

Abstract

4 Obstacles on the Way to a Circular Economy

The concept of circular economy is part of a grand, sweeping vision, which requires advance critical thinking on how to operationalize and implement the concept on the ground. In this talk, we discuss possible implementation challenges for the industry and policy makers. We argue that the industry is advised to carefully analyze business models and understand where the costs and benefits from circular business models are and to whom their benefits and costs apply. Likewise, lawmakers will need to pay particular attention to existing scientific research to realize possible implementation related obstacles and seek solutions accordingly.