

Scaling up Collaboration in Circular Business for Creating Shared Value

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INTRODUCTION

- The circular economy & circular business (CB) principles gained increased scholars' attention in last 5 years (Kirchherr, 2022)
- The business nature is changing from the competition towards coopetition and shared value creation
- Businesses reconsider the value creation – besides the profit and economic value creation address social and environmental challenges (Bocken & Ritala, 2021)
- The positive environmental performance as the essential component of the shared value creation has received less attention in the literature
- The shared value creation is not precisely conceptualised in the context of the circular economy and circular businesses (Korhonen et.al., 2018)

RESULTS

- Within circular businesses the value is created not only for customers or business owners, but also the positive impact on the environment and the social value for the society is delivered (Manninen et al., 2018)
- Circular companies balance the economic value (a profit) with social value and the ecological feasibility incorporating it into the business model and revenue streams (Porter, 2021)
- The shared value creation requires multi-stakeholders collaboration on the ecosystem level beyond organisational boundaries
- The scale-up of collaboration is a next task of circular businesses to ensure circular innovations and changes on the business model and ecosystem levels
- The Quadruple helix model provide a framework for the engage and cooperation of different stakeholders in the circular value network for shared value creation (Cirule & Uvarova, 2022)

METHODOLOGY

Objective - to conceptualise the framework of the shared value in the context of circular businesses and explore the effect of a collaboration on creating shared value.

Methods:

- The literature review
- Focus group discussions
- Incorporating design thinking methods

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CONCLUSIONS AND CONTRIBUTION

- The Circular economy deals with the multiple value creation for various stakeholders with a different value perception
- The involvement of actors in the shared value creation is complex and requires better understanding of new roles, patterns and enablers of collaboration

This study:

- Contributes to a better understanding of the shared value in the context of the circular economy
- Advocates the necessity to scale-up collaboration on the circular economy ecosystem

Infinity of creating shared value in circular businesses

