

# What constitutes a sustainable future for the Welsh weaving industry?

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Research Proposal  
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# Introduction

- The Welsh weaving industry
- Can weaving contribute to a 'High Value Manufacturing' future for Wales?  
“manufacturing activities which have a positive social, economic and environmental impact on the well-being of the citizens of Wales”  
(Welsh Government, 2021, p6.)
- Who are the key stakeholders?
- The hypothesis

# Literature Review

| Search Term                                                                                | Date range | Platform       | Number of results |
|--------------------------------------------------------------------------------------------|------------|----------------|-------------------|
| "Welsh woollen industry"                                                                   | N.A.       | UWTSD Library  | 27                |
| "Welsh woollen industry"                                                                   | 2000-2021  | Google Scholar | 48                |
| "Welsh woollen industry"                                                                   | N.A.       | Google Search  | 3,940             |
| "Welsh weaving industry"                                                                   | N.A.       | UWTSD Library  | 0                 |
| "Welsh weaving industry"                                                                   | N.A.       | Google Scholar | 0                 |
| "Welsh weaving industry"                                                                   | N.A.       | Google Search  | 65                |
| "Sustainability in manufacturing"                                                          | N.A.       | UWTSD Library  | 1,705             |
| Sustainability in manufacturing                                                            | 2011-2021  | Google Scholar | 849,000           |
| Sustainability in woven manufacturing                                                      | 2011-2021  | Google Scholar | 16,800            |
| "Sustainability in woven manufacturing"                                                    | 2011-2021  | Google Scholar | 0                 |
| "Sustainable business models"                                                              | N.A.       | UWTSD Library  | 13, 816           |
| "Sustainable business models" (filtered by subject 'Business models' and 'sustainability') | N.A.       | UWTSD Library  | 3,090             |
| "Sustainable business models woven manufacturing"                                          | N.A.       | UWTSD Library  | 0                 |
| Sustainable business models                                                                | 2011-2021  | Google Scholar | 1,210,000         |
| Sustainable business models woven manufacturing                                            | 2011-2021  | Google Scholar | 17,300            |
| "Sustainable business models woven manufacturing"                                          | 2011-2021  | Google Scholar | 0                 |
| "Sustainable business model archetypes" (filtered by subject 'sustainable development')    | N.A.       | UWTSD Library  | 323               |

Majority of searches were on "exact phrase". All Google Scholar results exclude citations.

Sources: Bocken et al., 2014; Bryan, 2017; Cambrian Wool, n.d.; Davies, 2017; Jenkins, 2005; Mentor Mon, 2021; Pieroni, M.P.P, McAloone, T.C. and Pigosso, D.C.A., 2021; Pirie, 2021; Welsh Conservatives, 2020

# Methodology

A three-phase research process:

- Phase 1) – Investigation into the current status of the industry
- Phase 2) – Defining ‘sustainability’ in the context of the Welsh weaving industry
- Phase 3) - Exploration of sustainable business model innovation opportunities

# Results

- The majority of data will be qualitative, with some quantitative analysis
- Matrices and Tables used to compare results
- Relationship building with participants will facilitate engagement and an reiterative process
- Research will add to existing literature by satisfying the need for sector specific literature
- Considerations of limitations and weaknesses

# Summary

- What constitutes a sustainable future for the Welsh Weaving industry?
- The three-phase research process:
  - 1) Investigation into the current status of the industry.
  - 2) Defining 'sustainability' in the context of the Welsh weaving industry
  - 3) Exploration of sustainable business model innovation opportunities
- The intended outcomes:
  - Clarity of the current situation in the sector
  - A clarification of 'sustainability' for the Welsh weaving industry
  - A set of sustainability criteria specific within the context
  - An analysis of the suitability of sustainable business model innovation activities and strategies for woven manufacture in Wales

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