



UNDERSTANDING BARRIERS TO THE CIRCULAR ECONOMY: THE CASE OF THE REUSE AND REDISTRIBUTION OF CAMERAS

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Background

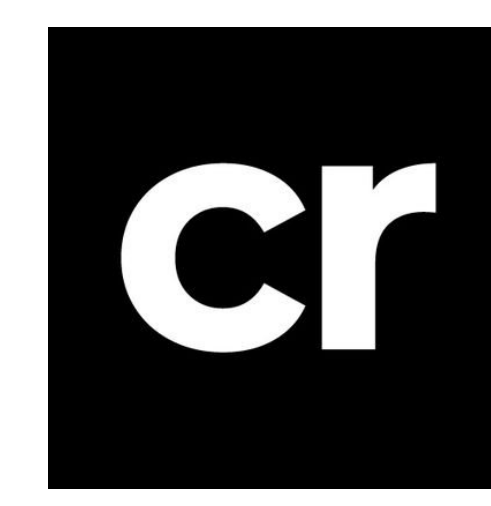
The implementation of business models facilitating the transition to a sought after circular economy is hindered by a set of so called Barriers To The Circular Economy. This is due to the fact that we're still living in a predominantly linear society. A general framework by Kirchherr et al. (2018) portrays these different barriers and their themes to bring to light different experienced challenges.

Objective

This thesis' objective was to explore the challenges experienced within one specific context: the facilitation of the reuse and redistribution of cameras. A better understanding of challenges within such a specific sector would help organizations identify difficulties regarding these business model patterns, identify topics for discussion for policymakers, and test the applicability of the general framework on a specific context.

Methods

The study performed a qualitative single case study (case = the facilitation of the reuse and redistribution of cameras), in which different types of embedded units of analysis exist. Data is gathered through the use of semi-structured interviews with founders/representatives of different organizations reselling cameras and a repair specialist.



Results

Cultural	Regulatory	Market-related	Technological
Awareness of second hand camera market <i>(Consumer awareness and interest)</i>	VAT regulation <i>(Obstructing laws and regulations)</i>	Age, demand, and technological innovation rate determine value <i>(Low virgin material prices)</i>	Reliance on digital technology and knowledge
Convincing customers to trust your product and judgement	Shipping policies <i>(Lacking global consensus)</i>	Adapt to prices set by the competition	R&D and labour intensive process needed for optimal grading and repair routines <i>(Ability to deliver high quality remanufactured products)</i>
The possibility of dishonest suppliers <i>(Willingness to collaborate in the value chain)</i>	Anti heling registration <i>(Obstructing laws and regulations)</i>	No steady supply of used cameras	Diminishing efficient repair knowledge and reparability
Consumption and throw away society <i>(Operating in a linear system)</i>	Camera market incumbents and their lobby power		Difficulties presenting environmental impact <i>(Lack of data e.g. on impacts)</i>

The created overview

The presented table is created as a summary of different challenges experienced by the researched organizations, along the four themes of the 'barriers to the circular economy framework'. For each theme, different challenges were found which impede financial health and the upscaling of the redistribution of cameras. The descriptions in italic and within brackets, present the barriers from the general framework, to which links could be made.

Conclusions

- The overview in the table shows how some of the organizations' challenges are an alteration of the barriers proposed in Kirchherr et al. (2018)'s general framework, while others were not addressed before. This demonstrates that the general barriers framework changes per context and needs further research in different sectors.
- Interesting examples of discussion topics for policy makers, derived from these insights, are; When is something classified as an upcycled product, instead of waste? And; How do we keep big brands from preventing the second hand trade with their products?