

define your companies

innovation topics

select your top four  
Circular Economy Principles

	innovation topics		

### About this tool:

It is often difficult for companies to focus on circular and sustainable goals because there is a lack of focus. The sustainability matrix in combination with an overview of the Circular Economy Principles gives you more guidance with generating ideas to set your goals.

**Step 1:** Select your top four Circular Economy Principles.

**Step 2:** Define your companies innovation topics.

**Step 3:** Come up with new solutions by filling in the matrix.