

## **Abstract**

The diploma thesis deals with the concept of circular economy (hereinafter CE) and its application in several Czech and one multinational company. On these specific examples of companies, the work shows how circularity is achieved, with all the essentials of this fact, what support for the concept is offered in the Czech Republic and, last but not least, what obstacles and problems the companies face. Along with this practical experience, opinions by theoretical experts who deal with the issue in their profession are further examined.

The aim of the work was to map the matter of use of secondary raw materials and other principles of CE in both practical and theoretical spheres of knowledge, and where possible, to compare these two views. Furthermore, the work focuses on the benefits of real use of the principles of CE in the Czech conditions from an environmental point of view.

In its theoretical part, it first addresses the issue of waste in general, especially from the perspective of a global problem. It presents the development, current situation and forecast of the size of waste generation, including its impacts. Furthermore, it has introduced the concept of CE, its various concepts and definitions, together with the main principles.

Subsequently, it presents the real adoption of the concept by the European Union, how it has implemented its principles into its legislation and what results it has so far.

To fulfill the purpose of the empirical part of the work, a qualitative research was chosen on the basis of semi-structured interviews with companies and experts, supplemented by data from relevant sources, which expand the experience of companies and the opinions of experts.

Businesses and experts agreed that the circular economy is a meaningful concept that addresses how to use material resources efficiently to minimize waste generation or to reuse it as a secondary raw material.

However, the application of the concept, especially when it is still a minority approach to business, is associated with higher costs, most often due to the need for expensive technology. Therefore, if the state and society want to establish a more efficient and environmentally friendly use of resources, this concept also requires greater economic support, which in Czech conditions proved to be a problem in several cases.