

**Aberdeen &  
Grampian  
Chamber of  
Commerce**

# **Circular North-east Online Survey Findings**

The Research Chamber

May 21 2021





## Key Numbers from 2021 survey of NE businesses

69%

of respondents reported that they had heard of the Circular Economy concept (up from 59% in 2019, 32% in 2018)

65%

are 'extremely' to 'moderately' confident in being able to apply CE principles to their business (58% in 2019)

63%

believe they are adopting one or more of the CE principles in their business (62% in 2019)

50%

listed 'cost savings' as a driver for adopting CE principles (56% in 2019)

81%

of respondents reported that achieving net zero is 'extremely' to 'moderately' important to their business

94%

think CE initiatives are 'moderately' to 'extremely' important to achieving net zero

94%

are actually applying CE principles

62%

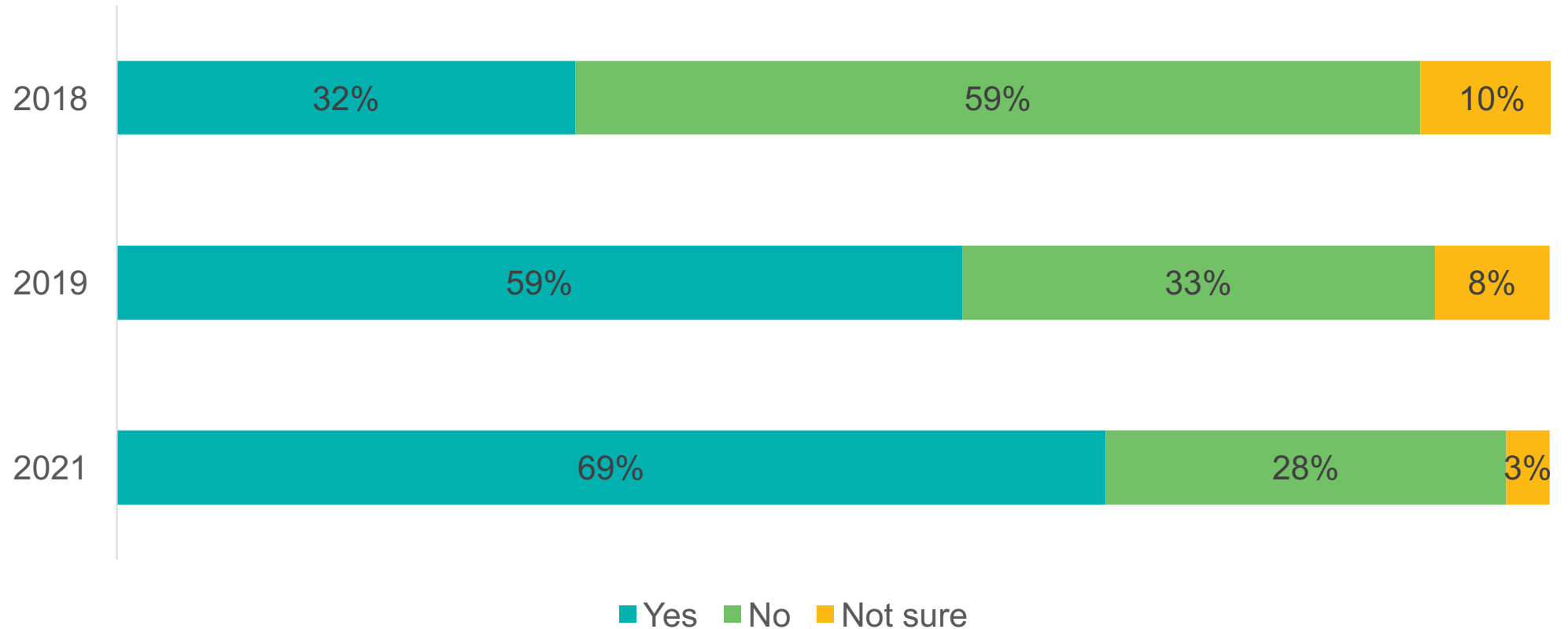
of businesses would benefit from advice on how to implement CE principles to increase CE activity



# Awareness of Circular Economy more than doubled since 2018

- Significant increase in awareness levels between 2018 and 2021 (up from 32% to 69%)

Have you heard of the Circular Economy concept previously?



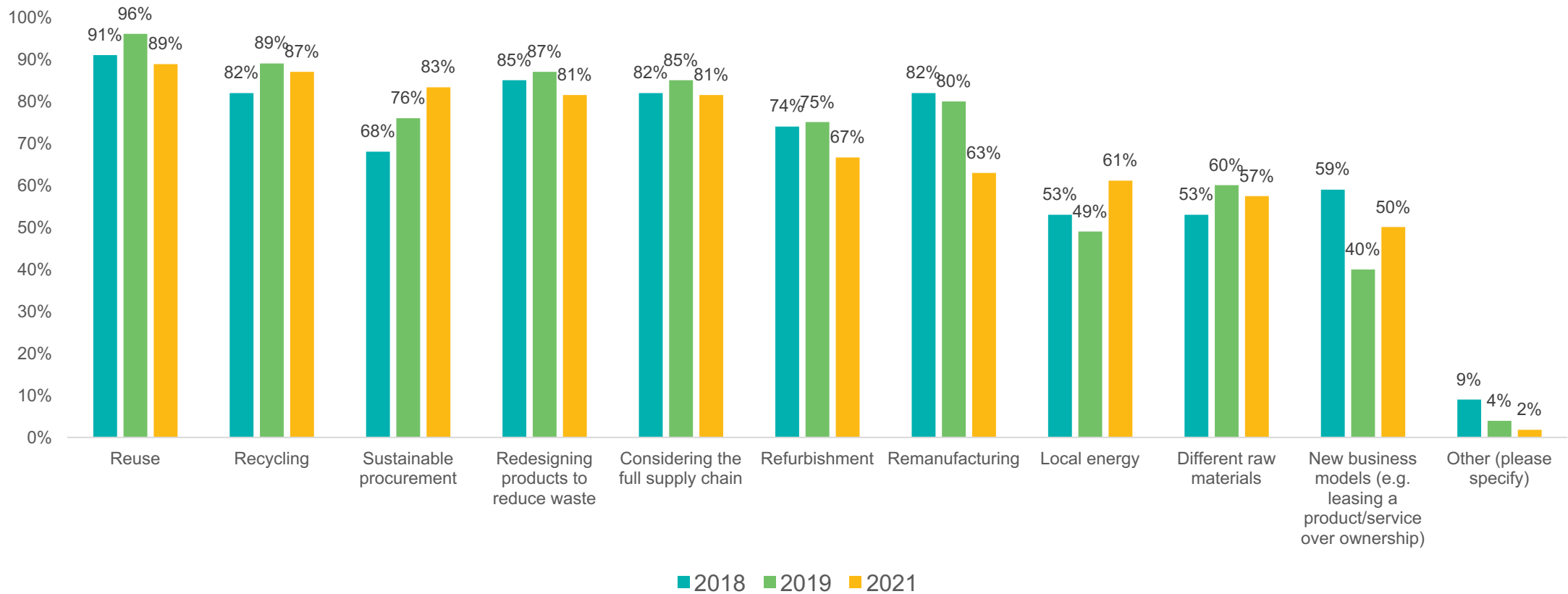
*Number of businesses responding:  
111 in 2018, 93 in 2019 & 78 in 2021.*



# Businesses most likely to think of Circular Economy as re-use or recycling.

- The majority of businesses that were aware of the Circular Economy concept thought that it covered 'reusing', 'recycling', 'sustainable procurement', 'redesigning', and 'considering the full supply chain'.

What do you generally consider the Circular Economy to cover?



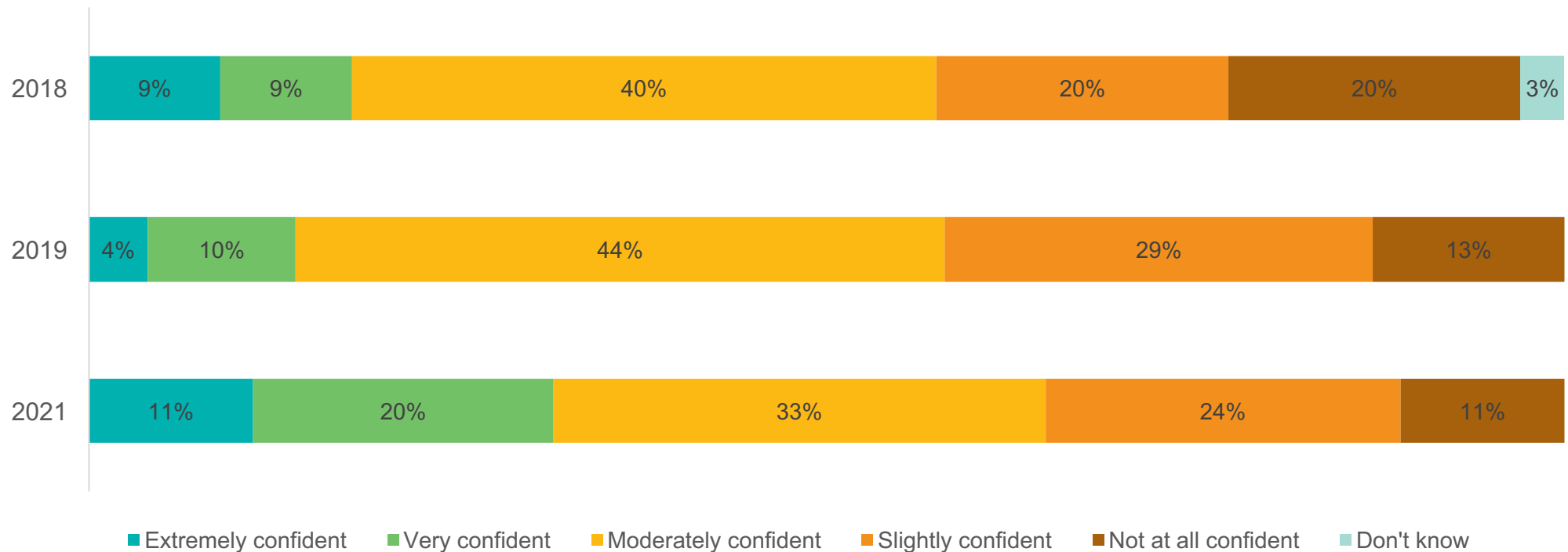
*Businesses aware of CE:  
34 in 2018, 55 in 2019 & 54 in 2021*



# More businesses confident in applying Circular Economy concept

- The latest evaluation survey shows an improvement in confidence of application. 11% of businesses were 'extremely' confident and 20% were 'very' confident. This combined 31% compares to 14% in 2019.

How confident are you that you know enough about the Circular Economy concept to apply it in your business?



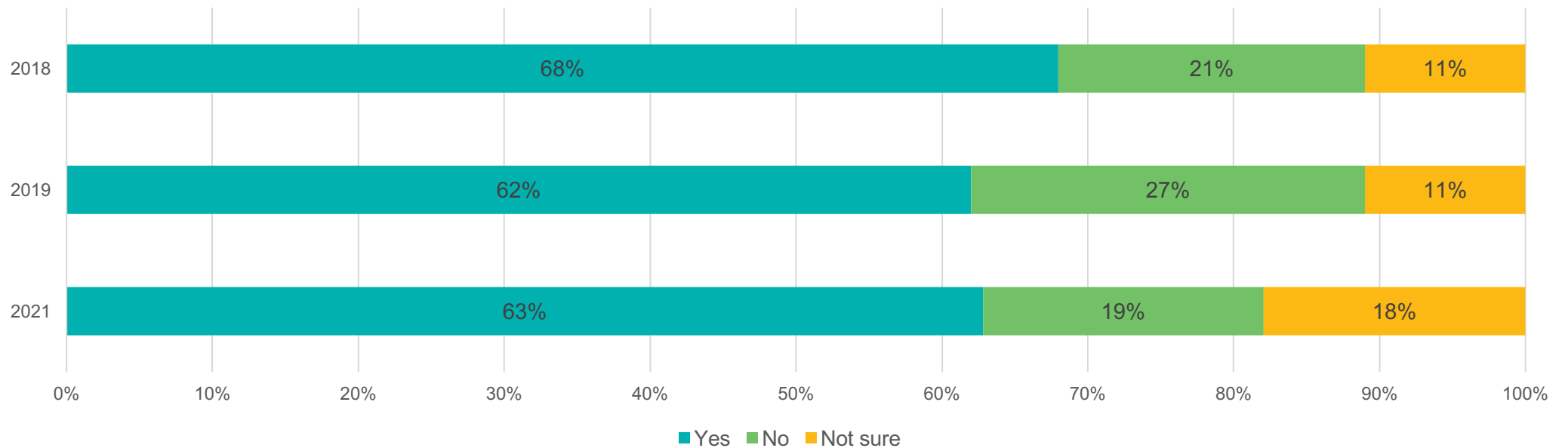
*Businesses aware of CE:  
35 in 2018, 52 in 2019 & 54 in 2021*



# Flatter levels of businesses actually adopting CE principles

- All respondents were given a definition of Circular Economy and were asked based on this definition whether they were adopting any of the principles in their business already.
- Over 6 in 10 businesses are adopting one or more of the CE principles.

Based on the explanation of what the Circular Economy is, are you already adopting any concepts in your business?



*Number of businesses responding:  
112 in 2018, 93 in 2019 & 78 in 2021.*

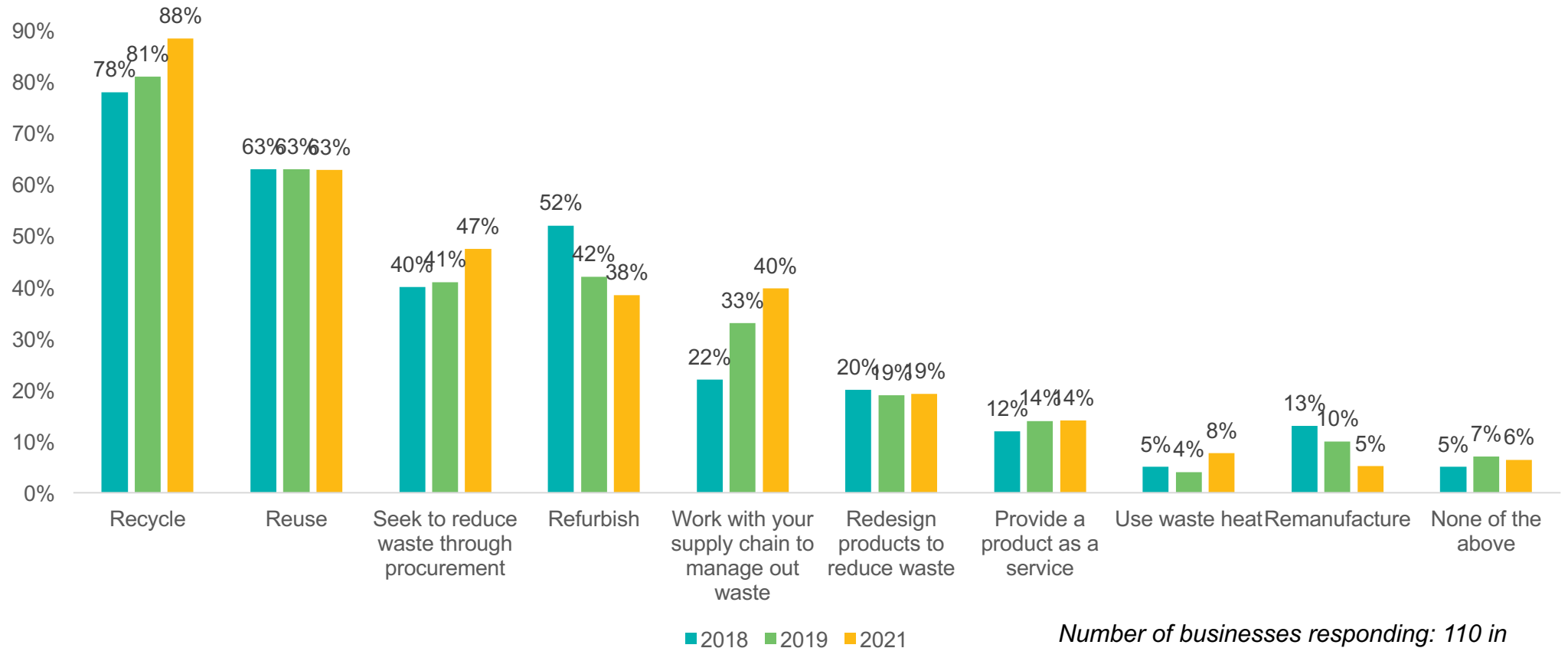


# Recycling is the most common principle adopted by businesses

Businesses are already applying some of the key Circular Economy principles:

- Almost 9 out of 10 (88%) currently recycle, with 63% reusing materials.
- Only 6% of business are not currently applying any of the principles in their business.

Do you currently do any of the following:



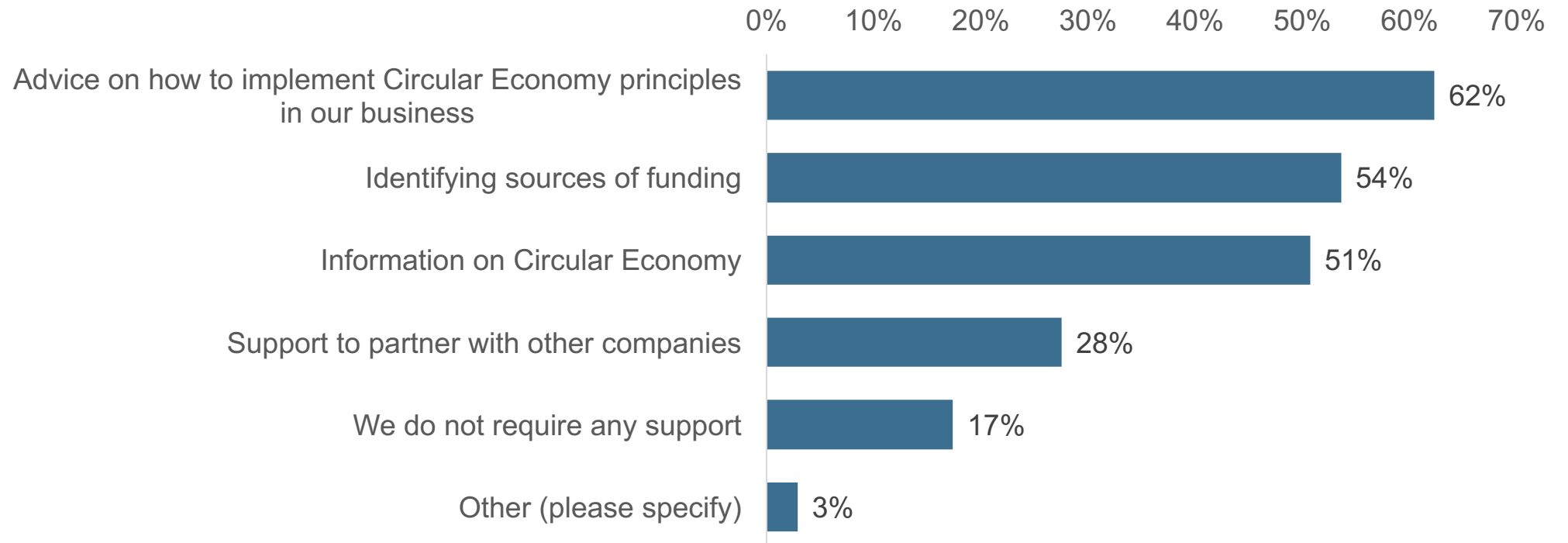
*Number of businesses responding: 110 in 2018, 91 in 2019 & 74 in 2021.*



# Businesses keen on more CE advice, funding & information

- 62% of businesses would benefit from advice on how to implement CE principles
- Around half need support identifying sources of funding (54%) and more information on CE (51%)

What kind of support, if any, would benefit you most to increase the Circular Economy activity and initiatives your organisation undertakes?



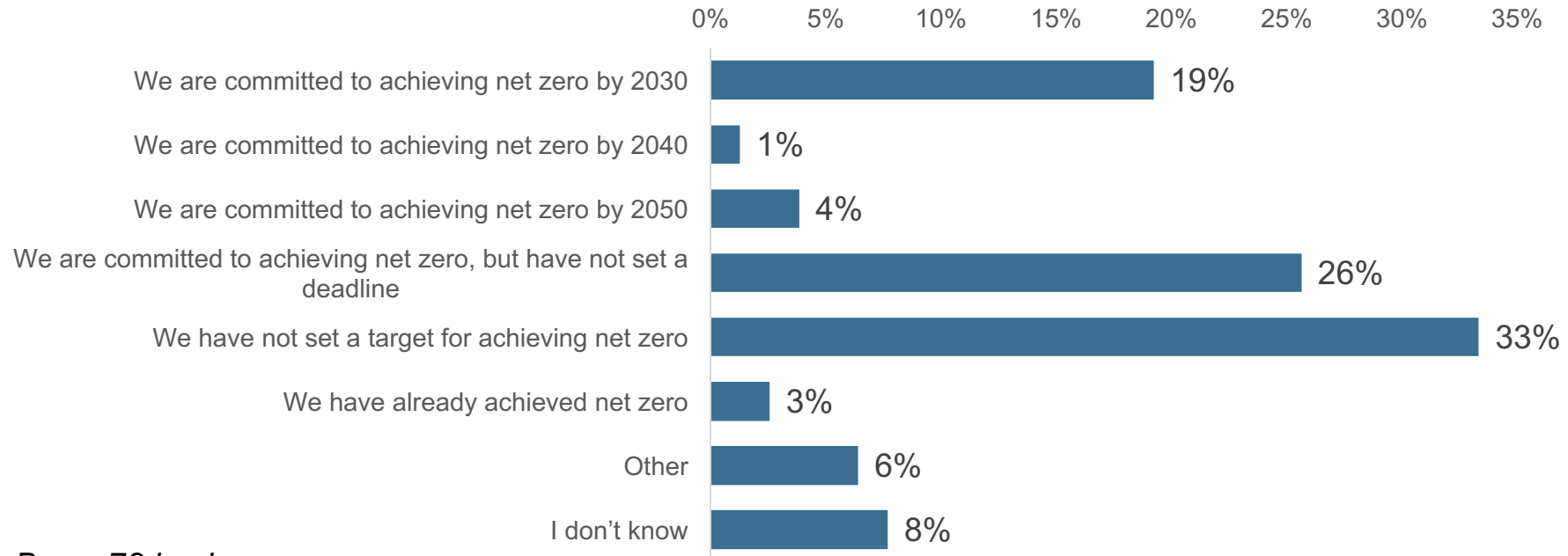
*Base: 69 business responding*





# Businesses think CE is extremely/very important to achieving net zero

Which of the following best describes your organisation's net zero plans?



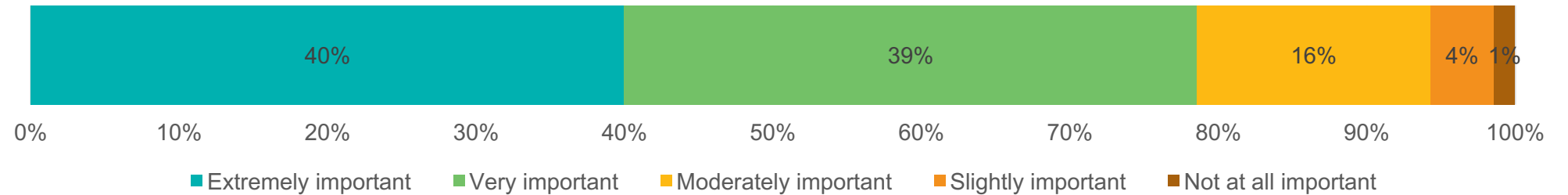
Base: 78 businesses

- 53% of businesses have committed to achieving net zero
- 27% have set deadlines to achieve (or have already achieved) net zero



# Businesses think CE is extremely/very important to achieving net zero

How important do you think Circular Economy initiatives are to achieving net zero?



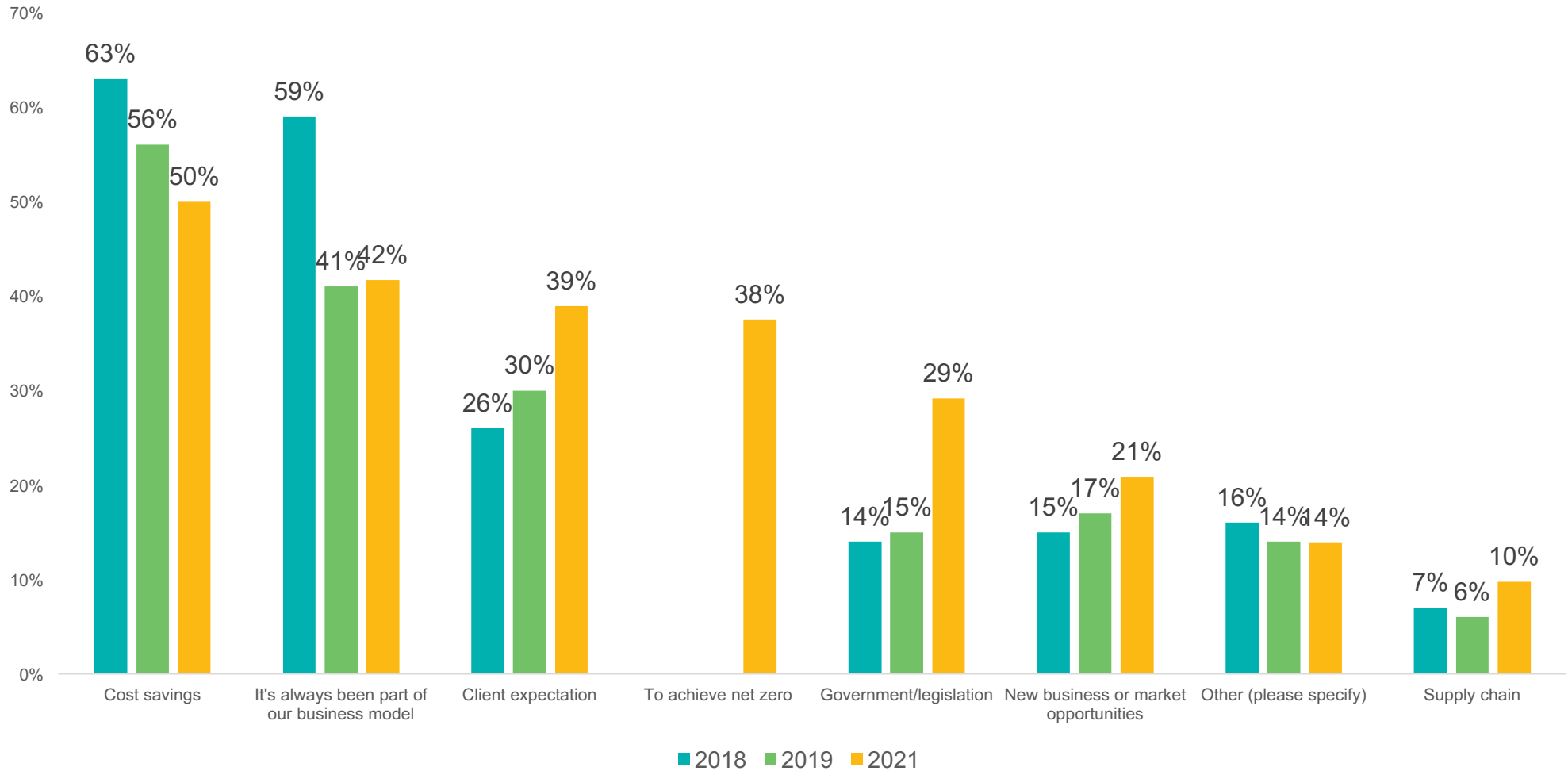
*Base: 70 businesses*

- 81% believe achieving net zero is 'moderately' to 'extremely' important to their business
- 79% of businesses think CE initiatives are 'very/extremely' important to achieving net zero



# Cost savings are a key driver in driving CE adoption

What were the main drivers which led to you adopting the Circular Economy concepts identified in the previous question?

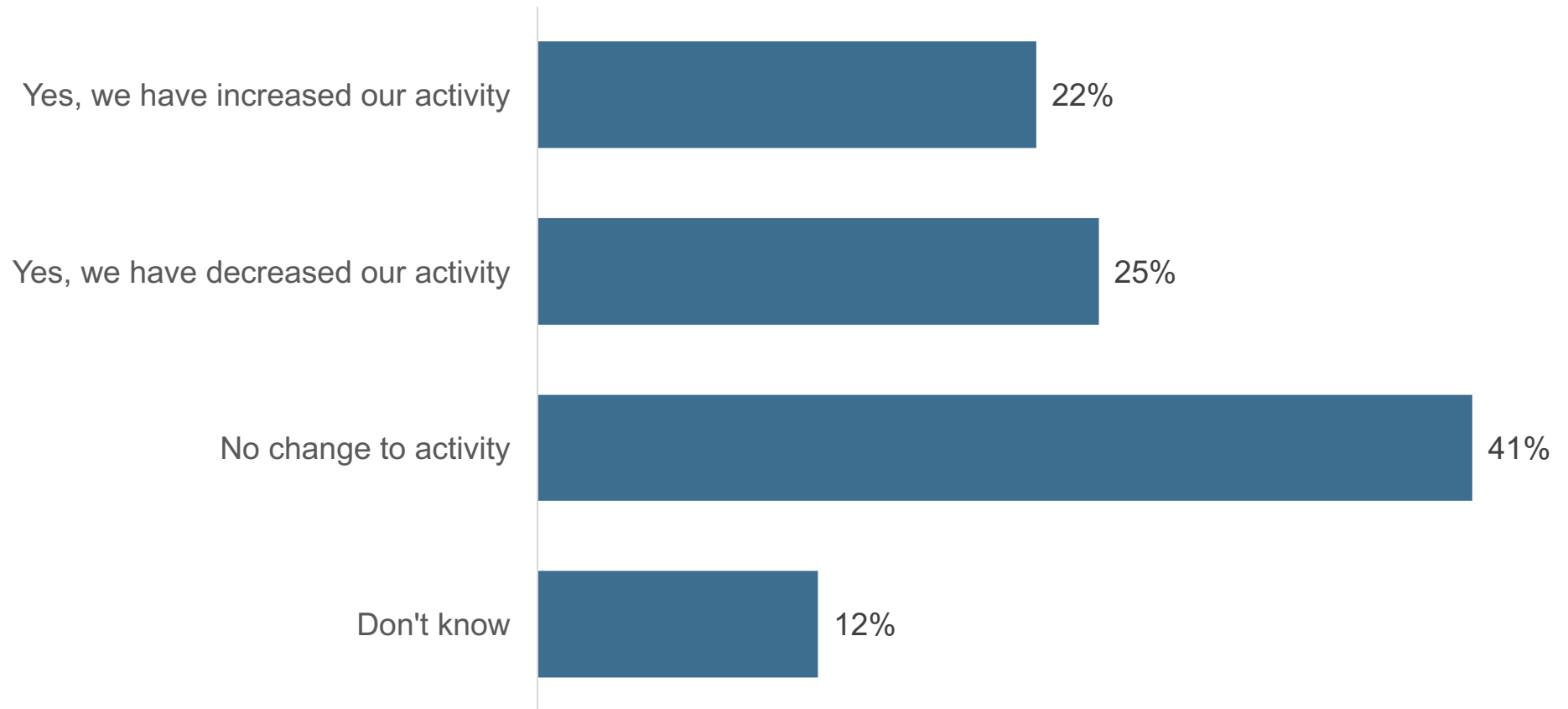


*Number of businesses responding: 86 in 2018, 66 in 2019 & 72 in 2021.*



# CV-19 is having a mixed impact on CE activity

Has Covid-19 had an impact on your organisation's Circular Economy activity?

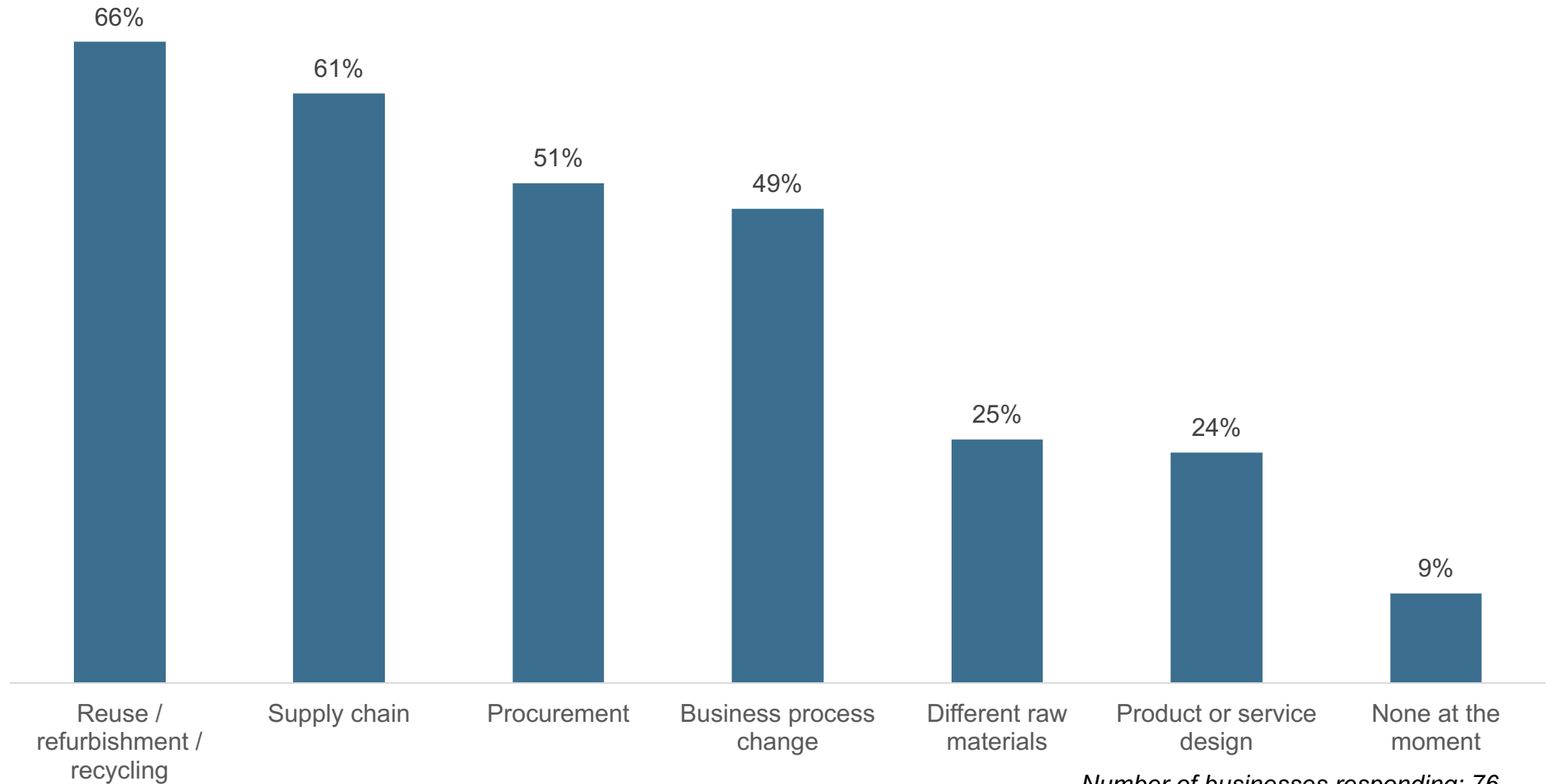


*Number of businesses responding: 73*



# Businesses see an opportunity for more CE activity

Where do you think there could be Circular Economy opportunities for your business?

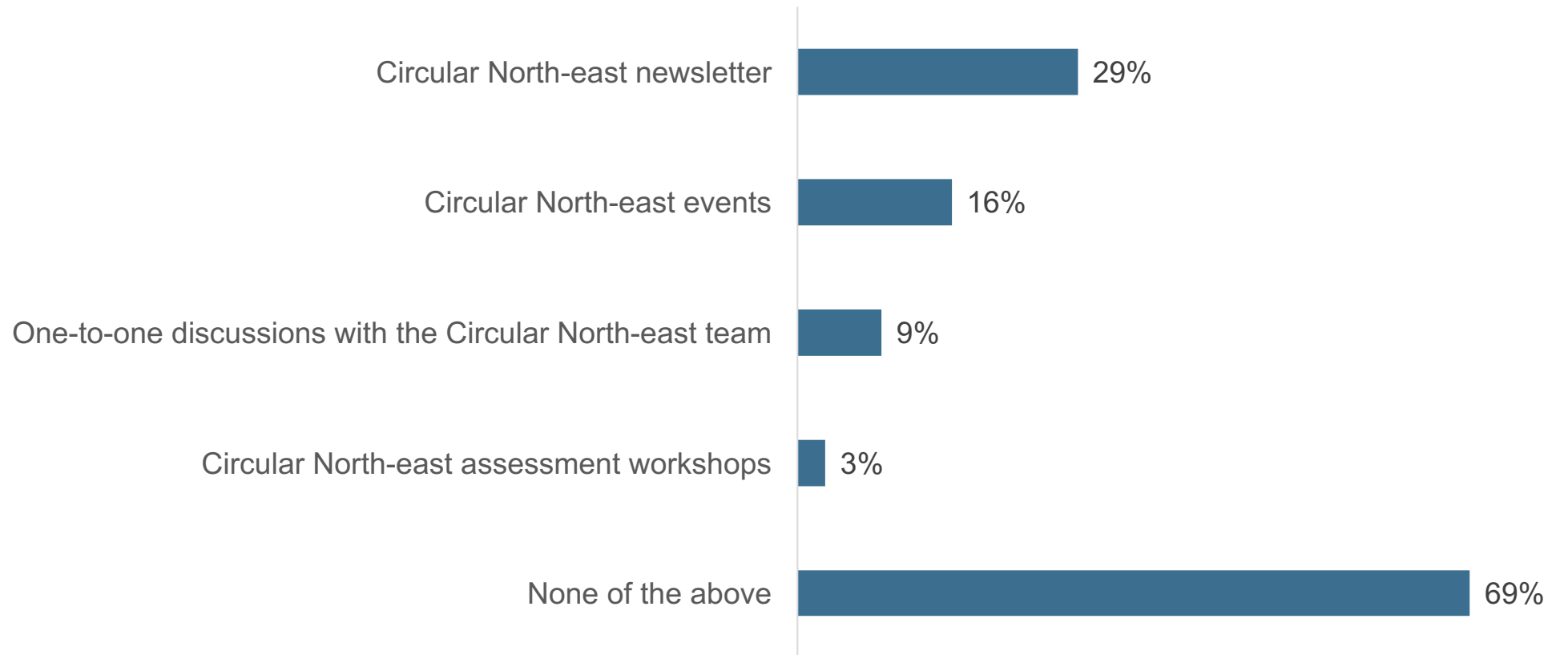


*Number of businesses responding: 76*



# Businesses are not fully engaged with CNE

Have you engaged with (i.e. received/accessed/attended) any of the following elements provided by AGCC:



*Number of businesses responding: 70*