

Contents

Foreword — V

About the editors — XIII

List of contributors — XV

Stefano Pascucci, Allen Alexander, Fiona Charnley, Jessica Fishburn
The circular economy: landscape, dimensions and definitions — 1

Part I: Introducing transformation

Allen Alexander

Introduction — 19

- 1 Walter Stahel on envisioning circular systems, lifecycles and products — 25**
- 2 Ken Webster on framing potential circular economies — 35**
- 3 Kate Raworth on creating regenerative and distributive economies by design — 45**
- 4 Frances Wall on virgin resources, scarcity and circularity — 53**
- 5 Hugo Spowers on transforming established industrial trajectories with a circular business strategy — 63**
- 6 Andy Rees OBE on waste, reuse, recycling and the power of positive governance — 75**
- 7 Ladeja Godina Kosir on transformation of people and the power of networks — 85**

Part II: The state of transition

Stefano Pascucci

Introduction — 93

Merryn Haines-Gadd, Conny Bakker, Fiona Charnley

8 Circular design in practice: eight levers for change — 97

Saskia van den Muijsenberg

9 Biomimicry and the Circular Economy — 125

Daniel Guzzo, Janaina Mascarenhas, Allen Alexander

10 The transformational power of Circular Innovation — 147

Paavo Ritala, Nancy M. P. Bocken, Jan Konietzko

11 Three lenses on circular business model innovation — 175

Aglaia Fischer, Diane Zandee, Marleen Janssen Groesbeek

12 Finance and accounting in the circular economy — 191

David Monciardini, Eléonore Maitre-Ekern, Carl Dalhammar,
Rosalind Malcolm

13 Circular Economy regulation: an emerging research agenda — 219

Steffen Böhm, Chia-Hao Ho, Helen Holmes, Constantine Manolchev,
Malte Rödl, Wouter Spekkink

14 Circular society activism: prefigurative communities in everyday Circular Economy action — 241

Esther Goodwin Brown, Marijana Novak, Constantine Manolchev, Sharon Gil,
Esteban Munoz

15 Circular economy jobs: risks and opportunities in the labour market — 261

Fenna Blomsma, Geraldine Brennan

16 Resources, waste and a systemic approach to Circular Economy — 285

Marta Ferri, Alison Stowell, Gail Whiteman

17 Plastic futures: mobilising circular economy contexts to address the plastic crisis — 307

Kim Poldner, Domenico Dentoni

18 Aesthetic engagement: material practices of organising towards regenerative futures — 333

Part III: Industrial vignettes: exploring industry transition

Fiona Charnley

Introduction — 371

Georgie Hopkins

19 BAM bamboo clothing — 377

Georgie Hopkins

20 Winnow Solutions Ltd — 381

Oke Okorie

21 Riversimple — 385

Georgie Hopkins

22 Rype Office — 389

Georgie Hopkins

23 Elvis & Kresse — 393

Jamie Wheaton

24 Circularity Capital — 397

Ruth Cherrington

25 Teemill — 401

Jamie Wheaton

26 Forest Green Rovers — 405

Jamie Wheaton

27 Grover — 409

Isabelle Housni

28 ReStore project — 413

Isabelle Housni

29 Packshare — 417

Isabelle Housni

30 Lendwithcare — 421

Jamie Wheaton

31 Páramo — 425

Ruth Cherrington

32 Circular & Co — 429

Isabelle Housni

33 Terragr'eau — 433

Ruth Cherrington

34 LUSH cosmetics — 437

Jamie Wheaton

35 Shark Solutions — 441

Georgie Hopkins

36 gDiapers — 445

Georgie Hopkins

37 Ricoh — 449

Isabelle Housni

38 Riverford Organics — 453

Georgie Hopkins

39 Oxwash — 457

Ruth Cherrington

40 Triodos Bank — 461

Ruth Cherrington

41 Co Cars — 463

Georgie Hopkins
42 Oddbox — 467

Ruth Cherrington
43 Fairphone — 471

Ruth Cherrington
44 Ooho from Notpla — 475

Jamie Wheaton
45 Repair Café — 479

Jamie Wheaton
46 Gerrard Street — 483

Jamie Wheaton
47 Patagonia — 487

Isabelle Housni
48 Whirli — 491

List of figures — 495

List of tables — 497

Index — 499