

Consumer Demand for Circular Urban Living (CDCUL): Insights from Sweden, Slovenia and The Netherlands.

Aim: CDCUL examines whether, and the extent to which, individuals in different European contexts are willing to pay for urban housing with design features that encourage sharing.

Methods: We will conduct web-based **choice experiments** with stratified random samples of ca. 1,000 adult respondents in each of three countries (ca. 3000 respondents total, depending on the finalized experimental design) to determine how shared-access features like shared tools, kitchen facilities, laundry facilities, toys, books, furniture, clothing, bicycles, etc. influence consumers' perceived value of potential homes. Choice experiments are then followed-up by **focus groups** to understand more deeply *why* residents prefer or do not prefer sharing opportunities with their neighbours.



CDCUL WORK PACKAGES

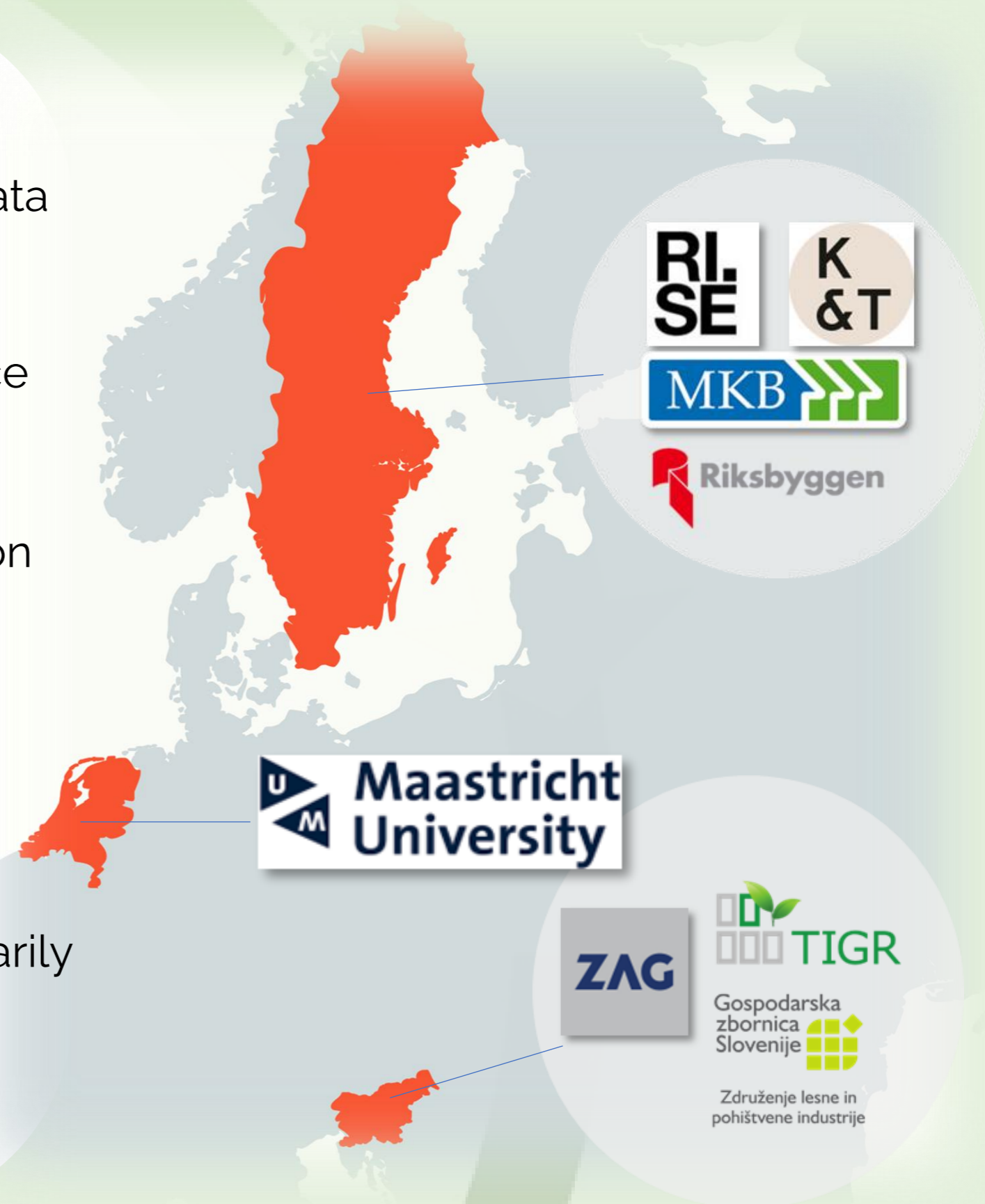
WP1 Project administration, internal communication, data security, and financial reporting.

WP2 Development, distribution, and analysis of a choice experiment.

WP3 Focus groups that will offer a deeper interpretation of choice modelling results.

WP4 Translates the findings from WP2 and WP3 into architectural floor plans and coloured renderings for circular urban living.

WP5 Dissemination of results from WP2, 3, and 4, primarily in written form, but also through a website and results conference at the project's conclusion.



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