

Owned by global giant Tata Steel, Corus is Europe's second largest steel producer. The company provides pre-finished steel building envelopes to the construction industry for use in a wide range of commercial, education, residential and industrial buildings. In April 2007 Corus launched the world's first cradle-to-cradle CarbonNeutral® building envelope, called Confidex Sustain.

## Objectives

- To improve awareness of how steel can provide a sustainable solution during the construction, operational use and end-of-life, re-use and recycling phases of a building.
- To combine Corus' reputation for innovation with the growing demand for sustainable construction materials.
- To create the most sustainable building envelope on the market, by reducing the emissions related to its Confidex Sustain product to net zero.
- To increase share in a highly competitive marketplace, through a differentiated product which specifically helps to meet carbon objectives across the building supply chain.

## Programme developed

- Corus has partnered with The CarbonNeutral Company and the Edinburgh Centre for Carbon Management (ECCM) to accurately calculate the greenhouse gas emissions produced over the life-cycle of the product – including manufacture, installation, use, re-use and end-of-life options.
- Using this methodology, every time a Confidex Sustain building envelope is constructed, the carbon footprint of the development is calculated.
- The footprint is then reduced to net zero through the purchase of carbon offsets from The CarbonNeutral Company, which meet global carbon offset standards. The offset programme is backed by a robust and fully audited process underpinned by The CarbonNeutral Protocol.
- Corus, along with its supply chain partners, is continuously looking at future sustainable product developments in terms of the Colorcoat products; the systems they form part of; the processes which enable their delivery to market and ultimately, how they perform on the buildings themselves.



## Company Achievements

### Winners

B2B Marketing Awards 2008 for Best Product Launch  
Sustainability Awards 2008 for Innovation and Technology

### Finalists

Construction Marketing Awards 2008  
Sustainable City Awards 2009

## Communication

- Corus has worked with its five supply chain partners to develop a training programme for sales teams that helps them to fully understand the concept of a CarbonNeutral® building envelope and ensures that they can explain this successfully to others in the supply chain.
- Corus co-hosted the Carbon Insights seminar, 'Developing a Low Carbon Strategy for the Commercial Built Environment' in November 2009.
- Confidex Sustain has been recognised at the following awards: B2B Marketing Awards 2008, Sustainability Awards 2008, Construction Marketing Awards 2008 & Sustainable City Awards 2009.

*"After an extensive review of carbon offset providers, we decided to work with The CarbonNeutral Company because of its positive reputation, the investment it makes in quality assurance (particularly the audit of its carbon management process by PwC) along with the scale, traceability and range of offset projects on offer. Importantly, we also felt that they understood what we were trying to achieve with Confidex Sustain and have proved to be a good partner for Corus."*

**Dave Taylor, Business Development Manager,  
Corus**

## Results

- The strategy of combining existing sustainable product elements - such as steel's recyclability - and future product development in sustainability with investment in carbon offsets has given Corus and its suppliers a real competitive advantage.
- Since its launch in April 2007, the popularity of Confidex Sustain has exceeded Corus' expectations - to date, 54 Confidex Sustain projects have been registered across the UK and Ireland, totalling 842,838 m<sup>2</sup> and offsetting 22,585.05 tonnes of CO<sub>2</sub>.
- As a result of its CarbonNeutral® credentials, Confidex Sustain has been chosen by Sainsbury's, Bulmers, Prologis, Huntsdown Power Station and Princess Yachts.
- In 2008 Confidex Sustain won the Construction Industry Waste Management (CIWM) Award for Environmental Excellence in the category of Sustainable Product Development of the Year.

