

So what does business think about the circular economy?

Presented by Erica Russell
Head of Sustainability and Insight



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working with **ambitious mindsets**

Businesses in SE England, France and Belgium





The 286 companies who gave us their thoughts were:

Companies with whom the project partners had previously interacted and had some interest or knowledge in the green agenda

52 were from France, 35 from Belgium and 144 were based in the UK



What does the Circular Economy mean to you?

48.5% had not heard of the term

25.3% were not sure what it meant

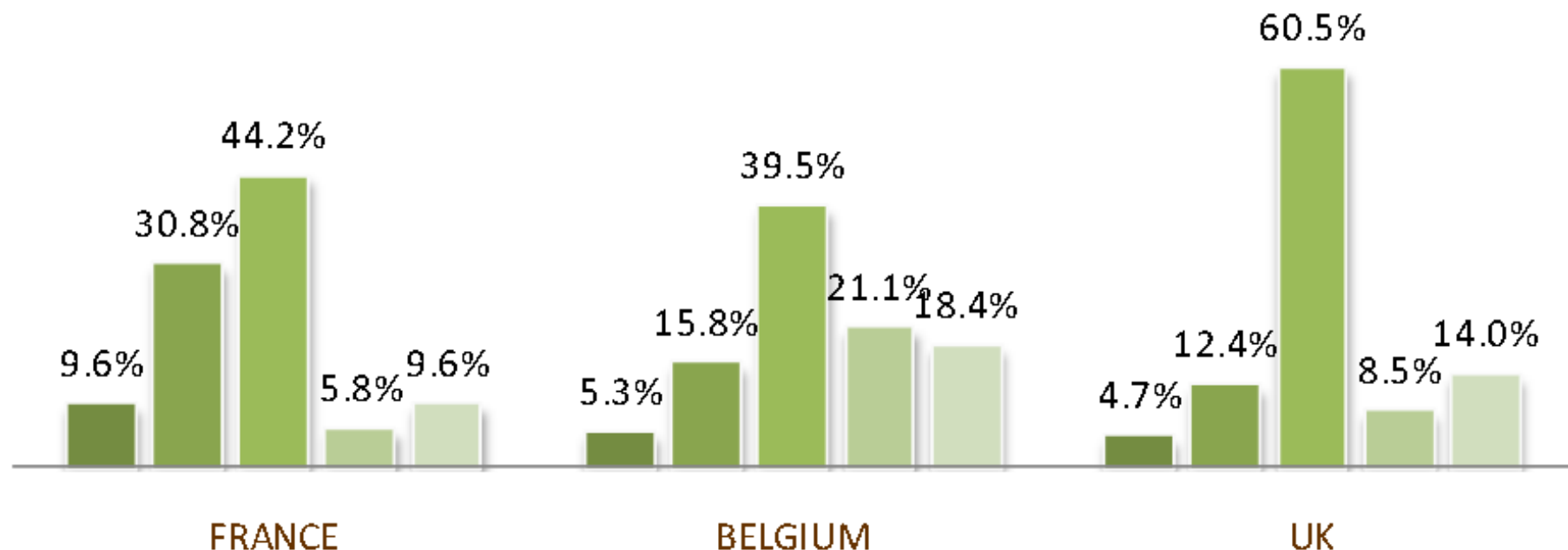
17% had some understanding

9.2% understood the term circular economy and thought about its context of business

This question was asked to business owners/senior managers/directors

How closely aligned do you think your business is to the circular economy?

- Not at All
- a little recycling
- we recycle and repair if we can
- looking at designing out waste
- look at our whole business process flow



How would you describe the Circular Economy?

27.5% understandable

25.2% confusion

16.1% meaningful

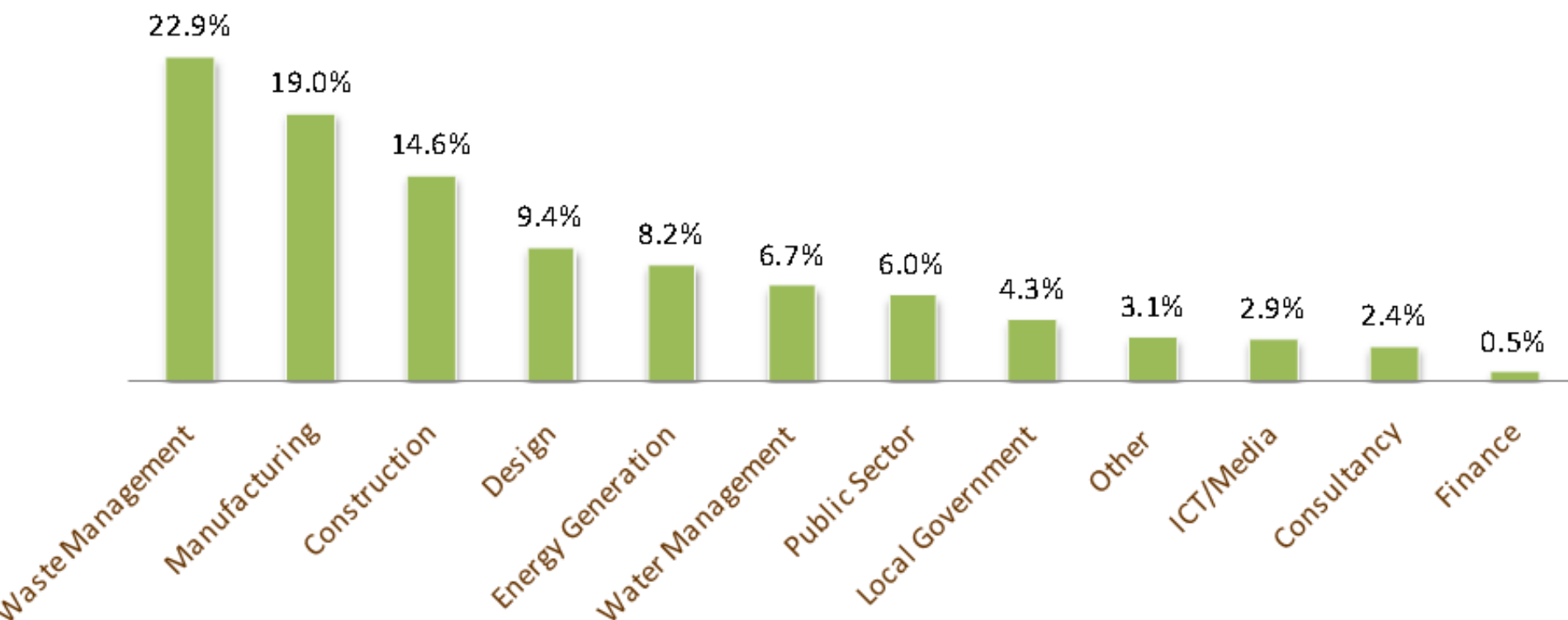
15.4% inspirational

9.8% accessible

6.2% overwhelming



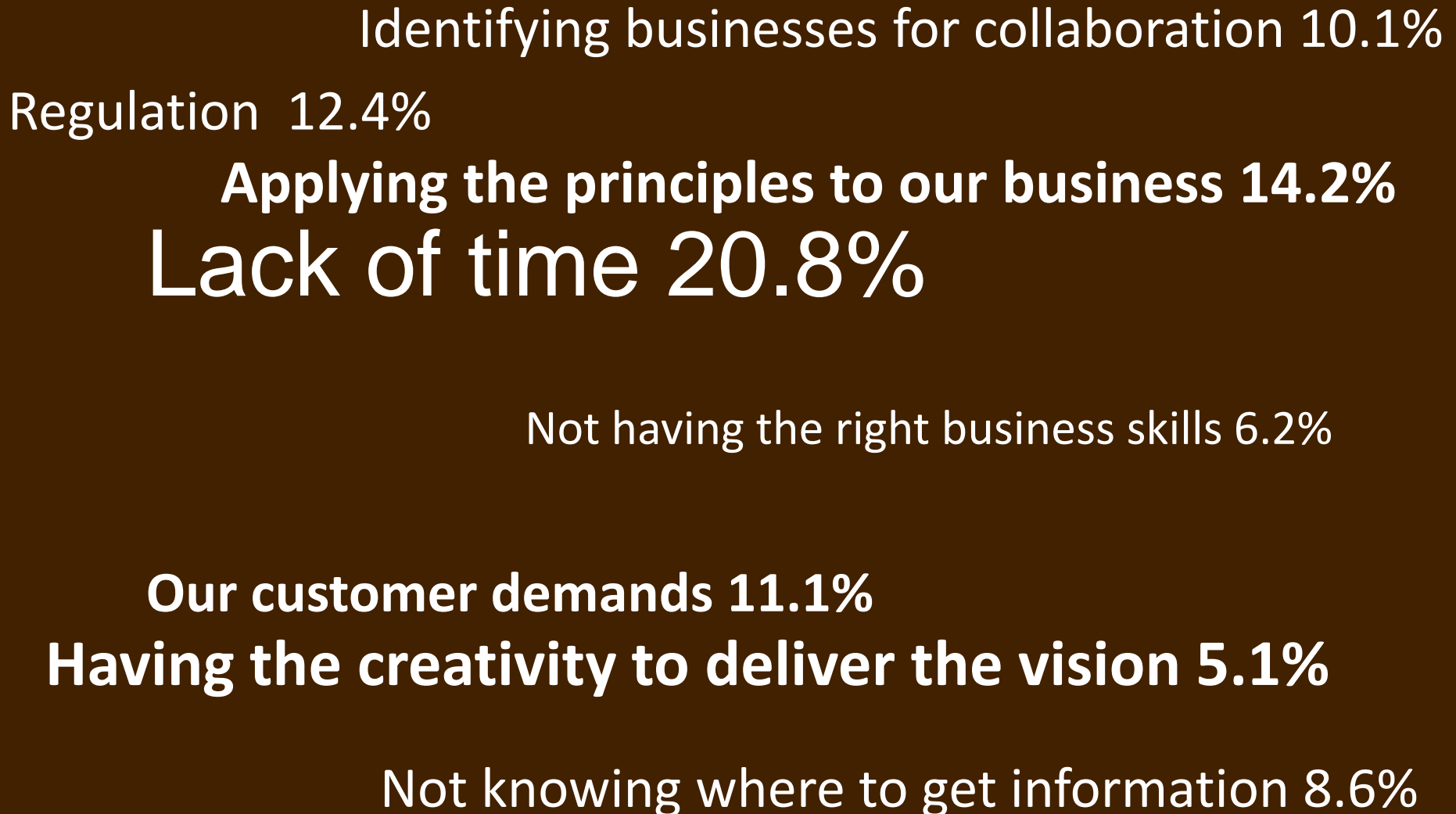
Which sectors are most likely to benefit from the Circular Economy model? (All countries)



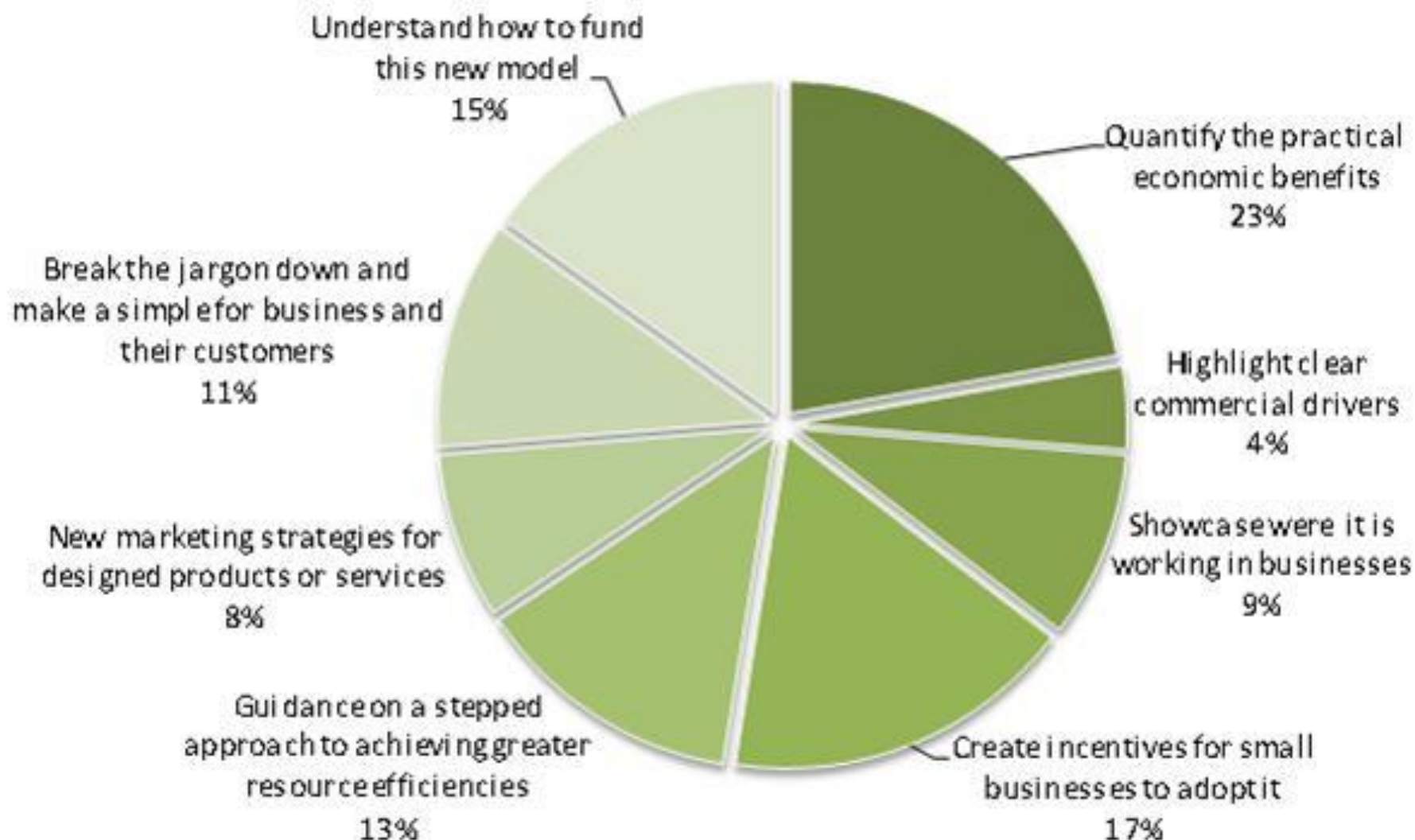
Material streams benefiting from Circular Economy



What is preventing YOUR business from maximising the benefits of a circular economy business model?



How can the circular economy be made more relevant to your business?



What can we do to help you embed circular economy thinking in your business?

Seen to be of most benefit:

- Getting rid of the jargon would be useful
- Being able to work with experts and get mentoring
- Getting support from waste contractors
- Templates on reuse and recycling

Least likely to drive action

case studies, webinars or peer to peer learning.



For more information on the FUSION project go to www.bsk-cic.co.uk/fusion

Subscribe to the FUSION Observatory Blog for news and information on SMEs and the circular economy. Go to www.bsk-cic.co.uk/fusion-observatory



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