

Circular Economy Solutions Dialogues (CESD)

Empowering Transformation: Behavioural Change in the Circular Economy

November 2024 – March 2025, always between 12:00 – 13:30 CET

Concept Note

On behalf of the *German Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV)*, the global project **Environmental Protection Worldwide** of the *Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH* continues the Circular Economy Solutions Dialogues (CESD) series with new thematic focus areas.

The first dialogue series, focusing on Extended and Ultimate Producer Responsibility was held from October 2023 to January 2024. This was followed by the second dialogue series on Organic Matter and Waste from April to October 2024. The upcoming third dialogue series, commencing in November 2024, will focus on **Behavioural Change within the context of the Circular Economy**.

Social and economic behavioural change is crucial for the effective implementation of a circular economy, which seeks to minimize waste and maximize resource efficiency. By encouraging stakeholders across the value chain, e.g., consumers, producers, businesses, and policymakers, to rethink their behaviours, change their mindset and adopt sustainable practices, we can substantially reduce environmental impact and enhance economic resilience.

Behavioural change is essential because it may directly affect large-scale resource management, product and service management, and end-of-product life treatment. Businesses need to thrive for design of products and services for longevity, recyclability, and minimal environmental impact, while consumers need to adopt practices and prioritize behaviours like reuse, repair, and recycling. Robust policy frameworks and incentives must support all these efforts. These mindset-shifts not only support resource conservation, but also encourage a more resilient and sustainable economic framework. Policy, business, and cultural changes, driven by various organizations, are essential to ensure the widespread adoption of circular practices, fostering innovation and effective solutions across all sectors.

The upcoming dialogue series will explore how socio-economic behavioural change can enable all stakeholders in the circular economy to adopt sustainable practices. Each session will focus on:

- Challenges and opportunities: Identifying barriers and opportunities in promoting behavioural and mindset change.
- Practical examples: Showcasing real-world examples and good practices.
- Policy and technology pathways: Discussing effective policy frameworks and technological innovations.

Through these discussions we aim to enable actionable strategies for a more resource-efficient and sustainable future.

How does it work?

Participants include policy makers, businesses, civil society, academia, think tanks and international organisations. Participants are expected to take part in all meetings to ensure continuity and maintain a genuine team spirit. The dialogues will take place on the **28 November 2024, 23 January 2025, 06 March 2025, and 27 March 2025** always between 12:00 – 13:30 CET.

The CESD are designed as a four-month multi-stakeholder / multi-country dialogues, comprising of:

- four virtual meetings that employ a mix of dialogue methodologies and leadership impulses,
- e-collaboration to identify, draw out, and co-create ideas in between via the [Green Tech Knowledge Hub](#), and
- a report on findings, solutions, and success stories.

What is unique about it?

The virtual meetings will be interdisciplinary, discussing promises and challenges regarding aspects of social behavioural change in the context of a circular economy:

- Interactive, cross-sectoral, and multi-country nature,
- Promoting diversity of opinions and welcoming fail- as well as success stories,
- A safe conversational space to share viewpoints,
- Limited preparation required by speakers.

28 November 2024

1st plenary session

Topic: To what extent can we change our habits, behaviour and mindset?

An introduction to the main concepts and debates about behavioural change when considering a sustainable future.

23 January 2025

2nd plenary session

Topic: How can behavioural change be achieved across all involved stakeholders?

Exploring the connection between the circular economy and behavioural change.

06 March 2025

3rd plenary session

Topic: The role of policy makers in supporting behaviour transition for consumers and businesses

Policies, stakeholders, finances, and incentives

27 March 2025

4th plenary session

Topic: What methods and technologies can help us reach circular practices?

Innovative approaches fostering behavioural change.

Public Presentation

TBD

Insights and outcomes of the dialogue series