

OPPORTUNITIES FOR ACHIEVING A CIRCULAR ECONOMY



A circular economy “information gap” currently exists.

The term “circular economy” in communications may not resonate strongly with the public due to a lack of understanding of the term itself. Less than one-third (**31%**) of surveyed adults are confident they understand what the term means.



People are looking to key stakeholder groups to make recycling function effectively.

Our respondents identified a key group of stakeholders – packaging manufacturers, consumer goods companies, government and consumers themselves – as responsible for effective plastic recycling. These stakeholder groups are positioned to provide leadership and guidance to build consumer knowledge and influence behavior toward a circular economy.



There is engagement with recycling programs, but greater participation can be achieved.

Among survey participants, **61%** indicate that they recycle **75%** or more of their plastic waste. However, there are still recycling obstacles to overcome as only **37%** recycle all of their plastic waste.

LINEAR ECONOMY

Materials in a Linear Economy create waste after use.



VS.

CIRCULAR ECONOMY

Materials in a Circular Economy are collected and reused after each use.



WASTE MANAGEMENT & RECYCLING 2021 FINDINGS

Respondents identified a key group of stakeholders - packaging manufacturers, consumer goods companies, government and consumers themselves - as responsible for effective plastic recycling.

Which of the following do you think should be responsible for effective plastic recycling?

1. Product manufacturers
2. Plastic producers
3. The consumer
4. Local/municipal government
5. National government
6. Regional/state government

Key stakeholders have an opportunity to be recycling ambassadors, providing leadership and guidance to build consumer knowledge and motivate behavior.



59%

More than half of respondents believe more recycling bins are needed in public spaces.



46%

A significant number suggest more recycling centers are needed.



43%

A similar amount indicate that more facilities/services are needed in the home, such as recycling collections/recycling bins.