

Circularity Communicated Moments that Matter



Insights
2026

Foreword

Alan Dillon

Minister of State at the Department of Climate, Energy and the Environment with special responsibility for Circular Economy.



Ireland's transition to a Circular Economy is one of the most important opportunities we have to build a more sustainable, resilient and competitive future. Through the Whole of Government Circular Economy Strategy, we have established an ambitious framework for reducing waste, using resources more efficiently and supporting long-term environmental and economic resilience.

However, this transition depends on more than policy and infrastructure. It depends on people. Success will require individuals, communities and organisations to understand the Circular Economy, trust it and feel empowered to participate. That is why communications and engagement are recognised within our national strategy as critical enablers of change.

The findings in this Circular.ie Insights Report are encouraging. Awareness of the Circular Economy has more than doubled since 2021, reaching 57% of adults in Ireland. This progress is particularly significant at a time when public attention is increasingly stretched across multiple social and environmental challenges. It reflects the collective efforts of government, educators, businesses, community

organisations, social enterprises and communications professionals working together to make circularity more visible and relevant.

Importantly, the report also demonstrates the value of evidence-led communications. Drawing on national research, behavioural insights and community engagement, it shows that people respond most strongly to practical actions, trusted voices and local examples. Family, friends, educators, experts and community networks remain among the most trusted sources of information, highlighting the vital role of communities in driving change.

Across Ireland, communities are already leading the way through repair cafés, reuse initiatives, sharing schemes, social enterprises and local innovations. The success of initiatives such as the Circular.ie programme demonstrates that circular living is already taking place in every county. Communities are not simply audiences for communications. They are partners in delivery.

As Ireland assumes the Presidency of the Council of the European Union, we have an opportunity to showcase not

only leadership in Circular Economy policy, but also our growing expertise in public engagement, behavioural change and evidence-based communications. The research and insights contained within this report provide a valuable foundation for sharing best practice and supporting the next phase of Ireland's circular journey.

I welcome this report and thank all those involved in its development. Together, we can continue to build awareness, deepen participation and ensure that circular choices become easier and more accessible for people and communities across Ireland.

Foreword

Claire Downey

Rediscovery Centre



For more than 20 years, the Rediscovery Centre has been at the forefront of Ireland’s journey towards a Circular Economy. Since our establishment in 2004, we have worked alongside communities, policymakers, social enterprises and the Irish public to demonstrate how circular solutions can create opportunities, build skills and strengthen local resilience. Through this work, we have developed a unique combination of practical experience, research, innovation and evidence that continues to inform Ireland’s circular transition.

Building on this foundation, Circular.ie was launched as Ireland’s national Circular Economy communications initiative. Powered by the Rediscovery Centre, the National Centre for the Circular Economy, and funded by the Government of Ireland through the Circular Economy Fund, Circular.ie was created to make circularity easier to understand, easier to access and easier to act upon. Drawing on research, evidence and public insights, it helps shape the communications, programmes and supports needed to make circular living more relevant and achievable for everyone.

This report provides a valuable evidence base for understanding where progress has been made and where further support is needed. Encouragingly, it shows that circularity is already happening in communities across Ireland through a wide range of activities from refill to reuse, repairing and sharing, that help people to experience circularity in tangible and meaningful ways. This reflects our own observation of expanding circular practice in Ireland, based on our work directly with individuals, communities and social enterprises nationwide.

I would also like to acknowledge the Department of Climate, Energy and the Environment for its continued leadership and support through the Circular Economy Fund, which has enabled the development of Circular.ie and the wider work highlighted throughout this report.

As the National Centre for the Circular Economy, we remain committed to working with all sectors of Irish Society to translate awareness into action. By building on the knowledge, experience and innovation that already exists across Ireland, we can create a future where circular choices are not the exception, but the norm.

Executive Summary

The Circular Economy in Ireland has reached a new stage of maturity. Awareness continues to grow, public support remains strong, and Circular principles are increasingly visible across communities, businesses and public policy. Since 2021, awareness of the Circular Economy has more than doubled, reflecting the impact of sustained communications, education and policy efforts.

The findings presented in this report suggest that the challenge is no longer awareness alone. While increasing numbers of people recognise the term, many remain uncertain about what it means in practice. At the same time, people are already participating in many circular activities, including repairing, reusing, sharing and extending the life of products, often without identifying these actions as part of the Circular Economy.

A key finding throughout the research is the central role played by communities, social enterprises and local initiatives in making circularity visible and relevant. Across Ireland, second-hand shops, community reuse projects, sharing schemes, repair cafés and local sustainability initiatives are already helping people experience Circular

Economy principles in practical ways. These activities provide trusted, accessible entry points that connect circularity to everyday life and demonstrate that the Circular Economy is not simply a policy ambition, but something already happening in towns, villages and neighbourhoods across the country.

The research shows that people respond most strongly to practical benefits and trusted local examples. Communities and social enterprises are often uniquely placed to provide both. Through local leadership, skills sharing, repair services, reuse networks and community engagement, they help translate awareness into participation while building trust, social connection and local resilience.

Importantly, the evidence also demonstrates that key barriers to participation are practical rather than ideological. Access to repair services, skills, affordability, convenience and availability present greater challenges than a lack of support for Circular principles. This highlights the importance of continuing to invest not only in communications, but also in the community infrastructure, services and networks that enable people to act.

Overall, the findings suggest that Ireland has largely succeeded in building awareness and recognition of the Circular Economy. The next phase of Ireland’s circular journey will require a stronger focus not only on continuing to build understanding, but also on expanding access to the local services, infrastructure and opportunities that enable people to participate in circular behaviours. Communications, investment and local action must progress in parallel, ensuring that growing awareness is matched by visible and practical ways for people to repair, reuse, share and reduce waste in their everyday lives. By supporting the communities, social enterprises and local organisations already leading this work, Ireland can deepen participation, strengthen engagement and continue its journey from awareness to action and lasting behavioural change.

INTRODUCTION

METHODOLOGY

KNOWLEDGE

TRUST

BEHAVIOUR

OPPORTUNITY

Methodology

This report brings together insights from national public opinion research, behavioural research, campaign performance data and community-level activity to provide a comprehensive picture of public awareness, understanding and engagement with the Circular Economy in Ireland.

The analysis draws on three primary sources:

Circular Economy National Survey 2026

The core findings are based on the Circular Economy National Survey 2026, conducted by Ipsos B&A in April 2026. The survey explores public awareness, understanding, attitudes, trust, behaviours and priorities relating to the Circular Economy among adults in Ireland. The research provides data for trends dating back to 2021. Enabling analysis of changes over time and the identification of emerging opportunities and challenges for Circular Economy communications and engagement.

Life Transitions and Circular Choices Research

The report also incorporates findings from Life Transitions and Circular Choices: Communicating the Circular Economy Through Moments of Change, developed by the Rediscovery Centre. This research examines how significant life transitions, such as moving home, starting a family, changing employment or entering retirement, influences consumption decisions and openness to Circular Economy behaviours. The report provides insights into the motivations, barriers and communication approaches most likely to support circular choices during periods of change.

Circular.ie Campaign and Community Audits

To complement the national research, this report draws on campaign performance and community engagement data collected through Circular.ie between June 2025 and June 2026. This includes:

National and regional campaign performance data;

Search and digital engagement insights;

Community activity supported through the Circular Communications Grant Scheme;

Participation and nomination data from the Full Circle Awards;

Activity delivered through Colour to Communities and other Circular.ie initiatives;

Evidence from community organisations, repair networks, reuse initiatives, sharing schemes and local Circular projects.

Approach

Rather than relying on a single dataset, this report adopts a triangulated approach, combining quantitative survey findings with behavioural, campaign and community-based evidence. This allows for a richer understanding of how people think about, engage with and experience the Circular Economy in practice.

The report seeks to identify not only what the public knows about the Circular Economy, but also how their awareness translates into understanding, trust, participation and behavioural change. By bringing together national attitudes with evidence from campaigns and communities across Ireland, the analysis provides a more complete picture of the opportunities and challenges facing Circular communications in the years ahead.



Circular Economy, what do we know?

INTRODUCTION

METHODOLOGY

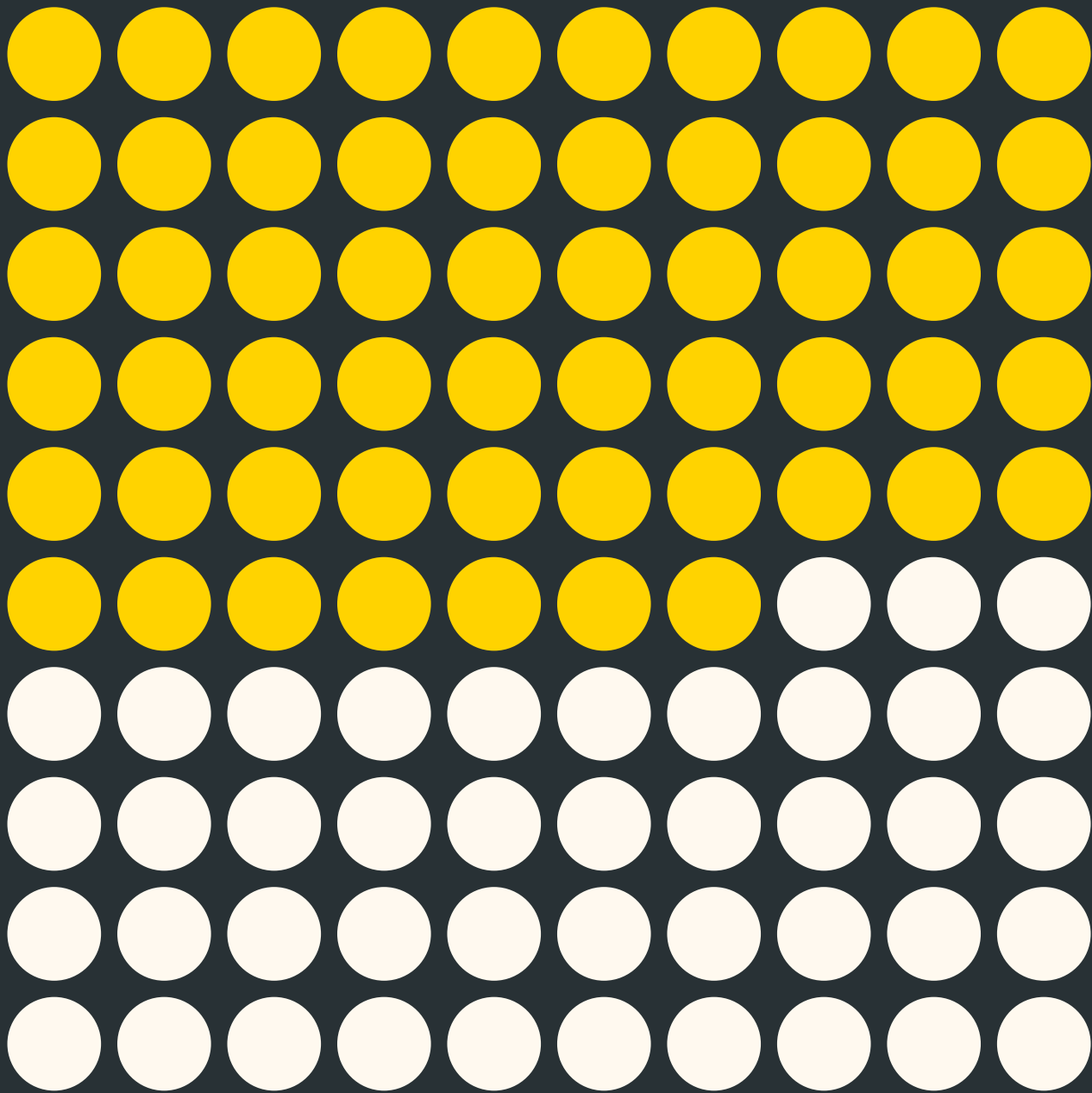
KNOWLEDGE

TRUST

BEHAVIOUR

OPPORTUNITY

Recognition of the Circular Economy Continues to Strengthen



57%

● In 2026, awareness reached 57% of the adult population, equivalent to approximately 2.4 million people.

Awareness of the term Circular Economy continues to strengthen in Ireland, although the pace of this growth is beginning to stabilise. In 2026, awareness reached 57% of the adult population, equivalent to approximately 2.4 million people.

While this represents a more modest increase than in previous waves, it suggests that the term is becoming established within public discourse rather than remaining a niche concept. Awareness has more than doubled since 2021, demonstrating the cumulative impact of policy, media attention, education and communications activity.

In particular, awareness of the Circular Economy continues to increase at a time when public engagement with many broader environmental issues is becoming more challenging. Ipsos B&A, in their “Signs of the Times” research

(2026), has identified a wider trend of “Resigned Resilience”, whereby people increasingly disengage from large and complex societal challenges to protect their own wellbeing. Against this backdrop, the continued growth in Circular Economy awareness represents a significant achievement and suggests that circular messaging continues to resonate with the public.

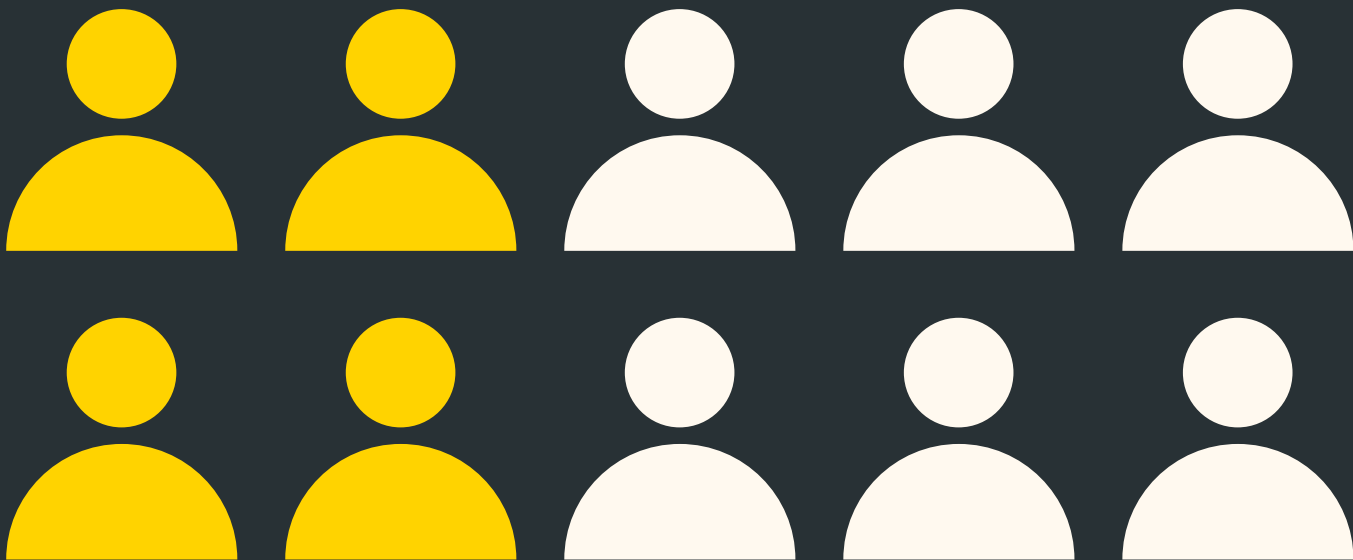
Recognition remains highest amongst higher socio-economic groups, indicating that awareness is particularly embedded among in those groups. However, awareness levels across all groups are now substantially higher than they were at the start of tracking.



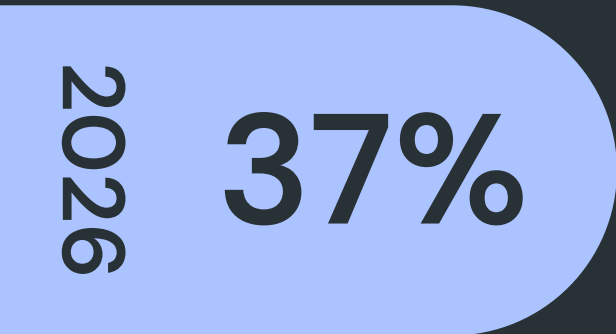
Whilst awareness continues to rise, the pace of this growth suggests that recognition is approaching maturity. Future progress is likely to depend less on expanding awareness and more on deepening understanding.

- INTRODUCTION
- METHODOLOGY
- KNOWLEDGE
- TRUST
- BEHAVIOUR
- OPPORTUNITY

From Knowing the Term to Knowing What It Means



● In 2026, four in ten adults say they know at least a little about the concept.



● The proportion encountering the term for the first time has fallen dramatically.

Public familiarity with the Circular Economy is becoming established.

In 2026, four in ten adults say they know at least a little about the concept, a modest improvement on 2024 levels. Positively, the proportion encountering the term for the first time has fallen dramatically, from 62% in 2021 to 37% in 2026.

The decline in first-time awareness is a positive sign of growing familiarity. As increasing numbers of people have already encountered the concept, the Circular Economy is moving from a relatively new idea towards broader public recognition.

However, deeper understanding presents a more complex picture. The proportion of adults reporting that they understand the Circular Economy well has fallen significantly since 2024. This demonstrates an important distinction between familiarity and understanding. People increasingly recognise the term, but many remain uncertain about what it means in practice. Evidence suggests that many people participate in circular activities without necessarily identifying them through the language of the Circular Economy.

This points towards an important communications challenge.

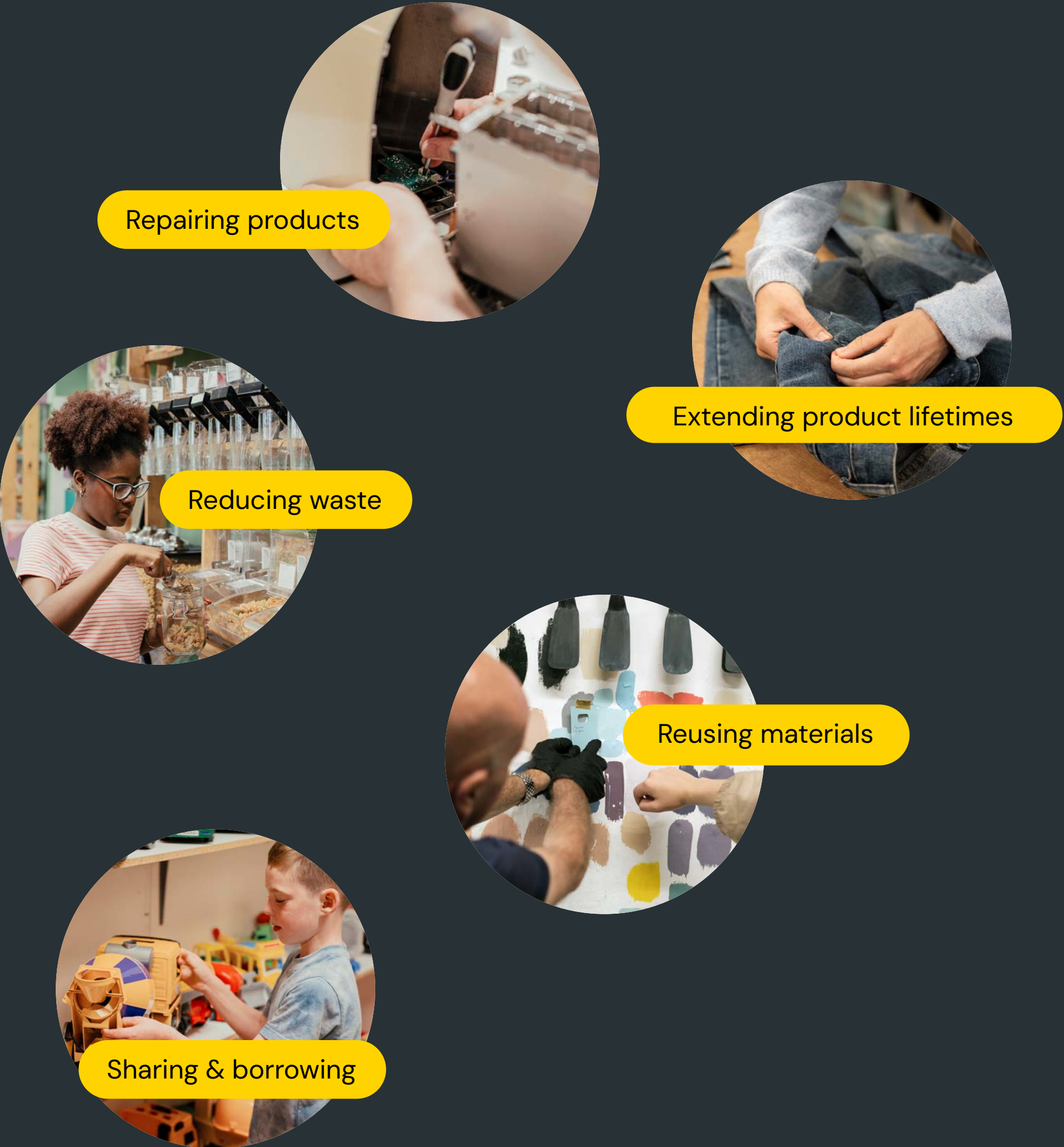
Simple definitions alone appear insufficient in building understanding. Even after receiving a straightforward explanation of keeping products and materials in use for longer and reducing waste, many people still struggle to connect the concept to everyday life.

Campaign evidence reinforces this conclusion. Across Circular.ie campaigns, audiences engaged most strongly with practical entry points such as home improvement, repair, DIY, extending product life and saving money. Engagement was considerably weaker when communications started with Circular Economy terminology itself.



People understand Circular principles most effectively when they experience them through useful, relevant actions rather than abstract definitions.

From Familiarity to Interest: What is Relevant



The public continues to associate the Circular Economy most strongly with visible and practical outcomes.

Reducing packaging waste remains the concept most commonly associated with the Circular Economy, with almost seven in ten people familiar with this aspect. Public familiarity is also relatively strong around extending the life of products and increasing opportunities to repair, rent, share and reuse echoed in both the National Survey and Life Transitions Focus Groups research.

Many of the behaviours that underpin a Circular Economy therefore already enjoy broad recognition.

However, there are signs that product design is becoming less prominent within public understanding. Familiarity with designing products for longer lifetimes has declined since 2024.

This is notable because product design sits at the heart of Circular Economy principles. Consumers naturally focus on what happens after purchase, including repair, reuse and waste reduction. While durability, reparability and material choices are often determined much earlier through business decisions and policy frameworks.

This suggests an opportunity to communicate more effectively around how businesses and government can support circular behaviours through the design, provision and promotion of longer-lasting, repairable and reusable products and services.

Interest is strongest in areas that provide immediate and practical benefits:

- Reducing waste
- Extending product lifetimes
- Repairing products
- Sharing and borrowing
- Reusing materials

These themes consistently resonate because people can easily connect them to their everyday lives.



The strongest communication opportunities lie not in introducing new concepts, but in helping people understand how familiar behaviours connect to the wider Circular Economy.

Trust to Influence: Who Can Make Circular Messages Relevant

INTRODUCTION

METHODOLOGY

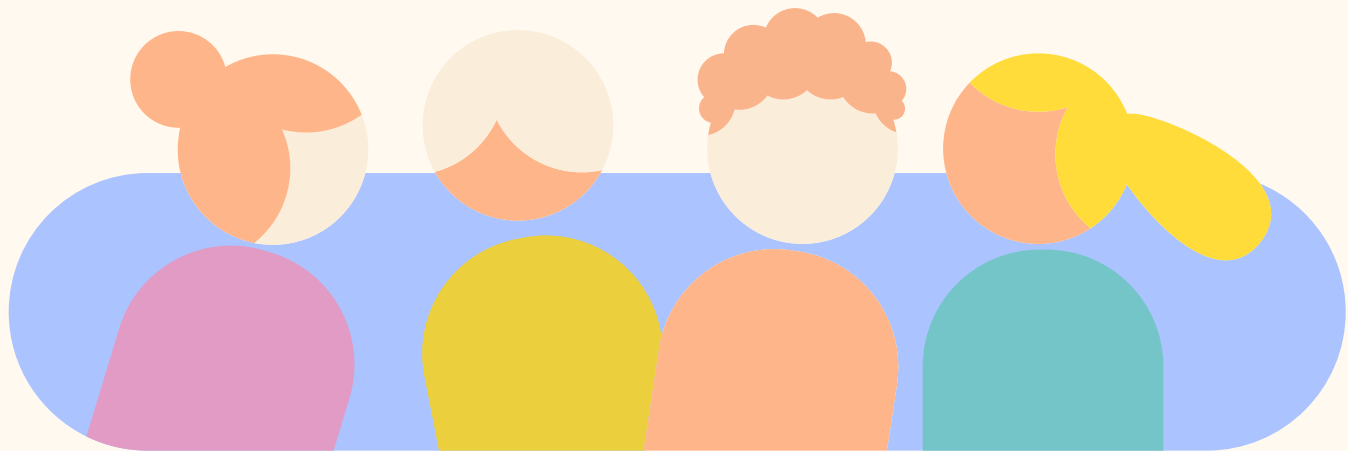
KNOWLEDGE

TRUST

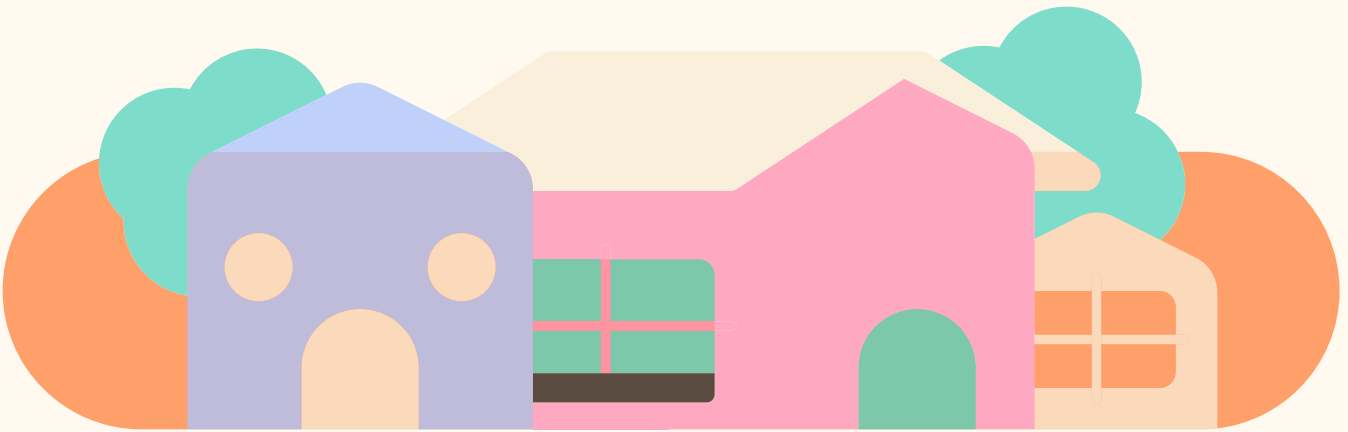
BEHAVIOUR

OPPORTUNITY

Trust remains one of the most important factors influencing engagement.



Friends & Family



Local Communities



Scientists & Educators

According to the research, the public places greatest trust in personal and evidence-based sources when seeking information about the Circular Economy. Family and friends and educators are the most trusted sources, followed closely by scientists.

This finding is particularly significant because trust in many institutions has become increasingly fragmented. While government, media and businesses play important roles, people consistently show greater confidence in information that comes from those they know personally or from sources perceived as independent experts.

Research on Life Transitions and Circular Choices highlights trust as a key factor influencing behaviour alongside affordability, convenience, quality and practicality. People are more willing to consider second-hand purchasing, repair, reuse and sharing when these options are easy to access, socially accepted and accompanied by clear information.

Trust patterns also vary across audiences.

Younger adults display higher trust in a wider range of sources, including journalists, government and online personalities. Rural audiences tend to be more sceptical of institutional voices, while higher socio-economic groups generally report stronger trust in official and media sources.

Proximity of Proof

The implication is that communications alone cannot drive change. People also need trusted systems, accessible services and visible examples. This is where community activity becomes especially important. Across Ireland, second hand shops, repair cafés, bicycle projects, toy libraries, sharing initiatives, swaps, and reuse programmes provide practical demonstrations of Circular principles. These initiatives act as trusted proof points that show circular living already happening in real communities.

Case Study: An Mheitheal Rothar

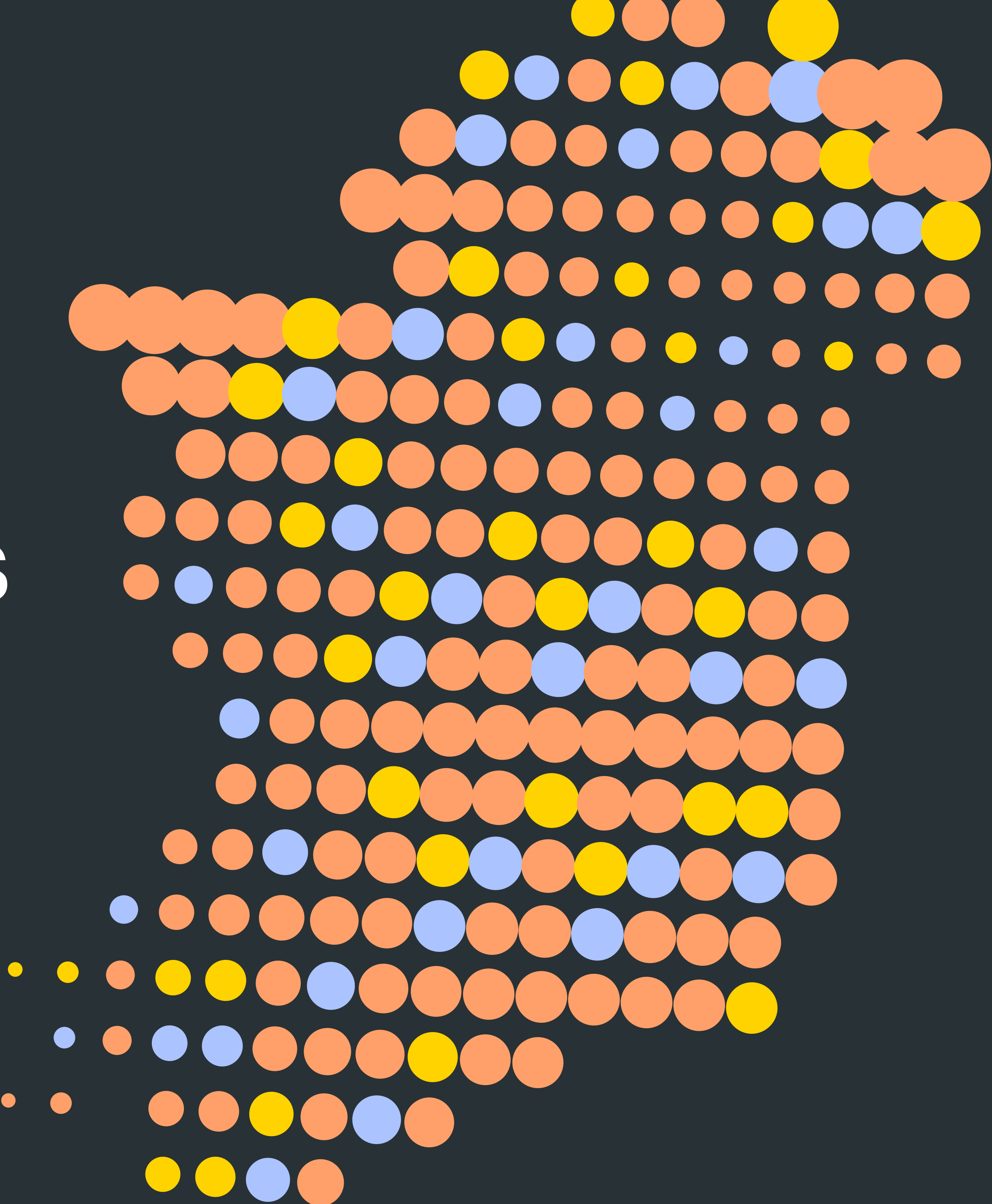
An Mheitheal Rothar demonstrates Circular Communications in action by building on existing community traditions of bicycle repair, maintenance and skills-sharing. Rather than promoting a new behaviour, the initiative helped people recognise familiar activities as part of the circular economy.

Through storytelling, visibility and community engagement, it highlights the everyday benefits of circularity. This includes extending product lifespans, reducing waste, sharing skills and strengthening local connections. The initiative shows how communications are most effective when they celebrate real people and local action, by enabling communities to see themselves as active contributors to a more circular economy.



People are more likely to trust Circular messages when they can see them operating successfully in their own communities.

Behaviours across the Country



- INTRODUCTION
- METHODOLOGY
- KNOWLEDGE
- TRUST
- BEHAVIOUR
- OPPORTUNITY
- 14

The behavioural picture is more positive than headline measures initially suggest.

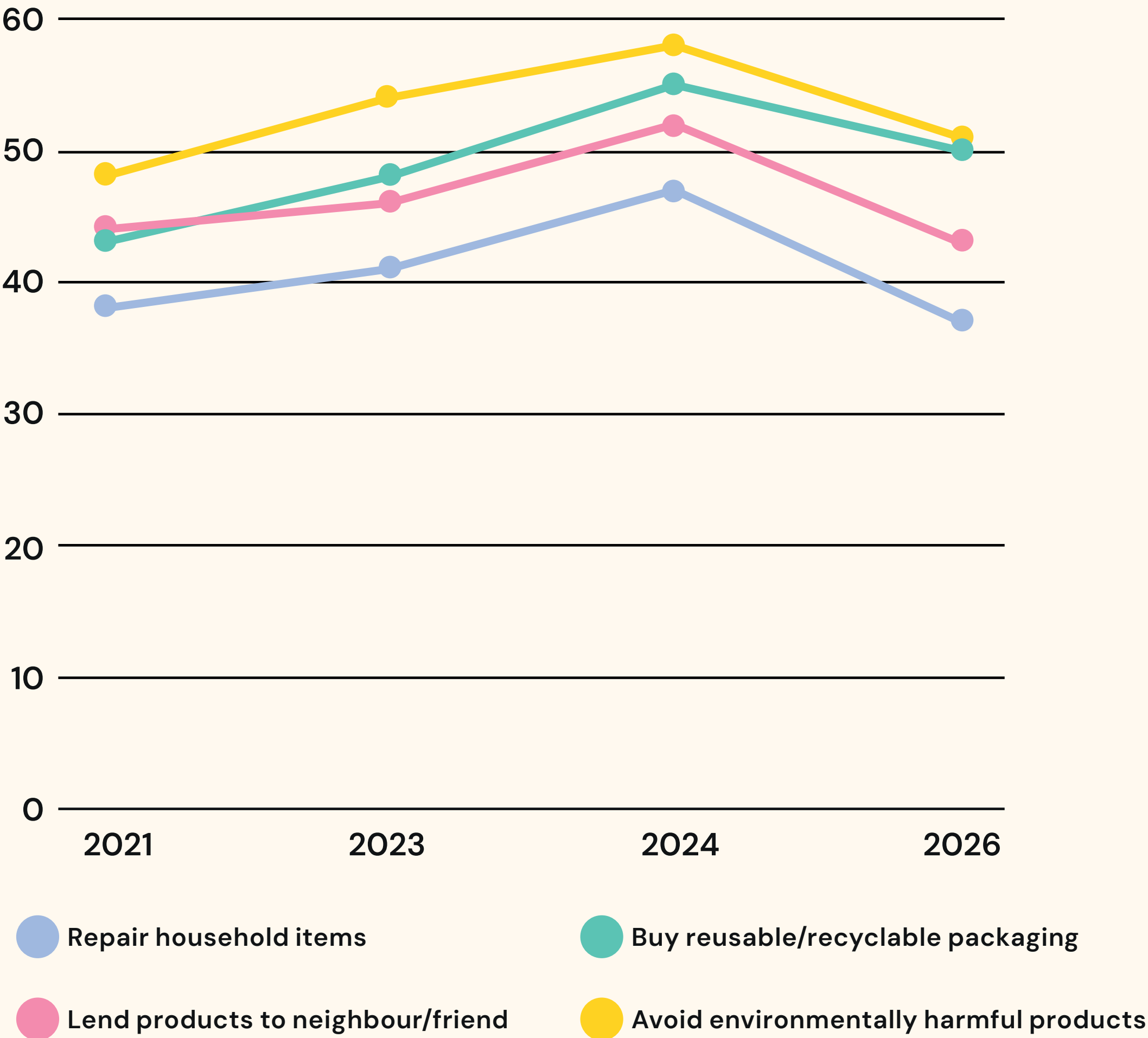
Circular behaviours remain firmly rooted in everyday actions, with participation levels still substantially higher than in 2021, despite some decline since 2024. Repair and borrowing remain among the most common behaviours. Importantly, findings from the 2025 Circular Insights report note that many of these activities may not be recognised as “Circular Economy” by the public. While community organisations involved in reuse, repair, sharing and waste prevention have a strong understanding of circularity, most do not use the term itself, believing it lacks public resonance. As a result participation in circular behaviours may be more widespread than awareness of the concept of Circular Economy.

These declines should be viewed in context. Levels of participation in repair and reuse remain robust, demonstrating continued public engagement with some of the most impactful circular

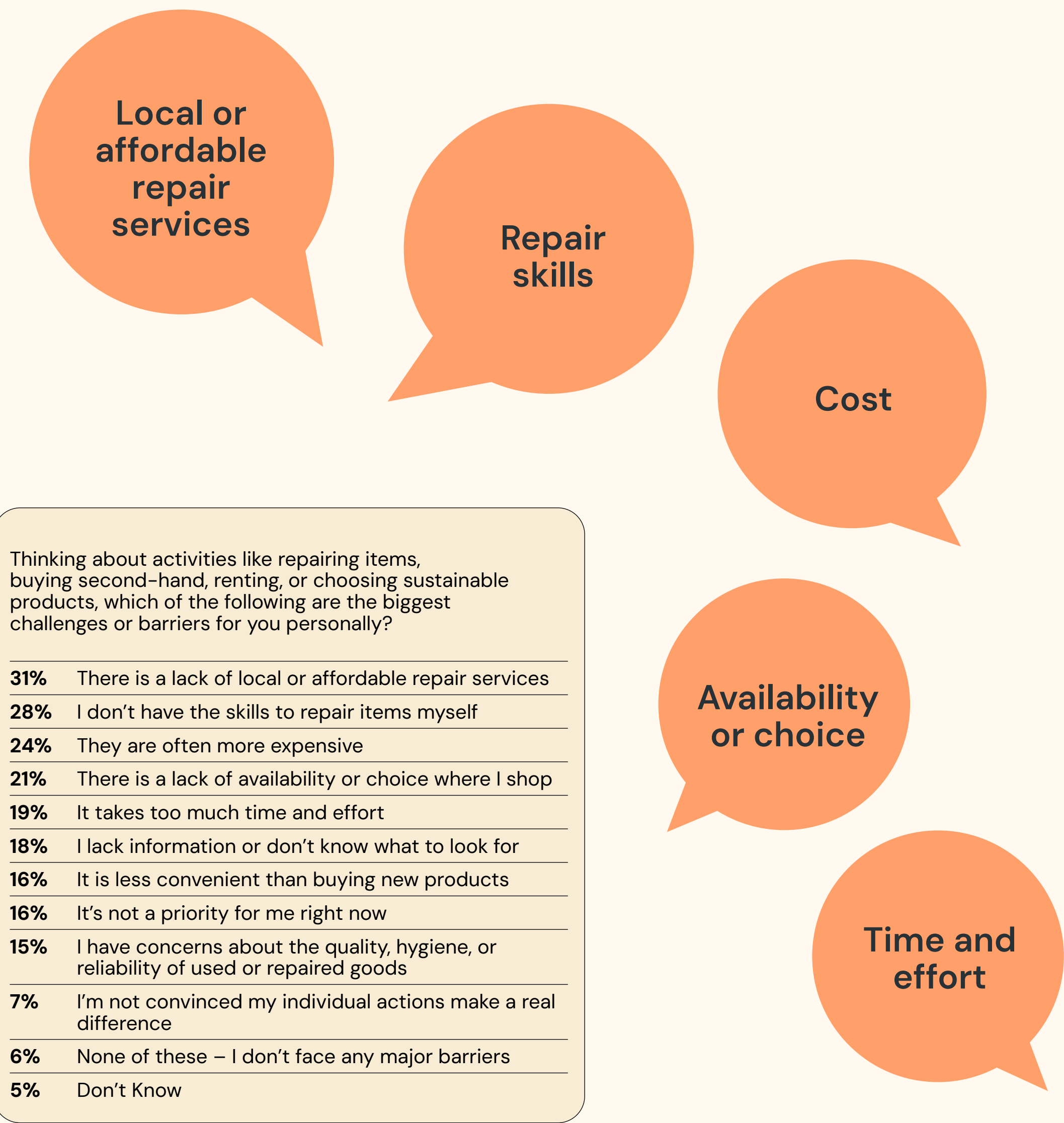
behaviours. Unlike other actions, repair and reuse often require conscious decision-making, access to services and a willingness to change established consumption habits. Their continued uptake is therefore an encouraging indicator of progress towards a more circular society.

Importantly, declines are not evenly distributed across society. Rural communities and lower socio-economic groups have experienced the most pronounced reductions in participation, while urban and higher socio-economic groups have remained comparatively stable.

This reinforces the need to move beyond national averages and understand how different audiences experience and engage with circular opportunities.



Barriers to Circular Behaviour



The strongest barriers identified by the public are practical rather than motivational. The leading barriers include:

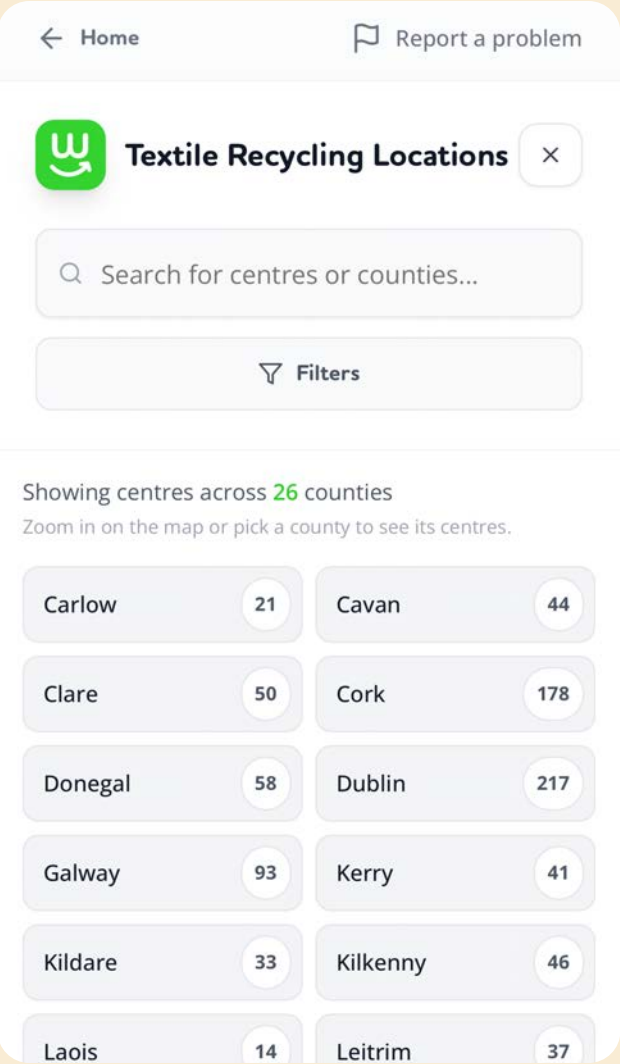
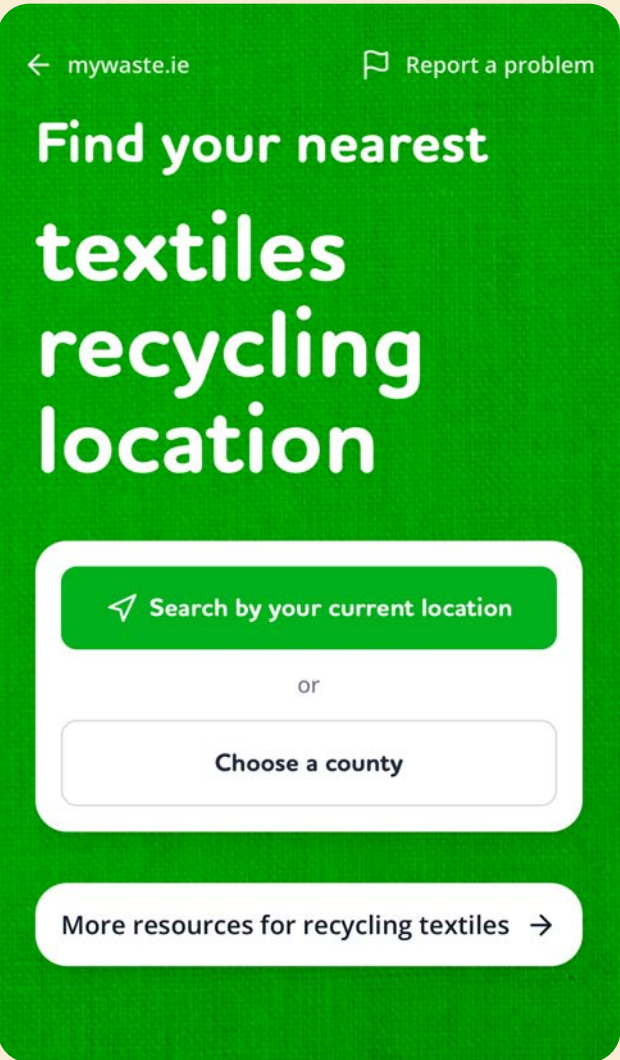
- Lack of local or affordable repair services
- Lack of repair skills
- Cost
- Lack of availability or choice
- Time and effort required

By contrast, only 7% believe that individual actions make no difference. This finding is particularly important. It suggests that most people are not rejecting Circular behaviours because they disagree with the principle. Instead, many face practical challenges that prevent participation.

Repair presents a particularly strong opportunity because it combines high existing participation with clear practical barriers. While repairing household items is the most common self-reported behaviour, people are more likely to do so when they already have the necessary skills. At the same time, a lack of awareness of local or affordable repair services remains a significant barrier. EPA research further

suggests that awareness is a key driver of participation. People who are familiar with repair resources and services, including repair cafés and online repair platforms, are more likely to engage in repair activities. Interest levels remain high across all demographic groups once these opportunities are explained. This indicates that the challenge is often not motivation but visibility, accessibility and confidence. Together, these findings point towards a need to connect communications more directly with the infrastructure that enables action, including local repair businesses, repair cafés, skills development programmes and community initiatives. Communications should not simply promote repair as a concept, but help people identify where, how and with whom they can repair in their own communities.

Furthermore, the EPA findings reinforce the conclusion from the 2025 Circular Insights report that people often engage in Circular activities without identifying them as part of the Circular Economy. Participation appears to be driven more by practical needs, local opportunities, and existing skills, than by familiarity with Circular Economy terminology. Highlighting the importance of locally relevant, action-oriented communications.



Case Study: MyWaste.ie

The MyWaste Textiles Reuse and Recycling Map, funded by the Department of Climate, Energy and the Environment, turns circular economy awareness into practical action by helping people find nearby locations to donate unwanted clothing and household textiles for reuse. Rather than focusing solely on circular economy concepts, it encourages participation through simple and convenient actions.

By connecting people with local charities, in-store retail take-back schemes, private collection points or through the Local Authority textile bank network, the map demonstrates how effective communications can link sustainability messages with accessible services. It also highlights the value of trusted community networks, showing that people are more likely to engage when clear local opportunities are available to participate in circular economy practices, helping to increase textile reuse and reduce waste.

This points to the need for communications to connect more directly with the infrastructure and services that enable circular behaviours in practice, including:

Repair cafés

Skills and repair training programmes

Local repair businesses

Community reuse initiatives

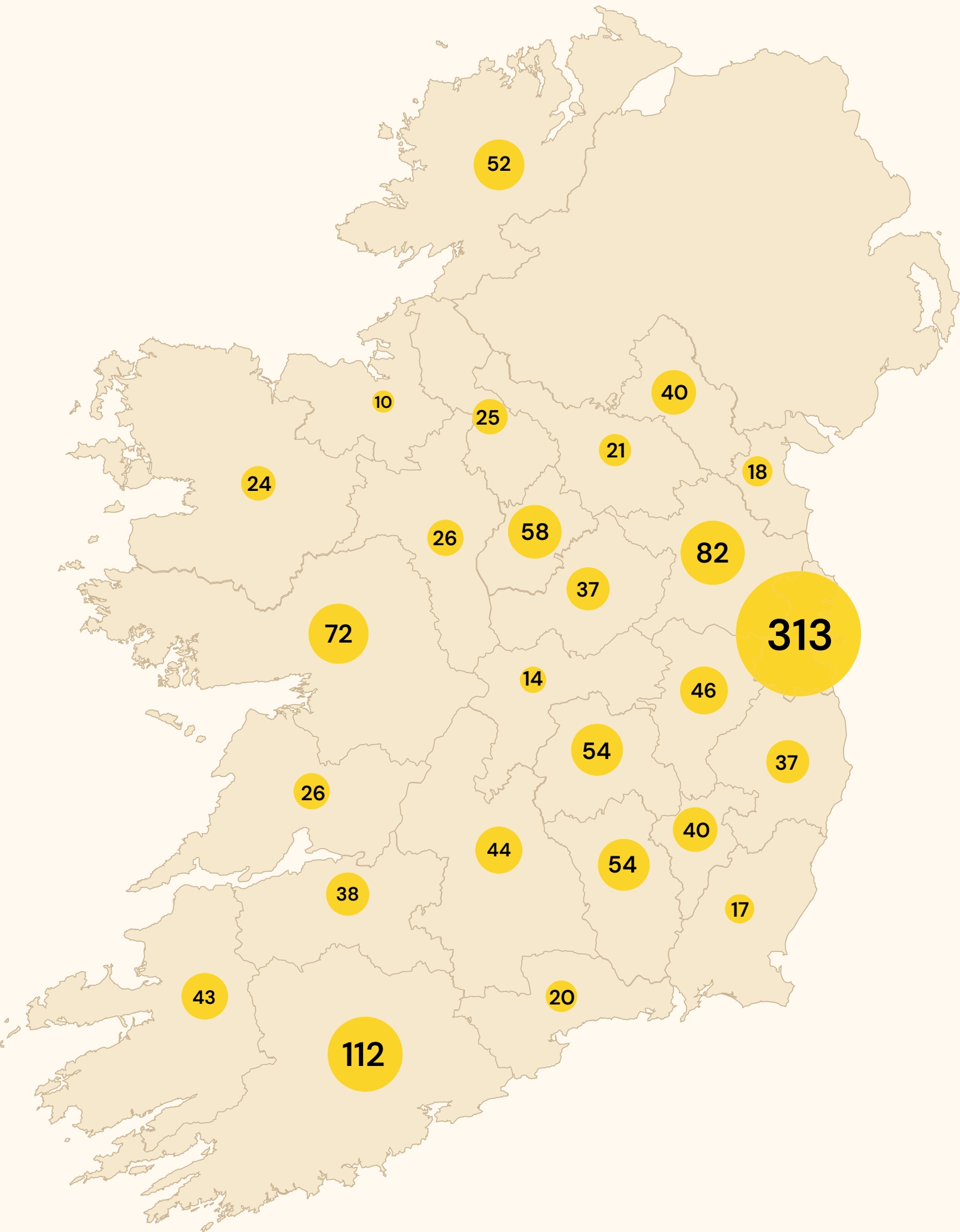
Sharing and lending schemes

This finding aligns with the Circular synthesis report ‘Life Transitions and Circular Choices’, which found that circular economy communications are most effective when they are practical, timely and connected to accessible services such as repair, reuse, sharing, resale and donation. This finding aligns with the Circular synthesis report ‘Life Transitions and Circular Choices’, which found that circular economy communications are most effective when they are practical, timely and connected to accessible services such as repair, reuse, sharing, resale

and donation. Specifically, the report identified key life moments such as moving home or starting a family as opportunities for circular behaviour, as people are already changing habits and purchasing decisions.

Also it found that communications alone are unlikely to drive behaviour change unless people can easily access the services and infrastructure needed to act on the message they receive.

Circular Activity is Already Happening Across Ireland



Community activity presents a more encouraging picture than national behaviour trends alone might suggest. The examples below provide a snapshot of circular economy activity taking place across Ireland. These are drawn from initiatives connected to Circular.ie, including Full Circle Awards nominations, recipients of Circular Communications Grants, and other community-led programmes.

While not exhaustive, these examples highlight the breadth of circular activity occurring in every county. They should be viewed alongside the many additional initiatives being delivered and recorded through other networks, organisations and funding programmes across the country.

Carlow	40	Longford	58
Cavan	21	Louth	18
Clare	26	Mayo	24
Cork	112	Meath	82
Donegal	52	Monaghan	40
Dublin	313	Offaly	14
Galway	72	Roscommon	26
Kerry	43	Sligo	10
Kildare	46	Tipperary	44
Kilkenny	54	Waterford	20
Laois	54	Westmeath	37
Leitrim	25	Wexford	17
Limerick	38	Wicklow	37

The scale and geographic spread of These activities demonstrate that circular living is not confined to a small number of urban centres. Rather, it is increasingly embedded within communities nationwide, driven by local leadership, innovation and engagement.

The nature of community activity is equally important as its geographic spread. The 2025 Full Circle Awards nominations show strong participation in practical forms of circular activity, including 12 toy library and swap initiatives and 11 repair cafés. The nominations also highlighted a wider range of activities centred on textile reuse and upcycling, swapping and lending, community reuse networks, and the sharing of repair skills.

Together, these examples show that circularity is already embedded in everyday community life through activities that respond to practical needs, from accessing goods without buying new to extending the life of clothing, furniture and other items. This suggests that the opportunity is not simply to encourage entirely new behaviours, but to make existing activity more visible and help communities and individuals recognise these everyday practices as part of the circular journey.

These activities respond directly to everyday needs while simultaneously supporting Circular objectives. Communities are already driving significant circular economy activity across Ireland. Communication efforts should actively support, connect and amplify these initiatives by providing platforms for sharing stories, showcasing local success, building networks and increasing visibility of community-led actions. This can help translate awareness into participation while recognising communities as key partners in the circular transition. People are more likely to act when circular opportunities are visible within their own communities and communicated through trusted local networks.



The opportunity is not simply to create new behaviours. It is to make existing behaviours more visible and help people recognise them as part of the Circular Economy.

Understanding the Opportunity

INTRODUCTION

METHODOLOGY

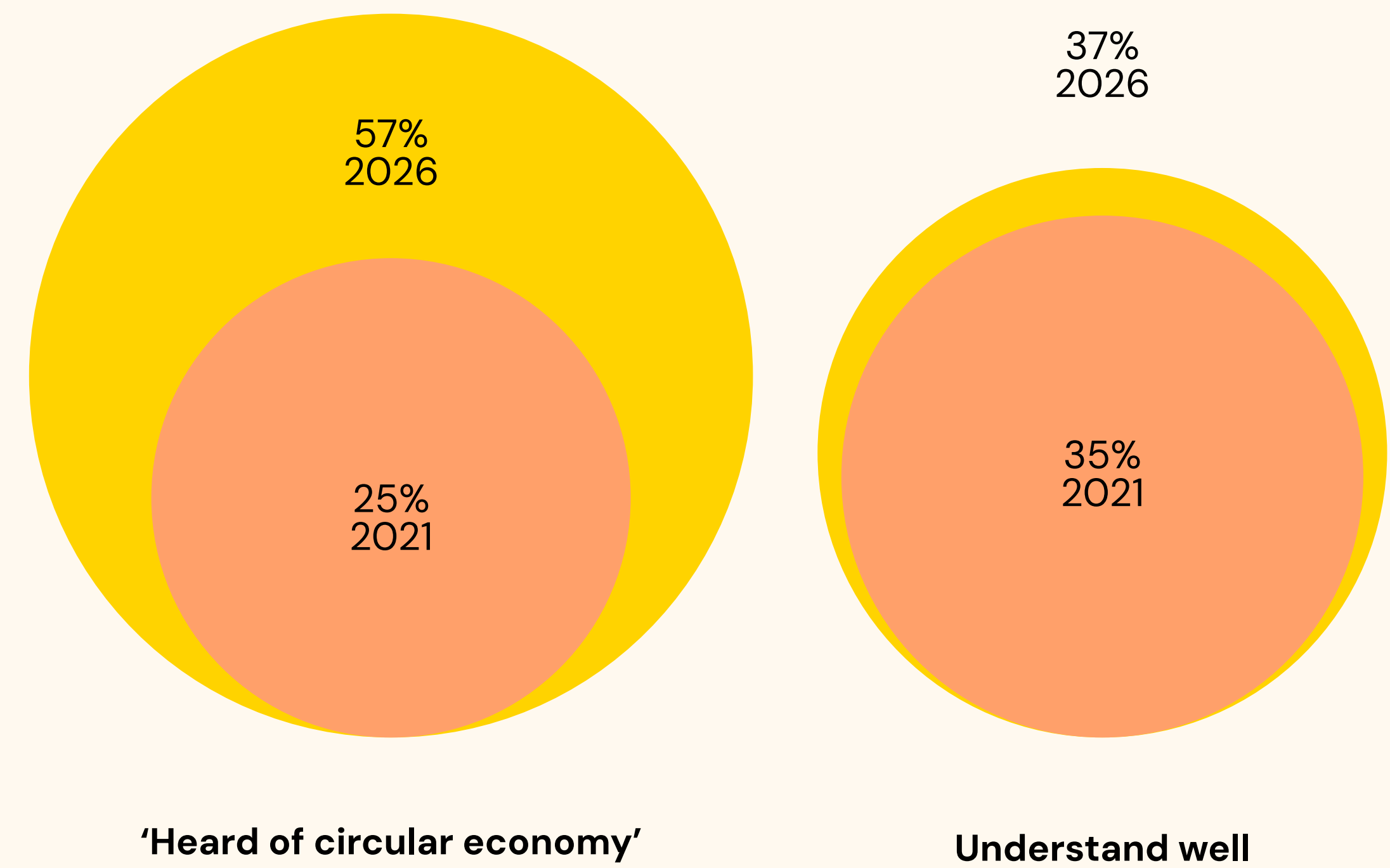
KNOWLEDGE

TRUST

BEHAVIOUR

OPPORTUNITY

The Circular Economy has largely won the awareness battle. The next challenge is relevance.



	2021	2023	2024	2026
'Heard of circular economy'	25%	41%	55%	57%
Know a little/ know a lot	23%	31%	38%	40%
Understand well (score 7-10)	35%	39%	46%	37%
Overall support (score 7-10)	57%	64%	61%	62%
Average familiarity (7-10)	50%	58%	57%	55%
Average Interest (7-10)	58%	70%	70%	65%
Priority for Government (high/ very high)	66%	69%	68%	68%
Priority for Irish Business (high/ very high)	67%	71%	70%	71%

Ireland’s Circular Communications journey has entered a new phase. Recognition continues to rise and support remains strong. Expectations for both government and business leadership also remain high and largely unchanged. At the same time, deeper understanding and public interest have softened. This suggests that awareness-building alone is no longer sufficient. The evidence consistently points towards the same conclusion:

People respond better to practical examples than abstract terminology.

Trusted local voices have greater influence than distant institutional messages.

Communities already demonstrate widespread circular activity.

The biggest barriers are practical rather than ideological.

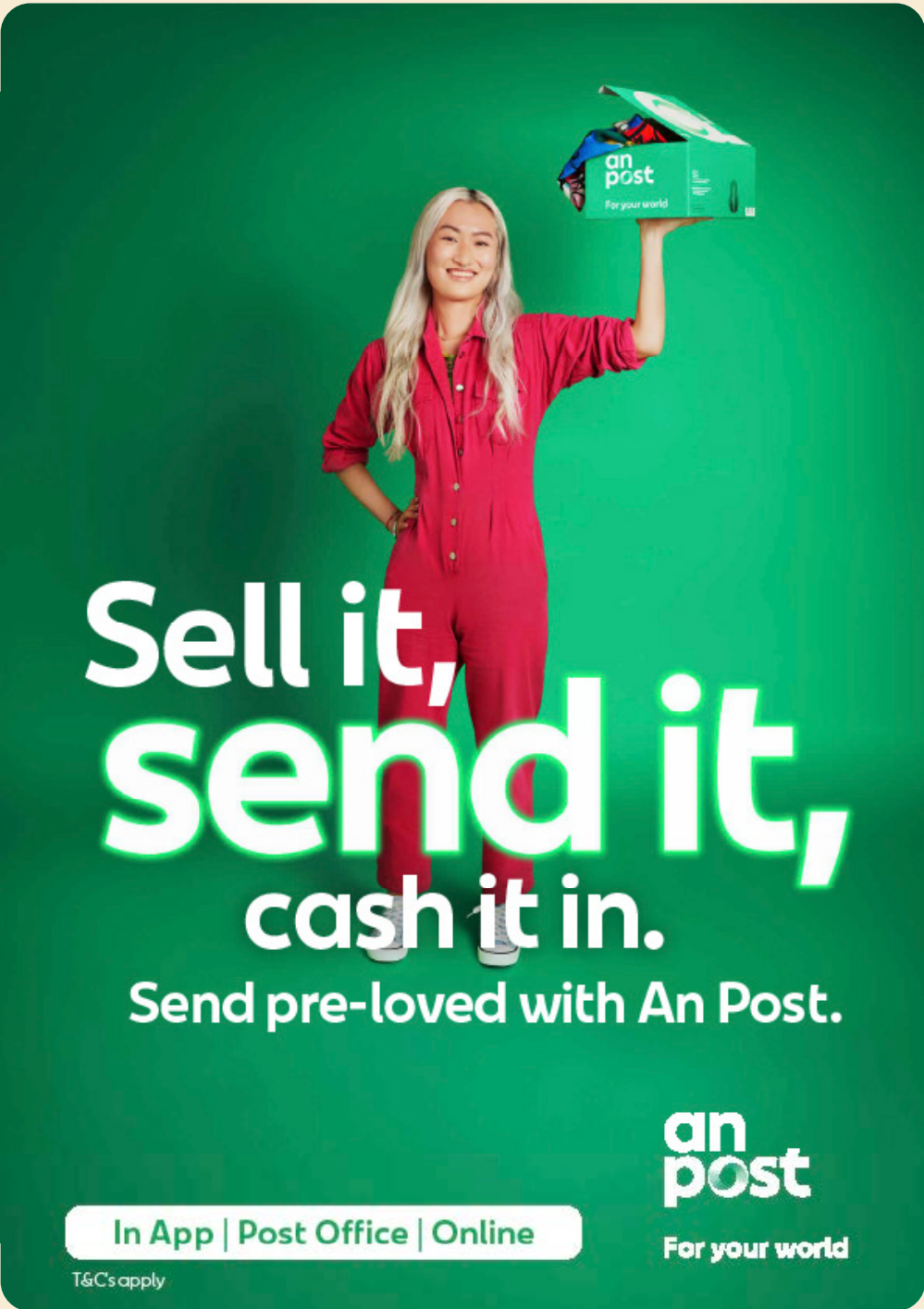
Relevance matters more than awareness.

Across the Life Transitions focus groups research, campaign analysis, digital performance data, and community engagement activity, a consistent finding emerges that people rarely start their journey with the term Circular Economy.

Case Study: An Post

An Post’s Keeping it Circular campaign demonstrates how a trusted national brand can further drive circular economy behaviours at scale, building on the launch of the Saol Eile (“Another Life”) campaign and ongoing momentum in this space. By promoting simple actions like reuse, repair, and recirculation, the campaign made sustainability practical for everyday life. An Post enables individuals across Ireland to adopt sustainable, circular practices through accessible education and practical solutions, driving real results through customer education, adoption, and active use of An Post products and services.

Leveraging its nationwide network and deep customer trust, An Post connects people, businesses, and communities to extend product lifecycles and make circular choices achievable for everyone. Ultimately, the initiative highlights how national infrastructure can bridge the gap between sustainability concepts and real-world behaviour change.



Search behaviour, campaign performance and focus group discussions all suggest that people engage first with practical everyday needs and challenges. Rather than seeking information about the Circular Economy itself, they are looking for solutions that help them:

Access affordable repair, reuse and sharing opportunities.

Find practical, convenient alternatives that fit into daily life.

Receive trusted information from credible and local sources.

Save money and get better value from what they own.

Extend the life of products and reduce unnecessary waste.

This reinforces a key lesson for future communications. While the concept of the Circular Economy is becoming more widely recognised, public engagement is most effective when communication is led with tangible benefits and practical actions rather than circularity as a standalone concept. For most people, the journey does not start with the language of the Circular Economy. It starts with solving everyday problems and improving everyday life.

Recommendations

1



Adopt a Segmented Communications Strategy

Move beyond a single national messaging approach, to developing a tailored engagement strategy for audiences experiencing the greatest declines in understanding and participation. Particularly rural communities and lower socio-economic households.

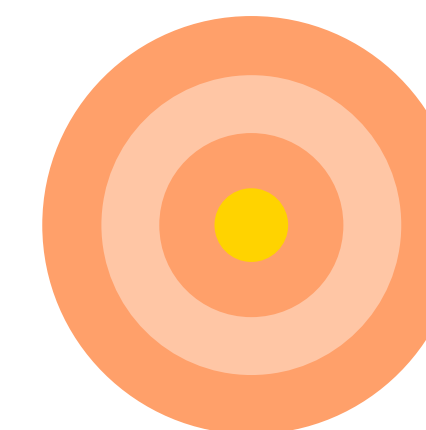
2



Lead with Practical Benefits

Frame circular actions through everyday outcomes such as extending the life of products, improving access to repair and reuse opportunities, reducing waste, and where relevant, helping people save money or get better value from the things they already own.

3



Focus on High-Relevance Topics

Prioritise themes that consistently resonate with the public, including repair, reuse, textiles, electronics, plastics and waste prevention.

Recommendations

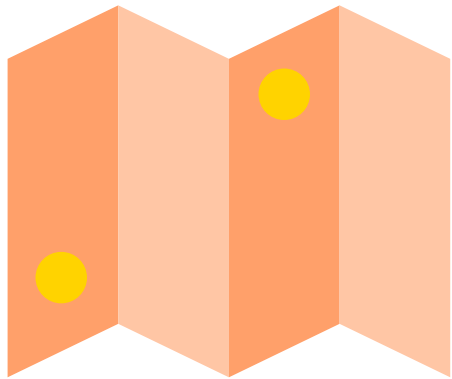
4



Use Trusted Local Voices

Work with local leaders, community groups, scientists, schools and trainers to provide trusted and relatable examples.

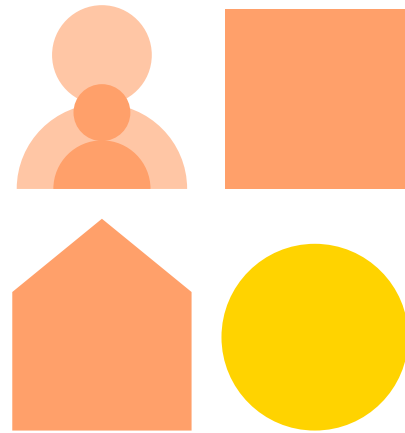
5



Improve Access to Circular Services

Communications can't act in isolation. There is a need to support investment in repair infrastructure, reuse networks, sharing initiatives and practical skills development.

6



Engage During Life Transitions

Target communications around key life moments such as moving home, starting a family, retirement or career changes, when people are already reconsidering habits and purchasing decisions. These transition points can present both barriers and opportunities for circular behaviour. Providing timely, practical guidance can help people make more sustainable choices at moments when routines, needs and purchasing decisions are already changing.

Recommendations

7



Demonstrate Leadership Through Action

Communications should be grounded in trusted, local voices and real-world examples. Government and business can strengthen these messages by visibly supporting circularity through policy implementation, investment, infrastructure development and transparent reporting. This shows that circular economy ambitions are being translated into action.

8



Monitor Emerging Participation Gaps

Continue tracking engagement across audience segments to identify widening knowledge, trust and participation gaps before they become entrenched.

By focusing on practical relevance, trusted local engagement, and targeted support for those most at risk of disengagement, Ireland can strengthen public participation in the circular economy and help translate policy ambitions into meaningful everyday action.

Conclusion

The Circular Economy is no longer an unfamiliar concept in Ireland. Awareness has more than doubled since 2021 and public support remains consistently strong. The challenge now is not recognition. It is relevance. Success will depend on making circularity visible through real people, practical benefits and trusted local examples. By helping people connect everyday actions with the wider Circular Economy, Ireland has an opportunity to move from awareness and support, towards deeper understanding, broader participation and lasting behavioural change.

If there is anything in this report
you would like to explore further,
or if you would like to collaborate
with us, please get in touch.

rebecca@rediscoverycentre.ie



Rialtas na hÉireann
Government of Ireland

Funded by the Circular Economy Fund