

2024-25 Circular Economy Survey



SUPPLY CHAIN
MANITOBA

April 2025

PROBE RESEARCH

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Key Findings

Geo Chart



Scatter Chart



Column Chart



Pie Chart



Bubble Chart



Donut Chart



Area Chart



Stepped Area Chart



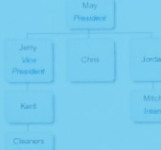
Combo Chart



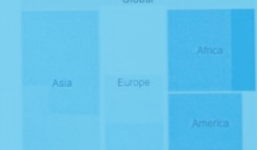
Line Chart



Org Chart



Treemap



Table

	Name	Salary	Full Time
1	Marie	\$24,700	✓
2	Albert	\$25,200	x
3	Enrico	\$25,700	✓
4	Lise	\$26,600	✓

Timeline



Gauge



Candlestick Chart



Key Findings

Awareness of the concept of circularity continues to increase, as more organizations look for ways to actively adopt these practices. More than seven in 10 respondents are now aware of circularity, up from slightly lower than seven in 10 in 2024 and six in 10 in 2022.

More than four in 10 are now in the process of adopting circular practices or actively exploring how they can be implemented, with more organizations generally aware of what this means even if they have not yet had the chance to work through what actions or steps they need to take. Although the number of organizations that have adopted specific circular practices has not increased all that much, more organizations report they plan to do these things than in previous years.

Cost savings remain the main reason for potentially adopting circular practices. While financial factors are a major driver for adopting these practices, about one-third continue to report they do this to help meet sustainability goals. Fewer companies now report they are taking these steps simply to protect the environment. There has also been a slight increase in the number of companies taking these steps to address risks to their supply chains.

While financial considerations drive adoption, cost also remains the biggest barrier to implementing circularity in organizations. Four in 10 respondents cite high costs as standing in the way of adopting circular practices – which is lower than the level recorded in the past, but still the No. 1 reason for not taking this step. More than one-third of those surveyed – up from one-quarter in 2022 - report that seeing no immediate reason to change is a significant barrier. A slightly higher proportion of respondents now indicate they are concerned about the technological solutions that are available.

Key Findings (cont'd)

The ability to collaborate is now the most valued skill organizations are looking for when planning or implementing circular practices. More than one-half identify collaboration and stakeholder engagement as the most valued skill, up from one-third in 2024. More than four in 10 continue to value innovation and creativity, current state analysis and sustainability expertise. Slightly higher proportions of employers now value communications and storytelling skills and research and development expertise among employees tasked with implementing circularity.

More than one-third of organizations now want to learn more about how to develop partnerships with others. While this is considered the most useful information for implementing circular practices, three in 10 continue to want to know about available government support and understanding how circular business models may apply. This year, respondents are significantly less likely to want to know about what other organizations in their sector or industry are doing regarding circularity.

Awareness of the information Supply Chain Manitoba offers is somewhat higher today. Now, one-quarter of those surveyed know that Supply Chain Manitoba has information and resources about circular practices on its website, up from 15 per cent in 2022.

More respondents now report tracking how many jobs in the company are related to circularity. Among those who are considering or who have adopted circular practices, three in 10 (up from one in 10 last year) report tracking how many employees are directly or indirectly involved in implementing circular practices. When asked how they plan to find employees with skills related to circularity, most continue to indicate they would train existing employees. Those who are not tracking the number of jobs within their organization are most likely to indicate it is not a priority at this time.



Awareness and Perceptions of the Circular Economy

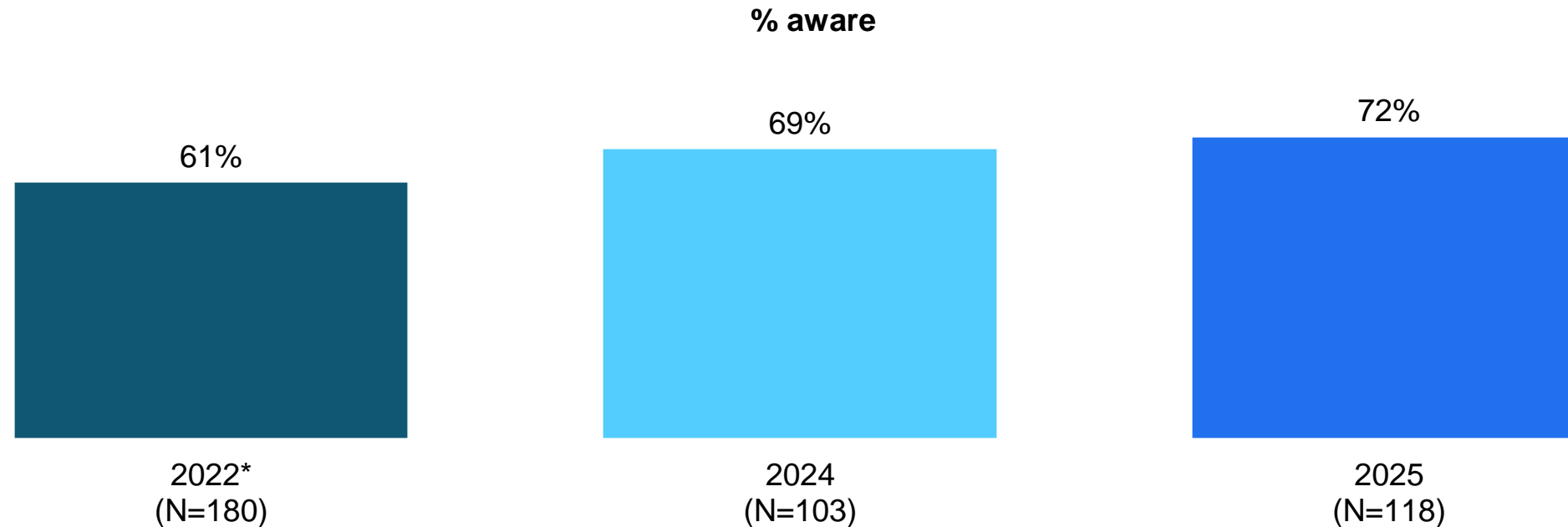
Awareness of Circularity: Tracking

Awareness of this concept continues to increase slightly year-over-year

Q2. Circularity is a concept that touches on several different business practices and models that adhere to the following three principles:

1. Re-design products, services and processes to reduce waste and pollution.
2. Continue using resources, materials and products for as long as possible.
3. Regenerate nature by reducing or avoiding the use of non-renewable resources and preserving or enhancing natural environments and systems.

Before today, have you heard, seen or read anything about circularity or the circular economy? (Base: All respondents)

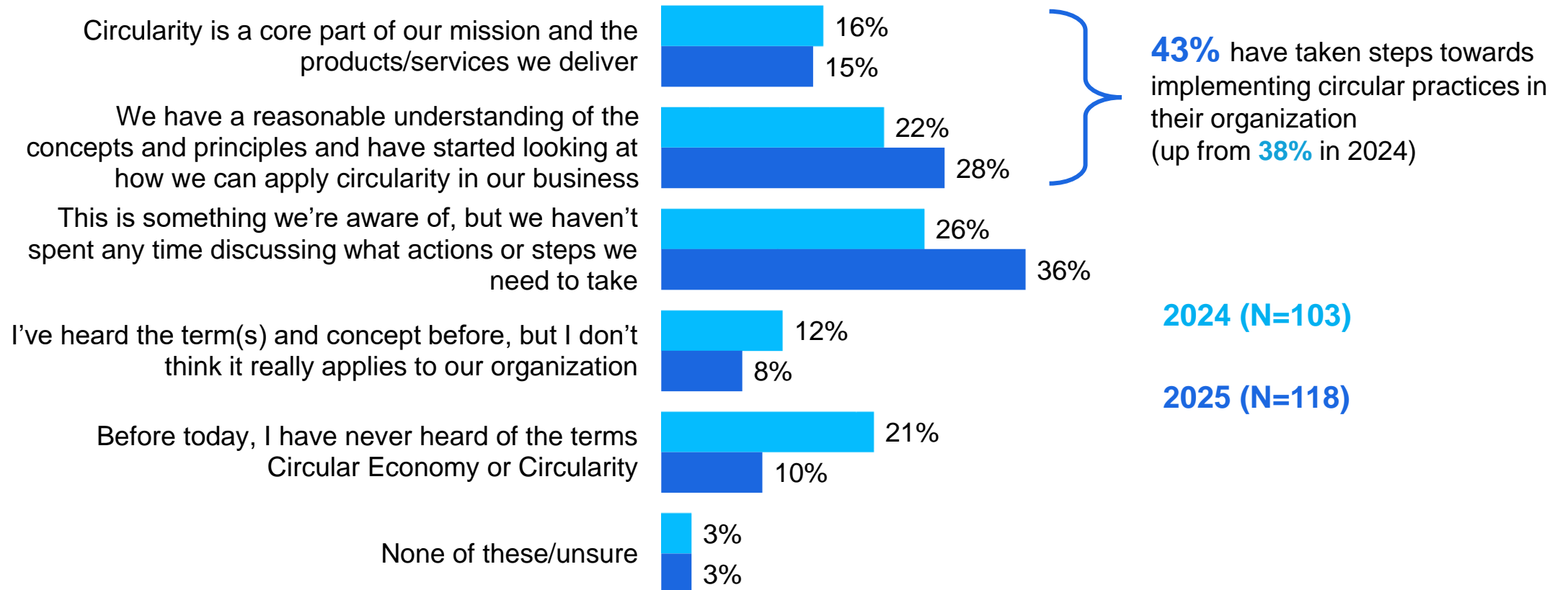


*Slightly different question wording used

Level of Awareness/Implementation of the Circular Economy

A slightly higher proportion of respondents indicate circularity is becoming part of their business

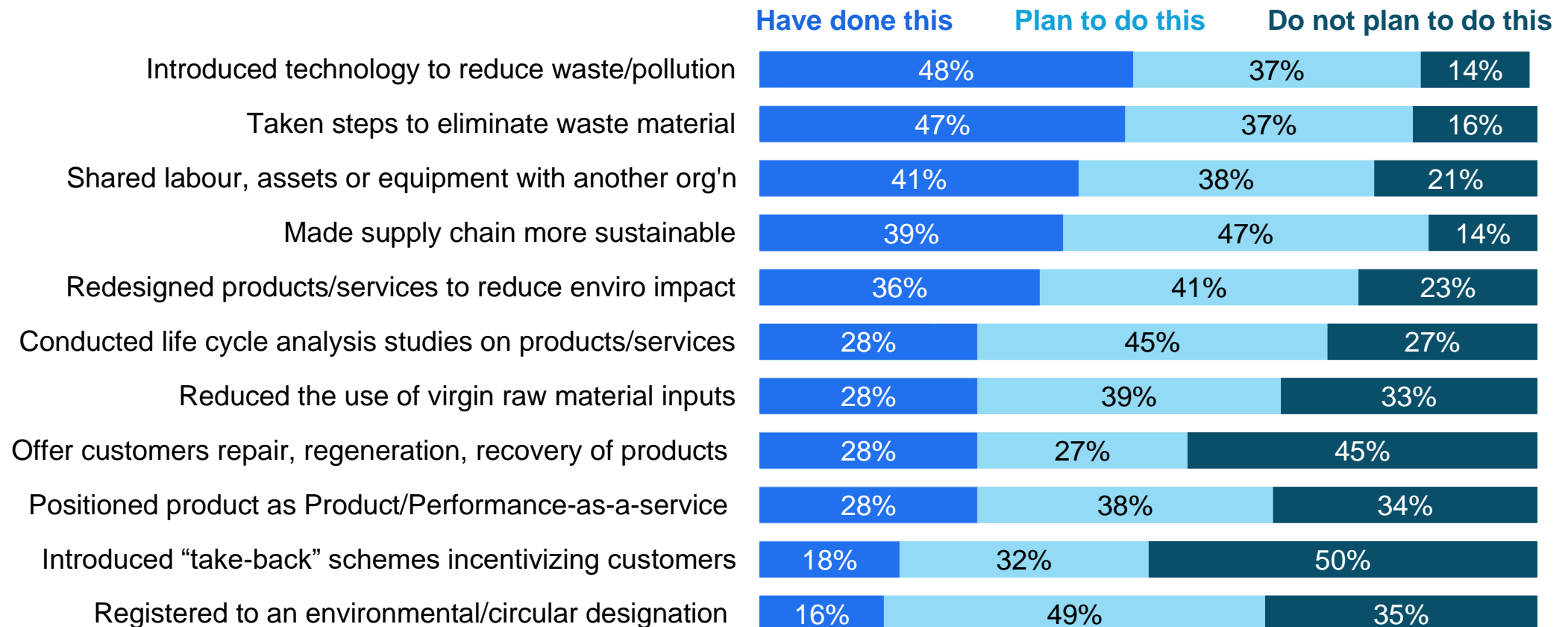
Q3. Which of the following statements best describes your level of awareness and understanding of circularity/the circular economy?
(Base: All respondents)



Adoption and Consideration of Circular Economy Practices

Higher proportions of respondents now indicate they plan to adopt these practices

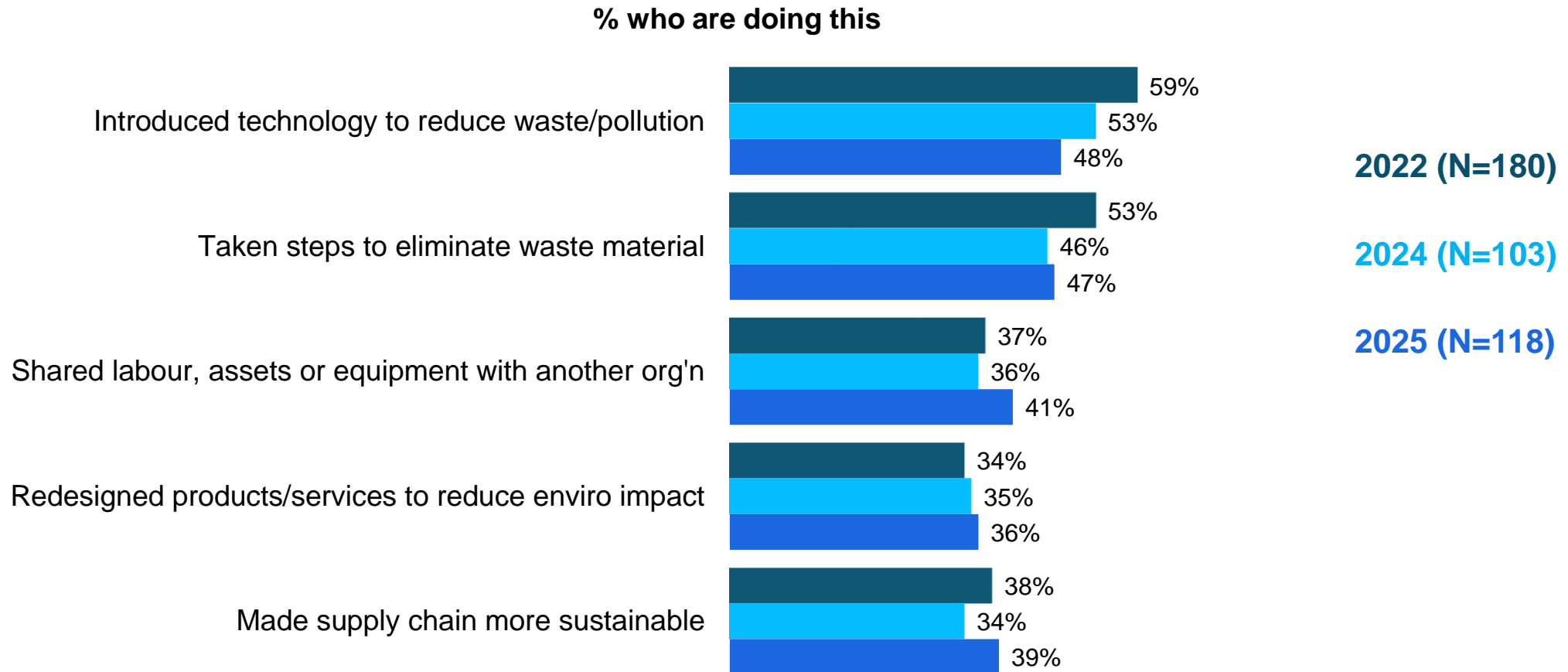
Q4. Which, if any, of the following circular economy practices or initiatives has your company adopted? (Base: All respondents, N=118)



Reported Adoption of Circular Economy Practices: Tracking

The proportion introducing technology to reduce waste continues to decrease slightly year-over-year

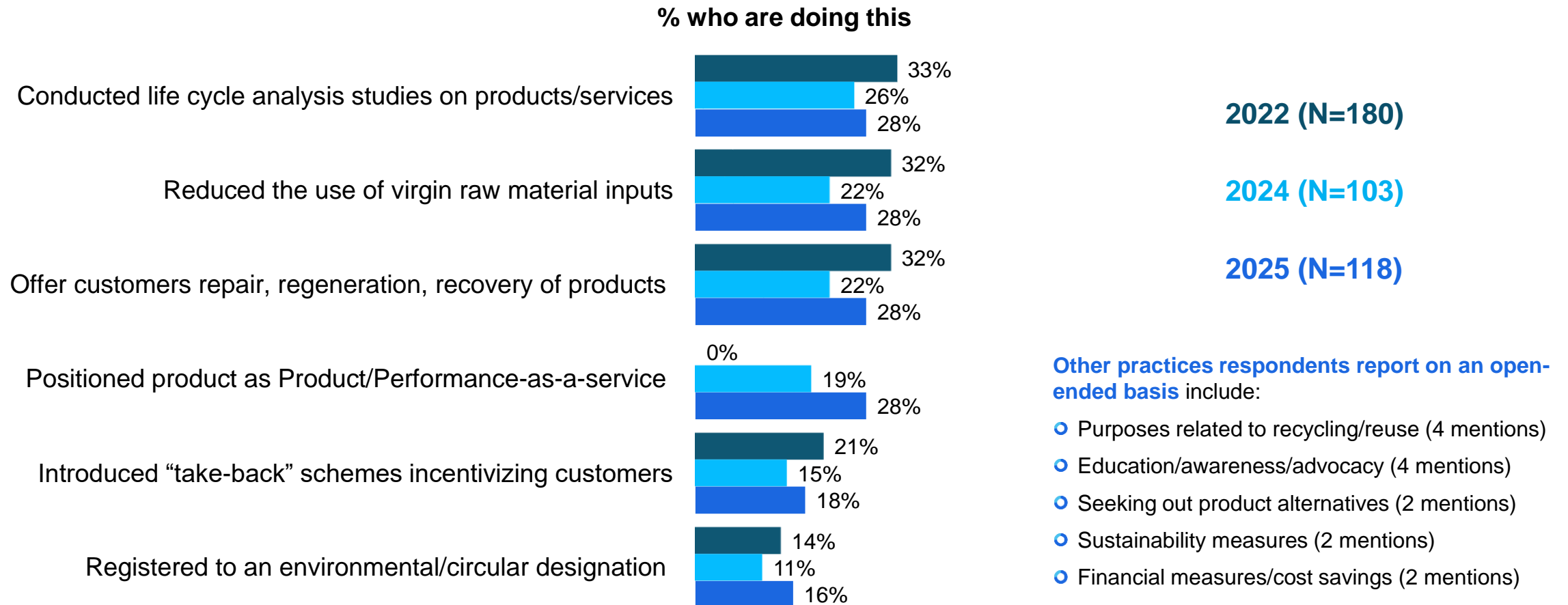
Q4. Which, if any, of the following circular economy practices or initiatives has your company adopted? (Base: All respondents)



Adoption of Circular Economy Practices: Tracking (cont'd)

More companies are now positioning their product as Product/Performance-as-a-service

Q4. Which, if any, of the following circular economy practices or initiatives has your company adopted? (Base: All respondents)



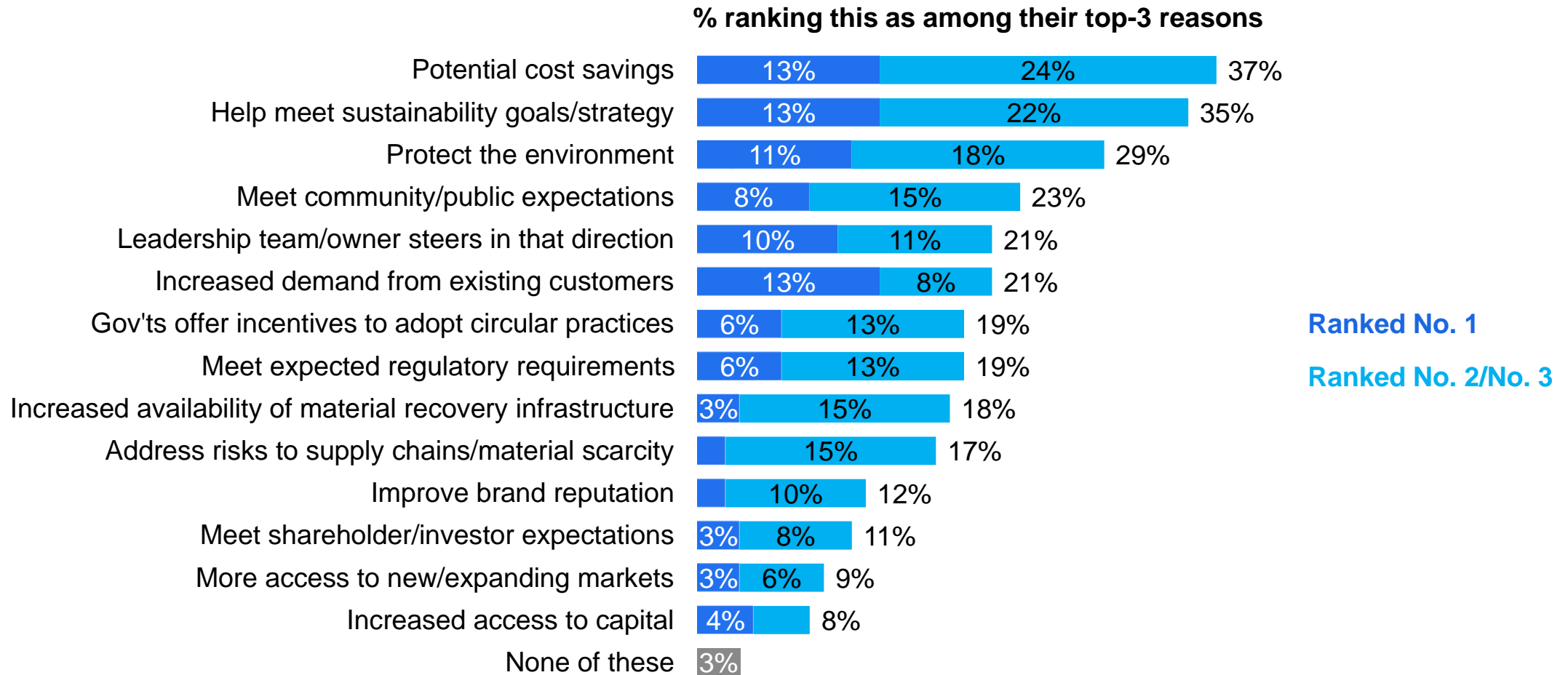


Factors and Barriers To Adopting Circular Practices

Factors Leading to Adopting Circular Practices

Cost savings and meeting sustainability goals are the top reasons for adopting these practices

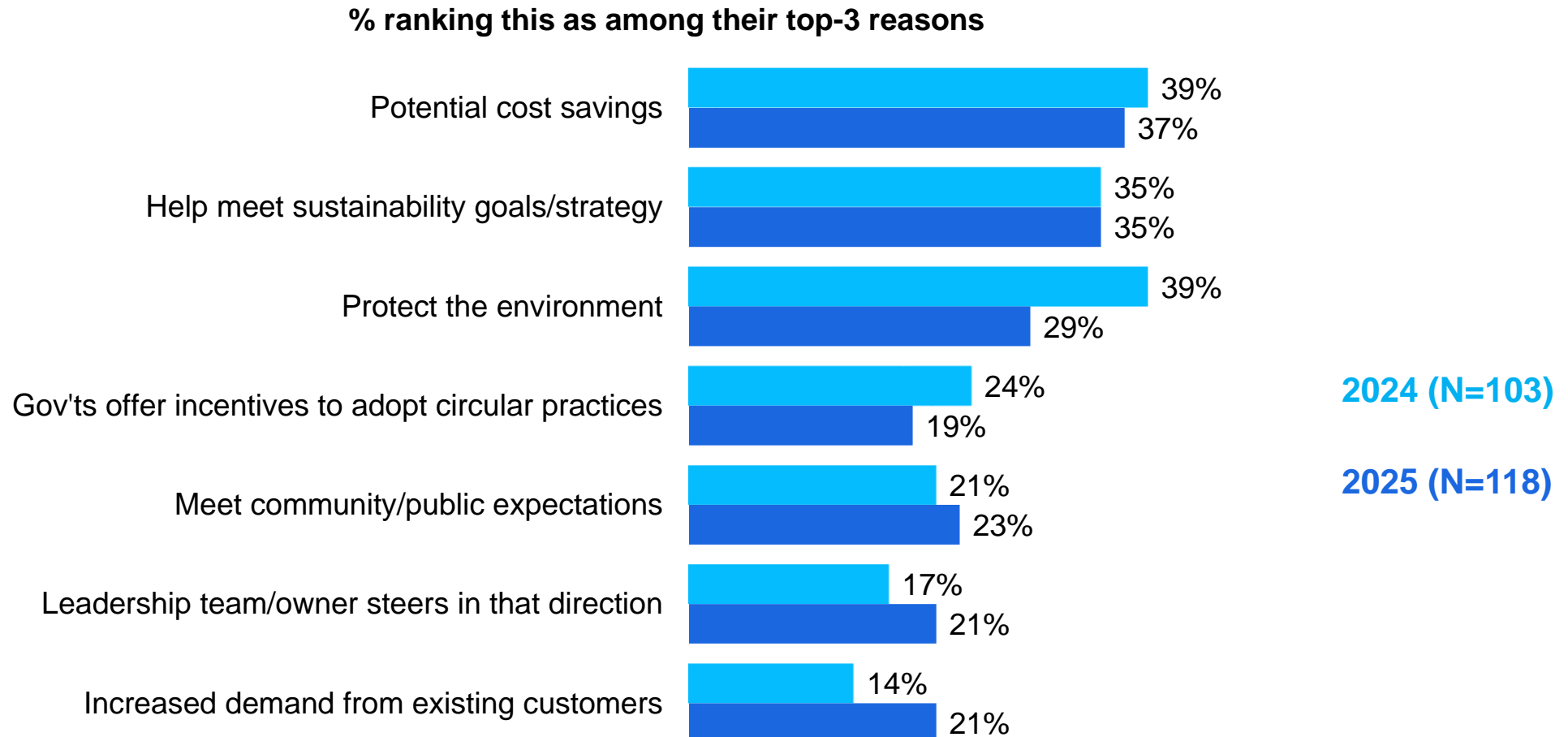
Q5. What are some of the key factors that might lead your organization to adopt more circular practices? (Base: All respondents, N=118)



Factors Leading to Adopting Circular Practices: Tracking

Respondents are less likely to be doing these things simply to protect the environment

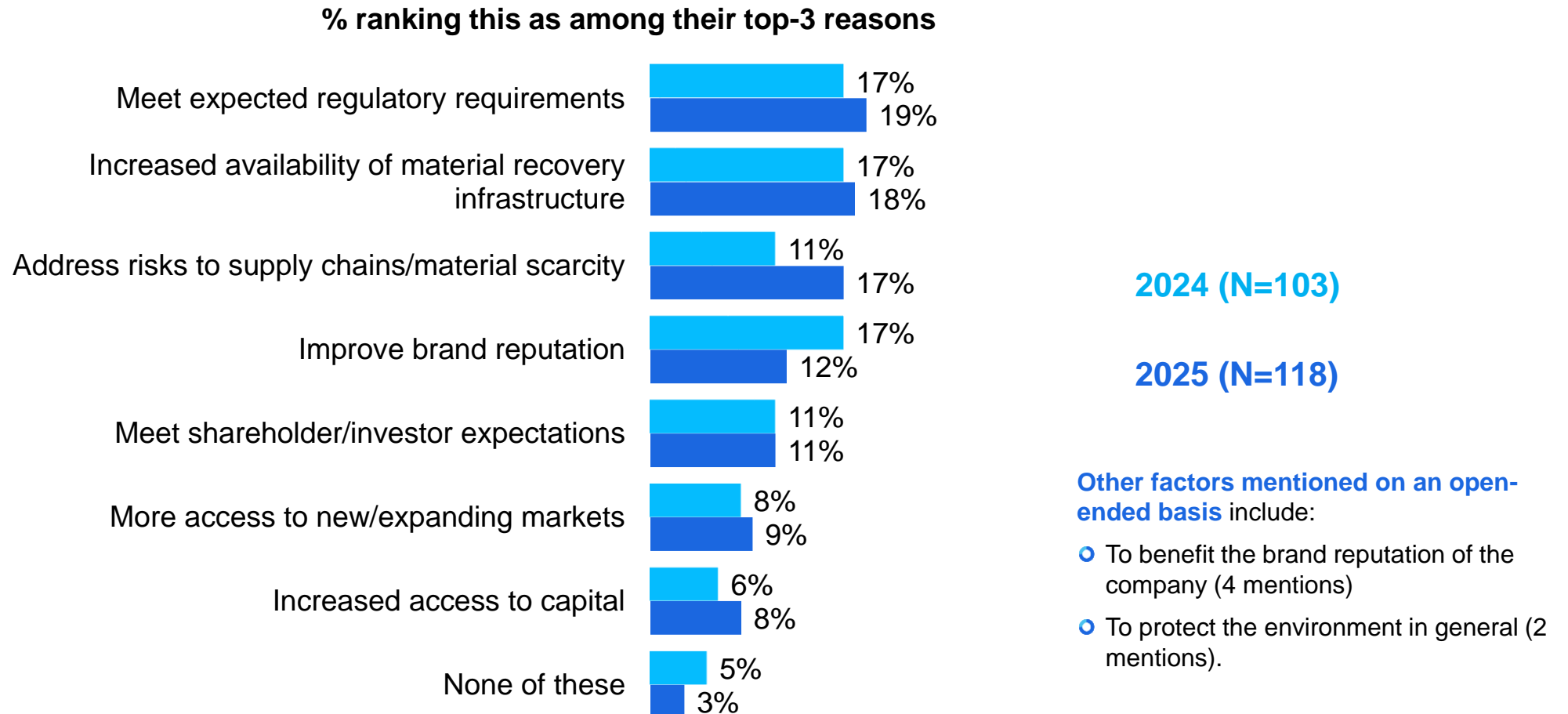
Q5. What are some of the key factors that might lead your organization to adopt more circular practices? (Base: All respondents)



Factors Leading to Adopting Circular Practices: Tracking (cont'd)

Respondents are slightly more likely to address risks to supply chains

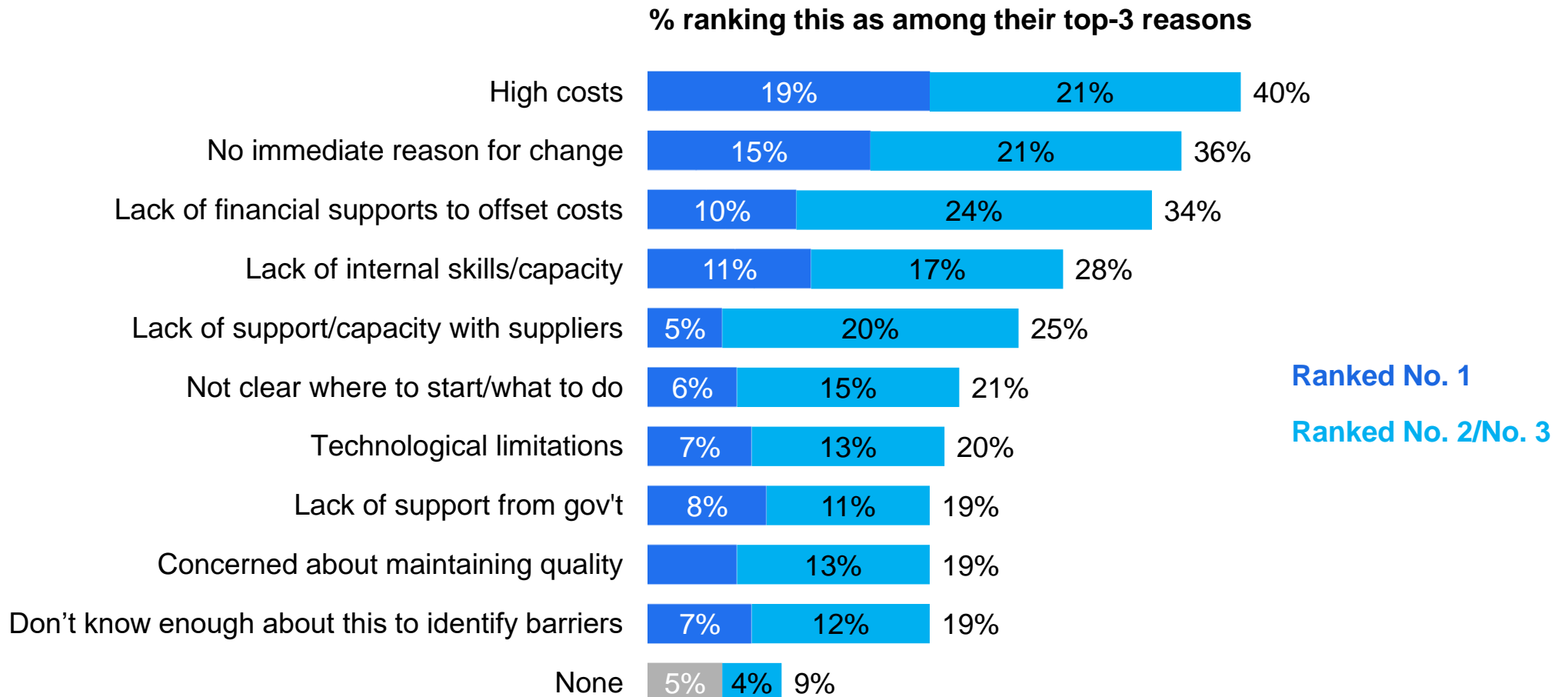
Q5. What are some of the key factors that might lead your organization to adopt more circular practices? (Base: All respondents)



Barriers to Adopting Circular Practices

High costs are perceived as the primary barrier to adoption

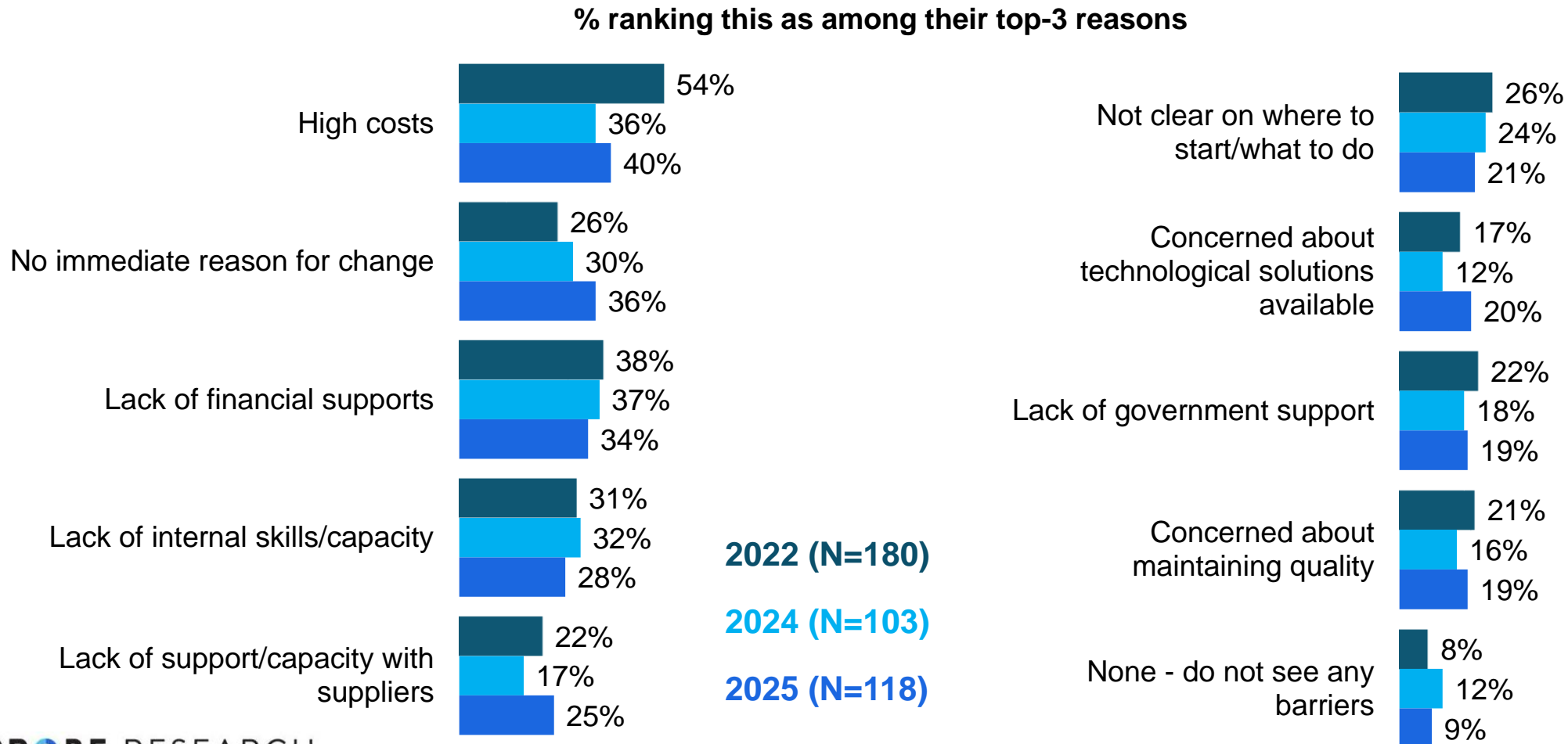
Q6. What do you think are the main barriers that could prevent your organization from adopting circularity practices? (Base: All respondents, N=118)



Barriers to Adopting Circular Practices: Tracking

The proportion who see no immediate reason to change continues to increase

Q6. What do you think are the main barriers that could prevent your organization from adopting circularity practices? (Base: All respondents)





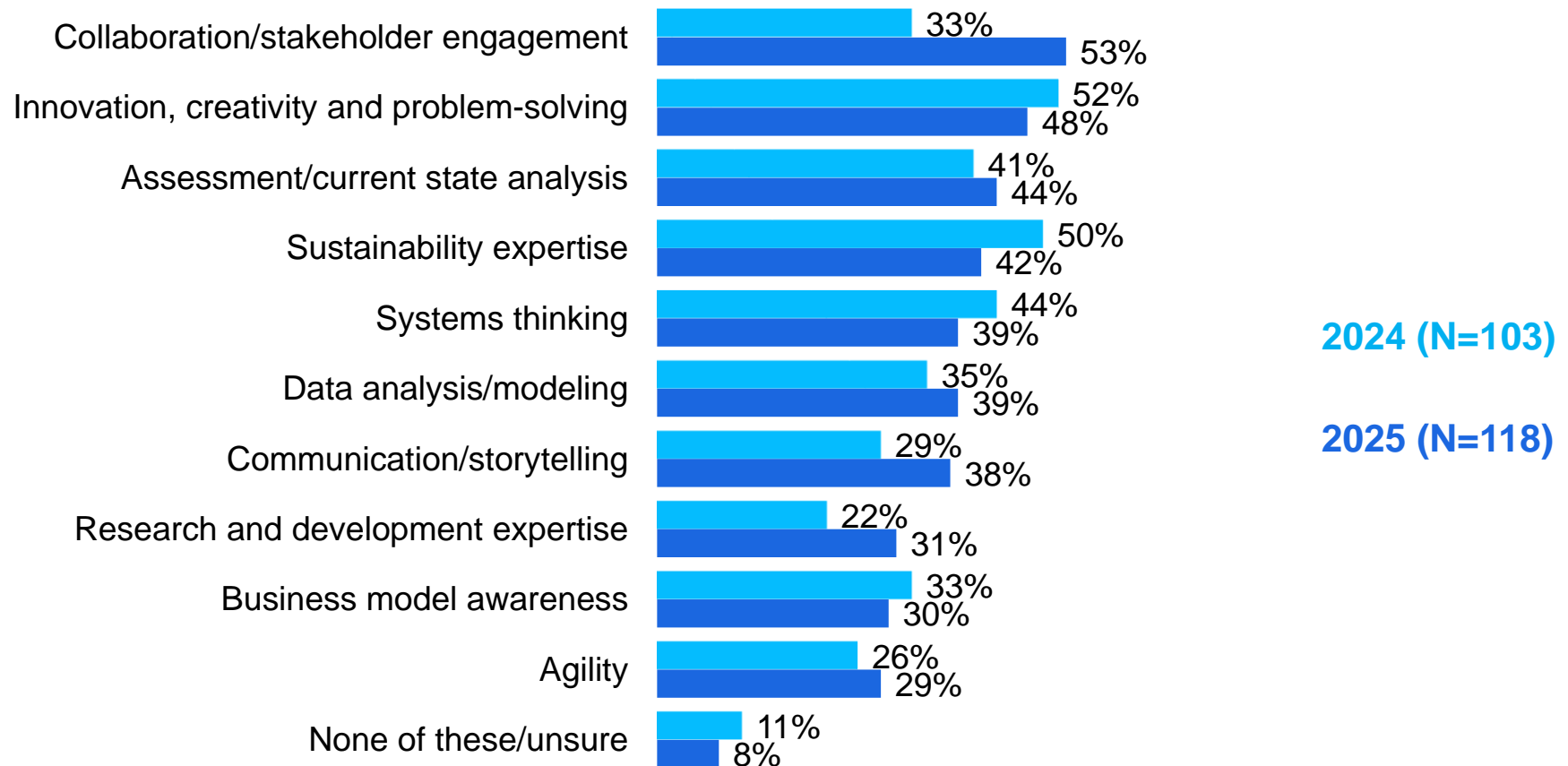
Training and Communication

Desired Skills/Competencies for Adopting Circular Practices

Respondents are more likely today to value the ability to collaborate with others

Q7. When you think about planning and implementing circular practices, which of the following employee skills or competencies, if any, do you think would be most important to your organization? (Base: All respondents)

*Multi-select, totals will exceed 100%

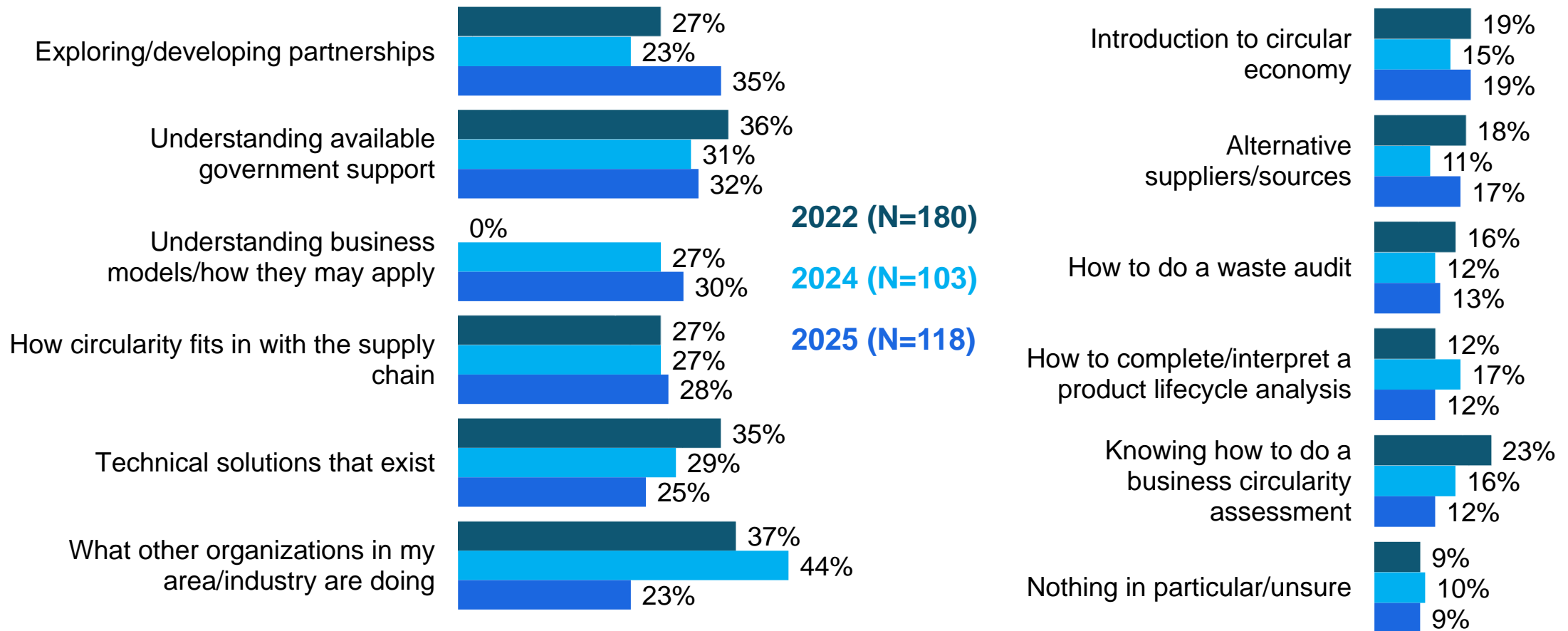


Useful Information for Implementing Circular Practices: Tracking

Respondents are more interested in developing partnerships, less concerned with what others do

Q8. What information would be most useful to you as you consider implementing circular practices in your organization? Please select up to three responses. (Base: All respondents)

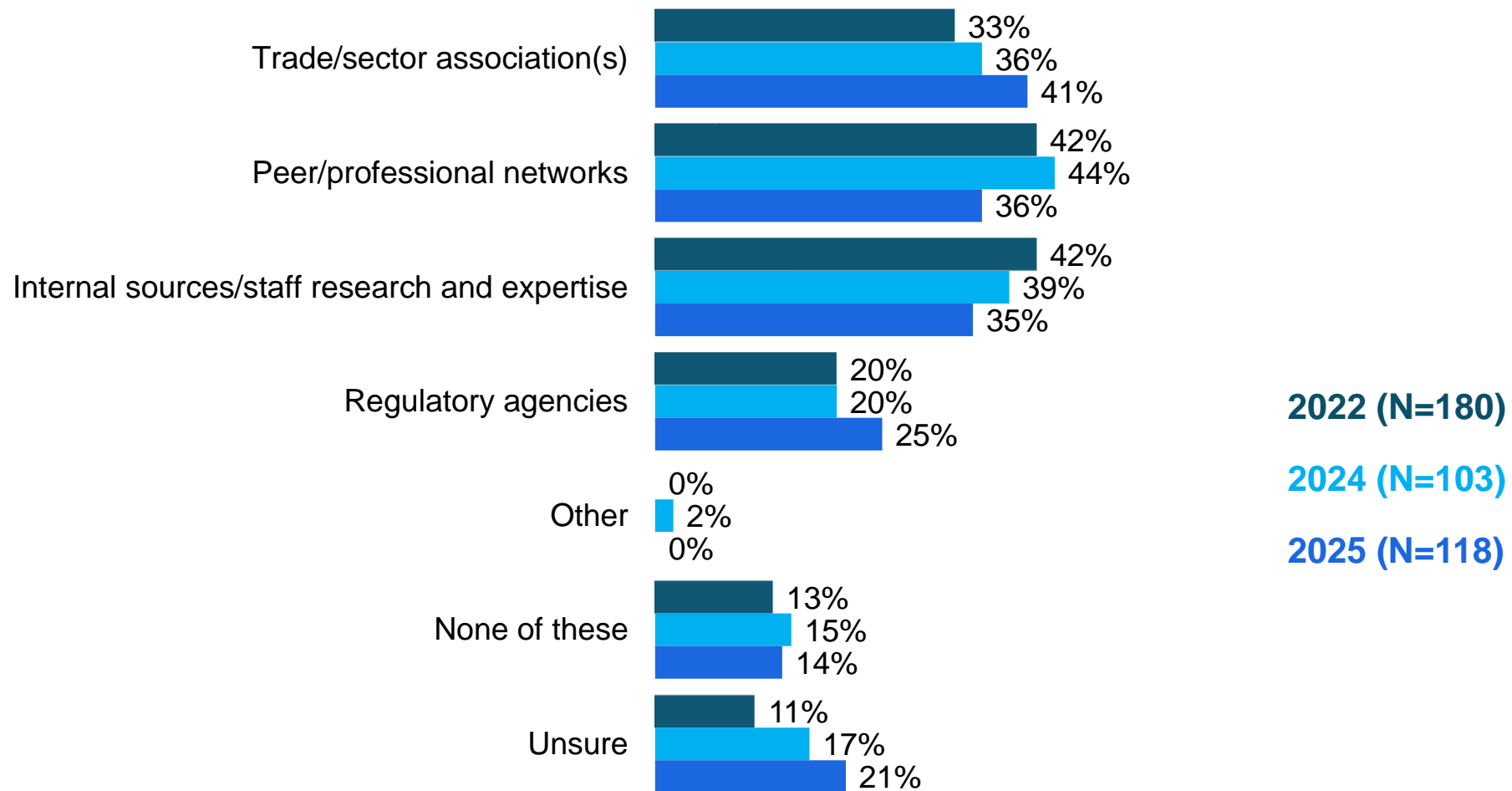
*Multi-select, totals will exceed 100%



Current Information Sources on Circular Practices: Tracking

Trade/sector associations are most likely to be the main source of information on circularity

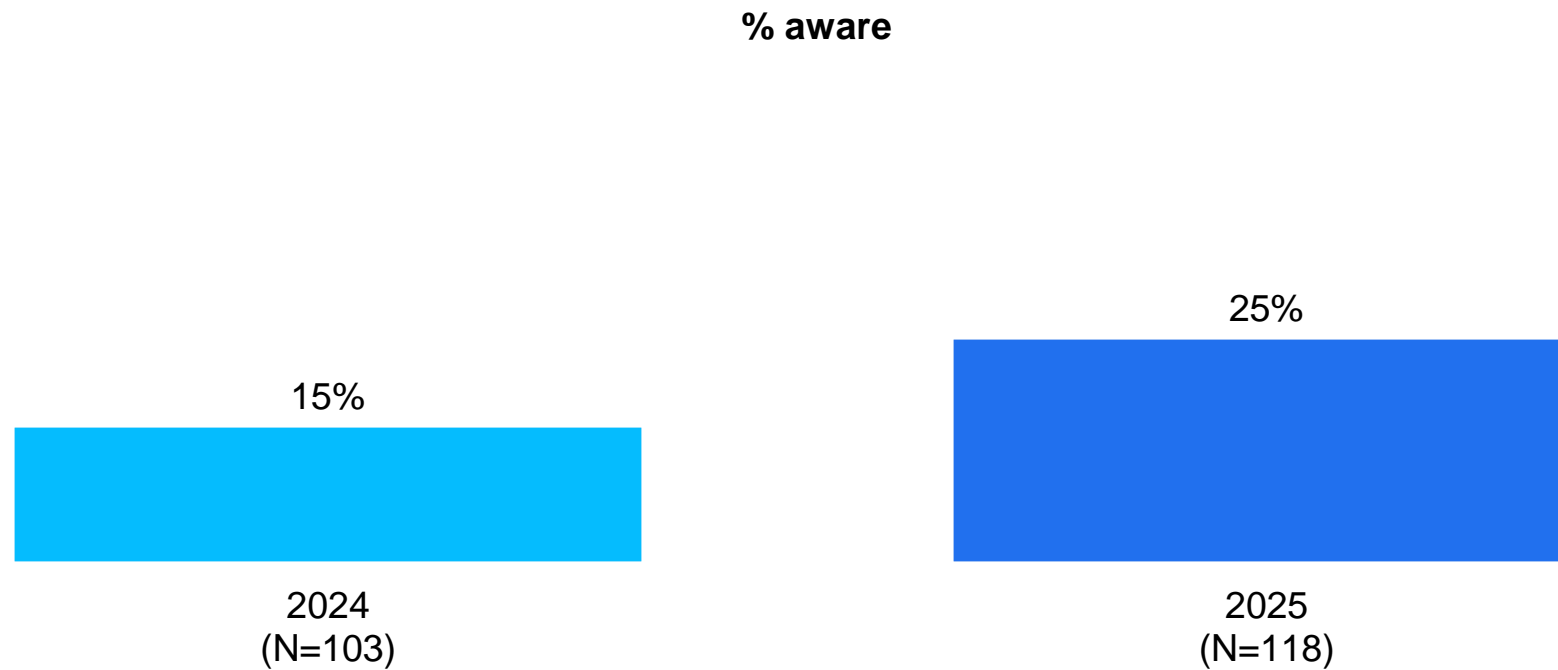
Q9. Where, if at all, does your organization currently get information about circularity and circular business practices? Please select all that apply. (Base: All respondents)



Awareness of Information on Supply Chain's Website

One-quarter are now aware that information about circularity can be found on the website

Q10. Before today, did you know that Supply Chain Manitoba has a section on its website that contains information and resources to help Manitoba businesses and organizations learn more about circularity concepts, practices and opportunities? (Base: All respondents)





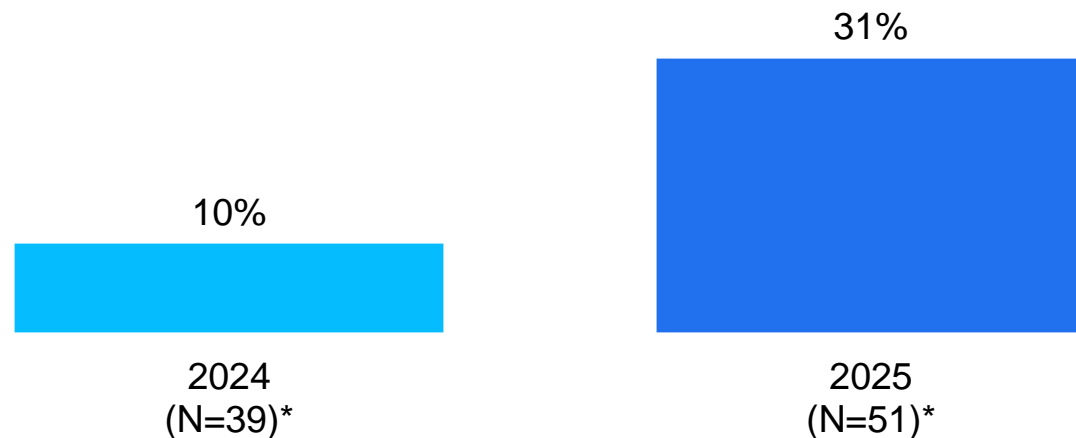
Circular Economy Jobs and Workforce Development

Incidence of Creating Jobs Involved in Implementing Circularity

A higher proportion of respondents track how many jobs are related to circularity practices

Q11. Does your organization specifically track the number of employees (jobs) in your company that are directly or indirectly involved in contributing to your company's implementation or management of circularity practices?

(Base: Those who currently incorporate circularity or are actively exploring how to do so)



*Caution: Small base size

Of the small number of respondents (N=16) who answered **yes** for this question:

- Six respondents indicate there are five or fewer positions within the company related to circularity.
- Four respondents indicate that between five and 20 jobs are in this vein.
- One respondent reported there are more than 100 positions within their organization that have been adapted to incorporate circular practices.
- Five are unsure or did not think any positions have been adapted to this end.

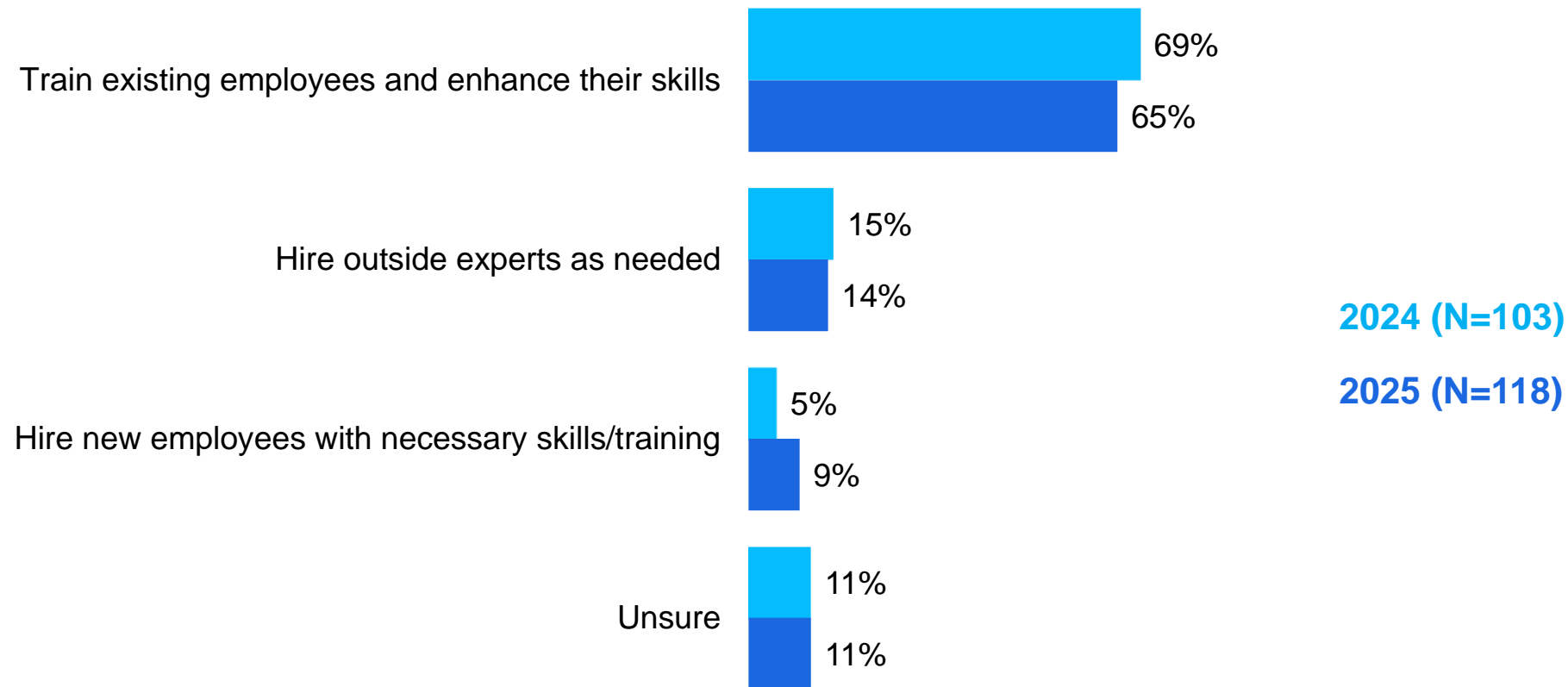
When it comes to **the number of new jobs created in the past 12 months** related to circularity...

- Six reported that five or fewer jobs were created.
- Three reported that more than five jobs were created.
- One respondent reported no jobs related to circularity were created.
- Six respondents were unsure.

Approach to Finding Required Skills/Workers: Tracking

Employers remain most likely to train up existing employees in this area

Q14. If your organization decided to adopt circular practices at some point in the future, how would you be most likely to find the skills and workers you would need? (Base: All respondents)

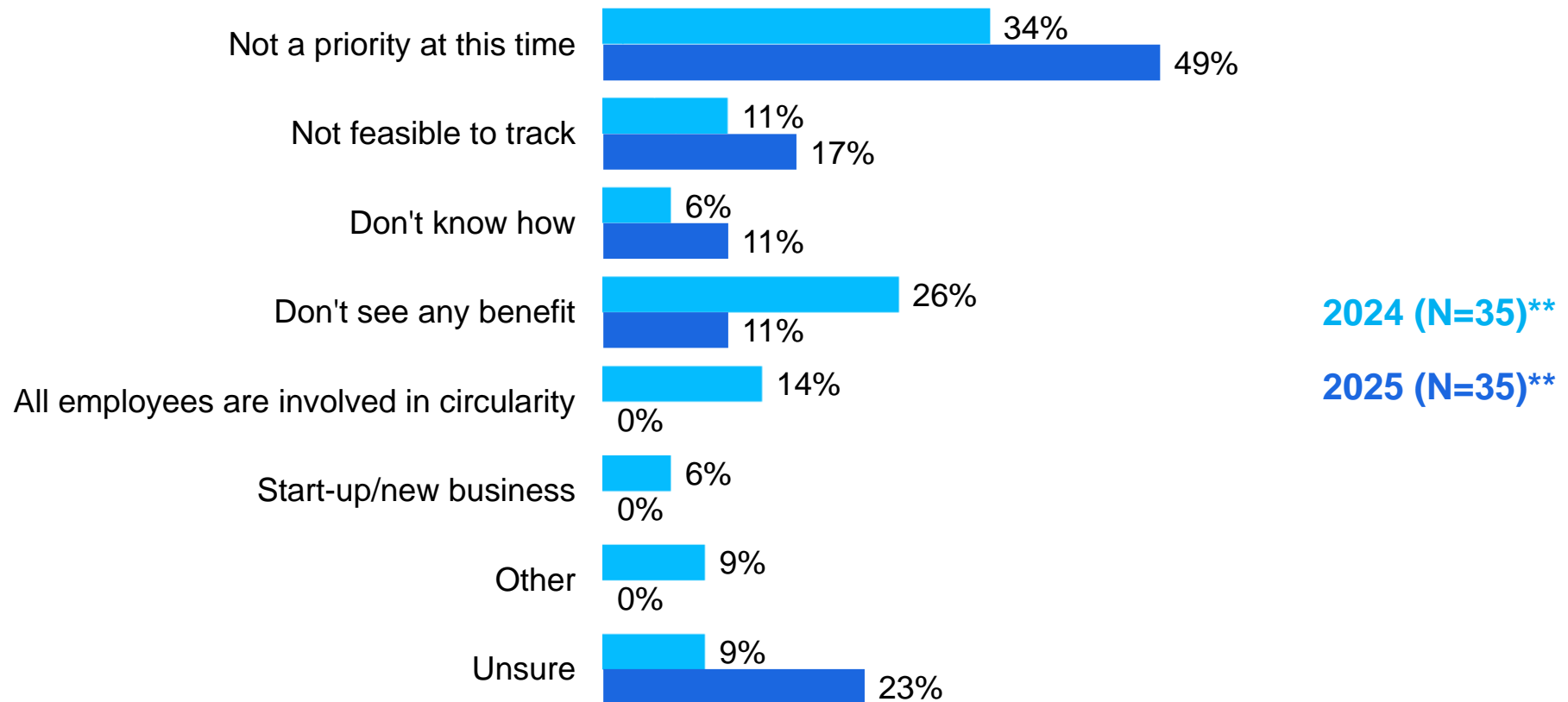


Reasons for Not Tracking Jobs Related to Circularity: Tracking

A higher proportion of respondents now report that circularity is not a priority right now

Q13. Why does your organization not track the number of jobs in your company that are directly or indirectly involved in circularity practices?
(Base: Those who do not track the number of jobs involved in circularity practices)

*Multi-select, totals will exceed 100%



**Caution: Small base size

Methodology and Profile of Respondents



Methodology

Probe Research was commissioned by Supply Chain Manitoba to conduct a survey of its stakeholders regarding circularity and the circular economy. This is the third year Supply Chain Manitoba has conducted this survey, with results of the 2022 and 2024 surveys included in this report for comparison purposes.

Probe Research designed this survey in consultation with Supply Chain Manitoba. It was available for completion online via three main channels:

- A survey link sent to an email list of Supply Chain Manitoba's clients.
- An open link available on Supply Chain Manitoba's website and provided through its newsletter, as well as by partner organizations.
- Workshops about circularity hosted by partner organizations.

A total of N=118 respondents completed the survey between December 6, 2024 and April 14, 2025. Because this is a sample of convenience, no margin of error can be ascribed.

Totals in this report may not add up to 100% due to rounding. Results of <2% are not shown in the graphs.

Profile of Respondents

	Total (N=118) (%)
Number of Employees	
<10	25
10-49	21
50-499	31
500+	24
Work Area	
Procurement	45
Ownership/executive/management	19
Design/engineering	10
Sales/marketing	5
Research and development	5
External advisor/consultant	5
Finance	2
Human resources	1

	Total (N=118) (%)
Company Revenue	
<\$1 million	31
\$1 million - <\$5 million	14
\$5 million - <\$20 million	23
\$20 million+	32
Job Title	
Owner/CEO/manager	53
Other	47
Location/Province	
Manitoba – Winnipeg	45
Manitoba – rural/northern	19
Saskatchewan	17
Multiple locations	3
Other	16