

# HOW TO SAIL AGAINST THE WIND FROM A CIRCULAR PERSPECTIVE? THE BARRIERS AND DRIVERS OF THE REINCARNATION PROCESSES OF OUTDOOR TEXTILE WASTE AND THE CASE OF ZONKLAAR

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## The Actuality of the Topic

Over 2.5 million awnings have been installed, resulting in a generation of 7,700 tonnes of waste per year.

> Currently, there is no established practice for recycling sail clothes, only limited upcycling initiatives are in place.

Focus on sustainable business models in outdoor textiles to prioritise circular economy principles and to promote restorative and regenerative processes.

What are the drivers and barriers to establishing a circular business approach to address the issue of outdoor fabric material waste?

## **Findings and Discussion**

|  | Organisational Barriers                   | Supply Chain Organisationa   | Drivers                 |
|--|---|--|-------------------------|
|  | Financial                                 | <b>Regulatory</b> Financial  |                         |
|  | Technological Market                      |  | ological                |
| Continuous interplay between barriers - drivers and value-based bu |   |  |                         |
|  | Value proposition                         | Value creation & delivery  | Valı                    |
|  | 1. Product – Service,                     | 4. Activities,   | 9. Cost st              |
|  | 2. Customer segments and relationships    | 5. Resources,<br>6. Distribution abannols                                      | revenue st<br>10. Value |
|  | relationships,<br>3. Value for customers, | <ul><li>6. Distribution channels,</li><li>7. Partners and suppliers,</li></ul> | actors, in              |
|  | society and the                           | 8. Technology and product  | and Socie               |

Figure 1.: Empirical business model framework. Adapted from Bocken et al. (2014); Osterwalder et al. (2005); Richardson (2008).

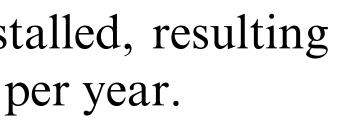
features,

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4

environment,







### **Sustainable Business** Models

BMs as a mediating device enable sustainable development.

Varying strategies between defensive, accommodative and proactive approaches.

## **Theoretical background**

## **Circular Economy**

CE must be viewed as a profound systemic shift in the direction of restorative and regenerative rather than a minor modification of the status quo.



### business thinking.

### lue capture

structure and streams, ie capture for key, ncl. Environment iety, **11. Growth strategy** 

Conclusion

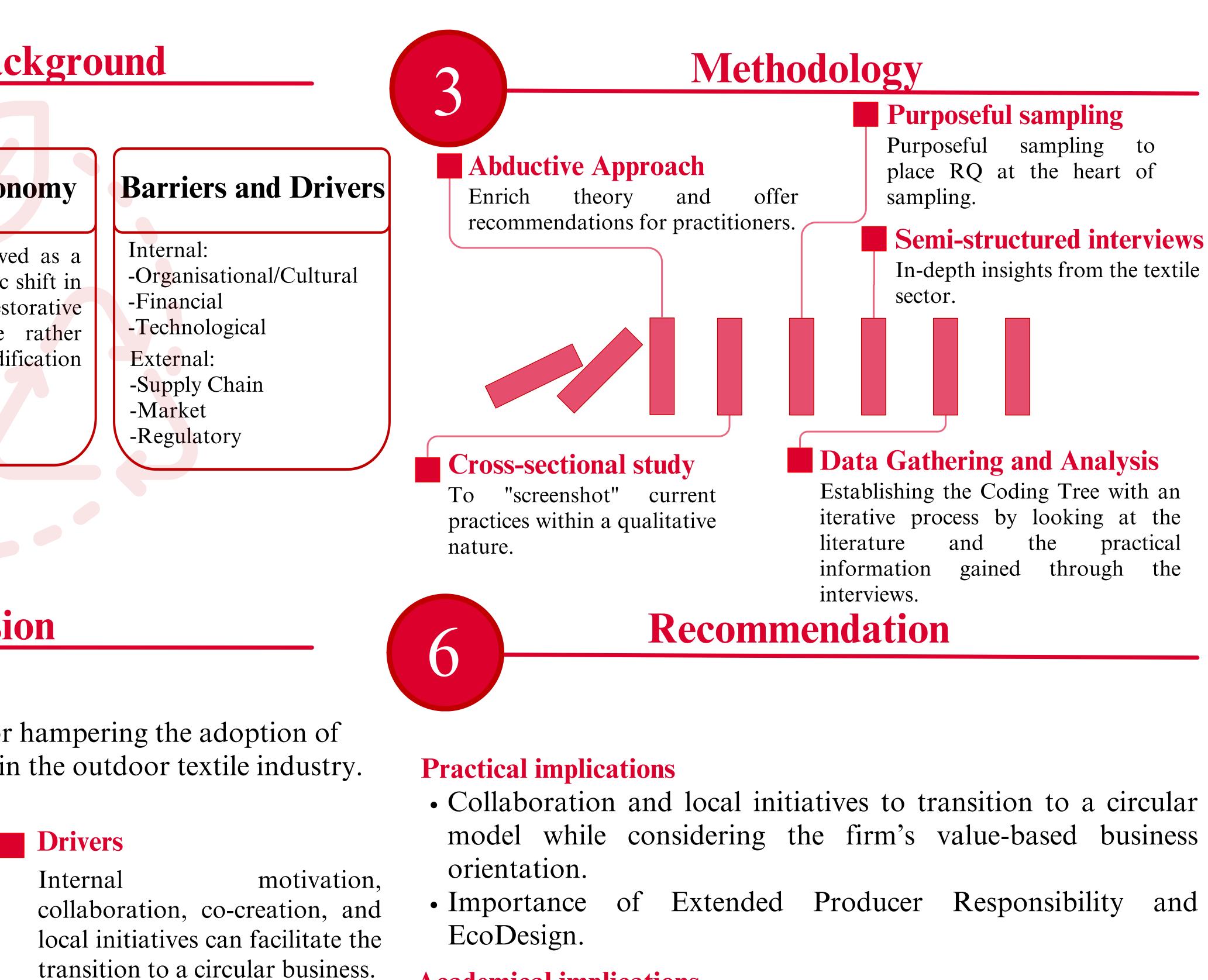
Identifying factors facilitating or hampering the adoption of circular business models (CBMs) in the outdoor textile industry.

### **Barriers**

Overcoming perceived complexity, misaligned value proposition, and short-term orientation is crucial for adopting a circular business approach.

> **Context-dependent impact of barriers and** enablers on organisations based on their unique operations and position.

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## **Academical implications**

- chains for a circular business approach.
- development.



• Focus on interdependence within organisations and value • Investigating incentives and regulations for regional ecosystem

