

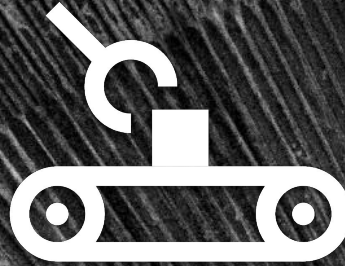


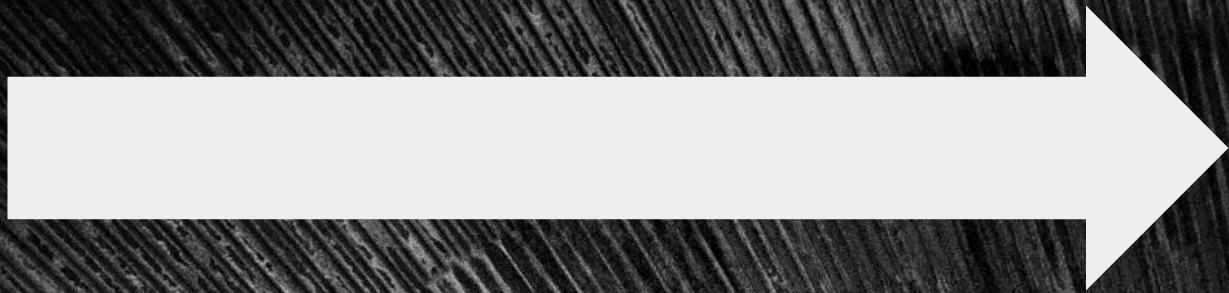
**ELLEN  
MACARTHUR  
FOUNDATION**

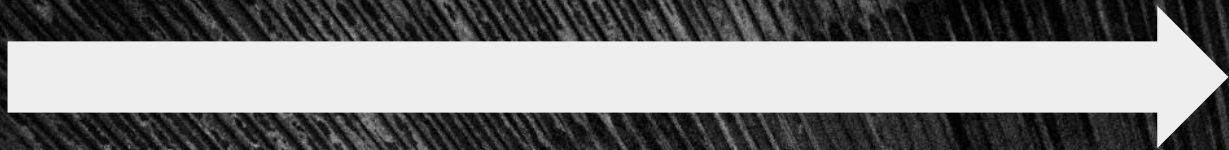


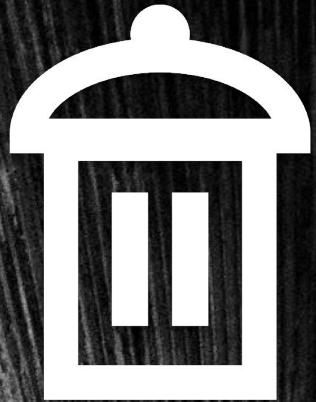
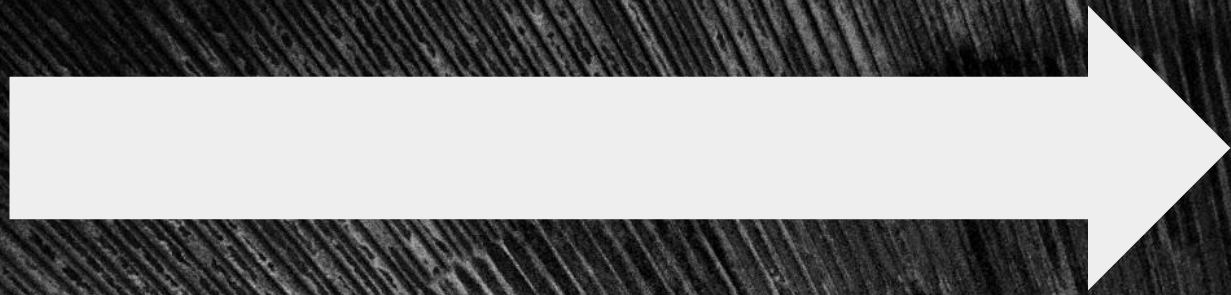
***What is the  
circular economy?***

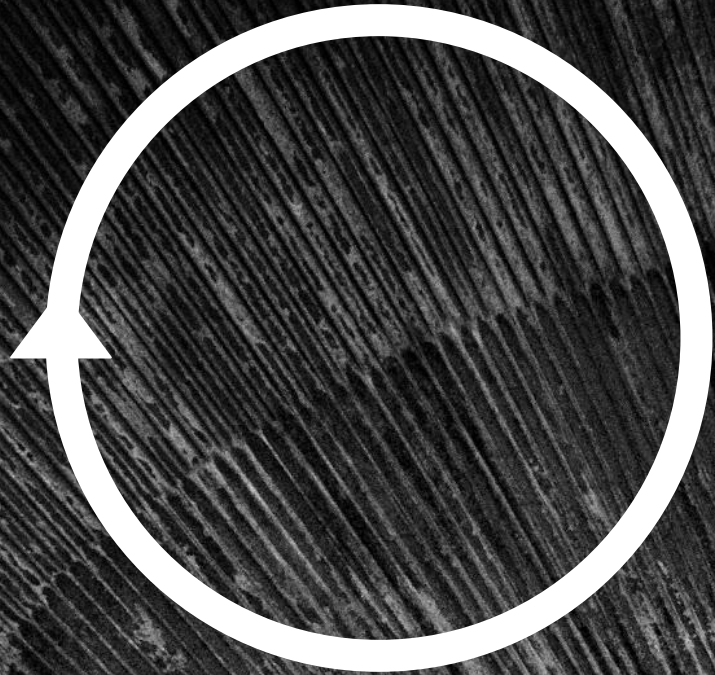
# The linear economy











# The three principles of a circular economy



Design out  
waste and  
pollution



Keep products  
and materials  
in use

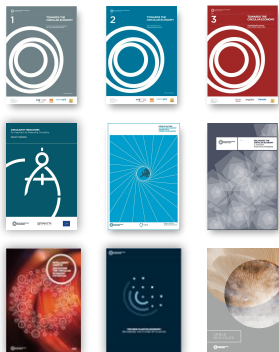


Regenerate  
natural  
systems



# Accelerating the transition to circular economy

## Insight & Analysis



## Systemic Initiatives



**NEW  
PLASTICS  
ECONOMY**



MAKE  
FASHION  
CIRCULAR

**Food  
Initiative**

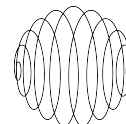
## Network - Business, Public sector, Thought leaders



## Learning & Design



## Communication



**CIRCULATE**





“Moving to a **circular economy** requires businesses to rethink everything they do. As we are making this transition, **Circulytics** will help us to pinpoint where we have more to do.”

- **Alan Jope, CEO, Unilever**



## The most comprehensive circular economy measurement tool available for businesses

- Empowers strategy development
- Provides comprehensive tracking
- Delivers unprecedented clarity about circular economy performance

Circulytics is available for free for any company via an online platform



## Since launching in January 2020

**485**

Companies signed up since launch

**121**

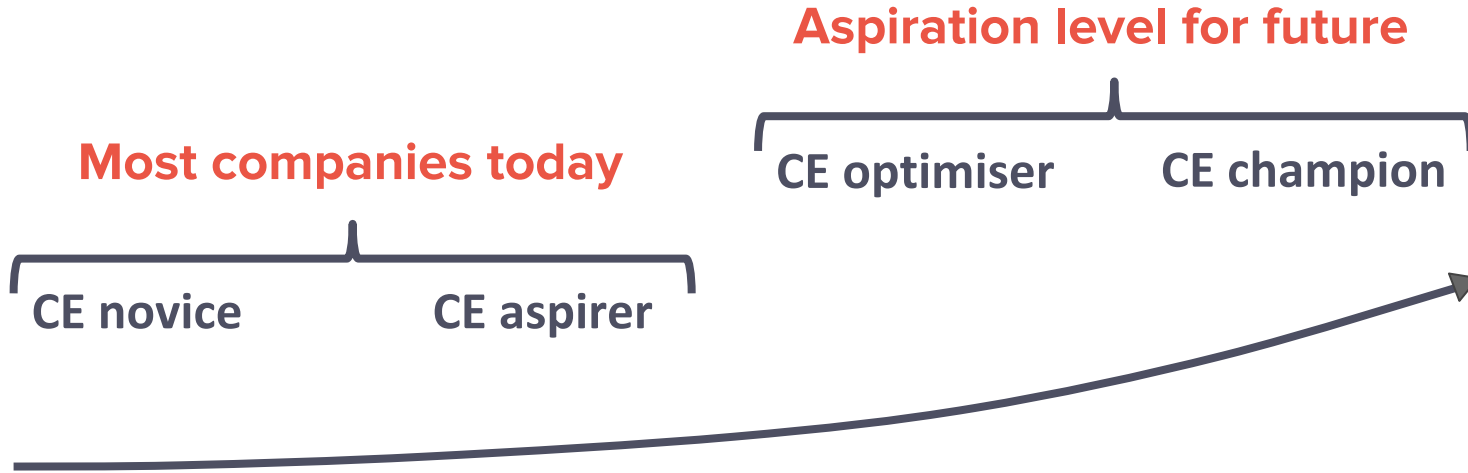
Companies with >1bn USD annual revenue

**77%**

Are companies outside the EMF network



# Most companies are early in their path to circularity...



## ... so we want to highlight proactive efforts as well as the actual 'circularity'

### Enablers

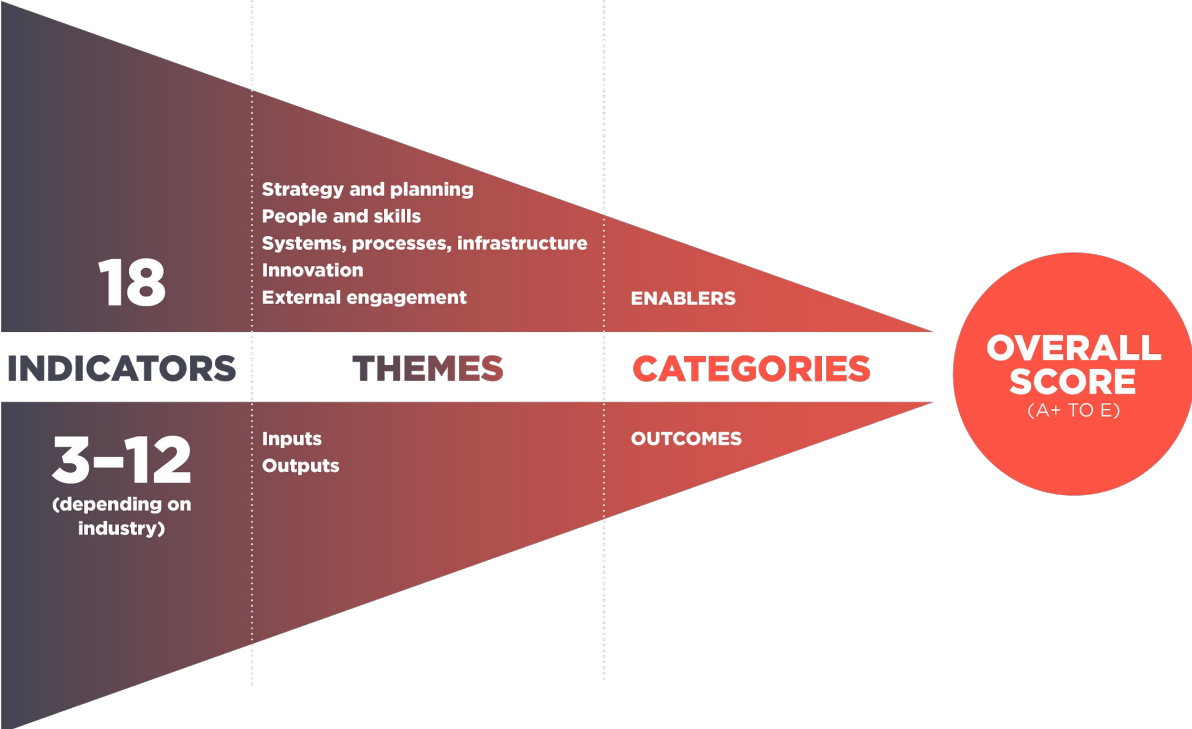
- The **underlying enablers** for circular transition
- Insight into the **future 'circular potential'**

### Outcomes

- The **real-life results** of circularity related efforts
- **Snapshot** of the **circularity** of material flows and business model

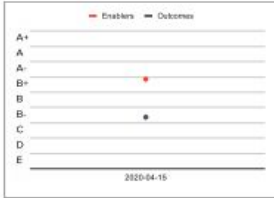


# We use weighted averages to go from indicators to overall score





Score history



EMF analyst commentary

Near to a great forest there lived a poor woodcutter with his wife and his two children. The boy's name was Hansel and the girl's name was Gretel. He had but little to eat, and once, when a great famine came to the land, he could no longer provide even their daily bread. One evening as he was lying in bed worrying about his problems, he sighed and said to his wife, "What is to become of us? How can we feed our children when we have nothing for ourselves?" "Man, do you know what?" answered the woman. "Early tomorrow morning we will take the two children out into the thickest part of the woods, make a fire for them, and give each of them a little piece of bread, then leave them by themselves and go off to our work. They will not find their way back home, and we will be rid of them." "No, woman," said the man, "I will not do that. How could I bring myself to abandon my own children alone in the woods? Wild animals would soon come and tear them to pieces." "Oh, you fool," she said, "then all four of us will starve. All you can do is plane the boards for our coffins." And she gave him no peace until he agreed. "But I do feel sorry for the poor children," said the man. The two children had not been able to fall asleep because of their hunger, and they heard what the stepmother had said to the father. Gretel cried her tears and said to Hansel, "It is over with us!" "Be quiet, Gretel," said Hansel, "and don't worry. I know what to do."

And as soon as the adults had fallen asleep, he got up, pulled on his jacket, opened the lower door, and crept outside. The moon was shining brightly, and the white pebbles in front of the house were glimmering like silver coins. Hansel bent over and filled his pocket pockets with them, as many as would fit. Then he went back into the house and said, "Don't worry, Gretel. Sleep well. God will not forsake us." Then he went back to bed. At daybreak, even before sunrise, the woman came and woke the two children. "Get up, you lazybones. We are going into the woods to fetch wood." Then she gave each one a little piece of bread, saying, "Here is something for midday. Don't eat it any sooner, for you'll not get any more." Gretel put the bread under her apron, because Hansel's pockets were full of stones. Then all together they set forth into the woods. After they had walked a little way, Hansel began stopping again and again and looking back toward the house. The father said, "Hansel, why are you stopping and looking back? Pay attention now, and don't forget your legs." "Oh, father," said Hansel, "I am looking at my white cat that is sitting on the roof and wants to say good-bye to me." The woman said, "You fool, that isn't your cat. That's the morning sun shining on the chimney." However, Hansel had not been looking at his cat but instead had been dropping the shiny pebbles from his pocket onto the path. When they arrived in the middle of the woods, the father said, "You children gather some wood, and I will make a fire so you won't freeze." Hansel and Gretel gathered together some twigs, a pile as high as a small mountain. The twigs were set alight, and when the flames were burning well, the woman said, "Lie down by the fire and rest. We will go into the woods to cut wood. When we are finished, we will come back and get you."

Suggested actions

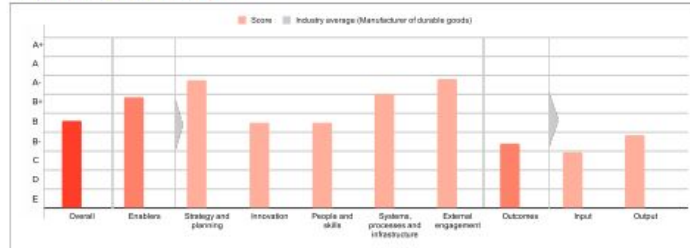
- Make sure you drop pebbles along the path so you don't get lost.
- Burn the witch after eating all of her sweets.
- Return home and be a happy family ever after.

Score breakdown

Category	Score	Quartile
Overall	B	
Enablers	B+	
Strategy and planning	A-	
Innovation	B	
People and skills	B	
Systems, processes and infrastructure	B+	
External engagement	A-	
Outcomes	B-	
Input	C	
Output	B-	

Total Overall Score: 100/100 (100%)

Score chart and industry benchmark\*



\* Industry average available when there is data from >5 companies in your industry

You may (but not otherwise)

1. use your Circulytics score, the Quanternaire and all related materials and information you have access to (including any content you upload), in the ordinary course of business but otherwise as you see fit, in order to facilitate your organization's understanding of the circular economy and to help its creator of effective solutions for its circular economy for your organization's own internal use and for any external purposes.  
2. for the duration of the period of the license for understanding the same (as referred to in the terms and conditions for Circulytics™), publish your Circulytics score and any information provided to you by the Ellen MacArthur Foundation (EMF) in connection with it, provided that you also that your Circulytics score has been generated using EMF's Circulytics score and Circulytics method, you also that EMF does not endorse your organization and that EMF has not authorized information provided to it in generating the Circulytics logo, and you also that Circulytics logo, in accordance with EMF's branding guidelines.  
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# Future content development agenda

- **Ease of use:** more intuitive response options and more examples, less circular economy lingo
- **Concrete link to SDGs** and especially embodied emissions: Circulytics maps onto 9 of the 17 Goals (and specifically to 17 separate indicators). Priority on Goals 12 (Ensure sustainable consumption and production patterns) and 13 (Combat climate change)
- **Statistical analyses** on regional/industry performance, correlation to e.g., financial indicators
- Possibly **industry specific considerations** (guidelines etc.) along the Foundation's Systemic Initiatives (plastics, fashion/textiles, food, finance)



**Q&A**

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**CIRCULTICS™**

