

DESIGN FOR SUSTAINABLE BEHAVIOUR IN A CIRCULAR ECONOMY



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BACKGROUND

THE CIRCULAR ECONOMY HAS RECEIVED GREAT ATTENTION AS A WAY FORWARD TO TACKLE THE ISSUE OF WASTE [1,2]. THE FIELDS OF ECO-DESIGN AND SUSTAINABLE DESIGN HAVE CONTRIBUTED BY ADVANCING RESEARCH IN STRATEGIES FOR CLOSING THE LOOP (I.E. EXTENDING PRODUCT LIFESPAN, ACHIEVING DEMATERIALISATION) [3,4]. PRODUCT SERVICE SYSTEM (PSS) COMPLEMENTS THE DIFFUSION OF ECO-DESIGN SOLUTIONS BY PROPOSING ALTERNATIVE CONSUMPTION PRACTICES THROUGH INNOVATIVE BUSINESS MODELS.

ISSUES PERSIST ON THE PRACTICALITIES TO EXTEND LIFESPAN PARTICULARLY WITH ELECTRICAL ITEMS AS WELL AS TO ENCOURAGE CONSUMERS TO ADOPT PSS INNOVATIONS. STILL, QUESTIONS REMAIN ABOUT THE ENVIRONMENTAL IMPACT OF USER'S BEHAVIOUR WHEN USING ELECTRICAL ITEMS.

DESIGN FOR SUSTAINABLE BEHAVIOUR IS INTERESTED IN BEHAVIOUR CHANGE THROUGH THE USER'S INTERACTION WITH PRODUCT [5]. THE CONCEPT PRESENT SOME QUALITIES WHICH COULD BE FURTHER INTEGRATED WITHIN THE DEVELOPMENT OF CIRCULAR SOLUTIONS.

AIM

TO INVESTIGATE OPPORTUNITIES FOR APPLICATION OF THE DESIGN FOR SUSTAINABLE BEHAVIOUR IN THE CONTEXT OF THE CIRCULAR ECONOMY

OBJECTIVES

- TO EVALUATE DESIGN STRATEGIES, TOOLS AND APPROACH FOR THE TRANSITION TOWARDS A CIRCULAR ECONOMY.
- TO EXPLORE THE APPLICATION OF DESIGN FOR SUSTAINABLE BEHAVIOUR IN A PSS SETTING.
- TO EXPLORE PSS IMPACT ON INDIVIDUAL AND GROUP BEHAVIOUR.

APPROACH

PARTICIPATORY ACTION RESEARCH – BECAUSE NOTHING ABOUT CHANGING BEHAVIOUR WITHOUT THE PRIMARY ACTORS IS DEEMED TO ACHIEVE THE INTENDED GOAL.

BEHAVIOUR CHANGE REMAINS CENTRAL FOR THE TRANSITION TOWARDS A CIRCULAR ECONOMY



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