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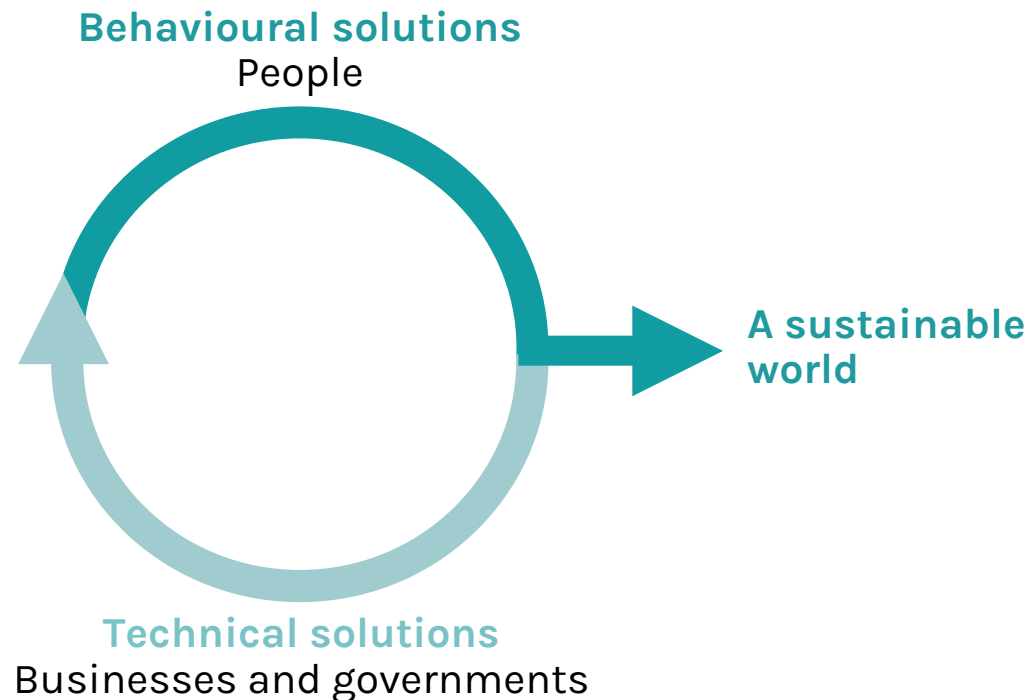
Behaviour change for reuse and repair

Thursday 26.01.23

Behaven

Behaviour change is essential

A sustainable world is not possible without behaviour change



“While the techno-economic sides of the circular economy have attracted large attention in recent years, the role of consumer behaviour – a critical factor in defining the long-term success of ‘sustainable production and consumption’ initiatives – remains less explored.”

Planing, P., 2015. Business model innovation in a circular economy reasons for non-acceptance of circular business models. Open J. Bus. Model Innov. 1.

Including for the circular economy

Circular solutions depend as much on people's behaviour as on techno-economic factors

Steps

Examples of circular behaviours

Purchase

- Investing in more durable products
- Engaging with more circular business models

Use

- Maintaining owned products
- Repairing functional products

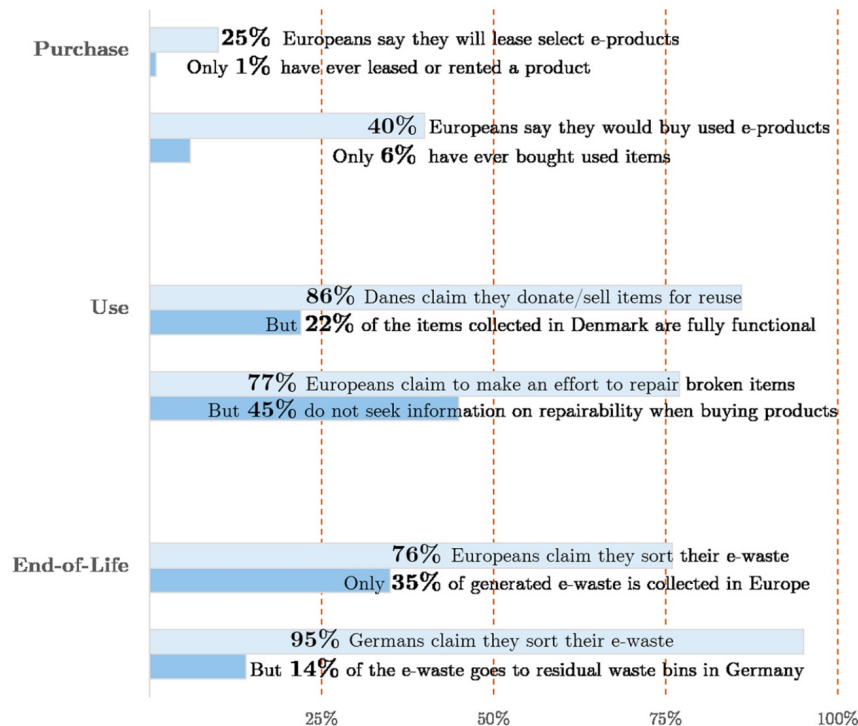
End-of-life

- Proper disposal of products with no reuse potential
- Returning instead of stockpiling

Keshav Parajuly, Colin Fitzpatrick, Orla Muldoon, Ruediger Kuehr, Behavioral change for the circular economy: A review with focus on electronic waste management in the EU, Resources, Conservation & Recycling: X, Volume 6, 2020.

Conventional approaches won't do

Information campaigns, financial incentives and stricter regulations will only get us so far



Beyond extrinsic elements (e.g. infrastructure)

We also need to consider human attributes (e.g. acceptance)

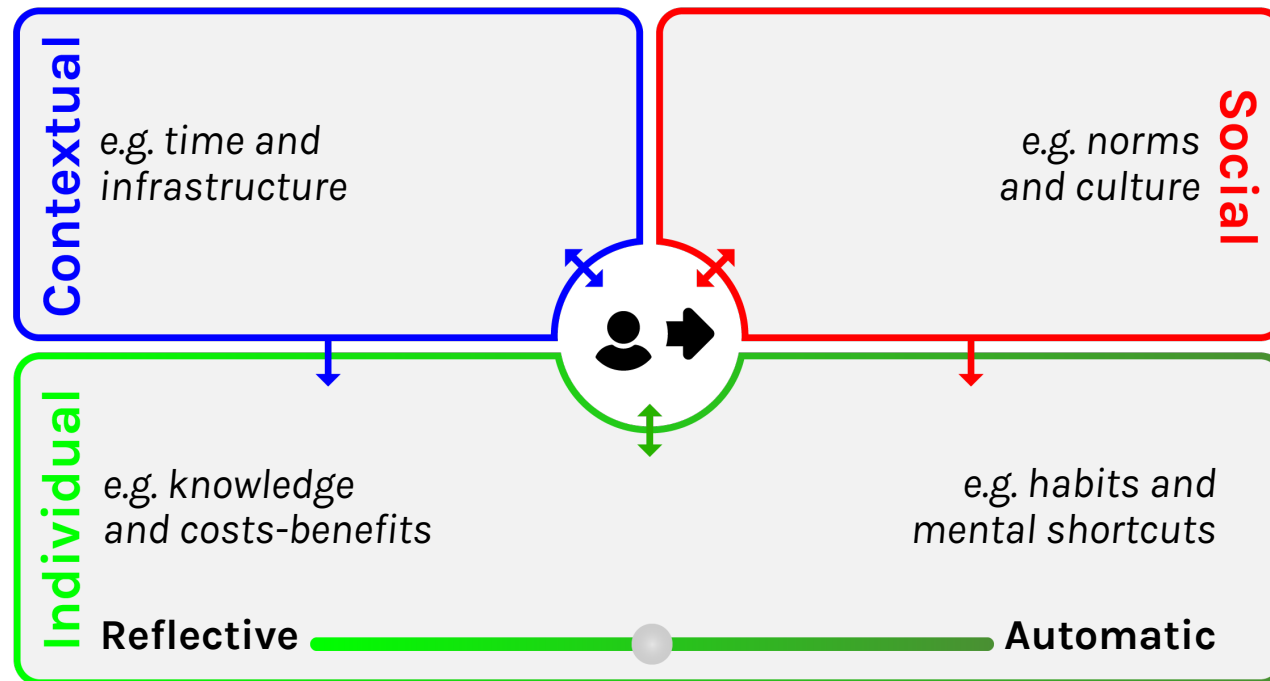
E.g. the **intention-behaviour gap**

“There are gaps between what people claim and their actual practices.”

Baldé et al., 2017; Cerulli-Harms et al., 2018; European Union, 2014; Huisman et al., 2017; Parajuly and Wenzel, 2017.

We need a more complete picture

We need to understand the different factors influencing circular behaviours



A behaviour is the result of three types of influences:

Contextual factors

Social factors

Individual factors

“Only by correctly understanding the problem can you provide the correct answer”

Behaven's scientific model.
© Behaven.

Barriers to circular behaviours

Some examples of factors influencing circular behaviours

Contextual

- (-): Inconvenience of repair (effort, distance, ...)
- (-): Products designed to be obsolete
- (-): Lack of opportunity to return a product at the end of use

Social

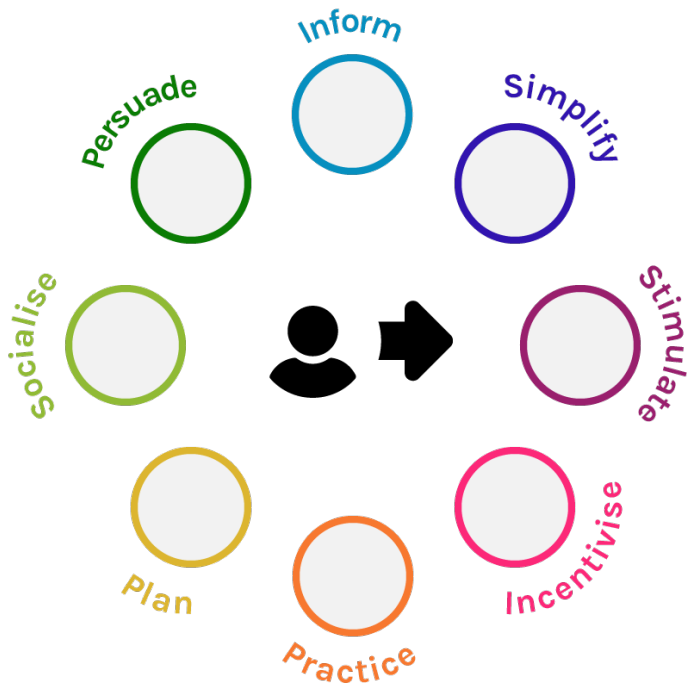
- (-): Recycling as a deeply entrenched norm: “*Recycling is the green thing to do*”
- (+): Repair norms in the community (e.g., common for developing countries to have small businesses offering repair services)

Individual

- (-): Lack of knowledge about the environmental benefits of buying second-hand products
- (-): Behavioural costs, including the perceived convenience and effort of the specific behaviour
- (-): People associating waste with what is thrown away, not what they buy
- (-): The perception that if an item has had a good life, it is not considered as waste

And we now have more tools

A bigger toolbox to encourage circular behaviours



For instance:

- Many circular behaviours involve repeated actions that require new habit formation
- For example, although consumers may be initially incentivised to buy a reusable product, it can be hard to get them back to the store for refilling beyond a few times
- An example of a solution that might help is using **prompts i.e. giving people reminders at the right time and place**

Behaven's Rainbow Wheel™ developed with support from University College London.
© Behaven.

Real-life applications

For this to be effective, we need to cocreate and combine these interventions

Sweden's 'Fix the Stuff'

Support
Social networks
Restructuring



Yale University 'Spring Salvage'

Window of opportunity
Support
Simplification



To summarise

Solutions that

Consider both technical and human factors

You can use intentionally

To encourage circular behaviours

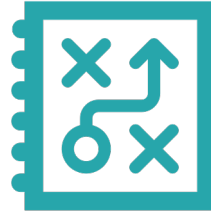
About Behaven

We help European organisations understand and change people's behaviour so their sustainability programmes and products work www.behaven.com



Uncover

Go **beyond stated intentions** and uncover conscious and unconscious insights using innovative behavioural research methods



Design

Create sustainability programmes and products that effectively change behaviour, closing the intention-action gap and **increasing uptake and usage**



Optimise

Improve the impact and return on investment of your existing sustainability programmes and products by **reinforcing them** with proven behavioural techniques

Let's keep the conversation going

Three actions to take:

1. Dedicated session for you and your team:
contact Fred fred@behaven.com or +32476 01 01 05
2. More information on our services on www.behaven.com
3. Follow us on LinkedIn for bitesize sustainable behaviour insights:
www.linkedin.com/company/behaven