

NEWS

PROJECT

Antwerp Circular South
- engaging the
community in an online
and offline circular
economy

📍 Antwerp, Belgium

TOPIC

Circular economy

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BONNEAU, UIA EXPERT

Antwerp Circular South Zoom-In 2: “What if you could see how much energy you consume at home and that you could change it?”

See on UIA
website



UIA Expert Marcelline Bonneau reveals how “the Circular South Project started with their “nudging experiments” to test innovative ways of supporting consumers in changing their energy consumption behaviours. The first experiment took place over one month, combining online and offline interactions, technical and soft infrastructures, and academic research and actions on the ground: it was the outcome of 2 intensive years of work combined together in a major real-life experimentation! This Zoom-In takes you all the way through the 10 steps required for this experiment.”

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