

# Circularity delay: Overcoming barriers for circular economy strategy development

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## INTRODUCTION

Circular Economy (CE) has received accelerated attention by the public and policy makers as well as members of the research community due to the necessity of implementation in urban and enterprise settings to accomplish sustainability and social prosperity.

## DISCUSSION

There is still a **gap between the theoretical value of CE and the practical implementation** of the concept in both urban and industrial sectors. There are **four types** of interconnected barriers:



### Social

(i.e. consumer awareness, business culture etc.)



### Technological

(i.e. design, complex supply chain etc.)



### Regulatory

(i.e. laws and regulation, lack of global collaboration etc.)



### Market

(i.e. high investment costs, high risks of investments etc.)



The **benefits of CE** have drawn the eye of many governments as a CE model can:



Reduce emissions by  
**48%**

New job opportunities



Create economic benefits

Boost profit margins of businesses



The **analysis of them could result in the identification of root causes and solutions to CE transition**. To accomplish this, proper information quantification of circular innovation is needed for measurable proof of circularity. **The absence of metrics constitutes a key obstacle to CE implementation.** Tools to analyze them include:



Key Performance Indicators

Life Cycle Assessment



## CONCLUSION

These tools can be adopted in all industrial setting to pinpoint circularity opportunities, identify challenges and select the best CE strategy. Development of a new business mindset through Regulatory relief measures, support from governmental and non-governmental entities, education, awareness campaigns and general influence of the public through marketing tactics to help promote, regulate and monitor CE implementation.