

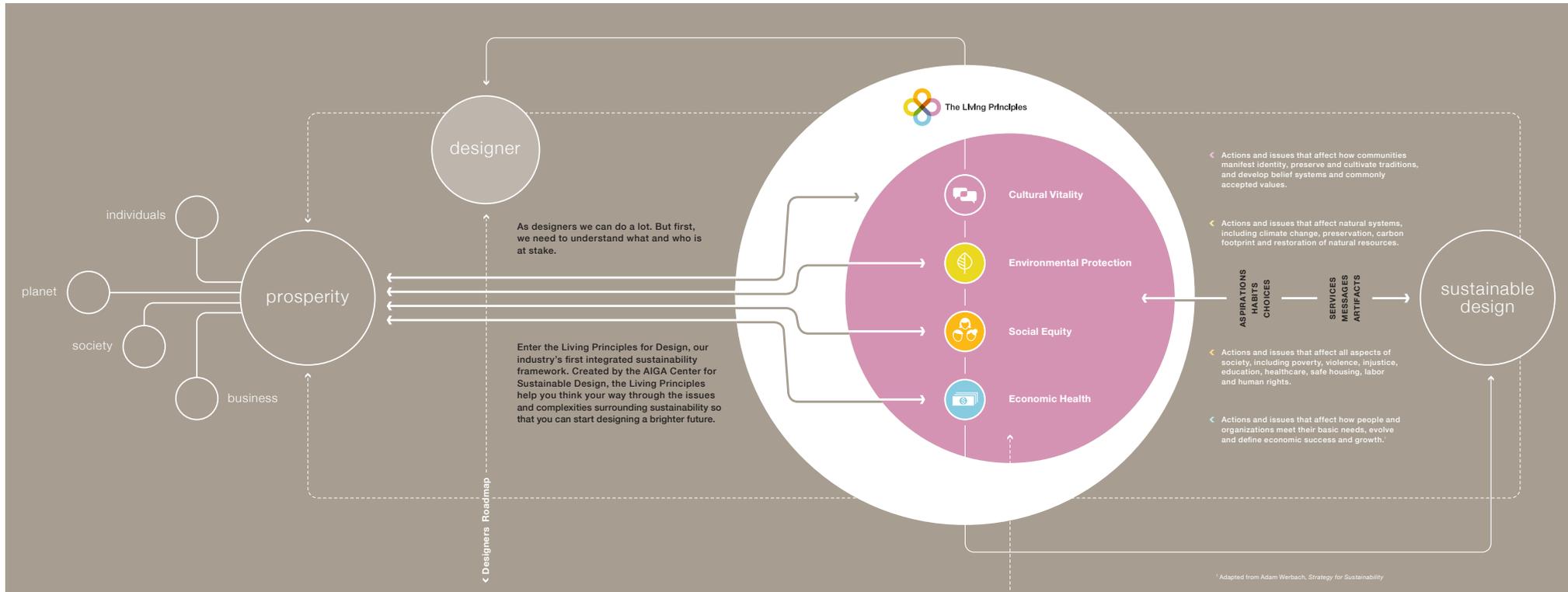
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APRIL 4 2010 DRAFT



The Living Principles **Actionkit**

# FOUR STREAMS OF INTEGRATED SUSTAINABILITY <sup>1</sup>



## ENVIRONMENTAL SUSTAINABILITY

Actions and issues that impact natural systems, including climate change, preservation, carbon footprint, ecosystem services, and even restoration of natural resources.

## SOCIAL SUSTAINABILITY

Actions and issues that impact all aspects of society, including poverty, violence, injustice, education, healthcare, safe housing, labor and human rights.

## ECONOMIC SUSTAINABILITY

Actions and issues that impact how people and organizations meet their basic needs, evolve and define economic success and growth.

## CULTURAL SUSTAINABILITY

Actions and issues that impact how communities manifest identity, preserve and cultivate traditions, and develop belief systems and shared values.



ENVIRONMENT



PEOPLE



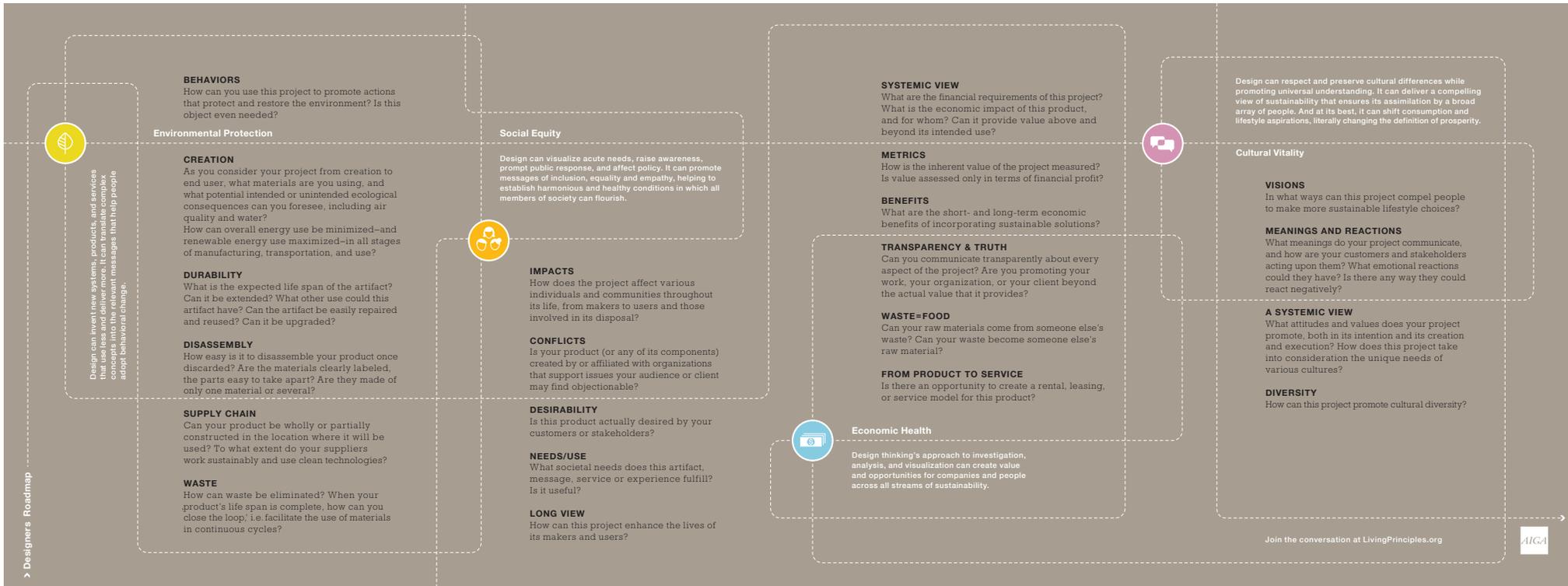
ECONOMY



CULTURE

<sup>1</sup>Adapted from Adam Werbach, *Strategy for Sustainability*

# OPPORTUNITY / ROADMAP



## DESIGN'S OPPORTUNITY

Design can invent new systems, products, and services that use less and deliver more. It can translate complex concepts into the relevant messages that help people adopt behavioral change.

Design can visualize acute needs, raise awareness, prompt public response, and affect policy. It can promote messages of inclusion, equality and empathy, helping to establish harmonious and healthy conditions in which all members of society can flourish.

Design thinking's approach to investigation, analysis, and visualization can create value and opportunities for companies and people across all streams of sustainability.

Design can respect and preserve cultural differences while promoting universal understanding. It can deliver a compelling view of sustainability that ensures its assimilation by a broad array of people. And at its best, it can shift consumption and lifestyle aspirations, literally changing the definition of prosperity.



ENVIRONMENT



PEOPLE



ECONOMY



CULTURE

## THE ACTIONKIT PROCESS

### FIND MATERIALS

Gather tape or string and push pins, markers, a white board, chalkboard, Post-Its, a big Post-It easel, foam boards or butcher paper.

### DESIGNATE A WORKING AREA

You will need enough space for everyone to gather around and break out into groups. Place the Actionkit Centerpiece on a wall, a table, or the floor and extend the lines that define the four quadrants using tape or string.

### UNDERSTAND THE FOUR STREAMS

Review the four streams of sustainability and design's opportunity for each. Maybe read them out loud to make sure everybody understands this.

### DEFINE THE PROJECT YOU'RE INVESTIGATING

Using the questionnaire, define your project purpose, target audience, means, and make sure you understand who the stakeholders are for each stream.

### FORM FOUR TEAMS

Ideally, assign one to two participants to each stream. If you have a small project team, a person can represent two streams. Keep in mind that the more people you have, the livelier your discussions will be.

### REVIEW THE QUESTIONS

Breaking out into the four designated teams, read all the questions for your particular stream, and work together to answer them. Take a first pass at how you think your ideas and solutions score on each topic, on a scale of 0 to 3. Allow yourself to think broadly, and out of the box, expressing what you wish you could do, before narrowing down on what's actually possible.

### PUT YOUR ANSWERS ON THE MAP

Write your answers on Post-It notes referencing their respective code (i.e. EN 1 or PE 3). When you have explored and scored them all, you're ready to share them with the entire group. Introduce your stream by reminding everyone of who your stakeholders are, then present your findings. Place the Post-Its on the

Centerpiece, according to the score you gave them. The higher the number, the closer to the center the tile moves. Questions that can't be answered remain in their position to signal that research is needed.

### BUILD ON EACH OTHERS' IDEAS

Once all teams have presented their questions, consider the topics from different perspectives, adding and negating ideas. Think about trade-offs and interdependencies across streams and how actions affect the placement of other pieces in the ecosystem. This is a fluid process, perhaps a bit messy at times. That's okay—keep in mind that the objective is for the four teams to arrive at fertile solutions collectively.

### EVOLVE AND REFLECT

Continue around the circle freely, creating dialogue, making compromises, strengthening solutions and gaining consensus, when possible. Take a moment to reflect on your progress. Did some quadrants show more movement than others? Did some topics "trump" others? If so, why?

### TRACK YOUR PROGRESS

Keep notes and photograph each round so you can see how things evolve over time.

### KEEP A TO-DO LIST

Using the numbering system on the tiles for reference, record questions that warrant further investigation. Look for opportunities to support your answers with facts – whenever possible, replace assumptions with data. At the end of each session, summarize actions that need to be taken, decisions that need to be made, and research that needs to be done.

### ON-GOING LEARNING AND ITERATION

Keep your Actionkit workspace alive for the duration of your project. Return for more rounds as you prototype ideas, explore materials, and think about modes of delivery. And don't forget to trade teams: each new session is an opportunity for participants to take on different perspectives.

## DEFINE THE PROJECT

Using your design brief as a guide, work together to identify the key parameters of the project.

### PURPOSE

What is the desired outcome of this project / idea?

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### TARGET AUDIENCE

Who is it intended to reach / influence?

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### MEANS

What means will you use to achieve the desired outcome? For instance, is it an artifact, a service, or a message? Note: this can remain open.

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### STAKEHOLDERS

Who / what will be impacted (intentionally or unintentionally) by this project, from inception of the idea through creation and disposal?

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## BEHAVIORS

How can you use this project to promote actions that protect and restore the environment?

Is this object even needed?

0 — 1 — 2 — 3 SCORE



ENVIRONMENT

## DURABILITY

What is the expected life span of the artifact? Can it be extended?

What other use could this artifact have? Can the artifact be easily repaired and reused? Can it be upgraded?

0 — 1 — 2 — 3 SCORE



ENVIRONMENT

## CREATION

As you consider the project from creation to end user, what materials are you using, and what potential intended or unintended ecological consequences can you foresee, including air quality and water?

0 — 1 — 2 — 3 SCORE



ENVIRONMENT

## SUPPLY CHAIN

How easy is it to disassemble your product once discarded? Are the materials clearly labeled, the parts easy to take apart? Are they made of only one material or several?

0 — 1 — 2 — 3 SCORE



ENVIRONMENT

## CREATION

How can overall energy use be minimized—and renewable energy use maximized—in all stages of manufacturing, transportation, and use?

0 — 1 — 2 — 3 SCORE



ENVIRONMENT

## SUPPLY CHAIN

Can your product be wholly or partially constructed in the location where it will be used?

To what extent do your suppliers work sustainably and use clean technologies?

0 — 1 — 2 — 3 SCORE



ENVIRONMENT

## WASTE

How can waste be eliminated?  
When your product's life span is complete, how can you 'close the loop,' i.e. facilitate the use of materials in continuous cycles?



ENVIRONMENT

## DESIRABILITY

Is this product actually desired by your customers or stakeholders?



PEOPLE

## IMPACTS

How does the project affect various individuals and communities throughout its life, from makers to users and those involved in its disposal?



PEOPLE

## NEEDS / USE

What societal needs does this artifact / message / service / experience fulfill?  
  
Is it useful?



PEOPLE

## CONFLICTS

Is your product (or any of its components) created by/affiliated with organizations that support issues your customers or organization find objectionable?



PEOPLE

## LONG VIEW

How can this project enhance the lives of its makers and users?



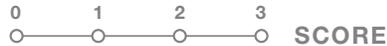
PEOPLE

### SYSTEMIC VIEW

What are the financial requirements of this project?

What is the economic impact of this product and for whom?

Can it provide value above and beyond its intended use?



ECONOMY

### METRICS

How is the inherent value of the project measured?

Is value assessed only in terms of financial profit?



ECONOMY

### BENEFITS

What are the short- and long-term economic benefits of incorporating sustainable solutions?

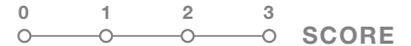


ECONOMY

### TRANSPARENCY & TRUTH

Can you communicate transparently about every aspect of the project?

Are you promoting your work, your organization, or your client beyond the actual value that it provides?

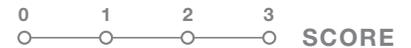


ECONOMY

### WASTE = FOOD

Can your raw materials come from someone else's waste?

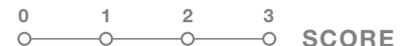
Can your waste become someone else's raw material?



ECONOMY

### FROM PRODUCT TO SERVICE

Is there an opportunity to create a rental, leasing, or service model for this product?



ECONOMY

**VISIONS**

In what ways can this project compel people to make more sustainable lifestyle choices?



1

CULTURE

**MEANINGS & REACTIONS**

What meanings do your project communicate, and how are your customers and stakeholders acting upon them? What emotional reactions could they have? Is there any way they could react negatively?



2

CULTURE

**SYSTEMIC VIEW**

What attitudes and values does this project promote, both in its intention and its creation and execution?



3

CULTURE

**SYSTEMIC VIEW**

How does this project take into consideration the unique needs of various cultures or sub-cultures?



4

CULTURE

**DIVERSITY**

How can this project promote cultural diversity?



5

CULTURE

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6

CULTURE