



# Zero Emission 2030

## DRAMMEN, NORWAY

### Emissions domains addressed by the Pilot Activity



Multi-sector waste management & disposal



Land use (agriculture, forestry & other land uses)



All vehicles & transport (mobile energy)

### Key Focus Areas

Nature-based solutions | Behaviour change | Circular economy | Governance | Systems innovation | Construction reuse | Digital marketplace

### Levers of Change

Democracy and participation | Governance and policy | Learning and capabilities | Social innovation | Technology/infrastructure

### Description of the Pilot Activity

Building on its legacy of urban regeneration, Drammen focused on establishing a circular economy around construction goods. Through strategic partnerships spanning governance, academia, and civil society, the pilot embedded systemic change using digital tools and participatory approaches—illustrating how mid-sized cities can lead transformative climate action through circular models for reuse and recycling of construction materials.

### Impact & Results

The ReUseNow! Hub launched as a hybrid digital and physical reuse hub enabling companies to donate or sell surplus construction materials—accessible either online or in a physical shop with 24/7 self-service pick-up. Over twenty businesses and stakeholders were involved, with an opening event gathering around seventy participants from regional companies, municipalities, and media.

Green Growth Drammen was established as a flexible cooperation platform bringing together the Chamber of Commerce, municipality, regional university, and over twenty businesses from the construction sector. New business models emerged, including reuse of large construction elements such as concrete hollow-core slabs, supported by a national Klimasats grant.

The Fikseriet repair hub grew into a city-wide initiative, moving into Drammen's main library and expanding to six additional municipal locations. The Heia Drammen campaign reached 304,214 users on social media. The city committed to embedding Fikseriet permanently in the library system.

Car-sharing transactions increased from 290 per month (Year 1) to 353 (Year 2)—a 22% increase. Shared mobility analysis reported GHG reduction of 8,353 tCO<sub>2</sub>e across two years.

### Innovation Highlights

The hybrid digital-physical marketplace ([sirken.no](http://sirken.no)) combines a centrally located 24/7 self-service pick-up hub with integration into a wider national network of 13 collection points. AI-driven material mapping pilots the connection of deconstruction permits with trading platforms, creating a digital overview of donor buildings.

Circular concrete solutions are developing viable business models for reusing concrete slabs—heavy materials often considered difficult to recycle—demonstrating that circularity in high-volume materials is both environmentally beneficial and economically feasible.

