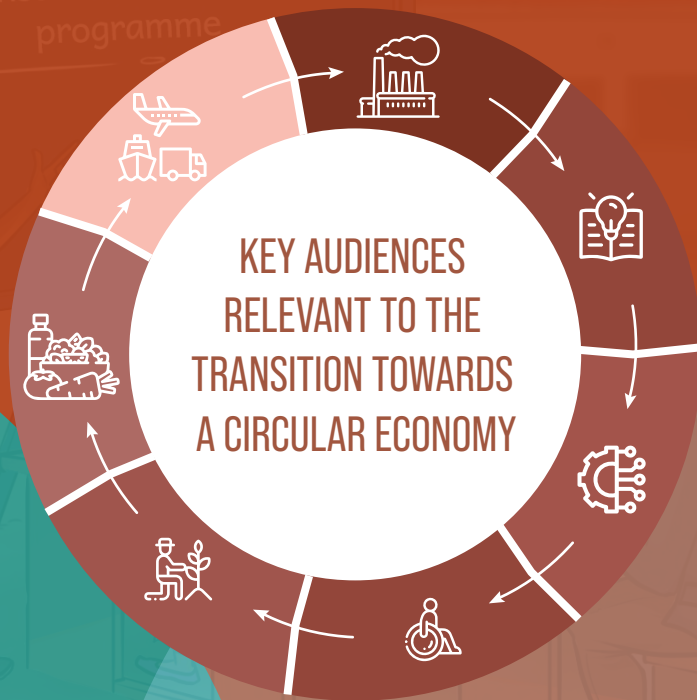




Stichting International
Institute for Environment
and Development Europe



Consumer Awareness
programme



1.0 Introduction

The circular economy is a regenerative model that minimizes environmental impact by maximizing resource use. It treats products, materials, and waste as valuable resources to preserve. Transitioning to this model requires collaboration among stakeholders, joint ventures, and supportive policies.



2.0 Key audiences relevant to the transition include:



Companies, SMEs, and businesses play a key role in driving the transition by revising their production models to reduce waste and optimize resource use.



Private sector: traders, Small and Medium Enterprises (SMEs), investors, companies



Private capital for circular economy initiatives comes from companies, traders, and investors.



Companies can reduce their environmental impact through eco-design and waste recovery, driven by economic benefits.



**Youth/Women-led
Non-Government
Organisations (NGOs)**

Youth can create jobs in recycling and reuse, while women drive the circular economy through sustainable practices like agriculture.



CSOs/NGOs:

environmental organisations,
farmer organisations, energy alliances,
environment networks, Community
Based Organisations

They raise awareness, educate, engage
communities, and support policies to
drive the circular economy transition.



The circular economy presents a growing market for the financial sector, with banks playing a key role as leaders and lenders.



Financial institutions



They support circular businesses by financing low-carbon materials, recycling technologies, and sustainable supply chains.



Banks can also provide green loans and tailored finance products while adapting finance models, training staff, and promoting waste reduction and material reuse.



Farmers

Agriculture is vital to the circular economy, promoting sustainability, restoration, and regeneration.



Cooperative Societies

Cooperatives drive sustainable resource management through awareness programs, recycling, waste reduction, and renewable energy initiatives, enhancing productivity and value addition for the circular economy transition.



Special interest groups:

PWDs, elderly, refugees, indigenous communities, marginalised communities

Companies converting waste into raw materials should create jobs and training for marginalized groups, including persons with disabilities and school dropouts, ensuring an inclusive circular economy.



Technology & innovation hubs

Technology and innovation hubs contribute to the circular economy by using digital innovations to promote resource regeneration, reduce waste, and support solutions like waste-to-energy technologies.



Education sector

Circular economy principles like reduce, reuse, and recycle should be taught early in education, with schools and universities integrating sustainability into curricula. Education should focus on real-world challenges, fostering solution-driven mindsets to prepare students for future roles in circular economy innovation.



Transport

The transport sector can support the circular economy by optimizing networks, reducing vehicle material emissions by 70% by 2050, and adopting practices like lighter, durable electric vehicles, vehicle sharing, and designs for reuse and remanufacturing.



Households and Local communities

The circular economy relies on consumers, households, and communities driving demand for products made using circular models.



Consumers of products

Consumers, communities, and households influence the market by choosing durable, repairable, and recyclable products, encouraging greener practices. Education on circular economy practices fosters responsible consumer behavior.



Cultural institutions

Cultural institutions like kingdoms, chiefdoms, and clans can help raise awareness and guide communities in transitioning to a circular economy.



Hospitality sector

Food waste is a major challenge in the hospitality sector. Circular practices include reducing carbon emissions, maximizing food resource use, and extending food product lifecycles.

The sector should focus on sustainable operations, such as enhanced recycling, composting, energy-efficient systems, water recycling, and using renewable energy like solar and heat pumps.



Religious institutions

Religious institutions like churches and mosques can effectively share messages about the circular economy with their communities.



**United Nations agencies/
Development Partners
International NGOs- resident
International NGOs
that promote circular
economy practises**

UN agencies, development partners, and international NGOs promote circular economy models by supporting recyclable, durable products, resource-efficient production, and cleaner strategies.



The Media

The media raises awareness and influences the adoption of circular economy practices through platforms like print and social media.

3.0 Conclusion

The transition to a circular economy relies on collaboration among institutions, companies, consumers, and civil society to create sustainable and resilient production and consumption systems.





Advocates Coalition on Development and Environment (ACODE)

Plot 96 Kanjokya Street, Kamwokya
P O. Box 29386, Kampala

Tel: +256 312 812 150

Email: acode@acode-u.org

Website: <https://www.acode-u.org>

FaceBook: ACODEUganda,

X: ACODE_Uganda

YouTube: ACODEUganda

This document has been produced with the financial assistance of the European Union. The contents of this document are the sole responsibility of ACODE and can under no circumstances be regarded as reflecting the position of the European Union.

