

Future of Excellence Sustainability Champion 2026



Jacob Lane, Silentnight

Joining Silentnight under Innovate UK's KTP (Knowledge Transfer Partnership) initiative, which aims to use academic research to solve business challenges while developing a post-graduate, Jacob Lane was nominated by the company for the Sustainability Champion Award after playing a key role in helping the business achieve B Corp certification in November 2025 and managing the company's first SEDEX SMETA 4-pillar audit .

Who is your sustainability Champion and why?

Creating a new role as Materials Research and Knowledge Manager, Jake's initial focus was to help the business understand the impact of material choices across the full life-cycle of products, and in delivering our Net Zero plan.

He rapidly excelled in this work, and has shared learnings across the wider industry as detailed above. He is a true champion of evolving not just Silentnight, but the industry towards a circular economy.

Over the past two years Jake has expanded his expertise to wider ESG issues and has been instrumental in Silentnight's B Corp journey and recent certification and in keeping Silentnight in a thought-leader position within the industry.

He has been personally responsible for delivering the annual Carbon Reports (all scopes), and introducing carbon data onto the bill of materials, developing carbon product passports in 2024,

Jake also oversees the annual FISP re-certification,



How has Jake created a more sustainable future in the furniture industry?

Jake's knowledge and research work on fire chemistry with University of Central Lancashire over the last six years has informed and proposed a better way to maintain fire safety while reducing the use harmful flame-retardant chemicals.

Not only do these chemicals impact human and environmental health, but they also inhibit the industry from moving to a circular economy.

Jake has been a breath of fresh air, bringing a science-based approach to product innovation and has gained a huge amount of respect not only with his knowledge and curiosity but through his process driven approach to resolving challenges.

His work underpins Silentnight's position as the most trusted sleep brand with regards to environmental sustainability.

Jake is thorough and his work is informed, data driven and grounded in robust research which he combines with practicality around manufacturing processes and commercial realities.

How has Jake educated and inspired others?

Jake is very active across the industry. He is member of the NBF circular economy committee, the EBIA technical committee and is deputy to Prof Hull on the BSI FW6 committee.

He has played an active role presenting at numerous round-tables and panel discussions hosted by BFA, NBF, The Furniture Makers Company, and other organisations such as FIDRA, Exeter University (Hospitality circular economy working group) as well as at local business conferences eg Lancashire Net Zero Business Conference June 2024.

Jake has worked on implementing an EMS (Environmental Management System) working with numerous operational colleagues, suppliers and waste management companies.

Silentnight have now set waste reduction targets across 9 key raw materials and water. This is in addition to carbon.

Jake works closely with all departments and employees and regularly feeds into monthly update briefs from the CEO and Employee Forum sessions.

As part of the B Corp application Jake developed and evidenced a Resource Conservation Impact Business Model which involved showcasing innovative work that he led on with Silentnight's operational team.

This resulted in three new key projects for 2026 which have potential savings of over £200k and potential increased revenue of over £500k, including eliminating process waste from going to energy production, reducing supplier journeys and increasing revenue from comfort guarantee returns

One of Jake's most challenging times occurred when he first joined Silentnight and started working with the laboratory test team who are extremely proud of their work on product safety.

His research suggested that most of the FRs being used in the industry could actually do more harm than good and he started a new conversation by meeting the team, listening carefully and importantly, showing respect for their work.

Slowly over a four year period of sharing and educating, he has not only changed how they approach flame retardants, but has become the lab's line manager, and is highly respected by all four team members.

Jake is playing an important role in helping not just Silentnight, but the entire furniture industry in working towards a Just Transition.

