

The Human Factor in Circular Fashion by Serena Bonomi, Circular Strategy & Innovation Consultant

Key Learnings



The Human Factor in Circularity

Circularity discussions often focus on efficiency, materials, and carbon offsets but neglect the human element. Both consumers and employees within companies play a critical role in advancing circularity, yet engagement remains low.

The Intention-Action Gap

Many consumers claim they are willing to pay more for sustainable products, but their purchasing behavior contradicts this. A key barrier is that circularity often lacks desirability and convenience compared to the well-optimized linear system.

Corporate Misalignment & KPIs

Circularity initiatives often fail due to misaligned company KPIs. Sales teams, for example, are incentivized to push new products rather than promote circular options like repair services. Realigning business metrics is crucial for success.

Creating Demand for Circularity

Traditional marketing creates desire for products consumers don't initially want. A similar approach should be applied to circular initiatives—engaging customers early and building solutions with them rather than forcing behavior changes.

Systemic Collaboration Over Individual Efforts

No single brand has fully achieved circularity because the system itself remains linear. True transformation requires systemic collaboration across industries rather than isolated efforts.

Listen to the full episode here:

<https://circularity.fm/the-human-factor-in-circular-fashion-by-serena-bonomi-circular-strategy-innovation-consultant/>