



Webinar

**People : your best resource in environmental management.
How to involve them?**

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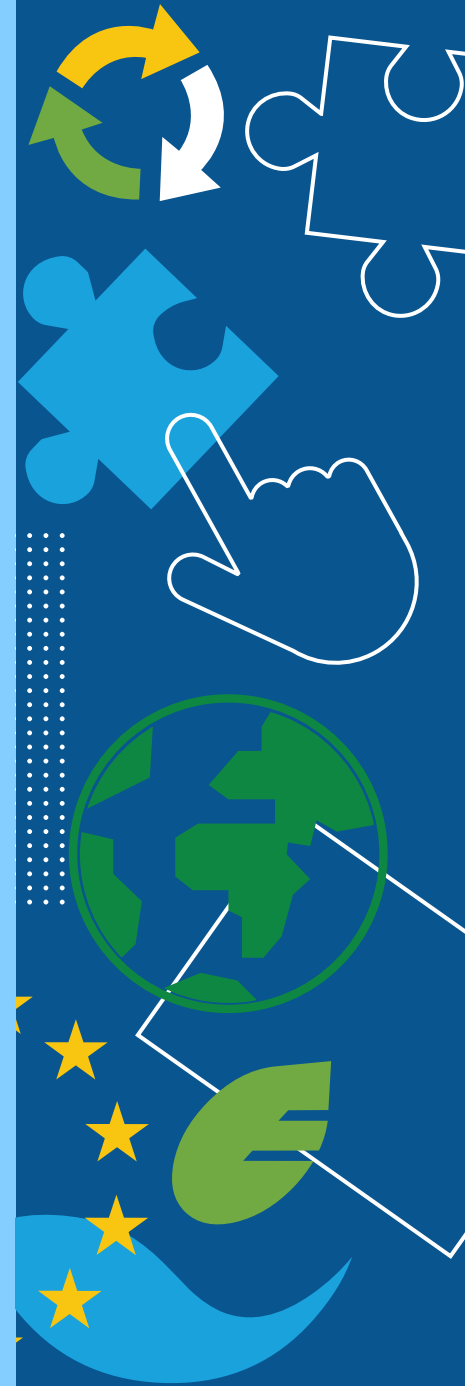


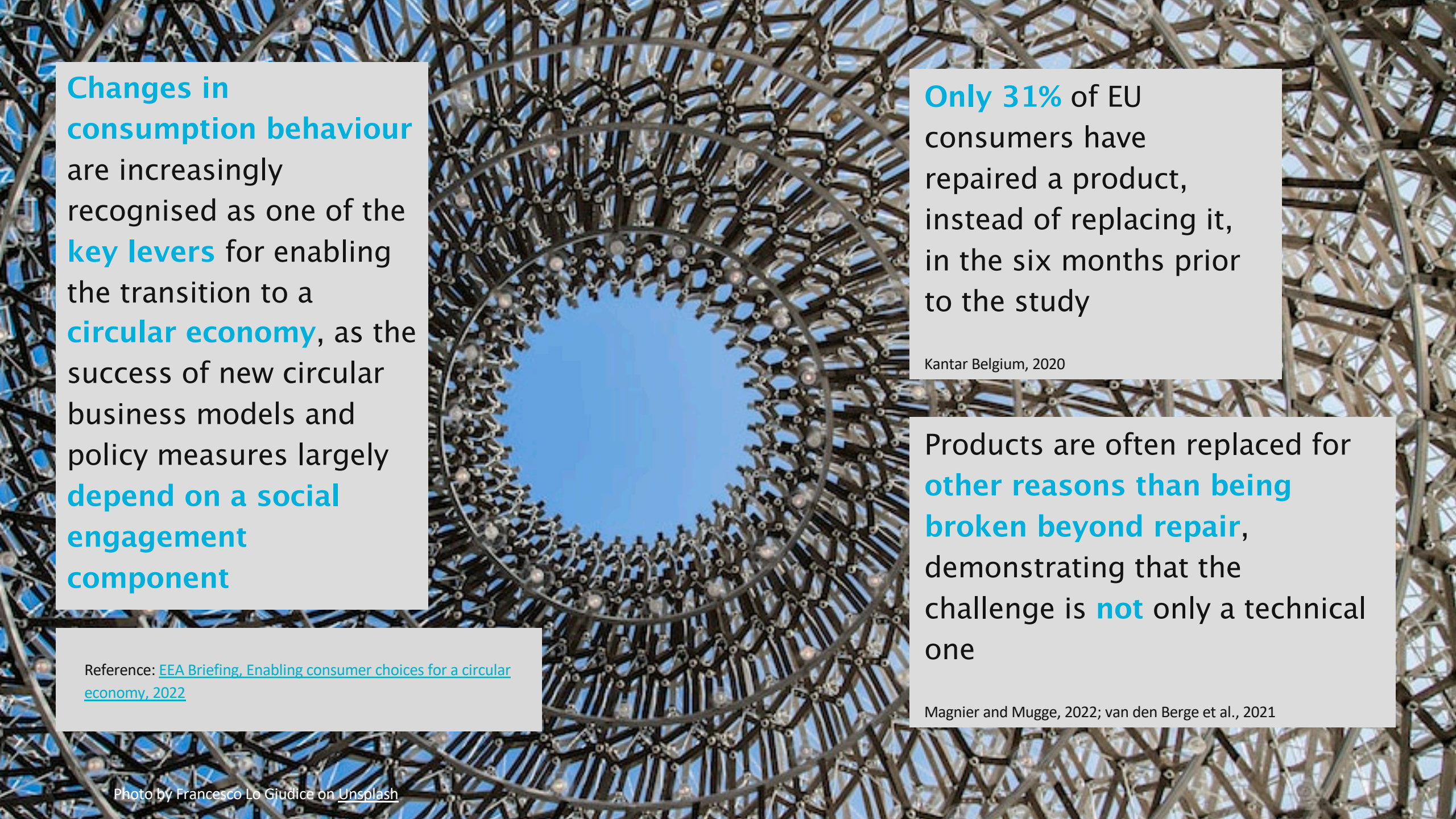
Why to engage people with circular behaviours?



40-70%
of all global
greenhouse gas
emissions could be
saved by 2050
through demand-
side interventions

Reference: New IPCC report, Chapter 5 on people and behaviours:
https://report.ipcc.ch/ar6wg3/pdf/IPCC_AR6_WGIII_FinalDraft_Chapter05.pdf





Changes in consumption behaviour are increasingly recognised as one of the **key levers** for enabling the transition to a **circular economy**, as the success of new circular business models and policy measures largely **depend on a social engagement component**

Reference: [EEA Briefing, Enabling consumer choices for a circular economy, 2022](#)

Only 31% of EU consumers have repaired a product, instead of replacing it, in the six months prior to the study

Kantar Belgium, 2020

Products are often replaced for **other reasons than being broken beyond repair**, demonstrating that the challenge is **not** only a technical one

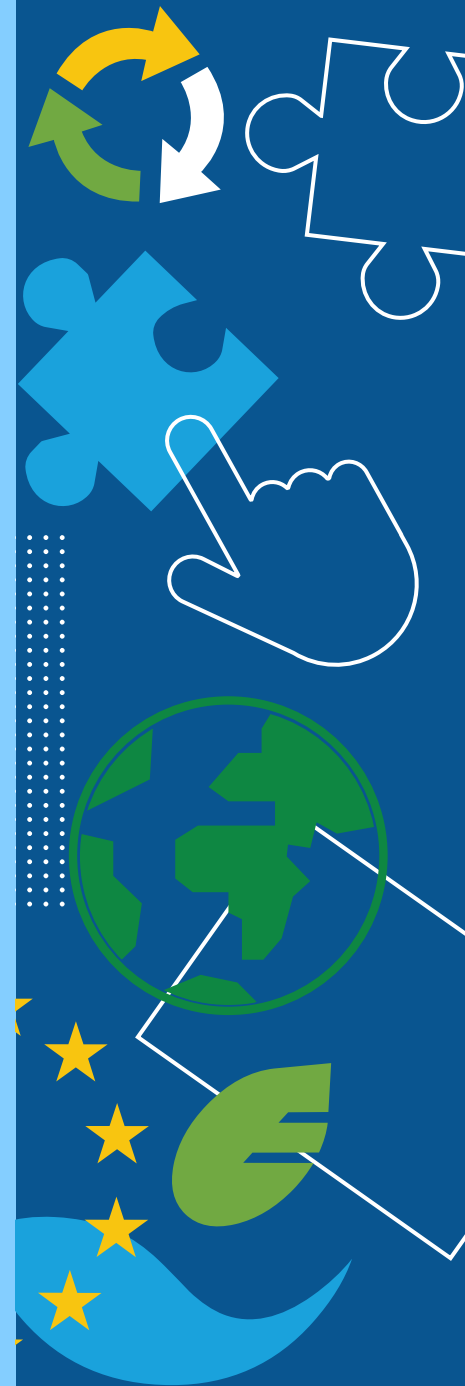
Magnier and Mugge, 2022; van den Berge et al., 2021

Key misconceptions about circular behaviour



Misconception 1: Rationality guides most of our decision-making processes

- It is often assumed that people employ rational decision making in most of their decisions. Most often not true, as human behaviour is frequently not reflected on and influenced by multiple external factors, such as emotions and situational contexts
- E.g., repairing a washing machine or vacuum cleaner, regardless of repair costs, is financially advantageous, in most cases, except when the device is near the end of its lifetime. Yet, repair of these devices is not common – 39.8 % of western Europeans who bought a new washing machine and 69.7 % of those who bought a new vacuum cleaner did not even consider repairing their old device (Magnier and Mugge, 2022).

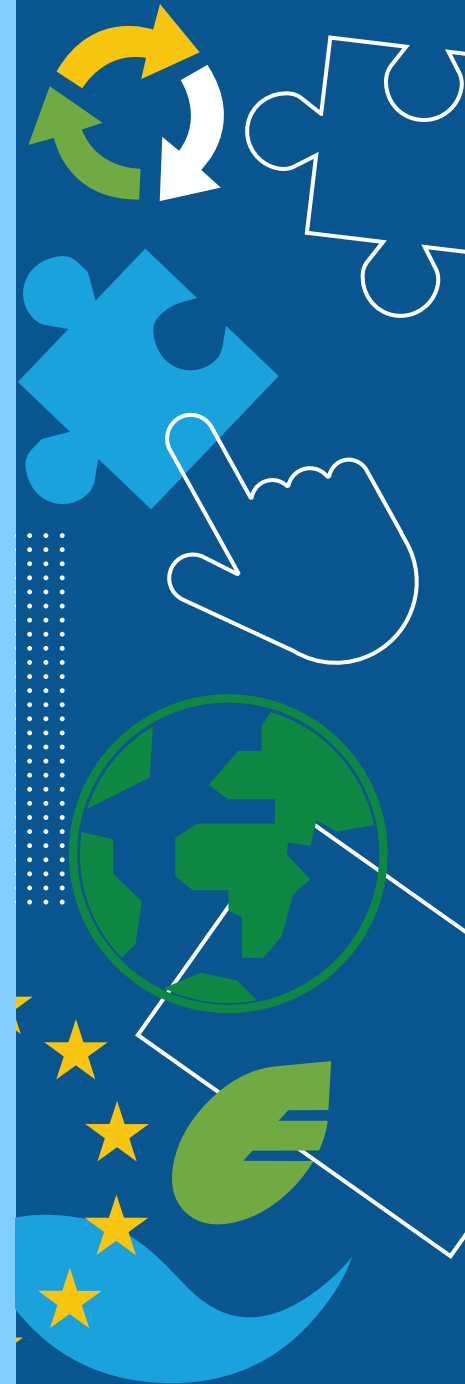


Key misconceptions about circular behaviour



Misconception 2: By changing values we change behaviour

- Changing values does not necessarily lead to changing behaviour.
- Firstly, value priorities are very stable, so they are hard to change (de Groot and Thøgersen, 2012). Secondly, it is often underestimated how many people already hold strong pro-environmental values (Bouman et al., 2021). Thirdly, and most importantly, practitioner experience shows that addressing values only is not sufficient to engender behaviour change
- In the Special Eurobarometer 501, only 6 % of Europeans stated that protecting the environment was not very or not at all important to them personally (Kantar Belgium, 2020). On the other hand, there is evidence that, nevertheless, only a minority of Europeans repair broken products rather than replacing them (Kantar Belgium, 2020). This shows there is a large discrepancy between values and actual behaviour.

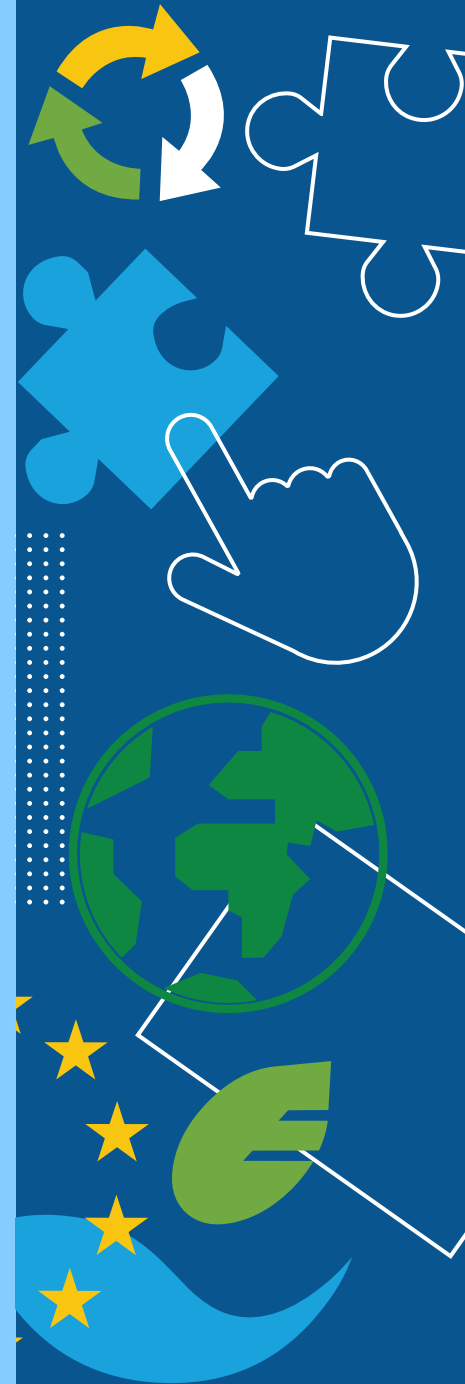


Key misconceptions about circular behaviour



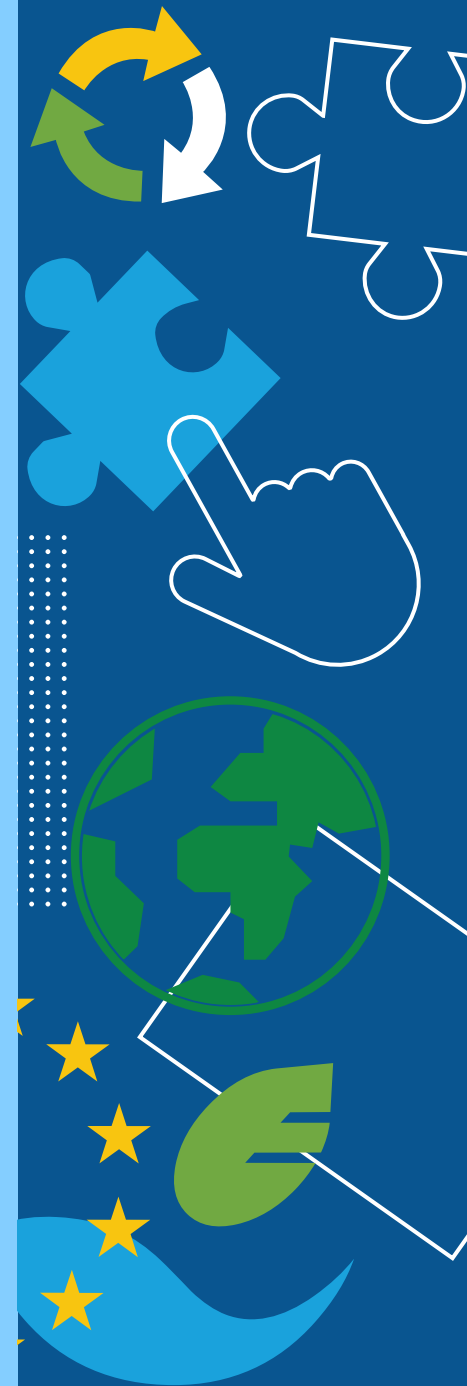
Misconception 3: Focus primarily on what people say about their own behaviour

- Surveys based on how consumers report on their own behaviour are important to understand the actual behaviour - but only to a limited extent.
- For example, 72 % of European consumers say they want to buy more sustainable products, yet only 17 % actually do so (European Commission, 2011).
- This shows that survey results of people's intention and past behaviour should be taken with a pinch of salt, as actual behaviour is usually not what participants plan to do or say they have done in the past (Hassan et al., 2016).

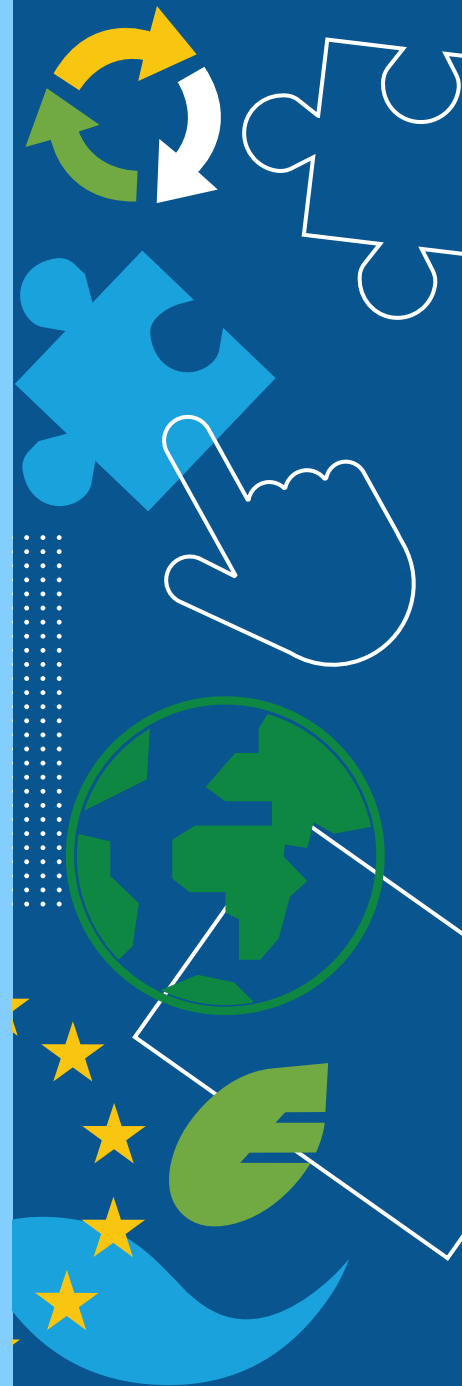


What does it mean for us?

- We shouldn't assume how people behave, we better gather actual insight! This way, we can design more effective interventions.
- We believe that great interventions come from a combination of



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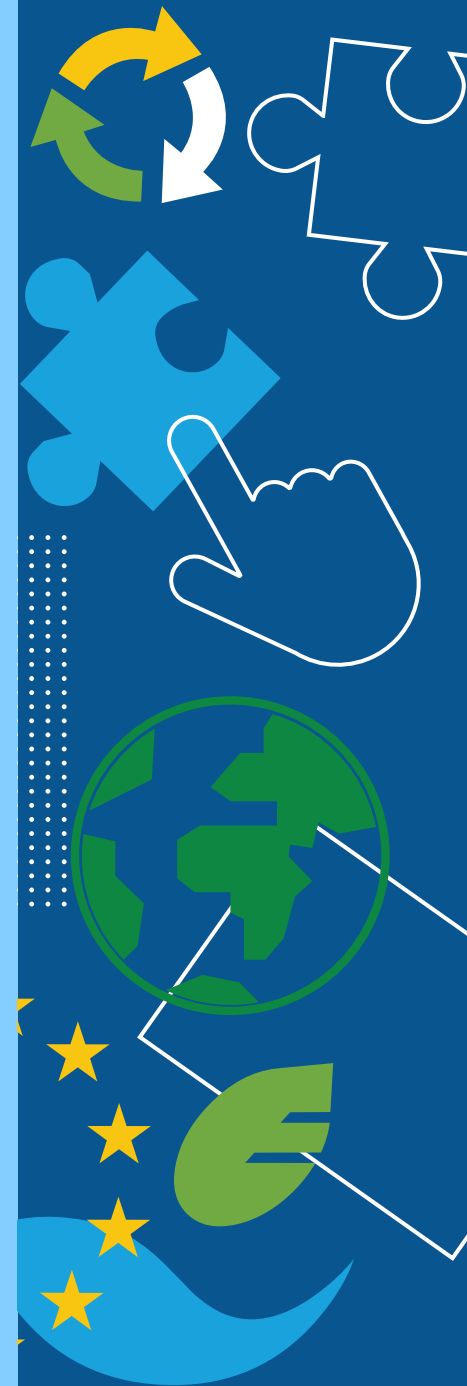
Give back / return smartphones
 People were **3x as likely to click on the banner offering them money** than they were to click on the banner offering them to do something good for the environment



Recycle organic waste
 Found out that **social norms / social pressure play a role**
 "More and more people in Norwich are recycling their food waste"



Repair / mend clothes
 Lack of skills is a **barrier** to repairing
 (Terzioglu, 2021; McLaren and Mclauchlan, 2015)





Thank you!

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