

CONTENTS

PREFACE

1	FROM LINEAR ECONOMY TO CIRCULAR ECONOMY	1
1.1	Pillars of sustainable development	1
1.2	The concept of the circular economy – from linearity to circularity	4
1.3	The current situation and challenges of the circular economy	10
1.4	Similarities and differences between sustainability and circular economy	11
1.5	Structure stratification of the circular economy and limits of the concept	13
2	OBJECTIVES OF TRANSFORMATION MANAGEMENT FOR THE CIRCULAR ECONOMY	17
2.1	Circular economy goals as a dynamic social process and accelerator of circular economy potential	17
2.2	Strategies for all levels of circular economy based on objectives and goals	20
3	SUPPLY CHAINS FOR THE CIRCULAR ECONOMY	29
3.1	Circular supply chain	30
3.2	The main characteristics of supply chains to support the circular business model	31
4	AN OVERVIEW OF THE RESULTS OF THE ORIGINAL RESEARCH AND INSPIRATIONS FOR CONTEMPORARY RESEARCH TOPICS	33
4.1	Environmentally responsible business behavior research	33
4.2	Research in the field of material productivity	37
4.3	Application of the Balanced Scorecard approach for Responsible Business Index creation	42
5	DRIVING FORCES OF BUSINESS IN THE CIRCULAR ECONOMY	51
5.1	Environmental behavior of companies as a basis for the implementation of the principles of the circular economy	51

5.1.1	Environmental policy and strategy	52
5.1.2	Environmental policy instruments	54
5.2	Environmental management of the company	57
5.3	Environmental image and behavior of companies	59
5.4	Strategic approaches to support environmentally oriented business activities	63
5.4.1	Competitive advantage and environmentally oriented business	63
5.4.2	Environmental factors of business	65
5.5	The impact of environmentally oriented consumer behavior on business	69
6	NEW MARKETING IN CIRCULAR ECONOMY	75
6.1	Interaction between the current marketing concept and the circular economy	75
6.2	Sustainable marketing as a tool of circular economy	77
6.3	Sustainable marketing and sustainable consumption	80
6.3.1	Consumption in sustainable marketing	80
6.3.2	Pro-environmental behavior and consumer awareness	82
6.4	Marketing tools and their use in the conditions of circular economy	88
6.4.1	Product from the point of view of circular economy	88
6.4.2	Circular product design	89
6.4.3	Brand and its importance in the circular economy	91
6.5	Reverse logistics	92
6.6	Marketing communication	93
6.6.1	Traditional forms of communication in the circular economy	94
6.6.2	Crisis communication in the conditions of the circular economy	98
6.6.3	Digital marketing communication as a new form of communication in the circular economy – strategies and tools	109
6.6.4	Other modern forms of marketing communication	113
6.7	Marketing strategies for the circular economy	113
7	BUSINESS MODELS IN THE CIRCULAR ECONOMY	117
7.1	What is a business model?	117
7.2	Business idea	120
7.3	Business risk	122
7.4	CANVAS business model	125
7.5	Circular business models	129

7.5.1	Principles and elements of circular business models	129
7.5.2	Characteristics of the CANVAS model in the conditions of circular economy	132
7.6	Business model of a startup in the conditions of a circular economy	135
8	BUSINESS OPPORTUNITIES IN THE CIRCULAR ECONOMY	139
8.1	Sectoral approach as a business opportunity	139
8.1.1	The new textile and clothing industry	139
8.1.2	Circular business models in the new textile and clothing industry	141
8.2	Circular product as a source of business opportunity	145
8.2.1	Properties of the circular product	147
8.2.2	STERED circular product	
	CONCLUSIONS	151
	REFERENCES	157