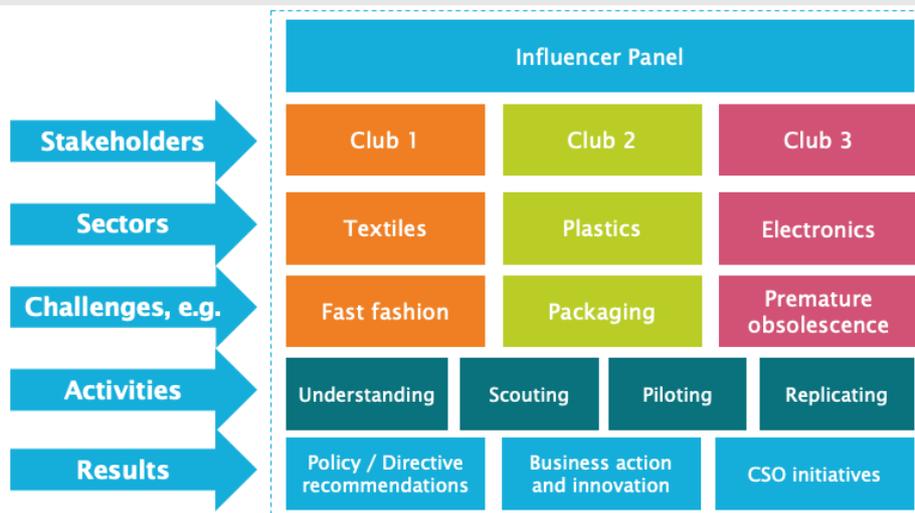


## Welcome to the Consumer Insight Action Panel

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. Despite the importance of consumer insights, there is little 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 the circular strategies. To address this gap, CSCP and Sitra are setting up the Consumer Insight Action Panel, as part of their contribution to the European Circular Economy Stakeholder Platform Coordination Group.

### The Consumer Insight Action Panel

Overview of key components



The objective of the Consumer Insight Action Panel is to translate consumer needs and behavioural knowledge with specific regard to the circular economy in Europe into impact-oriented activities, initiatives and recommendations, to guide and support policy makers / DGs, business and civil society organisations in enabling consumer-relevant circular economy strategies. **In other words, our main objective is to accelerate the transition to a circular economy by generating, applying and testing consumer behavioural insights in circular economy strategies for textiles, plastics and electronics.** Concretely, we will:

- Engage multistakeholder representatives in an expert group (in the following called "club") and bring them together in regular meetings and workshops in order to gather knowledge and enable an exchange on consumer behaviour in view of circular economy challenges;
- Consolidate existing knowledge and generate new, practice-oriented research to address knowledge gaps. This will be done, for example, through an innovation call for applications and the implementation of pilot interventions in order to test practical solutions in a specific context.
- Explore and transfer the gained knowledge into replicable and scalable measures and recommendations to relevant stakeholder groups with the support of an Influence Panel.

### Leadership in the clubs and in the influencer panel

- The clubs are groups of high-level stakeholders committed to leading the European work on generating and integrating consumer behavioural insights into successful circular economy strategies. Each club will be sector-focused and composed of 8-10 members, including



businesses, European Commission representatives, CSOs and researchers, to exchange knowledge, benchmark existing solutions, prototype and test innovations and lead the consumer interface work.

- Textiles, plastics and electronics are the three strategic sectors of focus of the clubs, to be tackled from a challenge/opportunity perspective, around topics such as fast fashion, packaging and premature obsolescence, respectively.
- The overarching panel has an advisory role with a specific focus on impact generation, and will monitor and advise the club activities as well as support its influence among decision makers of the European circular economy transition. Club of Rome members, CEOs and former EU commissioners are the potential members of the panel.
- Club and panel members will join the initiative mainly by invitation. A few more club members might be selected through an open application process.

## Expected impacts

The Consumer Insight Action Panel will result in evidence-based policy and business circular economy innovations co-developed in collaboration with CSOs and think-tanks and through a better engagement and understanding of consumers. The legacy of the work is summarised below

<p><b>Impact 1</b> Organisation and consolidation of a high level group of stakeholders committed to integrating consumer needs and behavioural knowledge into circular economy strategies</p>	<p><b>Impact 2</b> Generating and applying behavioural insights to inform and support various circular economy strategies led by policy makers, business and civil society, supported by evidence-based approaches and solutions</p>	<p><b>Impact 3</b> Replication and scaling up of solutions among European circular economy decision makers at the local, national and European level</p>
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## What is in it for you as a club member

CSCP and Sitra are now mapping and inviting leading stakeholders to join the clubs on textiles, plastics and electronics. Club members will have the opportunity to:

- Be part of a 2-year process, in which the first phase of 6 months is already funded;
- Indicate circular economy challenges within the value chain they would like to address;
- Join 3-4 in-person working meetings, besides regular online meetings, to discuss and deliver the project activities, among understanding the issues and current knowledge base, scouting for existing solutions, piloting new solutions, and scaling up the work;
- Contribute and have access to state-of-the-art knowledge on behavioural insights to inform and improve circular economy policies, business action and CSO initiatives;
- Design, test and host circular economy pilot interventions driven by behavioural insights;
- Jointly publish positioning papers and recommendations on the topic.

## Get involved

Interested in learning more about the Consumer Insight Action Panel and becoming a club member? Get in touch with **Mariana Nicolau** by dropping her a message here: [consumerinsights@scp-centre.org](mailto:consumerinsights@scp-centre.org).



Mariana Nicolau  
Project Manager