



Accelerating circular behaviours – How can digitalisation help us?



OVERVIEW

In this workshop, insights from the collaboration of the ECESP Leadership Group were shared and facilitated a dialogue between different actors to exchange ideas on real-life issues. The aim was to raise awareness of successful examples of digital interventions and identify options for stakeholders. This becomes especially relevant when looking at current developments such as Green Claims where digital tools will probably play an enabling role.

Moderators **Mariana Nicolau** and **Imke Schmidt**, Project Managers, Collaborating Centre on Sustainable Consumption and Production (CSCP), presented the topic and gave the floor to **Maria Nikolopoulou**, EESC member. **Evolena de Wilde d'Estmael**, faircado, **Tim Breker**, Co-founder, Vytal, and **Kasia Dulko-Gaszyna**, IKEA DE, presented their good practices.

CHALLENGES

- Need for a change consumer behaviour coupled with the tools to do so
- Lack of repairing
- Lack of information about the products we purchase

KEY MESSAGES

- There is a clear desire among consumers to be circular.
- Knowledge exchange is key to accelerating circular behaviours.
- Digital tools can for example help knowledge exchange, understanding your audience, facilitate repairing, promote second-hand shopping. They can also help connect projects with one another.
- Digitalisation helps stakeholders implement interventions to support circular consumer behaviour. It can help ease the transition for the average person to consume more consciously.
- Digitalisation must not become a buzzword, but be used as a tool in the circular transition while being as inclusive as possible.

- The Digital Product Passport should be easy for consumers to use and user-friendly for people who are not used to digital tools, and for people with disabilities. It should have a repair score, based on different aspects of repairing. It should also include the working conditions of the people making the product. We need to be careful about which types of information is presented to what stakeholder, in order not to over-burden people, but to keep them informed.
- Off and online solutions need to be combined.