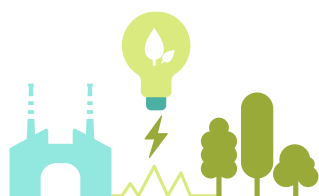




## WHAT DO MEDIA TELL ABOUT CIRCULAR ECONOMY?

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 Norwegian media*



**Green energy:** There is a huge potential for the production of green energy from biomass that is currently treated as waste. Residuals from forestry are under-utilized in energy production.

**High-volume, low value:** Currently, major circular initiatives are dominated by high volume and relatively low-value utilization of biomass, for instance in energy production from forest residuals.



**Barriers:** Growth of circular solutions is mostly hampered by the lack of public support, insufficient development of sustainable business models, and limited markets for new products and solutions.

**Agriculture:** The agricultural sector can contribute to circular economic solutions both as a source of biomass and as a recipient of products such as compost and bio-fertilizers. However, there is a lack of circularity focus within the agricultural sector.



**Consumers:** Consumers and households play an important role in future markets for a circular economy. Surprisingly, consumer focus – both in terms of consumer opportunities and consumer ethics – is lacking in the Norwegian media discourse.

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

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

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