



International Innovation Management ACPA7003

ASSIGNMENT A

A BRIEF GLOBAL REFLECTIVE REVIEW OF INNOVATIVE UNDERTAKINGS AND ACTIVITIES CARRIED OUT BY COMPANIES, ORGANISATIONS, GOVERNMENT SUPPORT AGENCIES, ACADEMIC INSTITUTIONS AND COMMUNITY BASED INITIATIVES.

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Agenda

The global cultural and political attitudes which both hinder and benefit innovative efforts.

The common difficulties and benefits in transitioning from a linear economy to a circular economy.

An example of government or NGO (CE) Circular Economy Policies and Strategies encouraging CE adoption.

1. The global cultural and political attitudes which both hinder and benefit innovative efforts.

The 4 biggest cultural barriers to corporate innovation

- Not-Invented-Here (N-I-H) syndrome
- Project X
- Lack of diversity
- Internal politics and cultural issues

CIO. (n.d.). *The 4 biggest cultural barriers to corporate innovation*. [online] Available at: <https://www.cio.com/article/221797/the-4-biggest-cultural-barriers-to-corporate-innovation.html>.

1. The global cultural and political attitudes which both hinder and benefit innovative efforts.

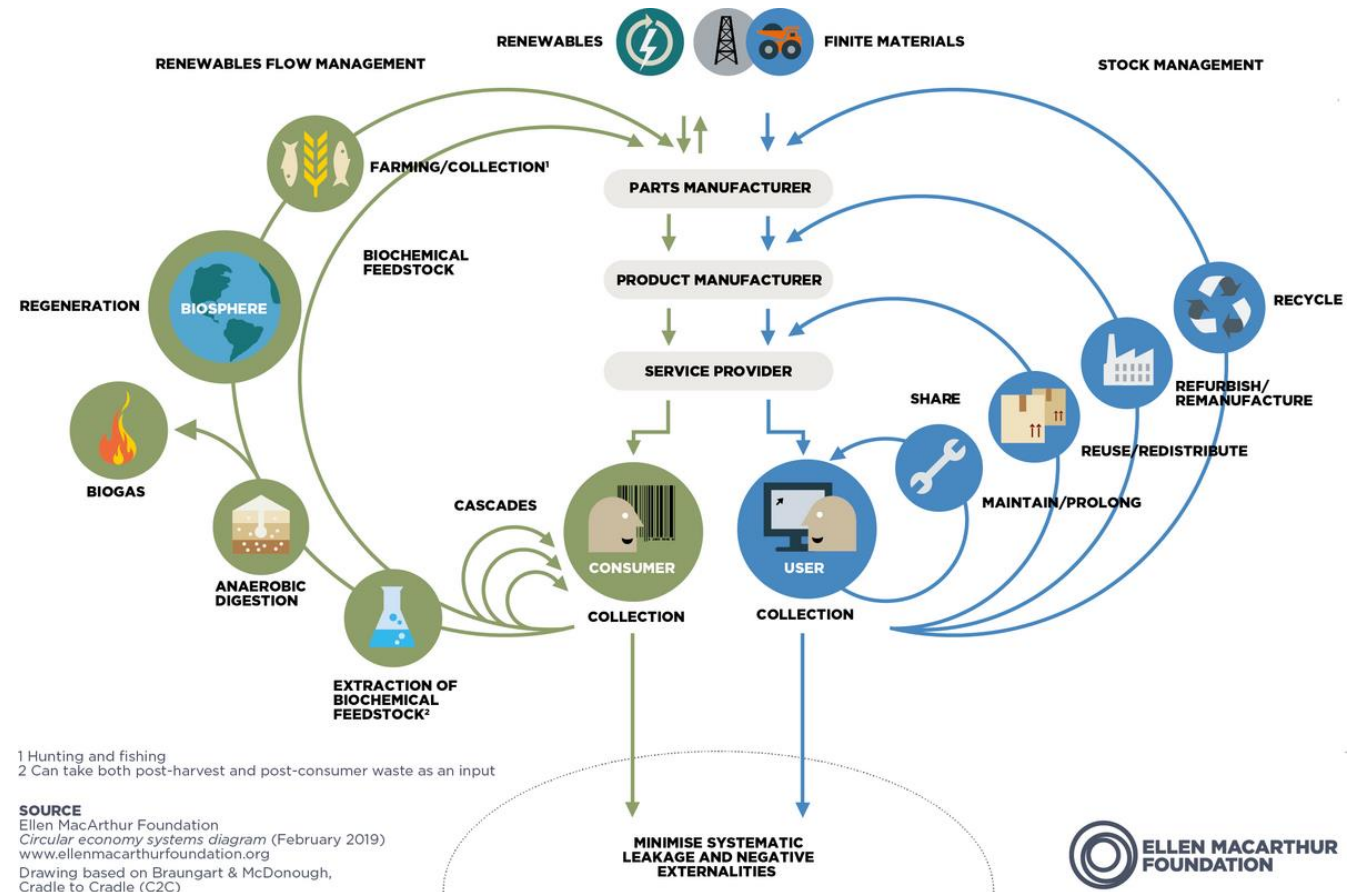
UK Innovation Strategy – The 4 Pillars

- Unleashing Business
- People & Talent
- Institutions and Places
- Missions & Technology Advancement

2. The common difficulties, factors and benefits in transitioning from a linear economy to a circular economy.

The circular economy system diagram, known as the butterfly diagram, illustrates the continuous flow of materials in a circular economy. There are two main cycles – the technical cycle and the biological cycle. In the technical cycle, products and materials are kept in circulation through processes such as reuse, repair, remanufacture and recycling. In the biological cycle, the nutrients from biodegradable materials are returned to the Earth to regenerate nature.

Ellen MacArthur Foundation (2019)



2. The common difficulties, factors and benefits in transitioning from a linear economy to a circular economy.

- ▶ The 7 main barriers to adoption of CE
 1. High start-up costs
 2. Complex supply chains
 3. Challenging business-to-business (B2B) cooperation
 4. Lack of information on product design and production
 5. Lack of technical skills
 6. Quality compromise
 7. Disassembly of products is time-consuming and expensive.

Bjoern Jaeger, Arvind Upadhyay (2020) Understanding barriers to circular economy: cases from the manufacturing industry
Available at: [Understanding barriers to circular economy: cases from the manufacturing industry | Emerald Insight](#). Accessed on 08/04/2023

2. The common difficulties, factors and benefits in transitioning from a linear economy to a circular economy.

The benefits of moving to a CE

- Protect the environment
- Reduce raw material dependance
- Create Jobs
- Save Consumers money

The circular economy model:
less raw material, less waste, fewer emissions



European Parliament (2022). *Circular economy: definition, Importance and Benefits* / News / European Parliament. [online] www.europarl.europa.eu. Available at: <https://www.europarl.europa.eu/news/en/headlines/economy/20151201STO05603/circular-economy-definition-importance-and-benefits>.

- 3. AN EXAMPLE OF GOVERNMENT OR NGO (CE) CIRCULAR ECONOMY POLICIES AND STRATEGIES ENCOURAGING CE ADOPTION.

European Commission - A new Circular Economy Action Plan: For a cleaner and more competitive Europe

- ▶ Designing sustainable products
- ▶ Empowering consumers and public buyers
- ▶ Circularity in production processes

Scope

- ▶ Electronics & ICT
- ▶ Batteries & Vehicles
- ▶ Packaging
- ▶ Plastics
- ▶ Textiles
- ▶ Construction & Buildings
- ▶ Food, Water & Nutrients

COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN PARLIAMENT, THE COUNCIL, THE EUROPEAN ECONOMIC AND SOCIAL COMMITTEE AND THE COMMITTEE OF THE REGIONS (2020) A new Circular Economy Action Plan: For a cleaner and more competitive Europe. Available at: <https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:52020DC0098&from=EN>. Accessed on 08/10/2023

Any Questions?



References

- ▶ CIO. (n.d.). *The 4 biggest cultural barriers to corporate innovation*. [online] Available at: <https://www.cio.com/article/221797/the-4-biggest-cultural-barriers-to-corporate-innovation.html>.
- ▶ Ellen Macarthur Foundation (2019). *Circular economy diagram*. [online] ellenmacarthurfoundation.org. Available at: <https://ellenmacarthurfoundation.org/circular-economy-diagram>.
- ▶ Bjoern Jaeger, Arvind Upadhyay (2020) *Understanding barriers to circular economy: cases from the manufacturing industry*. Available at: [Understanding barriers to circular economy: cases from the manufacturing industry | Emerald Insight](#). Accessed on 08/04/2023
- ▶ European Parliament (2022). *Circular economy: definition, Importance and Benefits | News | European Parliament*. [online] www.europarl.europa.eu. Available at: <https://www.europarl.europa.eu/news/en/headlines/economy/20151201STO05603/circular-economy-definition-importance-and-benefits>.
- ▶ COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN PARLIAMENT, THE COUNCIL, THE EUROPEAN ECONOMIC AND SOCIAL COMMITTEE AND THE COMMITTEE OF THE REGIONS (2020) *A new Circular Economy Action Plan: For a cleaner and more competitive Europe*. Available at: <https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:52020DC0098&from=EN>. Accessed on 08/10/2023