



# MARKET FOR REUSE

Investigating reuse of acoustic ceilings from a market perspective Degree Project in Production Management

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Today, 96% of Sweden's materials come from virgin resources and only 3.4% of resources used in Sweden are retained in the value chain. Of a total of 266 million tonnes fed into the economy each year, 46.9% consist of construction materials. Hence, there is a need to adapt circular strategies, such as reuse of construction products, to meet Sweden's goal of becoming net zero by the year 2045.

# Purpose

To face the problem of extensive construction material waste, there was a need to identify drivers and barriers for reuse of construction products to establish a best practice for the partnering case company Saint-Gobain Ecophon in developing a market for reuse

#### Method

This research was designed as a mix of an explanatory study and a problem-solving study, using case studies. The research approach used was abductive, using qualitative data from a literature review and interviews with stakeholders to gather information.

## **DIBN-framework**

The Drivers, Inbetweeners, Barriers and Needs framework (DIBN-framework) was developed by the authors and summarises the key takeaways from interviews and the literature review, see figure 1. By realising these, it was possible to enable a general offer for the reuse market as well as establish a best practice for the case company, enabling short term and long term success.

### **Conclusions**

The drivers and barriers for reuse could be identified as e.g. high demand, GBC:s and reuse being considered as a trend. By using the

DIBN-framework, recommendations on how the case company could move forward with a general offer, short term focus and long term focus could be determined. The recommendations show key aspects to be considered when establishing a market for reuse, such as marketing towards real estate companies using GBC:s as a marketing tool and incentivising demolition companies to perform selective demolition projects. Key aspects such as quality and simplicity were also discovered as a high priority when purchasing reused acoustic ceilings, hence quality testing and a simple and efficient RL-system needs to be set up and optimised to enable long term success with the market for reuse innovation.

## Contributions

The research project contributed to a deeper understanding of perceptions of reuse in the construction industry where several connections have been made between different factors affecting the concept of reuse. The DIBN-framework provided a contribution to the case company through the identification of drivers, inbetweeners, barriers, needs and gaps as well as an offer, short term focus and long term focus. The DIBN-framework could potentially be used by other manufacturers within the construction industry to establish a market for reuse. A naked DIBN-framework, wihout specific codes, could also be of value to the academics, forming a holistic baseline for market research.

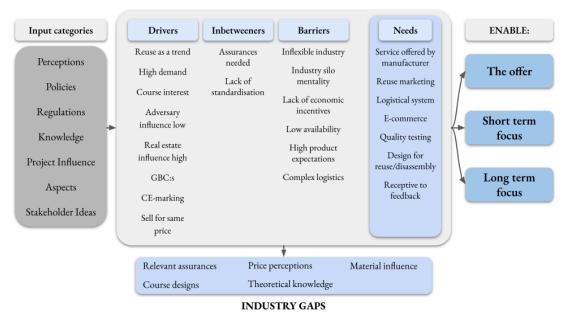


Figure 1: The DIBN-framework, own work.