

GEC State of Sustainable ICT Report

Institutional purchasers, through their preference for sustainable ICT products, create the necessary demand to motivate manufacturers to change both product design and production processes to meet sustainability criteria. Understanding the sustainable ICT purchasing patterns of institutional purchasers, the challenges they are facing in identifying and/or purchasing sustainable ICT products and highlighting for those purchasers forthcoming innovative sustainable ICT products are the three goals of GEC's yearly State of Sustainable ICT report.

The report is meant to be concise, no more than 10 – 14 pages in length, and written for GEC's two primary stakeholder groups: institutional purchasers and ICT product producers. The format is expected to be highly engaging, with short paragraphs, use of charts and other graphics to communicate data and call out boxes to highlight significant findings. A PowerPoint deck, providing a high-level overview of the report findings, will also be developed, making it as easy as possible for readers to use the report material as part of their PowerPoint presentations. The report will be primarily a digital product with no more than 200 printed copies expected.

GEC will release the inaugural State of Sustainable ICT report on June 8, 2017 in conjunction with our Catalyst Awards ceremony. The Catalyst Awards ceremony is being hosted by the Consumer Technology Association (CTA) at their Consumer Electronics Show (CES) Asia, which is taking place in Shanghai, China June 7-9th.

Report Outline and Content Development Approach

The report will cover three specific topics:

1. Review of institutional purchasers' sustainable IT products purchasing patterns over the previous 12 months. Data in this section will be based on the following:
 - 2016 EPEAT purchasing data from the 2017 EPEAT Purchaser Awards
 - Individual and/or group interviews with ten to fifteen institutional purchasers, from both public and private sectors. In addition to working with US Federal Procurement representatives, we will collaborate with the UNEP 10YFP sustainable procurement programme to include perspectives from international public purchasers. Private sector purchasers will be drawn from existing GEC purchaser relationships in the hospitality, higher education and healthcare sectors.
2. Identification of challenges faced by institutional purchasers in either identifying and/or purchasing sustainable ICT products. Questions about challenges will be included in the interviews noted above.
3. Identification of forthcoming innovative sustainable ICT products and/or products that significantly improve an organization's sustainability (including supply chain). Data in this section will be based on the following:

- 2016 and 2017 Catalyst Awards nominations
- Individual interviews with EPEAT Registry “manufacturer” participants and/or submission of an article, no longer than 250 – 400 words in length, from a technology company

Report Development Timeline

The typical timeline for the State of Sustainable ICT report would reflect a four-month content development process, two month writing and editing process and one month for layout and digital publication. For the 2017 inaugural report, due to GEC staffing changes, the timeline is considerably compressed.

March – April: Content development (purchaser/manufacturer interviews, analysis of EPEAT purchaser data, review of 2016 and any submitted 2017 Catalyst Awards nominations), report writing, identification of relevant report photos (stock photography).

May: Editing of report text, layout of final text, conversion of interesting findings and data into charts, graphs and call out boxes. End of May, early June is when the report will be prepared for digital publication.

The intent is to also publish 200 copies of the report for dissemination at the Catalyst Awards ceremony, but this might not be possible due to the compressed report development timeline.

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