



**Projektstudium:
Evaluation of Circular Business Models for Knauf**

About Knauf

Knauf is a multinational, family-owned manufacturer of building materials. Their headquarter is located in Iphofen, Germany but also maintains a Digital Hub driving digitalization efforts based in Munich. Knauf generates over 10 billion Euro in sales from manufacturing construction materials for drywall construction, plasterboard, cement boards, mineral fibre acoustic boards, dry mortars with gypsum for internal plaster and cement-based external plaster and insulating materials but also glass wool, stone wool and other insulation materials. Its 35,000 employees work in over 86 countries around the world.

Your task

- Help Knauf assess viable circular business models in the building industry regarding circular design, use, and recovery of materials and ownership with a special focus on using waste and by-products as secondary materials
- Define how Knauf can actively contribute to a sustainably built environment either separately or together with suppliers and customers to exploit opportunities in circular design, use, recovery and value chain
- Assess the full potential for Knauf and all stakeholders along the concepts described above as well as define concrete measures to create transparency in the supply chain
- Evaluate what hinders the construction industry to implement circular business models and how can they be solved
- Leverage data from EU initiatives (e.g. BBI, BAMB), Cradle to Cradle or Ellen MacArthur Foundation

Your profile

- You should be a team of 2 to 5 students in your Bachelor or Master studies
- You should be ready to start this project study in Winter Term 2020/2021
- You should have solid German and English skills as well as analytical knowledge
- You are pragmatic, motivated and passionate

Your benefits

- Work closely together with Digital experts at Knauf's Digital Hub, driving digital projects throughout the organization globally
- Get first-hand experience to understand how manufacturing firms implement digitalization initiatives
- Work independently in a project-based setting with continuous support by Knauf experts
- Gain a head-start at beginning your career at Knauf

Your application

Please direct your team's application (including a joint cover letter, CVs, transcripts and relevant references) to Andreas Kronthaler, your point of contact at Knauf, and Anna Hepp at the Chair of Management Accounting. Feel free to reach out in case of any questions. We are looking forward to your application.

- Andreas Kronthaler (kronthaler.andreas@knauf.de)
- Anna Hepp (anna.hepp@tum.de)