

## COCHALLENGE 2022

<b>Organization – Challenger</b>	<b>ARGO</b>
<b>The challenge</b>	Increased reuse of building materials
<b>The Sustainable Development Goals</b>	Goal 12: Responsible consumption and production Goal 17: Partnerships for the goals
<b>The challenge explained</b>	<p>ARGO describes their challenge as having three-levels:</p> <ol style="list-style-type: none"> <li>1. <b>Prevention:</b> Way too many building materials go to waste. Large quantities of the discarded materials at a recycling center are too damaged to be reused – even though the materials were in great condition before landing at a recycling center. ARGO wish that more people know how to demolish a kitchen for instance, so the materials can be reused.</li> <li>2. <b>Recycling:</b> At ARGOs recycling centers it is possible to buy used building materials, but few costumers are aware of this opportunity. ARGO regards this as a problem, and they are open to partnering up with building merchants for instance to get the materials sold.</li> <li>3. <b>Recycling station:</b> ARGO has shops at their recycling centers were secondhand objects and used building materials are sold. However, the shops could be improved.</li> </ol> <p>Overall, the focus of the solution should be:</p> <p>How can ARGO contribute to an increased reuse of building materials? The target group for the solution are as follows: private customers (80%) and industry and business customers (20%).</p>
<b>What initiatives have ARGO already tried?</b>	ARGO already have shops at their recycling centers were used building materials and secondhand objects are sold. Approximately 10% of the goods are sold at the recycling centers. The rest are donated to Røde Kors secondhand shops. Further, Argo has tried selling secondhand objects via a web shop, but it was difficult finding funds for the people who worked and administrated the web shop.

<b>Have others tried to solve the challenge?</b>	A solution from COCONF20 called "the recycling game" (Danish: Genbrugsspillet) is one step closer to solve the issues around how to reuse used materials. The target group for the game were kids – this year's solution should be targeted adults.
<b>Which solutions do ARGO not wish to receive?</b>	ARGO do not wish to receive standardized solutions. In other words, ARGO wants the innovators to be creative, to develop new solutions and ideas - and collaborations between several innovators are more than welcome.
<b>What kind of ideas, processes and technologies do they imagine as part of the solution?</b>	Nothing in particular.
<b>Why do ARGO wish to participate in COCONF?</b>	"We work based on the objective that we must reuse rather than recycle. It may sound simple, but when it comes to building materials, there is still a long way to go. Far too many materials are thrown away every day, and far too few are aware of the potential in recycling these. We want to change that! We therefore hope to get many creative and innovative solutions at COCONF22, so that we together can increase the circular use of building materials". Finn Kjær, Head of recycling and landfill, ARGO
<b>Anticipated outcome</b>	More materials being reused.
<b>What will the winning ideas be offered?</b>	Project employment and possibility to test the solution at ARGOS recycling centers.