

## Press Release

### How do Italians and Maltese imagine their circular economy, asks global Initiative

Just how do one million people around the globe imagine a ‘circular economy’? That is the main question asked by ‘Imagine Circularity’, a global initiative engaging and educating its respondents in just fifteen minutes about the key elements of the increasingly popular concept. Already available in eight languages at [imagine-circularity.world](https://imagine-circularity.world), the survey initiative is now launching its Italian and Maltese versions to engage thousands of participants in both countries on alternative socio-economic practices, policies and consumer behaviour.

**Vienna/Rome/La Valletta, 29 October:** The initiative ‘Imagine Circularity’ aims to educate thousands of people around the globe on the basic elements of a circular economy via three questions only and is now available in Italian and Maltese. Designed as the first-ever global “Circular Economy Perception Survey”, it seeks to understand how different stakeholders perceive the increasingly popular concept for which there is no officially recognized or generally accepted definition. Circular policies and practices address challenges related to resource efficiency, product design and waste management, and a better understanding of the concept amongst corporate and political decision-makers, consumers, designers, the media and others will contribute to a faster transition from a linear take-make-waste-lose economy to a more resource-efficient circular economy.

*“We need to engage people on their imagination of a different economy because their perception and views are very relevant and important for creating a different future; the survey initiative on the circular economy is not about what people know. It is about how they perceive it”,* explains Sören Bauer, president of [REVOLVE Circular](https://revolve-circular.org), the Vienna-based non-profit organization behind the initiative. *“We designed the survey together with the Copernicus Institute of Utrecht University in*

*the Netherlands, and it mainly aims to expose people to alternative socio-economic thinking; on purpose, there are no right or wrong answers. As Circular Economy advocates, we believe that there is something fundamentally wrong with the linear economic model, and we want to educate people to help create a better common understanding of a different economy and society.”*

The initiative seeks to produce a representative sample of circular economy views and understandings around the globe. In the last months, eight different language versions of ‘Imagine Circularity’ were developed in addition to English: Albanian, Farsi, French, German, Polish, Spanish and Turkish. Italian and Maltese versions are also available now, and more languages such as Arabic and Portuguese shall follow soon.

*“At the [Italian Circular Economy Stakeholder Platform ICESP](#), we bring together more than 800 Italian organisations working on and advocating for a more circular economy; we share experiences, critical knowledge and good practices to promote the Italian way of a circular economy”, explains Paola Sposato, co-coordinator of the ICESP communication group. “As a member of the European Platform for the Circular Economy, we also take our Italian vision to the European level. When Paola De Bernardi from the University of Turin and coordinator of the initiative at Italian level asked us to support ‘Imagine Circularity’, we immediately accepted. By joining this initiative, we wish to educate Italians on the concept as well as find out their priorities and preferences. Thanks to the strong collaboration with the Italian research teams composed by the Universities of Turin, Chieti and Messina we have extended the original survey from three to six questions; we are planning to use it in school and university curricula as well as in each of our 800 ICESP member organizations which have thousands of direct and indirect contacts. By doing so, we hope to engage at least 10 000 respondents to gain a more in-depth and comprehensive understanding of how Italians perceive a circular economy. The results of a representative sample of Italian society will be crucial for prioritizing and planning more targeted actions to raise awareness on the potential of circular policies and practices and to help boost the ecological transition of our country.”*

Together with the first-ever extended version of the survey in Italian, its Maltese version launching today is also a first: *“Circular thinking makes a lot of sense for an island nation like Malta, and we are pleased to be the first in which this initiative is launched. We have a multitude of waste challenges which are only compounding,*

*and circularity is one of the keyways to address them”, says Teuta Oruci from [Cleantech 360](#), the Malta-based partner of the survey initiative. “Consumers, producers and corporate and political decision-makers on the island need to better understand what a circular economy could entail. By joining ‘Imagine Circularity’ and making its Maltese version available we help people in Malta better understand the concept as well as imagine a different, more circular, economy”.*

Since the launch of ‘Imagine Circularity’ in April 2021, the initiative has engaged audiences in all five continents around the globe. [REVOLVE Circular](#) and the [Copernicus Institute of Sustainable Development at the Utrecht University](#) aim to make the survey available in more languages by continuously associating more partner organizations around the globe: local and regional authorities, non-profit organizations, international organizations, universities, businesses or industry associations are welcome to officially join the initiative, develop a new language version and engage their audiences. The first version of the survey is planned to remain online until 15 January; a global report as well as country reports will inform policymakers, corporate decision-makers but also consumers and product designers on people’s preferences and priorities related to socio-economic development in various countries, regions and globally.

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