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# PubCirEco

Critical Role of Public Employees in Circular Economy Implementation

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## IN THIS eLEAFLET

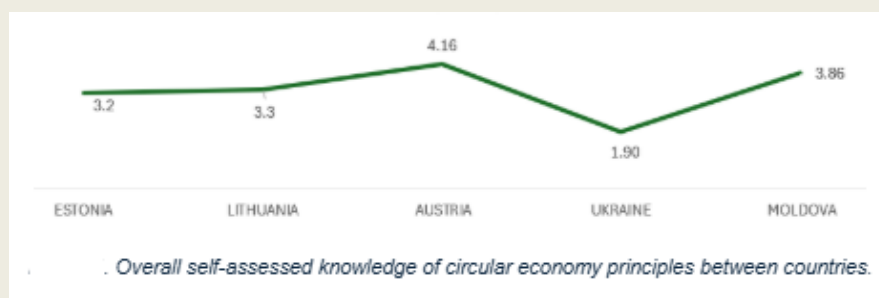
### Circular Economy Training Modules – Survey Insights and Key Recommendations

#### About the Study

International study, conducted in Estonia, Austria, Lithuania, Moldova, and Ukraine, explored the current state of the circular economy, its benefits, and the main barriers to implementation. It also assessed whether the proposed training modules respond to the real needs of target groups. The results provide a strong foundation for developing three interdisciplinary modules focusing on public management, business and economy, and environmental sustainability.

#### Current Situation

The findings show that circular economy practices vary significantly between countries. Most organizations currently focus on basic approaches such as waste reduction and material reuse, while more advanced strategies, including industrial symbiosis, circular design, and reverse logistics, are still rarely applied. This highlights a clear need to strengthen knowledge and skills related to technology, logistics, and strategic implementation.



#### Key Benefits Identified

Organizations primarily perceive the circular economy as a way to enhance their reputation and strengthen social responsibility. It is also associated with supporting social development and fostering innovation within organizations. However, financial benefits such as cost savings or improved access to funding are less widely recognized, indicating that the economic value of circular practices is not yet fully understood or measured.

## **Main Challenges**

The most significant barriers to implementing circular economy practices include limited financial resources, lack of knowledge, and insufficient internal motivation. These challenges vary by country, with financial constraints being particularly prominent in Ukraine, while knowledge gaps and lower engagement levels are more evident in Estonia and Austria. This diversity underlines the importance of adapting training content to different national and organizational contexts.

## **Improving the Training Modules**

The overall structure of the proposed training modules is relevant, but certain areas require further development. In public management, greater attention should be given to responsible leadership, reputation management, and the role of the public sector in driving change. The business and economy module should place stronger emphasis on understanding and measuring economic benefits, as well as on implementing practical circular business models. The environmental module should further develop competencies related to impact measurement, eco-technologies, and sustainable design.

## **Addressing Critical Gaps**

The survey reveals that important topics such as organizational culture, employee engagement, and internal change management are not yet sufficiently reflected in the modules. There is also a clear need for practical guidance tailored to small and medium-sized enterprises, especially in situations where resources are limited. Many organizations lack awareness of simple steps that can be taken without significant investment, which slows down the adoption of circular practices.

## **Recommended Focus Areas**

Future training should place stronger emphasis on internal change processes, employee involvement, and effective communication of the value of the circular economy within organizations. It should also highlight practical, low-cost, and scalable solutions, particularly for SMEs, and provide tools for measuring and monitoring environmental, social, and economic impacts.

## **Conclusion**

The training modules are generally well aligned with the needs of target groups but require refinement to maximize their impact. They should be designed to be flexible, culturally adaptable, and strongly oriented toward practical application. By combining knowledge with actionable skills, the modules can support broader and more effective implementation of circular economy principles across diverse European contexts.