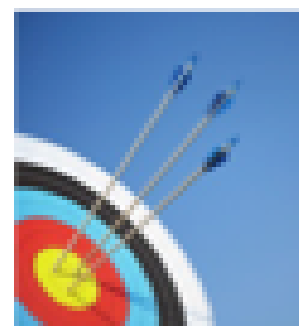


THE



# *Circularity* Check

Brussels, 7 March 2019

Circular Economy Stakeholder Conference Day 2  
Workshop Tools for Measuring a Circular Transition

Arthur ten Wolde, Circular Economy Expert  
Ecopreneur.eu & MVO Nederland





# About Ecopreneur, MVO Nederland and WeSustain



ecopreneur.eu

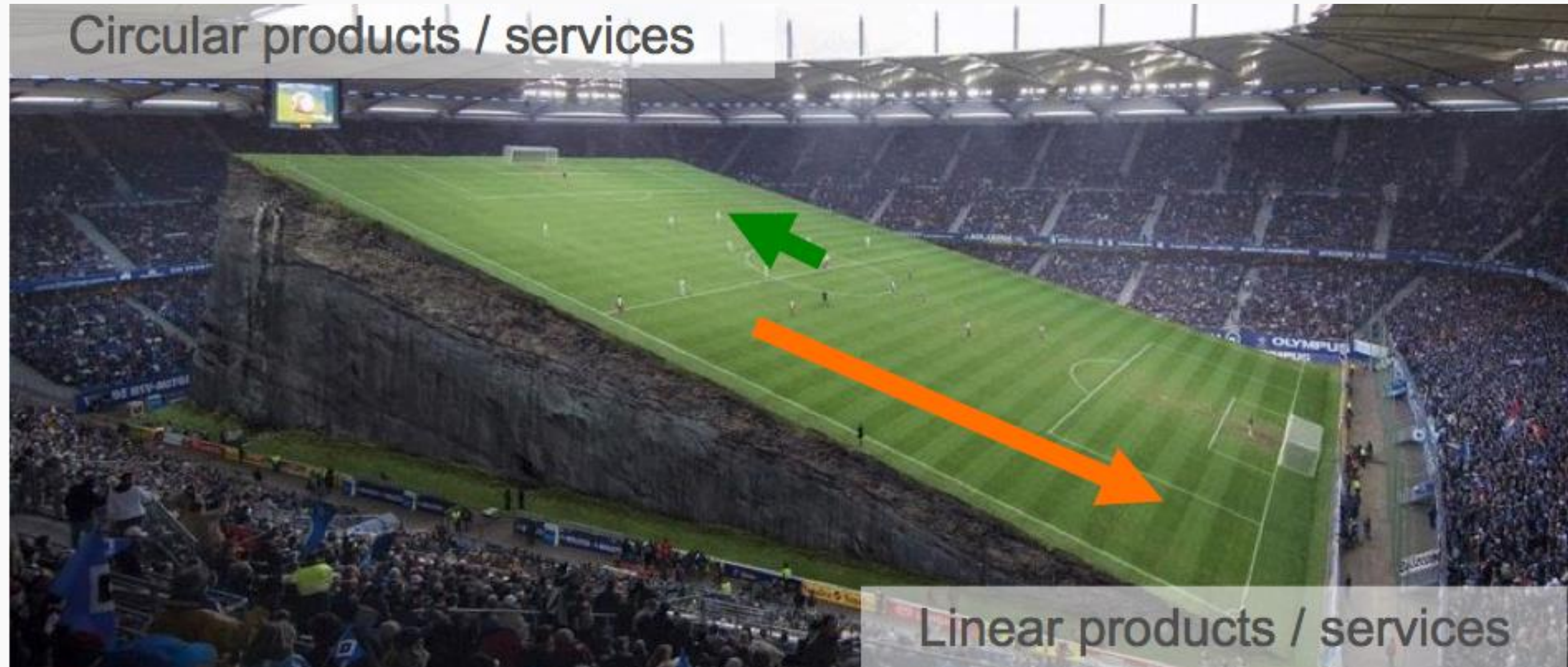


Over 3000 companies, mainly SMEs, including:



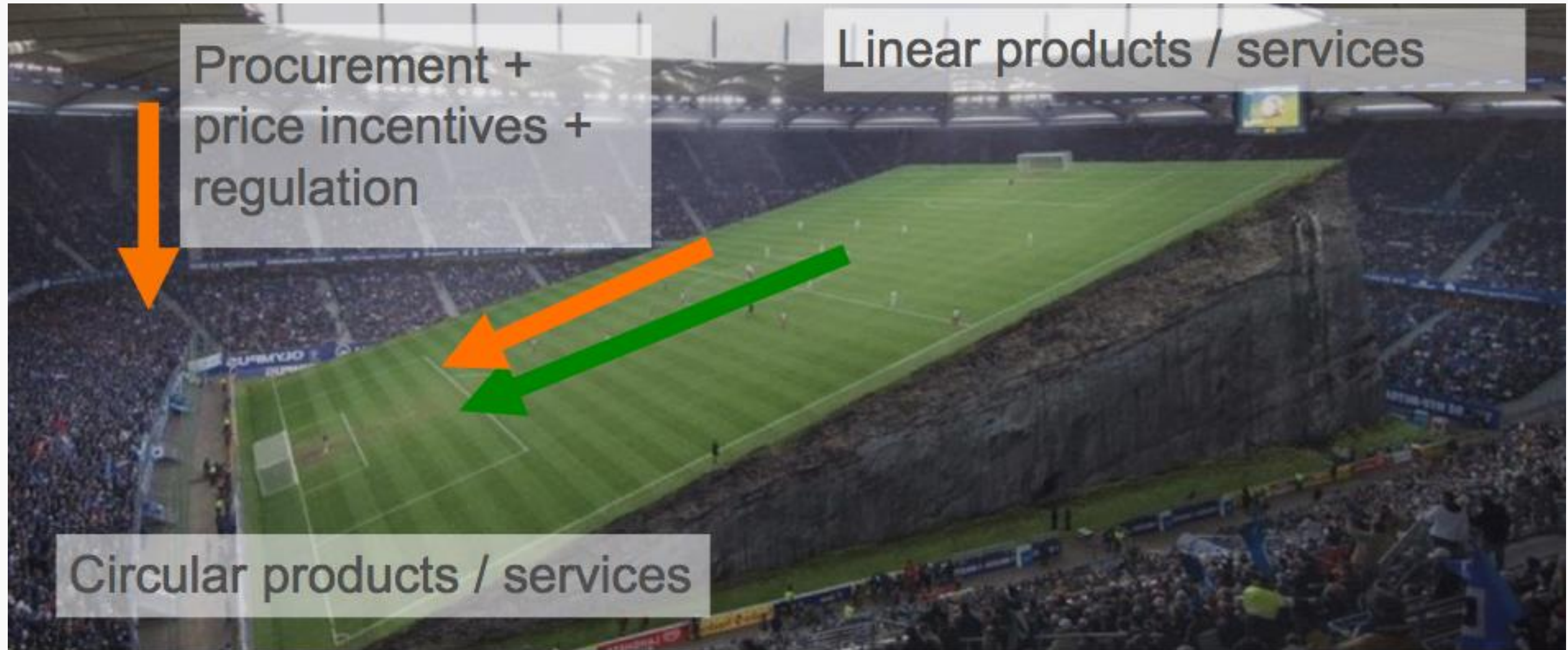


# The Linear Economy





# The Circular Economy



# What Ecopreneur stands for to accelerate the circular economy

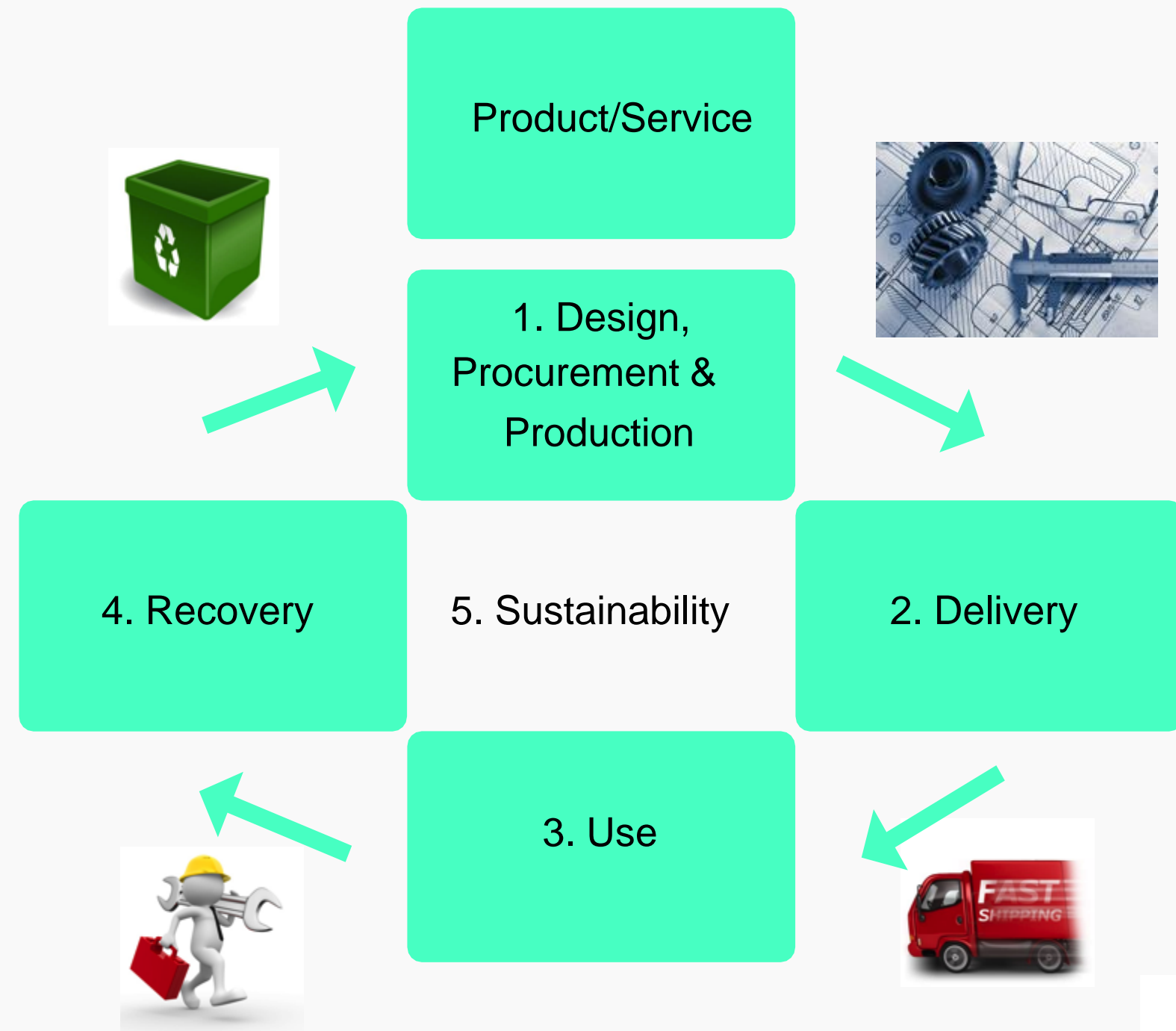
1. Massive free training program “Buy circular”:  
Foster circular procurement
2. Make circular cheaper than linear:  
Extended producer responsibility, Tax shift,  
VAT differentiation
3. Ban the worst end products from the market:  
Expand Ecodesign Directive to resources
4. Circular hubs in all Member States, including  
access to finance for SMEs








































# The Circularity Check

- First complete one at the product and/or service level
- Life cycle approach
- 5 indicators
- About 60 questions
- Outcome: % circularity
- Many ways to become circular
- Energy and social aspects included
- GO/NO GO questions
- Third pilot just completed

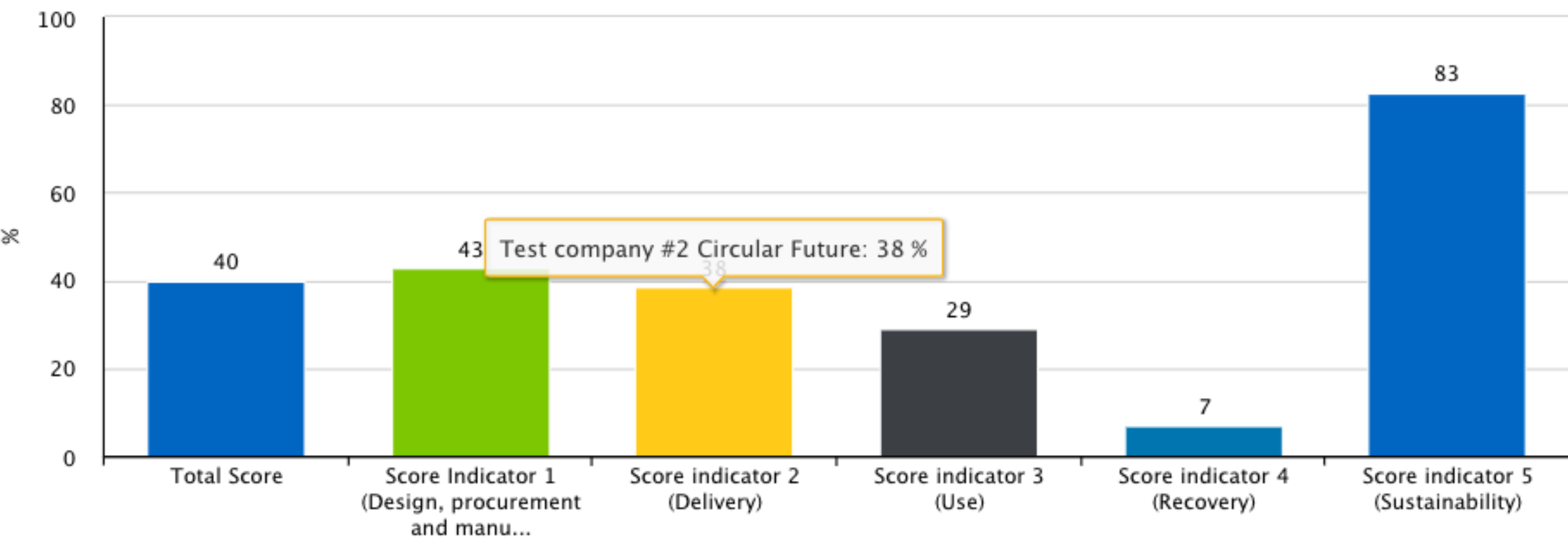


## Questionnaire

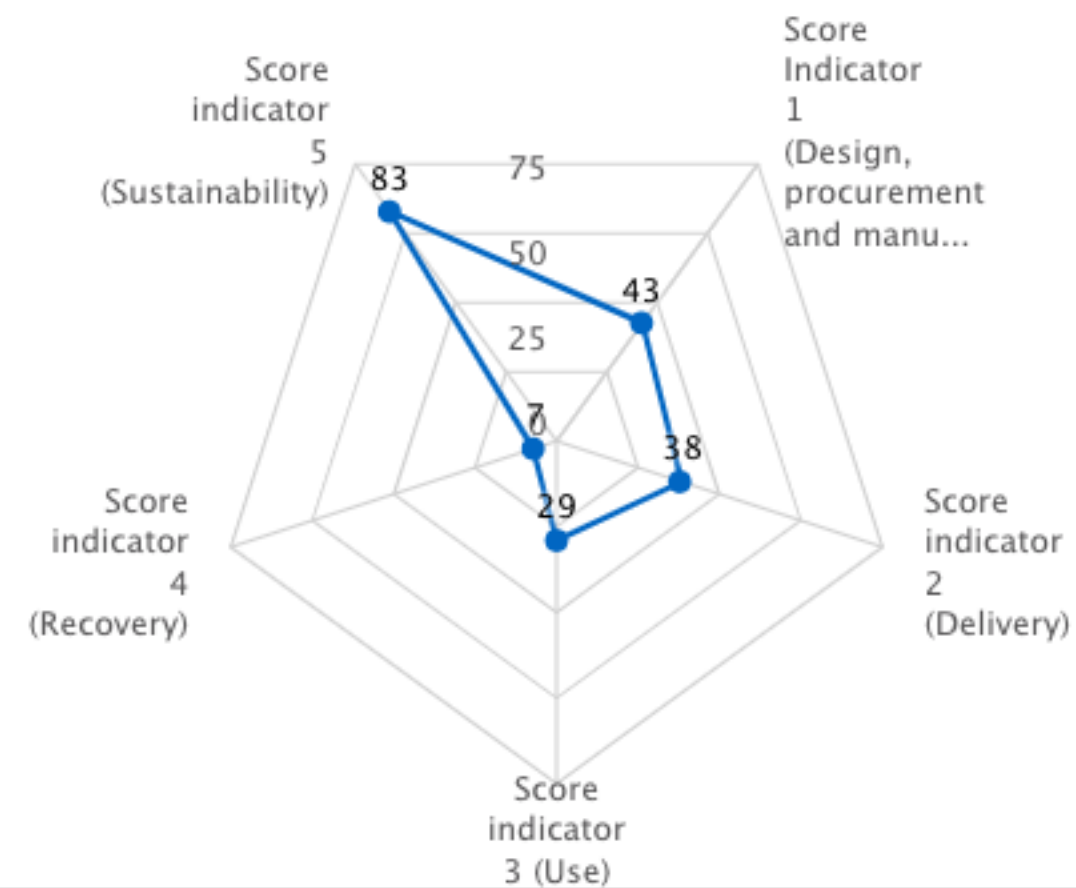
Collapse all | Expand all | ☐ Show updated | ☐ Hide finished | DEMO #2: A Manufacture | Search...

<input type="checkbox"/>	Question	Identifier	Explanation	Answer	Evidence	Status
<input type="checkbox"/>	 Has action been taken to optimize all remaining chemicals gained by cradle to cradle as X-Assessed? (Not relevant, if the product have at least the Bronze label)	13		No or don't know		 Finished
<input type="checkbox"/>	 Do product and/or packaging or service infrastructure contain toxic materials? (Not relevant, if the product have at least the Bronze label)	14		<div>Change</div> Yes, toxic materials may be present above		 Finished
<input type="checkbox"/>	 Has the product or service been redesigned for optimal use, reuse and recycling? Mark as many answers as applicable	15		<div>Change</div> No		 Finished
<input type="checkbox"/>	 Has the product or service been redesigned for prolonged product life time and/or improved functionality? Mark as many answers as applicable	16		<div>Change</div> No		 Finished
<input type="checkbox"/>	 What increase in product life time and/or functionality have you achieved?	17		0%, or don't know		 Finished
<input type="checkbox"/>	 Do you use customer voting to select the final design?	18		No		 Finished
<input type="checkbox"/>	▼  Sub Indicator 1.2: Procurement					
<input type="checkbox"/>	 Have you implemented green procurement for this product and packaging?	19		No		 Finished
<input type="checkbox"/>	 How much input for the product is coming from recycled materials, reused components, waste/by-products from other products or production processes, and/or suppliers with a sustainability certificate?	20		25-49%		 Finished
<input type="checkbox"/>	 How much input for the packaging is coming from recycled or reused materials?	21		25-49%		 Finished

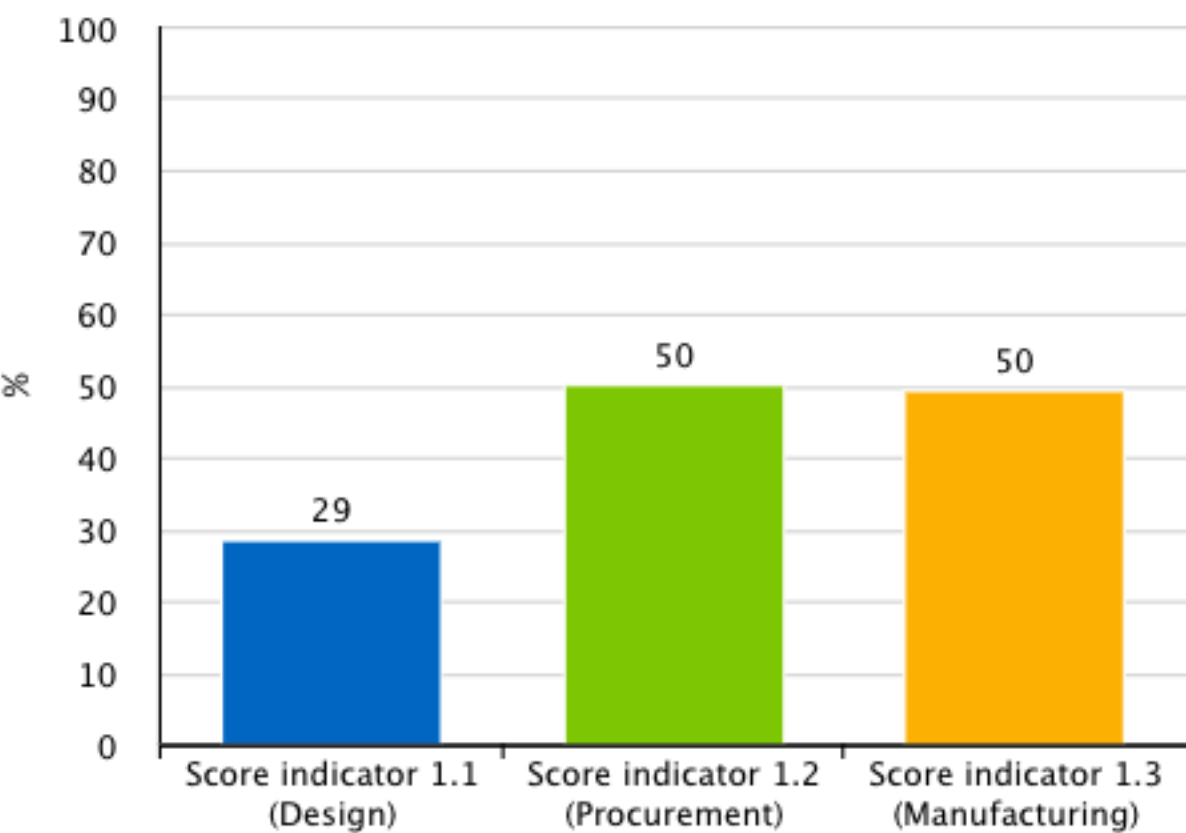
### Total score



### Total score



### Design, procurement and production

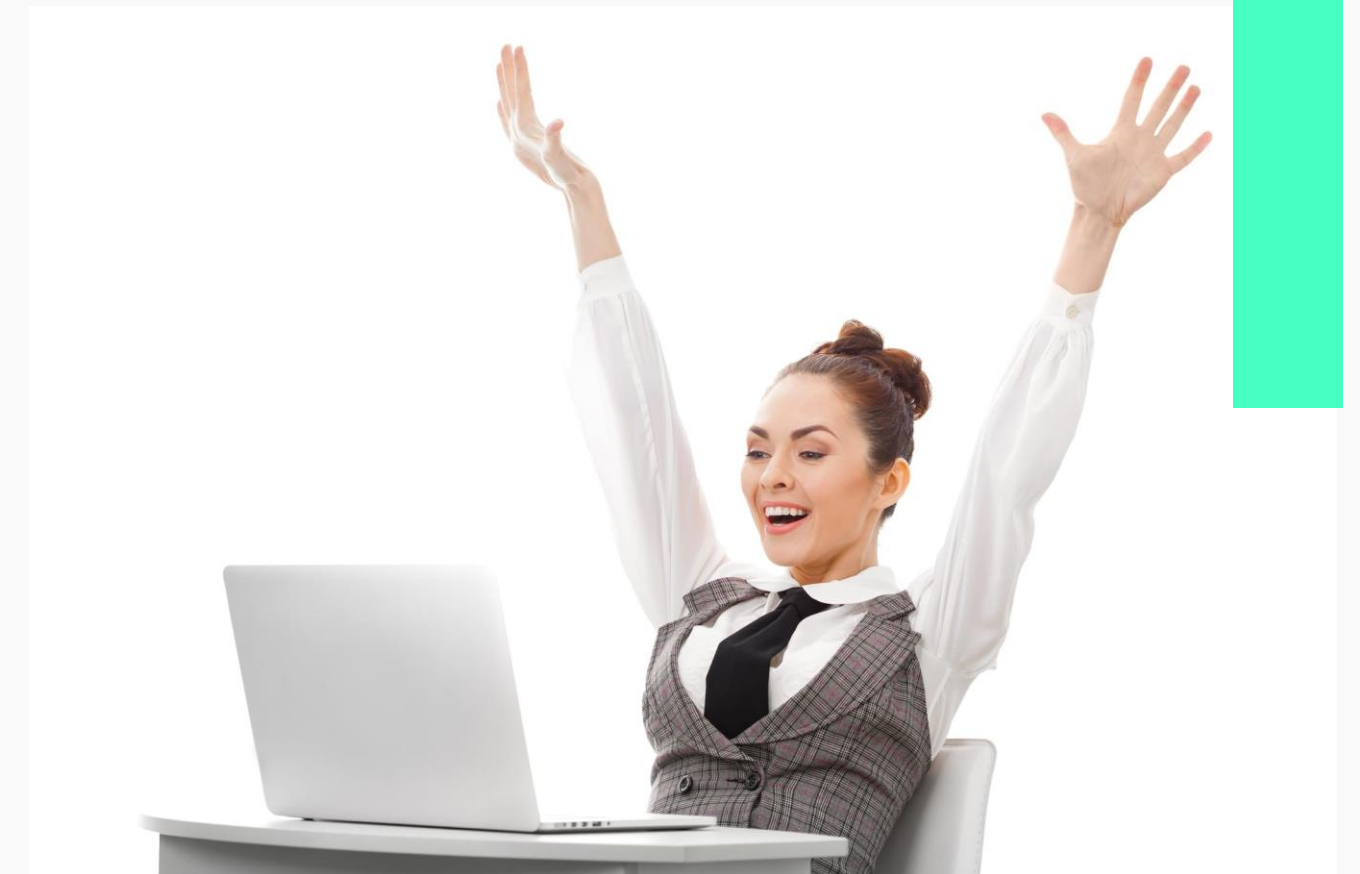




# First experiences



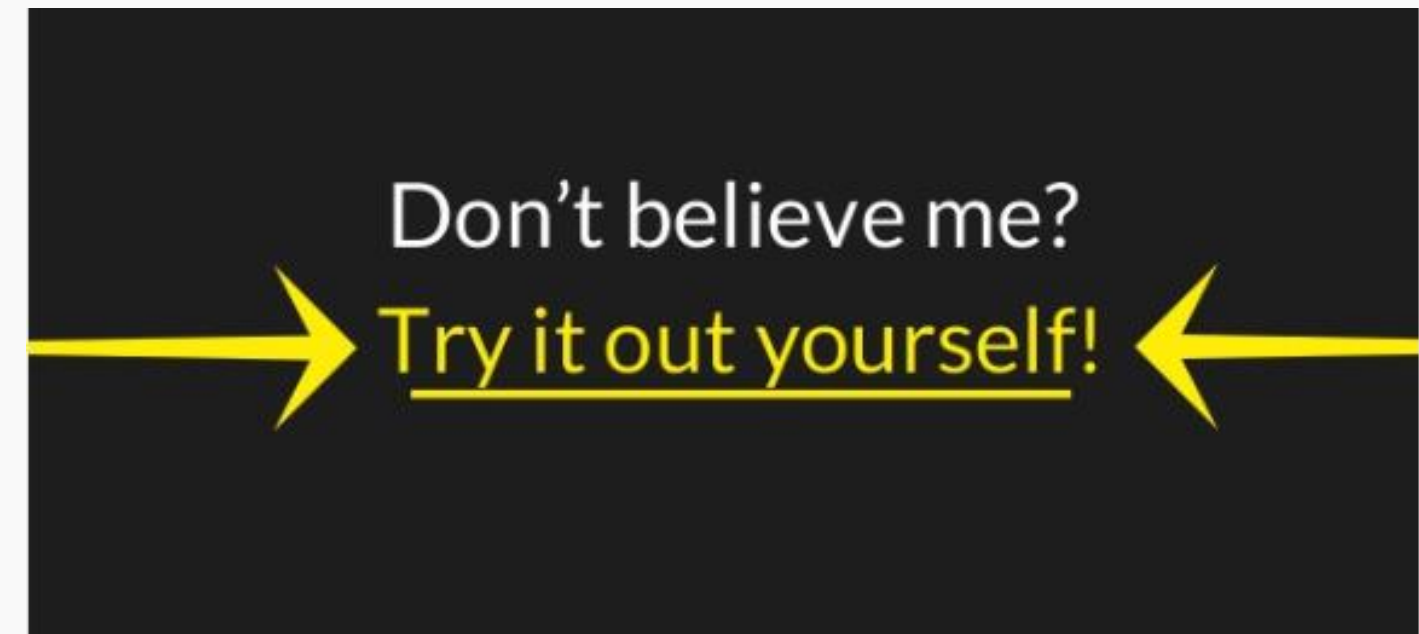
- Almost 200 users, 2 webinars, 1 in-person workshop with 45 participants
- Positive & constructive feedback: hands on, practical, including many aspects, useful for internal strategic process of SMEs and large companies
- Complementing other scans available



# In conclusion

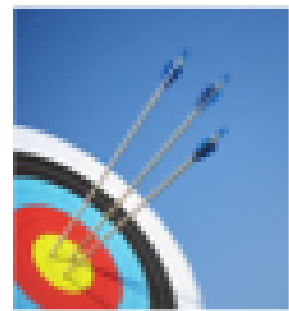


- The Circularity Check is the first complete scan at the product level
- Positive feedback from first users
- Pilot version remains freely available online
- Ambition: find funding for improvements such as interface, benchmarking, reporting, translations etc.
- Please send us your feedback and suggestions!





# THANK YOU



## *Circularity Check*

Arthur ten Wolde  
[tenwolde@ecopreneur.eu](mailto:tenwolde@ecopreneur.eu)

