

The Research Centre of the School of Economics and Business,
in cooperation with **the Bank of Slovenia,**
cordially invites you to a research seminar
on **Friday, 19 May 2023, at 13:00 CEST**, in room **P-201/202**
at the **School of Economics and Business, University of Ljubljana**

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will present the article

Historicising the circular economy

A circular economy is a development priority of the European Union. The two Circular Economy Action Plans (2015, 2020) aim to transit the European economy from a linear 'take-make-use-waste' to a circular model, where the value of products, materials, and resources is maintained in the economy for as long as possible, and the generation of waste minimised. Although Britain has left the European Union, it, too, remains committed to the creation of circular economy. This paper examines the history of the transition from a linear to economy circular economy, which took place in Britain around the turn of the twentieth century. Hitherto, goods were often personalised, bespoke and custom made for the user. By the end of the nineteenth century, the market had transformed. With the unfettered growth of firms and the advent of large scale enterprises, the personal connection between market participants was lost. Buyers and sellers were no longer tied together closely by kinship or community links. Employees had, in the same way, lost touch with their employers. Technological advance meant that industrial firms could produce goods in factories more efficiently and so manufacturing took place on a mass scale. With the investment in marketing and advertising, there was also an uptake in demand for those goods. The increased supply and increased demand resulted in more consumption, but also more waste.

With a gap now between market participants, the ability to resolve disputes over poor quality goods informally and with the help of informal monitoring decreased. This paper traces the shifts that took place in the market at the turn of the twentieth century. It does so because a better understanding of this historical transformation not only provides an explanation of how the present has come into being. It also helps those in the present, especially who look to undo these changes or, otherwise, return to a circular economy. This study shows the ways in which law has been used to overcome deficiencies in the market. As such, it discusses the potential pathways forward.

Please register for the free seminar at <http://raziskave.ef.uni-lj.si/a/1545>
by Thursday, 18 May 2023.

Access details will be sent prior to the event to signed up users.

We look forward to seeing you!