

ISO 50001 Case Study: Ibstock Brick

In 2013 Ibstock Brick, the UK's largest brick manufacturer decided to build an Energy Management System (EnMS) to ISO 50001:2011. John Mulholland was part of a consultant team who conducted a gap analysis and then built the system at a pilot Ibstock site at Birtley in Co. Durham.

Certification for the single site was achieved in November 2013 and site certifications were issued to four more sites in 2014. Then in 2015 a group certification covered all 19 manufacturing sites.

During the gap analysis, John Mulholland identified a weakness in competence, training, awareness and communication. He devised two training courses: one aimed at Significant Energy Users (SEUs) and another aimed at all other employees to raise awareness of energy saving opportunities and the EnMS. A total of 850 employees were trained. The company produced a series of energy awareness initiatives and materials. This weakness then became a strength leading to recognition in the Energy Awards in 2019.

Ibstock Brick were the first brick-making company in the UK to be certified to ISO 50001.

Ibstock Brick

*Ibstock's motivation for implementing ISO 50001 was to make better use of the energy we consume and achieve consistency in production processes through our **people**.*

*We are extremely proud of what the ISO 50001 process has achieved as it has given us a clear road map, effective communication tools, supportive **external partnerships** and, above all, **employee involvement** at all levels.*

Michael McGowan
Group Sustainability Manager
Ibstock Brick



For further details of the people dimension of Ibstock's implementation of ISO 50001 see:

<http://www.emexlondon.com/ibstocks-energy-management-strategy/>

In November 2019, Ibstock were awarded the coveted *Behaviour Change/Employee Engagement Award* at *The Energy Awards*. The engagement process was driven by their EnMS certified to ISO 50001.

An extract from the award is as follows:

Ibstock's energy efficiency and wider sustainability ambitions are being achieved by putting people at the heart of the company. The group identified people as the main energy users, and implemented a two-year training plan tailored for significant energy users and all energy users. The aim of the programme was to motivate employees to focus on best practice and take responsibility for their role in managing energy consumption.

Communication has also been key to Ibstock's success. It has been mindful to consider the views of the key stakeholder before embarking on changes to the business and ensuring employees understand and are aware of the group's activities and success.

The benefits of the programme have been substantial and significant. Highlights include:

- On average it now takes almost 65% less energy to make brick than was the case in 1970.
- Energy saving measures means the business is on target to achieve a 15% reduction in CO₂ per tonne of production

In a competitive category, the judges were impressed by the bottom-up approach to ensure the engagement of employees was genuine and sustainable, commenting *"Not only were employees engaged, but results achieved were real and significant. We are confident this program will continue to deliver results going forward, often the problem with behavioural change initiatives."*

Commenting on the win, **Group Sustainability Manager Michael McGowan**, said:

*"We recognise that we are major energy users, and delivering sustainable performance is a priority for us. Whilst we have invested in energy efficient plant and clean technologies to make performance improvements, we realised that our energy efficiency ambitions could only be achieved by **putting people at the heart of our strategy**.*

*The results achieved are a testament to the way in which our **employees** have become more aware of ways to improve energy usage across our operations. This latest award offers proof that our **hard-working team** is doing the right things and our **people-led** strategies are working."*

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