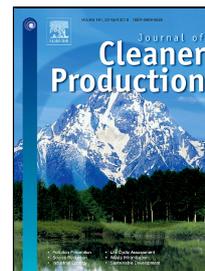


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## Cleaner production as an antecedent for circular economy paradigm shift at the micro-level: evidence from a home appliance manufacturer

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### Abstract

The concept of circularity has been widely discussed in the literature, but the implementation of the circular economy concept at the micro-level remains unexplored. It is still not clear what the antecedents are for circular economy implementation at the industry level. Cleaner production principles and practices have been discussed as essential for circular economy adoption from the bottom up, but more empirical studies are still necessary to better understand the adoption and effects of cleaner production in promoting circular economy. Thus, this paper aims to explore the cleaner production principles and practices adopted by a manufacturing company located in an emerging economy in order to understand how these were valuable in foster circular economy implementation. A case-based research approach was adopted in this investigation. The circular economy practices introduced by the company were analyzed by considering their connections with the requirements when transitioning to a circular economy paradigm, within company-related processes in addition to circular economy areas at the micro-level. An inductive approach was adopted for data analysis to develop some propositions regarding and circular economy interactions. The main findings revealed that cleaner production practices for product optimization are valuable to circular economy implementation regarding circular product design strategies. The cleaner production

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