



Circulytics

Helping companies become more circular

29 March 2023

Presented by
Julia Hunt



Circulytics is...

... a free and comprehensive tool for **measuring the circular economy performance of companies**, informing their decision making and guiding their circular economy strategies.

Circulytics was developed with 30+ companies from the Ellen MacArthur Foundation's Network

2000+ companies have signed up to use the tool since the launch in January 2020

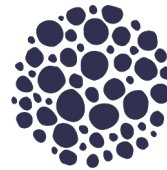
What it measures...

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



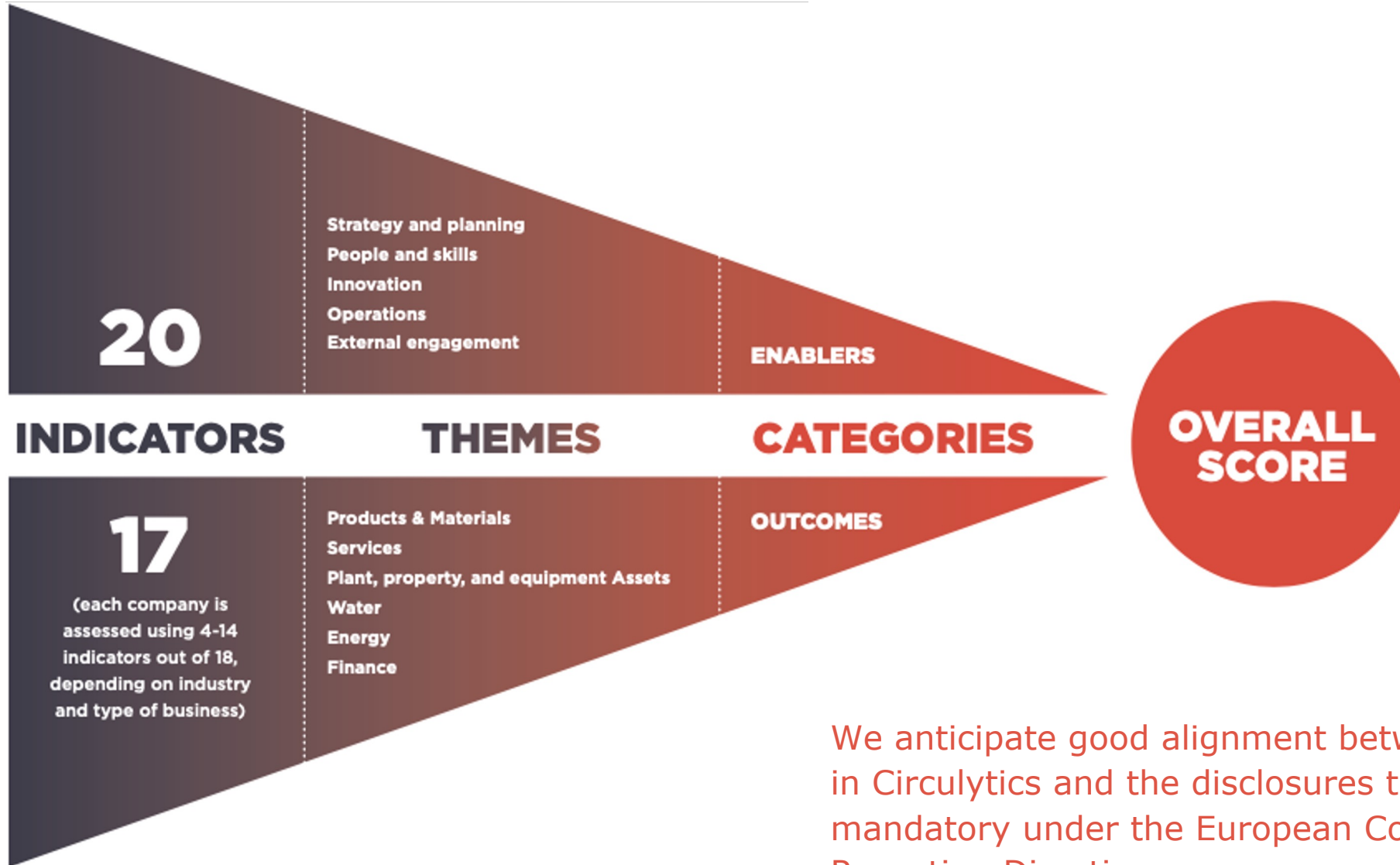
Enablers

Insight into the future 'circular potential' of a company



Outcomes

Snapshot of circular economy performance today



We anticipate good alignment between what is captured in Circulytics and the disclosures that are becoming mandatory under the European Corporate Sustainability Reporting Directive.

Enablers

Theme 1. Strategy

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

Theme 2. Innovation

Are the conditions in place to support the development of innovative circular products and services? Are you innovating towards new circular economy products, systems, or services?

Theme 3. People and skills

Are you supporting your employees to develop the skills required to transition to a circular business model?

Theme 4. Operations

Have you invested sufficiently in your digital systems and plant, property, and equipment assets to support the change?

Theme 5. External Engagement

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

Outcomes

Theme 6. Products & materials

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

Theme 7. Services

Are the services you provide supporting a circular economy?

Theme 8. Plant, property, and equipment assets

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

Theme 9. Water

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

Theme 10. Energy

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

Theme 11. Finance

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



Overall Score **C**



Enablers Score **B**

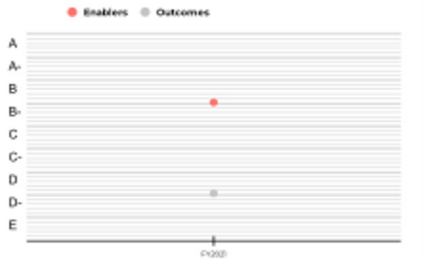
Outcomes Score **D**

Date of submission 9/9/2022

Scoring date 7/3/2023

Financial year 2021

Score history



Analyst commentary

Elcric has received an overall 'C' in Circulytics, which places Elcric slightly below the industry average (manufacturers of durable goods). The car manufacturer has achieved important milestones in the 'Enablers' category, indicating a solid commitment to adhering to circular economy (CE) principles, while the 'Outcomes' category shows insufficient execution in practice.

Enablers. Elcric has scored a 'B' in the 'Enablers' category. CE is outlined in the sustainability strategy as a priority, and Elcric can build on this momentum by following up with the development of SMART targets to facilitate circular practices across all operations. It is positive to see that the CE strategy and action plan is communicated internally to align employees towards the common vision, and that CE training, specific to individual roles, is offered across the organisation. Communications with suppliers should be sought to ensure product, procurement and reverse cycle infrastructure for used parts and materials is optimised. In terms of innovation, the automotive industry is comparatively advanced in terms of material and parts recirculation, and Elcric should take value chain partners along on the journey when designing vehicles with end-of-use in mind, to build trust and collectively optimise the recirculation of parts within the economic system.

Outcomes. In the 'Product and materials' theme, the lack of data surrounding reuse of materials suggests the implementation of monitoring systems would be beneficial to provide insight and inform decision making around circular design. Further, Elcric could significantly improve the recirculation of parts and materials by offering refurbishment services, as demonstrated in a recent pilot. Scaling such services would aid Elcric in shifting to a more circular business model, whilst simultaneously providing a supplementary revenue stream. Elcric could also consider offering other circular services to customers such as car sharing services, to maximise the usage of vehicles. Finally, Elcric should look to reduce the share of non-renewable energy used, currently reported to be 15%.

- Develop and implement SMART circular economy targets across all operations
- Implement digital systems to monitor reuse of materials
- Consider offering services [e.g. refurbishment/car sharing] to maximise usage and keep materials in use

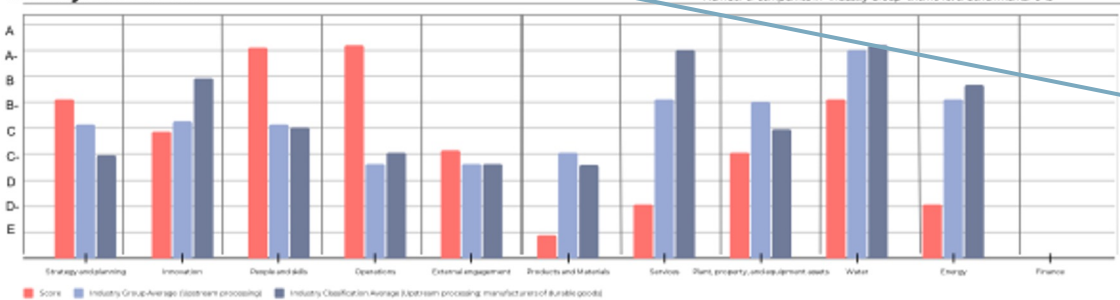
Resource Links

- Browse The Foundation's case studies: www.ellenmacarthurfoundation.org/case-studies
- Explore all The Foundation's content: www.ellenmacarthurfoundation.org/explore
- Join The Foundation's Community: www.ellenmacarthurfoundation.org/network/network-join-our-community

Score breakdown

| Category | Score |
|---------------------------------------|-------|
| Overall | C |
| Enablers | B |
| Strategy and planning | B |
| Innovation | C |
| People and skills | A |
| Operations | A |
| External engagement | C |
| Outcomes | D |
| Products and materials | E |
| Services | D |
| Plant, property, and equipment assets | C |
| Water | B |
| Energy | D |
| Finance | N/A |

Industry benchmarks



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Enablers Score **B**

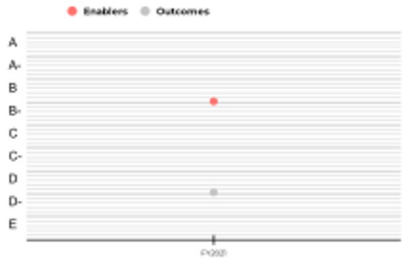
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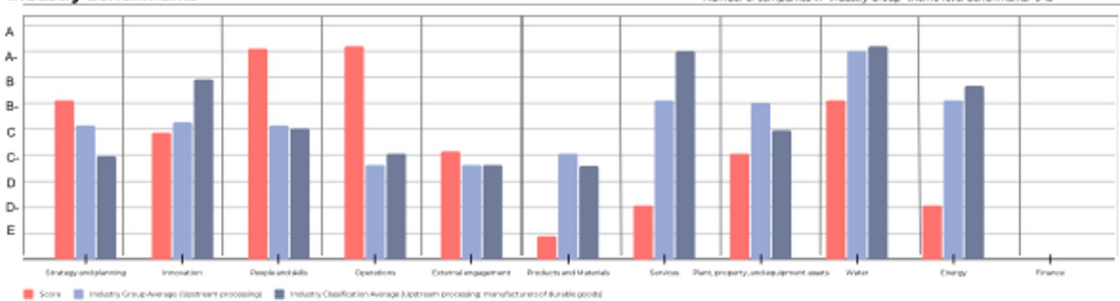
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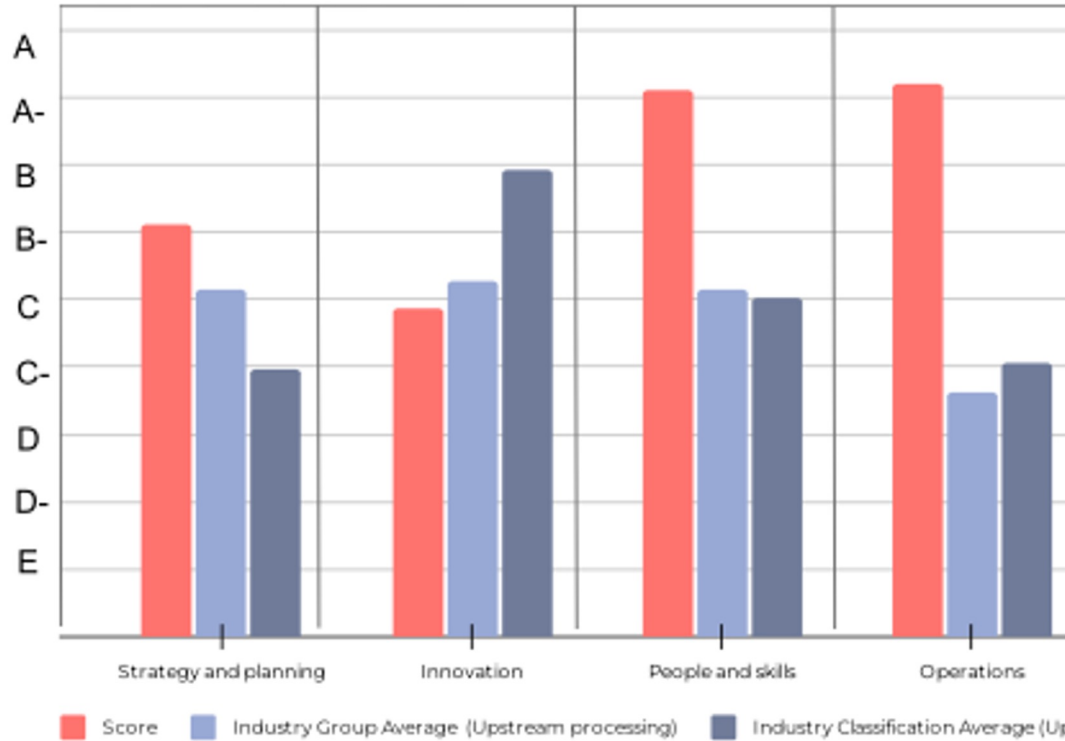
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| Services | D |
| Plant, property, and equipment assets | C |
| Water | B |
| Energy | D |
| Finance | N/A |

Industry benchmarks



Industry benchmarks



www.circulytics.com

Find the full Indicator list, Method introduction, and Definitions, as well as the latest 'Data and Insights'.
Circulytics is also available in Spanish and Portuguese.

[Overview](#) [The Circulytics journey](#) [Resources](#) [Data and insights](#)



Data & Insights

Taking part

What it looks like from a company's perspective

1. Sign up

- Companies can sign up for a free account at www.circulytics.com

2. Login, respond, submit

- Along with their account, companies receive a template for offline data collection (1-3 months)
- Data is then submitted to the online survey
- Scoring happens in an automated way according to the Circulytics method

3. Get results

- Companies receive their scorecard and additional features for company-internal use (2-3 weeks)
- Disclosures are possible in line with the Terms of agreement

Circulytics is now mapped to the Sustainable Development Goals

... helping companies to identify circular economy levers that contribute to their SDG targets



Thank you

If you would like to get in touch with the Circulytics team, reach out to us at **circulytics@emf.org**

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