

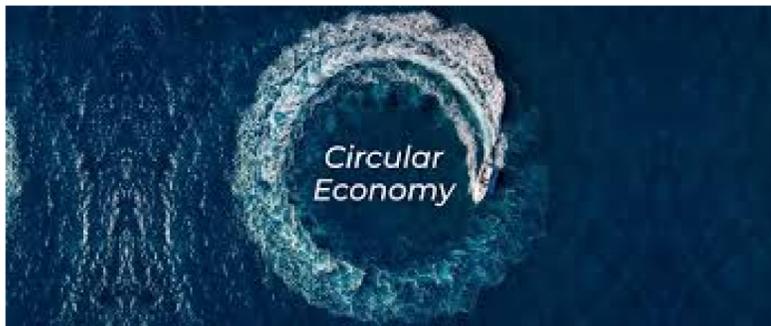


# CIRCULAR USE OF MATERIALS IN HOUSE BY HOMEOWNERS AND RENTERS CIRCULAR BUILDING AND (RE)MANUFACTURING HUB

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## INTRODUCTION

...If we don't change our behaviour towards natural resources we would need three planets by 2050 to sustain these standards and cities are increasingly responsible for these developments. A big, but necessary change would be going from a linear to a circular economy. In this transition the behaviour of consumers plays a big role. For governments to be able to steer this behaviour it is important to understand the motivations and values that influence the behaviour. Therefore the main research question is: "How do motivations and values influence the degree of circularity in the use of building materials and household effects and what role does homeownership play in this relationship in South-Holland?"



## RELEVANCE OF RESEARCH

Even though average circularity rate for NL is highest of the 28 EU countries, there is still room for innovation and improvement regarding environmental sustainability and wellbeing because the transition towards circularity is currently still at an early stage. There are certain key barriers to circular use of building materials and household effects such as: lower quality materials, not the right supply, and a weak demand for used materials. The results of this research will show the motivations and values that homeowners and renters hang onto, explaining their behaviour towards circularity in the use of materials in their private spheres. With this knowledge, different levels of government will be able to make more well-considered decisions for stimulating policies towards circular behaviour. Secondly, the results of this research will be useful for circular entrepreneurs in order to formulate circular business models that will resonate with the motivations and values of homeowners and renters.

## RESULTS & CONCLUSION

As the survey is still being distributed and I am thus still in the data collection phase, I do not have valid results yet. However I can share some descriptive results I have gathered up until now.

### Current behaviour:

- Rarely considering the impact on environment when buying new building materials/household effects or leasing a product (product as a service)
- Second hand buying is done frequently.
- Repairing a product is done sometimes, unlike refurbishing (even less often).
- Remanufacturing and repurposing was rarely the case.

### Motivations:

- Individuals are mostly intrinsically motivated, meaning that their behaviour is based on a feeling of excitement and pleasure from within an individuals' self.
- Another well-supported form of motivation was wanting to exert a certain behaviour because one finds it important or it is socially valued as being important.
- Feelings of guilt and regret would come up if no circular behaviour was exerted.
- No high numbers for extrinsic motivation.

### Values:

- Altruistic and values related to pleasure scored very high while egoistic and values related to environment also had some outliers that did not agree at all.

### Implications:

There seems to be a disconnection between motivations and values of homeowners and renters and their current circular behaviour pattern. \

### Ideas:

- Raising more awareness for other forms of circular behaviour (next to second-hand buying and repairing) and its impact on the Earth and its liveability is necessary.
- A campaign to increase the biospheric values within society.

As I am still gathering data, it would be of a great help if you could fill it in as well!

Link to survey →

