

MODELOS DE NEGOCIO Y SOSTENIBILIDAD: EL CASO DEL RECICLAJE TEXTIL

BUSINESS MODELS AND SUSTAINABILITY: THE CASE OF TEXTILE RECYCLING

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RESUMEN

El presente en el que vivimos se mueve rápido. La realidad se transforma y evoluciona a un ritmo vertiginoso. La capacidad de adaptación a los cambios es una de las llaves para la supervivencia. Las empresas no son una excepción. Las industrias maduras tienen que reinventarse. A partir de ellas surgen nuevos nichos de negocio. Los nuevos paradigmas se integran en su operativa habitual. El reciclaje y la economía circular son ejemplos de ello. El objetivo de nuestro trabajo es definir los pilares que sostienen la industria del reciclaje textil y plantear los principales modelos de negocio existentes. Para ello, esta tarea será abordada desde la perspectiva española principalmente, aunque sin obviar la contextualización en clave internacional. El ecosistema del reciclaje textil aúna iniciativas puramente empresariales con otras que adoptan un enfoque social. El análisis de esta dicotomía pone de relieve los factores comunes que presentan ambos enfoques. Además, se enfatizan aquellos elementos que definen su sostenibilidad y configuran las peculiaridades del modelo de negocio adoptado.

ABSTRACT

The present in which we live moves fast. Reality is transformed and evolving at a breakneck pace. The ability to adapt to changes is one of the keys to survival. Companies are no exception. Mature industries need to reinvent themselves. From them arise new niches of business. The new paradigms are integrated into their usual operation. Recycling and the circular economy are examples of this. The aim of our work is to define the pillars that support the textile recycling industry and to raise the main existing business models. To this end, this task will be addressed from the Spanish perspective mainly, although without ignoring the contextualization in international key. The textile recycling ecosystem combines purely business initiatives with others that take a social approach. Analysis of this dichotomy highlights the common factors presented by both approaches. In addition, those elements that define its sustainability and shape the peculiarities of the adopted business model are emphasized.

PALABRAS CLAVE

Modelo de negocio, Sostenibilidad, Economía circular, Reciclaje, Sector textil, Empresas sociales.

KEYWORDS

Business model, Sustainability, Circular economy, Recycling, Textile sector, Social enterprises.

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