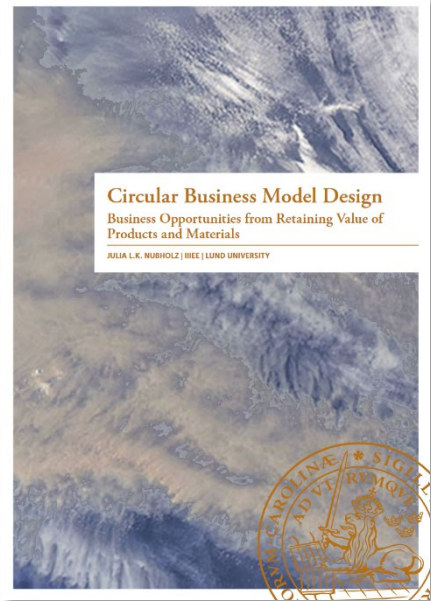




MISTRA
Resource-Efficient and
Effective Solutions

New dissertation helps entrepreneurs become winners in the circular economy

Circular Business Model Design: Business Opportunities from Retaining Value of Products and Materials, Julia L.K. Nußholz, 2020 feb 11, IIEE Dissertation uppl. Lund, Sweden: International Institute for Industrial Environmental Economics, Lund University. 202 p.



In a recently published dissertation from Lund University, Julia Nussholz from Mistra REES shows how companies can apply circular business models (CBM) to shift their operations in a more circular and resource-efficient direction. The study shows that circular working methods, in addition to obvious environmental and climate benefits, can also contribute to strengthened customer satisfaction and increased profitability.

The study is based on practical experience from leading companies in a number of different industries – all with the ambition to reduce their material use and extend the technical life of their products. The dissertation shows, among other things, how companies can use different types of tools and methods to make their business more resource efficient. Furthermore, it is packed with useful tips on how companies can adopt circular methods and models and thereby both reduce their climate footprint and strengthen their business competitiveness. A concrete example of this is a case study that shows how a Swedish company has been able to promote the reuse of building materials through the application of a new type of business model – something that has resulted in significant environmental and climate benefits while the company can strengthen its economic competitiveness.

The underlying purpose of Julia's research has been to systematically answer how circular business models can be applied to increase a company's resource efficiency, and how different types of tools and measures can increase the pace of change towards a more circular economy. An important conclusion in the research work has been that greater political support is needed to increase the pace of change towards a more circular and resource-efficient economy. Julia, therefore, provides examples of a number of different policy proposals that can promote and facilitate the transition to circular business models and working methods.

The study is an important contribution to the continued work of bringing forward and developing new types of circular and more resource efficient business models and policy measures.

“Circular business models are making strong progress. The greatest danger in times of change is not the change itself but to act with yesterday's logic. I therefore recommend companies to study this dissertation to learn more about how they can take advantage of the opportunities with and how to design circular business models”

Mattias Lindahl, program director for Mistra REES