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Circulytics - measuring circularity

Circulytics® is the most comprehensive circularity measurement tool for companies

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Circulytics - Measuring your transition to circularity



Circulytics supports a company's transition towards the circular economy, regardless of industry, complexity, and size. Going beyond assessing products and material flows, this company-level measuring tool reveals the extent to which a company has achieved circularity across its entire operations. It does this by using the widest set of indicators currently available: enablers and outcomes. Circulytics:

- **Measures** a company's entire circularity, not just products and material flows

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- **Supports** decision making and strategic development for circular economy adoption
 - **Demonstrates** strengths and highlights the areas for improvement
 - **Provides** optional transparency to investors and customers about a company's circular economy adoption
 - **Delivers** unprecedented clarity about circular economy performance, opening up new opportunities to generate brand value with key stakeholders

The Circulytics indicators have been developed by the Foundation in collaboration with 13 Strategic Partners and member companies, and have been tested by over [30 companies](#) during 2019. When creating Circulytics, we sought alignment with other circular economy related initiatives, which will be in 'other tools' as they become available.

Circulytics 1.0 has now closed.

Circulytics 2.0 will **launch on 28 October**. You can register to the online launch event on the [Online events](#) tab.

Circulytics 2.0 will have

- a better user experience
- more intuitive measurement indicators
- benchmarks across more industries
- a fully comprehensive picture of your company's circular economy performance

Circulytics 1.0 closed on 31st August 2020 and we are no longer accepting new submissions.

If you have already been given a Circulytics 1.0 account, we will send you new login details to access Circulytics 2.0 in October.

If you have not yet created an account, please register and we will send your login details in October.

Register your company

Apply to participate



Once your reporter's details have been submitted, they will be provided with access and a secure link to the Circulytics survey platform, along with their unique log-in. After submitting the required

qualitative and quantitative data in the survey platform, companies will receive a bespoke company scorecard, which features a comprehensive breakdown of their results and an [overall circularity score](#). The insights generated in this scorecard help companies identify opportunities to design out waste, keep materials and products in use, and generate environmental benefits.

Please note that the Ellen MacArthur Foundation does not validate the submitted data, nor does it endorse companies which have received a score card.

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The Ellen MacArthur Foundation works in Education & Training, Business & Government, Insight & Analysis, Systemic Initiatives and Communications to accelerate the transition to a circular economy.

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