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ORIGINAL PAPER

From Waste to Value: Second-Hand Retail as a Catalyst for Sustainable Consumption in the Finnish Circular Economy

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Abstract
This study examines how second-hand retail operated by a Finnish humanitarian social enterprise promotes sustainable consumption within the circular economy (CE). While prior CE research has largely emphasized macro-level policy, industrial systems, and technological solutions, this study focuses on the grassroots role of community-based retail in advancing circularity. Adopting a qualitative case study design, the research draws on semi-structured interviews, participant observation, and document analysis. The findings show that second-hand retail integrates environmental aims, particularly reuse and waste reduction, with social objectives such as welfare support and inclusive employment. The study also finds that communication practices and cultural framing help normalize second-hand consumption and enhance public engagement with circularity. At the same time, challenges remain, including inconsistent donation quality, residual consumer stigma, and limited impact measurement. Overall, the study demonstrates that second-hand social enterprises can function as socially embedded infrastructures that support inclusive and community-based circular transition.

Keywords Circular economy · Sustainable consumption · Second-hand markets · Social enterprise · Finland · Grassroots Initiatives

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Introduction

The dominant linear economic model of "take-make-dispose" is increasingly recognized as a major driver of resource reduction, waste generation, and environmental degradation [1]. In response, the circular economy (CE) has emerged as a transformative alternative that seeks to retain the value of products, components, and materials for as long as possible through reuse, repair, redistribution, and other value-retention strategies [2, 3]. During this transition, waste reduction is not merely a downstream environmental outcome but a core organizing principle of circular systems, because preventing premature disposal directly reduces pressure on raw material extraction, reliance on landfills, and associated ecological burdens [2, 3]. Although policy initiatives, technological innovation, and business model redesign are central to CE implementation, the success of circularity also depends on changes in everyday consumption practices. In this respect, second-hand retail markets are a particularly important and practical mechanism for extending product lifespans, diverting usable goods from waste streams, and challenging patterns of fast consumerism [4, 5].

These issues have become especially significant in contemporary sustainability debates, as growing uncertainty, supply disruptions, and waste management pressures have intensified attention to resilient, socially embedded circular systems. Recent studies on sustainable closed-loop supply chains and green forward and reverse logistics further emphasize that circularity must be understood not only as a technical or operational matter but also as a broader socio-environmental strategy to reduce waste, improve resource efficiency, and strengthen societal resilience [6, 7]. In this broader context, secondhand retail can be understood as a localized, community-based expression of CE, in which the principles of reuse and waste prevention are translated into tangible, everyday practices. Finland provides a particularly relevant context for such inquiry, as its national CE roadmap explicitly promotes systemic collaboration and broad societal participation in the circular transition [8]. Against this backdrop, the secondhand sector illustrates how social enterprises can simultaneously pursue environmental and social objectives. This study focuses on a secondhand retail activity operated by the Finnish humanitarian society. This organization demonstrates the potential of a hybrid model in which circular practices are embedded within humanitarian work and inclusive employment through the collection and sale of donated goods.

Despite the recognized importance of shifting consumption patterns, a significant research gap remains. Existing CE scholarship has largely focused on macro-level policy frameworks, industrial symbiosis, supply-chain design, and technological solutions, while giving comparatively little attention to the grassroots and socio-cultural mechanisms through which circularity is enacted in everyday life [9]. In particular, there remains an insufficient empirical understanding of how local, community-based enterprises operationalize CE principles as they shape consumer norms, meanings, and behaviors. The social and emotional dimensions of second-hand consumption, including trust, belonging, moral identity, and the destigmatization of reuse, are often underexamined relative to technical and economic analyses [10, 11]. Addressing this gap is important because the transition to a circular economy cannot be achieved through system design alone; it also requires socially embedded institutions that normalize sustainable consumption and reduce waste through routine practice. By examining such an actor in depth, this study contributes to the expanding body of CE literature that calls for greater attention to the social foundations of circularity.

Accordingly, this study explores how a Finnish second-hand retail social enterprise promotes sustainable consumption within the framework of the circular economy. Using a qualitative case study approach grounded in semi-structured interviews, participant observation, and document analysis, the research addresses two main questions. *First, how does this second-hand retail model implement CE principles to foster sustainable consumption behavior? Second, what are the main opportunities and challenges it faces in expanding its impact and promoting a broader culture of sustainability?* The study therefore focuses on the organizational practices, consumer engagement strategies, and operational tensions through which circularity is enacted at the grassroots level. Thereby, the paper offers a context-rich analysis of a community-based circular actor. It highlights the importance of social value creation, waste reduction, and public engagement in building a more inclusive and sustainable economy. The findings are expected to be relevant not only to CE scholars but also to policymakers, sustainability practitioners, and social entrepreneurs interested in community-driven pathways to circular transition.

The remainder of the paper is organized as follows. The next section reviews the relevant literature on the circular economy, sustainable consumption, and the role of second-hand markets as socially embedded circular infrastructures. This is followed by the theoretical framework, which integrates circular economy thinking with social practice perspectives to guide the analysis. The methodology section then explains the qualitative case study design, case selection, data collection procedures, and the thematic analysis process. After that, the paper presents the empirical results and findings, followed by a discussion that interprets them in relation to existing scholarship. The paper then outlines future research opportunities and managerial implications and concludes with the main contributions, limitations, and broader significance of the study.

Literature Review

The Circular Economy: From Technical Ideal to Socially Embedded Practice

The Circular Economy (CE) has rapidly emerged as a leading approach to sustainable development, providing a comprehensive alternative to the linear economy's extractive model. CE can be described as an industrial system that is intentionally restorative and designed to maintain products, components, and materials at their highest utility and value at all times [3, 12]. Early ideas, primarily influenced by engineering and industrial ecology, often focused on closing material loops through strategies such as recycling, remanufacturing, and cradle-to-cradle design [9, 13].

However, a careful examination of the CE literature reveals a shifting discussion. While technical and business model innovations are important, more research suggests that focusing solely on material flow optimization is a "techno-centric" trap that overlooks the profound social, cultural, and behavioral changes required for genuine transformation [14]. Korhonen et al. (2018) [15] pointed out that CE cannot be achieved solely through efficiency; it requires a fundamental rethinking of consumption habits and the creation of value. This has led to the development of a "social science" perspective on CE, which examines the social structures, cultural norms, and individual actions that promote or hinder circularity.

This study aligns with this critical approach, arguing that the CE should be viewed not only as a technical system but also as a socially connected practice.

The Consumption Challenge: Bridging the Attitude-Behavior Gap

Sustainable consumption is the usage of products and services that improve quality of life and satisfy necessities while consuming less hazardous materials and natural resources over the course of their whole life cycle [16, 17]. However, achieving this poses a persistent paradox: despite growing consumer environmental awareness, a significant "attitude-behavior gap" often prevents positive intentions from translating into sustainable actions [18, 19]. This disparity is frequently attributed to the "individualization of responsibility," which places the onus of sustainability on consumer decisions within a market structure that yet promotes excessive consumption [20].

According to scholars, the fundamental reason sustainable consumption governance has failed in the past is that it hasn't sufficiently tackled the systemic lock-ins of contemporary capitalism [21, 22]. As a result, research has shifted toward understanding the social and collective contexts that influence consumption. Practices are not just individual choices but are embedded in shared routines, norms, and material infrastructures [23, 24]. This change in perspective is crucial because it suggests that promoting sustainable consumption necessitates the creation of new social practices and supportive infrastructures, rather than merely educating individual consumers.

Second-Hand Markets as Infrastructures for Circular Social Practice

Secondhand markets have become an important yet little-studied phenomenon at the nexus of sustainable consumerism and the circular economy (CE). Even though these markets have typically been examined from an economic or motivational perspective [25], they are now increasingly recognized as essential material and social infrastructures for the CE [26]. By directly supporting the "slowing" of resource cycles, extending product use phases to defer their movement through the economy, second-hand markets help extend product lifespans, reduce demand for virgin materials, and divert waste from landfills [4, 27].

More deeply, from a social practice theory perspective, these markets can be seen as spaces where new, sustainable consumption habits are normalized and reinforced. They provide the essential materials [e.g., pre-owned goods], skills (e.g., understanding vintage quality), and meanings (e.g., "thrifty," "unique," "eco-chic") that form the practice of second-hand shopping [10, 28]. When social enterprises oversee these markets, they add an extra layer of social value, creating what Errázuriz et al. (2024) [29] refer to as "double dividends" by combining environmental benefits with community development, employment, and social inclusion. This opposes the often-narrated narrative of the CE by explicitly linking circularity to social equity, a key element for a fair transition [30].

Synthesizing the Gap: The Underexplored Role of Grassroots Retail in the CE Ecosystem

Finland's progressive national CE strategy offers a supportive macro-environment for such initiatives [8]. However, a critical review of the literature uncovers a clear research gap.

While top-down policies and large-scale industrial changes are well-documented, there is a lack of empirical research exploring the micro-level processes through which local, community-based enterprises promote circularity. How do these grassroots actors manage the tension between their social mission and environmental objectives? What specific mechanisms do they employ to influence consumer behavior and reshape local consumption habits? The existing literature offers macro-level theories and consumer motivations, but lacks a detailed understanding of the organizational practices and strategies that make secondhand retail a driver of change.

To clarify the positioning of the present study within the existing literature, Table 1 categorizes prior research according to its dominant analytical focus, level of analysis, and principal limitation in relation to the present inquiry. The table shows that the literature has generated substantial insights into definitions and principles of the circular economy, circular business models, sustainable consumption, and motivations for the second-hand market. However, much of this work remains concentrated on macro-level frameworks, techno-economic solutions, consumer motivations in isolation, or market-based interpretations of reuse. Compared with other approaches, less attention has been paid to how grassroots secondhand retail organizations, particularly social enterprises, operationalize circularity in practice while simultaneously generating social value and reshaping everyday consumption cultures. The present study addresses this gap through a qualitative case analysis of a Finnish second-hand retail social enterprise, thereby extending circular economy scholarship toward a more socially embedded and community-centered understanding of circular transition.

Table 1 categorizes the existing literature into major research streams to clarify the present study's positioning and sharpen the research gap. As the table shows, prior research has made important contributions to the conceptual development of the circular economy [9, 13, 15], the understanding of circular business models and value-retention processes [4, 27], sustainable consumption and the attitude-behavior gap [17, 19, 33], socially embedded and practice-based perspectives on circularity [23, 24, 32, 38], second-hand consumption and the meanings of reuse [7, 10, 25, 29], and hybrid or social enterprise organizations [35]. However, these studies have generally examined circularity from conceptual, techno-economic, consumer-behavioral, or market-oriented perspectives. Compared with other sectors, less attention has been paid to how grassroots, community-based second-hand retail organizations operationalize circular economy principles in practice while generating social value, influencing local consumption norms, and promoting waste reduction through everyday organizational processes. Therefore, the present study contributes to the literature by explaining how a Finnish second-hand retail social enterprise functions as a socially embedded circular actor that integrates reuse, social inclusion, humanitarian purpose, and consumer engagement within a single organizational model.

Theoretical Framework

This research is grounded in an integrative theoretical framework *(see* Fig. 1*)* that views second-hand retail as a vital link between the macro-level objectives of the CE and the micro-level practices of sustainable consumption. The framework combines three interconnected theoretical areas to examine how second-hand social enterprises translate CE

Table 1 Categorization of previous studies and positioning of the present research

Research stream	Representative studies	Main focus	Level of analysis	Typical method/orientation	Key contribution	Limitations in relation to this study	Position of the present study
Foundational circular economy studies	Geissdoerfer et al. (2017) [9]; Kirchherr et al. (2017) [13]; Korhonen et al. (2018) [15];	Definitions, principles, promises, and limitations of CE	Macro/conceptual	Conceptual and review-based	Establish CE as an alternative to the linear economy and identify its core principles and tensions	Limited attention to how CE is enacted in everyday community contexts and through grassroots organizations	Builds on these foundations but examines CE as a socially embedded practice in a local second-hand retail setting
Techno-economic and business model CE research	Bocken et al. (2016) [4]; Van Loon et al. (2018) [27]; Cantzler et al. (2020) [31]; Hultberg, 2025 [32];	Value retention, resource efficiency, circular business models, and environmental gains	Firm/system	Business model, operations, and efficiency-oriented analysis	Shows how reuse, resale, and circular strategies can reduce waste and extend product life	Often prioritizes material flows and efficiency over social meaning, community engagement, and hybrid social value creation	Extends this stream by showing how reuse is organized through a social enterprise with both environmental and humanitarian aims
Sustainable consumption and attitude-behavior literature	Lorek and Spangenberg (2014) [17]; Vermeir and Verbeke (2006) [19]; Park and Lin (2020) [33];	Sustainable consumption, behavioral intentions, and the attitude-behavior gap	Consumer/meso	Consumer behavior studies	Explains why pro-sustainability attitudes do not always translate into practice	Tends to focus on individual consumers rather than organizational infrastructures that enable circular practices	Shifts the focus from isolated consumer attitudes to organizational and social infrastructures that normalize second-hand consumption

Table 1 (continued)

Research stream	Representative studies	Main focus	Level of analysis	Typical method/orientation	Key contribution	Limitations in relation to this study	Position of the present study
Social practice and socially embedded CE studies	Shove and Pantzar (2005) [23]; Røpke (2009) [24]; Moreau et al. (2017) [32];	Consumption as practice: social and institutional dimensions of circularity	Meso/socio-cultural	Practice-theoretical and socio-institutional analysis	Demonstrates that circularity depends on meanings, competencies, routines, and institutions, not only on technology	Still, there is limited empirical evidence on how specific grass-roots retail actors translate these mechanisms into concrete daily operations	Provides an empirical case showing how second-hand retail functions as a social infrastructure for circular practice
Second-hand market and reuse research	Guiot and Roux (2010) [25]; Hur (2020) [10]; Turunen and Leipämaa-Leskinen (2015) [7]; Errázuriz et al. (2024) [29]	Motivations, meanings, risks, identity, and value in second-hand consumption	Consumer/market	Consumer and cultural analysis	Explains the symbolic, emotional, and practical dimensions of second-hand markets	Commonly analyzes second-hand consumption from the customer side rather than from the organizational side of social-enterprise implementation	Complements this literature by examining how a second-hand organization actively shapes meanings, trust, and consumer engagement

Table 1 (continued)

Research stream	Representative studies	Main focus	Level of analysis	Typical method/orientation	Key contribution	Limitations in relation to this study	Position of the present study
Collaboration, ecosystems, and blended value studies	Emerson (2003) [34]; Doherty et al. (2014) [35]; Mishra et al. (2021) [36]; Dziubaniuk and Aarikka-Stenroos (2025) [37];	Hybrid organizing, collaboration, ecosystem value creation, and social impact	Organizational/ecosystem	Case study and hybrid organization research	Shows that social and environmental value can be co-created through collaborative and hybrid forms	Limited focus on second-hand retail as a grassroots circular actor within national CE transitions	Demonstrates how a second-hand retail social enterprise combines circularity, employment, welfare, and public education in one operational model
Present study	This paper	Grassroots second-hand retail as a catalyst for sustainable consumption in the Finnish CE	Organizational/community/socio-cultural	Qualitative single-case study based on interviews, observation, and document analysis	Explains how CE principles are operationalized through reuse, public engagement, destigmatization, and blended social-environmental value creation	—	Addresses the underexplored role of community-based social enterprises in advancing circularity through everyday practice

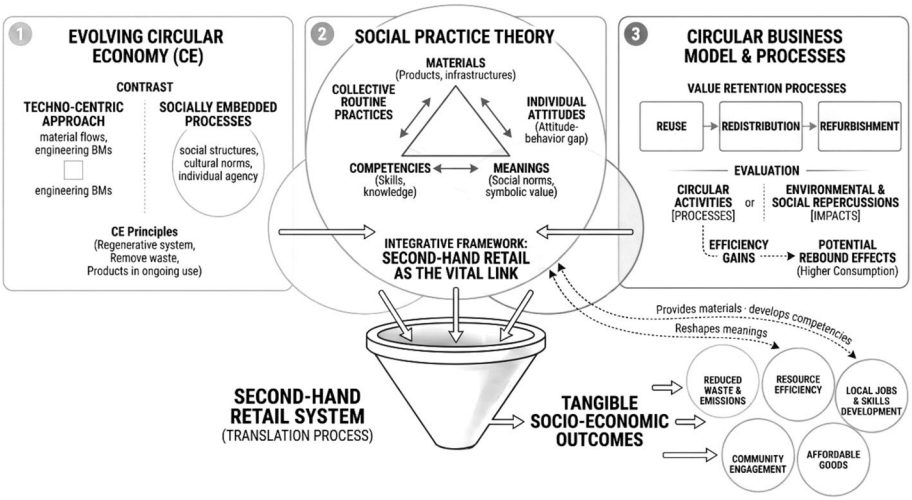

Fig. 1 Integrative theoretical framework

principles into tangible socio-economic outcomes: first, the evolving understanding of CE itself, second, the socio-cultural aspects of consumption practices, and third, the operational processes that support value retention and the creation of social value. The CE has become a leading model promoting a regenerative economic system that removes waste and keeps products and materials in ongoing use [3]. While core definitions focus on optimizing technical and material flows [9], a crucial scholarly shift has been the recognition of the social and cultural aspects of these flows. A solely techno-centric approach, which focuses on closing material loops through engineering and business model innovation, has been criticized for overlooking the crucial role of social structures, cultural norms, and individual agency in facilitating a circular transition [14, 15]. This study supports this critical view, arguing that the CE should be seen not just as a technical system but as a socially embedded process influenced by community practices, values, and institutions.

To understand the role of consumption in this socially embedded CE, the framework draws on insights from social practice theory [23, 24]. This theoretical perspective shifts the focus from individual consumer attitudes to the collective, routine practices that form daily life. From this view, consumption is embedded in practices that combine materials (e.g., products, infrastructure), competencies (e.g., skills, knowledge), and meanings (e.g., social norms, symbolic value). Second-hand retail can be analyzed as a system that provides materials (pre-owned goods), develops competencies (e.g., knowledge of vintage quality, repair skills), and reshapes meanings (e.g., from "stigma" to "trendy" or "ethical") related to circular consumption [10, 28]. This helps explain the persistent "attitude-behavior gap" [19] in sustainable consumption, demonstrating that meaningful change requires transforming social practices themselves, rather than just informing individual choices.

Finally, the framework combines the circular business model and processes from the literature to examine the operational core of secondhand retail. This involves identifying specific "value retention processes"-such as reuse, redistribution, and refurbishment- that are key to these businesses [4]. Additionally, it necessitates a thorough evaluation of their impact, differentiating between circular activities [processes] and their actual environmental

and social repercussions [impacts], while being mindful of potential rebound effects when efficiency gains result in higher consumption. [39].

The synthesis of these theoretical perspectives is summarized in Table 2, which compares the dominant, techno-economic CE narrative with the alternative, socially embedded perspective that guides this research. Table 2 clarifies that the analytical orientation of this study differs from a narrow efficiency-based understanding of circular economy by positioning second-hand retail as a socially embedded infrastructure rather than merely a market mechanism for waste diversion. More specifically, the table shows that the present research interprets consumption as a collective practice shaped by meanings, competencies, and material arrangements, and conceptualizes value creation as a blended process that integrates environmental, social, and economic dimensions [23, 34]. In this way, Table 1 provides the conceptual foundation for the empirical analysis that follows by showing why second-hand retail must be examined not only in operational terms, but also in relation to community practices, social value, and the normalization of circular consumption.

This integrated theoretical framework offers a multi-dimensional perspective for this study. It advances the analysis beyond a basic assessment of waste diversion to a deeper examination of how a second-hand retail model manages the conceptual tensions of the CE, strategically influences consumption behaviors, and operationalizes circularity through its socio-material processes. By employing this framework, the research seeks to provide detailed insights into how grassroots social enterprises humanize and localize the CE, thereby enhancing a comprehensive understanding of sustainability transitions.

Table 2 Theoretical framework for analyzing second-hand retail in the circular economy

Theoretical Component	Dominant (Techno-Economic) CE Perspective	Alternative (Socially Embedded) Perspective Guiding This Research
Core Concept of CE	A system for closing material loops through technological innovation and business models [9]	A socio-technical transition requiring changes in social practices, norms, and institutions [14]
View of Consumption	Individual, rational choice driven by price, quality, and information. Focus on overcoming the "attitude-behavior gap" [33]	A collective practice constituted by materials, competencies, and meanings. Focus on transforming practices [23]
Role of Second-Hand Retail	A market-based solution for waste diversion and resource efficiency [40]	A social infrastructure that normalizes and facilitates circular consumption practices [38]
Primary Value Creation	Economic [cost savings] and Environmental [resource conservation] [31]	Blended Value: integration of social, environmental, and economic value [34]

Methodology

Research Design and Rationale

This study employs a qualitative single-case design to investigate how a second-hand retail social enterprise incorporates principles of the CE. This approach helps explore complex social phenomena within their real-life context, where the boundaries between the phenomenon and its environment are often unclear. The case study method enables a detailed exploration of how CE practices are implemented and their influence on sustainable consumption habits, providing a rich, contextual understanding that would be difficult to achieve with quantitative methods alone [36].

The research adopts an interpretivist paradigm, recognizing that social reality is shaped through human interactions and shared meanings [41]. This philosophical stance supports the study's goal to understand how various stakeholders perceive, experience, and influence CE practices within the specific context of second-hand retail.

Case Selection and Context

The study examines a prominent Second-Hand Retail enterprise operated by the Finnish humanitarian society, which was selected through purposeful sampling due to its strategic relevance to the research questions [42]. This organization serves as a prime example of a socially embedded enterprise operating at the intersection of environmental sustainability and social mission, making it an ideal setting for exploring how CE principles are practically implemented within a community context [43].

Data Collection Methods

Data collection employed a multi-method approach to ensure methodological triangulation and enhance the validity of the findings [44]. Primary data was collected through semi-structured interviews with key organizational informants. Participant observations at multiple retail locations provided additional data on daily practices and customer interactions. Analyzing organizational reports and social media communications provided additional evidence. Table 3 gives a detailed overview of the data collection.

Table 3 provides a structured overview of the empirical material used in this study, including the interviewees, interview duration, transcription volume, and supporting secondary sources for each case location. The table demonstrates the breadth of the qualitative evidence base and shows that the study draws on multiple data sources across organizational roles and sites. This strengthens the credibility of the analysis by illustrating methodological triangulation and making the study's empirical foundation transparent [44].

To provide greater transparency into the empirical basis of the study, Table 4 summarizes the main perspectives each respondent contributed to the core themes of the interview protocol.

Table 3 Data collection overview

Case Firm	Interviewee Information	Year of Interview	Duration of Interview	Transcribed Pages	Secondary Resources
Second-Hand Retail (Vaasa)	Store Manager, 5 years of experience	2024	75 min	12	Annual Sustainability Report [2022], Social media archive (2022–2024)
Second-Hand Retail (Helsinki)	Regional Operations Lead, 8 years of experience	2024	60 min	9	Internal circularity guidelines, Press releases (2021–2024)
Second-Hand Retail (Tampere)	Communications & Sustainability Officer, 3 years of experience	2024	90 min	15	Community impact report (2022–2024), Instagram campaign data

The names of the case firms have been anonymized to "Second-Hand Retail" to maintain confidentiality, in accordance with the research ethics agreement

As shown in Table 4, the three respondents offered complementary perspectives shaped by their organizational roles, with a stronger emphasis on store-level operations, regional process management, and consumer engagement, respectively, led by communication. This distribution of perspectives strengthened the study's analytical depth by capturing the organizational, operational, and socio-cultural dimensions of second-hand retail within the circular economy.

Data Analysis Process

Data analysis followed established protocols for qualitative research, using thematic analysis to identify, analyze, and report patterns within the data [45]. The process started with thoroughly familiarizing us with the dataset by repeatedly reading transcripts and field notes. Initial coding highlighted key features across the entire dataset, and these codes were then grouped into potential themes through an iterative process of comparison and refinement.

The analysis employed a balanced approach, combining inductive and deductive methods, which allowed themes to emerge from the data while remaining attentive to theoretical concepts from the literature on circular economy and sustainable consumption [46]. Themes were systematically reviewed at multiple levels, starting with the coded extracts and then across the entire dataset to ensure they accurately reflected the evidence. The final step involved defining and naming themes, clearly describing their core and importance in relation to the research questions.

Throughout the analytical process, attention was given to potentially contradictory evidence and alternative explanations to improve the trustworthiness of findings [47]. Analyti-

Table 4 Summary of interview responses by case respondents

Theme/Question	Vaasa Store Manager	Helsinki Regional Operations Lead	Tampere Communications & Sustainability Officer
Core mission and objectives	Emphasized fundraising for humanitarian work, local employment, and community support. Described the store as both a retail and social participation space	Framed the organization as mission-led, with sales serving broader social and community goals	Highlighted sustainability communication, humanitarian purpose, and normalization of responsible consumption
Connection between social and environmental goals	Saw reuse and sales as directly supporting both environmental benefits and social impact	Viewed waste reduction and social welfare as mutually reinforcing within operations	Stressed that donation and purchasing create both environmental and social value simultaneously
Meaning of circular economy in the organization	Defined CE in practical terms as extending product life and minimizing waste at the store level	Interpreted CE as improving the responsible flow and handling of donated goods	Viewed CE as both a material and cultural shift that changes how people value used goods
Journey of a donated item	Items are received, sorted, checked, priced, displayed, repurposed, or discarded depending on condition	Emphasized early quality assessment and the operational difficulty caused by poorly prepared donations	Focused on identifying second-life potential, curation, and creative reuse before disposal
Practices to maximize reuse and reduce waste	Careful sorting, display management, and recognition of hidden value in donated goods	Internal routines, quality checks, and handling practices to improve circulation efficiency	Active effort to sell or repurpose as much as possible, even in small practical ways
Main operational challenges	High volume of incoming goods, limited processing time, and unrealistic donor expectations	Poor donation quality was identified as the most serious challenge affecting the circular flow	Tension between circular ambition and customer expectations for quality retail presentation
Strategies to attract customers	Relied on affordability, variety, trust, and a welcoming store environment	Emphasized the need for organized, clean, and reliable second-hand shopping experiences	Used communication campaigns, social media, and visual storytelling to make second-hand attractive
Customer education and mission communication	Daily staff interaction helps explain the mission and value of reuse	Noted the need for stronger public education, especially regarding donation quality	Used social media to communicate environmental impact and make sustainability relatable
Changes in customer demographics and motivation	Observed growing interest among younger people and a shift away from purely need-based shopping	Noted a broader customer base with increasing environmental awareness	Reported a strong cultural shift toward seeing second-hand as trendy and value-driven
Definition of success	Defined success through funds raised, employment opportunities, and material kept in circulation	Focused on sales, waste diversion, and store functionality, while acknowledging measurement limits	Included attitude change and public engagement as part of organizational success
Metrics and indicators used	Basic sales and operational figures were monitored, but broader impacts remained difficult to quantify	Tracked sales and waste estimates, though impact measurement remained informal	Also considered communication reach and public engagement indicators relevant

Table 4 (continued)

Theme/Question	Vaasa Store Manager	Helsinki Regional Operations Lead	Tampere Communications & Sustainability Officer
Barriers to scaling impact	Limited staff capacity, store resources, and lingering public misunderstanding	Donation quality, weak impact metrics, and limited strategic partnerships	Persistent cultural stigma and slow change in consumer perceptions
Collaboration with external actors	Collaboration is mainly connected to employment and social support functions	Saw potential for stronger sustainability-focused partnerships with other actors	Highlighted campaigns, events, and public engagement collaborations
Example of an effective partnership	Employment-related partnerships are seen as especially meaningful and locally valuable	Corporate donation partnerships, such as furniture donations, are considered practical	Community campaigns and local events are identified as successful engagement channels
Needed support or systemic change	Better public understanding of donation quality and stronger support for socially oriented circular work	More formal impact measurement, broader partnerships, and stronger public education	Greater cultural normalization of reuse through policy, media, and community support

cal memos documented the development of interpretations and provided an audit trail of the reasoning process.

Ethical Considerations

The research followed standard ethical principles for social science studies [48]. All participants gave informed consent after receiving a clear explanation of the research goals and data use. Confidentiality and anonymity were maintained through secure data handling and the use of pseudonyms when appropriate. The research design upheld the integrity of the setting and aimed to minimize any disruptions to normal operations.

Result and Findings

This chapter presents and discusses the study's empirical findings, organized around the two main research questions. The findings are divided into four thematic areas, derived from the data analysis, which illustrate how the Second-Hand Retail enterprise implements CE principles and addresses the related opportunities and challenges. The discussion interprets these findings through the theoretical framework and the existing literature on the circular economy and sustainable consumption.

The Synergistic Model: Embedding Circularity within a Social Mission

The findings strongly suggest that the effectiveness of the Second-Hand Retail enterprise stems from a business model where CE practices are deeply intertwined with a core social purpose, rather than existing solely as environmental objectives. This synergy plays a key role in promoting sustainable consumption (addressing RQ1).

As one manager explained, the core mission is fundamentally social: *"Our mission is to raise money for the Red Cross… for all the things that the Red Cross does, such as helping people… The most important things are the money raised and the employment we provide for those who have been unemployed for a long time"* [Second-Hand Retail Vaasa, Store Manager, 2024]. This social driver creates a powerful, self-reinforcing cycle where environmental circularity becomes the *means* to achieve social ends. The act of donating and purchasing goods directly funds humanitarian aid and creates inclusive employment opportunities.

This finding aligns with the concept of "blended value" [34], challenging siloed approaches to sustainability. It demonstrates a practical implementation of the triple bottom line where social and environmental goals are mutually reinforcing. This integrated model strongly aligns with the Finnish context, where the national CE strategy emphasizes collaboration and systemic thinking [8] and provides a clear, value-driven rationale for consumers to engage in CE beyond just environmental concerns.

Operationalizing "Everyday Circularity": Reuse, Repurposing, and Systemic Leakages

The Second-Hand Retail enterprise acts as a practical center for what can be called "everyday circularity," directly applying CE principles into concrete actions through its operational practices (addressing RQ1). The primary process is the reuse and redistribution of donated goods.

A key operational practice is the repurposing of unsellable items to minimize waste. The Tampere Communications Officer noted, *"We try to sell everything; if we cannot sell something like a towel, we use those as cleaning cloths. We are always trying to minimize wastage"* [Second-Hand Retail Tampere, Communications & Sustainability Officer, 2024]. This practice exemplifies the CE principles of keeping products and materials in use at their highest utility for as long as possible [3]. It demonstrates a pragmatic commitment to the waste hierarchy.

However, a significant challenge and systemic leakage were identified, hindering optimal circularity. The Helsinki Operations Lead highlighted a key operational hurdle: *"The biggest challenge is the quality of donations. Unfortunately, people often do not wash or sort things well before donating… that is why many broken products or soiled clothes go to trash"* [Second-Hand Retail Helsinki, Regional Operations Lead, 2024]. This finding underscores a critical systems-level issue identified in the literature: the efficiency of reuse-based CE depends not only on the retailer but also on donor behavior [49, 50]. It highlights a significant gap in the public's understanding of their role in a functioning circular system and underscores an area that requires broader consumer education.

Influencing Consumer Behavior: Education, Destigmatization, and Trendification

A key finding concerns the strategies the enterprise uses to influence consumer behavior and promote secondhand consumption as an active, mainstream option [addressing RQ1 and RQ2]. This is achieved through a combination of intentional education and tapping into cultural trends.

The organization proactively uses social media to bridge the attitude-behavior gap [19] by making the environmental costs of consumption tangible. *"We have many followers on social media. We create advertisements that illustrate, for example, how much water is required to produce a new pair of jeans. These activities make people realize the impact of always buying new clothes"* [Second-Hand Retail Tampere, Communications & Sustainability Officer, 2024].

Furthermore, a profound cultural shift has been reported, which both benefits and reinforces the enterprise. The Vaasa Manager observed, *"In the past, it was only for poor people, but nowadays it is very different… it is kind of like a trend to buy second-hand. Young people are now very interested in finding trendy items here"* [Second-Hand Retail Vaasa, Store Manager, 2024].

This "trendification" is a powerful mechanism for behavior change. By associating reuse with style, individuality, and modernity, meanings cultivated through store curation and social media presence, the enterprise helps destigmatize circular consumption and embed it within contemporary culture [10]. This aligns with social practice theory, which suggests that sustainable consumption requires changes in the meanings, materials, and competencies associated with a practice [23].

Challenges and Future Pathways: Measurement, Collaboration, and Persistent Barriers

Despite its successes, the findings identify several challenges that hinder the enterprise's ability to scale its impact [addressing RQ2]. These involve impact measurement, collaborative networks, and persistent attitudinal barriers.

A significant challenge is the informal approach to impact measurement. While the organization tracks basic metrics, as the Helsinki Lead stated, *"We track how much goes to waste from the donations and how much we sell… but it is an estimation"* [Second-Hand Retail Helsinki, Regional Operations Lead, 2024]. The lack of formalized metrics for environmental savings [e.g., carbon footprint avoided] or social outcomes limits its ability to communicate its whole value proposition and secure strategic partnerships, a common challenge for social enterprises [35].

Regarding collaboration, the focus remains primarily internal. The Vaasa Manager noted, *"Our cooperation with other parties is more about employment… sustainability is our value also, but it is not the main focus with collaboration"* [Second-Hand Retail Vaasa, Store Manager, 2024]. However, there are emerging partnerships, such as companies donating old furniture and participating in local events. Deeper, more strategic alliances with environmental NGOs, municipal bodies, and other circular businesses, as suggested by Dziubaniuk and Aarikka-Stenroos (2025) [37], could significantly amplify its impact and resource efficiency.

Finally, while the stigma has reduced, attitudinal resistance persists. The Helsinki Lead identified that *"the biggest barrier is probably some people's negative attitudes towards recycling and sustainability, like people who do not believe in global warming"* [Second-Hand Retail Helsinki, Regional Operations Lead, 2024]. This confirms that social stigma and deeply entrenched beliefs remain barriers for a minority [51], indicating that the cultural shift towards a circular economy, while underway, is not yet complete.

Discussion

This research aimed to explore how a second-hand retail social enterprise implements circular economy principles and their impact on sustainable consumption in Finland. The findings reveal a complex interplay between social missions and environmental objectives that challenges dominant techno-economic views of circularity. Instead of simply executing CE as a collection of technical procedures, the case study organization illustrates how circularity becomes socially rooted through what we call a social-circular synergy, a mutually reinforcing relationship between social value creation and circular practices (See Fig. 2). This discussion examines these findings in relation to existing scholarly work and considers their theoretical and practical implications.

Reconceptualizing Circular Economy Through Social Embedding

The dominant discourse on CE, especially in European policy circles and the industrial ecology literature, has primarily focused on technological innovation, material-flow efficiency, and business-model changes [9, 13]. This study reveals a clear shift away from a techno-economic focus. In the case of the Second-Hand Retail enterprise, circular practices are not just goals in themselves but also tools to achieve social aims, such as funding humanitarian efforts and creating jobs for marginalized groups.

These findings question what Korhonen et al. (2018) [15] identify as the "techno-centric" focus of mainstream CE literature. Instead, it aligns with emerging research that promotes a more socially oriented view of circularity [14, 32]. The organization exemplifies what Hobson and Lynch (2016) [52] refer to as "circularity as a social practice," where environmental benefits emerge from socially driven activities rather than from carefully planned environmental management. This suggests that the motivational factors underlying successful CE initiatives may be more diverse than previously recognized in the literature, which has primarily focused on economic or environmental drivers [53]. To further illustrate this relationship, Fig. 2 presents the social-circular synergy model derived from the empirical

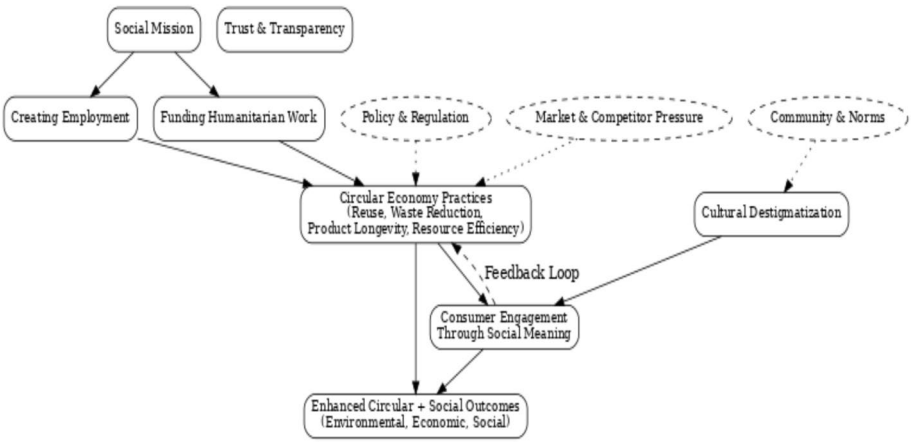

Fig. 2 The social-circular synergy model

findings. The figure illustrates how circular practices, such as reuse and redistribution, interact with the organization's social mission in a mutually reinforcing manner.

Figure 2 shows that the environmental and social dimensions of the model are not parallel or separate outcomes, but are co-produced through the same organizational processes. In other words, the circulation of donated goods simultaneously supports waste reduction, fundraising, and inclusive employment, thereby demonstrating that circularity in this case is sustained through social embeddedness rather than through technical efficiency alone. The figure, therefore, serves as a conceptual summary of the study's central finding.

Navigating the Implementation Gap in Circular Systems

The research highlights a key implementation gap in the CE transition: even well-established circular systems encounter significant challenges in maintaining material quality and preventing value loss**.** The discovery that poor donation quality leads to considerable waste streams underscores a systemic weakness in consumer-producer relationships within circular systems. This builds on previous research that has mainly focused on business-to-business circularity [4] to expose the complexities of consumer-facing circular models.

This experiment aligns with the concept described by Camacho-Otero et al. (2018) [50] and Elzinga et al. (2020) [54] as the "user acceptance" barrier in circular consumption. Still, it also expands to include "user participation" quality. The issue is not just whether consumers engage in circular systems, but how they do so. This suggests that the effectiveness of circular systems relies not only on the formal infrastructure [collection points, processing facilities] but also on the informal "soft infrastructure" of consumer knowledge, norms, and practices [23].

The organization's response to this challenge, through social media education and community engagement, offers a potential pathway to bridge this implementation gap. However, the ongoing quality issues despite these efforts highlight the limitations of individual organizational actions in tackling systemic challenges. This aligns with Røpke's (2009) [24] argument that sustainable consumption transitions require changes in complex systems of practice that go beyond individual behavior change initiatives. To synthesize the broader significance of the findings, Table 5 contrasts the dominant circular economy perspective in much of the existing literature with the alternative perspective emerging from this case study. The table is intended to show how empirical evidence shifts the understanding of circularity from a primarily techno-economic framework to a socially embedded, mission-driven model.

Table 5 Contrasting dominant and alternative CE perspectives in second-hand retail

Aspect	Dominant CE Perspective	Alternative Perspective from Findings
Primary Driver	Economic efficiency, resource security	Social mission, community welfare
Value Creation	Material value retention, cost reduction	Blended value: social + environmental + economic
Implementation Focus	Technical processes, business models	Social practices, community engagement
Consumer Role	Rational actor responding to economic signals	Participant in social mission through consumption
Success Metrics	Material circularity indicators, cost savings	Social impact, funds raised, waste diverted

As Table 5 illustrates, the main difference lies in the underlying logic of value creation and implementation. In the present case, circular practices are not pursued solely for economic efficiency or resource security, but are embedded within a social mission that gives circularity a broader community purpose. The table, therefore, summarizes one of the paper's core arguments: that secondhand retail can function as a grassroots mechanism for a circular transition by integrating environmental value retention with social welfare, employment, and public engagement.

Destigmatization as a Mechanism for Cultural Transition

The findings about the "trendification" of second-hand consumption among younger groups provide key insights into the cultural aspects of circular transitions. The shift of second-hand shopping from a financial necessity to a stylish and ethical option marks a significant change in the social meanings associated with circular consumption [10]. This cultural rebranding appears to be a strong approach to overcoming what Guiot and Roux (2010) [25] identified as the primary barriers to second-hand consumption, particularly concerns about status and identity.

These findings advance practice-theoretic approaches to sustainable consumption by demonstrating that the meaning aspect of practices can be intentionally reshaped through strategic communication and curation [28]. The organization's use of social media to link second-hand shopping with uniqueness, style, and environmental consciousness exemplifies an active effort to influence the cultural construction of consumption practices. This suggests that cultural change is not merely a background factor for circular transitions but can also be actively promoted through strategic initiatives to reshape social meanings.

Future Research Opportunities

This study, while highlighting the social-circular synergy within a specific second-hand retail context, also uncovers several promising avenues for future scholarly research when compared to the broader landscape of circular economy studies. The dominant CE discourse, as described by various scholars, has mainly focused on macro-level policy frameworks, industrial symbiosis, and technological innovation [9, 13–15]. Although this research has been crucial in establishing CE as a viable economic model, our findings indicate that a unique set of less-understood socio-cultural dynamics influences its implementation at the grassroots level. This gap highlights a need for further research on the micro-foundations of circular transitions. Future studies should conduct comparative case studies across different types of social enterprises, varying in size, mission, and national context, to create a typology of social-circular business models. This approach could help determine whether the synergy observed in this Finnish case is a singular phenomenon or a replicable strategy that can be systematically developed, thus bridging the gap between macro-level CE theory and micro-level organizational practice.

To synthesize the study's implications for future scholarship, Table 6 compares established knowledge in circular economy research with the contrasting insights from the present study and the corresponding directions for future investigation. The table helps translate the empirical findings into a structured research agenda.

Table 6 Contrasting established knowledge with future research directions

Aspect of CE	Established Knowledge (from Renowned Literature)	Contrasting Findings from This Research	Proposed Future Research Directions
Primary Drivers	Technological innovation, economic efficiency, policy frameworks [9, 13]	Social mission as a primary driver; circularity to achieve social ends	Comparative studies to develop a typology of social-circular business models and their drivers across contexts
Consumer Role	Focus on acceptance, adoption, and purchasing decisions [25, 50, 51]	The critical role of the consumer as a "co-producer" through the quality of donations; participation alone is insufficient	Practice-theory studies on donation behaviors; design of interventions to improve the quality of inputs into the circular system

As Table 6 indicates, the findings of this study suggest that future circular economy research should move beyond a predominant focus on technological innovation, policy design, and consumer adoption alone. Greater attention is needed to the roles of grassroots organizations, the quality of consumer participation, and the socio-cultural processes by which circular practices are normalized. In this respect, the table demonstrates that the present study not only identifies a gap in the literature but also provides a basis for a more socially grounded research agenda.

Furthermore, our identification of the "donation quality" problem as a key leakage in the circular system reveals a fundamental limitation in the current CE literature's approach to consumer roles. While scholars have examined consumer acceptance, our results indicate that mere participation is insufficient; the quality of consumer engagement is a crucial factor in system efficiency [50, 51]. This insight opens a new research path, shifting the focus from studying consumers as end-users to exploring their role as co-producers, or "prosumers," within circular systems. Future research could utilize practice theory perspectives [23, 24] to carefully analyze the routines, skills, and meanings associated with responsible donation behaviors. This could lead to the creation of targeted interventions and "nudges" aimed not only at increasing participation but also at improving the quality of material inputs into circular systems. This challenge has largely been overlooked in the literature.

The observed cultural destigmatization of secondhand goods, particularly among young people, also presents promising avenues for research that diverge from the traditional economic view of consumption. While Guiot and Roux (2010) [25] developed key motivational scales for second-hand shopping, our results indicate that these motivations are not fixed but are actively being reshaped by cultural trends and digital media. This presents a compelling opportunity to examine the dynamic relationship between CE and digital culture. Future studies could follow how social media, influencer marketing, and digital re-commerce platforms are changing the social meanings of reuse and repair. This would build on Hur (2020) [10] by examining not only consumption values but also the changing cultural stories that make circular consumption appealing. Such research is vital for understanding how to speed up cultural shifts toward circularity beyond environmentally conscious consumers.

Finally, the methodological limitations of this single-case study emphasize a broader need for innovation in CE research. The field would benefit from more mixed methods approaches that can quantify the environmental and social impacts hypothesized in qualitative studies like this one. Likewise, developing standardized metrics to measure the "social value" generated through circular activities remains an open challenge, echoing the work of scholars such as Doherty et al. (2014) [35], who advocate blended value accounting. Creating and testing such metrics would be highly valuable in helping social enterprises clearly communicate their full value and enabling policymakers to better support these vital actors in the circular transition.

Managerial Implications

The findings of this study generate several important implications for managers and practitioners operating within the circular economy and social enterprise domains. First, managers should recognize that integrating social and environmental objectives is not merely normatively desirable but also strategically advantageous. The findings indicate that social missions can serve as powerful organizing mechanisms, enhancing the legitimacy, resilience, and community embeddedness of circular initiatives. Consequently, organizational structures, performance criteria, and communication strategies should be aligned to reflect this integrated logic of value creation, rather than treating social and environmental goals as separate or competing priorities.

Second, the limited formalization of impact measurement observed in the case organization identifies an important area for managerial advancement. Organizations should invest in more systematic evaluative frameworks capable of capturing both environmental outcomes, such as waste diversion and resource conservation, and social outcomes, such as employment generation and community benefit. Such systems are essential not only for internal learning and strategic decision-making, but also for communicating organizational value to external stakeholders and strengthening access to partnerships, funding, and broader institutional support [55].

Third, the findings suggest that the success of circular initiatives depends not only on operational arrangements but also on cultural legitimacy and the quality of consumer participation. Managers should therefore adopt a more proactive role in shaping the meanings associated with circular consumption through strategic communication, retail curation, and sustained consumer engagement. At the same time, managing the quality of participation in circular systems, for example, through clearer donation guidelines, public education, and awareness-building initiatives, is as important as encouraging participation itself.

Finally, the findings indicate that individual organizations face structural limitations in addressing broader systemic barriers, including poor donation quality, limited visibility into impact, and persistent cultural stigma. Managers should therefore prioritize developing strategic partnerships with municipalities, educational institutions, nonprofit organizations, and private firms to create more coordinated, ecosystem-level responses to such challenges. Such collaboration appears essential for extending circular impact beyond individual organizations and for strengthening the long-term effectiveness and societal reach of community-based circular initiatives [37].

Conclusion

This study highlights the important role of socially embedded enterprises in advancing the transition to a circular economy (CE), moving beyond the dominant techno-economic paradigm to show how circularity is enacted through social practices, community relationships, and everyday organizational routines. The findings demonstrate that the investigated Second-Hand Retail enterprise operates through a distinctive social-circular synergy, in which environmental practices such as reuse, redistribution, and waste reduction are not merely operational outcomes but also central mechanisms for achieving broader social objectives. In this respect, the case shows that circularity can be sustained and legitimized when linked to humanitarian purposes, inclusive employment, and community engagement.

The study makes three principal contributions. First, it contributes to the growing literature on the social dimensions of the CE by providing empirical evidence that social missions can actively shape environmental outcomes, thereby extending understanding of the motivational foundations of circular business models [14, 32]. Second, it advances sustainable consumption research by showing how second-hand retail can help transform the meanings, materials, and competencies associated with consumption practices, particularly through the destigmatization and normalization of reuse [23, 24]. Third, the findings reveal an important implementation gap in CE systems by demonstrating that the quality of consumer participation, not participation alone, influences the efficiency and effectiveness of circular processes. This refines existing discussions in the circular consumption literature, which have tended to focus more on adoption and acceptance than on the quality of participation itself [50].

From a practical perspective, the findings also indicate that second-hand retail social enterprises can serve as important grassroots infrastructure for the circular transition. They do so not only by extending product life and reducing waste, but also by educating consumers, reshaping local consumption norms, and creating blended social and environmental value. In this sense, the study suggests that successful circular transitions depend not only on technical systems and market mechanisms but also on social organizations capable of embedding circular practices in everyday life.

Despite these contributions, the study has several limitations that should be acknowledged. First, the research adopts a qualitative single-case study design, which enables in-depth, contextually rich analysis but necessarily limits the broader generalizability of the findings. The conclusions drawn from one Finnish second-hand retail social enterprise should therefore be interpreted with appropriate contextual caution. Second, the study focuses primarily on organizational actors and their practices within a specific socio-institutional setting, which may limit its ability to capture the diversity of second-hand retail models operating in other national, cultural, or regulatory environments.

Third, although the study identifies important environmental and social contributions, it does not quantify their magnitude. As a result, the analysis provides strong interpretive insights into how circularity is operationalized, but it cannot offer standardized impact estimates for waste reduction, avoided emissions, or broader socio-economic outcomes. Finally, as with many qualitative studies based on interviews, observation, and document analysis, the findings remain dependent on the quality of access, interpretation, and participant accounts, even though methodological triangulation was used to strengthen trustworthiness [44–48].

These limitations point to several promising avenues for future research. First, comparative studies across multiple second-hand retail organizations, social enterprises, and national settings would help determine whether the social-circular synergy identified in this study is context-specific or more broadly replicable. Such work would also support the development of a stronger typology of grassroots circular actors and their operating logics. Second, future studies should examine the role of consumers not only as buyers but also as contributors to circular systems through donation practices, since the quality of donated goods emerged as a significant operational issue in this study. This would deepen current understanding of participation in circular systems and extend research on sustainable consumption beyond the conventional focus on purchasing behavior.

Third, future research would benefit from integrating mixed-methods designs that combine qualitative insights with quantitative measures. This would enable scholars to more precisely assess the environmental, social, and economic impacts of secondhand retail models and to develop more robust indicators for evaluating blended value creation. Fourth, additional attention should be paid to the cultural and digital dimensions of the circular transition, particularly the role of social media, branding, and public communication in destigmatizing reuse and normalizing secondhand consumption across demographic groups.

Overall, future scholarship should continue to investigate how community-based organizations contribute to circular transitions not merely as market actors but as socially embedded institutions that shape values, behaviors, and sustainability infrastructure. In this way, research can further illuminate how a circular economy may be advanced through organizational forms that connect environmental responsibility with social inclusion, community welfare, and everyday practice.

Appendix 1: Semi-structured interview protocol

Interview Introduction: Thank you for participating in this research. This study aims to understand how second-hand retail social enterprises contribute to sustainable consumption and the circular economy. The interview will cover topics related to your organization's mission, daily operations, and community impact. The conversation will be recorded for transcription purposes only, and your anonymity and the confidentiality of your organization will be protected in any published findings. Do you have any questions before we begin?

Themes	Questions
Organizational Strategy & Mission Integration	1. How would you describe the core mission and primary objectives of your organization? 2. In your view, how are social goals [e.g., community welfare, employment] and environmental goals [e.g., waste reduction] connected within your business model? 3. What does the "circular economy" mean to your organization, and how is this concept reflected in your strategic planning?
Operationalizing Circular Economy Principles	4. Can you walk me through the journey of a typical donated item, from receipt to final sale or disposal? 5. What specific operational practices do you have in place to maximize reuse and minimize waste? [e.g., sorting, repairing, repurposing] 6. What are the most significant operational challenges you face in maintaining the quality and circularity of the product flow?

Themes	Questions
Consumer Engagement & Behavior Change	7. What strategies do you use to attract customers and encourage them to choose second-hand goods over new products? 8. How does your organization educate customers about sustainable consumption and communicate its social/environmental mission? 9. Have you observed any shifts in customer demographics or motivations for shopping second-hand? [e.g., trends, changing attitudes]
Impact, Measurement & Challenges	10. How do you define and measure "success," both in terms of social impact and environmental contribution? 11. Do you track any specific metrics or indicators? [e.g., volume of goods diverted, funds raised, employment data] 12. What are the most significant internal and external barriers to scaling your impact?
Collaboration & Ecosystem Engagement	13. How does your organization collaborate with other entities [e.g., local businesses, municipalities, NGOs] to promote sustainable consumption? 14. Can you provide an example of a partnership that was particularly effective in advancing your sustainability goals? 15. What kind of support or systemic changes would most help your organization deepen its circular and social impact?

Closing: Those are all the questions I have. Thank you again for your valuable time and insights. Is there anything else you think is important for understanding your organization's role in promoting sustainable consumption that we haven't covered?

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Declarations

Competing interests The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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