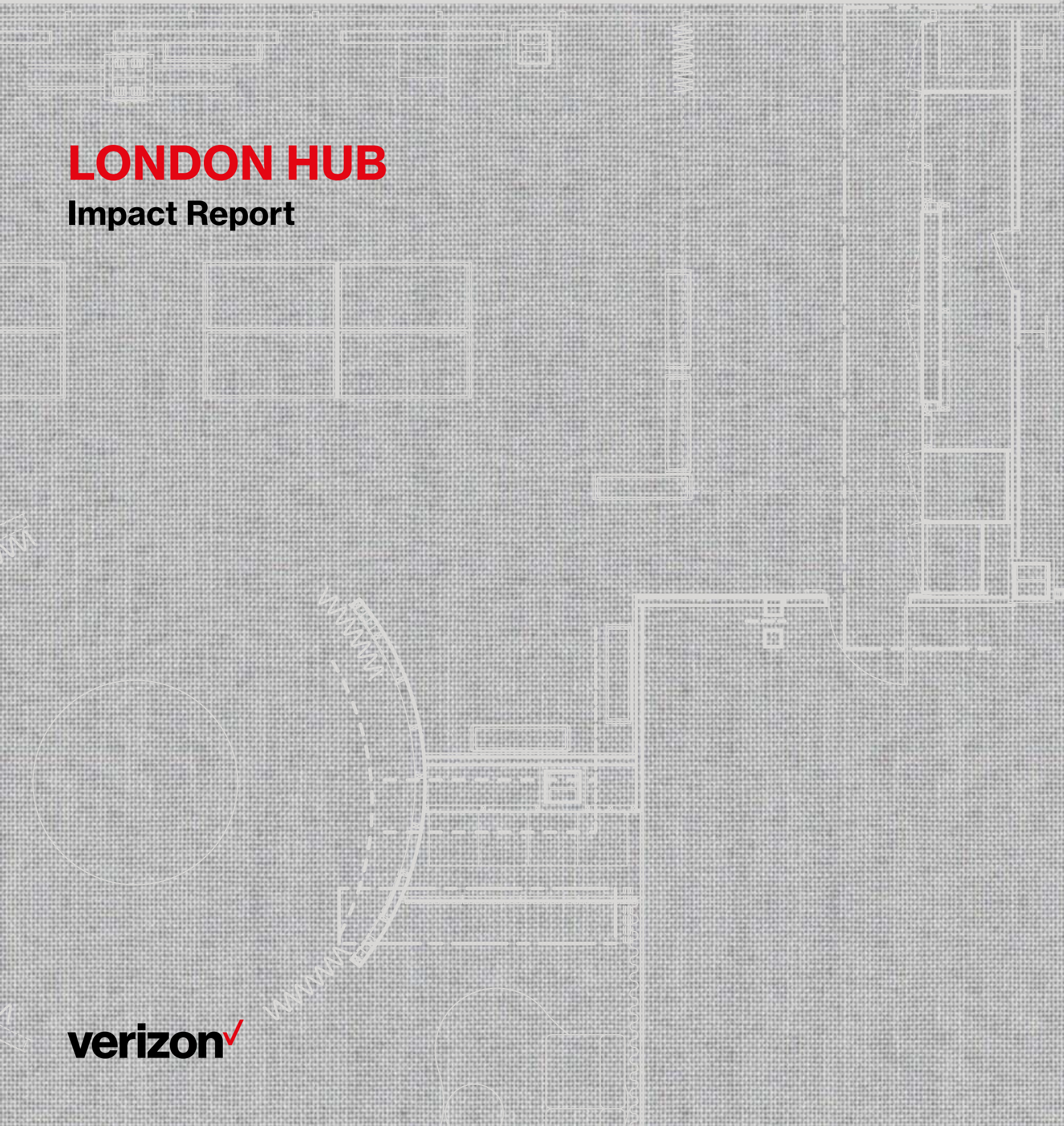


# LONDON HUB

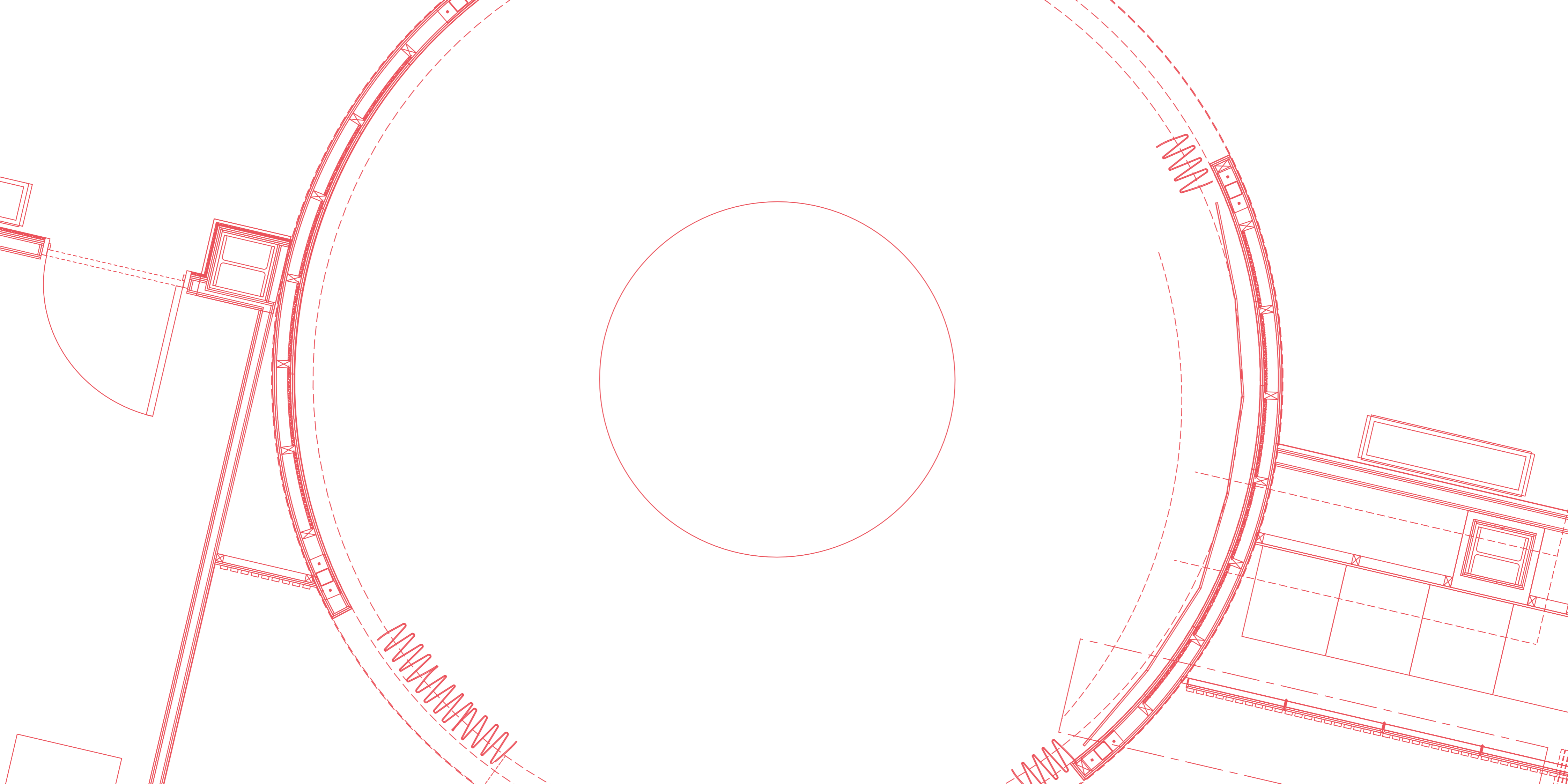
## Impact Report



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**If innovation is the brain  
behind the future of business,  
then sustainability is the heart.**

**Both inherently different.  
Both relentlessly positive.**

**1. Welcome**  
Sustainability is innovation

**2. Purpose**  
The **LONDON HUB** focus

**3. Suppliers**  
Working with innovators

**4. Materials**  
Structural, natural, recycled

**5. Reuse**  
Creating a second life





**Welcome to the digital future. Together,  
we can make your business even smarter.**

## **Welcome**

### **Sustainability is innovation's new frontier.**

Never has it been more critical for businesses, governments and communities to create new ways of doing things to sustain life on our planet and a society in which everyone can thrive.

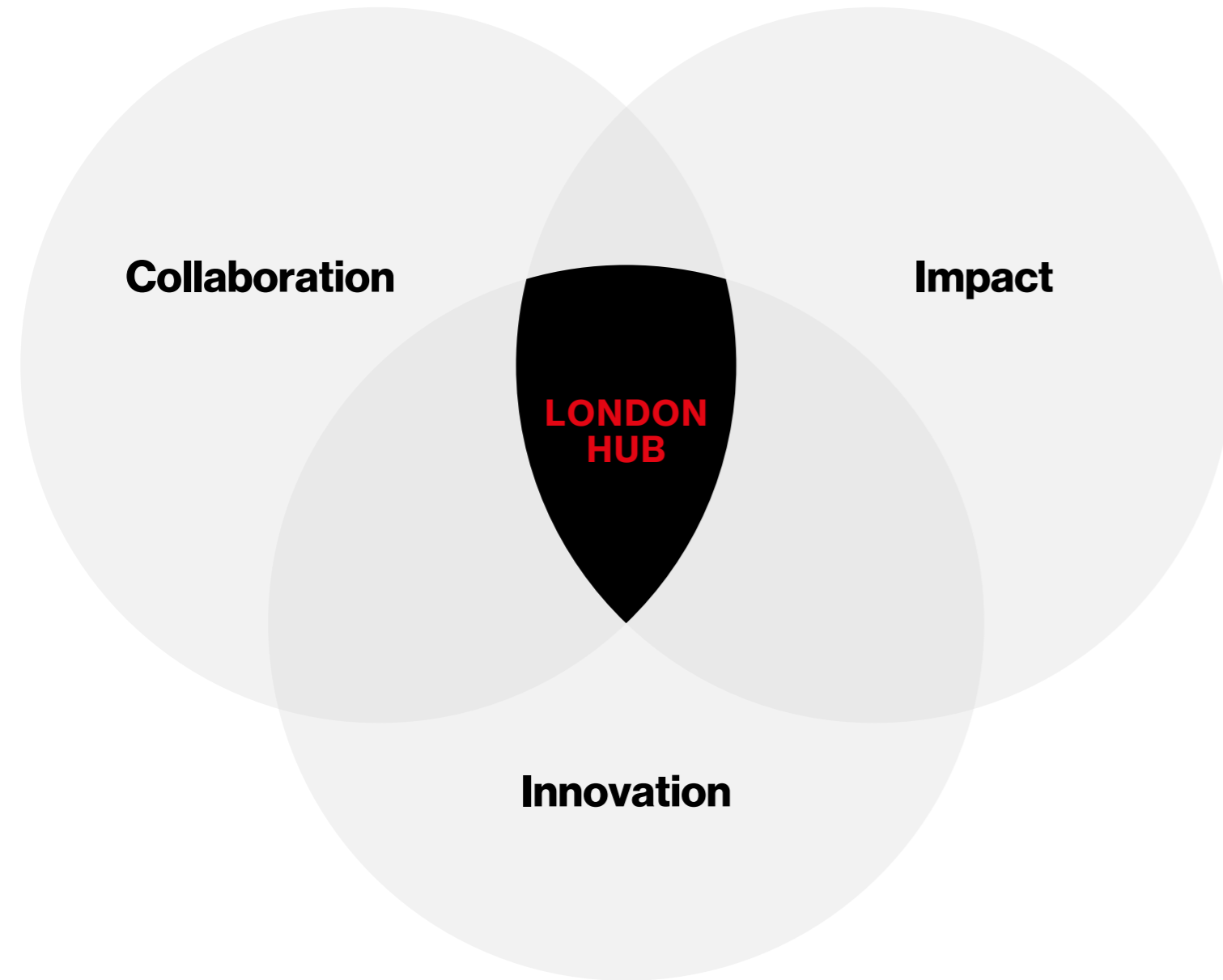
Verizon's purpose is to create the networks that move the world forward. And to do that with our four key stakeholders in mind: customers, employees, shareholders and society. Our framework, Citizen Verizon, guides how we impact the world and helps us to advance human prosperity, digital inclusion and climate protection.

It was clear that we could truly add something valuable to the world by creating an innovation space to nurture connections, birth collaborations and serve as a springboard for innovations that create a truly circular economy.

The result is an immersive space built with sustainable, circular design principles that will enable the world's leading tech creators to share ideas and expertise, innovate together and create things previously thought impossible.

**Welcome to the London Hub.**

**Sanjiv Gossain**  
GM and Head of EMEA  
Verizon Business



## Purpose

We designed and built **LONDON HUB** with three key principles at the forefront:

### Collaboration

We've created the Hub as a nucleus for a new generation of innovation. Collaboration requires time, space and connection to inspire new ways of thinking. We've woven collaboration into both the Hub's creation and its potential, as its history continues to unfold.

### Innovation

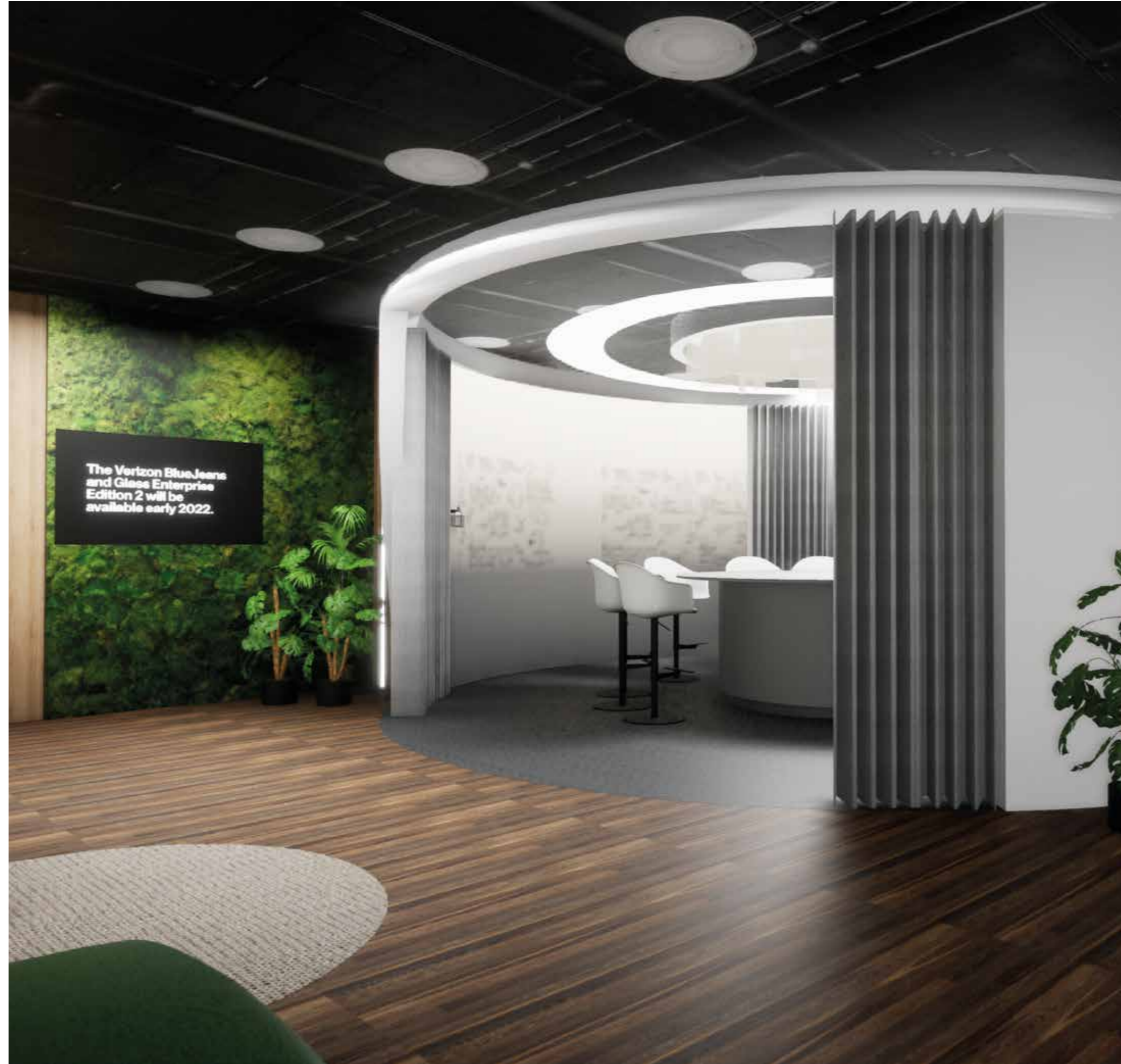
Innovation was a driving force in creating the Hub. We want our environment to inspire and drive innovation that focuses on creating a circular economy, to create solutions that ensure we can all thrive on our planet.

### Impact

As a business focused on constantly innovating to provide customers with the latest, most relevant technology possible, we know we can drive greater inclusion, connection, collaboration and bring about results no one had even dreamt possible.

Our ultimate aim in creating the Hub is for the space to have a positive impact in its creation and in its legacy.





**The design process was informed by our three principles of collaboration, innovation and impact, which were brought to life through the following approach:**

- Reuse and repurpose
- Modularity and durability
- Localisation
- Ethical sourcing
- Sustainable materials
- Building a compelling narrative

We incorporated design thinking, which focuses on defining problems and then curating the right space, time and conversations to create sustainable solutions.

We understood that in setting out to build a space that would enable connection, collaboration, innovation and ultimately, sustainable impact, we ourselves needed to go through the design thinking process.

Through collaborating with circular design experts, suppliers who specialise in recycled and reused materials, and in challenging ourselves to reuse materials from our previous space whenever possible, we achieved one of our main aims. To show others that creating a beautiful, functional, high-tech space in a way that supports a sustainable, circular economy is entirely possible.



## Collaboration with suppliers

The way some materials have been reused in **LONDON HUB** is itself a story of collaboration.

By turning materials that would otherwise become part of the waste stream into valuable and beautiful pieces of furniture, we hope to inspire others to do the same. The Circular Economy is a crucial part of a sustainable future, and it requires a new way of thinking.

As well as recognising the need to work with a sustainable supply chain, we prioritised London-based artists and businesses who the standards required.

Sourcing our requirements from within the London area was a fundamental part of our social commitment.

We acknowledged the positive link between choosing our chosen suppliers, reducing carbon emissions and contributing to the local economy.

One of these is Smile Plastics, who have a micro-factory in East London where they hand-craft supersized panels for retail, architecture, interiors and product design out of materials that would otherwise be waste, such as discarded chopping boards, cosmetics bottles and yogurt pots.







# Tom Robinson

Tom Robinson is a London-based designer specialising in unique product and furniture design, collaborating with international brands and local makers. In 2021, he received a Wallpaper\* Design Award and 'Seating Design of the Year' nomination from Dezeen Awards for his Evolve furniture made from discarded plastic pollution.

Following his debut exhibition at EDIT Napoli in 2020, he was featured by Elle Decor Italia as 'the very young and promising Tom Robinson'. His work aims to form materials with simplicity and purpose, creating elegant solutions for modern living.

We enlisted Tom to create the two hero assets for the Hub, the Nucleus workstation and the meeting room table. Wanting to tap into Tom's creative vision, we gave him the freedom to come up with a concept using innovative and sustainable materials.

The results were astounding, as we're sure you'll agree.



"When I was approached to design two signature tables for the Hub – a movable, standing table and a large static meeting table – the aspects of scale and sustainable materiality were really intriguing to me. Knowing that the Hub space was designed to promote collaboration and the creation of ideas, it also felt crucial that the tables I designed could encourage these interactions.

We started the project with two questions: 'How can furniture facilitate human engagement?' and 'How can we meaningfully design with recycled or circular materials?'

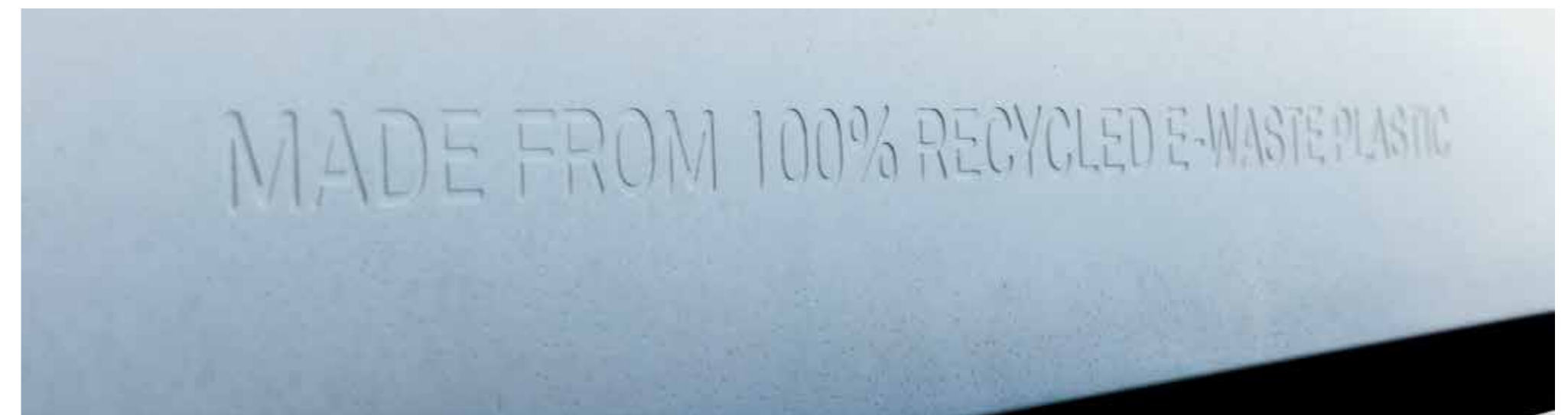
Given the scale of these tables, it was really important to make them from materials with a low-environmental impact. So we selected a high-grade, recycled e-waste plastic for the table tops. Computers and their plastic shells are designed to become obsolete after just a few years – by recycling and machining them into useful and enduring furniture pieces, we gave this material a much longer lifespan.

After researching, experimenting and ensuring we could meet all the necessary technical requirements, we created a beautiful stone-look tabletop that most people wouldn't even know is made from e-waste.

For the meeting table, I created a super-elliptical tabletop, which means people are naturally facing inward, at each other. It has central charging outlets with a concealed space to hide plugs and cables, which removes clutter and allows people to focus on the conversations they need to have around the table. Its design is to truly connect everyone around it.

**I believe there is a real onus for the design community to make concepts like 'closed loop' or 'circular materials' more understandable to the wider public. Designers can make these ideas tangible and easy to buy into by designing objects that feature these principles.**

Design, functionality and sustainability credentials shouldn't be mutually exclusive, and we've incorporated them all in designing these tables for the Hub."





**Our tables saved  
334 kg of e-waste  
plastic from landfill.**



## **Materials**

**Visual structure**

**Nature**

**Recycled plastics**

**Recycled fabric**



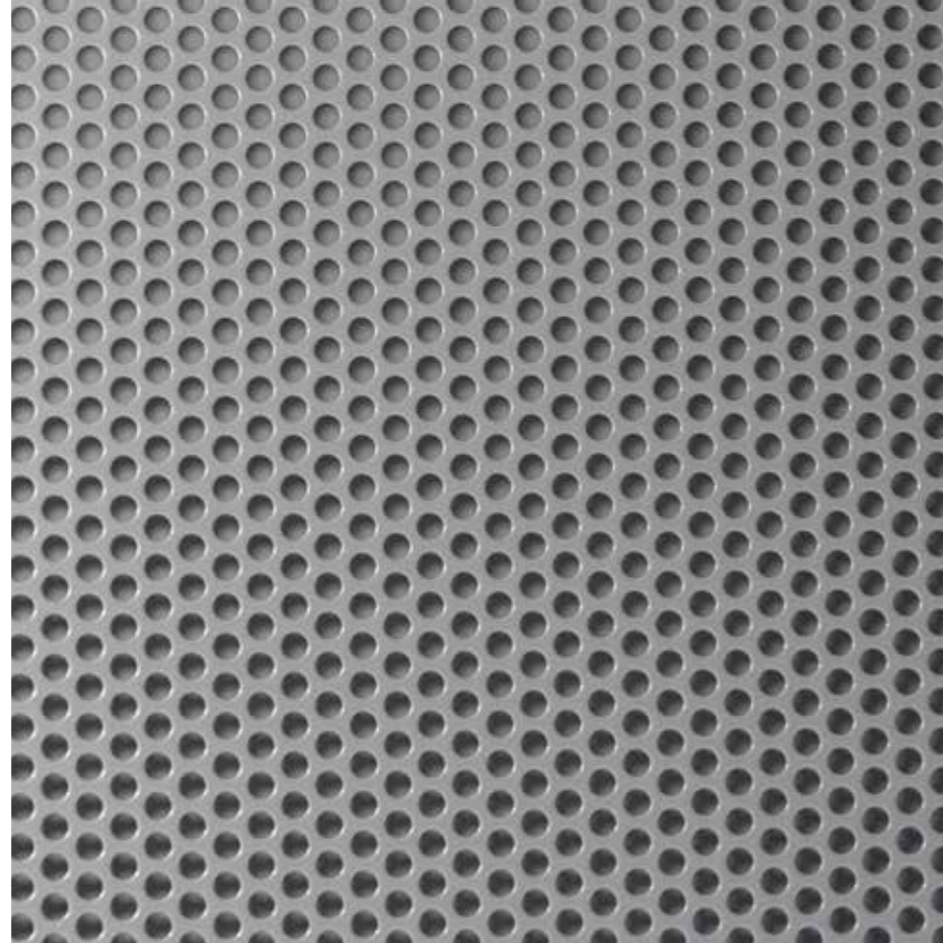


## VISUAL STRUCTURE

### Powder coated steel

As steel is one of the few materials that can be recycled infinitely without losing any value, it's one of the most durable and sustainable materials on the market. We chose a solvent-free powder coated steel to feature throughout the space, from the technology unit window and door frames to the perforation details in our welcome area floor. Even our units' cooling fans and side panels feature these details, allowing the LED lights to flow through.

Where we used it:  
Tech demonstration units and planters



## NATURE

The Biophilia Hypothesis is the idea that humans possess an innate tendency to seek connections with nature and other forms of life. Wherever possible, we incorporated that in creating the Hub. Though it sits in the heart of a city, visual cues remind everyone who enters it that there is also life beyond the concrete, steel and glass that surrounds them when they step out the door.



### Timber Forestry Stewardship Council Certified

Timber used throughout the space was either reused from the previous Hub, or was Forestry Stewardship Council (FSC) Certified which means it was grown to the highest standards of economical and social stewardship, protecting biodiversity and conversation.

Where we used it:  
Slat doors and panels



### Cork

Cork is one of the most renewable and eco-friendly materials on the market. Items made from cork are derived from the bark, which not only quickly regenerates, it also absorbs an increased amount of carbon at the same time. When recycled, cork is 100% biodegradable and doesn't release any toxins. You will see this wonder material throughout the space as our coffee table bases.

Where we used it:  
Coffee table bases

### Moss living wall

We've built a moss wall using preserved moss that doesn't require watering. As well as serving as a clear reminder of nature in the space, green is known to be a colour that encourages calmness and relieves stress.

Where we used it:  
Reception



## RECYCLED PLASTICS

We asked ourselves often when building the Hub 'do we really need to use new materials here, or is there a more sustainable option?' As a result, we found ample opportunity to integrate circular design principles, through collaborating with suppliers who specialise in turning materials that would otherwise go to landfill or incineration into building materials and useful objects.

## Smile Plastics

Smile Plastics take single-use packaging and other waste plastics that would usually end up in landfill and transforms them into large scale, solid surface panels. The innovative work of this local London business not only disrupts the typical unsustainable approach to sourcing building materials, but the materials they produce from recycled plastics are indistinguishable from new ones in terms of quality and finish.

Where we used it:  
Feature wall panels and furniture



## Durat

The technology demonstration units in the Hub are made of Durat, a colourful solid surface material made with recycled post-industrial plastics in a 100% renewable energy manufacturing facility. The unique aesthetic nature of Durat is highly effective for AI tracking and for use with AR headsets, so we've used this super sustainable material for all of our working top surfaces in the technology units.

Where we used it:  
Working top surfaces and coffee table surfaces



## RECYCLED FABRIC

Textiles play a special role in the comfort and overall aesthetic of a space. Whether or not those who enjoy the Hub are conscious of it, our aim is for these details to enhance the feeling of ease and comfort in the space. Once again, our suppliers have proven themselves to be innovative collaborators through helping us to achieve this aim.



## Modus

There's absolutely no reason why sustainability and style should not be mutually exclusive. It's why we partnered with Modus to curate and supply our unique collection of furniture for the Innovation Centre. Not only do they bring together local South Somerset-based craftsmanship with world-class international design, but their production is also powered by 100% renewable energy from start to finish.



## Sisal rugs

The rugs that feature in the Hub are made of the natural fibres of the Sisal Agave plant, so the material itself is 100% biodegradable and renewable. With a naturally rustic texture, it's both durable and eco-friendly.

Where we used it:  
Hospitality rug

## Stitched

Stitched is a female-owned, zero-waste company based in Yorkshire. In their local mill, they create fabrics which result in zero waste to landfill and have a positive environmental impact. Their Flax fabric was the perfect choice for the Hub. The fabric weaves together two natural fibres: flax and sustainable wool, resulting in a 'cosy'-feeling material that enhances the space.

Where we used it:  
Curtains



## Camira Oceanic

Created entirely from plastic in our seas and bottles destined for landfill, Camira Oceanic's Furniture Fabric proves that one person's trash can be another person's chaise. Made as a result of the SEAQUAL INITIATIVE, Oceanic reflects the inventive thinking that the Hub has been built to champion and prove works.



## Innovating existing assets

Our aim was to reuse as much of the material as possible from our previous space. Not only was it the option with the most positive impact, we love that all of the materials that we have been able to reuse and incorporate into The Hub already has a story – a story that will now have more chapters, as people use the space to connect, collaborate and innovate.

The timber floor now found in the hospitality area of The Hub is made of wood flooring used in our previous space. The wood was already Forestry Stewardship Council (FSC) certified, so retaining it rather than using new materials made it even more sustainable.

We also retained and reused the concrete effect floor tiles from our previous space, giving it a lab style that 'sets the scene' for a future of experimental thinking and innovation.







## Creating a second life

**Anything we couldn't reuse or upcycle from our previous site has been given a new lease of life, after being donated to charity partners in our local community in London.**

One of the core principles guiding a Circular Economy approach is to retain the value of assets, keeping them in circulation for as long as possible and ensuring they go on to provide social value for others.

We created a detailed inventory of items we could no longer find use for and worked with our existing Verizon charity partners where possible to find new owners for those items.

One of our key partners is Business in the Community (BITC), part of The Prince's Responsible Business Network and the UK's leading organization dedicated to responsible business. Through BITC's National Response Network, we were introduced to Computers4Charity.

Computers4Charity has been refurbishing computers since 1996, providing its partners with the best IT Asset Disposal (ITAD) solution possible. Their holistic, circular economy approach to computer refurbishment is designed to provide a green IT sustainability service that benefits the climate and has an ethical donation cycle that helps the local community at its heart.

We also worked with LetsLocalise, a digital social innovation charity that taps into community goodwill to empower educators across the UK. In 2016 the idea came from two Berkshire secondary school students, who were overwhelmed by the impact of schools funding shortages on equipment for various activities. After extensive consultation with communities around the UK, the founders of LetsLocalise created a digital fundraising platform where teachers and schools could tap into community support and donations.



**Where we had surplus items that our existing charity partners couldn't use, we worked with Event Cycle, an innovative, London-based charity who repurpose and redistribute items to charities, community groups and the events industry.**

Through Event Cycle, some of the community initiatives we were able to help include:

Children with Voices improves the lives of young people in East London through youth programmes and mentorship. They also feed families who can't afford food, through three community food hubs, support parents and the elderly as well as people suffering from poor mental health or disability.

They were moving to a new building and didn't have the funds to furnish it. Our donation of furniture we couldn't use has provided bookcases, storage space and room dividers, as well as a new reception desk to greet people as they enter the building. The rug and chairs we donated have also helped to furnish their library book corner.

The Mugeni Association provides free tuition, work skills, business training programmes, workshops and internships to young people who come from difficult and underprivileged backgrounds in the UK. They also provide similar support street children in the Democratic Republic of Congo, where some of our boardroom furniture, TV units and entertainment units are being put to good use.

Tubb Computer Supplies CIC help retired residents and vulnerable people in the UK to get online, as well as supporting other charitable organisations with server space. We were able to provide servers on racks that we no longer needed, giving these items a new life rather than turning them into e-waste.

The remaining small screens, single TV unit and ceiling lights all found a new life at local London charities – the Royal Docks Learning and Activity Centre, at a community cafe and hub run by 100% Holy Spirit and with Pascal Theatre, who produce community events and train young people living on the margins of society.





## The impact of the build

**All the products and materials used to construct the Hub hold impressive sustainability credentials.**

We tracked the nine key products and materials through the Environmental Product Declarations (EPD) which allowed us to accurately report our carbon levels throughout the project.

Throughout the build, we worked to the high standards set by environmental building accreditations including:

- **Building Research Establishment Environmental Assessment Method (BREEAM)**
- **SKA**
- **Leadership in Energy and Environmental Design (LEED)**
- **WELL**

All finishes and paints held low or zero volatile organic compound (VOC) levels, even our choice of Dulux paint met the VOC levels set by these accreditations. The plasterboard, insulation, timber, flooring and steel are all responsibly sourced, ranging from the Forest Stewardship Council (FSC) to BES60021 and ISO14001.

**We tracked the carbon footprint of the materials and construction, and our overall footprint was 55.9 tCO<sub>2</sub>e.**

Through working in partnership with our suppliers, we were able to collate data across the build including internal walls and partitions, internal doors and screens, floor finishes, wall finishes, ceiling finishes, furniture, fixtures, equipment and then services.

Through planning ahead on where materials could be reused and repurposed, we were able to save 10% (5.7 tons) of our carbon usage across the project.








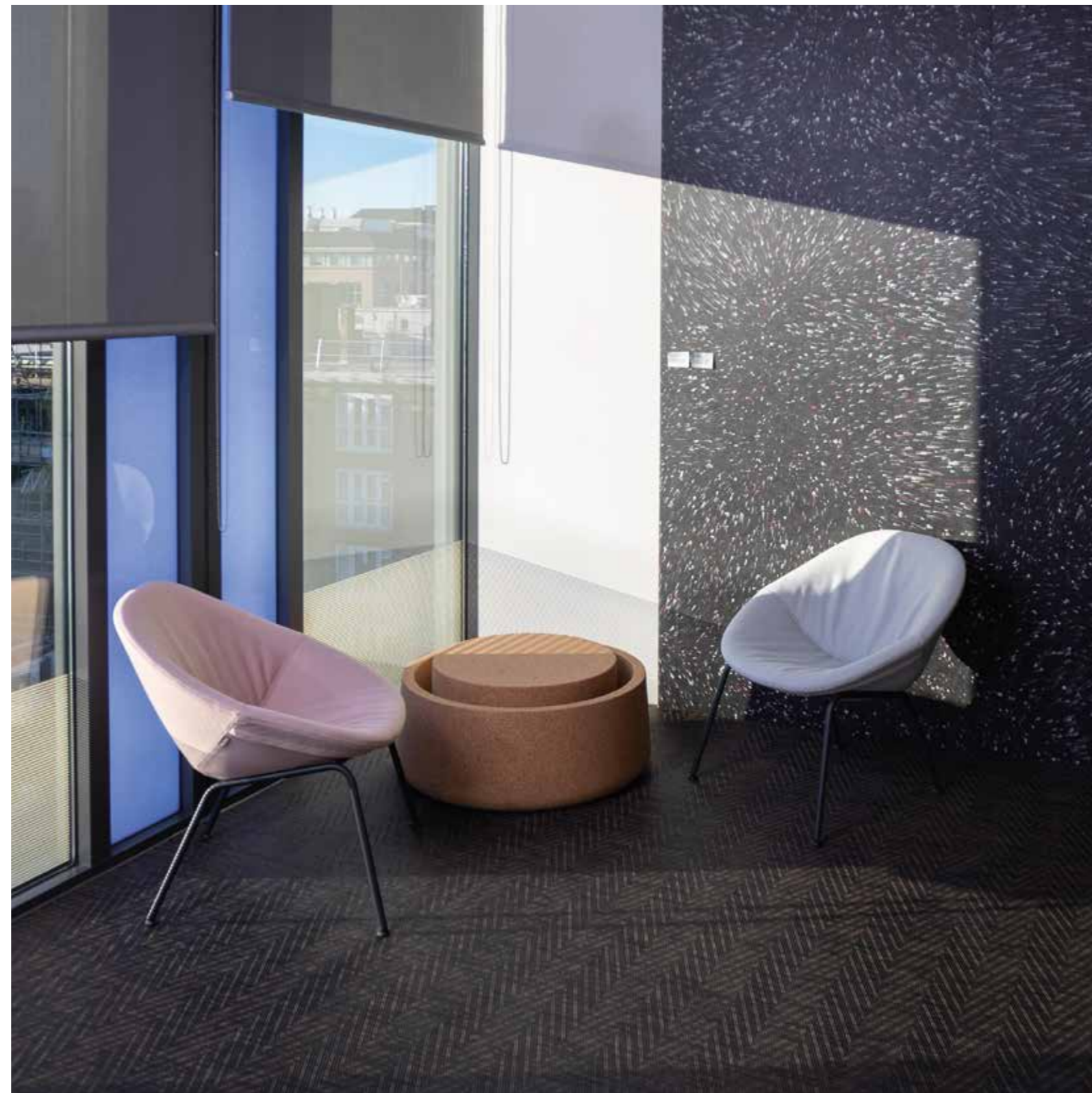
From the start, we set out to create an immersive space where the world's leading creators and innovators could come together to work with cutting-edge technology and each other to create world-first thinking, approaches, businesses and products with a sustainable impact. We've created the Hub to be a comfortable, beautiful, inspiring and truly special space that supports all of that.

For information on how you might use **LONDON HUB**



[verizon.com/ebc](https://verizon.com/ebc)  
Data usage applies for QR Code download/use.

 **LONDON HUB** was created sustainably in partnership with Momentum.



## **LONDON HUB: Ready to hold you and your ideas**

The printed version of this book is made using innovative sustainable materials. The cover is woven from 100% recycled ocean plastic and coated with water-based acrylic. The title foils and design are printed using solvent and emission-free technology. The contents are printed using specialist paper which contains upcycled coffee cups and post-consumer waste. The printing process was zero-waste throughout and produced by Calverts, a cooperative business jointly owned by employees and ran to the certified standards of ISO 14001.







