Towards Circular Propositions

Insights in consumer perceptions and behaviours

Food Innovate Summit, 13 May 2019, Siet Sijtsema
Learning from applications of consumer research in Circular Economy

- Consumers perceptions of circular economy – case of biobased
- Consumer behaviours and food waste
- Learnings from applications
- How to involve consumers in circular innovation?
Consumers: unfamiliar and ambivalent

Biobased – products and packaging of renewable resources

Consumers perception

- Unfamiliar
- Ambivalence


Food waste and multiple behaviours

- Food waste – food management – planning, buying, storing, preparing, consuming, wasting
- Conflicting goals

(Van Geffen et al under review)
Multiple behaviours and food in circular economy

- Circular economy food applications
  - Sharing food and equipment
  - Participation in production
  - Packaging of rest streams

- Risks and Benefits
  - Functionality
  - Trust
Great variety of variables influencing acceptance of food innovations (in circular economy)

From over consumers to with consumers

Targeting might help, based on:

- Consumption - behaviour
- Attitudes, motives, intentions
- Product perceptions
Targeted interventions

Consumers perceptions of product attributes health and sustainability

- health, taste, affordability and several sustainability attributes

Segments:
- Pro-self
- Average
- Conscious

Average and conscious cluster perceive synergy between health and sustainability

Values, intentions, attitudes, norms

Reuse, repair, recycling, refurbishment, borrowing, sharing


The Pro-Circular Change model: proposing a framework facilitating behavioural change towards Circular Economy

Journal of Resources, Conservation & Recycling 135 132-140
Understanding Food system

Adapted by Christy Shi, Center for Environmental Farming Systems.
From: Wilkins, J. and Eames-Sheavly, M. Discovering the Food System; An experiential learning program for young and inquiring minds.
Cornell University, Departments of Nutritional Science and Horticulture. [http://www.discoverfoodies.cornell.edu/](http://www.discoverfoodies.cornell.edu/)
How to support consumer acceptance of circular innovations?

- Involve consumers
- For all elements of food system
- Interactions in multidisciplinary team to explore, exchange and select together
- Make use of creativity in consumers research as well as in workshops with experts to “unravel gut feeling”
Towards more healthy and sustainable food patterns

Questions:

Siet.Sijtsema@wur.nl