DO YOU WORK IN PRODUCT MANAGEMENT? 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!)

ENERGY EFFICIENCY

☐ Maximize operational and hardware efficiency, design carbon-aware and energy-efficient products.

CIRCULARITY

☐ Avoid planned obsolescence by ensuring that software can run on older hardware. Make products repairable and modular by design.

☐ Encourage executives to incorporate sustainability metrics into board presentations, investor briefings, and other high-level venues.

TRAVEL

☐ Where possible, choose virtual over in-person gatherings. When conducting in-person research, choose local users or conduct multiple user studies in one location at the same time.

PRODUCT CRITERIA

☐ Include and elevate sustainability as a critical criterion in product discussions alongside value, usability, feasibility, and profitability, thinking beyond short-term benefits to long-term impacts — good and bad.

☐ Create sustainability-focused KPIs, such as energy consumption, water usage, and waste creation, to ensure climate is a key component of product success.

PRODUCT LIFE CYCLE

☐ Perform product life cycle assessments (LCAs) to understand the emissions impact of new and existing products, and adjust accordingly.

CUSTOMER BEHAVIOR

☐ Prioritize products, features, and enhancements that help customers adopt more sustainable behaviors and help your company meet its climate goals.

PROVIDERS AND PARTNERSHIPS

☐ Prioritize vendors and service providers who are on track to meet ambitious climate goals.

LEADERSHIP

☐ Encourage company leadership to create sustainability metrics for product performance.

DIALOGUE AND ACTION

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

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