



CIRCULAR LIFESTYLES WORK PROGRAMME 2025



Circular Lifestyles



Discover this thematic area



Enhance members understanding of how sustainable production and consumption are linked and how can they support circular economy principles by addressing key policies and strategies of interest and providing insight on their deployment. Uptake among citizens and consumers will be facilitated through behaviour assessment and valorisation, cross-sectoral cooperation between stakeholders, identification of relevant intervention areas and rethinking product placing, marketing, and other important processes and operations – in households, as well as tourism, sports, culture and other industries.

Activities:



Behaviour and sustainable consumption webinar series: Organise a series of webinars focused on understanding the challenges in supply chains, product placing and addressing behaviour change as an approach to sustainable consumption and resource management. This webinar series will:

- Provide insight in behaviour assessment and valorisation as an approach to policy making and deployment and reinforcement of their uptake among consumers and population in general.
- Showcase successful initiatives, either as case studies and examples of successful initiatives from ACR+ members and beyond that have effectively applied such an approach
- Address key bottlenecks and barriers that prevent a more sustainable and circular production of goods and services and their market placement, including their penetration into processes and operations in tourism, sports, culture and other industries

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➔ **Study visits, exchanges of good practices and research that enable evidence-based policy making, providing support and insights in social acceptance, habits, behaviour patterns and their valorisation and capitalisation.** Facilitate visits, exchanges and research among ACR+ members through European projects and initiatives, targeting various operations and processes, target groups among the population, as well as waste streams of interest (textile, bioproducts, plastics and more) to effectively valorise behavioural insights, address bottlenecks, build a knowledge base of successful initiatives and strengthen circular economy policies at the local and regional level. This activity will:

- Gather and showcase members' experiences and efforts, as well as provide support tools and examples to members through a dedicated Behaviour Intelligence Hub
- Peer-to-peer learnings to enhance policy making that would put cleaner production, sustainable consumption, waste prevention and more into the spotlight, while ensuring their appropriate deployment and uptake among the population
- Collaboration with businesses (SMEs, service providers, markets) and various industries (tourism, sports, culture), as well as public authorities and agencies relevant for those industries and destinations to rethink processes and operations and apply cross-sectoral collaboration

➔ **2025 Campaign focusing on Waste Electrical and Electronic Equipment (WEEE):** The thematic area will actively promote and support member's participation in the 2025 edition of the European Week for Waste Reduction (EWWR), as the European Secretariat. Themed around WEEE, the EWWR 2025 campaign will:

- emphasise the rapidly growing nature of the WEEE waste stream, underscoring the significant environmental and health hazards it poses due to the presence of hazardous materials and the sheer volume of electronic waste generated.
- actively encourage individuals, businesses, and policymakers to rethink their relationship with electronic devices, fostering responsible consumer behaviour in their use, maintenance, and disposal.

Relevant projects:





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ACR+ | Association of
Cities and Regions for
sustainable Resource
management

