

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

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Abstract

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. The aim is 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. For this reason, 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. The findings of the study showed that organizations demonstrate a generally positive attitude towards the Circular Economy and actively engage in communication-related activities. Also, communication initiatives are often fragmented and lack integration within a coherent strategic framework. Besides that, Circular Economy communication is not systematically embedded in organizational operations and decision-making processes. Moreover, 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. However, strong willingness exists among organizations to strengthen communication practices and adopt more strategic approaches. Finally, significant opportunities for improvement lie in enhanced strategic planning, systematic evaluation, and greater use of data-driven decision-making.