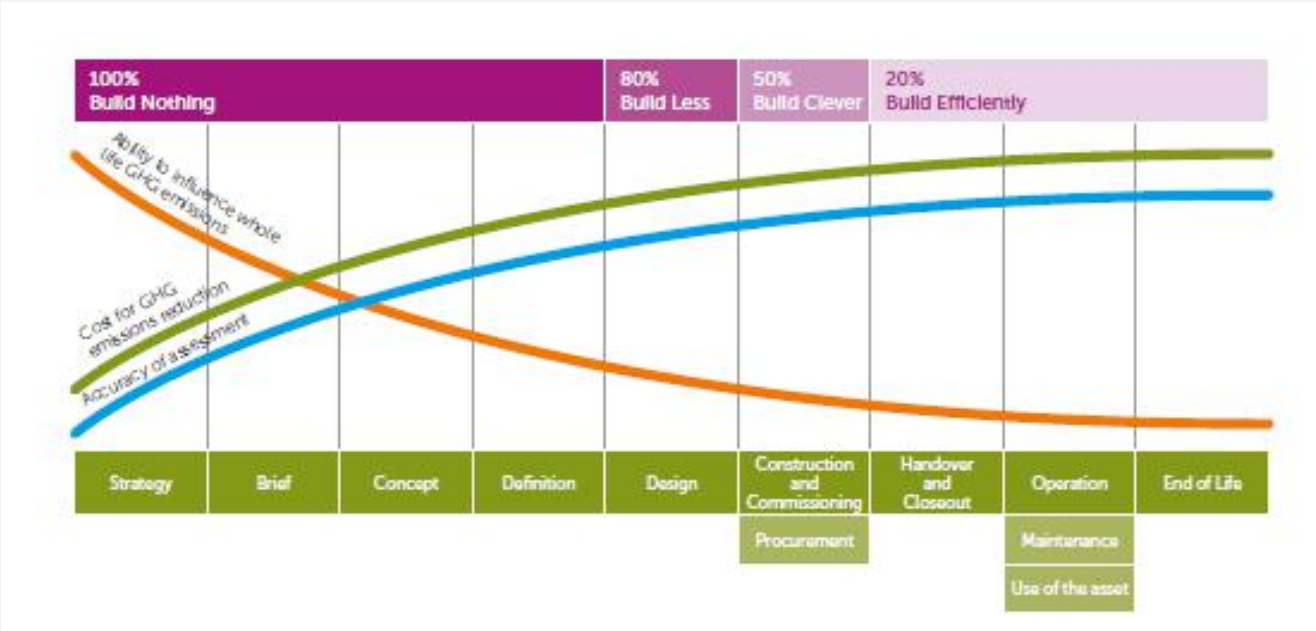
<https://woodknowledge.wales/wkw-resource/hgh-ec-guidance>

What is embodied carbon?



Approaches to reducing carbon

RIBA STAGES	EMBODIED CARBON REDUCTION STRATEGIES
0 STRATEGIC DEFINITION	<ul style="list-style-type: none"> Consider the need for a new building Consider reuse and retrofit of existing buildings Reduce land used by built environment (intensification) and minimise need for infrastructure Intensify the use of buildings – share space and uses
1 PREPARATION AND BRIEF	<ul style="list-style-type: none"> Ensure embodied carbon measurement, targets and outcomes are included in the brief Identify a carbon champion to drive carbon reduction Consider designing for adaptability and extending building life
2 CONCEPT DESIGN	<ul style="list-style-type: none"> Optimise building form and layout Consider simple, repetitive structural solutions Consider prefabrication/off-site manufacturing Compare whole life carbon impacts of different building services and energy supply options Use resource efficient construction approaches Use resource efficient construction approaches Consider lightweight construction Increase biogenic carbon storage within the building Design for deconstruction and disassembly Report on upfront and embodied carbon at design stage
3 DEVELOPED DESIGN	<ul style="list-style-type: none"> Increase use of reused and recycled materials Use materials with lower impacts Design out waste Use materials which can be reused or recycled
4 TECHNICAL DESIGN	<ul style="list-style-type: none"> Use products with lower impacts Increase material efficiency Minimise any over-specification Design for low maintenance and easy access to shorter life or critical components Optimise service life and durability Ensure the tender documents clearly state the embodied carbon goals Report on upfront & embodied carbon and justify any increase from design stage assessment
5 CONSTRUCTION	<ul style="list-style-type: none"> Communicate the embodied carbon intent during tender and appointment to ensure cooperation from contractors and the supply chain Use local materials, especially aggregate, concretes and timber Use efficient construction processes Monitor and reduce energy and water usage Monitor and reduce waste arising and maximise reuse and recovery, minimise downcycling Report on the embodied carbon impacts of any variations
6 HANDOVER/ CLOSE OUT	<ul style="list-style-type: none"> Evaluate the as-built upfront and embodied carbon and include in the O&M Manual Compare to initial assessments and identify lessons learnt Offset whole life carbon Ensure guidance on the operation and maintenance of the building is provided at handover Ensure information on how to repair and replace components is provided in the O&M manual
7 IN USE	<ul style="list-style-type: none"> Maintain components to optimise service life Review actual service life data against predicted impacts Consider embodied carbon when specifying replacements and refurbishment Include embodied carbon in any post occupancy evaluation
END OF LIFE	<ul style="list-style-type: none"> Consider retaining structure and fabric where possible Deconstruct rather than demolish Increase reuse and recovery of waste at end of life Minimise downcycling of waste



Form factor

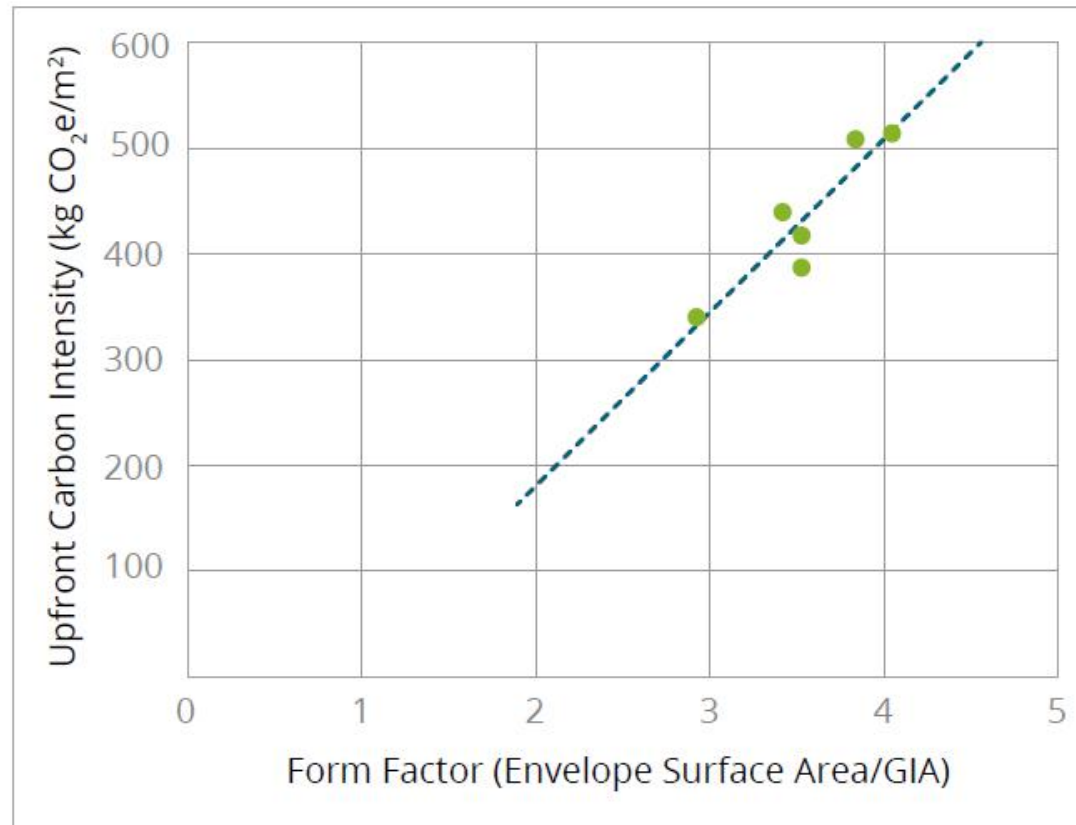
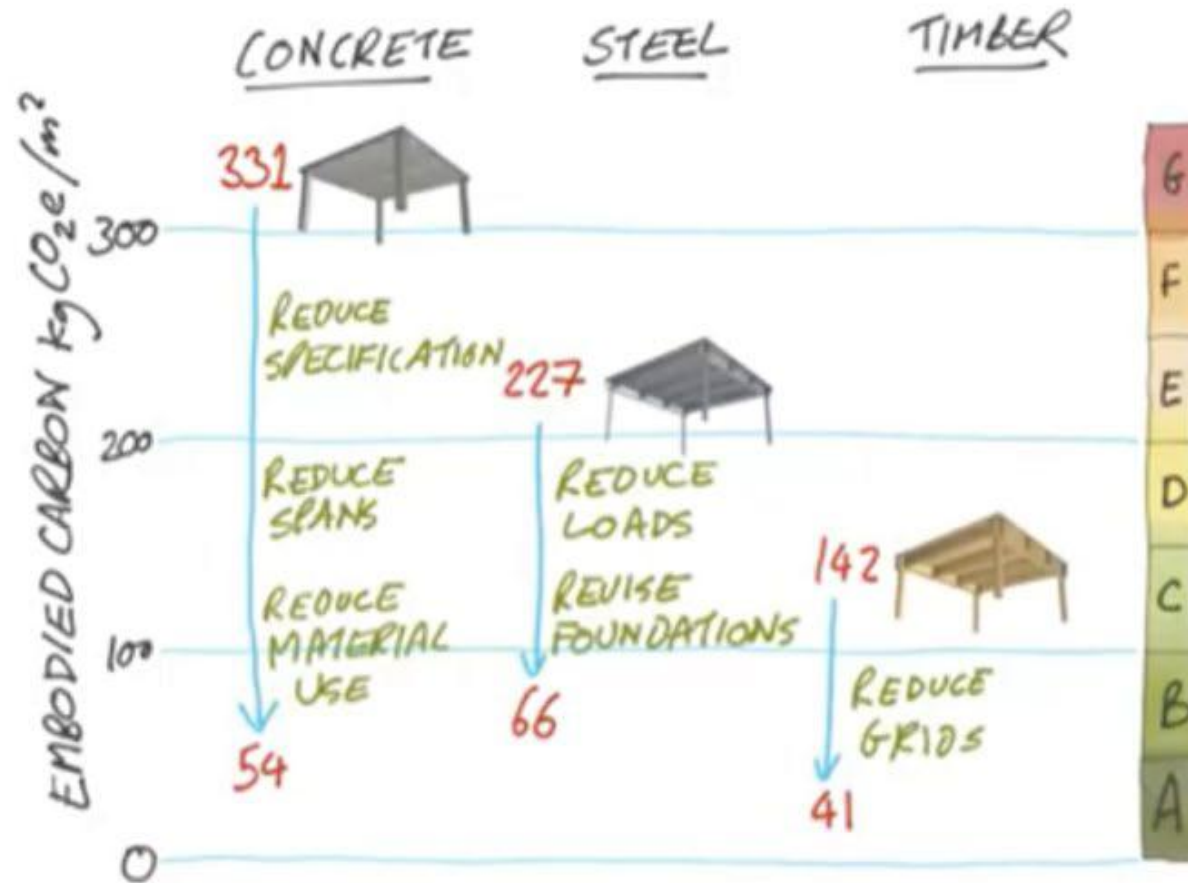


Figure 17

Form Factor v Upfront Carbon for the most common dwelling types - Gwynfaen Development. Data courtesy Stride Treglown.

Structural



Based on **Embodied carbon: structural sensitivity study**
By Buro Happold
<https://www.istructe.org/resources/case-study/embodied-carbon-structural-sensitivity-study/>

Materials



Upfront material choices

Element	Base Specification	kg CO ₂ e/m ²	Improved Specification	kg CO ₂ e/m ²	Reduction
Foundations	OPC concrete	135	40% PFA concrete	115	15%
Upper floors		10		10	
Roof	Clay roof tiles	40	Concrete roof tiles	25	37.5%
External walls	Brick and block	135	Reclaimed brick PFA in blocks	65	52%
Windows & ex doors	u-PVC	43	Alu-clad timber	38	11.6%
Internal walls		13		13	
Internal doors & finishes		59		59	
M&E		40		40	
External works	Asphalt (virgin)	125	Asphalt (50% recycled planings)	120	4%
Reduced waste		0	50% reduction in waste*	-35	50%
TOTAL		600		450	25%

*Additional production due to wastage should be considered in A5 but has been considered in A1-A3 in this study.

Figure 20
Approaches to reducing Upfront Carbon for a typical house

Gwynfaen houses – Stride Treglown



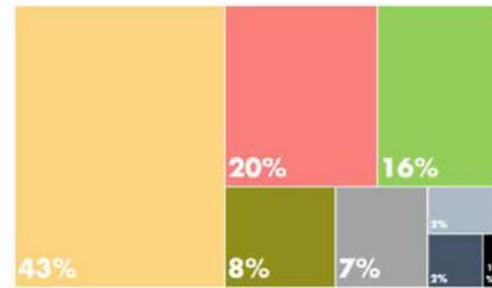
Timber frame
Timber clad facade
Wood fibre insulation

31 kg CO₂e/m²

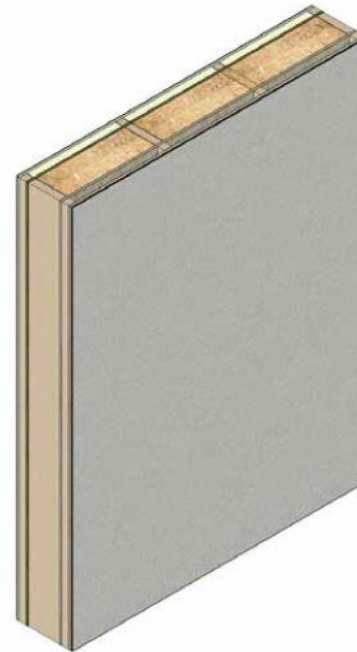
average embodied carbon per m2 of elevational area

 **Biogenic carbon storage***
103kg CO₂e/m²

Embodied carbon impact by material



● OSB
● Timber
● Treated timber
● Wood fibre
● Glass wool
● Gypsum board
● Plaster
● Membranes/other



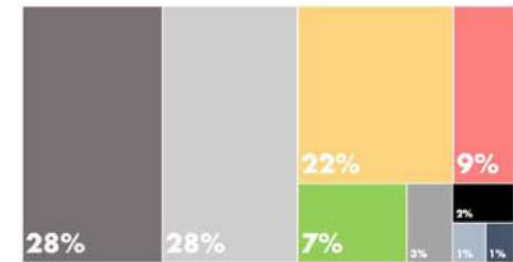
Timber Frame
Render on cement board
Ventilated and drained cavity
Wood fibre insulation

74 kg CO₂e/m²

average embodied carbon per m2 of elevational area

 **Biogenic carbon storage***
90kg CO₂e / m²

Embodied carbon by material



● Cement carrier board
● External render
● Wood fibre
● Gypsum board
● OSB
● Timber
● Glass mineral insulation
● Plaster (<1%)
● Membranes/other

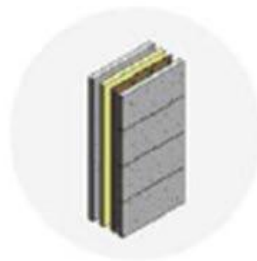
Elemental analysis

Case Study Elemental Analysis



Reinforced & rammed
concrete

156 kg/CO₂e/m²
avg. embodied carbon



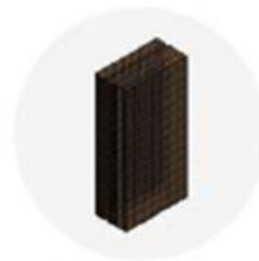
Reinforced & precast
concrete panel

231 kg/CO₂e/m²
avg. embodied carbon



SFS & precast
concrete panel

514 kg/CO₂e/m²
avg. embodied carbon



Reinforced rammed
earth

108 kg/CO₂e/m²
avg. embodied carbon



Figure 35

Examples of facades with similar aesthetics and functionality but very different embodied carbon,
from H\B:ERT presentation, 2019

Carbon Storage



Figure 13

The benefits of carbon storage for a house (Timber framed timber clad house designed for Gwynfaen. Data from Stride Treglown (2020))

Timber

- Biggest impact is from use of fossil fuels in kilning and processing
- Big variation in use of fossil fuels
- Transport can be relevant
- Sustainable timber (e.g. FSC, PEFC) sequesters “biogenic” carbon
- Sustainable timber used in buildings stores carbon out the atmosphere
- Recycling and reusing timber keeps this carbon out the atmosphere for longer
- Using timber for energy emits CO₂ but offsets typical energy production

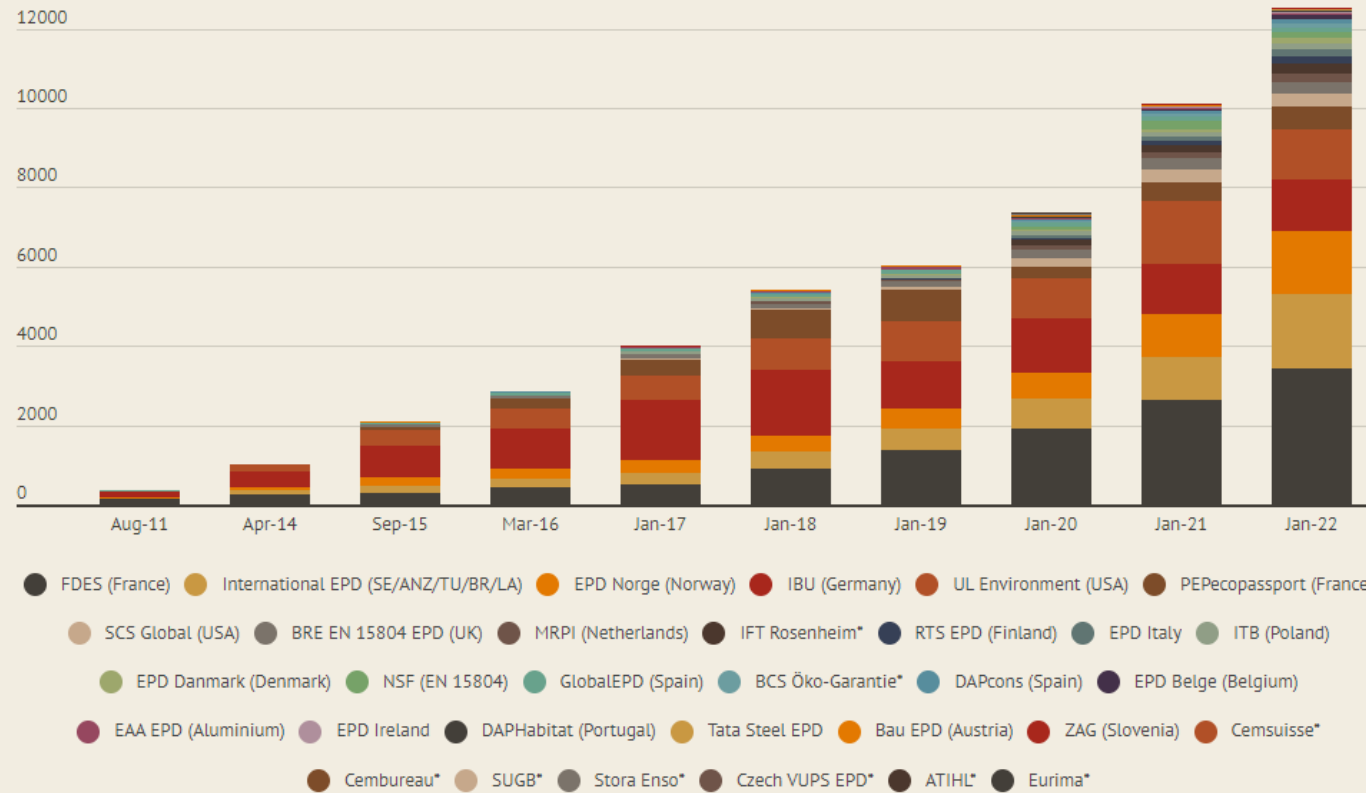


Environmental Product Declarations



Now over 10,000 EPDs

Growth in numbers of Construction Product EPD to EN 15804



* EPD Programmes not previously surveyed so no data provided before 2019.

<https://constructionlca.co.uk/>

EPD – An Introduction

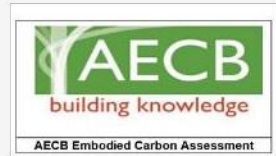
EPD – How to Use

EPD – Where to Find Them

EPDs - for ASBP Members

December 2019

Tools for measurement





Tool name	Carbon Designer by OneClickLCA	ECCOLab by Rapiere Software Ltd	eToolLCD by eTool	H\B:ERT by Hawkins Brown	PHRibbon by Tim Martel for AECB	One Click LCA Planetary	One Click LCA
Cost for users?	Yes, costs on request	Starts at £27pm	Between \$50 USD and \$500 USD per month	Free beta version ICE database	£105 + Passivhaus Planning Package (PHPP)	Free in UK through UKGBC partnership	Yes, costs on request ¹³
Where does it source its data for materials?	One Click LCA Database - Generic Data (EN15804 compliant and 3rd party verified) EPD data	EPD data ICE database	- Default eTool Datasets (ecoinvent) - EPD data - BRE IMPACT ⁺	Users can enter data from EPDs etc.	EPD data ICE database	Only includes ten most important construction materials and selected essential assemblies. Global generic (average) data, as well as manufacturer specific, 3rd party verified EPDs	One Click LCA Database - Generic Data (EN15804 compliant and 3rd party verified) EPD data - BRE IMPACT ⁺
Life cycle modules included?	A1-A5, B1- B7, C1-C4 + Module D Users can add A5, B1, B3, B6, B7.	A1-A4, B4, B6, C4 Further stages in development.	A1-A5, B1- B7, C1-4 + Module D	A1-A5, B4, C1-C4	A1-A5, B1-B7, C1-C4 + Module D Users can add B3 and B5.	A1-A3	A1-A5, B1, B3- B7, C1- C4 + Module D
Which environmental indicators does it include?	Embodied Carbon	Embodied Carbon	Embodied Carbon EN15804+A1 Material Efficiency Metrics	Embodied Carbon	Embodied Carbon	Embodied Carbon	Embodied Carbon BREEAM LCA categories EN 15804+A1 and A2
Where is scenario data sourced from?	One Click LCA Database which has UK localised data or User input	RICS Professional Statement, CIBSE, Insurance data, EPDs. Assumes incineration at End of Life. User input for Transport Plugin for Sketchup IFC from Revit	Industry average eTool defaults User input	RICS Professional Statement	RICS Professional Statement EPD data	n/a	Industry average localised One Click LCA Database EPD data User input
Links with CAD/BIM tools and other tools	Can upgrade to full OneClickLCA tool	Can import .gbxml	Revit Excel	Must use Revit 2017, 2018, 2019 as a Revit Plugin	Must be used in Passivhaus Planning Package (PHPP) ⁺	No	REVIT, IES-VE, IFC etc see website
Results export?	Excel	Excel, Word	Excel, Word, PDF	Excel, PDF	Excel	No	Excel, Word
Additional features	Add ons: Whole life costing, Circularity Statements, LCA for BREEAM	Included: Whole life costing, Energy Plus energy modeller, BREEAM Credits Report	Included: Life Cycle Costing		Included: PHRibbon functionality Add-on: Costing module gives capital and 30-year heating cost.	No	Add-ons: LCC, Building circularity, Carbon Designer, Carbon benchmarking, EPD Generator
What help is available to users?	Customer support centre / Email / Helpfiles / Online tutorials / Webchat	Email / Manual / Online tutorials / Webchat	Email / Online Training / Online Tutorials,	Email / Online Training / Online Tutorials,	Manual / Online tutorials / Online monthly Q&A / Telephone	Online resources only	Customer support centre / Email / Helpfiles / Online tutorials/ Webchat
Checking or auditing service?	Yes on request.	On agreement	Third Party Verification by eTool is included.		Yes on request.	No	Yes on request.



Targets and benchmarks

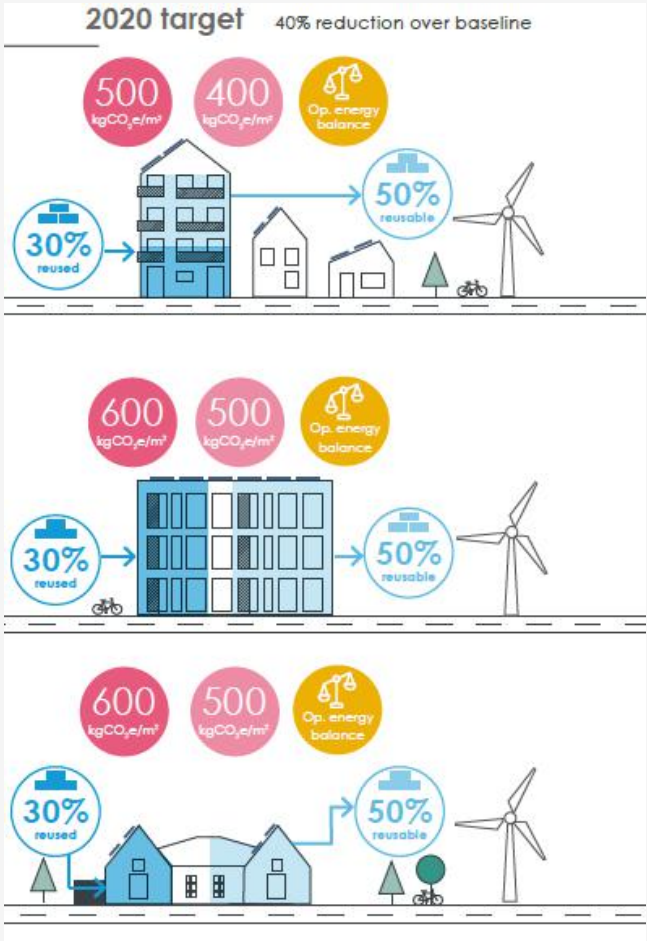
<div> Woodknowledge Wales Targets</div>		
	<div> Low-Rise Housing</div>	<div> Medium and High-Rise Housing</div>
Upfront Carbon	300 kg CO ₂ e/m ²	450 kg CO ₂ e/m ²
Embodied Carbon	400 kg CO ₂ e/m ²	750 kg CO ₂ e/m ²

RIBA 2030 Climate Challenge target metrics for domestic buildings

RIBA Sustainable Outcome Metrics	Current Benchmarks	2020 Targets	2025 Targets	2030 Targets
Operational Energy kWh/m ² /y 	146 kWh/m ² /y (Ofgem benchmark)	<105 kWh/m ² /y	<70 kWh/m ² /y	<0 to 35 kWh/m ² /y
Embodied Carbon kgCO ₂ e/m ² 	1000 kgCO ₂ e/m ² (M4 benchmark)	<600 kgCO ₂ e/m ²	<450 kgCO ₂ e/m ²	<300 kgCO ₂ e/m ²

RIBA 2030 Climate Challenge target metrics for non-domestic buildings

RIBA Sustainable Outcome Metrics	Current Benchmarks	2020 Targets	2025 Targets	2030 Targets
Operational Energy kWh/m ² /y 	225 kWh/m ² /y DEC D rated (CIBSE TM46 benchmark)	<170 kWh/m ² /y DEC C rating	<110 kWh/m ² /y DEC B rating	<0 to 55 kWh/m ² /y DEC A rating
Embodied Carbon kgCO ₂ e/m ² 	1100 kgCO ₂ e/m ² (M4 benchmark)	<800 kgCO ₂ e/m ²	<650 kgCO ₂ e/m ²	<500 kgCO ₂ e/m ²



Built Environment Carbon Database consultation

- The Built Environment Carbon Database (BECD) for the UK is envisioned to become the main source of carbon estimating and benchmarking for the UK construction sector and a practical instrument to support the decarbonisation of the built environment.
- The database will be developed to collect and supply product data and entity level data to the industry through its own portal and by interacting with existing databases and software solutions.
- Consultation survey open until 30th June - <https://www.becd.co.uk>.



EAC Committee

“the single most significant policy the Government could introduce is a mandatory requirement to undertake whole-life carbon assessments for buildings. This requirement should be set within building regulations and the planning system. Following introduction of whole-life carbon assessments, the Government should develop progressively ratcheting carbon targets for buildings, to match the pathway to net zero. A clear timeline for introducing this should be set by the end of 2022. This policy will incentivise greater retrofitting, the development and use of low-carbon materials, and investment in low-carbon construction skills”.

<https://publications.parliament.uk/pa/cm5803/cmselect/cmenvaud/103/summary.html>

Circular economy

- Goes beyond resource efficiency, reuse, recycling
- Increasing the **productivity** of materials, products and components by doing the same or more with less
- Maintaining or increasing the **value** of materials, environmentally and economically
- **Thinking in systems** by studying the flows of material through industrialised systems, understanding the links, how they influence each other and the consequences, enabling closed-loop processes where waste serves as an input
- **Eliminating waste** by defining materials as either **technical** or **biological** nutrients enabling them to be within material loops

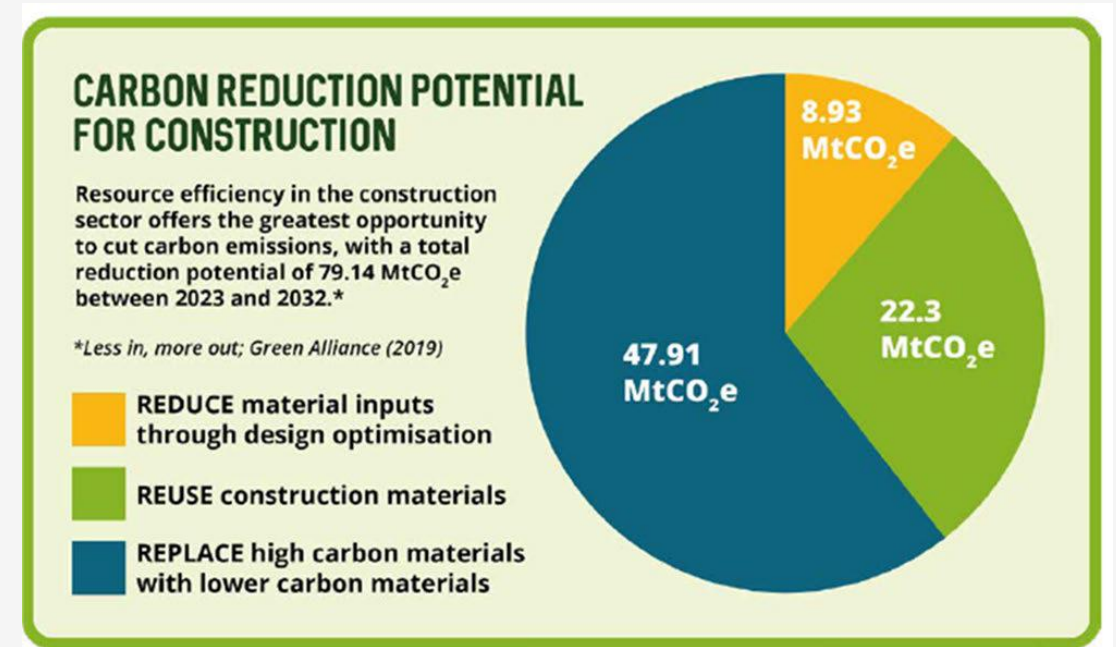
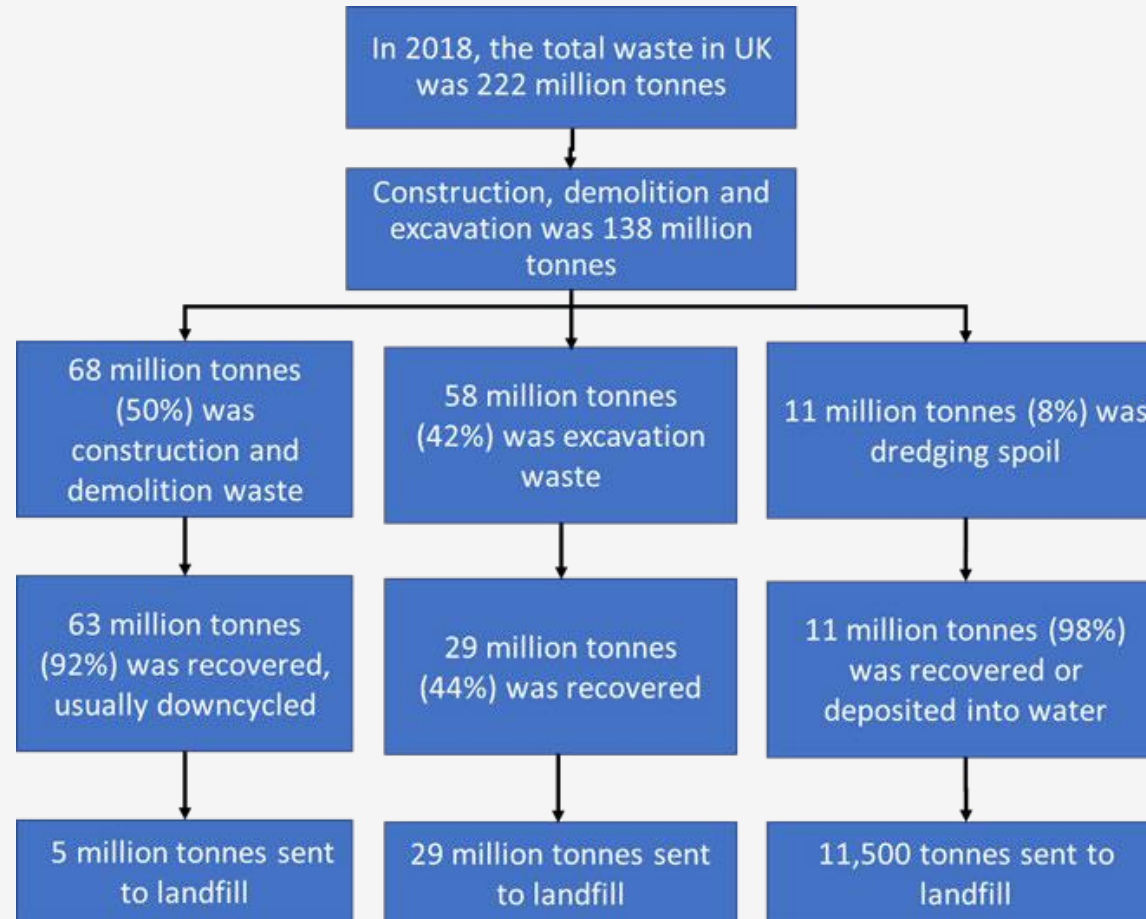


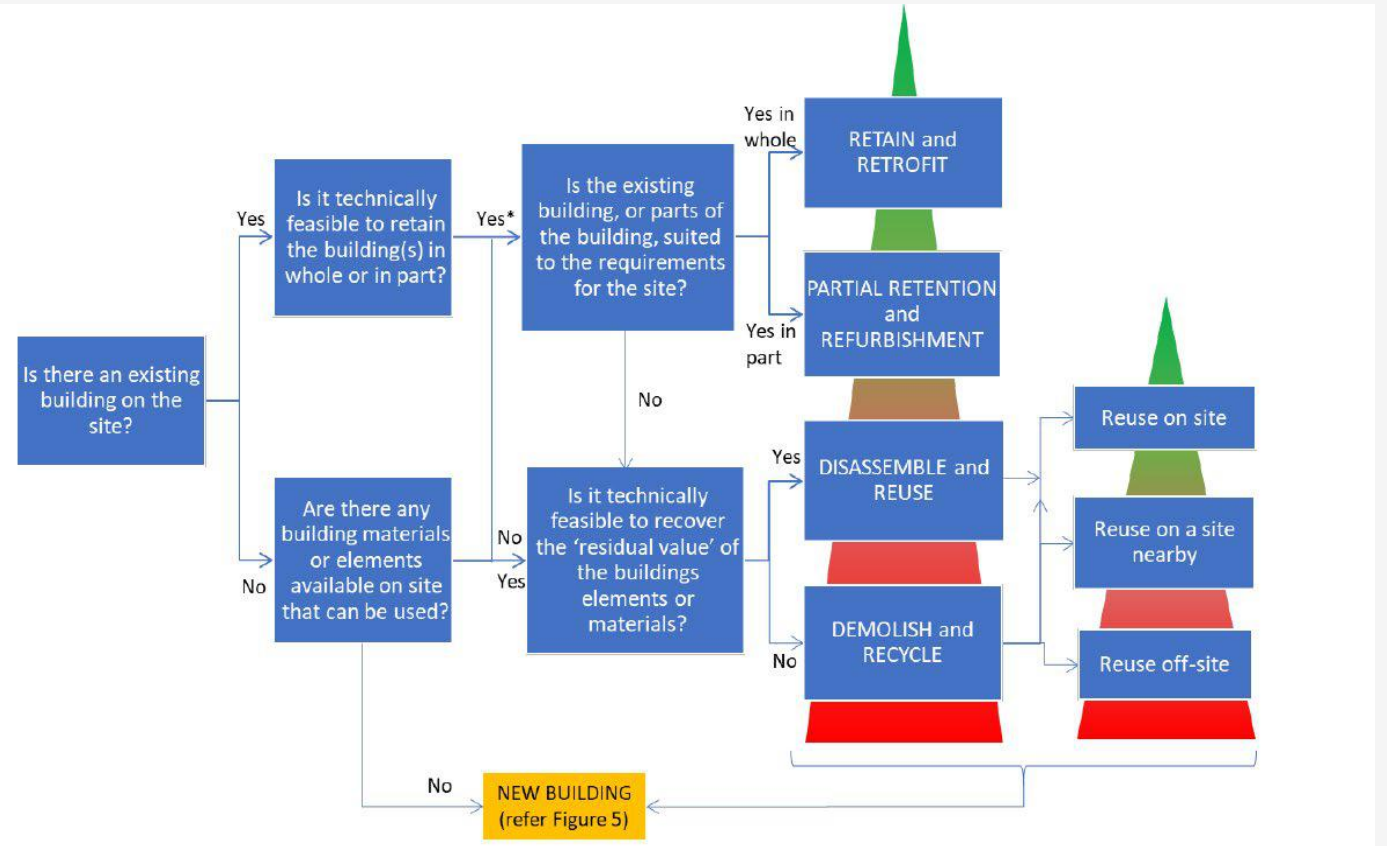
Figure 5
Opportunities from increasing resource efficiency in construction

Construction, demolition and excavation waste

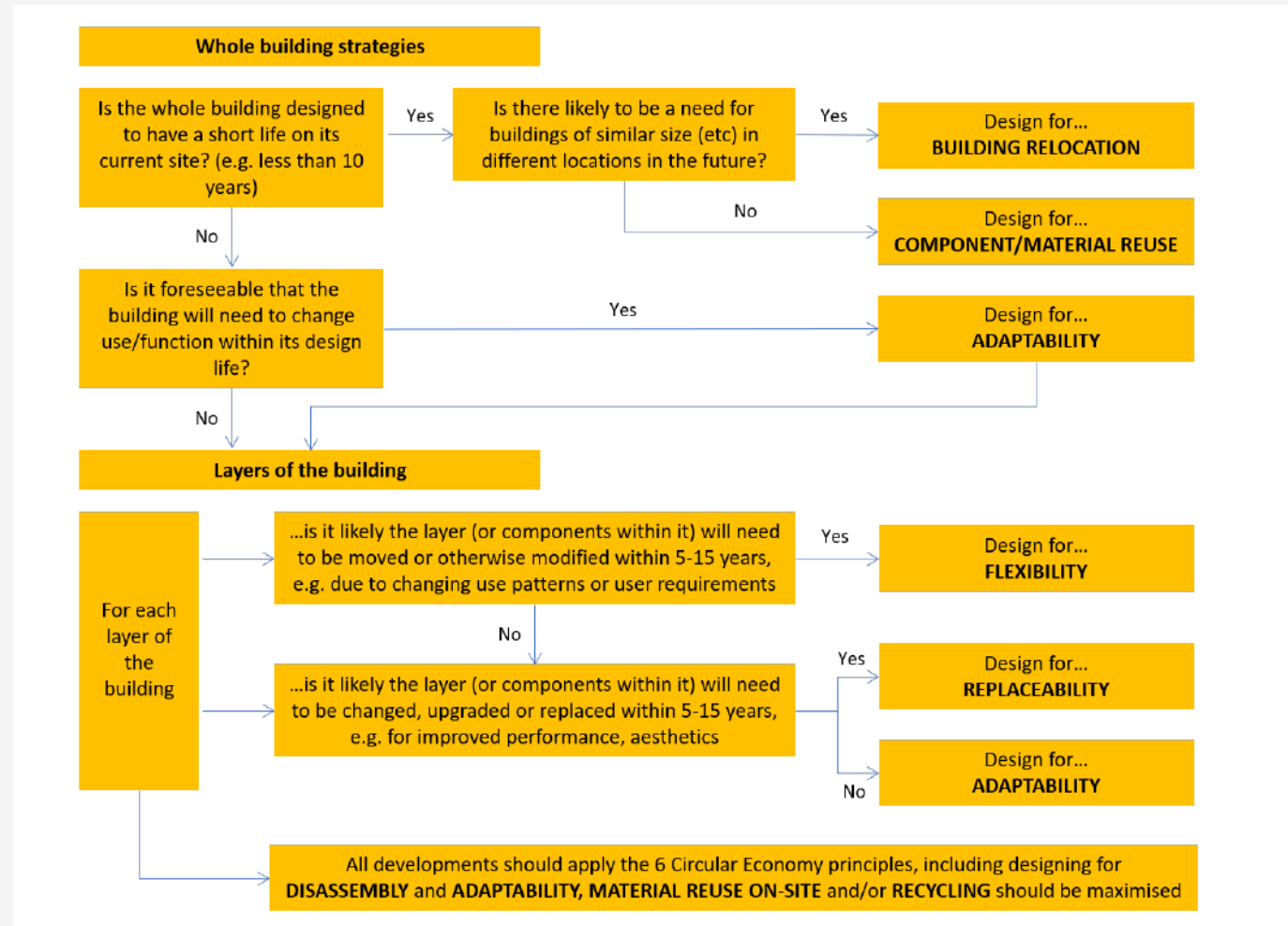


Refurbishment v new build

RetroFirst



Whole building strategy (new)



There are lots of opportunities...

Design	Manufacture and supply	Construction	In use	End of life
Design for deconstruction Design for adaptability and flexibility Design for standardisation Designing out waste Modularity Specifying reclaimed materials Specifying recycled materials	Ecodesign principles Using less materials/ optimising material use Using less hazardous materials Increasing the life span Designing for disassembly Designing for standardisation Using more secondary materials Take back schemes Reverse logistics	Minimise construction waste Procuring reused materials Procuring recycled materials Off site construction	Minimise waste Minimal maintenance Easy repair and upgrade Adaptability Flexibility Utilising assets Sharing space	Deconstruction Selective demolition Reuse of products and components Closed loop recycling Open loop recycling
Management of information including metrics and datasets; new business models				

Circularity examples



Healthy Buildings Conference

2022 event is the 6th annual ASBP Healthy Buildings Conference.

Joined by a number of speakers at the forefront of their professions, with talks on indoor air quality and healthy product research, important new health & wellbeing standards, neurodiversity and cutting-edge case studies.

Previous conferences have explored plastics in construction, external-internal air transmission, healthy building products, fire safety, embodied carbon and more!



Planning examples

MAYOR OF LONDON

London Plan Guidance

**Circular Economy
Statements**

March 2022

MAYOR OF LONDON

London Plan Guidance

**Whole Life-Cycle Carbon
Assessments**

March 2022

UNECE Centre of Excellence status

- At COP26, the UNECE (United Nations Economic Commission for Europe) recognised the Sustainable Development Foundation (SDF) as an International Centre of Excellence (ICE) for High Performance Buildings.
- One of just ten such centres in the world, the SDF is tackling the climate and ecological emergency by transforming how we design, build, operate and maintain buildings to make them fit for the future, now.
- ASBP was originally set up by the SDF in 2011 and will be a key partner in the International Centre of Excellence as part of the SDF Alliance, which includes progressive sustainability organisations such as Passivhaus Trust, Good Homes Alliance and Building Performance Network.



Anti-Greenwash Charter

- ASBP and specialist communications agency Gusto have partnered to launch the Anti-Greenwash Charter in response to the alarming finding by the Competitions and Markets Authority (CMA) that up to 40% of green claims made online in 2021 could be misleading.
- Signing the Charter enables organisations from the sector to make a public commitment to uphold these standards and eradicate unsubstantiated 'green claims' from their marketing and communication campaigns, whilst also participating in a learning programme exploring how to promote their business more responsibly.
- To ensure the Charter's standards are upheld, signatories will be subject to periodic reviews of their marketing practices, carried out by Gusto.



**Let's Stamp Out
Greenwashing!**

ASBP Awards 2023

The 5th annual ASBP Awards return for 2022-23 and are set to be our biggest yet, with recognition given to exemplary sustainable building projects, innovative products and forward-thinking initiatives.



Last years' winners



Call for sponsors! Packages from £1k. Contact Richard@asbp.org.uk for more information.

Thank you

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Wednesday 29th June 2022; 12:00 - 12:45

The Retrofit Opportunity – Why retrofitting buildings is crucial to meet 2050 targets



Wednesday 6th July 2022; 10:00 - 11:30

How to retrofit walls internally with natural insulation



Wednesday 13th July 2022; 10:00 - 11:30

How to retrofit walls externally with natural insulation