

## Coopetition for a Circular Economy

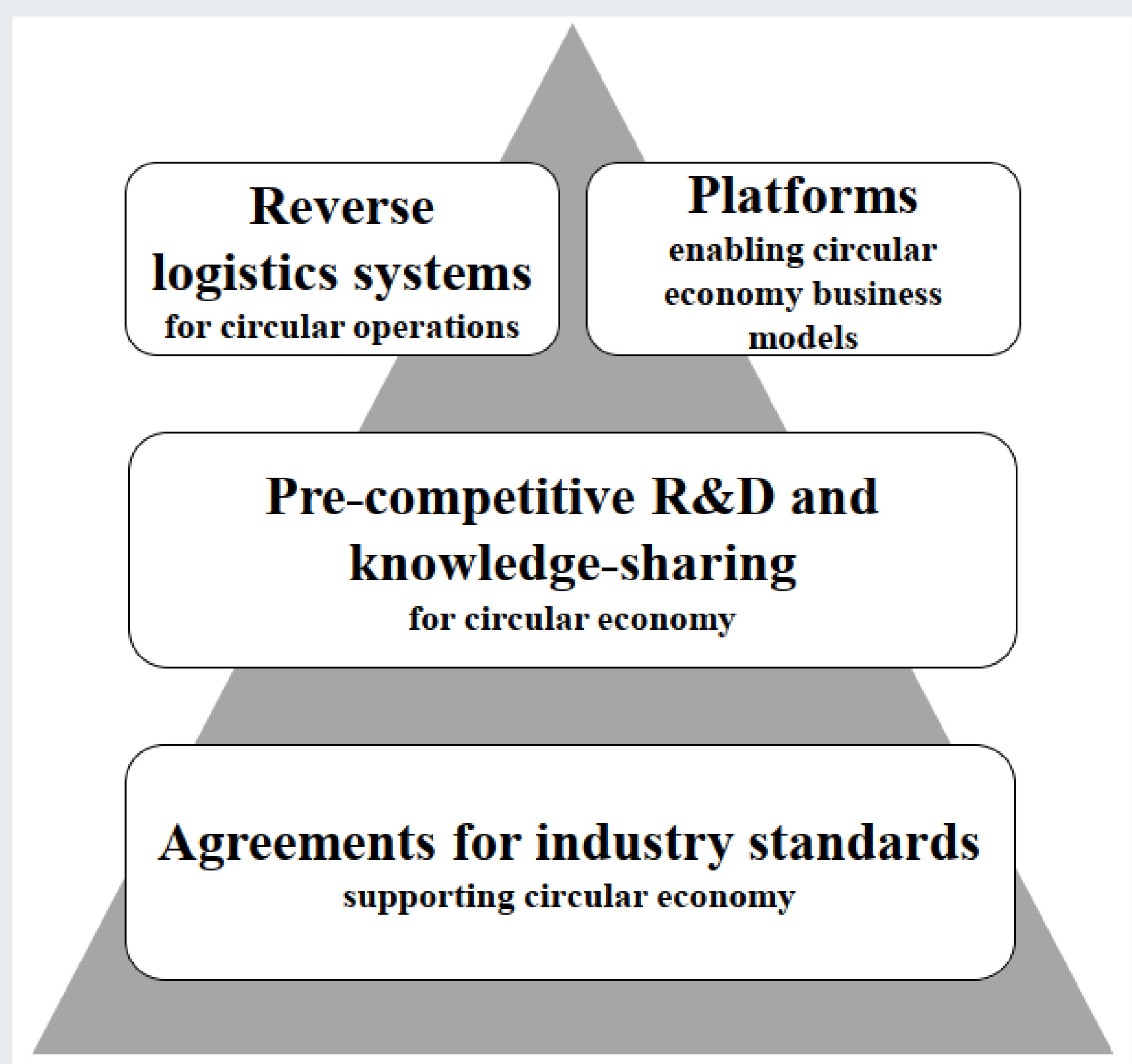
### Horizontal Initiatives for Circular Economy Challenges:

Competing companies need to join forces to achieve industry-wide circular economy outcomes (e.g. material reuse or recycling) and thus enter the paradoxical relationship of coopetition, i.e. simultaneous cooperation and competition. According to previous literature coopetition can benefit sustainability. However, little is known about coopetition for a circular economy and how competitors resolve collective environmental challenges.

This poster is based on the forthcoming book chapter from Harala et al. (2023) which examines coopetition for a circular economy through an extensive multiple-case study from various industries, e.g., retail, construction, plastic and forestry industries in Finland. The findings indicate that coopetition for a circular economy can be organised through four distinctive modes of circularity: agreements for industry standards, pre-competitive R&D and knowledge-sharing, platforms and reverse logistics systems.

Coopetition for a circular economy can be organized through:

- 1) **Agreements for industry standards** supporting circular economy
  - building groundwork for a better industry competitive environment.
  - enabling industry-wide improvements.
- 2) **Pre-competitive R&D and knowledge-sharing** for circular economy
  - growing the value creation and capture potential.
  - enabling knowledge creation and innovation for circular economy.
- 3) **Reverse logistics systems** for circular operations
  - improving competitors' resource efficiency.
  - Systems enable reusing or recycling material through circular value chains.
- 4) **Platforms** enabling circular economy business models
  - Matching supply and demand among competitors.
  - Platforms facilitate resource efficiency and industrial symbiosis.

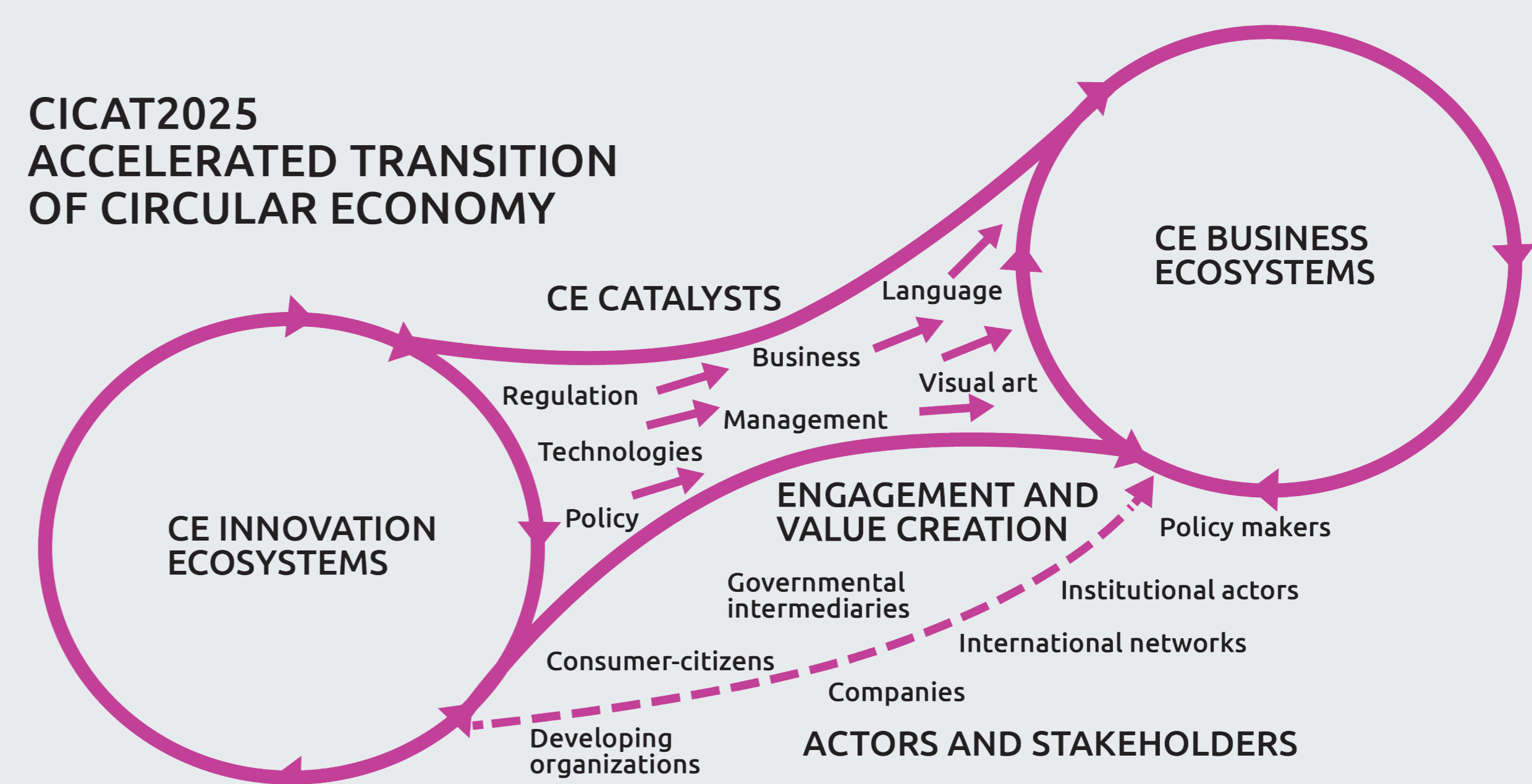


### What is CICAT2025?

Circular Economy Catalysts: From Innovation to Business Ecosystems, CICAT2025 is a joint project of Finnish universities aiming to facilitate the transition from linear to circular economy.

CICAT2025 explores a wide range of circular economy catalysts that have the potential to accelerate the adoption of circular economy principles in society and markets. The project supports Finland's strategic objective to become a global leader in circular economy by 2025.

The consortium consists of:  
 Tampere University, University of Turku, University of Jyväskylä,  
 University of Eastern Finland, Tampere University of Applied Sciences and  
 Turku University of Applied Sciences  
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[cicat2025.fi](http://cicat2025.fi)

Reference: Forthcoming Book chapter Harala, Aarikka-Stenroos, Ritala (2023), Coopetition for a Circular Economy: Horizontal Initiatives in Resolving Collective Environmental Challenges. In J. Kujala, A. Heikkinen & A. Blomberg (Eds.), *Stakeholder Engagement in a Sustainable Circular Economy: Theoretical, Methodological and Practical Perspectives*. Palgrave Macmillan