



# Shaping our Future

Hot Clay  
Impact Report  
2022





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# Inspiring Change

The Hot Clay story began in 2018. Driven by Co-Founder Simon Gue and his long standing love for ceramics, the company was founded with a mission to inspire and innovate so that the world becomes a more creative place.

Through our first years of development as a business, we have seen our impact on people, the planet and the world of ceramics grow and grow. For this reason, we have committed to creating an Impact Report each year to celebrate all that we are proud of and outline our intentions to improve our impact in the future.

Our commitment to sustainability was first inspired by David Attenborough's Blue Planet 2 and the devastating effects of plastic pollution; the very next day we began to plan how we could remove plastics from our operations and since then we have removed 95% of plastics from our packaging.

In 2021 we made some big changes for the team at Hot Clay by becoming an Employee-Owned company. This gave everyone a voice in company decisions and an equal share of the profits.

One of our greatest achievements was becoming B Corp certified in 2022, acknowledging that we meet the highest standards of social and environmental impact.

A stylized, handwritten signature in black ink, appearing to read 'JB'.

**Jake Badger**  
Hot Clay Co-Owner





# About Us

Simon began potting at a young age and was inspired by ceramics during his time at a Steiner School and the Royal College of Art.

As a company based on the edge of Bristol we are also very inspired by our surroundings. Bristol is a city with very artistic roots. It is a fantastic place to learn ceramics and other arts.

The core values of the company are Quality, Safety and Sustainability; these values are applied to everything we do.

Our goal has always been to improve the accessibility of ceramics. We educate potters on materials, techniques and importantly safety.



# Certified



®

# Corporation



## Proud to be B Corp

In 2022 we were elated to achieve our B Corp certification, qualifying with a score of 97.3 and we were over the moon!

B Corp is a global certification that assesses a business based on their environmental and social performance.

We began the process as we wanted to make a commitment to balancing profit with people and the planet.

As a company we already had a lot of great values but gaining our B Corp certification pushed us to reach the highest standards of environmental and social impact.

Hot Clay is part of the Creative Revolution Group, which also includes our sister company Warm Glass, and it is together that we achieved this amazing certification.



- 97.3 our B Impact Score
- 80 qualifies for B Corp Certification
- 50.9 median score for businesses

### B Impact Score

Breakdown of scores by areas of company activity





# Our Approach (Journey of a Hot Clay order)



## 1 Responsible Manufacturing

100% of our Vitraclay and Vitraglaze products are manufactured in the UK. By reducing miles travelled, we reduce carbon intensity.



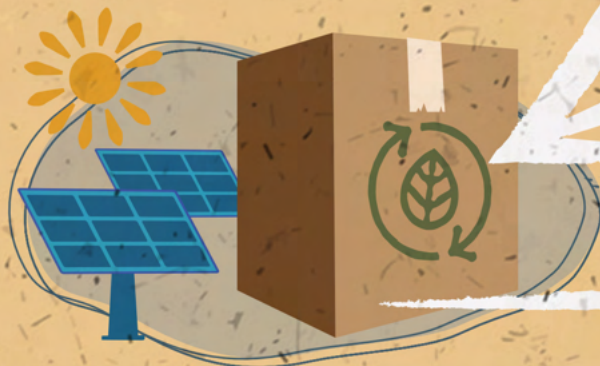
## 2 Quality Products

Products are first tested in the Hot Clay Studio to ensure their quality. High quality, long lasting products will reduce waste.



## 3 Packaging Products

The pots we use are made from a minimum of 30% recycled plastic and are all fully recyclable.



## 4 Packing Orders

We use recycled paper and card inside orders, cutting out the need for plastic. Our warehouse runs on 100% renewable energy.

## 5 Carbon Neutral Delivery

We partner with carbon neutral courier DPD to deliver your orders.



## 6 The Right Information

All of our products are accompanied with the relevant technical advice. It is important that customers understand our products and how to use them safely.



“We are 100% committed to pottery, people and the planet.”

## Pottery

We have always wanted to be more than just a pottery supplier. We understand the challenges that are faced in ceramics and we ensure everything we do is to support the needs of our customers.

Our goal is to ensure all of our products come with the right education and safety.



## People

The core of Hot Clay is its people. As an Employee-Owned Company, our team is the driving force that brings fresh, creative ideas which inspire our work and community.

The overriding goal for our team is that every employee feels inspired about their work, can feel safe in their work-place and fulfilled at the end of the day.



## Planet

Our planet is our future and as a part of the B Corp movement, we feel sustainable business is not a choice but an obligation.

With consistent reductions in our Scope 1 and Scope 2 emissions, in 2022 we set out our goal to become Net Zero Carbon by 2025.





# Pottery

“We’ve made it our business to understand the needs of the Potter, so we can provide the best products and support.”

## Products You Can Trust

We always want to be creative with what we sell but sometimes simple is best. In order to make it easier for our customers, all of our Vitraclay and Vitraglaze products are tested compatible. This means we have tested all of the combinations to limit any nasty surprises for our customers.

## Keeping You Safe

Historically our industry has lacked adequate concern regarding health and safety. We have always worked to highlight best practice in health and safety in the studio and publish all available safety data.

All our products carry fully transparent health and safety information and we are committed to finding safe alternatives to products which contain carcinogenic, mutagenic and reprotoxic chemicals.





# Pottery

“ Giving you the best products by testing them to meet the highest standards. ”

## Measured to perfection

Testing products is a huge part of what we do. As well as testing products before we sell them, we also test our existing products to ensure they meet our high standards. A good example is our Vitraglaze range.

## VITRAGLAZE®

We test the specific gravity of every glaze we make and our target test allows us to maintain a consistent texture. Plenty of love goes into every batch!





# People



“The Hot Clay team has always been a close community of people. The business has a family feel but with high ambitions of changing the world of ceramics. With this ethos, Employee ownership was the perfect opportunity for people to grow.”

**James Chaloner** Employee Representative

## Employee Ownership

In September 2021, we became an employee-owned company. We wanted all of the staff to have a say in how the business is run, as we knew this would bring about lots of positive change.

## Living Wage

As a Living Wage employer, all our salaries reflect the actual cost of living in the UK, we also sponsor apprenticeships and additional educational workplace training for all employees.

## Hot Clay Studio

As well as selling products, we aim to be a source of education for all potters. In 2022 we launched our online classes, this allowed us to connect teachers to potters all around the world through our virtual classroom.

We also use our studio to offer pottery days to all of the team. This is an opportunity for everyone to explore their creative side and learn more about pottery. It's also a lot of fun!





# People

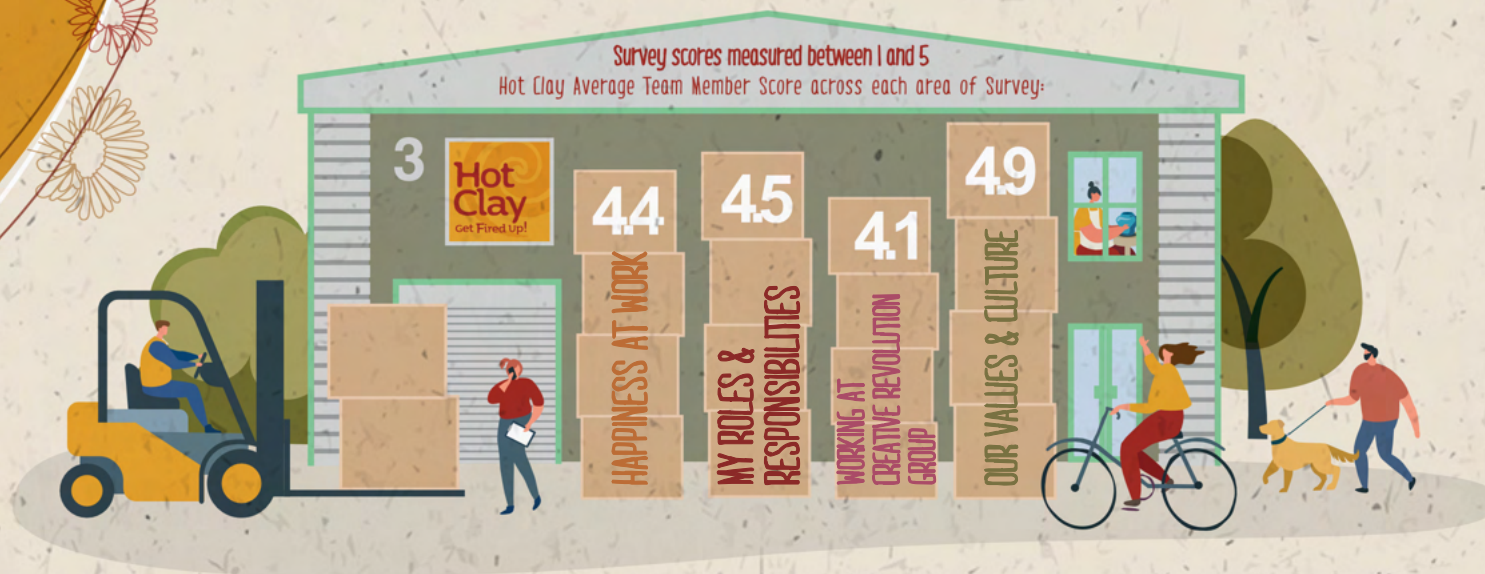
## 2022 Personal Review Survey



“ Every year, each member of our team complete a survey on their experience working for Hot Clay. Here are the results... ”

Every member of the Hot Clay team is offered an annual personal review. This is an opportunity for staff to discuss their role in the company, to raise any issues and to plan for their future.

As part of the review, all of the team complete surveys on their experience working at Hot Clay. The survey consists of 4 sections, each section has 5 statements and the individual is asked to give a response between 1 and 5 on how strongly they agree.





# planet

“ In 2021, we went from recycling 14% of our waste to recycling 86% of our waste. ”

## Carbon Neutral Operations

Our facilities are run entirely on renewable electricity and carbon neutral gas.

Our Scope 1 GHG emissions have been minimised through insulation, regular boiler servicing and employee training. Our Scope 2 emissions have reduced year on year through installing LED lighting, occupancy sensors and more energy efficient kilns.

We provide cycle to work subsidies that our staff have used to purchase new bikes.

## Carbon Neutral Delivery

We are committed to carbon neutral delivery and subsidise delivery costs for larger orders to minimise order frequency. We have Click and Collect facilities for all orders and we use zero carbon delivery partners where possible. In 2023 we will begin to offset our deliveries where a carbon neutral service is not available.

## Zero Waste

Following a waste audit in 2021, we completely revised our systems and went from recycling 14% of our waste to recycling 86% of our waste. 100% of the packaging we use is recyclable and where possible our plastic containers and bags are 100% recycled. We engage with our supply chain to reduce unnecessary packaging and educate our team so that they can contribute positively to our Zero Waste policy.







# Planet

What makes up  
our carbon?

“ We see this year's report as a foundation to build a successful net zero strategy in line with 1.5 degrees of global warming. ”

At Hot Clay, we recognise the climate and ecological crises that have been brought about by a rotten relationship between people and our natural environment. As a business that relies on a historically carbon-intensive delivery system, we have a responsibility to lead the way in decarbonising our business and supply chain.

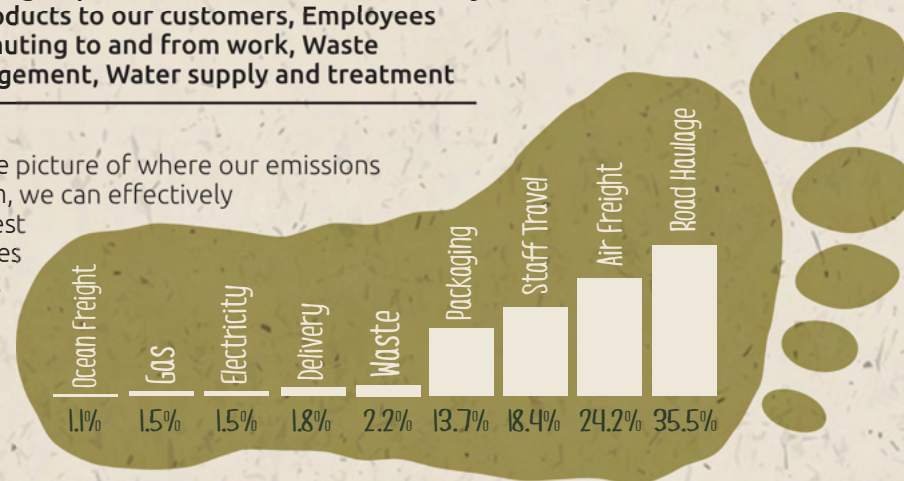
Working with sustainability consultants at Future Shift, we have measured Scope 1, 2 and partial Scope 3 emissions.

**Scope 1** Fuel (natural gas) burned on site to keep our staff warm

**Scope 2** Electricity use

**Scope 3** Shipping of product to our facilities, Delivery of products to our customers, Employees commuting to and from work, Waste management, Water supply and treatment

With an accurate picture of where our emissions are coming from, we can effectively target our biggest emissions sources towards our net zero target.



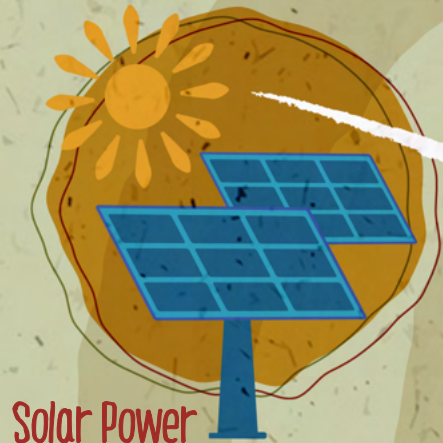
Our Carbon Footprint  
27.8 tCO<sub>2</sub>-e





# Planet (What we've done to reduce emissions)

## Reducing Our Carbon



### Solar Power

Solar to reduce dependence on a carbon-hungry grid.



### 2 Renewable Tariffs

Renewable gas and electricity tariffs to reduce the impact on the energy we buy.



### 3 Zero Waste

We divert over 90% of waste away from incineration and landfill through recycling programmes.



### 5 Shipping

Seeking net zero delivery options where available. Using DPD's net zero delivery service for as many orders as possible.



### 4 Reducing Travel

Online courses to reduce travel emissions of teachers and students.



# Planet Hot Clay

## Looking to the future



We will stop all air freight, which currently accounts for 24.2% of our annual carbon.



Our target for 2022/23 will be to reduce our CO2-e per order from 3.6 kg to below 3.18 kg.



We are going to expand our education programme so that we can teach more classes and offer projects to potters.



We have implemented a social committee in order to organise more social events for co-owners.



We have made a commitment to become carbon neutral by

# 2025!








# Thank You


for joining us on this journey!

If you would like to know more please contact:

 [www.hot-clay.co.uk](http://www.hot-clay.co.uk)

 01934 863040

 @hotclayuk

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