

IMPOSSIBLE

Planet Centric Design Toolkit

What is this?

Up until now, design has been centered around satisfying individual needs, with innovations to make our lives faster, more 'frictionless' and efficient. But to rise to the challenges the world is facing today, we have to reimagine this model and start prioritizing the well-being of communities and the planet in how we design and make things.

Planet Centric Design offers a potential solution because it puts our shared planet and the communities that depend on it at the center of the design process. This means decisions are taken with a view to creating wider planetary benefits beyond the individual user.

This toolkit comprises 17 tools that support a six-step Lean methodology. It is a guided process for designing products, services and ways of working that enhance real environmental, social and economic sustainability—we call this planetary value.

How does it work?

Our toolkit contains methods that you can mix, match and adapt for each project.

Whether trying to identify the organization's sustainability vision, developing a new product, or assessing the sustainability of an existing value chain, you can select different methods based on the following activities and work in planet-centric workshops or sprints.

Who is it for?

Everyone! For small or large enterprises, or those looking to build a new venture, Planet Centric Design can help create value for business through making a positive impact on the world.

The world is changing — and businesses need to adapt fast. Embedding sustainability in the business core is increasingly becoming a condition of survival. New mindsets and long-term thinking are required to meet the demands of this new landscape.

So whether trying to redefine a business mission and purpose to more sustainable ends, or to differentiate the offering from competitors, our methodology will show how becoming planet-centric is not only good for our world, but creates business value as well.

Who made it?

For the past ten years, Impossible have been pioneering Planet Centric Design methods and supporting businesses to create new sustainable products. We hear a lot about sustainability in public discourse, but we know that if we are to become serious about creating systemic change it has to be much more than a buzzword. Our experience has shown us that creating true planetary value means going beyond superficial initiatives, and embodying sustainability in every aspect of our businesses, from the values that shape us down to the smallest details of how we operate.

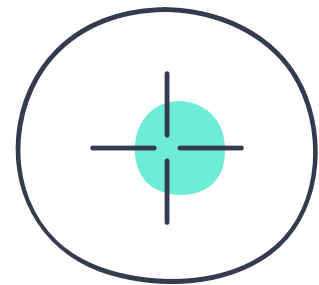
Becoming planet-centric isn't only good for the planet—it's untapped opportunity for business. Re-orienting organizations towards having greater planetary purpose can differentiate their offering from others, attract the best employees, expand business into new areas, help take advantage of digital opportunities, change culture, as well as contribute to a more sustainable world.

This is the thing: it's a win-win. The planet-centric revolution has to happen, otherwise everyone loses.

What kind of legacy do you want?

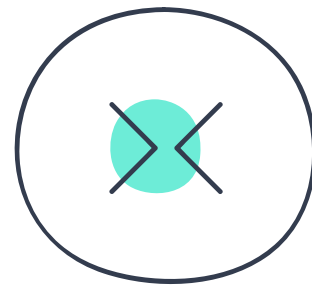
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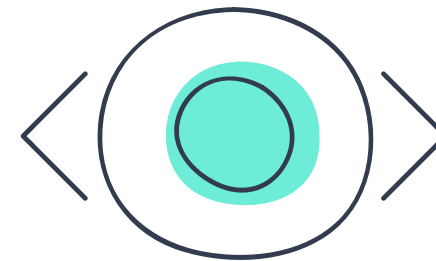
ASSESS

1. Planetary actors
2. Ecosystem map
3. Problem reframe
4. Sustainability priorities



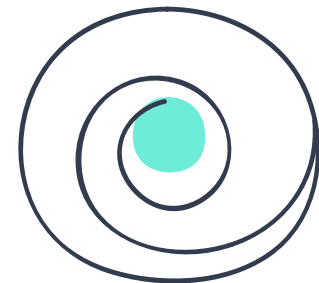
ALIGN

5. Planetary goals



ENVISION

6. Back to the future
7. Ideas for planet-centric innovation
8. Planetary proposition
9. Business model for sustainability



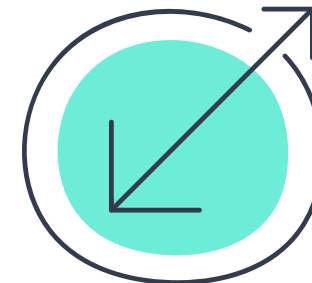
DESIGN

10. Lifecycle design
11. Technical check
12. Brand purpose
13. Planet-centric touchpoints



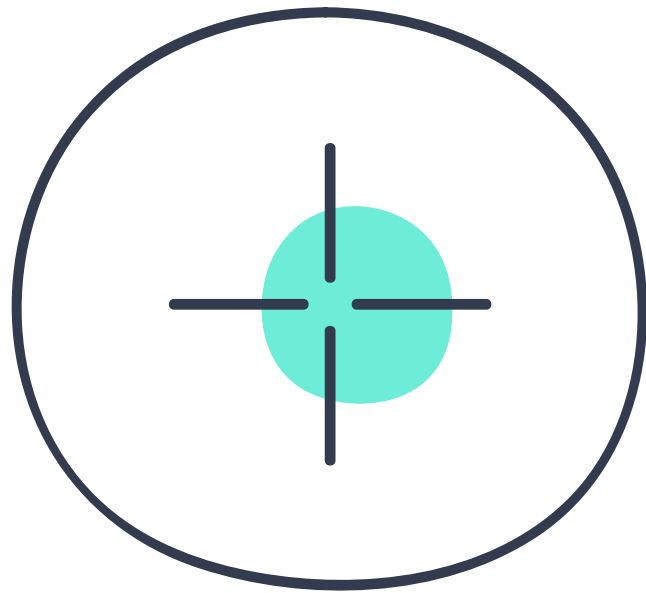
TEST

14. Ethical assessment
15. Sustainable futures
16. Design for all



MEASURE

17. Roadmap, Parts 1 & 2



ASSESS

How can we improve the now?

1. Planetary actors

Describe the needs and mindsets of the main individuals or groups, who directly or indirectly affect, or are affected by, what we are designing.

Why

It is important to know who we are designing for, and who will be impacted by our project— from different customer types, employees, wider communities and external stakeholders.

Understanding the needs and mindsets of these different actors will help us to design in a more holistic way, delivering products and services that benefit the planet, not only benefit individual users.

This activity is designed to help us develop a shared understanding of who those actors are, and analyze how they think and what their needs are.

When

At the beginning of a project or workshop.

How

1. Name each actor and describe their mindset in the box below (e.g. attention seekers, urgent investors, ethical consumers, etc.) The content you generate here will be useful for the Ecosystem Map tool.
2. For each actor you name, describe their needs and what you think they are trying to accomplish.
3. Do some research. Interview the identified profiles in person as part of your field study.
4. Repeat the activity again after your research. Write down the needs and mindsets of each actor based on your findings.

1. Planetary actors

Describe the needs and mindsets of the main individuals or groups, who directly or indirectly affect, or are affected by, what we are designing.

Who	
Mindset What drives decisions and influences behaviors?	Needs What are they trying to accomplish?

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Mindset What drives decisions and influences behaviors?	Needs What are they trying to accomplish?

2. Ecosystem map

Map the stakeholders and actors involved in your industry, business or project ecosystem, including their interactions and connections.

Why

To design for a complex world means we have to focus on interconnected systems and not on isolated objects. In order to create sustainable products and services, we need a shared understanding of the system we are designing for, how it is structured and what are the connections and relationships between the different parts.

When

At the beginning of your project, to develop a shared understanding of the existing structure of your industry, business or project. This will help you to discover hidden relationships with less obvious stakeholders as well as to identify the profiles of planetary actors to interview in your field studies.

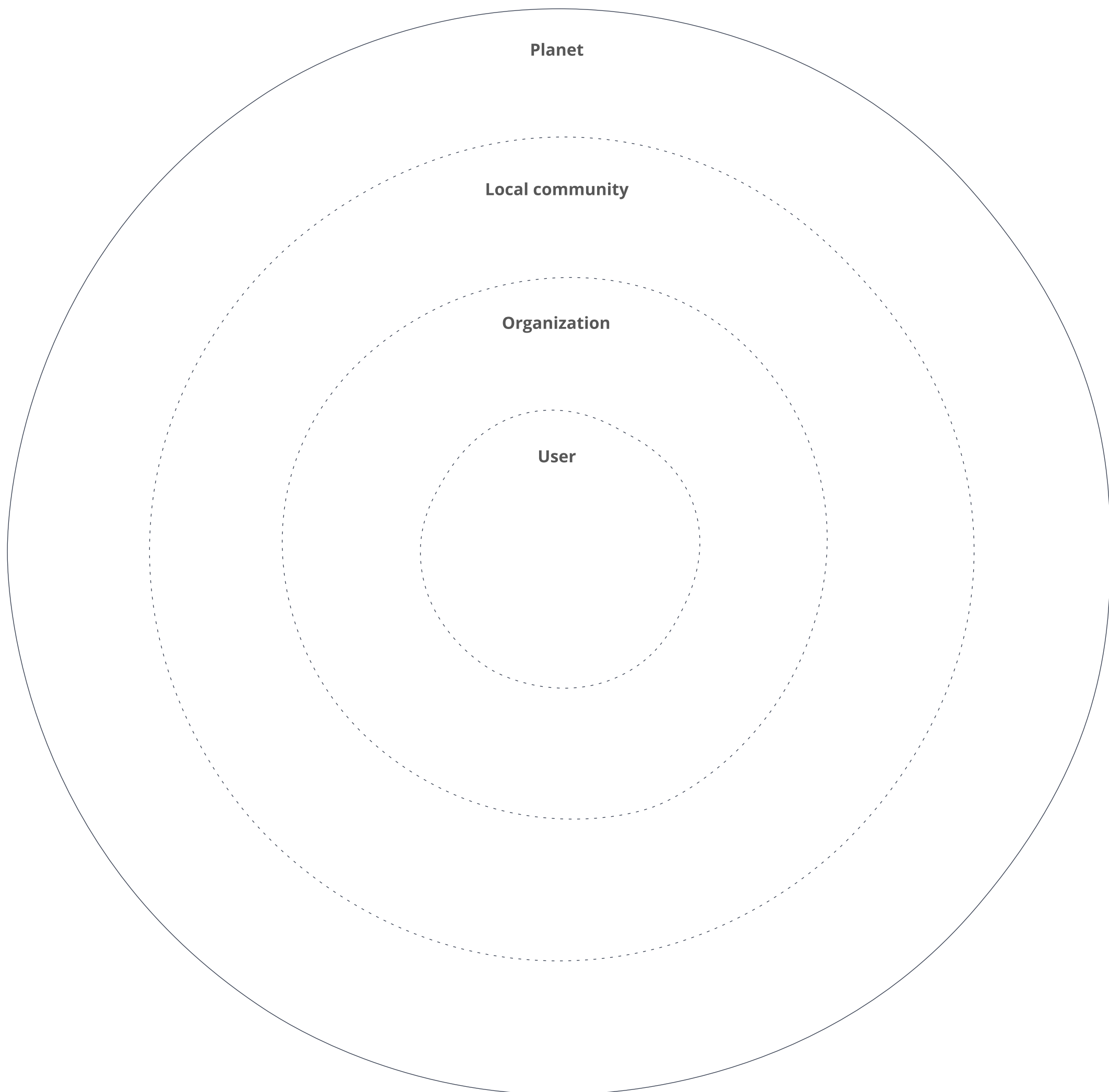
It can also be useful once a planetary goal has been identified to understand how existing structures and dynamics within your business or project can be tweaked to better contribute towards the goal, or as a template to design how a new sustainable product or service could work within an existing structure.

How

1. Choose the scope for your mapping. This could be the industry you are part of, your business, your project focus or a product-service system you want to design.
2. If you have already defined who the main actors in your business or project are through the Planetary Actors activity, transfer them onto the ecosystem map in the level they belong to. If not, brainstorm who the main actors and stakeholders are and plot them on the map. Consider individuals, organizations, communities, as well as natural systems and species.
3. Repeat by adding all the secondary stakeholders and elements required for delivering your project (e.g., places, digital services, transport) to the map, thinking about the existing system as well as what it could involve in the future.
4. Map the relationships and interdependencies that exist between the various stakeholders by drawing connection lines and describe those dynamics. Think about institutional, economic, cultural and logistical connections and structures.
5. If you are mapping the current system, identify the leverage points for a transition towards sustainability. If you are developing a new system concept define all the actors, their roles and interactions.

2. Ecosystem map

Map the stakeholders and actors involved in your industry, business or project ecosystem, including their interactions and connections.



3. Problem reframe

Dig deep and understand what the real user problem you want to solve is. Reframe it into business opportunities.

Why

Often when we are designing a new product or service, what we identify as a problem to solve is really a symptom of some deeper issue or dynamic. It is important to get to the core of this in order to avoid implementing quick fix solutions that only solve the surface issues, wasting resources without tackling the root cause.

This activity is designed to help uncover the root causes and underlying factors contributing to a problem. Through doing this, we can identify opportunities for sustainable interventions with wider scope and impact.

When

When you've begun to shape a brief for your project, or identified a problem space for which you would like to develop a solution.

How

If you have engaged in field research and have a clear idea of what the problem space is, discuss your findings as a group, while one person listens and fills out the canvas.

If you have yet to engage in field research, work on assumptions that your research can validate at a later stage.

1. Each participant individually considers the problem, captures their idea of what it is on a post-it, and places it in the first column of the canvas.
2. Analyse all the responses and work as a group to create a problem statement. The problem statement should be a single sentence, crafted as concisely as possible.
3. Now, collectively brainstorm the root causes by asking: Why do we have this problem? Discuss, allowing each participant to voice their thoughts. Try to encapsulate the group's thinking in another concise sentence.
4. Think about external factors that might be contributing to the root problem, and list those in the third column.
5. As a group, discuss and capture any opportunities there are for your business to solve these root problems, and what success would look like.

3. Problem reframe

Dig deep and understand what the real user problem you want to solve is. Reframe it into business opportunities.

1_ Problem

What is the problem we want to solve?
Who is affected by it, and how?

2_ Root cause

Why is this happening? Go deep. Think about hidden forces, systemic interactions.

3_ Underlying factors

What factors are contributing to this?

4_ Opportunity

What opportunities do we have to solve the uncovered problem? What would success look like?

4. Sustainability priorities

Looking at your industry / business / product / project, how do you rate the sustainability criteria?

Rate the environmental, social & economic performance of your value chain against sustainability criteria to find planetary opportunities.

Why

Firstly, it is useful to understand where your existing business or project stands in terms of sustainability, and the primary environmental, socio-ethical and economic problems associated with the value chain.

Once we are aware of these weaknesses, we can set priorities for what to focus on. The objective is to reorient the design process towards sustainability. Aspire to achieve short- and medium- term improvements.

When

At the beginning of the project or workshop. You can use the priorities you generate with this tool to steer design decisions towards more sustainable solutions, using them to measure against as you develop your business, product or project.

How

1. Choose a focus for the assessment. It could be the industry you operate in, your business, your product, or the project you are working on.
2. Rate what you have chosen against each of the listed sustainability criteria—from 'not at all', through 'somewhat' and 'extremely', to 'a lot'.
3. Look at which criteria scored lowest, and define what your design priorities for sustainability are, in relation to those criteria.
4. This can be done as a group, discussing as you go. Or individually, then shared out and discussed.

4. Sustainability priorities

Looking at your industry / business / product / project how do you rate the sustainability criteria?

EXTREMELY A LOT SOMEWHAT NOT AT ALL

ENVIRONMENTAL

Product lifecycle optimization
Disposable systems are used, there are no parts that become obsolete and there are maintenance and repair services. Physical assets are reused.

○ ○ ○ ○

Transportation & distribution reduction
Heavy transportation of people and goods is minimized. Distances, transportation means, volume and packaging are efficiently organized.

○ ○ ○ ○

Resources reduction
The system uses a low amount of energy. It minimizes consumption of natural resources. Collective use is possible.

○ ○ ○ ○

Biocompatibility
Energy comes from renewable sources. Materials are non-exhaustible and biodegradable. Protection of species is supported.

○ ○ ○ ○

Toxicity
The system does not have toxic effects on users, employees, animals or the planet. Any toxic emissions from production are treated responsibly.

○ ○ ○ ○

Waste minimization/valorization
Waste is minimized and recycled, with minimum amounts ending up in landfill.

○ ○ ○ ○

Any other efforts?

○ ○ ○ ○

SOCIAL

Health & Safety
Mental and physical health of users, employees, the community, or other stakeholders are supported at any point of the lifecycle.

○ ○ ○ ○

Socially responsible consumption
The product is not fostering over consumption. Assets are shared, rather than owned. Customers are aware of sustainability.

○ ○ ○ ○

Living conditions/quality of life
The product contributes towards enriching people's lives and promotes better living, both emotionally and materially.

○ ○ ○ ○

Employment/working conditions
Employees have a good work/life balance. They are fairly paid, can develop professionally and personally, and enjoy job security.

○ ○ ○ ○

Equity and justice
The offering is accessible to everyone. There is neither discrimination nor exploitation of people.

○ ○ ○ ○

Diversity
All religious beliefs, sexual orientations, backgrounds, genders and abilities are respected, valued and supported.

○ ○ ○ ○

Any other efforts?

○ ○ ○ ○

ECONOMIC

Profitability
Maximum value is created in the value chain. Business revenue and external investment are balanced.

○ ○ ○ ○

Market position & competitiveness
It will be easy to preserve competitive advantage when market saturation happens. It is difficult to replicate the proposition.

○ ○ ○ ○

Customer value
There is true and long-lasting tangible value for customers in engaging with the product or service, as well as added experiential, intangible value.

○ ○ ○ ○

Long-term business development/risk
Organic and sustainable scaling is possible. There are no long-term threats (e.g. technological, fashion, social changes).

○ ○ ○ ○

Macro economic effects
Economically stable structures are not affected in a way that can have negative social repercussions. There are no monopolistic structures.

○ ○ ○ ○

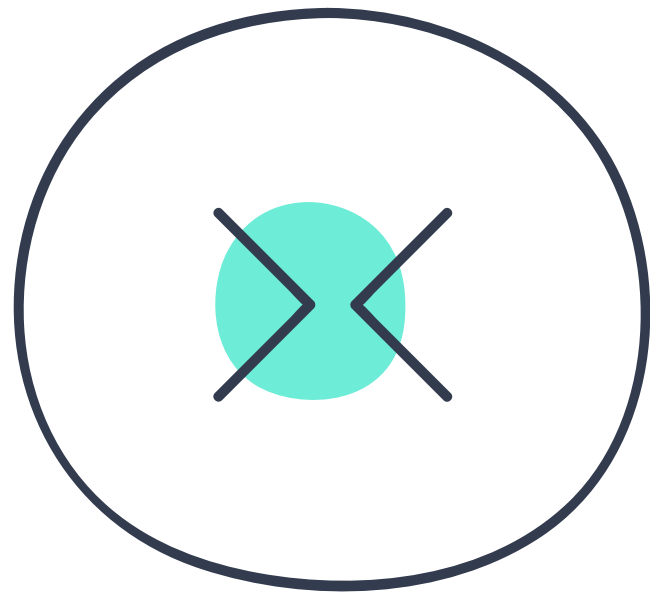
Local economy growth
Positive impact for local economies and communities is generated. Local employment is promoted.

○ ○ ○ ○

Any other efforts?

○ ○ ○ ○

Considering the assessment above, define your priorities and opportunities for becoming more sustainable.



ALIGN

How can we contribute to a greater purpose?

5. Planetary goals

Interpret the SDG framework according to your organization. Explore opportunities to tackle challenges and create your own actionable impact goals.

Why

This is a crucial activity in the Planet Centric Design methodology, as this marks our transition from problem to purpose to goals. Defining the purpose of your business or project is about setting your intention. Whereas defining planetary goals is about setting ambition.

The UN has set forth 17 Sustainable Development Goals (SDGs). In this activity, we aim to align your business or project to the ones that feel most relevant and actionable so you are able to contribute to this global effort in a tangible way.

When

After clearly articulating the problem you are solving, or the opportunity space you envision inhabiting.

How

1. Cut out each of the SDG cards below.
2. Discuss with your team which of the SDGs feel most relevant to your business. Which of them can you make a contribution to?
3. Explore new opportunities for innovation and impact by translating the goals into actionable micro goals for your organization. Try to be specific about the kinds of actions your business can take to create impact. Capture these on post-its.
4. Place the cards at each level where you aspire to have impact. (You may need to make multiple copies of the cards.) Place your micro goal post-its adjacent to their relevant SDGs.

The 17 Sustainable Development Goals (SDGs)



5. Planetary goals

Interpret the SDG framework according to your organization. Explore opportunities to tackle challenges and create your own actionable impact goals.

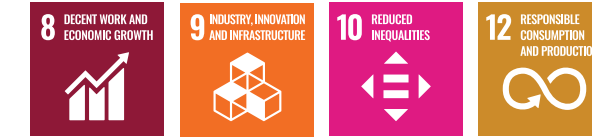
People



Planet



Profits



Society level

Example Reduced inequalities:
Make sustainable fashion accessible to people in developing countries.

Local community level

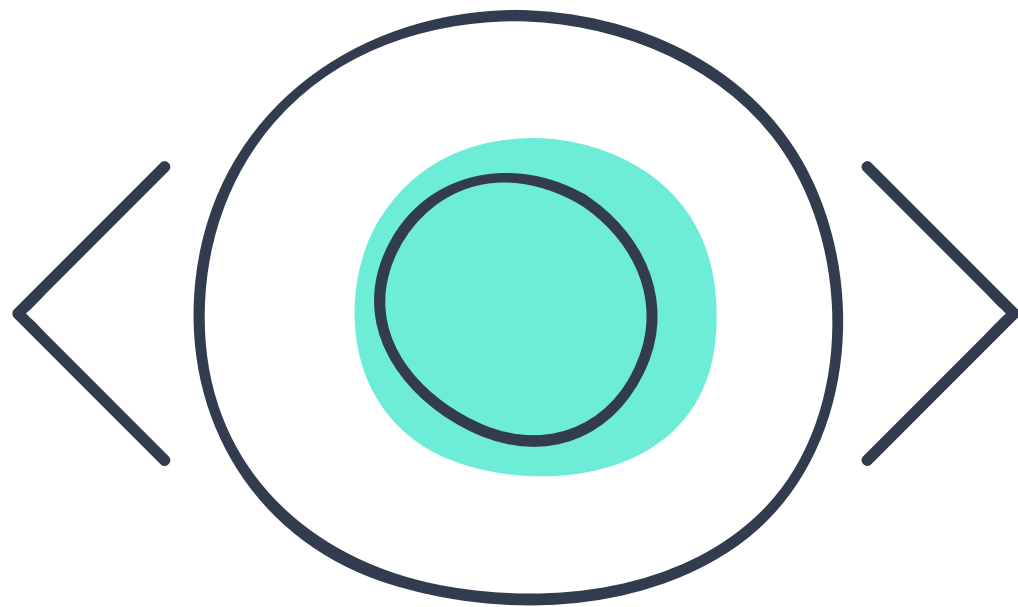
Example Good health & well-being:
Help teenagers understand what healthy relationships are.

Organization level

Example Responsible consumption & production:
Train employees on everyday efforts for sustainability.

User level

Example Good health & well-being:
Help people make healthy diet choices.



ENVISION

How might we augment our offering to create positive impact?

6. Back to the future

Reflect on the evolution of your industry. How was value created when the focus was not on infinite business growth? Get inspired and think about possible sustainable futures.

Why

The quest for infinite growth led to a transformation of businesses and entire industries that ultimately became harmful for society and the planet. But it has not always been like this. Most businesses or industries created shared value at some point in their history, and it is both possible and necessary to refind that balance.

When

Once you have a strategic direction and a clear set of planetary goals.

How

1. Articulate what needs your business is addressing.
2. Reflect on the history of your industry. Fill out the timeline by describing how value was created at different stages in its evolution.
3. Define the positive and/or negative impact that was created at each of those stages, in regards to sustainability and planetary impact.
4. Focus on the positive aspects you just listed. Imagine how you could create value in the future by applying old solutions through applying new technologies and adapting to current socioeconomic contexts.

6. Back to the future

Reflect on the evolution of your industry. How was value created when the focus was not on infinite business growth? Get inspired and think about possible sustainable futures.

**1. What need is your business addressing today?
What overarching need could your business address?**

3. Learning from the past, how can we create value in the future?

2. Going back in history how were those needs addressed? How was value created for people (and the planet)?

Timeline

<p>At the very beginning</p>	<p>At an intermediate stage</p>	<p>Today</p>
<p>What positive or negative impact did this solution bring?</p>	<p>What positive or negative impact did this solution bring?</p>	<p>What positive or negative impact did this solution bring?</p>

7. Ideas for planet-centric innovation

Describe practical ways you could solve the identified problems and work towards your planetary goals. Think about products, services and features.

Why

Generate a set of sustainability-focused ideas that contribute to your planetary goals. At this point it is more about quantity than quality. You can prioritize the generated ideas afterwards.

When

This activity should be done when you have collected and processed all the necessary background information, and decided upon a strategic direction for your business or project.

How

1. Orient your idea generation towards your identified sustainability opportunities and planetary goals.
2. Describe your idea for planet-centric innovation.
3. Give it a short and memorable name.
4. Bring your idea to life by sketching it. It could be a model, a moment, a screenshot, a physical location, etc. It does not need to be beautiful. The aim is simply to communicate how it works and feels.
5. List all the benefits you envision your idea providing to users, the business and the planet.

7. Ideas for planet-centric innovation

Describe practical ways you could solve the identified problems and work towards your planetary goals. Think about products, services and features.

Title	Sketch your idea	
Description		
Benefits for the user	Benefits for the business	Benefits for the planet and society

8. Planetary proposition

Articulate what your business and product provides to your customers as well as the value that can be delivered to society and the planet.

Why

This activity is designed to help you define what your planetary proposition is, paying attention to the products and services that constitute the offer, and the value it will provide to people, society and the planet.

When

After you have strategically analyzed the problem space, defined your sustainability goals and produced a series of ideas for planet-centric innovation.

How

1. Cluster previously generated ideas that fit together. Collaboratively select the most promising (you can use different methods like dot voting or using a prioritization matrix).
2. Develop them in greater detail—defining the set of products and services that make up the offer, what function they fulfill and what value they provide.
3. Describe the potential environmental, socio-ethical and economic improvements offered by this value proposition.
4. Write down a vision statement that will guide your organization's efforts going forward.

8. Planetary proposition

Articulate what your business and product provides to your customers as well as the value that can be delivered to society and the planet.

Value proposition

How will we be solving **customer** problems? What products and services will we provide?
What value and benefits will we provide?

How will we solve **planetary** problems? What products and services will we provide?
What value and benefits will we provide to society and the planet?

Vision

Write a short statement about where you see your company or product in the future.

9. Business model for sustainability

Define how the business model behind your proposed new product or service will work, with environmental, social and economic sustainability as key factors.

Why

It's important to ensure that a new venture or business transformation is economically sustainable, and to define the elements that make it so. We must also examine how being a planet-centric business will affect your business model.

When

After defining your planet-centric business or product vision and proposition.

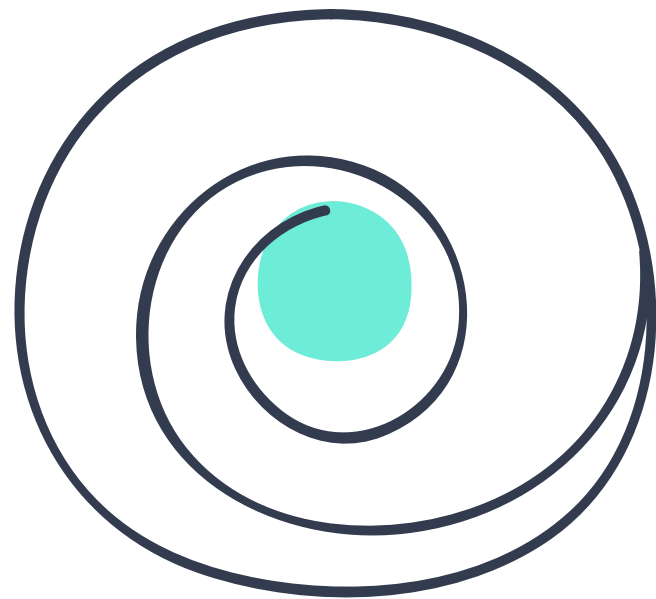
How

Fill out the canvas by answering the prompts related to your planetary proposition.

9. Business model for sustainability

Define how the business model behind your proposed new product or service will work, with environmental, social and economic sustainability as key factors.

<p>Partners</p> <p>Who are our key partners and suppliers? Why are we partnering with them? How can they help us to be more sustainable?</p> <p>Examples NGO's Trusted by local communities Extend our proposition to new segment</p>	<p>Activities</p> <p>What key activities do our value proposition require? What key activities are required to reach our sustainability goals?</p> <p>Examples Production Problem solving Platform/Network</p>	<p>Customer relationship</p> <p>What type of relationship does each of our customer archetype expect us to establish and maintain with them and how can those be sustainable?</p> <p>Examples Personal assistance Self service Automated services Communities</p>	<p>Channels</p> <p>Through what channels do we reach our customers in a sustainable way?</p> <p>Examples Website Campaigns Word of mouth Stores</p>
<p>Competitive advantage</p> <p>What is our competitive advantage now? And in the future when competitors will catch up?</p> <p>Examples Technical expertise Distribution network Customer service</p>	<p>Resources/Assets</p> <p>What key resources do we need in order to deliver our value proposition? Which do we choose in order to be sustainable?</p> <p>Examples Physical Intellectual Human Financial</p>	<p>Employee relationships</p> <p>What kinds of relationship does each of our employee archetypes expect us to establish and maintain with them, and how can those be more sustainable?</p> <p>Examples Flat structure Work recognition Company shares</p>	<p>Compliance</p> <p>How do we ensure that we are following all laws and regulations? How are we acting ethically when we encounter regulatory gaps?</p> <p>Examples Health and safety regulation Data protection Workers' equal treatment</p>
<p>Cost structure</p> <p>What are the most important costs inherent in our business model? What are the main costs related to sustainability features?</p> <p>Examples Salaries Platform costs Manufacturing costs</p>		<p>Revenue streams</p> <p>For what value are our customers willing to pay? How are they willing to pay? What revenue streams will sustainability bring to your business?</p> <p>Examples Subscription fees Advertising Asset sale Increased loyalty</p>	



DESIGN

How is it reflected in our customer experience, brand, product lifecycle and tech?

10. Lifecycle design

Think about product lifecycle circularity and describe how each stage is geared towards sustainability on an environmental, social and economic level.

Why

Being planet-centric also means transitioning from a linear production model of goods and services, to a circular model where waste is transformed into potential by-products or other materials which can be reused, recovered or recycled.

When

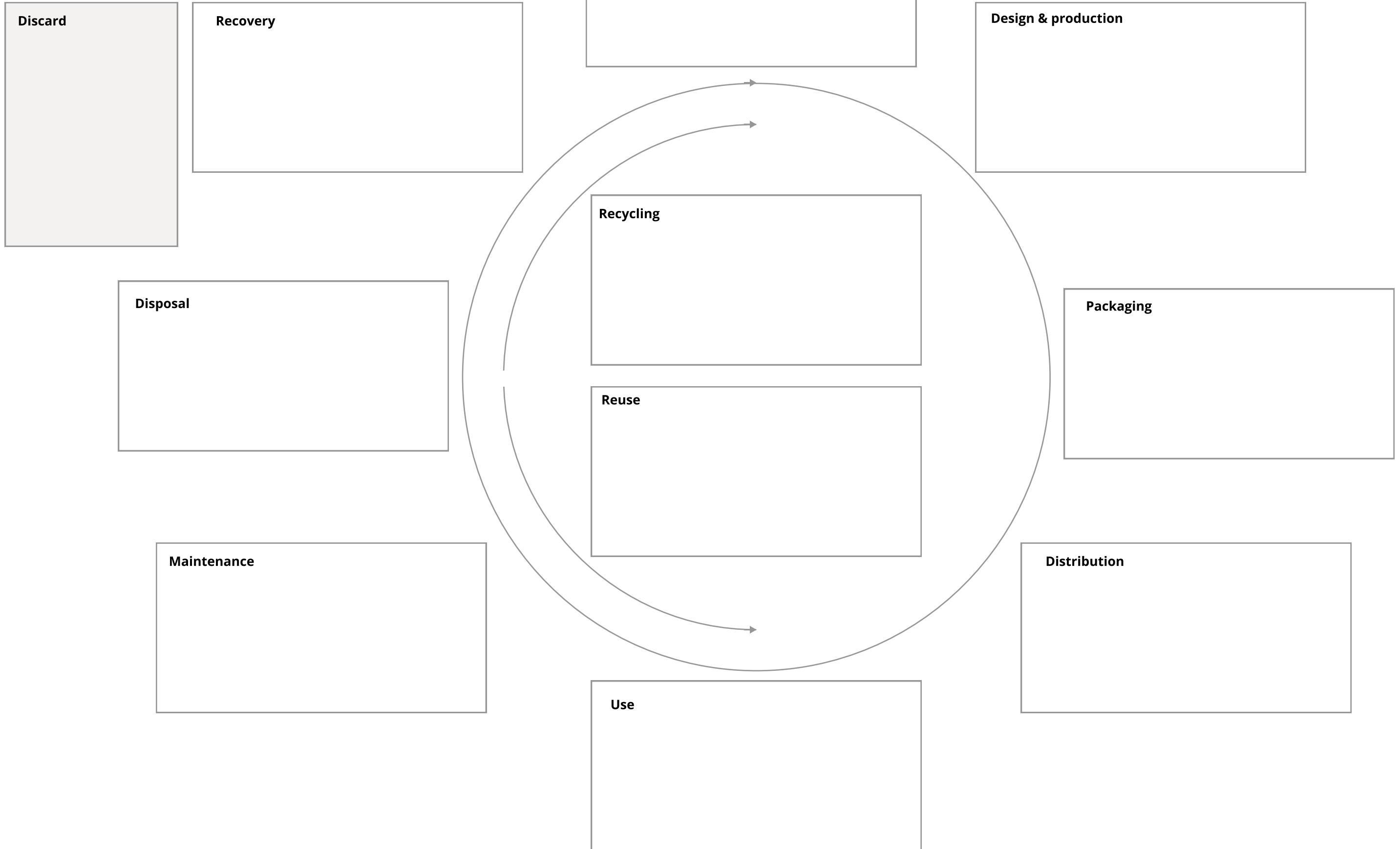
When you know what your planet-centric proposition is and if the venture or product you are creating has material components. You can also do this activity at the start of the project if your business is focused on the production of goods.

How

1. Start from the 'Extraction' box at the top center of the canvas and define how each step of the product lifecycle needs to work in order to be sustainable or what improvements you can implement.
2. If this activity is completed at an earlier stage, you can assess your business efforts for sustainability at each step and think about opportunities for innovation where you identify major gaps.

10. Lifecycle design

Think about product lifecycle circularity and describe how each stage is geared towards sustainability on an environmental, social and economic level.



11. Technical check

Plan the implementation of your business solution, from a technical point of view, in order to prevent harmful outcomes.

Why

Tech infrastructure plays a role in the way planet-centric solutions are operated and scaled globally. It is important to consider the different ways that technological operations are aligned with your sustainability priorities and planetary goals.

When

Once you have defined your planet-centric proposition and analyzed its product life-cycle, reflect on the technical infrastructure necessary to bring it to life.

How

1. Respond to the questions in each column with as much detail as you can.
2. Brainstorm around the possible risks and opportunities that exist today, in terms of technical sustainability. Or around potential risks and opportunities that could arise in the future.

11. Technical check

Plan the implementation of your business solution, from a technical point of view, in order to prevent harmful outcomes.

ENVIRONMENTAL

SOCIAL

ECONOMIC

Hardware reuse/recycle

How can we facilitate the reuse or recycling of hardware?

Lifespan

How can we prevent the technical stack from becoming obsolete?

Software compatibility

How can we ensure the software works across platforms and use cases?

Data storage and processing

How can we minimize our digital carbon footprint?

Open source

Are there opportunities to make software and datasets open source?
To what end, or for what benefit?

Transparency

How can we make our technical supply chain more transparent?

Automation

How can we mitigate the impact of job loss for our employees?

Accessibility

How can we make accessibility part of our web development workflow?

Data

How do we use data in an ethical way, ensuring privacy for our users and safety for the public?

Dependency risk

Which third parties are safe to integrate in our solution?

Software scalability

How do we ensure software scalability in order to save resources in further development?

Vendor choice

What vendors would we choose if sustainability, and not convenience, is our primary concern?

12. Brand purpose

Capture the personality of your brand. Articulate the planetary message you want to communicate to the world.

Why

A powerful brand purpose declares a company's intention to change the world for the better. Its role is to unite its customers and culture in the pursuit of that intention. It is a statement of belief, hope and change.

When

When defining vision for the business or product.

How

1. Brainstorm what the purpose of your organization is/will be.
2. Using post-its, everyone should write down sentences that express what the company believes in and are the brand's guiding principles.
3. Identify themes using the "affinity mapping process" and write a phrase or a word that describes each group/theme. Each previous sentence is discussed and either selected or rejected.
4. Write down how you would most powerfully communicate what you have mapped to your customers or employees.

12. Brand purpose

Capture the personality of your brand. Articulate the planetary message you want to communicate to the world.

<p>Our reason for being</p> <p>What is the planetary purpose of our organization?</p>	<p>Core values</p> <p>What does our brand stand for? What are our ethical and ideological standards?</p> <ul style="list-style-type: none">● I/we believe...● I/we believe...● I/we believe...●●●●●	<p>Brand promise</p> <p>What is the message our brand communicates? How do we communicate our planetary mission?</p>
		<p>Tagline</p> <p>What is the catchphrase that accompanies our brand name?</p>

13. Planet-centric touchpoints

Map the user interaction with your proposed product or service. Think about what features might make your product or service more planet-fit and foster sustainable behavior, while considering what it will take to make them real.

Why

Your product or service is your business. How customers interact with and experience your brand defines organizational sustainability at its core. Each touchpoint between the customer and the business and all the processes that enable them should be oriented around planetary benefit.

When

When you are designing the customer experience of your planet-centric service or product.

How

First, map at a high level the phases of the customer journey or experience, and in chronological order.

For each step of those phases map:

1. What the user wants at each moment.
2. How they can interact with your product or service in order to get what they want.
3. How each of those interactions can have sustainable outcomes.
4. What needs to happen behind the scenes to enable that to happen.

13. Planet-centric touchpoints

Map the user interaction with your proposed product or service. Think about what features might make your product or service more planet-fit and foster sustainable behavior, while considering what it will take to make them real.

Phase

e.g. before, during, after

User goals

What does the user want to accomplish at each step? e.g. Understand product specifications

Touch-points

How does the user accomplish these goals? e.g. Visit product page on website

Sustainable features

How is the product contributing to sustainability at each stage? e.g. Provides overview of product's materials origins and suppliers

Sustainable processes

What happens in the business/ecosystem?



TEST

How do we know we are on the right path?

14. Ethical assessment

Explore possible unintended consequences your proposed business, product or service might generate, and invent preventative solutions.

Why

When designing a new business, product or proposition we need to look at the future and ask ourselves what unintended consequences it could have. We can then invent solutions to mitigate these unintended consequences.

When

At the point when the business or product vision has been designed.

How

1. Think of what you want to achieve with your product or service, in terms of customer value and planetary impact. Then, brainstorm what could possibly hinder you from doing so, and plan how to work around those barriers.
2. Imagine what negative impact the product could have, and how it could be misused from environmental, social and economic points of view.
3. Define how you can prevent or solve the identified issues.

14. Ethical assessment

Explore possible unintended consequences your proposed business, product or service might generate, and invent preventative solutions.

<p>Desired outcomes What do we want to achieve with our product/service?</p>	<p>Impact ENVIRONMENTAL How can your product be harmful to or degrade animals, air, water, vegetation?</p>	<p>Preventative measures or solutions Plot strategies to avoid negative impact on people and the planet.</p>
<p>Barriers What external factors might hinder these outcomes?</p>	<p>SOCIAL Who could be negatively affected by the product, and how? Who could feel unsafe or exposed by using the product, and how? What kinds of relationships or interactions could be negatively disrupted?</p>	
<p>Preventative measures or solutions How can we work around these barriers?</p>	<p>ECONOMIC What kind of negative economic disruption might your solution create?</p>	
	<p>Opportunities for misuse What could be potentially toxic behaviors? What if people overuse the product/service?</p>	<p>Preventative measures or solutions Plot strategies to avoid unhealthy behaviors.</p>

15. Sustainable futures

Think about what might happen as your proposed planet-centric business, venture, product or service starts to grow, and identify how you can avoid any possible negative consequences. Challenge your assumptions about the future and anticipate change through a planet-centric perspective.

Why

Stimulating long-term thinking can help prevent your business from having negative consequences on society or the planet. Though unpleasant, dystopian thinking can help prepare for unexpected scenarios or future trends, and aid you in thinking about possible implications for the planet.

When

Once your planet-centric business or product vision has been designed.

How

1. Brainstorm unintended environmental, social and economic consequences your business could produce in the long term as it is scaling, and come up with solutions to prevent this from happening.
2. Think about an extreme or speculative scenario that somehow relates to, or could affect, your business and think about what the implications would be. Again, identify preventative actions.

15. Sustainable futures

Think about what might happen as your proposed planet-centric business, venture, product or service starts to grow, and identify how you can avoid any possible negative consequences. Challenge your assumptions about the future and anticipate change through a planet-centric perspective.

<p>Long-term effects What could go wrong in the long run? What could go wrong if you had 100 million people, or the majority of people in a community, as users?</p>			<p>Preventative measures or solutions Plot strategies that could help avoid these repercussions on people and planet.</p>
ENVIRONMENTAL	SOCIAL	ECONOMIC	

<p>What if...? Identify 3 extreme/speculative future scenarios. What could be the implications for your business and the planet?</p> <p>For example:</p> <ul style="list-style-type: none"> —Pandemic —Water scarcity —War —Food shortage —Energy shortage —The end of fossil fuels —Universal basic income —Distributed economy —Mass surveillance —Cashless currency —The end of national sovereignty —The end of the family unit —Microchipped society —Social credit system —The end of private transportation —Restriction of non-essential air travel —What else? 			<p>Preventative measures or solutions Plot strategies that could work in such unusual circumstances.</p>

16. Design for all

Make sure the majority of people can benefit from your planet-centric offering—by effectively accessing it, using it and trusting it.

Why

Designing a product or service in a way that creates opportunities for as many people as possible to use it will proportionally increase its impact. Due to the subtle pervasiveness of unconscious bias, most of us have blind spots when it comes to identifying potential blockers to access for all. This tool will help us see and understand those whom we might be forgetting as we design.

When

Once you have an initial design concept for your product or service, and need to re-examine its audience and user.

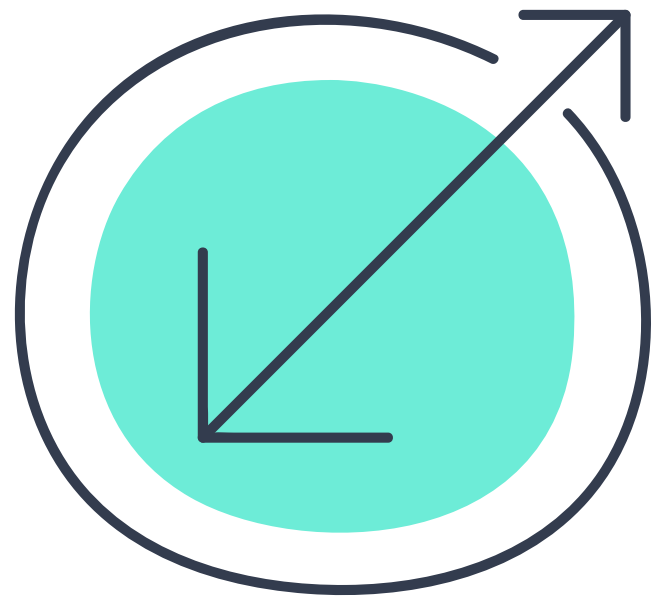
How

1. In the “Accessibility” section, brainstorm who might be excluded from, or have difficulties in using, your product by going through the different category prompts.
2. On the right side of that chart, brainstorm ways to make your product or service more inclusive, through providing access to all people who might want to use it.
3. Complete the “Equity” section in a similar manner.

16. Design for all

Make sure the majority of people can benefit from your planet-centric offering—by effectively accessing it, using it and trusting it.

<p>Accessibility gaps</p> <p>Who is excluded from the user base? For what reason(s)? Who might have difficulty using the product? In what way(s)?</p> <table border="1"> <tr> <td>Age</td> <td>Sex</td> <td>Income</td> </tr> <tr> <td>Geography</td> <td>Race</td> <td>Sexual orientation</td> </tr> <tr> <td>Disability</td> <td>Cultural habits</td> <td>Skills/ Digital literacy</td> </tr> </table>			Age	Sex	Income	Geography	Race	Sexual orientation	Disability	Cultural habits	Skills/ Digital literacy	<p>Accessibility solutions</p> <p>How can we grant access to as many people, including vulnerable populations? How can we empower underserved populations? How do we cater for disadvantaged groups?</p>
Age	Sex	Income										
Geography	Race	Sexual orientation										
Disability	Cultural habits	Skills/ Digital literacy										
<p>Fairness gaps</p> <p>What could make people feel unsafe or exposed?</p>			<p>Trust bearers</p> <p>How can we avoid that by building trust?</p>									



MEASURE

How do we execute our vision?

17. Roadmap

Why

Having a strategic plan and a way of measuring its completion and success is essential in order to truly implement your planet-centric vision.

When

When you are ready to implement the planet-centric ideas and actions required to achieve your planetary goals.

How

PART 1.

On the top row, fill in your short-term priorities, or use the ones generated by the “4. Sustainability priorities” tool. For each, write down on post-its the tasks or initiatives you will need to complete in order to achieve them. Do the same with the planetary goals you have set.

PART 2.

After defining the specific dates or quarters on the timeline, place your post-its from Part 1 in order to define dates for the completion of each initiative. Set the objectives of each initiative and what metrics you will use to measure them.

17. Roadmap, part 1

Look at your short-term design priorities and your planetary goals, then define a set of initiatives to achieve them.

Short-term priorities

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Initiatives

Planetary Goals

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Initiatives

17. Roadmap, part 2

Build an implementation plan, and set metrics for success.



Initiatives

What tangible actions will you take?

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Objectives

What will each initiative achieve?

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Indicators

How will you measure the success of each initiative?

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Targets

How will you quantify success using hard data?

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