

# A Housing & Environmental Emergency

1-Page-Whitepaper by Marcus Morley-Jones;  
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## **The Housing Crisis**

The UK has long had a housing crisis. With demand continuously on the rise with more people living alone and a rise in population, running linear to prices. We simply cannot build them fast enough nor inexpensively enough with the conventional methods currently in practice today.

## **A Climate Emergency**

Governments around the world have declared a Climate Emergency. The housing crisis, or, more accurately - cement plays a key role as an instigator in this rise in emissions & environmental decent.

Concrete is the most widely used man-made material in existence. It is second only to water as the most-consumed resource on the planet, which it also consumes and wastes a lot of itself.

Cement is the key ingredient in concrete and has shaped much of our built environment well simultaneously deteriorating our bio and atmosphere in plain sight.

### *Just how bad is it?*

Cement is responsible for **8% of the world's CO2 emissions.**

To put this into perspective; if "Cement" were a "Country" this would make cement the 3<sup>rd</sup> largest CO2 emitter in the world after China & the US. It contributes more than 3X the CO2 of the entire Aviation Fuel Sector (2.5%) and is comparable to the total GHG Pollution of the Global Agriculture Industry (9%)

CO2 emissions to Cement production is almost lb for lb.

With an average of 927 kg of CO2 being emitted for every 1000 kg of cement being produced.

So, why do we even use it? It is not cheaper, safer, eco-friendly or none of the above, it is just conventional.

To put it lightly, Cement is a prime suspect, a key culprit in being absolutely detrimental to both our environment and our tradesman who have to work with its toxicity. The substance is completely intolerable and should be eradicated in the same manner as Asbestos if we are to have any serious attempt in prevailing a Climate Emergency.

## **A Turn-Key-Solution**

The Builders Reserve founded MJECT & Co. who have newly developed a highly innovative element, that is completely revolutionising the construction industry and most certainly should be mandated, all things considered.

This element comes in the form of a Precasted Hempcrete Block or a Prefabricated Hempcrete Panel.

### *Naturally All-in-1 Built-in Attributes Include:*

Carbon Negative Stature | Thermal & Sound Insulation | Damp & Fire Resistant | Certified Non-Toxic/Hazardous for Workers & Ecosystems | Bio-composite | Labour Ergonomic & Time Efficient | Mechanically Sound & Ultra Safe Structure | Pest & Mould Retardant | Fully Customisable from P&E Piping to Architectural Shaping.

Building a typical 120m<sup>3</sup> dwelling with conventional methods, emits on avg.>26t CO2 per dwelling.

Building the same dwelling of 120m<sup>3</sup> with prefabricated hempcrete elements by MJECT & Co. Sequesters on average a total of -14t of CO2 per dwelling.

Building with hempcrete elements as a substitute-product, sequesters a total avg. of >40t of CO2, per dwelling.

With drop-in-pre-installation functionality, the same dwelling can be fully erect in less than 7 days, ready for rendering / stucco finishing - a process that can typically take months and costs an immense amount of money & energy, resulting in the price to be driven up for what was intended to be "Sustainable & Affordable Housing".

### *To conclude:*

Building with Hempcrete Elements is the future for it exceeds every building decree and creates mass eco-jobs.