

Buyer Case Study

Ibstock
At the heart of building

Ibstock is a leading UK manufacturer of building products and solutions, and a buyer of Retrofit Credits.

We spoke to Emily Landsborough, Head of Environmental, Social and Governance (ESG) at Ibstock, about their Retrofit Credits journey.

"It's wonderful to see exactly how homes have been improved and lives have been transformed through HACT's work. The case studies from the pilot programme allow us to visualise the positive effect of our partnership."

Emily Landsborough, Head of ESG, Ibstock

Background

Working with architects, builders, merchants, and the wider construction supply chain, Ibstock enables the creation of homes, places, and spaces to live and work. Ibstock is committed to reducing its carbon footprint and achieving net zero operations by 2040 (Scope 1 and 2). As part of this, it has built the Pathfinder factory at its Atlas site in Walsall, producing lower-carbon bricks. The factory enables testing and sharing of best practices across its wider estate.

Ibstock's Pathfinder Range, a CarbonNeutral® certified brick collection, was developed by reducing embodied carbon by around 50% through technological improvements, including renewable energy. To achieve carbon neutrality, Ibstock partnered with Climate Impact Partners for independent verification and offsets emissions through high-standard carbon credits. The next step for Ibstock was to invest in HACT's Retrofit Credit's programme.



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The Impact of Retrofit Credits

Ibstock needed a robust solution to address the remaining emissions produced from its CarbonNeutral(R) certified product range. Retrofit Credits offered an ideal mechanism for Ibstock to invest in meaningful climate action while supporting UK communities.
HACT, a recognised leader in social impact projects, emerged as a vital partner for Ibstock.

The company's retrofit credits are specifically designed to fund improvements in energy efficiency within existing social housing properties, addressing both carbon emissions and community wellbeing. By investing in these credits, Ibstock has contributed to carbon offsetting and directly enhanced the quality of life for individuals in local communities.

In short, Retrofit Credits provide an effective tool for carbon offsetting while making a tangible difference in people's lives.

To date, Ibstock's investment has...

- Reduced 735 tonnes of carbon.
- Contributed £57,975 towards decarbonising homes.
- Created a total of £425,962 of social value.

> "Learning by working with people like HACT will help us understand where we can have the most impact and where our investment can be used in the best way."

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An Easy Partnership Built on Shared Values

Ibstock sought a partner who aligned with its values and customers, including architects, developers, and social housing organisations. Ibstock's employees were presented with various offsetting options during a selection process, and HACT stood out as the preferred choice.

The synergy between Ibstock's operations and HACT's retrofit credits is clear. As a company dedicated to improving the built environment, Ibstock recognises the significant role that retrofitting plays in addressing climate change.

Purchasing Retrofit Credits has helped Ibstock to invest in projects that enhance energy efficiency in existing homes, contributing to national efforts to reduce carbon emissions while simultaneously addressing pressing social needs.

> "We asked our colleagues to select three from five options, and Retrofit Credits emerged as the clear choice. It was important for our colleagues to see a UK project so the impacts of climate action can be understood from a local perspective."

What's Next?

With a goal of achieving net-zero operations by 2040, Ibstock is actively pursuing strategies to reduce natural gas usage, improve energy efficiency, and develop circular products.

Retrofit credits will play a crucial role in this strategy, allowing Ibstock to offset residual emissions while continuing to advance its sustainability initiatives.



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"Working with the Retrofit Credits programme has been incredibly straightforward. The impact is clear, especially when you see the case studies from the pilot that demonstrate how individuals' homes have been improved and their lives transformed with simple investments like solar panels, roof insulation and window replacements.

Keeping people warm and lowering energy bills can greatly impact health and wellbeing. When partnering with an organisation, it's essential to understand the tangible difference you can make, and that's exactly what we found with HACT. This clarity made our decision to select them as a partner an easy one."

Emily Landsborough, Head of ESG, Ibstock



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Conclusion

- Ibstock's net zero goals and actions as a buyer represent the importance of Retrofit Credits as a tool for carbon offsetting while addressing social needs.
- By investing in Retrofit Credits, Ibstock can provide its customers with a certified carbon-neutral product while actively supporting projects that improve energy efficiency and enhance community wellbeing.
- The Retrofit Credits programme provides a credible and robust mechanism for organisations seeking to offset carbon emissions and make a positive social impact, demonstrating their effectiveness in creating tangible benefits for local communities.



Antoine Pellet,
Head of Retrofit Credits

Want to get involved?

Retrofit Credits is a nationally recognised programme, winning the Ashden Award for Energy Innovation in 2023.

If you want to find out more or register your interest, email us at:

retrofitcredits@hact.org.uk