



The Role of Innovation Catalysts in Business Model Re-Design for Circular Economy

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Message from the Guest Editors

Circular Economy (CE) is gaining prominence from a strategic management perspective (Rosa *et al.*, 2019). Accordingly, current research is calling scholars for investigating how existing firms re-design their business model while adhering to CE principles (Ranta *et al.*, 2018). In particular, adopting a Circular Business Model (CBM) requires firms to rethink each of the three main dimensions of Business Model (BM) (Lewandowski, 2016): (i) value creation, that is, the set of resources and activities, as well as the relationships with the supply chain stakeholders (Urbinati *et al.*, 2017, 2019), (ii) value delivery, that is, the ways through which firms promote and communicate their circular value propositions towards customers and other stakeholders (Ranta *et al.*, 2019; Linder & Williander, 2017), and (iii) value capture, that is, innovative ways to generate economic and environmental benefits, such as pay-as-a-service mechanisms (Tukker, 2015), and new practices for managing the relationships with clients, such as take-back systems or product-service systems (PSSs) (Kjaer *et al.* 2019).





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