CIRCULAR BUSINESS MODELS

Levänen, J., Lyytinen, T., Gatica, S. 2018. Modelling the interplay between institutions and circular economy business models: a case study of battery recycling in Finland and Chile. Ecological Economics, 154, 373-382.

QUESTIONS GUIDING THE SEARCH FOR CIRCULAR ECONOMY BUSINESS MODEL ACTIVITIES AND RELATED INSTITUTIONAL FEATURES



IDENTIFY BUSINESS MODEL ELEMENTS

Business model elements describe the basic functions of a company

VALUE OFFER

SUPPLY CHAIN
VALUE

CUSTOMER INTERFACE

VALUE FINANCIAL CAPTURE MODEL

2

IDENTIFY CIRCULARITY-RELATED BUSINESS MODEL ACTIVITIES IN RELATION TO EACH BUSINESS MODEL ELEMENT

Business model activities describe how circularity can be incorporated into the basic functions of a company.

How is the **circular value of materials' recovery** embedded in a product or service offer?

How are **product returns managed** to achieve a functional supply chain, and how is communication organized to improve recyclability?

How is the **materials' circulation** organized for the reuse of the material?

How do circularity-based value proposition and value creation generate revenues and costs?

(3

IDENTIFY INSTITUTIONAL FEATURES AND EVALUATE THEIR IMPLICATIONS ON BUSINESS MODEL ACTIVITIES

Institutional features are regulative, normative and cultural-cognitive factors that may facilitate or hamper circulation-related business model activities.

How do institutional features *support or hamper* **materials recovery**?

How do institutional features *support or hamper* **supply chain organization and communication**?

How do institutional features *support or hamper* **materials reuse**?

How do institutional features *support or hamper* **profitability of recycling companies**?



CREATION

