



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 Lithuanian media



Innovation: Circular economy is driven by innovation. Successful enterprises leverage technological innovation with institutional learning and adaptation.

Social sustainability: While environmental sustainability features centrally in circular economies, it is important to consider social sustainability. It includes incorporating perspectives of local communities, consumers, and the general public.



Building infrastructures: For a circular economy to succeed, new urban and regional infrastructures need to be developed to provide the material and social foundations for circularity.

Scaling up and down: While most of the focus has been on large-scale companies, circularity can be applied on different scales, from the household to a medium-size enterprise, to multi-stakeholder entities.



Ethics: Circularity rests on responsibility and care as the underlying ethical principles of practice.

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

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

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