

Award criteria



Product / Service Enabling Circularity

This Award is designed for organizations whose product and/or service offering helps their customers become more circular.

Award Criteria

1. Leadership



2. People Competencies and Capabilities



3. Product/Service Enabling Circularity



4. Measurement and Impact



5. Learned Lessons, Improvements and Future Plans



1. Leadership

Organization leadership demonstrates its commitment to Circular Economy by developing products and/or services that support its customers in transition to circularity. It can be demonstrated through understanding the market need for such products/services, prioritizing and committing resources for design and development of them, establishing appropriate objectives and performance measures.

Maximum score - 15

2. People Competencies and Capabilities

Leaders, managers and others have required competencies and capabilities in the field of Circular Economy. They are actively engaged and made aware of the need, importance, relevance and benefits of Circular Economy. Responsibilities are assigned for the Circular Economy.

Maximum score - 15

3. Product/Service Enabling Circularity

Organization designs, develops, promotes and delivers a product and/or a service that helps its customers to become circular, e.g. to regenerate nature, minimize materials extraction, greenhouse gas emissions, waste generation. For example, organization provides circular designs, software for Digital Product Passports, advisory, assessment, training, certification services, research publications in the field of Circular Economy.

Maximum score - 40

4. Measurement and Impact

Product/service clearly demonstrates tangible and intangible results and impact such as minimized material extraction, greenhouse gas emissions, waste, increased reuse of materials, energy, water efficiencies, recycling, and regenerated nature. Organization measures volume of product/service distributed and customer feedback in terms of its environmental impact. Performance trends are positive minimum over the last 1-2 years, targets are met.

Maximum score - 20

5. Learned Lessons, Improvements and Future Plans

Organization learns and improves while designing, developing, promoting and delivering the product/service enabling circularity. Future plans are developed for implementing the principles of Circular Economy in other products/services, initiatives.

Maximum score - 10

TOTAL SCORE - 100