



LIVE PANEL

Circular Economy of Carbon: The Bigger Picture

12th November | 12:30 - 14:00

De Vere Cotswold Water Park Hotel

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Introduction to the Panel



Panel Chair:

Mike Jones, Editorial Director of 1473 Media

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Edward Bircham

Director, Humble Arnold

Paul Arnold

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Sales and Marketing Director, Williams Refrigeration

Wayne Bennett

Regional Vice President of Sales & Marketing UK & Ireland, MKN

Ross Emery

Managing Director, Aggora



LIVE PANEL

Circular Economy of Carbon: The Bigger Picture

Setting the Scene

Luke Slater, MSC, C.F.S.P
FEA Technical and Policy Director

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The Circular Economy Concept

The circular economy of carbon (C.E.C) represents a major behavioral shift beyond traditional procurement models, aiming to maximize carbon retention in products while minimising emissions and waste.



Behavioral Pattern Shift

Transforming from "manufacture-acquire-dispose" model, to one that prioritises sustainability



Carbon Retention & Minimization

Preserving existing carbon in products while reducing net emissions through unnecessary consumption



Circular Economy Integration

Combining product longevity, repairability, reuse and recyclability



Refurbishment & Recycling Focus

Renovation and material recovery

Relevance to Commercial Foodservice Equipment



Long Lifecycle

Foodservice equipment typically has a long lifespan



High Embodied Carbon

The manufacturing process involves substantial carbon emissions in producing the product



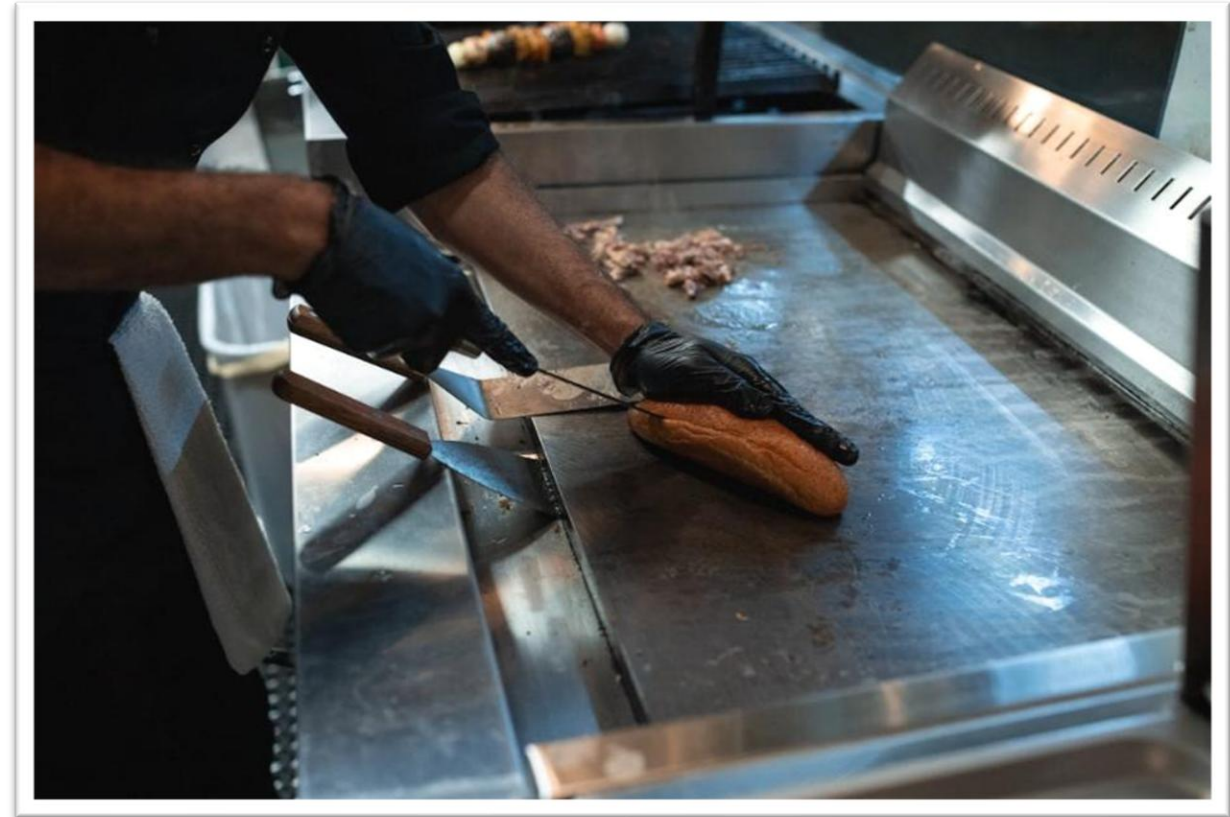
Carbon-Intensive Usage

Equipment operation generates carbon emissions during use, adding to the overall impact



End of Supply Chain

Foodservice equipment ends up with foodservice operators, making what happens at the end of life highly important



UK Hospitality Industry: Sustainability Attitudes

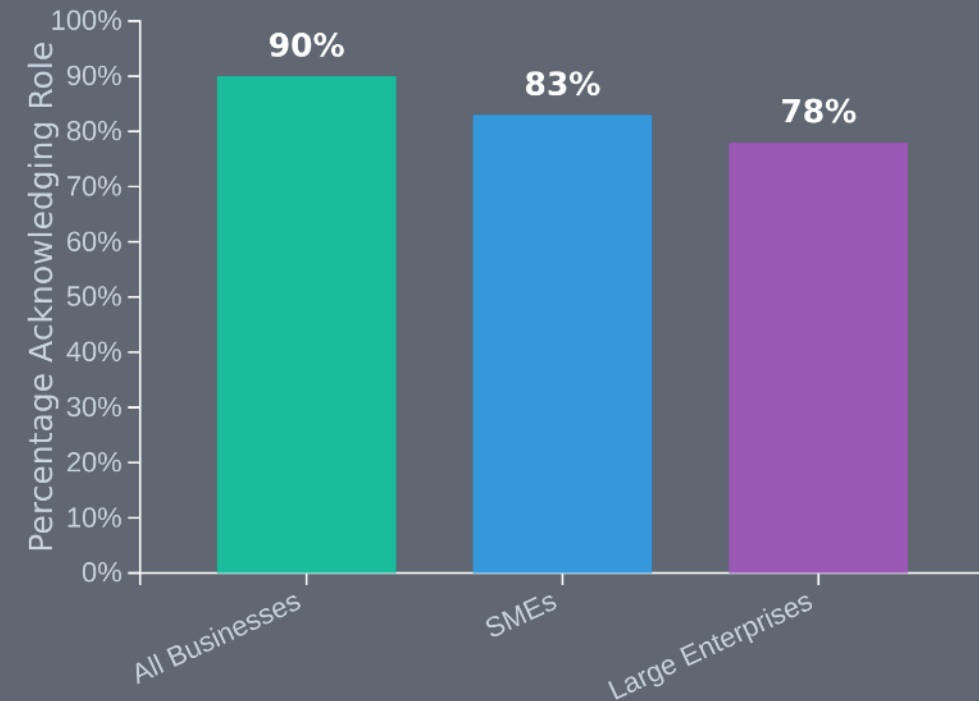
Industry Consensus?

- ✔ 90% of UK hospitality businesses acknowledge they have a role to play in the circular carbon economy
- 🏢 SMEs and large enterprises stated sustainability as a consideration for product purchase at 83% and 78% respectively

Key Insights

- ⚖️ Industry willing exists, but actions are often driven by legislation
- 📄 Large organizations typically wait for regulatory requirements before fully implementing sustainability measures

Importance to purchasing



Produced from UKHospitality Report

Traditional Sustainability Practices

-  **Energy Efficiency**
Improving energy consumption
-  **Towel Reuse Programs**
Reducing water usage
-  **Renewable Energy**
Promoting sustainable sources
-  **Waste Reduction**
Minimizing waste output
-  **Energy-Efficient Design**
Sustainable building practices
-  **EV Charging Facilities**
Supporting electric vehicles

**Our clients (hospitality operators) have been doing this for years.
But being truly sustainable, means doing more than implementing
energy saving and carbon offsetting.**

Circular Economy Approach

Procurement



Operation

Maximisation



End of Life

**Buy low embodied
carbon products**

**Invest in energy
efficient products**

**Buy repairable
products**

**Reduce waste, recycle
effectively, including
equipment**

A Tricky Balance

90%

of hospitality
businesses claim
to recognise
their role in
sustainability

83%

83% of SME
hospitality
businesses
want to be
sustainable



Balancing sustainability goals, budgets and all other factors, is where we as an industry, have the chance to help our clients



**So...what do we need to do to
get ready for a shift in behaviour?
behaviour?**

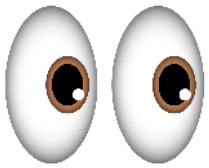
Digital Product Passports

Expected: 2026/2027

- Digital Product Passports aim to revolutionise how we understand product lifecycles.
- The scheme is far reaching and will coincide with updated EcoDesign parameters

Carbon Accounting

- An agreed framework for calculating and reporting a product carbon footprint?



Consultation underway



Responding to Market Changes

Carbon Border Adjustment Mechanism

- Will be introduced to supply chains, potentially applying to complex finished products.
- Financial incentive and sanctions

INCENTIVE

Renovation Certification

- Promoting carbon emission limits per SQM. Incentive for energy-efficient building designs but also for manufacturers to compete in the long term

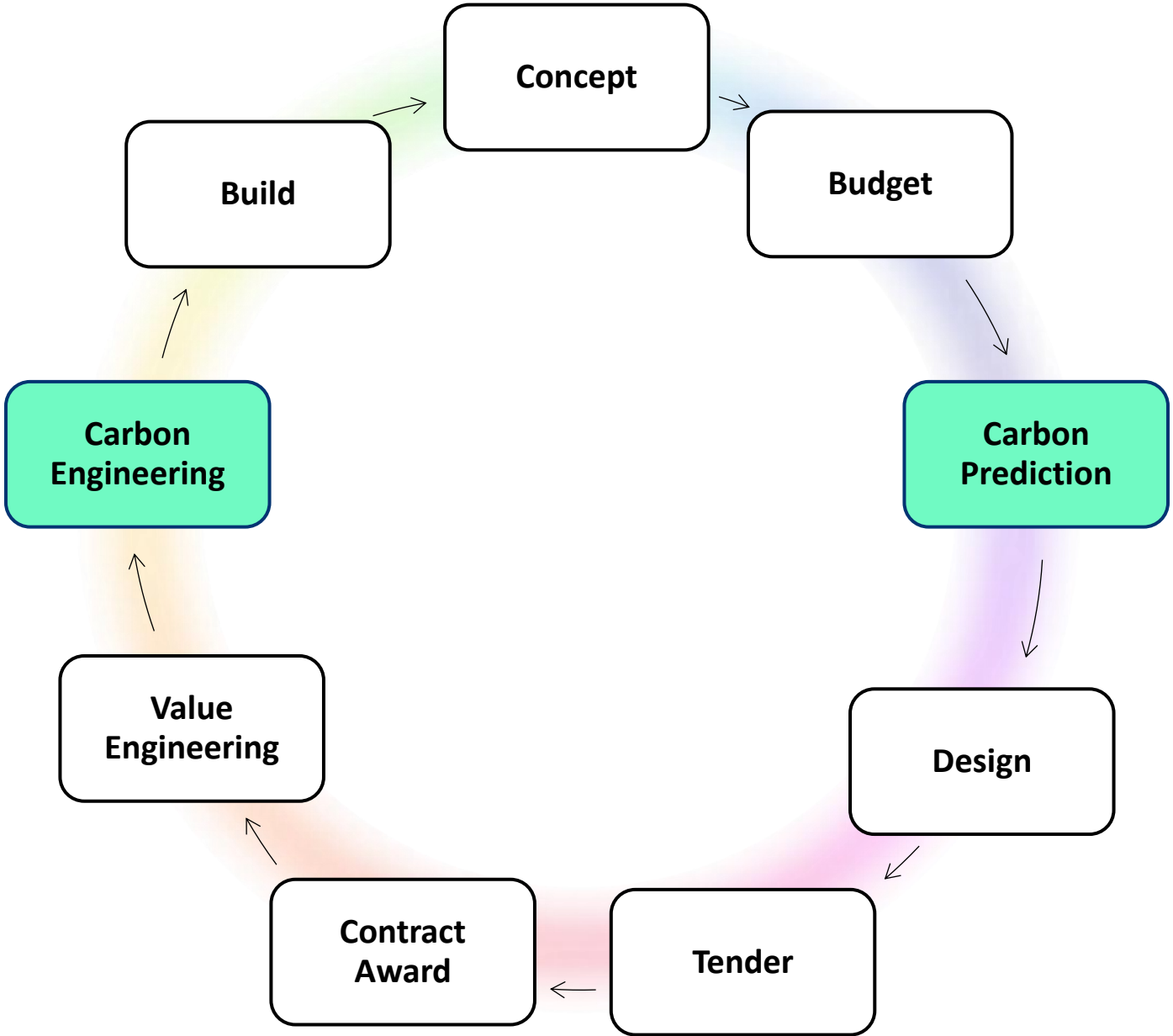
REWARD

UK Building Regulations

- Mandatory whole-life carbon assessment requirements.
- May be here as early as 2027 in the UK.

WHIP

Are our projects about to change?



FEA Support

How we'll assist you through this transition



Education

Raise awareness
Talk about this subject
Help to understand what
it means for our sector



Fact-Based Guidance

Deliver honest, research-
driven information to support
informed decision-making
within your business



Balanced Approach

Balancing current needs with
future policy requirements and
research-driven predictions on
what may be in store



Legislative Updates

Keeping members informed
about the latest EU and UK
legislative requirements



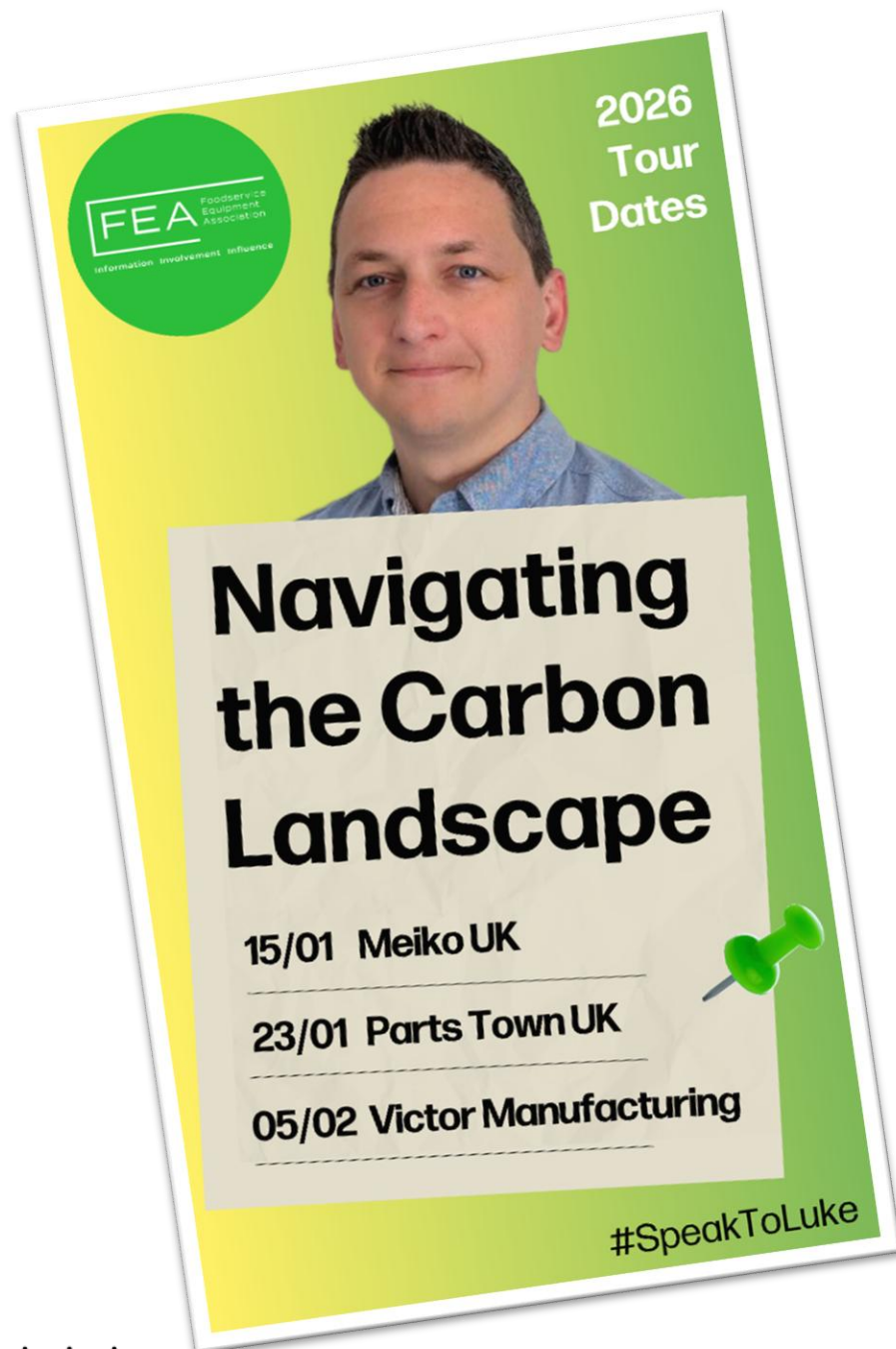
Industry Collaboration

Organising collaborative
discussions between
manufacturers, consultants,
distributors, and end users



Personalised Support

Providing tailored advice
and solutions for businesses
based on your individual
sector



Navigating the Carbon Landscape Tour with Luke Slater

- 15th January – Meiko (South)
- 23rd January – PartsTown (Midlands)
- 5th February – Victor (North)

Booking will be via Eventbrite - details to follow



Information Involvement Influence

Get in Touch

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