



# NARRATIVE FOR CIRCULAR ECONOMY IN CITIES: CONDITIONS FOR A MISSION-ORIENTED INNOVATIVE SYSTEM

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## AIM & OBJECTIVES

### Aim:

- to explore the prerequisites for the development of a mission-oriented innovation system to foster a circular transformation in cities.

### Objectives:

- understand how the mission can convey the social-ecological narrative of the circular economy
- identify the type of governance and key actors necessary for complex innovative systems

## THEORIES



Circular Economy as a holistic narrative for cities, not merely a technical one.



Mission-oriented innovation system where societal mission becomes a catalyst for innovation.



Adaptive governance for multidisciplinary networks in the pursuit of a desired socio-ecological system.

## METHODOLOGY

"Groningen to be circular by 2050"

Health Hub Roden

Gemeente Groningen

Structura-Groep  
inclusief ondernemen



- Rapid ethnography in Groningen and surrounding regions
- 7 semi-structured interviews
- Site visits & additional documents
- Thematic analysis & Gioia method

## FINDINGS & CONCLUSIONS

- The mission needs to be embedded into a coherent narrative to trigger intrinsic motivation
- Adaptive governance is required for serendipity
- The missing social component in circular economy inhibits inclusive solutions
- Circular economy is not the most compelling narrative for sustainable cities

