

Influencing citizens' textile behaviours

Giving you the power to change behaviour

May 2025 | Martyn Lowder

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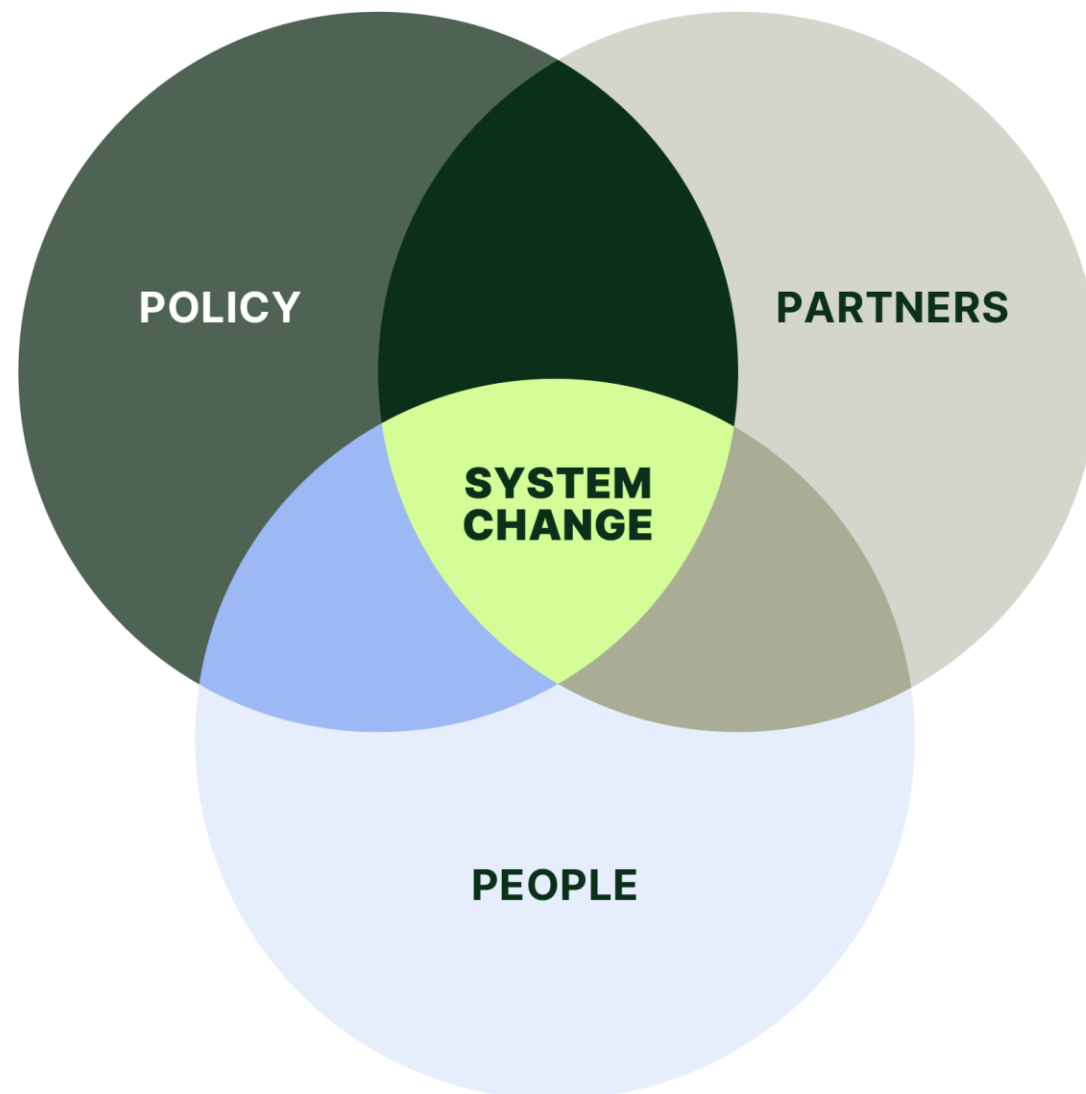


Our theory of change

The climate crisis requires us to change our consumption behaviours. **But changing behaviours is challenging**, especially when people respond to different motivations and face different barriers.

We can encourage individuals to make better choices, engage with new systems, and ultimately change behaviour by understanding them and their decisions. **Work with, not against existing drivers.**

Our theory of change demonstrates that **system change requires policy, partners and people** to work together.



How to influence behaviours?

The 3 Big Myths

Myth 1: Information Alone Drives Change

Reality: Knowledge is essential but not the only factor.

A common myth is that **telling someone to do something will make them do it.**

Key Factors for Behaviour Change:

→ **Knowledge:** People need to know *what* to do and have the skills.

→ **Ease:** Make it as easy as possible by removing barriers.

→ **Motivation:** People need a reason to act (save time, money, or status etc).



Myth 2: People Are Always at the Heart of System Design

Reality: Often, the end-user isn't prioritised in system design but should be.

Key Insight: Prioritise ease and make the default the "right" choice.

Example: Auto-enrolment in pensions or donor registration boosts participation.

Pathways analogy: People take the worn path through grass because others do, reinforcing the behaviour.



Myth 3: You Need To Target Everyone

Reality: You don't need to target everyone at once.

Key Insight: People are motivated by different things. Work with, not against existing drivers.

Strategy: Start with early adopters – they lead the way and influence the tipping point.

Considerations:

- Define the exact behaviour that needs addressing.
- To maximise our impact, which subgroup has the biggest room for improvement?
- Which subgroup can easily influence?



Understanding citizens

Circular Living Segmentation Model

What is the Circular Living Segmentation model?

A complete audience segmentation tool which exposes barriers to citizen behaviour, and offers actionable insights to overcome these which can be utilised when designing:

- Products & product comms
- Policies
- Interventions
- Campaigns

It can set up Circular Business Models for success by ensuring a strategy that is routed in behaviour change.

Why WRAP? Many other models are two-dimensional, offer fewer segments, are not sustainability focused and are poor predictors of behaviour

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What does our model tell you?

How people think and behave across the topics of Recycling, Plastics
Food waste, Clothing & Consumption and transferable to other sectors.

People's political and values outlooks, their views on **wider environmental issues**, the **media they consume** and **VARK** (Visual, Auditory, Reading, and Kinaesthetic) **learning profiles** to help users understand segment communications preferences.

How you can tap into these characteristics to encourage sustainable behaviour



Circular Living Segmentation profiles



Which segment are you? Quiz ^

- **Segment 1:** Get the why, not always the how. Think green and big consumer
- **Segment 2:** Give the planet a chance. Green and acting on it
- **Segment 3:** Pressured providers. Under pressure greens
- **Segment 4:** The strong, silent type. Actions not words, quietly green
- **Segment 5:** Local, not global. Concerned about litter and fly tipping
- **Segment 6:** Why should I care? Disengaged or indifferent
- **Segment 7:** Green for the 'gram. Big consumers; words, not action
- **Segment 8:** Got the actions, different motive. Climate rejectors but acting sustainably

How can it be applied?



Download the
report



Understand your audience
and work with, not against,
existing drivers.

**Learn how you can tap into
these existing
characteristics** to encourage
sustainable behaviour.

WRAPs offering:



Identify priority segments. Engage effectively
with your audience by profiling your customer
base or prospects through 'Golden Questions'
and use the information to target.



**Creation of strategies for consumer
behaviour change** using combined data and
behaviour science expertise

Clothing and Textiles

Segment 7 are more likely to enjoy keeping up with fashion trends at 64%, compared to the UK average of 25%. Purchasing clothes once per month was also reported at 76%, much higher than the UK average of 45%.

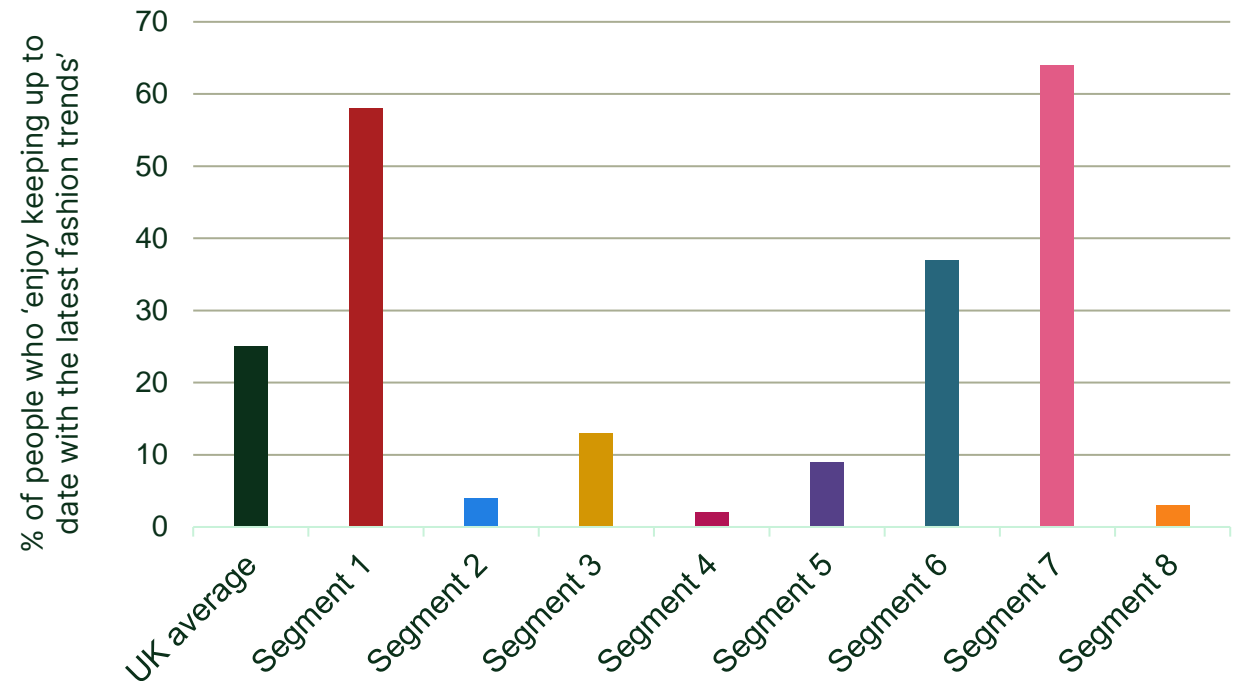
This high consumption cohort will be key to achieving reductions in greenhouse gas emissions associated with clothing and textiles.

By way of comparison, just 18% of Segment 8 buy clothes at least monthly, and are far more likely to keep clothing for longer (4.9 years) compared to the UK average of 4.3 years.

Source: WRAP (2023)

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Graph 1: Attitudes and Purchases UK



Q: How much is the description like you? I enjoy keeping up to date with the latest fashion trends



Thank you. Any questions?

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Links:

[Circular Living Segmentation | WRAP](#)