

8 mindset shifts for advancing Circular Economy

Moving from theory to real impact in Nepal.

Awareness of **Circular Economy** is growing in Nepal. But many people still misunderstand what it really means and how to apply it in business, policies and daily life.

How do we put circularity into practice?

8 myths vs. mindset shifts towards Circular Economy

The myth	The mindset shift	Key idea
1 It's just recycling →	Circularity starts from when products are designed and manufactured	 Circular Economy begins at the design stage, not the waste stage
2 It's a luxury for big corporations →	It's for anyone, anywhere. It lowers costs and turns waste into resources.	 Anyone can implement circularity
3 Circular Economy is a Western concept →	Nepal has practiced it for generations (<i>Doko baskets, cow dung, leaf plates</i>)	 Build on local knowledge and Indigenous practices
4 Entrepreneurs can easily find funds →	Circular innovation needs continuous, inclusive support and accessible finance	 Consistent government support is essential
5 Existing policies are enough →	Policies need constant re-evaluation to be consistent, transparent, and inclusive	 Effective policy must be easy to understand and follow
6 Circular Economy innovation means expensive, high-tech solutions →	Simple, practical solutions drive change (<i>local composting, community repair, durable design</i>)	 The most powerful solutions are often simple and local
7 Circular thinking only belongs in universities →	Circular thinking and entrepreneurial skills should be taught as early as possible	 Circular habits start with early education
8 The government and private sector can't collaborate →	Strong partnerships across all sectors are required for lasting ecosystem change	 Circular solutions flourish when stakeholders work together

Small-scale Circular Economy innovations driving big change



ABOUT

Roots of Circularity (RoC) Nepal is an innovative, educational project with the aim of developing a strong and engaging ecosystem for the Circular Economy in the country.