

# **Circular Economy Business Models Implementation: Managerial and Organisational Implications**

## **Abstract**

The circular economy – *an economy that is restorative and regenerative by intention and design* - has attracted a great deal of attention recently as a potential solution to meet multiple sustainability challenges. Academically, it is emerging as a distinctive field of enquiry and the number of publications on the topic has risen substantially in the last ten years. Yet, there is still a limited understanding about how the circular economy is implemented in practice. To contribute to this relevant albeit overlooked research area, this article highlights the managerial and organisational implications of circular business models implementation, drawing on McKinsey's 7S framework and the case studies of two British and two Italian companies.

**Key words:** circular economy, circular business models, implementation, SMEs, managerial and organisational implications.

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