HOW TO:
ADAPTING CIRCULAR POST-CONSUMER TEXTILE WASTE MANAGEMENT STRATEGIES

User manual including the ‘Database’

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1. KNOW YOUR BUSINESS
   Outline your business model.

2. UNDERSTAND POSSIBILITIES
   Gain an overview of circular strategies.

3. YOUR CONTEXT
   Combine your business model with circular strategies.

4. DECIDE WHAT’S RIGHT FOR YOU
   Decide which circular element matches your business.

5. BE INSPIRED
   Use the ‘Database’ to explore best-practice examples.

6. PARTNER UP
   Use the ‘Database’ to find possible partners.

7. INSPIRE OTHERS
   Tell your story and motivate others to follow your lead.
CHOICE FOR CHANGE

This manual outlines a 7-Step approach for retailers who want to adapt circular strategies to manage their post-consumer textile waste. In addition to this manual, a database is provided which acts as a tool to help making strategic choices and finding the right partners for the implementation.

Furthermore, the database provides inspiring cases of post-consumer textile waste management strategies that are already in operation. In addition, the cases included in the database are also published on the Circle Lab: https://www.circle-lab.com/knowledge-hub
1 KNOW YOUR BUSINESS

The first step to developing a customized solution is to create a holistic outline of the organization, using the business model canvas on the right.

To adapt circular strategies, each dimension and the according elements are evaluated. The following must be clear: what value is offered and to whom?, how is this value created? and how is revenue generated?
The ‘7 Elements’ developed by Circle Economy give an overview of the different focus areas of post-consumer textile waste management strategies.

Each element contains a set of defined strategies which are further specified through textile and fashion specific sub-strategies. As a result, this framework delivers a profound overview of possible post-consumer textile waste management actions as displayed in the database.
The business model canvas on the right shows which strategies can be implemented in each respective dimension of the business.

It should be considered that the different areas influence each other. For example, a more sustainable product can access new customer segments who find this aspect attractive. This can further result in improved customer relationships.
The individual business model canvas, ‘7 Elements’ and motivations of a fashion retailer form the foundation to decide which strategies should be focused on. To the right, some example motivations are outlined.

- **Stakeholder Engagement**
  - E.g. publicly committing to environmental targets

- **Linear System Risk Mitigation**
  - E.g. reducing dependency on virgin materials

- **Revenue Streams**
  - E.g. developing additional revenue streams

- **Brand Enhancement**
  - E.g. developing USPs
BE INSPIRED

Based on the previous steps, a direction for post-consumer textile waste management is defined. In order to gain a better understanding of the respective strategies, the database provides a list of best-practice examples. It serves as basis for inspiration by showing how others adapt post-consumer waste management strategies. More information can be found by following the provided links to their websites.

(Database - Strategy Overview):
1. Filter ‘Revenue Logic’ and select ‘Retail’ to only view fashion retailer results.
2. Filter the ‘7 Elements’ column to view the elements and strategies of interest.
5

BE INSPIRED

PRESERVE & EXTEND 
WHAT’S ALREADY MADE 
E.G. FILIPPA K 
OWN-BRAND SECONDHAND STORE

USE WASTE AS A 
RESOURCE 
E.G. MUD JEANS 
HIGH VALUE MECHANICAL RECYCLING

PRESERVE & EXTEND 
WHAT’S ALREADY MADE 
E.G. KINGS OF INDIGO REPAIR KITS

USE REGENERATIVE 
MATERIALS 
E.G. QMILK 
BIODEGRADABLE MATERIALS

RETHINK THE BUSINESS 
MODEL 
E.G. VIGGA LEASING SERVICE

COLLABORATE TO CREATE 
JOINT VALUE 
E.G. H&M TAKEBACK SERVICE
The previous steps support the decision-making process for retailers to define a customized post-consumer waste management strategy. Additionally, the ‘Database - Organization Overview’ offers the option to filter for possible partner organizations to realize the strategy.

‘Database - Organization Overview’:
1. Filter by ‘Revenue Logic’ and select Advertising & PR, Wholesale and Service in order to view possible partner companies that are not competitors working in retail.
2. Filter by ‘Country’ if you are looking for a partner in a specific country.
Following these steps to implement post-consumer waste management strategies, may be a long and challenging journey. Having successfully implemented these strategies, it is time to join the conversation and inspire others to follow the lead.
REFERENCES


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