

Abstract

This master's thesis aims to provide an outlook on the diffusion of circular economy (CE) awareness across the world and reveal the factors influencing its intensity. The awareness is assessed for a group of 122 countries by using their media data acquired from the Factiva database for the period 2000 – 2019. From the theoretical point of view, the work is framed by the Diffusion of innovation and Transnational diffusion of norms, ideas and policies' theories. According to the results of descriptive analysis, a cumulative distribution of aware countries has followed the S-shaped curve over time traditionally associated with the diffusion processes. Among the leaders in the CE awareness are China, Italy, Japan, and Spain for example. During the later years, however, one of the highest values were also measured for Rwanda or Eswatini. On the other hand, Russia was identified as the biggest laggard from the group. Regarding the individual factors whose effect was assessed via the OLS method, it is argued that the CE awareness is higher in the countries which are more embedded in the networks of intergovernmental organizations. Contrary to the expectations the systematic influence of the other economic, political or environmental factors was not proved. This idiosyncrasy could be caused by the novelty of the topic and its so far unsettled character in the media space as well as by diverse motives which can drive the countries' interest in the circular economy.