

Blue Economy:

The Missing link in Circular Economy Communication

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Blue Economy Lessons

Communications is key to
Boost Circular Economy

Framing the Narrative

Circular Economy remains a major challenge as it is still classified as

- general features
 - academic
 - economic or
- science news item

warranting little space or none at all

Solutions from Below



Unpacking Circular Economy

**Unbundling CE remains the best and only shot
that all stakeholders can use to reach their
respective publics.**

Telling GrandMa about CE

A well-planned, organized systematic and consistent induction of journalists and media personnel into CE is crucial.

Best place to start is as the old journalism adage:

*“If you can’t explain it to your granny,
then you most probably don’t know it well.”*

What is YOUR QUESTION about reporting circularity & framing the narrative?



Thank you!