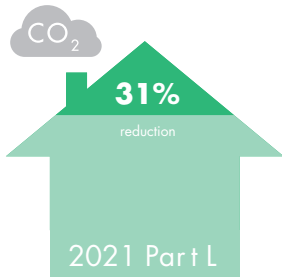


REDUCING CARBON IN HOUSEBUILDING



Operational carbon is only half the equation

Part L of the Building Regulations requires a 31% reduction in operational carbon for all new homes. But it's also important to consider embodied carbon.

Embodied carbon

Total greenhouse gas emissions released in producing the building¹ (from products and construction)

Operational carbon

Total greenhouse gas emissions generated during the in-use phase of a building's lifecycle (from products and construction)

Without meaningful change, embodied carbon is projected to make up 49% of all carbon from new construction projects over the next thirty years².

There is no path to net zero without addressing embodied carbon and the housebuilding industry needs to take action now.

Transparency is key

To make truly sustainable choices, specifiers need information on the environmental impact of products.

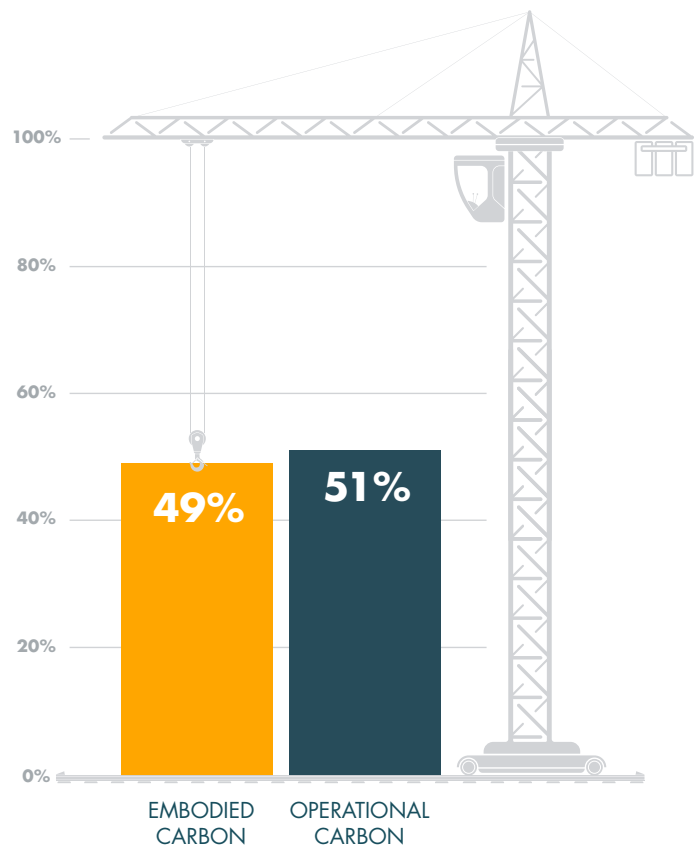
Whilst more transparency is needed to support this, some carbon-conscious manufacturers are already publishing Environmental Product Declarations (EPDs) for their products.

View Knauf Insulation's EPDs:

knauinsulation.com/epds



TOTAL CARBON EMISSIONS OF GLOBAL NEW CONSTRUCTION from 2020-2050 - business as usual projection



No need to compromise

Insulation has a lot to deliver and reducing embodied carbon shouldn't come at the cost of other priorities, like thermal, fire safety or acoustic performance. The industry should insist on nothing less than **complete performance**.

Glass Mineral Wool insulation is the clear choice, because it offers:



Thermal



Acoustic



Fire Safety



Sustainability



Real Performance

Knauf Insulation offers complete performance solutions, which are also low in embodied carbon, making them the ideal partner for carbon-conscious housebuilding.

1. UK Green Building Council: Embodied carbon: Developing a client brief
2. Carbon Leadership Forum: Embodied Carbon in Buildings, Facts and Figures