

Relationships between Actors within Business Ecosystems That Adopt Circular Strategies: A Systematic Literature Review

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Abstract : The circular economy (CE) aims at the cycling of resources through restorative and regenerative strategies. To achieve circularity, coordination of several actors who have different responsibilities is necessary. The interaction among multiple actors allows the connection between the CE and business ecosystem research fields. Although fundamental, the relationships between actors within an ecosystem to foster circularity are not deeply explored in the literature. The objective of this study was to identify the possibilities of cooperation, competition, or even cooptation among the members of business ecosystems that adopt circular strategies. In particular, the motivations that make these actors interact to achieve a circular economy were investigated. A systematic literature review was adopted to select business ecosystem cases that adopt circular strategies. As a result, several motivations were identified for actors to engage in relationships within ecosystems, such as sharing knowledge and infrastructure, developing products with a circular design, promoting reverse logistics, among others. The results suggest that partnerships between actors are, in fact, important for the implementation of circular strategies. In order to achieve a complete and circular solution, actors must be able to clearly understand their roles and relationships within the network so that they can establish new partnerships or reframe those already established.

Keywords : business ecosystem, circular economy, cooperation, cooptation, competition

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