Step 1: Define the initative

How nice that you want to start a circular initiative! By means of these canvases we will look at how we can further develop your idea and involve people in the municipality in your plan.

Let's start with the first step.
To use this toolkit, your idea must comply with two design principles, presented in the blue cards on the right. Does your idea meet the requirements? If you can check off both conditions, your idea is suitable for the use of this toolkit and you may continue defining your idea.

The initiative needs to fit within the idea of a local circular economy. It serves as a new or improved disposition channel which facilitates a lifetime extension of products and materials.

The initiative requires the participation and contributions of residents/individuals. These residents can come across the initiative in multiple ways.

What?

what is the initiative you are designing?

give-away closet, refurbish workshop, neighbourhood event

How?

how does the initiative work?

residents can register, you can drive to... , you can post an message on...

Where?

Where does the initiative take place?

at home, online, at the recycling facility

Who?

who are involved in the initiative? What are their roles?

residents

municipality

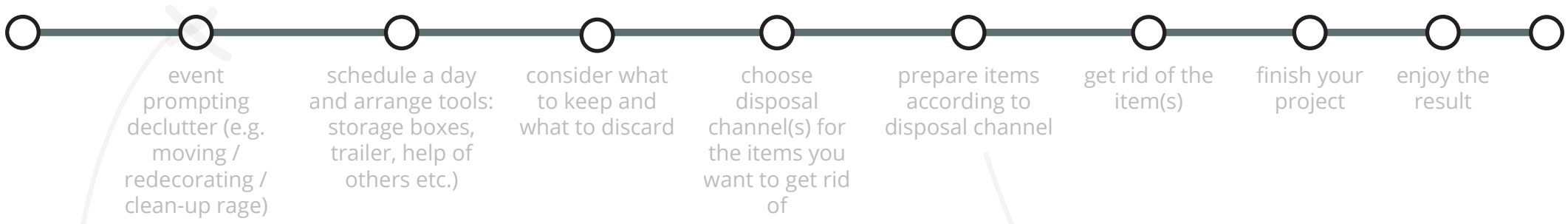
third parties

Why?

What are their motivations to participate?

When?

Now look at the initiative through the eyes of the resident. During a clean-up process, he / she goes through a number of steps. Some basic steps are shown below. What are the steps the user goes through using your initiative? Free to adjust them if necessary.
Place a cross at the point where the resident comes across your initiative. Describe the desired behaviour during this interaction on a sticky note and place it the grey area below. Connect the step of the journey with the post it. Make sure you put at least two crosses! (Design principle 2)



The resident reads about new the event in the newspaper, and shares it in the neighbourhood whatsapp-group

The resident consults the instructions on the website

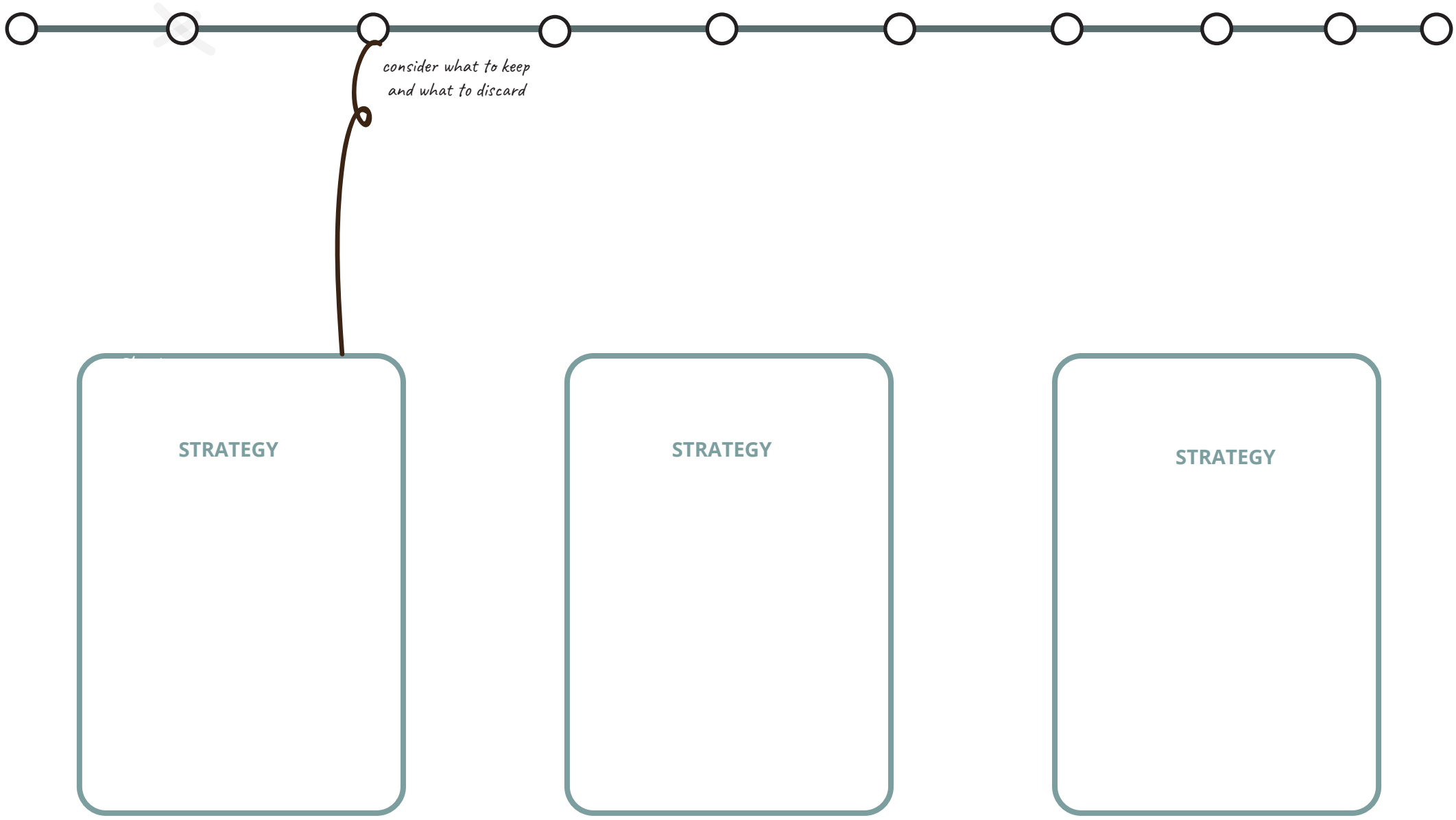
Step 2: Identify participatory barriers

At the identified touchpoints, people are likley to experience some barriers which prevents them from performing the desired behaviour.
The barrier cards show all sorts of barriers which withhold people from engaging in a circular initiative. Most barriers are catagorised according to the different personas. Select the barrier that you expect to be most critical at this step of the journey. Discuss them with your team. If you have completed this step, take pictures of the canvas and continue to the next step.

BARRIER

Step 3: Develop a participatory strategy

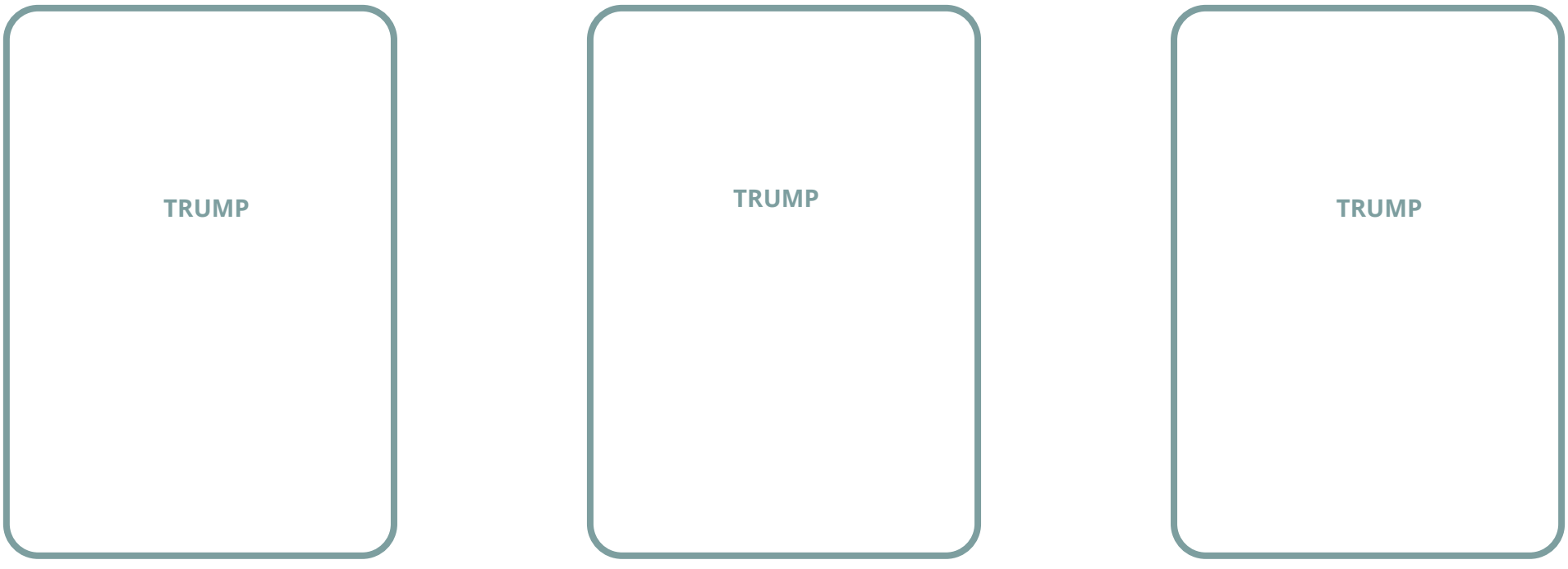
The selected barriers link to possible strategies (S1 - S12) to overcome them. Explore the strategy cards in the strategy deck, and see whether you could apply the strategy to the initiative to make participation more likely to happen. It could occur that the strategy is hard to apply at same time the barrier occurs. Try to look at other points within the journey where the strategy is most effective. Complete the new user journey incorporating the strategy cards. Make explicit how you are going to apply the strategy.



Step 4: Refine

Congratulations! You just wrote your participation strategy. Now it is important to see whether this is going to work.
Three common pitfalls of a participation strategy are
1) It creates a potential to be misused by the careless.
2) Your enthusiasm about the strategy cards created a complicated and advanced initiative.
3) It does not align with the motivations of the residents which you defined in step 1.

Do you think your strategy includes one of these risk? Take a look at the trump cards, and see whether they inspire you to reduce these risks. Use the next page to adjust your strategy if neccessary. If you have completed this task, take pictures of the canvas and continue to the next step.



Step 5: Deliver

What?

what is the initiative you are designing?

give-away closet, refurbish workshop, neighbourhood event

How?

how does the initiative work?

Who?

who are involved in the initiative? What are their roles?

residents

municipality

third parties

Goal:

Deadline:

Tasks	Who is responsible?	What is required?	Deadline

“get rid of this mess in the quickest and easiest way”

unaware consumer

CIRCULAR MOTIVATION

2

unaware consumer

B1

See **no** value in their product anymore.

unaware consumer

B2

Unpleasant experiences with selling/giving to strangers.

unaware consumer

B3

Event prompting the disposition allows only limited time to discard goods.

unaware consumer

B4

Lack of knowledge or experience with alternatives.

unaware consumer

B5

Requires additional tasks or logistics

“Looking for a win/win; saves me effort and someone else could reuse it”

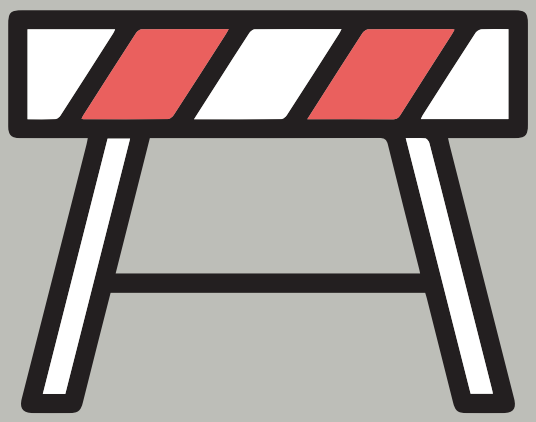
aware consumer

CIRCULAR MOTIVATION

4

aware consumer

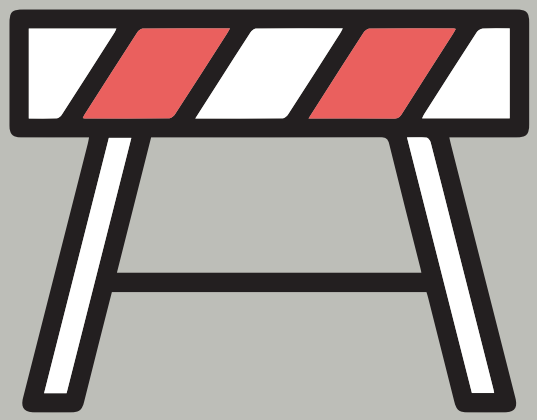
B6



Involves complicated tasks and logistics

aware consumer

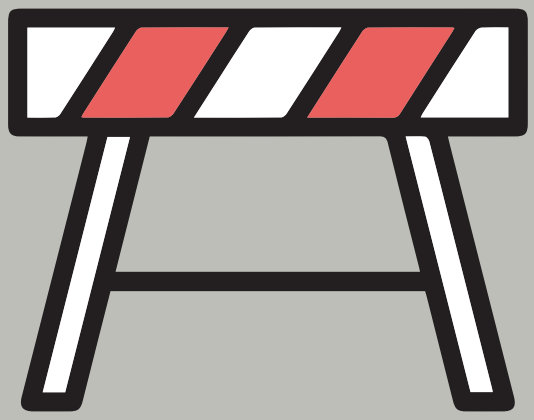
B7



Lack of knowledge or experience with alternatives.

aware consumer

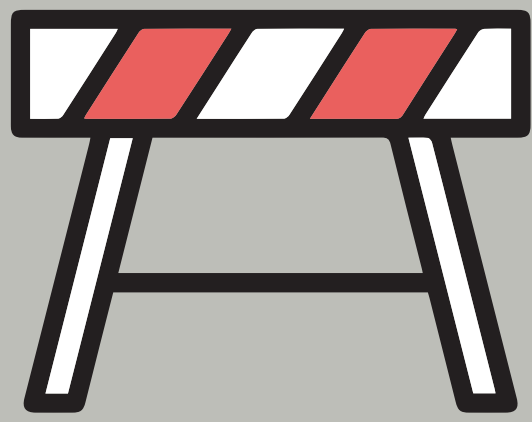
B8



Event prompting the disposition allows only limited time to discard goods.

aware consumer

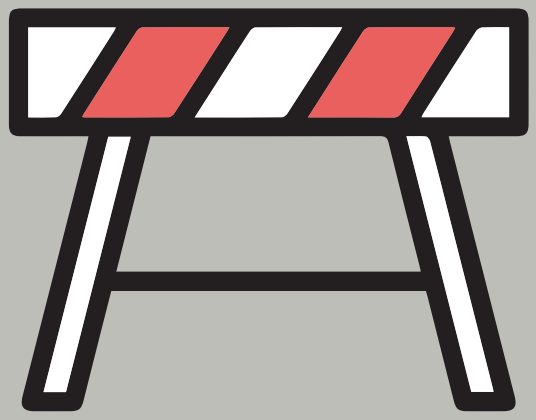
B9



Participation asks for long-term resposibilities; no easy way out

aware consumer

B10



No clearly defined rules or procedure

“ A small effort for me; a big gesture for others”

contributor

CIRCULAR MOTIVATION

contributor

B11

Unaware of the initiative.

contributor

B12

Their contribution is not acknowledged or shows direct change / improvement

contributor

B13

Activity is not engaging/fun enough to do.

contributor

B14

Does not connect personal and collective concerns

contributor

B15

No clearly defined roles for active contributions

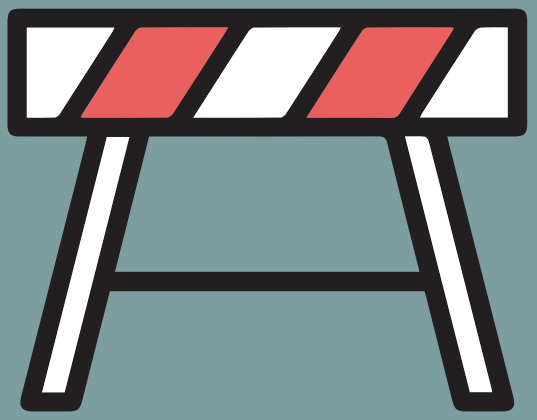
“Finding creative ways to prolong product life-time and inspire others”

collaborator

CIRCULAR MOTIVATION

collaborator

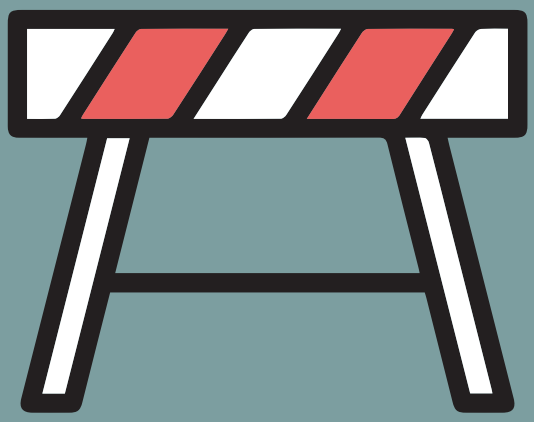
B16



The initiative is perceived as a closed-off system

collaborator

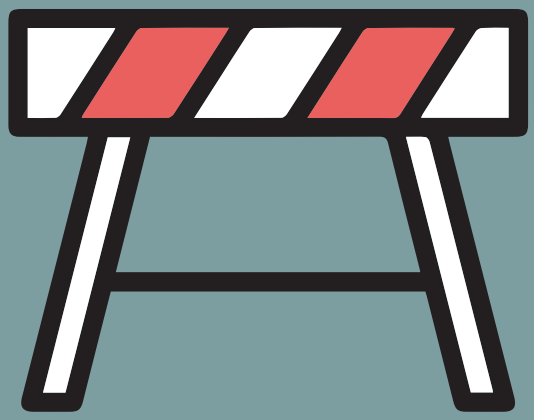
B17



Does not feel responsibility for the initiative

collaborator

B18



Lack of support from top-down management.

unaware consumer

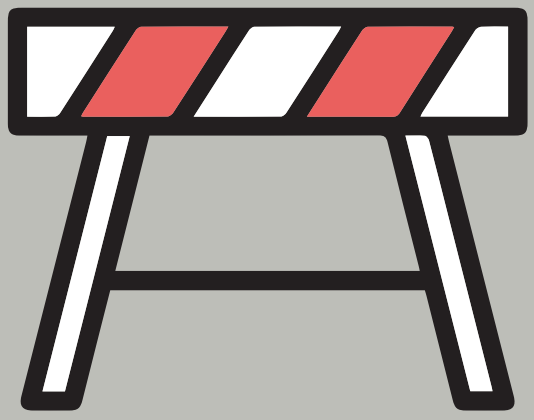
B

unaware consumer

B

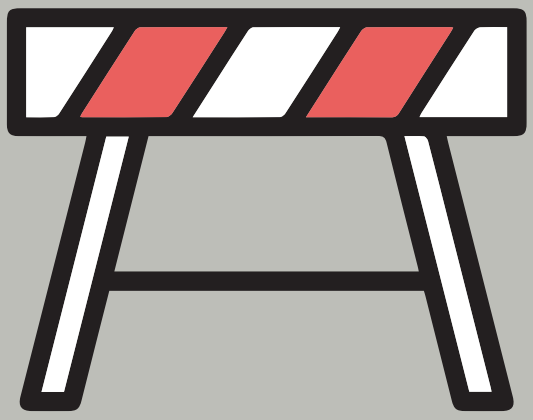
aware consumer

B



aware consumer

B



contributor

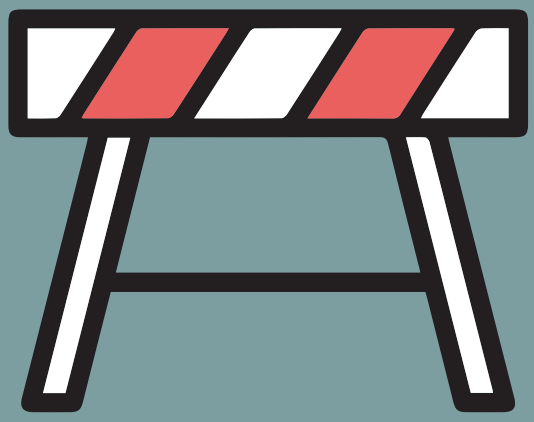
B

contributor

B

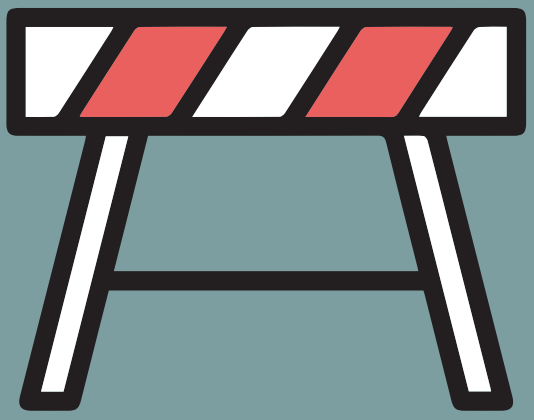
collaborator

B



collaborator

B



Current Behaviour

These type of people generally feel little attached to the products they replace and discard.

They like certainty and independence during the clean-up or redecorating process. They might ask around friends or family, but most items end up at the municipal recycling facility, a special container or together with the household waste.

The product is old-fashioned; a little damaged; was never highly priced or superfluous so the owner just discards it.

Try to see if you could apply a reframing strategy in the beginning of the journey

S1

Earlier experiences with reuse or resell channels were experienced negatively. It took more time than expected, weird interactions with strangers, and in the end, the products were discarded anyway.

Try to see if you can reduce this uncertainty and manage expectations

S2

Events that prompt the disposition of products greatly influence the effort and time that people have available.

Try to see if you can make people commit to the use of a disposition channel at during moments of slow and reflective thinking. Or explore how you can reduce effort.

S3, S4

People are not familiar with circular initiatives and are not motivated enough to look for them. They rely on routines when discarding products.

Try to see if you can increase the salience of the initiative or see if you can make use of credible messenger to serve a an example.

S2, S5, S6

People are not motivated enough to perform additional tasks or drive to different locations etc.

Try to see where you can reduce effort or how you could reward people for additional efforts.

S4, S7

Current Behaviour

These type of people have mostly economical and social motives to sell or give away items to others. Yet, for most of this people, selling or giving away is also a way to safe a trip to the municipal recycling centre.

The admit that it is a shame to throw stuff away if it is still valueable. They like to donate to circular initiatives but do not buy second hand often.

An important aspects for aware consumers is that the use of a circular disposal channels is convenient. If it requires complicated additional tasks, people are likely to pull back.

Try to see where you can reduce effort or reward people for additional efforts

S4, S7, S8

People are not familiar with circular initiatives and are not motivated enough to look for them. They rely on routines when discarding products.

Try to see if you can increase the salience of the initiative or see if you can make use of credible messenger to serve a an example.

S5,S6

Events that prompt the disposition of products greatly influence the effort and time that people have available.

Try to see if you can make people commit to the use of a disposition channel during moments of slow and reflective thinking. Or explore how you can reduce effort.

S3, S4

Aware consumers like to contribute to the iniative, but if the initiative asks for involvements for longer period of time, they are less likely to participate.

Try to see if you can reduce the uncertainty and manage the expectations for participation. Split efforts up into managable steps.

S2, S4

Aware users are willing to participate, but must see the opportuniy to do it.

Highlight the roles of others by showing examples. Reduce the uncertainty around how to perform the desired behaviour.

S10, S2

Current Behaviour

Contributors are people with a great moral sense and care about the environment. They treat their products with care although over time some become unnecessary. These products are too good to discard, so they carefully considers how they would like to pass them on.
They are returning users of your circular initiative and like to make meaningful contributions from time to time.

There are people willing to contribute in meaningful ways to your initiative, but you have to address them in the right manner.

Try to see if you can increase the salience of the initiative or see if you can make use of credible messenger to get the attention.

S5,S6

Contributors participate because the initiative resonates with their beliefs and they like to be part of something bigger. Make sure to give feedback on their contributions.

Try to see if you can personalize the feedback or show real-time effect of their contributions.

S8

Sounds obvious, but nobody is going to put more effort in something that is not fun to do....

Try to see if you can make it more fun by intergrating gamification elements such as challenges or competitions.

S7, S9

Contributors are willing to sacrifice for the benefit of the group/others. It is important that the goal of the initiative is clearly communicated, so the residents feel proud to support it.

S2 , S10

Contributors are willing to participate in more meaningful ways, but must see the opportuniy to do it.

Highlight the way other contributors do it of by showing examples. Reduce the uncertainty around how to perform the desired behaviour.

S10, S2

Current Behaviour

These people are the creative minds of de BUCH, always trying finding ways to repair or revive things that are not used anymore. Value seekers are handy and like to scour the internet for DIY or repair videos in their free time. They are involved in local activities and have found a way to connect to the less fortunate in the area.
They could be a source of inspiration for contributors.

Collaborators could have great ideas about how initiatives can be improved.
Therefore it is important to provide a possiblity to give feedback or acknowledge certain knowledge gaps.
Perceive the initiative as an evolving concept.

S12

To empower collaborators to make adjustments, an effective strategy is to include them in the development process.

Organise events or invite them to meetings concerning the topic.

S11

Be transparent about the set-up of the initiative.

Provide collaborators with the tools and information they need to enhance and scale up the initiative.

Connect them with the designers of the initiative and the involved parties.

S11

strategy

S1

Reframing

Presenting information in a different way can make people and adjust their behaviour accordingly

Example

Use a gain framed message to stimulate behaviour with a certain outcome.

Gain-Framed Message
You will contribute to a better world if you donate now!

strategy

S2

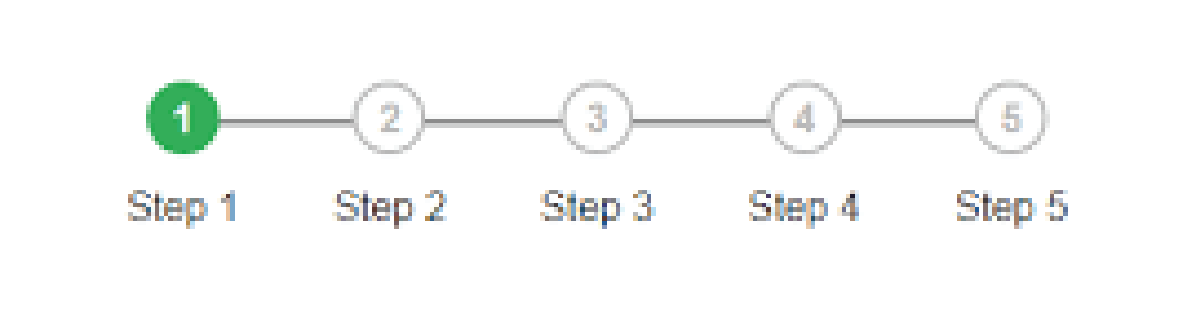
Reduce uncertainty

Build confidence with explicit instructions and feedback Lower perceived risks and ambiguity about the desired behaviour. Show what is going to happen.

strategy

Example

Reduce uncertianty by communicating the goal of the initiative and show the disired behaviour in the form of checklists, progress bars or by showing examples of others.



S3

Create commitment

Let people make a commitment to a particular action, so they are more inclined to do it.

strategy

Example

Ask people for confirmation of arrangements or reservations.

Als deze ___stoel___ mijn huis verlaat, geef ik hem door aan een nieuw persoon

strategy

S4

Reduce effort

Simplify messages and reduce choice options. Intergrate the desired option into the orgininal journey

strategy

Examples

Make use of a decision tree, which provides the user with limited choices according to previous steps.

Break a larger effort into smaller accessible steps.

Prepare the first steps of the desired behaviour.

Make use of default options

strategy

S5

Increase salience

Make the desired behaviour or choice stand out so it attracts attention

strategy

Examples

Attract attention with unexpected, humouristic or shocking messages.

Make the initiative stand out by using bright colors and visual information.

Seat by Denver Water, emphazing in an attractive way to only use what you need.

strategy

S6

Credible messenger

Feelings of trust are more likely to be provoked by experts, peers or famous people

Examples

Emphasize the desired behaviour of (formal or informal) authorities.

Show that peers, or people with similarities, perform the desired behaviour.

Bring a friend principle, makes use of worth-to-mouth advertisements of trusted persons

S7

Rewards

Introduce rewards to acknowledge desired behaviour and finish the experience with a peak-end.

strategy

Ensure that people are not soley performing the desirable behavior to receive the reward. It needs to match intrisic motivations. Reward people just at the end of the experience, so they will remember it as pleasurable.

Examples

praise, show casing, loyalty cards or small value giftcards.

strategy

S8

Personalized feedback

Personalized feedback can generate understanding, work as a reminder or prompt people to change their behaviour.

Examples

Present the effects of behaviour in a tangible or visible way.

Provide actionable suggestions that promote desired behaviours.

Speed limit sign, showing the real-time speed of the driver

strategy

S9

Gamification

Enhance the experience from the users viewpoints by inserting mechanics that serves as an additional motivation to achieve goals

strategy

Gamification could fulfill the desires related to status, achievement and competition.

Organize competitions or challenges around a certain topic that corresponds to latent motivations.

strategy

S10

Social norms

Use (new) positive social norms to stimulate people to align their choices with those of the group they are part of.

strategy

Do not focus on undesired behaviour, but hightlight the positive behaviour of peers.

People tend to copy the behaviours of others, and do not like to be the odd one out.

People with facemasks in the centre of Rotterdam
© ANP/Robin van Lonkhuijsen

strategy

S11

Co-design

Bottom up ideas meets top-down management. Provide opportunity for users to give feedback.

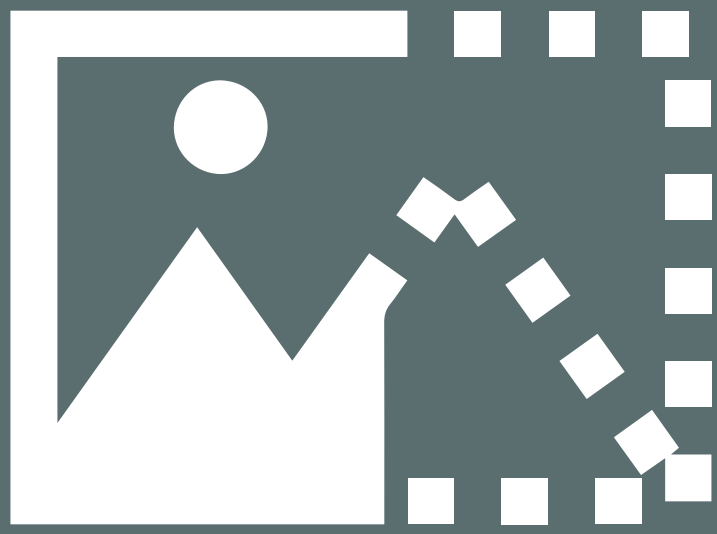
strategy

When creating solutions together with users and other shareholders, the level of satisfaction will be increased and creators will feel more responsible towards the final outcome. A co-design process esthablishes better relationships between the involved parties and results in more resilient outcomes.

Facilitate events, workshops or provide idea boxes to arouse new input and opinions.

strategy

S12



Design open structures

Allow users to have influence on the development of new initiatives. Create opportunities for people to generate new content .

strategy

Leave some part of the initiative open for the user to determine how they would like to use it.

Support the user with background information and make the goal of the initiative clear.

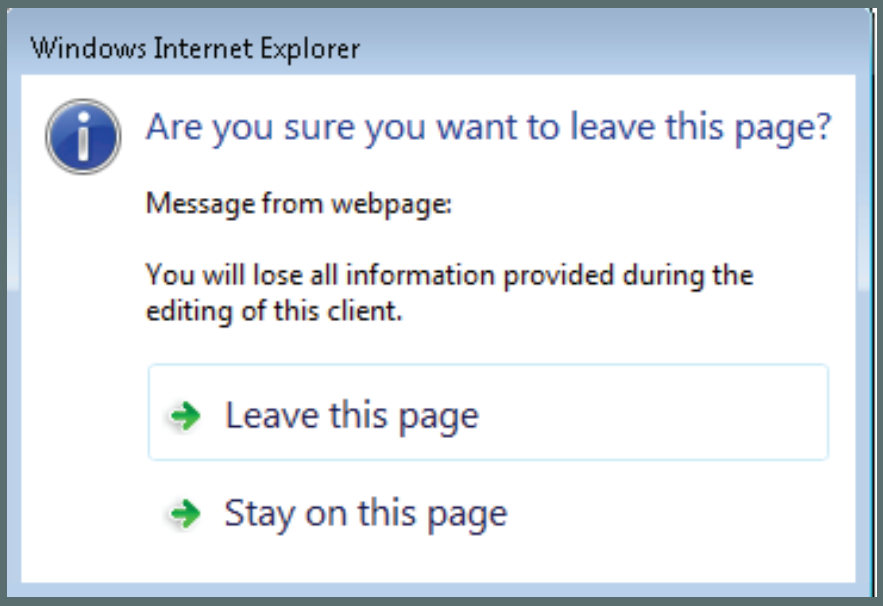
trump card

Enhancing the active choice

Present them with a choice that clearly highlights the pros and cons of the alternatives.

Slow down the behaviour by adding decision points.
Use a clear message to point out what is lost if the desired choice is not acted upon.

Point out consequences for misuse or negative behaviour and make these consequences relate to personal concerns.



trump card

Functional Friction

Ask for small efforts for the sake of an improved process later on. This small effort at the beginning will deter less motivated people.

Create an extra discision point or small effort to varify a certain motivation.

Asks for a certain effort before the use of the disposition channel, which also provides the user with some added value later on.

For example: Let users first approve products from others before they can participate themselves as we saw in the neighbourhood example.

trump card

Keep it small and organised

It is hard for people to engange in activities which are based on complicated structures.

Try to reduce the amount of steps, involved parties or touchpoints that people need to go through to make it easy and clear for people to participate.

It is impossible to build a participatory initiative from 0 to 10 in one go.
Get rid of additional steps, and try to focus on one target group and a limited amount of touchpoints and strategies.