



## Circular Economy for Sustainable Development

Guest Editors:

**Dr. Marina De Pádua Pieroni**

pieronimp@gmail.com

**Dr. Mariia Kravchenko**

maria7krawka@gmail.com

**Prof. Daniela C. A. Pigosso**

danpi@dtu.dk

**Prof. Dr. Tim C. McAlone**

tmca@dtu.dk

Deadline for manuscript  
submissions:

**31 October 2021**

### Message from the Guest Editors

The circular economy is considered a promising approach toward sustainable development and is increasingly attracting a significant amount of attention from governments and companies. In the European Union, for example, The Circular Economy Action Plan is one of the main pillars of the European Green Deal. In companies, diverse circular economy programs have emerged to drive sustainability visions, for example, Novo Nordisk's Circular for Zero strategy. The enhanced commitment to circular economy within sustainability agendas is definitely a positive sign. However, if not properly planned and executed, a circular economy might not lead to more sustainable solutions. Many variables and trade-offs need to be analyzed to achieve a suitable balance among economic, environmental and social aspects. Moreover, it is important to manage rebound effects that might appear as unintended consequences of proposed actions.





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## Editor-in-Chief

### **Prof. Dr. Marc A. Rosen**

Faculty of Engineering and  
Applied Science, University of  
Ontario Institute of Technology,  
Oshawa, ON L1G 0C5, Canada

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*Sustainability*  
MDPI, St. Alban-Anlage 66  
4052 Basel, Switzerland

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