

CIRCULAR ECONOMY QUESTIONNAIRE

We are a group of students from Cranfield University collaborating with Peterborough City Council to investigate Circular Economy activities in the city. The aim of the survey is to understand the interests and actions of companies regarding Peterborough's vision to become a fully circular city by 2050. Your information will allow us to design a tool to help realise this vision.

Note that this survey is designed to be simple and will only take a few minutes to complete. Your response will not be used for any other purposes and will be treated confidentially. By continuing with this survey, you are consenting to us using the information within our project. If you would like more information or updates please email peterboroughCE@cranfield.ac.uk. Thank you for your participation.

BACKGROUND

Currently, most economies operate a linear model, where materials are used to make a product, and after its use it is thrown away. Circular Economy aims to eliminate waste through the design of products and business models that facilitate disassembly, re-manufacture and reuse, focusing on positive society-wide benefits.

The Circular Peterborough programme aims to apply Circular Economy principles at the city level and operate as a truly circular city by 2050. For more information, please visit <http://www.futurepeterborough.com/circular-city/>

ARE YOU REPRESENTING A BUSINESS WITHIN PETERBOROUGH TODAY?

YES ☐

NO ☐

1. GENERAL OVERVIEW ON CIRCULAR ECONOMY IN PETERBOROUGH

Q1 Which of these industries best describes your business? (Please tick)

Manufacturing ☐

Service ☐

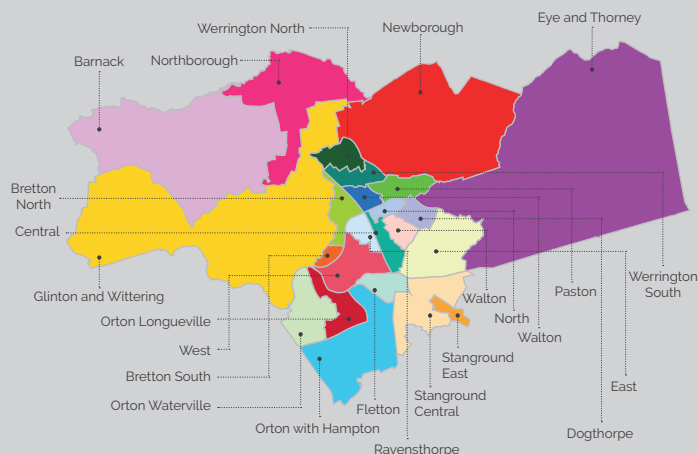
Retail ☐

Food ☐

Other

Q1a Please give the name of your business, or if you would prefer to remain anonymous please briefly describe your business.

Q2 Please place a cross on the Peterborough map below to indicate where your business is located.



Q3 Before the workshop today, to what extent were you familiar with Circular Economy? Please tick just one option.

Very familiar ☐

Familiar ☐

Somewhat familiar ☐

Not familiar ☐

Q4 On a scale of 1 to 5, to what extent do you agree with the following statements about Circular Economy?

(1='not circular at all' 5= 'fully circular')

■ Circular Economy involves designing a product with environmentally friendly disposal in mind.

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

■ Circular Economy is about mass production and high product turnover.

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

■ Circular Economy is definitively about recycling a product at the end of its life.

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

■ Circular Economy is about using recycled products as raw materials.

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

■ Circular Economy is to reduce material use in the design of a product, and to prolong its life across the value chain.

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐



2. CIRCULAR ECONOMY BUSINESS MODEL

Q1 Do you believe your business is practicing Circular Economy? (Please tick)

Yes ☐ No ☐ I don't know ☐

Q1a If yes, how?

Q1b If no, would you be interested in employing Circular Economy principles?

Yes ☐ No ☐ Maybe ☐

Q2 Were you aware of any of the following Circular Economy programmes within Peterborough before the workshop today?

PROGRAMMES	WAS AWARE	WAS NOT AWARE	ALREADY PARTICIPATING	INTERESTED	NOT INTERESTED
SHARE PETERBOROUGH	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
CIRCULAR CITY CHAMPIONS SCHEME	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. APPEAL FACTOR

Q1 On a scale of 1-5, how important are these benefits of Circular Economy to your business? (1='not at all important' 5='very important')

- | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>■ Product life extension</p> <p>1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/></p> | <p>■ Waste reduction</p> <p>1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/></p> |
| <p>■ Increased business opportunities</p> <p>1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/></p> | <p>■ Reduced raw material dependency</p> <p>1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/></p> |
| <p>■ Increased job opportunities</p> <p>1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/></p> | <p>■ Improving community cohesion</p> <p>1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/></p> |
| | <p>■ Reducing cost of production</p> <p>1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/></p> |
| | <p>■ Improving community fortune</p> <p>1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/></p> |

Q2 Are you aware of any other Circular Economy benefits?

4. THE FUTURE OF CIRCULAR ECONOMY IN PETERBOROUGH

Q1 The role of my business will be instrumental in realising Peterborough's vision 2050 (link on page 1). Please select just one option.

Strongly agree ☐ Agree ☐
Neither agree nor disagree ☐ Disagree ☐ Strongly disagree ☐

Q2 How do you envisage the Circular Economy program will transform Peterborough by 2050?



Which part of the workshop did you find most useful and why?

Would you like further support in transitioning to a Circular Economy business model?

Yes ☐ No ☐ Maybe ☐

If yes, how would you like to be supported?



Please feel free to contact us at peterboroughCE@cranfield.ac.uk if you have further enquires. Thank you for participating.