*Response only via email possible, respondent’s answers are in blue*

**Part 1: Understanding CE**

* 1. How would you briefly define circular economy and sustainable consumption in one sentence each?

*An economy focused on managing stocks of human, natural and manufactured resources, maintaining the value of the stocks as assets, extending the service-life of objects and technologically by upgrading the manufactured stock as long as feasible, through a series of loops.*

*Sustainable consumption is limited to food – for non-food objects, there is only sustainable use.*

* 1. How do you explain the key characteristics of the future circular economy to others (relatives/friends)?

*Circular economy is a substitution of manpower for energy and material resources.*

* 1. How much have you been thinking about the future circular economy? Imagine a truly circular economy – how would consumption change? Why?

*Forget the term consumption except for food – the objective is to optimise the use of products. And the key person to do this is the profound user characterised by a caring attitude.*

**Part 2: Sustainable business model based questions – transition to CE**

**Value proposition**

2.1 The value proposition of a business model is composed of the product or service a company offers, customer segments and relationships and the value for customers, society and the environment. What do you think is the role of these elements for companies in implementing circularity and sustainable consumption?

*Circularity exists in nature, with no time or monetary constraints. A circular economy is based on economics as if people mattered (Schumacher, Small is beautiful, 1975).*

**Value creation and delivery**

2.2 This question is about the aspects of value creation and delivery of business models. Companies’ activities, the resources they utilise as well as the distribution channels, partners and suppliers, product features and technology they choose feed into this. How do you think companies should develop these elements in the transition to a circular economy?

*This question uses the language of the linear industrial economy – you need to shift to the language of the circular economy. A circular economy is about maintaining values, not value added, about managing stocks, not flows.*

**Value capture**

2.3 Business models aim to capture value. This aspect of sustainable business models is composed of cost structure and revenue stream, the value that is captured for the environment and the society and companies’ growth strategy. How should companies shape these elements in the transition to a circular economy?

*You first need to define what you mean by sustainable business models.*

2.4 Do you feel an element is missing in this sustainable business model framework?

*You first need to define what you mean by sustainable business model framework, and how it differs from a non-sustainable one.*

*You need to distinguish between a circular economy and its loops and a performance economy selling goods and materials as services. They use different ‘elements’ and objectives.*

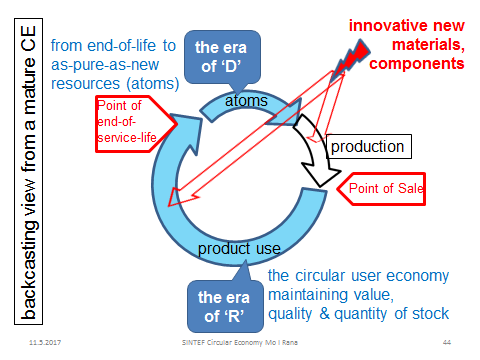
2.5 Can you think of one or more outstanding examples in which some of these business model elements played a role in the transition to the circular economy?

*There are plenty of successful examples on reuse (eBay), repairs (repair cafés), remanufacturing of goods and recycling materials. There are also plenty of failed examples. There is a large literature on this topic.*

**Part 3: Future circular economy**

3.1 Drawing on these examples, what do you think should be the next steps in this case to achieve a truly circular economy?

*Develop technologies for the era of ‘D’:*

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*Source of diagram: Stahel 2016, http://product-life.org/en/3ecos*

3.2 How can circular business models lead to sustainable consumption?

*They will not – sustainable consumption is an oxymoron.*

3.3 What do you think will be the key differences in the way business will be done in the circular economy from a user/consumer perspective?

*A user has a stewardship relationship with the goods (s)he owns. The biggest influence will come from the Internet of Things and connected goods which may restrict the users ownership rights.*

**Closure**

3.3 Are there any final thoughts you would like to share that have not been covered yet in the interview but would be relevant to the discussion [on understanding how business models might drive sustainable consumption in a future Circular Economy]?

*I think you should start by defining the borders of what you consider a circular economy, and then define the terms that you are using in the language of the circular industrial economy instead of the linear industrial economy.*

3.4 Who else should I talk to about this topic?

*Good luck – I cannot help you because you are using terms which are not the terms the leading heads are using.*

Thank you very much, I will transcribe the interview and send you feedback on the first round of interviews.