

## Circular Economy Challenge Evaluation

Participants' written materials and pitches will be evaluated and given a score of up to 100 possible points using the following criteria.

<b>Criteria</b>	<b>Definition</b>
<b>Project Overview</b> 10 POINTS	<ul style="list-style-type: none"> <li>Clearly describes the business</li> <li>Describes the “big picture” vision for the business</li> <li>Describes what success looks like for the business</li> <li>Explains how the Challenge will help meet business goals and how the prize money will be used</li> </ul>
<b>Project Team/Partners</b> 10 POINTS	<ul style="list-style-type: none"> <li>Demonstrates relevant experience, background, and capacity to ensure successful implementation of the business</li> <li>Describes how team/partners will contribute to business success</li> </ul>
<b>Concept Feasibility</b> 30 POINTS	<ul style="list-style-type: none"> <li>Demonstrates the opportunity and need for the product/service and who will benefit most</li> <li>Describes the vision of how to scale or replicate the business</li> <li>Demonstrates an understanding of the strengths of the business and challenges the business may face</li> <li>An understanding of costs and revenues is demonstrated</li> </ul>
<b>Environmental Impact</b> 20 POINTS	<ul style="list-style-type: none"> <li>Clearly describes the environmental benefits of the business</li> <li>Clearly demonstrates a plan to keep inputs and outputs within the circular economy</li> <li>Considers the full life cycle impacts of the business and its products/services</li> </ul>
<b>Environmental Impact Potential</b> 20 POINTS	<ul style="list-style-type: none"> <li>Clearly explains potential direct economic impacts, such as living wage jobs created</li> <li>Demonstrates understanding of indirect economic benefits such as supporting other businesses in the local community and/or along supply chains within Washington</li> </ul>
<b>Community and Environmental Justice</b> 10 POINTS	<ul style="list-style-type: none"> <li>Demonstrates effort to assess community impact through community engagement</li> <li>Demonstrates that the business will build capacity within an overburdened community with lasting benefits</li> <li>Demonstrates awareness of potential risks/environmental justice impacts</li> <li>Shows thoughtful approach to mitigate potential risks to environmental justice</li> </ul>