How to meaningfully engage key stakeholders in smart circular economy

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As an alternative to the traditional linear economy, the circular economy could help tackle the climate emergency, decrease resource scarcity and increase business sustainability. Implementing it successfully, maintaining sustainability and facilitating real systemic change means an effective coordination among all stakeholders is needed.

Meaningful engagement of stakeholders will help achieve a shared understanding of the concept, the new approaches and their implementation at all levels. Mobilizing different stakeholders is always a challenge and requires careful planning in order to demonstrate that the stakeholders' input and engagement is valued, and participatory processes are in place.

The presentation will provide insights into the different stakeholder groups, their interests and methods that could be employed to reach effective engagement. It will also outline approaches, actions and tools that should help circular economy drivers develop a plan for stakeholder engagement based on clear understanding of stakeholders' needs.

Apart from the general insights on the role of stakeholders in circular economy projects, the presentation will also provide practical knowledge on mapping and profiling stakeholders, stakeholder engagement strategy development, engagement tools and evaluation methods. Specific needs for improvement of stakeholder engagement practices into Circular economy projects will be tackled and discussed as well.