

## **Sustainable Innovation 2025**

***Sustainable Innovation in Products, Services and Business Models***

***Past, Present and Future***

**25th International Conference**

**30<sup>th</sup> and 31st October 2025**

**University for the Creative Arts**

**Epsom**

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### **Designing for Circularity: Cricket Gear and Clothing.**

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As the sports industry faces increasing pressure to reduce its environmental footprint, cricket — with its global following and equipment-intensive nature — presents both a challenge and an opportunity for circular design innovation. This paper explores strategies for integrating circular economy principles into the design and production of cricket gear and apparel by examining material choices, manufacturing processes, and product life cycles through the lens of durability, recyclability, and resource efficiency. The paper highlights key findings and barriers to implementation from the prototype development of the first the first pair of circular cricket batting pads. Key themes also include modular design for repair and reuse, bio-based and recycled material innovation, and end-of-life recovery systems. The research underscores the importance of collaboration among designers, manufacturers, governing bodies, and players in creating a circular ecosystem that extends beyond performance to planetary responsibility. Ultimately, this study proposes a framework for embedding circularity into cricket gear design and development — one that balances functionality, sustainability, and cultural significance within the sport.