

# GEC's Business Case and the Selection of Product / Service Categories

Prior to launching the Dynamic Criteria Development Process, the Global Electronics Council (GEC) undertakes a Business Case analysis to identify product categories for which GEC will develop criteria. The key attributes below are evaluated for prospective technology products or services as part of the Business Case. Upon completion of the Business Case, GEC decides whether to pursue the development of criteria for a new product category. Stakeholder engagement is an important input into the Business Case process – GEC engages directly with a variety of stakeholders and solicits feedback on its analyses.



## Market Research

Review of existing market research studies regarding product scope, market size, key geographies, market drivers, and leading brands and manufacturers of the identified technology or service.



## Sustainability Impacts

Literature review and evaluation of existing lifecycle data regarding sustainability impacts and opportunities for improvements in the technology and its supply chain.



## Stakeholder Interest

Evaluate demand for the technology by large-scale institutional purchasers in the private and public sectors, and brands' ability to provide products or services for the category. Consideration of regulatory drivers.



## GEC Capacity

GEC considers its ability and capacity to develop and implement criteria for the category, and financial viability of the category.