

Global Circularity Protocol for Business

& Electronics initiatives

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WBCSD



Global
Circularity
Protocol
for business

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28 October 2025

The Global Circularity Protocol for Business (GCP)



The Global Circularity Protocol for Business



Objective: the Global Circularity Protocol for business will be the go-to action framework to guide companies in target-setting, measuring, reporting and disclosing progress on resource efficiency and circularity, combined with comprehensive and targeted policy guidance in order to accelerate the shift towards circular business models and a regenerative economy



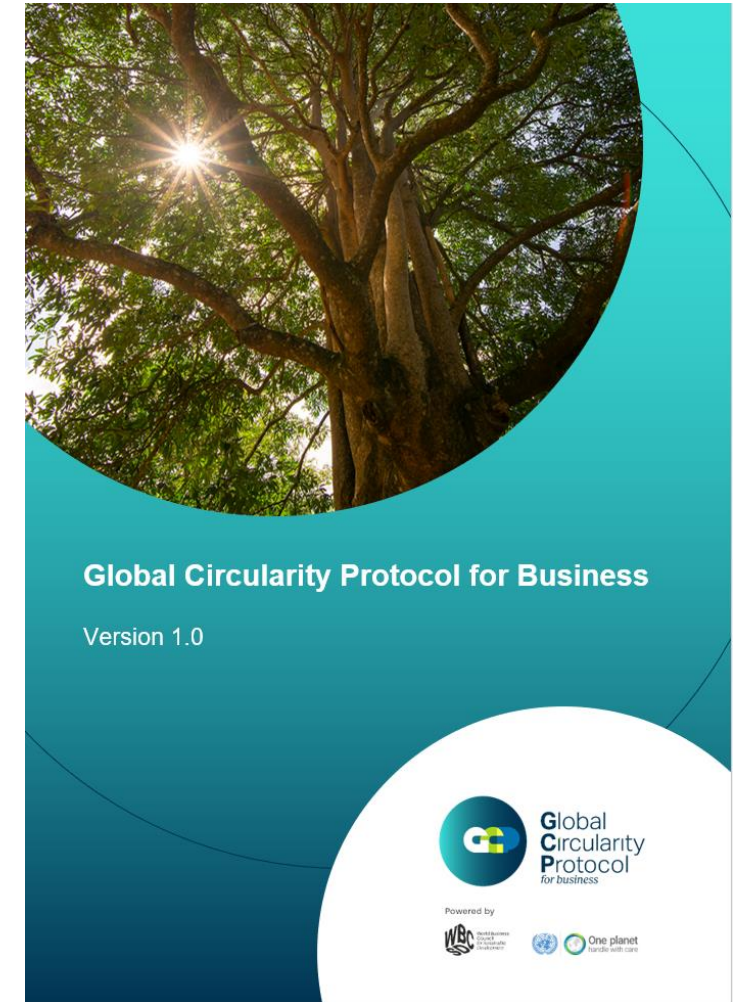
Strategic partnership: The GCP is a global initiative spearheaded by the World Business Council for Sustainable Development (WBCSD) in strategic partnership with the One Planet Network (hosted by UNEP), part of the 10YFP Framework, which holds the mandate for SDG 12



Impact: The Global Circularity Protocol for Business will drive transformative impact—cutting **76 gigatons of CO₂** over the next 25 years, saving 120 billion tons of materials to tackle resource scarcity, and creating lasting positive impacts on nature and equity. *Find out more in the [Impact analysis](#)*



28 October 2025



Launch on 11 Nov.

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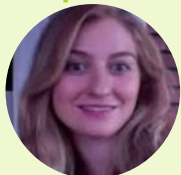
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GCP stakeholders



The Advisory Committees

Independent Scientific Advisory Committee



Dr. Teresa Domenech Aparisi
Founder Director of
UCL Circular
Economy Lab



Dr. Linda Godfrey
Principal scientist at
CSIR & Associate
Professor at North-
West University



Dr. Naoko Ishii,
Executive Vice President
at Center for Global
Commons, Tokyo
University



Dr. Heinz Schandl
Director of CSIRO's
Circular Economy for
Missions Initiative



Dr. Janez Potočnik
Co- Chair
International
Resource Panel
(IRP)



Dr. Nancy Bocken
Professor in Sustainable
Business & Circular
Economy, Maastricht
University

Policy Advisory Committee



Dr. Victoria Santos
Coordinator of the Just
Transition
Institute for Climate
and Society (iCS)



Jérôme Stucki
Head of Circular
Economy and
Resource Efficiency
unit (UNIDO)



Dr. Patrick Schröder
Senior Research
Fellow, Environment
and Society Centre
Chatham House



Davinah Milenge
Principal Program
Coordinator, Climate
Change & Green Growth
Department, African
Development Bank



**Paula Pelaez
Zambrano**
Director of Advisory
MSME Inter-America
Development Bank
Group (IDB Invest)



Carly Relou
Senior policy officer
monitoring circular
economy (Ministry of
water and
infrastructure,
Netherlands)



Lisa da Silva
Global Lead,
Circular Economy
Finance, IFC/
World Bank Group



Satoshi Yoshida
Director for International
Resource Circulation
Ministry Of Environment of
Japan



**Noelia Garcia
Nebra,** Head of
Sustainability,
ISO



Oliver Boachie
Special advisor to Minister,
Ministry of Environment,
Science, Technology &
Innovation, Ghana



Hong-Quan Nguyen
Associate Professor
Vietnam National
University - Ho Chi Minh



Sonia Dias
Waste specialist
WIEGO



Adalberto Maluf
National Secretary of Urban
Environment and Environmental
Quality, Ministry of Environment
and Climate Change, Brazil.



Stakeholders & Governance

Executive Committee



WBCSD



One planet
handle with care

One Planet Network/ United Nations
Environment Programme

Business Advisory Committee



Harald Tepper
Leads the Circular
Economy and
EcoDesign Programs
Royal Philips



Jacob Rognhaug
VP Public Affairs,
Head of Global
Engagements
TOMRA



Bruno Pelli
Global Director in Mining
Technical Services
Vale



Markus Reichling
General Manager,
Circular Economy
Panasonic



Junya Shimizu
General manager
Toyota Motor
Corporation

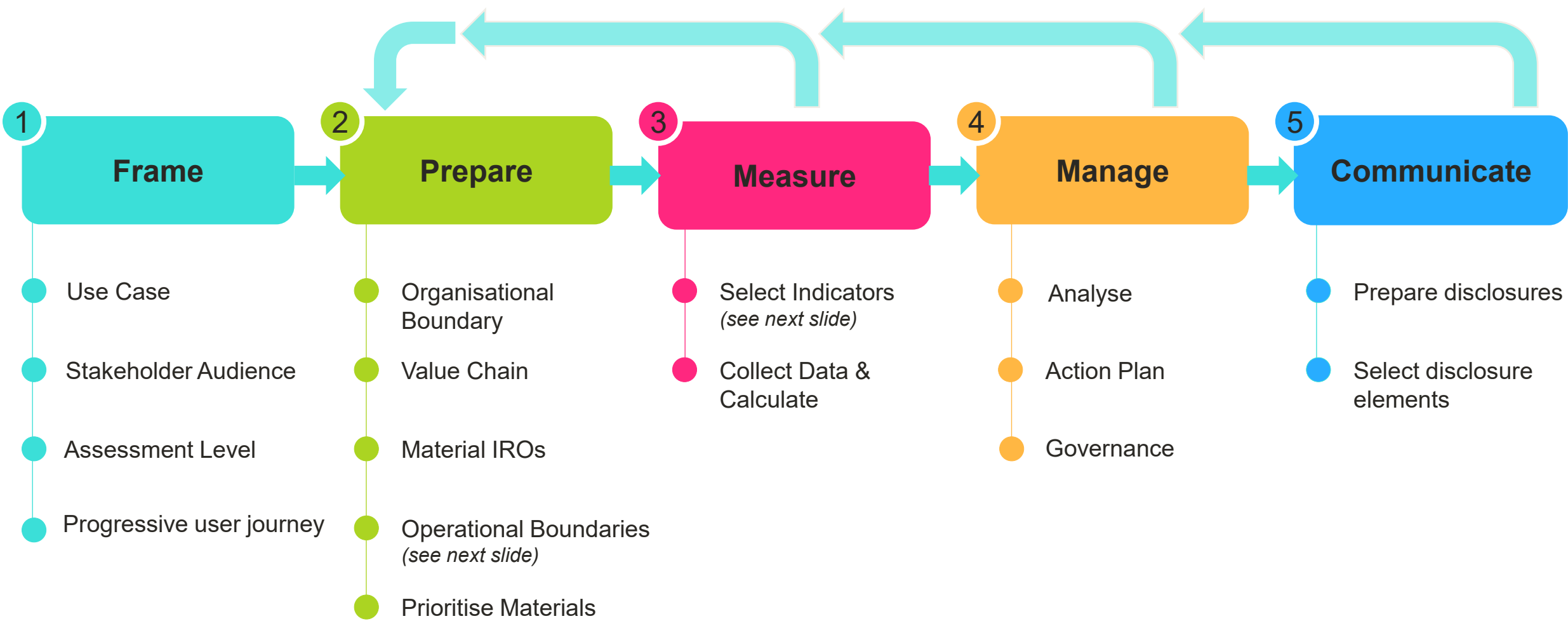


Hege Sæbjørnsen
Circular leader
Ingka Group

→ Over 50 Companies currently contributing to the Technical Working Group



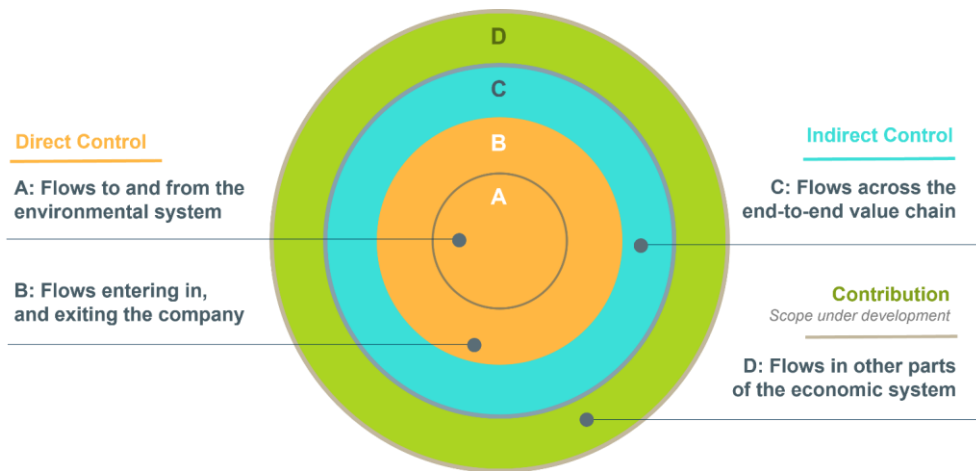
The GCP User Journey is an iterative process



Circular performance and impact assessment

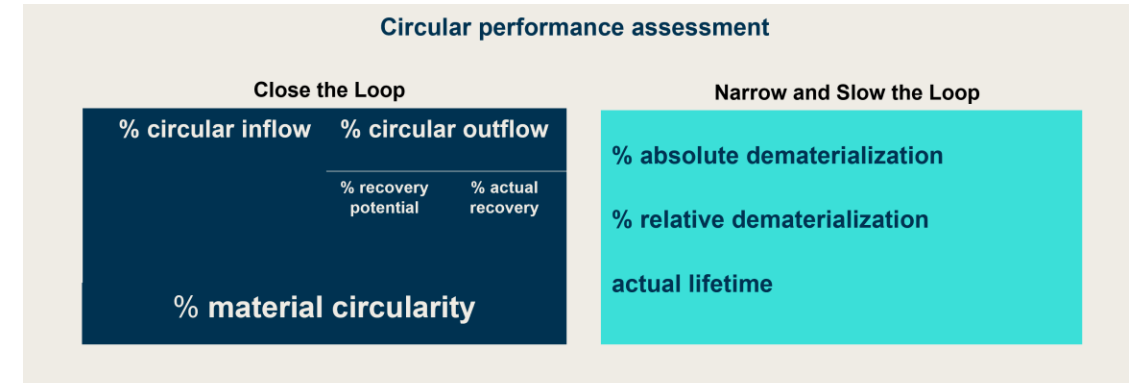
Set operational boundaries

The GCP places at its core the measurement of material flows that enter, move through and exit an organization's operational boundaries.

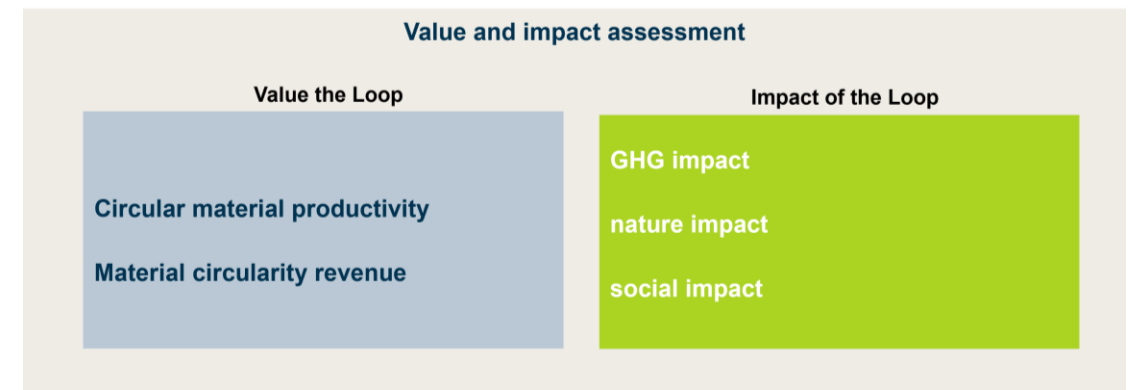


Standardized scopes (A,B,C,D) framework for operational boundaries

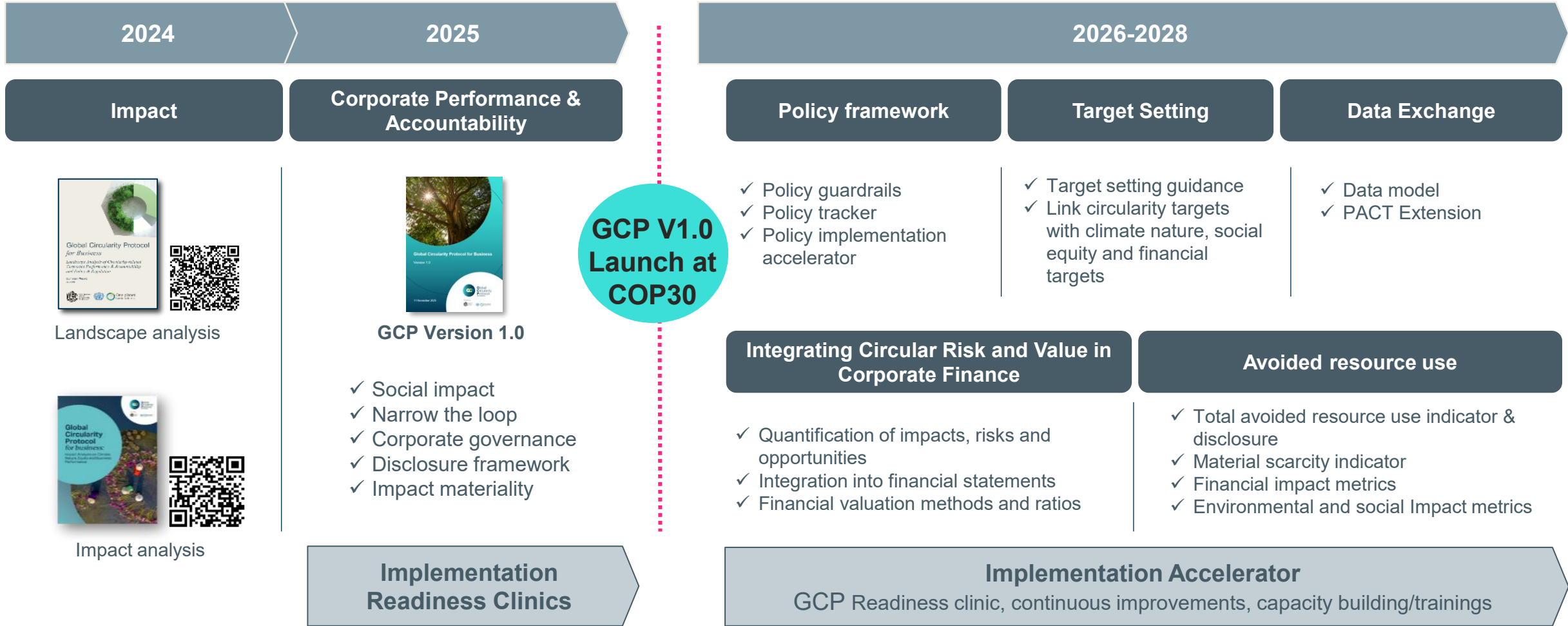
Select indicators



Note, additional indicators in Close the Loop: % critical materials and recovery type indicators can be used as strategic lenses to enhance decision-making.



GCP – Next steps



Enabler: Trade and policy framework

Dependency on linear models and inconsistent circular taxonomies are presenting challenges in designing an economically viable circular trade model

1. Aligning on the **definitions of waste, non-waste, and the categorisations of waste** allows businesses to operate more effectively in more markets. This is especially important for multinational businesses operating in multiple geographies of varying maturity.
2. **Digital tools** can further support efficiency of trade requirements and could be further leveraged globally to align on standardised processes.
3. For some economies, policies impacting the trade of non-virgin feedstock as well as other material flows are a source of **income for the state**. Thus, it is important to highlight the value of a circular model which can be implemented globally (albeit with some differences across economies).

Source: GCP, Landscape analysis: Corporate performance & accountability, and policy & regulations, 2024

Dialogue on Trade topics will be organized in the GCP Policy accelerator working group in 2026



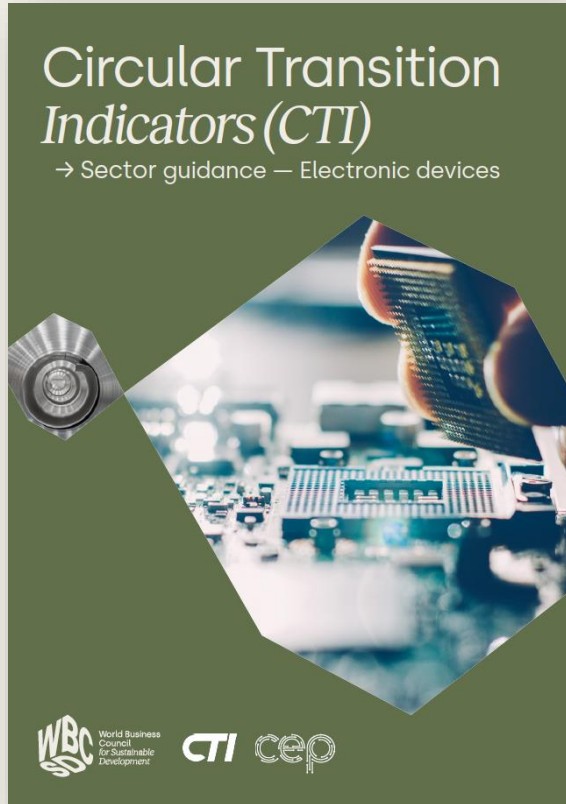
Initiatives on electronics

Examples:

- Measuring circular performance: CTI electronics sector guidance
- Circular Electronics Partnership (CEP) – Roadmap
- Critical Materials Collective

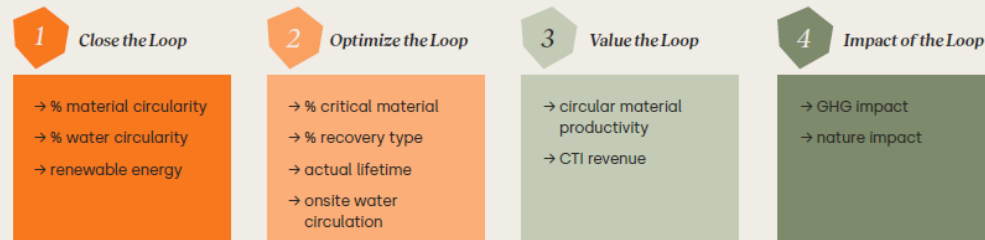
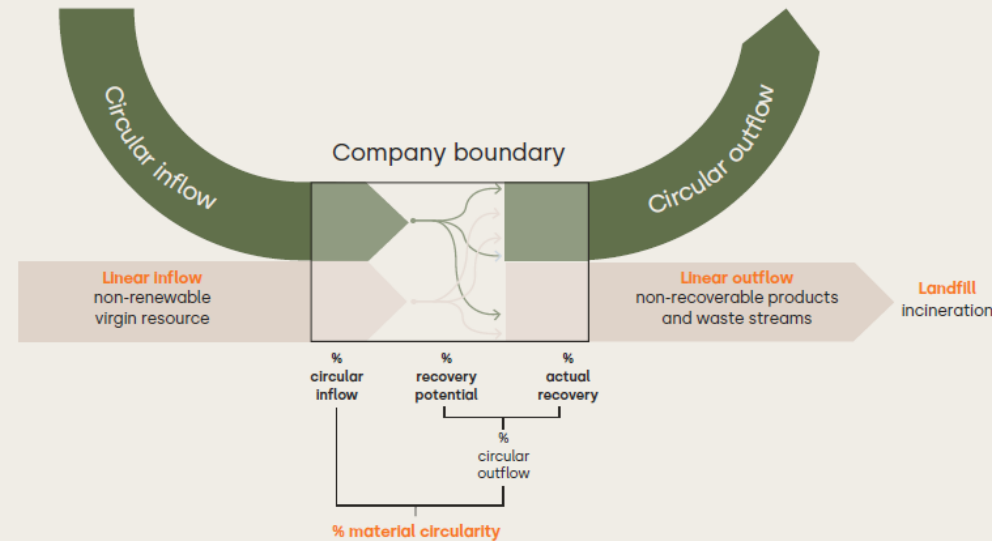


Circular performance - Sector guidance – Electronics



CTI Sector Guidance - Electronics
Published April 2024 at WCEF

Illustration of material flows going through the company boundary



(Refer to [CTI v4.0](#) for more detailed information on how to calculate all indicators outlined above).

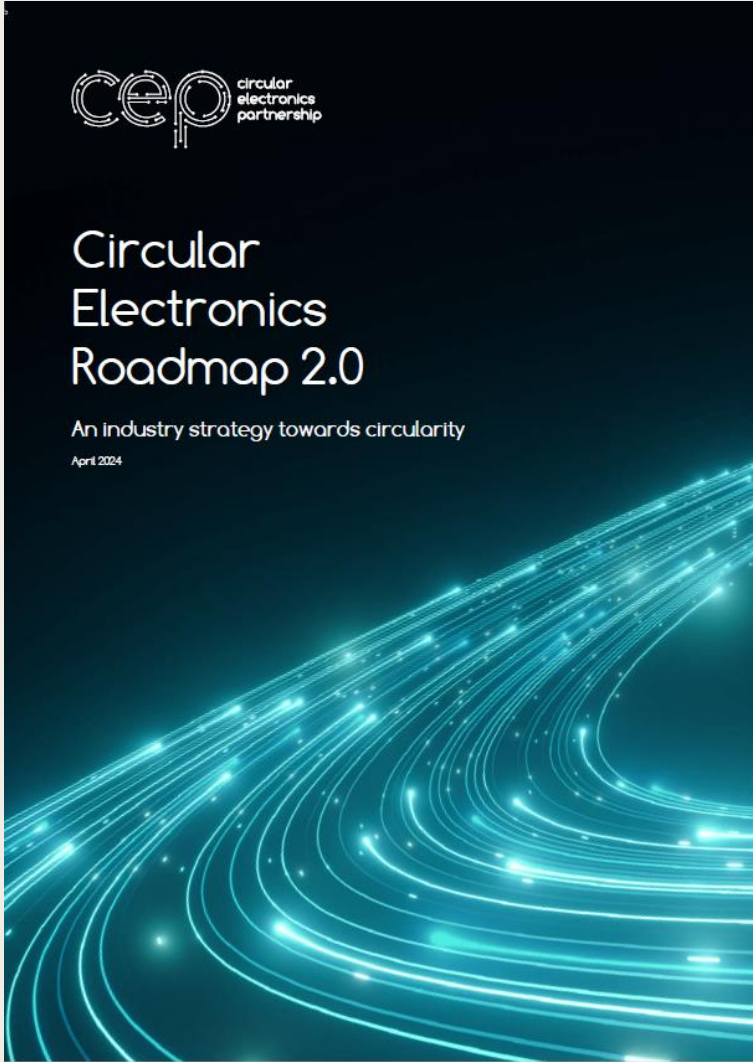
The guidance includes:

- General explanation of the methodology
- Value chain-specific application
 - ✓ Raw material extraction
 - ✓ Manufacturing
 - ✓ Distribution and retail
 - ✓ Use
 - ✓ Preparation for reuse
 - ✓ Recycling

with examples (Philips, HP, Dustin, AT&T etc)

Note, the GCP will update the sector guidance

CEP



6 Roadmap Pathways

Collective actions		Company actions	Wider stakeholder ask	
 Pathway 1 Design for circularity				
1.1 Define what constitutes the design of a circular product and service	0.1 Explore the implementation of value chain data exchange mechanisms to enable circularity	1.4 Develop and implement circular transition tools within companies	1.5 Create an enabling regulatory environment for the sale of circular products and services	
1.2 Set up an industry knowledge repository for circular electronics				
1.3 Develop and roll out an education program and tools for circular electronics design				
 Pathway 2 Drive demand for circular products and services				
2.1 Develop guidance for circular electronics procurement		2.5 Commit to meeting the demand for circular products and services	2.7 Develop and harmonize circular procurement global reporting standards	
2.2 Stimulate circular procurement of electronics at global scale		2.6 Report on company circular procurement data		
2.3 Quantify and communicate the value of circular products and services				
2.4 Train and reward knowledge and the consistent application of circular procurement				
 Pathway 3 Scale responsible business models				
3.1 Explore consumer needs on circularity to drive demand and generate business value		3.5 Invest in circular business models with social and environmental impact	3.8 Ensure legal clarity on the liability for product defects and access to insurance for repair and refurbishment	
3.2 Consistently measure and communicate to investors about the performance of circular business models		3.6 Utilize best practices on data sanitization	3.9 Enforce labor rights and enable the formalization of companies and workers	
3.3 Assess Scope 3 GHG emission benefits of circular solutions		3.7 Enable independent repair providers and consumers to conduct appropriate repairs safely		
3.4 Adapt accounting for circular electronics				
 Pathway 4 Increase official collection rate				
4.1 Strengthen convenient take-back and collection		4.3 Engage informal actors and support their transition to formalized entrepreneurs	4.5 Harmonize definitions and reporting for WEEE/EEE take-back and collection	
4.2 Consolidate historic e-waste mapping and assess recoverability		4.4 Tie take-back and collection to the business model	4.6 Increase public-private cooperation in the development of effective EPR regulation	
 Pathway 5 Aggregate for reuse and recycling				
5.1 Accelerate progress towards the digitization of the PIC procedure under the Basel Convention			5.4 Improve the classification of waste at borders through capacity building	
5.2 Pilot "trusted trader agreements" that ease the complexity of moving waste electronics to certified recyclers			5.5 Move towards an insurance model for financial guarantees	
5.3 Plan sorting, pre-processing and recycling operations at the regional and global level			5.6 Move to an opt-out system for transit countries and allow for flexibility	
 Pathway 6 Scale secondary material markets				
6.1 Develop data standards and definitions for secondary materials		6.4 Commit to scale secondary material use in the long term	6.5 Incentivize technology investments for meeting future secondary material demand	
6.2 Create an EHS assurance scheme for secondary materials			6.6 Incentivize the sale of secondary materials	
6.3 Standardize material tracking and provide traceability and sourcing transparency				

2024 Circular Electronics Roadmap 2.0 7

The Roadmap for Circular Electronics 2.0 lists the 40 actions needed in order to achieve a circular value chain for the electronics industry. It was developed in a multi-stakeholder process with over 40 organizations participating.

Partners



Critical Materials Collective

WBCSD's Critical Materials Collective brings together **cross-value chain stakeholders** to take action—**building real-world pilots that can scale** to the broader market becoming the go-to platform to:

- 1 Drive public-private action across industries to advance circularity and create a measurable impact on climate, nature, and social equity
- 2 Create demand for circular solutions and leverage pooled purchasing power to accelerate adoption
- 3 Develop scalable solutions that help meet the growing demand for high-quality, low-carbon secondary materials

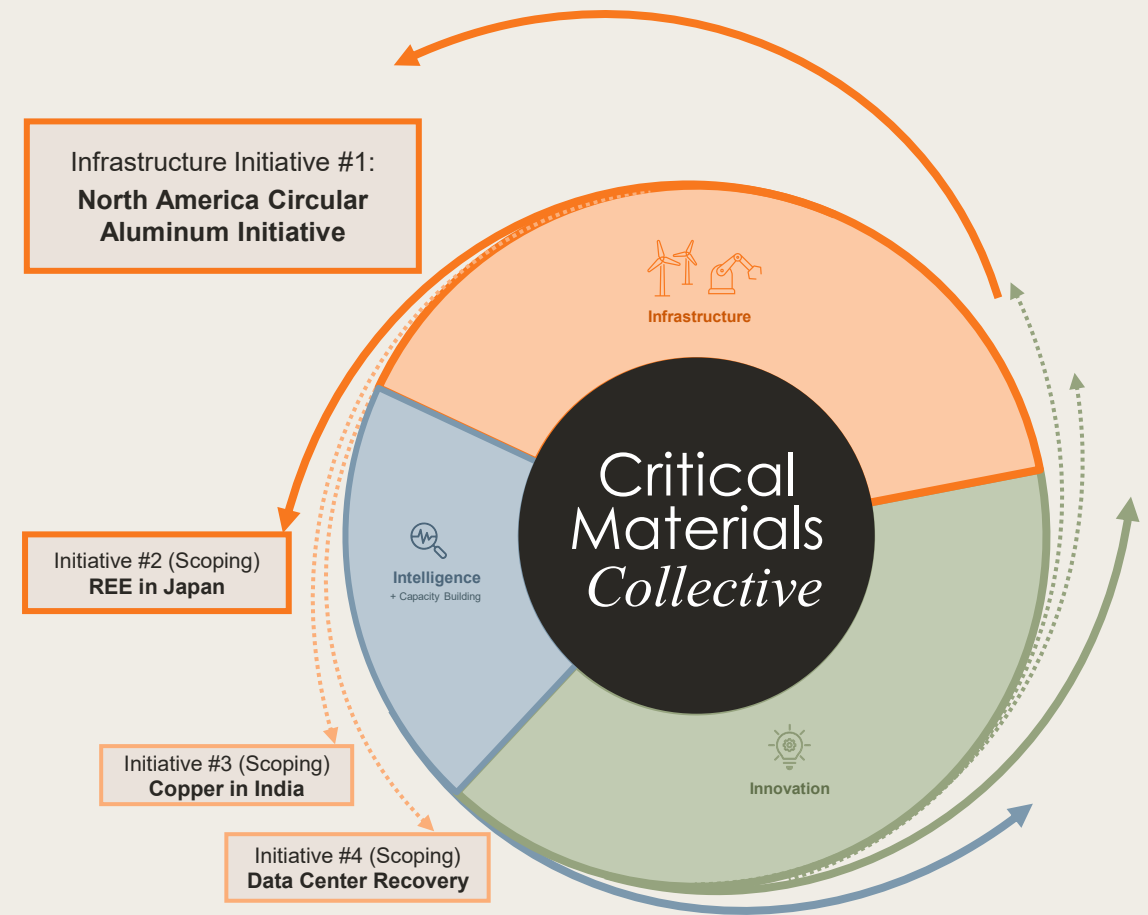
Mission

Accelerating the circular transition by driving **collaborative action along value chains** to provide **high-quality, low-carbon secondary materials**



Vision

The **platform for operationalizing circularity opportunities** to drive climate impact, supply chain resilience, and value by **unlocking high-quality recycled materials**



Executive Committee Members



2025 Members



Thank you

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One planet
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