Submitting Country, Organization, Company	Circularise (Netherlands)
If Organization or Company, please indicate the approximate number of employees	12
Title of the action	Implementation of business management systems or instruments for traceability and transparency
Upload an image	

Relevant Website	www.circularise.com
Partners	Brand Owners: Porsche, Stanley Black & Decker, Arcelik, Xindao, Municipality of Amsterdam, Province of South Holland; Suppliers: Asahi Kasei, Borealis, Boge, Covestro, Domo Chemicals, Marubeni, Mitsubishi Chemicals, Sauer.; Certification Bodies: UL; Strategic partners: The Ellen MacArthur Foundation, European Plastics Converters (EuPC)
Type of initiative	Private initiative

Description of action

• Circularise has developed and continues to improve blockchain-enabled software services to support the traceability of materials and data through complex supply chains to unlock circular economy strategies.

• Core to our technology is our Smart Questioning feature. This integrates data via questions and aggregates answers across a supply chain to provide insights and analysis; such as for example the embedded energy or water of materials across a supply chain or whether toxic or hazardous materials are present which could limit recovery opportunities.

• Our software services are designed to support our clients and supply chains to become transparent, circular and understand their supply chain impacts to then plan how to reduce these.

Type of action

Traceability   Transparency

Please select the specific area/s of the action

Collaborative initiatives

Business management systems or instruments

Blockchain enabled software services

Scope of the action, including a description of the value chain processes that are covered

Objective

To trace materials from source to products, and beyond. Our objective is to support data flows to facilitate decision making and sustainable impact assessment across supply chains.

Commitments

Circularise is committed to supporting a shift to a circular economy by digitising and tracing materials across complex supply chains on a public blockchain without risking confidentiality.

Value chain scope

We do not have a specific value chain scope. We focus on material flows, e.g. plastics, which flow across multiple value chains such as automotive, textiles and FMCG etc. Our software services are relevant for all value chain actors to use to track and trace materials and attached data.

Timeframe and/or milestones for the action

• Circularise has operated since 2016 and has had multiple milestones with regard to the development of the software services.

• We are working on multiple material tracking projects with our clients - please see an example via www.circularise.com/latest

Reference instruments and sources used

• We work with standards and certification schemes/companies.

• Our software services support our clients to upload documentation for standards or certifications and verify their material and data claims. This can be done via a recognized 3rd party auditor or via the certification body itself.

• Further, our software system is designed to support supply chain actors to report on their data in line with best in practice standards and certifications.

Expected benefits and impact for the stakeholders involved

Enhanced visibility of compliance with sustainability requirements by industry actors/partners along the entire value chain

Enhanced traceability of the social/environmental/ethical attributes of product(s)/materials along the value chain; for example, for origin, quality, sustainability performance, and compliance with health and safety requirements for consumers and workers

A measurable impact on sustainability in value chains over time, eventually verified through life-cycle assessments and/or sustainability certifications

Enhanced environmental and socially responsible consumption and production, and circularity of the value chain, that may be relevant to and inspire other countries and industry actors/partners

Management of reputational risk for manufacturers, brands and retailers who are selling the products concerned

Improved working conditions for workers along the value chain and, particularly, those who work for "suppliers to suppliers" in parts of the value chain that today are often "hidden"

Note - For the above improved working conditions - we do not directly work on worker conditions, but with our system that connects supply chain processes this allows actors more clarity on the 'hidden' parts of their supply chains to ask for and be able to account for better working conditions across the supply chain

Stakeholders involved

Key performance indicators for the action

• Our internal key performance indicators are attributed to the number of customers and amount of material tracking and associated data flows we can support to facilitate sustainable impact reporting across supply chains.
• Our clients choose the data points and KPI's they want to set when using our services - this can include any metrics such as water, energy use, recovery and reuse of materials, fair working practices, sustainable source/origin of materials, etc.

Good practices

Please see www.circularise.com/latest and our resources page for our white paper and latest press releases of the work we are doing - https://www.circularise.com/resources

| **How has this UNECE-UN/CEFACT Call to Action contributed to strategic engagement and/or public awareness in support of your commitment?** | The UNECE-UN call to action raises the profile of the challenges we are trying to tackle and highlights to industry, policy and consumers the direction of travel towards more transparent supply chains. This supports our commercial engagement and agenda setting. |

Link to relevant goal(s) and specific target(s) of the United Nations