

CIRCULAR RENOVATION: INTEGRATED CAMPAIGN | April - July 2026



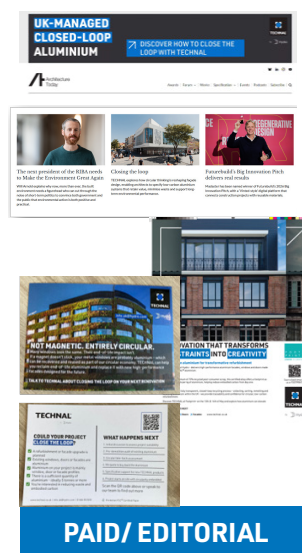
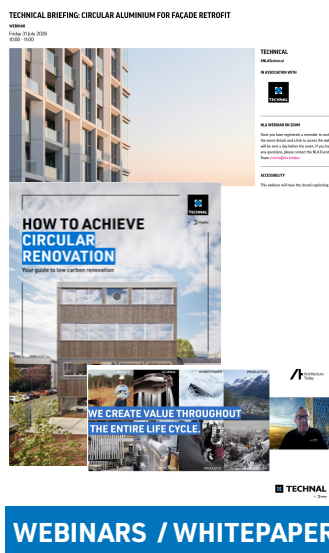
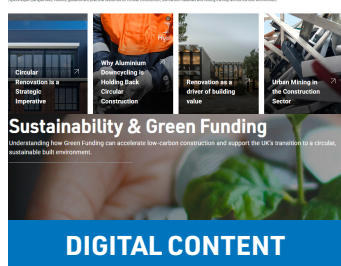
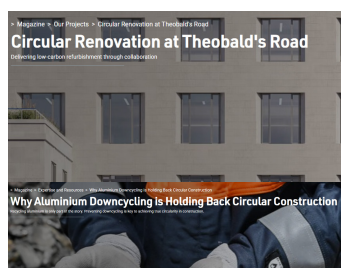
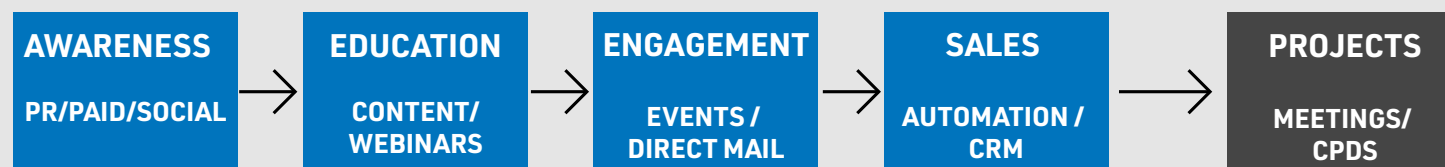
By Hydro

From circular ambition to commercial reality
Recovering aluminium from existing façades and reintegrating it into future construction.

THE CHALLENGE

Turn circular renovation from an industry ambition into a practical proposition - and engage the stakeholders influencing refurbishment projects from specification to delivery.

ONE MESSAGE. ONE CONNECTED CUSTOMER JOURNEY.



FROM ENGAGEMENT TO MEASURABLE ACTION

Campaign outcome during reporting period

56
HIGH-QUALITY
LEADS

14
PROJECT MEETINGS

7
CPDS SCHEDULED

8
PROJECT
OPPORTUNITIES