

# Sustainability Scorecard

This Sustainability Scorecard is intended to help critically evaluate proposed project solutions across multiple concerns of sustainability and value-creation. The objective is to arrive at a score for each of the strategies below with notes about the solution's impacts.

**Instructions:** Self-rate the positive impacts and performance of your solution, from 0-4, in each of the following twenty principles along the four scoring levels (to the right).

**Credits:** Based on the AIGA Living Principles (thanks to Phil Hamlett and Gaby Brink), Natural Capitalism Solutions and Presidio Graduate School's Sustainability Helix, and the book *Design is the Problem*.

Business as Usual  
Exploring Concepts  
Implementing Solutions  
Exhibiting Leadership  
Achieving Restoration

**Project Name:**

<b>ECOLOGICAL Strategies &amp; Impacts</b>		Actions and issues that affect natural systems, including climate change, preservation, carbon footprint, and restoration of natural resources.				
<b>Dematerialization</b>	To what extent have you minimized materials and energy throughout manufacturing, distribution, use, recycling, and disposal? What more can be eliminated?	0	1	2	3	4
<b>Material Substitution</b>	Have materials and energy sources been selected based on their ecological impacts? Does the project justify the physical materials involved or, if it can, would it better exist digitally or virtually?	0	1	2	3	4
<b>Localization</b>	To what extent have you minimized transportation throughout manufacturing, distribution, use, recycling, and disposal? Can products be used, serviced, repaired, recycled, remade, and disposed of locally?	0	1	2	3	4
<b>Product &gt; Service</b>	Did you consider a rental, leasing, or service model to manage physical products more efficiently across more users throughout its lifecycle (amortizing the impacts of materials and energy across more use)?	0	1	2	3	4
<b>Atoms to Bits</b>	Can physical products be transformed into digital ones (informationalization) and provide the same or more value for less energy and material impact? Can you send the "recipe" for local manufacturing instead?	0	1	2	3	4
<b>Waste to Food</b>	To what extent does the solution reduce or eliminate waste? Have you designed through the lifecycle for when the solution's life span is complete? Are the waste products designed as inputs for other processes?	0	1	2	3	4
<b>Durability</b>	To what extent has the solution been designed with materials that allow it to have an extended lifespan. Is it repairable, upgradable, and servicable?	0	1	2	3	4
<b>Reuse</b>	To what extent has the solution been designed to have a secondary uses (when its primary use is done)?	0	1	2	3	4
<b>Recyclability</b>	How much recycled content is used in the manufacturing process and throughout the lifecycle? Are the materials, sub-assemblies, or parts used easily recyclable in standard recycling systems?	0	1	2	3	4
<b>Disassembly</b>	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	4
<b>FINANCIAL Strategies &amp; Impacts</b>		Actions and issues that affect how people and organizations meet their basic needs, evolve, and define economic success, value, and growth.				
<b>Financial Vitality</b>	Is this solution developed to sustain itself financially? Does it rely on hidden costs and externalities to be cost-effective? Does the solution offset external costs in some way?	0	1	2	3	4
<b>System Solution</b>	Was the economic system around this solution considered, and do the financial impacts benefit a sustainable economy? Who gains economic value from this solution?	0	1	2	3	4
<b>Value / Benefits</b>	On what levels does the solution create value? Is it measured? Is value considered and reported in addition to profit? Does the project provide short- and long-term economic benefits in sustainable ways?	0	1	2	3	4
<b>Business Model Innovation</b>	Does the business model for this solution innovatively add value and serve stakeholders in better ways? Is it designed to sustain value in the long-term?	0	1	2	3	4
<b>SOCIAL Strategies &amp; Impacts</b>		Actions and issues that affect all aspects of society, including poverty, violence, injustice, education, healthcare, safe housing, labor and human rights.				
<b>Desirability</b>	To what extent has the solution represent what the audience or customers actually want? Is the solution designed to appeal to customers for a long time (in order to keep it relevant in their lives)?	0	1	2	3	4
<b>Need &amp; Usefulness</b>	How well does the solution fulfill individual and societal needs via product, message, service, or experience? Does this project enhance the lives of its makers and users in the long term?	0	1	2	3	4
<b>System Solution</b>	To what extent does this project create positive impacts on all stakeholders and communities throughout its life cycle, from makers to users to those involved in its disposal?	0	1	2	3	4
<b>Diversity &gt; Resilience</b>	To what extent do the values of yourself, your client, and/or the owner of this project support the values of its intended audience and customers throughout its life cycle? Is the solution healthy and just?	0	1	2	3	4
<b>CULTURAL Strategies &amp; Impacts</b>		Actions and issues that affect how communities manifest identity, preserve and cultivate traditions, and develop belief systems and commonly accepted values.				
<b>Meaning</b>	Does the solution communicate meaning, and how are your customers and stakeholders acting upon them? Are positive emotional reactions triggered? Are negative impacts addressed?	0	1	2	3	4
<b>Cultural Vitality</b>	Does the solution promote positive attitudes and values, both in intent and execution? Does this project take into consideration the unique needs of various or local cultures?	0	1	2	3	4
<b>System Solution</b>	In what ways does this project compel people to transition to a more sustainable lifestyle choices? To what extent does it promote and represent resilience, justice, and cultural vitality of all stakeholders?	0	1	2	3	4
<b>Diversity &gt; Resilience</b>	Does the project promote cultural diversity over homogeneity? Does the solution and the organizations connected to it incorporate diverse cultural needs?	0	1	2	3	4
<b>CORPORATE Strategies &amp; Impacts</b>		Actions and issues that affect how corporations create value, organize themselves, and respond to the values of the communities around them.				
<b>Governance</b>	Do you, the client, and/or the organization that owns and implements the solution have structures and policies to govern its affairs in appropriately diverse and inclusive ways?	0	1	2	3	4
<b>Stakeholder Engagement</b>	Do you, the client, and/or the organization that owns and implements the solution have structures and policies to engage and consider impacts and value on multiple stakeholders (and not merely shareholders)?	0	1	2	3	4
<b>Transparency</b>	Does the solution and the organization that implements it communicate transparently and honestly about its intents and impacts? Are policies and activities stated and reported transparent?	0	1	2	3	4
<b>Justice</b>	Do the impacts of the solution and organization hurt others, denigrate, or enslave others? Does it promote the resolution of conflicts among communities and stakeholders?	0	1	2	3	4