

**Justin Sullivan, Founder and owner of Adair, a project management and surveying business - ConstructZero Business Champion Interview**

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**1) Why is making progress on Net Zero important to your business?**

It's really difficult to answer that question as a SME, its really the larger firms that benefit more from that in a tax respect. It is important not so much from a commercial point of view, because the tax incentives around that are not sufficient enough to make it a financial priority, but its important from an ethical point of view, to show to people coming in to the business that we take the net zero agenda seriously, and we do what we can do it pursue it. So its ethical and moral.

**2) Which of the 9 priorities are more relevant to your business and clients and why?**

The priorities which are most relevant to our business are 6, 7 and 8.

Our business is pre-contract and post-contract. The way we can influence more is once planning has already been obtained, the funding has been obtained, and commitment is made to the scheme.

It will all come down to the International Construction Measurement Standards (ICMS), a standard looking at carbon which comes out in Q4 this year. I chair the coalition. To be able to reduce carbon first you need to be able to measure it, if you can't measure something, you can't manage it. This standard will enable us to measure carbon, in which case we can manage it and we can help decision makers design it out.

**3) What are you doing to make progress against the relevant priorities (of the 9) in the short and long-term? (Could include targets or milestones)**

We're implementing standards within the business to measure and report on carbon, therefore we can inform our clients on how carbon can be reported. Long term 80% of energy is used in the operation of the building rather than the construction of it.

**4) How have you helped your supply chain understand what is required against the 9 priorities?**

We don't have much of a supply chain. We're a consultant, and all of our staff are directly employed. Our supply chain only would then consist of couriers and stationers.

**5) As a business leader what do you think the biggest challenge is and how are you working to overcome it?**

The biggest challenge is making people understand what carbon content is, how to measure it and how to cost it. Once you can do that, people can understand the benefits of it.

The other challenge is getting people at the table early enough who are empowered to make the decisions. Getting those people in the room when you're going through design development is crucial.

**6) In your view what is the one innovation or change that is going to have the biggest impact on carbon or progress in our industry?**

Technology in the measurement of carbon, and that comes back to the ICMS, As I mentioned earlier. It will be the first time there has been a standard way on carbon reporting in construction. People currently all measure and report carbon differently, so you don't actually know who is doing better or worse. This makes it very difficult for decision makers to make the right decisions.