

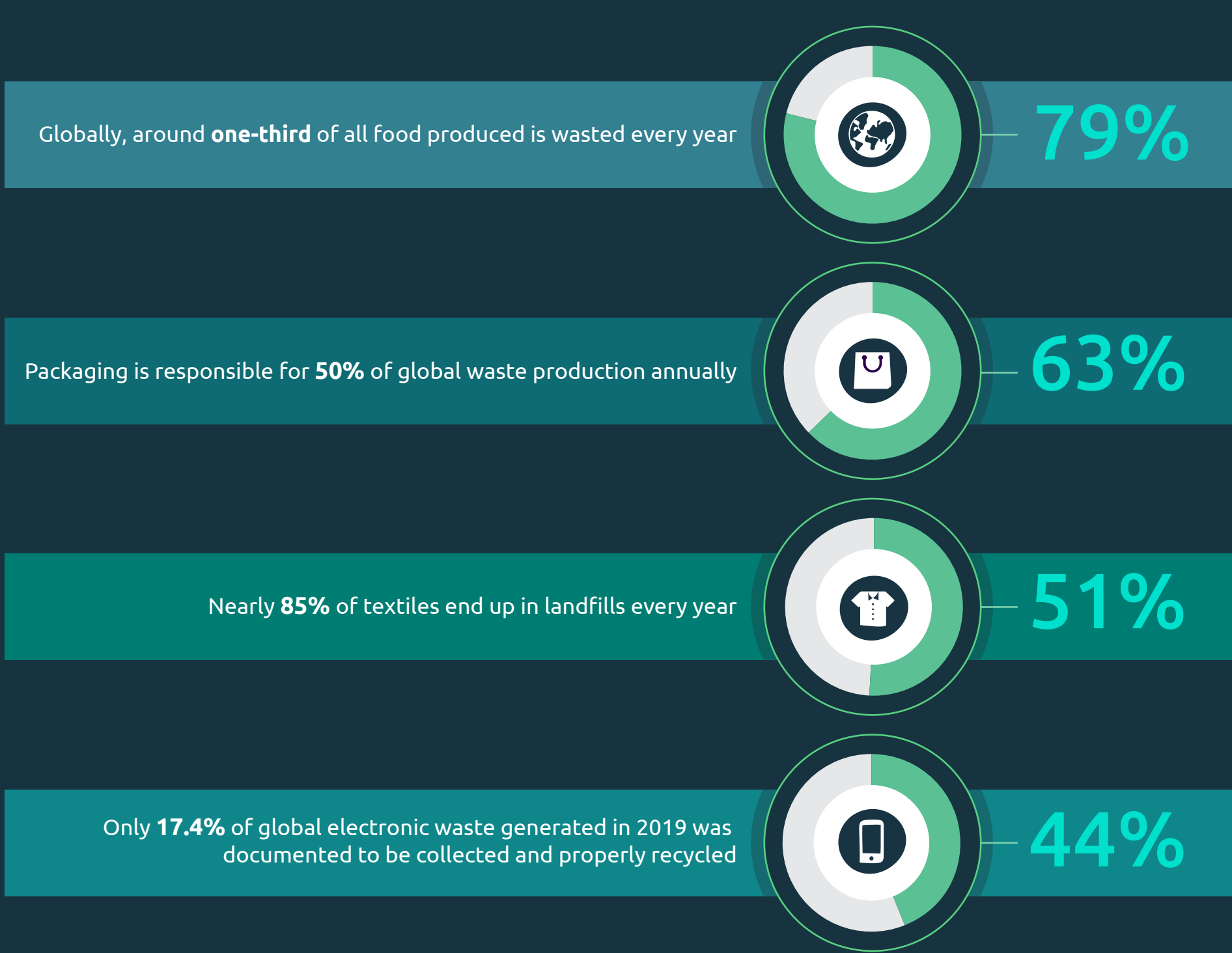
# CIRCULAR ECONOMY

## 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



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

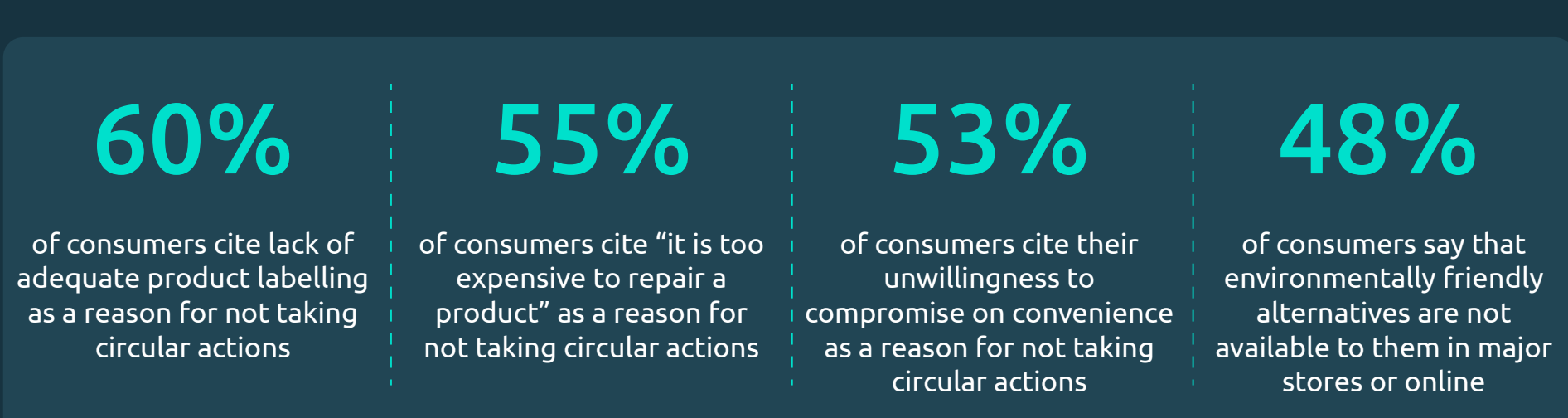
### ..AND ARE ALREADY ADOPTING DAY TO DAY CIRCULAR PRACTICES

Actions that consumers are regularly (i.e., more than 50% of the time) taking across product purchase, use, and post-use

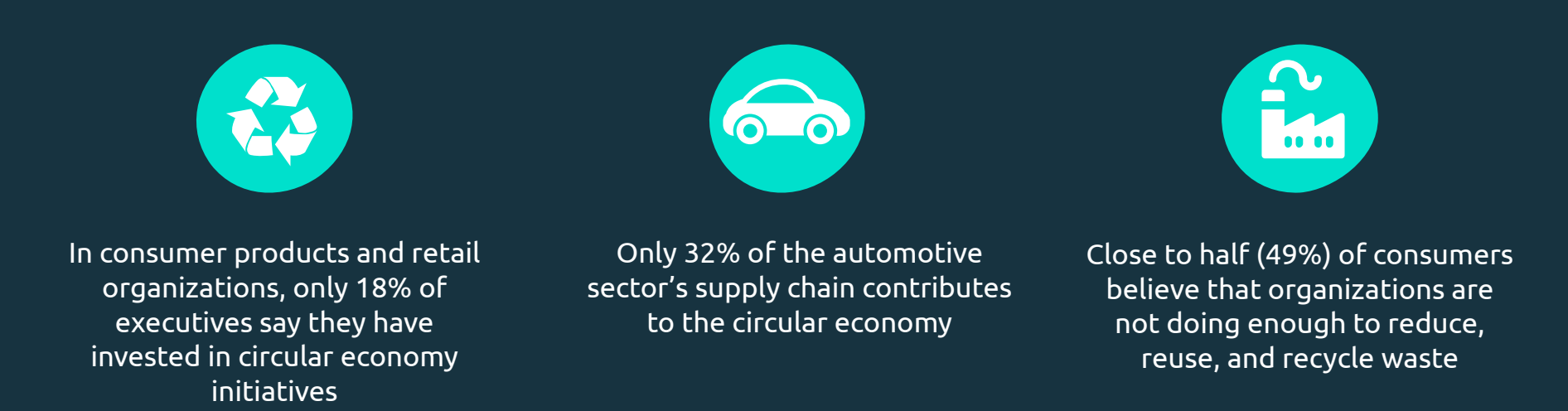
Product category	Purchase	Use	Post-use
Food and beverages	<b>41%</b> Buy food that uses minimal or no packaging*	<b>45%</b> Consume food beyond best-before date if it has not gone bad	<b>58%</b> Segregate and dispose of waste
Personal and household care	<b>40%</b> Buy products that use minimal packaging**	<b>48%</b> Reuse plastic bottles	<b>53%</b> Segregate and dispose of waste
Fashion and clothing	<b>37%</b> Are moving away from fast fashion	<b>34%</b> Repair/repurpose rather than replace	<b>46%</b> Give away/donate used products
Consumer electronics	<b>31%</b> Buy products based on repairability	<b>35%</b> Repair rather than replace	<b>37%</b> Deposit used products at recycling centers
Furniture	<b>24%</b> Buy modular furniture so that it can be repurposed	<b>33%</b> Repair rather than replace	<b>34%</b> Give away/donate/ deposit used products at recycling centers
Automotive	<b>24%</b> Research environmental/sustainability factors of a vehicle	<b>42%</b> Ensure regular maintenance	<b>75%</b> Sell used vehicles or trade in used vehicles for a new one

Source: Capgemini Research Institute, circular economy survey, August–September 2021, N=7,819 consumers.  
\*Food that can be bought loose or in refillable containers  
\*\*refills instead of new bottles

### HOWEVER, THERE ARE ROADBLOCKS TO CONSUMER ADOPTION OF CIRCULARITY IN TERMS OF ACCESS, INFORMATION, COST AND CONVENIENCE



### Organizations are failing to take bold actions towards circularity



### RECOMMENDATIONS FOR ORGANIZATIONS TO ACCELERATE THEIR JOURNEY TOWARDS A CIRCULAR MODEL

**Embrace circular design principles**

- Shift focus from downstream waste-reduction opportunities to eliminating waste by design
- Establish circular design guidelines, assess product portfolio and identify interventions

**Enable consumer adoption of circular practices**

- Shift mindsets
- Empower consumers with information
- Build trust
- Offer convenience

**Radically rethink business models**

- Embed circular economy principles at the core of business models (e.g., shift from product-only to product and service models while redefining performance metrics)
- Rethink the future role of the store 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

**Establish organizational enablers**

Shift internal mindsets, build governance mechanisms, adopt new metrics and KPIs to track progress

**Leverage technology and data**

Adopt technologies such as blockchain, AI, IoT to drive greater circularity

**Collaborate to accelerate progress**

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

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