

Circulytics - Measuring your transition to circulari	ty

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

- 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



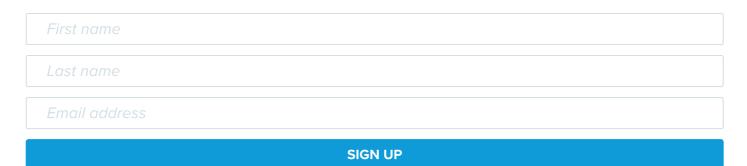
Once your reporter's details have been submitted, they will be provided with access and a secure link to the Circulytics survey platform, along with their unique log-in. After submitting the required

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.

# ΒΑСΚ ΤΟ ΤΟΡ

## SIGN UP TO OUR NEWSLETTER



## STRATEGIC PARTNERS OF THE ELLEN MACARTHUR FOUNDATION



#### **OUR STORY**

#### **CIRCULAR ECONOMY**

**OUR WORK** 

JOBS

#### PUBLICATIONS

### **CASE STUDIES**

NEWS

POLICIES

#### LANGUAGES

#### CONNECT

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

> Charity Registration No.: 1130306 OSCR Registration No.: SC043120 Company No.: 6897785 Ellen MacArthur Foundation ANBI RSIN nummer: 8257 45 925

 $\ensuremath{\mathbb{C}}$  Copyright 2017 Ellen MacArthur Foundation. All Rights Reserved