



# 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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### 1 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?

### 2 Theoretical background

#### Sustainable Business Models

BM as a mediating device to enable sustainable development.

Varying strategies between defensive, accommodative and proactive approaches.

#### 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.

#### Barriers and Drivers

Internal: -Organisational/Cultural -Financial -Technological External: -Supply Chain -Market -Regulatory

### 3 Methodology

Abductive Approach Enrich theory and offer recommendations for practitioners.

Purposeful sampling Purposeful sampling to place RQ at the heart of sampling.

Semi-structured interviews In-depth insights from the textile sector.

Cross-sectional study To "snapshot" current practices within a qualitative nature.

Data Gathering and Analysis Establishing the Coding Tree with an iterative process by looking at the literature and the practical information gained through the interviews.

### 4 Findings and Discussion



Continuous interplay between barriers, drivers and value-based business thinking.



### 5 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.

#### Drivers

Internal motivation, collaboration, co-creation, and local initiatives can facilitate the transition to a circular business.

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

### 6 Recommendation

#### Practical implications

- Collaboration and local initiatives to transition to a circular model while considering the firm's value-based business orientation.
• Importance of Extended Producer Responsibility and EcoDesign.

#### Academical implications

- Focus on interdependence within organisations and value chains for a circular business approach.
• Investigating incentives and regulations for regional ecosystem development.

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