Project title: A Multidimensional Model for the Transition of SMEs to the Circular Economy

**Progetto di Ricerca**

Todays research and practitioners call for the need to shift from a linear economy (LE) to a circular economy (CE) to overcome a no longer sustainable development model. While large companies are more organised in handling transition to the CE in a holistic way, SME) apply isolated and focused circular practices and struggle to rethink their business model. The need for an integrated approach to the CE transition (Chen, 2020) still remains; in particular, such an approach should drive the objective setting and selection of actions and resources to support the adoption of circular models, jointly enhancing the main assets of sustainable development. This research aims to: fill a gap highlighted in the literature by providing a methodological approach to support SMEs’ strategic transition to the CE in a comprehensive manner (Lewandowski, 2016; Korhonen et al., 2017); provide SMEs with an application model, which takes the form of a strategic management tool for the evaluation and planning of circularity, and which guarantees a strategic and non-fragmented approach to the CE, also considering different sector specificities. The model planning is based on the engagement of key stakeholders for the selection of relevant sectors for the achievement of the SDGs, the identification of key performance indicators and sectoral benchmarks for each CE founding asset, as well as the testing activity in pilot companies and geographical areas.

**Piano di Attività**

L’assegnista di ricerca dovraà co-adiuvare il team di ricerca nelle seguenti attività:

1) Literature review su come la circular economy è collegata e fa leva sui singoli pillar del modello iniziale ossia “governance ” ; “relations ”; ed “innovation ”

2) Literature review sulle pratiche di circular economy diffuse tra le piccole e medie imprese i settori turismo e packaging

3) Impostare e somminstrare una survey per ogni settore finalizzata a per mappare effettive pratiche di circular economy

4) Integrare i dati della survey con alcune interviste mirate

5) Lavorare alla finalizzazione/fine tuning del modello di supporto alla strategia di circular economy delle piccole e medie imprese