Circular Transition Indicators (CTI)
Development Opportunities
CTI-Engagement Partners
Circular Metrics

Provide insight in circularity on a company level to drive the transition towards a circular economy by encouraging businesses to adopt innovative circular business models that improve company longevity and resilience.

CTI KEY PRINCIPLES

Simple
Consistent
Complete
Complementary
Neutral

Sign on the CTI Tool for a free account
CTI-Engagement Partners
On-boarding package
# CTI User groups

## What is a user group?

<table>
<thead>
<tr>
<th>Concept</th>
<th>A user group is an opportunity for a group of companies that want to test WBCSD's Circular Transition Indicators (&quot;CTI&quot;) methodology to measure and improve their circular performance. The user group is coordinated by CTI Engagement Partners with the support of WBCSD.</th>
</tr>
</thead>
</table>
| Format | • Coordinated sessions and calls to outline the CTI process step by step.  
• A platform for companies to discuss specific sector related challenges and solutions.  
For the duration of the user group, participating companies have access to:  
• Capacity building (webinars, online trainings, targeted meetings)  
• CTI Tool Pro for a period of 4 months (includes tool capacity-building / 1 account per company)  
• 1 Quickscan / company with a CTI expert to review the assessment, interpret results, identify opportunities and priorities |
| Timeline | The duration of the user group is approximately 4 months with a call every 2 weeks (5 in total). |
| Expected outcomes | • Guide the adoption and use of the CTI so that companies have a good level of understanding of CTI, its overall application and value to address linear risks and capitalize on circular opportunities.  
• Guide towards the publication of use cases and sharing of best practices to serve as an industry guidance on CTI.  
• Obtain feedback on CTI application, CTI Tool user journey and overall methodology improvements. |
CTI Academy – Onboarding package – Engagement partners

<table>
<thead>
<tr>
<th>CTI Engagement Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Access to CTI Interactive webinars</strong> (3 staff / company)</td>
</tr>
<tr>
<td><strong>Access to CTI Online Trainings</strong> (3 staff / company)</td>
</tr>
<tr>
<td><strong>Bi-weekly meetings / 3 months</strong></td>
</tr>
<tr>
<td><strong>1 quick scan / company</strong></td>
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<tr>
<td><strong>Access to CTI Tool – Professional / 3 months</strong></td>
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<tr>
<td>(1 account per company / unlimited users per account)</td>
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<tr>
<td>• Increase organization-wide capacity to measure and improve circular performance</td>
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<tr>
<td>• Build member companies and partners’ capacity to apply CTI and benefit from existing opportunities of going circular</td>
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<tr>
<td>• Extend offering to existing and new members</td>
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<tr>
<td>• Increase professional development opportunities for staff</td>
</tr>
</tbody>
</table>

- **CHF 20’000**
  - <10 companies
- **CHF 30’000**
  - > 10 companies

If you are interested in this opportunity and for more info, contact Irene: martinetti@wbcbsd.org
Capacity-building opportunities
CTI Academy – Capacity-building opportunities on demand

**CTI Interactive Webinars**

- **All interested stakeholders**

  - **Concept:** General introduction to CTI framework and tool
  - **Target audience:** WBCSD members, Global Network and interested practitioners
  - **Price:** 50 CHF
  - **Frequency:** Bi-monthly
  - **Duration:** 1 hour
  - **Opportunities:**
    - 20% discount for WBCSD members, 50% discount for GN members
  - **Calendar of webinars:**
    - 6 April, 2 - 3 pm CET [Registration link]
    - 4 May, 2 - 3 pm CET [Registration link]
    - 6 July, 2 - 3 pm CET [Registration link]
    - 7 Sept, 2 - 3 pm CET [Registration link]
    - 2 Nov, 2 - 3 pm CET [Registration link]

  - **Trainers:** WBCSD, KPMG, CircularIQ
  - **Lead:** WBCSD

If you are eligible for discount you can obtain a code by writing to: cti@wbcsd.org

**CTI Online Trainings**

- **Companies, practitioners**

  - **Concept:** Practice based training for the application of the CTI framework and tool
  - **Target audience:** WBCSD members, Global network companies and interested practitioners
  - **Price:** 200 CHF
  - **Frequency:** Quarterly
  - **Duration:** 3 hours (2 sessions * 1.30 hours)
  - **Opportunities:**
    - 20% discount for WBCSD members, 50% discount for GN members
    - 20% discount for CTI Professional (Year 1)
  - **Calendar of trainings:**
    - 13 & 15 April, 1.30 – 3.00 pm CET – Register [HERE]
    - 15 & 17 June, 1.30 – 3.00 pm CET – Register [HERE]
    - 14 & 16 September, 1.30 – 3.00 pm CET – Register [HERE]
    - 7 & 9 December, 1.30 – 3.00 pm CET – Register [HERE]

  - **Trainers:** WBCSD, KPMG, CircularIQ
  - **Lead:** WBCSD
CTI Academy – Timeline 2021

CTI Interactive Webinars
- 06.04
- 04.05
- 06.07
- 07.09
- 02.11

CTI Online Trainings
- 15.04
- 15.06
- 14.09
- 07.12

- March
- April
- May
- June
- July
- August
- September
- October
- November
- December
Our contact details

Brendan Edgerton
Director, Circular Economy
edgerton@wbcisd.org

Irene Martinetti
Manager, Circular Economy
martinetti@wbcisd.org