

## **Abstract**

### **Background:**

A recent report from the United Nations (UN) stresses the urgent need to address the carbon footprint of building materials. This study focuses on JCN Bolig, a Danish residential construction enterprise. This is one of several enterprises actively working towards decarbonizing the industry.

### **Research Questions and Aims:**

This thesis addresses two main questions: What is the historical development of JCN Bolig since its foundation in 1898? How has JCN Bolig engaged with key stakeholders to create sustainable value? The aim is to analyze the historical development of JCN Bolig and discuss how the enterprise engages with key stakeholders to create sustainable value.

### **Methods:**

A descriptive approach to qualitative methods has been selected, specifically through a case study of JCN Bolig. Data was collected through company records, internal surveys, and semi-structured interviews, supported by secondary sources such as annual reports and journal articles.

### **Results:**

The findings reveal that JCN Bolig is actively working to engage with its employees, customers, and suppliers to create sustainable value. Customer demands have been identified as the primary driver of sustainability at the enterprise. Most of the sustainability objectives at JCN Bolig are presented in contractual agreements.

### **Conclusion:**

This case study contributes to understanding how construction enterprises can integrate sustainability into their core operations through stakeholder engagement. The research also highlights the importance of inclusive stakeholder practices and how poor communication can lead to value destruction rather than value creation.