## THE INTERNAL BARRIERS AND DRIVERS OF IMPLEMENTING CIRCULARITY IN COMPANIES, AFTER JOINING A CIRCULARITY TRAINING

Introduction & Theory

Method

Results

Discussion & Conclusion

- Circular Economy
- Circular Business Model Innovation
- Circularity Training
- Barriers & Drivers for circularity implementation

- 10 Semi structured interviews
- Training participants
- Thematic analysis approach

- Circularity implementation
- Internal implementation factors
- External implementation factors
- Circular business model innovation
  - Circularity implementation
- Barriers & Drivers
  - Internal implementation factors

