



4. EXPLORING THE ORGANISATIONAL IMPACT

4.2 ACTOR ENGAGEMENT IN SUSTAINABLE (CIRCULAR) BUSINESS MODELS & CIRCULAR ECOSYSTEMS THROUGH DESIGN THINKING AND OTHER PRACTICES

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Keywords: Sustainable (Circular) Business Models, Circular Ecosystems, actors' engagement, design thinking, innovation

This track aims to provide insight into engaging multitude of actors – such as companies, customers, and governmental bodies – in the conceptualization, development, launch, and adoption of sustainable (circular) business models and circular ecosystems so that circular value is cocreated.

Authors could explore the role of innovation platforms in designing and spreading circular business models (CBMs) as they require collaboration that takes place in either physical or digital platforms. Authors are also encouraged to investigate how actors navigate tensions, frictions, and even paradoxes that they encounter during the innovation process of CBMs.

Specific attention is dedicated to the role of design thinking practices and tools for circular business model innovation, but research on other practices and tools is also embraced.

This track welcomes scholars from different disciplines and it is open to conceptual, qualitative, and quantitative work.

Some guiding questions:

- How could Sustainable (Circular) Business Models uptake to the wider industry/ system level?
- How could important actors – such as customers, universities, politicians, and companies – be engaged in the transition to circular economy?
- What practices contribute to engaging different actors with business models characterized with high circularity such as reuse-based CBMs or rental-based CBMs?
- Under which conditions do design thinking practices and tools contribute to circular economy engagement?
- How to design CBMs that meet circular economy highest political ambitions such as digital product passport and Zero waste by the European Commission?
- How could actors navigate paradoxes such as economic growth and social wellbeing/planet saving?

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