



WORKSHOP 2A - NUDGING & BEYOND: CONSUMERS TOWARDS CIRCULAR BEHAVIOURS

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THEME

[Link](#) to Leadership Group reflections on retailers and consumers

According to the EU Farm to Fork Strategy, citizens “pay increasing attention to environmental, health, social and ethical issues and they seek value in food more than ever before” (EC, 2020); and a recent European consumer survey across 11 European countries, shows most consumers are aware of the environmental impact of food habits in general and two thirds of them are open to changing their eating habits for the environment (BEUC, 2020).

However, there is a **large gap between favourable attitudes and actual consumption of better performing products and services and engagement with circular activities**. *How can we move from attitude to action and generate actual behaviour change towards more sustainable, circular behaviours?* Based on a growing evidence there is a direction on how to start this shift.

KEY QUESTIONS

- i. *How are consumer demands and expectations shifting from a linear to circular products, services and business models, and what implications does it have for European stakeholders?*
- ii. *Which existing evidence-based strategies, based on nudging and beyond, could support the uptake of circular behaviours in Europe?*
- iii. *Is it possible to turn the existing behavioural science and circular economy know-how and experience into a step-wise process that makes it easier, beneficial and pioneering for stakeholders to drive the change? If so, how?*
- iv. *Which policy instruments and processes support the circular transition in the interface with consumers and citizens?*

- v. *What are the promising cases that illustrate how retailers, across various sectors, are turning to circular business activities and fostering the adoption of circular behaviours among consumers?*

PROGRAMME

- Opening & Setting the scene by the workshop leads (10 min)
- Impulse by Mr. William Neale, Advisor for Circular Economy and Green Growth, DG Environment, European Commission about the policy framework in view of consumers in the circular economy (7 min)
- Impulse by Prof. Oksana Mont, International Institute for Industrial Environmental Economics (IIIEE), Lund University, about the ways and interventions to foster change towards circular behaviours (7 min)
- Impulse by Ms Dagmar Glatz, Product Management, Sustainability and Packaging, DM-Drogerie Markt, about their circular business initiatives in the consumer interface in Germany (7 min)
- Impulse by Mr. George Bădescu, Executive director of the Association of Large Commercial Networks in Romania, about their circular business initiatives in the consumer interface in Romania (7 min)
- Impulse Ms Rosita Zilli, Deputy Secretary-General of Eurocoop, to discuss the CSO perspective and the circular consumer demand (7 min)
- Panel discussion with the speakers to answer questions from the participants (10 min)
- Invitation for the next steps & Wrap-up (5 min)