

# Circularity Check for products and services

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# Ecopreneur.eu and the circular economy



**ROCKWOOL**

**alliander**



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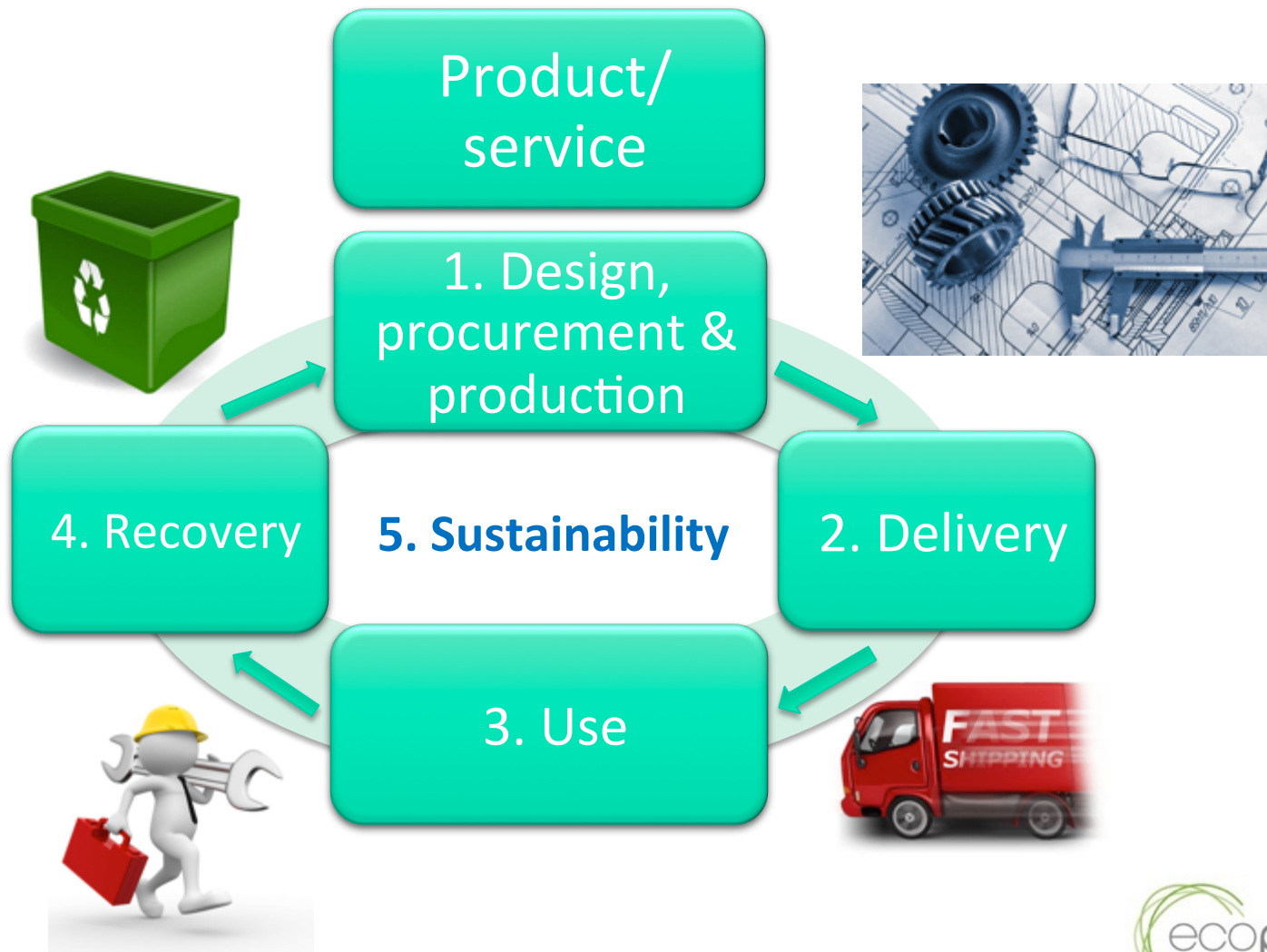


# CIRCULARITY CHECK

- Developed by Ecopreneur.eu and MVO Nederland/ De Groene Zaak
- Product / service based
- Self-assessment tools for companies
- Free, online, user friendly, white label
- Questionnaire ready for implementation and launch
- Beta testing on 15 Dutch SMEs started (April / May)



# Circularity Check: 5 Indicators



# Snapshot ...

	Answer the questions below to score the circularity for a particular product and/or service. The outcome is your total score on circularity (0-100%) and your partial scores on 5 indicators (0-100%) showing your overall strengths and weaknesses for this product/service. Click here for more information		
	Please indicate what type of user you are:	Company	
		Procurement	
		Investor	
		Government agency	
		Just playing	
	Product / service name:		
	Product group:		
	Name of the company supplying this product and/or		
	Type of company:	Manufacturer	
		Service provider	
		Retailer	
		Waste management	
No.	Question	Possible answers	Possible scores
1	What does your business proposition involve? <i>(First filter question)</i>	A product	
		A product and a service, a product as a service, product-service	
		A service	

# Snapshots ...

	<b>Indicator 1: Circularity of Design, procurement and manufacturing (including packaging): at least one question should score positive to qualify as circular</b>		
	<b><i>Sub indicator 1.1: Design</i></b>		
2	To what extent have all materials present in the product and packaging been listed and categorized?	There is no materials listing	0%
		1-25% of the materials has been listed	13%
		1-25% of the materials has been listed and categorized as technical or biological ingredients	25%
		26-50% of the materials has been listed	38%
		26-50% of the materials has been listed and categorized as technical or biological ingredients	50%
		51-75% of the materials has been listed	63%
		51-75% of the materials has been listed and categorized as technical or biological ingredients	75%
		76-100% of the materials has been listed	88%
		100% of the materials has been listed and categorized as technical or biological ingredients	100%

4.2	Has Cradle-to-cradle, biomimicry, the Blue Economy or the Products that Last approach been used as a design strategy?	No, or I don't know these design strategies	10%
		Yes	100%
4.2.1	Are product (and packaging) Cradle-to-cradle™ certified?	No	0%
		Yes, with the Basic label	20%
		Yes, with the Bronze label	40%
		Yes, with the Silver label	60%
		Yes, with the Gold label	80%
		Yes, with the Platinum label	100%

4.3	Do product and/or packaging contain toxic materials?	Yes, toxic materials may be present above limits from EU regulation; There is significant use of materials that are potentially toxic to health or environment in the product and production process and there are no mechanisms to avoid contamination during production, consumption and/or post consumption phases	0%
		Toxic materials may be present but below limits from EU regulation. Some materials used in the product and production process are potentially toxic to the environment but there are mechanisms in place to avoid contamination during production, consumption and/or post consumption phases although significant leakage to the environment is noticed in one or more phases	25%
		A strategy to avoid toxic and high VOC materials beyond existing regulation has been implemented. Some materials used in the product and production process are potentially toxic to the environment but there are mechanisms in place to avoid contamination during production, consumption and/or post consumption phases and almost no leakage to the environment is noticed in one or more phases	50%
		No, toxicity is eliminated by design - there are no potentially toxic substances in the product and production process	100%



4.4	Has the product been redesigned for optimal use, reuse and recycling? Mark as many answers as applicable	No	0%
		Yes, it is lighter than its previous version	10%
		Yes, for improved waste separation (e.g. by using a monolayer plastic packaging)	20%
		Yes, for improved recycling	20%
		Yes, for component reuse (easy to disassemble, no damage caused to product or part when disassembling, many parts are modular, many mechanical connections instead of glue, few tools required to disassemble)	25%
		Yes, for product refurbishment and remanufacturing (cheap refurbishment, possible to upgrade to parts, cheap collection to return product to factory)	25%

	<b>Sub Indicator 1.2: Procurement</b>		
5.1	Have you implemented green procurement for this product and packaging?	Don't know	0%
		No	10%
		Yes	40%
		Yes, and we identified the risks in our supply chain (e.g. following UN Global Compact) or we are a B-Corps	50%
		Yes, and we selected sustainable suppliers	60%
		Yes, and we defined circular KPIs for procurement of this product and packaging	80%
		Yes, and we included circular KPIs in our Suppliers Code of Conduct	75%
		Yes, and we included circular KPIs in our Suppliers Code of Conduct and audited this	90%
		Yes, and and top of this we select Responsible Minerals Initiative certified suppliers	90%
		Yes, and a material-specific and/or issue-related audit or certification relevant to a large fraction of the product material by weight is complete (FSC Certified, Ecolabel etc.).	100%

Indicator 2: Delivery (no minimum score)			
7	Over what distance do transport your products / services for delivery?	Globally	0%
		In the EU	40%
		In the region (within 150 km)	60%
		Locally (within 25 km)	100%
8	To what extent are the product transport and/or service delivery powered by renewable energy?	0%, or don't know	0%
		1-24%	25%
		25-49%	50%
		50-74%	75%
		75%+	100%

	<b>Indicator 3: Use: at least one question should score positive to qualify as circular</b>		
12	<p>For which part of sales of the product / service do you use at least one of the following business models?</p> <ul style="list-style-type: none"> <li>- Product-based services (e.g. repair)</li> <li>- Sharing platforms (e.g. Airbnb, car sharing)</li> <li>- Pay per use (e.g. pay-per-copy)</li> <li>- Rent</li> <li>- Sales with a take-back premium or deposit</li> <li>- Lease (excluding financial lease and conventional car leasing)</li> </ul>	0%, or don't know	0%
		1-24%	25%
		25-49%	50%
		50-74%	75%
		75+	100%

	<b>Indicator 4: Recovery: at least one question should score positive to qualify as circular</b>		
20	Do you have a system for take back management or collection for recycling?	We have no system for take back management or collection for recycling of the product and/or packaging after use. The waste materials may be backfilled, landfilled, incinerated or shipped outside the EU with an unknown fate as waste or second life	0%
		A take back or collection for recycling mechanism is in development (existing project)	10%
		Yes, a take back or collection for recycling mechanism is in place in one or more countries and the materials recovered are not backfilled, landfilled, incinerated or shipped outside the EU with an unknown fate as waste or second life	50%
		Yes, a take back or recycling mechanism is active and we retain (almost) all products, components, packaging and/or materials after use for reuse or recycling (except for one-time use biomass such as food)	100%
		No, because we don't need one: our products are intended for one-time use and can be left in nature after use (e.g. a biodegradable tree binder)	100%



22	Is your company dedicated to sustainability? (You may mark more than one)	No	0%
		Yes, sustainability is an integral part of our strategy, as can be read at the company website, annual reports, adherence to ISO standards and/or other documents	12.5%
		Yes, and it has implemented the principles of Fairtrade and UN Global Compact in its business operations	12.5%
		Yes, and a full social responsibility audit has been completed	12.5%
		Yes, and a facility-level audit is completed by a third party against an internationally recognized social responsibility program (e.g., SA8000 standard or B- Corp) and a positive impact strategy developed (based on UN Global Compact Tool or B-Corp)	12.5%
		Yes, and supply chain-relevant social issues have been fully investigated and a positive impact strategy has been developed	12.5%
		Yes, and the company is actively conducting an innovative social project that positively impacts employees' lives, the local community, global community, or the product's supply chain or waste management / recycling / reuse chain	12.5%
		Yes, and the company has defined a company goal to become fully circular in 2030 or earlier	12.5%
		Yes, and the company has implemented a strategy to achieve the goal to become fully circular in 2030 or earlier	12.5%

# Some more questions

- Increase in product life time and/or functionality
- Scarce materials
- Relation with user
- LCA Available
- Microplastics

# GO/NO GO Questions

- Recovery: Do you have a system for take back management or collection for recycling?
- Sustainability: Is your company treating its employees, suppliers and partners fairly?
- Nonzero score for design, use and recovery?
- Life cycle analysis available? (large companies)
- ...

# OUTCOME

- Score calculation by averaging, possibly adding weights
- Circularity score 0-100%
- Partial scores for indicators 1-5
- Spider diagram with 5 axes
- Advise based on next level for each question
- Benchmarking when possible
- ...
- Now talking to potential launching partner

