

April 13th, 2011



The Peat Zero Challenge

B&Q is pioneering the development of sustainable replacements to peat in all its products. They have asked 2degrees members for their guidance. So go on -- help them out!

[Click here for the forum and see the following page for more.](#)



The Peat Zero Challenge

B&Q is pioneering the development of sustainable replacements to peat in all its products. Significant investment in the last 20 years has delivered success in partial peat replacement, and B&Q is now setting challenges for:

1. 100% peat replacement from bagged media by 2020, and
2. 100% peat replacement for professional horticulture by 2030.

2degrees is helping B&Q find fresh ideas, new relationships and different perspectives that can open the way to a total replacement of peat in their value chain. This is an open innovation challenge supported by 2degrees on behalf of B&Q, the UK's market leader in DIY and gardening, and part of Kingfisher Plc.

Background

In the early 1990s, environmental NGOs and then the UK government identified the use of peat in growing media for gardening and horticulture as unsustainable, and the challenge was on for industry players to find suitable alternatives. DEFRA has held a consultation on the need for legislation and mandatory targets for the complete elimination of peat from growing media by 2020, and from professional horticulture by 2030.

B&Q's Peat Zero Challenge:

As the leading garden centre retailer in the UK, B&Q is the principle seller of bagged growing media nationally. B&Q sells over 800,000 litres of growing media annually.

B&Q has led the industry in looking for suitable peat alternatives, and has had success in significantly reducing the amount of peat-based products that it sources and sells. However, it has not been successful in completely eliminating peat from these products but the goal remains extremely challenging.

The substitute growing media needs to:

- Satisfy the performance requirements of the value chain serving horticulture and gardening,
- To be sustainable an alternative, or set of alternatives
- To be available to substitute large volumes,
- At consistent quality,
- Meet seasonal peak demand, and
- Be cost competitive.

It's a major challenge.

The innovation opportunity:

In light of DEFRA's recent consultation proposal to eliminate peat from all bagged growing media by 2020 and professional horticulture by 2030, B&Q has asked 2degrees to help them source quality, scalable and sustainable solutions to address this challenge, inviting discussion from a broad range of contributors.

The first stage in the collaborative innovation process is to source insight, ideas and opinions from a broad range of people on potential peat alternatives. 2degrees will then work with B&Q to analyse and filter the key themes, ideas and opportunities that warrant investment to develop further. You are invited to participate in this first exploratory stage that may lead to further involvement opportunities.

Who can contribute?

Anyone can contribute via the 2degrees Forum at stage one, and we welcome contributions from a broad range of sectors and individuals.

Why contribute?

The forum discussion offers participants the opportunity to engage directly with B&Q's Sustainable Business team, as they explore sustainable alternatives to peat. Contributors have the opportunity to:

1. share their experiences and insights on the benefits and challenges of peat alternative products,
2. potentially pitch their ideas and innovative products to address B&Q's challenge,
3. influence B&Q's future strategy for growing media, and
4. potentially develop long term relationships with the UK's leading DIY and gardening retailer.

Upon completion of stage one, participants will have access to an analysis of the key themes and ideas, and contributors with the most plausible ideas will be invited to join a more in-depth discussion with B&Q and 2degrees.

How to contribute?

If you think you or your company can offer such alternative solutions, or if you have been faced with a similar challenge, please input into the forum discussion here. All initial responses need to be in by Friday 22nd April.