

Is Irish Business Getting Ready for the Circular Economy?



**Better Lives,
Better Business**

An Ibec campaign

ibec.ie/betterlives

Ibec

Ibec is the voice of Irish business and employers both nationally and internationally.

It is the umbrella body for Ireland's leading business and industry groups & associations.

Our members employ 70% of the private sector workforce in Ireland.



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Better Lives, Better Business

“At the heart of our campaigning is an urgency to invest in people and their needs for the betterment of society and the economy.”

Danny McCoy, Ibec

- Good living and working conditions to sustain economic success
- Housing, Planning, Infrastructure and Sustainability
- Sustainability Reports: Building a Low Carbon Economy & Is Irish Business Getting Ready for the Circular Economy?
- Hope that key findings will be practical help to policymakers seeking to accelerate transition



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Is Irish business getting ready for the Circular Economy?

A survey conducted in association with the EPA

Survey Details

- Ibec Research Unit & EPA support
- 217 companies across Ibec membership. Collectively employing over 81,000.
- Main objective to assess perceived importance of Circular Economy in daily operations
 - Readiness
 - Engagement
 - Initiatives



Response Rate

	No. of Response	Percentage
>50 employees	130	59.9%
50-99 employees	29	13.4%
100-249 employees	25	11.5%
250-499 employees	14	6.5%
500+ employees	19	8.8%
Total	217	100%

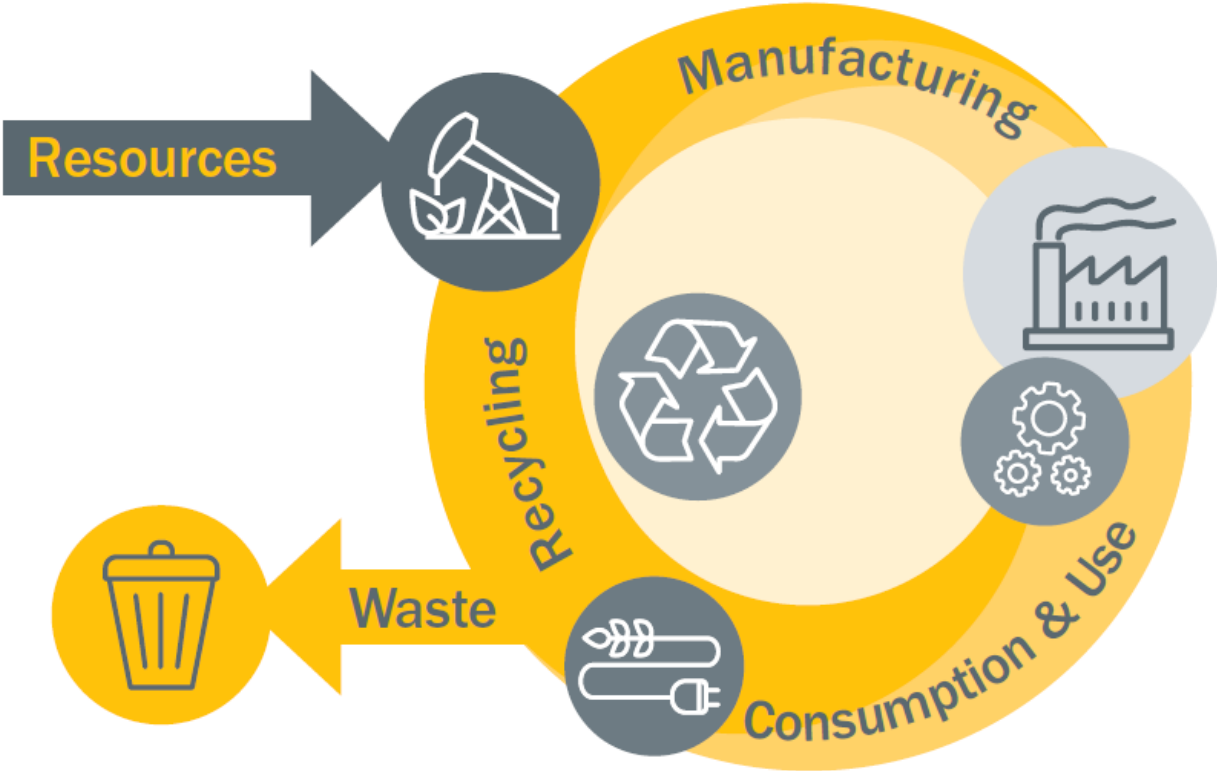
Key Findings

- Just under **50%** of respondents understand what is meant by the circular economy
- 50% saw the circular economy as a **business opportunity**
- **Circular initiatives** are often in place, without realising they are circular
- 10% of companies have a **specific budget** to support circular economy integration and initiatives

LINEAR ECONOMY



CIRCULAR ECONOMY



EU Circular Economy Package

Environmental and societal benefits

Protect European business

Local jobs and multi-skilled jobs in all regions

Could create 178,000 jobs by 2030

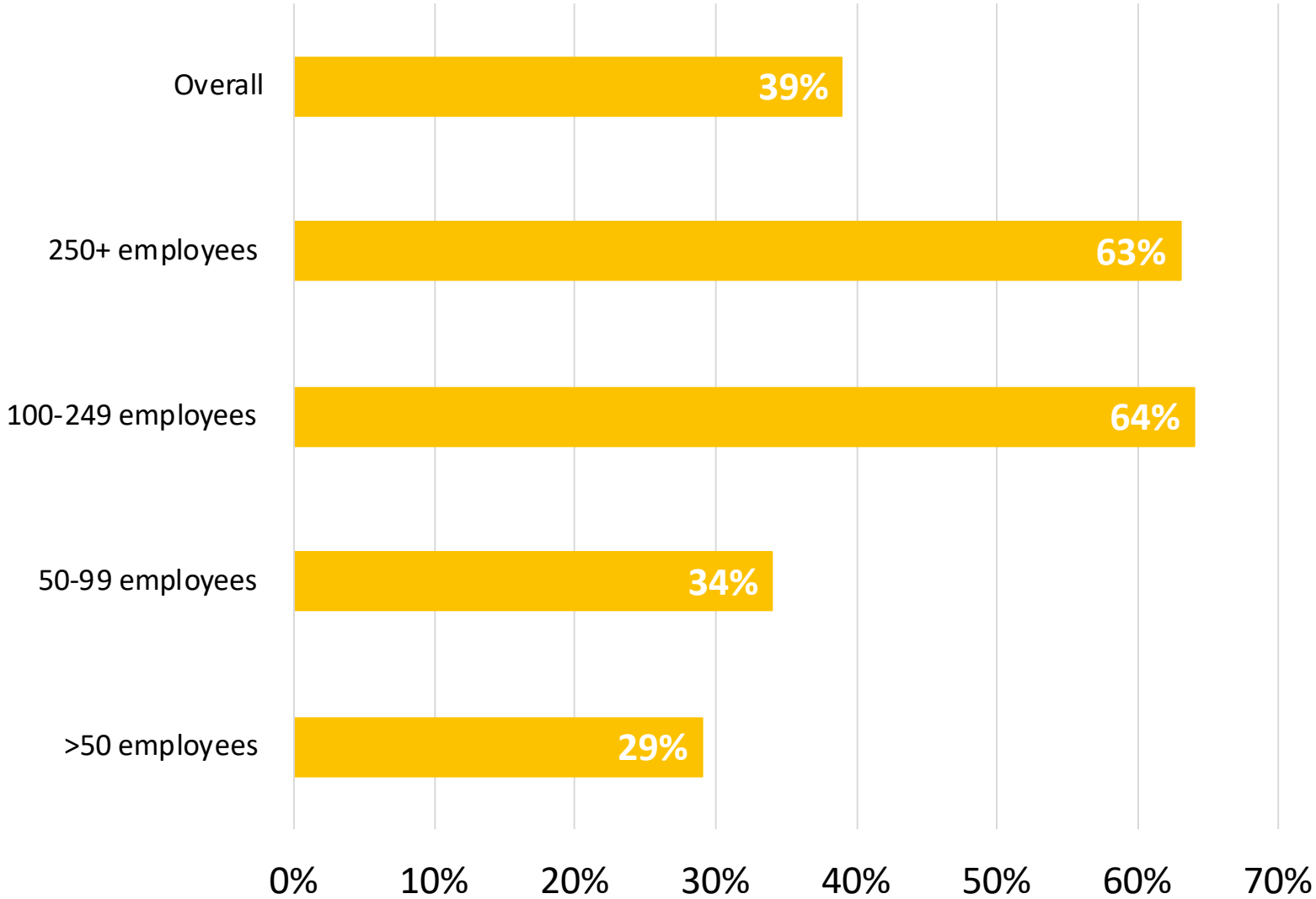


Circular Economy Package Awareness

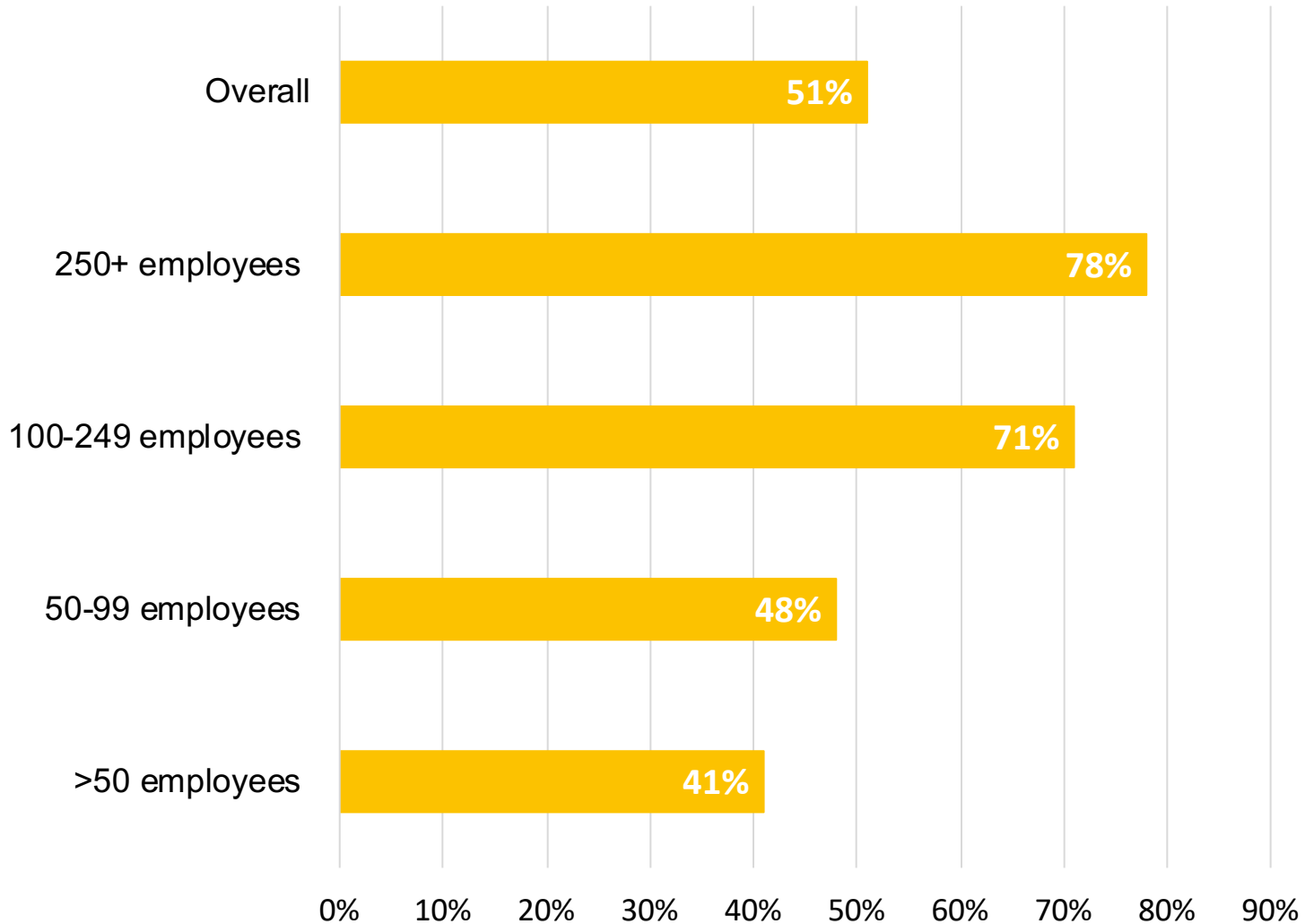
Business need to become better informed

Overall only 40% were aware

Larger companies (100+ employees) are more aware of CEP



Circular Economy Understanding



Larger companies nearly twice as likely to understand circular economy

Awareness of EU framework correlated with circular economy awareness

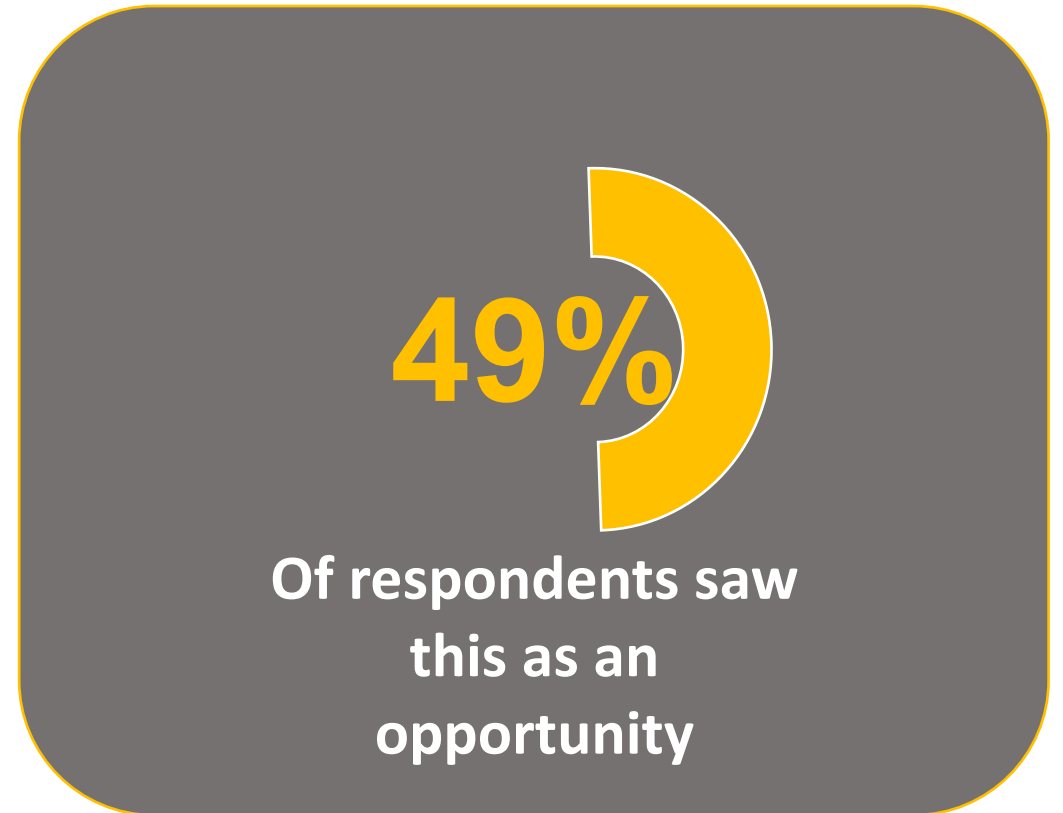
Overview of the Circular Economy

View greatly depended on company size

90% of larger companies (500+ employees) saw as an opportunity

10% viewed as a threat

Supports needed for smaller enterprises



Waste Management Initiative

62%

**Reducing waste
generation**

58%

**Increased
segregation**

30%

**Investment in waste
management
infrastructure**

Sustainable Business Practices

43%

**Reduced use of
hazardous
materials**

25%

**Consumption of
services rather
than goods**

16%

**Increased
partnerships with
social enterprise**

Localising Business

52%

**Local
recruitment of
staff**

44%

**Localise supply
chains**

Circular Economy Initiatives

Manufacturing

33% respondents

Extending life & ease of dismantling were lowest %

50% were sustainably sourcing their raw materials

Services

67% respondents

33% investing in innovative delivery of their services

Reducing energy usage top initiative

What Happens Next?

- 3 major challenges emerged:
 - Availability of funding **39%**
 - Recruitment of skilled staff **38%**
 - Investment in technology **34%**
- Positively only **9%** saw Management Commitment as a major challenge
- Future funding and investment

What Happens Next?

- What can Irish Business do?
Adopt circular design
- What can representative bodies such as Ibec do?
Increase awareness in circular economy principles
- What can the Government do?
Provide support regulatory incentives
- What can the EPA do?
Increase education and host events

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LWAS



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