

Circularity

2023

BROUGHT TO YOU BY



AUSTRALIAN
CIRCULAR
ECONOMY
HUB
PLANET **ARK**

20 Nov | 11:35 AM – 12:10 PM

Circularity in Australian Business: *Perceptions, Knowledge and Actions Beyond Recycling*

SPEAKERS

.....

Circularity in Australian Business 2023: *Perceptions, Knowledge and Actions Beyond Recycling*



Nicole Garofano

Head of Circular Economy
Development
Planet Ark



Ryan Collins

Head of Circular Economy
Programs
Planet Ark



Claire Laws

Research Specialist
Planet Ark



Teslin Taylor

Head of Sustainability
Country Road Group

REPORT BACKGROUND



PURPOSE

- Australia's only longitudinal research that captures the sentiment of Australian businesses in their circular economy (CE) journey.
- Informs government, business, educators, researchers...

METHODOLOGY

- Pollinate conducted the research:
 - Qualitative – interviews with 11 x senior decision makers responsible for sustainability
 - Quantitative – survey of 500 x business decision makers

NEW IN 2023

- Circular Economy in Action
- Your Call to Action



FOUNDING PARTNERS



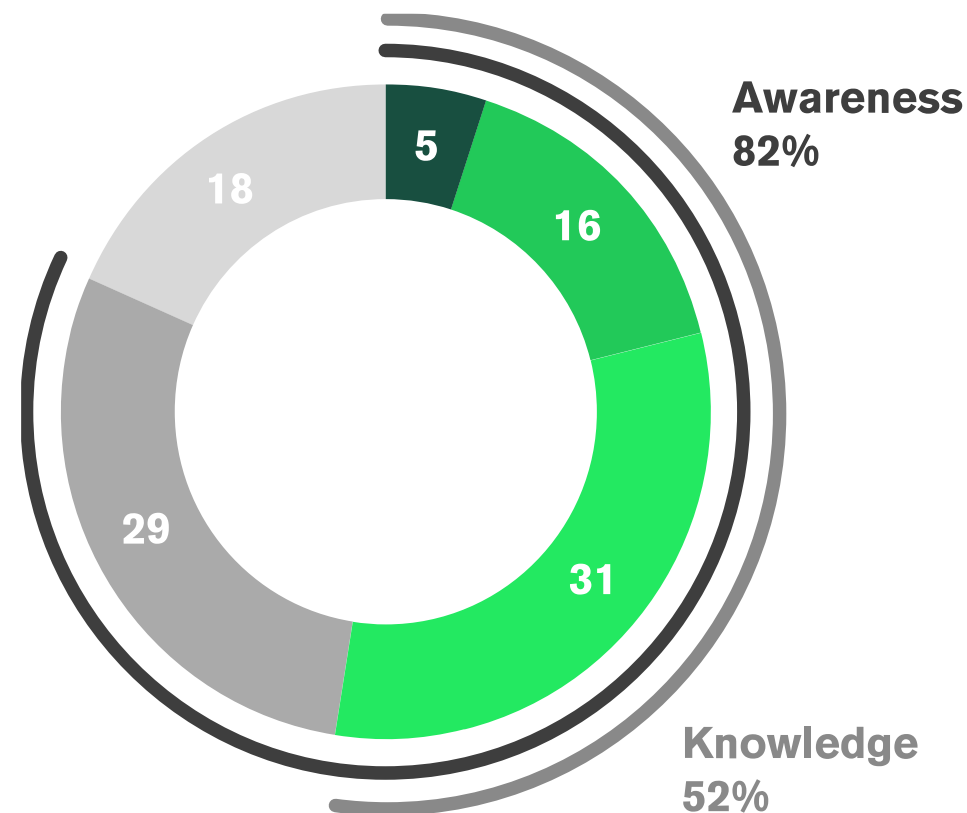
OFFICIAL SPONSOR



KEY RESULTS

Awareness of CE is high.

Claimed knowledge (confidence) is moderate.



- Extremely knowledgeable
- Very knowledgeable
- Somewhat knowledgeable
- Have heard of it but do not really understand the details of the concept
- Never heard of it

KEY RESULTS

The **confidence-knowledge gap** is closing

2021

81%
claimed knowledge

-

27%
actual knowledge

54% gap

2023

52%
claimed knowledge

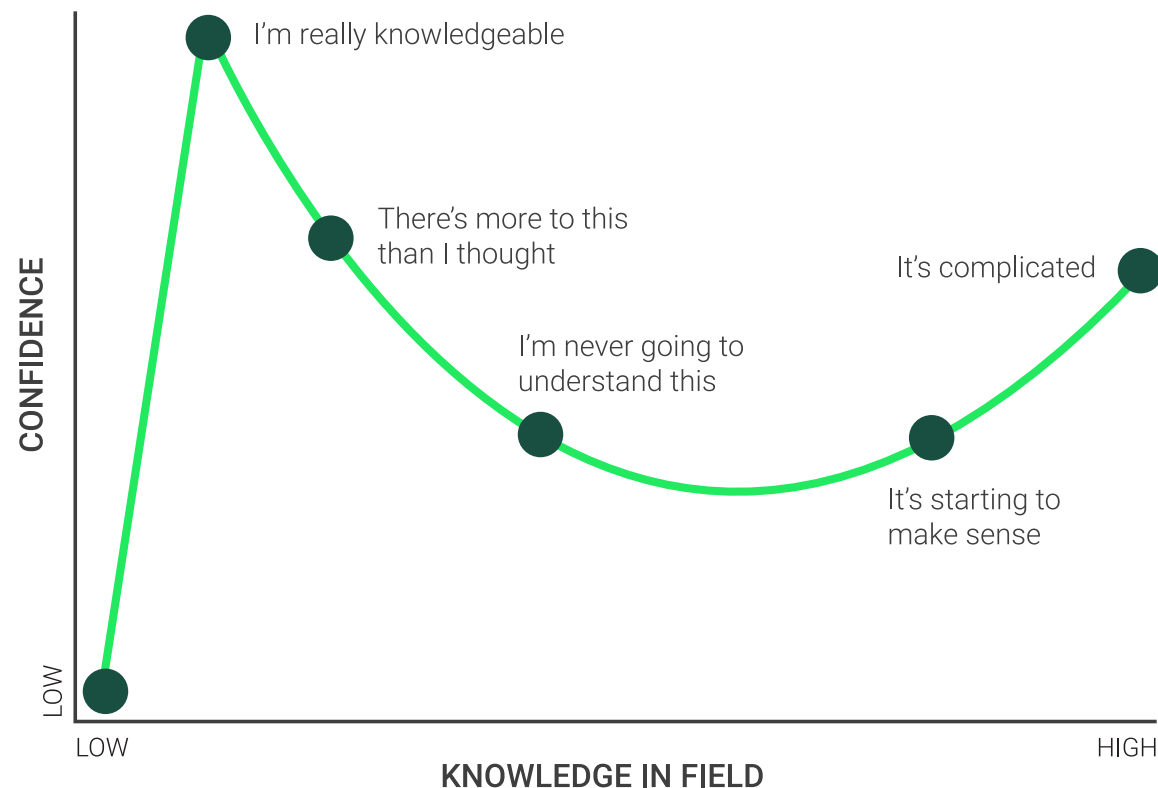
-

35%
actual knowledge

17% gap

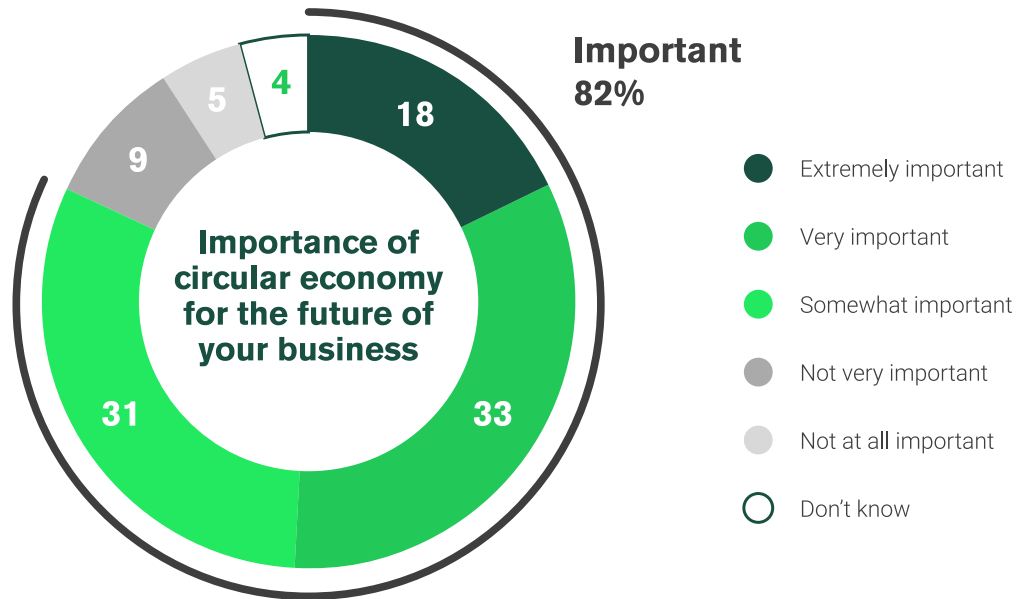
vs

The Dunning Kruger effect of confidence versus knowledge



KEY RESULTS

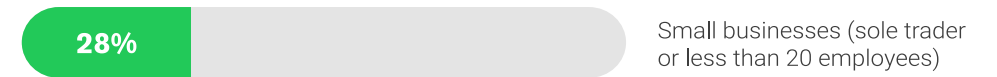
CE is **important** for the future of Australian business.



Those who understand the importance are more likely to be from...



And least likely to be from...



KEY RESULTS



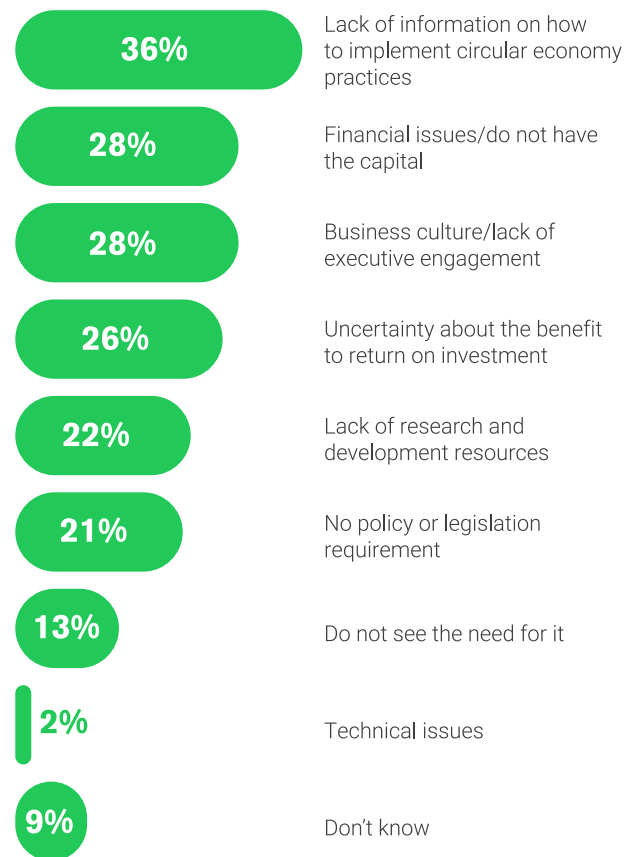
Key barriers:

- Lack of information and finance
- Business culture

“...the whole system needs to move in harmony.”

Andrew Hinchliff, Group Executive,
Institutional Banking and Markets, CBA

Perceived barriers to implementing CE



KEY RESULTS



Key benefits:

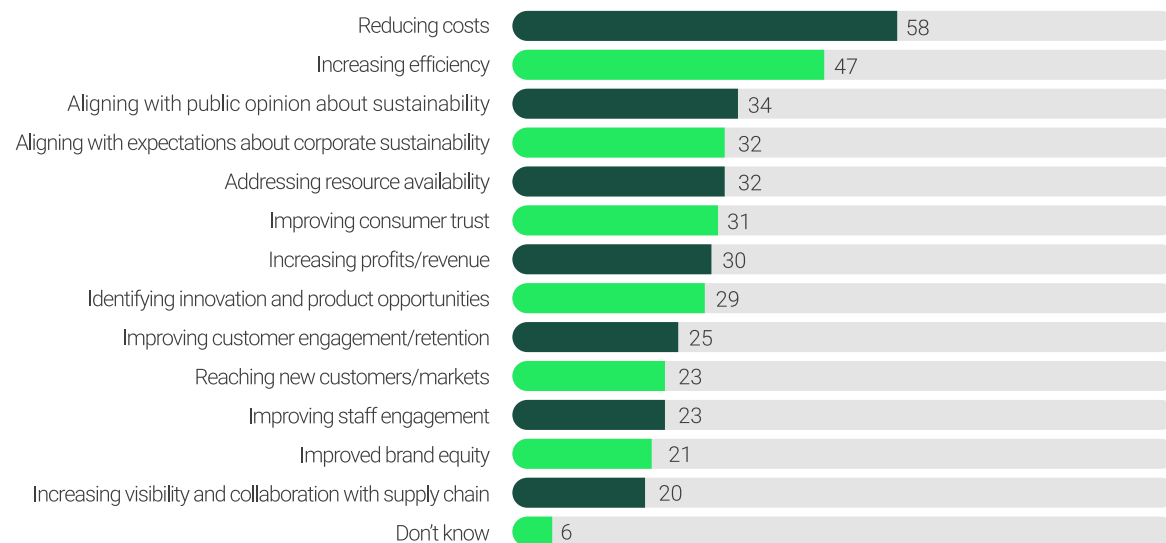
- Reducing costs
- Increased efficiency

“I think that there’s this mistake that you can’t be sustainable and commercial. I think we’ve proven that you can be both.”

Emma Lewisham

CEO and Co-Founder, Emma Lewisham

Perceived benefits from implementing CE



CE IN ACTION

HOW

- Business models
- R strategies

ACHIEVEMENTS

- Environmental
- Financial
- Social

LEARNINGS FOR OTHER BUSINESSES

First movers are seeing the benefits



YOUR CALL TO ACTION - 1

.....

1) IF YOU ARE A BUSINESS DECISION MAKER

.....

I AM...

- A** Just starting...
- B** Making *some* progress...
- C** Well on the way but need help...

MY ACTION...

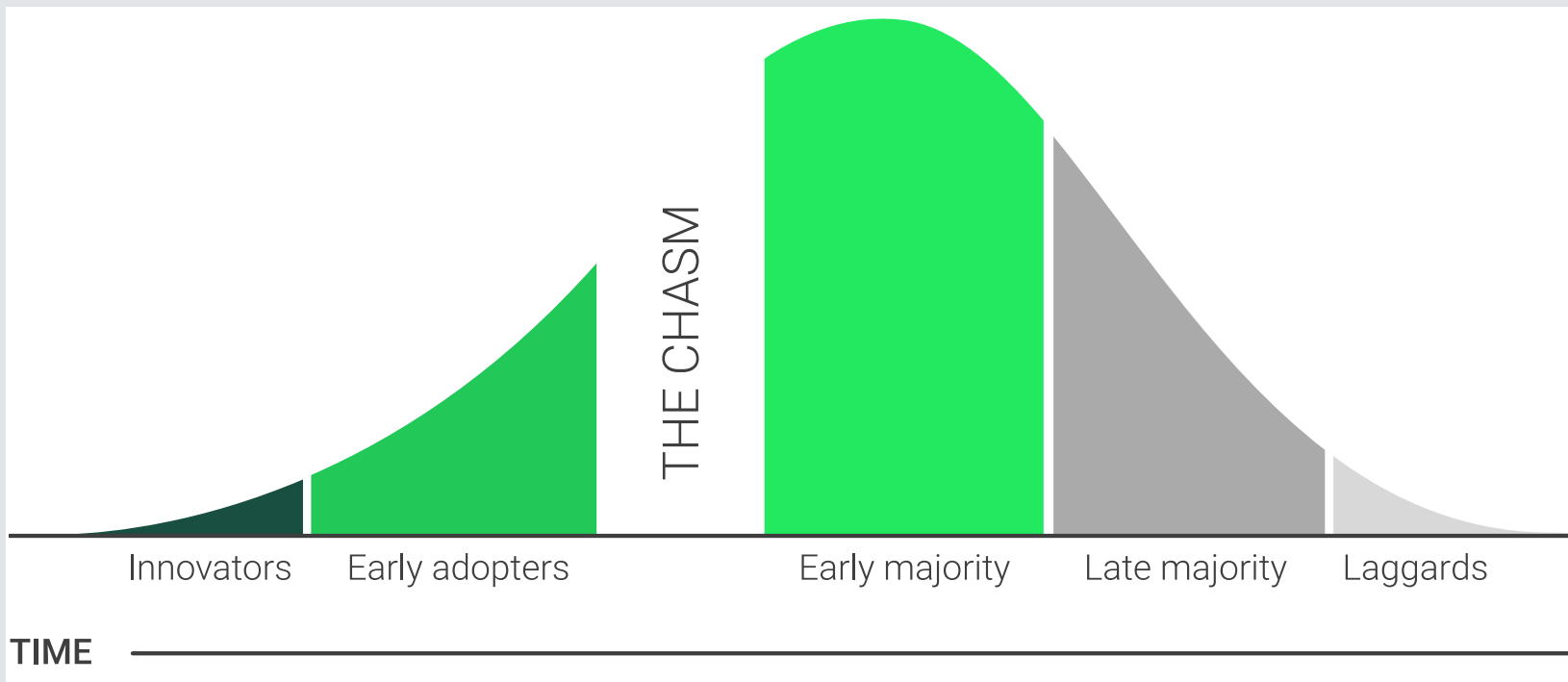
- A** Improve understanding →
- B** Start a conversation →
- C** Tap into expert knowledge →



YOUR CALL TO ACTION - 2



2) IF YOU ARE AN EDUCATOR OR ADVOCATOR OF THE CIRCULAR ECONOMY



AUDIENCE DIFFERENCES

- Characteristics
- Motivations and drivers

Therefore...

- Different engagement strategies

YOUR NEXT STEPS



DOWNLOAD THE REPORT

Scan the code



Or go to:

<https://acehub.org.au/knowledge-hub/research>

THANK YOU!



**AUSTRALIAN
CIRCULAR
ECONOMY
HUB**
PLANET ARK

ryan@planetark.org

claire.laws@planetark.org