MEASURING AND REPORTING IN A CIRCULAR ECONOMY

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A CIRCULAR ECONOMY IS AN ECONOMIC SYSTEM THAT IS RESTORATIVE AND REGENERATIVE BY DESIGN
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A CIRCULAR ECONOMY IS BASED ON THREE PRINCIPLES

1. Design out waste & pollution
2. Keep products & materials in use
3. Regenerate natural systems
VALUE IS RETAINED IN TECHNICAL AND BIOLOGICAL CYCLES

- Value is retained in technical and biological cycles through the processes of regeneration, substitution, virtualisation, and restoration.
- The diagram illustrates the flow of materials and processes, from biosphere to consumer, highlighting the importance of maintaining value through recycling, refurbishment, remanufacture, and redistribution.
- Key elements include regenerates, substitute materials, virtualisation, and restoration, ensuring a closed-loop system.
- Processes such as farming/collection, biochemical feedstock, anaerobic digestion, extraction of biochemical feedstock, and minimising system leakage and negative externalities are crucial in maintaining value.

Source: ellenmacarthurfoundation.org • @circularconomy
A circular economy comes with economic, societal, and environmental benefits.
POT THE ELLEN MACARTHUR FOUNDATION WORKS TO ACCELERATE THE TRANSITION TO A CIRCULAR ECONOMY
MEASUREMENT, GOALS, AND REPORTING ARE KEY FOR PROGRESS

• Sustainable Development Goals
• Climate Change
• Planetary Boundaries
THERE ARE CLOSE RELATIONSHIPS BETWEEN SUSTAINABILITY AND CIRCULAR ECONOMY REPORTING
CIRCULARITY MEASUREMENTS CAN BE IMPORTANT IN VARIOUS AREAS

- Performance management - to grow a business and manage resources
- Internal progress tracking (from linear to circular or against a circularity goal)
- External reporting
- Finance and investment
CIRCULARITY MEASUREMENTS ARE RELEVANT FOR A MULTITUDE OF STAKEHOLDERS ON VARIOUS LEVELS

Micro level:
Companies, projects, products

Meso level:
Industries, regions

Macro level:
Economies, global ecosystems

- Companies
- Industry associations
- Governments, legislators, public bodies, cities
- Financial institutions, investors
- NGOs and non-profits
- Academic institutions, standard setters, consultancies, data analytics providers
THE CIRCULARITY INDICATORS PROVIDED A FIRST INDICATION ON WHAT IS MOST RELEVANT IN MEASURING CIRCULARITY

CIRCULARITY INDICATORS

AN APPROACH TO MEASURING CIRCULARITY
COLLABORATION WILL BE KEY IN THE DEVELOPMENT OF CIRCULARITY AND SUSTAINABILITY METRICS
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