



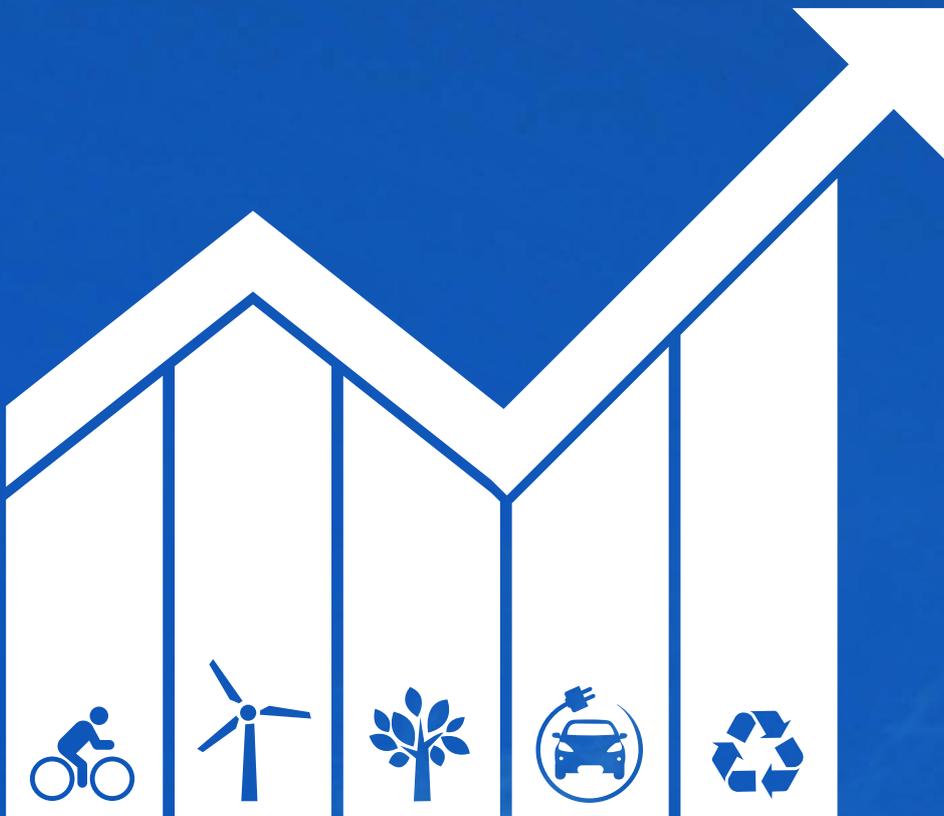
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Circular business models in social housing associations: bridging ecological goals and social contexts

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CIRCULAR BUSINESS MODELS IN SOCIAL HOUSING ASSOCIATIONS: BRIDGING
ECOLOGICAL GOALS AND SOCIAL CONTEXTS

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ABSTRACT

Despite increased interest in circular business model strategies, the current literature remains largely silent on the wider social context of these strategies in terms of social perspectives, behaviours and outcomes. Taking a social-ecological perspective, we argue that the social context of circular business model strategies should be seen as an important and integral part of these strategies. Adopting network theory, we investigate the potential roles and positions of actors with mainly social objectives in the network of organizations employing circular business model strategies. Furthermore, we investigate ways in which these socially orientated actors can be linked to circular business model strategies, potentially balancing the ecological aspects and social context of these strategies. We adopt a social housing association as our research context which offers us the unique opportunity of studying the ways in which social objectives can be linked to traditionally ecologically oriented circular business model strategies. Through 2 focus group sessions and 8 interviews, we find that the wider social context in which circular business model strategies operate are important for, and influence both their success and implications. Furthermore, our results show that the social context can be integrated into circular business model strategies through linkages with socially oriented actors in the network of the firm. Our results highlight the different ways in which social actors can be linked and how this can help create circular business model strategies that are both environmentally efficient and socially inclusive.

KEYWORDS: Circular business models; Social housing associations; Social impact; Social networks