



"There is no such thing as a neutral design"

Obstrusive
Demand action
Interrupt
Make aware
Ignore
Unaware
Unobstrusive



User in Control

Product in Control

Information Feedback Enabling Encouraging Guiding Sedusing Steering Forcing Automatic

Thank you for your attention!

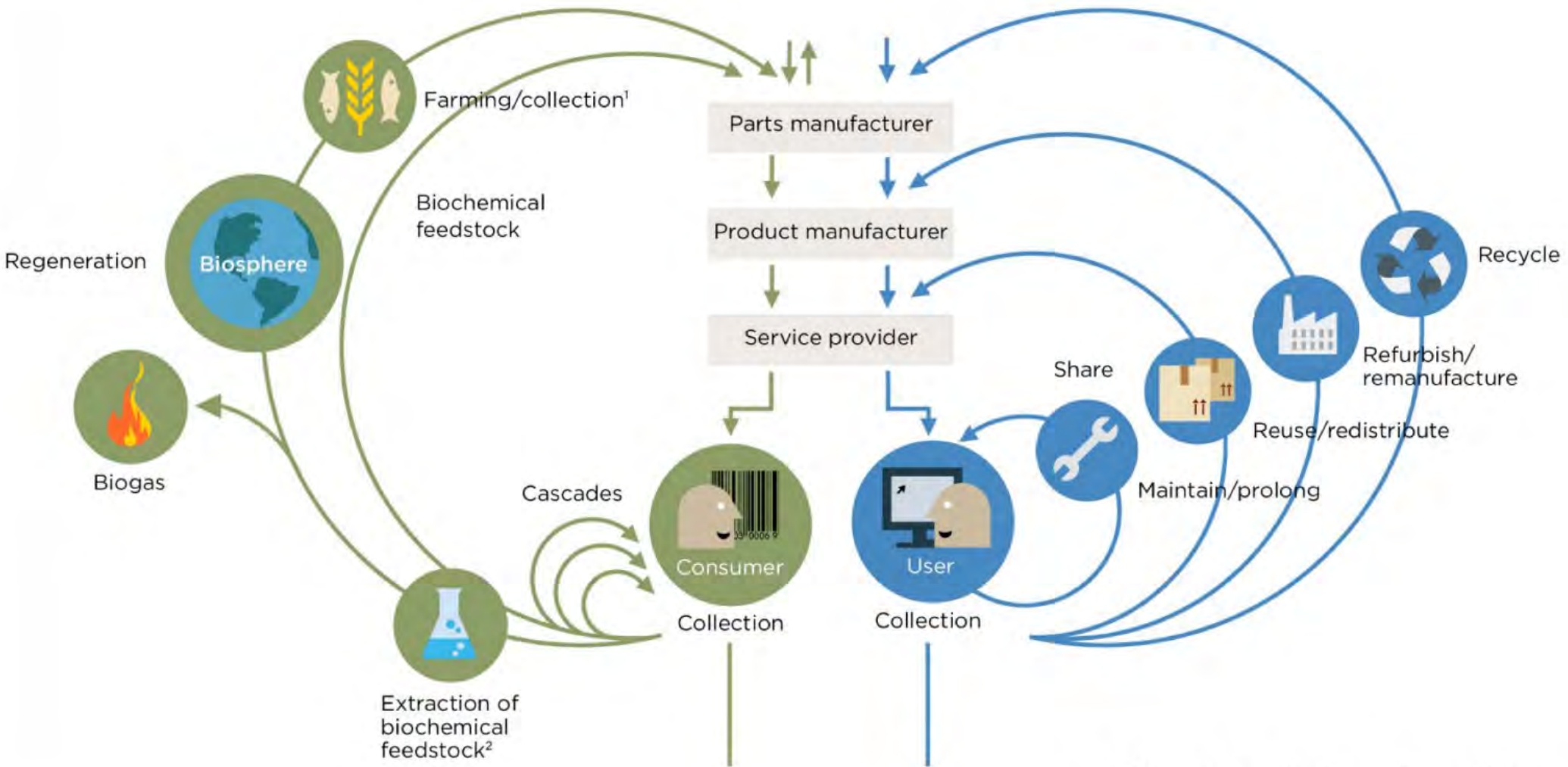
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Consumer Behaviour Circular Design
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Dr. Johannes Daae



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Ellen MacArthur Foundation

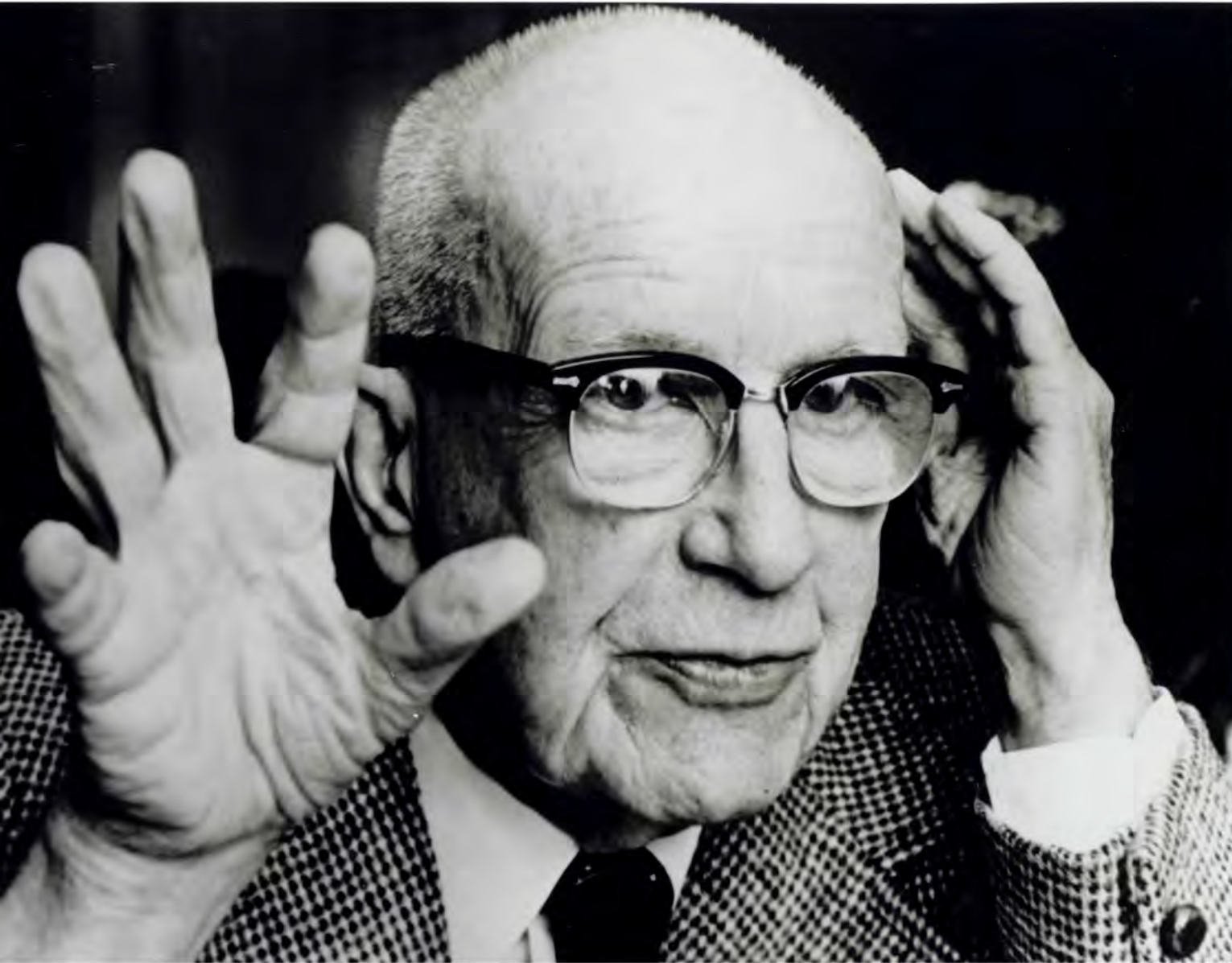


"A circular economy starts at the very beginning of a product's life. ... It is therefore essential to provide incentives for improved product design" p.3

"The choices made by millions of consumers can support or hamper the circular economy." p.6

*"I have made up
my mind that I*

support or hamper the circular economy." p.6



"I have made up my mind... that I would never try to reform man - that is much too difficult. What I would do was to try to modify the environment in such a way as to get man moving in the preferred directions"

Buckminster Fuller, 1966

30% of the energy is spent on boiling excess water

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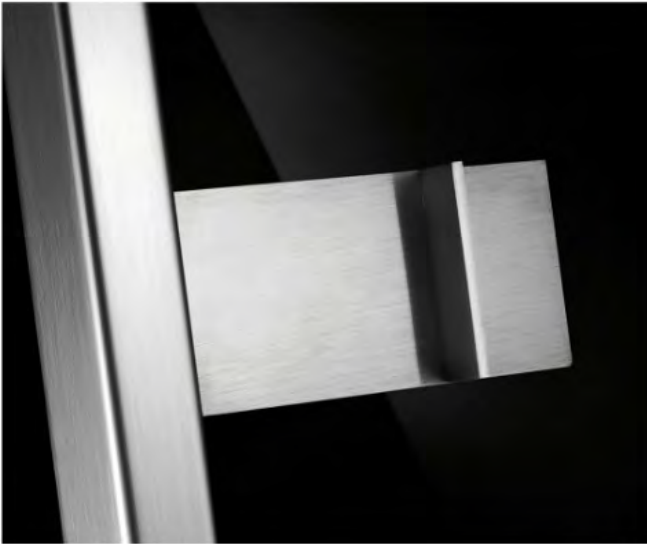
In the UK, that results in 1,27 TWh per year

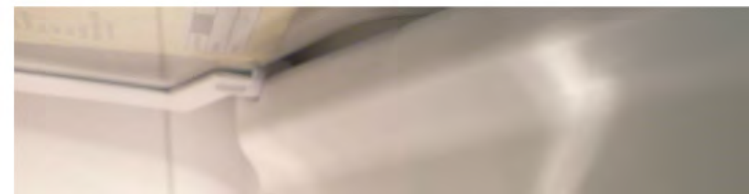
DEFRA, 2008

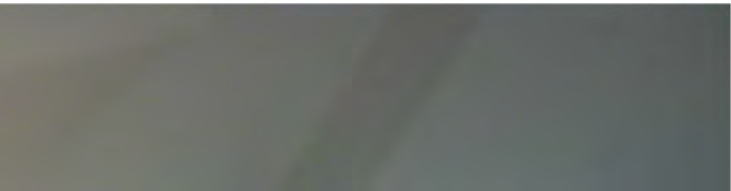
DEFRA, 2008







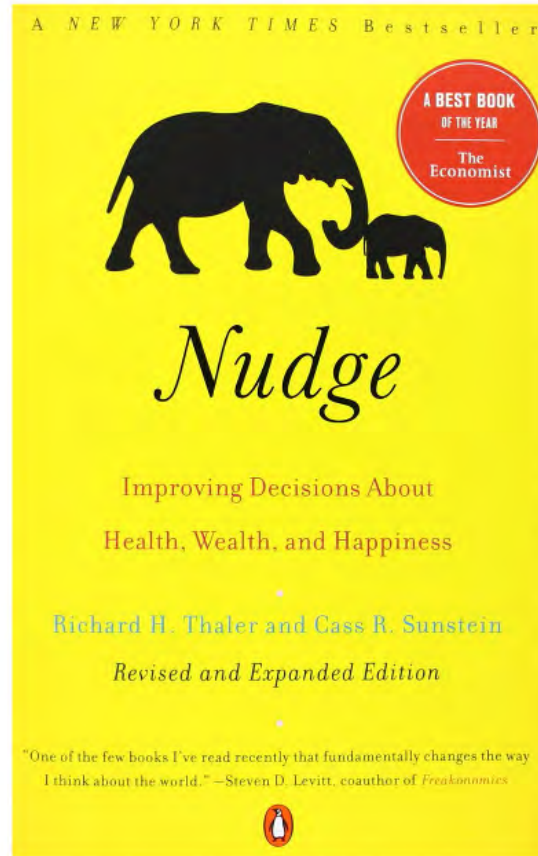






A NEW YORK TIMES Bestseller

A BEST BOOK



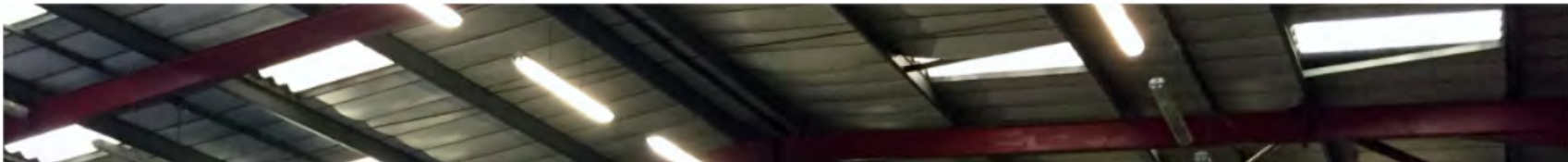
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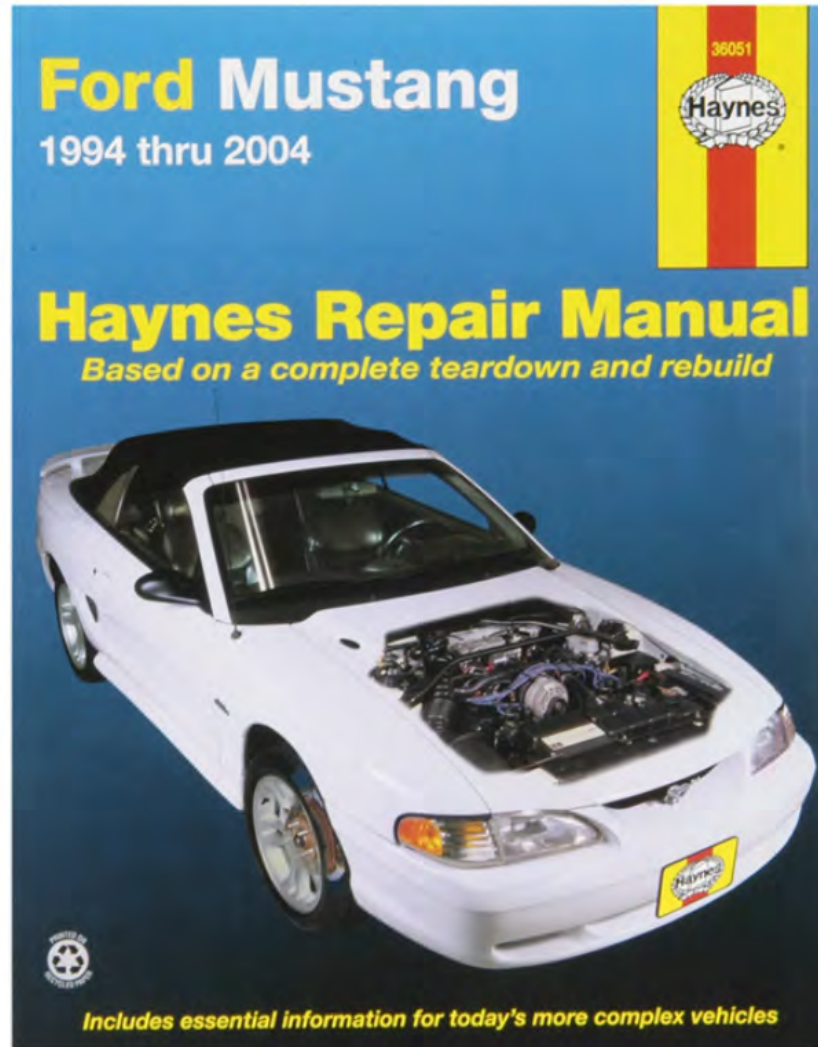






Product in Control





User in Control



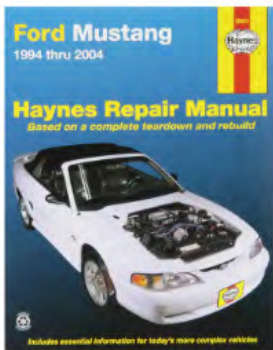
Ford Mustang

36051





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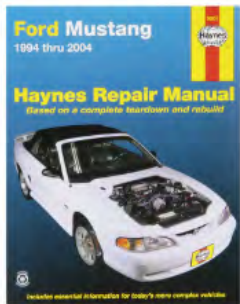
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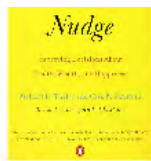


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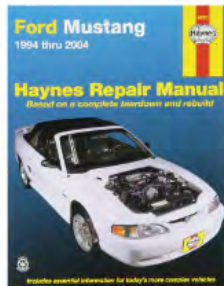
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