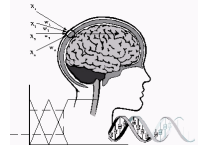




International

*Innovation in Knowledge Based and Intelligent
Engineering Systems*



INVITED SESSION SUMMARY

Title of Session:

Sustainable and Circular Economy transformations in Business and Society

Name, Title and Affiliation of Chair:

Dr Minna Lammi, Associate Professor in Sustainable Enterprise, Anglia Ruskin University

Details of Session (including aim and scope):

The Circular Economy (CE) is gaining increased attention in industry, governments and academia alike; however, the transformation towards a CE needs to be understood from different angles in order to achieve a systemic change towards more sustainable society. Often neglected aspects of the enabling systems in CE research are social and human aspects like leadership in the transformation in companies, social enterprises role, job market, networks, training, skills, emotional aspects, consumer behaviour and acceptance of CE solutions, to name a few.

To be a success, the Circular Economy needs to be attractive to companies, consumers and policymakers as well as all other players in the ecosystem. Changes in society need to take place in several spheres in a coordinated fashion to enable the transition towards the CE.

Furthermore, the research in the CE needs to increase attention on aspects of practical implementation. We will also ask will CE be enough – can we aim higher? What is CE's role in sustainable transformations in general.

In this special session, we aim to explore different angles of the sustainable and/or circular transformations from different points of view.

The session will cover (but not be limited to) the following topics:

- Modelling and defining circular business model markets
- Ideals and hopes in imagining CE/sustainable transformations
- CE and regenerative manufacturing
- CE business model transformations
- Marketing of circular products and services
- Design approaches and innovative processes to enable circular practices
- Technological development to support the transition to a CE
- Skills gap identification and overcoming strategies for CE
- Supply and demand management for CE jobs
- Challenges and barriers hindering CE business
- Consumer acceptance of and motivations for choosing CE business offerings
- Managerial aspects of circular business practices
- Circular systems across international borders

Contributions of any type are welcome, including empirical research, literature reviews, conceptual, case studies and surveys.

Authors' guidelines, and deadline for submissions can be found on the conference website <http://sdm-24.kesinternational.org/>

Main Contributing Researchers / Research Centres (tentative, if known at this stage):

Website URL of Call for Papers (if any):

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