

# Influencing consumer behaviour towards the circular economy

Joint GLOBE EU/CLG Europe event

28.02.2022  
Ioannis Bakas, EEA



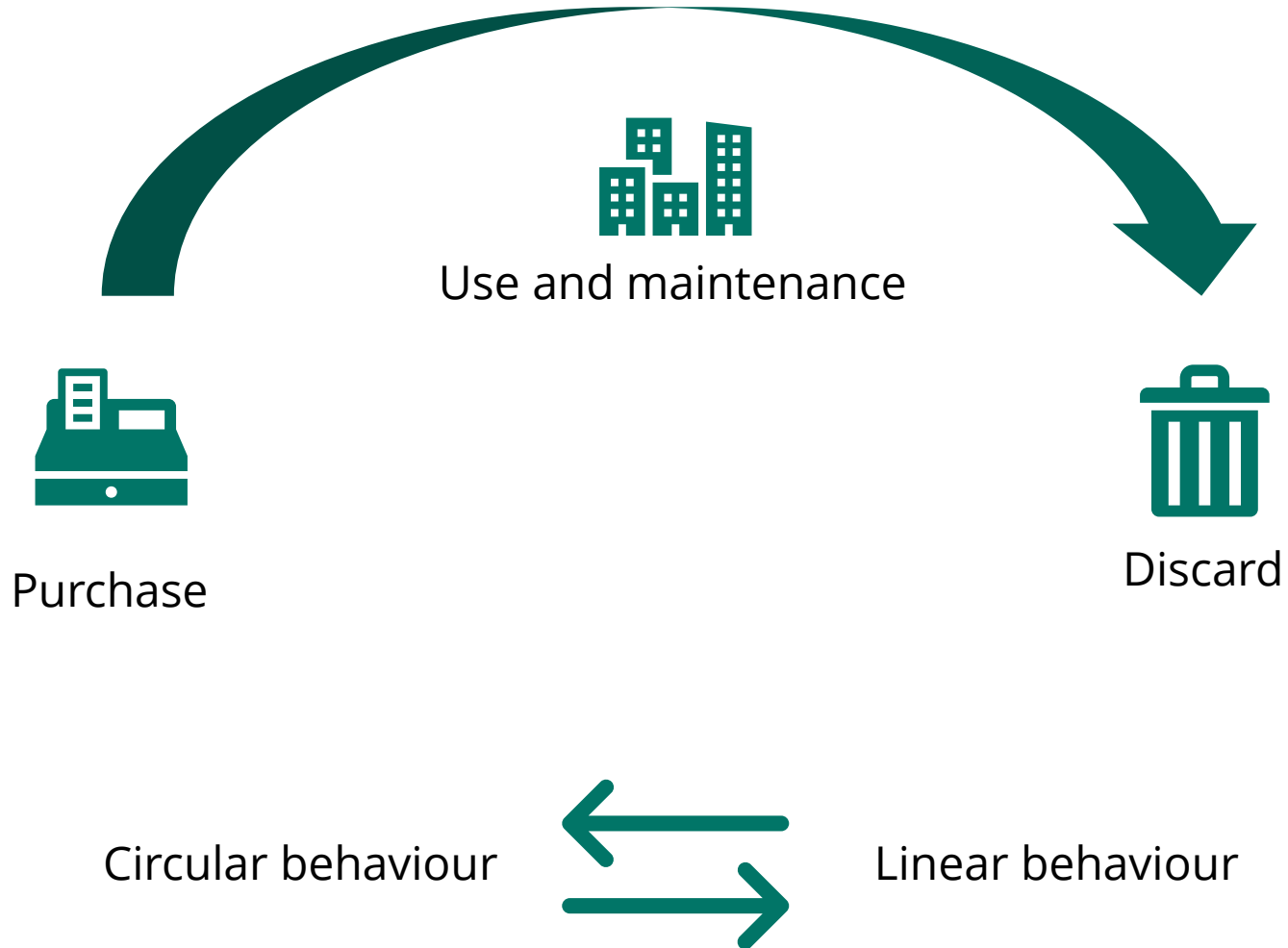
# The role of consumers in a circular economy

- Industrial production systems not only respond to demand but also shape demand
- But consumers do have choices to make that affect the uptake of CE



Need for a **systematic** understanding of consumer behaviour for designing **informed and effective** consumer policy making

# Choices matter



# How do we decide?

**Economics**

**Fit between needs and offering**

**Information used for choice**

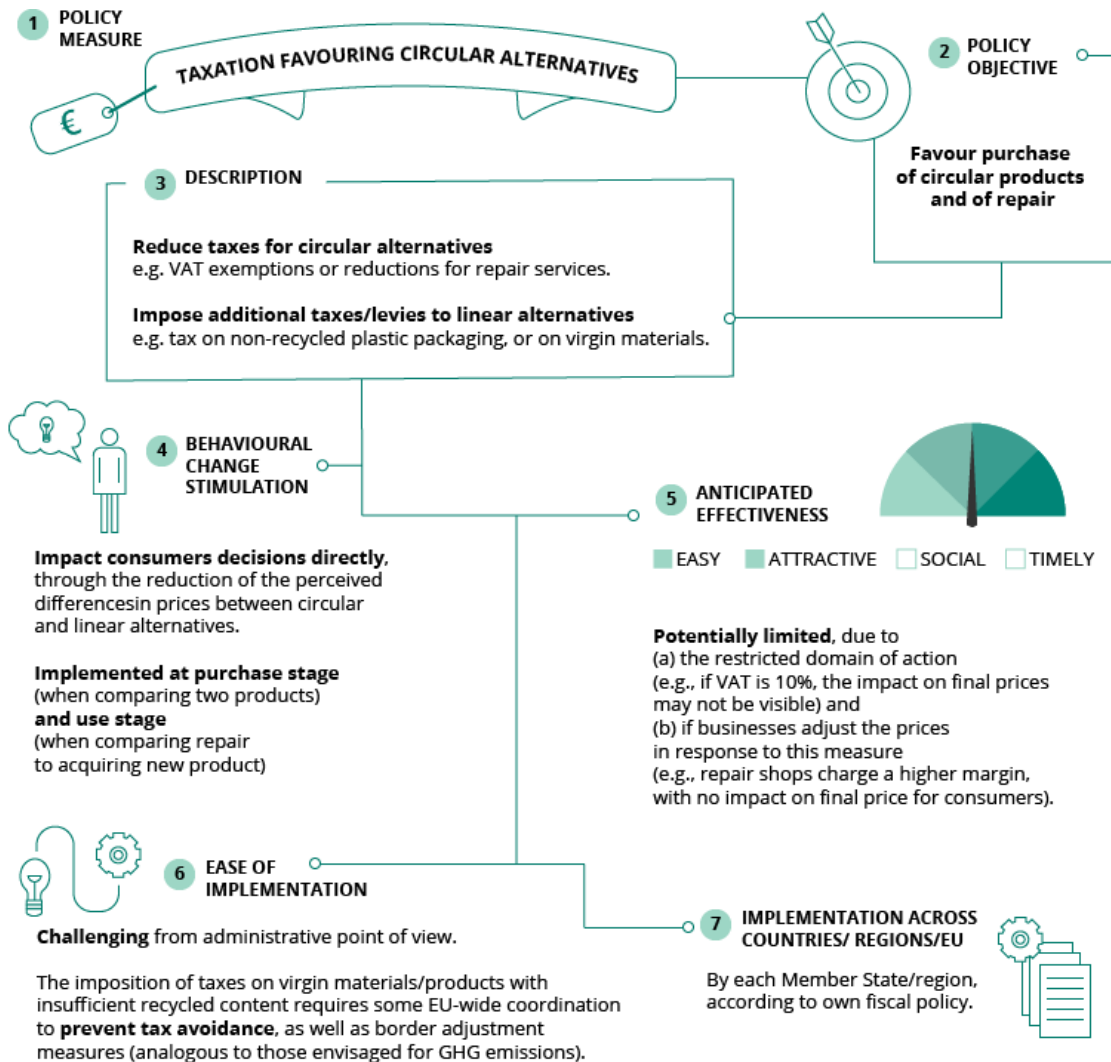


**Preferences and beliefs**

**Social**



# Policy example affecting economic factors





© Salvador Dewald, WasteSMART/EEA

Thank you!

[ioannis.bakas@eea.europa.eu](mailto:ioannis.bakas@eea.europa.eu)