

## **INSTIUTUINALISATION OF THE IDEA OF A CIRCULAR ECONOMY INTO POLISH NATIONAL POLICY**

In 2015 the European Commission has determined circular economy (CE) as the official solution to achievement “*sustainable, low-carbon, resource-efficient and competitive economy*”. Therefore, all EU members, including Poland, should develop an appropriate national policy which will be consistent with the defined assumptions by the European Commission. It is a challenge for the country as it requires to reformulate existing environmental policies and to find a way to integrate them. Since EU decision the policy-making process in Poland is underway. Due to the professional nature of the subject of policy, the CE is not a subject to wide public debate but the formalization of this idea into polish national policy takes place through political discourse, formulating arguments and conducting dialogue.

The language is a natural material for the policy-making process, but in this particular case the knowledge about its course is highly important for two reasons. First - the diagnosis of the political discourse about the CE during policy-making process is the only way to understand future rules of strategic policy direction especially the economic one. CE – as a term will become soon in Poland an obligatory development idea. It means, that today's subject of political discourse will have a real impact on the functioning of the state administration, enterprises and consumers. In this particular discourse, a small group of political stakeholders create a concept and its practical dimensions, which can have a broad economic and social impact. Second – the CE term is an example of the *conceptual blurriness*. There is not one commonly accepted definition of circular economy. Despite many attempts to systematize this idea, it is perceived as an umbrella concept, which covers technical and technological solutions of the production process and sustainable development, contributing to the implementation of a certain normative vision of the economic space. It evokes situation where the meaning is freely interpreted by different actors. The differences of understanding between stakeholders may have the most significant influence on the course of environmental public policies, which is related to the implementation and practical approach to CE and reveals barriers of CE theory development in research and business areas. The conceptual blur in the implementation of an idea in social or economic practice becomes a visible barrier, often indicated as a decisive factor in the failure to adopt a given concept, an example of which may be corporate social responsibility, sustainable development or green economy.

The purpose of this study is to identify and recreate the Circular Economy (CE) policy-making process from EU policy into national. The subject of the analysis is the ongoing political discourse about circular economy. For this purpose, appropriate legal acts and Twitter entries will be selected. As the supplementation the main part of the analysis the main stakeholders will be interviewed. The process will be presented through the identification of the concepts most closely related to the idea of CE, determining the dynamics of the processuality of the circular economy discourse in 2015-2022, defining the context of the occurrence of the circular economy concept in the discourse, identifying the most important members of the communication community and the dominant discourse path expressed in the conceptualization of circular economy in public policy and selection of strategic goals. The research is theoretical and exploratory guided by a discursive methodology. We assume not only the identification of meaning the CE term and its establishing into polish policy, but also the developing the discursive approach in public policies.