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OUR WORLD IS ONLY 8.6% CIRCULAR

Circularity Gap Report 2020

*Making business sense of the Circular Economy, requires a new way of working.
Necessary information is now often unavailable, not comparable, unreliable and incomplete.*

CIRCULAR IQ

CONSEQUENCES

➜ Businesses feel massive impact on their profitability and resilience

➜ The EU Green Deal includes strict sustainability requirements for <u>all products </u>on the EU-market

➜ Carbon taxation plans and single use plastics- ban announced

<u>Businesses need to act NOW</u>

CIRCULAR IQ

OUR TEAM

Roy Vercoulen
CEO / Founder

Niels van der Linden
Head of Product &
Operations

Erman Cagiral
Lead Software Developer

Eline Hesse
Service Designer

Kadir Erbakar
Frontend Developer

Curtis Erhart
Backend Developer

Gabi Cavalheiro
Content Designer

Can Atakol
UI / UX Designer

Rolf Gelpke
Business Developer

CIRC
ULAR
IQ

YOU CAN'T MANAGE WHAT YOU DON'T MEASURE

Circular IQ' software helps businesses activate their circularity:

➔ Know what is in their products

➔ Prevent waste generation and resource depletion

➔ Extend product lifetime and retain value

CIRC
ULAR
IQ

What we do

➜ Enable businesses to **measure impact** on **planet and resources**, report on it and identify improvement potential.

➜ Help organizations align circular goals with **understand**able metrics.

➜ **Empower** businesses in activating the right stakeholders and partners to improve their circularity.
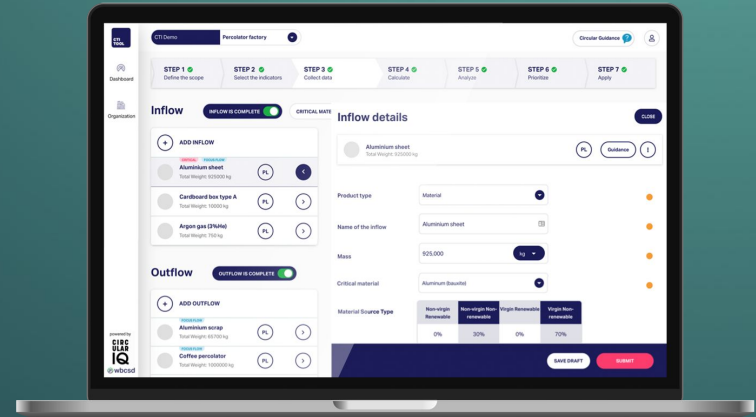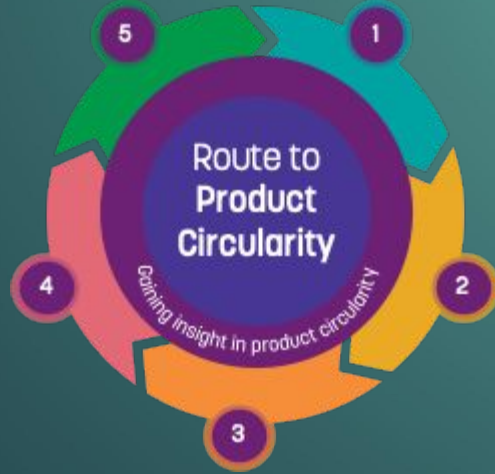
How it works

LEARN & IMPROVE

Evaluate and leverage important learnings with key stakeholders, and determine follow-up actions with another set of products to meet CLIENT XYZ's circularity goals.

Who: CLIENT XYZ, PARTNER, Circular IQ

KICK-OFF

Project management, priority setting, feasible scoping & asset based approach. Onboard supplier to realize buy-in

Who: CLIENT XYZ, PARTNER, Circular IQ

PRIORITIZE ACTIONS

Design suggested improvement areas, including eco-impact and connection to circularity goals. This includes a dialogue with the suppliers to determine best way forward and full impact on product level

Who: CLIENT XYZ, PARTNER

DATA COLLECTION

Collection of relevant data on product materials and circularity in design, supported by Circular IQ's new integrated spread sheet functionality in the software platform

Who: CLIENT XYZ, Circular IQ

Route to
Product
Circularity

Gaining insight in product circularity

5

1

4

2

3

ANALYSIS

Analyzing current eco-impact and product circularity level with the use of Circular IQ software platform

Who: CLIENT XYZ, PARTNER, Circular IQ

CIRCULAR IQ

Circular IQ's primary focus in Europe

Top 20 leaders in:

- **Chemicals**

- **Consumer products**

- **Construction**

- **High tech**

- **Packaging and plastics**

Global partnerships

KPMG

PRODUCT DEVELOPMENT & CHANNEL PARTNER

Development partner in our Circular Impact Optimization program. KPMG consultants offer this program and CTI Tool services to businesses in 61 countries.

Joint business development and shared targets.

"Circular IQ's unique software, combined with KPMG's wealth of experience in mapping impact and circular economy services across the globe, is at the heart of our collaboration. Together we support businesses to accelerate and improve their business and products."

Director Sustainability

wbcsd

PRODUCT DEVELOPMENT & CHANNEL PARTNER

Partner and lead engine. Creator of the CTI-framework. WBCSD positions Circular IQ-tooling amongst Fortune 500 companies (members and non-members).
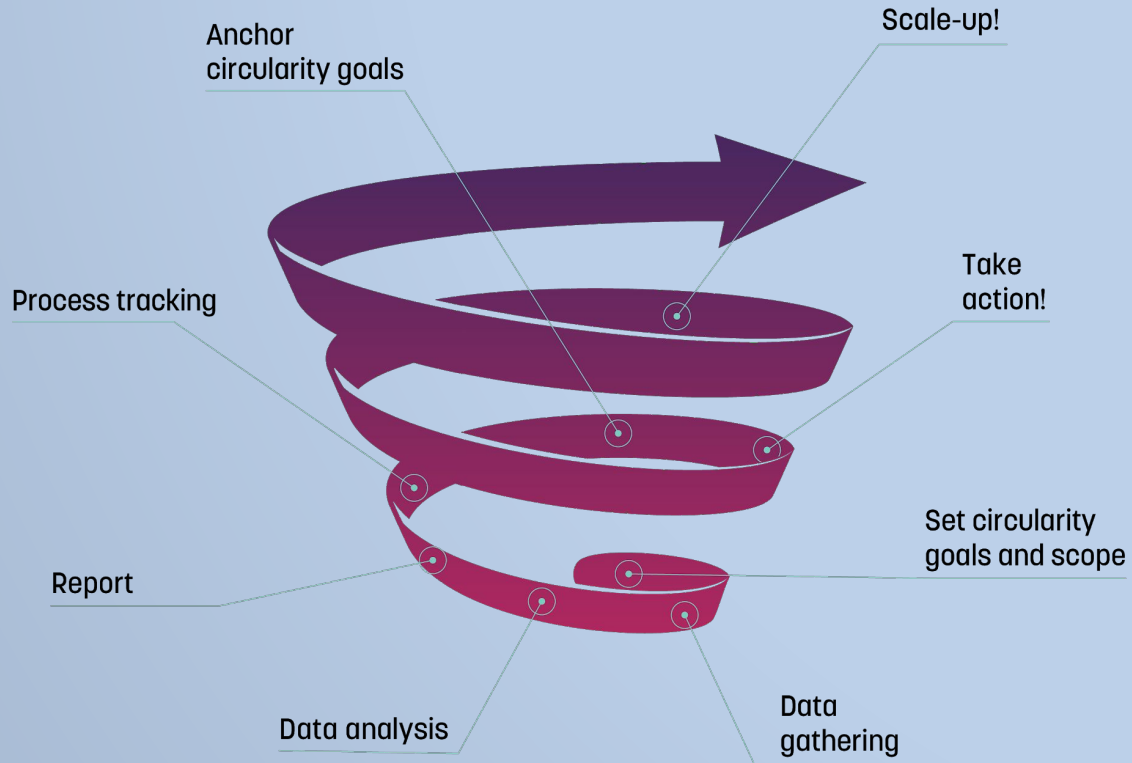
Joint business development and shared targets.

"Their commitment to making the circular economy a reality and the Circular IQ platform's friendly user-interface are just two of the reasons why we identified them as a partner in helping us bring CTI to life."

Director Circular Economy

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CIRCULAR IQ ACTIVATION MODEL

Anchor circularity goals

Scale-up!

Process tracking

Take action!

Report

Set circularity goals and scope

Data analysis

Data gathering

Our Programs

Our programs support the goals and strategies of businesses throughout different sustainability maturity levels and sectors. We offer complementary pathways to implementing and activating your circularity.

➔ **Circular Procurement Program** - Easy way to start your journey on a product-level

➔ **Product Circularity Improvement Program** - Deep dive to guide product improvement

➔ **Circular Transition Indicator (CTI) Tool -** Measure & improve circularity on business levels

CIRC ULAR IQ

Circular Procurement Program

Understand how your spend, contracts- and suppliers influence your circular performance and take action

PROBLEM: Governments and businesses are pressed to decrease their impact on global warming, resource depletion and waste generation.

SOLUTION: Our software creates transparency on the impact their products and suppliers have on global warming, resource depletion and waste generation, allowing our customers to identify and select suppliers and products that help them improve their circular performance

Circular Procurement Program
BUSINESS CASE: Dutch Railways (NS)

Case scope

To extend the lifetime of train wheels. A complex challenge due to rigid specs and the lack of parties that are able to deliver the product at scale.

Results

Materials: **2.000 tons** of virgin raw material mining avoided

GHG: **525 tons of CO$_2$ reduced** (winning supplier emits 49,7% less CO$_2$ emissions than the runner-up)

Financial: **€2.63 million saved** compared to the OEM

Product Circularity Improvement Program

Understand how your product composition and design affects your circular performance and take action

PROBLEM: It's often unclear which product-part's have the biggest negative impacts (and therefore improvement potential). Businesses struggle to identify them and start a data-backed dialogue with key suppliers to work towards improving their product-portfolio.

SOLUTION: Our software is used by our customer and key suppliers to generate in-depth and data-backed insights on the 'biggest circularity and eco impact improvements'* on a product-level. This help businesses understand exactly what is needed to achieve their sustainability goals and quantifies the impact generated, based on goods sold.

*The analyses is conducted by KPMG-experts based on Circular IQ's reports- and dashboards

CIRC ULAR IQ

Product Circularity Improvement Program
Identify risks and improvement potential

Product Circularity Report
Remote Control

February 2019

Product Circularity Improvement Program
BUSINESS CASE: Dutch Telco operator KPN

Case scope
KPN and major suppliers aim to achieve 100% circular operations by 2025. KPN is working with Circular IQ and KPMG to activate key suppliers to measure circularity and drive product improvement. They use the Product Circularity Imvrobement Program to assess its iconic products.

Results
- An average reduction of 25% in carbon emissions
- An environmental impact reduction of 33% on average
- Theoretical recyclability improvement of 40% on average

"We learned new things and I found a shared interest in improving products from a circular perspective. We value the cooperation - as well as the challenge."

Manager of Product Environmental Affairs

NOKIA

Circular Transition Indicators (CTI) Program

Measure your circular performance in line with a globally recognized standard and prioritize improvement actions

PROBLEM: There was no common language across industries and governments to measure circular performance in a uniform, transparent and objective way. As a result business and governments can't measure progress and make sure their ambitious targets are achieved.

SOLUTION: WBCSD and 26 of its members jointly developed CTI. A simple, objective and quantitative framework for businesses of all industries, sizes, value chain positions and geographies to measure circular performance and identify and prioritize improvement actions. Circular IQ developed CTI Tool for WBCSD under an exclusive partnership.

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Traction since february 2020

>500 organization accounts (19% monthly growth)

32% Business, 31% Consultancy, 12% Academic, 9% Non-profit, 5% Public

from 56 countries

60% Europe, 12% Asia & Oceania, 11% North America, 11% South America, 7% Other

15 professional subscriptions

(Evonik - Clariant - Sefic - Lanxess - BASF - Honda - Allnex - Dow - Sika - Sabic - HTC - Saudi Aramco - Auping - DSM - Whirlpool - Rabobank)

Want to learn more?

Register for your free account at:
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