

Session Cross-cutting: April 11th 13.45 hrs

5s1: Visions for circularity: critical exploration of the implementation of the concept of a circular society

Consumer behavior in the circular economy of 2050

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What does a circular economy look like? And what behavior do we expect from citizens? Structured thinking about the future can help with effective policy making.

The ministry of Infrastructure and Water Management asked FutureConsult to formulate scenarios for the circular economy in 2050. In each of the scenario's different combinations of forces are leading; government, market or community.

At Circular@WUR we want to share these scenarios and their implications for consumer behavior. We give an overarching view, and also zoom in on specific product groups.

Keywords: behavior change, futuring