

The background features several overlapping circular shapes. Three large black circles are positioned in the top-left, bottom-left, and top-center areas. The top-center circle contains a network diagram of yellow and orange nodes connected by lines. The bottom-left circle contains a complex arrangement of overlapping yellow and orange circles. The top-left circle contains a series of concentric yellow and orange circles. The main area is a large yellow shape with a white border.

Monitoring Circular Economy Reporting: main observations after one year

Sören Bauer, REVOLVE Circular, President

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www.revolve.media/circular



1. Media monitoring with Google Alerts in English, French, Spanish, German
2. Since November 2020, speed-reading 15-20 articles / day = 100 / week
3. Search terms 'circular economy', 'circular fashion', 'circular economy Africa', 'circular economy Asia', 'circularity'
4. NOT a representative sample, not commissioned, no specific methodology



5 main observations



1. Many circular stories without referring to “circular economy”
2. Waste management & Recycling main frames & dominate CE narrative
3. A lot of stories pick one specific product or angle as a way into CE
4. Many stories: CE & plastic, fashion, packaging, food waste, digitalization & high tech for CE, increasingly also CE & climate
5. Few stories look further to the holistic, larger societal, legal, transformational questions



**Underreported
topics & future
opportunities**

- 1. Flaws of the linear economy & CE barriers**
- 2. Implications for people, jobs, society?**
- 3. Sustainable Development Goals**
- 4. Laws, Regulations, Tax systems**
- 5. Extended Producer Responsibility**
- 6. Financing circular transformation?**
- 7. Resistance to change and role of lobbies**
- 8. Greenwashing & Rebound effects**
- 9. Industrialization & Industrial symbiosis**
- 10. Built Environment & Construction**



Thank
you!

- Founded in August 2020
- Non-profit registered in Austria
- Refuse - Reduce - Rethink

REVOLVE
Circular



Constructive Journalism



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Knowledge Brokerage

soren@revolve.media

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