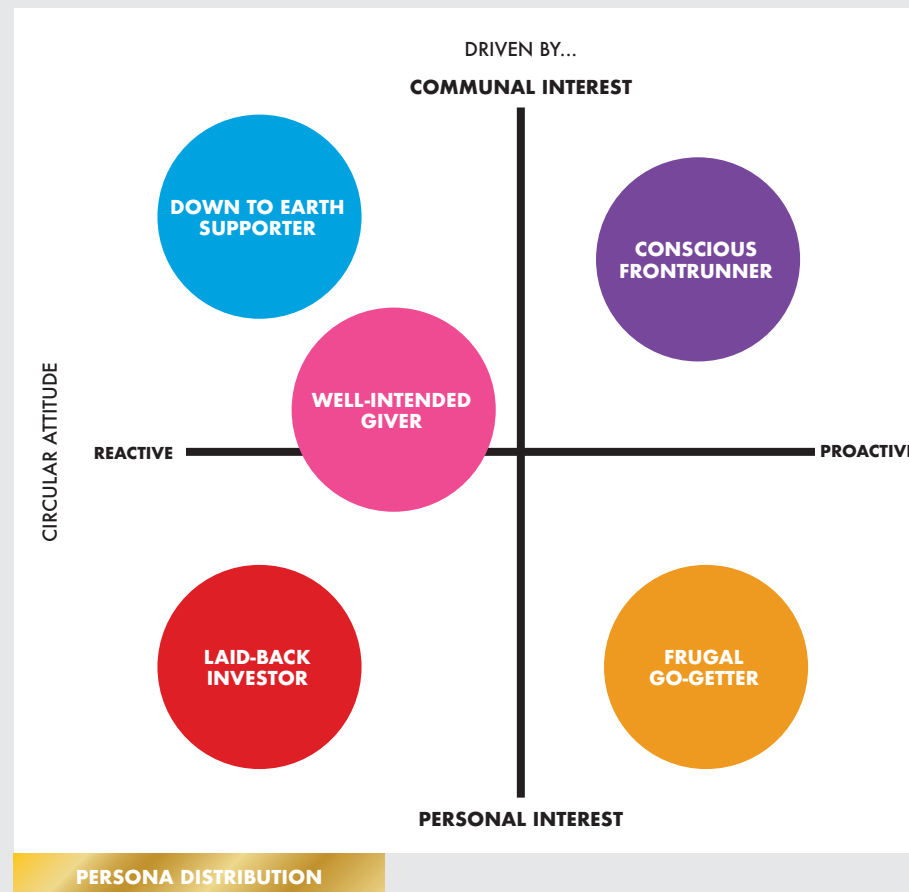


CIRCULARITY IN ROTTERDAM

AUDIENCE RESEARCH ON CIRCULAR ACTION IN THE MUNICIPALITY OF ROTTERDAM



PERSONA DISTRIBUTION & CUSTOMER JOURNEY MATRIX

How the inhabitants of Rotterdam approach circular action differs in two distinct ways. Firstly, there's motivation: do they act driven by communal, or personal interest? Secondly, their attitude towards circular action tends to either be reactive or proactive. These axes build the foundations upon which five personas can be identified and distributed.

All personas have distinct attributes that have been described and

visualised in their personal chapters. In these chapters, a customer journey demonstrates how each persona behaves when acquiring, using and discarding a product. We regard acquisition as ways in which material items enter your life, and disposal as ways in which they leave it.

When all customer journeys are assembled, a customer journey matrix emerges. This matrix allows for a quick comparison between different types of behaviour.

COLOPHON

These personas are the result of a needs assessment research carried out by service design bureau Muzus and the municipality of Rotterdam.

For questions, please contact Nadia Lopes (Head of Programme Circulaire Wijk aanpak) n.lopes1@rotterdam.nl

GOOD TO KNOW

GROUPING BASED ON NEEDS AND BEHAVIOUR

Inhabitants of the municipality of Rotterdam have been grouped based on their needs and the behaviours that accompany them, resulting in five personas. These needs are partly determined by contextual factors such as financial status, interests, experiences and environment. Contextual changes can cause different types of needs and behaviours. By using personas and customer journeys, one can review behaviour from a needs- and context-based perspective. This provides the opportunity to reflect and innovate. In the current project, circular action is characterised by making conscious and minimal purchases (acquisition), by using a product for as long as possible (usage) and by parting with as little items as possible, in a proper fashion (disposal). The distribution reflects whether personas are driven by communal or their personal interest, and whether their attitude towards circular action is proactive or reactive.

A PERSON AND A PERSONA ARE NOT ONE AND THE SAME

We recognize that inhabitants usually align themselves with one persona. But one's motivation and attitude can vary across domains. For example, an inhabitant can have different needs when it comes to the domain of electronic appliances, compared to the domain of personal care. Therefore, an inhabitant of Rotterdam can be represented by various personas. Moreover, moments, contexts or different stages of life can also shift needs and attitudes. These shifts cause an inhabitant to evolve from one persona into another in a certain domain.

We can distinguish several different domains:

Household products, personal care, clothing & textiles, groceries & food, electronic & major appliances, toys, sports & hobbies, transportation and gardening.

THE RESEARCH

Which groups are we able to distinguish in the city of Rotterdam based on their circular action? What are the opportunities, based on every group's needs, in creating a more sustainable lifestyle? This persona set aims to answer these questions. This set is the result of a qualitative research into human needs by Muzus. In this study, the research method of contextmapping has been applied to map the (latent) needs of Rotterdam's inhabitants. We invited participants to perform associative assignments with creative techniques. This way, they

were better equipped in verbalising their experiences and needs in regards to the items that enter their lives, to the way they utilize those items and to the items that they say their farewells to.

In this research, 30 in-depth interviews with adult inhabitants of Rotterdam were conducted. They varied in family structure, income, education, housing, suburb, cultural background, and lifestyle (according to the BSR-model) to accurately represent the inhabitants of Rotterdam.

HOW TO USE THE PERSONAS AND CUSTOMER JOURNEYS



1 EVALUATING CURRENT SERVICES AND PRODUCTS

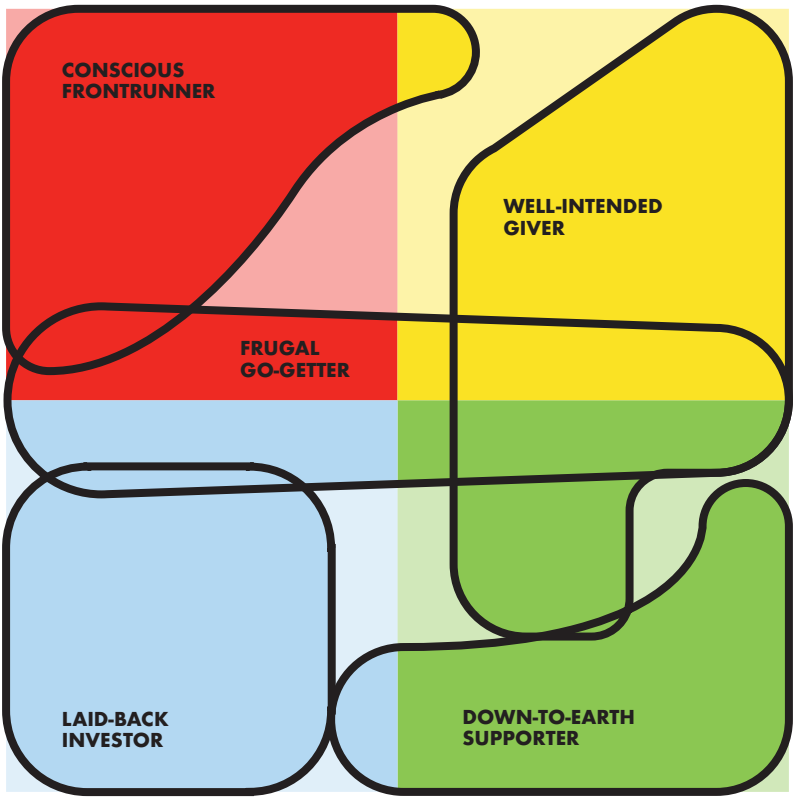
Use the personas to evaluate your services and processes with a pair of human eyes. How do (parts of) the services you provide tie in with the lives of different personas? Which personas is the service aimed towards, and is it operated accurately? Ensure that your provided services align with the ambitions and possibilities of these different personas in order to compel them to change their behaviour.

2 DEVELOPING NEW PRODUCTS AND SERVICES

Besides assessing current services, personas can also serve as guidelines for new propositions. You can use the Behaviour Model, displayed at every step of the customer journey. How motivated is this person? How accessible should the solution be? How can you lower the threshold for them as much as possible? What lines up with the circumstances of the persona?

3 COMMUNICATION

Each persona has their own preferences in terms of communication and information. The personas can be used to improve upon current information and communication, or to develop a new approach. Appeal for example to a persona's incentives, or address any possible misconceptions they might have.



BSR-MODEL DISTRIBUTION

PERSONA DISTRIBUTION ACCORDING TO THE BSR MODEL

The lifestyles of inhabitants of Rotterdam have been mapped out, using the BSR model of MarketRespons. The municipality of Rotterdam possess a dataset that allows one to compare lifestyles in the neighbourhoods of Rotterdam. The five personas are matched with these lifestyles. This creates the opportunity to develop neighbourhood-specific approaches.

The different lifestyles have a predisposition for one or several personas, as visualised in the BSR model. But take note: one

inhabitant never subscribes 100% to one lifestyle and therefore never overlaps fully with one single persona. If you'd like to get to work, assess the neighbourhoods individually. Ask neighbourhood managers or knowledgeable locals about their experiences to establish a comprehensible picture of the inhabitants. To access the lifestyle-dataset of the municipality of Rotterdam, please contact *Kennis Projecten en Innovatie*, cluster *Dienstverlening* via KPIDV@rotterdam.nl.



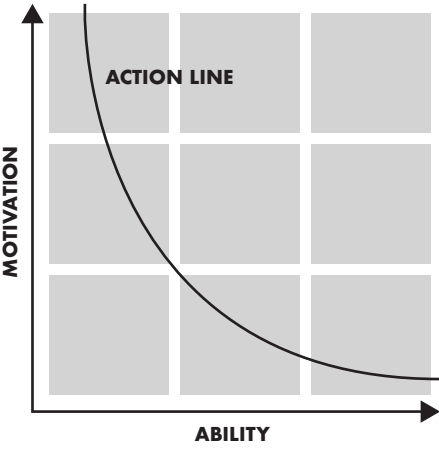
BEHAVIOURAL CHANGE

BEHAVIOURAL MODEL BY B.J. FOGG

In order to influence one's behaviour, the first step is to gauge the current behaviour. In the customer journey, the motivation and ability to portray circular action for every persona is represented.

In the customer journey, the Behaviour Model facilitates the clarification of differences in behaviour. When motivation or ability to act or purchase circularly changes, one persona can evolve into a different persona. A common pitfall for the Conscious Frontrunner could for instance be that they behave like a Laid-back Investor, whenever they lack motivation. This could be specific to a certain domain, such as household appliances.

When one's motivation and behaviour is on the right side of the action line, the persona just needs a nudge to exhibit the desirable circular behaviour. When one's motivation and behaviour is left of the action line, we should start by examining how we can increase one's motivation. Alternatively, we can delve into how to increase one's ability to act circularly by making it accessible.



Laid-back investor

Circularity means to us that we do what we can, but we do not want to compromise our quality of life.

- OUTSPOKEN
- RATIONAL
- SELF-SUFFICIENT
- BUSY
- APATHETIC



“I don’t need to separate my waste here. There is no organic waste container or a bin for plastic items. I don’t feel like putting all different sorts of bins in my kitchen. I want to be sustainable, but it has to be doable.”

Laid-back investor

How we like to be viewed

We work hard to keep society up and running. We function properly, so obviously our products should do so as well.

INCENTIVES

LATEST FUNCTIONALITY

VALUE RETENTIONWARRANTY

VALUE FOR MONEY

“Luckily I was able to buy all my products firsthand. I could leave all my old stuff in my previous house.”

THRESHOLDS

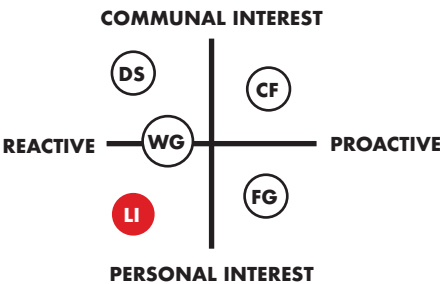
PHYSICAL EFFORT

HYGIENETIMEPRIVACY

STATUS QUOHABITS

“What I do with my old laptop? Keep it, because it holds a lot of information. Privacy is key. You could delete things, but people can retrieve that.”

Where to find us



“I often check out tech websites to review the quality of an item. I want good value for my money. I often buy my products in a nearby store. I am not going to make my life harder than necessary.”



This affects us

- Friends and family members with the newest products.
 - Online offers are attuned to our behaviour, which is why we are sensitive to them.
- “I bought the Apple Watch, because my friend had one. I wouldn’t have bought one on my own initiative.”

This is the effect we have on others

- We convince friends and family that if you buy cheaply, you pay dearly.
- We advise others to invest in the newest products, while the old item is still functional.

We close our eyes for...

Circular acting needs to be easy and worth our time and effort. Via a conversation, we discover that we might not make the most sustainable choices, but we do not want to compromise on comfort. Besides, we like having the newest gadgets.

“Thrifting: that’s a good idea! I didn’t consider it as an option. But to be honest, it should be nearby. As I mentioned, I’m very busy, I don’t have time, so I’m not going to invest my time in figuring out how to throw out this one product.”

Misunderstandings

Secondhand items are not sustainable according to us, because they have already been used. A more expensive product is better in quality. We also don’t find it strange or unsustainable to throw small electronic devices in the trash.

“When my toaster broke, I threw it in my garbage bin. What else am I supposed to do with it? You have to figure out where else to dispose of it. It’s a small appliance and it fits in the bin, why wouldn’t I just do that.”

Annoyances

The municipality does not take enough responsibility in preventing littering.

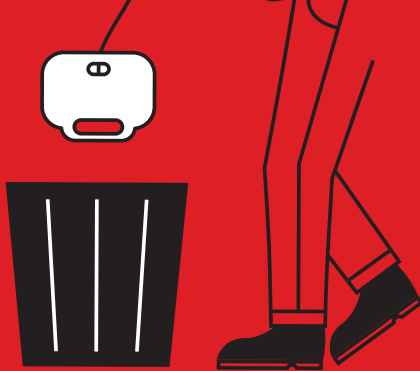
Our expectations of the township

It should be easy to recycle our products: the places should be nearby, accessible, approachable, and on our regular routes.

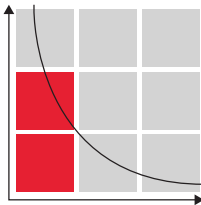
“I try to keep [circularity] in mind, but the municipality does not make it easy. There only seem to be bins for general waste.”

CUSTOMER JOURNEY

TYPICAL BEHAVIOUR OF THE LAID-BACK INVESTOR DURING...

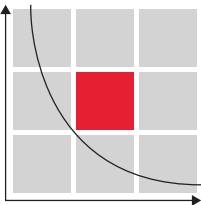


1. ACQUISITION



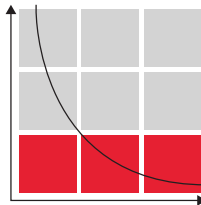
Circular acquisition takes time and mental effort that the Laid-back Investor would rather spend on something else. They are also hindered by their own routines. These inhabitants are motivated to invest in products that last very long.

2. USAGE



The Laid-back Investors invest in a more expensive model of the product of their choice. Because of this, they treat their own products with love and care.

3. DISPOSAL



The process should be easy and not take a long time. The Laid-back Investors are busy people that prefer to invest only in items that they deem to be useful and that, according to them, have a big impact.

BUY CHEAPLY, PAY DEARLY

These inhabitants never buy the cheapest model of a product. That is why they assume that the acquisition of their preferred product is sustainable. It might not be the most sustainable, but it certainly is better than the cheapest model.

“I don’t focus on the cheapest option. So then I do assume that what I buy is pretty sustainable. It’s never the most environmentally-friendly option, but I assume it is reasonably green.”

PREFER NOT TO BORROW, RENT OR SHARE

These inhabitant value being independent and self-reliant, which is why borrowing or renting something is a rare occasion. An exception can be made for one-time usage of expensive appliances. These could be rented .

“I don’t believe in services like Swapfiets [a bicycle repair and swapping service] I don’t want to pay a monthly fee for an item I might as well own myself.”

GOEDKOOP OM UIT TE PROBEREN

When these inhabitants want to test out a product, they buy the cheapest or a second-hand model. If the product meets their needs, they invest in a newer model.

“I could pick up this fan for less than ten bucks. I’m not very satisfied with it. When I have more money, I will replace it with a better one.”

THE LATEST THING

To participate in society, these inhabitants do need proper functional products. Therefore, they invest in

the newest technology whenever it is available.

MAINTENANCE

These inhabitants invest in products of high quality, because they place importance on the long service life of their items. This is why they often acquire maintenance products. These are often recommended to them alongside their new purchase. If they take good care of their items, they will last longer. Only well-maintained items are eligible for a refund when returned.

“I have a cover for my barbecue, because I’m not buying a new barbecue each year. I tend to protect more expensive items, or products that I want to use for a longer period of time.”

VALUE RETENTION DRIVES CAREFUL USE

These inhabitants are privy to the financial value of their products. This drives them to treat their products with caution and look after them with care.

“When I am done washing up, then I clean the drawers that soap might seep into. I also wipe off the dishwasher, as well as some of the plumbing. I was recommended this, and do it so it will last longer.”

REMINDERS

Careful treatment of their products does not always come naturally to these inhabitants. Because they do place importance on the care of their products, they set up reminders to trigger their preferred behaviour.

“I plan maintenance of my items in the app ‘Notion’. I plan for example when I clean my fridge and when I organise my kitchen drawers.”

REPAIRS ARE NOT A WORTHY INVESTMENT

When it is expensive to repair a certain item, these inhabitants prefer to buy a newer model with a longer warranty period. They would rather not invest in something of which they aren’t sure how long it will last.

“You know, you also won’t perform surgery on an elderly grandma who is 90 years old. Because what are you gaining in terms of life expectancy? They will only suffer, just like your products.”

WASTE SEPARATION

Disposal needs to be organised properly. These inhabitants are not aware of what the municipality is doing behind the scenes. From their perspective, the township is not working on sustainability, as the paper bins are often full and the designated plastic bins have been removed.

“I refuse to do the municipality’s job. Adopt a garbage bin? Then I’m doing the work of the municipality that they do not care to carry out. I’m not doing that.”

IN THE BIN!

A product finds its (early) grave in a bin when it is worthless to these inhabitants and when it fits in the trash can.

“When I break my toaster, I’m tossing it in the bin, even though I know it’s not the proper way to do it. But let’s be honest, no one really goes to the centralised garbage disposal for one kettle, right?”

FRUGAL GO-GETTER

CIRCULARITY IS A PLEASANT, YET INCIDENTAL, SURPRISE TO US WHEN WE MAKE CHOICES IN OUR DAY-TO-DAY LIFE.

- THANKFUL
- RESOURCEFUL
- GO-GETTER
- INSECURE
- OPEN



“I was looking for a table, but the item at the thrift shop was just as expensive as a new model. Then I found one on a website for used goods: I could pick it up for free!”

FRUGAL GO-GETTER

HOW WE LIKE TO BE VIEWED

We want to live a normal life. We work hard for the money we own and are careful with what we spend it on.

We pride ourselves in finding the best deal possible.

INCENTIVES

PROFITABLE PURCHASES

FUNCTIONALITY

WARRANTY

A BARGAIN

“I’m very happy with my refurbished phone; I’m so glad it exists and that it had a quality mark. This saves me a lot of money.”

THRESHOLDS

KNOWLEDGE

HABITS

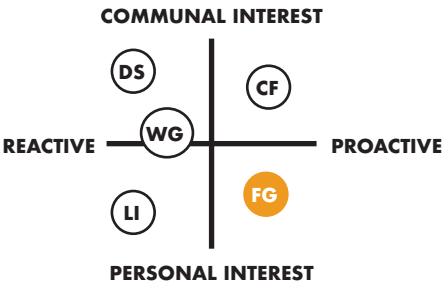
OPENING HOURS

AVAILABILITY

STIGMAS

“I also don’t want to be too minimalistic, because then it seems like I’m living in poverty.”

WHERE TO FIND US



LOCAL MARKET

THRIFT STORE

WEBSITE FOR USED GOODS



SHOPS THAT ALLOW DELAYED PAYMENT

“I would describe a thrift shop as a normal store”

THIS AFFECTS US

- People that we identify with
 - A good experience with a product.
 - An opportunity: for example, a product that is free to pick-up.
- “Instagram, or people around me that show me bargains. I’m on social media to get inspired.”

THIS IS THE EFFECT WE HAVE ON OTHERS

- + We pass on products if necessary, which is how we unknowingly create a greener world.
- + The pride in our voice persuades others to adopt a different perspective when regarding secondhand products.

WE CLOSE OUR EYES FOR...

When we buy something new for ourselves, it is often cheap and of bad quality. We don’t want to spend too much money if it is not necessary.

“These shoes were on sale online. I ordered them immediately. I needed them, didn’t give it a second thought. I pay attention to the price, of course. Cheap stores, not the expensive ones.”

MISUNDERSTANDINGS

We don’t know that there are sustainable alternatives. We lack awareness and knowledge, because we are not conscious of our environmental impact.

ANNOYANCES

Expensive thrift shops or other secondhand alternatives that are more expensive than a brand new purchase.

“I care about recycling, but I also care about money.”

OUR EXPECTATIONS OF THE TOWNSHIP

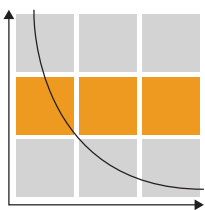
Support in finding products for a reasonable price in our daily lives.

“The township should make thrift stores more accessible: more affordable for all kinds of people. You used to have the church, who asked barely any money in return, to support people.”

CUSTOMER JOURNEY

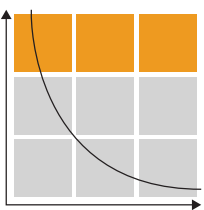
TYPICAL BEHAVIOUR OF THE FRUGAL GO-GETTER DURING...

1. ACQUISITION



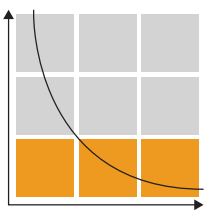
Frugal Go-Getters can portray circular behaviour when acquiring a new product, but not consciously. They are highly motivated to find an affordable, recycled alternative. Their incentive is finding a good deal. They won't make big circular purchases that require a high investment.

2. USAGE



Frugal Go-Getters invest in maintenance, so they don't need to purchase a new product if it isn't necessary. Financial reasons are once again the incentive and threshold in this situation.

3. DISPOSAL



Frugal Go-getters are not motivated to dispose of their products in a circular manner. They also don't always understand the added value of a cheap or free purchase. Because of this, they tend to take the easy route when it comes to disposing items.

WHEN THE PRICE IS RIGHT

Frugal Go-Getters make the tradeoff whether or not to buy a used or new product, but the price tag is critical. They don't shop elaborately. The real shopping experience is embedded in the search for affordable products.

This can be done at a thrift shop or in regular stores. These inhabitants put effort in their unknowingly circular purchase.

“I'll wait until it's on sale.”

EXPENSIVE PURCHASES ARE PAID IN INSTALLMENTS AND HAVE A WARRANTY

These inhabitants buy at stores where they can pay in installments and a warranty is part of the deal. Major appliances are often bought new, because it includes warranty. Warranties provide a feeling of safety.

“I bought a new mattress a while ago, I wouldn't dare to buy those items at a thrift shop. Wehkamp [retailer website] allows me to pay in installments.”

UTILIZING YOUR NETWORK

These inhabitants are looking for opportunities in their community. They don't mind asking friends, family or neighbours for a favour.

“A friend of mine had just bought a new Macbook and I knew that he still had his old one, even though he didn't use it.”

BULKY WASTE ISN'T ALWAYS RUBBISH

If they find something on the street that they want to have, they will take it home.

“I needed it, and it was great that it was out there on the street. Otherwise, I would have bought it on a used goods website.”

CAREFUL RECYCLING

When these inhabitants don't know what the use of this purchase is, they try to find a new purpose for it. If the purpose is not immediately apparent, but there is potential, they save it for a rainy day. Maybe it will be useful some time!

“I keep egg cartons for a very long time as well, as they are great for cultivating vegetables and seeds. I have no idea what to do with plastic containers that used to have meat in them, though.”

ONLY AFFORDABLE REPAIRS

These inhabitants are partial to repairs, but only when they are affordable. It is hard to guess how long a product will last once it's repaired. Inhabitants sometimes assume that a new product will last longer, also because it has a warranty. They know about repair shops that are nearby or on their way to work or friends.

Repair events in apartment complexes are for example well-attended by Frugal Go-Getters.

“If the repair price is close to the purchase price, then I'd rather buy a new item and reuse this product in a different way.”

LONG LIFESPAN

The Frugal Go-Getters use products for a long time, until they are used up. This behaviour can be traced back to financial reasons, which makes them grateful for what they have, or because using a product for a long time prevents having to spend money on a new item.

“I need to make do with what I have, but that just makes me extra grateful for the items that I do own.”

WE DON'T DISCARD THAT MUCH

Products are only discarded when someone else has absolutely no use for it either. These inhabitants do not have a lot of products that can be used by someone else, because some of their stuff is of questionable quality and won't last very long.

DISPOSAL HAS TO BE ACCESSIBLE

These inhabitants don't have time or resources to deliver bulky waste to a central waste disposal. Disposing of a product is less of a priority, because these inhabitants often have something else to worry about. This could be a move, health issues or a job search.



MANNER OF DISPOSAL IS VALUE-DEPENDENT

An item that has been gifted to the inhabitants, or something they found, is more easily discarded. It didn't cost them anything, after all, or they are less attached to the product.

DOWN TO EARTH SUPPORTER

CIRCULARITY MEANS TO US THAT WE AIM TO DO BETTER. WHAT 'BETTER' IS, DEPENDS ON OUR VALUES AND CIRCUMSTANCES.

- COMPLIANT
- RECOGNITION
- GROUPTHINKER
- ORGANISED
- GOOD-NATURED



“You see that over time people are causing an environmental decline. Everyone needs to do their part, be sustainable, not throw things out unnecessarily.”

DOWN TO EARTH SUPPORTER

HOW WE LIKE TO BE VIEWED

We are compliant followers. We don't necessarily need to set ourselves apart from the rest, but we do want our actions to be respected.

INCENTIVES

CLEAN ENVIRONMENT

FRIENDSHIP

UPBRINGING

VALUES

ACCEPTANCE

“You hear about those things in the media: contaminated water, pollution. I want to be an example to my neighbours and my own children.”

THRESHOLDS

CONTRADICTING INFORMATION

MINIMAL SOCIAL COHESION

LOCAL AVAILABILITY

“Although... I watched a documentary about a neighbourhood where all trash was separated. But eventually all the trash ended up in the same container. “

WHERE TO FIND US



THIS AFFECTS US

- Upbringing and education
 - Normative behaviour in the neighbourhood
 - Laws, rules, news and municipal reporting.
 - Comments about our behaviour by others.
- “If my daughter says: ‘Mom, if anything happens to you, I will be cleaning out stuff for a long while.’ That made me a lot more conscious of my choices.

THIS IS THE EFFECT WE HAVE ON OTHERS

- + We comment on our surroundings if it doesn't meet our standards via an app of the municipality.
 - + We set an example and address behaviour that deviates from the norm.
- “Some people just put a broken fridge out on the curb . Via an app, I can upload a picture of a pile of trash on the street, and then they will come and pick it up. I did that this week still!”

WE CLOSE OUR EYES FOR...

When we aren't raised with circular behaviour, we are less likely to act this way.

“I think that might be part of my upbringing. I'm pretty careless when it comes to that. There's people who shine their leather shoes to keep them nice. I don't do that.”

MISUNDERSTANDINGS

We don't really have an opinion of what is good and what's bad, but tend to trust the (local) government. We follow their rules and guidelines, but do not prioritise taking initiative ourselves.

“No one invests in a sustainable car out of their own initiative. The government should stimulate those investments. A person will not do that.”

ANNOYANCES

Expensive thrift stores or other second hand options that are more expensive than buying a new item.

“I care about recycling, but I also care about money.”

OUR EXPECTATIONS OF THE TOWNSHIP

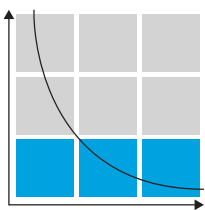
Clear and manageable rules and measures that are maintained and enforced. We want to be acknowledged for and supported in the things that are asked of us.

“What is difficult is that the city does not do enough. They make money with sustainability, so they can put in a bit more effort.”

CUSTOMER JOURNEY

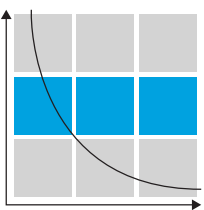
TYPICAL BEHAVIOUR OF THE DOWN TO EARTH SUPPORTER DURING...

1. PURCHASE



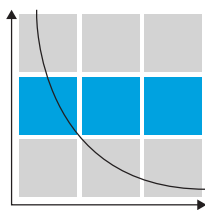
Purchase for Down to Earth Supporters is as ordinary as possible. The Supporters have no circular motives as they purchase an item, even though they may have the means to make this decision.

2. USAGE



Down to Earth Supporters are motivated enough to reflect on the possibilities of borrowing or repairing an item. This is predominantly encouraged by the status quo that they see around them.

3. DISPOSAL



The Down to Earth Supporters dispose of their items in a way that is the norm in their environment. They feel sufficiently motivated to do so. Disposal is often done circularly, but Supporters could have some unsustainable habits that are hard to beat.

STICK TO THE USUAL

These inhabitants stick to the status quo and do what is asked of them without complaining as long as it's doable. Their groceries are packed in a reusable cotton bag instead of a plastic one.

CONSIDERING NEW AND SECONDHAND ITEMS

If the product works properly, these inhabitants are content with both new and secondhand items. This can differ per product, however. Electrical appliances or items for their children are more likely to be bought second-hand.

“I would never buy secondhand shoes or clothes. I want to be the first person who wears it. You never know who owned this before you did! If I know the previous owner, I might change my mind about wearing their clothes”

BORROWING FOR ONE-TIME USAGE

When an item is only used once, these inhabitants won't buy it brand new. They search their network for the possibilities to borrow it, as long as this is normal. They would for example borrow the item from a kind neighbour or a friend, but not from a stranger.

“I sometimes borrow my friend's sewing machine. I do have a sewing machine myself, but that one doesn't work that well. Because I barely use it, I don't think it's necessary to buy a new one.”

AS THE TWIG IS BENT, THE TREE IS INCLINED

These inhabitants have been raised with the knowledge about the care for their items. This is normal to them, and they pass on their knowledge. It surprises them if someone does not think the way they use their products is normal.

“My dad used to do that as well; if your t-shirt has any holes in it, you use it as a rag. Doesn't everyone do that? My girlfriend and her parents do the same thing.”

MIND YOUR SURROUNDINGS

One's background affects what is seen as normal and what isn't. When these inhabitants learn or encounter something new, they are willing to try it out. This is especially true for actions that are introduced to them through someone they know, like a neighbour.

“I don't know what to do with clothes, but I get my other goods at the thrift shop. My neighbour did that recently and then I realized, I might as well do that too.”

IF WE TRUST, WE LEND

These inhabitants only let others use their items when this person asks them and when they trust this person.

“I lend stuff to others sometimes. Drills, screw tops. But not to everyone. I at some point lent something out that I never saw again. I will lend stuff to my neighbour, but not to a stranger.”

AT COLLECTION- AND RECYCLING POINTS

These inhabitants get in the car to dispose of items at collection and recycling points. Because a clean neighbourhood, that is as it should be.

“Sometimes I report the bulky waste that is in the communal basement. That means that everyone is notified of my complaint, but nothing happens. I think I have been driving up and down to a recycling point with another man's trash several times by now.”

IN THE RIGHT BIN OR IN THE RIGHT PLACE

When these inhabitants do not want a product anymore, or when it breaks, they know where to throw it out. Paper goes in the paper bin, clothes go in a garment collection bin and reuseable stuff is dropped off at the thrift shop. This isn't too much to ask of the down-to-earth supporters.

“This behaviour is ingrained in who I am. I always did things this way. When I was a child, I used to donate my clothes to the Salvation Army.”



CONSCIOUS FRONTRUNNER

CIRCULARITY IS FUN FOR US. WE ARE TRYING TO CREATE AS LITTLE WASTE AS POSSIBLE BY MAKING SUSTAINABLE CHOICES.

- CALCULATED
- ENTERPRISING
- CREATIVE
- OPEN
- HUMBLE



“I don’t think I am a saint, but I do like to be involved in sustainability. I enjoy reading news and blogs to understand what other people are doing.”

CONSCIOUS FRONTRUNNER

HOW WE LIKE TO BE VIEWED

We are concerned with the environment. We discover new ways in which we can better the world. We love to explain what we are doing and why this is important.

INCENTIVES

A GREENER WORLD

SETTING THE RIGHT EXAMPLE

VALUABLE CONTRIBUTION

“Because of our health, we researched vegetarian lifestyles. That made us think about sustainability, and now we purchase sustainable items as well.”

THRESHOLDS

LACK OF SPACE

HYGIENE

KNOWLEDGE

HEALTH

PRACTICALITIES

“We wash relatively little. Washing less and wearing my clothes for longer, that’s a bridge too far. It’s unhygienic.”

WHERE TO FIND US

COMMUNAL INTEREST

DS

CF

WIG

LI

FG

PERSONAL INTEREST

REACTIVE

PROACTIVE

SOCIAL MEDIA

NATURAL OR HEALTH FOOD STORES

THIS AFFECTS US

- We absorb information and ideas. Especially when we are interested in the topic and we enjoy working with it.
- Role models and forums with creative and sustainable initiatives.

“I am now looking into a worm bin for composting to put on the balcony. I saw it at a friend’s house. It would complete the cycle, for us and for the planet.”

THIS IS THE EFFECT WE HAVE ON OTHERS

- We love talking about the creative and inventive solutions we have thought of in relation to sustainability.
- We convince friends and family by leading by example, and showing that circular acting is doable.

WE CLOSE OUR EYES FOR...

Acting circularly can be effortful. When we lack energy, we might also slack in our circular action. This is partially caused by the discrepancy between the effort we put into something and the satisfaction we get out of it.

“I can improve on my grocery shopping habits. I don’t always feel like going to the farmer’s market.”

MISUNDERSTANDINGS

We are easily persuaded by a product that appears green. When it contains a sustainable label or seems pretty environmentally-safe, we see it as a eco-conscious purchase.

“Sometimes I tell myself a purchase is okay, because it was made out of recycled materials.”

ANNOYANCES

The hippie-image that sustainability gets. We don’t identify with that, to us sustainability is normal. Furthermore, it can be complicated to buy some products sustainably because of all the labels and quality marks.

“Shampoo is so hard to buy in an environmentally-conscious manner. It has to be vegan, not contain plastic, without component A or B... it’s impossible.”

OUR EXPECTATIONS OF THE TOWNSHIP

A futureproof point of view by the municipality surrounding circularity. The constant shopping, using and discarding is outdated.

“I would like some tips about how to dispose of certain objects. An email would help, or general mail. They sent me some information, but I would love a few more tips.”

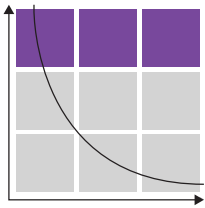
Rotterdam Circulair

MUZUS

CUSTOMER JOURNEY

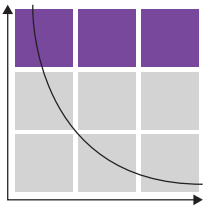
TYPICAL BEHAVIOUR OF THE CONSCIOUS FRONTRUNNER DURING...

1. PURCHASE



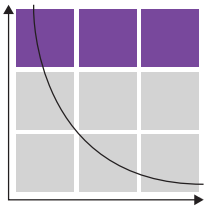
Conscious Frontrunners feel motivated to act circularly in all behaviour concerning products. Even though this is not always easy. When they are interested in a product, they tend to put a lot of effort and energy in doing the right thing.

2. USAGE



Conscious Frontrunners are also highly motivated to be sustainable in usage. Their interest in circularity definitely increases the effort they are willing to put in.

3. DISPOSAL



The same applies for disposal as it does for purchase and usage. The Conscious Frontrunners have no issue putting in their time and effort into a project or product that they think is worth their energy.

LIMITING PURCHASES

These inhabitants are aware of the value of natural resources . If it is unnecessary to purchase something, they will refrain from doing so.

“We have barely bought any clothes recently. We used to buy a lot of clothes in the past, but now we try and use what we already own. Unless we really need shoes or socks. But we are trying to reduce the number of purchases as much as we can.”

BORROWING IS THE ANSWER

These inhabitants do not mind asking friends and acquaintances if they are allowed to borrow something.

“I don’t immediately think about who could lend me an item. My train of thought is along the lines of “Do we have this item? No? How can we solve that?”, and then my partner mentions for example that his mother owns it.”

PURCHASED PRODUCTS ARE SUSTAINABLE

These inhabitants are interested in green replacements of (consumptive) products that are being offered. They might for example be keen to purchase reusable cotton pads that are washable, or a shampoo bar that does not have plastic packaging.

REPURPOSING A DISCARDED PRODUCT

These inhabitants can be challenged to investigate new purposes for products that would usually be discarded. By using their own creativity, it becomes a fun activity, and morale is kept up!

“Well, you definitely made me think! I used foam to top a thin mattress in the communal garden. That fabric is waterproof, and I have been looking for a doorstep for my garden door. I might just use that fabric to make one of those myself!”

REPAIRING PRODUCTS

These inhabitants are aware that a product is never completely broken and can always be repaired. They do, however, not always know how or where to repair a product. This can cause the product to end up tucked away on a shelf, forgotten by their owner.



DISCARD AS LITTLE AS POSSIBLE

These inhabitants will try to throw away as little as they can. They know about alternatives to discarding their product. Their items might for example end up in thrift shops, gifted to a good cause, traded, or sold.

“I act circularly on a microlevel. I take the branches and roots out of the earth of herbal plants and reuse the ground. I plant new plants in that soil. ”

RECYCLING

When a product cannot be reused or gifted, the inhabitants will try to dispose of the item as correctly as possible. They don’t mind researching what is in fact the best way to discard a product.

“I don’t understand that there is no collection point for organic waste in this city. I have quite a lot of organic waste and have been doing research into where I can be more sustainable. We have been saving up points at work, and I found out that I could purchase a worm composting bin with them. Now we can use organic waste to improve our soil for the garden.”

WELL-INTENDED GIVER

CIRCULARITY MEANS TO US THAT WE SUPPORT THE (LOCAL) ECONOMY AND PASS DOWN OUR PRODUCTS TO FRIENDS AND FAMILY .

- LOYAL
- POLITE
- SYMPATHETIC
- EMPATHETIC
- PRACTICAL
- IMPRESSIONABLE



“When I get a new Apple Watch, I give the old one to my nephew. He is crazy about gadgets like that. I’m glad I can brighten his day, instead of selling it to a stranger.”

WELL-INTENDED GIVER

HOW WE LIKE TO BE VIEWED

We are aware that there are people around us that can use some help, and are therefore very willing to help.

We understand and recognise the different lifestyles of fellow residents in our city.

INCENTIVES

HELPING OTHERS

ATMOSPHERE

SYMPATHY

EQUAL OPPORTUNITIES

“I separate batteries and bottles. My handicapped neighbour recycles the glass around the corner. I do something for her, and she returns the favour!”

THRESHOLDS

BAD EXPERIENCES

LIMITED NETWORK

UNCLEAR PROJECTS

EMOTIONAL ATTACHMENT

“I bought a mobility scooter when i needed it. I resold it at a loss of a hundred euros. But I did sell it to a disabled man, so that did make me feel better.”

WHERE TO FIND US



“I invest in the upkeep of my comfortable coat. Because I am having my grandmother repair it, it barely costs anything. And it is so fun to do it together with my grandma. “



THIS AFFECTS US

- Someone who needs our help
 - Social initiatives by people around us
 - Advertisements
- “During the corona crisis we have been helping people. Someone had to dispose of two brand new beds. We made sure the beds ended up with a woman who did not have a penny to her name.”

THIS IS THE EFFECT WE HAVE ON OTHERS

- + We normalise recycling and gifting items
 - If we don’t know people or don’t feel comfortable around them, we won’t correct their behaviour.
- “I won’t point it out when my neighbours put their garbage next to the disposal. You don’t want to pick a fight, and there’s also a language barrier.”

WE CLOSE OUR EYES FOR...

We also just want to go shopping. Especially when we see others do the same. Our purchases support the local economy. But we don’t stop and think about what we already have.

“Because my neighbours don’t make an effort, I start to wonder: why am I doing it?”

MISUNDERSTANDINGS

We only help people when we know who is on the other end of the line, receiving our items. That’s why we save our rejected items when we can’t give them away instead of bringing them to a thrift shop.

“I always figure out where I can dispose of my items or where people need something I might be able to offer. Take my child’s clothes, for example. I have a small network of mothers who might benefit from those. ”

ANNOYANCES

Good causes that turn out to be big capitalist enterprises. We want to support good causes and initiatives.

“I thought that old clothes via this project ended up abroad, but it turned out that clothes were taken out and sold. That’s not a cause I want to support.”

OUR EXPECTATIONS OF THE TOWNSHIP

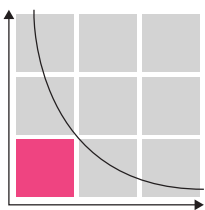
Helping people in our immediate vicinity has priority. The township should first

and foremost help her own inhabitants who need (access to) certain products.

CUSTOMER JOURNEY

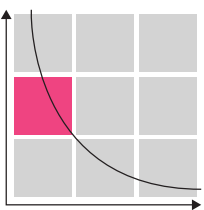
TYPICAL BEHAVIOUR BY THE WELL-INTENDED GIVER DURING...

1. PURCHASE



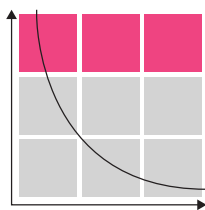
A Well-Intended Giver does not think of circularity when it comes to purchasing a product. Their priorities lie somewhere else: supporting the local economy. They are no stranger to investing in a product that they end up not using.

2. USAGE



Products are meant to be used. Treating your items carefully and sparingly does not cross the minds of the Well-Intended Givers.

3. DISPOSAL



The Well-Intended Givers are very motivated to give products a second home. They feel strongly about this social norm and are willing to put in some effort to make this happen. They prefer gifting items to people in their direct surroundings.

NEW IS NORMAL

These inhabitants see no issue with purchasing new products. That is just how the cookie crumbles.

“I can afford new, so why should I buy secondhand?”

STIMULATING THE ECONOMY

To these inhabitants, a properly functioning economy is crucial. They can always pass on any products that they don’t end up using.

“If we end up trading and recycling everything, and no one buys anything, then that has economical consequences as well. It’s also not good for the environment. No one is happy on a green planet with a bad economy.”

LOCAL, AS USUAL

These inhabitants like buying their products from local entrepreneurs. When the quality is below par, or something is defective, they can count on proper service. This way, they support local business, and invest in their surroundings.

“I get my meat at the local butcher. And cheese from the dairy shop. When I was young, my parents also bought their meat at the butcher, there was no alternative. I have always done things this way.”

PRODUCTS ARE MEANT TO BE USED

Products are regarded as items that are meant to be used. If a products is no longer in use or broken, its value drops. These inhabitants usually don’t spend any time nor money on repairs.

“I appreciate my items as long as I have them. But I don’t appreciate them enough to spend a lot of time or energy in their maintenance or preservation.”

I RECYCLE SO I CAN PURCHASE AGAIN

These inhabitants enjoy good items in their own life. When they know that they can brighten someone’s day with a product that they own, they will happily buy themselves a new(er) version.

“I moved the chairs to my vacation home. I’m more easygoing there. The atmosphere is different, too.”



PASSING ON THE VALUE

Products are passed on when these inhabitants assume that someone else will enjoy or value the product more than they do. Or because they don’t use it anymore, aren’t interested or feel like it was a waste of money. They have also learned that others might value an item differently.

“Sometimes I put items in a box and send them over to acquaintances in Suriname. I also was in India at some point, and learned that what we deem worthless here, others might see as valuable. ”

SAVING IT ‘JUST IN CASE’

Discarded products do not necessarily immediately have to leave the life of these inhabitants. When they don’t know who they can cheer up with these items, they are stored somewhere at home. They procrastinate about their fate.

“I just keep it, and then I wait until I find someone who wants to have it. I once misjudged the size of a blouse, so that one still hangs around in my wardrobe.”

SELLING REQUIRES A LOT OF EFFORT

Selling products to strangers is not common practice, unless they can gain something from it and it does not cost them too much effort. The threshold is high. Passing on products to friends and acquaintances is still the norm.

“I could have bought something worth 80 euros. Then I take a look on a reselling app like Vinted, and I find out that I would get around 4 euros for this item. Am I then really going to put in this much effort to place it online and send it to the buyer?”