

The Circular Economy Cube

by Alexandra Anderluh | Michaela Moser | Lukas Richter | Barbara Stefan | Tassilo Pellegrini | Zahra Mesbahi | Clemens Raffler | Roland Hackl | St. Pölten University of Applied Sciences | St. Pölten University of Applied Sciences | St. Pölten University of Applied Sciences | St. Pölten University of Applied Sciences | St. Pölten University of Applied Sciences | St. Pölten University of Applied Sciences | tbw research GesmbH | tbw research GesmbH

Climate change, environmental pollution and scarcity of resources point out that our previous linear economic system, characterized by the buzzwords "make, use, throw away", should be transformed into a circular system with a focus on "reduce, reuse, recycling". This can make the "sustainability concept", which is currently often used in a somewhat inflationary way, more tangible.

Technical solutions such as recycling methods or the use of waste from one sector as a valuable resource for another area have been increasingly considered, especially in recent years. However, there was little focus on **consumer behavior and inclusion aspects** with respect to circular economy although without it, the concept of a circular economy is not sufficiently effective.

Therefore, suitable milieu-specific incentives and enablers are required in order to change consumer behavior towards strengthening the circular economy but also inhibitors on the basis of an analysis of the currently prevailing milieu-specific consumer behavior and taking into account aspects of inclusion need to be uncovered.

For this purpose, the "R"-strategies of circular economy are integrated with circular economy-relevant sectors and milieus in a multi-dimensional mapping - the **Circular Economy Cube** (CEC). This CEC represents for each sub-cube, i. e., for an "R", a sector and a milieu, the potential (circularity score) with regard to promoting the circular economy. For promising sub-cubes, possible measures/triggers to change consumer behavior taken from the literature as well as from focus groups and expert panels are developed and tested in a survey for their acceptance and effectiveness.

As a result, promising measures which can contribute to guide consumer behavior in a **milieu-specific way towards circular economy** can be proposed. In addition, these findings can contribute to improving future business models in the field of circular economy by focusing on milieu-specific challenges and inclusion aspects, and hence creating more widely adopted ones.

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