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Highlights

- The Circular Economy is gaining importance as a possible solution to address sustainable development in academia, industry, and policy
- Based on literature analysis and four case studies, this paper proposes a framework to integrate circular business models and circular supply chain management in a way that fosters sustainable development
- The proposed framework shows how different circular business models are driving circular supply chains in different loops: closing loops, slowing loops, intensifying loops, narrowing loops, and dematerialising loops
- The identified circular business models vary in complexity of the circular supply chain and in the value proposition.
- The framework reinforces the CBM's conditions for sustainability: economic, environmental and social goals, proactive stakeholder management, long-term perspective. The research indicates circular business and circular supply chain help in realising sustainability ambitions.

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