



# Responsible Pottery

Hot Clay  
Impact Report  
2023



# Inspiring Change

An illustration on the left side of the page shows two hands, one above the other, cupping a small globe of the Earth. The hands are rendered in a simple, stylized manner with a light skin tone. The globe is dark brown with lighter brown continents. The background of the entire page is a textured, light brown color, resembling recycled paper. There are several decorative elements: a large, thin-lined orange circle on the left, a large, solid brown silhouette of a vase on the right, and several small, stylized sunburst or flower-like shapes in orange and blue scattered around the vase.

## Introduction

Welcome to our second impact report. This is an opportunity to update you on our progress over the last 12 months. As for many businesses, the past year has been full of change and full of challenges but we are as committed as ever to pottery, people and the planet.

We would like to give a massive thank you to the ceramics community, including all you potters, teachers and suppliers. Ceramics is truly an amazing hobby, profession and art form and we believe that the people involved make it even more special.

Our goals continue to focus around inspiring and educating potters, as well as encouraging a sustainable approach to the way we supply and use ceramic materials.

As the business continues to grow, one of our key goals is to reduce the carbon we produce per order. Last year we were very pleased to reduce this number by 39%. Read on to find out how we did it.



A stylized, handwritten signature in black ink, consisting of the letters 'JB'.

**Jake Badger**  
Hot Clay Co-Owner



# About Us

Co-founder Simon began pottery 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, making it 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 most importantly, safety.



# Certified



®

# Corporation



## Proud to be B Corp

In 2022 we were elated to have achieved our B Corp certification, qualifying with a 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.

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)





“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

## 2023 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 3 sections, each section has statements and the individual is asked to give a response between 1 and 5 on how strongly they agree.





# Planet

What makes up our carbon?

“ We reduced our carbon per order by 39% compared to last year. Our kgCO<sub>2</sub>-e per order decreased from 3.6 to 2.2. ”

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

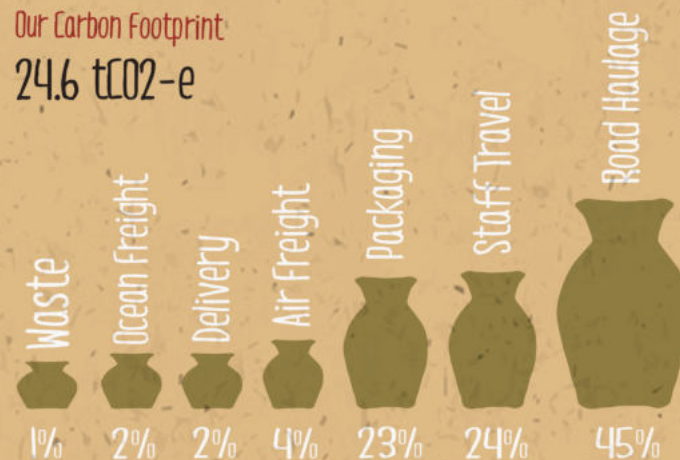
**Scope 2** Electricity use

**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.

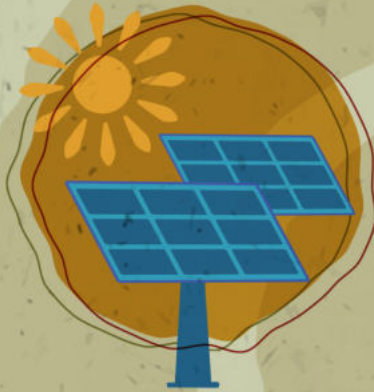
Our Carbon Footprint

24.6 tCO<sub>2</sub>-e





# Reducing our emissions



## 1 Solar Power

We reduced our electricity carbon output by **100%** on last year. This was our first year fully powered by solar energy.



## 2 Renewable Tariffs

We reduced our gas carbon output by **100%** on last year with a full year of carbon neutral energy.



## 3 Zero Waste

We divert 90% of our waste away from incineration and landfill through recycling programmes. This reduced our carbon output from waste by **59%** on last year.



## 4 Shipping

We use DPD's net zero delivery for as many orders as possible. This year we reduced our carbon output from delivery by **6%**.



## 5 Air Freight

Air freight is a very carbon intensive form of shipping, that is why we minimise its use. last year we reduced our carbon output from air freight by **84%**.



## 6 Cycle to work

With the help of our cycle to work scheme, **70%** of staff cycled to work last year.



# Planet Hot Clay

## Looking to the future



We will offer mental health training to staff, in order to raise awareness and support for the whole team.



Introduce carbon neutral tape in the packaging of orders.



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



We are installing motion censored lights to reduce the energy we use.



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)

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 @hotclayuk

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