

“The Great Big Circular Economy Survey”

RESULTS YEAR 1

Delivered in partnership
with Dō Sustainability



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What first comes to mind when someone says 'Circular Economy'?

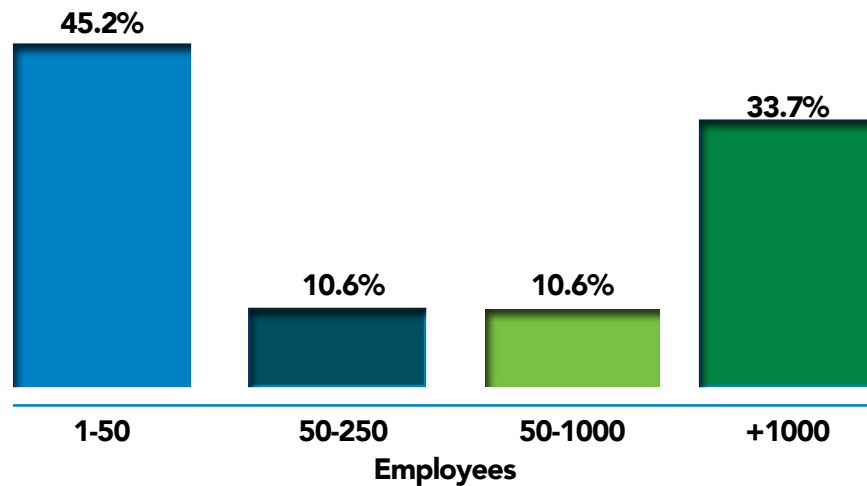


Introduction

This year marked the launch of the Great Big Circular Economy Survey delivered in partnership with sustainable business publishers, and designed to provide a snapshot of the development and pace of change as organisations adopt the circular economy. Drivers and hindering factors for circular business models are revealed, highlighting the need for solutions through cross sector collaboration and innovation.

The survey was completed by experts, professionals and students with an interest in the practicalities and principles of circular business models. The majority worked in waste and resource management, manufacturing, consultancy and think tanks, further education and research. The wide variety of respondents demonstrates the vital role that everyone has to play in the future of circular business models.

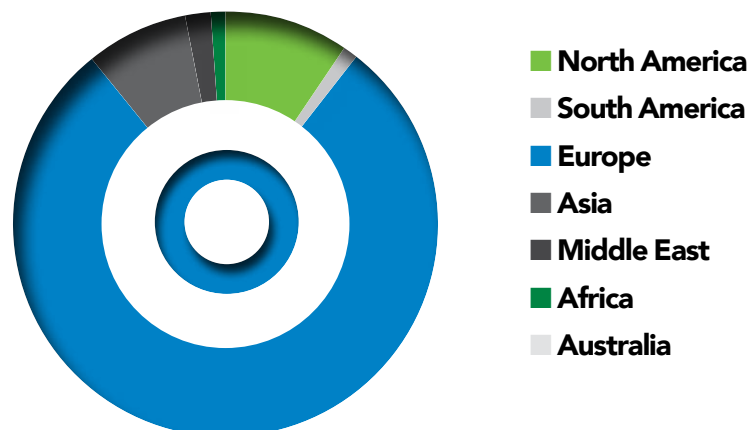
How many employees work at your organisation?



The majority of respondents worked within small organisations. While small organisations may be more nimble and adaptable to business model changes, large organisations often reflect general economic trends. The circular economy undoubtedly provides opportunities for organisations of every size.

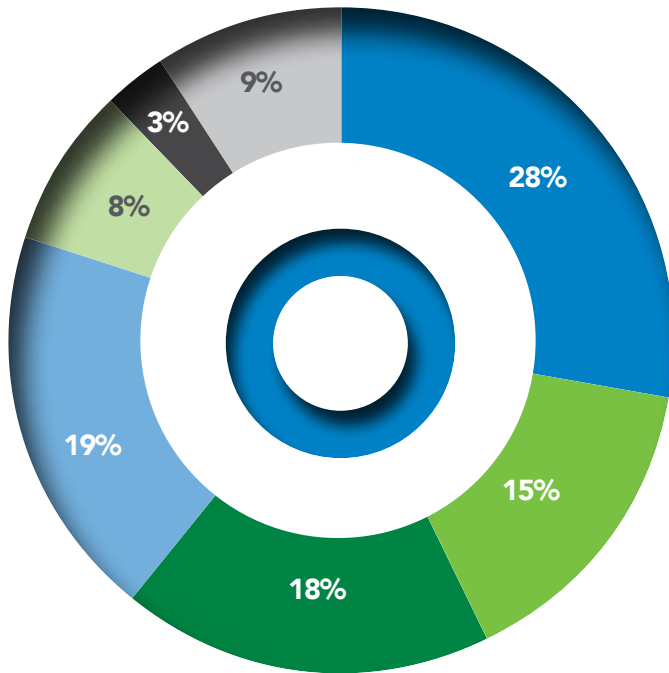
Resource Event is the first and only event that brings together the complete supply chain in the closed loop economy, thus encouraging important cross sector collaboration. It's an opportunity for businesses of all sizes to network, learn, and plan for the circular economy.

In which region is your headquarters?



A significant amount of survey respondents were headquartered in Europe.

How advanced is your organisation's circular economy strategy?



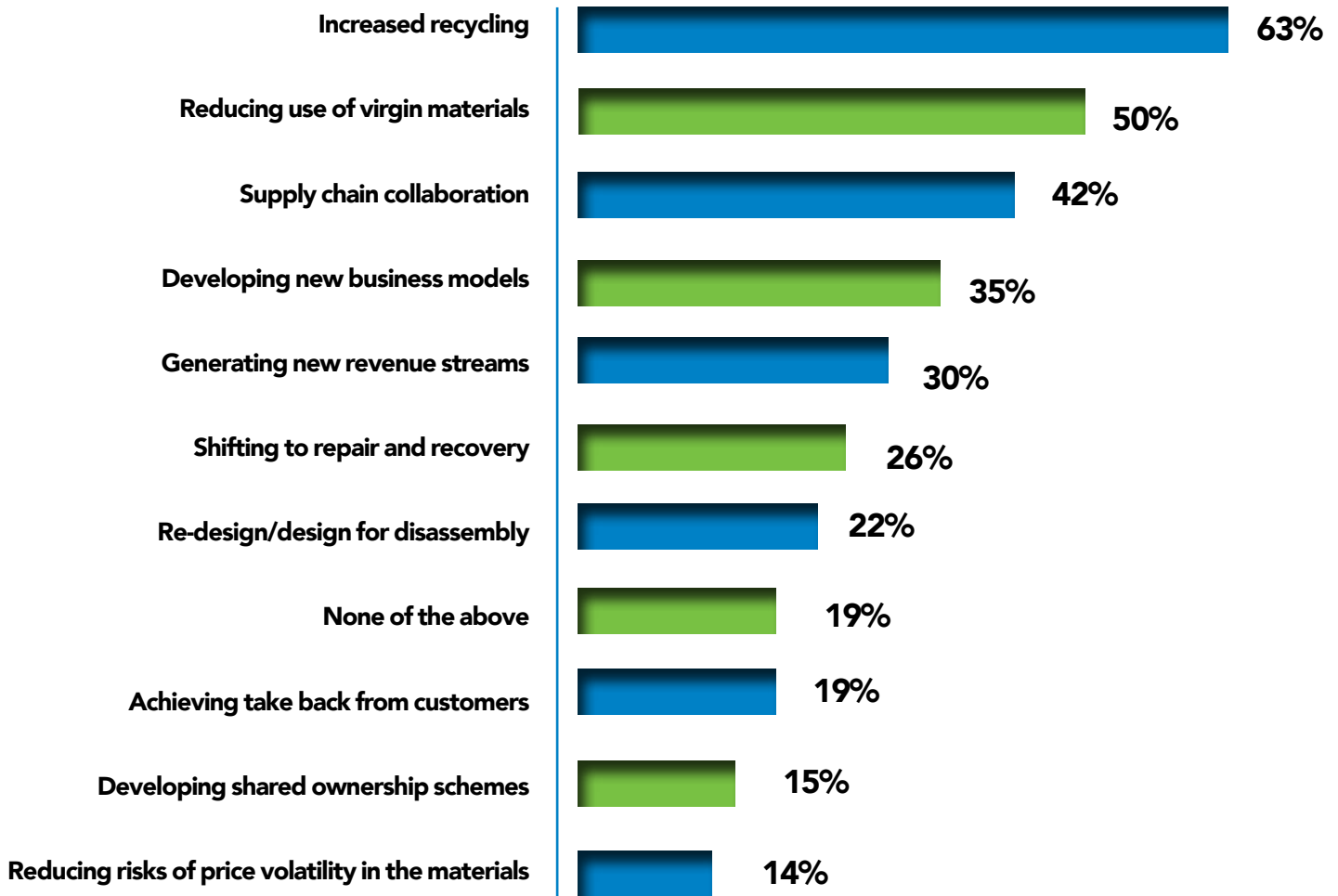
- Very advanced - it's core to what we do
- Advanced - high employee awareness is evident
- Improving - some employee awareness is evident
- Taking first steps - exploring ways to integrate circular economy principles
- I've heard of this and I am interested to know more
- I have no real understanding of the circular economy
- I don't think the principles of the circular economy apply to my organisation

The majority of organisations surveyed are adopting activities or initiating strategies to become more circular.

Only a small number of respondents feel that the principles of the circular economy don't apply to their organisation, and a minority admit to not having an understanding of the circular economy.

Resource 2015 will feature a skills and education day on Wednesday the 4th of March supported by the Ellen McArthur Foundation. The skills and education day is for those who are keen to understand the circular economy or want to learn about the commercial opportunities of circular business models. These sessions will inform visitors on the principles of the circular economy and how each sector can capitalise from its approaches. The skills and education day will facilitate and encourage networking, cross sector collaboration and shared learning.

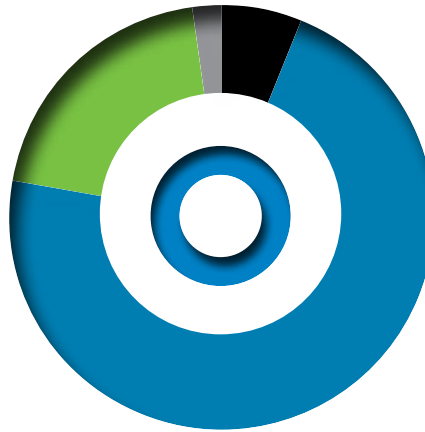
Which of the following measures are helping your organisation achieve a more circular approach?



The majority of respondents feel that increased recycling is helping their organisation achieve a more circular approach. This result is not surprising as recycling is the most recognised and best established approach for beginning to introduce circularity to a business model. There are many more approaches for these organisations to explore!

Resource 2015 will explore the opportunities of both the low-hanging fruit and the harder to establish approaches for achieving a more circular business model. There will be a variety of interactive workshops and expert speakers exploring the scope of re-manufacturing, re-design and designing for disassembly, reuse, and methods for encouraging supply chain collaboration.

Do you have a member of staff with 'Circular Economy' specifically in their job title?



- Yes
- No
- No, but it is explicit in their brief
- We have a board member with a CE job title

Does circular economy feature in reporting to the board?



- Yes
- No

Do you have Key Performance Indicators associated with the circular economy?

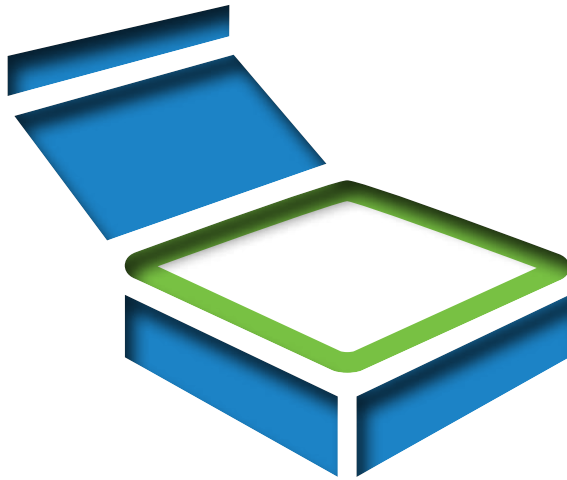


- Yes
- No

How organisations choose to label and measure progress towards circularity in their business will be interesting to track over the next few years. We'd like to hear more from people who have 'Circular Economy' in their job title use circularity KPIs at our next event!

Exactly 64% of respondents surveyed say that the circular economy doesn't feature in reporting to the board. A further 84% of respondents say that their organisation does not have Key Performance Indicators related to circularity, and 72% say that no member of staff within their organisation has circular economy specified in their job title.

In which of the following sectors is the
circular economy likely to mainstream first?



PACKAGING:
16.8%



**SHARING
ECONOMY:**
13.7%



FOOD:
10.5%



MOBILE PHONES AND DEVICES:

8.4%



AUTOMOTIVE:

8.4%

Survey respondents felt that the sectors most likely to mainstream circular economy principles first were packaging, the sharing economy, food, mobile phones and devices, and the automotive sector.

Resource 2015 is holding engaging and interactive workshops and has already confirmed over 100 inspiring speakers covering circular business approaches within all of these sectors.

A representative from DS Smith, a European leading packaging company, will be discussing the business case for the circular economy and the threats we may encounter if we don't adapt.

Furthermore, they will be using real life case studies to exemplify the opportunities of packaging as an enabler of the circular economy.

In light of the sharing economy, representatives from Compare and Share, Uber and Zipcar will discuss how the principles of a sharing economy work best and how to overcome initial hurdles. Furthermore, Globechain and WARPit will be exemplifying the supply chain opportunities and benefits of reusing unwanted items.

The potential of the circular economy within the food sector will be explored during both panel discussions and workshops throughout Resource 2015. Members from SugaRich, and bio-bean will be demonstrating reuse and re-distribution approaches to circularity, as well as innovative methods of converting food waste into bio-fuel. Veolia will be holding a highly interactive 'dragons' den' style workshop in order to encourage cutting-edge ideas for better managing resource efficiency. Finally, Fareshare will demonstrate how to effectively tackle the multidimensional issues of food waste and food poverty.

Project Ara, Fairphone and Samsung will all contribute to the debate around the circularity and life cycle management of products. A panel discussion with representatives from these organisations will explore the important role of durable product design allowing products to be effectively repaired and remanufactured.

Automotive innovators such as Microcab, Riversimple and Jaguar Land Rover will be reflecting on the potential of remanufacturing within the automotive industry, as well as the opportunities for re-designing personal transport in order to diminish current environmental impacts.

Resource 2015 will also include panel discussions, speakers and workshops on the potential for circularity across other sectors such as textiles and property and construction.

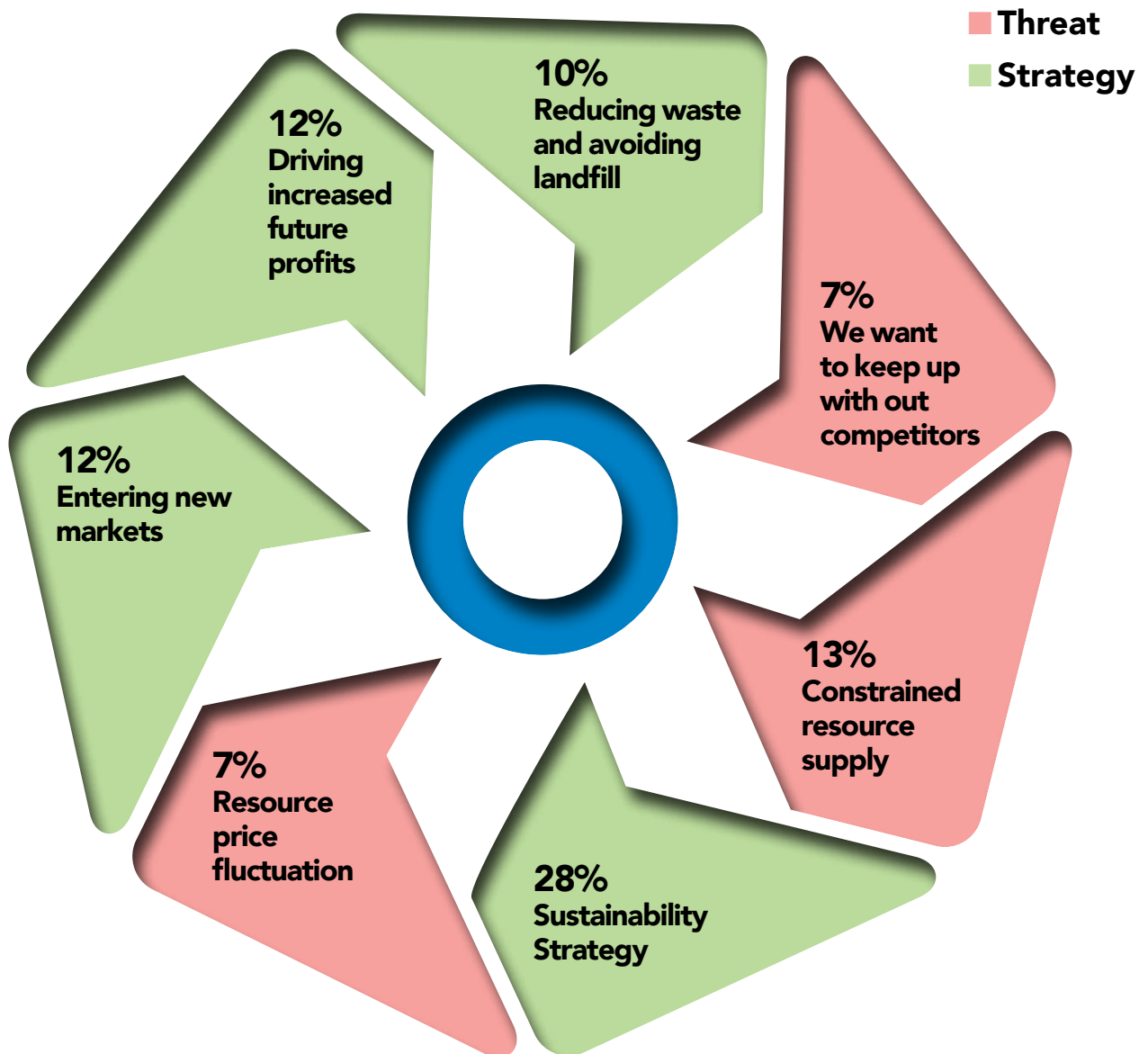
Which of the following are key motivators in your business approach to the circular economy?

1.	Sustainability strategy	28%	Strategy
2.	Constrained resource supply	13%	Threat
3.	Driving increased future profits	12%	Strategy
4.	Entering new markets	12%	Strategy
5.	Reducing waste and avoiding landfill	10%	Strategy
6.	Resource price fluctuation	7%	Threat
7.	We want to keep up with competitors	7%	Threat

62% (1+3+4+5) of organisations see the circular economy as 'doing the right thing' and 27% (2+6+7) are looking to introduce a circular economy strategy because of perceived threats to their business.

In light of the numerous business challenges related to resource scarcity, perceived threats to business will only increase. Being strategic is about addressing these threats now.

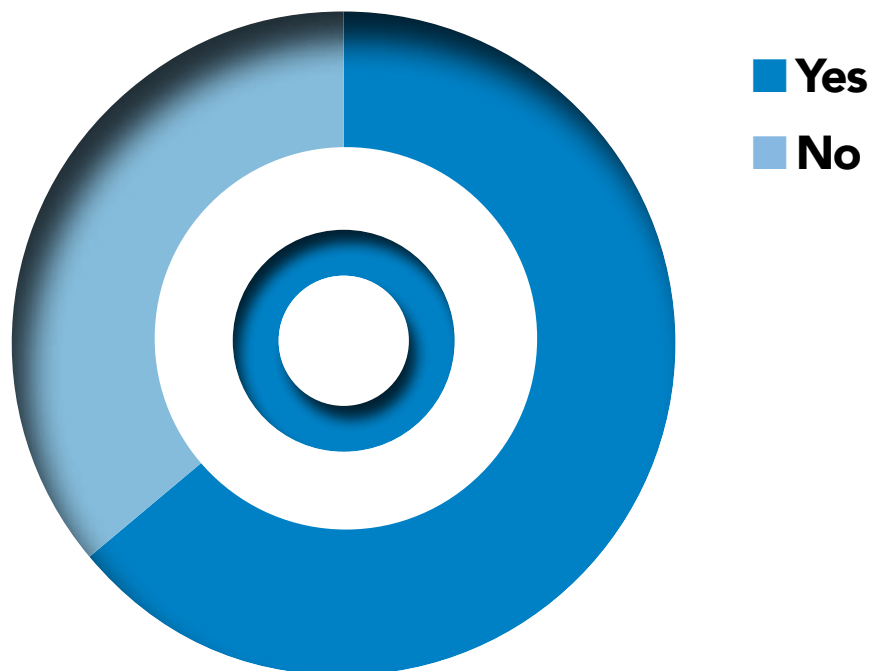
Resource Event addresses the risks, challenges and opportunities associated with circular business head on, by encouraging learning and innovation, initiating business strategies and by facilitating cross sector collaborations.



Are the following factors hindering your organisation's approach to the circular economy?

Respondents feel that both policy or legislation and lack of consumer perception are hindering their organisation's approach to the circular economy.

Policy or legislation



Lack of consumer perception



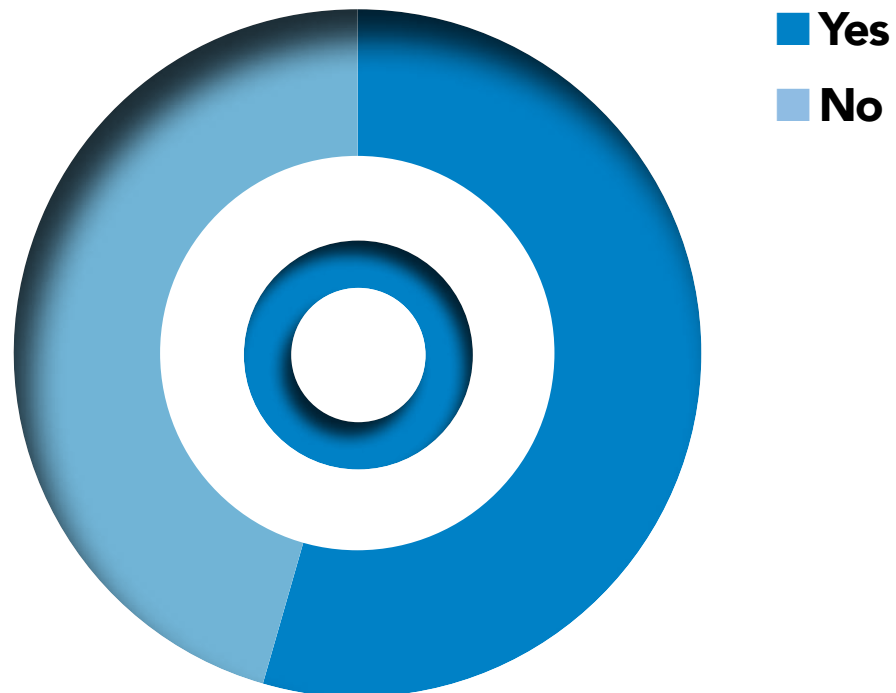
Industry leadership, innovation and collaboration are crucial drivers of the circular economy and need the support of policy and legislation.

Ricardo AEA will be holding an insightful workshop which will explore existing policies, and encourage thinking on what new policies and legislation would drive the circular economy forward.

Getting awareness and behaviour change campaigns right is no easy task - especially if we want to create lasting changes and embed the principles of circular business in society.

Resource will be holding an intriguing panel discussion on how much your consumers need/want to know and how to effectively change consumer behaviour with representatives from Carlsberg, Rexam, and UCL.

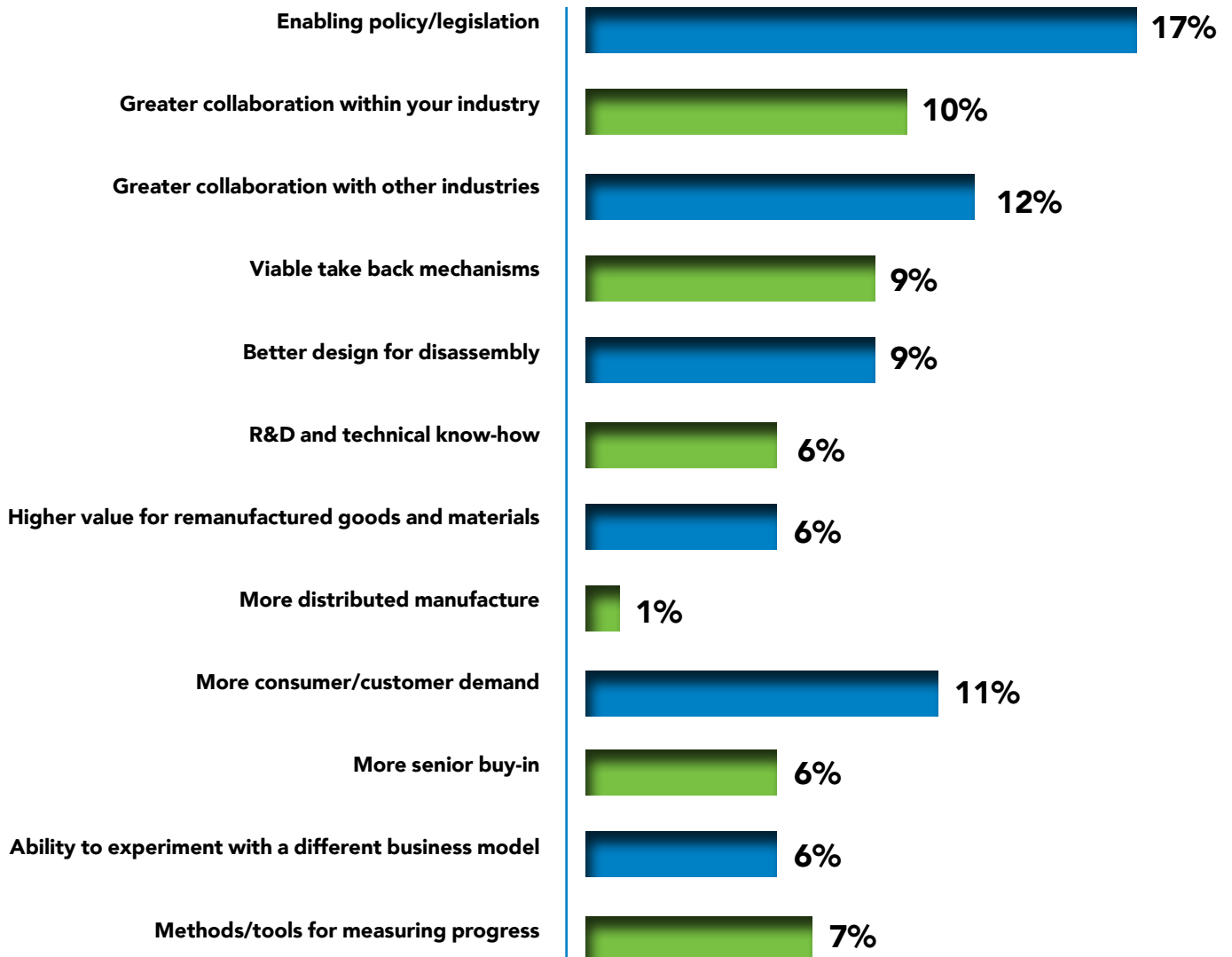
R&D funding and resource



54% of respondents feel that lack of access to R&D funding hinders their organisation's approach to the circular economy. R&D funding is a factor important for encouraging innovation and a smooth transition to circular business models.

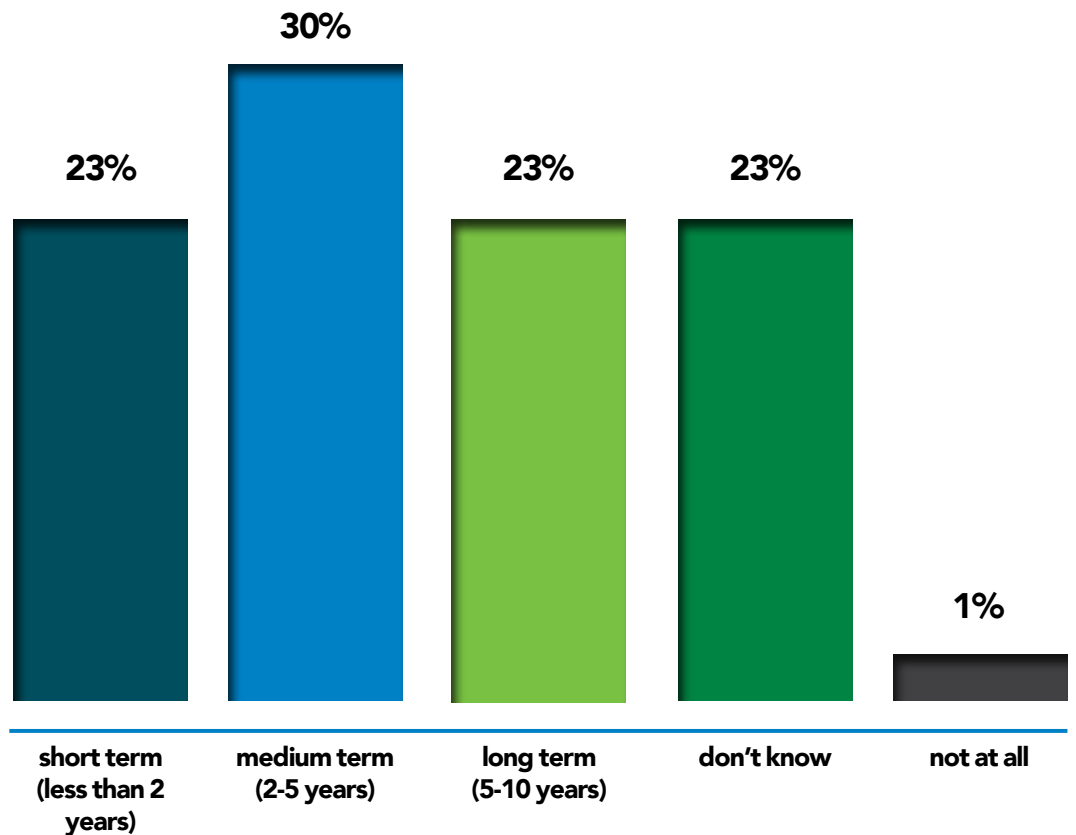
Resource 2015 will be launching two competitions for funding with Innovate UK and the Knowledge Transfer Network. One of the competitions will be based on exploring commercial models for a circular economy of goods and the other will be about leading better whole-life performance of buildings. As well as this, EcoMachines Incubator will be running a special workshop for early stage companies looking for further capital investment. This session will dispel some of the myths around VC investment and will demonstrate the benefits of investment through a number of case study examples.

Which three factors below would help your industry unlock the circular economy opportunity?



All of the above factors are vital to unlocking the potential of the circular economy. Resource aims to incorporate and explore all of these factors within its panel discussions, workshops and sector specific hubs. Enabling policies and legislation will be discussed during a workshop with consultancy firm Ricardo AEA, and during a speaker conference including parliamentary members. Furthermore the event will be the perfect opportunity to collaborate with other industries and within your own industry.

Are you persuaded that pursuing circular economy approaches in your organisation would increase profits?



Overall, respondents are persuaded that circular economy approaches will increase profits within their organisation.

Resource Event is about doing good business, exploring opportunities for resource efficiency, whilst also gaining commercially.

Since Resource 2014, one new idea has inspired you about the potential of the circular economy?

"Working with businesses to deliver more circular models"

"Collaborating with companies we previously saw as competitors"

"To identify collaboration within the supply chain"

"Creative ownership, leasing and service models are exploding"

"How existing resources can support more efficient product and service delivery, beating new resources in terms of resilience, speed and cost."

"Service based models of delivery rather than "selling" a product"

"The need for regulation"

"All I think about is less or zero waste!"

"I saw a very interesting case study of a new BMW prototype that could be assembled and disassembled in a few hours enhancing the reuse of most of the car's components. I thought that was exactly what we should aim for when talking about circular economy."

"Diversity of business models, great uptake by companies and organizations, in comparison with how it was two-three years ago"

resource

REALISING THE OPPORTUNITIES OF A CIRCULAR ECONOMY

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If you're interested in any opportunities at Resource event, please contact us by email on **David.Bradbury@ubm.com**, or by phone on **M: +44 (0)7920 547874 | T: +44 (0) 20 7921 8213**

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