

CINet CONFERENCE 2021  
ORGANIZING INNOVATION FOR A SUSTAINABLE FUTURE

SPECIAL TRACK

**“TRANSITION TO A MORE CIRCULAR SOCIETY: INNOVATING  
FOR A BETTER FUTURE”**



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**MANAGEMENT**

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The transition to a more circular society is at the heart of the political, social and economic policies for Europe (Lazarevic and Valve, 2017) in line with the goals of the 2030 Agenda (European Commission, 2015).

The circular economy (CE) is a new socio-economic paradigm that opens up new business and employment opportunities and promotes community well-being (e.g. by ensuring better economic, environmental and social performance of processes). It is an evolving topic that has recently broadened from many different disciplinary backgrounds (Alhawari et al., 2021) and has gained the attention of policy makers, practitioners and academics.

The CE approach is often considered synonymous with sustainability, but it goes beyond the traditional view of sustainability. It has recently been recognized as a useful way to balance economic growth, environmental issues and resource scarcity (Merli et al., 2018). To this end, CE focuses on achieving value that can be created by redesigning production and service delivery systems, rather than simply improving the use of resources (Nakajima 2000; Pitt 2011). This approach implies a profound change in the basic structures of industrial systems that would enable efficiency improvements far beyond the potential savings that would result from improving the energy efficiency of industrial processes (Clift and Allwood 2011). The ultimate goal of this approach would therefore be to decouple economic growth from natural resource depletion and environmental degradation (Liu et al. 2009; Xue et al. 2010).

Rethinking production models requires rethinking consumption models; indeed, demand plays an important role in the development of circular production models, as highlighted by the International Sustainable Development Guidelines (OCSE, 2011). Consumption, in addition to its intrinsic economic nature, also represents a cultural phenomenon. This is particularly evident in sustainable consumption, which shifts from the purely economic sphere (the production of goods and services) to the sphere of social and cultural contexts. In the same way, circular production models, in the “milieu innovateur” approach, also involve the social and cultural contexts by emphasizing the need to

valorize the resources of the territory, the integration of different sectors for innovation and the support of local, national and international policies.

CE is an evolving and broad topic that offers many opportunities to advance the transition toward a more sustainable and inclusive society. To follow this path, existing models of production and consumption need to be reconsidered (Saavedra et al., 2017). Circular business models, circular design and service innovations in the context of the circular economy need attention, as well as new consumption culture and models.

Authors are encouraged to present and discuss the latest innovations, trends and solutions in the areas of circular economy. Papers could adopt either theoretical and conceptual or empirical analysis (qualitative or quantitative methods) using the most suited methodology.

Suggested topics include, but are not limited to, the following:

- Circular entrepreneur
- Territorial competitiveness and social capital for circular economy
- Circular innovation and cross-fertilization processes
- Circular innovation and social innovation
- Values and consumption behavior for circular production models
- Cultural differences and propensity to buy circular products.
- Circular economy and business model innovation
- Circular economy and value co-creation

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