

Circularity in Sports Materials

Reuse of Circular Sports Materials: a Business Opportunity



CIRCO
creating business through
circular design

General information

More than a million kilos of sports equipment – sportswear, training equipment, and so on – end up in landfill every year. A large proportion of this equipment contains high-quality materials that could easily be reused in new products.

There are around 23,000 sports clubs in the Netherlands, serving over 4.3 million members. Just imagine how many hockey sticks or tennis rackets are discarded every season, or how many practice balls are used each year by volleyball and handball players. What happens to the club kits of the over 60,000 football teams that play matches every week? Add to that the three-million-plus weekly gym users, who also consume a large amount of products and therefore raw materials, and you're faced with a huge waste of resources.

There has to be a better way – and there is a better, more sustainable path we can take. However, this calls for new product designs and business models for all parts of the supply chain. In a nutshell: business opportunities for circularity in sports equipment. But how should participants in the supply chain approach this? Whom and what do you need?

In three morning or afternoon sessions, this CIRCO track helps entrepreneurs, businesses, and participants in the supply chain to establish a more future-proof business model and create new and more sustainable processes and products. During the track, you will be inspired and supported to identify and seize business opportunities, take steps to enhance the sustainability of sports equipment, and grow your business.

This CIRCO track is organized by LIOF and Rabobank together with the Brightlands Sportinnovator Center, Sportinnovator NL, and CIRCO (the Dutch national organization for circular business).



Session 1 - Discovery | Tuesday, May 30, 2023 | 9:00 AM - 12:30 PM

Venue: Brightlands Sportinnovator Center in Sittard-Geleen

On the first day, you will meet the other participants in the supply chain. During the morning, you will work with a product or service from your own company and explore opportunities for collaboration in the supply chain. You will analyze the current linear value chain and identify where value destruction and waste occurs.

Homework after this session: You pick the best opportunity and set out an ambition. You will be scheduled onto a call with the CIRCO trainer to refine your ideas..



Session 2 - Design | Wednesday, June 14, 2023 | 9:00 AM – 12:00 AM

Online session

In the second session, you will share your ambitions with other participants so that they can provide you with useful input. You will then focus on circular business models and design strategies. You develop your circular business model and/or design (or redesign) your product or service. We also show you what funding options are available for your ideas.

Homework after this session: You map out all the changes and set out all actions required.



Session 3 – Application | Wednesday, July 5, 2023 | 1:00 PM - 5:00 PM

Venue: one of the participant's business premises

In this final session, you will be prepared to start creating circular products, services, and business models. We will look at the technical and commercial feasibility, its implications for business operations, and the circular impact. You will also share your plans with the other participants in the track, as well as with any invitees.

The Track

The CIRCO track is aimed at all companies and organizations who operate, or may potentially operate, in the sports equipment supply chain. Together with participants in that chain, you will explore and develop the possibilities of circular sports equipment concepts. The end result is not only a first step towards circularity in sports equipment but also towards a circular business model for your company.

The track consists of three morning or afternoon sessions involving in-person and online meetings with the trainers and all participants. You work individually on your own case between these meetings. The total time investment is about 20 hours.

Why participate?

- Circular business offers new business opportunities! You increase your competitiveness, and you create new values for your company and your customers.
- During the online and in-person CIRCO track, you will discover circular business opportunities together with supply chain partners and develop one of them into a concrete plan that is achievable for your company in the short term. This could be using recycle in your products, reverse logistics, and recycling.
- You get access to up-to-date knowledge, useful tools, and experts on the subject.
- Participating in CIRCO offers many opportunities to tap into a wider network, get into contact with other sectors, and become part of a growing (regional) sustainable community.
- Working together both inside and outside the supply chain leads to smarter, more operational ideas.

What's the end result?

At the end of this three-part track, you will have a solid plan of action and have made your first step towards a more sustainable business. In doing so, you will also have created opportunities to produce less waste, reduce costs, and boost sales.

You will have become part of an attractive network of companies, institutions, and experts all striving to create more sustainable sports equipment.

What's your investment?

- The participation fee for this CIRCO track is **€550 (VAT included)** per company. For that amount, a minimum of two and a maximum of four people per company can attend three morning or afternoon sessions of a completely bespoke track.
- The actual fee is €2,200 per company. However, Sportinnovator and the LIOF program "LimburgToekomstbestendig" will cover 75% of this fee, so that you need only pay the remaining €550.

Who can participate?

Sports companies and organizations, manufacturing companies, retail, wholesale, logistics and other service providers, waste processors.

If you want to be sure whether participation makes sense for your organization, feel free to contact us.

About CIRCO

CIRCO aims to add momentum to new markets. This is a proven design methodology that gives you practical support to leverage circular opportunities for your business. If you want to know more about CIRCO, please follow this link.

During the track, you will be assisted in a facilitated design process and benefit from access to knowledge and tools as well as opportunities to exchange ideas with other companies and designers. By uniting the chain, we develop products and services that are designed for a specific context and with scalable sales potential!

Sign up

If you are interested in participating, please contact Charles Mevis by e-mail or phone (charles.mevis@liof.nl | +31 [0]6 11 36 87 81)

You can also go directly to the website to find more information and sign up.

Further information

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More information and signing up

Please follow [this link](#)