

# ECO4ALL INTERNATIONAL CONFERENCE 2026

*COST ACTION 22124*

## CONSUMER RIGHTS IN THE AGE OF THE CIRCULAR ECONOMY: TOWARDS SUSTAINABLE AND FAIR PRODUCTION AND CONSUMPTION PRACTICES



[www.eco4all.org](http://www.eco4all.org)



**25-26-27 March 2026**  
**Universitas Mercatorum**  
**Spazio Mercatorum**

via Casilina, 110/b - Rome (Italy)



Sign-up for the event:

[adesioni.eventi@unimercatorum.it](mailto:adesioni.eventi@unimercatorum.it)

March 25, 2026 - Pre-conference	
09:30 – 10.00	<b>Registration of participants</b>
10.00 - 12.30	<b>Meeting of Working Group 3 - ECO4ALL Cost Action Project</b>
12:30 - 13:30	<b>Lunch time (free option for each participant based on per diem)</b>
13.30 - 14.30	<b>Meeting of Working Group 3 - ECO4ALL Cost Action Project</b>
14:30 - 15:00	<b>Break networking</b>
15.00 - 16.30	<b>Meeting of Working Group 3 - ECO4ALL Cost Action Project</b>
March 26, 2026	
09:30 – 10.00	<b>Registration of participants</b>
<b>Conference Opening</b> <i>Moderator: Maria Menshikova (Universitas Mercatorum, Italy)</i> <i>Room 1</i> <b>Zoom: <a href="https://us06web.zoom.us/meeting/register/VZW9Jwn5Tp28hG0g1DmmJQ">https://us06web.zoom.us/meeting/register/VZW9Jwn5Tp28hG0g1DmmJQ</a></b>	
10.00 – 10:30	<b>Institutional Greetings:</b> <ul style="list-style-type: none"> <li>- <b>Prof. Marco Mocella</b> - Full Professor in Labour Law, Rector's Delegate for Internationalization, Universitas Mercatorum (Italy), Director of the Department of “Law and Institutions”</li> <li>- <b>Prof. Alessandra Micozzi</b> - Full Professor of Applied Economics, Dean of the Faculty of Social and Communication Sciences, Coordinator of the PhD in “Sustainability and ESG Agenda”</li> </ul> <b>Conference Opening:</b> <ul style="list-style-type: none"> <li>- <b>Olesea Plotnic</b> - Action Chair, Moldova State University (Moldova)</li> <li>- <b>Maria Menshikova</b> - WG3 Leader, Universitas Mercatorum (Italy)</li> </ul>
<b>Keynote Speakers</b> <i>Moderator: Alessandra Ricciardelli (Universitas Mercatorum, Italy)</i>	
10:30 - 12:30	<b>Stefano Di Lauro</b> , Universitas Mercatorum (Italy) <i>Designing and Organizing Sustainable Work in the Age of the Circular Economy</i>
	<b>Mihaela Tofan</b> , Alexandru Ioan Cuza University of Iași, Institute of Legal Research of the Romanian Academy (Romania) <i>Aligning Law, Design and Policy Pathways to Fair Regulatory Incentives in Circular Transition</i>

	<p><b>Salvija Muleviciene</b>, Mykolas Romeris University (Lithuania) <i>How Far Law Can Go: The Logic and Limits of Using Legal Tools to Support Circular Economy</i></p>
	<p><b>Anton Fedosov</b>, FHNW University of Applied Sciences and Arts (Switzerland) <i>Designing for Technology-Mediated Sharing Practices and Sustainable Consumption</i></p>
	<p><b>Roido Mitoula</b>, Harokopio University of Athens (Greece) <i>SDG 9 and Circular Economy: the Role of Citizens in Promoting Sustainable and Fair Production and Consumption</i></p>
12:30 - 13:30	<b>Lunch time (free option for each participant based on per diem)</b>
<p><b>Session 1: Measuring Circular Efficiency: From Policy Metrics to Consumer Impact</b>  Moderator: <i>Kosjenka Dumancic (University of Zagreb, Croatia)</i>  Room 1  Zoom: <a href="https://us06web.zoom.us/join/VZW9Jwn5Tp28hG0g1DmmJQ">https://us06web.zoom.us/join/VZW9Jwn5Tp28hG0g1DmmJQ</a></p>	
	<p><b>Antonis A. Zorpas</b>, Open University of Cyprus (Cyprus)  <b>Irene Voukkali</b>, Open University of Cyprus (Cyprus)  <b>Valentina Phinikettou</b>, Open University of Cyprus (Cyprus)  <b>Pantelitsa Loizia</b>, Envitech Ltd (Cyprus)  <b>Panayiota Kariou</b>, Envitech Ltd (Cyprus)  <b>Vincenzo Naddeo</b>, University of Salerno (Italy)  <b>Demetris F. Lekkas</b>, University of the Aegean (Greece)  <b>Eleftheria Klontza</b>, University of the Aegean (Greece)  <i>An Overview of Plastic Pollution in the Environment</i></p>
	<p><b>Isidora Milošević</b>, University of Belgrade (Serbia)  <b>Juc Victor</b>, Institute of Legal, Political and Sociological Research (Moldova)  <b>Zorana Stanković</b>, University of Niš (Serbia)  <b>Olesea Plotnic</b>, Moldova State University (Moldova)  <i>Circular Economy in Smart cities: Technology transfer, innovation and the active role of consumers</i></p>
13.30 - 15.00	<p><b>Eleftheria Klontza</b>, University of the Aegean (Greece)  <b>Olesea Plotnic</b>, Moldova State University (Moldova)  <b>Antonis Zorpas</b>, Open University of Cyprus (Cyprus)  <b>Demetris-Francis Lekkas</b>, University of the Aegean (Greece)  <i>Circular Bioeconomy to Support the Green Transition in Insular Areas</i></p>
	<p><b>Ivan Ciric</b>, University of Nis (Serbia)  <b>Milica Tasic</b>, University of Nis (Serbia)  <b>Ana Kitic</b>, University of Nis (Serbia)  <b>Zlatan Car</b>, Catholic University of Zagreb (Croatia)  <i>Data - Driven Assessment of Circular Energy Efficiency: An Explainable AI Approach</i></p>

	<p><b>Roxana Mădălina Stoica</b>, National Institute for Chemical-Pharmaceutical Research and Development (Romania)  <b>Nicoleta Ene-Stamate</b>, National Institute for Chemical-Pharmaceutical Research and Development-ICCF (Romania)  <b>Elena Simina Lakatos</b>, Institute for Research in Circular Economy and Environment “Ernest Lupan” (Romania)  <b>Elena Cristina Rada</b>, Insubria University (Italy)  <i>Sustainable Biosurfactant Production from Industrial Waste Using Pseudomonas Putida ICCF 391: a Circular Economy and Consumer Protection Perspective</i></p>
15.00 - 15.30	<p><b>Demetris-Francis Lekkas</b>, University of the Aegean (Greece)  <b>Sevasti Spiridi</b>, University of the Aegean (Greece),  <b>Maria Hatziantoniou</b>, University of the Aegean (Greece)  <b>Irene Voukkali</b>, Open University of Cyprus (Cyprus)  <b>Ajtene Avdullahi</b>, University Isa Boletini in Mitrovica (Kosovo)  <b>Eleftheria Klontza</b>, University of the Aegean (Greece)  <i>Utilization of Recycled Glass bottles in Cement Production: A Sustainable Approach for Waste Management and Construction Practices on Lesvos Island</i></p>
<p style="text-align: center;"><b>Break networking</b></p> <p><b>Session 1: Measuring Circular Efficiency: From Policy Metrics to Consumer Impact</b>  Moderator: <i>Isidora Milošević (University of Belgrade, Serbia)</i>  Room 1  Zoom: <a href="https://us06web.zoom.us/joining/register/VZW9Jwn5Tp28hG0g1DmmJQ">https://us06web.zoom.us/joining/register/VZW9Jwn5Tp28hG0g1DmmJQ</a></p>	
15.30 - 17.00	<p><b>Jelena Titko</b>, EKA University of Applied Sciences (Latvia)  <b>Anna Strazda</b>, EKA University of Applied Sciences (Latvia)  <b>Kristīne Užule</b>, EKA University of Applied Sciences (Latvia)  <b>Vladimirs Šatrevičs</b>, Riga Technical University (Latvia)  <b>Jelena Budanceva</b>, EKA University of Applied Sciences (Latvia)  <b>Tarlan Ahmadov</b>, University of Beira Interior (Portugal)  <i>Perception of Brand Humanization by University Students: Development and Testing of the Measurement Scale</i></p> <p><b>Milena Rajic</b>, University of Nis (Serbia)  <b>Zorana Stanković</b>, University of Nis (Serbia)  <b>Isidora Milošević</b>, University of Belgrade (Serbia)  <b>Adriana Buzdugan</b>, Moldova State University (Moldova)  <b>Sehnaz Okkiran</b>, Gaziantep University (Türkiye)  <b>Vesna Jovanović</b>, University of Nis (Serbia)  <b>Snežana Radukić</b>, University of Nis (Serbia)  <i>Framework for Consumer-centric Circularity – the Local Symbiosis Index Linking Industrial Cooperation to Reducing, Reusing, and Repairing</i></p> <p><b>Esma Nur Cinicioglu</b>, Istanbul University (Türkiye)  <b>Olesea Plotnic</b>, Moldova State University (Moldova)  <i>Heterogeneous Pathways to Circular Material Use in Europe: Country Clusters, Consumption-Related Outcomes, and Consumer Implications</i></p>



## Session 2: Designing for Longevity: Innovations and Best Practices in Circular Product Design

Moderator: *Tatia Dolidze (European University, Georgia)*

Room 3

Zoom: [https://us06web.zoom.us/join/zoom/register/v-NZVYOyRvm\\_4-5zaRPuaQ](https://us06web.zoom.us/join/zoom/register/v-NZVYOyRvm_4-5zaRPuaQ)

15.30 - 17.00

**Sarah Zimmermann**, The Rediscovery Centre (Ireland)  
**Nicholas M. Holden**, University College Dublin (Ireland)

*Target Areas for Climate Action via Urban Circular Bioeconomy in Ireland: Built Environment, Food, Manufacturing, Transport Logistics, and People*

**Julijana Angelovska**, University of Skopje (North Macedonia)

**Stela Baltova**, International Business School (Bulgaria)

**Nina Angelovska Stankov**, University of Skopje (North Macedonia)

*Circular Economy Performance in the European Union: Disparities, Trends, and the Relationship Between Resource Productivity and Circular Material Use*

**Guranda Tchelidze**, Caucasus University (Georgia)

**Iurie Lisnic**, Academy of Legal Research (Moldova)

*Transposition of European Approaches in Georgia: The Waste Management Code, Extended Producer Responsibility (EPR) and the Circular Economy*

**Andelka Stojanović**, University of Belgrade (Serbia)

**Lidija Krstić**, University of Belgrade (Serbia)

**Maria Menshikova**, Universitas Mercatorum (Italy)

**Almudena Muñoz Puche**, Technological Centre of Furniture and Wood of the Region of Murcia (Spain)

*Integrating Environmental and Consumer Metrics to Understand Sustainable Purchasing Behavior: Insights From Circular Economy Practices*

**Snežana Radukić**, University of Nis (Serbia)

**Tatjana Tambovceva**, Riga Technical University (Latvia)

**Şehnaz Okkırın**, Gaziantep University (Türkiye)

**Milena Rajić**, University of Nis (Serbia)

*Circular Effects of Sustainable Production and Consumption on Environmental Quality: a Cross-country Mediation Analysis*

**Aleksandar Petrovski**, Ss. Cyril and Methodius University (North Macedonia)

**Aleksandar Andjelković**, University of Novi Sad (Serbia)

**Jan Kazak**, Wrocław University of Environmental and Life Sciences (Poland)

*Design for Reuse and Longevity of Circular Construction Products*

## Day 2: March 27, 2026

09:30 – 10.00 **Registration of participants**

### Session 3: Aligning Law and Design: Policy and Regulatory Pathways for a Fair Circular Transition

*Moderator: Veronica Lopotenco (United Nations Development Programme, Moldova)*  
*Room 1*

*Zoom: <https://us06web.zoom.us/meeting/register/gg4wVsR9TGi7aXuo89JzUQ>*

10.00 - 11.15	<p><b>Anatoliy Goncharuk</b>, Hauge School of Management, NLA Høgskolen (Norway) <b>Iliya Kereziev</b>, University of National and World Economy (Bulgaria) <i>Bridging Consumer Perceptions and Circular Economy Efficiency: Evidence from a Post-transition EU Economy</i></p>
	<p><b>Jiří Strouhal</b>, Pan-European University Prague (Czech Republic) <b>Sajani Karunarathne</b>, TalTech (Estonia) <b>Emil Velinov</b>, University of Applied Sciences (Latvia) <i>Beyond the Green Deal: A Comparative Analysis of Circular Economy Transitions in the Visegrad Group and Baltic States</i></p>
	<p><b>Ana Maria Criștor</b>, Moldova State University (Moldova) <b>Dorina Cimil</b>, University of Bucharest (Romania) <i>Segmented Liability in Online Legal Advice: A Reconceptualization of Responsibility Toward the Digital Consumer</i></p>
	<p><b>Oliva M. D. Martins</b>, CITeD - Instituto Politécnico de Bragança (Portugal) <b>Natacha de Jesus Silva</b>, UNIAG-Instituto Politécnico de Bragança (Portugal) <b>Maria Menshikova</b>, Universitas Mercatom (Italy) <b>Kosjenka Dumančić</b>, University of Zagreb (Croatia) <i>A Mind Map of Factors Influencing the Choice of Eco-friendly and Sustainable Products: Insights From Neuromarketing</i></p>
	<p><b>Gulnaz Alasgarova</b>, Institute of Law and Human Rights (Azerbaijan) <b>Özlem Önder</b>, Ege University (Türkiye) <i>Gaps and Misalignments in Policy Implementation of Circular Economy</i></p>
11.15 - 11.45	<p><b>Break networking</b></p>



	<p><b>Grennda Guerra</b>, Federal University of Pernambuco (Brazil)  <b>Nimra Ahmed</b>, University of Zurich (Switzerland),  <b>Anton Fedosov</b>, University of Applied Sciences and Arts Northwestern Switzerland, (Switzerland)  <i>Designing Sharing and Circular Economy Platforms with Cultural Considerations</i></p>
	<p><b>Katarina Katavić</b>, Josip Juraj Strossmayer University of Osijek (Croatia)  <b>Olesea Plotnic</b>, Moldova State University (Moldova)  <i>CSDDD in Practice: Analysis of Due Diligence Obligations and Implementation Challenges</i></p>
	<p><b>Ana Kitic</b>, University of Niš (Serbia)  <b>Lidia Petrova Galabova</b>, Technical University of Sofia (Bulgaria)  <i>Engaging Consumers and Firms Through Circular Business Models: From Awareness to Sustainable Action</i></p>
	<p><b>Gökçe Manavgat</b>, Toros University (Türkiye)  <b>Mija Crnjaković</b>, University of Zagreb, Zagreb (Croatia)  <i>From Industrial Circularity to Well-being: Assessing the Social Efficiency of the Circular Economy in the EU</i></p>
11.15 - 11.45	<b>Break networking</b>
<p><b>Special Session 4 for Young Researchers: From Awareness to Action: Engaging Consumers and Businesses in Circular Practices</b>  Moderator: <i>Tarlan Ahmadov (University of Eastern Finland)</i>  Room 3  Zoom: <a href="https://us06web.zoom.us/meeting/register/uTmKHIR_Tu2Dyvc35iuGEw">https://us06web.zoom.us/meeting/register/uTmKHIR_Tu2Dyvc35iuGEw</a></p>	
11.45 - 13.00	<p><b>Danijela Pantović</b>, University of Kragujevac (Serbia)  <b>Sllavka Kurti</b>, University of Tirana (Albania)  <b>Sanja Peković</b>, University of Montenegro (Montenegro)  <i>Gender Differences in Motivations to Consume in Restaurants with a Green Dimension</i></p>
	<p><b>Dabija Dadiana</b>, Stefan cel Mare University of Suceava (Romania)  <b>Isola Cecilia</b>, University of Genoa (Italy)  <i>A Consumer Cycle Framework for Assessing Circular Economy Performance at the Use Phase</i></p>
	<p><b>Irena Baláková</b>, Mendel University (Czech Republic)  <b>Michaela Kundrátová</b>, Mendel University (Czech Republic)  <b>Adriana Buzdugan</b>, Moldova State University (Moldova)  <i>Motivations and Barriers to Re-use Practices: A Segmented Consumer Perspective in Czechia</i></p>
	<p><b>Viktorija Stojkovski</b>, University St. Kliment Ohridski- Bitola (North Macedonia)  <b>Katerina Bojkovska</b>, University St. Kliment Ohridski- Bitola (North Macedonia)  <b>Nikolche Jankulovski</b>, University St. Kliment Ohridski- Bitola (North Macedonia)  <b>Adriana Buzdugan</b>, Moldova State University (Moldova)  <i>Enhancing Circular Economy Outcomes Through Strategic Collaboration: Management Approaches for Policymakers, Business and Consumers</i></p>

	<b>Atakan Durmaz</b> , Samsun University (Türkiye) <b>Tarlan Ahmadov</b> , University of Beira Interior (Portugal) <i>Circular Futures in Migration: Sustainable and Circular Economy Practices Among Migrant Entrepreneurs in Türkiye</i>
13:00 - 14:00	<b>Lunch time (free option for each participant based on per diem)</b>
14.00 - 14.15	Participants registration and break networking
14:00 - 16:00	<i>Management Committee Meeting</i>