

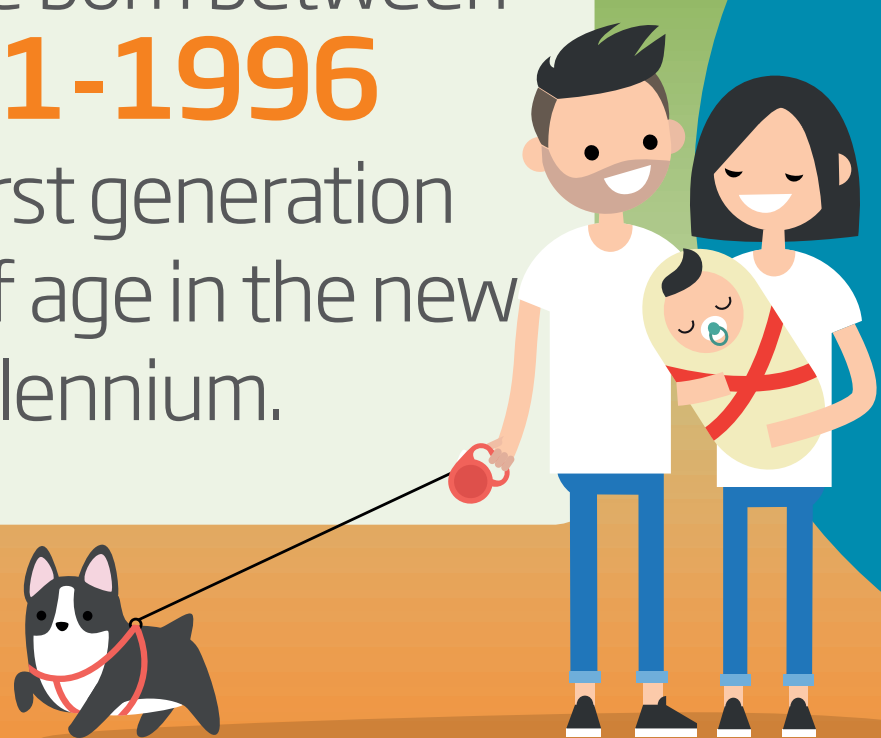


# 'Generation Green'

How millennials will shape the circular economy

## Millennials

are people born between **1981-1996** or the first generation to come of age in the new millennium.



Millennials are socially conscious consumers,

**75%**

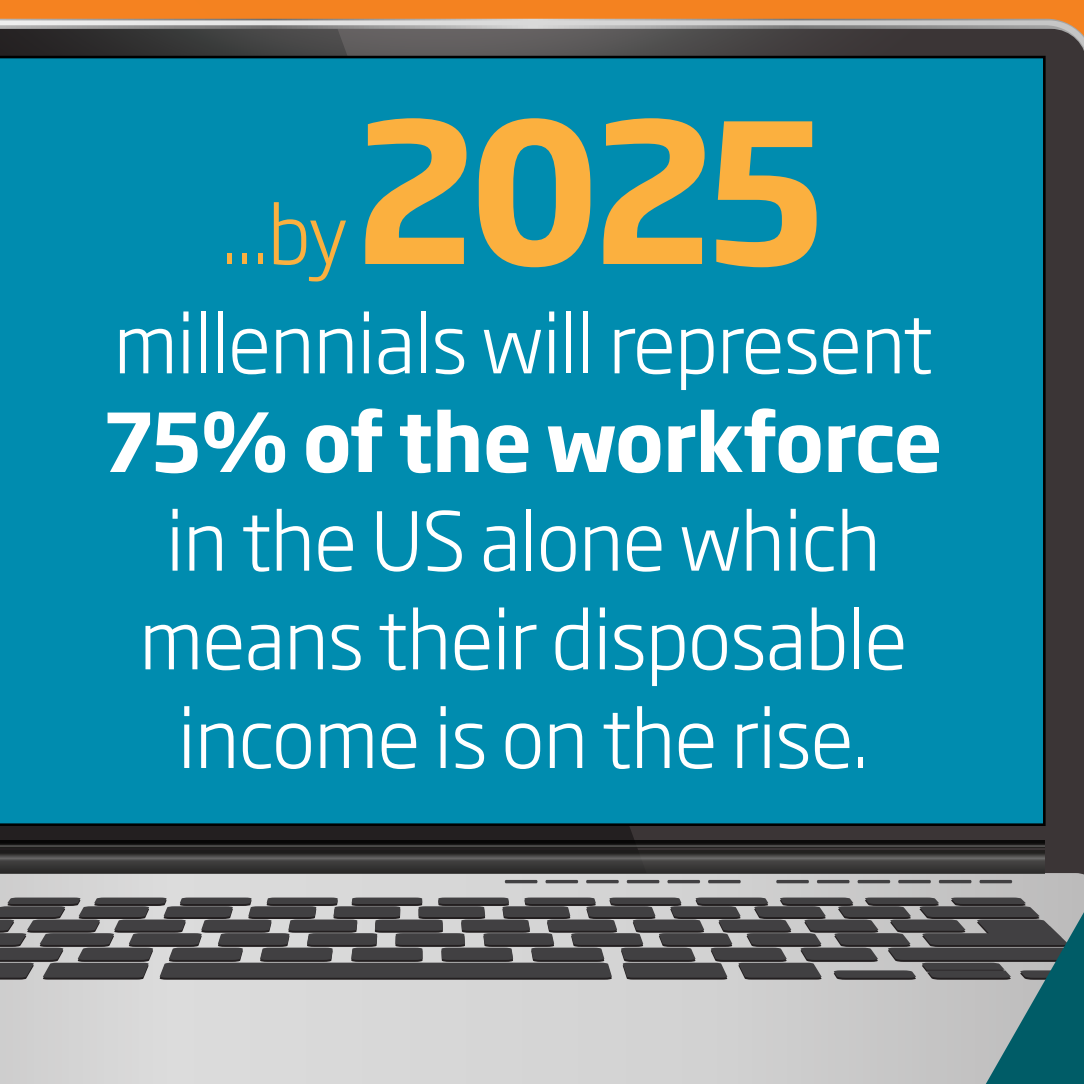
of them are willing to pay extra for sustainable products.



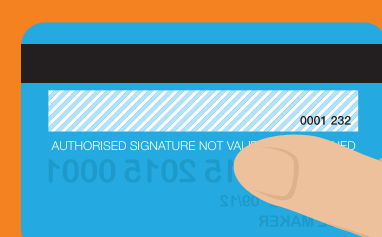
And as a consumer group, millennial spending power is increasing...

...by **2025**

millennials will represent **75% of the workforce** in the US alone which means their disposable income is on the rise.



They prefer **online shopping**, which changes the flows of packaging through waste management systems.

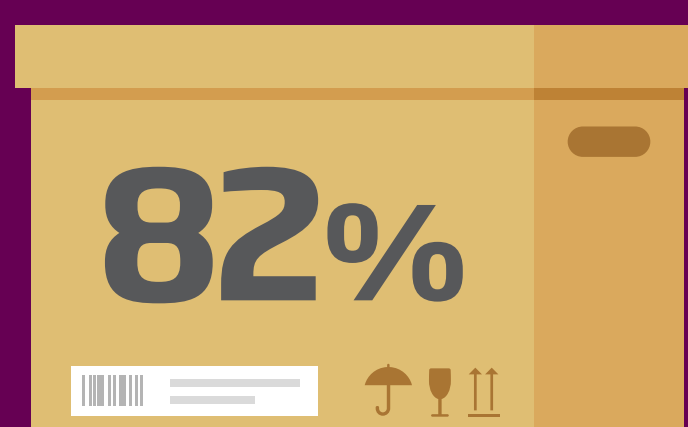


Online sales of non-food items accounted for **24.1%** of purchases in the UK in 2017.



Fortunately, cardboard packaging has the **highest recycling rate** of any material, at

**82%**



Trends in shopping can lead to changes in **packaging, delivery, and recycling**, which in turn can bring us closer to a circular, resource-efficient economy.

## What steps can we take now to support the transition?



Could **delivery logistics** be adapted to capture more packaging for **recycling**?

What stops businesses from committing to using packaging that's **100% reusable or recyclable**?

**100%  
RECYCLABLE**



Why can't **domestic recycling** collections be **harmonised** across countries to ensure we **collect and recycle** as much quality material as possible from the home?