
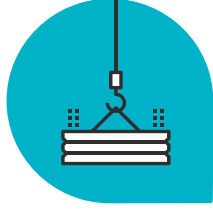


COMPANY NAME Rockwool Group		
	SECTOR Construction & Demolition	

CHALLENGES

- To satisfy customer desire for convenience and cost efficiency while becoming more sustainable
- To operationalise take back and recycling without special infrastructure

INNOVATIONS

- Created a business model unique to the industry
- Utilised existing logistics and production facilities for recovery and recycling
- Improved convenience, cost efficiency and environmental impact

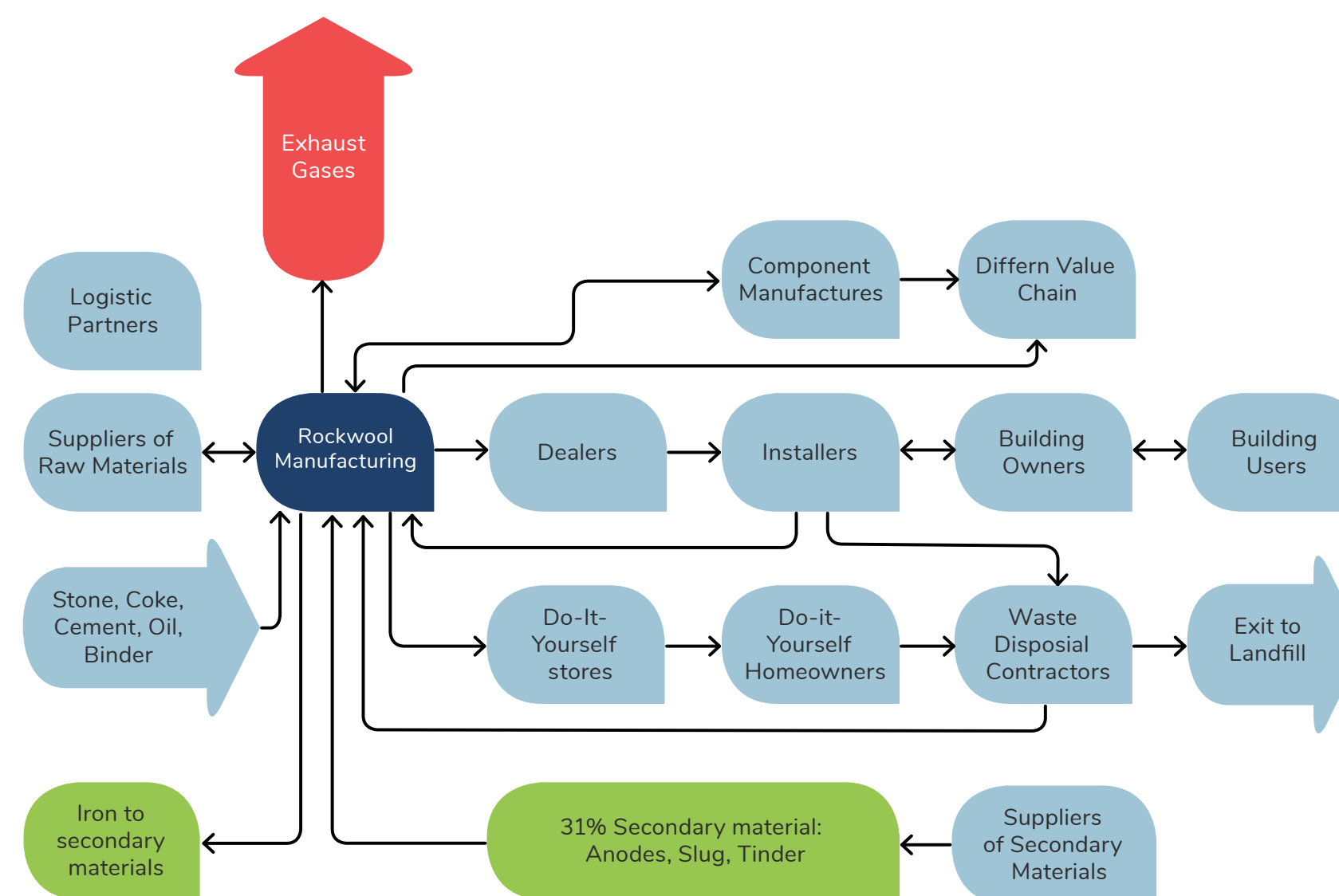
KEY ENABLERS

- Understanding of customer needs
- Long-term relationships with customers
- Increased demand for energy efficiency
- Climate and environmental awareness
- Stricter waste to landfill targets
- Rising landfill fees

KEY OUTCOMES

- Reduced their worldwide waste to landfill by 4.1% (2017 compared to 2015)
- Run 9 factories with zero waste to landfill
- Recovered and recycled 20,600 metric tonnes of building insulation, including some packaging (2017)
- Reduced materials ending in landfill
- Lowered consumption of virgin materials
- Financial savings to customers
- New revenue stream to the company
- Enhanced brand image

MATERIAL FLOWS

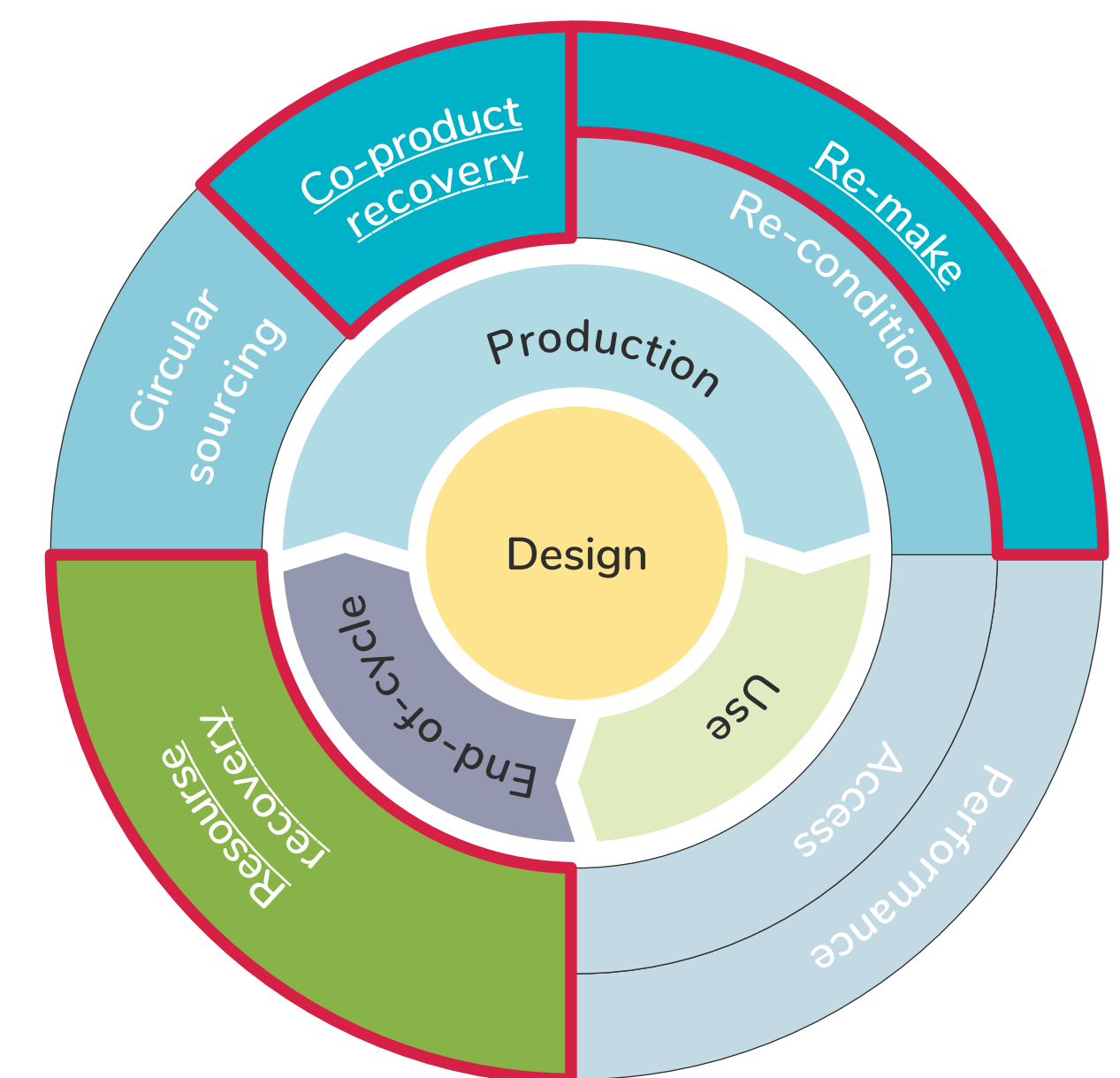


CIRCULAR ECONOMY BUSINESS MODELS

"RockCycle" take-back programme utilises 3 circular economy business model patterns:

- At end-of-use, material taken back from customers as "resource recovery"
- During production, combined with "co-product recovery" of secondary materials from other products or industries
- To bring materials into a "re-make" process and recycle them back into new insulation material

The circular economy business model patterns primarily utilised by ROCKWOOL are highlighted in red below:



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