

# Andreas Jenne, Head of Sustainability, REHAU Industries: The challenging “New Work World” in the circular economy.



Key Learnings

## Reimagine Work Structures to Enable Circularity

Transitioning to a circular economy involves reshaping internal company structures - the "new work world." Hierarchies must give way to eye-level cooperation to enable innovation across departments and organizations.

## Embed Circular Design Through On-Site Collaboration

Companies like Röchling Medical Solutions hold regular cross-functional workshops with recyclers, production teams, and designers to co-develop circular products. Practical, on-site engagement is key to integrating sustainability into product development.

## Establish KPIs for Reporting & Secondary Material Use

Robust reporting and monitoring are crucial, especially for small businesses lacking sustainability reporting systems. KPIs help assess performance when using secondary materials and prepare companies for upcoming regulatory requirements.

## Acknowledge Recycling as a Transitional Necessity

In conservative industries like construction, recycling is an essential bridge to full circularity. Changing mindsets takes time, and recycling provides a tangible entry point to initiate the shift from linear to circular systems.

## Collaborate Across Competitors to Advance Material Reuse

Even competitors (e.g., REHAU and WIRTHWEIN) collaborate on using secondary materials in products. Such partnerships build shared knowledge and scale impact - crucial for accessing enough recycled material of consistent quality.

**Listen to the full episode here:**

<https://circularity.fm/the-challenging-new-work-world-in-the-circular-economy-by-andreas-jenne-rehau/>