**Encouraging Circular Lifestyles: Perspectives of Botswana waste sector stakeholders**

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**Abstract**

Environmental threats stemming from the linear economic model and poor waste management practices are increasingly proving problematic—e.g. generation of greenhouse gas emissions. Increased volumes of waste triggered by economic development and population growth are significantly complex to manage, and safe disposal infrastructure is failing to cope. This study therefore seeks to explore potential paradigm shifts that can encourage circular lifestyles for sustainable development. Guided by the Diffusion of Innovations theory, the study will specifically assess the perspectives of Botswana waste sector stakeholders on: i) how the circular economy is being communicated by development stakeholders and subsequently adopted by consumers, ii) the attitude of consumers towards the circular economy framework of strategies communicated and iii) how consumers can act in favour of circularity. Key informants in the waste sector will be sampled using a purposive sampling technique. Data collected will be analysed using qualitative methods such as content coding and thematic analysis. Results will accelerate the effectual implementation of the national Integrated Waste Management Policy, while contributing to global efforts to support and mobilise consumers to participate in the full spectrum of R-strategies—beyond recycling.

**Keywords: Circular economy, waste to wealth, environment, sustainable development**

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