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## CIRCULAR ECONOMY IN RUSSIA: TRENDS AND PROSPECTS

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**Abstract.** The article is devoted to the prospects of circular economy development in Russia. It outlines that the urgency of transition of Russian economy from traditional, linear model to the circular economy is caused by the necessity of reconsideration of consumption principles and achievement of more rational use of available resources. Definition, main characteristics and key principles of circular economy model are considered. Within the framework of the review of international approaches to the concept of circular economy, the typical business models are described. The priorities of the formation of this type of economy in Russia were identified in the discussion at the Eastern Economic Forum 2022. They are the maximizing of the rational use of raw and input materials, reducing wastes, creating infrastructure for recycling and disposal, including the organization of eight eco-industrial parks, which would possess all-round possibilities for processing the main types of waste. The article emphasizes the introduction of business models and processes developed with due consideration of Russian reform needs in the sphere of transforming the MSW management system has a significant potential for solving the acute problems of waste processing and exhaustion of natural resources.

**Keywords:** circular economy; EEF-2022; business model; eco-industrial park; environmental education; economic incentive mechanism.

**JEL code:** F63; L23; M21.

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