

CONSUMERS AND BEHAVIOURAL INSIGHTS IN THE CIRCULAR ECONOMY

4 JUNE 2019, WCEF2019 SIDE SESSION

Programme

EU policies and decision makers have already clearly recognised the importance of understanding and integrating consumer knowledge and behavioural insights into the circular economy transition. Despite the importance of consumer insights, there is little research or *action* 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 strategies. To address this gap, CSCP and Sitra are setting up the **Consumer Insight Action Panel**, as part of their roles in the European Circular Economy Stakeholder Platform Coordination Group. Please join the session and find out how consumer insights can be valuable for you!

Consumer and behavioural insights in the circular economy

11:00-11:30	<p>Welcome & Introduction to the Consumer Insight Action Panel by CSCP and Sitra</p> <ul style="list-style-type: none"> • Michael Kuhndt, Executive Director, Collaborating Centre on Sustainable Consumption and Production (CSCP) • Cillian Lohan, CEO, Green Economy Foundation, Member of European Economic and Social Committee • Markus Terho, Project Director, Resource-wise Citizen, Sitra
11:30-12:10	<p>Breakout groups to discuss specific challenges and pitch potential behaviour-based solutions in the following sectors:</p> <ul style="list-style-type: none"> • Plastics, e.g. in view of packaging • Electronics, e.g. in view of premature obsolescence • Textiles, e.g. in view of fast fashion
12:10-12:30	<p>Sharing highlights & Next steps</p>

