

Liiketoiminta systemisen kiertotalousmurroksen vauhdittajana

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Tekstiilien resilienssi kiertotalouden liiketoimintamallit
26.1.2021

“Slow fashion is the future. However, we need a new system-wide understanding of how to transit towards such a model.”

-Niinimäki et al. (2020)

Esityksen sisältö



1. Tekstiiliteollisuus
systeminä

2. Liiketoiminta &
kiertotalousmurros

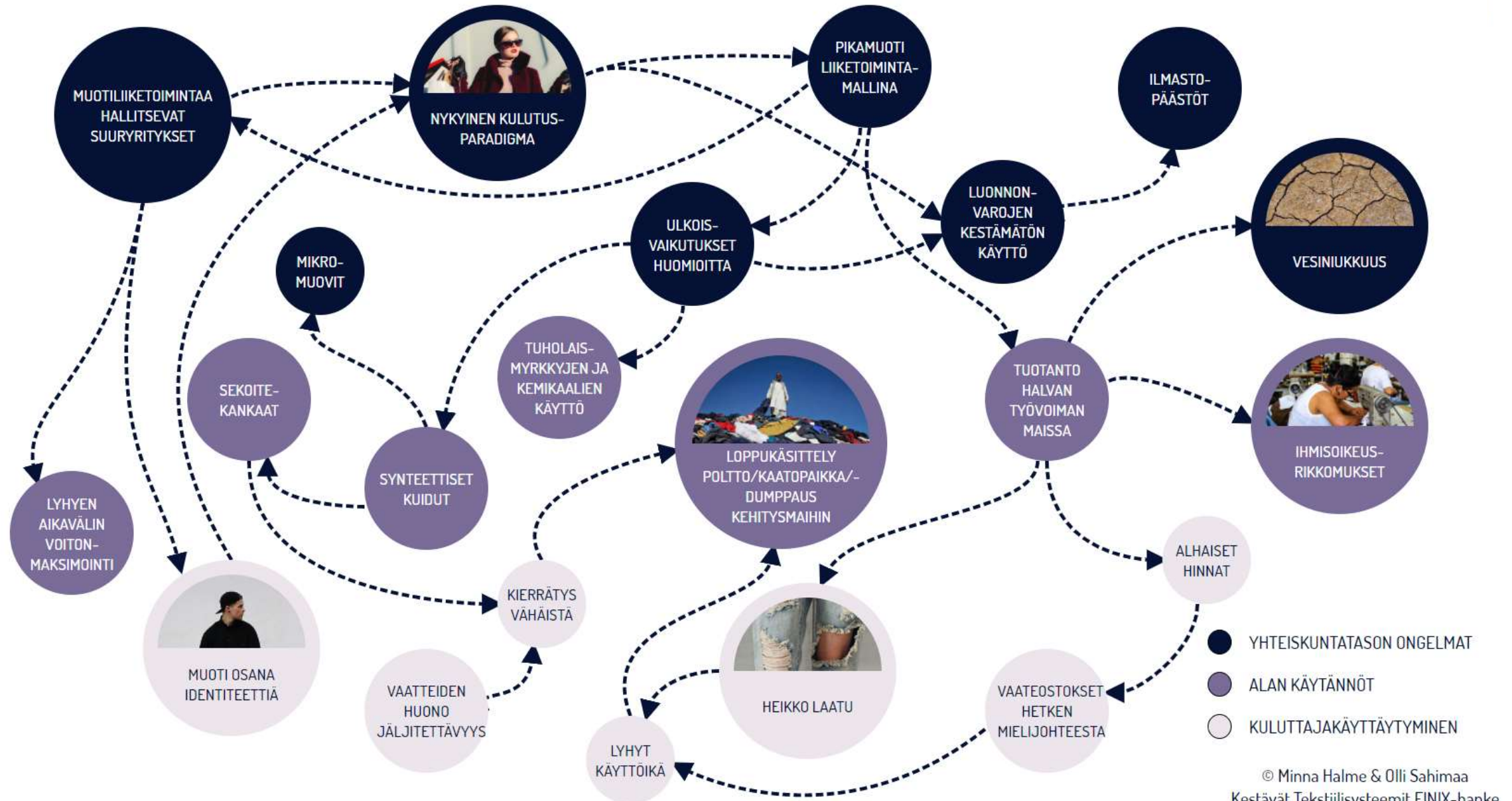
3. Kiertotalouden
liiketoiminnan työkalut

1. Tekstiiliteollisuus ja muoti kompleksisena systeeminä

Tekstiilialan iso kuva – lineaariset materiaalivirrat



Tekstiiliteollisuuden systemiset haasteet



“Humanity must change its practices, quickly and strategically. A sustainability transition leveraging the efforts of private companies, governments, and civil society actors—i.e., non-governmental organizations (NGOs), community organizations, philanthropic foundations, academia, trade unions, etc.—is required.

–Lambin et al. (2020)

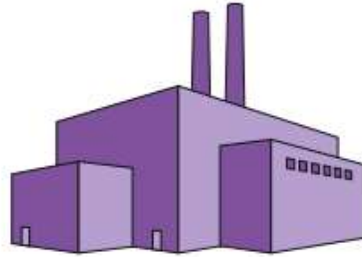
Tekstiilien kiertotalous vaatii koko systeemin uudistumista

Policymakers



- Legislation
- Regulation
- Green taxation
- Tools for better balance and a slower system
- Policy for extended producer responsibility

Industry



- Prevent waste
- Invest in pollution-control technology
- Avoid surplus production
- Close the material loop
- Supply-chain transparency

Retailers



- New business models to support slower consumption and circular economy
- New pricing system to consider the environmental impact of a product

Consumers



- Extend products use times
- Conscious consumption
- Slower consumption

(Niinimäki et al., 2020)

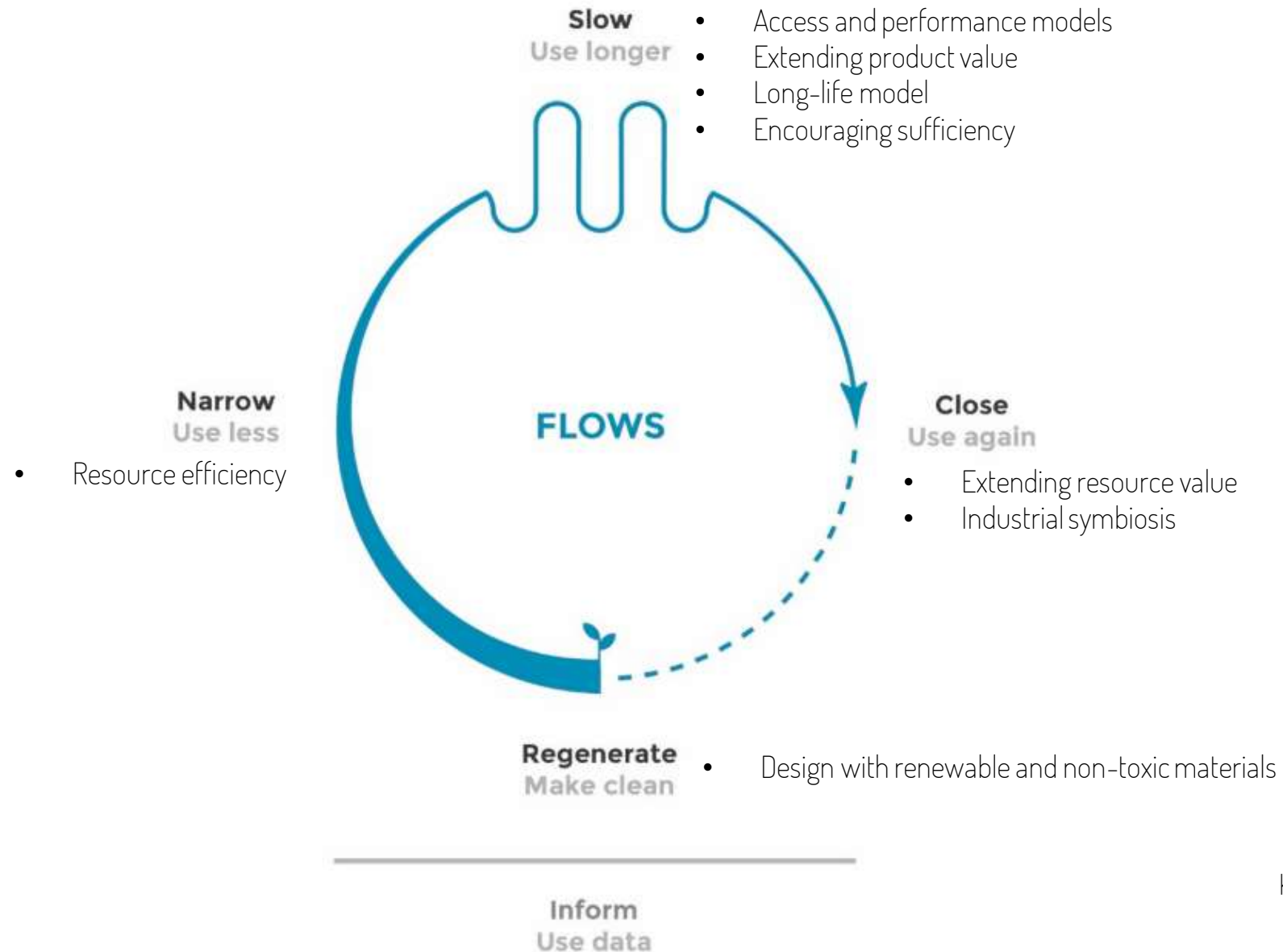
2. Liiketoiminnan rooli kiertotalousmurroksessa

Määritelmä: kiertotalouden liiketoimintamalli

“A circular business model is how a company creates, captures, and delivers value with the value creation logic designed to improve resource efficiency through contributing to extending useful life of products and parts (e.g., through long-life design, repair and remanufacturing) and closing material loops.”

-Nußholz (2017)

Viitekehys kiertotalouden liiketoimintamalleille



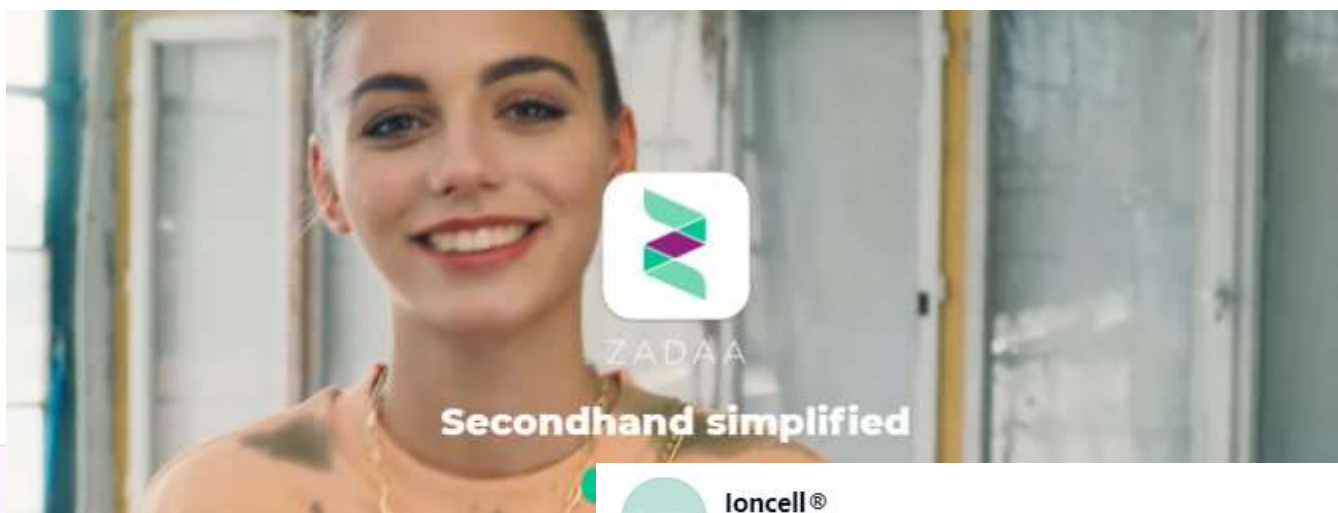


Vaatelaastari

January 3 at 12:16 PM · 🌐

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Ainoa paikka maailmassa? Olemme kehittäneet Suomessa joustavan ja helpon tekstiilien tarrapaikan jätteestä. Vaatelaastareista tekee uniikin myös kotimaisten designereiden muodot ja kuosit, sekä kustomoitavuus. Tämä Vaatelaastari on erittäin monikäyttöinen. Se sopii erinomaisesti myös useimpiin sisävaatteisiin. Asteittain siirrymme omassa mallistossamme kierrätysmateriaaleihin. Kuvan Vaatelaastari Rytmi-paketista. Small Worlds -kuosi by @jemm0i ,
#kiertotalous #kierrätys #paikkaushaaste #vaatelaastari
@designfromfinland @avainlippu



ZADAA

Secondhand simplified



loncell®

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...

Have you already seen the beautiful dress we made in collaboration with [@Marimekkoglobal](#)? The properties of the woven [#loncell®](#) fabric are comparable to those of lyocell and the fabric feels comfortable against the skin. Read more: marimekko.com/gb_en/world-of... 📷: Sebastian Johansson

Patagonia has had enormous success with upcycled clothing. Could other brands follow?

Patagonia has been steadily growing its upcycling business, creating pieces that often sell out.



[Photo: Patagonia]



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Yrityksen vastuullisuusimpaktin kasvattaminen

How Businesses Contribute to the Development of the Information, Motivation, and Capacity Necessary for the Adoption of Sustainable Practices?

Sector	Analytics, Information	Institutional Motive	Capacities
Business	● Measure impacts of initial production ● Monitor impacts along supply chain ● Provide information to consumers (retailers)	● Offer price premiums or preferences to producers who implement sustainable practices ● Shift purchasing to traders who provide sustainable supply ● Enlist peers and suppliers to join pre-competitive commitments	● Participate in multi-stakeholder coalitions and partnerships ● Experiment with and embrace technologies and practices required for sustainable supply chains ● Adapt contractual relationships and practices to accommodate sustainability practices

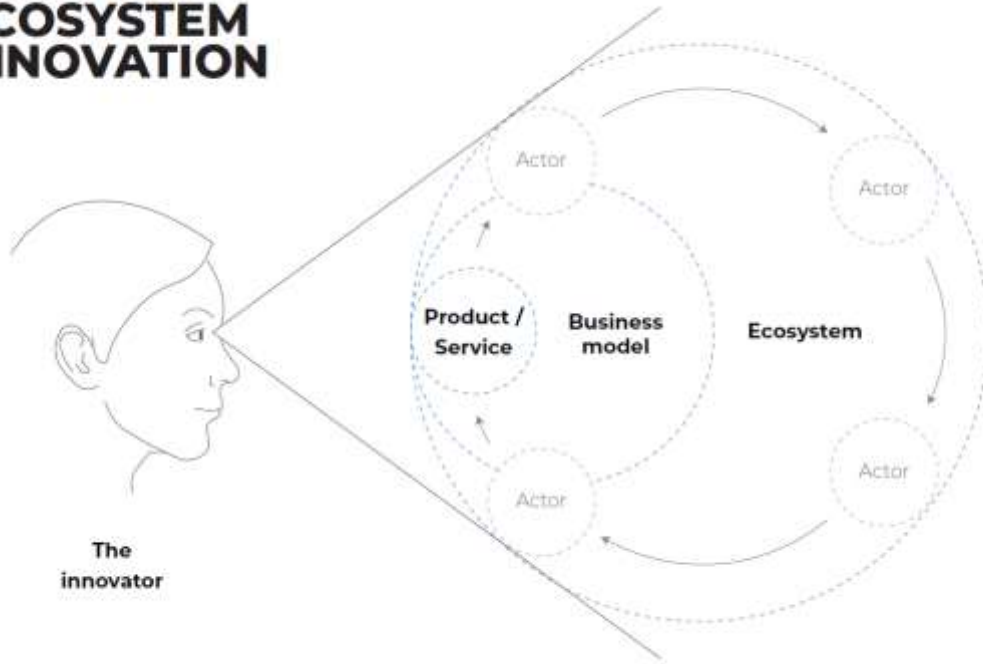
Vastuullisten innovaatioiden tasot



3. Kiertotalousliiketoiminnan työkaluja

Circularity Deck

CIRCULAR ECOSYSTEM INNOVATION



Circular Business Model Canvas

 KEY PARTNERSHIPS How might you strengthen your partnerships with organisations across the value chain to benefit from circularity (flows of materials, information and capital) in the system? What new or unexpected partnerships can you form to grow circularity within your organisation and the system?	 KEY ACTIVITIES What activities might best help you achieve your value proposition? What might be the positive externalities (i.e. the consequences of your actions on others) of your activities? And how might you monitor and design out any negative externalities? How might you create new forms of human, natural or financial capital?	 VALUE PROPOSITION Start by asking yourself: what are the needs you are aiming to meet? Is it a product or is a service required to fulfil these needs? Is there anything associated with your product/service that has potential value to others? How will you create a compelling story about your value proposition? How might you enhance your value proposition from the outset by designing for adaptability and continuous evolution?	 CUSTOMER RELATIONSHIPS What feedback loops will you build in with your customers to become more nimble and adaptable to their feedback? How might you connect customers with other parts of the journey of your product/service or materials?	 CUSTOMER SEGMENTS Who will be the main customers or users of your product/service? Who else might benefit from or will be affected by your materials/product/service? Also consider beneficiaries beyond your immediate value chain and industry.
 COSTS Which costs could be shared or lowered through other users and partners? Could you shift from an ownership model of under-utilised assets to payment for access and usage? How might you reduce cost volatility and dependence on the use of finite resources? What can you do to mitigate risk?	 REVENUES How might you diversify opportunities to increase resilience, growth and innovation? How might "growing the pie" (through value creation elsewhere in the system) impact favourably on your own future success? How might your business model help create other types of value? Human, social or natural capital? How might new services increase revenue from existing products, assets or your delivery systems?			

Lähdeluettelo

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