



Let's Build Beyond

Our Sustainability Strategy

We need a *radical* but *practical* response to overcome the challenges of climate change, biodiversity loss and resource scarcity within the construction sector.





As a key supplier of building products and services, Wienerberger Limited will play an essential role in supporting the transition to a net-zero emission, nature-positive built environment.

To do this, our people and partners must collaborate to look beyond what we know today, to find solutions for new builds and renovations that will help society adapt to a changing climate and improve their quality of life.

Similarly, to reach net-zero emissions at Wienerberger, we need to explore new production processes and technologies. That’s why our Leadership Team is committed to nurturing a culture of innovation, one that gives us the freedom to reimagine partnerships, processes, technology and training.

Wienerberger will tackle the issues of climate change, biodiversity loss and resource scarcity head-on by making sustainability the main driver of the company’s growth strategy. In doing so, we will align our new products and services with the strategies and demands of our customers and secure the future of our business. Everyone has a part to play as we transition to a net-zero emission, nature-positive company and I offer my full support along the way.

Keith Barker
 Regional Managing Director
 UK & Ireland
 September 2021

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We are *Future-Builders*

For our business to be sustainable, we need to create enduring value – for us and for those around us. As well as providing product and service solutions for the challenges of climate change, biodiversity loss and resource scarcity in the built environment, Wienerberger Limited must become a net-zero emission, nature-positive business.

We want to positively impact the communities in which we live, work, source and sell, and conserve the natural resources upon which we all depend.

Therefore we invite our partners and communities to share their sustainability ambitions with us, so that we can innovate, learn, and move forward together.

From ideas to completion and beyond, we commit to supporting architects, designers, developers and merchants to create smarter, better-performing buildings and spaces that reduce our impact on the planet. We know the solutions need to be affordable and convenient to use.

Our sustainability strategy looks ahead to 2030 and we have already set workstreams in motion to help us to reach our goals. We urgently undertake these tasks with a sense of responsibility and commitment to tackle the crises of climate change, biodiversity loss and resource scarcity by building beyond the known.



The UN SDGs

The Sustainable Development Goals (SDGs) are the world's blueprint to achieve a better and more sustainable future for all. They highlight and address our global challenges, including poverty, inequality, climate change, environmental degradation, peace and justice.

In 2018, our parent company Wienerberger AG conducted a detailed assessment, broken down by product category, on the ways we can, and already do, make targeted contributions to the SDGs. This assessment was subsequently updated in the Sustainability Report 2020.

Our sustainability strategy Let's Build Beyond contributes to the achievement of these SDGs in the UK and Ireland.

➤ [Read our 2018 Sustainability report, pages 54-62](#)

➤ [Read our 2020 Sustainability report, page 20](#)

Relevant Sustainable Development Goals

Below are the relevant SDGs for the entire Wienerberger Group:





Our *guiding* principles

In this document we introduce our new sustainability strategy: Let's Build Beyond where our innovation programmes seek to push beyond what we currently know, and how we presently operate, to deliver a truly sustainable built environment.





Our Sustainability Strategy

At Wienerberger Limited we're building beyond what we know to be possible today, and rethinking how we create value for our customers, our people and our communities. Our strategic priorities and ambitions for 2030 are outlined below.



Safeguarding our planet

Tackling the issues of climate change, biodiversity loss and resource scarcity head-on



Decarbonisation

We will have set a Science Based Target and established a net-zero (Scope 1 & 2) ceramic production line as a key milestone towards achieving net-zero emissions before 2050.

Resource conservation

We will use lifecycle assessments to demonstrate we have reduced our demand for natural resources.

Biodiversity promotion

We will use the Biodiversity Net Gain metric to demonstrate increased biodiversity across our land assets.



Innovating for the future we want

Developing new products and services that reduce our impact on the planet



Manufacturing processes

Our manufacturing processes will assist Wienerberger's transition to a net-zero emission, nature-positive company.

Circular initiatives

We will have integrated circular economy principles into our business model by designing out waste across the whole product lifecycle.

Product & service innovations

Our products and services will improve people's quality of life and promote efficient use of energy and water in the built environment.



Moving forward together

Transitioning to a net-zero, nature-positive, equitable society together



Our people

We will be able to demonstrate high levels of mental and physical wellbeing amongst employees, evidenced by our H&S reports and biannual employee surveys.

Our workforce and leaders will be representative of our local communities.

Our partners

We will have curated a network of trusted partners to tackle the global crises of climate change, biodiversity loss and resource scarcity.

Our communities

We will be able to demonstrate that Wienerberger adds value for communities through our Social Value Statement.

Underpinned by our behaviours (Commitment, Communication, Collaboration and Celebration) which necessitate ethical conduct and transparent reporting





How do we *build beyond* the known?

Building beyond what we know to be possible today requires us to rethink how Wienerberger Limited creates value for our customers as partners, our people and our communities.

We must innovate in response to the global crises of climate change, biodiversity loss and resource scarcity, to not only sustain but to improve people's quality of life. Therefore 'Innovation' is a key pillar of Wienerberger Limited's sustainability strategy, appearing alongside pillars that address environmental and social aspects of our business.

Each element of Wienerberger Limited's sustainability strategy is described in this section, alongside our ambition for 2030 and the actions that will get us there.



Safeguarding our planet

We understand the interconnected global crises of climate change, biodiversity loss and resource scarcity. Wienerberger tackles these issues head-on.

Decarbonisation

Achieving whole lifecycle greenhouse gas emissions reductions by transitioning away from fossil fuel-based energy sources and optimising our raw materials.

Why is this important?

Greenhouse gas emissions caused by human activity are the primary contributor to global warming and the climate crisis.

Our ambition for 2030

We will have set a Science Based Target and established a net-zero (Scope 1 & 2) ceramic production line as a key milestone towards achieving net-zero emissions before 2050.

Making this happen

- We have verified our Scope 1 & 2 emissions to establish our baseline.
- We have developed a roadmap to reach net-zero emissions by 2050.
- Decarbonisation workstreams will continue to implement our roadmap actions, including fuel switching, new product and service development, and trialling production technologies which reduce energy consumption.

Resource conservation

Moving beyond the efficient use of natural resources toward keeping resources in circulation and eliminating waste.

Why is this important?

A circular economy will ensure future generations have natural resource security, not scarcity. This is essential for a good quality of life.

Our ambition for 2030

We will use lifecycle assessments to demonstrate we have reduced our demand for natural resources.

Making this happen

- We have reduced raw material consumption in our extruded brick range by altering the perforation design.
- Our waste strategy, developed in 2016, has helped us divert waste from landfill and increase recycling rates. We will now focus on waste prevention and diverting waste from both landfill and incineration.
- We will explore alternative business models to further reduce resource consumption.

Biodiversity promotion

Managing our land assets and providing products to enhance biodiversity and facilitate wellbeing through engagement with nature.

Why is this important?

Human wellbeing is sustained by access to ecosystem services such as crop pollination, fresh water, and soil fertility. Ecosystem services are weakened as biodiversity declines, reducing the availability of food, water and medicine.

Our ambition for 2030

We will use the Biodiversity Net Gain metric to demonstrate increased biodiversity across our land assets.

Making this happen

- We have developed a strategy to promote biodiversity and increase employees' engagement with nature.
- We will digitise our ecology and land asset management datasets and establish site-level baselines for future biodiversity enhancements.
- We will train employees to conduct Biodiversity Net Gain assessments, and invite community members to join us in making habitat enhancements.
- We will partner with experts to improve land management decisions.





Innovating for the future we want

Our R&D programme will produce products and services that reduce the impact of the built environment and minimise the impact of our operations.

Manufacturing processes

Developing and deploying technology and processes that support our sustainability ambitions.

Why is this important?

The embodied carbon of our products is heavily influenced by our manufacturing process. Technology and process innovations will be game-changing.

Our ambition for 2030

Our manufacturing processes will assist Wienerberger's transition to a net-zero emission, nature-positive company.

Making this happen

- We have established enduring partnerships with suppliers and universities to develop, test and deploy new technologies and processes.
- We continue to pursue funding opportunities that enable us to trial novel technologies.

Circular initiatives

Going beyond recycling to create products, services and business operations that neither deplete the planet's resources nor create waste.

Why is this important?

Designing products and services with a whole lifecycle approach, facilitating building deconstruction and material reuse, will reduce our impact on the environment.

Our ambition for 2030

We will have integrated circular economy principles into our business model by designing out waste across the whole product lifecycle.

Making this happen

- We will seek partnerships with organisations who challenge the status quo of a linear economy.
- To support the development of a circular economy for our current product range, we will publish customer deconstruction and reuse guidance for each product category.

Product & service innovations

Reduce the environmental impact of the built environment with products and services that minimise whole lifecycle emissions from buildings and help inhabitants adapt to the impacts of climate change.

Why is this important?

Our products already facilitate energy and water efficiency in buildings. In future the construction sector will require more products and services that improve people's quality of life.

Our ambition for 2030

Our products and services will improve people's quality of life and promote efficient use of energy and water in the built environment.

Making this happen

- We have responded to our customers' needs with new products and services, such as Archigility.
- We founded "Project Tomorrow", our low-carbon product and service innovation workstream, to ensure we meet our customers' and home buyers' future needs.





Moving forward together

We recognise the task of transitioning to a net-zero emission, nature-positive, equitable society is enormous. We will progress in partnership with our people, partners and communities.

Our people

Providing our colleagues with a safe, healthy and inclusive working environment, with opportunities for lifelong learning to develop their knowledge and skills. We demonstrate our commitment to ethical and environmentally responsible business practice in our daily actions.

Why is this important?

We must provide a working environment to help our colleagues realise their potential, because Wienerberger's success is made possible by our people.

Our ambition for 2030

We will be able to demonstrate high levels of mental and physical wellbeing amongst employees, evidenced by our H&S reports and biannual employee surveys.

Our workforce and leadership will be representative of our local communities.

Making this happen

- We have introduced "iHR", a digital learning platform to provide employees with access to learning on demand.
- We have established an Apprentice Academy to actively shape the skillset of our future workforce.
- We will publish our Equality, Diversity & Inclusion policy, outlining priorities for our future work.

Our partners

Collaborating with our customers, peers and supply chain partners for improved social and environmental outcomes.

Why is this important?

By working with like-minded partners, we will discover, test and implement solutions faster and more effectively than acting alone.

Our ambition for 2030

We will have curated a network of trusted partners to tackle the global crises of climate change, biodiversity loss and resource scarcity.

Making this happen

- We partner with customers to understand their challenges and develop new product/service solutions.
- We joined the Institute of Environmental Management and Assessment (IEMA) as a Corporate Partner to exchange knowledge and provide our staff with higher quality environmental training.
- We continue to collaborate with competitors and peers in other Foundation Industries to tackle common barriers to decarbonisation.
- We will grow our existing partnerships with the Wildlife Trusts to benefit biodiversity at our factory and quarry sites.

Our communities

Supporting community assets that facilitate social cohesion and resilience in communities.

Why is this important?

Communities with strong relationships, often formed in communal spaces, are more resilient during a crisis. This resilience is invaluable when dealing with crises related to environmental change.

Our ambition for 2030

We will be able to demonstrate that Wienerberger adds value for communities through our Social Value Statement.

Making this happen

- We have donated products to community sports centres, village halls and education providers.
- We continue to support Habitat for Humanity, who turn empty buildings back into useful spaces.
- We will publish our first Social Value Statement in 2022, providing insight to strengthen our current approach.



How are *we* going to get there?

We have established workstreams to begin building beyond the known, because there is a great deal to do and a successful transition will take time. We have developed a roadmap with milestones along the way to our ambitions for 2030.

2021

Decarbonisation

Confirmed our baseline for Scope 1 & 2 GHG emissions

Biodiversity promotion

Publish our UK biodiversity strategy

Resource conservation

Continue phased reduction in plastic packaging, target 30% less by 2023 compared to 2019 levels

Product & service innovations

Founded "Project Tomorrow" our low-carbon product & service innovation workstream

Product & service innovations

Enhanced the Category Marketing team to focus on innovation and market opportunities

Our people

Established an Apprentice Academy

Our people

Publish our Equality Diversity & Inclusion policy

Our people

Continued promotion of our Employee Assistance Programme to support employees' physical and mental health

2022

Decarbonisation

Set our baseline for Scope 3 GHG emissions

Resource conservation

Set our baseline for natural resource consumption

Manufacturing processes

Establish datasets for lifecycle assessment

Our people

Publish action plans to increase community representation

Our communities

Publish our Social Value Statement

2023

Decarbonisation

15% reduction in CO₂ emissions (tonnes CO₂e per m² of product) from a 2020 baseline, across Wienerberger Building Solutions

Resource conservation

Revise our natural resource management strategy, with new targets for water conservation and diverting waste from landfill and incineration

Biodiversity promotion

Biodiversity improvement programme in place at all sites

Circular initiatives

100% of new products will be designed in a way that they are reusable or recyclable



Our ambitions for 2030

Decarbonisation

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Resource conservation

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Biodiversity promotion

We will use the Biodiversity Net Gain metric to demonstrate increased biodiversity across our land assets.

Manufacturing processes

Our manufacturing processes will assist Wienerberger's transition to a net-zero emission, nature-positive company.

Circular initiatives

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Product & service innovations

Our products and services will improve people's quality of life and promote efficient use of energy and water in the built environment.

Our people

We will be able to demonstrate high levels of mental and physical wellbeing amongst employees, evidenced by our H&S reports and biannual employee surveys.

Our workforce and leaders will be representative of our local communities.

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Our communities

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2025

Decarbonisation

First net-zero concrete tile factory (Scope 1 & 2)

Decarbonisation

Add fully electric cars to company car fleet

Decarbonisation

Complete transition to electric forklift trucks

Circular initiatives

Publish customer deconstruction & reuse guidance for each product category

Our people

Undertake ethnicity pay gap reporting

2027

Decarbonisation

Second net-zero concrete tile factory (Scope 1 & 2)

Biodiversity promotion

Demonstrate biodiversity net gain on all UK factory and quarry sites

Circular initiatives

Circular economy solutions established for plastic and wood packaging materials

Our people

40% female representation in professional services
15% female representation within operational roles

Our people

> 30% females in professional services across Wienerberger Building Solutions
>15% females in Senior Leadership Team at Wienerberger Limited

Our people

Increase training hours by 10% per employee across Wienerberger Building Solutions

Our partners

Facilitate CO₂ emissions reductions, via contracting and engagement with key suppliers

Our communities

Quantify our Social Value contribution and set goals for 2030



Glossary

Biodiversity

Biological diversity means the variability among living organisms from all sources, including, inter alia, terrestrial, marine and other aquatic ecosystems and the ecological complexes of which they are part; this includes diversity within species, between species and of ecosystems (as defined by the UN, 1992). (Source: IPCC Glossary)

Biodiversity Net Gain (BNG)

BNG is an approach to embed and demonstrate biodiversity enhancement within a development. It involves first avoiding then minimising biodiversity loss as far as possible, and achieving measurable net gains that contribute towards local and strategic biodiversity priorities (Source: CIEEM). A metric for Biodiversity Net Gain accounting has been developed by Natural England.

Carbon dioxide (CO₂)

A naturally occurring gas, CO₂ is also a by-product of burning fossil fuels (such as oil, gas and coal), of burning biomass, of land-use changes (LUC) and of industrial processes (e.g. cement production). It is the principal anthropogenic greenhouse gas (GHG) that affects the Earth's radiative balance. It is the reference gas against which other GHGs are measured and therefore has a global warming potential (GWP) of 1. (Source: IPCC Glossary)

Circular Economy

In short, a circular economy is based on the principles of designing out waste and pollution, keeping products and materials in use, and regenerating natural systems. It represents an alternative to the traditional 'linear' economy where the flow of materials follows a 'take-make-dispose' pathway, often to the detriment of nature.

Climate change

The UN Framework Convention on Climate Change, Article 1, defines climate change as: 'a change of climate which is attributed directly or indirectly to human activity that alters the composition of the global atmosphere and which is in addition to natural climate variability observed over comparable time periods.' The UNFCCC thus makes a distinction between climate change attributable to human activities altering the atmospheric composition and climate variability attributable to natural causes. (Adapted from: IPCC Glossary)

Carbon dioxide equivalent (CO₂-eq or CO₂e)

The amount of carbon dioxide (CO₂) emission that would cause the same integrated radiative forcing or temperature change, over a given time horizon, as an emitted amount of a greenhouse gas (GHG) or a mixture of GHGs. There are a number of ways to compute such equivalent emissions and choose appropriate time horizons. Most typically, the CO₂-equivalent emission is obtained by multiplying the emission of a GHG by its global warming potential (GWP) for a 100-year time horizon. For a mix of GHGs it is obtained by summing the CO₂-equivalent emissions of each gas. CO₂-equivalent emission is a common scale for comparing emissions of different GHGs but does not imply equivalence of the corresponding climate change responses. There is generally no connection between CO₂-equivalent emissions and resulting CO₂-equivalent concentrations. (Source: IPCC Glossary)

Community (our)

The people and environment outside of Wienerberger that are impacted, both positively and negatively, by our processes and actions. Mostly this will be in the close vicinity of our manufacturing sites, but may include people and places connected to us by factors other than geography.

Community assets

A building or other land is an asset of community value if its main use has recently been, or is presently used to, further the social wellbeing or social interests of the local community and could do so in the future (Source: MyCommunity.org). Wienerberger's charitable donations focus on improving community assets, which are typically educational, healthcare, cultural, and/or recreational buildings or land.

Decarbonisation

The process by which countries, individuals or other entities aim to achieve zero fossil carbon existence. Typically refers to a reduction of the carbon emissions associated with electricity, industry and transport. (Source: IPCC Glossary)

Embodied carbon

Embodied carbon (also known as Embedded Carbon or Embodied Energy) means the total greenhouse gases emitted in the construction of a development OR manufacturing and production of product. This includes those emissions caused by extraction, manufacture, transportation and assembly of every element of the development OR product, as well as in-use emissions (such as maintenance and repairs) and the emissions related to deconstruction and disposal at the end of a development's OR product's service life. It does not include emissions related to the operation of a development OR product. In short, it is possible to consider embodied carbon as the emissions 'locked in' by decisions made at the development's OR product's design stage. In relation to the lifecycle stages according to CEN/TC350, embodied carbon includes modules A1-A5, B1-B5 and C1-C4. Therefore, modules B6-B7 and D are excluded.



Equality

A principle that ascribes equal worth to all human beings, including equal opportunities, rights, and obligations, irrespective of origins. (Source: IPCC Glossary)

Innovation

We define an innovation as something that creates new value and/or captures value through actions that are novel to the company.

Lifecycle assessment (LCA)

Compilation and evaluation of the inputs, outputs and the potential environmental impacts of a product or service throughout its life cycle. This definition builds from ISO 14044. (Adapted from: IPCC Glossary)

Natural resources

Naturally occurring assets that provide use benefits through the provision of raw materials and energy used in economic activity (or that may provide such benefits one day) and that are subject primarily to quantitative depletion through human use. They are subdivided into four categories: mineral and energy resources, soil resources, water resources and biological resources. Natural resources can be renewable (can return to their previous stock levels after exploitation by natural processes of growth or replenishment) or non-renewable (will become exhausted after exploitation). (Source: OECD Glossary of Statistical Terms)

Nature-positive

The concept of being nature-positive represents a fundamental shift from the long-held viewpoint that human society should minimise its impact on the natural world. Instead, a nature-positive approach is one that seeks to enhance ecosystems. A nature positive approach enriches biodiversity, stores carbon, purifies water and reduces pandemic risk. As a result, it enhances the resilience of our planet and our societies. (Source: World Economic Forum)

Net zero emissions

Net zero emissions are achieved when anthropogenic emissions of greenhouse gases to the atmosphere are balanced by anthropogenic removals over a specified period. (Adapted from: IPCC Glossary)

People (our)

Predominantly Wienerberger's employees, including where relevant their families and dependents.

Partners (our)

The network of customers, suppliers, academics, investors, charities and others who represent 'interested parties' defined in Wienerberger's ISO 14001 Environmental Management System. With these stakeholders we form partnerships.

Resource scarcity

When the demand for natural resources outstrips supply, they become difficult to procure. This can apply to both renewable and non-renewable natural resources.

Social Value

Social Value is an umbrella term for the conscious efforts made by organisations to contribute to the long-term wellbeing and resilience of individuals, communities and society in general. An account of social value is a story about the changes experienced by people. It includes qualitative, quantitative and comparative information. Some, but not all, of this value is captured in market prices. It also considers environmental changes in relation to how they affect people's lives. (Source: Social Value UK)

Sustainability

A dynamic process that guarantees the persistence of natural and human systems in an equitable manner. (Source: IPCC Glossary)

Science Based Targets

Targets are considered 'science-based' if they are in line with what the latest climate science deems necessary to meet the goals of the Paris Agreement – limiting global warming to well-below 2°C above pre-industrial levels and pursuing efforts to limit warming to 1.5°C. (Source: ScienceBasedTargets.org)

Scope 1, 2 and 3 greenhouse gas emissions

Greenhouse gas (GHG) emissions associated with an organisation are classified into three scopes. Scope 1 consists of emissions arising directly from operations that are owned or controlled by the reporting company. Scope 2 emissions arise indirectly, from the generation of purchased or acquired electricity, steam, heating, or cooling consumed by the reporting company. Scope 3 consists of all indirect emissions (not included in scope 2) that occur in the value chain of the reporting company, including both upstream and downstream emissions. (Source: GHG Protocol)

Wellbeing

A state of existence that fulfils various human needs, including material living conditions and quality of life, as well as the ability to pursue one's goals, to thrive, and feel satisfied with one's life. Ecosystem wellbeing refers to the ability of ecosystems to maintain their diversity and quality. (Source: IPCC Glossary)





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Wienerberger UK supports and enables the construction industry to create a better future for the built environment. We do this by providing outstanding, sustainable building solutions, long-lasting partnerships and exceptional, enduring careers.

Together we are future-building.