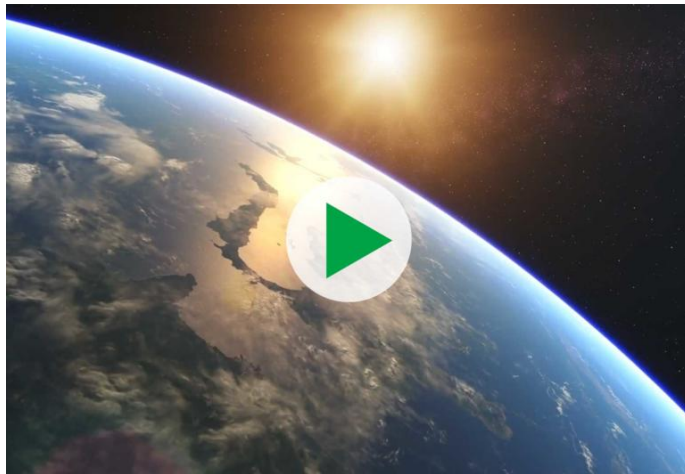


Home (/) / Circular Economy (/Programs/Circular-Economy)
/ Factor10 (/Programs/Circular-Economy/Factor-10)
/ Circular Metrics (/Programs/Circular-Economy/Factor-10/Metrics-Measurement)

Circular Transition Indicators (CTI)



(<https://youtu.be/9VSMLrRdAfM>)

The momentum to step away from a take-make-waste economic model is growing and we see both the private and public sectors to begin setting ambitious circular targets.

Transparency and alignment are critical to establishing a common language across industries and governments.

We use cookies to ensure you get the best experience on our website. By choosing to continue, you agree to our use of cookies. You can learn more about cookies on our [privacy policy page \(https://www.wbcsd.org/Overview/Privacy-Policy#cookies\)](https://www.wbcsd.org/Overview/Privacy-Policy#cookies).

Continue

For this reason, together with 26 of our members we have jointly developed a universal and consistent framework to measure circularity. The Circular Transition Indicators (CTI) is a simple, objective and quantitative framework that can be applied to businesses of all industries, sizes, value chain positions and geographies.

Built by business, for business, the CTI provides companies with a common language to use for internal decision-making and communicating to key stakeholders. The CTI, and its free online tool, are now available on these links: CTI report (<https://www.wbcds.org/cemmcti>), CTI tool (<https://www.ctitool.com/>).

The CTI tool

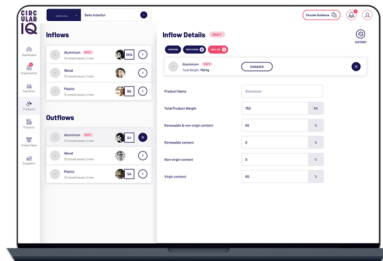
Digitization and smart software solutions enable companies to accelerate their transition towards the circular economy. We partnered with Circular IQ to

We use cookies to ensure you get the best experience on our website. By choosing to continue, you agree to our use of cookies. You can learn more about cookies on our privacy policy page (<https://www.wbcds.org/Overview/Privacy-Policy#cookies>).

develop the free online tool that supports and guides companies through the CTI process. The tool structures data, calculates the outcome and helps

Continue

companies to draw conclusions and formulate actions. It can support users to reach out to internal stakeholders or value chain partners for data requests that avoid confidentiality issues.



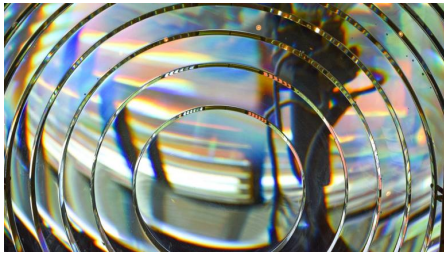
(<https://www.ctitool.com/>)

Click on image
(<https://www.ctitool.com/>)

We use cookies to ensure you get the best experience on our website. By choosing to continue, you agree to our use of cookies. You can learn more about cookies on our [privacy policy page \(https://www.wbcsd.org/Overview/Privacy-Policy#cookies\)](https://www.wbcsd.org/Overview/Privacy-Policy#cookies).

News & Resources

Continue



NEWS

19 May 2020

**New framework
accelerates
circular
transition
(/Programs/Circular
Economy/Factor-
10/Metrics-
Measurement/New**



INSIGHT

Carolien van Brunschot | 15
May 2020

**Putting
companies in
the driver's seat
to their circular
transition
(/Overview/News-
Insights/WBCSD-**



NEWS

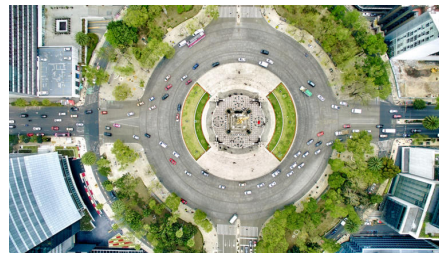
21 Jan 2020

**First self-
assessment
framework to
measure
business'
circular
performance
(/Programs/Circular**



PUBLICATION

21 Jan 2020



PUBLICATION

30 May 2018

We use cookies to ensure you get the best experience on our website. By choosing to continue, you agree to our use of cookies. You can learn more about cookies on our [privacy.policy.page \(https://www.wbcds.org/Overview/Privacy-Policy#cookies\)](https://www.wbcds.org/Overview/Privacy-Policy#cookies).

Continue

**Circular
Transition
Indicators V1.0 –
Metrics for
business, by**

**Circular Metrics
- Landscape
analysis
(/Programs/Circula
Economy/Factor-**

CTI Academy

The CTI Academy offers several services to learn more about the Circular Transition Indicators. Depending on your needs, availability and time, these are a few channels through which we can get you up to speed on what CTI is, how it works and how it can help your company.

We use cookies to ensure you get the best experience on our website. By choosing to continue, you agree to our use of cookies. You can learn more about cookies on our [privacy policy page \(https://www.wbcsd.org/Overview/Privacy-Policy#cookies\)](https://www.wbcsd.org/Overview/Privacy-Policy#cookies).

Continue



CTI Case Studies	Tutorial videos	Recorded webinar	Interactive webinar
(https://docs.wbcsd.org/2020/Factbook/2020/Factbook/10/Metrics-Measurement/Circular-transition-indicators/Videos)	(/Programs/Circular-transition-indicators/Videos)	(/Programs/Circular-transition-indicators/Videos)	(/Programs/Circular-transition-indicators/Videos)



Training for individuals	Training for companies	Continue
(/Programs/Circular-transition-indicators/Videos)	(/Programs/Circular-transition-indicators/Videos)	

We use cookies to ensure you get the best experience on our website. By choosing to continue, you agree to our use of cookies. You can learn more about cookies on our privacy policy page (<https://www.wbcsd.org/Overview/Privacy-Policy#cookies>).

Economy/Factor- 10/Metrics- Measurement/CTI- academy- Individual- training)	Economy/Factor- 10/Metrics- Measurement/CTI- academy- Company- workshop)
--	---

CTI implementation partners

To support companies in adoption of CTI into their strategy setting, we have trained experts in CTI that can help prepare and perform CTI assessments, as well as interpret the outcomes and translate them into action. The first group of service providers represent consulting companies within our own member base, but new trainings will be open for application to any service provider.

We use cookies to ensure you get the best experience on our website. By choosing to continue, you agree to our use of cookies. You can learn more about cookies on our [privacy policy page \(https://www.wbcd.org/Overview/Privacy-Policy#cookies\)](https://www.wbcd.org/Overview/Privacy-Policy#cookies).

Continue



Finding a CTI implementation partner

(https://docs.wbcsd.org/2020/01/WBCSD_CTI_Implementation_partners_guide.pdf)



Training for CTI implementation partners

(https://docs.wbcsd.org/2020/01/WBCSD_CTI_Implementation_partners_guide.pdf)

Economy/Factor-10/Metrics-Measurement/CTI-Implementation-partners)

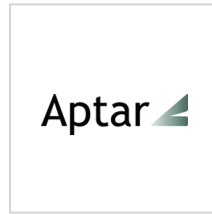
Working group members

We use cookies to ensure you get the best experience on our website. By choosing to continue, you agree to our use of cookies. You can learn more about cookies on our [privacy policy page](https://www.wbcsd.org/Overview/Privacy-Policy#cookies) (<https://www.wbcsd.org/Overview/Privacy-Policy#cookies>).

Continue



(<https://www.akzo.com>)



(<https://www.apta.com>)



(<https://www.arcelormittal.com>)



(<https://www.crh.com>)



(<https://www.dow.com/>)



(<https://www.dsm.com/>)



(<https://www.greif.com/>)



(<https://www.iff.com/>)



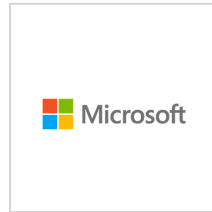
(<https://home.kpmg.com>)



(<https://www.lafargeholcim.com/>)



(<https://www.michelin.com/>)



(<https://www.microsoft.com/>)



(<https://www.novartis.com/>)



(<https://www.philips.com/>)



(<https://www.pwc.com/>)



(<https://www.rabobank.com/>)



(<https://www.sabik.com/>)



(<https://www.scg.com/>)



(<https://www.shell.com/>)



(<https://www.simsmm.com/>)



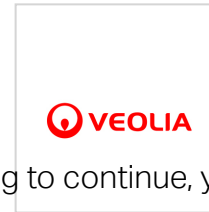
(<https://www.solvay.com/>)



(<https://www.storaenso.com/>)



(<https://www.suez.com/>)



(<https://www.veolia.com/>)



(<https://www.whirlpool.com/>)

We use cookies to ensure you get the best experience on our website. By choosing to continue, you agree to our use of cookies. You can learn more about cookies on our privacy policy page (<https://www.whcsd.org/Overview/Privacy-Policy#cookies>).

Continue

members/Members/Whirlpool)

Quotes



Today marks an important milestone for businesses of all sizes that want to accelerate their circularity performance. The measurement today, is bringing together intelligence from circular leaders to help circularity efforts at company level in a unified way. A great achievement initiative to ensure we meet future demand within the planetary boundaries.

Frans van Houten

CEO, Philips

Circular Transition Indicators (CTI)

The CTI tool

News & Resources

CTI Academy

CTI implementation partners

Quotes

We use cookies to ensure you get the best experience on our website. By choosing to continue, you agree to our use of cookies. You can learn more about cookies on our [privacy policy page \(https://www.wbcsd.org/Overview/Privacy-Policy#cookies\)](https://www.wbcsd.org/Overview/Privacy-Policy#cookies).

Continue

Contacts



(/Overview/About-
us/Our-
team/Geneva/Brendan-Edgerton)

Brendan Edgerton
(/Overview/About-
us/Our-
team/Geneva/Brendan-Edgerton)

Director, Circular Economy



(/Overview/About-
us/Our-
team/Geneva/Carolien-Van-Brunschot)

Carolien Van Brunschot
(/Overview/About-
us/Our-
team/Geneva/Carolien-Van-Brunschot)

Manager, Circular Economy



(/Overview/About-
us/Our-
team/Geneva/Elena-Giotto)

Elena Giotto
(/Overview/About-
us/Our-
team/Geneva/Elena-Giotto)

Associate, Circular Economy



(/Overview/About-
us/Our-
team/Geneva/Irene-Gedeon)

Irene Gedeon
(/Overview/About-
us/Our-
team/Geneva/Irene-Gedeon)

Lead, Circular Economy & Plastics Communication

We use cookies to ensure you get the best experience on our website. By choosing to continue, you agree to our use of cookies. You can learn more about cookies on our [privacy policy page \(https://www.wbcsd.org/Overview/Privacy-Policy#cookies\)](https://www.wbcsd.org/Overview/Privacy-Policy#cookies).

Continue



(/)

Copyright © 2020

World Business Council for Sustainable Development

All rights reserved |

Privacy Policy (/Overview/Privacy-Policy)

Follow us

([https://www.linkedin.com/company/41533?](https://www.linkedin.com/company/41533?trk=pro_other_cmpy)

(<https://twitter.com/wbcasd>) (<https://www.facebook.com/wbcasd>) (<https://www.youtube.com/watch?v=UICKP4R6pdc&list=PLXeb9jGKFA>)

trk=pro_other_cmpy)

Links

We use cookies to ensure you get the best experience on our website. By choosing to continue, you agree to our use of cookies. You can learn more about cookies on our [privacy policy page](https://www.wbcasd.org/Overview/Privacy-Policy#cookies) (<https://www.wbcasd.org/Overview/Privacy-Policy#cookies>).

Careers (/Overview/Careers)
Our offices (/Overview/About-us/Our-offices)

Continue

RSS (/RSS-feed)

Contact

MAISON DE LA PAIX
Chemin Eugène-Rigot, 2B
Case Postale 2075
CH-1211, Geneva 1

Tel: +41 (22) 839 3100

How to find us (/Overview/About-us/How-to-find-us)

We use cookies to ensure you get the best experience on our website. By choosing to continue, you agree to our use of cookies. You can learn more about cookies on our [privacy policy page \(https://www.wbcd.org/Overview/Privacy-Policy#cookies\)](https://www.wbcd.org/Overview/Privacy-Policy#cookies).

Continue