

SUSTAINABILITY: NET ZERO INITIATIVE

FINALIST: Jo Bird & Co

Jo Bird & Co Ltd has systematically decarbonised its composite manufacturing operation over six consecutive years of independently verified reporting. Central to this programme is the transition to Resin Transfer Moulding (RTM), a closed-mould process that eliminates open-mould styrene emissions, reduces material consumption and improves product consistency.

In FY2024–25, Jo Bird reduced its total carbon footprint by 23.7%, from 572 to 437 tCO₂e. Scope 2 emissions are 0 tCO₂e through 100% renewable electricity, while Scope 1 and 2 emissions have reduced 15% against the 2021–22 baseline. Oil consumption has fallen 25% following the introduction of infrared electric heating. RTM has reduced material waste by 28%, with first-time-right yield exceeding 99%, while VOC emissions are below 20ppm against a legal limit of 100ppm. RTM now accounts for 40% of production, with a target of 75% by 2030. PET foam made from 100% recycled plastic bottles has replaced virgin PVC foam, while recycled PET resin and European flax fibre are being evaluated to reduce embodied carbon further.

The programme focuses on Scope 3, which represents 93% of Jo Bird's footprint. Real-time carbon tracking is integrated into its ERP system, providing independently verified carbon data at product level. Jo Bird is believed to be the only manufacturer in its market segment combining closed-mould manufacturing with per-product carbon tracking. RTM-produced enclosures retain Lloyd's Register Type Test Approval, demonstrating that lower-carbon manufacturing can meet safety-critical requirements. The innovation gives customers in offshore wind, marine, defence, oil and gas and general industry verified carbon data to support procurement and ESG reporting. Sustainability credentials have already contributed to securing a £1.1m Ørsted contract.

Since 2011, over £282,000 has been invested in sustainable innovation. This has been supported by £51,500 of local government funding: a £14,000 Business Improvement Grant from Sedgemoor District Council in 2021 and a £37,500 Somerset County Council Growth Accelerator Fund award in 2022, both towards RTM machinery and RTM mould making. A further £236K was invested in building sustainability in 2025. The programme is largely self-funded and embedded across the organisation.

Learn more at: www.jobird.co.uk

