



Critical role of PUBLIC employees in CIRCULAR ECONOMY implementation: Embedding circular economy thinking in HEIs



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About PubCirEco

The PubCirEco project represents a strategic initiative designed to empower the countries of the Eastern Neighborhood, specifically Ukraine and Moldova, with the necessary tools and expertise to adopt and implement principles of Circular Economy (CE) within their higher education systems. This initiative is motivated by the urgent necessity to develop a skilled and sustainable workforce that will advocate for ecological practices, enhance European integration, and further the goals of the European Green Deal.

PubCirEco fundamentally aims to modernize training for public sector professionals and university students by incorporating innovative, interdisciplinary study modules. These modules blend circular economy principles with smart management, climate change, inclusion, and sustainability. The project promotes mobility opportunities, inclusive education, and digitalization while emphasizing international collaboration.

The project focuses on several key activities that together create a transformative impact in higher education. Central to this effort is the development of three interdisciplinary academic modules covering public management, business and economy, and environmental sustainability. These modules are designed to equip students with the knowledge and skills necessary to support the implementation of Circular Economy models in the public and private sectors. The modules integrate modern, student-centered teaching methods and practical applications, fostering a deeper understanding of sustainability across disciplines.

To support learning accessibility and inclusiveness, the project will establish an open-access digital platform that will host all study content, including video lectures, interactive tools, and e-textbooks. This platform will enable students and lecturers to engage in high-quality education regardless of geographical or mobility constraints. Complementing this, intensive training programs and short-term international study courses will be implemented for students and academic staff.

These programs will strengthen international cooperation, encourage the exchange of best practices, and build professional capacities in Circular Economy education.



In parallel, the project will carry out study visits to leading European institutions and conduct a mapping of existing practices and knowledge gaps in Ukraine and Moldova. Case studies from public institutions and businesses will be collected and analyzed to bring real-world perspectives into the learning process. These insights will inform the design of educational content and help align academic offerings with labour market needs.

By addressing environmental, economic, and educational challenges in Ukraine and Moldova, PubCirEco aims to foster green governance, enhance internationalisation, and improve employability through CE-based competencies. The project also emphasises the digitisation of learning tools and resources, making education accessible to all, particularly those affected by war and societal upheavals.

Development of new study modules, based on results of identified needs of the labour market (public sector institutions and enterprises), workshops, visits to collect good practices and case studies, will provide relevant information and gaps in the development of Circular Economy thinking and will allow to identify which innovative study methods would contribute to capacity building in this area.

Through a consortium of six universities in Ukraine and Moldova and three EU universities, PubCirEco exemplifies collaborative innovation. This partnership facilitates the exchange of expertise, development of inclusive practices, and adoption of CE principles, ensuring a more sustainable and integrated future for Eastern Europe and beyond.

The main deliverables of the project include:

- Development and piloting of novel CE-oriented educational modules tailored to meet labour market demands.
- Creation of an interactive e-learning platform to ensure accessibility and inclusivity in education.
- Implementation of intensive training programs and mobility opportunities for students and educators to promote knowledge-sharing and professional growth.
- Organisation of international study visits to leading CE institutions to strengthen expertise and partnership development.
- Strengthening partnerships between universities, public institutions, and enterprises to align education with market needs.



Partners

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