



## **A Trap or a New Opportunity? The Role of Consumers in Transitioning to Agrifood Supply Chains Based on a Circular Economy**

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submissions:

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### **Message from the Guest Editors**

Dear colleagues,

Over the last few years, the idea that efforts should be made for the transition into a circular economy (CE) has gained momentum. CE proposes a future in which the negative environmental impacts of economic activities will be significantly reduced through the transformation of waste into biological and technical “nutrients” that (ideally) circulate within infinite loops. This Special Issue welcomes papers focused on the role of consumers for a potential transition into CE in the agrifood sector—a domain in which CE investigation is struggling to emerge. Contributions from disparate disciplines and theoretical approaches are accepted. Of particular interest are works critically considering the role of eco-effectiveness, upcycling, and business model design. The papers must show originality and give a significant contribution to the scope of the Special Issue.





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