

## Challenges:

Mira work to ensure that all their products, processes and services meet the sustainability needs of the customer. One of the biggest challenges is ensuring that the needs of each these group is met. Each customer has different needs which are incorporated into the new product development process, refining existing processes and procedures.

In the year Mira turned 100 they have committed to creating an even better planet for the next 100 years. The 100 step '*Better Planet*' action plan lays out how they will look to reduce the impact on the environment at every stage of the product lifecycle. From recycling the water used to test products to committing to remove single-use plastic in packaging

Mira believes that the collaborative approach taken by the School and key stakeholders throughout the industry can drive real learning and improvements, ensuring that developers meet their sustainability commitments.

## Impact:

Through Mira's engagement with the School, they have seen various positive impacts:

- **Supplier days:** Mira have attended supplier days organised by customers to facilitate best practice. This included a supplier day focusing on how a developer has utilised the supply chain to focus on sustainability, ranging from the timber they use, to the systems they put in place such as solar PV.
- **Training Workshops:** The workshops organised by the school have proven useful in helping to identify action areas and improvements that have been fed back into the business.
- **Assessments:** The sustainability of the business is not the responsibility of a few individuals – it is the responsibility of all associates. As such a cross-functional team completed the assessment to ensure that it was a true representation of the business. The team consisted of associates across Operations, Supply Chain, Marketing and EHS. The process was useful in highlighting areas where Mira are being effectively sustainable as well as highlighting areas for improvement.
- **Action Plan:** The action plan was useful to target and highlight areas that developer partners would value from a sustainability perspective. For example, it reinforced that Mira's stringent ISO practises are just as important for customers as they are for the business.

## Fact box



### Company

Mira Showers

### No of employees

720

### HQ

Cheltenham

### Website

[www.kohlermira.co.uk](http://www.kohlermira.co.uk)

### Main contact

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### Services

Shower manufacturer

### About

Mira Showers is the UK's market leading shower manufacturer. Dedicated to UK design & manufacture, Mira specialises in showers, trays, enclosures, taps and waste water heat recovery systems.

- **Re-assessments:** Mira will undertake regular reassessments as part of a continuous improvement programme and in response to changes in sustainability practises as a business to meet customers' evolving needs. An action plan will then be created and fed back into the business, as part of the continuous improvement programme.

## Value gained:

Engagement with the school has been very valuable in obtaining the views of the wider supply chain, developers and accessing information impacting the industry now and in the future. Associates at all levels of Mira including members of the Executive team, Sales, Marketing, Supply Chain and Operations are members of the school to ensure that learning is undertaken throughout the business.

Being members of the School helps Mira to gain a better understanding of how they can evolve the business and develop new products to help meet the needs of customers. Mira would be extremely honoured and proud to be the only showering manufacturer who have been awarded gold status.

- **Ongoing employee development and engagement:** Helps associates to gain a better understanding of the challenges faced by the industry and learnings that can be taken back into the business, for example on the plastic packaging tax.
- **Increased understanding of sustainability drivers** – Improved understanding of the drivers for change and how the company can help developers meet their sustainability commitments, both now and in the future.
- **Increased collaboration** - School membership has facilitated more in-depth collaboration with key stakeholders, increasing awareness and knowledge of meeting sustainability targets now and in the future.

Mira keeps customers and partners informed of progress within the School and seek to gain feedback wherever possible.

Additionally, Mira has liaised with Valpak and suppliers to assess packaging resource and explore how to make improvements. Membership of the School has meant that they can have more in-depth discussions with suppliers on how operations and procurement can be improved from a sustainability perspective.

## Future Proofing:

Mira would like to understand the opportunities there might be for the company to share best practise with the School and its Partners, as well as opportunities to be involved in forums/discussions around sustainability topics. It would be great to know if there were any plans to create roundtable discussions or contact lists of experts in particular areas of interest such as energy recovery. It would also be insightful to understand if the School has plans to lobby the government around sustainability.