

2025

END OF YEAR SUMMARY



The Alliance
for Sustainable
Building Products



FOREWORD

SIMON CORBEY CEO

It has been another dynamic and rewarding year for ASBP. In the face of a challenging trading environment, we are proud to have grown our membership to 170 in 2025. We were also delighted to welcome two new Patron members—Tier 1 contractor McLaren and lime manufacturer Saint Astier—both of whom bring valuable expertise and experience to our organisation.

Over the past year, we have expanded our work with a range of new partners and funders. These include the Fire Service Research Training Trust and sprinkler trade associations such as the European Fire Sprinkler Network and the International Fire Suppression Alliance. Through these collaborations, we have been able to draw on the technical expertise of Jim Glockling, a lead author of the Mass Timber Insurance Playbook.

We have also delivered a number of significant projects. We completed the IMPACTT project, funded by Built by Nature, which explored biodiversity in forests supplying mass timber buildings. With support from Innovate UK and the Henry Royce Foundation, we began investigating how AI can support steel reuse. In partnership with Woodknowledge Wales, we examined the role of biogenic carbon as a mechanism for reducing greenhouse gas emissions, and developed an early-stage embodied carbon design tool.

Engagement with government has remained a priority. This year included meetings with MCHLG and DEFRA, a keynote address for John Palmer at MCHLG, and an invitation to give

evidence to Baroness Taylor on the Future Homes Standard. It was also encouraging to see strong government representation at our Healthy Buildings Conference.

We have continued to share knowledge across the industry, with contributions to events including the Conference for Biophilic Design, WoodBuild, and Carbon Experts (hosted by One Click LCA), alongside guest lectures at UCL. We also established new partnerships with BE-ST and the Parsons Healthy Materials Lab.

Our Reuse campaign continues to gain momentum. The Reuse Summit at IStructE in the autumn was a particular highlight, drawing a full audience and featuring a keynote from Will Arnold. This work is driven by Debbie Ward, whose passion and leadership, supported by the wider team, have been instrumental. It has also been encouraging to see our working groups convene regularly and produce high-quality outputs for the industry.

At Board level, we said farewell and thank you to Ben Humphries of Architype after nearly a decade of service. We were pleased to welcome new members Seb Laan Lomas of Architype and communications expert Eva Woode. Our Board continues to provide invaluable insight and guidance, for which we are deeply grateful.

As we look ahead to 2026, we remain focused on strengthening our impact and continuing to mainstream our mission.





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MEMBERSHIP

The ASBP is an independent alliance of organisations that share a common goal of increasing the quality, health and sustainability of the built environment through the identification, development and specification of better products and systems.

Membership is available to organisations motivated to join us in progressing this agenda through a focus on our six core themes - the ASBP's 'Six Pillars of Sustainable Construction'.

<https://asbp.org.uk/why-join>

ALL MEMBERS

 170

Total members

PATRON MEMBERS

 26

Patron members



 Helping You Build With Confidence



 INNOVATORS IN LIME PLASTERS



 Resource efficiency at its best

 CLEVELAND STEEL & TUBES LTD



 BUILDING SYSTEMS

 Building Society





















 engineered by nature

 Nature's finest insulation









 6%

Net increase in total members vs 2024

0%

Change vs 2024

 20%

Net increase in total members vs 2023

 40%

Net increase in total members vs 2023

REACH

The ASBP disseminates knowledge, updates, news, and event listings through three main channels: our website, social media platforms, and a monthly newsletter. A core objective of the ASBP is to share insights with the industry and advocate for our mission - to lead the transformation to a healthy low carbon built environment by championing the understanding and use of demonstrably sustainable building products.

WEBSITE


93k+ Website hits
from 11k unique IP's


4000+ Case study visits

400+ EPD database users

250+ Interactive House users

SOCIAL MEDIA

2000+ LinkedIn followers and connections  82% increase vs 2024

3000+ Followers on BlueSky  150% increase vs 2024

2800+ Views on YouTube  65% increase vs 2024

NEWSLETTER

6500+ Monthly newsletter readership  8% increase vs 2024

EVENTS

The ASBP hosts regular online and in person events. The purpose of these events is to share knowledge, network, and advocate for the increased use of use of demonstrably sustainable building products.

<https://asbp.org.uk/upcomingevents>



"This was a great event and I look forward to attending more"

"Excellent expertise and case studies"



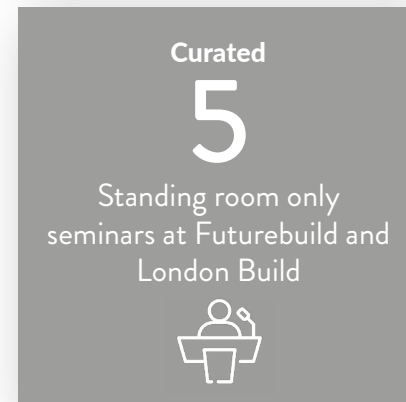
Top event registrations

Reduction Roadmap - The Denmark Embodied Carbon Story (online)
283 registrations

Exemplar Sustainable Buildings Awards (in person)
200 registrations

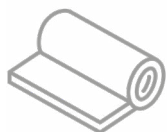
ASBP 2025 Healthy Buildings Conference (in person)
146 registrations

2025 Reuse Summit (in person)
115 registrations



COMMUNITIES OF PRACTICE

The ASBP oversees four Communities of Practice, the newest on Lime kicking off in 2025. Each is focused on a key workstream, with the longest-running group established in 2019. These groups enable industry peers to collaborate, share insights, and identify challenges and solutions within the sector.



NATURAL FIBRE INSULATION

17 of the leading manufacturers and suppliers of natural fibre insulation in the UK

Met **4** times in 2025

Launched our Natural Fibre Introductory Guide

Organised the second Natural Fibre Insulation Week

Took part in a joint panel session at Futurebuild 2025

<https://asbp.org.uk/group/natural-fibre-insulation>



REDUCING PLASTICS

6 cross sector members with the common goal of reducing the over use of plastics in the construction

1 to 1 meetings held with members to discuss both their work on plastics and industry developments

Regular member bulletins with industry and policy updates

New research undertaken to create an interactive report on the impacts of plastics in construction on health in residential buildings, due to be released in 2026

<https://asbp.org.uk/group/plastics-in-construction>



PAINTS AND FINISHES

9 of the leading manufacturers and suppliers of natural paints and finishes in the UK

Met **4** times in 2025

Took part in a joint panel session at Futurebuild 2025

<https://asbp.org.uk/paints-finishes-group>



LIME BUILDING PRODUCTS

10 of the leading manufacturers and suppliers of lime products in the UK

First topical webinar held with expert speakers from within the group

Took part in a joint panel session at Futurebuild 2025

<https://asbp.org.uk/lime-building-products>

REUSE NOW CAMPAIGN

The Reuse Now Campaign aims to increase uptake of the reuse of construction products and materials through exploring supply chain barriers, developing solutions and sharing of knowledge and experience.

2025 saw the campaign complete its second full year and it's going from strength to strength.

With thanks to Cleveland Steel & Tubes, Optima, Woodknowledge Wales, Circuland, and Reusefully, for sponsoring the campaign in 2025.

<https://asbp.org.uk/workstream/reuse>



250+

Registrations across 4 topical webinars



110+

Attendees at our 3rd Reuse Summit in London



Updated

Reuse Resource Portal

1st

'Deep Dive' completed on glass partitions, guidance and case studies available now!



Participated in

10

Industry events, steering groups, workshops, and roundtables



3rd

In person 'From Demolition to Deconstruction' series held in Manchester



5

Leading industry sponsors

2nd

'Deep Dive' commenced on the reuse of doors. Guidance to be published in 2026



EXEMPLAR SUSTAINABLE BUILDINGS AWARDS

Developed to celebrate the 20th anniversary of the Sustainable Development Foundation (SDF), ASBP ran a special awards programme in partnership with the Passivhaus Trust. This one-off, evidence-based benchmark honoured the technical rigour, policy influence, and collaborative momentum over the past 20 years, while spotlighting today's high-performance projects to influence future delivery.

The 5 categories were judged by an expert panel from across the SDF and partner organisations with an awards ceremony held during the summer.

<https://asbp.org.uk/asbp-news/esba-winners>



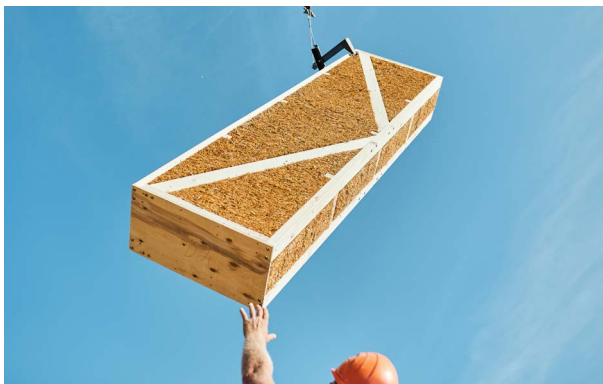
Large project winner
Goldsmith Street – Mikhail Riches



Small project winner
The Seed Cohousing – Kirsty Maguire Architects



Retrofit project winner
Ward Grove – Progress in Practice



Product winner
EcoCocon Straw Panel – EcoCocon



Initiative winner
PACER – Preoptima

PROJECTS: COMPLETED

Throughout 2025, the ASBP team, along with colleagues and partners, completed four of its ongoing research projects.

[Click here to see project funders and partners.](#)



IMPACTT

Innovative Mapping and Processes to Advance Construction Timber Transparency

Guidance, mapping, and case studies to improve and increase timber supply chain tracking and assessment of carbon impact.

<https://asbp.org.uk/resource-report/impactt>



HOME GROWN HOMES

Phase 2 - Early Stage Embodied Carbon Tool

ASBP developed a tool to inform users on the embodied carbon implications of key decisions made as part of a new low rise housing development process.

<https://esect.co.uk/>



LETCHWORTH INTERACTIVE RETROFIT HOUSE

For Letchworth Garden City

Interactive Retrofit House website providing homeowners and landlords in Letchworth with guidance on a range of retrofit measures.

<https://letchworth-retrofit-house.co.uk/>



TRANSFORMING HOMES

Transforming Housing and Homes for Future Generations (Phase 1)

ASBP took part in this project to validate bio-based, low-carbon solutions to improve energy efficiency and resilience.

<https://www.transforminghomes.org.uk/>

PROJECTS: ONGOING

IN 2025, the ASBP team, along with colleagues and partners, started five new research projects, due for completion between 2026 and 2028.

[Click here to see project funders and partners](#)



HARNESS

High-quality AI-assisted Reuse for Next-generation Engineering Steel Supply

Inregrating AI into the steel fabrication workflow, transforming reuse into a systematic, scalable, and data-driven process.

<https://asbp.org.uk/project/harness>



RE-CELL

Feasibility Study on Cellular Beam Reuse

Assessing the technical, economic, and supply chain viability of reusing cellular beams, with a special emphasis on leveraging AI and computer vision to predict reusability.

<https://asbp.org.uk/project/re-cell>



DAMAGE ASSESSMENT AND REPAIR OF MASS TIMBER

Developing a clear, science-based guide for assessing and repairing mass timber structures following damage.

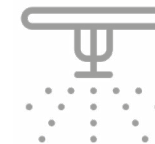
<https://asbp.org.uk/project/damage-assesment-repair-of-mass-timber>



PREVENTING FIREFIGHTER AND EVACUEE DEATHS IN TIMBER BUILDINGS

This study aims to proactively address a critical and emerging risk associated with the UK's transition to Net Zero construction methods.

<https://asbp.org.uk/project/preventing-firefighter-and-evacuee-deaths-in-timber-buildings>



FIRE SUPPRESSION AS AN ENABLER FOR NET ZERO CONSTRUCTION

Developing new guidance on how fire-suppression systems can act as an enabler for low-carbon construction

<https://asbp.org.uk/project/fire-suppression-net-zero>

STAKEHOLDERS

The ASBP works with organisations across the entire construction industry, as well as those with a stakeholder role within the sector. We also partner with leading industry organisations through our projects, events, and marketing, in addition to our involvement with natureplus and the Sustainable Development Foundation.

KEY STAKEHOLDER GROUPS

ASBP has a wide reach across its network, partnerships, events, and members. Some examples of key stakeholder groups include:

- Product manufacturers/suppliers
- Architects and designers
- Contractors and demolition contractors
- Developers
- Local, regional, and central government
- Industry bodies including RICS, RIBA, CIBSE
- Insurance companies
- Consultants
- Industry and research bodies including CIRIA and IStructE

SUSTAINABLE DEVELOPMENT FOUNDATION

ASBP is part of the SDF Alliance, under the umbrella of the Sustainable Development Foundation. Other organisations in the Alliance include:

- Good Homes Alliance and Building Performance Network
- LETI
- National Retrofit Hub
- Passivhaus Trust
- SuperHomes
- Sustainable Traditional Buildings Alliance
- Woodknowledge Wales

EVENTS AND MARKETING

In 2025 ASBP worked with a number of event and marketing partners including:

- London Build
- Futurebuild

NATUREPLUS

ASBP is the UK representative of the association natureplus. The natureplus eco-label sets stringent sustainability criteria for the accreditation of construction products. www.natureplus.org.

STAKEHOLDERS

ASBP's projects are generously funded by various organisations, and we work with a wide variety of expert stakeholders to deliver robust and useful project outcomes for the benefit of the construction industry and to aid our mission.

PROJECT FUNDERS

- **IMPACTT** - Built by Nature
- **Home Grown Homes** - Welsh Government
- **Letchworth Interactive Retrofit House** - Greater South East Net Zero Hub Community Energy Fund
- **Transforming Homes** - Arts and Humanities Research Council (UKRI), supported by Future Observatory
- **HARNESS** - UK Research and Innovation (UKRI)
- **RE-CELL** - UK Research and Innovation (UKRI)
- **Damage Assessment and Repair of Mass Timber** - Built by Nature, PEFC UK, RISC Authority
- **Preventing Firefighter and Evacuee Deaths in Timber Buildings** - Fire Service Research Training Trust
- **Fire Suppression as an Enabler for Net Zero Construction** - European Fire Sprinkler Network, International Fire Suppression Alliance, Business Sprinkler Alliance

PROJECT PARTNERS

- **IMPACTT**
 - PEFC UK
 - Double Helix
 - Woodknowledge Wales
 - Stora Enso
 - Agrodome
 - Eurban
 - CEI-Bois
 - Timber Development UK
 - **Home Grown Homes**
 - Finishes and Interiors Sector (FIS)
 - Woodknowledge Wales
 - **Letchworth Interactive Retrofit House**
 - Letchworth Garden City Heritage Foundation (LGCHF)
 - People Powered Retrofit
 - **Transforming Homes**
 - University of Bath
 - Cardiff University
 - University of Bristol
 - University of Exeter
 - GW4
 - Mikhail Riches
 - Modular
 - Swansea Council
 - We Can Make
 - KWMC
 - Woodknowledge Wales
- **HARNESS**
 - Efestos Hub
 - Caunton Engineering
 - **RE-CELL**
 - SCI Steel Knowledge
 - City St George's University
 - **Damage Assessment and Repair of Mass Timber**
 - Glockling Consulting
 - B&K Hybrid Solutions
 - TIAS
 - KLH
 - Eurban
 - Lignum Risk Partners
 - Ramboll
 - Elliott Wood
 - Buro Happold
 - Timber Innovation from Baden-Württemberg, Germany
 - **Preventing Firefighter and Evacuee Deaths in Timber Buildings**
 - Glockling Consulting
 - Fire Protection Association
 - University of Central Lancashire
 - **Fire Suppression as an Enabler for Net Zero Construction**
 - Glockling Consulting
- Baden-Württemberg, Germany
 - Byggeskedefonden, Denmark
 - RISC Authority
 - PEFC UK
 - Structural Timber Association
 - Association of British Insurers (ABI)
 - Heyne Tillett Steel
 - Archtype
 - BE-ST

2025 TEAM HIGHLIGHTS



Simon Corbey - CEO:

It was a pleasure to see and listen to John Palmer, deputy director at MCHLG at our Healthy Buildings Conference in February. John was formally at the Passivhaus Trust, our sister organisation, led by Jon Bootland. I have been working with Jon for 20 years now and he is a bit of an unsung hero, but we were pleased to recognise his tireless energy for solving the climate crisis with this year's Neil May award at our joint awards in the summer.

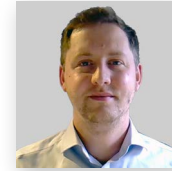
I was lucky enough to go to Berlin in the summer to a conference hosted by natureplus, where I met the team behind Denmark's move to legislate for embodied carbon and we subsequently organised a webinar with them in the autumn. Later in the year I was pleased to join an ACAN webinar on EC and meet the team behind the AECOM report on EC and see they were just as enthusiastic as us to see legislation passed here.

Our organisation continues to grow, even with the tight market conditions and it has been a real pleasure to meet all our new members at our quarterly welcome.



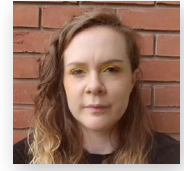
Katherine Adams - Technical Director:

It is hard to pick a single ASBP highlight, as our work spans so many areas. While we continue to push reuse, which is my own area of expertise, I am especially excited about our focus on health and wellbeing. This runs through so much of what we do, from healthy indoor paints and natural insulations, to reducing plastics in construction, as well as our annual Healthy Buildings Conference. The importance of this topic really cannot be underestimated.



Richard Broad - Director:

It was another busy year for the low-carbon and bio-based products space, with ASBP supporting a range of important new activities and resources. Highlights for me included the launch of our introductory guide to natural fibre insulation, a new community of practice for lime building products, a webinar on the Early Stage Embodied Carbon Tool (ESECT), and a new exhibition at the Design Museum showcasing findings from the Transforming Homes project. Building on this momentum, 2026 will see a focused programme of knowledge-sharing events, webinars and policy roundtables, all with the aim of broadening our reach and helping to get our message out to local authorities, housing associations, housebuilders, contractors and policymakers.



Beth Moran - Membership:

A real highlight of 2025 has been the continued growth and engagement of our membership. We've welcomed new organisations across the sector, strengthened relationships with existing members and seen great attendance and participation at our new member meetings, which really shows the value of a collaborative network.

2025 TEAM HIGHLIGHTS



Debbie Ward - Director, Circular Economy and Reuse:

My personal highlights have been being getting out and about to industry events, such as Architects Declare Circular Revolutions which was attended by close to 400 people, and our ASBP events such as the From Demolition to Deconstruction event in Manchester in June and the Reuse Summit held in October. People are what drives change and the Reuse Now campaign will continue to support our members and the wider industry by facilitating and joining the dots to shine a light on what is already happening, attracting a wider network to learn and innovate around key topics, and collaborating to align objectives and have a clear voice both within our industry and to government bodies.



Asselia Katenbayeva - Sustainability Research Lead:

I am excited to be leading two new research projects exploring how AI can support the reuse of structural steel, building on our previous steel reuse research through the DISRUPT projects. AI is a fast-moving space, and we are pleased to be at the forefront of this work, exploring how emerging tools and new thinking can enable more resource-efficient and circular approaches to construction.



Debbie Mauger - Marketing and Comms:

My 2025 highlights are ASBP's collaboration with other organisations, participating in knowledge sharing events, outputs, and lobbying activities. We continue to be involved with ACAN, Woodknowledge Wales, natureplus, The Green Register, UKIEG, Built by Nature, The Biophilic Journal, SEDA, CIBSE, Future Build, AECB, FIS, TDUK, and are delighted to have formed new, strategic partnerships with BE-ST and Parsons Healthy Materials Lab. In 2025 ASBP has increased its collaborative activities with our sister organisations at the SDF, most notably being the Exemplar Sustainable Buildings Awards, with our colleagues at the Passivhaus Trust. This event was a celebration of the 20th anniversary of the Sustainable Development Foundation, an alliance of the organisations including ASBP, BPN, Good Homes Alliance, Passivhaus Trust, Super Homes, STBA.



Larry Tate - Projects and Comms:

2025's highlight has been focussing on a project exploring the impacts of plastics in construction on our health. The research has not only strengthened our work on tackling the over-use of plastic in the built environment but has also brought together the expertise of our members, partners, and supporters to keep highlighting key issues around plastics, indoor air quality, and responsible product choices. It's been insightful to build on the wealth of experience and insights shared over the years through our events and activities. Watch this space for the interactive guide and report!

CONTACT US

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(Comms, Events, Natural Fibre Insulation, Paints & Finishes, Lime, ASBP Awards)

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Beth Moran, Membership – beth@asbp.org.uk
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(Social Media)

Asselia Katenbayeva, Sustainability Research Lead – asselia@asbp.org.uk
(Projects)