



The Ibstock ESG Strategy 2030



**Ibstock**  
At the heart of building



WE

WILL

Our guiding purpose is to build a better world by being at the heart of building. To achieve this, we have developed an Environmental, Social and Governance Strategy, our **ESG Strategy 2030**, simplifying the way we articulate our goals and ambitions.



# Contents

<b>Introducing the 2030 ESG Strategy</b>	<b>06</b>
<b>The 2030 ESG Strategy Wheel</b>	<b>07</b>
<b>Addressing climate change</b>	<b>08</b>
<b>Improving lives</b>	<b>10</b>
<b>Manufacturing materials for life</b>	<b>12</b>
<b>Our Net Zero Carbon journey</b>	<b>14</b>
<b>Bringing ambitions together</b>	<b>18</b>
<b>Our key ambitions</b>	<b>19</b>

## A message from our CEO



For many years, the twin-drivers of cost and volume have been the primary catalysts for investment and change. This is no longer the case. The built environment sector is in the midst of a major shift: changes in attitudes; a demand for transparency; and a widespread passion for solutions to climate change and social inequality from our customers, investors, governments and our own people are real and tangible. Far from being a threat, we see this as an opportunity to think differently about our business.

We are proud of the progress we have made on our journey to become a more sustainable, purpose-led business. Where the past decade has been about incremental improvement and embedding change, the next decade needs to go much further, much faster. That is why we are launching our 2030 ESG Strategy.

Our 2030 ESG Strategy explores how we will continue to take responsibility as a leading business, continue to take action and further futureproof our business for the changes ahead.

The strategy also provides a clear focus for the Group, and our stakeholders - establishing a clear pathway so that we will: address climate change; improve lives; and manufacture materials for life. We will do this together.

*Joe Hudson* CEO



We are well ahead on many of our environmental targets several years earlier than expected. You can read more on what 'we have' achieved so far in our 2021 sustainability report [here](#).



## Introducing the 2030 ESG Strategy

Our response to the rapidly changing world will re-shape our business. A business that:

- ✓ Values creativity to develop a more diversified product portfolio
- ✓ Invests in innovative low carbon solutions and technologies
- ✓ Drives mainstream circularity in the building sector, conserving finite resources and championing materials transparency
- ✓ Nurtures our people and future skills to achieve our goals in an era led by digital technology and data
- ✓ Develops solutions that support affordability, climate resilience and skills shortages

The road ahead is an exciting one and opportunity abounds. To remain relevant and a market leader, it is vital the Group adapts and evolves.

Our guiding purpose is to *build a better world by being at the heart of building*. To achieve this, our 2030 ESG Strategy simplifies the way we articulate our goals and ambitions.

We began our sustainability journey with a five-year Roadmap and series of 2025 targets to tackle our key sustainability issues. We now present a strategy that can both meet our immediate needs and drive us forward to succeed in the longer term.

Our new ESG Strategy defines why we are taking a longer term view and shares our forward plan with our key external stakeholders, as well as our colleagues. Bringing our people with us on this journey will enable us to make progress more swiftly and with greater force. We need to do this **Together**.

“For me Istock’s 2030 ESG Strategy defines a new era of responsible business.”

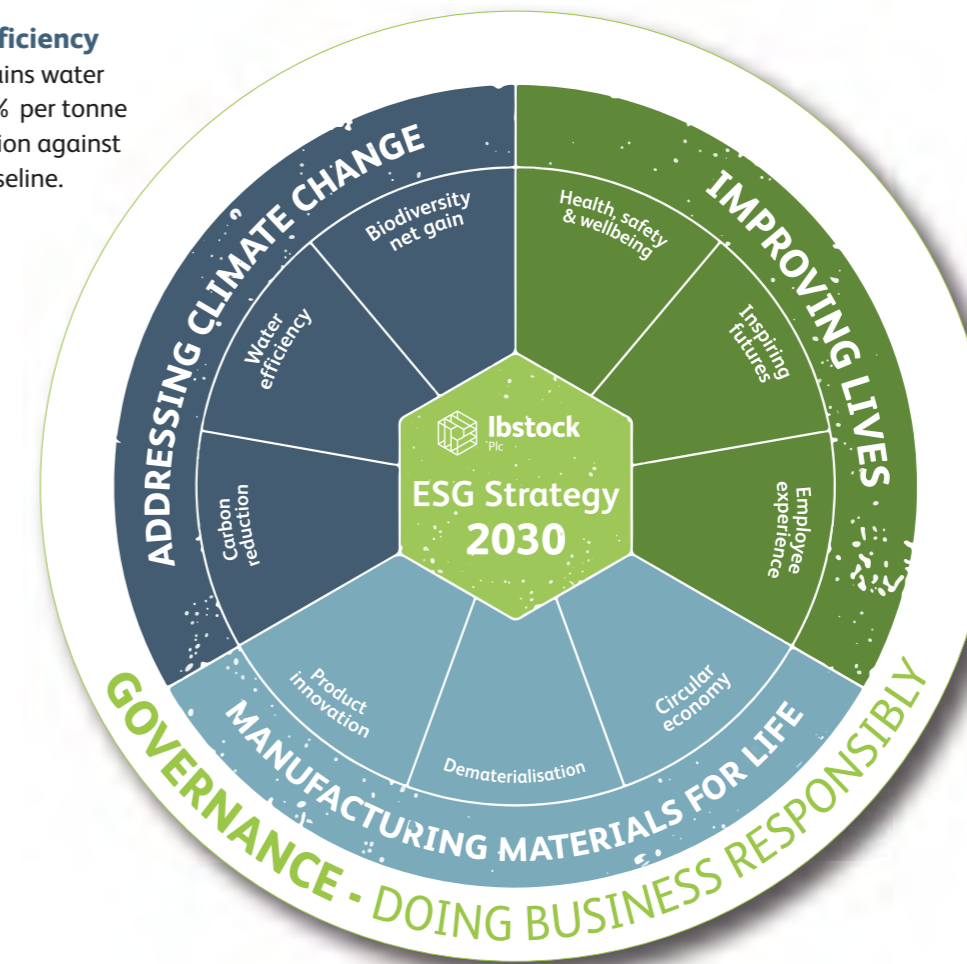
- Claire Hawkings

# The 2030 ESG Strategy

**Carbon reduction**  
Reduce absolute Carbon (Scope 1 and 2) by 40% against 2019 baseline.

**Water efficiency**  
Reduce mains water use by 25% per tonne of production against a 2019 baseline.

**Biodiversity net gain**  
Achieve Biodiversity Net Gain across our estate using Biodiversity Metric 2.0.



**Health, safety & wellbeing**  
Ensure all our employees can be at their best more of the time through our health, safety and wellbeing strategies.

**Inspiring futures**  
Provide development and growth for all, with every employee developing their skills annually and 10% in Earn and Learn positions.

**Employee experience**  
Increase female senior leadership representation to 40% by 2027 as part of our proactive approach to diversity and inclusion.

**Product innovation**  
Achieve 20% sales turnover from new products and solutions that deliver customer value and improved sustainability.

**Dematerialisation**  
Reduce raw materials consumption with a focus on plastics, secondary aggregate and cementitious replacements.

**Circular economy**  
Embed circular economy principles into the business, prioritising zero waste and driving demand for secondary materials markets.

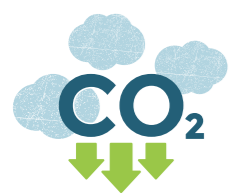
**WE  
WILL**

# Address climate change

Decarbonise our products, processes and supply chain by focusing on carbon reduction, water efficiency and biodiversity gains to achieve 40% reduction in carbon by 2030 and be Net Zero by 2040.

**Why:** As an energy intensive manufacturer, the principal driver for sustainable change is the mitigation of climate change through carbon reduction. With 11 % of global carbon emissions attributed to construction products and processes our responsibilities are clear. Focusing on operational efficiency, estate renewal, alternative fuels and new technology we will significantly reduce our impacts.

## Key milestones to 2030:



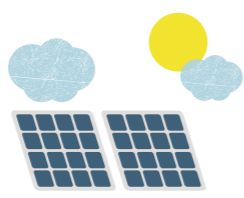
**2022**  
Scope 3 Carbon Emissions reduction strategy



**2023**  
Net Zero Carbon Emissions Brick factory opens at Atlas



**2023**  
Water footprint and reduction strategy implemented



**2024**  
On site renewable energy generation review published



**2024**  
100% of mobile plant to be hybrid and/or electric



**2026**  
Biodiversity action plans across all sites



# 2030 Ambitions

## Carbon reduction

Reduce absolute Carbon (Scope 1 and 2) by 40 % against 2019 baseline.

## Biodiversity net gain

Achieve Biodiversity Net Gain across our estate using Biodiversity Metric 2.0.

## Water efficiency

Reduce mains water use by 25 % per tonne of production against a 2019 baseline.

**WE  
WILL**

# Improve lives

Build our social value by investing in our people, our culture and our communities. Ensuring our colleagues belong, thrive and grow and that we make a positive impact in the communities that we operate.

**Why:** To attract and nurture the talent and skills our industry needs for the future - fundamental changes are required in the sector and our own business. Supporting equality through inclusivity, engagement and opportunity will help ensure we are set up for continued success in the future.



# 2030 Ambitions

**Health, safety & wellbeing**  
Ensure all our employees can be at their best more of the time through our health, safety and wellbeing strategies.

**Inspiring futures**  
Provide development and growth for all, with every employee developing their skills annually and 10% in Earn and Learn positions.

**Employee experience**  
Increase female senior leadership representation to 40% by 2027 as part of our proactive approach to diversity and inclusion.

**Key milestones to 2030:**



**2022**  
Mental Health programme launches



**2022**  
Social value framework established



**2023**  
Building Belonging campaign launches



**2023**  
Every site connected to a local school or college



**2023**  
Wellbeing strategy launches



**2023**  
Ethnicity data pay gap reporting



**2026**  
200 Istock colleagues as active STEM Ambassadors

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# Manufacture materials for life

Evolve our products, processes and services by incorporating whole life cycle design, preserving raw materials and future proofing our offer to customers through a diversified portfolio.

**Why:** Challenges remain in the built environment around the whole life impact of materials. To lead in our sector, our core offer will evolve, delivering lower embodied carbon products with full data transparency, enabling informed decision making in the market. As our sector transforms, our Istock Futures Division will focus on the development of new technologies, products and solutions to support the growth in sustainability and more modern methods of construction (MMC).



## 2030 Ambitions

### Product innovation

Achieve 20% sales turnover from new products and solutions that deliver customer value and improved sustainability.

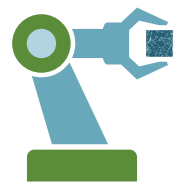
### Circular economy

Embed circular economy principles into the business, prioritising zero waste and driving demand for secondary materials markets.

### Dematerialisation

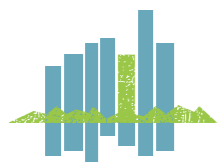
Reduce raw materials consumption with a focus on plastics, secondary aggregate and cementitious replacements.

### Key milestones to 2030:



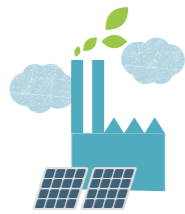
2022

Istock Futures launches



2022

Impacts of clay dematerialisation project published



2024

Net Zero (scope 1 and 2) Slips factory opens at Nostell



2024

Research into alternative and secondary materials published



2024

Product data transparency project update



2025

40% plastic reduction achieved



2025

Zero waste to landfill achieved

# Our Net Zero carbon journey

We have set a challenging target of 40 % reduction in absolute carbon (Scope 1 and 2) by 2030. Our overarching objective is to deliver on the bigger picture and play our part in limiting global temperature rise to 1.5 degrees. To achieve this, we have committed to be a net zero operation by 2040. We will continue to develop our Scope 3 carbon emissions reduction strategy in 2022.



## Estate Renewal and Operational Efficiency

**Estate renewal and operational efficiencies make a significant contribution to net zero ambitions and environmental best practice. This is nothing new; it has been our approach for many years. The difference is that we now engage and support our people to embed carbon into every business decision. This will continue to be a significant factor in our carbon reduction journey to 2040.**

## Achieving initial goals

We have made very significant progress along our carbon journey. This puts us ahead of our original targets and we feel confident that we can continue to adapt and transform the business to meet this ambitious target. The successful delivery of major carbon reduction projects - including a move to renewable electricity, our solar park, upgrades to LED lighting and product improvements - have all contributed to a 19 % reduction in carbon intensity (per tonne of production) against our 2015 baseline.

## Accelerating change

It is vital that we accelerate the pace of progress as we get closer to 2030. This has been the key driver behind the implementation of several major projects and transformational programmes. Many of these initiatives, including alternative fuel trials and dematerialisation projects, are already well underway. This, combined with targeted investments in research and new ideas, underpins the speed of change.





## Scaling solutions

We are already looking beyond 2030. By then, we will have learnt a great deal more than we know now and we will be looking to scale-up successes. To get us to a net zero operation by 2040, we know that we need to be connected on technological progress, leading on innovation and ready to share and learn with others. Although we may be unable to completely eradicate carbon emissions from our processes, we look forward to a time when technologies to capture and store carbon have evolved and can be implemented within our operations. Carbon off-setting may continue to be a part of the solution – but will be kept to a minimum.









**2018**

**Achieving initial goals**

-  100% electricity from renewable sources
-  Solar Park at Ibstock HQ delivering energy to site
-  19% reduction in CO<sub>2</sub> per tonne of production (against 2015 baseline)
-  8% reduction in mains water per tonne of production (against 2015 baseline)







**2022**

**Accelerating change**

-  Energy from alternative sources
-  100% of Mobile Plant and company cars hybrid and/or electric
-  Biodiversity Net Gain
-  Commissioning of Atlas factory (net zero operations)
-  Commissioning of Nostell Brick slips systems factory (net zero operations)
-  Further major capital investments
-  Develop scope 3 emissions strategy

**2030**

**Scaling solutions**

-  Energy from alternative sources
-  Expansion of diversified product portfolio
-  Core products = low carbon products
-  Circularity embedded
-  Carbon capture use and storage scaled
-  Balance any remaining emissions that cannot be eliminated with natural or technical solutions

**2040**

**NET ZERO BY 2040**



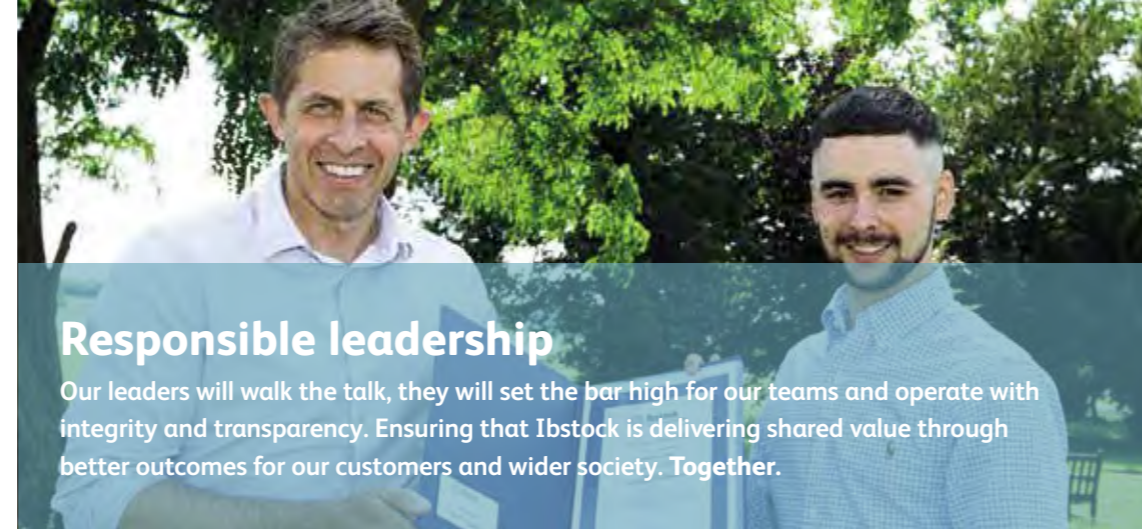
Continued operational efficiency & estate renewal

Continued operational efficiency & estate renewal

# Bringing ambitions together

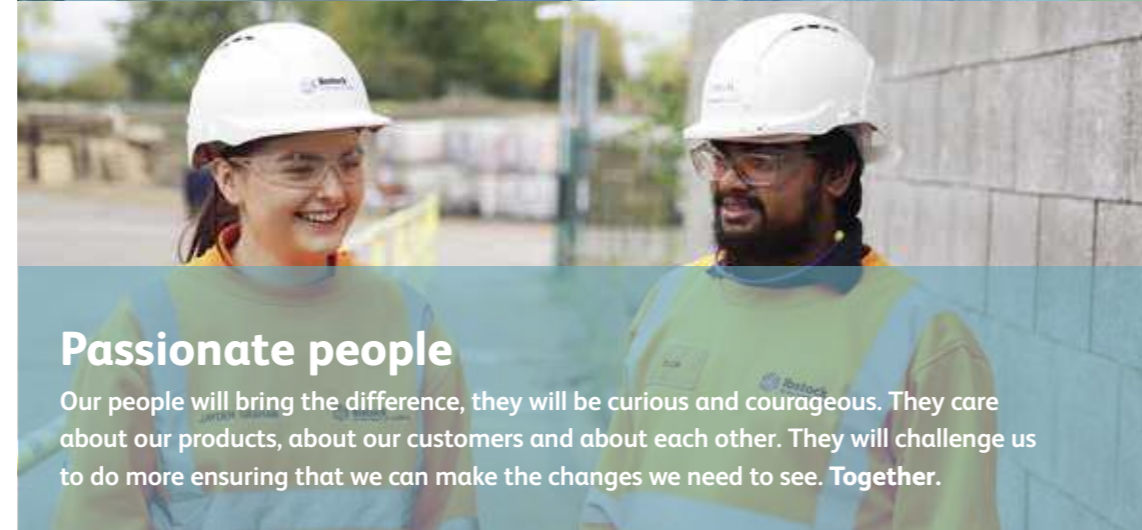
This strategy aims to ensure we grow as a responsible, purpose led business. We have set ourselves challenging targets to contribute to the global problems of today and tomorrow. Enabling our people to embrace and embed this strategy will position Istock to challenge the norm and make the transformation that we need.

The strategy is supported by our ESG Committee and our Executive Leadership Team with Joe Hudson, CEO as the senior sponsor. Our Sustainability Steering Group is tasked with delivering the actions within the Strategy to ensure processes, behaviours and ways of working are embedded. Policies, process, training and engagement programmes, and a framework of KPIs and reporting underpin the Strategy.



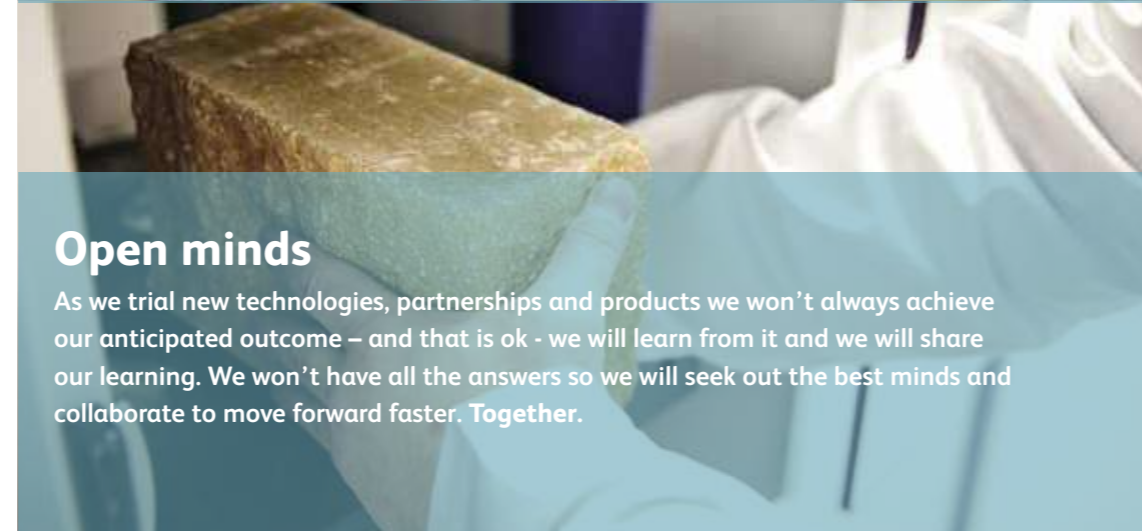
## Responsible leadership

Our leaders will walk the talk, they will set the bar high for our teams and operate with integrity and transparency. Ensuring that Istock is delivering shared value through better outcomes for our customers and wider society. **Together.**



## Passionate people

Our people will bring the difference, they will be curious and courageous. They care about our products, about our customers and about each other. They will challenge us to do more ensuring that we can make the changes we need to see. **Together.**



## Open minds

As we trial new technologies, partnerships and products we won't always achieve our anticipated outcome – and that is ok - we will learn from it and we will share our learning. We won't have all the answers so we will seek out the best minds and collaborate to move forward faster. **Together.**

By 2030...

**WE**

**WILL**

achieve...

**40%**  
Carbon reduction

**20%**  
New and sustainable products

**40%**  
Women in senior leadership positions



**The Ibstock ESG Strategy 2030**

[ibstockplc.co.uk/sustainability](https://ibstockplc.co.uk/sustainability)