PUBLIC POLICIES AND REVERSE LOGISTICS: TOWARDS A CIRCULAR ECONOMY

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Purpose:
Currently, there is increasing attention given to issues related to the environment. The adoption by 193 nations of the sustainable development goals (SDGs) solidifies this concern. When it comes to issues related to waste generation, specifically, there is SDG 12, which addresses responsible production and consumption. In this sense, a promising proposal that is understood as an alternative model of production and consumption, contrary to the current linear model, with the main objectives of eliminating waste and maintaining products and materials in use for as long as possible, seeking to regenerate nature is the Circular Economy - CE. In recent years, the CE theme has become a mantra for some nations, academia and non-governmental bodies. CE proposal presents itself as a viable alternative that can revert to some degree the main challenges considering the impacts generated by the forms of consumption and production incorporated by a significant portion of nations and societies. Among the decisive factors for the effective implementation of the circular economy, reverse logistics and public policies were already addressed and had their relevance even before the emergence of recent discussions on the topic. The main objective of this research is to point out the joint importance of public policies and reverse logistics in the face of this much-needed transition towards a circular economy in emerging economies.

Research Approach:
The main public policies present in Brazil and in the world, initially focused on reverse logistics, but which bring relevant contributions to the circular economy, will be presented. From this, the article will first present a bibliographic review on the themes circular economy, reverse logistics and public policies, clarifying their interrelationships. And in a second moment, through a systematic research, it will present the main public policies and their relevance in the face of reverse logistics and the circular economy in emerging economies.

Findings and Originality:
This research brings as an originality the clarification of this interrelation between the themes and as a result the affirmation that the government, through public policies, plays an important role in sowing the adoption of CE concepts in emerging economies, specifically in Brazil. Also specifying the role of reverse logistics at the present time and in the future, in this transition towards CE and pointing out some public policies from abroad as examples to be followed.

Research Impact:
Clarifying the role of public policies and reverse logistics in the transition and, mainly, pointing out ways to be followed in relation to public policies.

Practical Impact:
By pointing out public policy practices that have been implemented in other countries, in favour of the circular economy, bringing models to be replicated in emerging countries, specifically in Brazil.

Keywords: circular economy, reverse logistics, public policy