



Co-Creating Circular
Resource Flows in Cities

constRuctive mEtabolic processes For materiaL fIOWs in
urban and peri-urban environments across Europe

A REFLOW CASE STUDY

TEACHING GUIDE: Wasted Efforts in Amsterdam?

**Transitioning Towards Circular Textiles by Mending
Amsterdam's Citizen Behaviours**



*This project has received funding from the European Union's Horizon 2020
research and innovation programme under grant agreement number 820937.*

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Transitioning Towards Circular Textiles by Mending Amsterdam's Citizen Behaviours



Figure 1: Photo by [Lena Varzar](#) on [Unsplash](#)

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Synopsis of the Case

This case is based on a real organisation that has carried out activities as part of the European Union Horizon 2020 project, REFLOW.

The protagonists in this case are the Amsterdam pilot team. The overall long-term goal the team seeks reach is to transition their textile stream in the city towards becoming circular and regenerative. Short-term, the pilot team focuses on empowering citizens and changing linear behaviours associated with textiles across two key aims:

1. Discarding of fewer textiles by extending their life through reuse, repair, revaluing, and reducing
2. Increasing the collection of home textile waste at the city-level by informing and engaging citizens to discard correctly

The case goes over key insights into the decision-making process of the Amsterdam team, including facts on linearity in the textile industry at the global and local level, information about the citizens of Amsterdam, and a list of potential activities the team needs to decide on. The Amsterdam team is faced with a timely decision where they need to pick five key activities that would allow them to reach specific project targets in the short-term and that would also induce long-lasting change in the future.

This is a decision-based case. It asks the students to step into the shoes of the Amsterdam pilot team. The case study challenges students to formulate recommendations regarding which key activities the pilot should carry out and to assess the activities that could lead to behavioural change.

Target Group

The case is suitable for graduate levels in consumer behaviour, service design and behaviour, environmental psychology, circular economy, and behavioural economics courses.

Learning Objectives and Key Issues

The learning objectives of the case sets out for students to evaluate solutions that would most likely lead to behavioural change in citizens, while also meeting project targets and goals. After completion of this case, students should be able to understand the following:

- The challenges of linear model in the textile industry and the transition to circular economy
- The circular economy in relation to the textile industry
- The gaps between good intentions and actions
- Different behavioural change strategies to influence action in citizens

The case also allows students to make their own assessments of the solutions by analysing the effectiveness of the possible intervention activities that seek to enable behavioural change (awareness



raising, increased in perceived impact/effectiveness for the consumer, knowledge/skill upgrading, increasing ease/availability of intended behaviour etc.). Furthermore, the students are also challenged to understand and prioritize their decisions based on targets and goals of the pilot team within REFLOW and for the future of Amsterdam.

Students can also be asked to evaluate the scalability and replicability of these place-based solutions and how they could be translated into other contexts.

Relevant Readings

- Access the Amsterdam pilot’s Booklet on Circular Textiles [here](#). There are 16 chapters that take the reader across each stage of the Amsterdam pilot’s Circular Textile Wheel they have developed in the REFLOW Project.
- The REFLOW Website contains digestible information on the Amsterdam pilot’s challenge and how they are attempting to close the loop on textiles in the city. See an article [here](#) on the pilot.
- Michie, S., van Stralen, M.M. & West, R. The behaviour change wheel: A new method for characterising and designing behaviour change interventions. *Implementation Sci* **6**, 42 (2011). <https://doi.org/10.1186/1748-5908-6-42>
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Teaching Strategy

The case should take approximately 90 minutes to present, discuss, and solve. Students (individually or in a group) can discuss the discussion questions.

Topic	Time (minutes)
Introduction	5
Discussion Question 1	10
Discussion Question 2	10
Discussion Question 3	10
Discussion Question 4	15



Discussion Question 5	20
Additional Discussion Questions or allocate time to previous discussion question	10
Conclusion	10

Students should be familiar with theories and concepts of behavioural change. The case aims to improve the students' analytical ability to apply theory to the reality that the Amsterdam pilot faces in transitioning their city's textile flows towards more circular and sustainable practices – focusing in on citizen behaviour. This case will also help students to understand the complexities of behavioural change including the diversity of citizens both geographically and socio-economically and questioning the potential impact of behavioural change interventions.

Discussion Questions

1. What are the implications of a linear textile model? How has this affected the way citizens of Amsterdam handle textiles?
2. What does the Amsterdam pilot team intend to solve?
3. How do textile disposal behaviours and amounts of textile waste produced differ across Amsterdam's neighbourhoods?
4. How do the Amsterdam pilot's activities address the issues they intend to solve? How are they aimed at a specific target audience?
5. Which key activities should the pilot decide to carry out (or focus on) under the pressures of a limited timeframe and human and financial resources constraints to incite behavioural change in the context of improper textile discarding practices and extending the textile life cycle at the citizen-level? Were there better types of activities that the Amsterdam pilot could have carried out?

Additional Discussion Questions

Should citizens be playing such a large role in the transition to circular and regenerative cities? Or should this responsibility be with another party?

There have been multiple studies regarding the intention-behaviour gap, where individuals could have developed positive intentions to change their behaviour, but do not end up following through. Does this case address the gap?

What factors need to be in place for citizen awareness to lead to the action of changed behaviour? Does the Amsterdam pilot team target the right audience?



Multimedia

[REFLOW intro: Amsterdam pilot](#)



Amsterdam Pilot Instagram: https://www.instagram.com/textile_reflowproject/?hl=da

ⁱ Photo taken by [Lena Varzar](#) on [Unsplash](#).