



## Circularity Readiness Scorecard - How circular is your product portfolio today?

### Instructions:

For each question, rate your current practice from **0–2 points**:

- **0 = Not in place**
- **1 = Somewhat / in development**
- **2 = Strongly in place**

Add up your score at the end to see where you stand.

### Materials – Smarter Inputs

1. Do we use recycled, renewable, or bio-based materials in our products?
2. Have we simplified materials?
  - a. *to reduce waste* (consolidated fabrics across styles, offer fewer colors)
  - b. *to enable recycling* (mono-materials or simple blends designed for T2T recycling)

### Construction – Built to Last & Come Apart

3. Are our products designed with durability in mind? (reinforced seams and stress points)
4. Can high-wear components be replaced or repaired? (e.g. straps, soles, zippers, etc.)

### Testing – Prove It Works

5. Do we run Life Cycle Assessments (LCAs) or impact comparisons during design?
6. Do we combine lab testing with real-world wear testing to validate durability?

### Storytelling – Build Emotional Durability

7. Do we communicate openly about the trade-offs in our design decisions?
8. Do we educate customers on how to extend product life? (care, repair, use impact)

### End-of-Life – Close the Loop

9. Do we offer easy return, repair, or recycling pathways for end-of-life products?
10. Do we incentivize circular behaviors? (loyalty rewards, swaps, free repairs)

### Scoring

- **0–7 points:** Early stage – Circularity is not yet embedded. Big opportunities ahead.
- **8–14 points:** Building momentum – Some initiatives in place, but gaps remain.
- **15–22 points:** Advanced – Circularity is integrated across design, testing, storytelling, and end-of-life.

### Next Step

This scorecard shows *where you are*. The next step is identifying *where it makes sense to focus now*.

I can help to analyze your specific products and systems to create tailored recommendations for circular design and customer engagement.

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