

- Title of Session:

Consumers and New Business Models in the Circular Economy

Name, Title and Affiliation of Chair:

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Details of Session (including aim and scope):

The Circular Economy (CE) has seen as an attractive solution for more sustainable consumption practices, offering new business opportunities, and an effective way to save resources by keeping valuable materials in use for as long as possible. The concept of Circular Economy focuses often on potential business opportunities, but in order to achieve a systemic change towards CE, changes in society should take place not only in businesses but in several spheres at the same time. Therefore, the role of consumers is an important part of the change and to be a success the Circular Economy needs to be attractive not only to companies and policymakers but consumers alike.

A fair amount of research about CE concentrates on circular business models, reduction, reuse and recycling of waste, and is often business oriented but consumer aspects are not widely considered. Consumer perspective to Circular Economy is likely to be more personal and varied than the professional perspective of companies or policymakers. Examples of consumer centric CE business models are shared use, result-oriented services, repairing and refurbishing, and upgrading materials into new products.

Consumers need to be seen as an integral part of the change towards Circular Economy, but their role in the process is yet not fully understood. In this special session we aim to explore different angles of CE from consumer and customer point of view. The session will cover (but is not be limited to) the following topics:

- Consumer perspective in CE
- Value creation in CE from consumer/customer perspective
- What are the pros and cons for consumers in novel CE business models
- Services instead of owning-based business models in CE
- Acceptance and attractiveness of new CE business models among consumers
- CE strategies in businesses and policies from consumer perspective
- Co-creation platforms and networks for circular products and services
- Participatory methods in creating novel solutions for CE businesses

Contributions of any types are welcome including empirical research, literature reviews, conceptual, case studies and surveys.

Authors' guidelines and deadline for submissions can be found in the conference website: <http://sdm-19.kesinternational.org/>

Main Contributing Researchers / Research Centres (tentative, if known at this stage):

Website URL of Call for Papers (if any):

N/A

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