



Marshalls

Transforming Britain's Landscapes

The Prince's May Day Network

The Prince's May Day Network is the UK's largest group of businesses committed to taking action on climate change. By sharing best practice, these businesses promise to play a powerful role in reducing the UK's carbon emissions.



Marshalls is proud to be a member of The Prince's May Day Network and is committed to every one of its pledges:

- PLEDGE 1:** *Measure their business' carbon emissions*
- PLEDGE 2:** *Report their carbon emissions publicly or to Business in the Community*
- PLEDGE 3:** *Set an absolute target and take action to reduce their business' carbon emissions*
- PLEDGE 4:** *Encourage employees to reduce their carbon emissions at home and at work*
- PLEDGE 5:** *Work in partnership with suppliers to reduce carbon emissions in the supply chain*
- PLEDGE 6:** *Mobilise customers to take action on climate change*

Marshalls voluntarily discloses carbon emission information to The Prince's May Day Network and has recently been asked to feature as a case study.

CASE STUDY

Marshalls has carbon footprinted over 500 of its domestic hard landscaping products. This has enabled targeted reductions of emissions of energy-intensive products, and empowered customers through providing detailed information.

Process

In line with Government targets, Marshalls aims to reduce carbon emissions by 80% by 2050. In order to meet this target, Marshalls is investing in new technologies and processes as well as leading the hard landscaping industry in groundbreaking projects such as carbon labelling.

Working as one of 13 pilot partners on the Carbon Trust's carbon labelling project, Marshalls helped formulate British Standards Institute's PAS 2050 methodology for carbon footprinting.

Using the carbon footprints, Marshalls was able to easily identify carbon intensive products and focus emission reductions on these. Reductions of up to 39% of carbon emissions were achieved through improved productivity and significant changes to product formation.

To further advance low carbon products and services, Marshalls integrated targets into its Research and Development plans. The developments were disseminated both internally and externally, to engage and build capacity with employees and so that the benefits could be relayed to customers.

Company-wide communications were issued – installers are trained to understand carbon footprints and how to use the product labels and a range of presentations are offered to commercial architects and contractors. Customers are engaged by raising awareness through marketing, brochures containing comprehensive information and trained employees that understand how the product can benefit them.

The carbon product labelling information provided in brochures and online empowers customers to make responsible decisions. Furthermore, Marshalls' website includes Marshalls' Guide to Carbon Labelling and a widely used carbon calculator.

The major challenge that Marshalls has had to contend with is customer belief. Apathy and an attitude that an individual's effort to confront climate change is futile are challenges that needed to be overcome when engaging customers in reducing their carbon consumption.

Marshalls has met this challenge by producing brochures containing comprehensive information and training employees to facilitate clients' understanding of how the product can benefit them. This is bolstered by Marshalls investing in quantifiable and independently verifiable data.

Impact

- Saved £525,000 in energy costs and reduced emissions by 2,383 tonnes by improving production and targeting procedures identified as being carbon intensive
- 500 product carbon footprints to empower Marshalls' customers to make informed low-carbon decisions
- The product carbon footprints of much of the concrete block paving range have been reduced by 39%