Circulytics is now the most comprehensive circularity measurement tool available in the world, capable of measuring the full circularity of a business to allow comprehensive decision making and to guide circular economy strategies.

Businesses sit at the heart of leading the transition from a linear to a circular economy. Companies around the world are recognising the business opportunities that the circular economy presents and the critical solutions it provides. With the right data 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 circularity, with supporting insights and commentary from the Ellen MacArthur Foundation.

**KEY BENEFITS OF CIRCULYTICS**

- Empowers your business strategy development 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
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 companies are those who adopt a diverse set of features that help to enable the transition, such as embedding circular principles into the heart of corporate strategy and committing to circular innovation.

To identify how to be fully circular also requires a deep understanding of a company’s existing outcomes from adopting circular principles, such as material flows and services, and how to make the necessary improvements to drive a successful transition to circularity.

To understand this success is currently an opaque process. To date, there has been no way to comprehensively measure circularity.

This inability to accurately quantify the circularity of a business has meant that companies have found it difficult to measure the success of their circular initiatives, the immediate areas for improvement, and how to gauge circular progress year on year.

Data that reveals the extent of a company’s circularity can be used as a motivating force to drive a faster, fuller adoption of circular economy principles.
CIRCULYTICS™ is a new tool that reveals the extent to which a company has achieved circularity across its entire operations using a comprehensive set of indicators. We measure circularity in two main ways: enablers and outcomes.
INPUTS
Are the materials and energy used in your business processes supporting a circular economy?

OUTPUTS
Are the products and services you produce supporting a circular economy?

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

*Depending on demand, we may limit analyst commentary to publicly traded companies and companies above a certain size.
Demonstrates strengths and areas for improvement

Measures the entire company’s circularity - not just its products and material flows

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

Uses the widest set of indicators currently available for measuring circularity

Supports decision making and strategy development for circular economy adoption

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

Why should companies use it?
Companies are measured using a sum of weighted indicator scores resulting in an overall grade from A+ to E. The score card will provide tailored insights by theme.
WHO IS BEHIND IT?
Circulytics has been developed by the inhouse Data and Metrics team of the Ellen MacArthur Foundation. The Foundation is a UK-registered charity whose mission is to accelerate the transition to a circular economy.

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

WHY IS THE ELLEN MACARTHUR FOUNDATION LAUNCHING 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 for companies since 2013, most notably launching the Material Circularity Indicator in 2015 in collaboration with Granta Design.

www.ellenmacarthurfoundation.org
CIRCULYTICS™ is now the most comprehensive company-level circularity measurement tool in the world