

# Sustainability at Whitecroft

Our journey so far



# Sustainability at Whitecroft

Achieving greater sustainability starts with an understanding of what can be achieved and how we can achieve it. And then it's about having the determination and resolve to make it happen. We're proud of the actions we've taken, but there's still much more to do.

We're committed to being: a good neighbour in our local community, putting the health and well-being of our employees uppermost, being a responsible manufacturer, finding ways to reduce our environmental impact and making conscious choices and decisions to make things better.

To play our part in a more sustainable today and tomorrow, it's not about what we say about sustainability, it's what we do that matters. And we're determined to do more.



"It's not about trying to make wholesale change, but about taking small steps in the right direction. Always moving forward and making sustainability part of every agenda."

*David Serif, Managing Director*

# Sharing knowledge with our people and customers

Understanding the importance and value of sustainability is where advances and improvements begin.

That's why we set up the Whitecroft Academy for the continuous development of our employees, covering topics such as lighting principles, sustainability and Net Zero. Knowledge sharing is also part of every relationship we have with our customers. It's vital that we work together towards a common goal of greater sustainability.

To play our part, we have delivered over 200 training sessions to our customers over the past two years, covering decarbonisation of the built environment and circular lighting. This is just one of the ways we're sharing our knowledge and experience for the benefit of us all.



# Making a difference on our doorstep

As part of our sustainability drive we wanted to support a local project that would make a positive difference.

We've chosen the Lancashire Wildlife Trust because of their work restoring peatlands in our local area. Peatlands store 3.2 billion tonnes of carbon globally, twice as much as all of the world's forests. They also play an important part in preserving the natural habitat for rare and endangered wildlife and plants.

Our donation will help towards local peat restoration projects and give us the opportunity to get out and about with the Trust to experience the restoration process first hand. In September 2022 employees will be taking part in our first 'Welly Workout' organised by the Trust. Keep an eye on our news section to see how it goes.

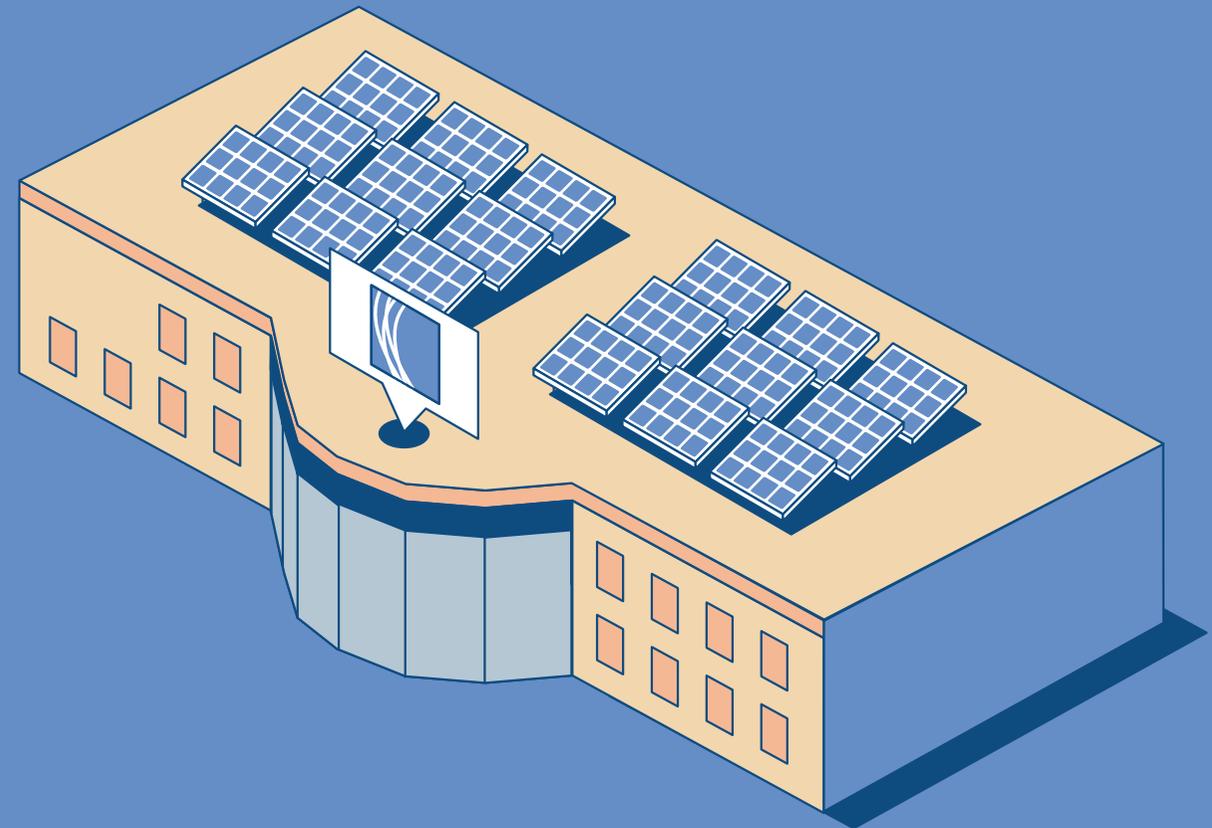


# Manufacturing responsibly and sustainably

By manufacturing in the UK and sourcing materials as locally as we can, we limit our carbon footprint and reduce it whenever possible.

Achieving ever greater sustainability is a never-ending process. We're currently measuring our scope 1 and 2, emissions and making changes to those things we can control. This can be seen in the energy saving improvements we're making in our manufacturing.

Currently 100% of the electricity we use on-site comes from renewable sources and in 2023 we have plans to add photovoltaic panels to our 10,000sqm facility, enabling us to generate our own electricity. And we'll continue to find new and better ways to manufacture responsibly and sustainably.

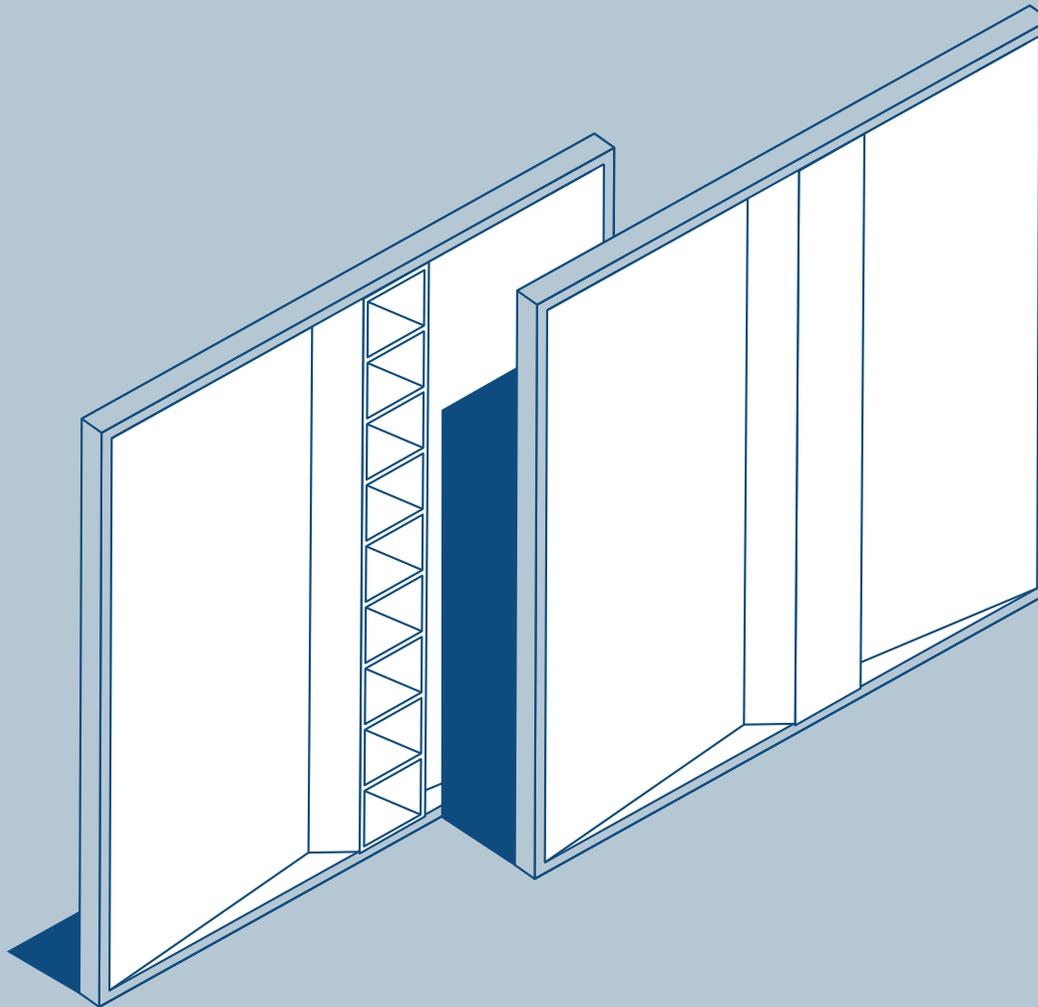


# Lighting the way to a circular future

To deliver low carbon, sustainable projects demands a new way of thinking. A way that balances economic, environmental and social needs.

And it is circularity that provides the answer. Creating a circular economy keeps products at their highest utility, then refurbishes, re-purposes, re-distributes, resells and recovers luminaires. We launched Whitecroft Vitality in 2020, with products that are modular, upgradeable and designed for disassembly.

And in the same year launched Cascade Flex Vitality, the UK's first Cradle to Cradle® certified luminaire. Our ambition to embrace circularity doesn't end there. We're committed to having a Whitecroft Vitality variant for all our major product lines and for all our luminaires to be circular by design by 2025.

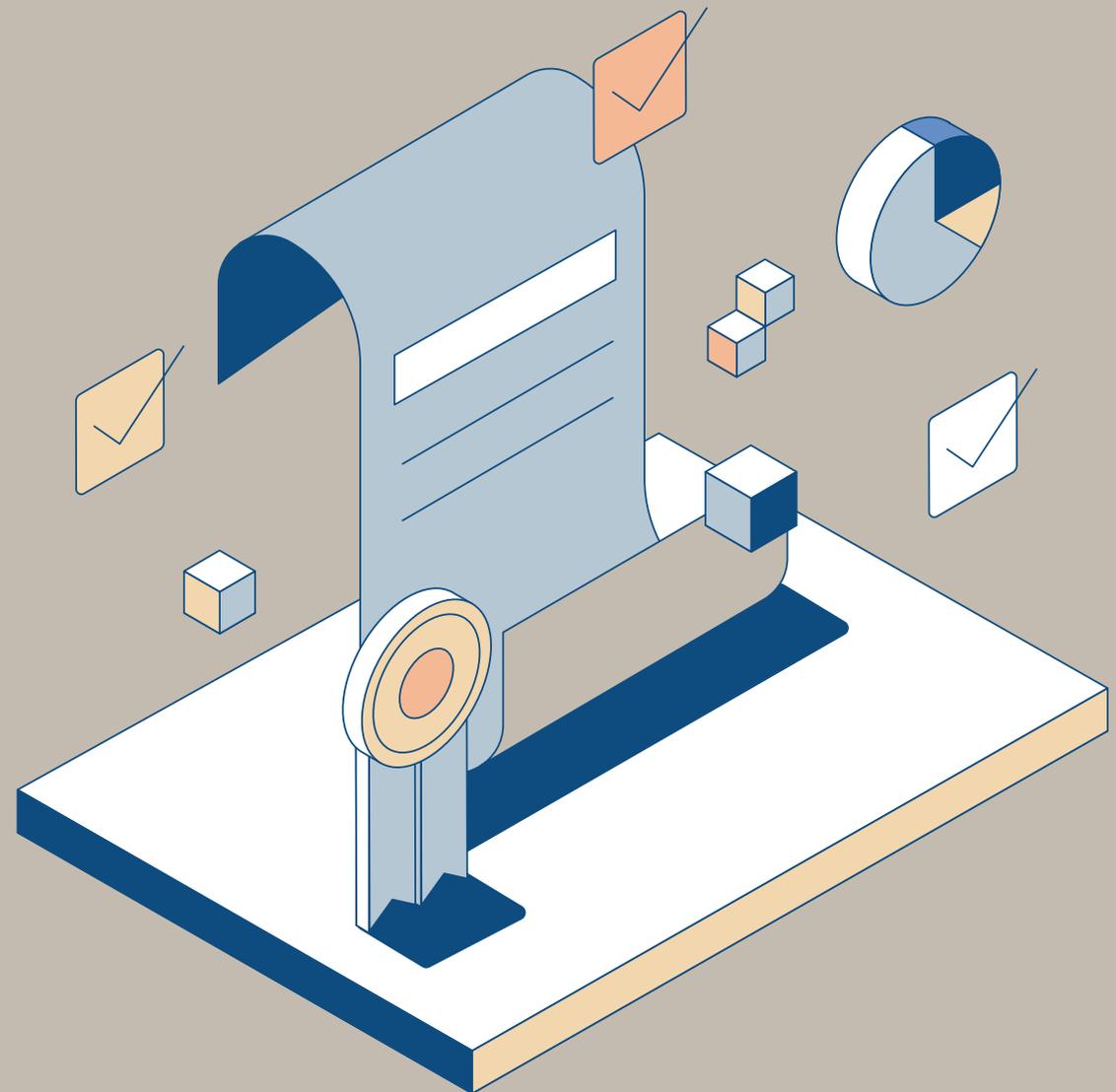


# Committed to addressing embodied carbon

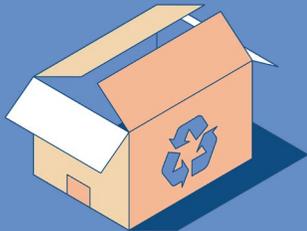
The greater focus on reducing operational carbon is understandable as it accounts for 28% of greenhouse gases created by the building industry.

Whereas embedded carbon accounts for less than half, at 11%. However, it's necessary to address both of these drivers of climate change. We are producing Environmental Product Declarations and CIBSE TM65 and use this information to identify where we can do better and how we can innovate to reduce the impact of our products.

In addition, we are able to give our customers transparency, so they can understand the carbon impact of their building. Actions such as these help all concerned to address the hidden problem of embedded carbon.

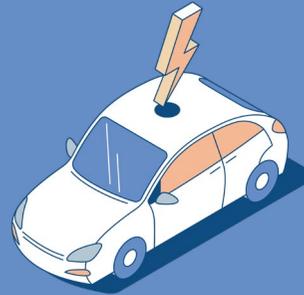


# Did you know?



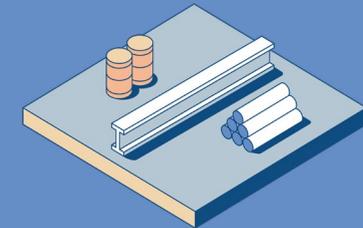
**100%**

of our cardboard packaging is sourced in Manchester



**75%**

of our car fleet will be hybrid or electric by 2023



**80%**

reduction of the use of virgin materials in our products by 2030



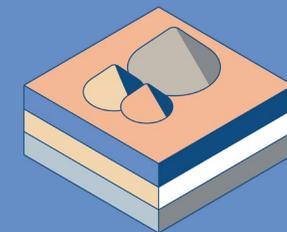
**100%**

of our electricity comes from renewable sources



**130,000**

single use plastic cups removed from site per year\*

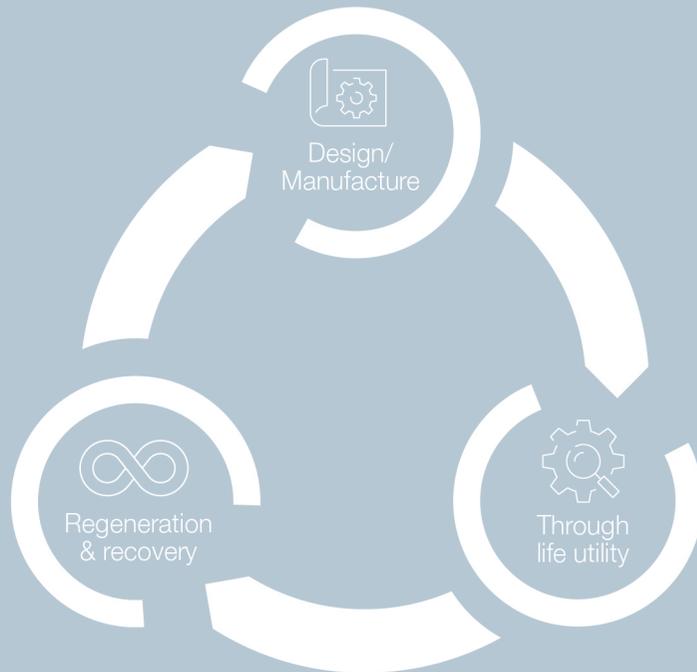


**0%**

of our waste goes to landfill

\*BASED ON 2021 FIGURES

# It's better when we work together



When we embarked on our innovative approach to circularity, with the launch of Whitecroft Vitality, we were determined it would be a game changer.

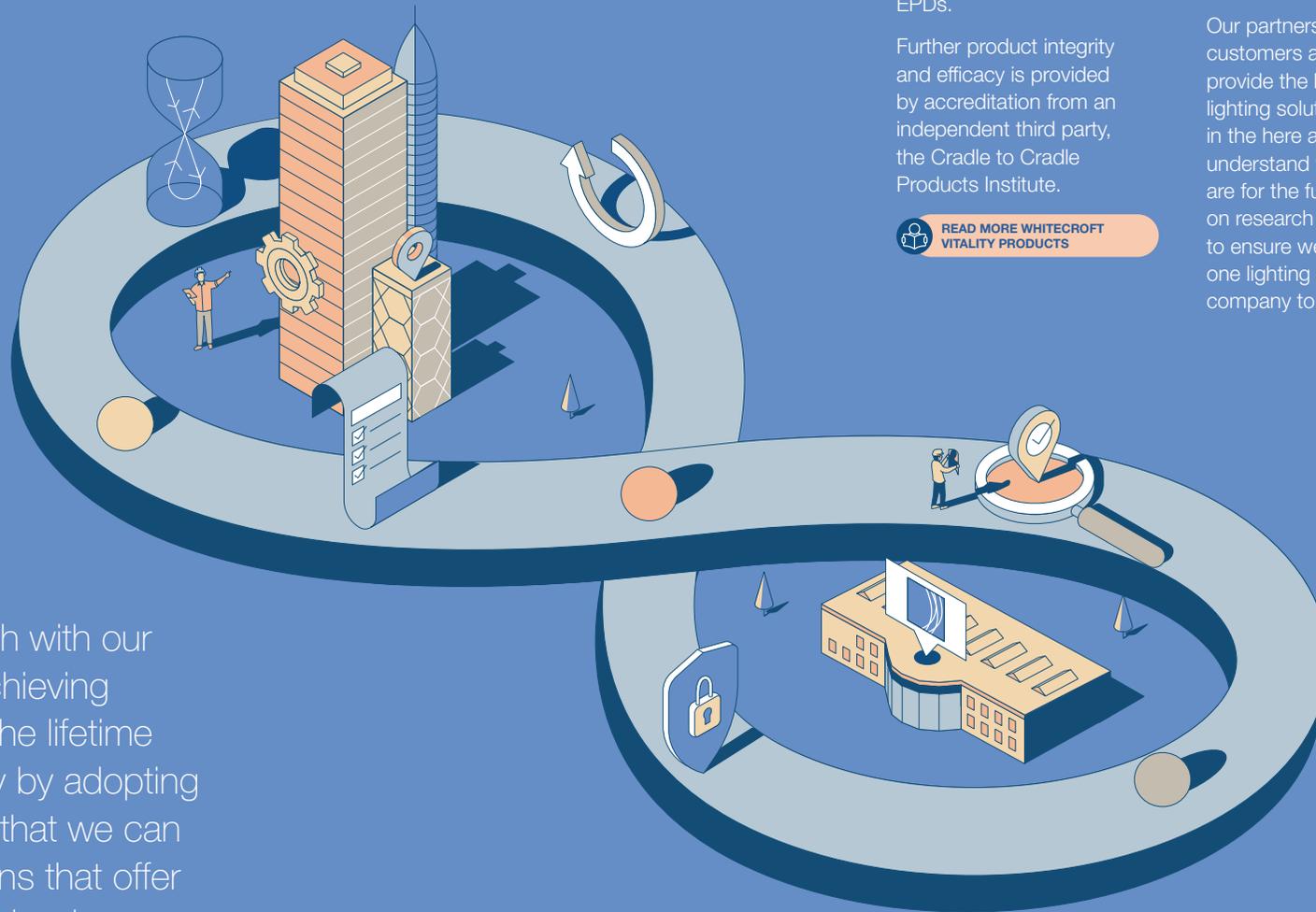
We equally recognised that it would take support from specialist organisations to achieve true success. This led us to seek guidance from leaders in their respective fields. Such as Cradle to Cradle Products Innovation Institute, EPEA, One Click LCA and The British Standards Institute.

We have been able to learn from their unrivalled expertise and having certifications with these organisations requires us to demonstrate continual improvement. This level of accountability shows our total and unquestionable commitment to sustainability.



# Your partner on projects targeting net zero

A partnership approach with our customers is key in achieving sustainability through the lifetime of the building. It's only by adopting a continued dialogue, that we can provide lighting solutions that offer commercial benefit and reduce carbon impacts on the environment.



It's by engaging in a meaningful way that we have developed our approach to circularity and a service for existing buildings undergoing regeneration and decarbonisation.

**Whitecroft Vitality** products are designed for the circular economy. They are modular, upgradeable and designed to last using high quality components. In addition, they come with complete data transparency in the form of material health EPDs.

Further product integrity and efficacy is provided by accreditation from an independent third party, the Cradle to Cradle Products Institute.

[READ MORE WHITECROFT VITALITY PRODUCTS](#)

**Vitality Relight** is a service for existing buildings that offers the opportunity to make significant operational savings as well as conserving the original embodied carbon associated with the building's construction.

[READ MORE VITALITY RELIGHT SOLUTION](#)

Our partnerships with our customers aren't only to provide the best possible lighting solutions and support in the here and now, but to understand what their needs are for the future and to embark on research and development to ensure we are the number one lighting and controls company to meet those needs.

