

Fiche descriptive Master

CDP Circular - 2019

Titre : **Study of interdependencies between current market positioning and strategies for circular economy and the regulatory impact on firms' choices.**

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Contexte et objectifs :

Today, one of the barriers to development of alternative strategies for CE is created by environmental policy itself. Subsidized incineration and recycling incentives tend to create a leakage from the system, limiting availability of products to other players in reverse cycles (1). This may create competition between uses and might render new, alternative activities less profitable. Institutional conditions hence have an essential role to play in setting the rules that differentiate profitable from non-profitable activities.

The objective of the research is to study:

(1) What are the motivations of companies to engage in circular economy (strategies of 4R: recycling, remanufacturing, repurposing and reuse); What are the existing supply chains and actors for CE; Who is involved in the development of each strategy and how the development of one strategy impacts the market of existing products? What kind of interdependencies can we predict in reverse cycles?

(2) What are the existing environmental policies and which activities do they tend to favor?

(3) How should environmental policy be designed to trigger the transition to CE and redirect efforts to right activities/strategies? How can regulation help to coordinate the activities between actors?

Partenaires : INPG GI

Livrable/résultats attendus :

Literature review on multi-product firms and the incentives to engage in 4R

Case study of an industry with clear identification of the actors in reverse cycles for each strategy and links with existing product

Identification major challenges for the regulator