

# CIRCO

## Circular Business

### Design Track

#### Less waste, more customer value

In the Netherlands, large quantities of textiles are bought and disposed of. Circular business can help to reduce the quantity of unsold stocks and textile waste, or prevent this from happening.

By applying circular design principles, as a textile or clothing company you can achieve benefits such as less waste and shorter lead times. You will also gain more insights into customer value and can focus on this, leading to a greater chance of sales. As a supplier, how can you apply circular design strategies and business models in your own production chain? This is what you will discover in the Circular Business Design Track.

#### Dutch government's ambitions

By investing in a circular textile sector, you will be contributing to the [government's ambitions](#) within the government-wide Circular Economy programme and the Transition agendas.

During the CIRCO Track, we will start to develop circular businesses. Along the way, you will be helped by means of a facilitated design process with knowledge, tools and interaction with other companies and designers. Afterwards, you will have developed both a long-term vision and a concrete plan that you can put into action right away.

#### Three-day Workshop Track

Circular Economy is a system in which high-quality services are provided and in which products are used for as long as possible before being reused and recycled.

CIRCO offers a three-day development track in collaboration with Modint and FGHS (the Dutch Association of Sport Product Manufacturers and Wholesalers). In this track, we bring together companies producing textile and sports clothing and their chain partners to help them get started from their own position and business case and gain knowledge of circular enterprise and circular design. Together, we will discover new opportunities and initiate business models for circular clothing, textiles and sporting goods.

This track is offered in English and consists of physical meetings and online components.

#### Who is it for?

This track is being organised for:

- Dutch textile and (sports) clothing companies with self-managed production.
- International textile and (sports) clothing producers.
- Chain partners that collect, sort and recycle textiles and (sports) clothing.

# Circular chain management of clothing and textiles



#### Day 1 Initiate Workshop

On this first day, you will immerse yourself in the ideas and concepts of the circular economy. We will analyse the current linear value chain.

#### Day 2 Ideate Workshop

The second session focuses on circular business models and design strategies. We will pick up on the opportunities from the previous workshop and explore them in more depth.

#### Day 3 Implement Workshop

The last workshop will prepare you to transition towards the realisation of circular products, services and business models. We will examine the technical and commercial feasibility of the results of the previous workshop, their consequences for business operations and the circular impact. You will also learn how to deal with barriers.

CIRCO Track	Day 1 Initiate	Day 2 Ideate	Day 3 Implement
Circular chain management of clothing and textiles	13 November 2020	27 November 2020	4 December 2020

# CIRCO track: Circular chain management of clothing and textiles

## Why should you participate?

- Circular enterprise offers new business opportunities! You will increase your competitive strength while creating new values for your company and your customers.
- It is an innovative recalibration of your business model. Is this future-proof and which new visions exist in this area?
- You will gain access to practical knowledge and tools.
- A CIRCO Track offers plenty of opportunities for connecting to a broad network, as well as establishing contacts with other sectors and a growing community.
- The CIRCO Track is provided by experienced CIRCO trainers.
- One-time opportunity: this is a unique project, offering a chance to join a group of frontrunners!

## What are the benefits?

- Collaboration within the chain makes it possible to achieve things that are difficult or impossible for an individual company or designer. This makes your ideas both smarter and more feasible.
- You will develop plans that can be implemented in the short term for your company and gain insights into possible long-term system changes.
- As a company, you will contribute to the development of a circular economy in which products and materials are reused and raw materials retain their value.

## Investment?

- The cost of participation is €500 excl. VAT per company (for 2 people).
- Companies affiliated with Modint and FGHS will receive a €100 discount (cost €400).
- The regular price is €2000 excl. VAT. This reduced rate is partly made possible by the Ministry of Infrastructure & Water Management.
- Number of participants: Maximum of 10 companies (2 people per company)

## Partners



## More information

Chain partners:

### Modint

Dutch Trade Association for Fashion, Interior Design, Carpets and Textiles  
Contact person: Corien Beks  
beks@mondint.nl

### FGHS

Dutch Association of Sport Product Manufacturers and Wholesalers  
Contact person: Dirk Vinken  
[info@fghs.nl](mailto:info@fghs.nl)

### CIRCO Trainers

Siem Haffmans, Partners for Innovation  
Ellen Sillekens, Studio Sillekens

Apply for a CIRCO track:

Use [this link](#).

# CIRCO

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