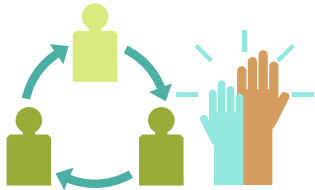




# WHAT DO MEDIA TELL ABOUT CIRCULAR ECONOMY?

Circular economy involves reuse, repair and recycling of products and materials to prolong their life-cycle and reduce waste. It replaces extraction of resources with regenerative practices. Circular economy is associated with reduced environmental and climate impact and better quality and longevity products for consumers.

*The following themes about circularity are prominent in Estonian media*



**Collaboration:** The lack of shared responsibility for the sustainability of the economy among businesses, governments and consumers is apparent.

**Circular goals:** Measurable goals in private and public sector for achieving circularity are yet to be understood and set.



**Circular business models:** Circular economy is associated mostly with waste management.

**Biowaste:** Separate collection of biowaste could have major impact in circular use of bioresource and is the one practice where individuals actually have a practical possibility to help the economy be more circular.



**Price:** The cost of transition to circular economy is better recognised than the benefits of sustainable business models.

\* The sample included 20 media articles published between 2018 and 2022

More info: <https://circle-eea.eu>

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