

Company

CAMA Assetstore

Is the organisation an FIS member?

No

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Name of innovation

Assetflow

Provide an overview of the sustainable innovation

CAMA's new software Assetflow, is a circular platform for the construction, interiors and fit out sector. It powers a lifecycle solution that allows one click instructions for a company to manage its materials and assets.

It is designed to reduce the sector's carbon footprint and optimize their materials and products residual value by efficient tracking and reuse.

This innovative new software enables construction and interiors companies to take full control of all their products and materials, managing them more intelligently and sustainably. This efficient tracking ensures companies can increase their return on investment and make sustainable choices.

The software is supported by CAMA Assetstore's inhouse specialist repurposing and reuse team who can support their clients to give materials and products a second, third & even fourth life. Plus the service can provide carbon data and production lifecycle analysis for each project.

This comprehensive service also enables companies to invest in their community through the sharing and donation of good and materials.

Provide details on how the innovation was developed, including effective collaboration, knowledge transfer and partnership along the project team

CAMA is an independent company with a proud 100-year history of providing premium tailored storage to the construction and interiors industry, and more recently to film and TV. One of their key clients is Wilmott Dixon. (Further details about our clients can be provided).

CAMA Directors and the operations team, saw first-hand that one of the key challenges of a fit out or building initiative when trying to behave sustainably, is how they dispose of its materials, furniture and assets. There is often limited time to resell or recondition items for future use.

Over the years CAMA have found ways to help companies to keep on top of their storage inventories through efficient asset tracking and significantly reduce waste through their unique online portal for items that were in storage.

CAMA's software developer has worked with CAMA for over 20 years. Putting the customer first is central to the entire business and he was asked to design the CAMA Storage Portal with this in mind, and develop a system that empowered both the CAMA staff and customers.

Assetflow is the innovative development of this existing storage portal to provide the next level of efficiency and sustainable solutions for companies.

CAMA's Directors and Software Developer have been working closely with an independent Sustainability Consultant from Creative Zero. Key members of the team have undergone Environmental Management training. The reuse team have also been working closely with their partner Climate Essentials, who have supported them with the data and formulas needed for production lifecycle accounting.

Knowledge transfer has been essential for the development of Assetflow. CAMA runs networking and workshops in East London. These are events where clients from film & TV and the construction and interiors sector, sustainability professionals and social enterprises network, learn and discuss sustainability issues,

needs and solutions. Further information about these events can be provided.

Our Director's collaborate with a number of construction and fit out businesses, working together to provide sustainability solutions. Further information and detailed case studies are available.

The use of new technologies, processes products or techniques or novel uses of existing ones – ie. turning them in into commercially successful ideas

This innovative new software has evolved organically from CAMA's existing services and platform for its storage clients.

One of the key enhancements is that Assetflow can be used by any company, regardless of whether they are storing with CAMA. This is a stand-alone service designed to improve the efficiency and sustainability practices of the construction and fit out sector, as well as the film & TV industry. (There are in fact many similarities between the two industries and further info can be provided).

Assetflow has evolved to be a fully integrated asset and tracking management system. One major development from the existing storage portal is that asset and material tracking can start during procurement and the software enable companies to exchange materials with each other and connect them to arts industry and charities that can further extend material use.

At the end of the project customers will have ESG reporting that will outline the number of items that were recycled, reused, the end user and a full asset management breakdown.

How does the innovation provide a more environmentally friendly approach for the industry. This could include demonstrating a resource efficient solution, reduction in energy demand, reduction in embodied or whole life carbon approach

Assetflow has been developed entirely with sustainability in mind. It has been designed to empower the construction and fit out sector to adopt a lifecycle approach for assets and materials. It also enables clients to invest in their community through the sharing and donation of good and materials.

Throughout the product's life cycle, the sharing platform helps companies to operate seamlessly and with agility while tracking budget, consumption and carbon footprint.

Through detailed data capture it can provide detailed analysis of a project's carbon footprint. It calculates the comparative carbon emissions produced by recycling or sending materials and products to landfill, versus the impact of repurposing or sharing materials from CAMA Assetstore's warehouses (or wherever they are stored). This service provides the sector with the tangible impact of implementing sustainable practices.

How does the innovation provide an improvement in social value. This could be through the creation of local supply chain, apprentices, responsibly sourced materials.

What really sets this software apart is that companies can use Assetflow to indicate items for sale, rental, reuse, recycling or donation to charity too. CAMA has a rich network of education & creative partners, as well as social enterprises and charities. Our partnerships allow companies to efficiently return items to the industry as well as invest in the communities in which they operate.

Our specialist reuse team works with The Reuse Network, Too Good To Waste, Sparks, Single Homeless Project, Smile, Trailnet, Merlins Magic Wand, Dirty Girls of Lesvos (women refugees upcycling items in Greenwich), Barking & Dagenham schools and colleges. We also work with Globechain. We have a specialised team that matches unusual items with specific organisations.

(We can provide detailed statistics with the number of items and case studies if required to support this entry).

How does this innovation influence future specifications to improve sustainability

CAMA's innovative new tool Assetflow gives the fit out and interiors sector visibility and control. Through the software and the specialised team on the ground we offer a choice of sustainable routes for monetisation, reuse and disposal.

Once companies can start tracking their assets, they will visually see the impact they are having. This will encourage them to make more sustainable choices and aim to do better.

Once companies start to receive their tracking data, carbon footprints and lifecycle analysis for items, they will see where their carbon hotspots are. This in turn will give them the impetus to improve and develop their practices ensuring items and materials are shared as many times as possible.

Assetflow is continuously evolving to meet the ever changing environmental needs and requirements of our clients.