

1. Introduction

Circulytics is a comprehensive tool for measuring circularity in companies of every size and industry. This tool reveals the company's extent of circularity across the entire operations. Circulytics was developed by Ellen MacArthur Foundation and tested by more than 30 companies. Today, more than 1884 businesses have signed up to complete a Circulytics assessment globally.

2. Description

The Circulytics assessment tool will help your company become more circular using the widest set of indicators by:

- Measuring circularity performance - measures a company's entire circularity, not just products and material flows
- Supporting decision making - supports decision making and strategic development for circular economy adoption
- Highlighting strengths and blindspots - demonstrates strengths and highlights the areas for improvement
- Providing transparency - provides transparency and generates brand value to investors and customers about a company's circular economy adoption (if the company chooses to publish it)
- Opening up opportunities - delivers unprecedented clarity about circular economy performance, opening up new opportunities to generate brand value with key stakeholders

When and how to use this tool

Circulytics is a free-of-charge tool for every business company and organization operating as a for-profit organization interested in the transition of their businesses to circular ones.

If your company is a member of the Ellen MacArthur [Network](#), you should have a Circulytics account. If you cannot find your login details, or you need help accessing your account write to the Circulytics team via this email address: circulytics@emf.org

If you are not part of the Ellen MacArthur Network, apply to the Circulytics here: https://ellenmacfoundation.fra1.qualtrics.com/jfe/form/SV_50XglRkOH9byaQS

Take a look at this video describing how to apply to participate:

<https://www.youtube.com/watch?v=lvhK0mLf5Bw>

Material needed

Online Connection

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Resources

Links:

<https://ellenmacarthurfoundation.org/resources/circulytics/resources>

<https://circulareconomy.europa.eu/platform/en/measuring-circular-economy/circulytics-comprehensive-circularity-measurement-tool>

Videos: [Circulytics Walkthrough 1 of 5](#)

Papers: <https://emf.thirdlight.com/link/1pzbxosbi6hl-ei3tq6/@/preview/3>