



TEPAKETJU

Project duration: 2021–2023

- We are looking for companies interested in developing innovative products and solutions. We focus on the whole value chain through which product as a service, life extension and sharing platforms are made possible. We look for companies in Finland. Additionally, value chain partners from abroad are also welcome.
- Companies from different parts of the value chain include products manufacturers and service providers, retail, insurance and financial services, logistics, maintenance, repair, sanitation, digital services, platforms, ICT, B2B- customers such as shipping companies and hotels, social enterprises, recycling centres and any missing pieces of the value chain (pest control or similar).
- Tepaketju is intended to focus on the following business sectors: textiles, clothing and accessories, furniture and interior design sectors.

Name of the leading organization:

Turku University of Applied Sciences

Piia Nurmi, Research group leader

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AIM & CONTENT OF THE CO-CREATION PROJECT

- Tepaketju aims to develop business models and service concepts consistent with the circular economy. We aim to build a co-innovation project that consists of the own development projects of companies or groups of companies, as well as a joint public research project.
 - Tepaketju focuses on new circular economy business models and service concepts. In addition to textiles, clothing and accessories, interior design and furniture have been tentatively thought to be its application areas. According to preliminary plans, Tepaketju will focus on testing new business models, identifying new forms of ownership and developing digital solutions and using data.
 - The research project produces public results and the companies' own projects run alongside.
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BENEFIT & COMPETITIVE ADVANTAGE OF THE SOLUTION

- Business is entering a sustainable circular economy, with production and consumption increasingly based on responsible raw materials and renewable energy, rather than owning services, long-lived products, resource allocation and renewal. Users' modes of action are in change. Corporate policies and earning models are changing
 - The company will have the opportunity to develop its own business through an extensive network of collaborations — a network with enthusiasm and desire and a lot of know-how to promote the circular economy.
 - Pioneering in developing a business with a circular economy opens opportunities for the company to increase its turnover.
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TARGET MARKETS & GLOBAL MARKET POTENTIAL

- Clothing, footwear and home textiles account for around €460 billion in the European market (STJM 2019). Business models consistent with the circular economy are evolving into this target market.
- The results will can be used in other sectors also.