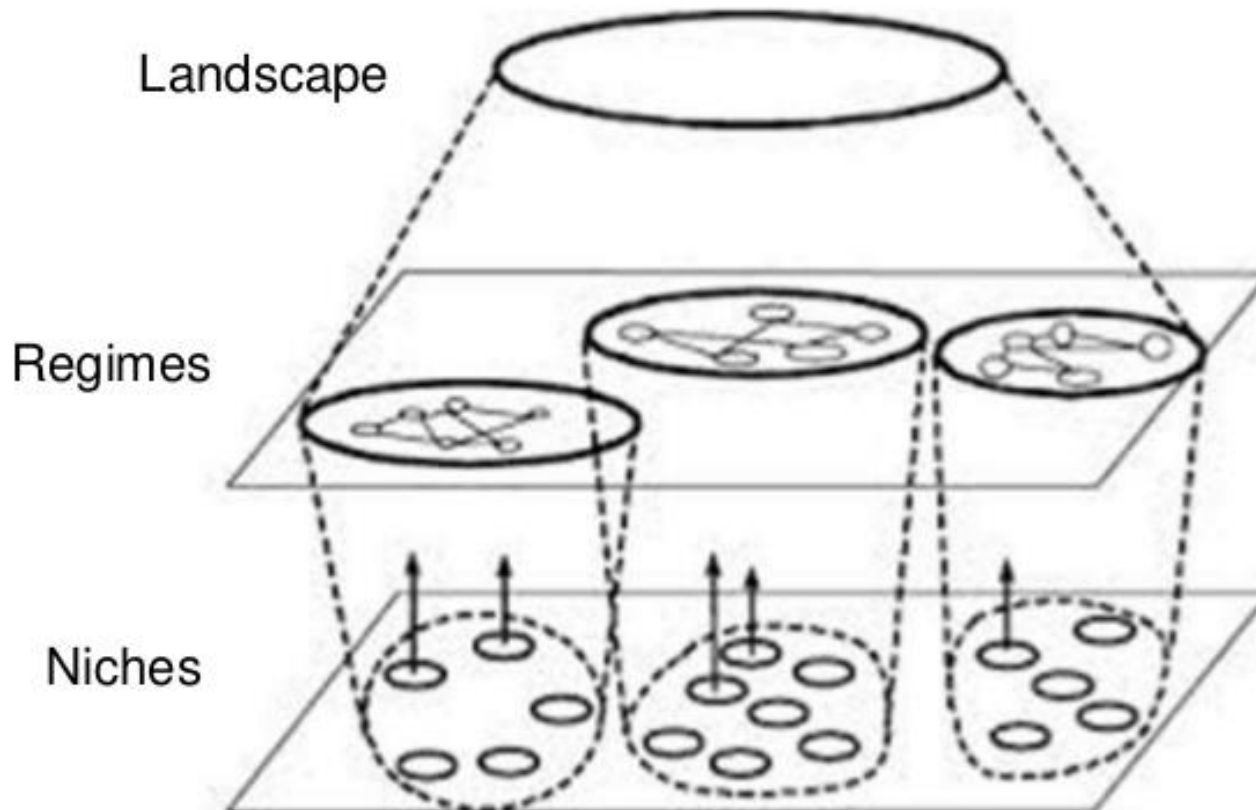


The dynamics between business actors in transcending to a circular economy in the Amsterdam Metropolitan Area



Transition management (Geels, 2002)

Levels of transition management



Circular Economy Program in the Amsterdam Metropolitan Area

Order of priority: 10 R's

High

Refuse: prevent raw materials' use

Reduce: decrease raw materials' use

Redesign: reshape product in view of circularity

Reuse: use product again (second hand)

Repair: maintain and repair product

Refurbish: revive product

Remanufacture: make new product from second hand

Re-purpose: re-use product but with other function

Recycle: salvage material streams with highest possible value

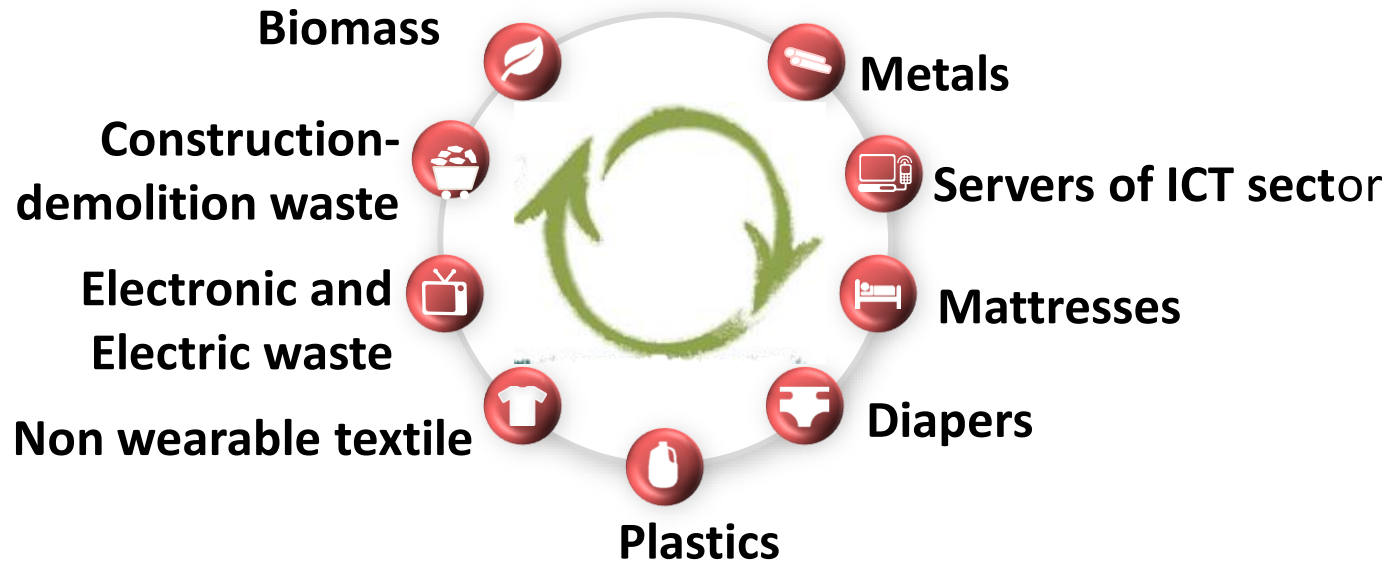
Low

Recover: incinerate waste with energy recovery

1. Circular procurement to stimulate circular products



2. Closing the loop of resource streams (9 priority resource streams: 2015-18)



Key-Results: High value recycling and product-reuse/redesign of 20 sub-resource streams. In all but 5 consortia both regime and niche actors involved

Dynamic interaction between regime and niche actors

	No dynamic interaction	Dynamic interaction
Niche actors	Development of innovative product/ service but limited scaling opportunities	Development of innovative product/service with the potential of scaling through support of regime actors
Regime actors	Tendency to focus on incremental improvement unless they are front runners	Willingness to become more innovative through niche actors' influence, unless market opportunities and/or societal pressure are lacking

Conclusions

1. Practices of regime and niche actors reinforce each other if their activities are complementary
2. Niche actors are not operating in a protected space to overthrow the regime
3. Circular economy is foremost a shift in non-technical aspects (behavioral; economic; organisational; legal)
4. Circular economy is a complex multi-regime change covering numerous sectors and product-chains

More information?



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