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Towards Consumer-Centric Circular Futures

Enabling Systems, Understanding Behaviour and Creating Sustainable Solutions

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Description:

What does it take to build a circular economy that truly works for consumers, businesses, and society?

Towards Consumer-Centric Circular Futures explores the systems, behaviors, policies, and practical solutions needed to turn circular economy ambitions into meaningful action. Developed from the research, collaboration, and knowledge exchange of **ECO4ALL – EU Circular Economy Network for All: Consumer Protection through Reducing, Reusing, Repairing (COST Action CA22124)**, this international and interdisciplinary volume brings together scholars from across countries and fields to examine circularity as a shared societal transformation.

At the heart of the book is a critical insight: consumers cannot drive the circular transition alone. Their choices are shaped by the products, markets, policies, institutions, and communities around them. Making reducing, reusing, repairing, and recycling part of everyday life therefore requires systems that make circular choices practical, accessible, transparent, and trustworthy.

Across fifteen chapters, the book examines the transition from three interconnected perspectives. It first considers the policies, institutions, local governments, and stakeholder collaborations needed to enable consumer-centric circular systems. It then explores the human dimension, including cultural values, perceptions, trust, entrepreneurship, and greenwashing and their influence on consumer behavior. Finally, it turns to practical solutions, examining product longevity, reuse, repairability, modularity, recyclability, the circular bioeconomy, and methods for measuring circular performance.

Combining comparative analysis, empirical studies, case-based research, and conceptual perspectives, **Towards Consumer-Centric Circular Futures** provides a comprehensive framework for creating circular economies that balance environmental sustainability with economic viability, consumer protection, and social value.

The book is an essential resource for researchers and academics, policymakers, public institutions, managers, entrepreneurs, designers, and sustainability professionals seeking to move the circular economy from aspiration to everyday reality.

Keywords: Circular Economy; Circular Transition, Circular Innovation; Sustainable Consumption; Sustainable Production; Consumer Behaviour; Consumer Trust; Consumer Protection; Stakeholder Engagement; Circular Business Models; Product Longevity; Repairability; Resource Efficiency