



Green Claims Policy

Introduction

As signatories of The Anti-Greenwash Charter, we are committed to upholding good standards of responsible marketing practice. The purpose of this policy is to define the standards we adopt throughout our organisation to ensure green claims made about our products/services are fair and substantiated.

This policy applies to all the forms of marketing and advertising we use, including online marketing, direct marketing, packaging, events, trade/sales and other professional promotions and communications.

In addition to this policy, all marketing and communications must at all times comply with the relevant local laws and regulations.

Our Standards

We commit to the standards of communication set out in [The Anti-Greenwash Charter](#), which are as follows:

- **Transparency** - We commit to clear communication of what sustainability benefit our product or service offers and don't conceal or omit information.
- **Accountability** - We substantiate our sustainability claims with accurate, and regularly evaluated empirical evidence. We commit to sharing facts, figures and statements that can be checked.
- **Fairness** - We commit to using fair, clear and unambiguous language when providing comparisons with other products or organisations.
- **Honesty** - We ensure we make specific statements about our organisation's sustainability efforts and that our actions match those promises.

Our Practices

We implement the following practices and procedures to ensure we uphold the aforementioned standards:

- We share the testing conditions and calculations that underpin our claims.



- When sharing evidence of our claims, we are careful with our wording and try to ensure that our evidence is clear and easy to understand. In some cases, this means producing two documents, one that contains full calculations and testing parameters intended for architects, engineers and Passivhaus consultants, and a second version that simplifies our results to be understood by self-builders and laypeople. This second version will also link to the full version.
- We are honest about the capabilities and limitations of our products. Our General Manager is always available to answer questions about our products, their manufacture, their usage and suitability for each project.
- When drafting content for our website, our Board of Directors, including our General Manager review all copy and ensures all claims and statements are correct.

Definitions

We define all the key 'green' terms we use to describe our products and services to ensure our claims are clear and transparent:

Passivhaus - Passivhaus refers to a range of proven approaches to deliver net-zero-ready new and existing buildings optimised for a decarbonised grid and augmented for occupant health and wellbeing. Passivhaus buildings provide a high level of occupant comfort using very little energy for heating and cooling. Passivhaus adopts a whole-building approach with clear, measured targets, focused on high-quality construction, certified through an exacting quality assurance process.

When we refer to ISOQUICK being a Certified Passivhaus component, we mean it has been certified by the Passive House Institute. To become certified, the ISOQUICK product underwent independent uniform testing and it has been certified as a high-quality, energy-efficient product suitable for passivhaus construction. The quality seal of certification offers planning reliability to building owners and architects.

Find ISOQUICK's certification details [here](#).

Sustainable – Sustainable is used to define those products and processes that cause little or no damage to the environment and therefore are able to support a Net-Zero agenda.

Net-Zero - Net zero refers to a state in which the greenhouse gases going into the atmosphere are balanced by removal out of the atmosphere. Zero energy buildings combine energy efficiency and renewable energy generation to consume only as much energy as can



be produced onsite through renewable resources over a specified time period. Due to its sustainability qualities and insulation qualities, ISOQUICK can be part of a net-zero building strategy.

Environmentally Friendly - Refers to those products and processes that are not harmful to the environment. When we use this term in relation to ISOQUICK, we refer to the fact that because it is made from expanded polystyrene it is 98% air, no toxic substances are used in its manufacture, and it is 100% recyclable. Whether in our factory or on-site, any off cuts are broken up and recycled into new products so there is no waste.

Thermal-bridge free - Refers to installed products in the building envelope that are free of thermal bridges. The total transmission losses under consideration of all thermal bridges must not be greater than the result calculated using the external surfaces and regular U-values of the standard building elements alone. The Passivhaus Institute described ISOQUICK as “The Optimal Thermal Bridge Free Foundation Solution” for its ability to eliminate weak spots. To eliminate thermal bridges builders must also consider their outer wall, roof and window components carefully.

Energy Efficient - Refers to installed products in the building envelope that are energy efficient in that they use only as much energy as is needed without wasting any.

If you come across a term you don't understand and can't find it on this list, email info@buildhomesbetter.co.uk for clarification.

Editorial Processes

We review the content in all our literature and marketing messages and specifically our green claims before publication and distribution. When writing content, our team refers to our list of clearly defined terms and updates the list when using a new term.

Where our Marketing Team needs to confirm the validity of a claim before publishing it, they revert to our General Manager, Jonathon Barnett, who conducts our testing to check the validity of our claims.

Evidence & Testing

When testing the U-Value of Isoquick products, we adhere to the standard calculation methods as set out by BS EN ISO 13370:2017.

Following testing of our products, the Passive House Institute in Darmstadt awarded ISOQUICK as a Certified Passive House component based on the following criteria.

Heat transfer coefficient of building envelope:

$$f * U_{\text{opaque}} \leq 0.15 \text{ W}/(\text{m}^2\text{K})$$

with f: temperature reduction factor

Thermal bridge free design:

$$\Psi_e \leq 0.01 \text{ W}/(\text{mK}) \text{ for key connection details}$$

with Ψ_e : linear heat transfer coefficient

$$U_{\text{w,standard window, installed}} \leq 0.85 \text{ W}/(\text{m}^2\text{K})$$

with standard window: width 1.23 m; height 1.48 m

Interior surface temperatures above 17°C

at $\vartheta_{\text{ext}} = -10^\circ\text{C}$ und $\vartheta_{\text{int}} = 20^\circ\text{C}$

Source: [Isoquick's Certified Passive House component certificate](#)

Isoquick's system characteristics have also been independently assessed, the results of which can be seen below and on page 8 of our Kiwa BDA Agrément certificate [here](#).

2.5.1 Moisture control

Test	Standard	Result	
		EPS 200e	EPS 300
Water vapour diffusion resistance factor μ	BS EN 12086	40-100	
Water vapour permeability		0.006-0.015 mg/(Pahm)	
Long-term water absorption by total immersion (28 days)	BS EN ISO 16535	WL(T)2	

2.5.2 Strength

Test	Standard	Result	
		EPS 200e	EPS 300
Declared level of compressive strength σ_{10}	BS EN 826	CS(10)200	CS(10)300
Declared level of compressive creep [^]	BS EN 1606	cc(2/1.5/50) 60	cc(2/1.5/50) 90
Bending strength	BS EN 12089	BS280	BS305

[^] for the design value, a material factor of 1.1 shall be applied

2.5.3 Fire performance

Test	Standard	Result	
		EPS 200e	EPS 300
Reaction to fire classification	BS EN 13501-1	E	

2.5.4 Thermal performance

Test	Standard	Result	
		EPS 200e	EPS 300
Declared thermal conductivity (λ_D)	BS EN 12667	0.031 W/mK	0.033 W/mK

Training

We include our Green Claims Policy in our employee handbook so all our employees can refer back to it whenever needed. This also covers their need to check claims.



User Engagement

We know our users are invaluable in our fight against greenwashing, which is why we commit to answering any emails about our green claims within three working days.

If you have any questions or feedback on this policy or our green claims, please email info@buildhomesbetter.co.uk.

Regular Reviews

Being a signatory of The Anti-Greenwash Charter is a continuous process; as such, we review our marketing practices regularly to ensure we are still compliant with any changes to the Charter.

Governance of this Policy

Our Board of Directors are responsible for ensuring that our compliance with this Green Claims Policy is reviewed regularly. Any non-compliance with this policy will be brought to the attention of the Marketing Team, who will decide on further actions.

Before entering into new partnerships with third parties, such as suppliers, we share our Green Claims Policy with them. By signing a contract with us, third parties agree to adhere to these guidelines.