

# Circular Harvest presentation

## Project Parksharing Halfweg-Molenwatering



Date | 3rd of February 2021  
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Course | Minor Fieldlab Circular Economy &  
| Business Innovation  
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# Problem definition & management issue



# Problem definition & management issue



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Het deelplatform voor  
Ziekenhuizen

Waar bent u naar op zoek?

Geef een locatie op





# Research objectives & main research question



SO1: Literature review on collaborative consumption platforms

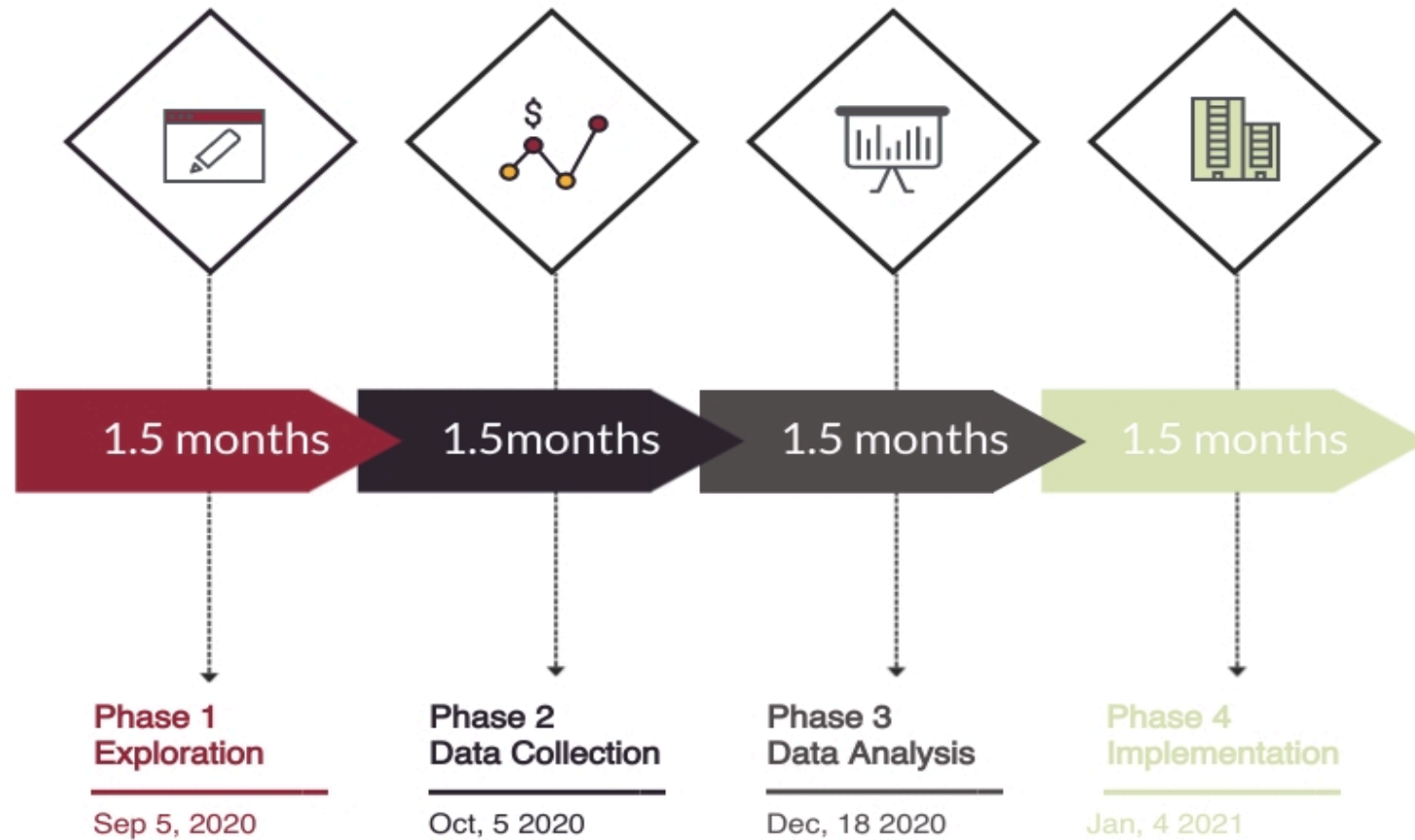
SO2: Current state of awareness about the existence of the platform

SO3: Possibilities for improvement of Parksharing based on literature review and reality

***MRQ:***

***Why has the engagement with Parksharing Halfweg-Molenwatering stagnated since the launch of the platform?***

# Research design & process



# SQ1: Literature review on attitudes, behavior and motivation in collaborative consumption platforms



- Collaborative consumption platform
- Generational appeal
- Attitudes and behavior
- Value-action gap
- Satisfaction and likelihood to reuse the platform

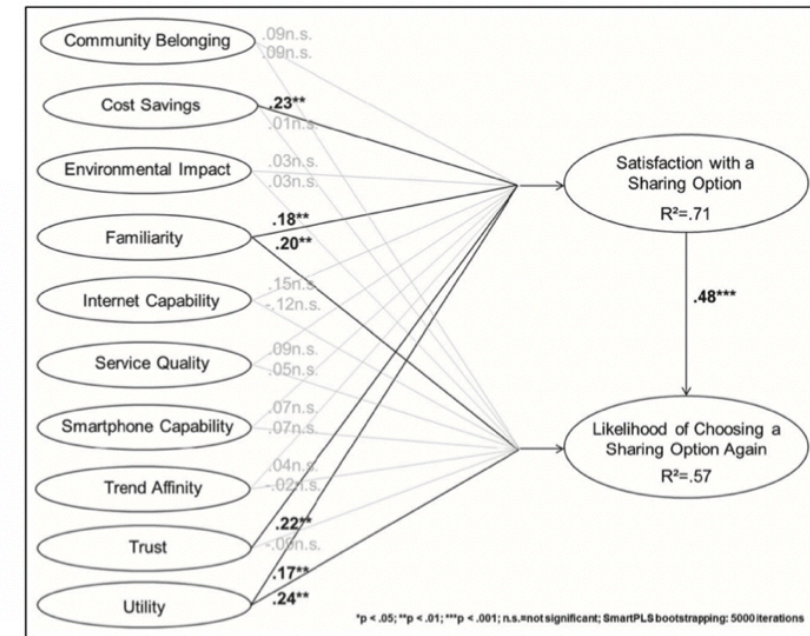


Figure 2. Figure 3. Results of quantitative study into C2C platform AirBnB (Möhlmann, 2015).

# SQ2: Current state of awareness about Parksharing and possible motivators for engagement

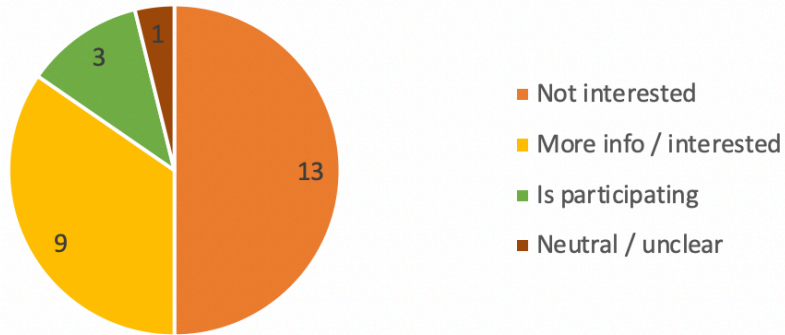


Figure 4. Interest level in Parksharing Halfweg-Molenwatering (Appendix 1).

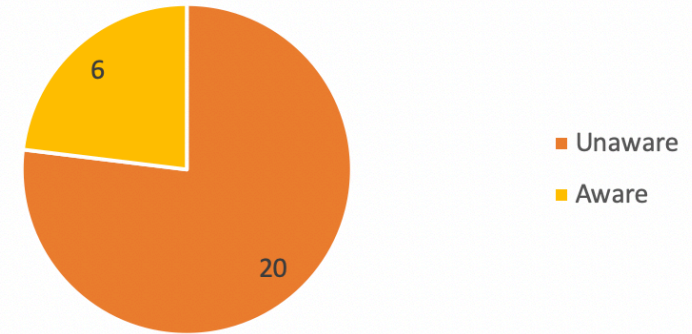


Figure 5. Awareness about Parksharing Halfweg-Molenwatering (Appendix 1).

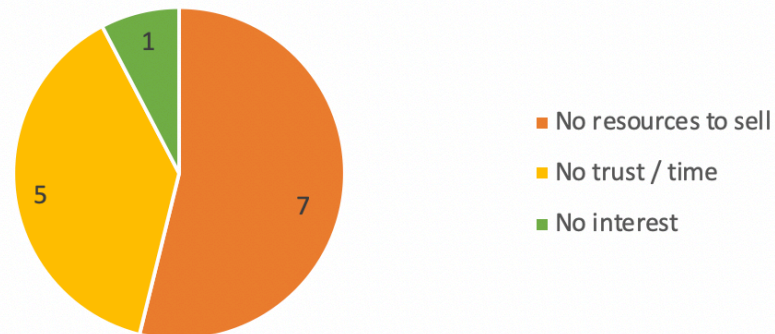


Figure 6. Reasons for not participating in Parksharing Halfweg-Molenwatering (Appendix 2).

# SQ3: Applying existing knowledge about collaborative consumption platforms to the reality



| Theory  | Application to reality |
|---|------------------------|
| Rationality <ul style="list-style-type: none"><li>- Cost saving</li><li>- Utility</li></ul> | How to attract...      |
| Emotion <ul style="list-style-type: none"><li>- Familiarity</li><li>- Trust</li></ul>       | Reasons to stay...     |



# Discussion about credibility and limitations of research



- Credibility
- External factors
- Valid data
- Limitation of research
- Future research possibility



## **Main research question:**

*“Why has the engagement with Parksharing Halfweg-Molenwatering stagnated since the launch of the platform?”*

# Conclusions



Conclusion 1: There is a 'value-action gap' when it comes to environmental values.

Conclusion 2: Major variables in choosing a C2C platforms are cost savings, familiarity, trust and utility.

Conclusion 3: The companies on the Halfweg-Molenwatering business park are not sufficiently aware of the platform's existence.

Conclusion 4: Passive communication is not effective to spread awareness of the platform.

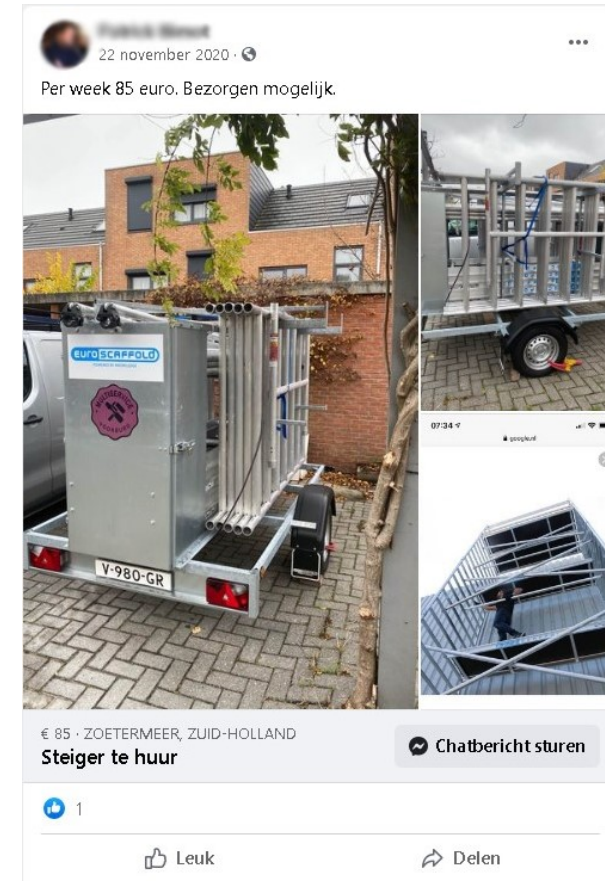
Conclusion 5: A substantial amount of companies (unaware of the platform) are interested when the concept of the platform is explained.

# Recommendations & implementation plan



**Recommendation 1:**  
Concretisation of the communication.

**Implementation 1:**  
Post weekly message on social media showing new offers.





# Recommendations & implementation plan



## **Recommendation 2:**

Organize events to promote the platform.

## **Implementation:**

Organize a matching event for businesses.



# Recommendations & implementation plan



## **Recommendation 3:**

Hire an intern to do further research into the platform.

## **Implementation:**

Examples for research objectives could be:

- Awareness
- Motivators
- Execution of events