



# Crafting a Sustainable Future

Warm Glass Impact Report 2022

Warm  
Glass

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# “Welcome

...to our first ever impact report, written to highlight our progress on social and environmental impact, and to set an important benchmark for the future of Warm Glass. With a mission to make the world a more creative place, we need to lead from the front in our community and industry.

We've always tried to be a **good** company, and part of this requires transparency. This report symbolises our dedication to open communication for our customers, students, staff, suppliers and more.

Our world is challenged with climate change, social indifference, and inequality – now is the time for action. Our team is excited to be on this important journey, and we'd like to thank you for being part of our story.

”



**Jack Tadd**  
Director, Warm Glass UK



# About Us

“Our mission is to make the world a more creative place, whilst upholding our values of quality, safety, and sustainability.”



**2000**

One of our founders Simon, a graduate of the Royal College of Art, started making glass tiles in his garden shed.



**2003**

Simon met Pippa who was running another glass business. They both got chatting, and agreed to work together one day a week to see if there was a business in selling glass on the internet...



**2004**

Pippa recalls, "We had one computer that was covered with a cardboard box as the roof leaked when it rained, and our largest box at the time was small enough to fit through someone's letterbox!"



**2007**

The first fully functioning Warm Glass website was launched!



**2009**

Our newly created studio space held masterclasses with artists such as Catherine Newell, Nathan Sandberg and Silvia Levenson.



**2010**

Muttley, the much-loved Warm Glass mascot was born!



**2012**

Our Studio Co-ordinator Megan taught her very first class, and we started creating our own recycled cardboard shredding.



**2017**

Our sister company Hot Clay was born, supporting ceramic artists.



**2018**

We created our first Environmental Policy and reduced packaging plastics by 95%.



**2019**

We ran in the Bristol 10K and raised over £3000 for our chosen charity.



**2020**

We adapted to the pandemic and launched our incredibly popular Live Online Masterclasses, now run by the brilliant Glass School team.



**2021**

Warm Glass became an Employee Owned Trust.



**2022**

We achieved B Corp certification!



“We wanted to make a commitment to balancing profit with people and the planet.”

Certified



Corporation

# Proud to be B Corp Certified

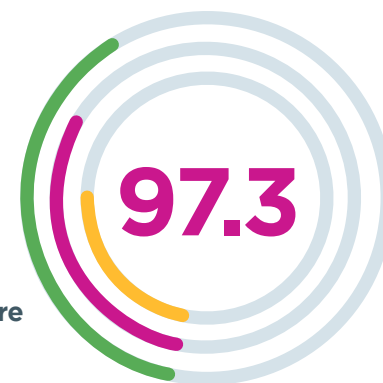
We proudly became a B Corp company on Earth Day 2022 with a certifying score of **97.3**.

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.

Warm Glass is part of Creative Revolution Group, which also includes Glass School and Hot Clay - together we achieved this amazing certification.

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





# Our Green Journey



“In 2017, after watching ‘Blue Planet II’ and seeing the devastating effects of plastics in our oceans, our team had a strong realisation of having to do more for a more sustainable future.”

2018



We removed 95% of our plastics from our packaging – this equated to around 100,000 plastic bags and 100kg bubble wrap saved per year!

2019



We changed our frit jars to 100% post-consumer recycled plastic, sourced from oceans and river beds. We also reduced polystyrene in our supply chain by 90%.

2020



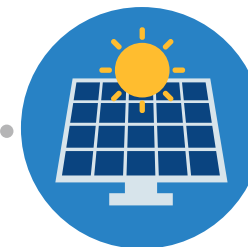
We introduced our Cycle-to-Work scheme. We launched our virtual studio Glass School, allowing students to learn from their own home or studio and reducing the need for domestic and international travel.

2021



We became Employee Owned, empowering our team to make responsible decisions about our future. Our team waste audit created new zero waste policies, reducing landfill waste by 76%.

2022



We achieved B Corp certification with a score of 97.3, and set out our goal to become Net Zero Carbon by 2025. We also installed solar panels to generate our own electricity!

**“We are 100% committed to Product, People and the Planet.”**

## Product

Our product range is selected to satisfy the specific needs of our customers.

All our glass is a tested compatible range from Bullseye Glass, considered globally as the highest quality art glass. Bullseye Glass is recognised for maintaining the highest standards of public health and safety.



## People

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

Our 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.







“We’re proud to be the Bullseye Glass Preferred Partner in the UK.”

#### The Right Tools

Having the right materials and the right tools for the job encourages user satisfaction and reduces waste. Our products are selected to fit the specific needs of our customers and also support our values of Quality, Safety and Sustainability.

We believe in giving people choice of quality, size and quantity, and for this reason, 80% of our products fit into an Economy, Desirable and Premium choice model.

#### Creative Learning

Since 2012, our education team have been working with international artists and running courses all year round. ‘Inspiring Creative People’ is the motto of Glass School. Since 2018 our team have increased the student enrolment from 360 to 1024 per year and reduced the average price per class by over 50% through the use of a virtual classroom platform.

#### Creative Learning

We’re proud to be the Bullseye Glass Preferred Partner in the UK.

Here at Warm Glass UK, we work with the best supplies in the world to bring you high quality products - including Bullseye Glass Co., CBS Dichroic, Kilncare, Nabertherm, Colors for Earth, Glassline, Colour de Verre and many more!



# Product



“Using the right product will reduce waste and improve your creations.”

#### **Quality Control & Testing**

All of our products are tested by our team to ensure quality and compatibility, giving you peace of mind in the studio. We have routine quality control checks to ensure that our range is meeting the high standards that our community deserves.

#### **A Focus on Safety**

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 published 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.

#### **Unlimited Technical Support**

Our legendary Technical Support team is here to provide you with free and friendly advice on any of our products. We have extensive support on our Knowledge Base for frequently asked questions, kiln schedules, videos, tipsheets and projects. You can also find helpful information on most of our product pages.



# Product





“Engagement in craft activities has a positive impact on people’s mental health and wellbeing.”

#### **Living Wage**

Our salaries reflect the actual cost of living in the UK. We also sponsor apprenticeships and additional educational and workplace training for all employees.

#### **Youth Support**

From ‘Work Experience’ weeks to school curriculum plans, we engage with young people to nurture creativity in future generations.

We believe in the deep connection that creativity has with our emotions. We support evidence from the UCL Mental Health Network which shows that engagement in craft activities has a positive impact on people’s mental health and wellbeing.

#### **Inspiring our Community**

We’ve always been proactive in giving artists a platform to share, inspire, engage, and innovate. The Glass Prize, launched by Warm Glass in 2005, has now grown into an international award to inspire creativity in kilnformed glass. We also sponsor the British Glass Biennale, an exhibition showcasing the exceptional talent of glass artists in the UK. Our sponsored award ‘The People’s Prize’ is voted for by the public, engaging a broader audience in the medium of glass.



# People



# Our Team of Co-Owners

In 2021, we became an Employee Owned Company, which means that our team shares profit of 51% of the company.

This empowers our team of co-owners to drive the business forward, with a strong bond of togetherness.

Our team completed a recent survey on their experience of working at Warm Glass.

This is how we scored each area:



# People







“Following a team waste audit in 2021, we completely revised our systems and went from recycling 14% of our waste to 86%.”

# Planet



## **Carbon Neutral Energy**

Our facilities are run entirely on renewable electricity and carbon neutral gas. Our Scope 1 emissions (gas) have been minimised through insulation, regular boiler servicing and employee training.

Our Scope 2 emissions (electricity) have reduced year on year through installing LED lighting, occupancy sensors and energy efficient kilns.

We also offer a Cycle-to-Work scheme to our team, and encourage car sharing and walking to work.

## **Zero 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 a Zero Waste policy.

## **Carbon Neutral Delivery**

We're committed to carbon neutral delivery and we subsidise delivery costs for larger orders to minimise order frequency. We have Click & 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.

Packaging for large glass sheets is returned and reused by our Processing team.





# Planet

## What makes up our carbon?

We have completed our very first carbon audit for 2021-22.

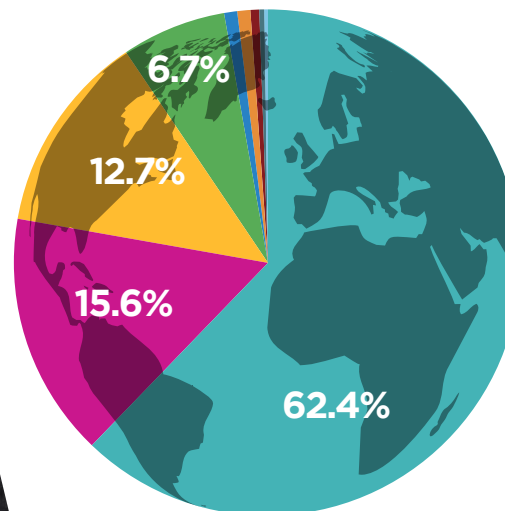
In line with official carbon reporting, we measured:

**Scope 1: Gas (GHG) emissions** **Scope 2: Electricity emissions**

**Scope 3: This includes everything else.**

To reflect our business operations, we have chosen to measure our ocean freight, air freight, staff travel, water, waste, and courier delivery.

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



- Air Freight
- Packaging
- Ocean Freight
- Staff Travel
- Electricity
- Delivery
- Waste
- Gas
- Water



# Looking to the Future

What will be our next steps?



## Net Zero Carbon by 2025

We have made a firm commitment to be carbon neutral, with year-on-year targets across the business.



## Reduce air freight by 40%

Air freight makes up 62.4% of our emissions, we'll reduce the total amount this year to meet our Net Zero targets.



## Build a new bike shed

This will encourage our team to use our Cycle-to-Work scheme, and reduce our staff travel emissions.



## Reduce our carbon per order

Our target for next year will be to reduce our carbon per order from 5.1kg CO<sub>2</sub>-e to below 3.75kg.

Credit: Mikiyoung Jung, "Outside & Inside",  
Highly Commended in The Glass Prize 2007  
Photo Credit: Simon Bruntnell.

# Thank You

for joining us on our journey!

If you would like to know more please contact:

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