

PRESS RELEASE FOR IMMEDIATE RELEASE

European households invited to join CARE's Circular Pilots

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As Europe moves towards more sustainable consumption, households in Finland, Norway, Sweden, Estonia and Germany are invited to join CARE's upcoming Circular Food and Clothing Pilots. Starting in summer 2025, more than 100 households will embark on an approximately 18-month journey to reduce food waste or extend the life of their clothes, and adopt practical habits – supported by individual data, expert advice and a strong community.

Empowering households for circular change

In collaboration with scientific experts and local partners, CARE combines academic research with real-world solutions to help households make meaningful changes. By focusing on food and clothing consumption, two of the most resource-intensive household activities, CARE ensures that participants can reduce waste and adopt practical, sustainable habits.

"With CARE, we are empowering households to rethink their daily habits and adopt circular solutions that make a real difference," says Elina Närvänen of Tampere University, Project Coordinator of the 11-strong consortium. "By focusing on food and clothing – two areas with a significant environmental footprint – we can help families reduce waste, save money, and live more sustainable and healthier lives, ultimately contributing to their overall well-being."

Making circular living accessible and rewarding

Over the approximately 18-month long circular pilots, participants will engage in creative activities and challenges that aim to make sustainable living both practical and enjoyable. These activities will provide strategies for minimising food waste or teach households how to extend the lifespan of their clothes.

Beyond practical benefits, participating households will receive free expert advice and gain personalised insights. Regular community meet-ups and online discussions will allow households to share their experiences, learn from each other, and become part of a growing European community.

Want to see what circular living looks like? Watch our explainer videos and discover how small changes can fit into your daily life: [Small changes, big impact - make every meal count](#) | [Small changes, big impact - show your clothes you CARE](#)

Strong local partners ensuring regional impact

The CARE circular pilots will take place in five regions across Europe: Tampere (Finland), Asker (Norway), Gothenburg (Sweden), Lääne-Harju (Estonia) and Berlin (Germany). Starting in summer 2025, households from these regions are invited to register now to secure their place in the pilots. Participation is free, but places are limited.

The recruitment and implementation of the pilots is supported by strong local partners: EcoFellows in Finland, Asker Municipality in Norway, IVL in Sweden, Lääne-Harju Municipality and Zero Waste Estonia in Estonia, and Die Verbraucher Initiative in Germany. These partners will work alongside researchers from Tampere University (Finland), OsloMet (Norway), and Lund University (Sweden) to ensure that CARE's Circular Pilots are tailored to the specific needs of each region while maintaining high scientific standards.

Scaling circular solutions: Policy and industry changes

CARE aligns with the United Nations Sustainable Development Goal (SDG) 12 and the EU Circular Economy Action Plan, demonstrating how circular strategies can be successfully implemented at the household level. As part of the Circular Cities and Regions Initiative (CCRI), CARE supports local and regional circular economy strategies that can serve as models for sustainable consumption across Europe.

Insights gained from these pilots will provide valuable data for policymakers, cities, and businesses looking to develop replicable and scalable circular economy models.

About CARE: Empowering sustainable living across Europe

CARE is an innovative Horizon Europe project that aims to promote sustainable living and combat climate change. Focusing on everyday habits around food and clothing, CARE will empower 100 households in five European countries to reduce their environmental impact over the next years. To support sustainable consumption patterns that go beyond 2027, CARE will collaborate with citizens to develop tailored, inclusive and free advisory services and interventions.

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