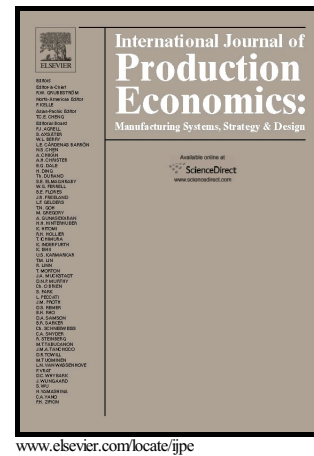


Comparing linear and circular supply chains: A case study from the construction industry

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## Abstract

In the last decades, green and sustainable supply chain management practices have been developed in efforts to try and reduce the negative consequences of production and consumption processes on the environment. In parallel to this, the circular economy discourse has been propagated in the industrial ecology and production economic literature and lately in business and practice. The ideals of the circular economy principles suggests that the frontiers of environmental sustainability can be pushed by emphasising the idea of transforming products in such a way that there are workable relationships between ecological systems and economic growth.

By arguing for these ideals to be integrated into green supply chain management theory and practice, the paper uses a case study from the construction industry to demonstrate the environmental gains in terms of carbon emissions that can be achieved through some circular economy principles as against traditional linear production systems. The paper therefore asserts

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