

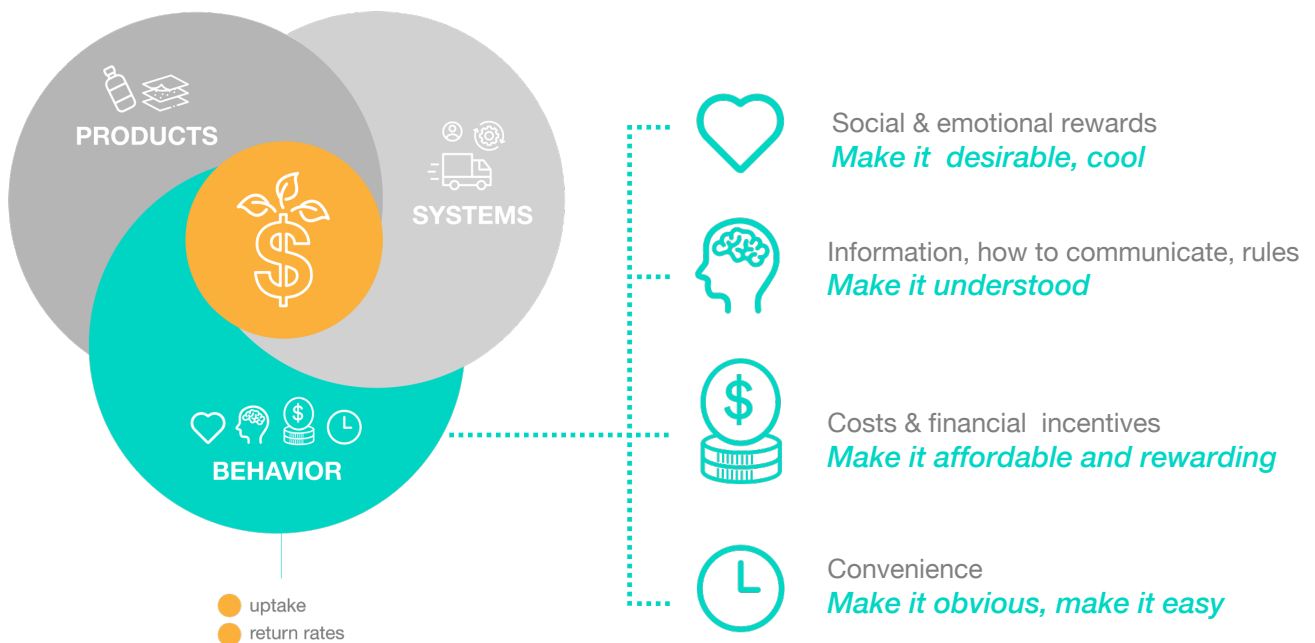


Shifting Behavior towards Sustainability

How to make circular business models successful?

The 2 greatest challenges when it comes to circularity are **cost-effectiveness** and **behavioral change**. Companies usually prioritise designing the right products and systems. Yet nearly all circular models also rely on influencing behavior to stimulate high uptake, customer retention and return rates.

So how do you get circular business models, such as reuse, to work? It is all about changing behavior – which starts with turning an intention into a habit. Searious Business uses the following model to influence behavioral change, with **4 critical elements**:



Numbers count!

To make a behavioural change into a new social norm, you only need to reach a tipping point of **25%**. Identify your target group and analyse their customer journey:

- **The environmentally aware** – receptive to environmental messaging, waiting for accessibility
- **The persuadable majority** – may prioritise other factors, like cost and convenience
- **The don't cares** - need an extra push, such as regulation or social pressure

Searious Business knows exactly how to optimise your circular business strategy and implementation.

Ask for our support to turn your efforts into a **success!**