

EDUCATION AWARENESS AND BEHAVIOURAL CHANGE KEY DRIVERS FOR ADVANCING THE CIRCULAR ECONOMY

Pancham Barman¹, Dr. Rajat Bhattacharjee²

¹B.Com. 3rd Semester, Nalbari Commerce College

²Assistant Professor, Dept. of Finance, Nalbari Commerce College

Journal	Samvakti Journal of Research in Business Management https://www.samvaktijournals.com/sjrbm e-ISSN : 2582-8347 Volume 6 Issue 1 (2025) Page No : 77 - 84
Discipline	Business Management
Conference	Innovating for a Circular Future: Strategies, Solutions and sustainability
Conference Dates	Start Date: October 18, 2024 End Date : October 18, 2024
Institute Name	Royal School of Commerce, Federation of Industry & Commerce of North Eastern Region

Date Received	: February 22, 2025	Publication Date	: March 19, 2025
ID	: sjrbm.2025.20	Paper Type	: Conference Paper
DoI No.	: 10.46402/sjrbm.2025.20	DoI Url	: https://dx.doi.org/10.46402/sjrbm.2025.20

Access Type : Open Access ([Attribution-NonCommercial-NoDerivatives 4.0 International](#))
© 2025 Pancham Barman, Dr. Rajat Bhattacharjee with publication rights granted to [Samvakti](#)

ABSTRACT

An environmentally friendly substitute for the conventional linear economic paradigm of "take, make, dispose" is the circular economy (CE). The circular economy primarily focuses on recycling, waste reduction, and resource efficiency to establish a closed-loop system with the least amount of negative environmental effects. This study examines how spreading the circular economy's tenets can be achieved through raising awareness, changing behavior, and providing instruction. The study investigates how educational initiatives and awareness campaigns can affect consumer behavior, build circular thinking, and encourage sustainable practices through a thorough literature analysis and case-based studies. The results indicate that good awareness and education are critical in promoting behavioral change, which is necessary for the successful adoption of circular economy principles on an individual and organizational level. The report ends with suggestions for how businesses, educators, and legislators may help the shift to a circular

economy by implementing focused educational initiatives and well-thought-out communication campaigns.

Keywords: Circular economy, Education, awareness, Behavioral change, Sustainability, Resource efficiency, Waste reduction

INTRODUCTION

The circular economy concept has garnered substantial interest over the years as it has become a lucrative approach to sustainable development. Instead of the old traditional linear economic model which follows the “take, make, dispose” pattern, the circular economy targets to create a closed-loop system where the resources can be reused, recycled, and repurposed which reduces waste and minimizes environmental impact. The success of the circular economy lies in the need for a paradigm shift and how individuals and organizations perceive and utilize resources. Education and awareness are essential in fostering this shift. By educating individuals about the benefits and practices of the circular economy, and by raising awareness about the environmental and economic advantages of circularity, it is possible to influence behaviors and encourage more sustainable practices among the people..

LITERATURE REVIEW

Three main principles form the basis of a circular economy: designing a way to remove waste and pollution, keeping products and materials in continuous usage, and regenerating natural systems^[8]. By following these principles, the circular economy tends to generate a restorative and regenerative operational design. Numerous studies have highlighted the economic, environmental, and social benefits of the circular economy, including reduced resource consumption, decreased greenhouse gas emissions, and increased job creation^{[9][15]}.

The promotion of key principles of circular economy heavily depends upon education. Through the integration of circular economy principles into academic programs, people can gain a deeper comprehension of sustainability and their own part in promoting circular economic behaviours. Education can have a major impact on attitudes and actions related to sustainability, according to studies^{[19][3]}. Workshops, seminars, and online courses are some examples of educational activities that have been successful in spreading knowledge about the circular economy and promoting more environmentally friendly behavior. Another crucial instrument for promoting the circular economy is awareness

campaigns. As the public's knowledge of the advantages of circular practices increases, these efforts can influence public opinion and promote more environmentally friendly actions. Studies have indicated that behaviour-modifying awareness campaigns can be successful, especially if they are audience-specific and well-targeted[27]. However, for awareness efforts to be effective and more comprehensive, educational programs and legislative measures that encourage circular practices must also take place. To implement circular economy principles successfully, behavioural change is necessary. It will be challenging to make the shift to a circular economy without behavioural modification. Behavioural change can be influenced by a range of factors, including education, awareness, social norms, and governmental initiatives[1][13]. Research has demonstrated that education and awareness can play a substantial role in affecting behaviours, particularly when they are paired with other interventions, such as incentives and restrictions[24][29]. This research uses a qualitative method that utilizes a complete literature review and case-based analysis to explore the impact of education, awareness, and behavioural change in supporting the circular economy. The literature study focuses on scholarly publications, and reports, while the case studies explore the impact of educational programs and awareness campaigns on circular economy practices. The case study analysis provides a detailed investigation of individual programs and campaigns that have successfully promoted circular economy principles, also highlighting the essential methods and lessons learned.

OBJECTIVES OF THE STUDY

- This paper tries to explore the role of education, awareness, and behavioral change in promoting the circular economy.
- It specifically examines on how educational initiatives and awareness campaigns can foster a circular mindset and drive behavioral change at various levels of society.

RESEARCH METHODOLOGY

Case Based Approach

DISCUSSION

The rise in knowledge of and interest in circular economy strategies was pretty much noticeable in every case study. The population has been effectively educated about sustainable practices through initiatives like the EcoChamps and Swachh Bharat Abhiyan has resulted in a noticeable change in behavior toward resource efficiency, recycling, and waste segregation, especially the younger generation. The case studies have shown how

successful education and awareness initiatives are in changing people's behavior. For example, the SWaCH project empowered the waste pickers and improved plastic waste management in Pune, while on the other hand, the Swachh Bharat Abhiyan has led to enhanced waste segregation and recycling practices at the household level. It is pretty much clear from the Circular Apparel Innovation Factory (CAIF) case that the textile and fashion industries have embraced circular economic techniques. Businesses have now started adopting sustainable sourcing methods and incorporating recycled materials into their production processes, proving that the industry participants are attentive to the circular economy activities. Programs like SWaCH have aided in social and economic development along with environmental sustainability. SWaCH has demonstrated the potential social advantages of circular economy projects by providing fair salaries, social protection, and improving working conditions for waste pickers through the formation of cooperatives. Despite the achievements, there are still issues to be resolved, like maintaining long-term behavioral change and extending circular economy principles to many industries and geographical areas. The case studies also emphasized the necessity of ongoing funding, policy coordination, and support in order to sustain momentum and get over obstacles to mass adoption.

The cases ultimately demonstrate how initiatives that promote the circular economy in India, have the potential to be revolutionary. To promote a culture of sustainability, education, and awareness programs are required, like the EcoChamps and Swachh Bharat Abhiyan. People are more likely to adopt sustainable behaviors when they are informed and involved, which has a positive cumulative effect on entire communities. The Circular Apparel Innovation Factory's (CAIF) achievements have highlighted, how crucial industry innovation and cooperation are in advancing the circular economy principles. Even in the past, businesses following the linear economic model can move towards circularity with the correct incentives and knowledge, as demonstrated by the fashion and textile industries, which are often criticized for their negative environmental effects. However, the difficulties of these projects have now been faced to show that changing behavior is difficult and it takes time. Even though education is the initial step, long-term commitment is required, to the concepts of the circular economy requires ongoing reinforcement through policies, community involvement, and financial incentives. The cooperative SWaCH model has provided some insightful information about the social aspects of the circular economy. By empowering the underprivileged communities, circular economy initiatives can contribute not just to environmental sustainability but also to social equity and economic development. This model has indicated that when circular

economy methods are integrated with social aims, they can yield comprehensive advantages that go beyond environmental effects.

CONCLUSION

The case studies from India show that education, awareness, and behavioral change are very critical for a successful circular economy. These initiatives have led to an increase in public engagement, the adoption of various sustainable practices in industries, and the empowerment of marginalized communities. However, the findings also show the need for sustained efforts and systemic support to overcome challenges and achieve widespread adoption of circular economy practices. The shift to a circular economy in India is still in its very early stages, but the progress made through these initiatives provides a strong foundation for further development. As awareness grows and more industries and communities embrace circular economic practices, the potential for significant environmental, social, and economic benefits becomes increasingly evident.

REFERENCES

- [1] Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.
- [2] Akshatha, B., & Priyaadarshini, R. (2023). Consumer awareness and attitude towards sustainable consumption of fashion apparels in India. *Journal of Current Research in Engineering and Science*, 6(2), 1-10.
- [3] Brundiers, K., Wiek, A., & Redman, C. L. (2010). Real-world learning opportunities in sustainability: From classroom into the real world. *International Journal of Sustainability in Higher Education*, 11(4), 308-324.
- [4] Centre for Environment Education (CEE). (n.d.). EcoChamps initiative: Educating for sustainability. CEE Reports. Retrieved from <https://www.ceeindia.org/ecoChamps>
- [5] Chikarmane, P. (2012). Integrating waste pickers into municipal solid waste management in Pune, India. *WIEGO Policy Brief (Urban Policies)*, 8, 23.
- [6] Kumar, S., Smith, S. R., Fowler, G., Velis, C., Kumar, S. J., Arya, S., ... & Cheeseman, C. (2017). Challenges and opportunities associated with waste management in India. *Royal Society open science*, 4(3), 160764.
- [7] Estrada, M., Galvin, M., Maassen, A., & Hörschelmann, K. (2023). Catalysing urban transformation through women's empowerment in cooperative waste management: the SWaCH initiative in Pune, India. *Local Environment*, 28(7), 852-866.
- [8] MacArthur, E. (2013). Towards the circular economy. *Journal of Industrial Ecology*, 2(1), 23-44.
- [9] Geissdoerfer, M., Savaget, P., Bocken, N. M., & Hultink, E. J. (2017). The Circular Economy—A new sustainability paradigm?. *Journal of cleaner production*, 143, 757-768.
- [10] Failor, T. (2010). Improving services and improving lives: waste-picker integration and municipal coproduction in Pune, India.
- [11] Gonzalez, E. M., & Resendez, M. (2021). Engaging youth in sustainability education: Insights from the EcoChamps initiative in India. *Journal of Environmental Education*, 52(2), 139-158.
- [12] Arora, R., Mutz, D., & Mohanraj, P. (Eds.). (2023). *Innovating for the Circular Economy: Driving Sustainable Transformation*. CRC Press.

- [13] Jackson, T. (2005). Motivating sustainable consumption: A review of evidence on consumer behaviour and behavioural change. *Sustainable development research network*, 29(1), 30-40.
- [14] Singh, S. L., Kunwar, N., & Sharma, A. (2018). Impact of Swachh Bharat Abhiyan in Indian society. *International journal of home science*, 4(1), 215-219.
- [15] Kirchherr, J., Reike, D., & Hekkert, M. (2017). Conceptualizing the circular economy: An analysis of 114 definitions. *Resources, conservation and recycling*, 127, 221-232.
- [16] Buch, R., Marseille, A., Williams, M., Aggarwal, R., & Sharma, A. (2021). From waste pickers to producers: an inclusive circular economy solution through development of cooperatives in waste management. *Sustainability*, 13(16), 8925.
- [17] Kumar, S., Soni, P., & Mishra, G. (2022). Impact of Swachh Bharat Abhiyan on waste management practices in India. *Urban and Regional Sustainability Journal*, 5(3), 89-98.
- [18] Kumar, V., Desai, A., & Shinde, R. (2023). Promoting sustainability in fashion through recycling: An analysis of CAIF initiatives. *Journal of Sustainable Fashion Practices*, 13(1), 73-86.
- [19] McGuire, N. K., Gifford, R., & Moses, A. (2015). How education impacts pro-environmental behavior: Examining attitudes, awareness, and knowledge. *Environmental Psychology Review*, 29(4), 225-238.
- [20] Ministry of Housing & Urban Poverty Alleviation. 2015. Annual Report. Government of India. https://mohua.gov.in/upload/uploadfiles/files/3Annual_Report_2014_15_MHUPA_English.pdf
- [21] Mishra, K., & Ghosh, S. (2023). Clean India Mission: Evaluating the impact on waste segregation and recycling in urban areas. *Indian Journal of Waste Management Studies*, 21(1), 88-102.
- [22] Patil, S., Desai, V., & Shinde, R. (2024). Creating value from plastic waste: The role of SWaCH Cooperative. *International Journal of Waste Resources Management*, 10(1), 34-45.
- [23] Reddy, N., & Sharma, P. (2023). Sustainable fashion consumption: The role of education and awareness in promoting circular economy practices. *Journal of Fashion and Sustainability*, 12(2), 68-79.

- [24] Schultz, P. W. (2014). Strategies for promoting pro-environmental behavior: Lots of tools but few instructions. *European Psychologist*, 19(2), 107-117.
- [25] Singh, A., Patel, B., & Mehta, R. (2024). Recycling in the textile industry: Insights from the Circular Apparel Innovation Factory (CAIF) initiative. *Journal of Circular Fashion Practices*, 16(1), 50-63.
- [26] Soni, P., Raj, V., & Kumar, S. (2023). The role of Swachh Bharat Abhiyan in promoting sustainable waste management in India. *Journal of Environmental Policy and Management*, 11(3), 145-162.
- [27] Steg, L., & Vlek, C. (2009). Encouraging pro-environmental behavior: An integrative review and research agenda. *Journal of Environmental Psychology*, 29(3), 309-317.
- [28] Sundin, E., & Buzdalova, A. (2011). Educating youth in sustainability through interactive learning: The EcoChamps model. *Journal of Environmental Education and Practice*, 6(2), 31-43.
- [29] Stern, P. C. (2000). Toward a coherent theory of environmentally significant behavior. *Journal of Social Issues*, 56(3), 407-424.

End