

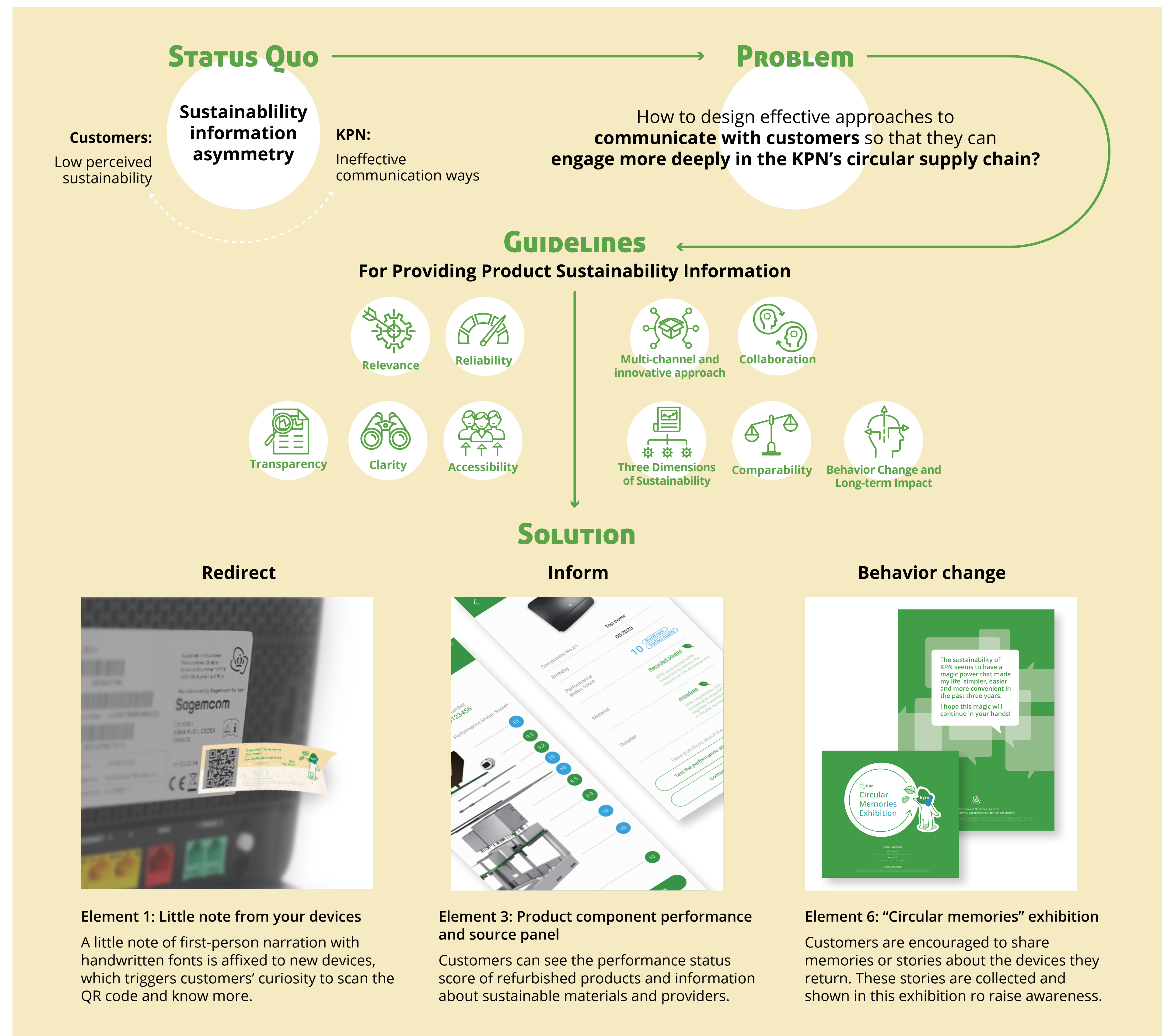
# ENHANCING CIRCULARITY OF KPN IN-HOME PRODUCTS BY CUSTOMER ENGAGEMENT

## Context

The project developed in collaboration with **KPN**, one of the greenest provider of telecommunication and information technology in the Netherlands.

In contrast to what KPN has contributed to circular economy, a surprising reality is that customers know almost nothing about these efforts.

In KPN's sustainable strategy, customers are indispensable participants. How to engage them more in-depth in pursuit of sustainability and circularity together is the main problem this project aims to solve.



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Enhancing Circularity of KPN In-Home Products  
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