SIG 03 - ENT - Entrepreneurship

We invite you to submit your research to explore the theme of Leading the Digital Transformation for the EURAM 22nd Conference.

We look forward to receiving your submissions.

T03_14 Circular entrepreneurship: entrepreneurial ventures addressing environmental and societal grand challenges

Proponents:
Antonella Zucchella, University of Pavia; Beatrice Re, University of Bergamo; Giovanna Magnani, University of Pavia; Ufuk Alpsahin Cullen, Edge Hill University; Leena Aarikka-Stenroos, Tampere University

Short description:
The current economic system, based on the "take-make-dispose" paradigm, is no longer sustainable. Since the 1970s, the demand for resources has exceeded the Earth's biocapacity, thus causing what is known as an ecological overshoot. Circular entrepreneurs find market solutions to environmental issues by creating ecological and social value. This track calls for papers investigating circular entrepreneurship as a concrete response to the dramatic environmental situation. We welcome studies that investigate the circular entrepreneurship phenomenon, with special attention to circular start-ups, and small and medium-sized enterprises (SMEs). The track is planning to run both competitive and development paper sessions.

Long description:
The current economic system, based on the "take-make-dispose" paradigm, is no longer sustainable. Since the 1970s, the demand for resources has exceeded the Earth's biocapacity, thus causing what is known as an ecological overshoot (Wackernagel et al., 2002).

The European Union is aware of the need to take urgent actions, therefore in March 2020, it adopted a New Circular Economy Action Plan (CEAP), which is one of the main building blocks of the European Green Deal. The circular economy (CE) - i.e., a system that is designed to be restorative and regenerative (Ellen MacArthur Foundation, 2012) - has been recognized as one of the most promising tools to enable the transition towards sustainable production and consumption modes as it has the capacity to shrink global GHG emissions by 39% and cut virgin resource use by 28% (The Circularity Gap Report, 2021).

According to Zucchella and Urban (2019), the implementation of the CE from the business perspective requires "new ways of thinking and of acting, new value propositions and business models, novel ecosystems" (p.205), the latter being recently defined as "circular economy ecosystems" (Aarikka-Stenroos et al., 2021). Circular entrepreneurship, i.e., "the processes of formation and exploitation of opportunities, using both commercial and ecological logics to address environmental challenges with the aim of closing, slowing and narrowing the loop of resources and regenerating/reconstituting natural capital" (Zucchella and Urban, 2019, p.195) promises to be a way to safeguard the natural resources (ibid), while at the same time promoting human development and social equity (Schröder et al., 2020). The CE growth largely "depends upon the widespread adoption of an entrepreneurial posture and entrepreneurial behavior" (Zucchella and Urban, 2019, p. 205).

Circular entrepreneurs design circular business models (CBM), i.e., "a business model in which the conceptual logic for value creation is based on utilizing the economic value retained in products after use in the production of new offerings" (Linder and Williander, 2017, p. 2) which can deliver market solutions to environmental issues.
by creating both ecological and social value.

How do circular entrepreneurs create business opportunities? How do they design and develop their circular business model? Which actors and stakeholders do they involve in their ecosystems and networks for circular entrepreneurship and business? How are circular value chains structured? How could circular firms grow internationally? How are circular firms making societal impact? These are some key questions and hot topics we invite scholars to reflect upon and address in this track.

**Keywords:**
Circular Entrepreneurship
Circular business models
Societal Impact
Circular value chains
SMEs

**UN Sustainable Development Goals (SDG):**
Goal 6: Clean water and sanitation, Goal 8: Decent work and economic growth, Goal 10: Reducing inequalities, Goal 11: Sustainable cities and communities, Goal 12: Responsible consumption and production, Goal 13: Climate action

**Publication Outlet:**

**For more information contact:**
Antonella Zucchella, University of Pavia antonella.zucchella@unipv.it

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