

Special Issue

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

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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I encourage you to contribute a research or comprehensive review article for consideration for publication in *Sustainability*, an international Open Access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. *Sustainability* publishes original research articles, review articles and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

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