



Bring your business full circle



How to embrace sustainable business practices

To increase their sustainability, organizations are embracing a “circular” mindset, wherein products are “made to be made again.”¹ This perspective can lead to the development of innovative business practices that can improve an organization’s financial performance as well as encourage the well-being of the planet and the people on it.

1 Three principles of circularity

Economic activity based on circularity adheres to three principles:



Eliminate waste and pollution from product design



Extend the longevity of material use and/or reuse products and materials



Regenerate natural resources and systems used in the process

THE BOSTON CONSULTING GROUP ESTIMATED *reducing worldwide resource use* by **ONLY 1%** could save approximately **840 MILLION TONS** of metals, fossil fuels, minerals and biomass *each year*.²



2 Three questions to ask

Organizations seeking to apply the concept of circularity to their operations must begin by answering several key questions:



Does my organization have a waste minimization program?



Does my company build recycling and material reuse into product design?



What metrics can we use that will directly measure the impact of our circularity efforts on both the environment and our financial performance?

Six in 10 Americans *feel it’s important to support socially responsible products and services*.³



3 How UL helps empower a circular economy

To support organizations in their efforts to answer these critical questions, UL introduced **UL 3600, Outline of Investigation for Measuring and Reporting Circular Economy Aspects of Products, Sites and Organizations**. This includes:



Detailed methods for measuring circularity



A circularity rating for each of several specific performance metrics, closely aligned with the targets identified under the United Nation’s Sustainable Development Goal (SDG) 12, Responsible Consumption and Production



A single, composite circularity score



A comprehensive Circularity Facts™ Report that provides a detailed visual representation of an organization’s circularity efforts

Find more insights on the circular economy and sustainable business in our white paper: **[Bringing Transparency to the Circular Economy](#)**.

The evolution to a “circular” mindset is helping companies achieve sustainability across products, facilities and the enterprise. Trust UL to advise and certify your circularity to drive sustainability within organizations and supply chains. For more information, visit [UL.com/sustainability](https://ul.com/sustainability).

1. The term “made to be made again” was taken from the website of Ellen MacArthur Foundation, a non profit organization that actively promotes the concept of a circular economy. Web. 8 November 2018. <https://www.ellenmacarthurfoundation.org/circular-economy/concept>.
2. “The New Big Circle: Achieving growth and business model innovation through circular economy implementation,” a report by the World Business Council for Sustainable Development and the Boston Consulting Group, January 2018. Web. 8 November 2018. https://docs.wbcsd.org/2018/01/The_new_big_circle.pdf.
3. Supportive Research Solutions, “Good Must Grow. Conscious Consumer Spending Index,” 2017

