

# Development of Sustainability and Decarbonisation Strategy



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PHASE 5  
TYSELEY BUSINESS  
INCUBATION HUB

PHASE 2  
LOW/ZERO CARBON  
REFUELLING STATION

PHASE 1  
BIRMINGHAM BIOWEALTH  
BIOMASS POWER PLANT

PHASE 4A  
BIRMINGHAM ENERGY  
INNOVATION CENTRE

PHASE 3  
2.1 ACRE SITE READY FOR  
DEVELOPMENT



# Understanding Sustainability

“*Meeting our own needs without compromising the ability of future generations to meet theirs*”

## Social



*The social pillar of sustainability focuses on promoting well-being, inclusivity and equality within communities and organisations.*

## Environmental



*The environmental pillar of sustainability involves the responsible use and management of natural resources to minimise negative impacts on ecosystems, biodiversity and the planet.*

## Economic

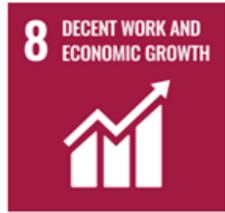


*The economic sustainability refers to the pursuit of economic growth and development in a manner that ensures long-term financial stability, equitable wealth distribution, and responsible resource allocation.*

# SUSTAINABLE DEVELOPMENT GOALS

|   |   |   |   |   |   |
|---|---|---|---|---|---|
| <b>1</b> NO POVERTY<br>                  | <b>2</b> ZERO HUNGER<br>                     | <b>3</b> GOOD HEALTH AND WELL-BEING<br>              | <b>4</b> QUALITY EDUCATION<br>                       | <b>5</b> GENDER EQUALITY<br>                     | <b>6</b> CLEAN WATER AND SANITATION<br>              |
| <b>7</b> AFFORDABLE AND CLEAN ENERGY<br> | <b>8</b> DECENT WORK AND ECONOMIC GROWTH<br> | <b>9</b> INDUSTRY, INNOVATION AND INFRASTRUCTURE<br> | <b>10</b> REDUCED INEQUALITIES<br>                   | <b>11</b> SUSTAINABLE CITIES AND COMMUNITIES<br> | <b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION<br> |
| <b>13</b> CLIMATE ACTION<br>             | <b>14</b> LIFE BELOW WATER<br>               | <b>15</b> LIFE ON LAND<br>                           | <b>16</b> PEACE, JUSTICE AND STRONG INSTITUTIONS<br> | <b>17</b> PARTNERSHIPS FOR THE GOALS<br>         |    |

# Target Relevant SDGs...



# Our SDG targets:

7 AFFORDABLE AND CLEAN ENERGY



“ To remain committed to delivering affordable and more accessible low and zero carbon energy for a cleaner, healthier and greener Birmingham. ”

“

Develop state of the art sustainable manufacturing operations in the Webster & Horsfall Group through the promotion of regional industrial symbiosis, the radical reduction in waste production and minimisation of virgin resource consumption. ”

12 RESPONSIBLE CONSUMPTION AND PRODUCTION




“

8 DECENT WORK AND ECONOMIC GROWTH



Through partnership with academia, industry and local community. We seek to promote a sense of identity for Tyseley as Birmingham's Green Innovation Quarter, reversing the region's spiral of decline whilst curating employment opportunities.’ ”



The image features a stylized illustration. On the left, two figures with teal hair and dark blue shirts are fist-bumping. On the right, two wind turbines with teal blades are shown against a background of overlapping light green and yellow circles. A large, dark blue thought bubble is positioned in the upper right, containing the text. Three smaller dark blue circles of varying sizes are scattered below the thought bubble.

What SDGs can your  
business make the  
greatest positive  
impact towards?

# Identify Focus Areas

Classify *'Focus Areas'* that relate to focal SDGs

For example:

Improvements in *'Waste Management'* contribute to the overarching targets of the following SDGs:



# Tyseley Energy Park Focus Areas...

- Carbon and Energy Management
- Water Management
- Travel and Mobility
- Waste Management
- Sustainable Construction/Refurbishment
- Sustainable Procurement
- Ecology and Biodiversity
- Community Engagement and Outreach



Identify KPIs...

Establish Baseline...

Measure Performance...

**420**

tCO<sub>2</sub>E (Scope 1 and 2) Carbon Emissions in 2020

**22,150**

kg of wood waste recycled (100%) in 2022

**38%**

of office staff commute to/from work in an EV (from December 2022 Survey)



Set an overall aim per focus area...  
Set interim 'SMART' targets to work towards the overall aim

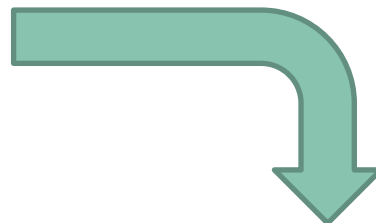
For example:

## Waste Management

*To minimize and manage waste year on year through continuous improvement of circular practice and resource consciousness*



**S**pecific  
**M**easurable  
**A**chievable  
**R**ealistic  
**T**ime-bound



*Reduce waste per full time employee (FTE) by 10% per annum*

# Carbon and Energy Management



## Overall Aim(s):

*“Net Zero Scope 1 and 2 Carbon Emissions by 2030  
Net Zero Scope 3 Carbon Emissions by 2045 ”*

## Interim (SMART) Targets:

*“Adhere to a minimum 10% reduction in Scope 1 and 2 Carbon Emissions per year from our 2020 carbon audit baseline... ”*

*“Adhere to a minimum 5% reduction in Scope 3 Carbon Emissions per year from our 2020 carbon audit baseline... ”*

## Key Performance Indicators:

- *Scope 1 Carbon Emissions (tonnes/y)*
- *Scope 2 Carbon Emissions (tonnes/y)*
- *Scope 3 Carbon Emissions (tonnes/y)*
- *Renewable energy share in annual electricity consumption across site (%)*



## INFRARED HEATING

Swapped out gas heating in the factory for infrared heaters,



## SWAPPED OUT PROPANE FLT FLEET

Swapped out entire FLT fleet to Li-ion battery counterparts - this measure plus Infrared heating has projected emission reduction potential of -74% against our measured baseline



## MOVING UP THE WASTE HEIRARCHY

All wood waste now upcycled into furniture through IR Carpentry. Wire drawing soap waste now used as a chemical blending agent.



# RESPONSIBLE PRODUCTION AT WEBSTER & HORSFALL

# Develop Your Action Plan

## Identify

For each focus area, identify potential projects to work towards your set targets



## Prioritise

Analyse the listed projects. Prioritise those that have the highest impact and are the most cost effective to maximise return on investment



## Implement

Execute prioritised projects. Continuously measure and report KPIs to assess project performance

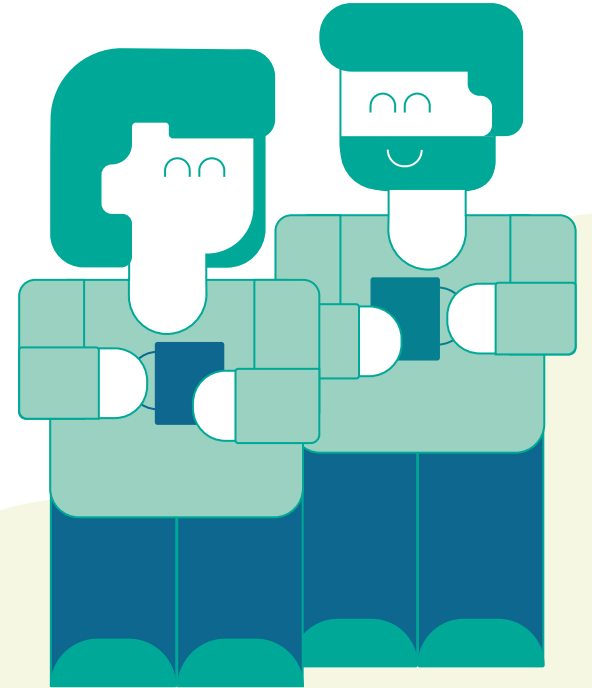




# Engaging your workforce

Foster a culture of sustainability within your organisation by encouraging employee participation and buy in!

- Clearly communicate the organisation's sustainability vision and goals to create a shared understanding and commitment
- Establish employee-driven 'green teams' to foster collaboration, innovation and continuous improvement
- Organise volunteer events and community outreach programs to connect employees with local sustainability initiatives and foster a sense of purpose
- Encourage employee feedback and involvement in decision making





# THANKS!



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