



2. EXPLORING THE SECTORIAL AND ORGANISATIONAL LEVEL

2.2 BUSINESS MODEL EXPERIMENTATION FOR CIRCULAR ECONOMY: CLOSE, SLOW, NARROW, REGENERATE

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Experimentation with business models is a key pathway to accelerate the circular economy transition in established organisations and in emerging startups (e.g. Jørgensen & Pedersen, 2018). Circular business model experimentation is an iterative approach to develop and test new circular value propositions in real-life contexts with customers and stakeholders. It involves rapid learning based on empirical data to provide evidence on the viability, desirability and feasibility of circular value propositions

(Baldassarre et al., 2020). Iterations involve increased complexity of experiments, and there is a learning focus on initiating wider transitions, such as transforming consumer behaviours for the circular economy (Bocken et al., 2021).

It is widely recognized that established businesses as well as new ventures require significant experimentation to create desirable, feasible, viable, and sustainable circular business models (Bocken & Geradts, 2022). This can involve various existing business innovation tools (Pieroni et al., 2019). It usually means piloting new ventures for a limited amount of time to learn from the experience and establish successful circular business models. Some companies have been successful at creating business models focused on resource efficiencies and 'narrowing' (e.g. Bocken et al., 2016), 'intensifying' usage through sharing models, and closing the resource loop through 'cycling' (e.g. Geissdoerfer et al., 2020). These circular business model strategies are implemented by experimenting with well-defined value propositions (Bashir et al., 2020).

However, Bocken et al. (2022) argue that all circular business models should be built with an increased focus on sufficiency and aim towards regenerative and flourishing economies. These more challenging circular business models with business cases that require rethinking and disrupting the linear economy business status quo are much less commonplace (Blomsma et al., 2022). Regenerative business models focus on regenerating the natural and/or societal spaces they operate in (Konietzko et al., 2023). Business models that focus on sufficiency suggest that firms help their customers consume fewer resources through slowing and reducing material and value loops (Niessen & Bocken, 2021). Whereas businesses deem sufficiency important, the implications of redefining consumption and business models accordingly are contested and less understood by practitioners (Walker et al., 2021).

In this conference track, we welcome contributions that explore cases, practices, tools, and methods of circular business model experimentation. We especially welcome those submissions that explore the more challenging circular business model strategies such as sufficiency, or regeneration.

Guiding questions:

- How can experimentation lead to circular business models that have a positive sustainable impact?
- How can experimentation support the implementation of sufficiency or regeneration business models?
- What are advantages and disadvantages of using experimentation in implementing circular strategies?
- What tools, methods and approaches can best support experimentation for (more challenging) circular business models?

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