



Green&Blue Impact Report 2022



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A word from the founder



Publishing our first impact report is a real milestone for Green&Blue; a mark in the sand for what we've learnt already and of our commitment to measure and improve.

Our ambition is huge - for people, for planet, for community and naturally, for wildlife. We're not perfect, but we'll never stop trying and I am 100% committed to us doing our very best.

As a designer maker, I know that if I wasn't doing this, I'd be making something else but I don't think that's good enough anymore; Just because you can do something, doesn't mean you should. If you're going to make something, having that brutal honesty about *what* you're doing and *why*, in terms of its impact, in terms of harm or good it might do, in terms of the legacy it might leave, is the only way to do things.

Green&Blue is a design-led business, using design as a tool to solve real challenges which gives us an opportunity to shape the world we want to live in. We design with curiosity, asking questions; 'Is our product useful? Is it relevant? Are we helping species most in need? Are our team healthy and happy? The design may be good - but does it do good?

Our design starts with species - that's the story. We have our own measurables - the success of a colony, the nurturing of a nest full of fledgling swifts, a full roost of Pipistrelle bats. We consider what is best for species, above profit and above growth. There is real beauty in the purpose of the product and I believe everyone wants to be part of the solution. The Green&Blue products are one way of empowering customers, both individual and industry, to be part of that change.

Being a small and dynamic team gives us a unique advantage in being able to think clearly and freely, having the ability to pivot quickly and wholeheartedly. Time is precious and I'm very conscious of not wasting it - my team's time, my time, the valuable little time we have to make a difference to the future of our planet - that helps steer decisions. Looking at the challenges we face now as a population on this planet, we can't wait for legislation, we can't sit still, and our work will never be finished. That's both our challenge and our opportunity to be part of the change.

KEY STATISTICS 2022

1

*Workshop
in Perranporth,
Cornwall*

1440

*Cups of coffee
drunk*

5

*New products
launched*

5998

*Wildlife havens
created¹*

10

*Team members
employed*

29146

*Customers
connected to
nature²*

Our Mission:

**To make homes havens
for wildlife**

Our Vision:

**To reconnect people
with nature**

**“Our mission - To make homes havens for wildlife -
is clear and simple”**



Why we exist

Our nature is declining. The UK itself is one of the most nature-depleted countries in the world, ranking at 189 out of 218 countries assessed for loss in biodiversity³

On a global scale, our planet is experiencing a biodiversity crisis. 1 million species worldwide are now threatened with extinction, with 869 species being forced into extinction in the last 500 years alone - a rate unprecedented in human history⁴.

Never have human impacts on nature been greater, with our need for ever more food and energy being the main drivers. This biodiversity loss is only set to continue as climate change becoming a more important driver in coming decades⁵.

Globally, this loss has far exceeded what scientists refer to as the 'planetary boundary' - the safe space where human beings can be supported by earth's systems. This is a 'code red for humanity' as outlined in the IPCC sixth Assessment Report. Continuing on the current path will mean irreversibly damaging the very conditions which sustain life on this planet.

Biodiversity is in desperately bad shape.

Why does it matter?

It matters because biodiversity is fundamental to human life on Earth.

Biodiversity describes the amazing variety of all living things on Earth, and how they fit together in the web of life, bringing us oxygen, water, food, and countless other benefits. We are intrinsically interlinked with the planet's ecosystems, which means a biodiversity crisis threatens our health too.

This is aside from our moral duty to coexist with nature, the well-studied health benefits of being amongst nature as well as the intrinsic value argument of the natural world as a thing of beauty, and that alone means we should do everything we can to preserve it. The Covid pandemic and multiple restrictions and lockdowns made many of us realise how important nature is for our health and happiness.

A transformative shift is urgently needed, a transition to a society and economic system that values nature and recognises that we depend on nature more than nature depends on us.

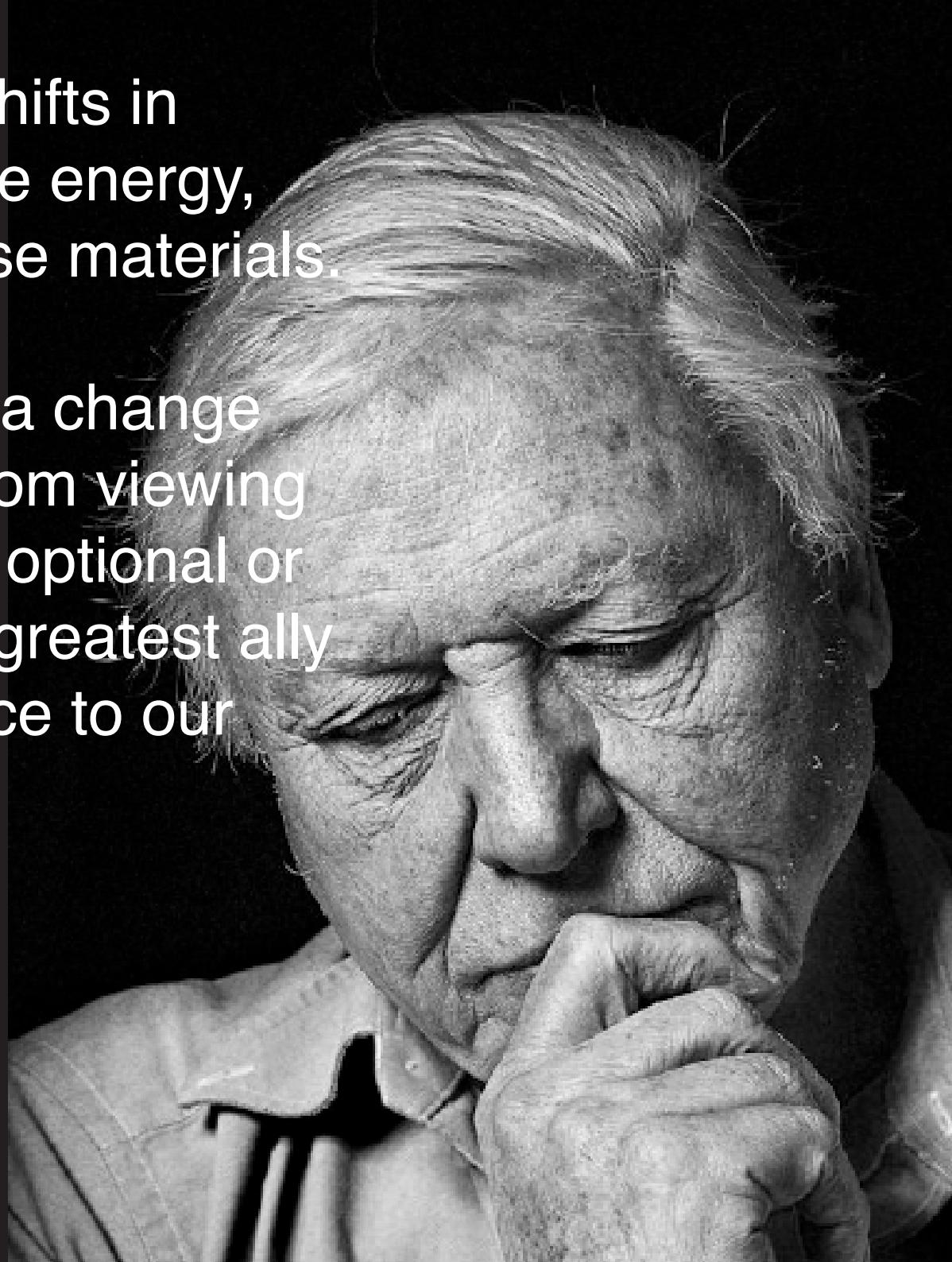


1 million
species
worldwide
are now
threatened
with
extinction.

“We will require systemic shifts in how to produce food, create energy, manage our oceans and use materials.

But above all it will require a change in perspective. A change from viewing nature as something that’s optional or ‘nice to have’ to the single greatest ally we have in restoring balance to our world.”

Sir David Attenborough, (WWF Living Planet Report, 2020)





WE'RE A CERTIFIED B CORPORATION

Green&Blue proudly achieved B Corp certification in 2018, becoming Cornwall's fourth B Corp certified business.

B Corps are a growing community of inspiring companies working to use business as a force for good. B Corp Certification cuts through greenwashing to evidence that a company is genuinely inclusive, sustainable, and committed to balancing profit with people and the planet across 5 areas – **governance, workers, environment, community, and customers.**

B Corp status is a milestone we're proud of, but we know the work doesn't end there. As a small business Green&Blue has the freedom, creativity and passion that allows us to aim high and write our own rules when it comes to achieving goals. B Corp provides us with a framework to consistently reflect and review ourselves, asking,

'Are we really doing the best we can?'

B Impact Score



Environment : 33



Community : 17.8



Workers : 16.5



Governance : 14.7



Customers : 2.5



●
84.8 Overall B
Impact Score

●
50.9 Median Score
for Ordinary Businesses

Our Commitments & Ambitions 2022 & beyond

Our areas of impact fall across three main categories:
Design, Nature and People.

In the following pages, we talk through these commitments, reflecting on ways in which we've been working to fulfil them in 2022, and their importance in informing our future.

DESIGN

NATURE

PEOPLE



DESIGN

We are designers, creators, and innovators, making our products the best they can be, never sacrificing quality or ethics.

We're focusing on:

- Taking responsibility for the products impact before, during and after their useful life, using a circular approach.
- Researching alternative materials to achieve minimal environmental impact, whilst still being fit for purpose.
- Consistently reviewing our processes to achieve minimise wasted resource and impact.
- Designing and innovating with a 'species first' mindset, putting 'life' at the centre of what we do. The very purpose of our product utilises a regenerative philosophy, using design as a positive force to restore biodiversity.



Design for Longevity

We employ long-term thinking at every stage of our product design. From the materials we use to the re-use and fix mentality in the workshop down to the purpose of the product itself.

The construction market dictates the need for longevity, but it's also about respect for the material – making the 'useful' phase of a product as long as possible. When 'end of life' is reached - when a building is demolished, the materials can be crushed and repurposed with very little waste.

Our products are built for life, so we support our customers with repairs or replacement parts where any issues do arise.

Any products that do not make the mark in manufacturing are sold through our 'Perfectly Imperfect' sale to minimise any waste, and to create more habitat still.

AMBITION

We want to employ better systems to support seconds and repairs, highlighting issues in production early on to minimise waste and ensuring customers know we can support them with repairs.



Our concrete products are made
from up to **75%** repurposed
waste material from the local
Cornish China clay industry.

Watch our short film on developing
our concrete mix [here](#) -

"Design the way nature intended"

Focus on Materials

76% of our range is made from our unique concrete mix. We know that concrete isn't great for the environment. This is why we spent a huge amount of time researching and designing a mix that enables us to use up to 75% waste material from the local China Clay Industry. In the early 19th century this was the main industry in Cornwall, with the county producing around 50% of the world's China Clay. For every tonne of usable China Clay mined there were at least 5 tonnes of waste material brought with it. It is this waste material that we use at Green&Blue to create our concrete habitat products. That's something we're incredibly proud of.

We think all construction materials should be looked at in terms of what they can offer different species; it could set a roadmap for how we provision for biodiversity, how we provision for our wildlife.

Concrete is also the material most fit for purpose, providing the perfect dry, frost resistant habitat and being a stable material which will last the lifetime of a building.

AMBITION

We recognise more product means more materials and more impact. We are committed to exploring and investigating alternative materials, especially cement which we know has a negative environmental impact.

Our Making Process

Our entire process, from design to making to distribution, happens at our workshop, which gives us complete visibility and control.

This enables us to have an iterative design process; we can experiment and adapt the manufacturing process to avoid waste of time and resources and to improve environmentally and economically. The smaller ceramic range is made offsite, still within the UK, using traditional techniques.

Consideration of the environment is integral and intuitive in every stage of our product development, from creating initial samples with offcuts salvaged from the workshop floor to a 'mend & reuse' mentality engrained throughout our production processes. We even give waste inner tubes from the local garage a second life by using them to hold our product moulds together.

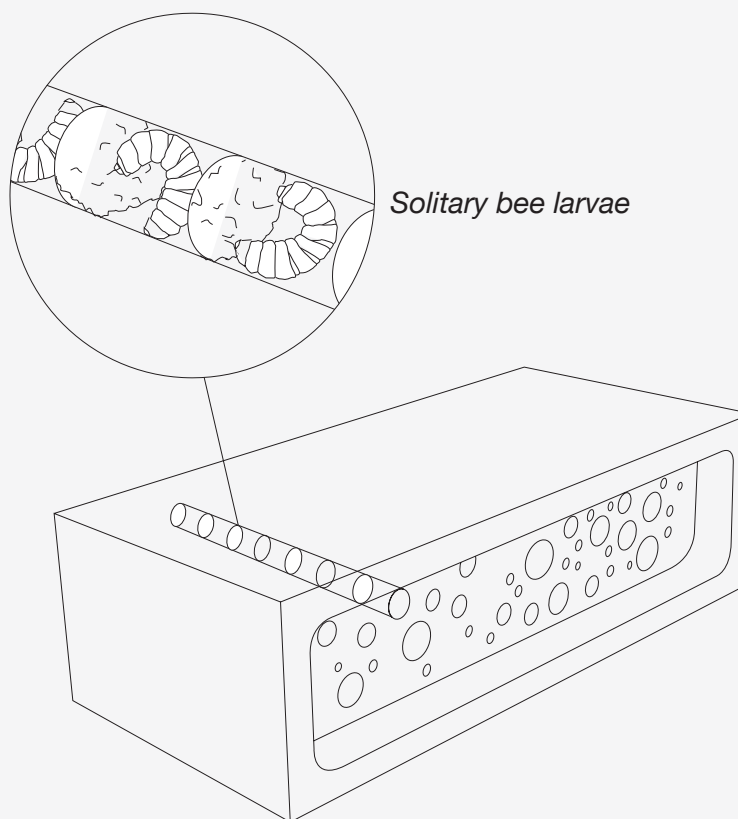
Innovation

We are constantly designing and innovating and thinking ‘What wildlife species could we help next?’ We launched 5 new products in 2022, bringing our range total to 19.

With so many species in decline we have to rethink the way we plan, build and manage both housing and within our own gardens. By conforming to UK construction brick and block sizes, and using a material the industry is comfortable building with, Bee Brick® brings an opportunity to really make positive impact at scale.

There is growing concern over the decline of pollinator species worldwide due to habitat loss, agrochemical use, and disease⁶. Urban areas may support more pollinators due to their increased floral resources in terms of both floral diversity and length of flowering season⁷. This is why we developed an artificial bee nesting structure as a management option to help declining solitary bee populations. After several years of research and development, prototyping and testing, with help from The University of Exeter, we launched the award winning Bee Brick® in 2014, and the brick remains our best-selling product today.

The BEE BRICK®



- Award winning design
Soil Association's innovation award.
- Safe, year round nesting site
Leave out all winter.
- Encourages vital pollinators
into your garden.
- Weatherproof construction
Won't rot like wooden bee homes, made from frost-resistant cast concrete.
- Attracts a variety of solitary bees
Caters for different species of solitary bee.

We like to design with simplicity – not only do we think that's beautiful but designing out unnecessary parts is far more efficient and less wasteful.

Having won a multitude of industry awards, Gavin Christman – our co-founder, was selected to be one of the judges for the Dezeen Sustainability Awards Category 2022.

“I was thrilled to be asked to help judge the awards. Never has biodiversity, sustainability and our natural world been more important, and I was privileged to see the range of creative innovation focused on how we can live alongside the planet in harmony, whilst continuing to create design that inspires and delights.”

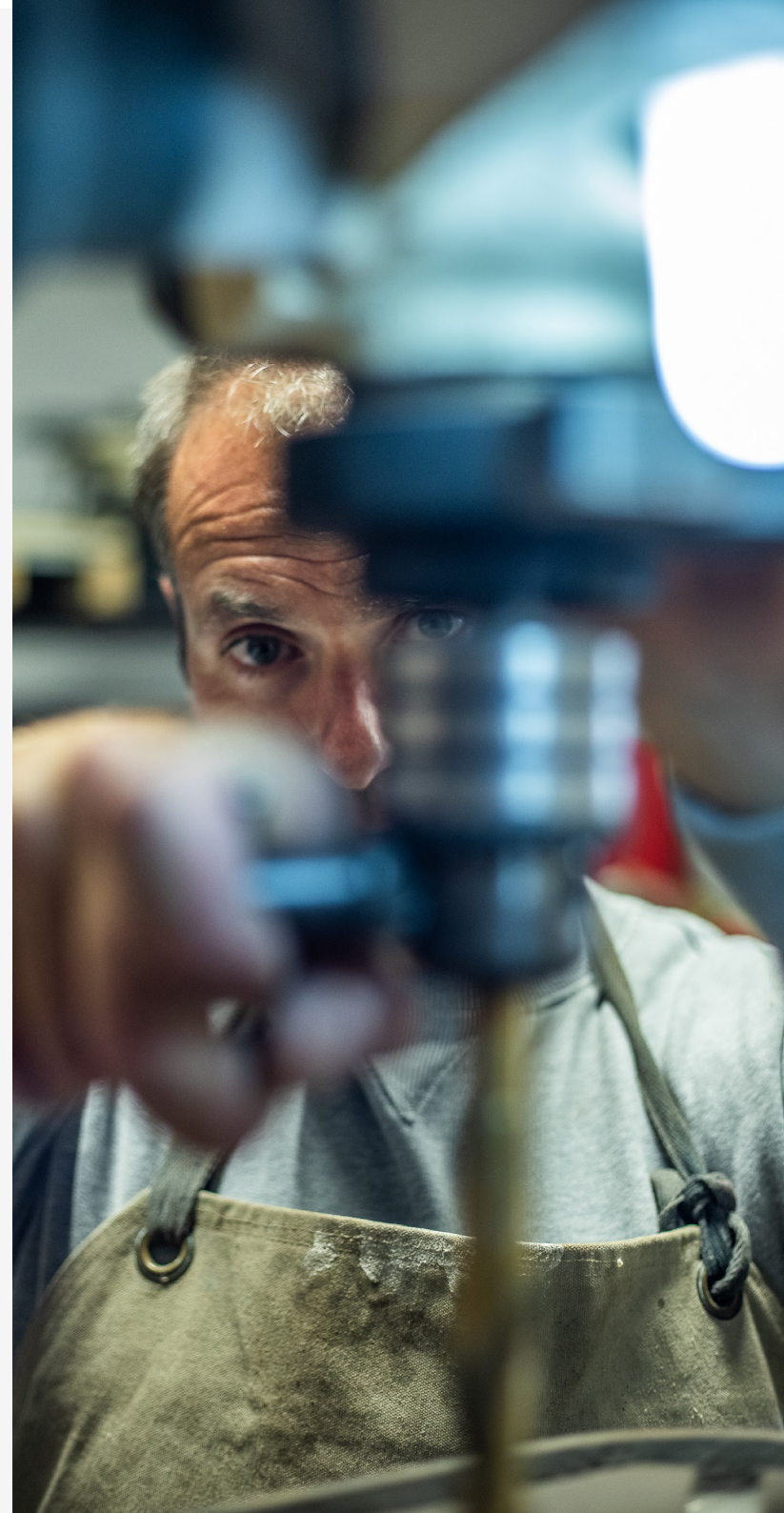
Gavin Christman, Co-founder, 2022

AMBITIONS

Continue to work with experts in the field, developing new products for species in need. With UK rural hedgehog populations declining by 75% in the last 20 years⁸ we are currently developing new habitat products for them.

Assign a percentage of funding to further R & D.

dezeen
awards ²⁰²²



NATURE

Based in the Cornish seaside town of Perranporth we are surrounded by the natural environment, where the ocean is our playground and the rivers, trees and green spaces of Cornwall are our sanctuary. We can't help but be inspired each day to do everything we can to protect our environment.

We're focusing on:

- Measuring and verifying our full environmental footprint across carbon, waste, water and energy and starting our journey to becoming net zero.
- Setting targets aligned with the latest climate science through The Science Based Targets initiative and aligning our operations accordingly.
- Collaborating with experts on gaining robust data metrics on the positive biodiversity impact of our products.



“Every home built without a Bee Brick®
is a missed opportunity.”

Chris Hines, OBE

The **ICUN Red List** of Threatened Species is a list of birds in the UK, Channel Islands and the Isle of Man which are in critical decline. The 2021 report is now 70 species long, more than double the size it was in the first report in 1996.

Give nature a home

We passionately believe that every new house built needs to provide a home for wildlife as well as for us.

Consulting organisations like the RSPB and the British Trust for Ornithology and referring to the ICUN Red List, we consider which species are most at risk from habitat loss and how design could support habitat creation within the built environment.

We are currently partnering with the Bat Conservation Trust as part of their Roost Partnership, designing several habitat bat products. Bats are a vital part of our native wildlife, accounting for almost a third of all mammal species in the UK, and as top predators of common nocturnal insects are sensitive to land use pressures and changes⁹. Further information about bats can be found [here](#).

AMBITIONS

Work with scientists to gain data metrics on our products' positive impact on biodiversity.

Gain robust scientific data on the optimal density and distribution of species within the concrete range.

Gain information on species' uptake of products through citizen science.

90%

OF BEE SPECIES IN THE UK ARE SOLITARY BEES.

Raising connection to nature

We want to reconnect people with nature. Designing the product is one challenge, illustrating to others the importance of our wildlife, why we need to provision for it, that's the bigger opportunity. To inspire a desire to nurture our wonderful wildlife as well as the simple joy of experiencing it, this was our motivation in creating Solitary Bee Week, in partnership with The University of Exeter.

SOLITARY BEE WEEK

Solitary bees are the unsung hero of the pollinator bee species. There are over 240 species of solitary bee in the UK alone, making up 90% of all bee species¹⁰. Since 1/3 of all the food we eat is pollinated, they're hugely important to us and there is no protection for them¹¹. They are under threat, losing habitat to intensive farming methods and building. In some parts of China, pollination is already being undertaken using paintbrushes because there are no bees left to do it naturally. The magnitude of losing our pollinators is vast.

Solitary Bee Week is a week of raising awareness about the importance of these extraordinary pollinators, whilst suggesting simple ways we can all help the solitary bees.

[Read more here.](#)

Climate action

Greenhouse gas emissions caused by human activity are the primary contributor to global warming and the climate crisis. With the cement sector representing about 7% of CO₂ emissions globally, we want to take full responsibility for our emissions ¹².

Working with the construction Industry, which is only set to increase the demand for cement by approximately 20% by 2050 ¹³, we feel we have a unique opportunity in encouraging others to take action too. By doing this we can help rapidly accelerate the transformation to a net-zero economy and prevent the worst effects of climate change.

Whilst we have a short value chain - our range being entirely British made, we are aware of the environmental impact of haulage - how materials get onsite and products offsite. We will be assessing this impact through an Environmental Management Strategy and aligning our operations accordingly.

Our workshop and office are powered by 100% green energy and heating is managed via a wood burning stove.

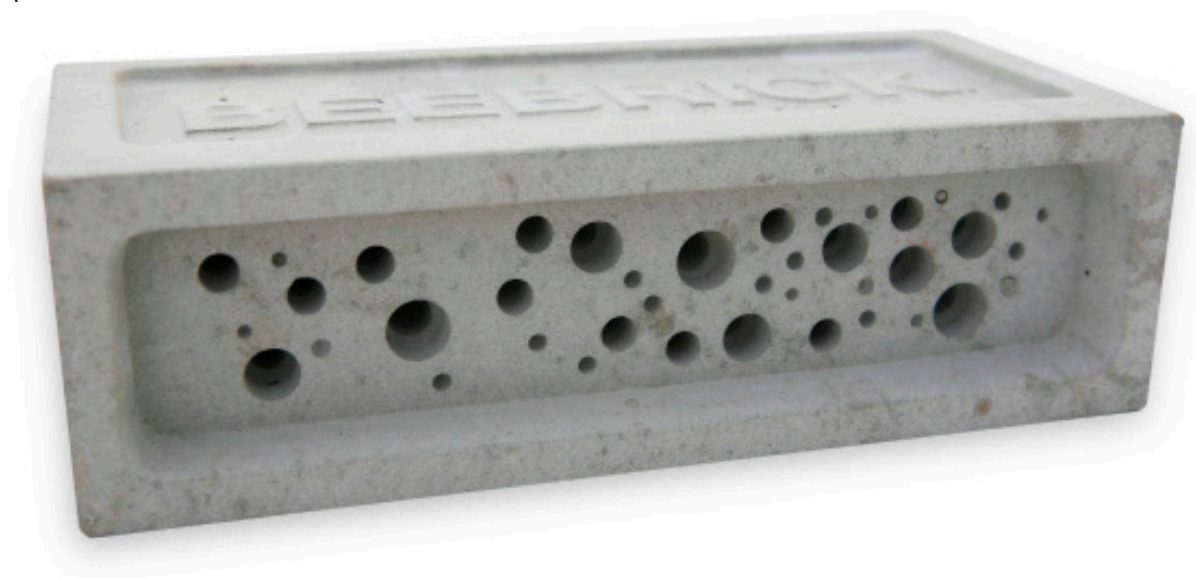
Whilst we plan to measure our carbon footprint across the whole business, we know the bulk lies in our use of cement within our concrete products. We are committed to looking at alternatives which have a lower environmental impact whilst still being fit for species and for use in the construction industry.

AMBITIONS

Digital footprint measurement and actions – Digital declutter.

Minimise travel impacts of employees.

Carbon literacy course for some team members.



Carbon footprint of a standard 2.9kg cured Bee Brick® ¹⁴:

0.796kgCO₂eq

Resource conservation

Conservation of our precious natural resources is essential for a good quality of life. Taking a systems approach to product design and thinking of the entire lifecycle will ensure future generations have natural resource security, not scarcity.

AMBITIONS

Review our packaging, designing out anything unnecessary, ensuring anything that remains is 100% recycled and recyclable. We also want to explore alternatives to plastic pallet wrap.

Increase visibility of our 'opt out' packaging option.

Work with suppliers to reduce waste within our raw materials.

Water

Water for our concrete production is derived from rainwater collected in a 1000L tank outside our workshop. Each week, this saves 156 litres of mains water - or 7800 litres annually ¹⁵.

2022 was the first year that, on several occasions, this was not possible due to the hot summer droughts we experienced; a concern with our changing climate. We also have water saving measures within the toilets at the workshop.

Packaging

We are proud that as part of the Shred project, we recycle and shred local waste cardboard for use as filler, meaning we've eliminated plastic and virgin-grade packaging materials from our dispatch process, as well as cardboard from our local recycling network. We use FSC certified boxes and brown tape and our wraps and printed literature are produced by a carbon-balanced printer.

Despite efforts made, our products still contain between 47-76% of unrecycled material ¹⁶.

Waste

There is very little waste within our workshop in terms of product, water, or materials.

Our main source is the cement and pigment packaging bags from our suppliers which unfortunately have to be sent to landfill at present.

Office

Office and kitchen supplies are sourced as responsibly as possible, choosing recycled paper, locally sourced coffee and purchased in large quantities to reduce packaging impact.

PEOPLE

A healthy and happy team are integral to our business.

We're focusing on:

- Creating inclusive team culture by design, providing a joyful and enriching place to work.
- Encouraging and building capability within the team, creating shared ownership of challenges.
- Educating and inspiring our wider community on the importance of biodiversity. We want to empower people to make small changes that can make big differences.
- Ensuring and nurturing good relationships with our suppliers.



Internal Happiness & Values

We believe a healthy and happy team are integral to our business. Until now our team culture has been a ‘happy accident’ due to great people but now we are focusing on creating culture by design, agreeing as a team what is important to us and how we look after each other.

AMBITIONS

We want to develop an annual internal Happiness survey. Demonstrating high levels of mental and emotional wellbeing will safeguard us for the future.

We employ a 4 day week policy, and want to add flexible working into this alongside other policies to promote health and wellbeing.

What our community said:

THANK YOU

The brick is beautifully crafted and will be a great teaching aid to students, encouraging them to consider biodiversity at all scales and levels of design. Thank you!

Anna G

BRILLIANT BEE BRICK

This is the second Bee Brick I've got and third bee nesting product from Green and Blue (so far!).

Lovely contemporary design which easily fits into any building design. Not only that, but they actually work - the Bee Brick I installed in my brick shed last year already has a full house! Highly recommend.

Tara H.

DOING MY BIT FOR THE PLANET AND IN STYLE

William Morris said "Have nothing in your house that you do not know to be useful, or believe to be beautiful." The Bee Brick and other bee homes from Green&Blue are both functional and beautiful, which is a rare thing for a construction material, but to also be able to contribute to helping the survival of native bees is the cherry on top.

Huttson L.

I LOVE EVERYTHING THIS BRAND DOES

Green&Blue are an inspirational brand for me. I love everything they do and everything they stand for. The products are beautifully designed, last forever and have a real purpose. The service is exemplary and the delivery arrived exactly when it was supposed to with, what appears to be, a hand written note! What more could anyone ask for? Absolutely brilliant!

Philip T.

BIRD BALL SEED BIRD FEEDER

It's as beautiful to me as it is to the birds who have overcome their initial scepticism and have been feeding from it, giving us hours of joy.

Kate H.

HAPPY CUSTOMER, HAPPY BIRDS.

Within 24 hours of their beautiful bath arriving the birds had laid claim to it. They are happy, we are delighted and whilst they don't know how beautiful a thing it is (or maybe they do) we think it is gorgeous. Go on, treat yourselves...and them.

Titus O.

External Happiness

We know we're better together, so we want to work to grow the nature-loving Green&Blue community. We connect deeply with our vision of reconnecting people with nature. We're nature lovers and outdoorsy types and we want to inspire others to spend more time outdoors and 'in' nature.

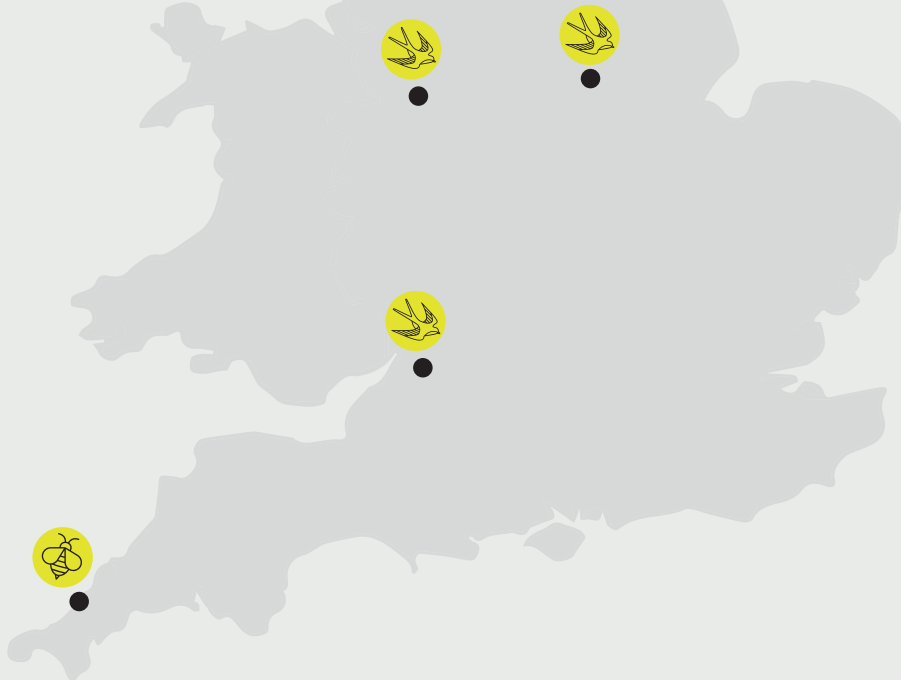
AMBITIONS

Our goal is to delight our customers and to exceed their expectations. Developing an external happiness survey each year, measuring customer satisfaction - ease of product use, design satisfaction, and ideas for improvement will drive product development.

Create a 'Connection to Nature' score for our community, to measure their engagement.

Drive education through our online channels and local expert-led events on biodiversity issues.

**The Green&Blue range
is entirely British made -
meaning a visible value
chain and low product
miles.**



Value Chain

Our ceramic range is created in the Midlands and the new Swift loft, in Gloucestershire. We have worked with the same suppliers since the business started back in 2005.

Our concrete habitats, which make up 76% of our total product range, are made within our own Perranporth workshop, creating 100% local employment.

Locally, we have partnerships with the china clay industry, recycling SHRED, and local wildlife groups.

With our short value chain, we are highly resilient to value chain 'shocks', which many businesses experienced during the past two years.

Here are some of the partners we work with:

Ecotricity

“Britain’s greenest energy company”, Ecotricity actively reinvests profits into developing new sources of renewable energy rather than trading what already exists.

Tevi

Our SHRED project was supported by Tevi. It encourages enterprises to minimise waste in smart and innovative ways as part of a transition towards a circular economy.

DPD

As part of its efforts to become the UK’s most sustainable delivery company, DPD is building the largest all-electric fleet. With a carbon offset program that complies with the most rigorous international standards, every parcel delivered is carbon neutral

St Austell Printing Company

Local supplier and official “Carbon Balanced Printer” in the UK. Alongside the use of carbon balanced paper, carbon balanced print is produced by a carbon balanced printer - a printer whose fossil fuel, transportation, and electricity use are measured and offset annually by the conservation charity - The World Land Trust.

Brooklands China Clay Waste

In the heart of Cornwall’s “White Mountains”, Brooklands Sand & Aggregates Ltd are working with Imerys Minerals at Littlejohns pit near St Austell processing sustainable secondary sand and aggregates from “Stent”, a by-product of china clay production.



GIVING BACK- People & Planet

We are part of 1% For The Planet - a global movement inspiring businesses and individuals to support environmental solutions to drive positive change for our planet and future generations.

Our chosen philanthropic opportunities include supporting Nansmellyn nature reserve through Cornwall Wildlife Trust, The Bat Conservation Trust and Surfers Against Sewage 250 Club.

The SAS 250 Club is an opportunity for businesses to become a key part of SAS's work; it is a commitment to be part of a powerful network of leaders driving forward the coastal environmental movement.



Nansmellyn

Nansmellyn nature reserve is a place of rare, natural beauty in our hometown of Perranporth on the north cornish coast.

While it is only 5 hectares in size, it provides an oasis of calm for locals and visitors, as well as vital habitat for wildlife. Among the few remaining untouched reedbeds in Cornwall, this marsh area is home to kingfishers, otters, cirl buntings, and reed warblers.

Sadly, the reserve has been closed for some time due to vandalism, in part due to its hidden location, and changing water levels caused by a nearby mining audit.

It is our dream to re-open the reserve and make it a cherished part of our local community once more. Since 2020, we have been working with Cornwall Wildlife Trust to come up with funds and a staged plan. We are reserve guardians, meaning the support we give Cornwall Wildlife Trust is focused on Nansmellyn.

If you would like to support the reserve, [read more here.](#)

Volunteering within our community

We believe in giving back to our community. Every team member has 2 days per year to use as volunteer or protest days. Here are some of the ways our employees used them in 2022.



THE WAVE PROJECT

The Wave Project is an ocean therapy charity using surfing to support children and young people via the oceans' healing properties. Surf therapy has become an established form of therapeutic support, recognised by the NHS in the UK for both mental and physical health.

"Volunteering with the Wave Project has been the perfect combination of rewarding, inspiring and fun. Seeing the kids transform from timid & sometimes scared at the start to seeing them in the last sessions, when their confidence has grown & they are having so much fun in the water, has been an amazing experience."

Annie, Expert Mould-Maker, Green&Blue, 2022



Photo credit: Jamie Turnbull @ Perrans Above

PACE

Perranzabuloe Action for Climate Emergency (PACE) is a group set up in 2020 which is working to develop a climate action plan to support the Perranzabuloe Parish Council to achieve carbon neutrality.

"To feel I'm making a difference in my community and protecting the ocean, which I love, is a great feeling!"

Faye, Head of Growth, Green&Blue, 2022

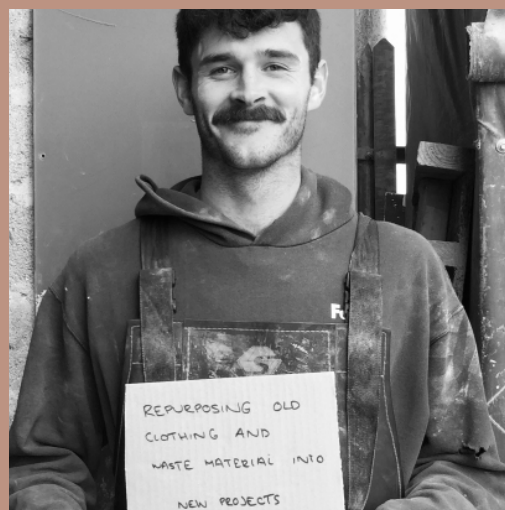


AMBITION - A REPAIR SHOP

Feedback from our team has suggested they would like to volunteer together and share the experience as a group. This would also increase the positive impact for the chosen project. Our ambition is to set up a Repair Shop at our workshop in Perranporth. This would provide a fantastic learning resource for the local community, utilising the skills of our workshop team and inspire connections within our community.

Our Teams eco-tips!

Sustainability isn't just an 'add-on' at Green&Blue, it's embedded in our DNA. Here are our team's personal favourite tips on living a life that's kinder to our planet.



UNFINISHED BUSINESS

We are designing for a problem that cannot be solved quickly and we embrace the complexities that come with that. It's a journey and it's complicated, but we won't stop trying. We fundamentally believe in creating better biodiversity, better education and better understanding of the importance of our wildlife. In 2023 we will work on our ambitions, aiming to significantly improve our B Corp score. By connecting people to the restoration of biodiversity, we hope to inspire more people to thrive in a regenerative future.

Follow our progress as we continue to share our journey on our platforms.

[Instagram](#)

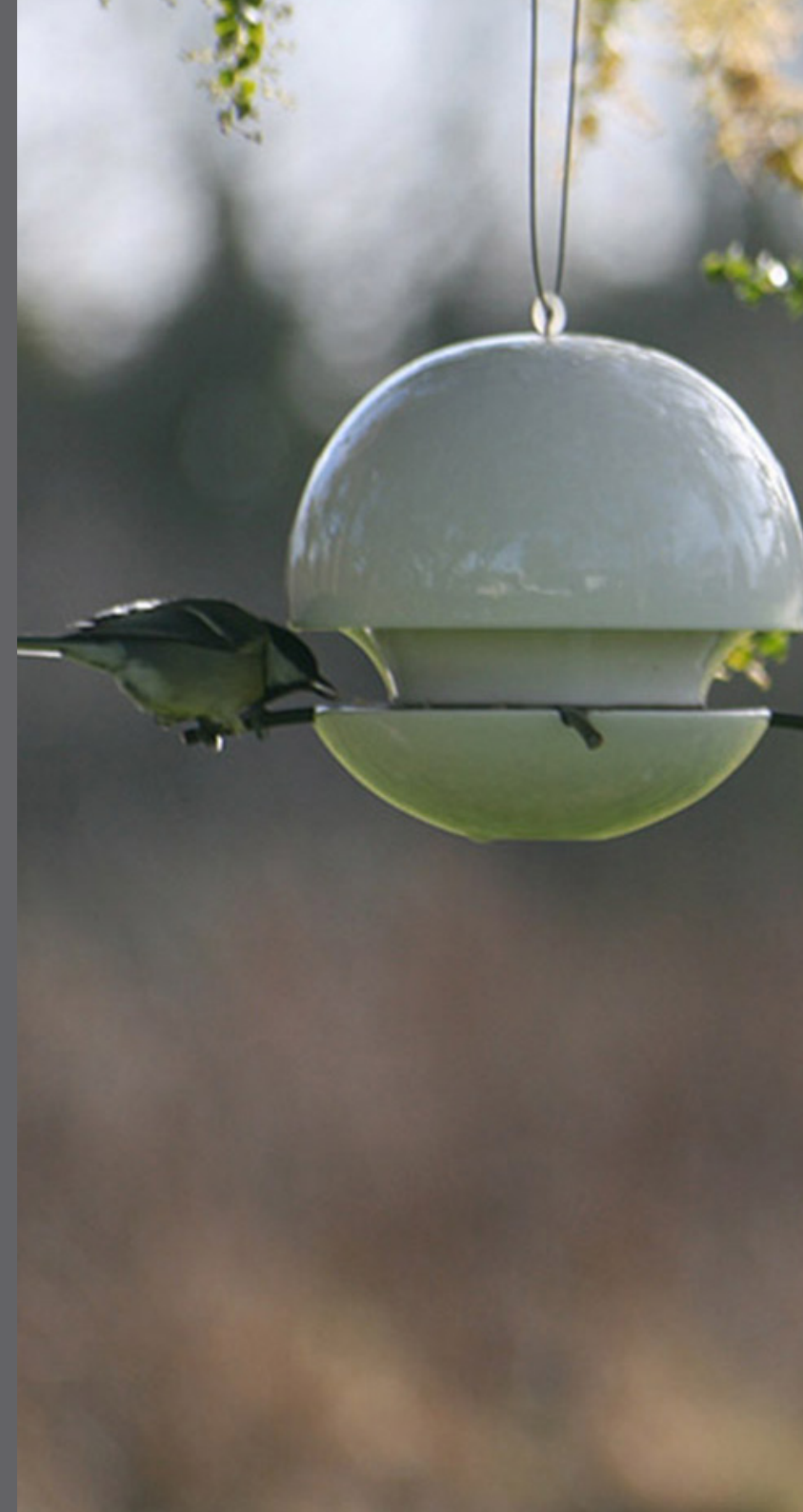
[Pinterest](#)

[Twitter](#)

[Facebook](#)

[Linkedin](#)

[GreenandBlue.co.uk](https://greenandblue.co.uk)



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12 - **Cement Science Based Target Setting Guidance GUIDANCE version 1.0 (2022)** Science Based Targets. Available at: <https://sciencebasedtargets.org/sectors/cement> (Accessed: December 15, 2022).

13 - **Cement Science Based Target Setting Guidance, version 1.0 (2022)** Science Based Targets. Available at: <https://sciencebasedtargets.org/sectors/cement> (Accessed: December 15, 2022).

14 - LCA of a 2kg dry weight BeeBrick, IMPACT compliant conducted by Sam Price, Carbon consultant, October 2022

15 - Calculation based on 13L of water used in 110kg mix, 3 mixes / day, 4 days / week, 50 weeks / year.

16 - Calculation based on % of packaging made up of wrap and brochure, currently unrecycled.