



Project Name:			Business as Usual	Exploring Concepts	Implementing Solutions	Exhibiting Leadership	Achieving Restoration
<p><b>Instructions:</b> Self-rate the positive impacts and performance of your solution, from 0-4, in each of the following 20 principles along the four scoring levels (to the right).</p> <p><b>Credits:</b> Based on the AIGA Living Principles, the Academy of Art University's Sustainability Scorecard, Natural Capitalism Solutions and Presidio Graduate School's Sustainability Helix, and the book <i>Design is the Problem</i>.</p>							
<b>EN</b>	<b>Environment</b>	Actions and issues that affect natural systems, including climate change, preservation, carbon footprint, and restoration of natural resources.					
EN.01	Behaviors	To what extent does this project promote actions that protect and restore the environment?	0	1	2	3	4
EN.02	Creation & Material Impact	To what extent have you minimized materials and energy, throughout manufacturing, distribution, use, recycling, and disposal? 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
EN.03	Durability	To what extent has the solution been designed to have an extended lifespan, secondary uses, upgradability, and reparability?	0	1	2	3	4
EN.04	Disassembly & Recycling	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
EN.05	Supply Chain & Localization	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 materials, energy, and processes?	0	1	2	3	4
EN.06	Waste	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?	0	1	2	3	4
<b>PE</b>	<b>People</b>	Actions and issues that affect all aspects of society, including poverty, violence, injustice, education, healthcare, safe housing, labor and human rights.					
PE.01	Impacts	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
PE.02	Conflicts	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
PE.03	Desirability	To what extent has the solution represent what the audience or customers actually want?	0	1	2	3	4
PE.04	Need/Use	What individual and societal needs does this product, message, service, or experience fulfill? Is it useful and usable?	0	1	2	3	4
PE.05	Long View	Does this project enhance the lives of its makers and users in the long term?	0	1	2	3	4
<b>EC</b>	<b>Economy</b>	Actions and issues that affect how people and organizations meet their basic needs, evolve, and define economic success, value, and growth.					
EC.01	Systemic View	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
EC.02	Metrics & Reporting	Is the inherent value of the solution 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
EC.03	Transparency & Truth	Does the solution communicate transparently and honestly about its intent and impacts? Are you, the client, or owner promoting impacts and value beyond the actual value that it provides? Do you or the owner have stated, transparent policies and activities for sustainable governance with regard to social issues?	0	1	2	3	4
EC.04	Waste = Food	Do the raw materials come from someone else's waste? Do the wastes from this solution become someone else's raw material?	0	1	2	3	4
EC.05	Product > Service	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>CU</b>	<b>Culture</b>	Actions and issues that affect how communities manifest identity, preserve and cultivate traditions, and develop belief systems and commonly accepted values.					
CU.01	Visions	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
CU.02	Meanings & Reactions	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
CU.03	Systemic View	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
CU.04	Diversity	Does the project promote cultural diversity over homogeneity? Do the organizations connected to it (including your own) have stated policies, structures, and activities to incorporate diverse cultural needs?	0	1	2	3	4