

The Readiness of Transition to Circular Economy of Vietnamese Companies in the Fast-Moving Consumer Goods Industry

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Abstract: *The circular economy (CE) has become an inevitable trend, happening more and more strongly in many countries around the world, including Vietnam. The transition from the traditional economy to the CE is considered an effective solution to maintain economic development while minimize adverse impacts on the environment. The main objective of the study was to assess the readiness to transform to CE model of Vietnamese companies in the fast-moving consumer goods (FMCG) industry. The research results showed that most of Vietnam's FMCG enterprises have taken actions in transition to the CE model but at low level. Among the assessment criteria, the criterion of cooperation and communication has the lowest score, reflecting the unwillingness to share and cooperate with stakeholders in the transition to the CE model. To successfully transform to CE, concrete suggestions have been offered for Vietnam. Among them are better incentive mechanism; building successful CE cases as a basis for scaling up and using multi-stakeholder approach to promote the application of the CE model.*

Key words: *Circular economy, Fast-moving consumer goods industry, readiness of transition, Vietnam.*

1. Introduction

After 35 years of renovation, the Vietnam economy grew rapidly and Vietnam become a raising-star in the region and the world with many remarkable achievements. The economy not only grows by scale but the quality of growth is also improved, the people living standard is enhanced. Howev

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