Regenerative Renaissance

Publieke samenvatting / Public summary

Aanleiding

The fashion industry (FI) is at a critical juncture, it must transition from traditional, linear business models to circular and regenerative ones. This project addresses the urgent need to reduce FI's environmental impact, foster a connection between people and the land, and create business models that generate multiple forms of value – financial, social, and ecological. The FI is responsible for 10% of global carbon emissions and is the second-largest consumer of water globally (EU, 2024). Our project aims to disrupt its harmful cycle with circular practices, like regenerative agriculture to improve soil health, increase biodiversity, and sequester carbon, playing a crucial role in mitigating climate change (Tan & Kuebbing, 2023). Financially, we aim to create a profitable business model by identifying and implementing new revenue streams across local value chains that can be scaled and replicated across the industry. Socially, the project will support local communities by creating jobs and preserving traditional skills. Ecologically, it will contribute to the regeneration of natural systems, reducing waste, and minimising environmental impact.

Doelstelling

The primary goal of this project is to transform a Dutch fashion SME, Joline Jolink (JJ), into a multiple value creating regenerative business. The project aims to seek and test alternative revenue streams on JJ's new fashion farm, using local value chains to develop a business model that not only reduces the environmental footprint but also enhances biodiversity and societal well-being. By fostering a deep connection between the fashion industry and

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Algemene informatie / General information

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natural ecosystems, the project seeks to promote long-term environmental stewardship. By doing so, it will create a blueprint for the fashion industry to achieve significant progress towards a circular economy by 2050. Aligning with the European Green Deal this project contributes to the aim of positioning the Dutch FI as a leader in circular innovation (EU commission, 2021). By transforming how fashion is produced, consumed, and perceived, we can lead the industry towards a new paradigm that values the planet and its people as much as it does profit. This approach not only addresses current environmental and social challenges but also sets a precedent for future sustainable practices within the industry.

Korte omschrijving

1. Research and development: Conduct initial research on biobased materials, compostable textiles, regenerative practices (including historical/ecological surveys of the local ecosystem) and local value chains. 2. Community engagement & business model innovation: Involve local communities in activities like planting and harvesting gatherings, workshops, and events to foster connection between people and land as well as explore alternative revenue streams on JJ's fashion farm. Redesign existing business model to incorporate regenerative principles and alternative revenue streams. 3. Testing and validation: Develop and test prototypes made of biobased and compostable materials produced with local partners that will be identified through the project. Based on knowledge generated, we will update JJ's existing business model to include alternative revenue streams that help make the business financially stronger. 4. Communication strategy: Conduct market research to identify current and potential target consumer groups to create a new content strategy that effectively communicates the brand's transition towards a new regenerative business model.

Resultaat

Expected outcomes include a tested and validated regenerative business model for JJs fashion farm

that crafts new revenue streams in a local value chain. Also, a capsule collection of locally produced biobased fashion products that are fully compostable while enhancing soil quality, and a comprehensive roadmap for scaling up production in the Netherlands. The project will provide valuable insights and resources for the broader fashion industry (FI), contributing to the Dutch Circular Textiles policy program (2025-2030) through reducing use of virgin raw materials, expanding alternative revenue streams, and utilising them in new products. Further, the project will promote community engagement through educational workshops and co-creation activities on the fashion farm, fostering brand loyalty and driving sales. This project will demonstrate how fashion SMEs can transition to regenerative business models, spurring environmental restoration, enhancing biodiversity, and strengthening community ties. It will establish a pathway to a regenerative business model (RBM) that other SMEs in the FI can adopt, contributing to a sustainable and competitive European economy.

De data in deze applicatie is afkomstig van de Rijksdienst voor Ondernemend Nederland (RVO) en wordt in samenwerking met de Topsector Energie ontsloten.
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