

On circular Transitioning

An action repertoire for the BUCH



Final design

The final design serves as an adaptive architecture that is robust in multiple different local contexts in the BUCH, such as the three opportunities. It helps the BUCH in their enactment to transition the behaviour of its citizens to circular economy. The final design is called:

De BUCH rond maken: Samen doen we het.
It consists out of three key elements

De BUCH rond maken: Samen doen we het

Circular initiative network administrator — A person from the municipality that acts as the central circular initiative network administrator. The person enables to establish novel relationships between people and groups of people for new value to emerge from the network.

Initiative makers package — A package for any citizen in the BUCH to structurally explain a circular initiative. Serving as a tool for the conversation and discussion with other people.

Do together — A collaborating process critical to follow that prescribes a set of principles and a mindset.



Problem statement

This graduation project is concerned with the circular economy transition pushed by the European Commission green deal. In the province Noord-Holland, the municipalities Bergen, Uitgeest, Castricum and Heiloo work together in the organization called 'de BUCH'. The BUCH has the ambition to be part of the leading municipalities in circular economy. For their transition, they questioned the 'Delft Design Lab Participatory City Making Lab' at the University of Technology Delft. The design goal was:

How to support the BUCH in their enactment to its citizens for changing their behaviour for adopting circular economy?

Research & Insights

The opportunities for the design goal were researched by the use of a circular behaviour competitor analysis, an intervention, a survey and multiple semi-structured in-depth interviews. The key insight of the research is that a large proportion of the citizens in the BUCH is motivated to practice circular behaviour. The opportunity to practice that behavior is however not yet in place, as the citizens experience not enough facilitations.

For the behaviour change to be operationalized, three concepts were designed, evaluated, tested and further developed. While operationalizing these designs, there was a critical insight:

A circular initiative network is needed that brings together the ambitious and motivated citizens, initiative takers and leaders in the BUCH. This to establish a circular economy network.

Opportunities

Three opportunities were designed for the potential transition.

De Schoorlse Ronde — A thrift shop in Schoorl that enables the citizens in Schoorl to donate their products, buy secondhand products and that uses the profit for a local cause.

De opknapworkshop — A workshop in which a group of citizens learn the craftsmanship from a local entrepreneur on how to restyle and upgrade old furniture.

Bergen deelt — A by the municipality released application that enables citizens in the BUCH to share their products.

Willem Adriaan Zwagers
On circular transitioning: An action repertoire
for the BUCH
6 July 2020
MSc Strategic Product Design

Committee
Dr. Ingrid J. Mulder
Prof. Dr. Jo M.L. van Engelen
Esther Keijser
Company
de BUCH

