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METHODOLOGY AND INFORMATION AND COMMUNICATION TECHNOLOGIES TOOL TO MEASURE AND COMMUNICATE PRODUCT CIRCULARITY

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Abstract

A methodology and an Information and Communication Technologies tool tailored to companies, in particular Small and Medium Enterprises, were developed in the framework of RECiProCo project, for measuring product circularity and water use, through a simplified and easy to be applied set of indicators based on a life cycle approach, considering all the phases of product life cycle. The indicators were integrated on a free of charge web Platform to be easily managed by the company, with the possibility to make available data and information to the public, i.e. final consumers, and other companies, to stimulate the transition to circular economy goals and environmental conscious purchases. A special focus was given to the indicators that could be useful to the paper, textile and construction sectors. These sectors, very important for the Italian industry and consumer's purchases were chosen for their relevance in terms of opportunity to improve the circularity of products and efficiency in water use. The circularity and water use indicators were tested in a sample of companies that found them easy to collect and calculate. The pilot companies participated with great interest and had the opportunity to increase their awareness about the environmental data related to their products and production processes and to identify actions to improve the circularity aspects of the product analysed. The RECiProCO web Platform can be used by companies to measure and monitor product circularity, to target improvement actions and to communicate to other stakeholders, in particular consumers, but also their customers or suppliers.

Key words: circularity indicators, consumers, water use, web platform

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