

## CEPS Webinar: October 20th, 2020

How to encourage consumer engagement in the circular economy?

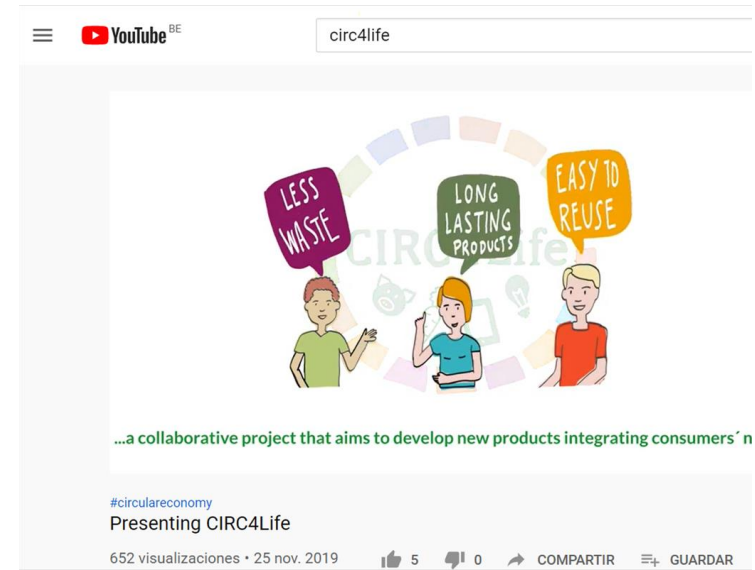


CONSUMERS'  
ATTITUDES TOWARDS  
THE CIRCULAR  
ECONOMY



# CIR4LIFE IN BRIEF

- H2020 EU research project
- AIM: Develop 3 new **Circular Economy Business Models** in 4 industrial sectors



# MMM IN BRIEF



- International NGO created in 1947 in Paris
- We advocate for the recognition and support of mothers as changemakers
- Our poles of action are education, health, peace and economy
- Network of member associations and partners around the world reaching over 10 million mothers globally
- Role in CIRC4Life: **Communications and end-user involvement**



# STATE OF PLAY



- **Household consumption** accounts for **72% of global greenhouse gas emissions** (Dubois et al., 2019)
- ***Women tend to be more sustainable consumers***, are more likely to recycle, buy organic food and eco-labelled products. They make over **80% of family purchasing decisions** in OECD countries (OECD studies of household behaviour)
- ***94% protecting the environment is important, 67% citizens are not doing enough*** (2020 Eurobarometer)
- **Few consumers** engaged in CE practices because they lack information (2018 EU Commission study)



***Why aren't end-users more involved?***

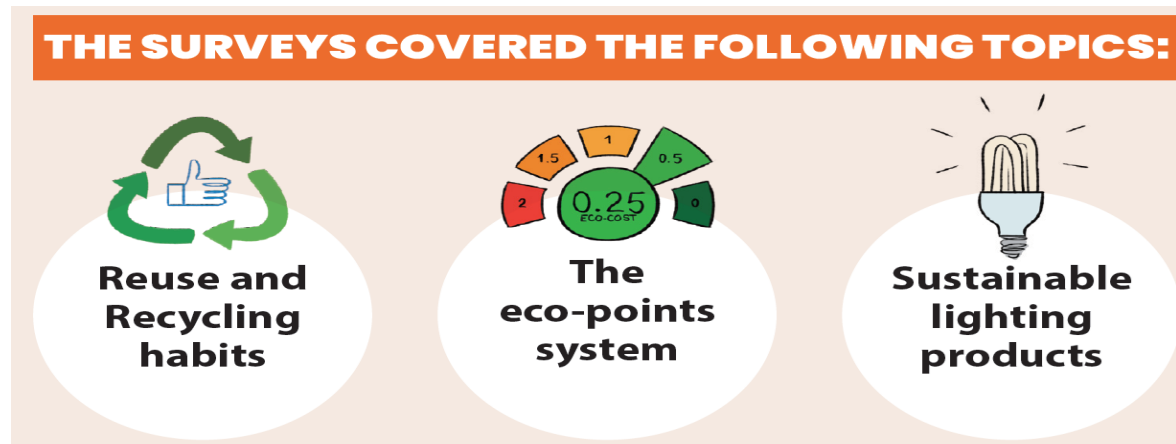
- **Social dimension missing** from the debate on the transition to a CE !



# WHAT WE DID



- MMM conducted 3 surveys on to uncover how to **better engage end-users** in the circular economy:



- Other partners (Laurea UAS, Alia) conducted more surveys as part of the living lab activities
- **Profiles:** 75-92% of respondents **had an university education!**  
**60 to 70% women!**

**Difference between attitudes and actual behaviors!**

# WHAT WE FOUND



The analysis of the results was divided between four core domains which influence consumer behaviour

**Incentives**

**Barriers**

**Drivers**

**Purchasing**



# I. INCENTIVES

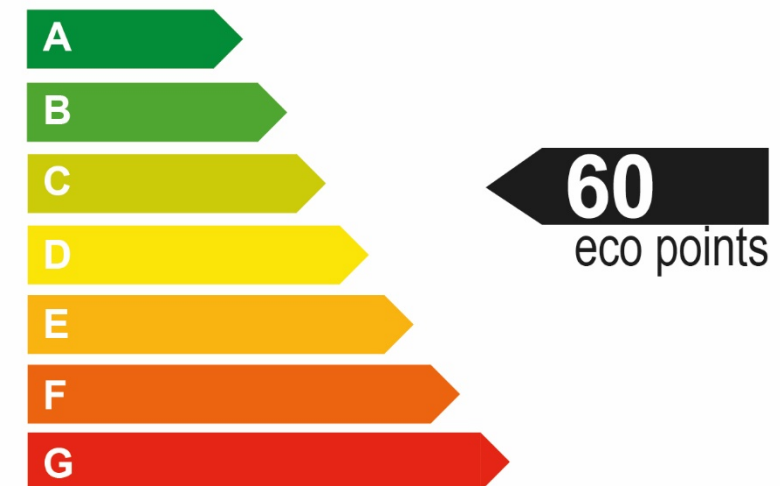


- **Biowaste incentives:** 53% do not need one
  - 15% reduction of garbage fees
  - 11% positive environmental action planting trees
- No financial incentives to **recycle or reuse EEE!**
- **LAMPS:**
  - 83% willing to buy a **more expensive but sustainable lighting product** with an incentive
  - 26% prefer **direct monetary incentives**





# NO CONSENSUS ON THE LABELS ILLUSTRATING THE AMOUNT OF ECO-COSTS AND THEIR IMPACT





## II. BARRIERS



- **Bio-waste:** 30% no system in their area to collect bio-waste separately
- **EEE:** Main reason for not buying a second-hand **lack of trust the quality/warranty of refurbished EEE**
- **Lack of time** to sort out or bring EEE to recycling points
- **Lamps:** 67% : not interested in a **leasing service** paying a monthly fee including maintenance
- **Eco-costs:** Complexity of the system



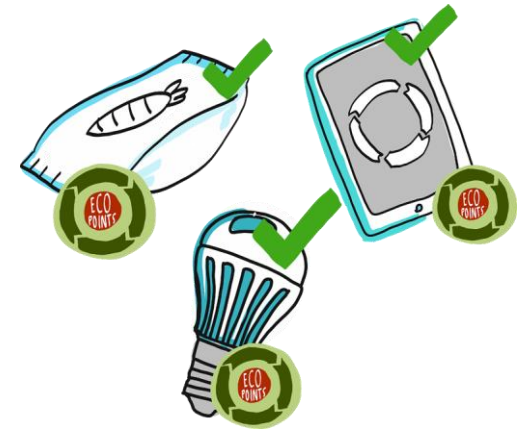
### III. DRIVERS



■ **Bio-waste:** 68% would separate it and bring it to a container

■ **What would motivate them to recycle EEE:**

1. **Easily accessible collection points** (71%)
2. **Information** on how the recycled EEE will be treated and environmental benefits of recycling



■ **Eco-costs:** 66% want detailed information about the way they are calculated

## IV. PURCHASING FACTORS



Food products:	EEE:	LAMPS
1. Price	1. Durability of the device	1. Product Quality
2. Seasonal products	2. Durability of the battery	2. Reparability
3. Type of packaging	3. Presence of toxic components	3. Price
4. Use of chemicals	4. Ease of repair	

- **Eco-costs-** Most useful for:

1. Food
2. Smartphones
3. Lamps



## WHAT WE LEARNT



- Any new circular economy solutions or policies should consider the **direct economic and social impact** and the required **investment in time** for users
- **Parallel:** dedicated **time to care for the environment and the unpaid care work** undertaken by mothers both essential for the wellbeing of society
- Women and in particular mothers play a **pivotal role** in transitioning to a circular economy and more ready to engage
- **Social and cultural factors** are key: responses from end users with a higher education not representative of whole society
- **Translate information** on products sustainability so end-users can understand



# RECOMMENDATIONS



- **Target FAMILIES**, particularly mothers by involving them in the co-creation of solutions
- **Change the narrative**: make it relevant/accessible/affordable for ALL families
- Take concrete actions **inviting ALL ACTORS** to participate & not only top down approach
- Understanding that **periods of disruption** such as parenthood can change behaviours
- Encourage **repair and reuse** by building trust about the quality & warranty of refurbished products
- Segment Target groups profiling green consumers or first movers



FOR MORE INFORMATION: CHECK [WWW.CIRC4LIFE.EU](http://WWW.CIRC4LIFE.EU)

THANK YOU!

