

Best sustainable marketing initiative

40%

Increase in website EPD downloads

Knauf launched EPDs Unwrapped to address a clear gap in the construction sector.

While Environmental Product Declarations (EPDs) are increasingly available for whole-life carbon assessments, they are often misunderstood or underused.

Created with agency Cite, the campaign centred on a free educational eBook translating technical environmental data into practical guidance, alongside an accredited CPD module from the CPD Certification Service. Knauf also partnered with NBS for the launch of its LCA carbon reporting platform. Becky was invited to contribute to this, co-reviewing the NBS Guide: Embodied Carbon Calculations. Commercially, Knauf sponsored the launch of NBS's LCA events, and was then further invited to provide expertise from specification and sustainability, with keynote and panel speakers. Internally, Knauf launched a digital EPD Academy course to upskill its commercial teams.

Delivered as a 100% digital, zero-print initiative with a total campaign budget of £13,255, EPDs Unwrapped achieved a 40% increase in website EPD downloads month-on-month, verified an average 34% A1-A3 GWP total carbon reduction across renewed plasterboard EPDs, educated 369 live webinar attendees, and delivered a 16.32% eBook download conversion rate.

“Becky was a fantastic presenter, really enjoyed that portion of the webinar... informative and will be looking into more in-depth knowledge on EPDs.”

NBS LCA webinar attendee feedback



Understanding EPD data.

Do you know what the data is telling you?

[Download our eBook](#)

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