

## Design challenge

Develop a cooperative exchange between users and KPN, by learning from interactions in nature, for an effective return of mobile phones as part of a phone return program.

### Results of user research for the stimulation of mobile phone return behaviour:

- Educate users on the environmental impact, even for broken and defect phones
- Inform users of the information storage on phones and how to make a back-up and remove them, in order to lower the perceived effort and concerns.
- Present a main incentive: financial, charitable or social.
- Enhance the perceived value through other resources than a traditional monetary payment, which should be in balance with the perceived financial, functional and emotional value in the old phone.

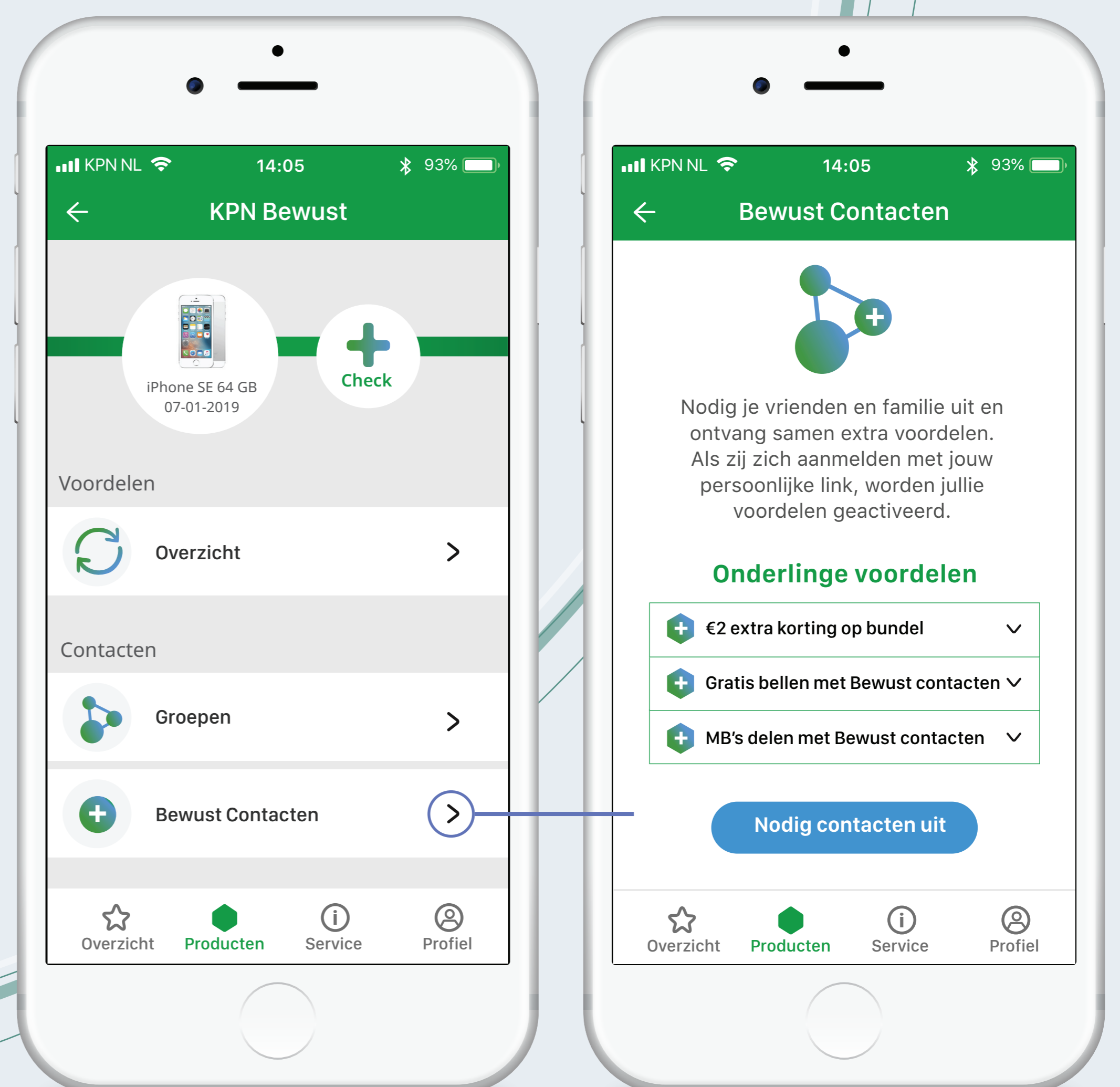
### Inspiration from nature's strategies:

- Generous offers that are difficult to obtain by users
- Involving other users considering altruism and persuasion
- The phone exchange is a by-product of the total experience
- Managing an ongoing loop by establishing commitments

# KPN Bewust

## A COOPERATIVE PHONE RETURN EXPERIENCE

KPN Bewust is a return program that promotes the spread of information and circular behaviour through its return service. In this system, returning an old phone and involving others, is the by-effect of purchasing the next contract with or without a phone with discounts, which reduces the perceived effort. Persuading friends and family to return their phones, is rewarded with mutual benefits. These generous offers will give KPN a competitive advantage compared to traditional take-back programs, with more longterm and satisfied clients in return. Through the KPN Bewust profile, an overview of the generated discounts, and contacts shows how the advantages of a returned phone can outweigh the advantages of keeping them. This experience will increase the likelihood of repetition and the spread of return behaviour.



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