

Radical improvements in sustainable building renovation based on new forms of collaboration and business models

Jakob Brinkø Berg, PhD Fellow

Relevance

The building industry has been stagnating in the last decades. It has been plagued by low productivity and frequent conflicts which has prompted the industry to look for new solutions. The societal partnership REBUS – Renovating Buildings Sustainably is a way for the industry to create innovation and create these new solutions. The effort is focused on how to improve the renovation of social housing in three key areas; reduce energy consumption of the building by 50%, reduce waste generated by the renovation process by 30% and reduce the construction time by 20%.

REBUS is a unique opportunity because it has participants spanning the entire building industry and it is part of the scope of this PhD to create models for strategic partnerships between the different stakeholders in the project. Making strategic partnerships enable the participants to create long lasting relationships and develop new competitive products and services which will improve the building process.

The business models in the building industry have not changed very much compared with other industries. Making new business models or reframing existing models can create new markets and opportunities while at the same time make the companies more competitive and offer more compelling products.

Research question

How can strategic partnerships be structured in the building industry to facilitate a building renovation process which is faster, generates less waste and produces more energy efficient buildings, and which business models will best support and enhance these partnerships?

Method

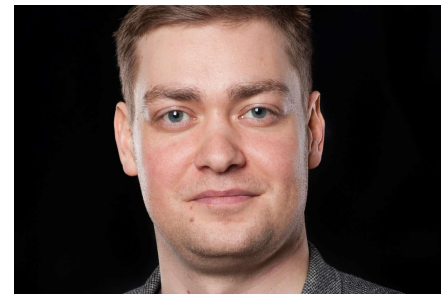
Qualitative interview, workshops, Business model analysis, collaboration survey.

Expected results

One goal is to make a collaboration framework which can be used when planning and executing building and renovation projects. It should support legal frameworks like partnering contracts, “special purpose vehicle” companies (known from PPP) or tender frameworks.

There will also be developed suggestions for how to align business models to collaboration projects, so that the business model becomes conducive for collaboration and not a hindrance.

A “best-practice” collection of cases will be collected to show by example the benefits of having collaboration as a key parameter in construction projects.



Contact:

Jakob Brinkø Berg, PhD Fellow
Akademivej, building 358, room 920
DK-2800 Kgs. Lyngby
+ 45 22 33 63 10
jajoh@dtu.dk
www.jakobbrinkoeberg.dk

Supervisor/co-supervisor:

Associate professor, Christian Thuesen
Professor, Per Anker Jensen

Collaborating partners:

RE+BUS
RENOVATING BUILDINGS SUSTAINABLY

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