

TOWARDS AN INCLUSIVE AND CIRCULAR HUB

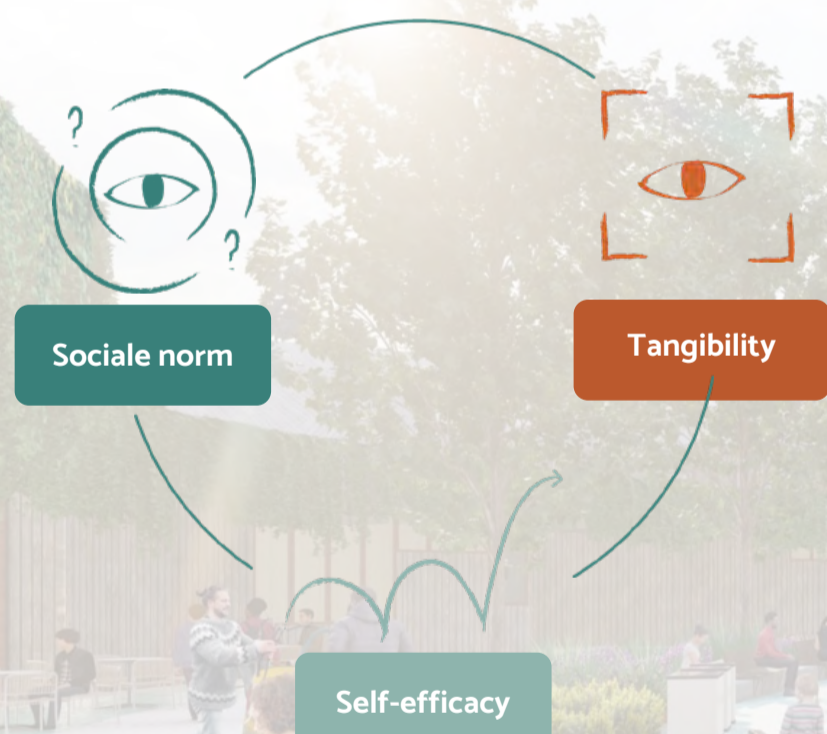
An approach that strengthens the relationship between residents and the circular center

DESIGN BRIEF



A circular center is being developed by the BUCH, as a contribution to national targets; to become completely circular by 2050. The center for this project is located in the province of North-Holland, where municipalities Heiloo, Uitgeest and Bergen are working together on regional challenges in the 'BUCH' organisation. The aim is to contribute with their own vision of such a center, The Circular HUB, whose success highly depends on the involvement of residents and their sustainable choices. Transitioning into a circular economy is not only a technical challenge but also a social one. It is one of today's major challenges to enable citizens to reinvest in the field of public action in order to deal with social and environmental issues. This thesis therefore aimed to discover how residents can be involved to visit the circular center and promote repair and reuse activities.

KEY CHALLENGES



The obtained key insights can be related to three tools of a behaviour change model, the SHIFT framework. Residents are not aware that even a seemingly small action can make a difference, lacking the knowledge or expertise (self-efficacy). Many are participating in repair and reuse practices and love to share their knowledge, but nothing is in place to make this visible to other non-active residents. This makes them unaware of what is possible and what the norm can be (social norms). These two factors can be explained by the current challenges on clear and consistent communication of the BUCH on the meaning of the circular center and circular activities to residents (tangibility). Consequently, residents do not feel involved and are not stimulated to participate on a regional level.

Source: Natrufed Architecture

DESIGN PROPOSAL



In the guide, the goal of the roadmap is to give a practical overview of the steps that the key stakeholders can take to achieve the strategic vision. It shows in more detail how the repair and reuse activities and the participation levels are scaled up in each phase. The most important action points are highlighted further in the guide with tips to implement the idea. The input received from the residents in interviews and co-creation sessions are translated

into these the vision and roadmap. Throughout the guide involvement of resident is stimulated by indicating the points where residents can be consulted but also participate in the activities. Residents should be seen as a primary stakeholder that should be included in every phase of the roadmap to make the circular center a success.

A COMMUNICATION APPROACH

To address these challenges, a communication approach for the key stakeholders of the climate programme of the BUCH was developed. It aims to create support to actively involve residents in activities as a preparation for the circular center. This to achieve a unifying vision for the circular center that is shared by all the stakeholders, including residents. The approach is delivered as a guide that consists of four elements that could be implemented:

1. The importance of communication in encouraging residents
2. The challenges in the BUCH context and how to deal with them
3. A strategic vision that offers major milestones to take
4. A roadmap with actionable steps to achieve the vision

Each element consist of ways to implement activities for the development of the circular center and how residents can be involved in each step by means of participation. The elements can be used separately depending on the type of conversation context. The solution contributes to the problem by offering a support for the municipalities to involve residents in the communication so that they feel a sense of ownership and involvement on a local and regional level.



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