

Let's team up!

At CARE, we believe in the power of collaboration. We bring together households, civil society, NGOs and CSOs, researchers, industry leaders, policy makers, and CCRI regions to create a sustainable circular economy.

How to participate

Households: Join our food and clothing activities and unlock the power of everyday choices.

Experts and Leaders: Contribute your expertise to lead innovation, shape impactful policies, and build resilient communities.

We're excited to work with you!



Project Partners



Follow us



#CareCircularHouseholds



Project Coordinator
Elina Närvänen
Tampere University
circularhouseholds@tuni.fi

Communication & Press
Katrin Hüttepohl
CSCP gGmbH
care@cscp.org

The CARE project is funded by the European Union under Grant Agreement No. 101135141. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.



SUSTAINABILITY STARTS AT HOME. WITH CARE.





CARE's vision is to inspire and empower households across Europe for a sustainable future

where circular consumption - maintaining, repairing, sharing, reusing, recycling and reducing waste - is not just a practice, but a celebrated norm.

We envision a society where every choice contributes to a healthier planet and well-being for all, supported by policy reforms, industry standards and community engagement.



Empowering Circular Living

CARE's mission is to empower households across Europe to rethink and change their daily food and clothing consumption habits to improve sustainability.

We are dedicated to

Educate and empower: We spark a passion for sustainable living through tailored advisory services and engaging community activities, providing households with practical insights and actionable strategies.

Support and facilitate: CARE equips households with essential tools and knowledge to adopt circular consumption routines that save resources, reduce waste and promote efficiency in everyday life.

Co-Create and develop: We co-design activities with households, guided by scientific methods like impact assessment and life cycle analysis. By refining our approach through data and feedback, we develop scalable solutions across Europe that align with sustainability goals, ensuring broad impact and lasting change.

Small changes, big difference!

The CARE project shows how small changes in daily routines at home can lead to significant environmental benefits, such as reducing greenhouse gas emissions and improving material efficiency.

By 2030, we aim to reduce food waste and new clothing purchases by 50% among participating households in Finland, Norway, Sweden, Estonia and Germany.

Our efforts not only benefit the environment, but also improve the well-being and quality of life for individuals and communities.



CARE also supports policy reforms that promote sustainability at local and national levels, driving sustainable practices across Europe and fostering a resilient ecosystem.

