

02. Behavioral challenges and EU policies on circular economy

Rosa Strube, Head of the Sustainable Lifestyles Team at CSCCP

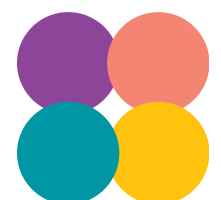


Speaking of CARE

How storytelling helps shaping circular change

Breaking Barriers: Behavioural Change Strategies for Circular Economy
Implementation, 18.06.2025

Rosa Strube | Head of Sustainable Lifestyles at CSCP



Funded by
the European Union

circularhouseholds.eu





Circular consumption Activities to tRansform households toward material Efficiency

Horizon Europe Project
2024-2027



Funded by
the European Union





What is the CARE project about?

- **Our objective: To transform a total of 100 households** in five European countries **into circular model households** regarding the material flows of food or clothing.
- The CARE pilots will be implemented in **five regions** - both urban and rural - that are part of the Circular Cities and Regions Initiative (CCRI).

The pilots will contain: customized, inclusive, and cost-free **circular advisory services** and **interventions** that target changes in consumption practices.

We will measure improvement in **material efficiency, living conditions**, and **sustainable wellbeing** using **life cycle assessment (LCA)**, especially the Product Environmental Footprint (PEF).



Funded by
the European Union



Pilot locations

CCRI pilot areas:

- **Tampere region**,
Finland
- **Asker**, Norway
- **Göteborg**,
Sweden



CCRI fellow areas:

- **Lääne-Harju**,
Estonia
- **Berlin**, Germany



Funded by
the European Union



Our goal: Reducing food and clothing waste

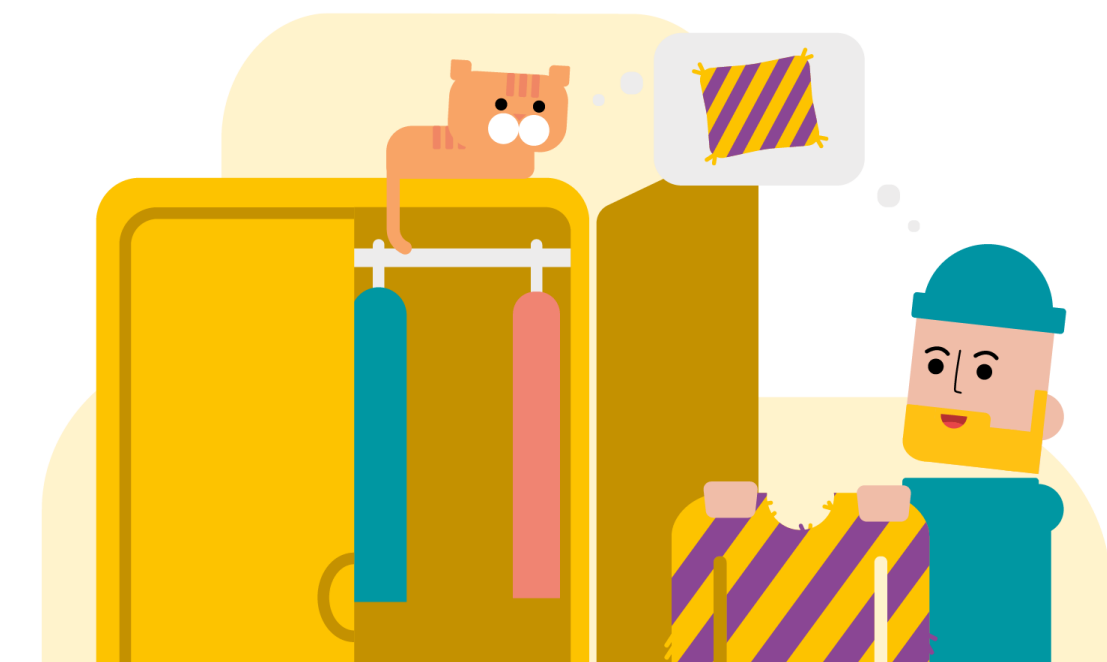
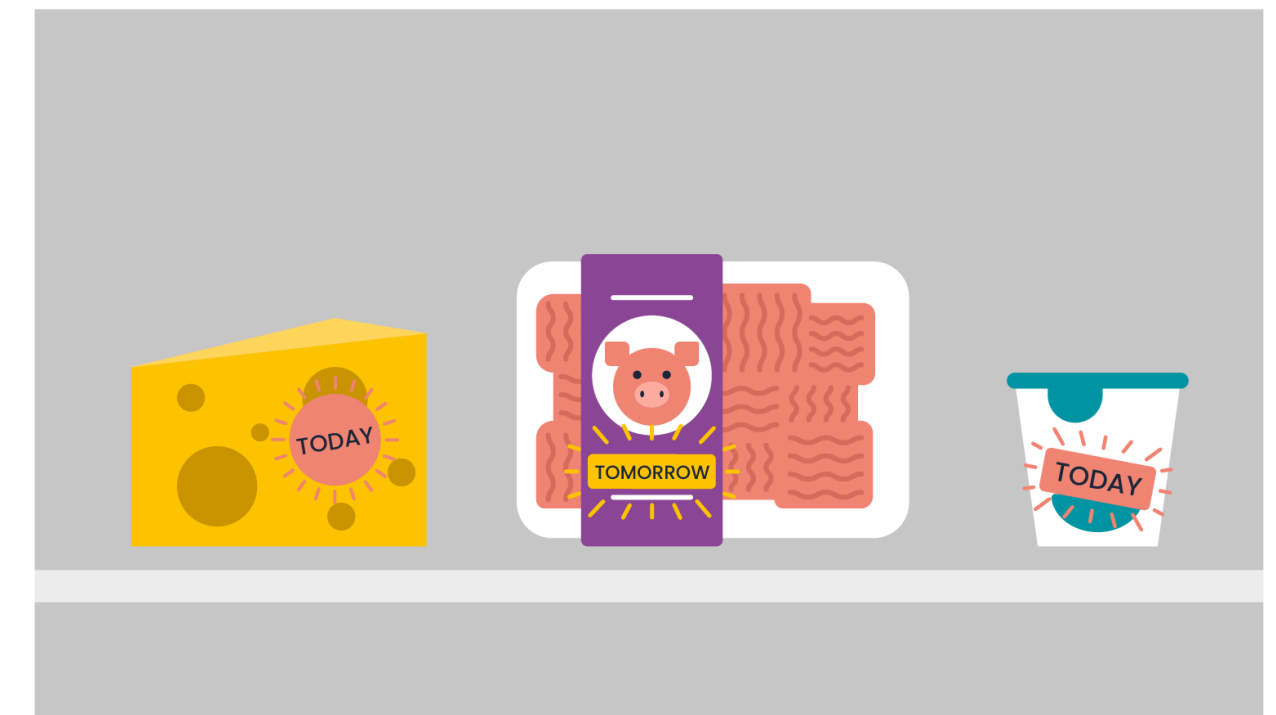
Transform households into circular role models

Reduce material inefficiencies by 30-50 %

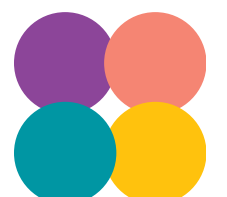
Deliver replicable and scalable advisory services

Foster systemic change through policy reforms

Create environmental and community benefits



Funded by
the European Union



Changing behaviours of 100 households

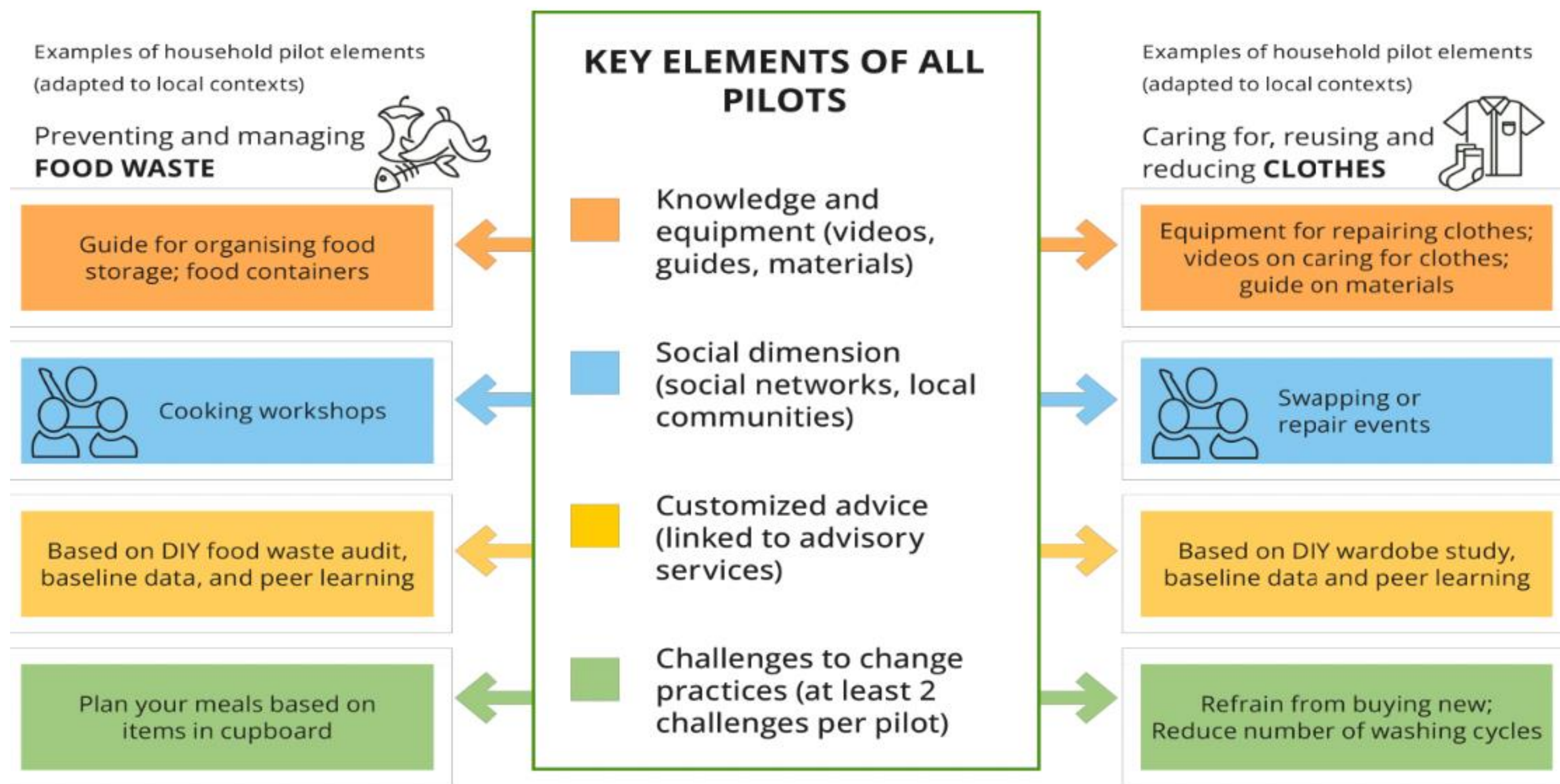


Figure 4 Key elements of CARE pilots, and examples of pilot elements in the circular food and circular clothing pilots.



How can we reach people?



Funded by
the European Union





15 kg/yr

EU citizens buy an average of around 15 kg of clothing and textiles per year.



Information

Emotion



Funded by
the European Union





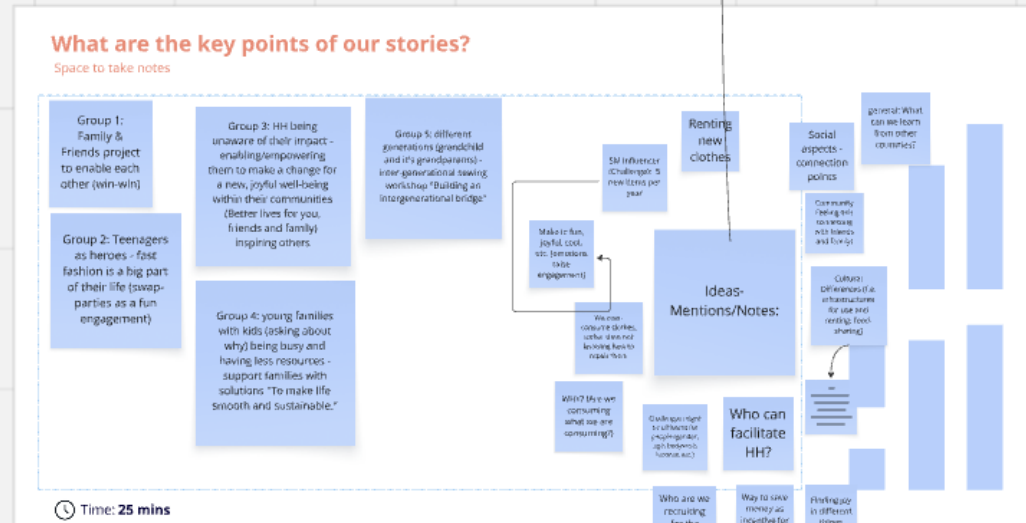
Storytelling as a tool to connect with people



Funded by
the European Union



Presentation and discussion



Cluster of Presentation and discussion



CARE 2nd storytelling workshop

Storyboard
CARE 2nd storytelling workshop | 20 February 2024

Goal:
Defining and agreeing on key elements of the CARE storyline.

Process:
Each group will present their storyboard (5-7 min). After that we will find key elements for each story and vote which of them are essential for the main direction.

Host:
Eva Rutolf (CSCPI)

Time:
13:00-14:00 Storyboard presentations
14-14:30 Finding and discussing key elements
14:30-14:50 Voting on key elements and for a main direction
14:50-15:00 Wrap up & next steps

Homework: Create your storyboard!

Create your Storyboard!
Time: 60 min

1. What kind of story do you want to tell? (e.g. a story about a person, a story about a place, a story about a thing)

2. What kind of story do you want to tell? (e.g. a story about a person, a story about a place, a story about a thing)

3. What kind of story do you want to tell? (e.g. a story about a person, a story about a place, a story about a thing)

4. What kind of story do you want to tell? (e.g. a story about a person, a story about a place, a story about a thing)

5. What kind of story do you want to tell? (e.g. a story about a person, a story about a place, a story about a thing)

6. What kind of story do you want to tell? (e.g. a story about a person, a story about a place, a story about a thing)

Homework Finland/Tampere University: Cre...

Storyboard

1. What kind of story do you want to tell? (e.g. a story about a person, a story about a place, a story about a thing)

2. What kind of story do you want to tell? (e.g. a story about a person, a story about a place, a story about a thing)

3. What kind of story do you want to tell? (e.g. a story about a person, a story about a place, a story about a thing)

4. What kind of story do you want to tell? (e.g. a story about a person, a story about a place, a story about a thing)

5. What kind of story do you want to tell? (e.g. a story about a person, a story about a place, a story about a thing)

6. What kind of story do you want to tell? (e.g. a story about a person, a story about a place, a story about a thing)

Homework Finland/Ekokumppanit: Create y...

Storyboard

1. What kind of story do you want to tell? (e.g. a story about a person, a story about a place, a story about a thing)

2. What kind of story do you want to tell? (e.g. a story about a person, a story about a place, a story about a thing)

3. What kind of story do you want to tell? (e.g. a story about a person, a story about a place, a story about a thing)

4. What kind of story do you want to tell? (e.g. a story about a person, a story about a place, a story about a thing)

5. What kind of story do you want to tell? (e.g. a story about a person, a story about a place, a story about a thing)

6. What kind of story do you want to tell? (e.g. a story about a person, a story about a place, a story about a thing)

Homework Germany/CSCP: Create your stor...

CARE - circular stories

1. What kind of story do you want to tell? (e.g. a story about a person, a story about a place, a story about a thing)

2. What kind of story do you want to tell? (e.g. a story about a person, a story about a place, a story about a thing)

3. What kind of story do you want to tell? (e.g. a story about a person, a story about a place, a story about a thing)

4. What kind of story do you want to tell? (e.g. a story about a person, a story about a place, a story about a thing)

5. What kind of story do you want to tell? (e.g. a story about a person, a story about a place, a story about a thing)

6. What kind of story do you want to tell? (e.g. a story about a person, a story about a place, a story about a thing)

Homework Germany/Die Verbraucher Initiati...

Storyboard

1. What kind of story do you want to tell? (e.g. a story about a person, a story about a place, a story about a thing)

2. What kind of story do you want to tell? (e.g. a story about a person, a story about a place, a story about a thing)

3. What kind of story do you want to tell? (e.g. a story about a person, a story about a place, a story about a thing)

4. What kind of story do you want to tell? (e.g. a story about a person, a story about a place, a story about a thing)

5. What kind of story do you want to tell? (e.g. a story about a person, a story about a place, a story about a thing)

6. What kind of story do you want to tell? (e.g. a story about a person, a story about a place, a story about a thing)

Homework Norway/Oslo Metropolitan Unive...

Storyboard

1. What kind of story do you want to tell? (e.g. a story about a person, a story about a place, a story about a thing)

2. What kind of story do you want to tell? (e.g. a story about a person, a story about a place, a story about a thing)

3. What kind of story do you want to tell? (e.g. a story about a person, a story about a place, a story about a thing)

4. What kind of story do you want to tell? (e.g. a story about a person, a story about a place, a story about a thing)

5. What kind of story do you want to tell? (e.g. a story about a person, a story about a place, a story about a thing)

6. What kind of story do you want to tell? (e.g. a story about a person, a story about a place, a story about a thing)

Homework Norway/ Asker municipality: Crea... Saved by the soup!

Storyboard

1. What kind of story do you want to tell? (e.g. a story about a person, a story about a place, a story about a thing)

2. What kind of story do you want to tell? (e.g. a story about a person, a story about a place, a story about a thing)

3. What kind of story do you want to tell? (e.g. a story about a person, a story about a place, a story about a thing)

4. What kind of story do you want to tell? (e.g. a story about a person, a story about a place, a story about a thing)

5. What kind of story do you want to tell? (e.g. a story about a person, a story about a place, a story about a thing)

6. What kind of story do you want to tell? (e.g. a story about a person, a story about a place, a story about a thing)



Behovet er større enn usikkerheten

Tidslinje - legger mer enn man tror trenger

Human teknikk

Man liker forskjellig mat

Planlegg mer - ikke kjøpe på impuls

For mange valg

Forst hvordan man kommer fra

Jo flere det er i familien, jo vanskeligere å begrave

Man tror man trenger mer mat enn man gjør

Renere mat - ikke fast food

Nok mat - sikre seg

- mange i husholdningen
- usikkerhet hvor mange spiser hjemme
- usikkerhet om alle spiser det

Behov for å spare penger

- tilbud
- store kvanta

Spare penger

Behov for å ha nok i tilfelle uplanlagte hendelser/besøk

Beredskapslager

Behov for å tilfredstille

- ulike smaker/preferanser
- spontane behov
- ↳ kjøp i noe!
- ↳ impuls kjøp

Atleger

- Håper om et til de som ikke kan spise det

Ukesmeny kan man ingredienser

STNAD/PENGER

Forst hvordan man kommer fra

Renere mat - ikke fast food

Nok mat - sikre seg

- mange i husholdningen
- usikkerhet hvor mange spiser hjemme
- usikkerhet om alle spiser det

Behov for å spare penger

- tilbud
- store kvanta

Spare penger

Behov for å ha nok i tilfelle uplanlagte hendelser/besøk

Beredskapslager

Behov for å tilfredstille

- ulike smaker/preferanser
- spontane behov
- ↳ kjøp i noe!
- ↳ impuls kjøp

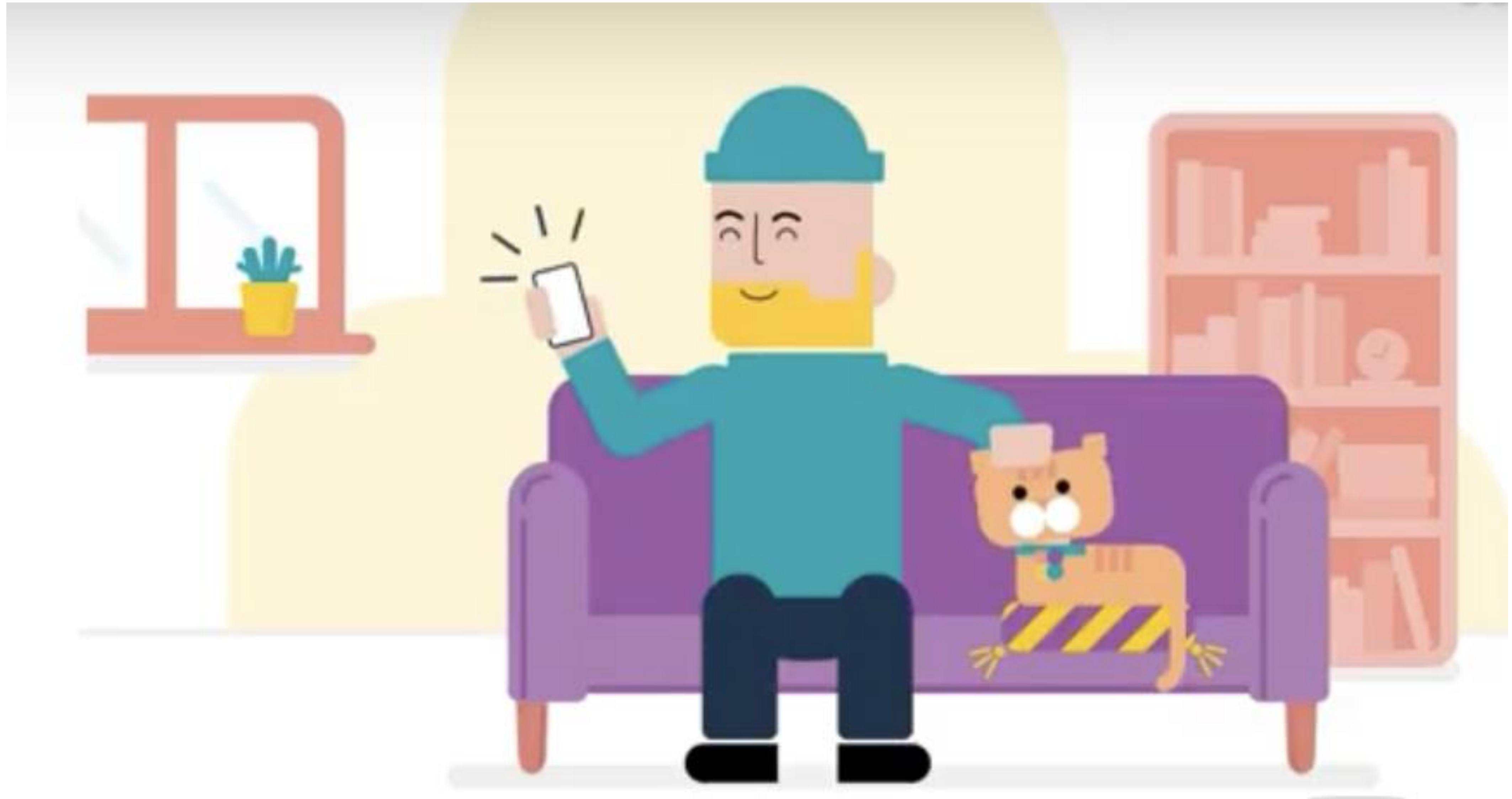
Atleger

- Håper om et til de som ikke kan spise det

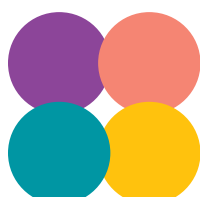
Ukesmeny kan man ingredienser

STNAD/PENGER





Funded by
the European Union





Join us in unlocking the
power of everyday choices—
one outfit at a time.



circularhouseholds.eu

Thank you!



Rosa Strube
rosa.strube@cscp.org



Funded by
the European Union

circularhouseholds.eu



Introductions - CARE team



Funded by
the European Union

