



# WHAT DO MEDIA TELL ABOUT CIRCULAR ECONOMY?

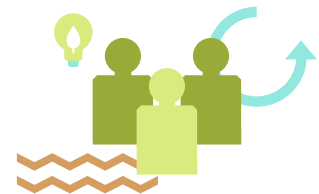
Circular economy involves reuse, repair and recycling of products and materials to prolong their life-cycle and reduce waste. It replaces extraction of resources with regenerative practices. Circular economy is associated with reduced environmental and climate impact and better quality and longevity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

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



**Collaboration:** Circularity is a desirable societal goal, but additional collaboration between businesses, governments and consumers is necessary to achieve this goal.

**Sustainable circularity:** Circular solutions are associated with reduced negative environmental impact and new business opportunities, but there is less evidence on their social impact.



**Novelty:** While the circular approach is not new, many contemporary circular solutions are. They demand new policies, technologies, knowledge which are not always accessible.

**Responsible consumption:** Consumers can support the circular economy through responsible consumption practices and waste reduction at the household level.



**Education:** Changing behaviours towards circularity will require better access to information and knowledge. Schools are central players in promoting circular knowledge and practices.

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

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

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