



Circular Economy Business Models

Key question asked in the game: What Circular Economy model it refers to?

CLARIFICATION:

Circular input	Refers to the use of recycled, regenerated, or recovered materials as inputs for production (or services) in the company. It focuses on closing the loop by reintroducing such materials into the same or new products, minimizing the need for virgin resources.
Sharing economy	Involves the sharing, swapping, or renting of resources, such as products, services among individuals or organizations. In the model, the company give access to goods for everyone that accept the internal rule of using it. To single use is connected with paying the defined price that is low enough that client prefer to pay for using than for own the good. It promotes access over ownership, optimizing resource utilization and reducing waste by maximizing the use of existing resources.
Product as a service	Shifts the focus from selling products to providing them as a service. Instead of owning products, consumers pay for the utility or performance they derive from the product. This model encourages manufacturers to design products for durability, repairability and possibility to use as a integral element of service providing. It reduce waste and promote a circular approach.
Product use extention	Focuses on prolonging the lifespan of products through repair, refurbishment, or upgrades. It aims to maximize the utility and value derived from products, extending their use beyond their initial intended lifespan and reducing the need for new product purchases. The model can focus on special designing of the product to get it possible to repair, but also can focus on operating as supplier of repaired, improved or rebuild products based on used products (including new life of the used products).
Resource recovery	Involves extracting valuable materials from waste or by products generated during production, consumption, or disposal processes. It encompasses recycling, upcycling, and other techniques to recover resources from waste streams, reducing the reliance on virgin resources and minimizing environmental impact. The result of the recovery process are materials/resources that can be input to the production (in the same or other company) by replacing part or all natural raw material.

Differences:

- **Circular input** specifically relates to the use of recycled or regenerated materials as production inputs, while **the sharing economy, product as a service, and product use extension** focus on alternative models of resource utilization and consumption.
- The **sharing economy** involves sharing or renting underutilized resources, while **product as a service** involves providing products as a service rather than selling them.
- **Product use extension** focuses on extending the lifespan of products through repair and refurbishment, while **resource recovery** encompasses the extraction of valuable materials from waste.
- **Circular input and resource recovery** are closely related, as circular input can involve using recovered materials as inputs for production, while **resource recovery** is a broader concept that encompasses various methods of extracting resources from waste.