

ANALYSIS OF THE PUBLIC PRO-ENVIRONMENTAL ACTIVITIES FOR PROMOTING THE CONCEPT OF CIRCULAR ECONOMY

Aneta Vasiljevic-Shikaleska⁴¹⁷

Goran Trpovski⁴¹⁸

Biljana Gjozinska⁴¹⁹

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Abstract: *The aim of the paper was to investigate the public performance on waste minimization and energy efficiency as one of the essential components of the "circular economy in practice" concept. For that purpose a Survey was conducted by distributing questionnaires randomly among the residents of Skopje (R. Macedonia). Descriptive statistical analysis was used to summarize collected data. The results indicate that the public awareness about the effects arising from the human activities which at most influence the climate changes nowadays is on a satisfactory level. In that direction, the residents of Skopje hold a positive attitude towards saving the energy in their households by utilizing electrical equipment which is energy efficient and saving the energy wherever possible. But, on the other hand, they do not practice selection of the waste, nor recycling and reusing of the materials (36 % and 63% of the respondents do not select the waste or recycle/reuse the materials at all).*

It was also observed that the performances of the public concerning the waste minimization and energy efficiency are affected by the age and level of education of the respondents.

Taking all together, although the

environmental awareness of the public is on a satisfactory level, the practice level is still moderate and more intensive activities have to be undertaken to induce the public to act in a more pro-environmental way.

Key words: *pro-environmental activities, waste minimization, energy efficiency, circular economy*

Aneta Vasiljevic-Sikaleska

earned her PhD in the field of engineering sciences at the University Ss. "Cyril and Methodius" – Skopje. She teaches Mathematics and Statistics for business at the Integrated Business Faculty and Applied research methods, Energy efficiency and Renewable Energy resources at the Integrated Business Faculty. Vasiljevic-Sikaleska is a project coordinator of two Erasmus + projects for Strategic partnership for higher education and has a great research experience in the field of education and implementation of innovative learning and teaching practices in higher education institutions. She is also interested in environment and issues related to environmental protection. Her main areas of interest are environment, sustainable development, advanced materials and circular economy.



Vasiljevic-Shikaleska is author of many scientific papers, referee in journals with impact factor and currently she is Editor in Chief of the Journal of Sustainable Development.

⁴¹⁷ Integrated Business Institute, Boul. 3ta Makedonska Brigada, 66A, 1000 Skopje, R. Macedonia

⁴¹⁸ Integrated Business Institute, Boul. 3ta Makedonska Brigada, 66A, 1000 Skopje, R. Macedonia

⁴¹⁹ Integrated Business Institute, Boul. 3ta Makedonska Brigada, 66A, 1000 Skopje, R. Macedonia

Goran Trpovski graduated at the Integrated Business Faculty and was awarded as the best student of the generation.

Currently Trpovski is a postgraduate at the Integrated Business Institute at the department of Environmental Economics. His main area of interest are the Energy Efficiency and Renewable Energy Sources.



Biljana Gjozinska earned her PhD title in December 2012, at the Faculty of Law “Iustinianus Primus” at the University Ss. “Cyril and Methodius” – Skopje, in the field of International Law. Gjozinska has years of experience working in higher education and judiciary sector. She has worked at the Integrated Business Faculty since November, 2011. For 5 years, Gjozinska performed duties as Secretary of the Faculty. She lectures the courses Business Law, Tax Law and tax management, and is part from the teaching staff of the course Integrated Business Curriculum. In 2013 she was elected as a docent at the Integrated Business Institute. Within her scientific work, she has participated in several international research projects. Also, she is an author of a number of scientific papers and is referee in international scientific journal. Gjozinska is Editorial Board member in Journal of Sustainable Development.

As Director of the Integrated Business Faculty, she has been elected in 2017 and as a member of Board of the Directors of insurance company Albsig –Skopje she has been elected in 2018. Her main scientific interest is in the area of Business Law and European Union Law

