

Circular Economy

OUR ASPIRATION

To communicate clay brick's role as a significant contributor to the built environment's circular economy, supported by a robust methodology and evidenced through case studies.

THE CHALLENGE

To date, a significant proportion of circular economy modelling undertaken has focused on high value, short service-life products such as white goods, which does not translate easily to the built environment where the use of durable clay bricks facilitates multiple transfers of building ownership.

WHERE WE ARE NOW

Recently published models for the circular economy in the built environment - by organisations such as the [Ellen MacArthur Foundation](#), [UK Green Building Council](#), and [WRAP](#), explain how buildings can be designed to facilitate circularity. The merits of clay brick in the context of a circular economy, and the way in which both technical and practical performance should be considered in order to assess comparative performance, are subjects on which we regularly comment in press, through our event series and technical advice.

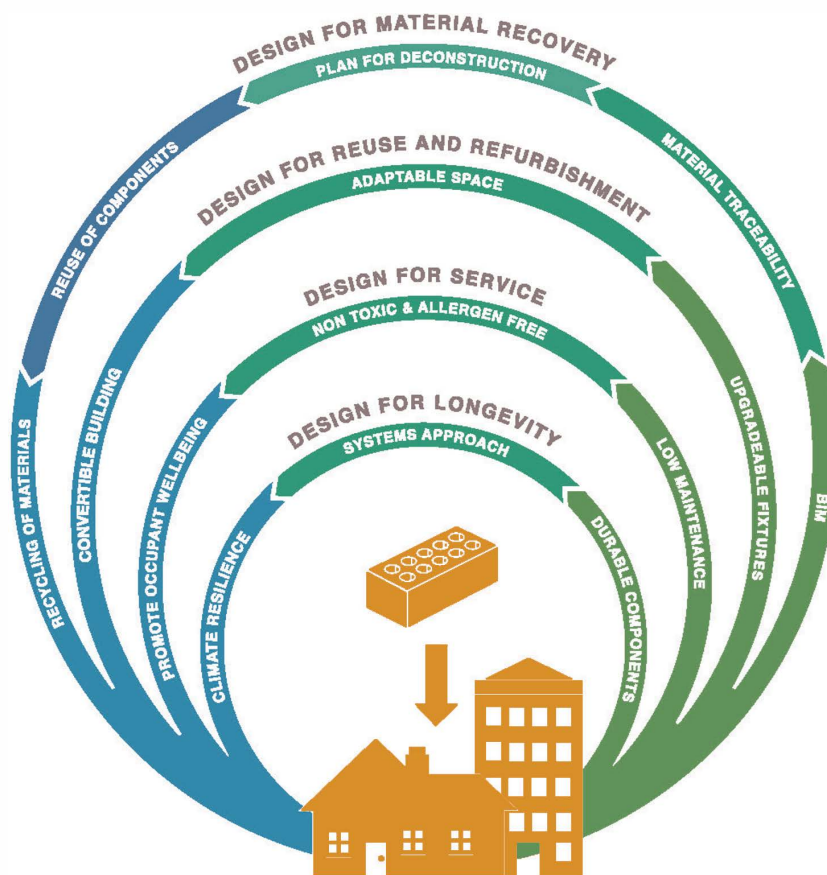
WHAT WE PLAN TO DO

- + Continue our sector-specific modelling work and produce case studies, which can be used as a point of reference when specifying materials and ensure decisions are informed by whole-life performance.

KEY STATS

If installed and maintained correctly, clay bricks can have a service life in excess of

150 years



A CIRCULAR ECONOMY FOR THE BUILT ENVIRONMENT