# Demonstrate your CTI use case and learn what's needed for scaling up

**The Circular Transition Indicator framework, developed by the World Business Council for Sustainable Development (WBCSD), and its accompanying CTI Tool were designed to help you move forward with your circularity journey and to achieve your sustainability goals.**

The urgency to battle climate change is a global reality. **Businesses are under pressure to comply with new sustainability governance, aiming at ambitious circular targets.** For that, there is a crucial need for transparency and a common language across industries to make sense of circular metrics and support collective effort.

The Circular Transition Indicators (CTI) is a simple, objective and quantitative framework that can be applied to businesses of all industries, sizes, value chain positions and geographies. **Built by business, for business, CTI provides companies with a common language to use for internal decision-making and communicating to key stakeholders**. Now in second edition, CTI is rapidly picking up and finding its way into GRI, ISO and the EU taxonomy.
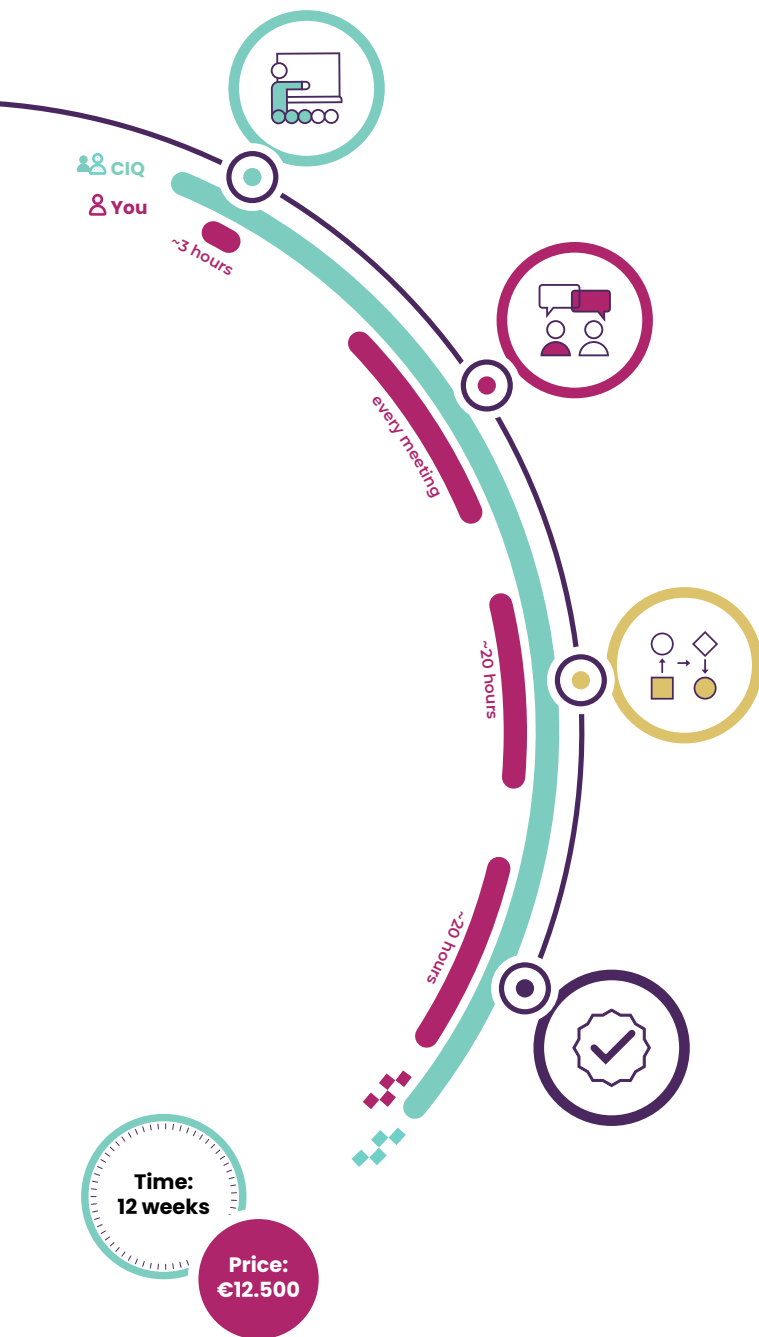
Gathering needed sustainability data across the whole organization

Onboarding the team to work towards the common goal

Starting very first circularity assessment

**Meeting organization's sustainability targets**

Understanding improvement opportunities

Providing sound findings and results

## How can you work towards the desired result?

✓ You need access to a dataset that helps you make your case (preferably LCA) and on a topic (product, site, business unit, etc.) that resonates with your organisation,

✓ You should allocate around 20 hours to connect to the relevant people and access the right sources, and roughly 20 hours to analyse the results,

✓ Get your colleagues' support for a maximum of 10 hours for identifying opportunities to access data that is already available to avoid unnecessary manual data entry when scaling up,

✓ To successfully deploy this package, we advise you to allocate 12 weeks to deliver your CTI proof of concept, which will be based on data-driven reports and analyses.

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CIRCULAR IQ | CTI TOOL

# CTI Kick-starter Package

Your guidance to setting up a successful use case for scaling up your circular transition. Here's what you'll get from the package:



**CIQ**
**You**
~3 hours
every meeting
~20 hours
~20 hours

**Time:**
**12 weeks**

**Price:**
**€12.500**

## Two seats at a CTI training

You'll be granted two seats for a CTI training and full access to CTI Pro account to help you get most out of your proof of concept and educate the people involved. After training, you'll know how to contextualize and apply CTI in the context of your business and know how to work with the framework and tool to support achieving your sustainability goals.

## Priority expert support

CTI experts from Circular IQ will provide guidance and support throughout the entire process. The priority assistance will empower you to interpret the framework the right way, use the tool efficiently and get ready to scale up.

## Clarity and transparency on available data

Together with Circular IQ experts, you'll learn which data points are relevant for the scope of your proof of concept and be able to identify relevant data sources inside the organisation that can provide the needed data. We'll determine how to best access each source and clarify remaining blank spots. The results will be combined in a data map that'll help you get buy-in from relevant stakeholders.

## Validation of proof of concept

Apply a CTI test case within your business context with full expert support and guidance. At the end of the process, you'll have a solid report showcasing to which extent you are already able to close the loop. You and your colleagues will have understood the key drivers and identified most impactful opportunities for improvement. With a validated proof of concept, you can demonstrate exactly how CTI provides added value on top of the tools in your sustainability toolbox.

## CTI Kick-starter Package will empower you to establish a solid circularity baseline for scaling up.

CTI improves decision-making processes and helps businesses identify and implement circular improvement opportunities. This package will help you build a robust and clear proof of concept to your management on how CTI can generate and add value on top of other sustainability tools (such as LCA, certificates, GRI, etc.) and identify to what extent you are able to leverage available data.

- see results before you commit

- show your stakeholders a clear and solid path forward

- experience how CTI adds value to your business context

- see how CTI sparks conversations between teams