INDUSTRY DEVELOPMENT TOWARDS CIRCULARITY

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CIRCULAR ECONOMY IMPLEMENTATION STRATEGY
(Lieder & Rashid, 2016)

Collective nexus: Economy which is environmentally and economically regenerative = Circular Economy
CIRCULAR ECONOMY BARRIERS

Cultural
Lacking awareness and/or willingness to engage with the circular economy

Regulatory
Lacking policies that support a circular economy transition

Market
Lacking economic viability of circular economy business models

Technological
Lacking (proven) technologies to implement CE

Kirchherr, et al., 2017
CIRCULAR BUSINESS ECO-SYSTEM FOR CLOTHES

Fontell & Heikkilä, 2017
Lack of recycling facilities/markets.

Low collection rates.

Local reuse rates could be higher.

Contamination by non-textile waste.

Low quality and value of new and used clothes.

Big amounts of imports.

Big amounts of imports landfilled/incinerated.

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CONSUMERS’ ROLE IN TEXTILE CIRCULARITY

Kant Hvass, 2015
BUSINESS MODELS THAT FACILITATE CIRCULARITY

RECOMMERCE

RENEWAL & REPAIR

UPCYCLING

RENT & LEASE

Continued
TEXTILE RECYCLING TECHNOLOGIES

- Worn Again Technologies
- Saxoncell
- IonCell

Pilot

- Re:Newcell
- Convert
- Wolkat
- JEPLAN
- Södra

Operational

- Refibra
- Econyl
- Recover
- ReVerso
- I:CO
- Pure Waste

Commercial

Lifestyle & Design Cluster.
MULTI STAKEHOLDER INITIATIVES

**Activities:**
5 company projects and parallel public research project (by VTT Technical Centre of Finland Ltd., Turku and Lahti Universities of Applied Sciences)

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THANK YOU!

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