

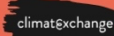
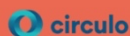


Sustina

# Circular Solutions Map

Circularity and impact metrics template

For inquiries, contact: [circulo@sustina.earth](mailto:circulo@sustina.earth)



Complete all required fields. While certification is not required, be ready documentation you can produce on request (invoices, weighing logs, payroll records, partner data) for sufficient verification on the application stage. Where you do not yet have data, write “not yet available” rather than leaving a field blank.

## A. Organization Profile

| Field                                                                                       | Response |
|---------------------------------------------------------------------------------------------|----------|
| Organization name                                                                           |          |
| Year established                                                                            |          |
| Location (city/municipality, province)                                                      |          |
| Website / social media                                                                      |          |
| Primary contact — name                                                                      |          |
| Primary contact — email                                                                     |          |
| Primary contact — phone                                                                     |          |
| Sector (e.g., textiles, plastics, organic waste, e-waste, construction, agriculture, other) |          |

## B. Circular Strategy

Select all that apply.

- |                                    |                                        |                                    |                                  |                                  |
|------------------------------------|----------------------------------------|------------------------------------|----------------------------------|----------------------------------|
| <input type="checkbox"/> Refuse    | <input type="checkbox"/> Rethink       | <input type="checkbox"/> Reduce    | <input type="checkbox"/> Reuse   | <input type="checkbox"/> Repair  |
| <input type="checkbox"/> Refurbish | <input type="checkbox"/> Remanufacture | <input type="checkbox"/> Repurpose | <input type="checkbox"/> Recycle | <input type="checkbox"/> Recover |

| Field                                      | Response |
|--------------------------------------------|----------|
| What you do, and for whom, in one sentence |          |

## C. Evidence of Impact

Report two outputs and one outcome at minimum. Label anything unverified as an estimate.

| Field                           | Response |
|---------------------------------|----------|
| Output 1 — number, unit, period |          |
| Output 2 — number, unit, period |          |

| Field                                              | Response |
|----------------------------------------------------|----------|
| Outcome — number, unit, period                     |          |
| Impact estimate (optional — label as estimate)     |          |
| How this was measured (instrument and data source) |          |

Verification available on request:

☐ Invoices   ☐ Weighing/intake logs   ☐ Payroll records   ☐ Partner or buyer data  
☐ Other: \_\_\_\_\_

## D. Honesty Disclosure

| Field                               | Response |
|-------------------------------------|----------|
| What we cannot yet prove (required) |          |

## E. Certifications or External Validation (Optional)

| Field                                                                                          | Response |
|------------------------------------------------------------------------------------------------|----------|
| Certifications, awards, or third-party validation, if any. Write “none yet” if not applicable. |          |

## F. Supporting Documents Attached

☐ Photos   ☐ Invoices/receipts   ☐ Weighing or intake logs   ☐ Partner or buyer letters  
☐ Other: \_\_\_\_\_

## G. Declaration

I confirm the information provided is accurate to the best of our knowledge and that supporting documentation can be produced on request.

**Name:** \_\_\_\_\_

**Position:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

*Submit completed form and supporting documents to the submission portal of Sustina’s Circular Solutions Map.*

 Sustina

# Circular Solutions Map

Guidance on circularity and impact metrics

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## Impact Metrics Self-Assessment for Organizations Without Certification

The template is for circular economy organizations that have already started operating but do not yet hold a formal certification or third-party impact rating. It replaces certification with three things any organization can produce without external cost: a defined theory of change, two to three honestly tracked indicators, and a record of how those indicators were collected. Work through Steps 1 to 5 once. Complete the Application Sheet in Step 6 for submission to the Circular Solutions Map.

### What This Is, and Is Not

- Not a certification. No external audit is required to apply.
- Not a full ESG or sustainability report. Two well-documented indicators are sufficient at this stage.
- Not a one-time form. Revisit it every six months as your data improves.

### Step 1—Identify Your Circular Strategy

Mark all categories that apply to your operation. Strategies are ordered from highest circularity value (top) to lowest (bottom). This determines which indicators are relevant in Step 3.

| Strategy      | Definition                                                                                                                | Example                                                                                         |
|---------------|---------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| Refuse        | Eliminating the need for a product or material altogether.                                                                | A delivery service that removes packaging entirely using reusable crates collected on delivery. |
| Rethink       | Making product use more intensive through a different business or delivery model, without redesigning the product itself. | A tool-sharing platform that replaces individual ownership with shared access.                  |
| Reduce        | Using less material or resource input to deliver the same function.                                                       | Concentrated refill formats that cut packaging volume per use.                                  |
| Reuse         | Putting a product or material back into use in its existing form.                                                         | Returnable containers cycled through multiple fill rounds.                                      |
| Repair        | Restoring a faulty product so it can continue its original use.                                                           | A community repair hub fixing household appliances.                                             |
| Refurbish     | Restoring an older product to good working condition, with upgrades.                                                      | Renewing returned electronics for resale.                                                       |
| Remanufacture | Using parts of a discarded product in a new product with the same function.                                               | Rebuilding machine components into new units to original spec.                                  |
| Repurpose     | Using a discarded product or material in a new product with a different function.                                         | Textile offcuts converted into woven home goods.                                                |
| Recycle       | Processing material to be used again at the same or lower quality.                                                        | Sorted plastic waste reprocessed into pellets for manufacturing.                                |
| Recover       | Capturing energy or residual value from material otherwise discarded.                                                     | Organic waste processed for biogas or compost.                                                  |

### Step 2—Map Your Theory of Change

Complete one row using your own operation. The distinction that matters most is between Outputs (what you produced) and Outcomes (what changed because of it).

| Inputs                                                             | Activities                                                                  | Outputs                                                                    | Outcomes                                                                                 | Impact                                                                                                                              |
|--------------------------------------------------------------------|-----------------------------------------------------------------------------|----------------------------------------------------------------------------|------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| What resources, recovered material, and labor go in each month?    | What do you do to the material—collect, sort, repair, reprocess?            | What do you produce or process, in countable units?                        | What changed in material flow, livelihoods, or behavior because of it?                   | What longer-term shift in resource use results, if measurable?                                                                      |
| PHP<br>40,000/month<br>budget; 3 staff; 12 partner refill stations | Collect and sanitize containers; refill household products; train operators | 2,100 refills processed/month; 0.6 t of single-use packaging avoided/month | 38% of stations report repeat-customer rate above 70%; household packaging cost down 22% | Estimated 7.2 t/year reduction in single-use plastic entering the municipal waste stream (estimate, not yet independently verified) |

Example only. Replace with your own figures. Label anything you have not yet verified as an estimate—do not omit it.

### Step 3—Select Two to Three Indicators

Choose indicators that match the strategy identified in Step 1. Select no more than three. Do not list an indicator you cannot currently produce evidence for—label estimates rather than dropping them.

Refuse and Rethink strategies often need a custom indicator not listed below—for example, units of demand avoided, or subscriptions/shares replacing individual purchases or behaviour change tracked. Define it the same way: name it, state the unit, and state the data source.

#### Material Flow

| Indicator                          | Definition                                                                                                   | Unit           | Best Suited For                 |
|------------------------------------|--------------------------------------------------------------------------------------------------------------|----------------|---------------------------------|
| Volume diverted                    | Tonnes/kg of material collected, repaired, or processed that would otherwise be disposed or newly extracted. | kg / t         | Reduce, Reuse, Recycle, Recover |
| Recycled or recovered content rate | Share of total material input that is recycled or recovered rather than virgin.                              | %              | Recycle, Remanufacture          |
| Lifespan extension                 | Additional months or years of use achieved through repair, refurbishment, or reuse.                          | months / years | Repair, Refurbish, Reuse        |

#### Resource Loop

| Indicator         | Definition                                                                                                      | Unit   | Best Suited For      |
|-------------------|-----------------------------------------------------------------------------------------------------------------|--------|----------------------|
| Loop closure rate | Share of material or product that returns to productive use within your system rather than exiting to disposal. | %      | All strategies       |
| Repeat-use cycles | Average number of times a unit is reused before retirement.                                                     | cycles | Reuse, refill models |

#### Economic

| Indicator              | Definition                                                                  | Unit         | Best Suited For                |
|------------------------|-----------------------------------------------------------------------------|--------------|--------------------------------|
| Cost avoided           | Cost saved by using recovered or recycled material instead of virgin input. | currency     | Reduce, Recycle, Remanufacture |
| Circular revenue share | Share of total revenue derived from circular products or services.          | %            | All strategies                 |
| Cost per unit diverted | Total program cost divided by tonnes or kg diverted.                        | currency / t | All strategies                 |

Environmental

| Indicator                   | Definition                                                                                                       | Unit                      | Best Suited For        |
|-----------------------------|------------------------------------------------------------------------------------------------------------------|---------------------------|------------------------|
| Estimated emissions avoided | Emissions avoided by displacing virgin material or landfill disposal, using a stated emission factor and source. | tCO2e (label as estimate) | All strategies         |
| Water or energy saved       | Resource saved relative to the equivalent virgin-material process.                                               | m3 / kWh                  | Recycle, Remanufacture |

Social

| Indicator             | Definition                                                                                                  | Unit              | Best Suited For                |
|-----------------------|-------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------|
| Worker income change  | Verified change in earnings for workers in the recovery or circular chain, from payroll or invoice records. | currency / period | Reduce, Reuse, Repair, Recycle |
| Livelihoods supported | Number of people earning primary or supplementary income through the circular operation.                    | count             | All strategies                 |

Step 4—Set Up a Minimum Viable Measurement System

| Element               | Guidance                                                                                                                                                                                         |
|-----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Data collection point | At intake (material received or collected) and at output (sale, refill, repaired item returned to use). Build into existing weighing, invoicing, or sorting steps—do not add a parallel process. |
| Instrument            | A weighing-scale log, sales or invoice record, or a 3-field intake sheet (date, weight or unit count, source). Paper or spreadsheet—whichever your team will use consistently.                   |
| Storage and log       | One spreadsheet. One row per batch or transaction. One person accountable for entry.                                                                                                             |
| Review cadence        | Monthly internal tally. Quarterly check against targets. Update the Application Sheet every six months.                                                                                          |

Step 5—Five Errors That Undermine Credibility

| Error                  | What It Looks Like                                                                                 | The Fix                                                                                      |
|------------------------|----------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|
| Vanity metrics         | Reporting volume collected without confirming it was actually diverted, processed, or sold onward. | Track material through to its end state, not just the point of intake.                       |
| Double-counting        | The same batch counted once at collection, again at sorting, and again at sale.                    | Track unique batches by ID or date. Count once, at the stage matching your stated indicator. |
| Proxy-as-outcome       | Treating an MOU or partnership as evidence of impact.                                              | A partnership is an input. Report what changed after it, not its existence.                  |
| Unverified self-report | Asking suppliers or collectors whether the work helped them, and reporting the answer as data.     | Use observable records—payroll, sales, weight logs—wherever possible.                        |
| Survivorship sampling  | Reporting only your most active or longest-running partner sites.                                  | Report across all active sites, or state explicitly which subset is represented and why.     |

## Step 6—Application Sheet

Complete this sheet for submission. Certification is not required. Documentation you can produce on request—invoices, weighing logs, payroll records—is sufficient verification at this stage.

| Field                                        | Response                                 |
|----------------------------------------------|------------------------------------------|
| Organization name                            | [Enter name]                             |
| Circular strategy/strategies (Step 1)        | [List one or more]                       |
| What you do, and for whom, in one sentence   | [Enter description]                      |
| Output 1—number, unit, period                | [e.g., 2,100 refills processed/month]    |
| Output 2—number, unit, period                | [Enter output]                           |
| Outcome—number, unit, period                 | [e.g., 38% repeat-customer rate]         |
| Impact estimate (optional—label as estimate) | [Enter estimate, or leave blank]         |
| How this was measured                        | [Instrument and data source—from Step 4] |
| What we cannot yet prove                     | [Required—name the gap]                  |
| Date of last data update                     | [DD/MM/YYYY]                             |

## Revisit Cadence

Update this template every six months. Replace estimates with measured data as the tracking system matures. Two honestly tracked indicators are a stronger application than an aspirational list of ten.

## Reference Frameworks (Optional Further Reading)

- Ellen MacArthur Foundation—R-strategy framework
- WBCSD—Circular Transition Indicators
- GRI 306—Waste
- IRIS+ Catalog ([thegiin.org/iris](http://thegiin.org/iris))—circular economy and resource-efficiency themes