

CIRCULAR ECONOMY

FOR A SUSTAINABLE FUTURE

How organizations can empower consumers and transition to a circular economy

CONSUMERS ARE HIGHLY AWARE OF THE ENORMITY OF THE FOOD AND PLASTIC WASTE PROBLEM...

Percentage of consumers who are aware

Globally, around one-third of all food produced is wasted every year

Packaging is responsible for **50%** of global waste production annually



63%



documented to be collected and properly recycled



Source: Capgemini Research Institute, circular economy survey, August–September 2021, N=7,819 consumers.

CIRCULAR PRACTICES Actions that consumers are regularly (i.e., more than 50% of the

..AND ARE ALREADY ADOPTING DAY TO DAY

Product category **Purchase** Use Post-use

time) taking across product purchase, use, and post-use

Food and

41% Buy food that uses minimal or no

40%

45% Consume food

bevond best-before

58% Segregate and

dispose of waste



Personal and

beverages

packaging* date if it has not gone bad

48% Reuse plastic

53%

Segregate and

dispose of waste



Fashion and clothing

household care

37%

use minimal

packaging**

Buy products that

from fast fashion

Buy products based

on repairability

Are moving away

34% Repair/repurpose

bottles

Repair rather than

rather than replace

Give away/donate used products

46%



Furniture

Automotive

Consumer

electronics

24% Buy modular

31%

furniture so that it can be repurposed

33%

42%

35%

replace

Repair rather than replace

34%

75%

one

37%

Give away/donate/ deposit used products at recycling centers

Deposit used products

at recycling centers



*food that can be bought loose or in refillable containers **refills instead of new bottles

environmental/sust ainability factors of a vehicle

24%

Research

Source: Cappemini Research Institute, circular economy survey, August–September 2021, N=7,819 consumers.

HOWEVER, THERE ARE ROADBLOCKS TO CONSUMER

maintenance

Ensure regular

Sell used vehicles

vehicles for a new

or trade in used

ADOPTION OF CIRCULARITY IN TERMS OF ACCESS, INFORMATION, COST AND CONVENIENCE

55%

of consumers cite "it is too

expensive to repair a

product" as a reason for

not taking circular actions

60%

of consumers cite lack of

adequate product labelling

as a reason for not taking

circular actions

Organizations are failing to take bold actions towards circularity

53%

of consumers cite their

unwillingness to

compromise on convenience

as a reason for not taking

circular actions

48%

of consumers say that

environmentally friendly

alternatives are not

available to them in major

stores or online

In consumer products and retail Only 32% of the automotive Close to half (49%) of consumers organizations, only 18% of sector's supply chain contributes believe that organizations are

to the circular economy



executives say they have

invested in circular economy



not doing enough to reduce,

reuse, and recycle waste

ACCELERATE THEIR JOURNEY TOWARDS A CIRCULAR MODEL Embrace circular design principles Radically rethink business models • Embed circular economy business

Shift focus from downstream

- waste-reduction opportunities to eliminating waste by design • Establish circular design guidelines, assess product portfolio and
 - identify interventions

Establish organizational enablers

Shift internal mindsets, build

governance mechanisms, adopt new

metrics and KPIs to track progress

- Build trust • Offer convenience
- Enable consumer adoption of circular



• Shift mindsets • Empower consumers with information

practices



redefining performance metrics) • Rethink the future role of the store

principles at the core of business

models (e.g., shift from product-only

to product and service models while

in a circular economy (e.g., as collection centers) Rethink value chains to "close the loop" • Invest in infrastructure to ensure a

stable supply of recycled materials

• Reorganize to manage returns

• Identify new partners and suppliers • Strengthen data exchange across the

- value chain
 - Collaborate to accelerate progress

Work with a wide ecosystem of partners – governments, designers, think tanks, academics, startups

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circularity