

Exploring enabling drivers for a Circular Economy transformation

**Call for collaboration and
a special view on the role of the consumer**

Michael Kuhndt, 14 September 2022

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COLLABORATING CENTRE ON SUSTAINABLE
CONSUMPTION AND PRODUCTION



Circular Economy

Consumer behaviour matters, but is often neglected



Repair

Reuse

Recycle

Share

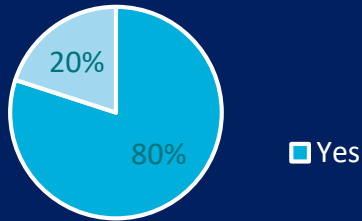
Lease

Give back

Reuse, Repair, give back

How people actually behave

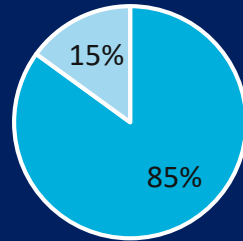
80% of German citizens aged 14 and over have at least one unused mobile phone or smartphone at home, that is 56 million people¹



■ Yes
■ No

In 2019 over 1.5 billion phones were sold world wide²

Purchased Phones



■ New ■ Used

Almost 80% of European consumers have never repaired their broken phone³



Consumers' behaviour change is one of the missing links

Behaviour Change

What is so tricky about it?



Humans are irrational

All pictures show examples of irrational human behaviour



Photo by [Florinel Gorgan](#) on [Unsplash](#)



Photo by [Alexander Schimmeck](#) on [Unsplash](#)



Photo by [Tingey Injury Law Firm](#) on [Unsplash](#)

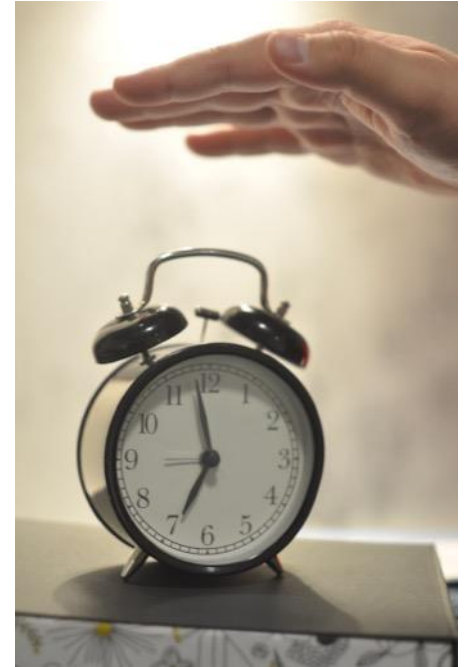



Photo by [Maks Styazhkin](#) on [Unsplash](#)

Yet much of the time we design things as if they were entirely rational

For example, when developing solutions to address circular behaviour

We sell products that consumers shall remember to bring back after two or more years.

We educate consumers on climate change and resource scarcity and expect them to change their behaviour...but which behaviour? When? How?



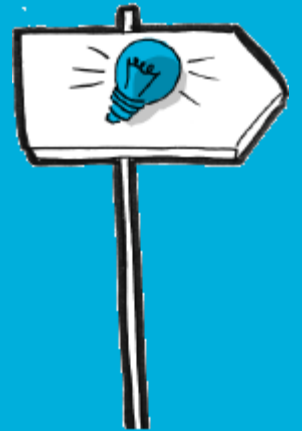
And all this while we try to manage everyday life

We expect consumers to have their broken smartphone repaired although it might cost more than buying a new one.

We ask consumers to use their old devices for longer periods, but forget that the social norms work against this – people tend to do what their peers do.

How might we enable people to change their behaviour?

Learnings from our work on behaviour change



Luckily, people are “predictably irrational”

Let's use what we know from behavioural science

Instead of addressing consumers with information and calls for action, let's ask:

Can we make it **easier**?

Can we make it feel **normal**?

Can we change the **language**?

Can we make it **fun** and **relevant**?

Can we make people **feel included**?

Can we tap into people's existing **values**?

Targeting which **group** of people? **Where**?

CSCP as member of the coordination group of the European Circular Economy Stakeholder Platform



Let's experiment together

Insights from our pilot with RENAS within the Consumer Insight Action Panel – Electronics Club



PROCESS

FREE SHIPPING

Return of old mobile phones with free shipping bags

PERSONAL TARGETING

1000 persons were approached through their employer, of these 350 people participated

PLATFORM

Part of the process was registration on the Redoit platform

378 smartphones received (200 with reuse-potential)

Participants were satisfied and relieved

LEARNINGS

PERSONAL TARGETING

The character of a group activity with the employer had a motivating effect

TRUST AND COMMITMENT

Feedback on data handling and registration on homepage creates trust and mutual commitment

PRODUCT HISTORY

Participants are attached to their devices and want to know what is happening to them

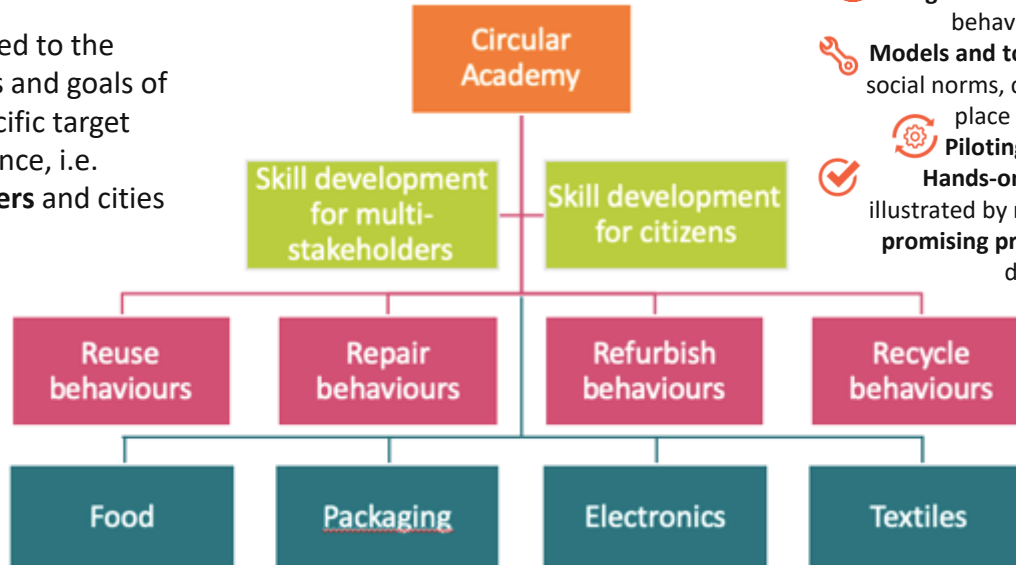
DIGITAL AND ANALOGUE CHOICE ARCH.

The digital and the analogue choice architecture must be meaningfully intertwined

Circular Academy

The current set up

Tailored to the needs and goals of a specific target audience, i.e. **retailers** and cities



-  **Insight:** how people actually behave and why
-  **Models and tools:** e.g. nudging, social norms, commitment, right place right time
-  **Piloting & testing**
-  **Hands-on know-how,** illustrated by **real-life cases** and **promising practices**, do's and don'ts

Let's collaborate along and around the value chain

Circular consumer behaviour must be considered at every step of the value chain – and beyond

VET institutions

Reskilling and upskilling for Circular Electronics



Repair experts

Instructions and website for repair, repair manuals, cafés and workshops



Logisticians

Easy take back mechanisms, e.g. free shipping, pick-up or drop-off, data flow management

Initiatives and NGOs

E.g. right to repair and data protection, consumer campaigns



Designers

Repairability by design according to a simple modular system, used and reusable materials

Manufacturers

Durability, tools and repair manuals, spare parts, repair and refurbishment

Retailers

Instant repair service, trade-in of old devices, marketplace for refurbished devices, shopping assistants

Policies

E.g. obligatory reparability index in France, EU Digital Product Passport

Others

Third party data protection and certificates



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