

Tata Steel is one of the world's largest steel producers. 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 Tata Steel 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 Tata Steel's 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

- Tata Steel partnered with The CarbonNeutral Company and Ecometrica 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 phases.
- 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.
- Tata Steel has worked with key customers to continuously look 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

- Construction Industry Waste Management (CIWM) Award for Environmental Excellence in Sustainable Product Development of the Year
- 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

- Tata Steel has worked with key customers 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.
- Tata Steel co-hosted the Carbon Insights seminar, 'Developing a Low Carbon Strategy for the Commercial Built Environment' in November 2009.
- Since its launch, Confidex Sustain® has achieved external recognition from the following awards: Sustainable Product of the Year 2008, CIWM Awards for Environmental Excellence 2008, Construction Products Innovation & Achievement award 2008, and Sustainable City award 2009. It was also short-listed for Building Magazine's Sustainable Product of the Year 2008.

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 Tata Steel and its suppliers a real competitive advantage.
- Since its launch in April 2007, the popularity of Confidex Sustain® has exceeded Tata Steel's expectations - to date, 61 Confidex Sustain® projects have been registered across the UK and Ireland, totalling 1,18,919 m² and offsetting 30,853 tonnes of CO₂.
- As a result of its CarbonNeutral® credentials, Confidex Sustain has been chosen by Sainsbury's, Bulmers, Prologis and Marks & Spencer.

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"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 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 Tata Steel."

**Dave Taylor, Business Development Manager,
Tata Steel**

