

What Motivates Entrepreneurs into Circular Economy Action?

Evidence from Japan and Finland

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OUTLINE

Circular economy

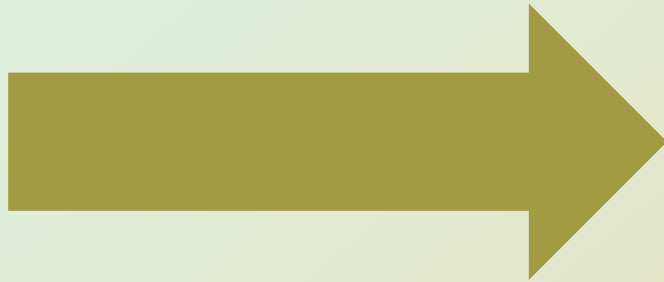
Analysis frame: self-determination theory

Findings about motivations

Findings in context

LINEAR

Take - make - waste



CIRCULAR

Reduce, reuse, recycle, recover



CIRCULAR ECONOMY

Practical approach

4Rs - reduce, reuse, recycle, recover

Aim

Environmental, social & economic sustainability

Systemic approach

Foundation for all activity on micro, meso & macro levels

1 Reduce overall consumption

2 Reuse existing materials & resources

3 Recycle materials into new resources

4 Recover energy through incineration & composting

What motivates entrepreneurs to implement circular economy practices?

How are the motivations reflected in practice in Japan & Finland?

ANALYSIS FRAME

SELF-DETERMINATION THEORY

SELF-DETERMINATION THEORY

Amotivation

Lack of
motivation

**Extrinsic
motivation**

Motivation
sourcing from
outside

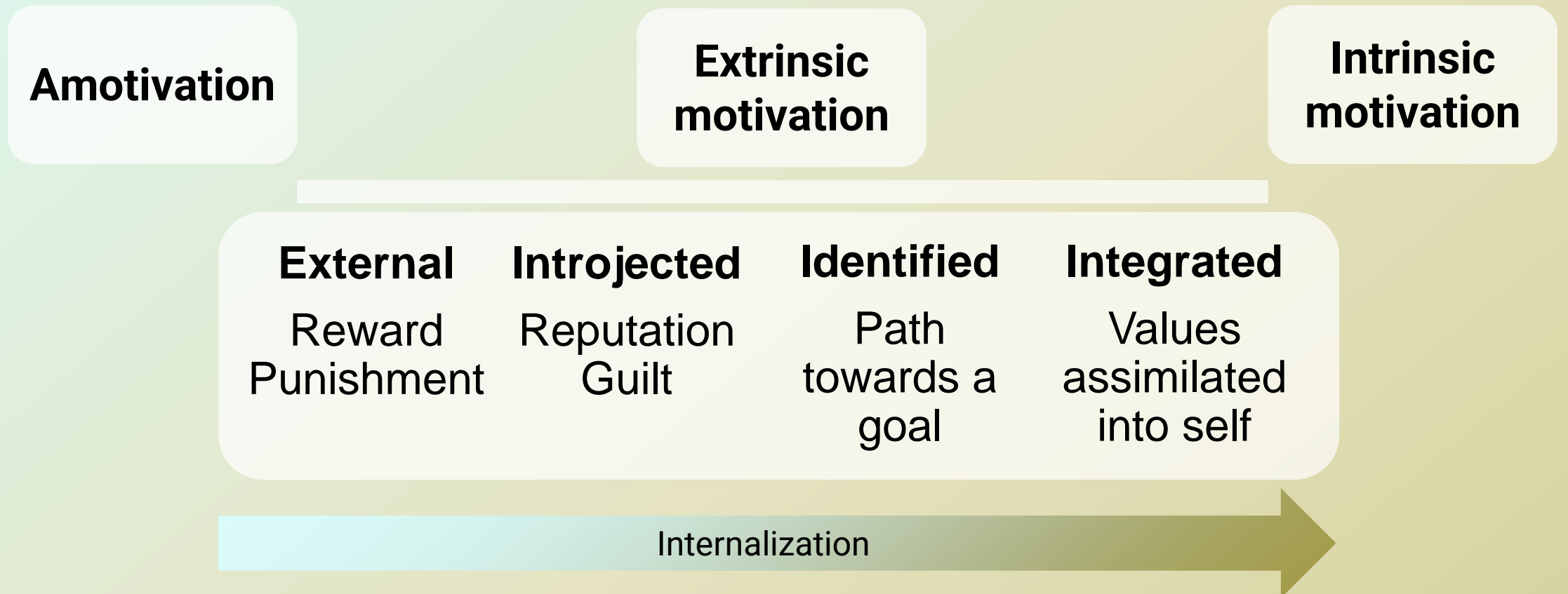
**Intrinsic
motivation**

Motivation
sourcing from
inside

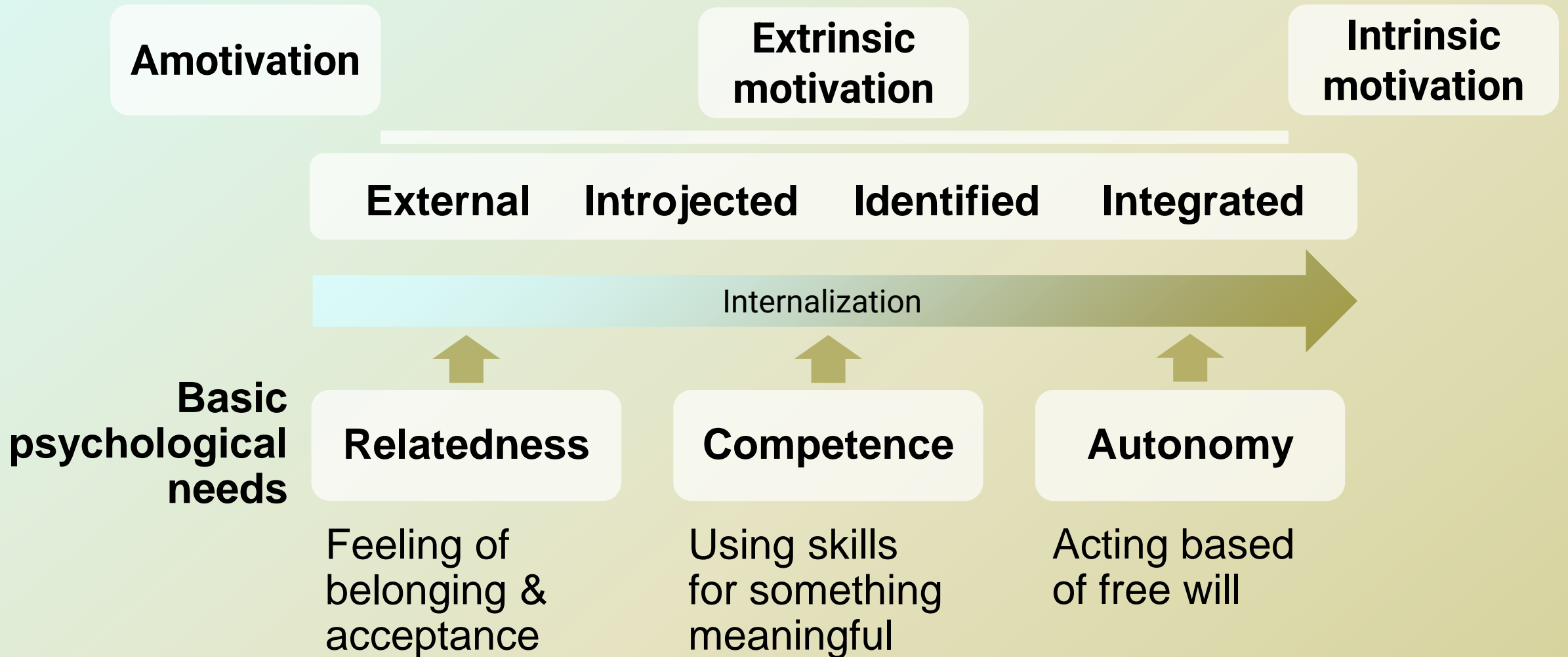
Internalization



SELF-DETERMINATION THEORY



SELF-DETERMINATION THEORY



FINDINGS
MOTIVATIONS

FINDINGS - MOTIVATIONS

Amotivation

**External
motivation**

**Identified &
Introjected
motivation**

**Intrinsic &
integrated
motivation**

***Instrumental
interest***

***Genuine
interest***

FINDINGS - MOTIVATIONS

Intrinsic & integrated motivation

Solving an environmental (& social) issue



Provoking change towards circularity



Appreciating what has been created in the past



Solving an environmental (and social) issue



“Achieving a huge economic success isn’t the goal, neither is it guiding the way”

FINDINGS - MOTIVATIONS

Identified & Introjected motivation

Availability & low price of second-hand



Culture & cultural change



Long-term economic well-being



Availability & low price of second-hand



“When we have more possibilities for the business, then it is good for the environment.

But honestly, more than 70% is for the business. But not only for the business, I hope”

FINDINGS - MOTIVATIONS

Amotivation

Amotivation to the CE *concept*



Availability & low price of second-hand



“I do not really want to use these kinds of words, ecology. Because this is not about ecology.”

FINDINGS IN CONTEXT

FINLAND

Basic needs
fulfilled through
circularity

Autonomy : independent & open action
based on circular interests

Relatedness : sustainability
community & mainstream interest

Competence : acknowledgments for
circular expertise

“Responsible design is not a dim star in the sky but the new design standard. Responsibility has become a part of the mainstream”



JAPAN

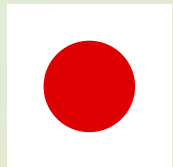
Fulfilling basic
needs through
circularity
challenging

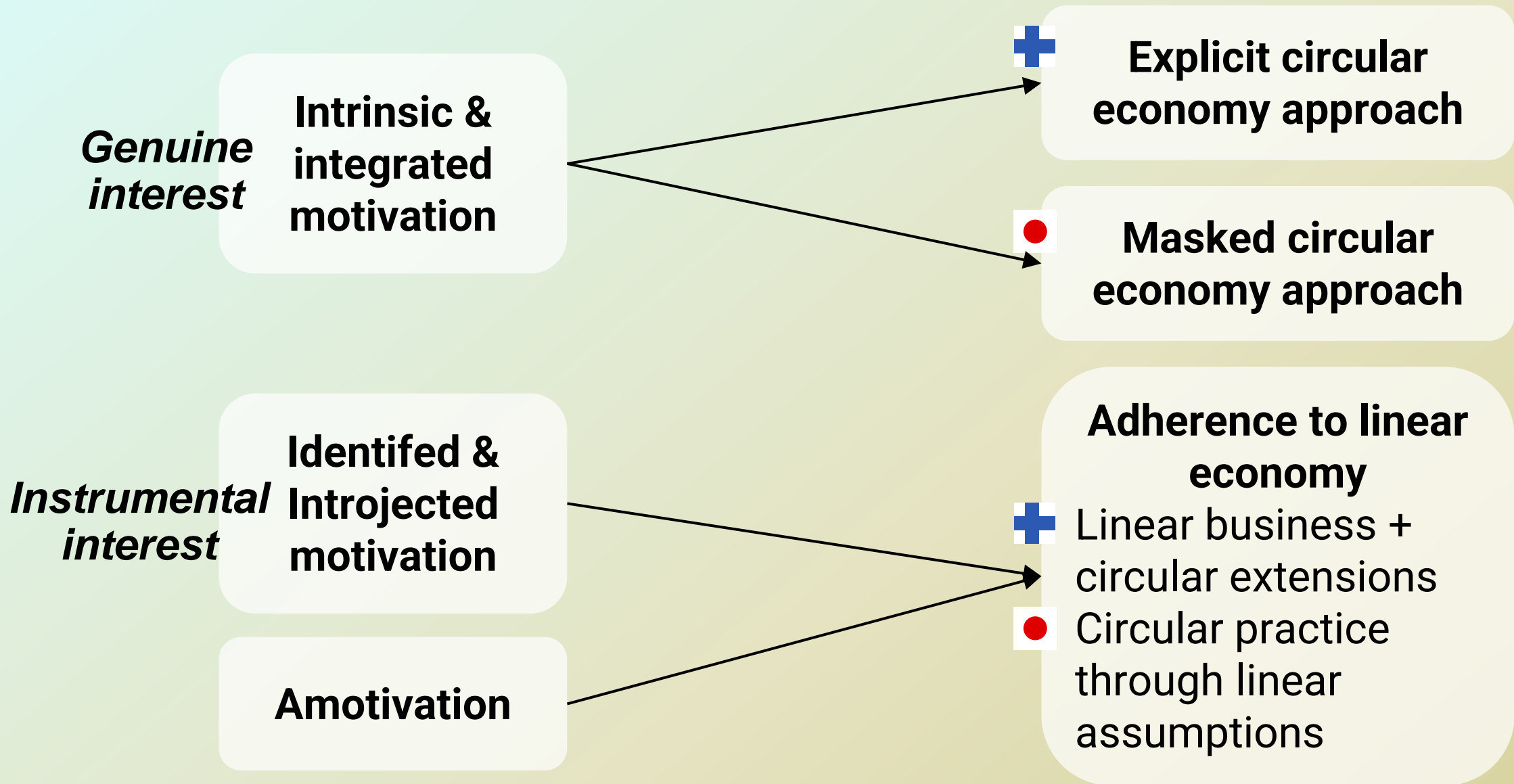
Autonomy : independent action based
on circular interests

Relatedness : international
sustainability discourse, conflict with
society norms

Competence : being able to navigate
the challenging environment

“Environmental protection is not so interesting for some people ... We need add-ons, add some fun or joy, feeling, emotion, to our sustainable actions”





HIGHLIGHTS

Contexts influences whether change towards circularity will become a virtuous cycle or stagnate

Influences include e.g. acceptance of grassroots level action, well-being focus, propensity to welcome change

Masked approach a way to navigate conflicts between own motivations & norms in the context

“Circular by coincidence” : Advanced circularity is possible without internalized interests

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