



Consumers in the Circular Economy

Welcome to the workshop!

Brussels, 7 March 2019

www.scp-centre.org

Welcome!

By

**Michael Kuhndt, Executive Director,
Collaborating Centre on
Sustainable Consumption and Production
(CSCP)**

&

**Markus Terho, Project Director,
Resource-wise citizen, Sitra**

Which of these do you?

Choose one

- A** Paying for gym membership but not going
- B** Eating sugary snacks
- C** Not saving for my retirement
- D** Texting and driving
- E** Going back to sleep after my alarm clock has woken me
- F** None of these, I'm completely rational

People are irrational, yet often we design things as if they were entirely rational...

What is in it for the Circular Economy from a Consumer Insight Perspective?

Our agenda for today

Overview

7 March 2019: 'Consumers in the Circular Economy' Workshop	
9:30-9:50	Welcome & Introduction to the Consumer Insight Action Panel By Markus Terho, Sitra and Michael Kuhndt, CSCP
9:50-10:30	Breakout group discussion Look into CE challenges and potential solutions in view of consumer behaviour insight <ol style="list-style-type: none">1. Textiles2. Plastics3. Electronics
10:30-10:50	Reporting back & Wrap-up

How did it all started?

A little bit of background

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#CEstakeholderEU

European Circular Economy Stakeholder Platform

A joint initiative by the European Commission and the European Economic and Social Committee



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Coordination Group Contacts

Find here detailed contacts for the Coordination Group's members. **To access contact details, please click on each member's name.**

You can also check Coordination Group's meeting and activities in our **dedicated section**.

Consumer insights into the Circular Economy

Stakeholder Meeting on 25 Oct 2018



Consumer insights into the Circular Economy

What were the main conclusions resulting from the meeting?



“Despite the importance of consumer insights, there is little research on behaviour change with specific regard to the circular economy, and **the need to consider behavioural and consumption aspects is still largely overlooked within the circular economy transition.**” (Muranko et al., 2018)

Concrete **needs** identified:

1. Develop a realistic view of human behaviour
2. Move beyond assumptions of rationality
3. Address rebound effects / increase of resource consumption
4. Understand and explore ‘prosumerism’
5. Explore new ways to introduce circular economy policies
6. Build living labs to create circular economy solutions
7. Gather and share existing knowledge

Consumer insights into the Circular Economy

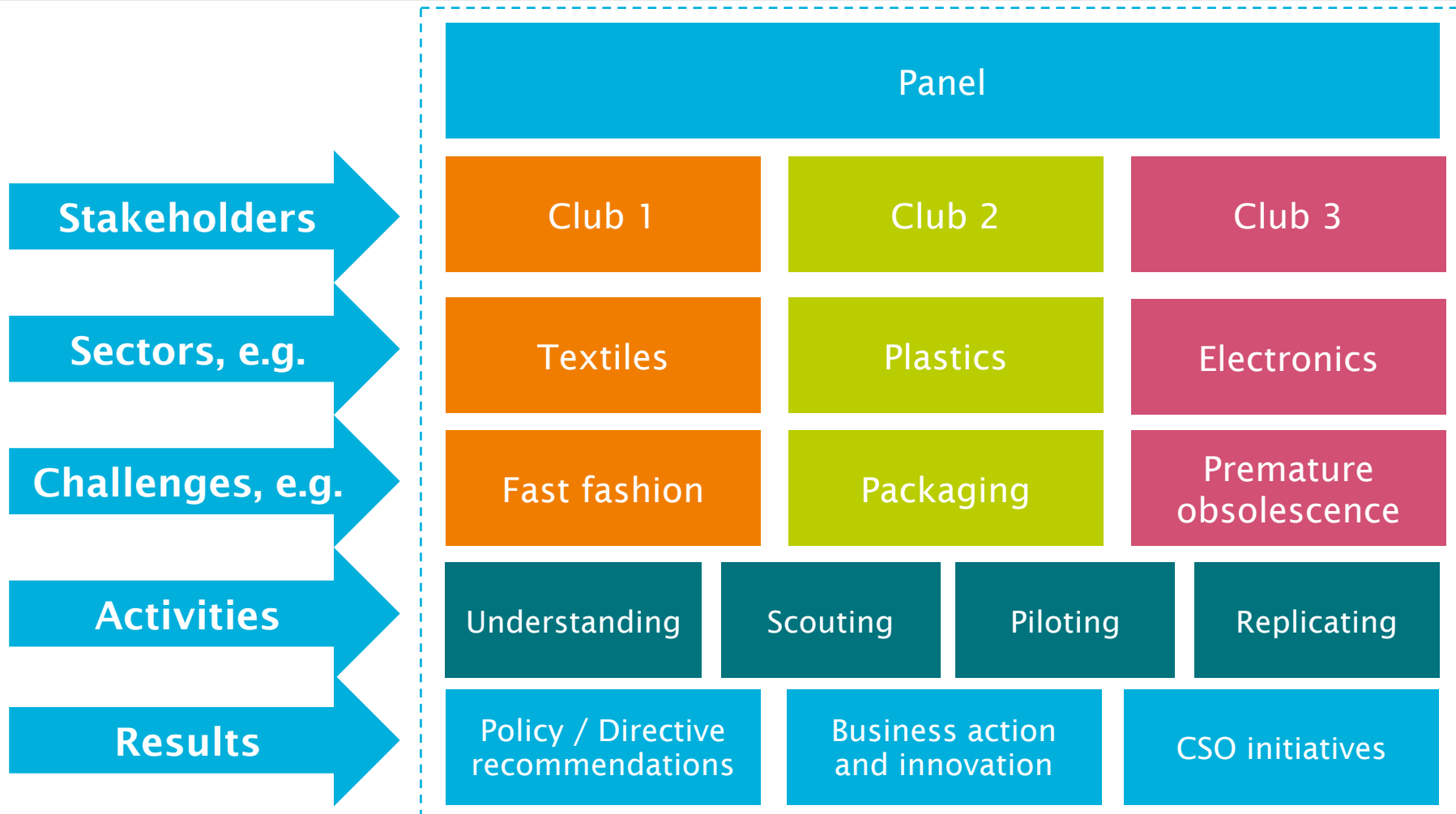
What was the promising way ahead identified?

Establish a Consumer Insight Panel

- A panel with **multi-stakeholder** representation would be crucial for **systematic knowledge collection** and **brokerage** on consumer insight into the circular economy.
- Novel knowledge could also be created to address knowledge **gaps**, e.g. through **pilot interventions** to test solutions locally.
- Piloting and **innovation** could focus on specific directives (e.g. eco-design), sectors (textiles, electronics, plastics) and/or circular economy activities (repairing, sharing, reusing).
- The **goal** would be to translate existing and novel consumer behaviour knowledge into impact-oriented activities, tools and recommendations to guide policy makers / DGs, business and civil society in enabling consumer-relevant circular economy strategies.

Establish a Consumer Insight Action Panel

Overview of key components



Secondary Behavioural Barrier

Primary Behavioural Barrier

S

H

I

F

T

S

Social

H

**Habit
formation**

I

Individual self

F

**Feelings and
cognition**

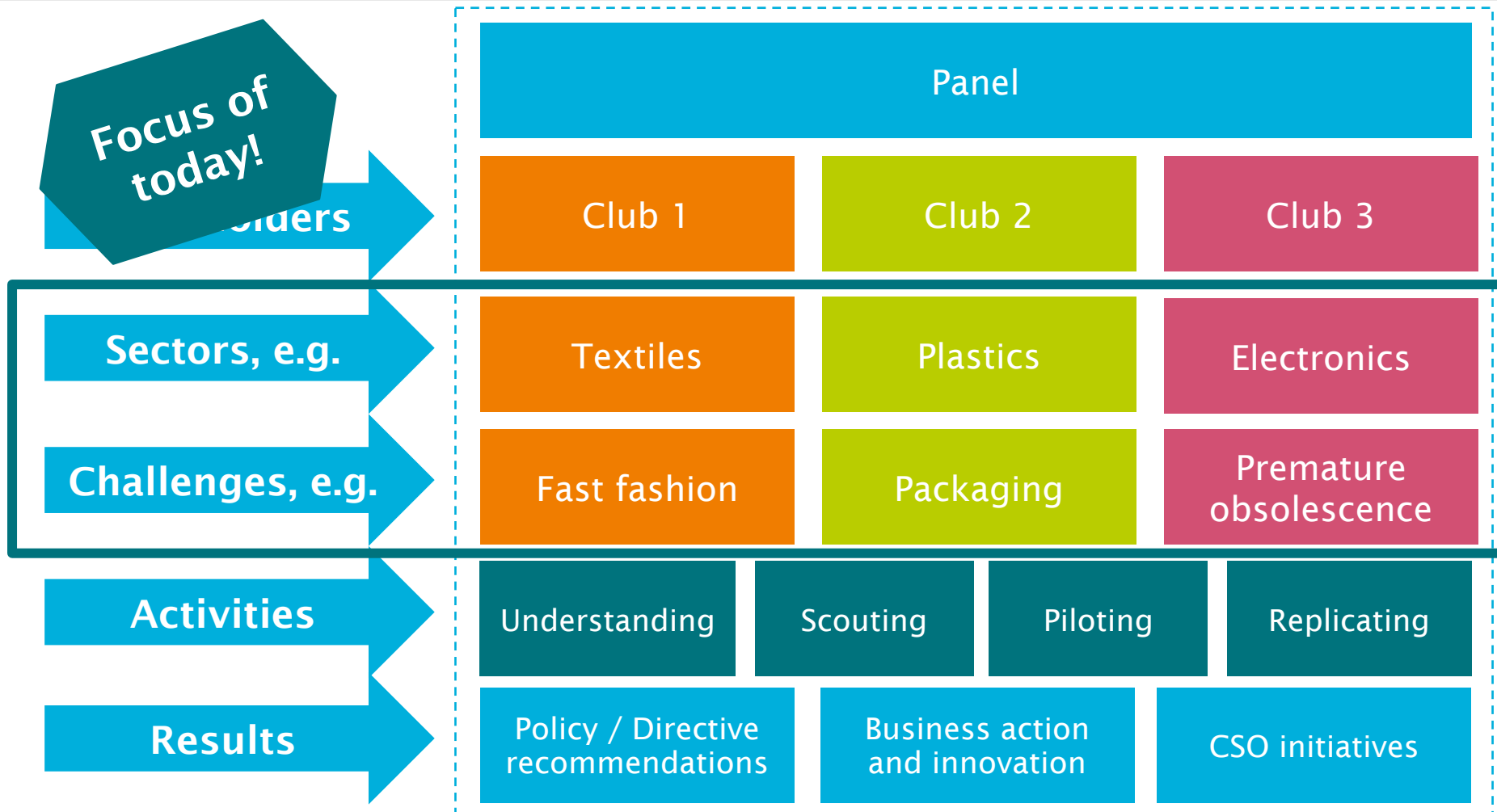
T

Tangibility

•	S: Show others engaging in the desired sustainable behaviour in public settings + H: Give individual or comparative peer feedback on performance	S: Communicate about relevant descriptive and injunctive social norms + I: Prime individuals to think of the self as part of a collective	S: Communicate new ways/norms around spending time with family + F: Show that special moments/positive emotions can occur on "staycations" too	S: Communicate new descriptive and injunctive norms + T: Make behaviours and outcomes very tangible and clear
H: Shape positive behaviours using rewards + S: Make the action positive and observable to others	•	H: Use discontinuity to break bad habits (e.g., change transport for one week) + I: Highlight benefits to the self in ways that overcome barriers	H: Shape positive behaviours with rewards and feedback + F: Subtly activate feelings of guilt	H: Use prompts and feedback to shape habits + T: Make behaviours and outcomes very tangible and clear
I: Make the action appealing to self-interest + S: Communicate positive norms around the behaviour	I: Increase convenience to the self + H: Use rewards and prompts to shape the desired behaviour	•	I: Decrease perceived costs to the self + F: Create positive feelings around the new option/behaviour	I: Activate personal norms and values + T: Communicate clear and tangible outcomes
F: Communicate the benefits of product ingredients + S: Increase the social desirability of the option	F: Subtly activate guilt by activating self-standards + H: Use rewards to shape desired behaviours	F: Create cognitions by educating on sustainable attributes + I: Highlight the self-benefits of purchase	•	F: Create cognitions via education + T: Communicate clear and tangible outcomes
T: Communicate clear and tangible outcomes + S: Communicate positive social norms	T: Communicate clear and tangible outcomes + H: Use rewards to shape positive behaviours	T: Communicate clear and tangible outcomes + I: Highlight either benefits to self or personal norms around helping	T: Communicate clear and tangible outcomes + F: Create relevant cognitions about attributes	•

Consumer Insight Action Panel

Focus of today



Let's split into groups

According to your sector of expertise and interest

Textiles

Lars Fogh Mortensen, Consumption, Products and Plastics Expert,
European Environment Agency (EEA)

Plastics

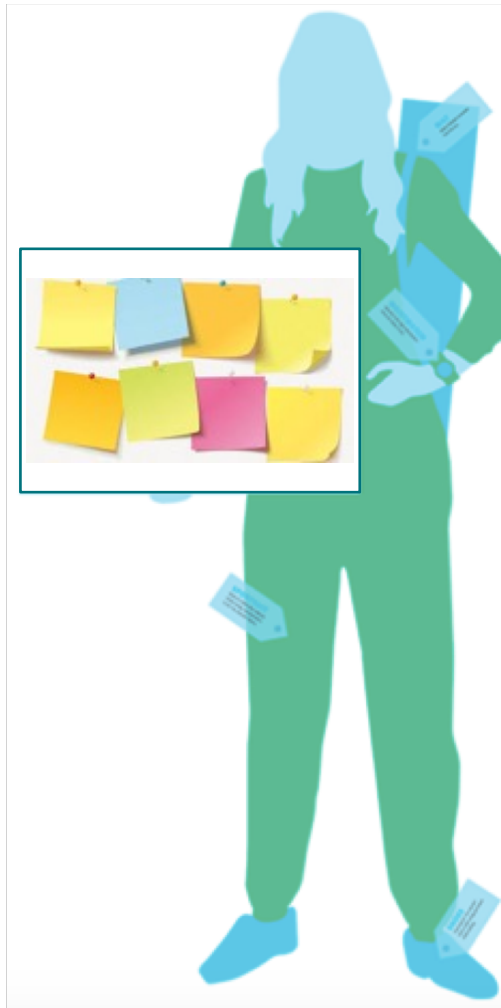
Daniel Montalvo, Head of Group Sustainable Resource Use and Industry,
European Environment Agency (EEA)

Electronics

Jean-Pierre Schweitzer, Policy Officer on Circular Economy & Product Policy,
European Environmental Bureau (EEB)

Discussion focus & approach

Use the personas you will meet in your groups as a canvas to post your ideas



- What are the main circular economy challenges with potential for behaviour-based solutions? *Identify challenges and key issues around them.*
- How might we tackle these challenges from a consumer behavioural insight perspective? *Discuss the role of consumer behaviour in the context of the challenge and behaviour-based promising practices and known benefits.*

You have 40 min! 

Reporting back

What were the highlights of your group discussions in terms of:

1. Key challenges
2. Promising practices



What is coming up next?

Our next steps

- Immediate next steps
 - **Report** with the main outcomes of this workshop
- Within the next 6 months
 - **Map, engage and invite stakeholders to join the clubs**, among business, SMEs, policy makers, CSOs and academics
 - **Map, discuss and define** with club members **2–3 challenges per club** to be focused on
 - **Publish a positioning paper on the results of this ground work**, including the impacts, the consumer interface and the solution opportunities in view of the defined challenges

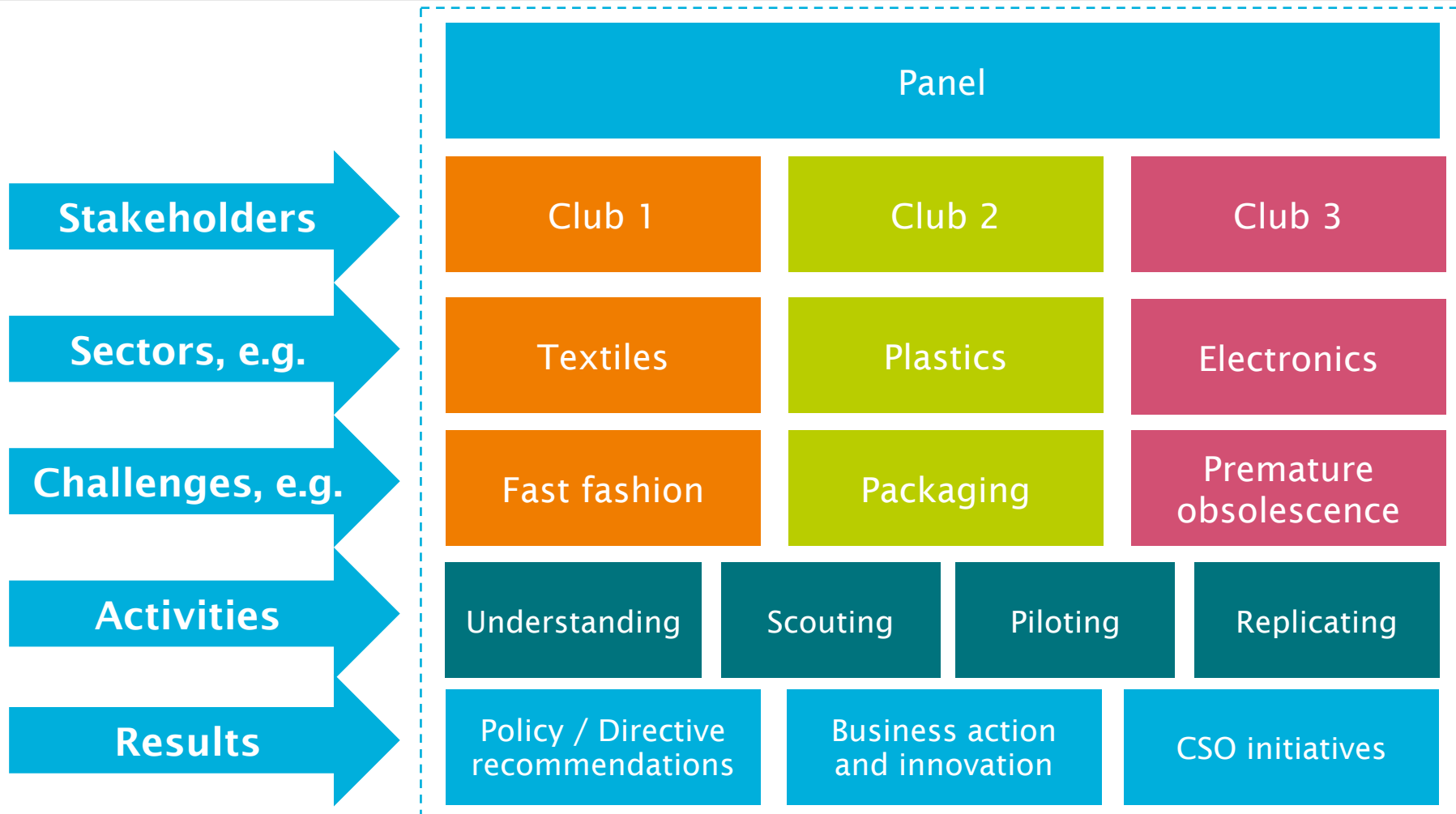


Get in touch with us if you are interested!



Establish a Consumer Insight Action Panel

Overview of key components



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SITRa



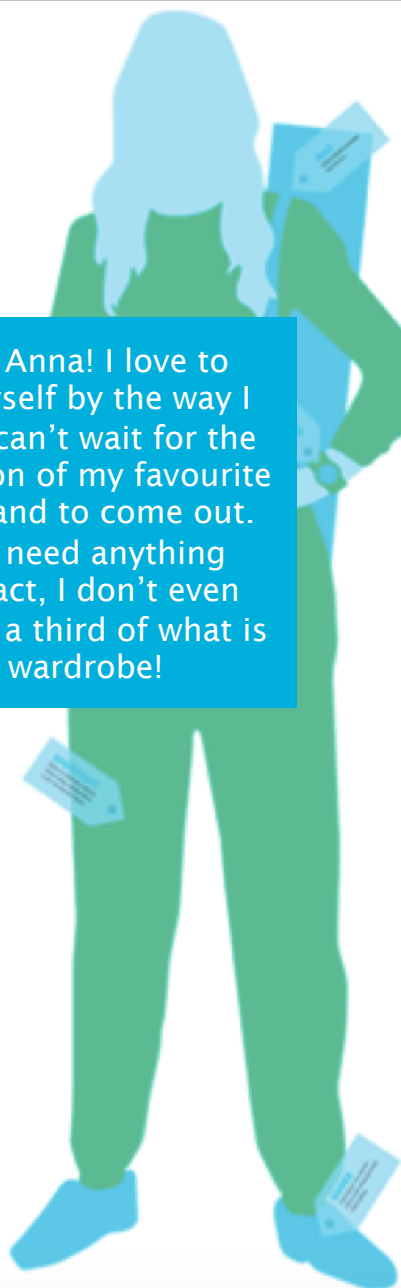
THANK
YOU!

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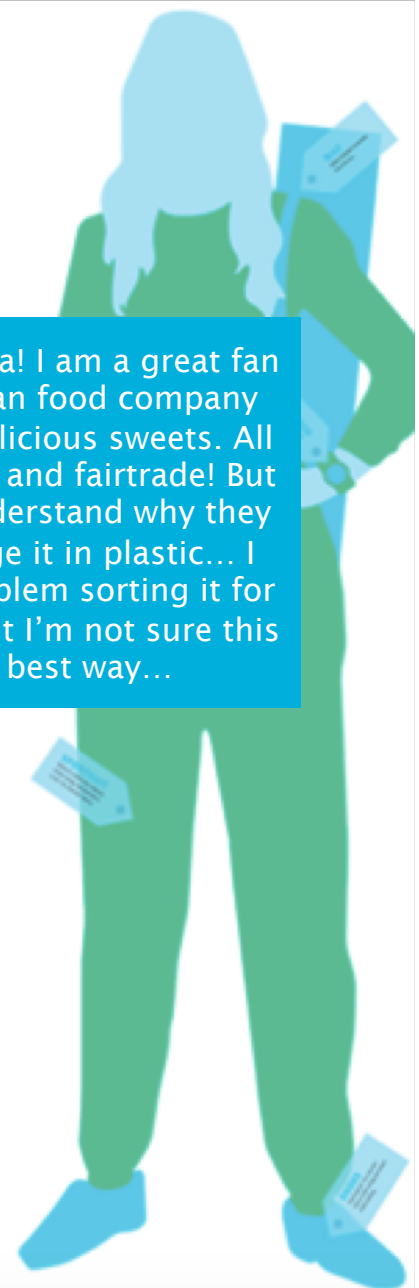
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Hello, I'm Anna! I love to express myself by the way I look, and I can't wait for the new collection of my favourite clothing brand to come out. Not that I need anything new... In fact, I don't even touch about a third of what is in my wardrobe!



Hi, I'm Zack! I'm currently stuck with my 2-year old smart phone that suddenly became incredibly slow, cannot be upgraded to accommodate a greater storage capacity, and has expensive spare parts... I don't know what to do but buy a new one!



Hi, I'm Chiara! I am a great fan of this vegan food company that sells delicious sweets. All also organic and fairtrade! But I cannot understand why they still package it in plastic... I have no problem sorting it for recycling, but I'm not sure this is the best way...