

Post-Consumer Recyclate: How to get organisational buy-in - The Vorwerk Case

Key Learnings



Integrate Sustainability in Core Strategy

Many companies create sustainability strategies that run parallel to business planning, leading to predictable failures in execution. **When sustainability operates as a side strategy, it gets disconnected from budget cycles, target setting, and resource allocation that drive actual business decisions.** By positioning sustainability as a growth driver within the business strategy, sustainability projects compete for resources on the same terms as other growth initiatives rather than being treated as optional work.

Translate Complex Concepts into Stakeholder Language

The technical benefits of sustainable materials mean little without communicating relevance to each stakeholder group. **The ability to answer "what's in it for me" in each colleague's language determines whether sustainability initiatives gain traction.** Success requires patience to explain concepts repeatedly until non-sustainability professionals understand the business opportunity rather than viewing it as compliance overhead.

Address Stereotypes Through Testing and Communication

The belief that recycled plastics inherently mean lower quality creates barriers regardless of technical reality. **Testing recycled materials and sharing prototypes with management and product teams helps overcome assumptions about mechanical recycling quality.** This hands-on education, combined with explaining different sustainable material types, builds confidence that recycled materials can meet premium product standards.

Leverage Vertical Integration for Circularity

Companies with integrated supply chains have unique advantages in implementing circular strategies. **Controlling suppliers, manufacturing, and direct consumer relationships enables tighter material quality management and faster feedback loops for sustainable material adoption.** This vertical integration becomes a competitive advantage in circularity while maintaining quality standards.

Listen to the full episode here:

<https://circularity.fm/podcast-episodes/post-consumer-recyclate-how-to-get-organisational-buy-in-the-vorwerk-case/>