

Public awareness on the concept of circular economy

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Abstract

In recent years, great effort has been made to change thinking and consumption patterns in order to reduce pressures on the environment and human well-being mainly from population growth, human activities and resource overconsumption. The circular economy as a promising, new economic model, finds a broad response from states, local authorities, businesses, organizations as the solution to reduce these pressures.

The purpose of this research, is to bring forward a quantitative analysis for identifying the level of knowledge, attitude, behaviour and awareness of Larnaka district's citizens in terms of their acceptance of Circular Economy (CE) context. Particularly, through a questionnaire survey, the knowledge, behaviour, attitude and awareness of Larnaka district's citizens was investigated about CE issues and the promoting of its implementation. The survey also reveals the measures/actions that the citizens of Larnaka district consider important for the transition to a CE. In addition, this research presents the definition, origin, basic principles, objectives priorities and current implementation of CE globally and in the European Union through a literature review.

The result show that, while resident's knew about «sustainable development» and «emission reduction» in 67,4% and 84,9% respectively, they have no idea about the term «Circular Economy».

Combining the results of the survey and the literature review, a revised definition of the Circular Economy is proposed as: «an economic model wherein planning, financing, resourcing, procurement, production and reprocessing are designed and managed, as both process and output, to maximize the ecosystem functionality and human well-being, taking into consideration the needs, behaviours, attitudes and expectations of today's consumers, with predicting the monitoring and evaluation procedures for the design, production, supply chain so as to ensure the continuing protection of the ecosystem and human well-being»..