

# WELCOME TO THE

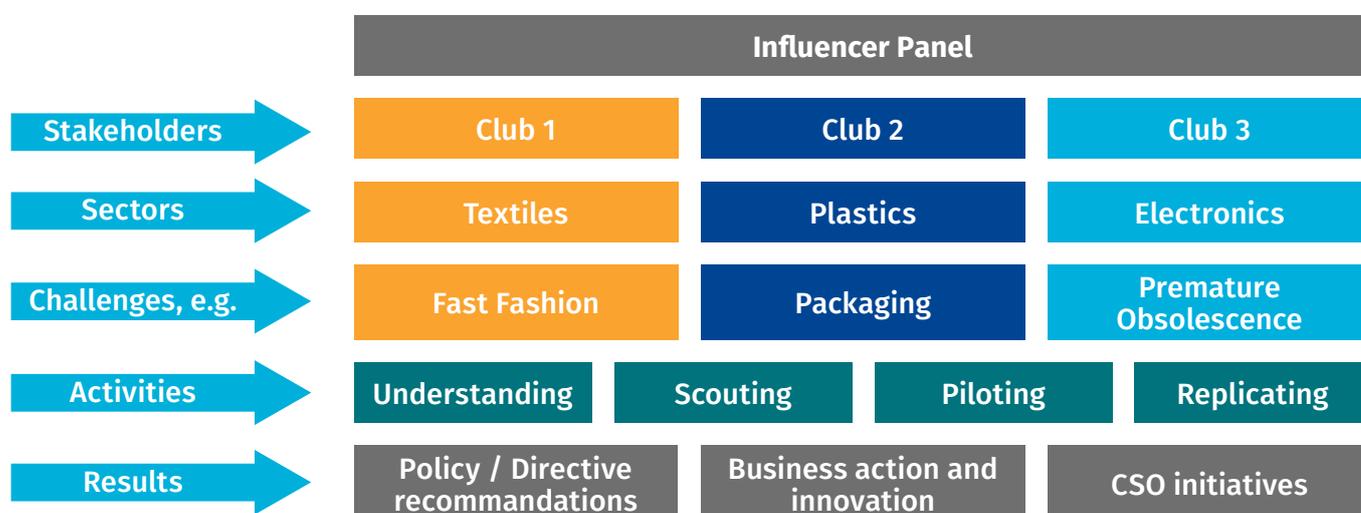


# CONSUMER INSIGHT ACTION PANEL

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. Nevertheless, there is still limited research on behaviour change with specific regard to the circular economy, and the need to consider behavioural and consumption aspects is still largely overlooked within circular strategies.

To address this gap, the CSCP, Sitra and DBU have set up the Consumer Insight Action Panel, a new European multistakeholder initiative designed to support the transition to the circular economy by generating, applying and testing consumer behavioural insights in circular strategies for textiles, plastics and electronics. How might we innovate to enable people to reuse, repair, share, recycle, or lease? Find out with us!

## The Consumer Insight Action Panel | Overview of key components



## Concrete activities

- Engage high-level stakeholders, among EU and national policy makers, business, cities, NGOs, SMEs and researchers, in sector-focused Clubs to jointly address circular economy challenges by better understanding and engaging consumers and citizens.
- Consolidate existing knowledge on the topic and generate new evidence through, for example, ethnographic research, call for innovations, and piloting and testing real-life behaviour change interventions.
- Feed the findings into innovative policy recommendations, business model opportunities and ideas for CSO initiatives, to be replicated and scaled up with the support of an Influencer Panel, whose potential members will include Club of Rome members, CEOs and former EU commissioners.

# How might we innovate to enable people to reuse, repair, share, recycle, lease or use products and resources differently? Tackling 3 such challenges in each club – that's our core work!



## Expected impacts

The Consumer Insight Action Panel will result in evidence-based innovation opportunities for policy and business development towards the circular economy, co-designed in collaboration with NGOs

and think-tanks, based on a realistic and insightful understanding of how consumers perceive and engage with the circular economy. The legacy of the work will include:

### Impact 1

Organisation and consolidation of a high level group of stakeholders committed to understanding and engaging consumers as part of the circular economy transition

### Impact 2

Generating and applying consumer behavioural insights to support circular economy strategies led by policy makers, business and civil society

### Impact 3

Replicating and scaling up solutions to fully integrate consumers in the circular economy among decision makers at the local, national and European level

## What is in it for you as a club member

- Be part of a 2-year process starting in August 2019, whose preparatory phase is already funded;
- Join a high-level group of pioneering stakeholders driving consumer behaviour change knowledge forward within the circular economy transition, including policy makers, NGOs and business;
- Define the circular economy challenge in your sector to be innovatively addressed by better understanding consumers and citizens in their daily routines and fully engaging them in circular economy strategies;
- Stay attuned with the latest circular economy policy developments and discussions in Europe and how to contribute to their improvement by addressing consumer needs and behavioural insights;
- Prototype, test and innovate with behaviour change pilot interventions aimed at enabling people to reuse, repair, share, recycle, lease or use differently, including measurement and evaluation of results;
- Actively participate in in-person working meetings close to the European Commission at the heart of the European organisations in Brussels, besides regular webinars, aimed at shaping the focus of the work, scouting for innovative solutions, piloting behaviour change interventions and scaling up the work;
- Jointly publish positioning papers and recommendations on policy and business innovation on the topic, with inclusion of club member logo in all outreach platforms and materials.

# Becoming a club member



Looking for innovative and insightful approaches to enable change towards the circular behaviours that really matter? Becoming a club member is possible by invitation only and you can send us your Expression of Interest at [scp-centre.org/ciap\\_clubs](https://scp-centre.org/ciap_clubs).

For further details about the value and commitments of club membership, any other questions or new ideas, get in touch by sending us a message to: [consumerinsights@scp-centre.org](mailto:consumerinsights@scp-centre.org).



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The Consumer Insight Action Panel is a nonprofit initiative led by the CSCP and funded by Sitra and DBU, in partnership with the European Circular Economy Stakeholder Platform.



#CEStakeholderEU