

WORK THROUGH THIS LIST AND TICK OFF AS MANY AS YOU CAN.

01 CREATE SCALABLE CIRCULAR SOLUTIONS

Move from one-off pilots towards core circular revenue generation models by identifying transformation opportunities.

- Map where circular solutions can ease customer frustrations.
- Explore first-mover advantages in emerging markets.
- Target unmet customer demands (e.g. for reuse or rental).
- Identify and focus on products being repeatedly purchased.
- Scope upcoming legislative changes.

02 DRIVE DEMAND FOR CIRCULAR PROPOSITIONS

Create a 'hook' to make a circular product/service appeal to the widest possible consumer segment.

- Create a benefit-led circular proposition, e.g. emphasise lower cost of rental/refurbish over new buys, reinforce circular as high-quality, focus on convenience, utilise emotional attachment to encourage longer use of owned items, and/or promote resale value as a smart investment.
- Tap into positive emotions and humour to craft relatable circular narratives that leave people feeling empowered to become part of the solution.
- Leverage cultural moments (TV, music, etc) to reach mass markets and elevate the circular economy to become a shared societal value, bringing normalisation.
- Embed a circular economy narrative into core brand messaging and major brand campaigns to make circular behaviours the default message.
- Place circular KPIs that portray everyday behaviours in creative briefs, e.g. repair over repurchasing, secondhand over new buys, composting over throwing in general waste.

03 MAKE CIRCULAR BEHAVIOURS IRRESISTIBLE

Extend customer engagement beyond purchase by creating circular experiences that build long-term brand relationships.

- Identify when value is lost in the linear customer journey (e.g. disposal) and replace these moments with circular alternatives (e.g. upgrade, repair, reuse).
- Simplify and reward circular behaviours like repair and returns to make post-sale actions convenient and appealing.
- Test reward schemes to encourage behaviours such as resale, recycling, or product return after use.