

IFS Change for Good Winner

Farrow & Ball

Compiling its first Carbon Footprint Report to accurately quantify the impact of sustainability actions throughout the company and its supply chain, Farrow & Ball is the 'Journey of transformation to a sustainable business' 2023 category winner. Championing company values of pioneering, extraordinary and true, Gareth Hayfield, Head of Research and Technical development, shares his perspectives on its latest sustainability goals and achievements.



Based in Dorset, UK, Farrow & Ball is a manufacturer of traditional, heritage-inspired paints and wallpapers. With over 50 showrooms worldwide and a global network of stockists, the company has long pioneered sustainability, in 2010 becoming the first paint manufacturer to transition from oil-based paints to water-based finishes with low VOC (volatile organic compounds). From recyclable paint tins to responsibly sourced wallpapers, the company places the environment, and welfare of employees, partners and customers, at the heart of business decision-making.

Accurate visibility of Carbon Footprint

Explains Hayfield, “Obviously, like any business, understanding and reducing our carbon footprint underpins everything. As an IFS user, one of our most significant sustainability wins over the last two years has been analysing data captured by the system to accurately reveal our sustainability metrics. Being able to identify where those carbon footprint hotspots sit means we can consider approaches operation-wide, across our employees and customers, but also upstream working with our suppliers and modelling their inputs too.”

As part of the Hempel A/S group, Farrow & Ball has access to the organisation’s sustainability experts at group level. Using appropriate data from IFS modules, analysis from Power BI reports was imported into the group’s established models, allowing the business to generate its first Carbon Footprint report.



Explains Hayfield, “For instance, we now have a carbon footprint for raw material, which we can use to inform our material formulation. It means we can calculate how formulation changes are making a positive or negative impact on the embedded Carbon Footprint of our paint and our Scope 3 emission targets. Faced with a similar product quality and safety profile, we can model the impact of different formulations, including comparisons across carbon footprint, price, Volatile Organic Compounds (VOC) and more to see if we’re improving,” he says.

Reducing Volatile Organic Compounds

Following the transition to a 100% water-based paint portfolio 13 years ago, in the last year the company has removed Volatile Organic Compounds (VOC) from 78.5% of production volumes, with programs in place to remove the remaining VOC by 2026 – measures well beyond industry standards and many other larger companies’ targets. Explains Hayfield, “The footprint visibility allows us to track the impact of lowering the Volatile Organic Compound levels across different pigments, solvents and binders. By adding in sales data, we can see directly how many tonnes of carbon dioxide emissions we’ve saved. We can then put a business case together around carbon dioxide savings through different initiatives.”

The footprint data also reveals the effect of other carbon-cutting decisions. “For instance, by switching from gas to electric powered forklifts, we’re removing around 14 tonnes of CO2 a year,” says Hayfield.“

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Head of Research and Technical development

Making sustainability ‘business as usual’

Hayfield maintains that having the Footprint Report to set informed targets and agree what each area was going to achieve during the year was a breakthrough moment for the business. “One of the things accurate data from IFS ERP does for sustainability efforts is provide a single view of the truth. So, what people believe should become an environmental priority in terms of overall impact may well differ from what the data shows,” he says.



In terms of a wider sustainability picture, the company's goals sit across people, product, performance and partners. Explains Hayfield, "In terms of staff, a cross functional group is focussing on several areas including diversity, equality, and inclusion. For product, sustainability-centric innovation is driving a circularity roadmap in 2025. Our goal is to reduce customer waste with 50% recycled content in packaging by 2025, and to enable sustainable decision making for customers when buying products," he says.

"Our partners and suppliers upstream are currently being audited to ensure that an ethical trading code of conduct and sustainable practices are in place, prioritising the largest organisations who have the biggest potential impact first. For performance, we will be carbon neutral for Scope 1 and 2 emissions on our production sites by 2025, halving Scope 3 by 2030. We are already zero waste to landfill from our operations, and we are aiming for our showrooms to be carbon neutral by 2030," he says.

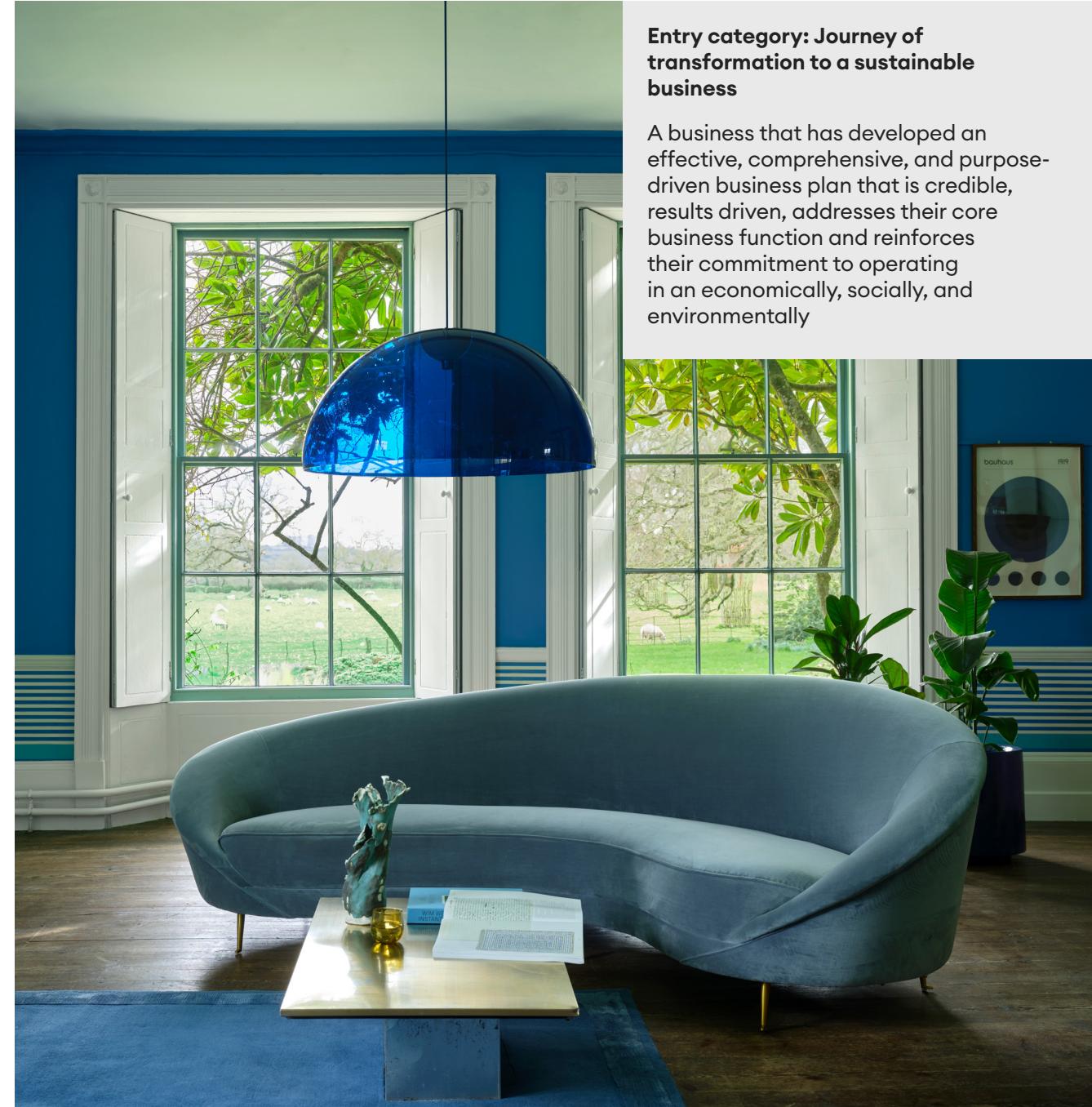
Looking ahead: building on our baselines

With accurate Carbon Footprint report findings in place, and clear baselines established, Hayfield believes the business is now well-placed to embed its sustainability initiatives in day-to-day thinking.



50%

Our goal is to reduce customer waste with 50% recycled content in packaging by 2025



Entry category: Journey of transformation to a sustainable business

A business that has developed an effective, comprehensive, and purpose-driven business plan that is credible, results driven, addresses their core business function and reinforces their commitment to operating in an economically, socially, and environmentally

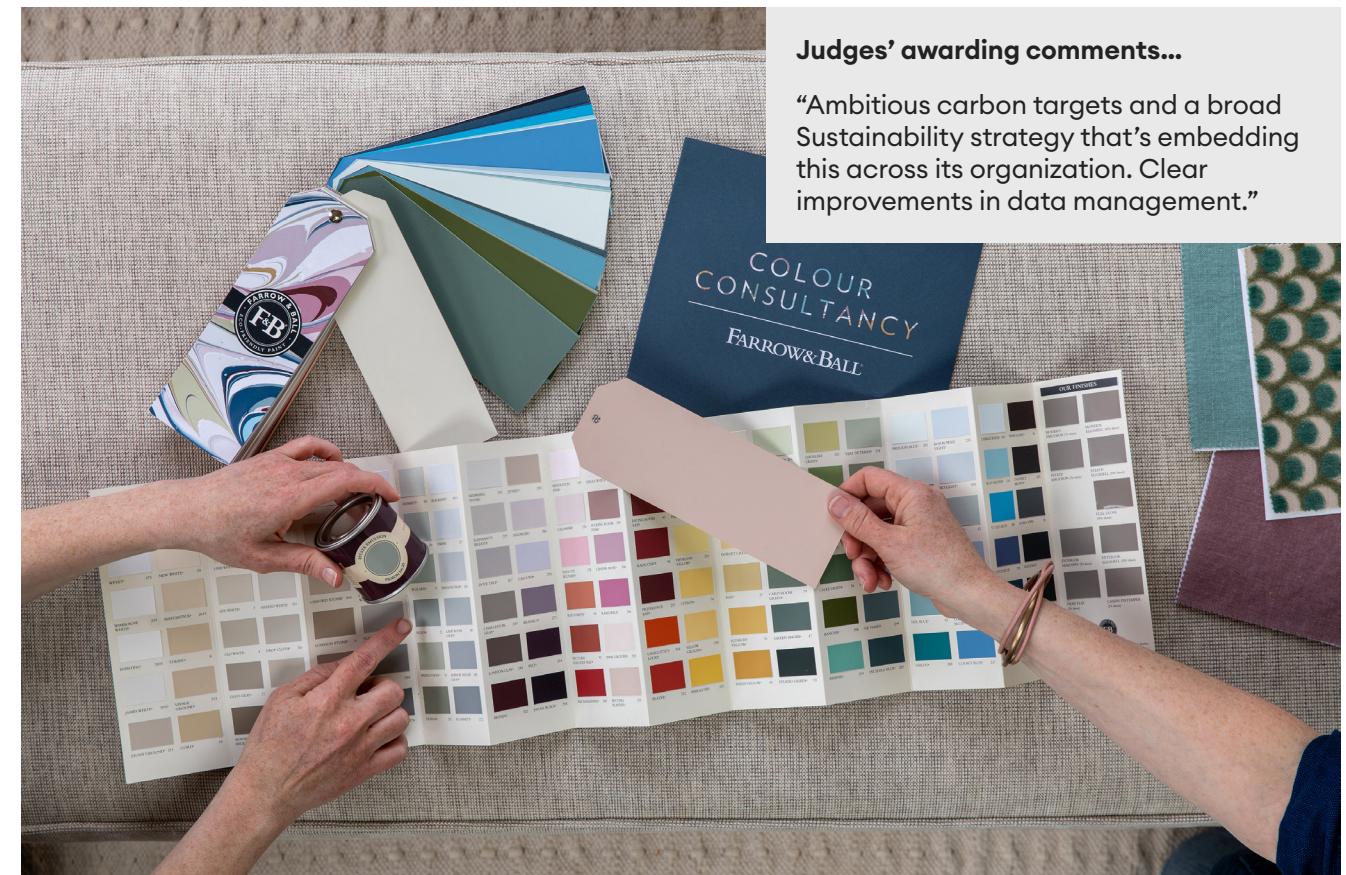
"Part of building business cases for carbon reduction is engaging with our suppliers of raw materials and packaging, to see how we can help incentivize them to reduce their carbon footprint," he says. "We can look at energy efficiency and green energy manufacturing. We can also look at the selection of the feedstock of raw materials – for instance, if a supply is bio-based does it negatively impact the food chain, deforesting, or biodiversity?"

We can ensure that we're choosing the right partners and that they're trading in an ethical and transparent way."

One of the most promising prospects for Hayfield is global interest in re-purposing current waste end products from other agriculture or industrial processes. "The idea of extracting as much value as we possibly can, minimising extraction of primary resources, is very exciting. Even better, more and more companies like us want to go on this journey over the next few years," he says.

Advice for sustainability success

What advice would Hayfield offer to an organisation embarking on a sustainability project? "I'd say start by identifying the key improvements. Get everybody on the same page and have a have a framework to achieve what you're doing and then build the foundations for a journey. Remember that this is a journey, not a one-stop destination. Carbon reduction and sustainability is about continuous improvement; it should be part of a company's everyday DNA. The journey doesn't stop just because a milestone is reached," he observes.



Judges' awarding comments...

"Ambitious carbon targets and a broad Sustainability strategy that's embedding this across its organization. Clear improvements in data management."

Find out more

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