

**SUS13**

## **Development of A Second-Hand Wind Instrument Business Model: A Circular Economy Perspective**

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### **Abstract**

Corporate social responsibility and sustainability have increasingly become the focus of public attention, with Environment, Society, and Governance (ESG) as key indicators to assess a company's performance in these areas. This concept engenders a new strategy for corporate growth and a global shift in ESG values. In recent years, the sharing economy has gained momentum, with its core principle being to rent out unused items to those in need, creating economic benefits from idle assets, reducing carbon emissions, and conserving energy. Understanding ESG concepts means being able to drive more innovative project strategies that not only respond to new market demands but also enhance the project's social impact. With many people learning to play wind instruments domestically and a relative lack of industry and related research on second-hand wind instruments, this study aims to investigate the relationship between second-hand wind instruments and the sharing economy business model through a literature review and exploration of the circular economy, sharing platforms, and business models, and to understand how sharing platforms create ESG values. From the research results, ten key principles of the used wind instruments business model are identified: "Target Customers", "Product Type", "Value Recognition", "Use and Service Experience", "Revenue Structure", "New Profit Model", "Expense Structure", "Innovative Development Cooperation Network", "Customer Needs and Trends", and "New Market Opportunities." Future study could establish a sharing platform for the business model of second-hand goods as a reference model for startups, and create ESG values for society.

### **Conference Track**

Sustainability Issues in Decision Making