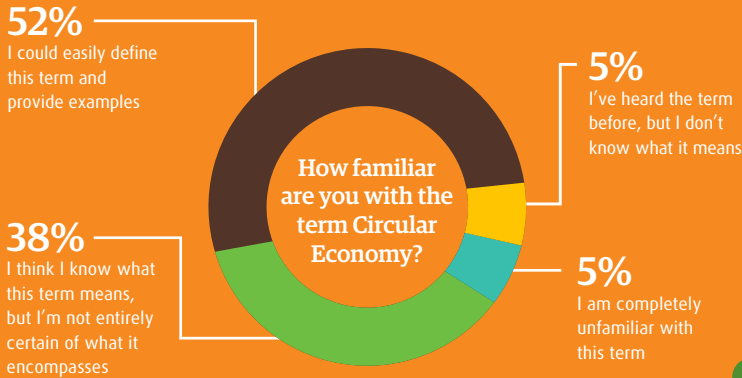


The Growth of the Circular Economy

A 2016 UPS/GreenBiz Research Study

To learn more, visit ups.com/sustainability

Awareness of Circular Economy



Is your company implementing circular economy principles?



Customer + Consumer Incentive



Market Demand is critical to making a better business case for adoption of circular economy principles



Savings + Convenience both businesses and consumers are motivated by the two

Product categories that respondents feel could most easily be incorporated into a circular economy model



56% Technology (computer and cell phones)



40% Cardboard packaging



39% Building materials



33% Apparel



32% Automotive

Barriers are the Biggest Opportunities

TOP BARRIERS FOR ADOPTION



38% Insufficient business case

36% Cost to reclaim used goods

36% Lack of understanding/education

TOP INCENTIVES Consumers



56% Rebate in the form of a cash back



47% Convenience returning product at brick-and-mortar location



42% Ability to return product using pre-paid shipping

TOP INCENTIVES Industry



59% Producer or distributor physically reclaims product



51% Turnkey packaging and pickup service



48% Manufacturer refurbishes product and returns for continued use

First Mile Logistics



"First mile" logistics are critical packaging and shipping convenience outweigh many other factors for broad marketplace acceptance

Online survey conducted by GreenBiz December 2015
423 responses from the GreenBiz Intelligence Panel

