

CIRCULAR ECONOMY: A PERSPECTIVE FOR THE TRANSFORMATION OF RURAL BUILT HERITAGE IN EUROPE

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Abstract: The purpose of this article is both to explore the significance of the circular economy for the "revival" of the built cultural heritage in rural areas and identify business ideas in the field of the circular economy that can harness this type of heritage. The circular economy includes the creation of sustainable and valuable enterprises, through the identification of innovative solutions and business ideas that can enhance the existing resources. The rural cultural landscape is diverse and characterised by the uniqueness and traditionalism particular to specific rural areas. The cultural built heritage in rural areas provides numerous opportunities for research and capitalization in the field of entrepreneurship. The research methodology used for the accomplishment of the proposed goals was a review of specific literature in the field of the circular economy, an analysis of the establishment of the circular economy in rural areas of Europe, and a proposal of sustainable business ideas that capitalize the cultural heritage built in rural areas. The is evidence that the circular economy is a sustainable solution for creating new businesses that capitalize on the built heritage in rural areas, by using the existing resources. Entrepreneurs can identify new business ideas because rural areas provide various potential. Rural communities should be encouraged to identify new sustainable business models that capitalize on the built cultural heritage, which will benefit both the local business environment and the creation of well-being in rural areas.

Keywords: Circular economy, rural built heritage, Europe, new sustainable business ideas.