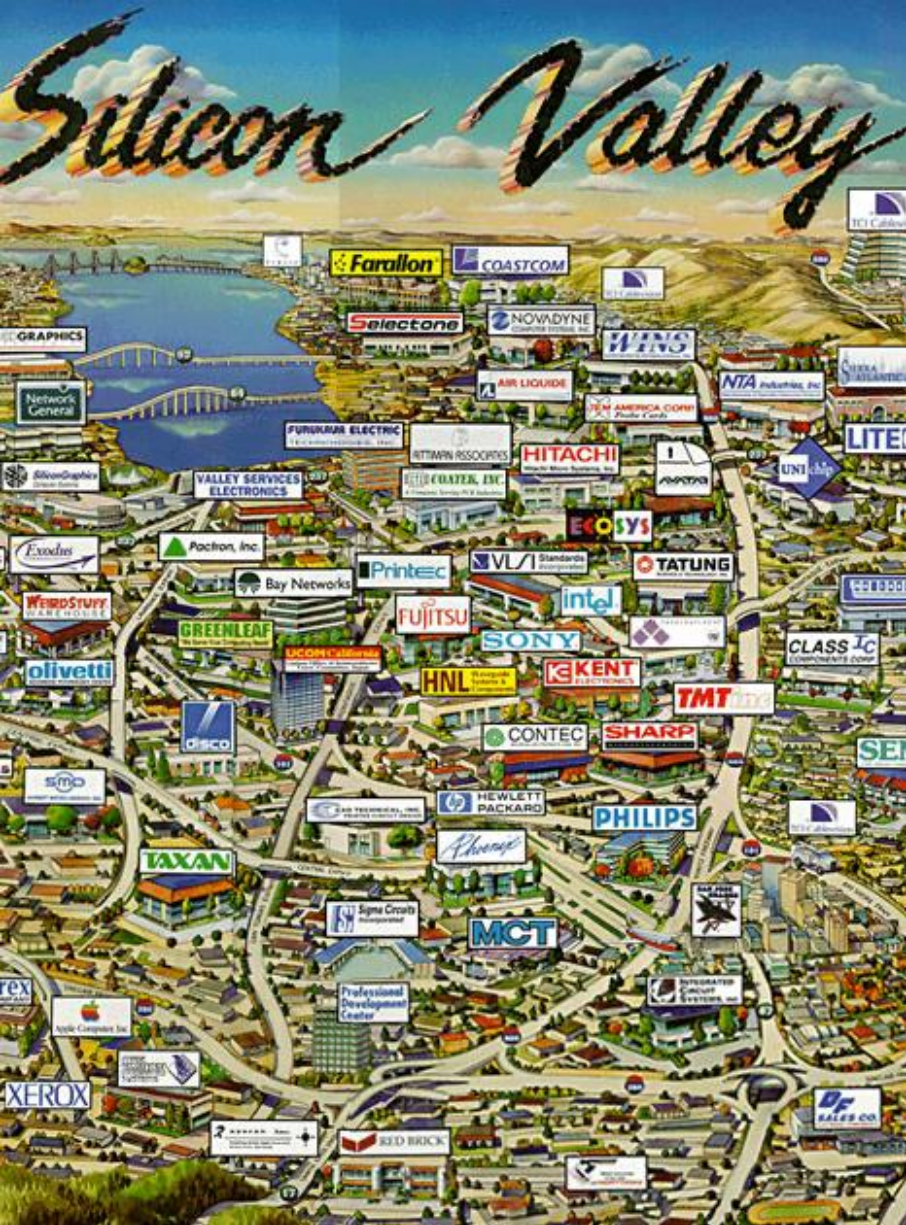


# Sustainable Business Models

– why and state of progress



**RI  
SE**

**Business  
models**

NATURVÅRDSVERKET

MENY

ÄMNESOMRÅDEN VÄGLEDNING OCH STÖD DATA OCH STATISTIK

BIDRAG

ENGLISH

SÖK

Start > Om miljöarbetet > Forskning > Miljöforskning > Forskningsinsatser Samhälle > Syntesanalyser om hållbar konsumtion

## Syntesanalyser om hållbar konsumtion

Granskad: 11 november 2024

Naturvårdsverket finansierar två nya syntesarbeten som sammanfattar och analyserar det befintliga kunskapsläge och kunskapsbehov inom delar av hållbar konsumtion.

En syntes behandlar ämnet hållbara affärsmodeller medan en annan handlar om miljö- och klimatpåverkan i och utanför Sveriges gränser från svensk produktion och konsumtion av livsmedel. Det övergripande syftet med synteserna är att bidra till policyutveckling för att minska miljö- och klimatpåverkan från svensk konsumtion. Tillsammans finansieras knappt 10 miljoner kronor under åren 2021–2022.

### Beviljade projekt

På jakt efter kunskap, luckor och åtgärder på hållbara affärsmodeller (QUEST)

QUEST har som mål att kartlägga, analysera, och sammanfatta nuvarande kunskapsläge

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Table 2. Different types of sustainable business models and a range of R-strategies they employ.

	CBMs	PSS	Sharing
More circular			
Refuse		♻️	♻️
Rethink		♻️	♻️
Reduce	♻️	♻️	♻️
Reuse	♻️	♻️	♻️
Repair	♻️	♻️	♻️
Refurbish	♻️	♻️	
Remanufacture	♻️	♻️	
Repurpose	♻️		
Recycle	♻️		
More linear	♻️		
Recover	♻️		

(Src: Johnson, E., & Mont, O. (2024). Impact-driven design for sustainable business models: A systematic literature review of life-c... in Plepys et al 2024 final report of QUEST - In search for knowledge, gaps and action on sustainable business models funded by Naturvårdsverket)

**NASDAQ OMX**



# DRIVERS TO ENGAGE IN CIRCULAR STRATEGIES

	R1 REDESIGN	R2 RETHINK	R3 REDUCE	R4 REUSE	R5 REPAIR	R6 REMAKE	R7 RECYCLE	R8 REGENERATE	Ø
Customer pressure	46%	52%	44%	44%	64%	48%	46%	37%	47%
Investor pressure	16%	20%	33%	15%	19%	13%	16%	37%	21%
Employee pressure	14%	12%	22%	21%	10%	11%	19%	26%	17%
Regulatory pressure	29%	23%	37%	23%	26%	20%	33%	51%	30%
Business opportunity	66%	76%	52%	58%	66%	65%	43%	51%	60%
Cost savings	38%	45%	67%	56%	44%	41%	51%	20%	45%
Decrease GHG emissions	48%	39%	66%	48%	38%	50%	60%	46%	49%
Secure sourcing	10%	12%	7%	7%	6%	9%	15%	3%	9%
Brand improvement	26%	36%	28%	29%	36%	28%	34%	40%	32%
Other sustainability benefits	26%	18%	26%	25%	14%	24%	23%	37%	24%

**(NASDAQ OMX 2024, 38% resp. rate)**

# DRIVERS TO ENGAGE IN CIRCULAR STRATEGIES

	R1 REDESIGN	R2 RETHINK	R3 REDUCE	R4 REUSE	R5 REPAIR	R6 REMAKE	R7 RECYCLE	R8 REGENERATE	Ø
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Employee pressure	14%	12%	22%	21%	10%	11%	19%	26%	17%
Regulatory pressure	29%	23%	37%	23%	26%	20%	33%	51%	30%
<b>Business opportunity</b>	66%	76%	52%	58%	66%	65%	43%	51%	60%
Cost savings	38%	45%	67%	56%	44%	41%	51%	20%	45%
<b>Decrease GHG emissions</b>	48%	39%	66%	48%	38%	50%	60%	46%	49%
Secure sourcing	10%	12%	7%	7%	6%	9%	15%	3%	9%
Brand Improvement	26%	36%	28%	29%	36%	28%	34%	40%	32%
Other sustainability benefits	26%	18%	26%	25%	14%	24%	23%	37%	24%

**(NASDAQ OMX 2024, 38% resp. rate)**

(Src: Bajuk & Linder 2024 Circular Economy Outlook Sverige)



# MAIN CHALLENGES TO IMPLEMENTATION

	R1 REDESIGN	R2 RETHINK	R3 REDUCE	R4 REUSE	R5 REPAIR	R6 REMAKE	R7 RECYCLE	R8 REGENERATE	Ø
Current business model	23%	44%	22%	38%	34%	30%	24%	29%	31%
Management engagement	16%	21%	19%	18%	17%	11%	16%	23%	18%
Low customer demand	34%	39%	30%	36%	25%	39%	19%	34%	32%
Uncertain business case	34%	39%	17%	37%	21%	52%	23%	40%	33%
Skills & Know-How	30%	27%	30%	22%	27%	35%	27%	40%	30%
Insufficient technology	14%	15%	37%	19%	9%	24%	32%	17%	21%
Insufficient infrastructure	12%	20%	15%	22%	26%	35%	36%	20%	23%
Lack of partners	14%	14%	13%	16%	17%	26%	24%	11%	17%
Conflicting metrics	24%	15%	19%	12%	12%	15%	15%	23%	17%
Regulations	22%	12%	10%	23%	17%	30%	24%	14%	19%

**(NASDAQ OMX 2024, 38% resp. rate)**

# MAIN CHALLENGES TO IMPLEMENTATION

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Regulations	22%	12%	10%	23%	17%	30%	24%	14%	19%

**(NASDAQ OMX 2024, 38% resp. rate)**

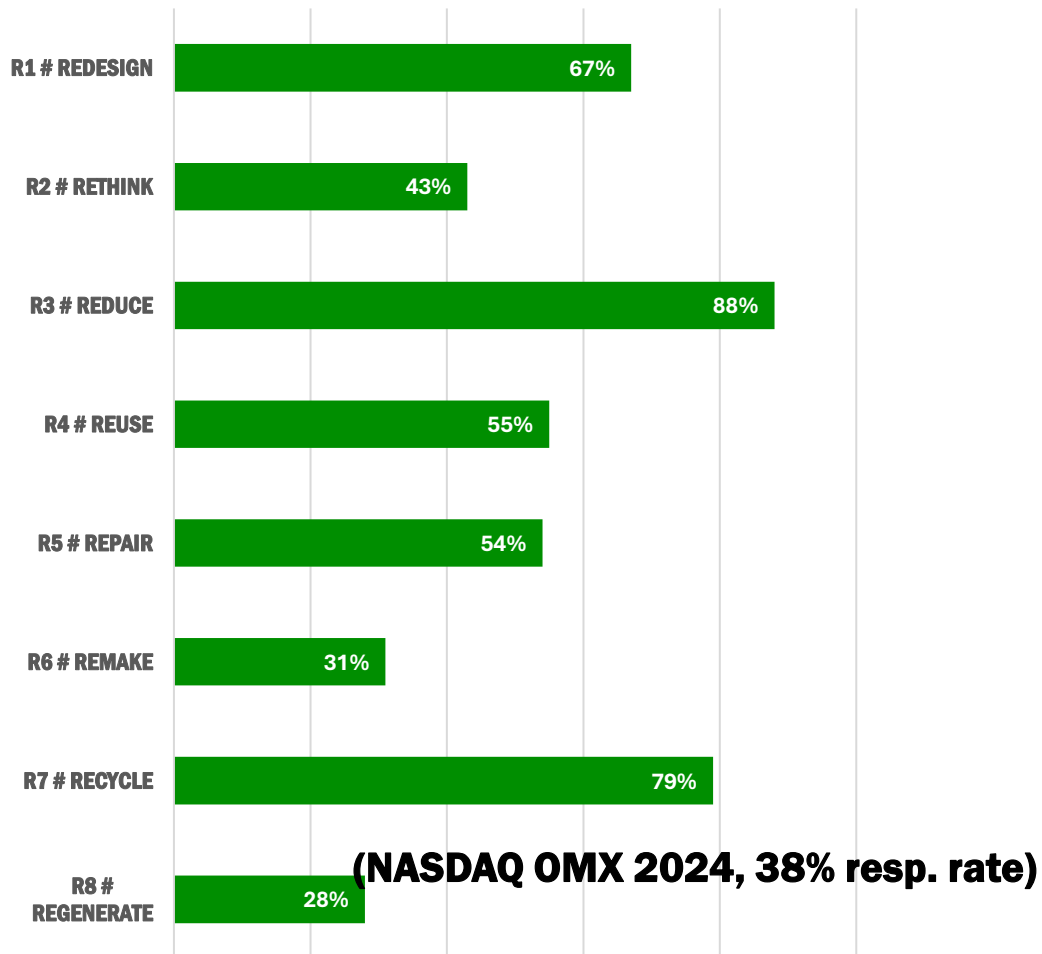


# STATE OF BUSINESS

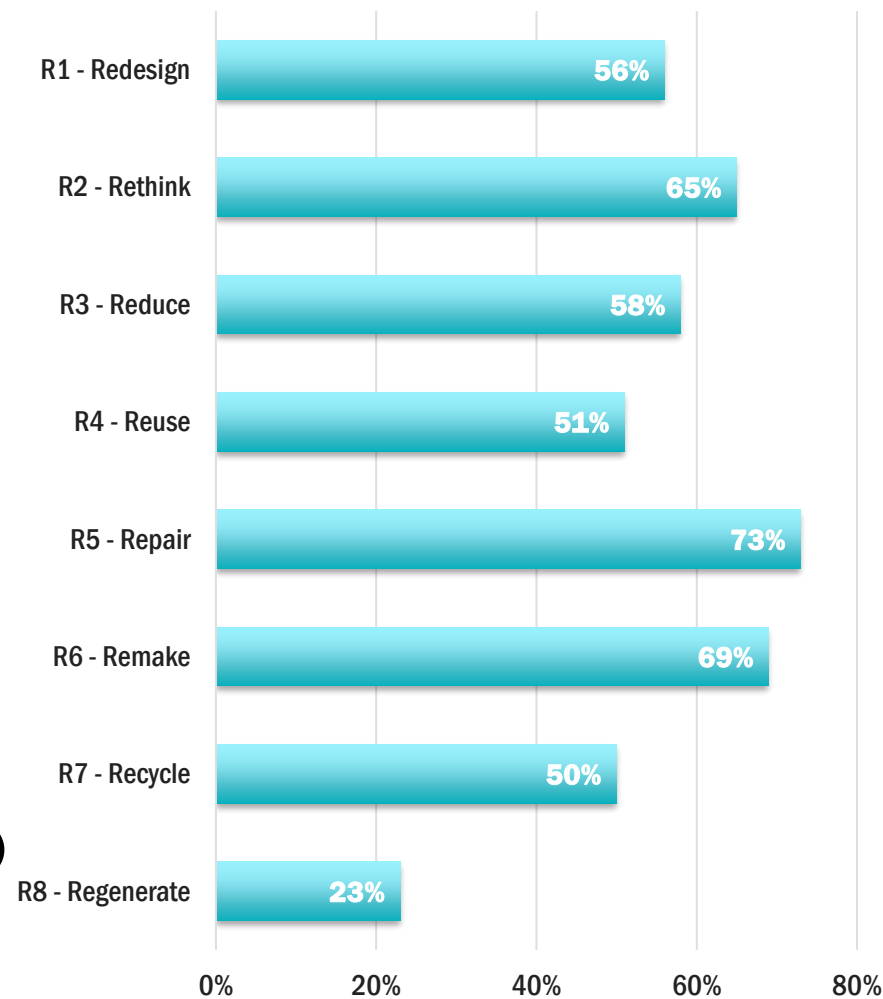
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## CIRKULÄR PREVALENS:

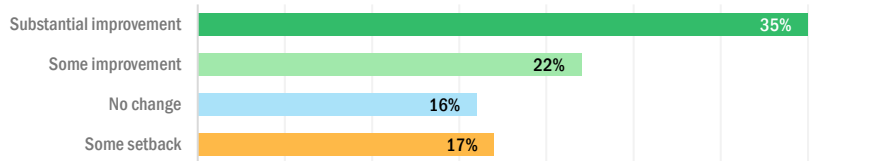
### ANDEL MEDVERKANDE FÖRETAG (%) SOM TILLÄMPAR CIRKULÄRA STRATEGIER



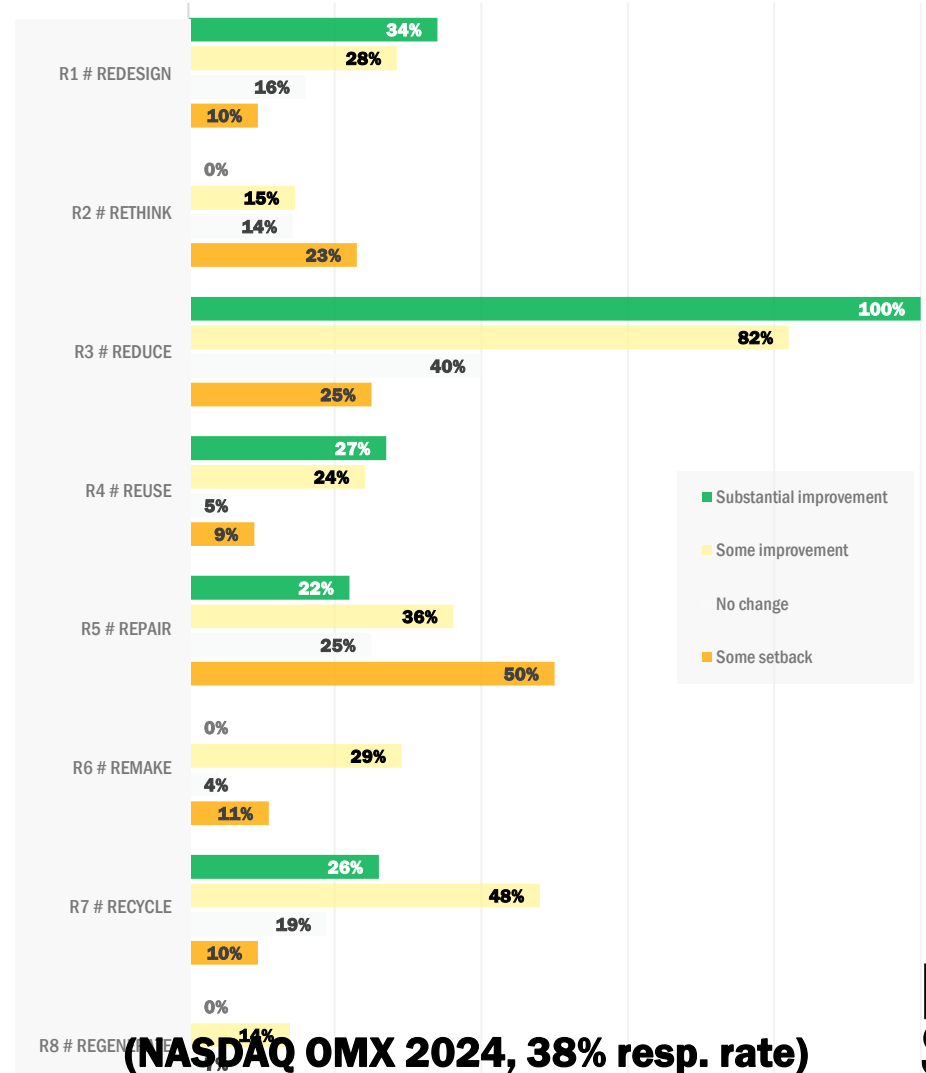
## GENERERAR INTÄKTER OCH BESPARINGAR MED CIRKULÄRA STRATEGIER



# EXPECTED COMPETITIVE BENEFITS FROM CSRD vs CIRCULAR ACTIVITY



## CIRCULAR ACTIVITY and EXPECTED BENEFITS FROM CSRD



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