



CIRCULYTICS®



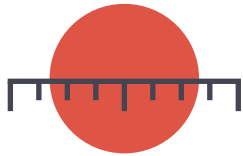
ELLEN MACARTHUR
FOUNDATION

Circulytics 2.0

KEY BENEFITS OF CIRCULYTICS



Empowers your business strategy development, allowing your business to fully realise opportunities to generate revenue, design out waste, keep materials and products in use, and generate environmental benefits



Provides comprehensive tracking of company progress against key measures



Delivers unprecedented clarity about circular economy performance, opening up new opportunities to generate brand value with key stakeholders

Circulytics is now the **most comprehensive tool available in the world** for measuring the circular economy performance of companies, informing their decision making and guiding their circular economy strategies.

Businesses are at the heart of the transition from a linear to a circular economy. Companies all around the world are recognising the economic opportunities that the circular economy presents and the critical solutions it provides to global issues. By gaining access to the right data through Circulytics, companies are in the best possible position to make the right strategic decisions quicker.

Circulytics is a tool that helps companies understand the true extent of their circular economy performance, with supporting insights and commentary from the Ellen MacArthur Foundation.

The three principles of a circular economy are: design out waste and pollution, keep products and materials in use, and regenerate natural systems.


Some of the most successful circular economy companies are those that adopt a diverse set of features that help to enable the transition, such as embedding circular economy principles into the heart of corporate strategy and committing to circular innovation.

To identify the steps needed to become fully circular as a business requires a deep understanding of the company's existing circular economy performance, in areas such as material flows and services.

Without the ability to accurately quantify the circular economy performance of a business, companies have found it difficult to measure the success of their circular economy initiatives, identify the immediate areas for improvement, and how to gauge progress year on year.

Data that reveals the extent of a company's circular economy performance can be used as a motivating force to drive a faster, fuller adoption of circular economy principles.





Circulytics® measures the circular economy performance of a company's entire operations, using a comprehensive set of indicators. It measures this in two main ways: Enablers and Outcomes.

1

CATEGORY 1: ENABLERS**The critical aspects to enable company-wide transformation****STRATEGY AND PLANNING**

Have you placed the circular economy at the heart of your strategy?

PEOPLE AND SKILLS

Have you employed people with the skills required to transition to a circular business model?

OPERATIONS

Have you invested sufficiently in your systems, processes, and assets to support the change?

INNOVATION

Are you innovating towards new circular economy products, systems or services?

EXTERNAL ENGAGEMENT

Are you promoting your circular economy initiatives and influencing those in your business sphere, such as clients or your supply chain?

Companies that undertake this process will receive a report featuring a circularity score alongside tailored insights and commentary from the Ellen MacArthur Foundation.*

2

CATEGORY 2: OUTCOMES**Measuring how circular a company is today****PRODUCTS AND MATERIALS**

Are the materials you procure and the products you design supporting a circular economy?

SERVICES

Are the services you provide supporting a circular economy?

PLANT, PROPERTY, AND EQUIPMENT ASSETS

Are you procuring and decommissioning your plant, property, and equipment assets in ways that support a circular economy?

WATER

If you operate in a water-intensive industry, are you using water in a circular way?

ENERGY

Are you procuring renewable energy and (if you are an energy provider) producing renewable energy to support a circular economy?

FINANCE

If you are a financial institution, are you intentionally financing companies and projects that support a circular economy?

*Due to capacity, we limit commentary to companies in the Ellen MacArthur Foundation's Network, and companies with over 1bn USD annual revenue.

Why should companies use it?

Demonstrates strengths and areas for improvement

Measures the entire company's circular economy performance - not just its products and material flows

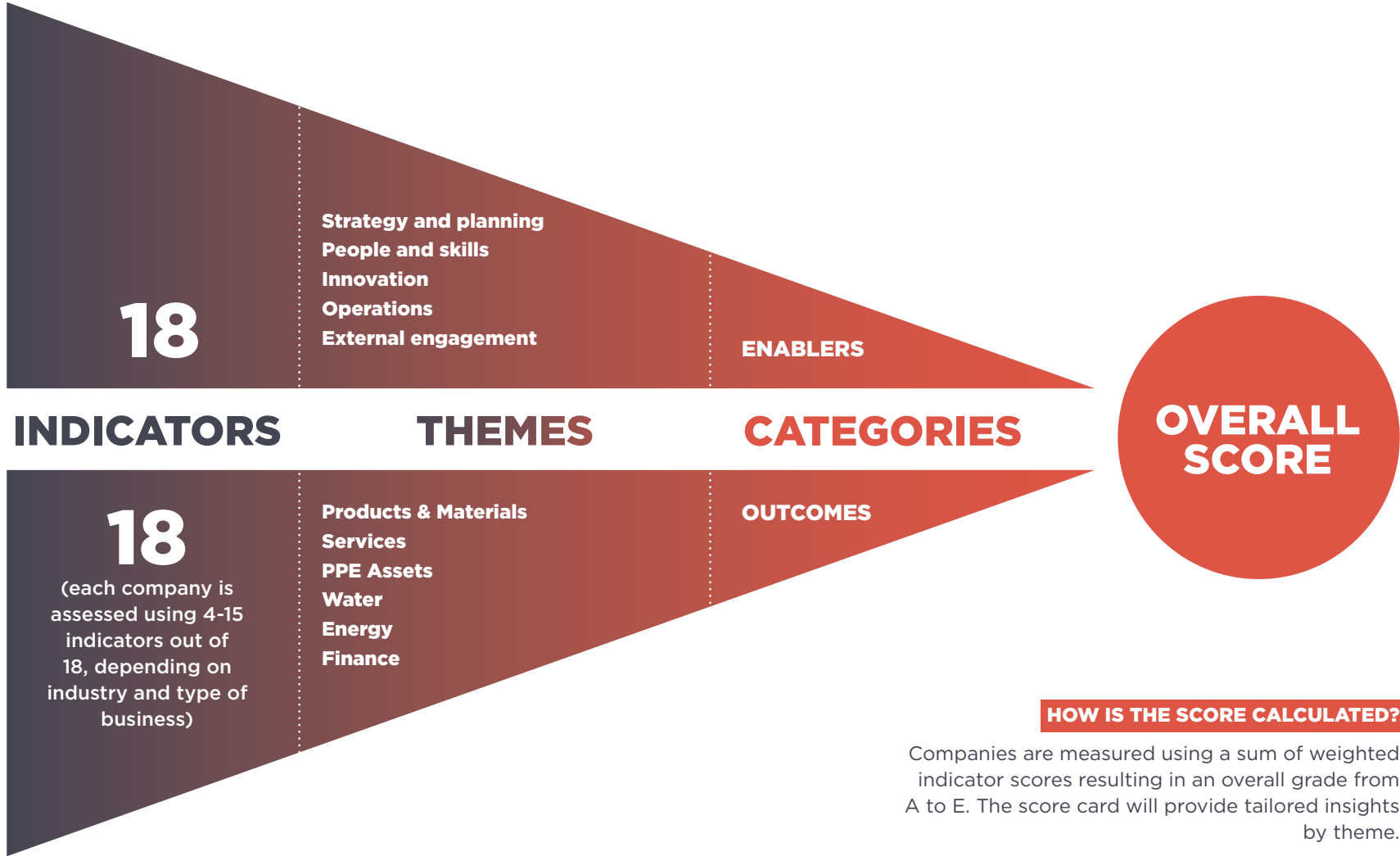
Uses the widest set of indicators currently available for measuring circular economy performance

Supports decision making and strategy development for circular economy adoption

Includes analyst commentary from the Ellen MacArthur Foundation*, the world leader in circular economy thinking

Provides transparency to investors and customers about a company's circular economy adoption - if the company chooses to publish it

Presents an opportunity to become an inspiring case study for the Ellen MacArthur Foundation to promote



WHO IS BEHIND IT?

Circulytics has been developed by the Ellen MacArthur Foundation's in-house Data and Metrics team. The Foundation is a UK-registered charity with the mission to accelerate the transition to a circular economy.

Circulytics plays a critical role in driving business adoption of circular economy practices globally by empowering strategic decision making, providing a means to track progress, and generating opportunities to communicate success. To ensure usefulness and relevance, the Foundation consulted a number of companies and academic institutions who provided feedback throughout the process.

**WHY DID THE ELLEN MACARTHUR FOUNDATION LAUNCH THIS TOOL?**

The Ellen MacArthur Foundation is an independent charity. As such, our work is purely guided by our ambition to create a world in which we all thrive.

Our mission is to accelerate the transition to a circular economy and we understand that measurement is a crucial tool to help support strategic change.

The Foundation is known for its rigorous analysis that continues to generate in-depth understanding on the opportunities of the circular economy. We have harnessed the evidence generated in the last decade of the Foundation's work on circular economy and incorporated insights from our latest projects to ensure Circulytics is at the cutting edge of research. The Foundation has been working on measuring circular economy performance by companies since 2013, most notably launching the Material Circularity Indicator in 2015 in collaboration with Granta Design.

www.circulytics.org



CIRCULTYRICS[®] is now the most comprehensive company-level circularity measurement tool in the world

