

Exploring the role of communication in the adoption of circular economy practices in Cyprus: Stakeholder perspectives



C. M. Kourri*, N. Tsiarta, C. Samanides, E. Kyriakou, I. Voukali, A. Zorpas, M. Stylianou

Open University Cyprus, Faculty of Pure and Applied Sciences, Lab of Chemical Engineering and Engineering Sustainability, 89 Yiannou Kranidioti Avenue, 2231 Latsia, Nicosia, Cyprus

* E-mail address: maria.kourri1@st.ouc.ac.cy

Introduction

The Circular Economy (CE) is increasingly recognized as a key pathway towards sustainable production and consumption. Effective communication plays a critical role in supporting this transition by enhancing awareness, shaping attitudes, and encouraging the adoption of circular practices among organizations and society. Beyond raising awareness, communication serves as a strategic tool for promoting behavioral change, stakeholder engagement, and the implementation of sustainability initiatives. Despite its importance, limited evidence exists regarding how organizations communicate CE principles in the Cypriot context.

Aim of the current research



To examine how organizations and institutions in Cyprus communicate Circular Economy principles and practices, identify the approaches currently employed, and explore the key challenges and opportunities for enhancing the effectiveness of Circular Economy communication.

Methodology

A quantitative research approach was adopted using a structured **online questionnaire**. The survey was administered to 14 organizations representing different sectors in Cyprus, including public authorities, local government organizations, and professional and business entities. Data collection was conducted through an online platform, and responses were analyzed using descriptive statistical methods to identify prevailing communication practices, organizational perceptions, challenges, and opportunities related to Circular Economy communication.

Results & Discussion

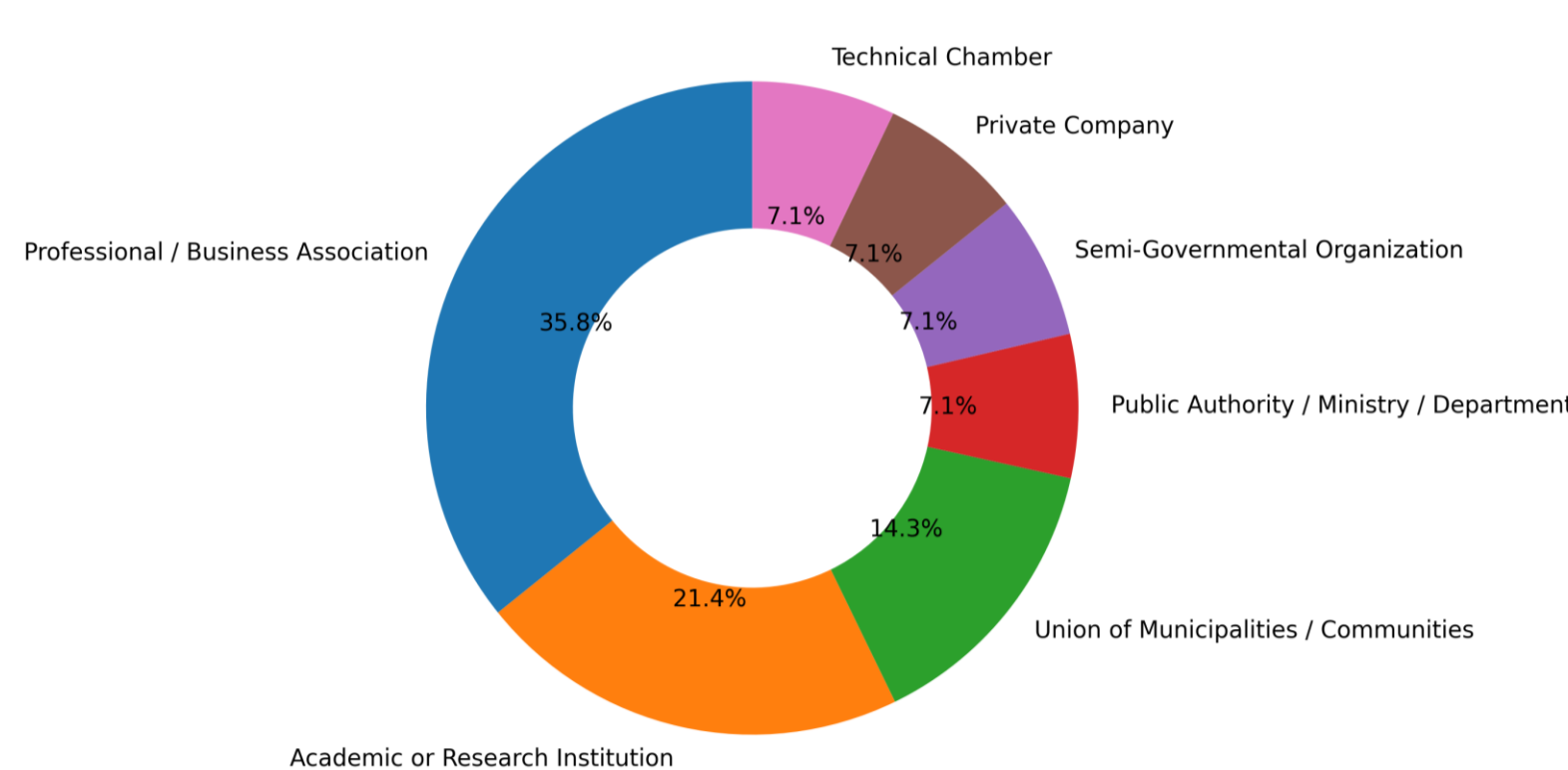


Figure 1. Type of the organization participating in the survey

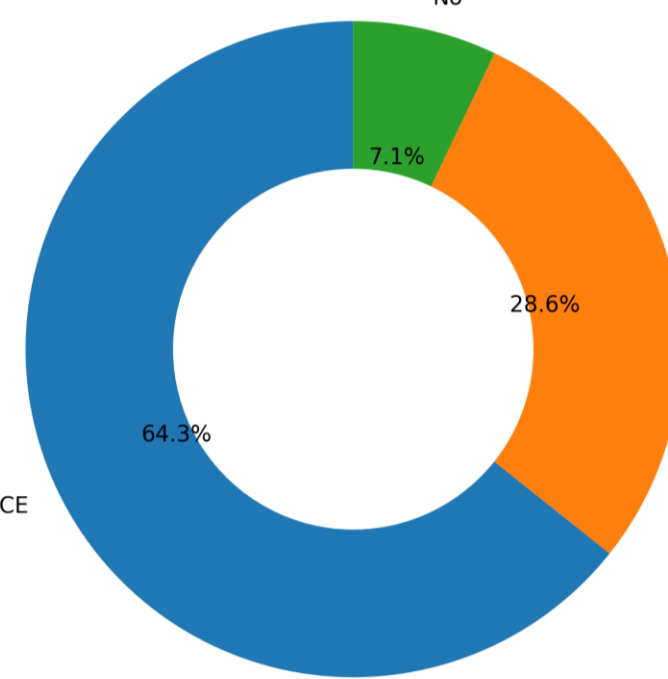


Figure 2. Does the organization or sector you represent implement and/or promote Circular Economy practices

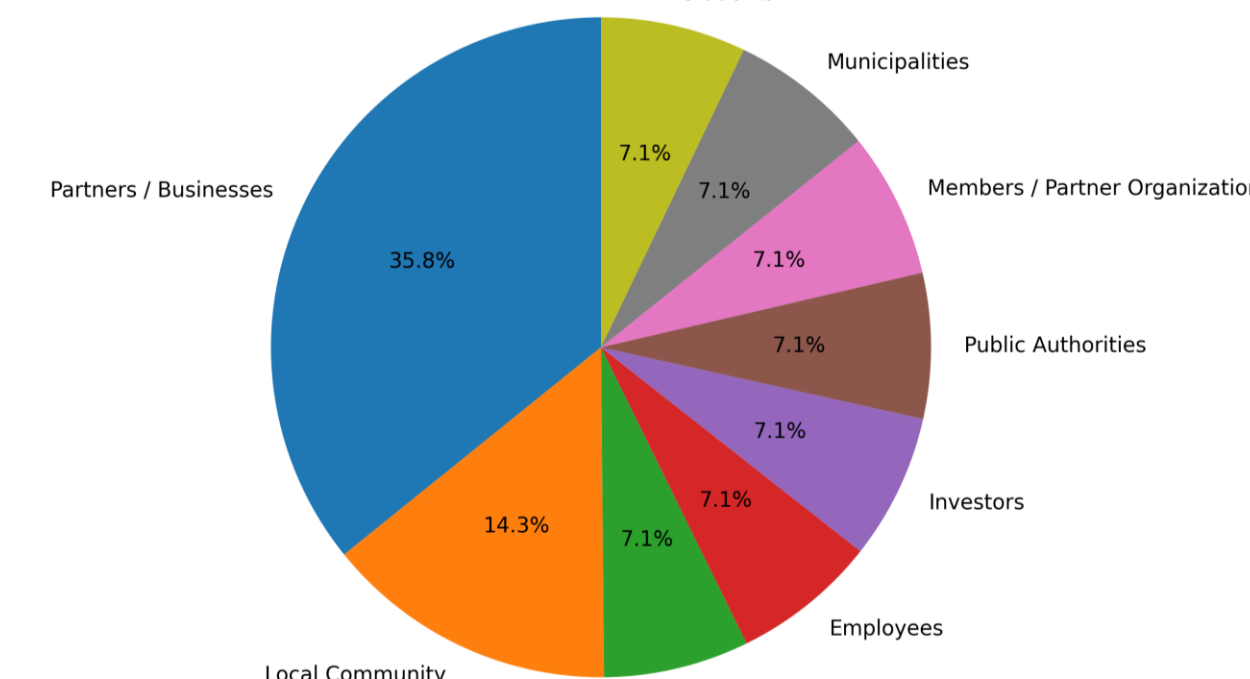


Figure 3. Primary target audiences of communication activities related to Circular Economy practices in Cyprus

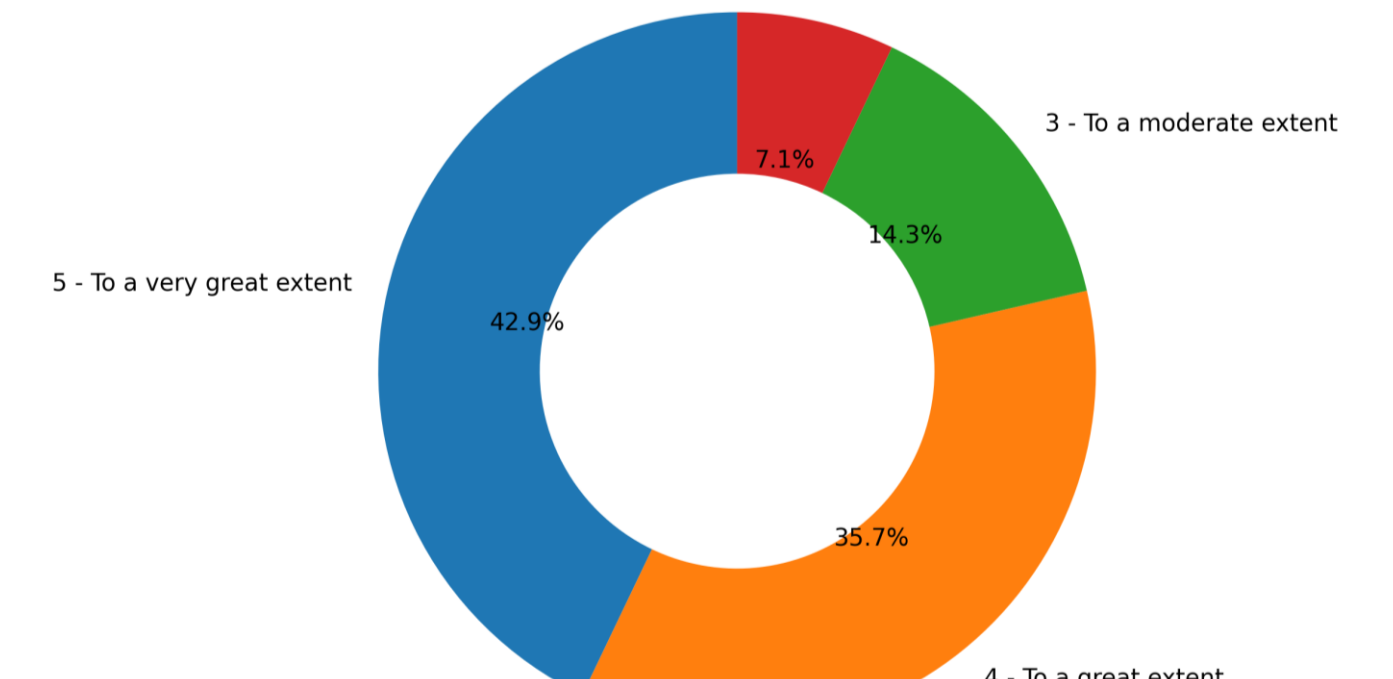


Figure 4. To what extent is the Circular Economy considered strategically important for the organization you represent?

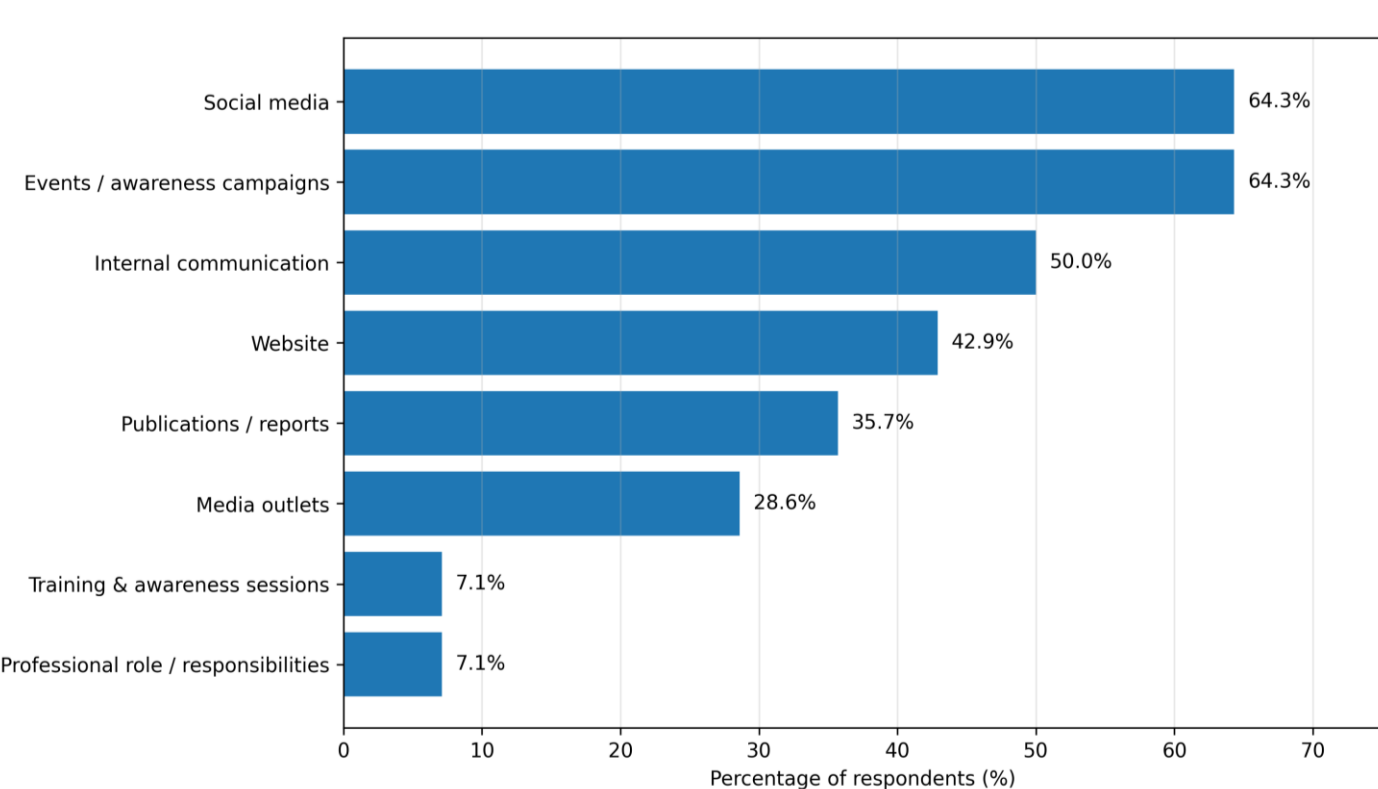


Figure 5. Communication channels used by organizations (Multiple responses allowed)

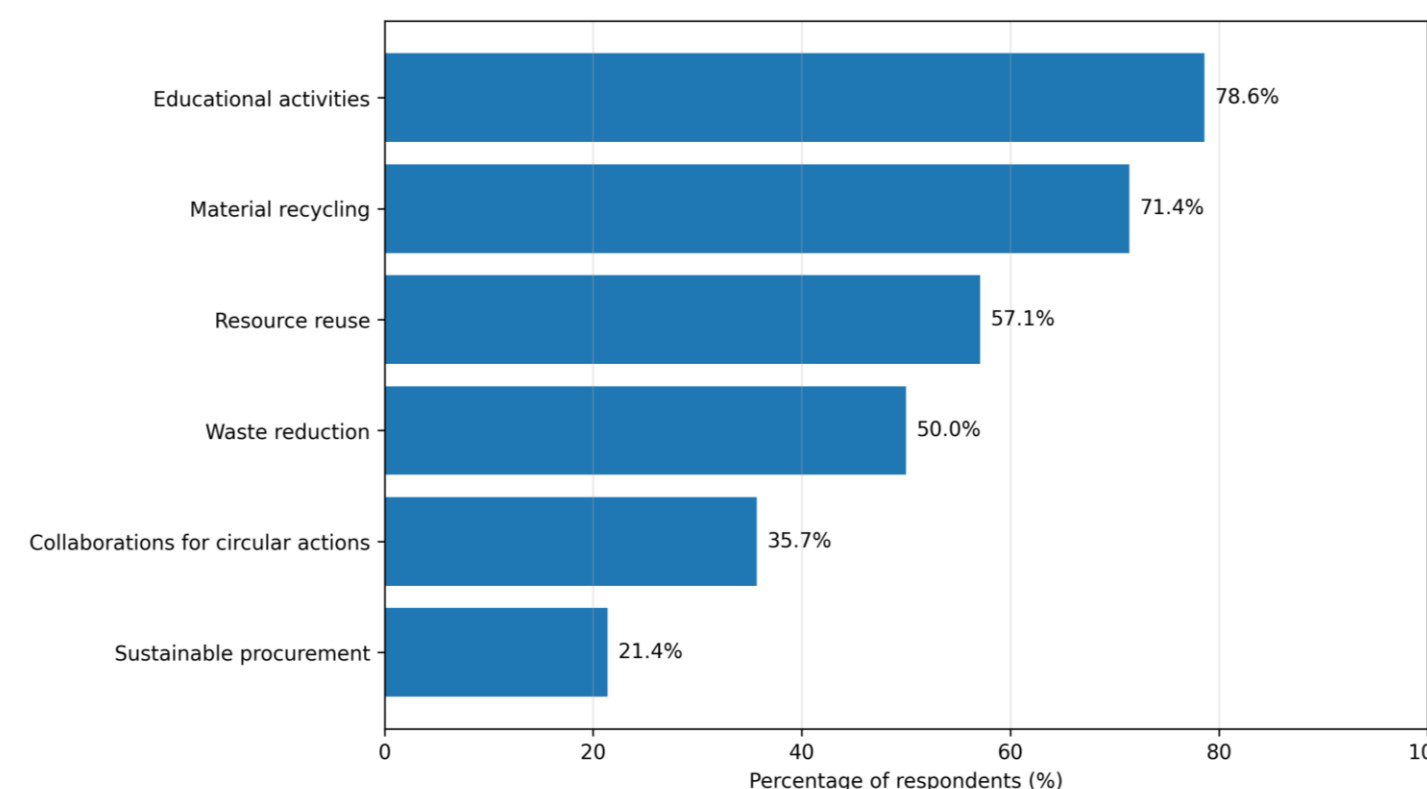


Figure 6. Circular Economy Practices Implemented or Promoted (Multiple responses allowed)

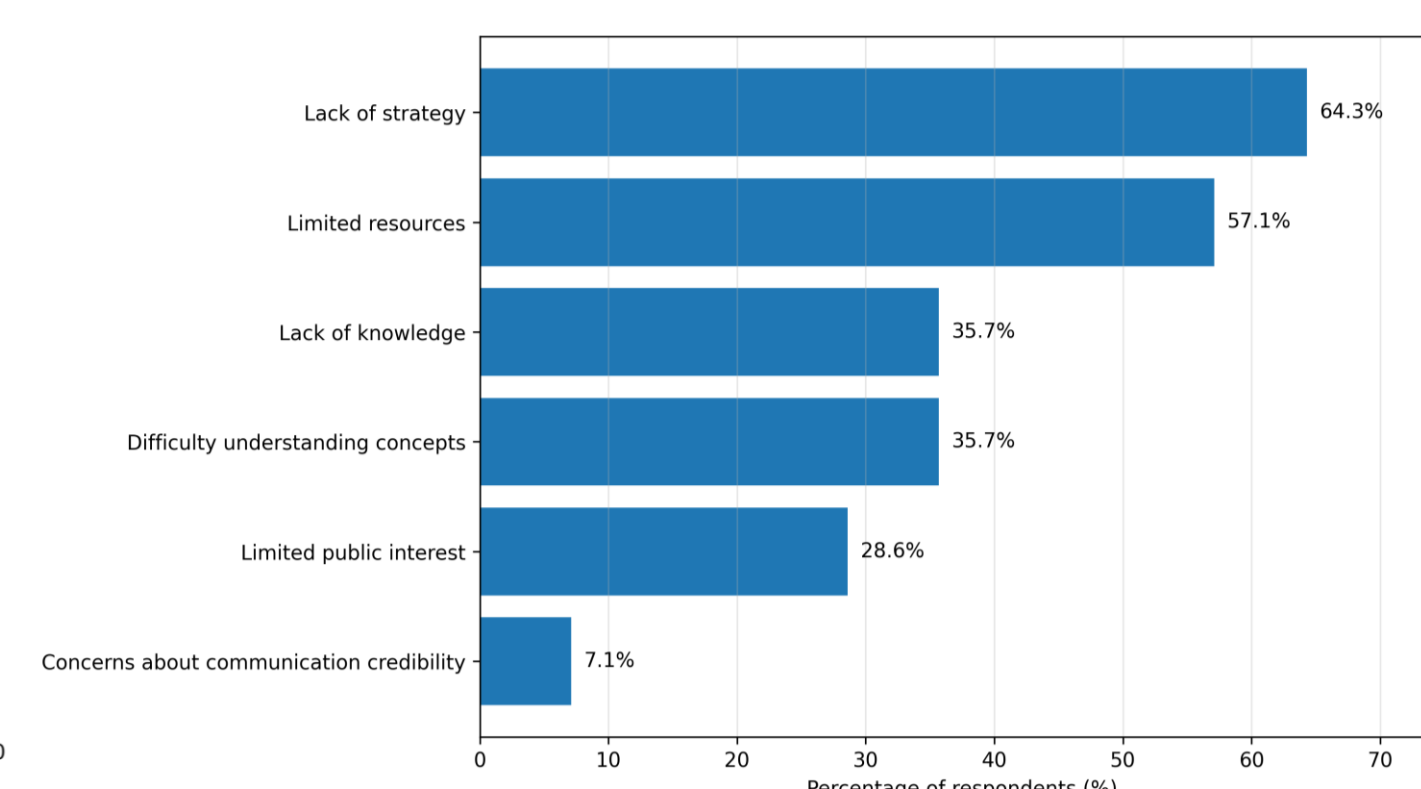


Figure 7. Challenges in communicating the Circular Economy Concepts (Multiple responses allowed)

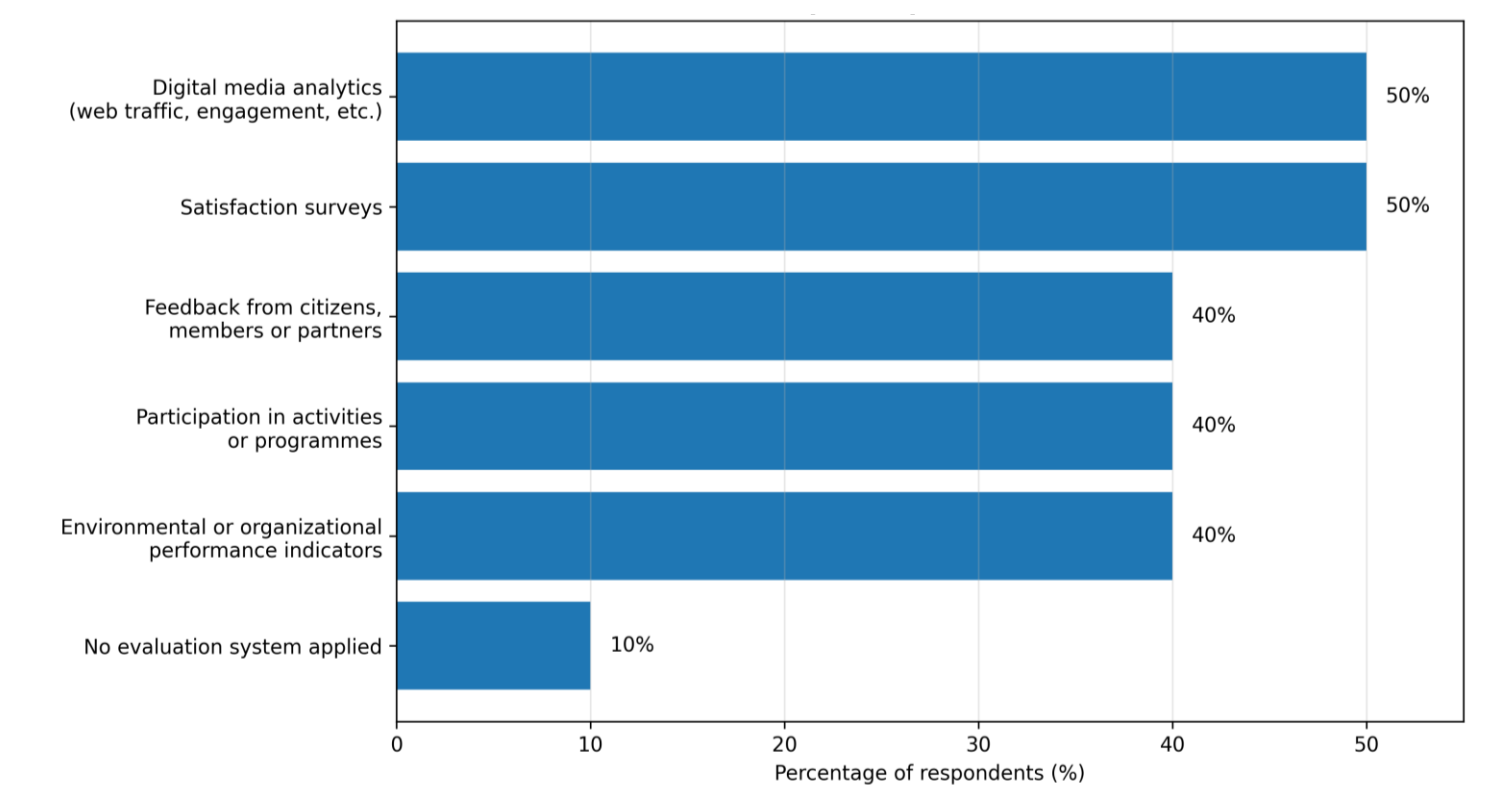
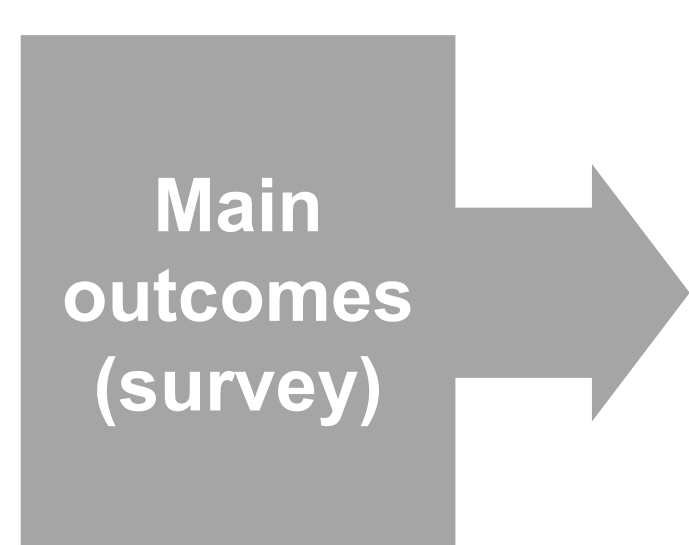
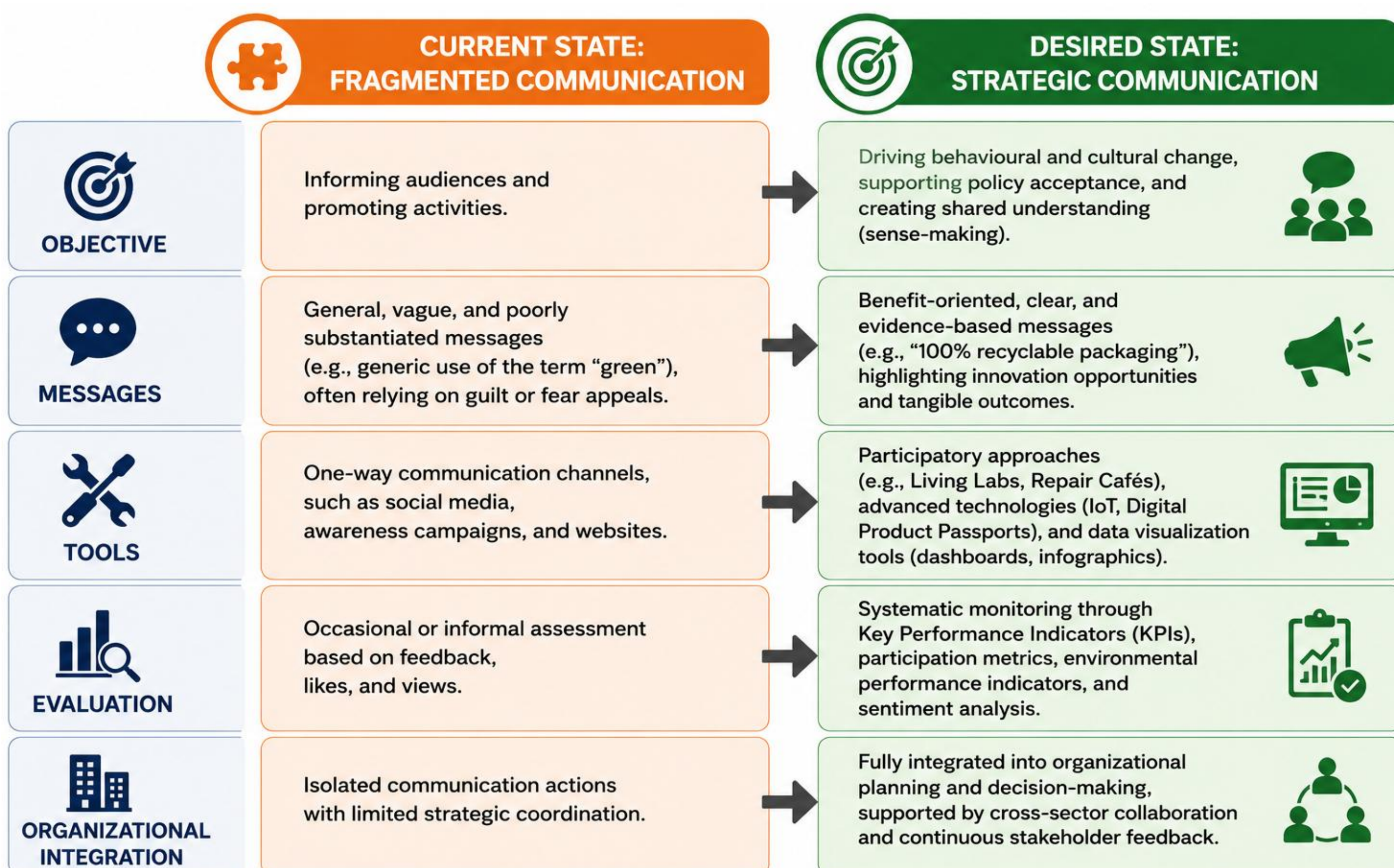


Figure 8. Methods used to evaluate communication activities (Multiple responses allowed)

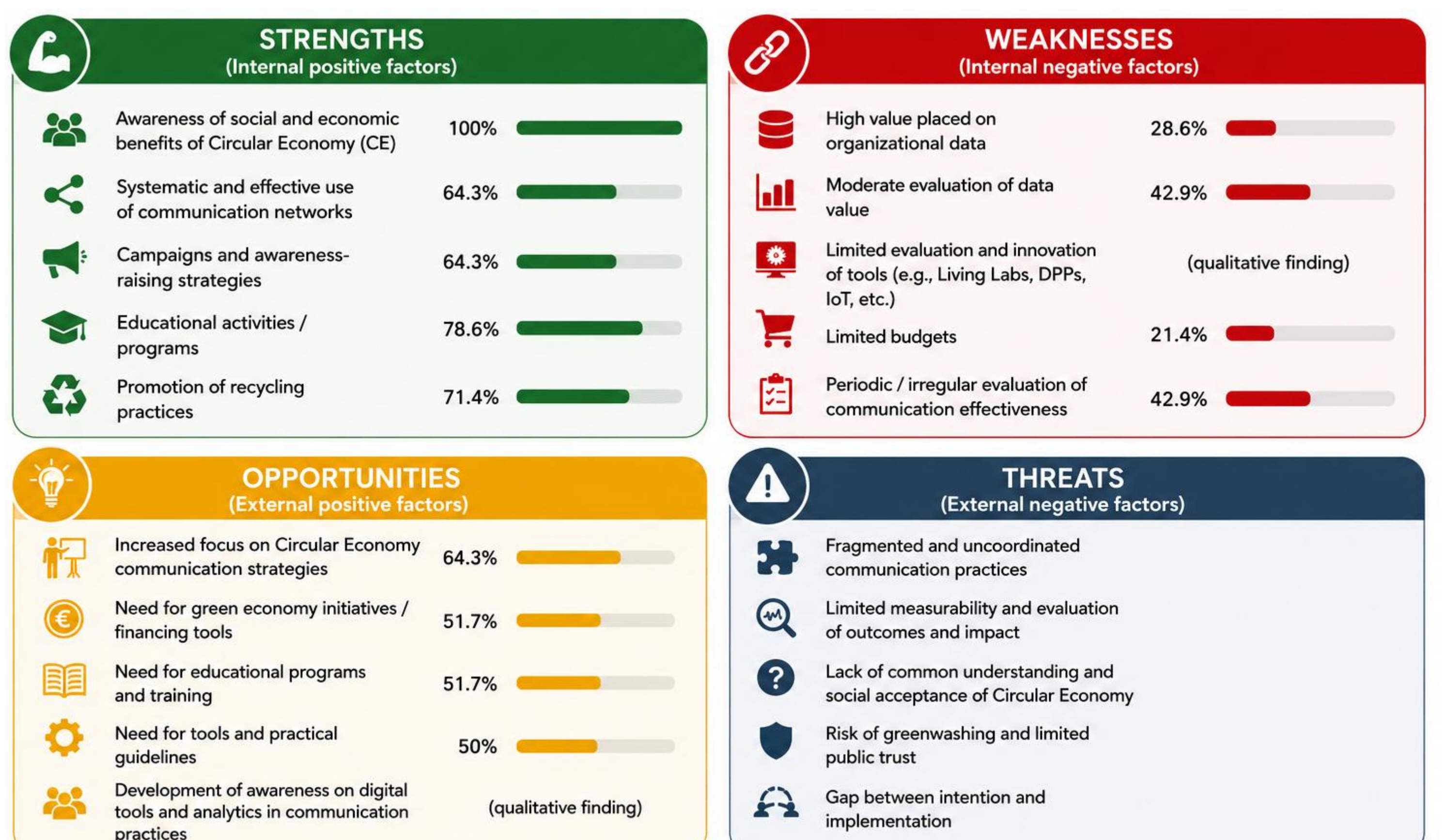


- Organizations demonstrate a generally positive attitude towards the Circular Economy and actively engage in communication-related activities.
- Communication initiatives are often fragmented and lack integration within a coherent strategic framework.
- Circular Economy communication is not systematically embedded in organizational operations and decision-making processes.
- Limited use of data, performance indicators, and evaluation tools restrict the assessment of communication effectiveness.
- Many organizations face challenges in understanding and translating Circular Economy principles into practical actions.
- Strong willingness exists among organizations to strengthen communication practices and adopt more strategic approaches.
- Significant opportunities for improvement lie in enhanced strategic planning, systematic evaluation, and greater use of data-driven decision-making.

From Fragmented to Strategic Communication for Circular Economy Adoption



SWOT analysis of communication practices supporting Circular Economy adoption in Cyprus.



Key Messages

- While awareness and support for the Circular Economy are evident among Cypriot organizations, communication practices remain largely ad hoc.
- Strengthening strategic communication, evaluation mechanisms, and data-driven approaches can significantly enhance the effectiveness of Circular Economy implementation in Cyprus.