



**CIRC
ULAR
IQ**

PRODUCT CIRCULARITY IMPROVEMENT PROGRAM

BROCHURE

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POWERED BY:

KPMG

The Product Circularity Improvement Program:

A data-powered and holistic circularity program

What is it?

The Product Circularity Improvement Program (PCIP) is a comprehensive step-by-step service that helps you gather actionable insights into the eco-impact and circularity of your products and the products of your suppliers. Circular IQ and KPMG deliver objective and data-backed reports that identify and underpin your products' eco-impact (such as the cost of carbon, for example) and circularity performance.

Why this program?

Having the right information is key for businesses to take action. We empower your decision-making towards achieving your sustainability goals by quantifying the impact of products and assets through data-driven, eco-impact and circularity analysis.

For whom?

Frontrunners and industry leaders seeking to activate their sustainability, procurement and product management teams who want to achieve their sustainability and circularity goals.

What is included?

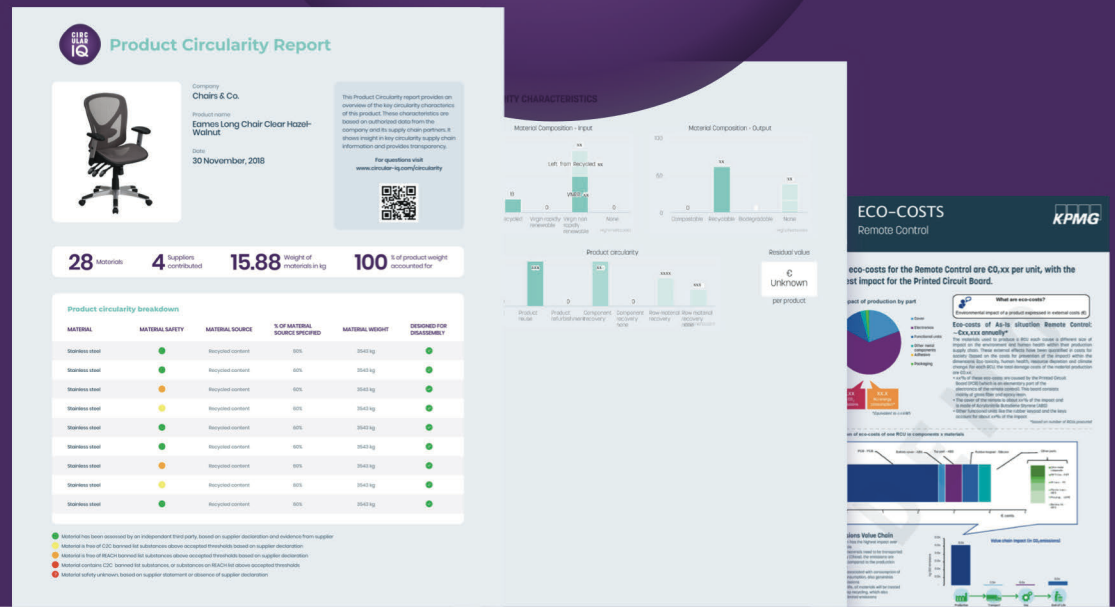
A 5-step process, supported by KPMG experts, and a digital tool that generates comprehensive eco-impact and circularity characteristics through a single report. With this tool, you can enhance your decision-making

POWERED BY:



- ✓ Comprehensive reports
- ✓ Expert-guided process
- ✓ Actionable output

Best of
both worlds:
**Eco-Impact and
Circularity**
in one single
report



Amplifying impact together

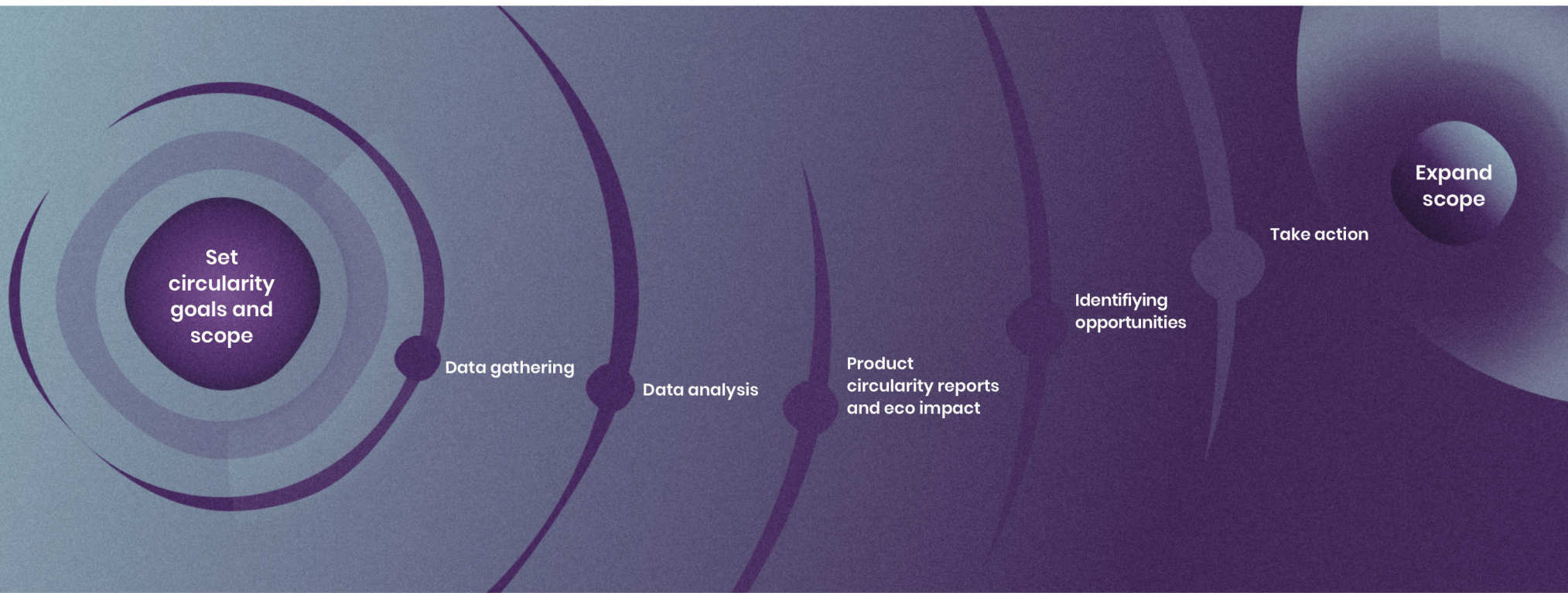
The Product Circularity Improvement Program was designed to help you achieve your circularity KPIs. That's why we offer an easy start with 5 or 10 products. This program will help you identify how to create greater impact across your product portfolio.

With the data gathered in the eco-impact and circularity report, you can initiate tangible improvement actions and get insights to help you assess whether your circularity actions are also sustainable in other impact areas.

“The software and reports help us create awareness amongst our suppliers and identify impactful improvements for increasing product circularity.”

Jeroen Cox

Senior Manager Energy and Environment at KPN



The Product Circularity Improvement Program:

Our step-by-step approach



Collaboration Packages

Insights Package

- Analysis includes material overview
- Circular characteristics regarding inflow and outflow
- Eco-impact analysis on component and material level
- Value chain analysis on CO₂ implications of circular economy measures

 Including support service package and reports

Pricing

- | | |
|------------------------|------------------|
| • 5 products analysed | €22.000 |
| • 10 products analysed | €35.000 |
| • More products | price on request |

Supplier Activation Package

- Analysis includes material overview
- Circular characteristics regarding inflow and outflow
- Eco-impact analysis on component and material level
- Value chain analysis on CO₂ implications of circular economy measures

-  KPMG project management, stakeholder and supplier facilitation
-  Management summary and data-backed improvement suggestions
-  Including support service package and reports

Pricing

- | | |
|------------------------|------------------|
| • 5 products analyzed | €35.000 |
| • 10 products analyzed | €60.000 |
| • More products | price on request |

Frequently asked questions

Is my company's data secure?

Yes. The data on the platform is only available to your organization and it is not shared with any external party. Similarly, we make sure that the suppliers' information is also protected and that buyers will not be able to see who the supplier is. All the data added to the platform is owned by the organization adding the information. The platform also offers two-factor authentication. Our platform is hosted on the secure hosting infrastructure of AWS (Amazon Web Services).

How much effort will this cost me?

We see this program as a collaboration and this means that you're in the driver's seat! That's why we'll need to know what your circularity goals are and have key internal stakeholders on board. We'll also need commitment from your teams, leadership and suppliers. Finally, you'd need to connect us with the suppliers so we can help you gather relevant data. Once the program is up and running, you'll be able to take full ownership and commit to long-term goals to create continuous impact on a large scale.

What is the methodology behind the Product Circularity Improvement Program?

The ecological impact is calculated based on internationally recognized LCA data from scientifically proven methodologies and both positive and negative impact are taken into account. Financial value can be applied to the ecological impact to support organizations in understanding the value they create and reduce in a more common denominator. These valuation factors are selected from a comprehensive KPMG database which is sourced from academic research around the world and continuously expanded and updated. The Circular IQ dataset is based on leading international standards, such as GRI, C2C certified and CTI. All the data will be visualized and summarised through an easy-to-understand and straightforward reporting format.

Can I run this program on my own?

Our mission is to empower your decision-making by providing you with the best tools to assist you in assessing your own circularity and eco-impact. That's why we offer guidance and support as you kickstart your circularity journey and provide you with a platform licence that will allow you to move forward in assessing your products' eco-impact and circularity on your own.

Questions? Contact us!



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