CASE STUDY

SUSTAINABILITY BUSINESS MODEL AND VISION

PROJECT OVERVIEW

Akerlof was enlisted to collaborate with a leading global construction services provider to shape their 2030 business model and vision. Our goal was to ignite a transition towards sustainable operations, not only transforming the company but setting an ambition that inspires the wider construction industry.

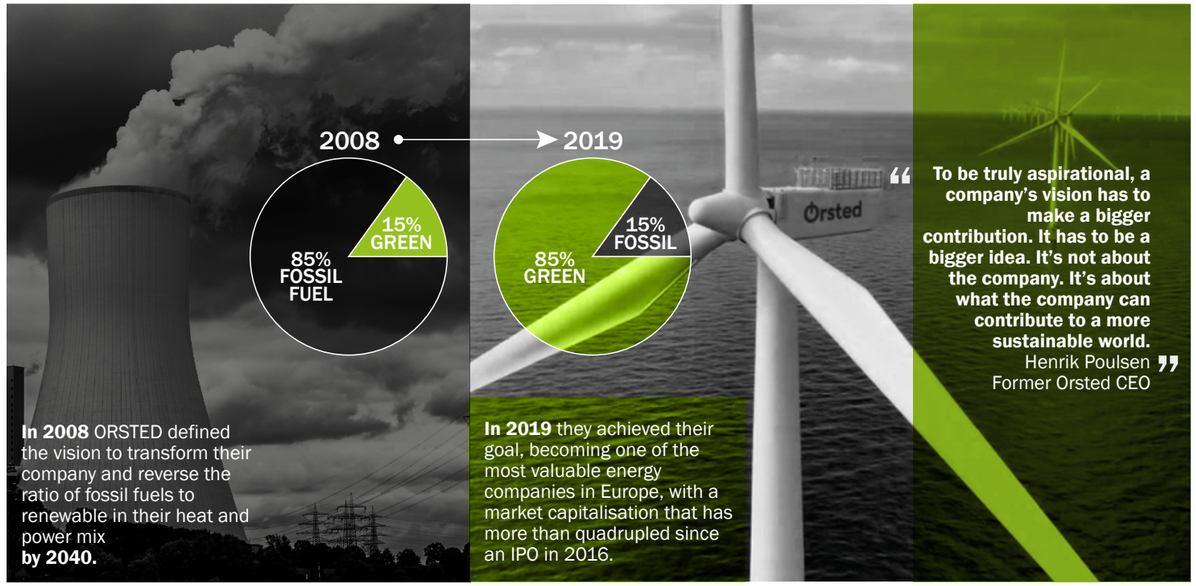
WHAT WE DID

We conducted a comprehensive analysis of socio-economic and technological trends within the construction industry, providing our client with a panoramic view of the macro-environmental factors at play. Notable trends included increased digitisation, sustainability incentives, cost-saving initiatives, and the rise of the circular economy.

In response, we put forward innovative strategies that would position our client as a leader in sustainable construction, drawing inspiration from transformations in other industries, such as Orsted and Unilever. We presented a range of strategic options and adaptable delivery models while maintaining a clear 2030 vision.

THE IMPACT

- Enhanced knowledge and strategies to establish industry leadership in sustainable construction, underpinned by a deep understanding of future socio-economic and technological trends.
- Enhanced capacity to make informed strategic decisions aligned with the company's sustainability vision.
- A selection of strategic options and delivery models, paired with a roadmap for their revised business model, allowing the company to navigate industry complexities while remaining committed to sustainability goals.
- An vision that extends beyond the company's internal operations, inspiring transformation across the wider construction industry. This shift towards a more sustainable business model is anticipated to yield substantial benefits for the company, its stakeholders, and the environment.



GET IN TOUCH

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