

To: Institute of Energy Systems and Environment of the Riga Technical University

## Letter of Intent

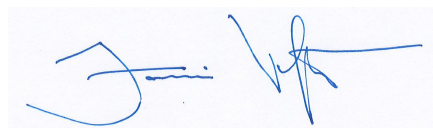
20 April 2023, Rīga (Latvia)

The Latvian Association of Waste Management Companies (LASUA) hereby confirms its intention to support the project application of Riga Technical University (RTU) **“Bridging the gap between awareness and action taking to shift the consumption habits in a Waste “avoid-reduce-reuse” strategies” (Linear2Circular)** as the stakeholder. The supported RTU project has been submitted to the Fundamental and applied research programme funded by the Latvian Science Council in the open project tender.

The aim of the “Linear2Circular” project develop the strategies how to integrate the individual waste producers, incl. hard-to-reach (HTR) users in waste management and retailers in alternative actions and business models (avoid-reduce-reuse) for circular economy targets. The hypothesis of the proposed project anticipates that HTR users have different mindsets (so called mental models) driven by various factors as lack of trust, knowledge, cultural factors, economic barriers as well as hidden reasons and therefore different policy interventions needs to be applied to reach the CE targets through HTR individuals.

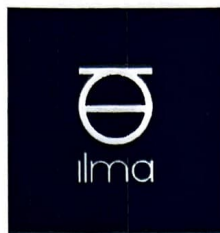
The Latvian Association of Waste Management Companies (LASUA) includes companies engaged in management, collection, depositing, processing, handling, burying of household and hazardous waste and removal of industrial waste, and also providing for other utilities. The mission of LASUA is to facilitate complex development of socially responsible waste management companies in Latvia according to the circular economy principles.

The results of the project **“Linear2Circular”** will be essential for waste management companies, decision-making bodies (ministries and agencies), entrepreneurs, as well as investors in innovation.



**Dr.sc.ing. Jānis Vilgerts**

**Chairman of the Board of the Latvian Association of Waste Management Companies**



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22 April 2023

"IlmaPood" Ltd hereby confirms its intention to support the project application of Riga Technical University (RTU) **"Bridging the gap between awareness and action taking to shift the consumption habits in a Waste "avoid-reduce-reuse" strategies" (Linear2Circular)** as the stakeholder. The supported RTU project has been submitted to the Fundamental and applied research programme funded by the Latvian Science Council in the open project tender.

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"IlmaPood" Ltd is a private company running a zero-waste shop. "IlmaPood" activities are directly focused on elimination of waste generation through package free products as well as public awareness on zero waste options.

The results of the project **"Linear2Circular"** will be essential to raise the individuals and community actions towards "avoid-reduce-reuse" strategies.

**Julija Bulgakova**

**Member of the Board of "Ilma Pood" Ltd**