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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Status Quo
Customers: Low perceived sustainability
KPN: Ineffective communication ways

Problem
How to design effective approaches to communicate with customers so that they can engage more deeply in the KPN's circular supply chain?

Guidelines
For Providing Product Sustainability Information
- Relevance
- Transparency
- Clarity
- Accessibility
- Reliability
- Multi-channel and innovative approach
- Collaboration
- Three Dimensions of Sustainability
- Comparability
- Behavior Change and Long-term Impact

Solution

Redirect
Element 1: Little note from your devices
A little note of first-person narration with handwritten fonts is affixed to new devices, which triggers customers' curiosity to scan the QR code and know more.

Inform
Element 3: Product component performance and source panel
Customers can see the performance status score of refurbished products and information about sustainable materials and providers.

Behavior change
Element 6: "Circular memories" exhibition
Customers are encouraged to share memories or stories about the devices they return. These stories are collected and shown in this exhibition to raise awareness.

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17-07-2020
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