



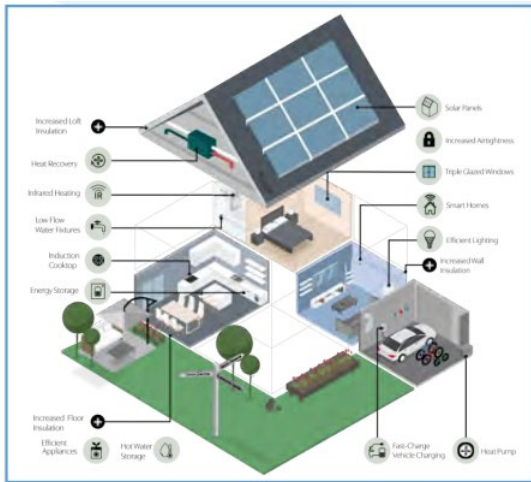
**Future
Homes
Hub**

Net Zero Carbon: Transition Plan for the New Homes Sector

HBF Future Talent Conference
27th February 2025

Future Homes Hub goals

1



- High quality homes that are zero carbon ready

2



- Places and developments that are nature rich, resilient and healthy

3



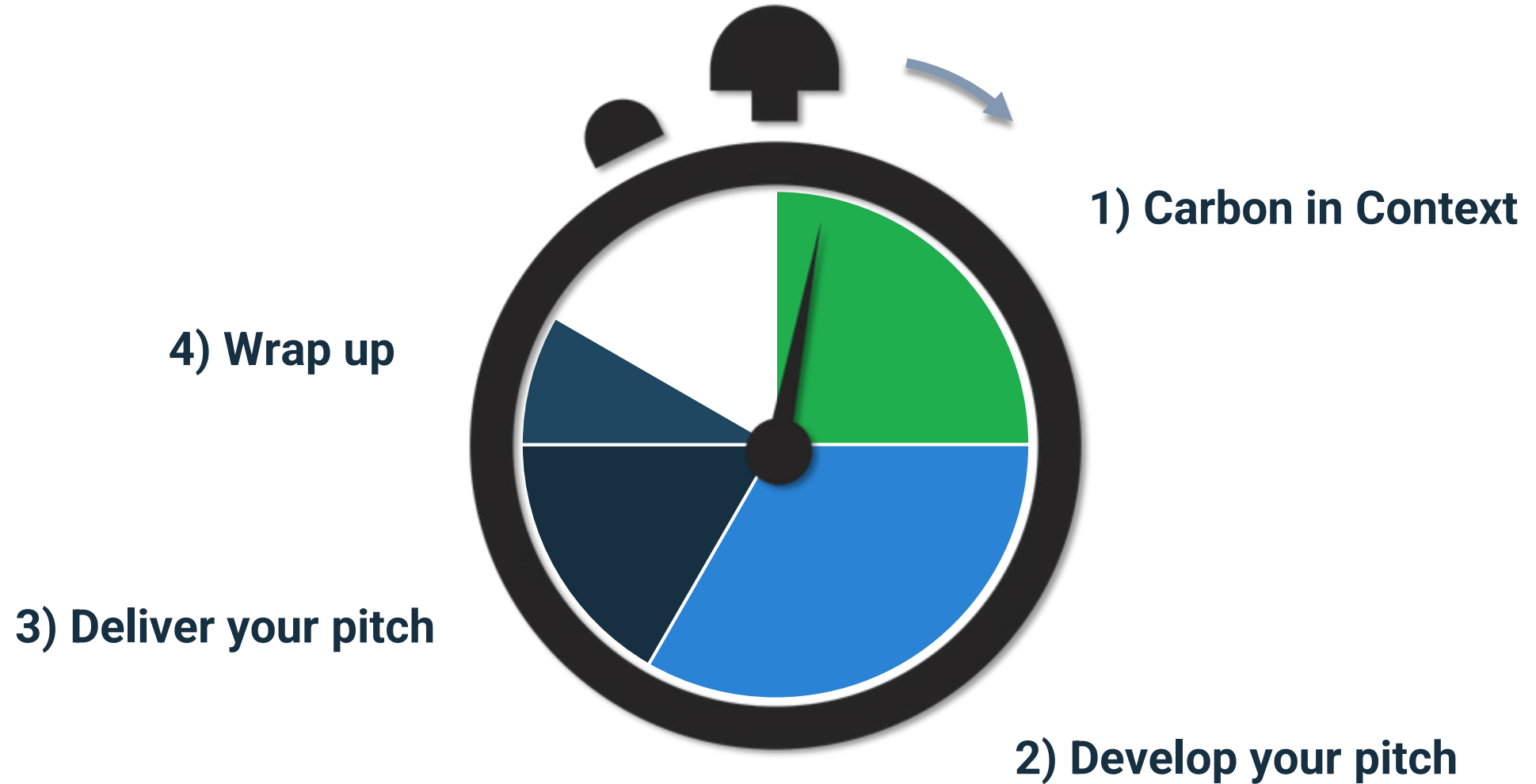
- Production and construction methods that support this

4



- Business operations in line with Race to Zero

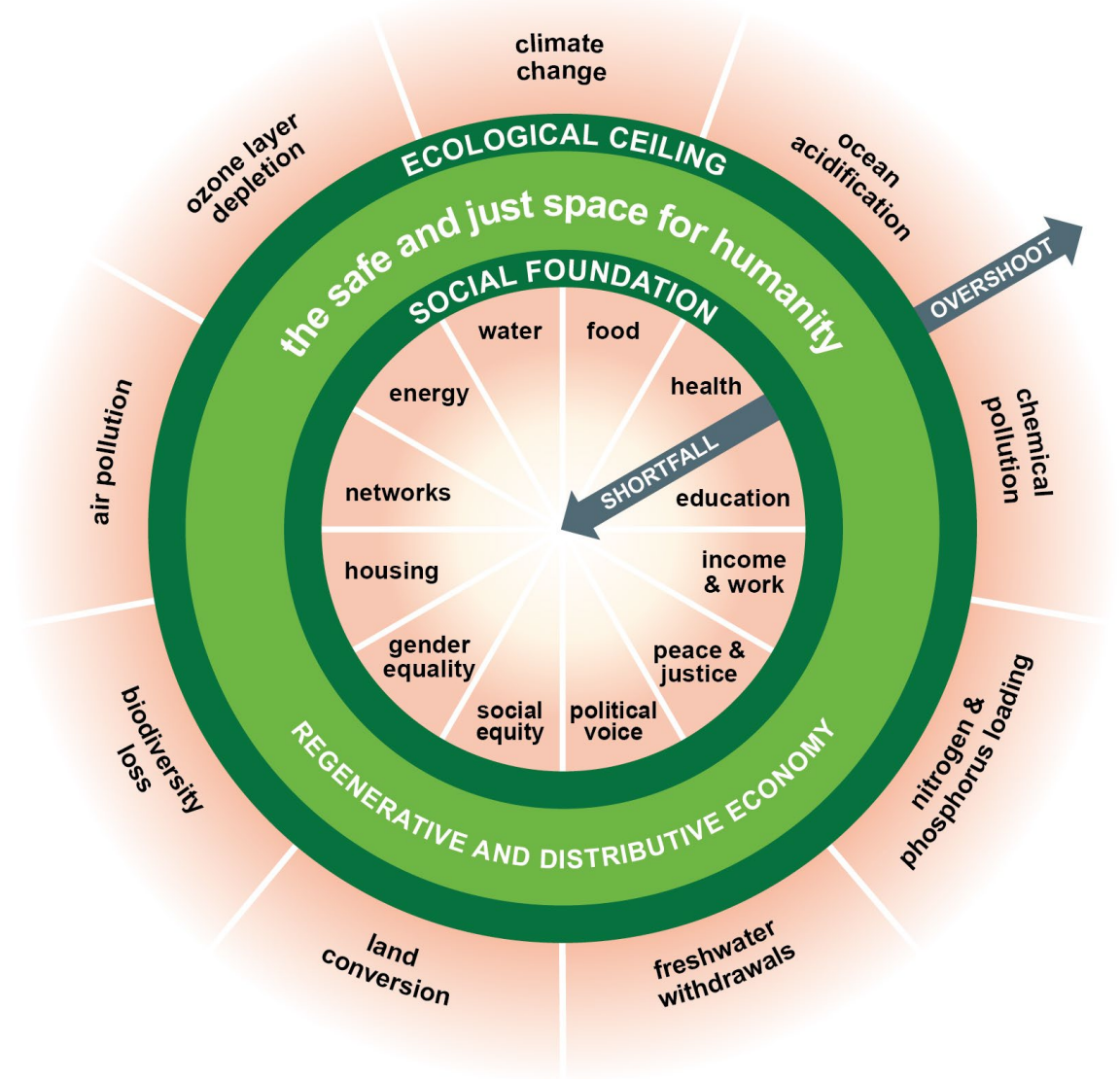
Overview of the session



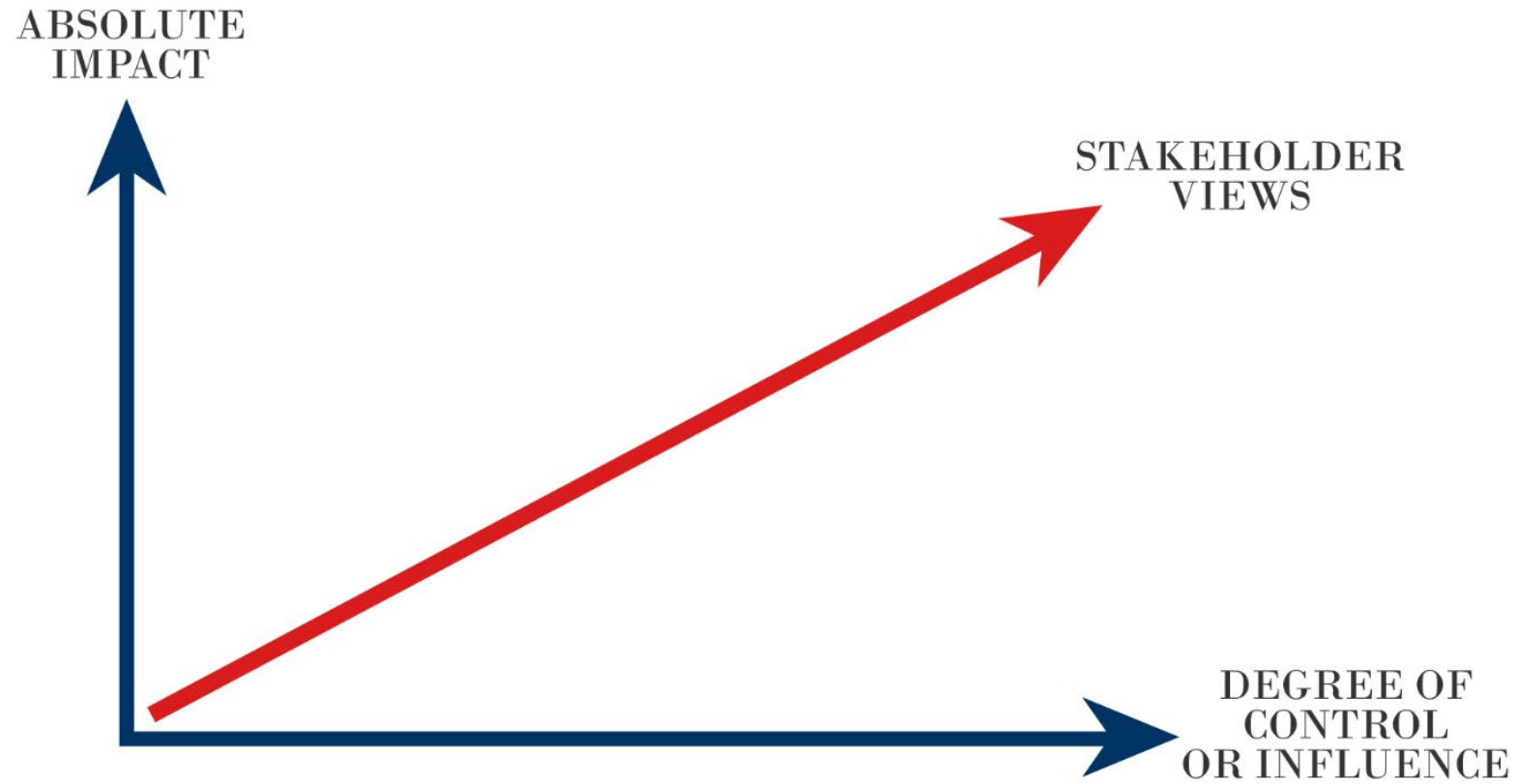
What is sustainability?



The Doughnut



Materiality... or how to develop a sustainability strategy



The challenge of our time

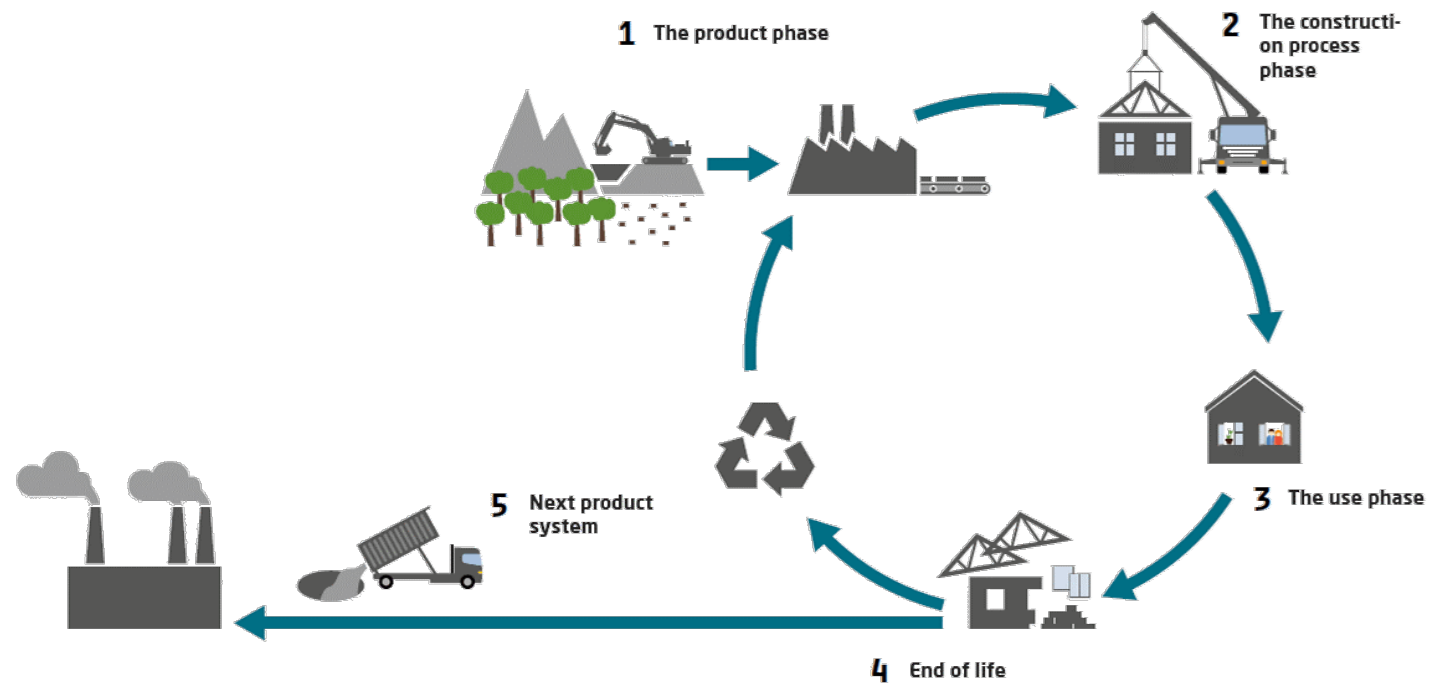


**'Off-the-charts records':
has humanity finally
broken the climate?**

**The
Guardian**

The lifecycle of homes

- Manufacturer, Homebuilder, Occupier, End-of-life
- What's the carbon each of them emits?








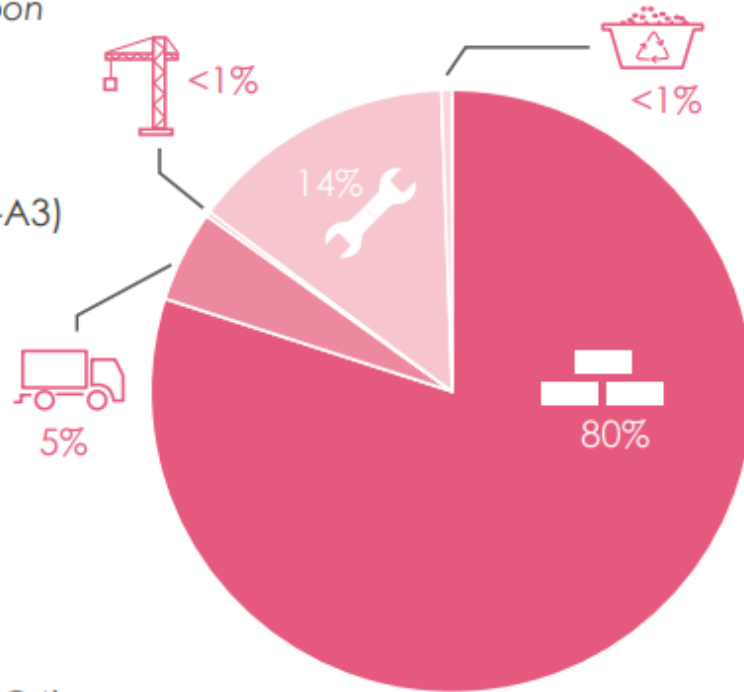
What is whole life carbon?

Operational energy

Embodied carbon

Focus on reducing embodied carbon for the largest uses:

-  Products/materials (A1-A3)
-  Transport (A4)
-  Construction (A5)
-  Maintenance and replacements (B1-B5)
-  End of life disposal (C1-C4)



Average split of embodied carbon per building element:

30% - Superstructure

27% - Substructure

20% - Internal finishes

17% - Façade

5% - MEP

Reduce embodied carbon by 40% or to:

<500
kgCO₂/m²

Area in GIA

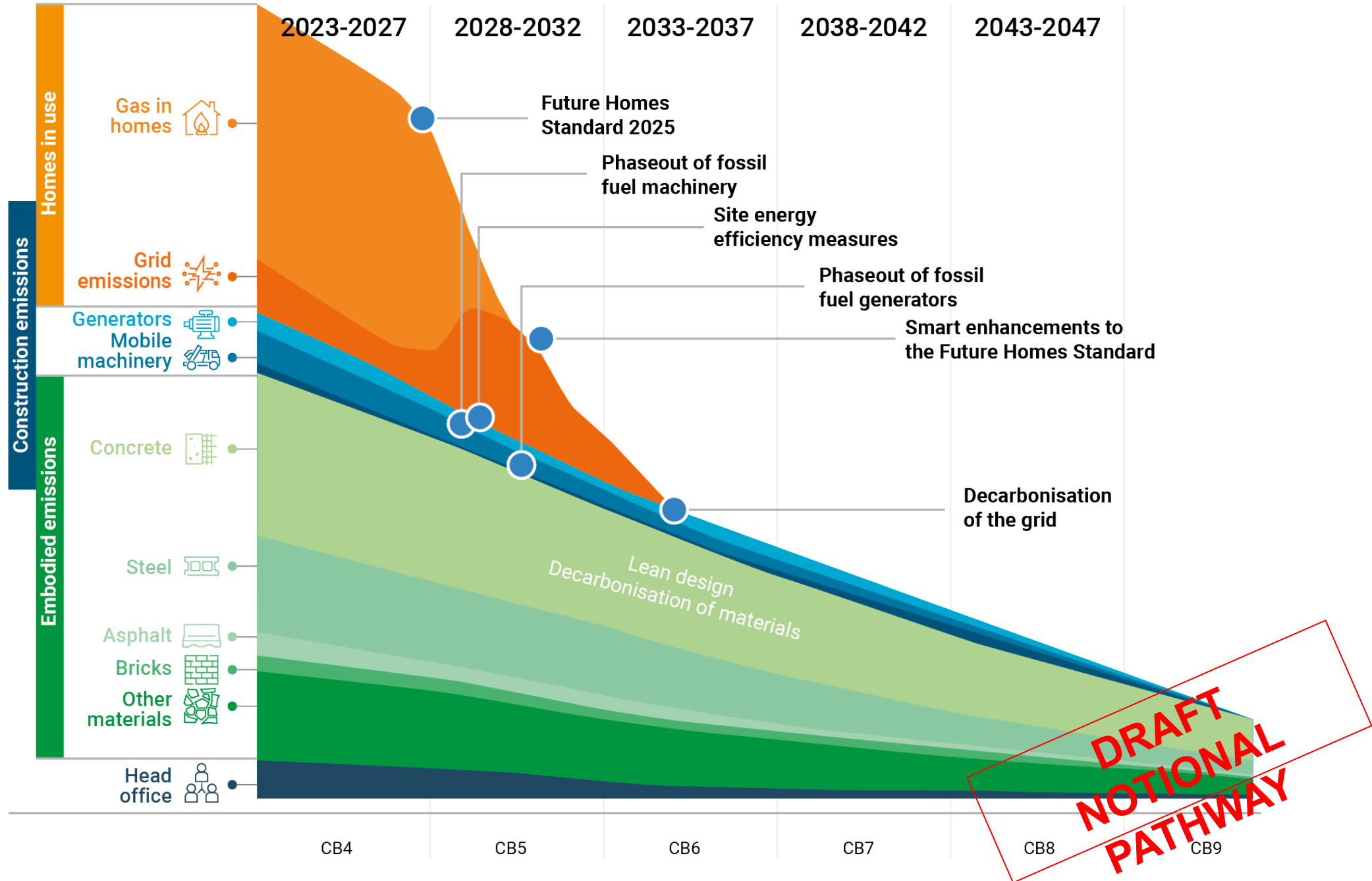


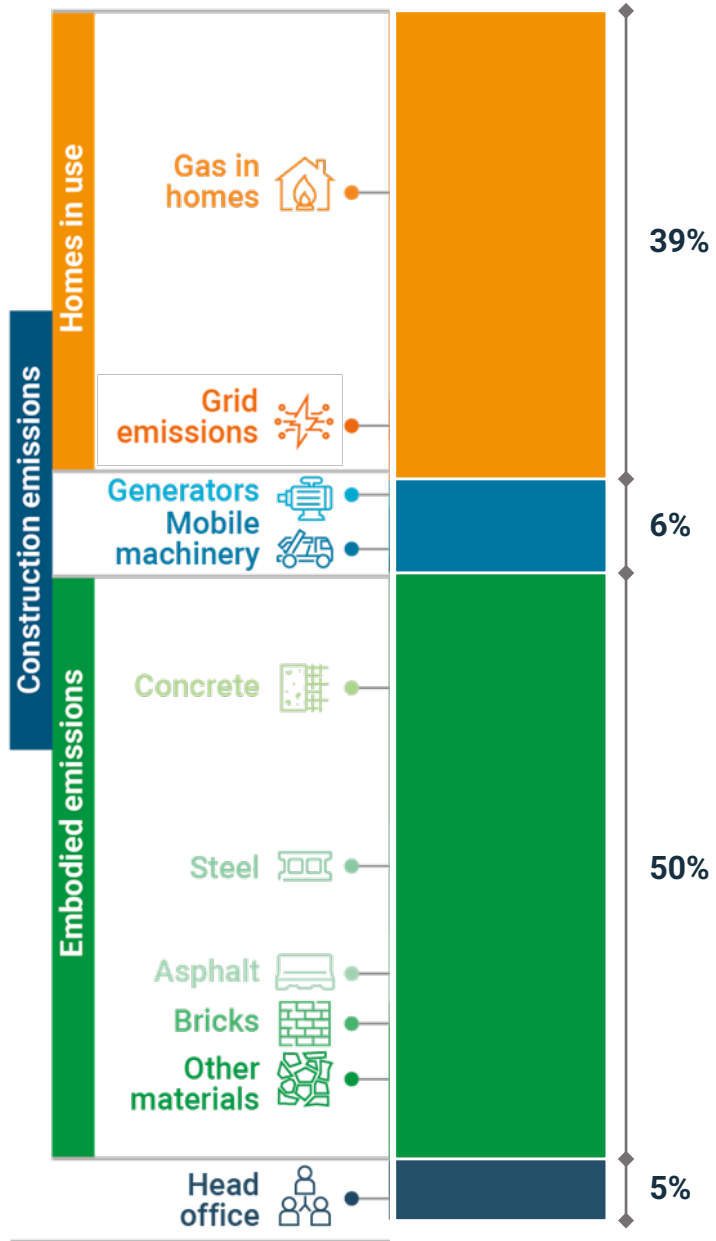
New Homes Sector

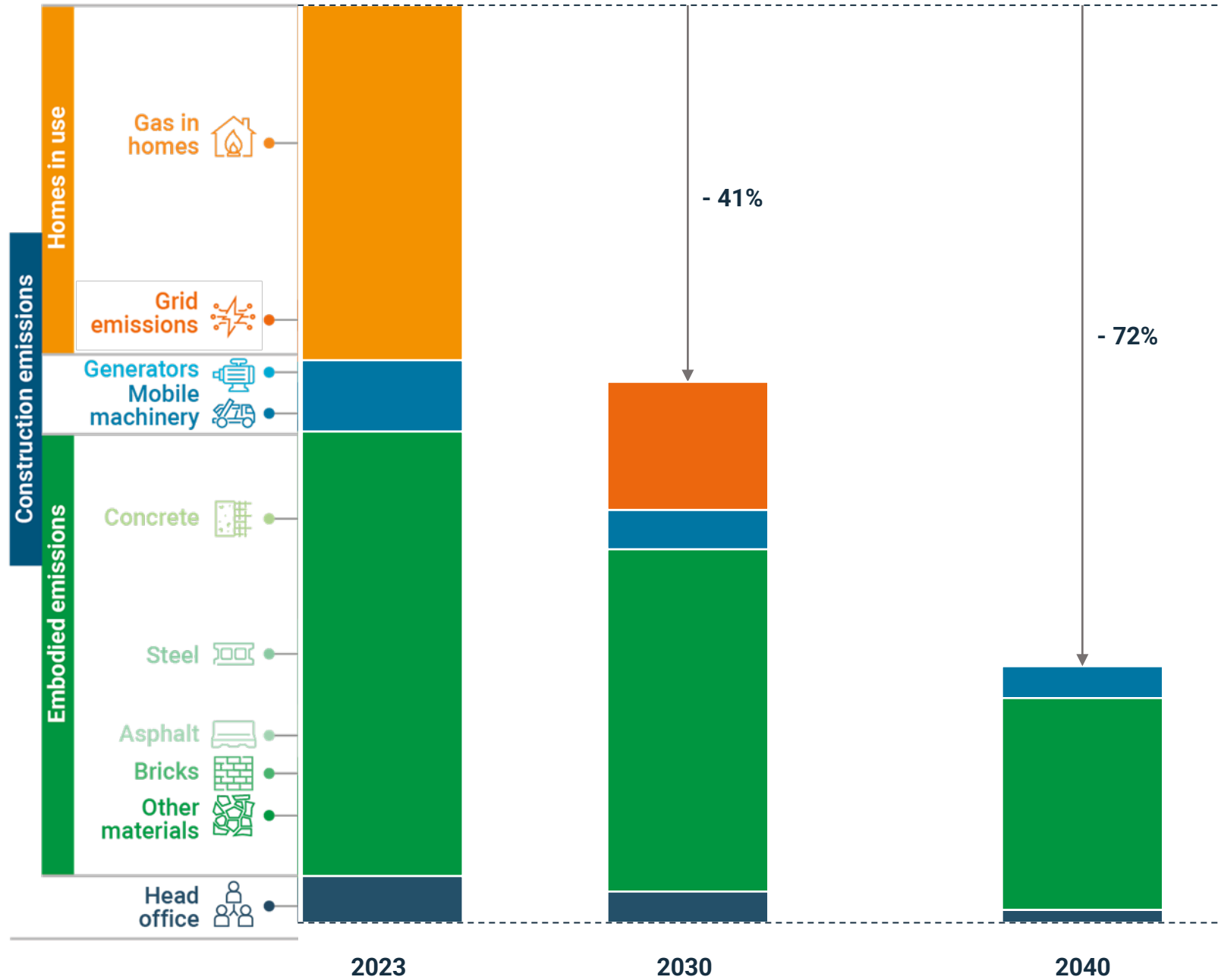
Net Zero Transition Plan

A shared framework for accelerating transition while building more homes

January 2025

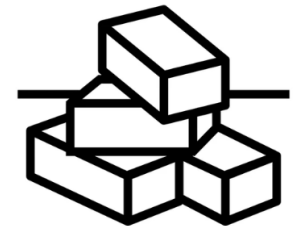
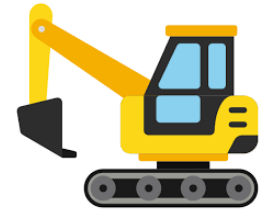
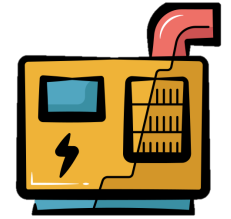






Levers of change

1. Homes in Use
2. On site construction
3. Design for low embodied carbon and alternative materials
4. Reduced carbon intensity of construction products
5. Head office and corporate emissions





Develop your pitch: The business case for sustainability

- What is changing? What is the future scenario?
- What do you think the challenges are? What's the problem for your business?
- What's the solution? Who needs to be involved? What is your idea and what makes it killer?
- What is your influence as a homebuilder company?
- What investment or commitment is needed from your board?
- What is the long-term benefit to your company and community? What risks does it mitigate?
- Why is this the most important thing to focus on?
 - Absolute impact
 - Stakeholder views
 - Degree of control or influence