

## Evaluation Criteria

1. Novelty (How different is it from existing solutions?)
  - Uses novel discoveries in science
  - Innovative technologies
2. Environmental Impact (How much does it benefit the planet?)
  - Energy use reduction
  - Minimal harmful by-products
3. Financial Impact (What financial value can it create for businesses?)
  - High market potential
  - High profitability
4. Feasibility of Implementation (How likely is it to succeed?)
  - 4.1 Economic and business feasibility
    - Doesn't require major behavioral changes
    - Has a viable business revenue model
  - 4.2 Technological and scientific feasibility
    - Mature stage of development
    - Well-understood scientific principles
5. Scalability of Implementation (How scalable is it?)
  - 5.1 Economic and business scalability
    - Low switching costs/financial barriers
    - Transparent and consistent data on circularity performance
  - 5.2 Technological and scientific scalability
    - Allows everyone to adopt
    - Not negatively impact run into thermodynamic limits
6. Adherence to [circular economy principles](#)
  - Increasing product utilization
  - High material efficiency
  - Use of recycled materials