

## Lecture Series of the Research Institute for Supply Chain Management

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Friday, November 25, 2022 , 12:30 pm



Building D4, Room TC 5.01,  
Welthandelsplatz 1,  
1020 Vienna

### **ALEXANDRA ANDERLUH: CE4ALL – CONSUMERS' PERCEPTION OF BARRIERS AND ENABLERS IN A CIRCULAR ECONOMY**

Circular economy is one important path on the transition to sustainability. The so far discussed circular economy strategies like redesign, remanufacture or refurbish are mainly looked at from a company's perspective, but what about the consumers? In the CE4ALL project we dealt with exactly that question and developed the Circular Economy Cube to get insights into the relation between milieu, circular economy strategy and product group based on focus group discussions, expert panels and a survey. Our results show how differently circular economy strategies are already included into people's life depending on milieu and product group. Furthermore, capabilities and opportunities are the main enablers of circular economy, while affordability and reliability might act as barriers.

**Dr. Alexandra Anderluh** is Senior Researcher at the Carl Ritter von Ghega Institute for Integrated Mobility Research at the St. Pölten University of Applied Sciences, where her research focuses on quantitative and qualitative issues related to sustainable passenger and freight mobility and the broader context of circular and resilient value chains.

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