

HOW THE LINCIT JOURNEY CONTINUES



MESSAGE FROM THE PROJECT LEADER

Dear all,
 We are making good progress with our research, and the first papers are being submitted. I believe these submissions are milestones, especially for our PhD students. We are looking forward to extend this research and share the results with you!
 Greetings,
 Néomie Raassens



JANUARY 2025



Both Farshad and Zhongxin submitted their first dissertation paper to an academic journal

WHO IS WHO? | INDUSTRY PARTNERS

In the LINCIT newsletters, we would like to take the opportunity to introduce our industry partners. We are grateful to our industry partners for thinking along, providing us with valuable feedback, facilitating data collection(s), and providing valuable data. In previous newsletter editions, we already introduced many of you. If you are also interested to share your identity and vision towards circular economy, please let us know and we can introduce you in later editions of our newsletter!

Graduated

Manocher Hammat



-  ASML
-  Deconstructing expert profiles



01



Siem ter Braake

-  DB Schenker
-  Large-scale freight pick-up and delivery planning

02

Graduating

Cecília Tóth
@Up Cycle – Pottle

Iris Philipse
@Dow

Casper Ravelli
@Het Groene Brein

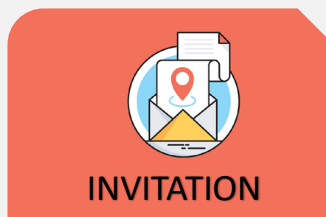
Emma Hoogers
@Philips

Karthikeyan
Sudarsan
@Vanderlande

Bram Jurrius
@REWIND

As representatives of LINCIT, we attend and organize several events.

On February 25, we will host another consortium meeting in which we would like to share an update of our research progress, with new results. Moreover, we would like to reserve time for interactive participation and network opportunities. We hope to see many of you there!



UPCOMING EVENTS



Consortium meeting LINCIT
 February 25, 13:00-17:00
 @ Eindhoven



Nationale Conferentie CE
 March 20, 9:00-17:00
 @ WestCord WTC Leeuwarden



Cycle-Up, one of our consortium members, will take the lead in organizing one of the workshops!

RESEARCH STORIES

Managing Parallel Business Models in the Circular Economy Transition: From Tension Recognition to Synergy Realization

As companies face increasing pressure to adopt circular practices, transitioning from linear to circular business models (CBMs) becomes more critical yet challenging. This transition involves managing both linear and circular business models in parallel, which creates tensions across the changing company's employees, operations, and network.

Syedhassan, Alex, Néomie, and Marcel analyzed 69 (117 full-text analyses) articles to address transitioning companies' vital question: how can we overcome the tensions of running two business models in parallel?

Based on our findings, we frame a step-by-step circular transition navigation plan for companies to clarify what tensions arise at each transition phase and how to resolve them by facilitating knowledge management practices. Moreover, we explain how our recommendations can help companies make the best out of both business models for a more efficient transition.

RESEARCH STORIES CONTINUED



Addressing the employees' **cognitive differences** around the circular transition by shaping **narrations** around successful future, **mental-level** experimentations, and identifying circular **champions** for making the change

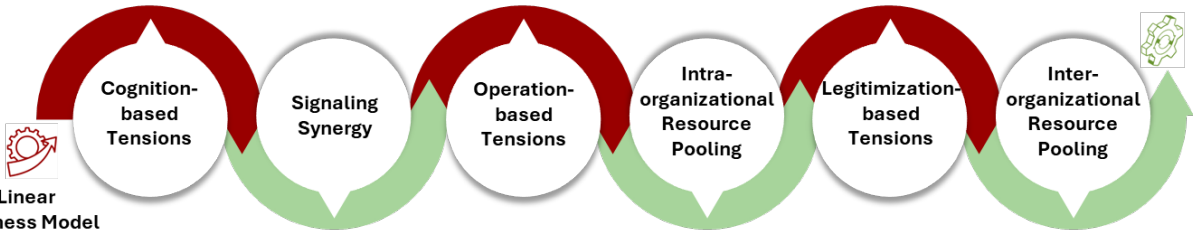


Resolving the competition over **resources** and prioritization of the investments by small-scale **experimentations**, facilitating the knowledge **spillover**, and **shifting/hiring** sustainability innovation experts



Gaining **confirmation** on the circular business model across the various **stakeholders** and guaranteeing long- and short-term performance by implementing **co-designing** and **co-learning** practices

Circular Business Model



A **shared understanding** of CBMs helps employees recognize **opportunities** of two business models and opens up their eyes to the **benefits** of circular models for the company, society, and the environment



Sharing the existing and developing **assets** including infrastructures, knowledge, and resources between two business models can **reduce** the costs of implementing the circular business model



The existing **relations** and **assets** across the network can be shared to ensure the success of the transition and **mitigate** the transition risks by having a **collective** approach toward improving the circular practices

The next newsletter will appear next quartile (before summer break). If you would like to share ideas, insights, or upcoming events, do not hesitate to contact us!

GET IN TOUCH

Contact us at escf@tue.nl

