

IEO 2022 Business Case Evaluation Criteria

	Evaluation Criteria	Clarifying Questions
Analytical	1. Problem(s) and goal(s) identification	Has the team accurately identified the problems/causes and goals/issues of the organization?
	2. Use of ESG related framework, model or methodology for analysis	Do you recognize a certain framework, model or methodology used with ESG considerations for the analysis? Is the framework or methodology adequate?
	3. Breadth of analysis and depth of analysis	Do you recognize a broad perspective, inclusion of different stakeholders, and/or deep analysis and accurate understanding of the task assigned?
Conceptual	4. Presence of alternative solutions and well-grounded selection of the best alternative	Has the team presented a well-developed strategy and made realistic recommendations? Do you recognize complete coverage of key issues?
	5. Clear structure	Has the team presented a clear structure of thoughts and arguments?
	6. Ability to think outside the box	Has the team demonstrated the ability to think outside of the box? Do you recognize imagination and creativity?
Quantitative	7. Data used: reliability and quantity of sources	Is the data from different credible sources rather than a single or unreliable source? Is the data presented and interpreted well and clearly for the analysis?
	8. Reasonable assumptions and logic	Are the underlying assumptions reasonable and realistically backed by the evidence? Is the calculation or projection convincing?
Communication	9. Timing and participation	Did the team follow the instructions for the presentations, especially time limits and members participation?
	10. Professional communication with the Jury and among team members	Is the presentation simple to follow? Was communication professional and proper, supporting their recommendations?