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Harvesting Hope Through the Circularity Promotion in Children's Food Marketing

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Abstract

The production and consumption imbalance has compelled households to carefully plan their purchases and manage waste within the family unit. As interest in the circular economy has grown, both globally and within individual countries, the focus of research has expanded from examining government and corporate strategies to addressing issues related to scarcity, abundance, sustainable production, and waste management. This article analyzes the involvement of children in circular economy principles within their households and broader societal context, based on a survey of 302 respondents aged 6–16 from Ukraine. The survey categorizes respondents into three groups: enthusiastic, cautious, and unengaged consumers. Results reveal that only 54.3% of youth actively promote sustainable consumption principles. There is potential to increase the proportion of 'circular-minded' consumers through promotional and educational initiatives targeting children (15.56%) who are aware of the benefits of circularity but lack sufficient information. 29.1% of youth either disregard recycling principles in food consumption or are disengaged due to limited knowledge and experience, which they might get within a family.

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