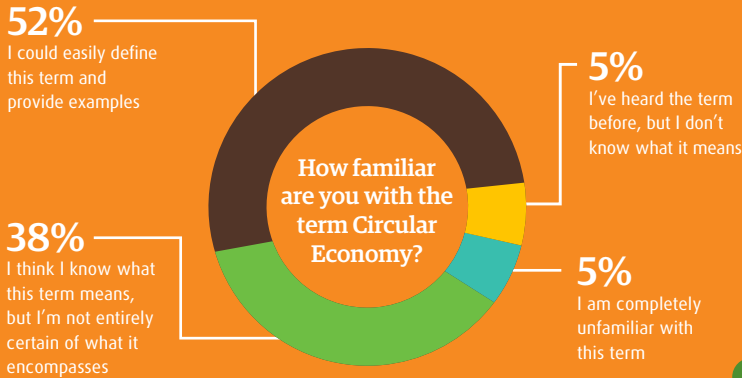


The Growth of the Circular Economy

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



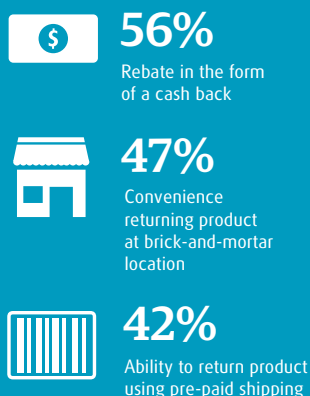
32% Automotive

Barriers are the Biggest Opportunities

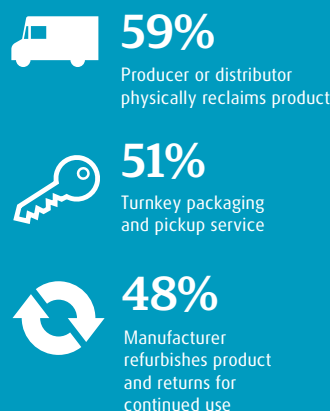
TOP BARRIERS FOR ADOPTION



TOP INCENTIVES Consumers



TOP INCENTIVES Industry



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

