

GOING FULL CIRCLE

International consumer study on circularity
in consumer and home electronics

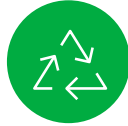
July 5, 2023

A business of Marsh McLennan

KEY RESULTS OF THE STUDY



Recycling and repairing are perceived to be among the most important **personal sustainability behaviors**. **42% of consumers** across three countries mentioned recycling and repairing in their top three sustainability behaviors



However, **rates of e-waste recycling are relatively low**, ranging from **54% to 60%**, with **mobile phones recycled at the lowest rate**. As a result, the average consumer has two old and unused mobile phones stored in their home



Whereas consumers know how to recycle household waste, the public are less aware of **options for recycling e-waste**. For **example, less than one third of consumers** are aware that they can recycle smaller e-waste items at many supermarkets



To increase share the of e-waste that is recycled, **consumers need more convenient and free options** to do so. Ideas from the panel include free urban recycling points, e-waste collection days and deposit systems



Similarly, the **share of goods repaired is comparably low in all three countries**, with France slightly higher (**32%**) than **Germany (22%)** and the **UK (24%)**, largely driven by repairs being perceived as too expensive or impossible



To increase the proportion of electrical and electronic devices being repaired, panel participants suggest producing more **easily repairable products**, providing repairing manuals, and ensuring **spare part availability**

THIS STUDY WAS CONDUCTED IN MAY 2023

Joint study by gfu and Oliver Wyman

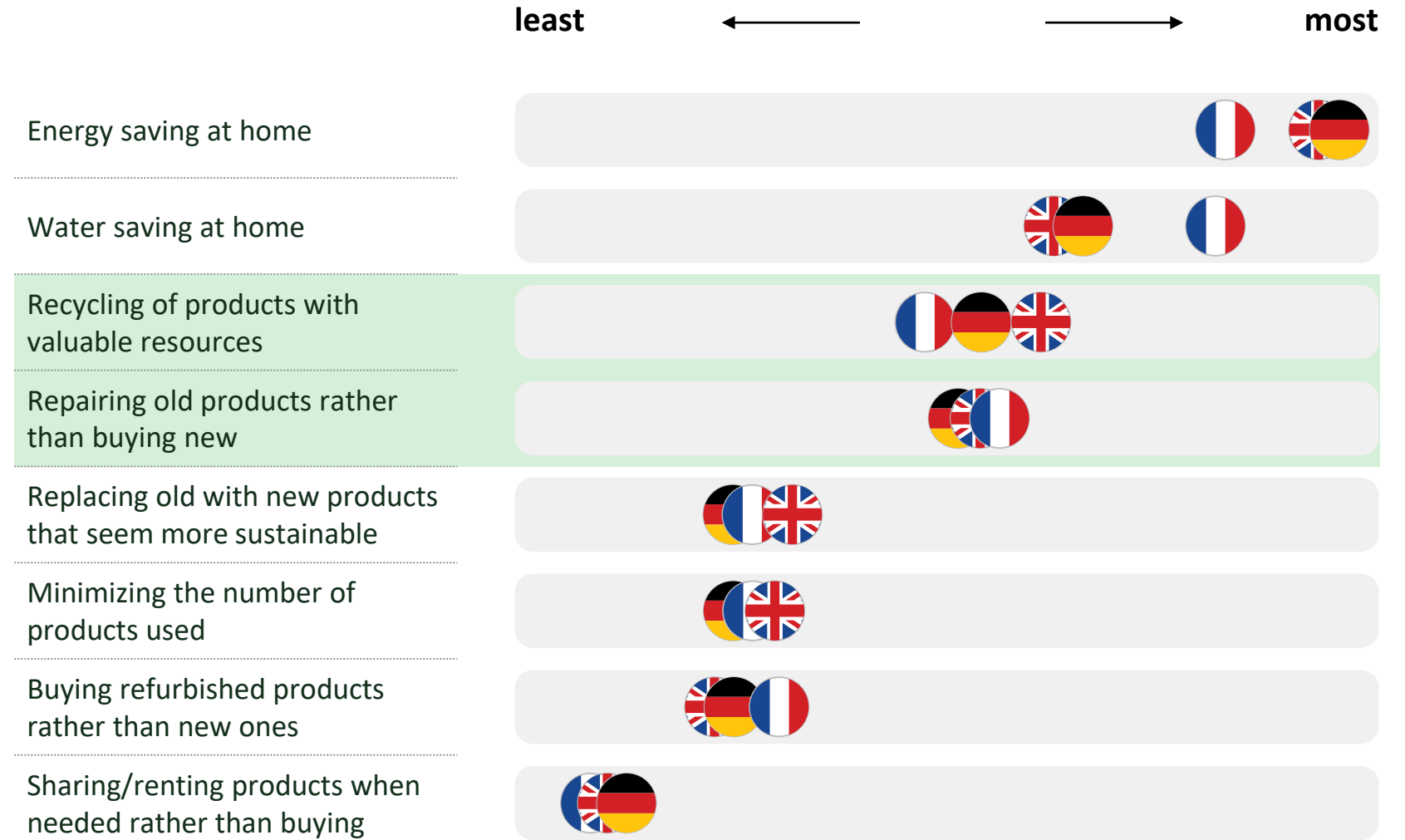
Representative online consumer survey, conducted in 3 countries in May 2023

Sample size by country



CIRCULAR CONCEPTS ARE VERY IMPORTANT TO CONSUMERS

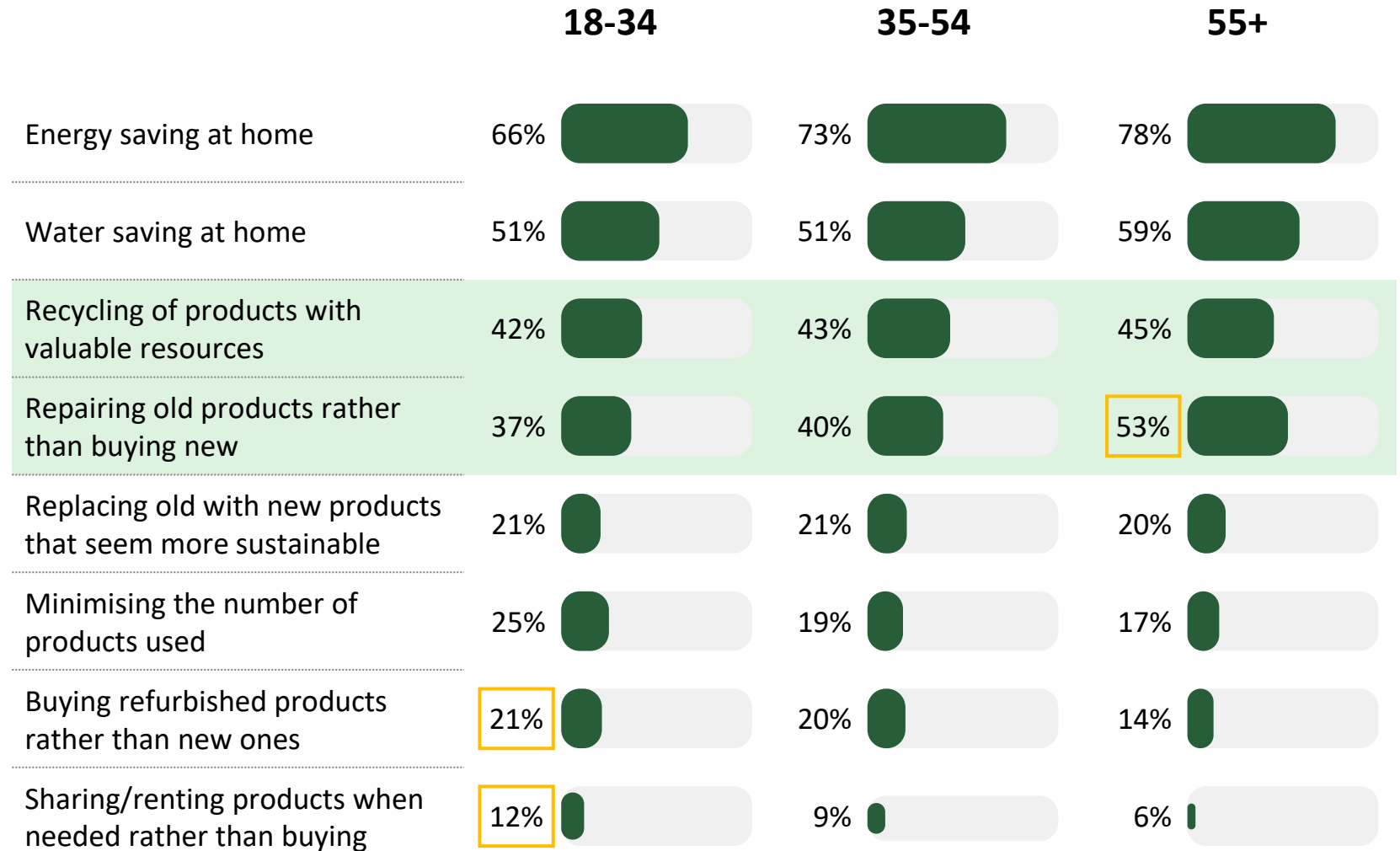
“My top 3 behaviors for personal sustainability include ...”



Source: Oliver Wyman Consumer Survey 2023, n=1,862

RECYCLING UNIVERSALLY IMPORTANT – REFURBISHED OR RENTAL MODELS ESP. FOR YOUNGER CONSUMERS

“My top 3 behaviors for personal sustainability include ...”

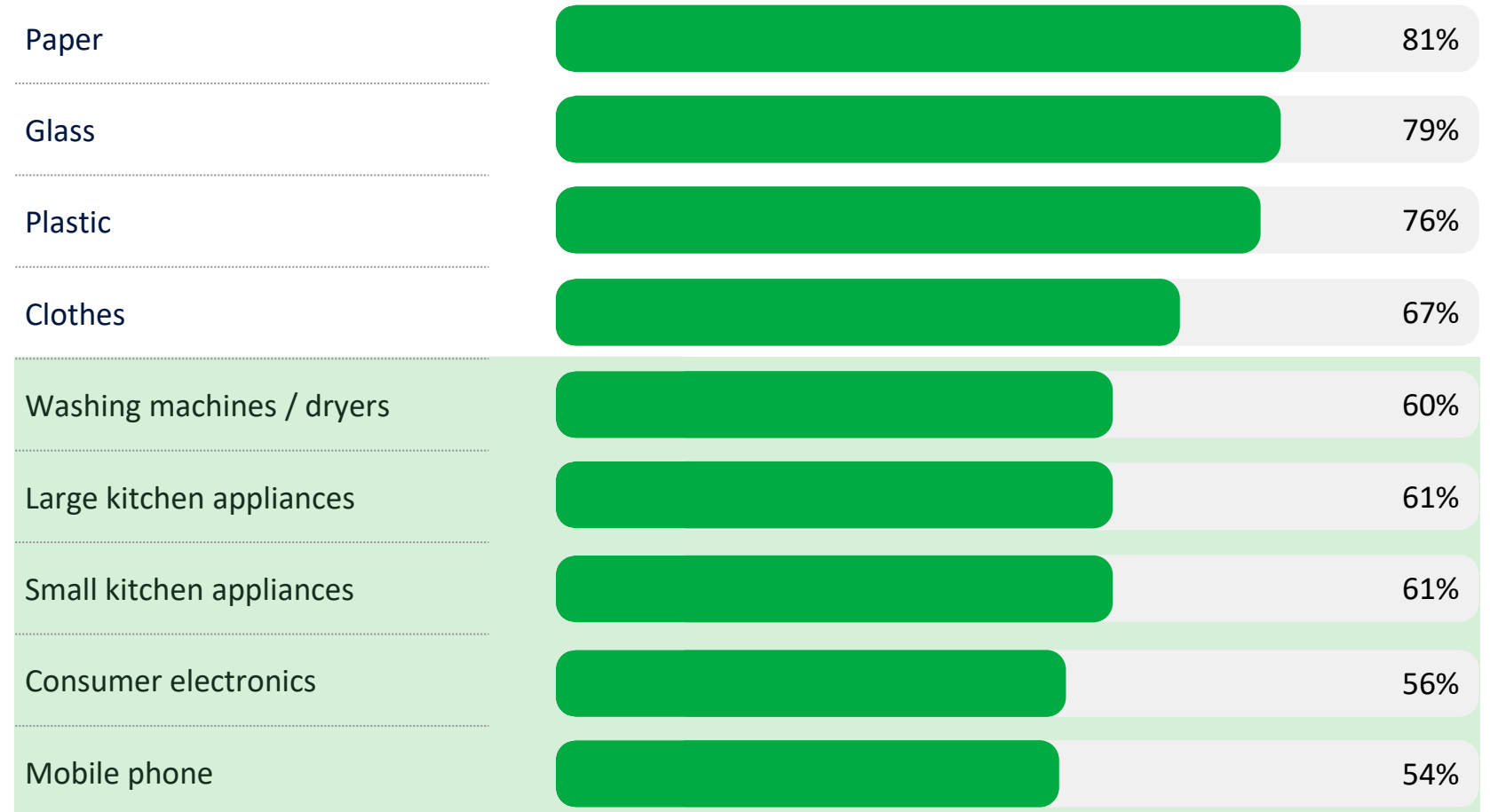


Source: Oliver Wyman Consumer Survey 2023, n=1,862

BUT: >40% OF E-WASTE IS NOT RECYCLED...

Much less e-waste is recycled compared to paper or glass

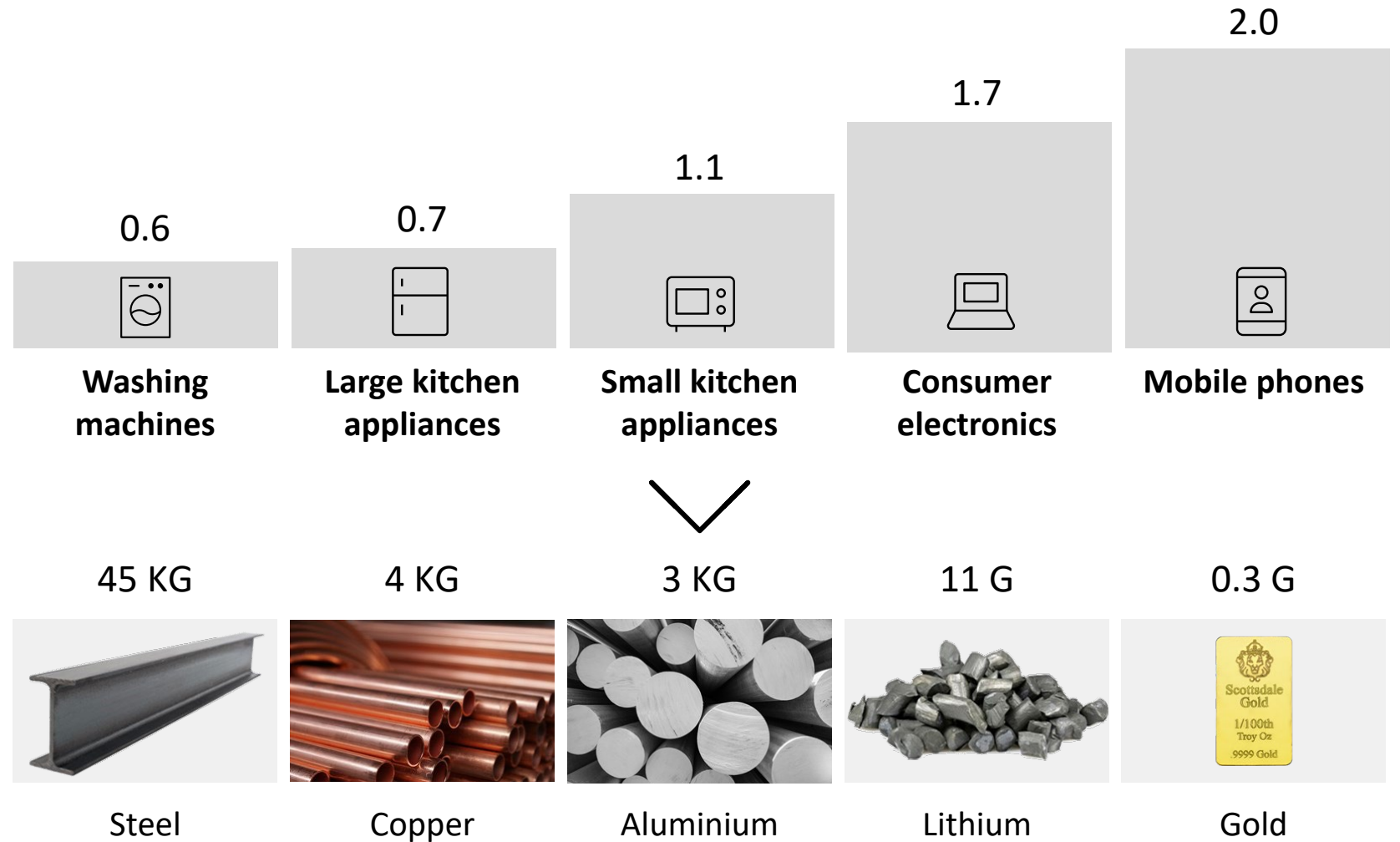
"I'm recycling x% of my old ..."



Source: Oliver Wyman Consumer Survey 2023, n=1,862

... AND A WEALTH OF RESOURCES ARE STORED UNUSED IN HOUSEHOLDS

"In my home there are x unused or broken ..."

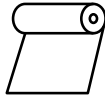


Plus: rare earth minerals, such as Neodymium, Cerium, Yttrium and more ...

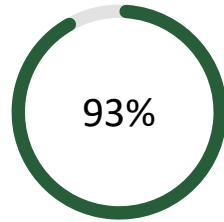
ONE KEY REASON: LIMITED KNOWLEDGE EXISTS ON HOW TO RECYCLE E-WASTE

Respondents across the board know much better how to recycle materials compared to e-waste

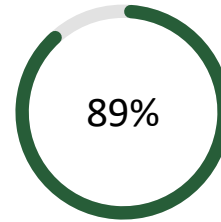
“I know how to properly recycle ...”



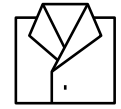
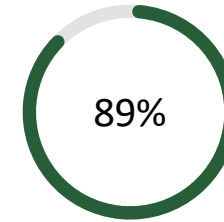
Paper



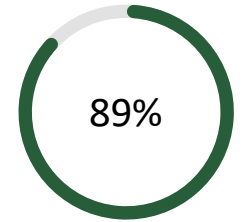
Glass



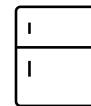
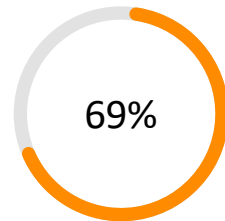
Plastic



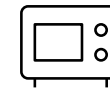
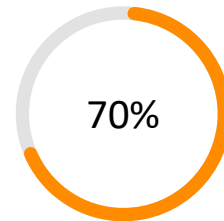
Clothes



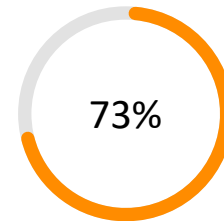
Washing machines



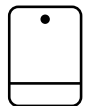
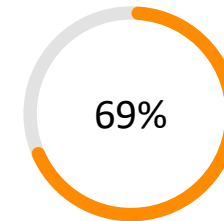
Large kitchen appliances



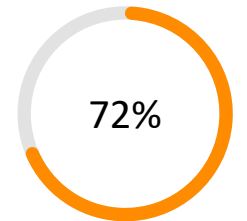
Small kitchen appliances



Consumer electronics



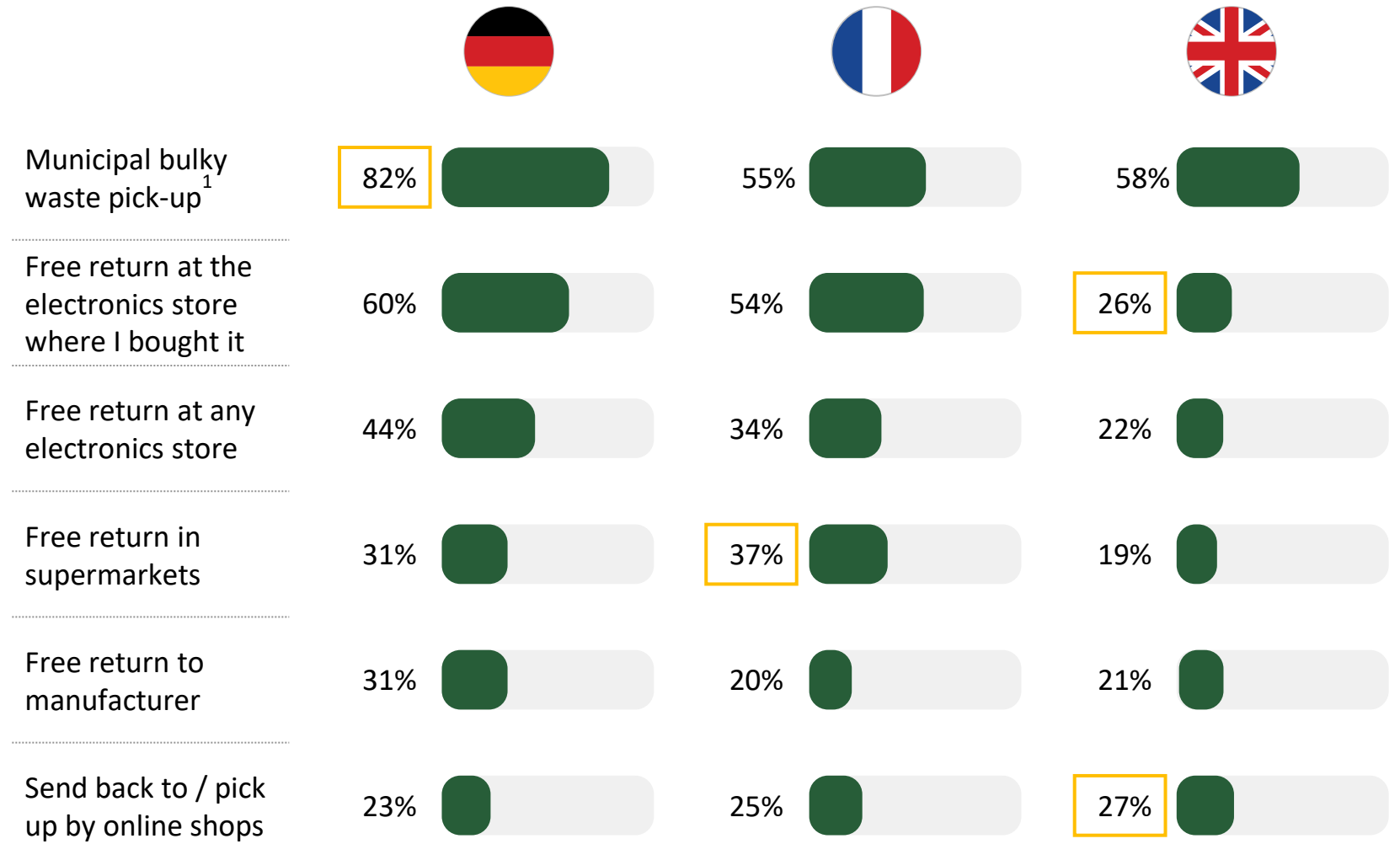
Mobile phones



Source: Oliver Wyman Consumer Survey 2023, n=1,862

MANY E-WASTE RECYCLING OPTIONS ARE NOT KNOWN AT ALL

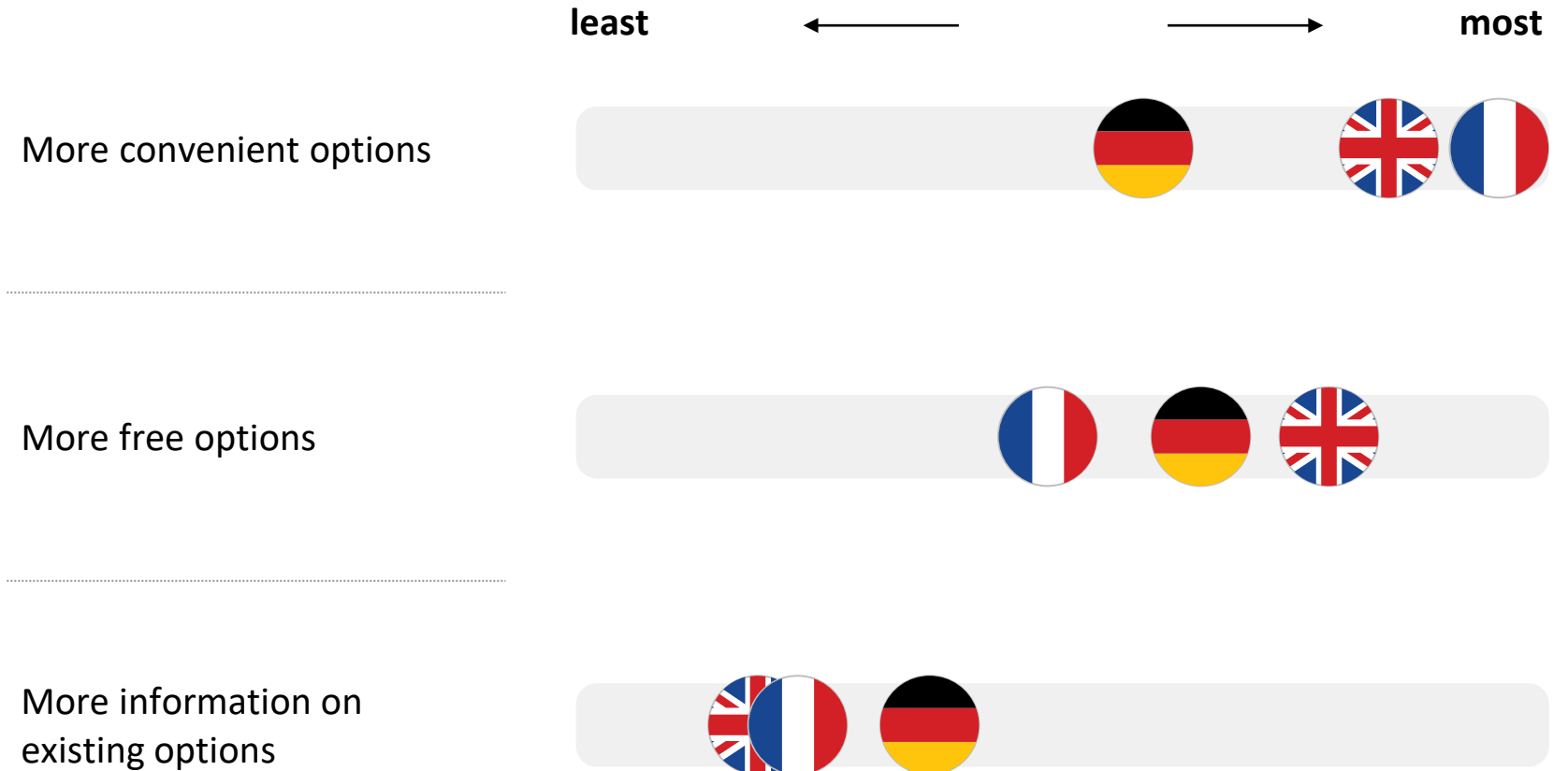
“I know this option exists for recycling e-waste”



1. Option dependent on country, city or municipality; Source: Oliver Wyman Consumer Survey 2023, n=1,862

CONSUMERS WOULD LIKE TO HAVE MORE CONVENIENT AND FREE OPTIONS TO RECYCLE E-WASTE

“To increase the recycling share of e-waste we need ...”



Source: Oliver Wyman Consumer Survey 2023, n=1,862

**IDEAS FROM OUR
CONSUMER PANEL
ON HOW TO
INCREASE
RECYCLING SHARE
OF E-WASTE**

Frequent pick up by municipality
Easier access to collection sites
E-waste garbage bins

Flyer/letters to each household
Purchase radio time to inform
E-waste Stations at Supermarkets or Gas Stations
More visibility for existing options

Create Awareness day
Dedicated E-Waste bins
Public E-waste website
Mandate Sellers to accept E-waste

Label new items
Designated E-waste collection points

Free collection by the city
Labels on the devices
Return options for people without means to transport

Free pick-up for large e-waste items
Incentive systems – getting something in return

Deposit model
Free pick-up connected to purchase of new products

Recycling Stations

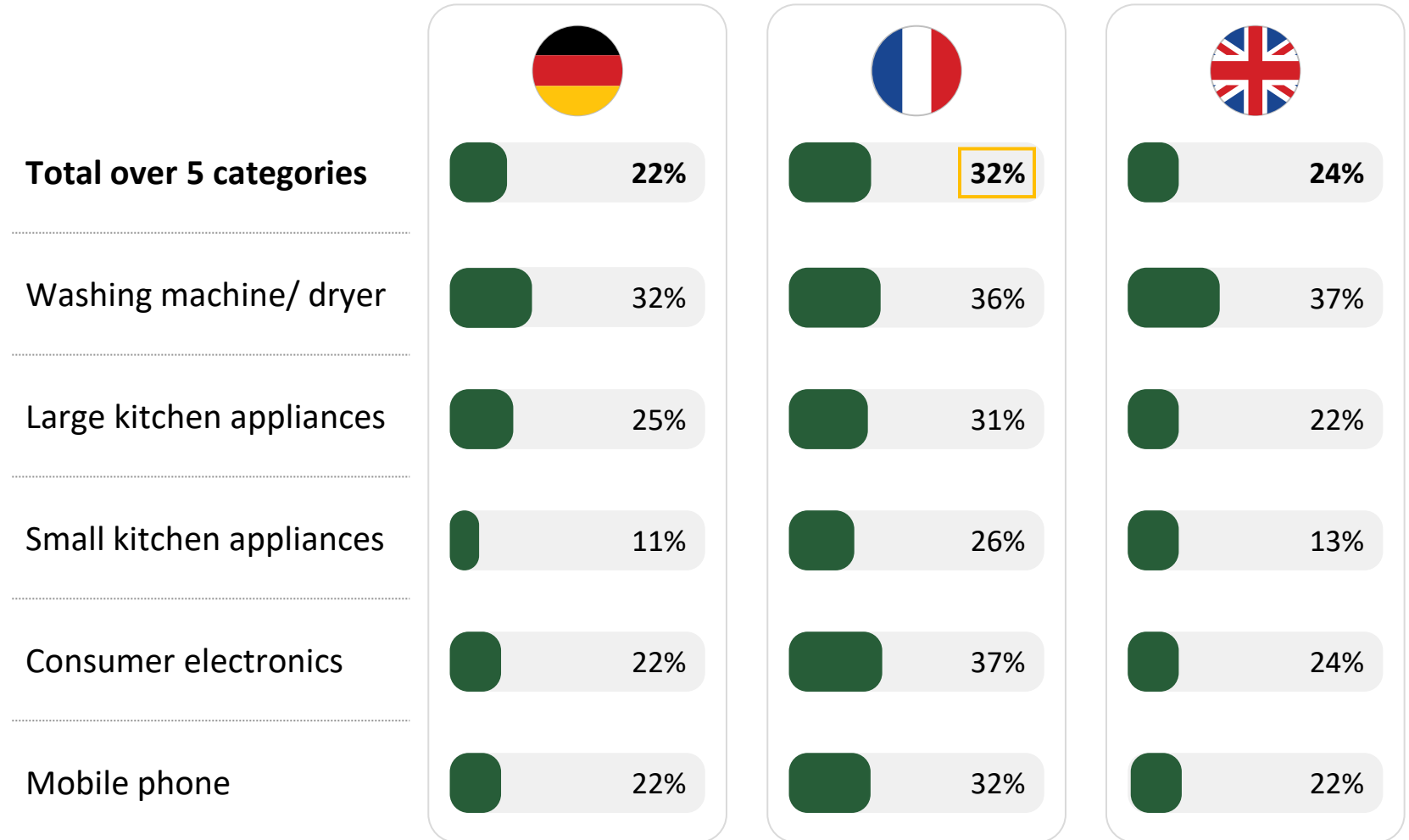
Boxes should be labelled with E-waste info

Educate pupils in school
City cleaning days (“Kieztage”)

SIMILARLY, SHARE OF REPAIRED GOODS LOW ACROSS PRODUCTS

France stands out as being eager to repair – first impact of Green Deal pilots?

“Last time this broke down, I repaired it”

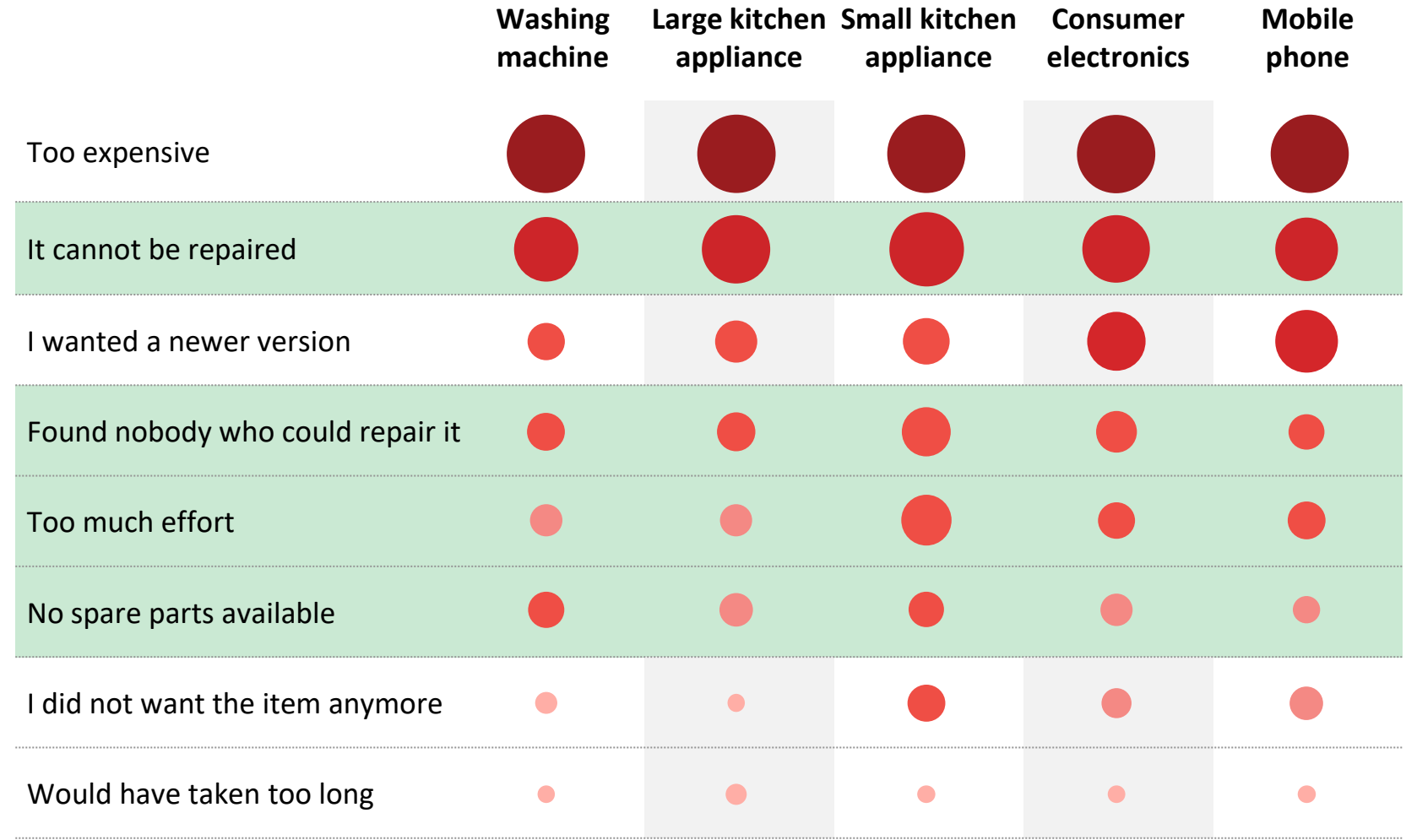


Source: Oliver Wyman Consumer Survey 2023, n=1,862

MANY REASONS AGAINST REPAIRING ARE SOLVABLE

Devices need to be repairable, qualified staff and spare parts need to be available

“I didn’t repair this because ...”



Source: Oliver Wyman Consumer Survey 2023, n=1,862

OUR CONSUMER PANEL SEES THE NEED FOR ACTION ESPECIALLY WITH THE MANUFACTURERS



Products need to be designed in a way that they can be repaired. Less glue, more screw!



Spare parts need to be accessible and affordable, also still 10, 15 years after a product was launched



We need a right to repair, far beyond the warranty periods. Repairing doesn't need to be free, but it should be possible

CONCLUSIONS WE ARE DRAWING FOR CONSUMER & HOME ELECTRONICS BRANDS



Consumers are eager to make sure their used electronics are recycled, but **lack the awareness of the options** available to do so – leading to **valuable resources wasted**



Manufacturers contribute by making their **products recyclable**, and liaise with trade partners on how to create **intuitive options for consumers for recycling**



By providing information, free and easy access to recycling options, **governments and retail can contribute immensely** and as a consequence make further **access to increasingly hard-to-find resources** possible



Demand for repairability is increasing and shares are **visibly higher in 'Green Deal' pilot market France** – mindset expected to catch up in other markets



To successfully implement the new requirements, **all stakeholders** can contribute, considering **their capabilities** and **requirements** regarding **safety** and **quality**