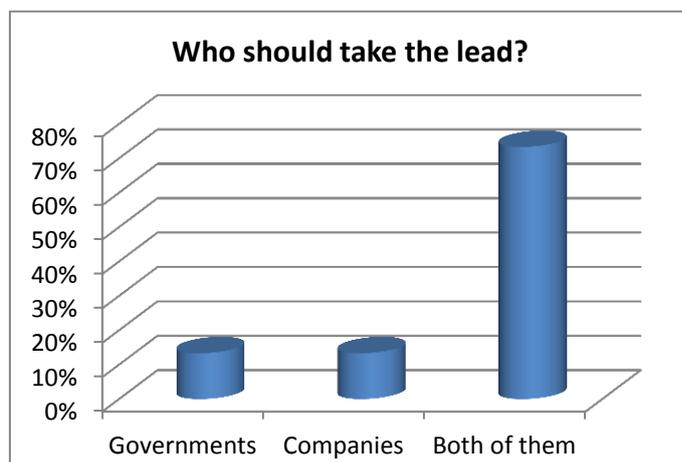
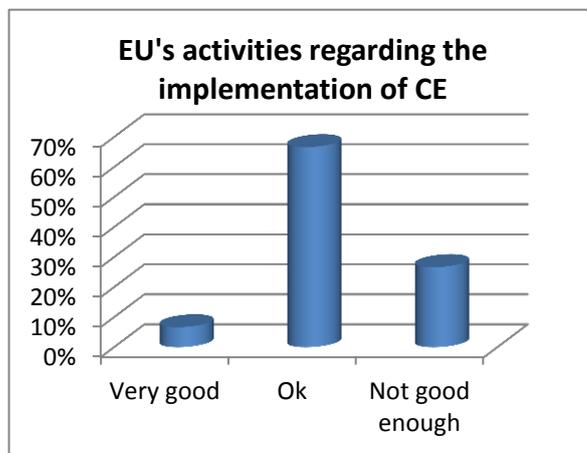


Green Week Participant Survey on Circular Economy

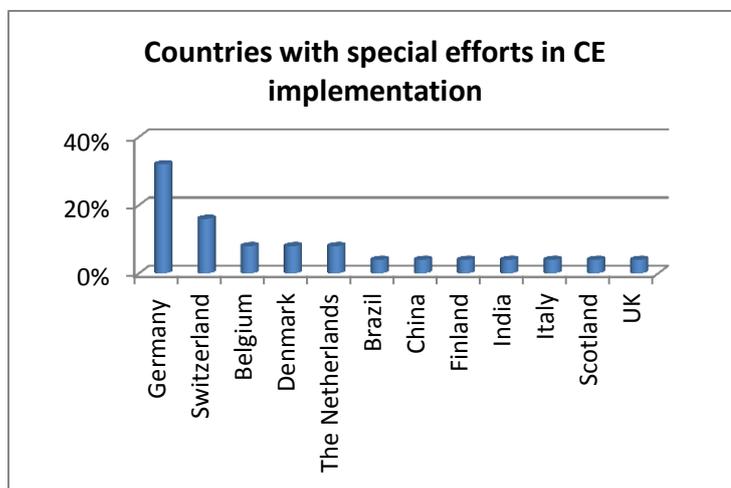
During Green Week, WRF was asking the stand visitors some questions related to Circular Economy (CE). 67% of the participants who filled in the questionnaire thought that the EU is currently taking enough action to implement CE at different levels (question 1). Roughly 27% considered the activities as not good enough, and the rest (a bit more than 6%) gave the EU a lot of credit regarding their engagement in implementing CE. One person remarked that the EU is too much looking at “green” factors and not enough at “usefulness”, “performance” etc.



But who should actually take the lead in implementing CE concepts in the EU, more the governments or much rather the industry/companies (question 2)? Here, the majority of the participants (73%) were clearly saying that it needs an effort by both of them, only 13% each thought that governments respectively companies should take the lead. Cities, it was mentioned, could be predestined “changemakers” and could stimulate change within the industries located in

urban areas. Nevertheless, it will only work if all involved groups act together and seek for solutions.

In question number 3, Green Week visitors were asked about two countries that, according to their experience, have already made a special effort in implementing CE at a national level. Most of the votes were given to Germany, followed by Switzerland, Belgium, Denmark and The Netherlands. Countries that were also mentioned were Brazil, China, Finland, India, Italy, Scotland and the UK. The fact that Germany and Switzerland were on top could have been slightly influenced by the posters presented at our stand. The booklet recently published on CE included the 3 case countries China, Germany and Switzerland . . . And one should not forget that Green Week



participants came mainly from European countries, so it is not surprising that EU countries were on top of the list.



In the final question no. 4 we asked about companies who have sound CE concepts in their business strategy, and why. This was obviously the toughest question for all the participants, and a number of people even left it blank. Nonetheless, we received a fair number of answers, ranging from typical recycling industries (glass, metals) to companies who reuse textiles, furniture, or bikes. Also IT companies were mentioned that make reuse of their IT appliances, or household appliance companies who offer an

upgrade of their control software, as long as the machine is working properly. Other companies have realised that customers ask again for long-term-usability of their products, which of course is very much in the spirit of CE. One interesting remark was that manufacturers need to have a certain size and financial and human resources to be able to make the efforts needed to put the knowledge into practice. It was also seen as vital to get research support by the governments to implement sound CE concepts in business.

To sum up, quite some efforts have already been undertaken in European and other countries to implement CE at micro, meso and macro level. At the same time, all stakeholders have to stick even more together to create more expertise, provide better data, secure the financing of existing solutions and set the values right. A similar participant survey in let's say 10-15 years might present a picture where Circular Economy is at its best and widely spread all over Europe and other continents. The World Resources Forum will add their share to speed up the process as an international platform to discuss resource management and behaviour issues.



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