

Exploring Circular Retail Through Re Tuna: A Workshop on Circular Economy Practices in Fashion Retail

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WORKSHOP OVERVIEW

This workshop focuses on ReTuna, the world's first recycling mall located in Eskilstuna, Sweden. ReTuna is a pioneering model of circular retail, featuring municipal ownership and fostering innovative collaborations to promote sustainability. The workshop provides an interactive exploration of ReTuna's business model, its operational framework, and its impact on ethical and circular retail in the fashion and lifestyle industry.

Participants will engage in a structured series of activities to analyse the challenges and opportunities of adapting circular retail models to their own regions and brainstorm actionable solutions. Insights and data gathered during this workshop will serve as qualitative research data for ongoing and future studies on sustainable retail practices and transitions.

WORKSHOP OBJECTIVES

1. Introduce participants to the operational and governance model of ReTuna.
2. Facilitate critical discussions on challenges and opportunities for implementing circular retail models globally.
3. Encourage participants to brainstorm innovative solutions and conceptualise circular retail blueprints.
4. Collect and utilise data from participant discussions and feedback for future research on sustainable transitions.

WORKSHOP STRUCTURE

The workshop is designed for active engagement and collaboration. It includes an exhibition-style introduction, group activities for critical analysis and solution-building, and a concluding session to consolidate and share findings.

TIMELINE AND ACTIVITIES

1. Introduction & Exhibition (0:00 - 0:15, 15 minutes)

- **Objective:** Set the stage and immerse participants in the ReTuna concept through visual and multimedia materials.
- **Activities:**
 - **Mini-Exhibition:** Participants explore a series of posters and photographs showcasing ReTuna's consumer engagement, operations, and innovative practices. Images will focus on the retail process, community initiatives, and upcycling success stories.
 - **Audiovisual Presentation:** A short video (5 minutes) featuring interviews with ReTuna's management, customers, and retailers, as well as behind-the-scenes footage of operations.
 - **Facilitator Overview:** Provide a concise introduction to ReTuna, its municipal ownership, its role in circular retail, and the key objectives of the workshop.

2. Group Activity 1: Challenges and Opportunities Analysis (0:15 - 0:30, 15 minutes)

- **Objective:** Encourage participants to critically examine the factors influencing the adoption of circular retail practices.
- **Activities:**
 - **Formation of Small Groups:** Participants will be divided into groups of approximately 4. Each group will be assigned a flip chart, markers, and sticky notes.
 - **Discussion Prompt:** Groups will discuss the following:
 1. What are the key challenges (e.g., governance, infrastructure, consumer behaviour, supply chain complexities) to adopting circular retail in their regions?
 2. What opportunities (e.g., community engagement, economic incentives, policy support) could facilitate such adoption in their regions?
 - **Facilitator Support:** Move between groups to guide discussions and answer questions.
 - **Documentation:** Groups will note their discussions on flip charts, using sticky notes for key ideas.

3. Group Activity 2: Solution Brainstorming (0:30 - 0:45, 15 minutes)

- **Objective:** Enable participants to collaboratively develop innovative solutions to identified challenges and conceptualise circular retail initiatives.
- **Activities:**

- **Scenario-Based Brainstorming:** Groups will work on hypothetical scenarios to envision how a ReTuna-inspired circular retail model might function in their own context. They will:
 1. Outline strategies to address challenges identified earlier.
 2. Propose potential collaborations between stakeholders (e.g., local councils, retailers, community organisations).
 3. Incorporate elements of education and consumer engagement into their models.
- **Blueprint Creation:** Each group will draft a visual representation or "blueprint" of their proposed initiative, integrating their solutions and ideas.

4. Group Presentations & Comparative Discussion (0:45 - 0:55, 10 minutes)

- **Objective:** Share insights and encourage collective learning.
- **Activities:**
 - **Group Pitches:** Each group will present a 1-minute summary of their proposed initiative. They will explain:
 1. The key challenge they addressed.
 2. The innovative solutions they developed.
 - **Facilitator-led Discussion:** Highlight common themes across groups and explore unique ideas, fostering a collaborative exchange of perspectives.

5. Conclusion & Data Collection (0:55 - 1:00, 5 minutes)

- **Objective:** Consolidate learning, gather participant feedback, and set the stage for future research.
- **Activities:**
 - **Workshop Summary:** The facilitator will summarise the workshop outcomes, highlighting recurring insights and innovative ideas.
 - **Feedback Collection:** Participants will complete short feedback forms, providing:
 1. Their key takeaways from the session.
 2. Suggestions for improving the workshop format or content.
 3. Additional comments on the applicability of circular retail practices.
 4. Their consent for the data to be used in future research.
 - **Data Gathering:** Group materials (flip charts, sticky notes, blueprints) and individual feedback forms will be collected for analysis.
 - **Future Research Use:** Facilitator will explain that these materials will serve as qualitative data for ongoing studies, contributing to deeper analysis and potential publications on circular retail and sustainable transitions.

Workshop Resources

Materials and Equipment

- **Visuals:** Posters and photographs depicting ReTuna's operations and consumer engagement. Space / resources to enable these to be displayed.
- **Audiovisual Content:** A laptop, projector, and speakers for video presentation.
- **Stationery:** Flip charts, markers, sticky notes, pens, and feedback form templates.
- **Workshop Space:** Seminar-style room with ample space for movement and group activities.

Human Resources

- **Facilitators:** To guide discussions, ensure adherence to the timeline, and synthesise outcomes.

EXPECTED OUTCOMES

Participant Outcomes

- A deeper understanding of circular retail through the lens of the ReTuna model.
- Practical ideas for adapting and implementing similar models in varied contexts.
- Increased awareness of the social and environmental impacts of circular economy practices.

Research Outcomes

- **Data for Future Studies:** Rich qualitative data from group discussions and feedback forms, including:
 - Regional perspectives on challenges and opportunities.
 - Innovative ideas for circular retail initiatives.
- **Integration into Research:** This data will directly inform ongoing research projects, which include papers on the genesis of ReTuna, its business model, consumer engagement strategies and social impacts.
- **Contribution to Knowledge:** Insights will be used to expand the discourse on sustainable transitions and ethical retail practices in academic and practical contexts.

Facilitator Guidance

- Ensure that activities remain focused and that groups adhere to the timeline.
- Actively engage with groups during discussions to provide clarifications and stimulate critical thinking.
- Create an inclusive environment that encourages participation from all attendees.

Post-Workshop Follow-Up

- Analyse collected materials and feedback to extract key themes and insights.

- Use participant data to inform ongoing research on ReTuna and circular retail practices.
- Disseminate findings through academic papers and conference presentations, contributing to the global discourse on circular economy and ethical business practices.

Highlight: Data gathered during this workshop will play a pivotal role in shaping future academic research, helping to build a robust understanding of circular retail practices and sustainable transitions across diverse contexts.