DO YOU WORK IN PRODUCT DESIGN? GOOD NEWS:

YOUR JOB IS A CLIMATE JOB

Read through this checklist and pick one or more actions to pursue. (Bonus: Work your way through all of them!)

PRODUCT DESIGN AND DEVELOPMENT

☐ Create sustainability-focused KPIs during the design briefing stage, and consider climate impacts and attributes during design reviews and prototyping.

☐ Incorporate climate information into the product to encourage users to act more sustainably. (For example, include real-time energy usage information; gamify features to incentivize lower energy consumption; and encourage reuse.)

☐ Create UX/UI elements with low energy consumption such as by reducing content loads and removing extraneous data.

☐ Collaborate with engineers to prioritize energy-efficient product features such as efficient code, minimal stored data, and planned data deletion.

☐ Use cloud providers who have set ambitious climate goals and are on track to meet them.

☐ Choose circular design and material options that enable product repair, upgrades, modularity, and resale. Opt for long-term durability over planned obsolescence.

☐ Collaborate with the procurement and sourcing teams to identify alternative materials that will achieve comparable results, taking a targeted approach that first replaces those that are most harmful and used in large quantities.

☐ Design with less, also known as dematerialization, by reducing content and using fewer and lighter materials and packaging.

TRAVEL

☐ Choose virtual over in-person gatherings whenever possible and avoid carbon-intensive travel methods such as flying.

☐ When conducting in-person research or product testing, choose local users or conduct multiple user studies in a single location at the same time to minimize related travel.

CLIMATE JUSTICE

☐ Integrate and elevate sustainability and equity as key criteria in the product discussion alongside value, usability, and feasibility.

☐ Set aside time to adequately consider the sustainability of your product, what impact could it have on the climate crisis or the scaling of solutions, and who might it harm.

DIALOGUE AND ACTION

☐ Connect with other designers to create a shared vision of what "good" looks like when incorporating climate considerations into product design.

From Drawdown Labs, a program of

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