

# New Strategies and Business Models for a Circular Plastics Transition

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## C-PlaNeT

CIRCULAR PLASTICS NETWORK  
FOR TRAINING



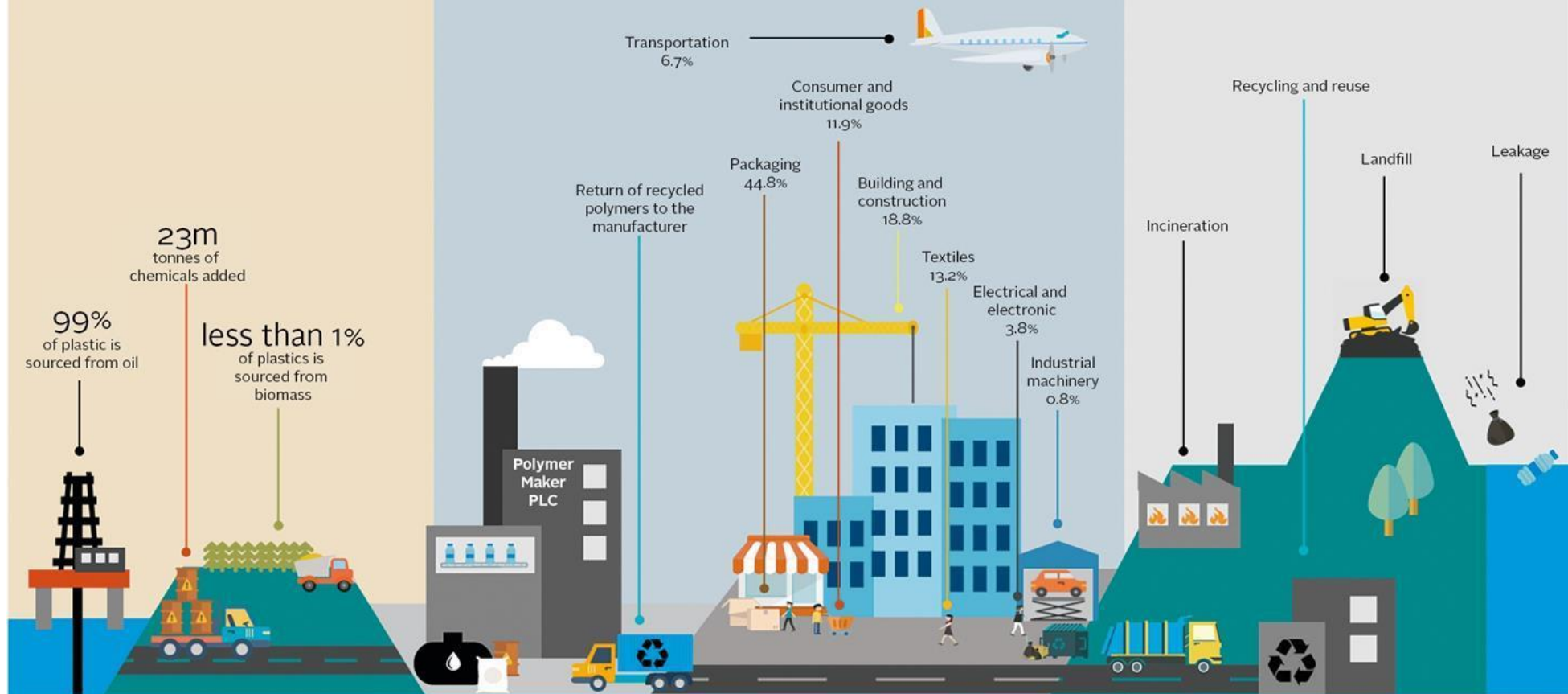
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\*Percentages represent the proportion of plastic produced for each market sector



1 Raw material production

2 Manufacture and use

3 Disposal and end of life treatment





# New Strategies and Business Models for a Circular Plastics Transition

**Idea in brief:** Firms will have to change their business models to benefit from the circular economy, but how exactly remains unclear.

**Research focus:** Circular Business Models (CBMs) for plastics

# Study 1: Circular Business Model Design for Start-ups in the Dutch Plastics Economy

**Problem:** Many start-ups in the Dutch Plastics Economy are trying to be more circular, but they face a lot of challenges and uncertainties in developing a circular business model.

**Research questions:** What are the barriers & drivers that start-ups in the Dutch Circular Plastics Economy face? How can future start-ups in this sector design circularity into their business model?

**Method:** systematic literature review + semi-structured interviews with founders of start-ups at various parts of the plastics value chain

**Contribution:** exploration of the barriers/drivers for CBM development and implementation in the context of circular plastic start-ups; development of design principles for circular business modeling derived from both research and practice

# Project Status and Challenges

**Status:** as of today, I have completed **8 interviews** with founders and CEOs of various start-ups, with 4 more scheduled next week, and a target of 20 or so interviews in total, if possible. I also have preliminary results for the systematic review of CBM barriers/drivers.

## Challenges

- **The plastics context can be very broad:** it is a very versatile material which is used in so many industries (packaging, textile, construction, consumer goods, electronics, etc.). Currently, I try to focus on (1) start-ups with advanced recycling technologies and (2) start-ups who make products from such recycled plastics.
- **Defining start-ups solely based on years of operation can be challenging:** based on the interviews, some technology-based start-ups take a very long time before being able to develop a demo plant, thus remaining unable to validate their BM.
- **It is quite difficult to get start-up founders and CEOs to participate in interviews** because they are hesitant about 'revealing' their ideas on their business model.
- I have to **decide which direction** I would like to take my study: a deep dive into barriers/drivers and enriching our understanding of them within the plastics context, or shifting the focus to the development of CBM design principles using a design science approach (with a more surface-level look at barriers/drivers).

# Thank you!

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