

Are you making
sustainability decisions
**based on the full picture,
or just the headline?**

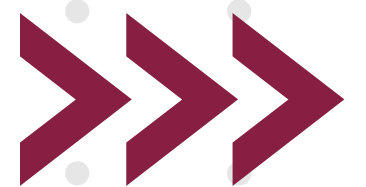
Carbon.

Plastics.

Recycling.

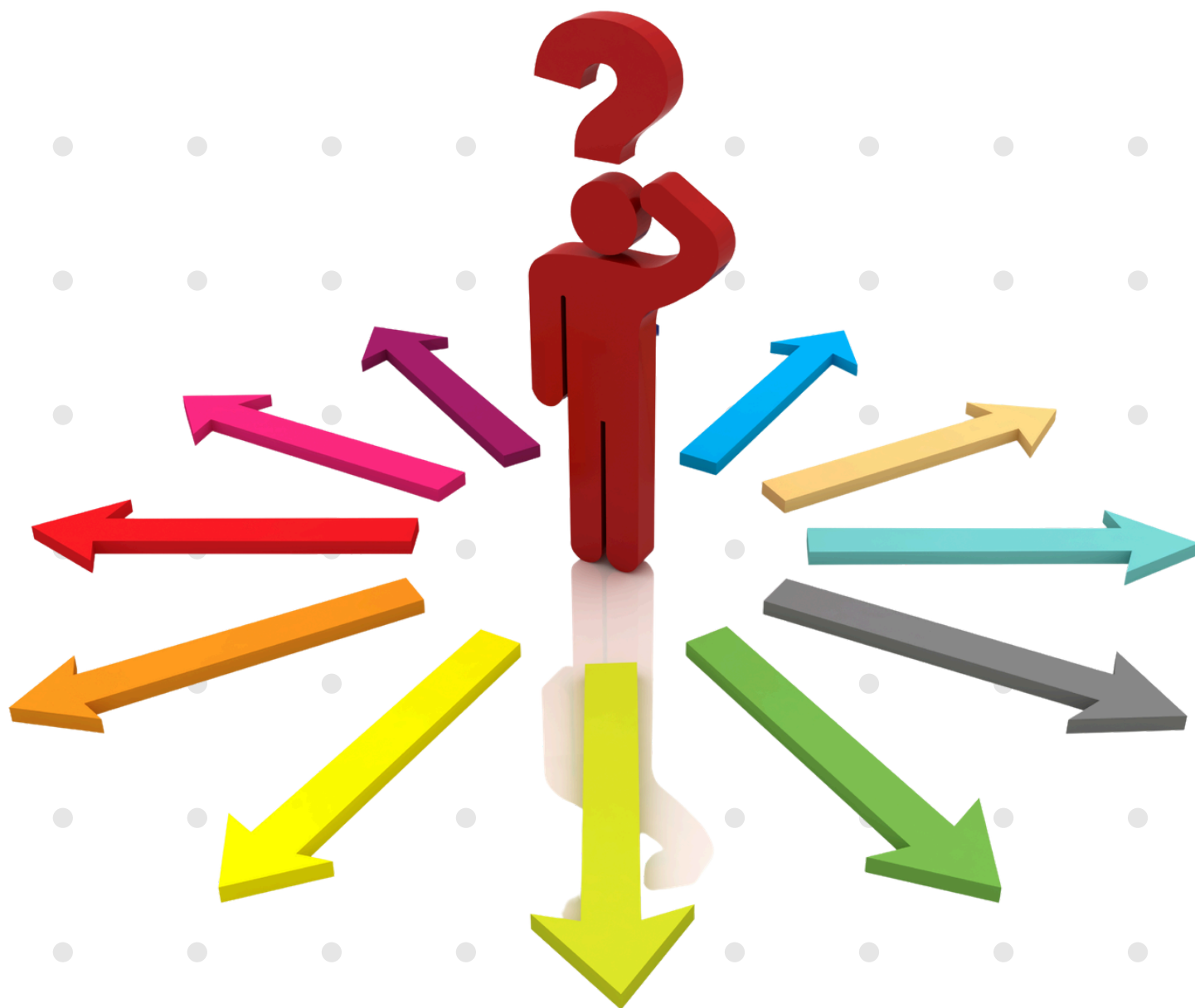
Renewables.

Net zero.



Sustainability impacts almost never exist in isolation.

It is rarely simple - **one “green” choice can create wider impacts elsewhere.**



**Good intentions are not enough –
Reducing waste, carbon or plastic
matters – but each action sits
within a bigger system.**

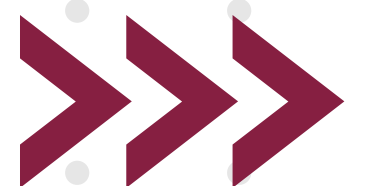
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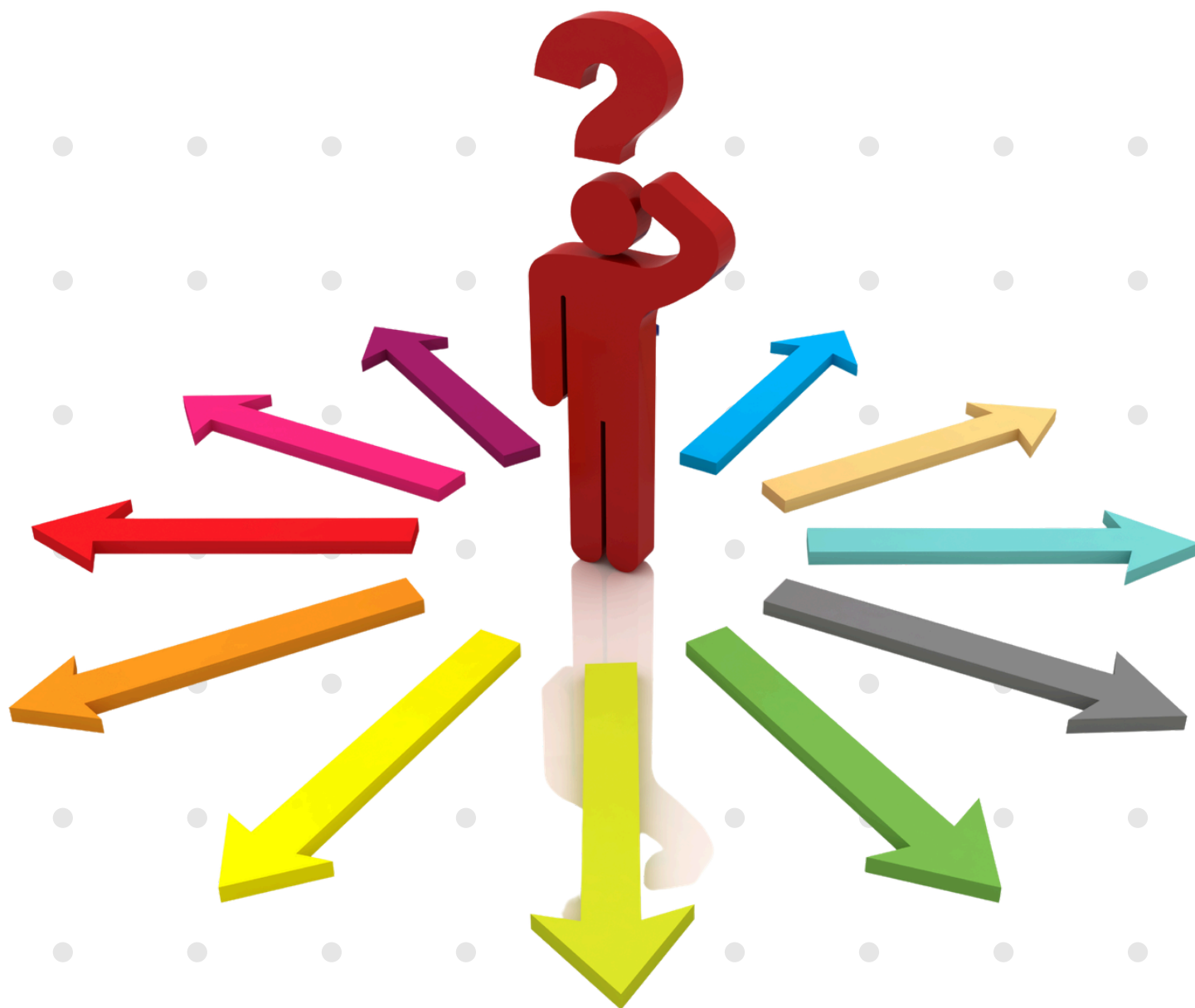


Every decision creates trade-offs – a solution may improve one outcome while increasing water use, energy demand, cost or labour pressure.

Think wider than one metric -
**sustainability should consider
environmental, social and
economic impacts together.**



Ask better questions –
not **“is this sustainable?”**
but **“what are the wider
consequences?”**

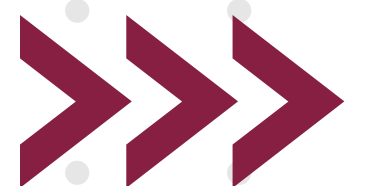


Be inspired by UN Sustainable Development Goals.

SUSTAINABLE DEVELOPMENT GOALS



The goal is practical progress,
not oversimplified “green” claims.



Why this matters in construction?

Low-carbon materials matter, but they are not the only impact.

Design, sourcing, transport, waste and performance also shape sustainable building outcomes.



Learn more about low-carbon design with Merronbrook

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