



FROM TALK TO ACTION

10 Strategies to Integrate Digital Sustainability

Ideate

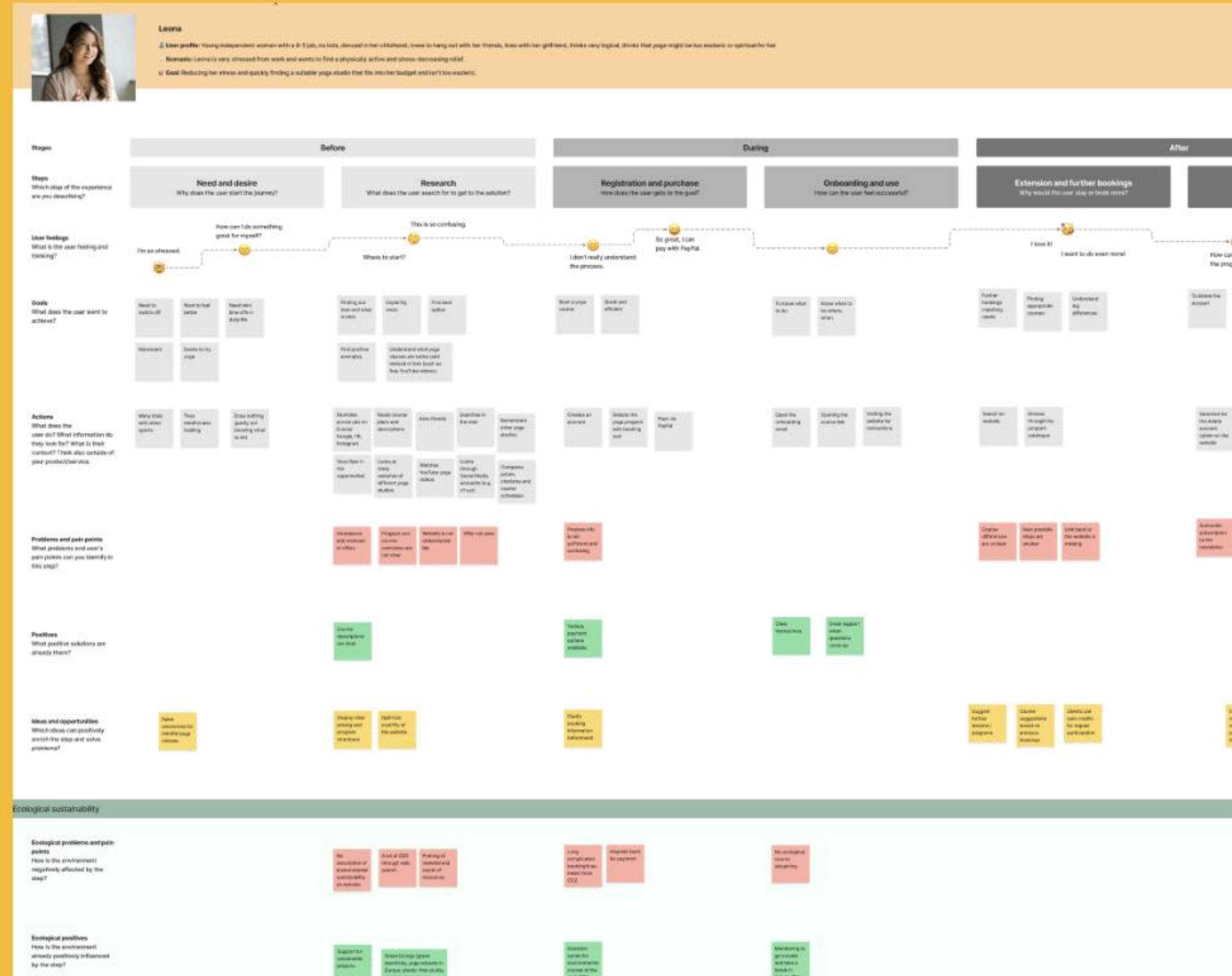
INCLUDE SUSTAINABILITY
EARLY IN THE PRODUCT
PROCESS.

01



Sustainability infused User Journey Mapping

Figma Template by Sandy Dähnert (Green the Web). Licensed under [CC BY 4.0](#).



EXTEND YOUR USER JOURNEY MAPS
BY A SUSTAINABILITY PERSPECTIVE.



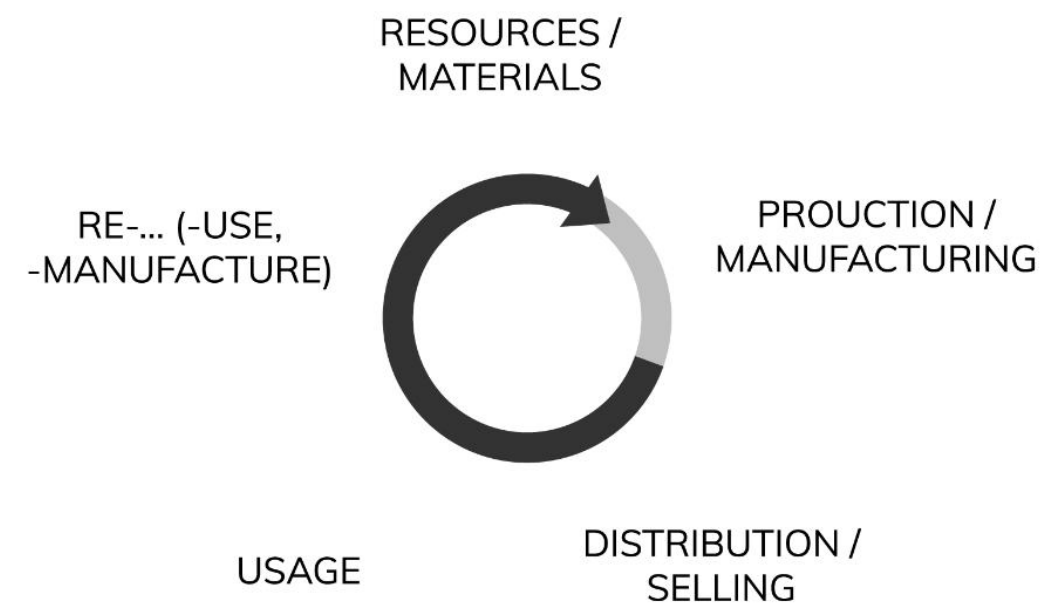
Actant Mapping Canvas

Will help you include non-human actants into environment-centred design process.

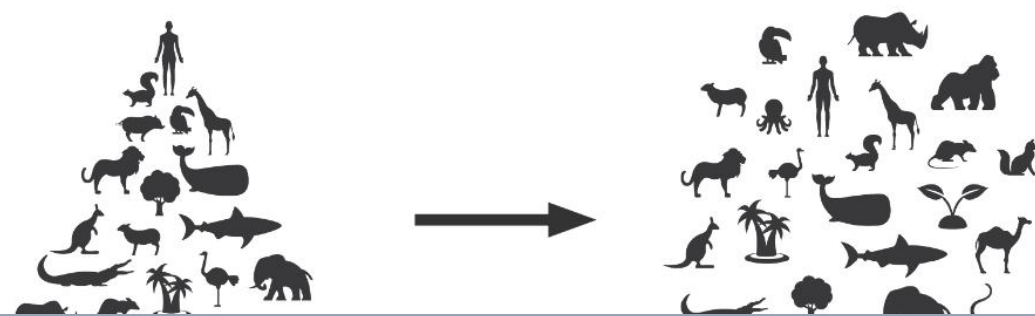
Project name:

Fundamentals

1. Think about each stage of product / service **lifecycle**.

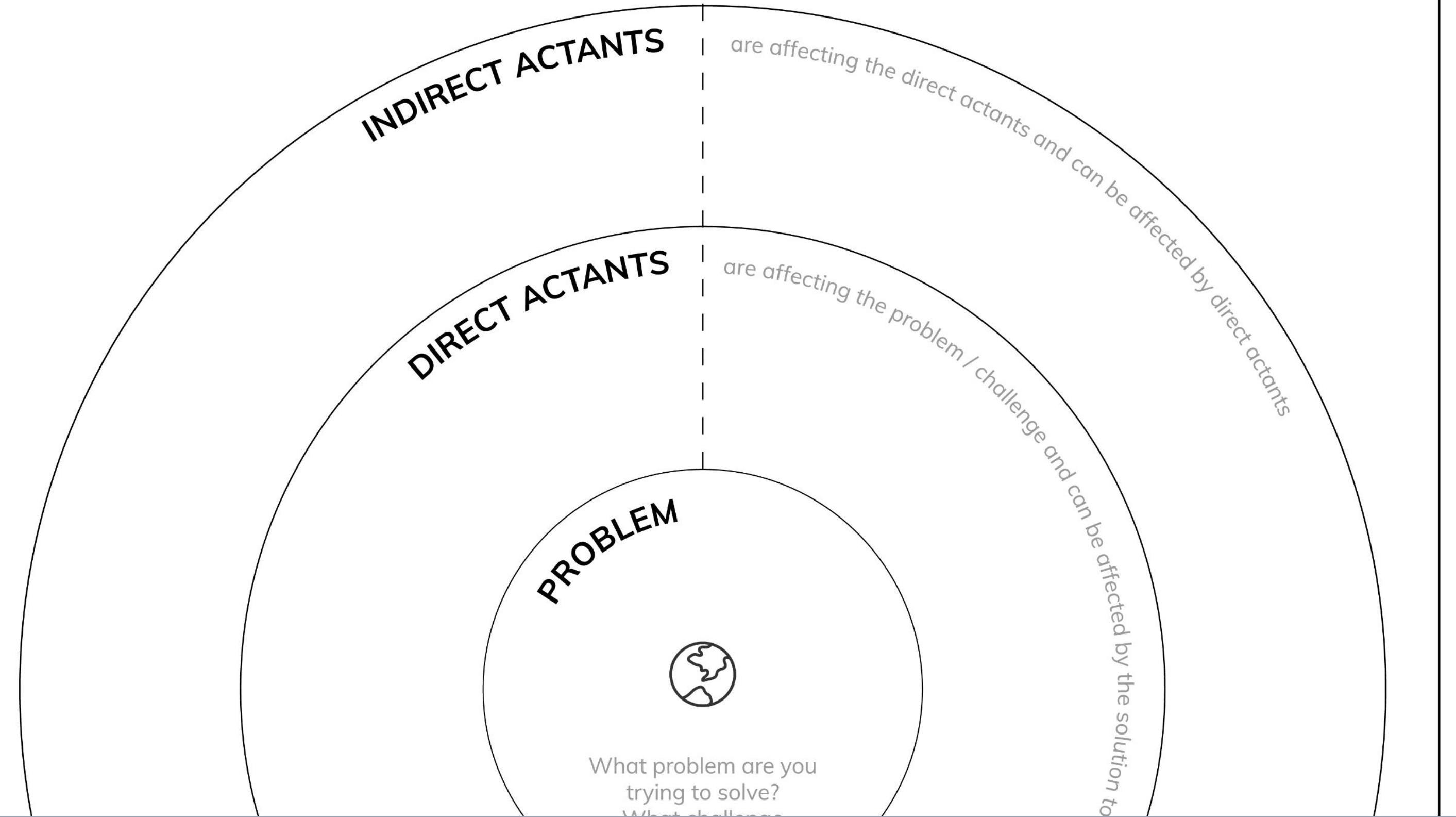


2. Think about **everyone**.



Human Actants

Non-human Actants



MAP ALL HUMAN AND NON-HUMAN ACTORS IMPACTED BY YOUR PRODUCT.

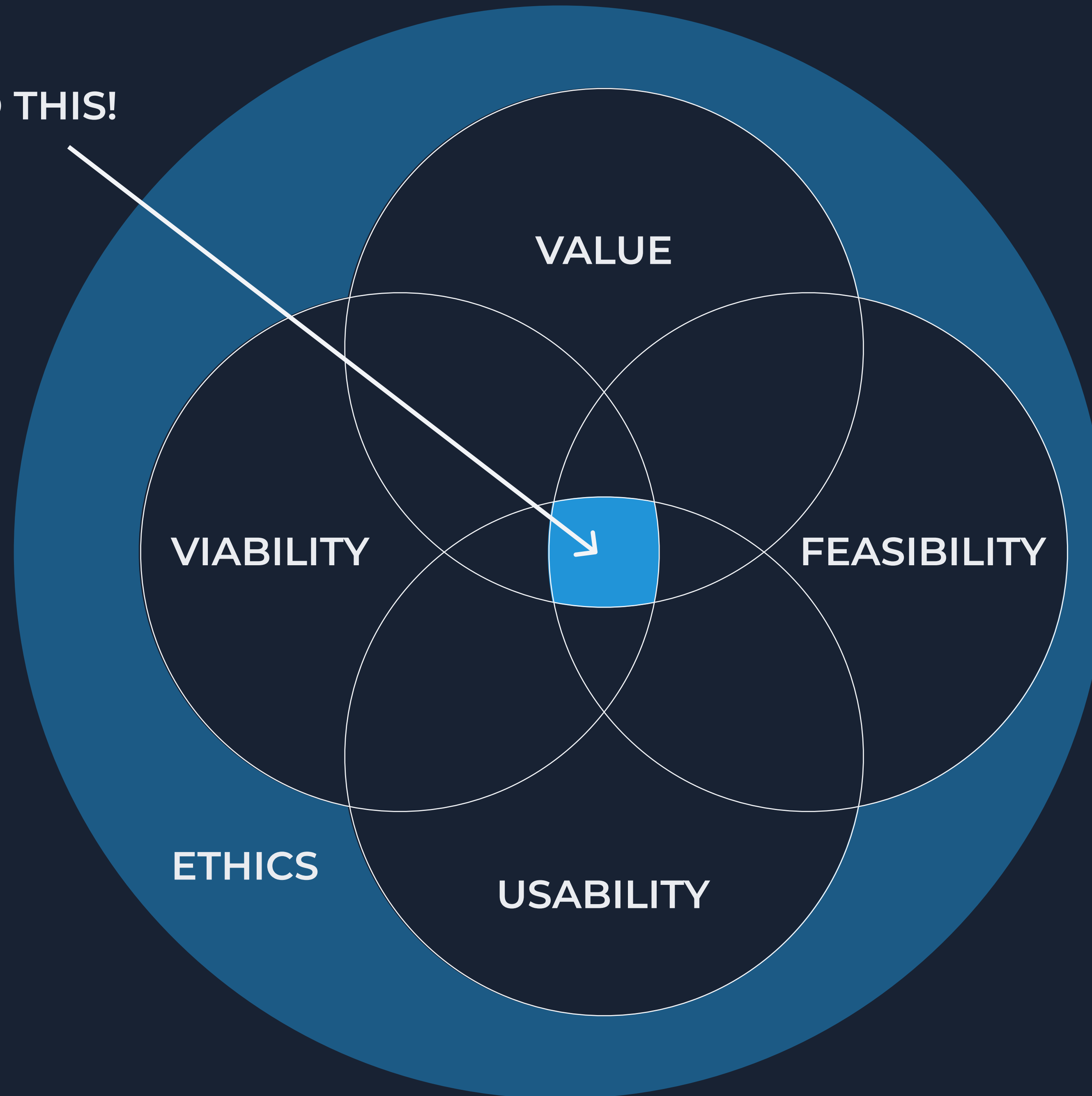


BUILD LESS.

02



ONLY BUILD THIS!



Should we
build it?

5 PRODUCT
RISKS

BY MARTY CAGAN



TO STRATEGIES TO INTEGRATE DIGITAL SUSTAINABILITY



Implement

BUILD IT BETTER.

03



INVEST IN ACCESSIBILITY
TO INCREASE MARKET SHARE.

REDUCE DATA COLLECTION & RETENTION.

04



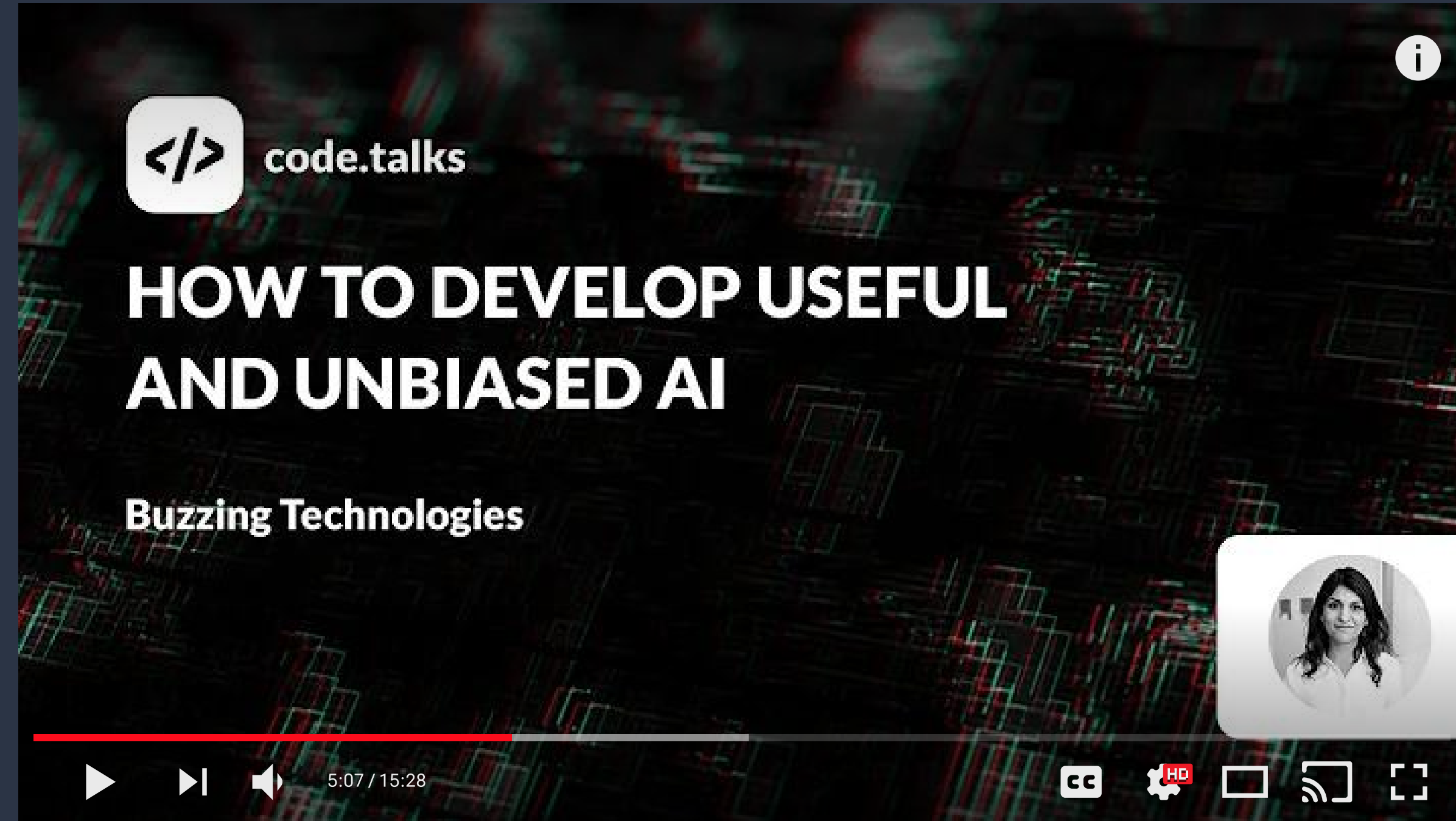
Up to 90% of digital data is not used

— GERRY MCGOVERN
(WORLD WIDE WASTE)



RETHINK THE USE OF AI
IN YOUR PRODUCTS.

05



youtube.com/watch?v=dwnZF1zLcwk

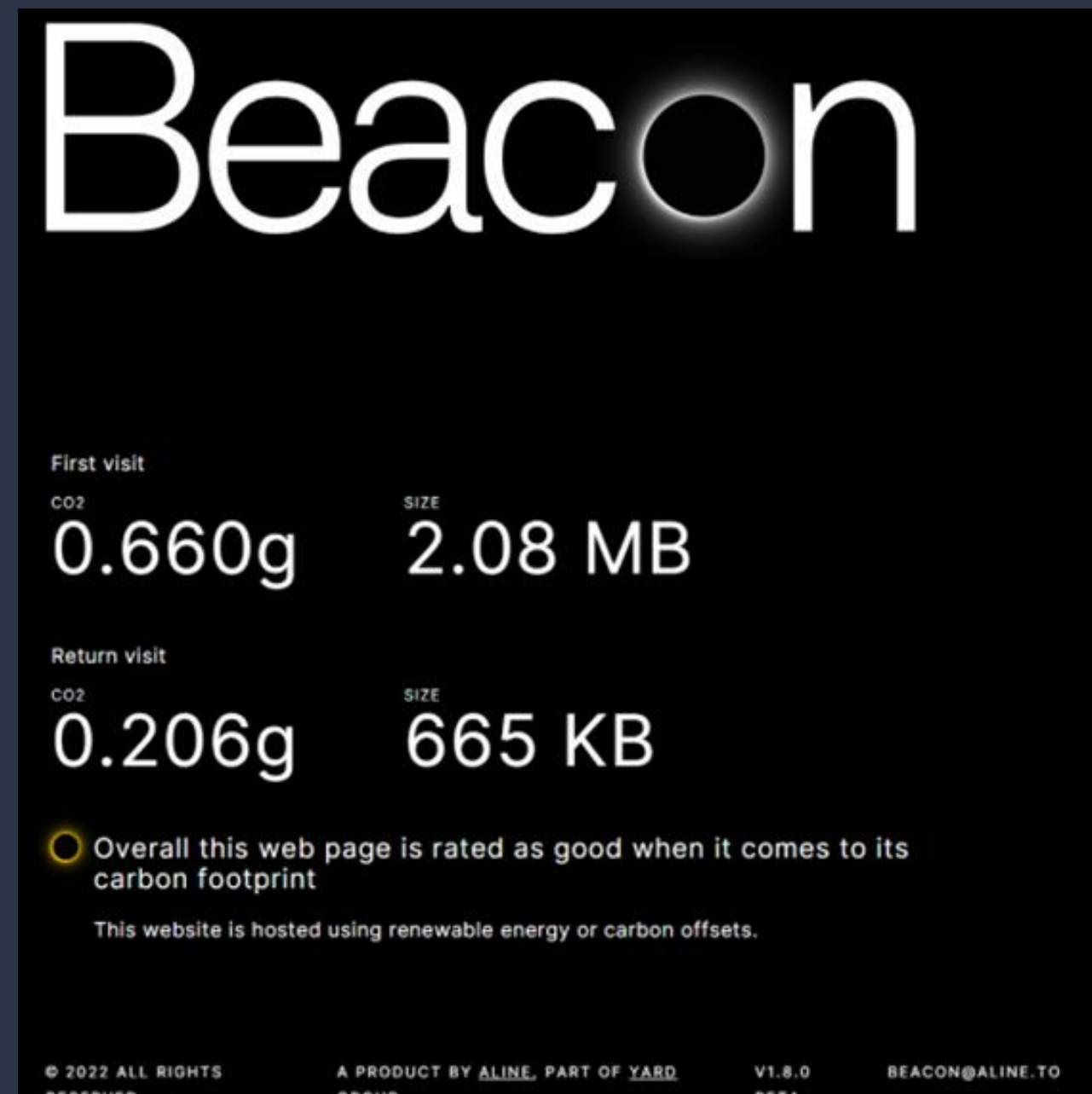
LEARN FROM RESPONSIBLE AI CREATORS
LIKE ZAMINA AHMAD.

MONITOR & REDUCE
THE PRODUCT'S CO₂
FOOTPRINT.

06



USE CARBON ANALYTIC TOOLS.



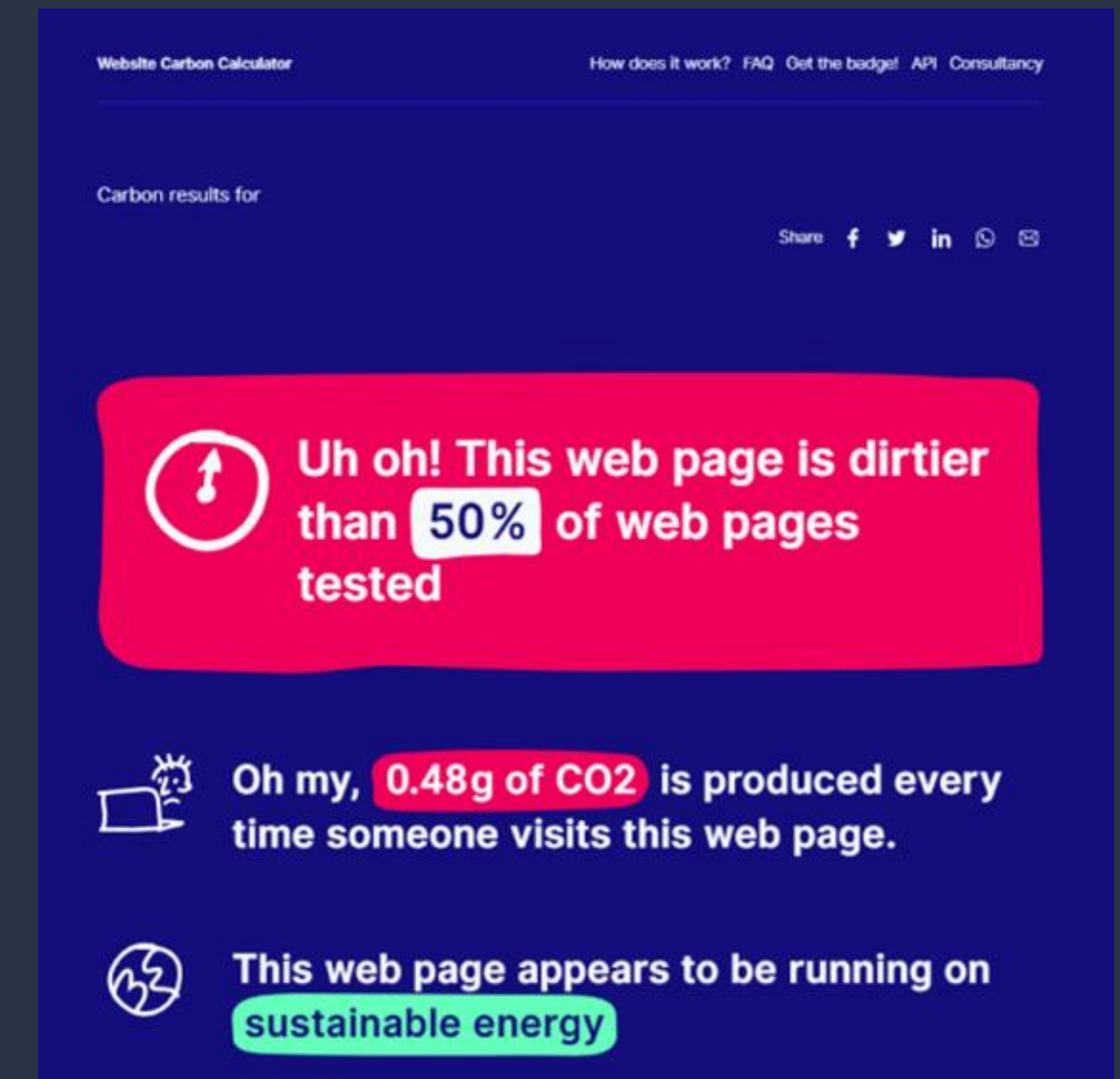
DIGITAL BEACON

<http://digitalbeacon.co/>



ECOGRADER

<https://ecograder.com/>



WEBSITE CARBON

<https://www.websitecarbon.com/>





Collaborate



TRAIN YOUR TEAM IN
SUSTAINABILITY &
ACCESSIBILITY.

07



INCLUDE SUSTAINABILITY AS A REQUIREMENT.

08



Persuade



REFRAME SUSTAINABILITY
IN TERMS OF BUSINESS
GOALS.

09



FIND ALLIES
ON YOUR TEAM
FIRST.

10



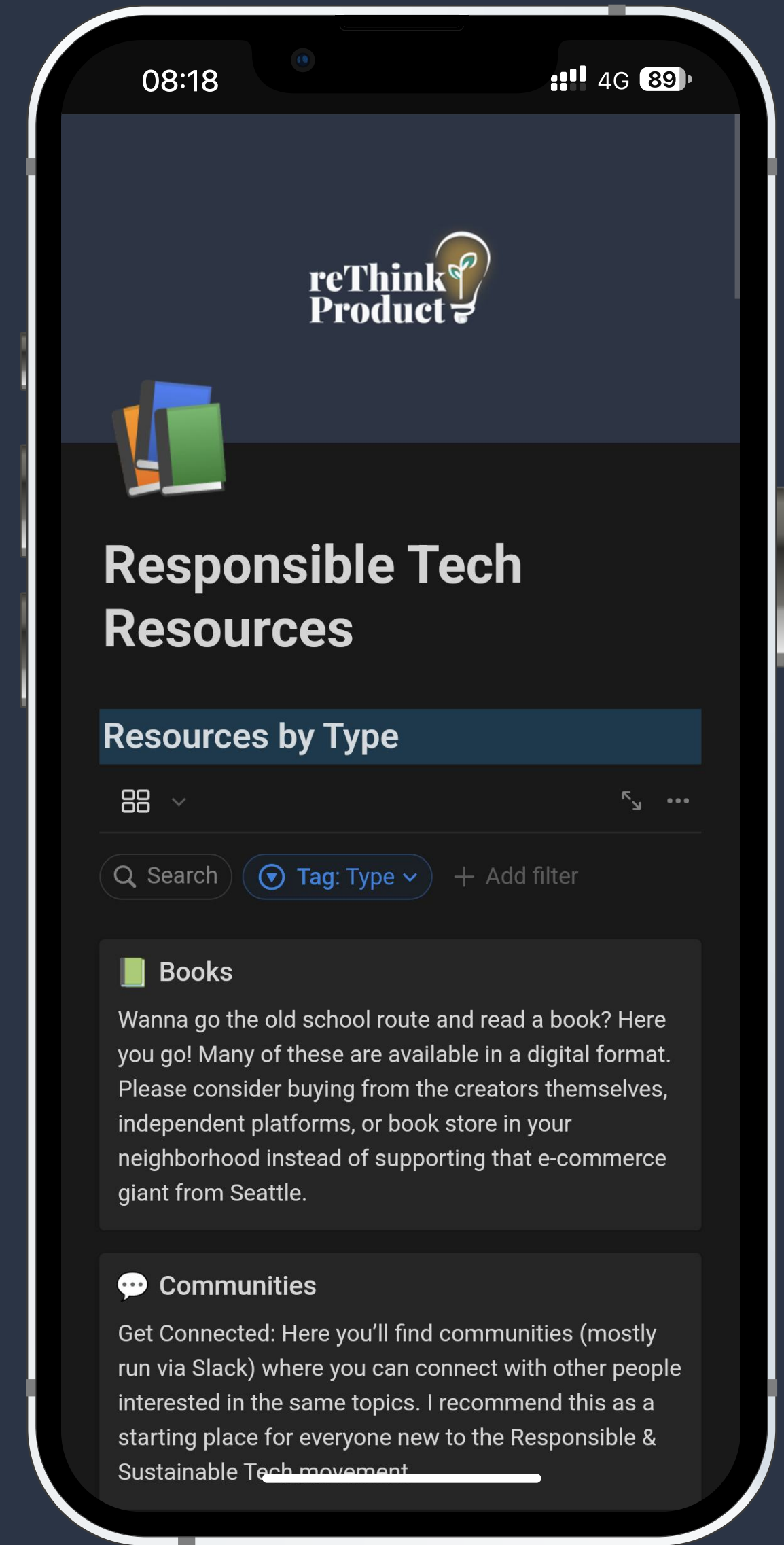
HOW TO LEARN MORE



FIND MY FAVORITE DIGITAL SUSTAINABILITY RESOURCES ONLINE

- Tools & Frameworks
- Online Courses
- Books
- Podcasts
- Communities
- and more to be added continually

rethink-product.notion.site





youtube.com/watch?v=mWA-zpAqhwQ

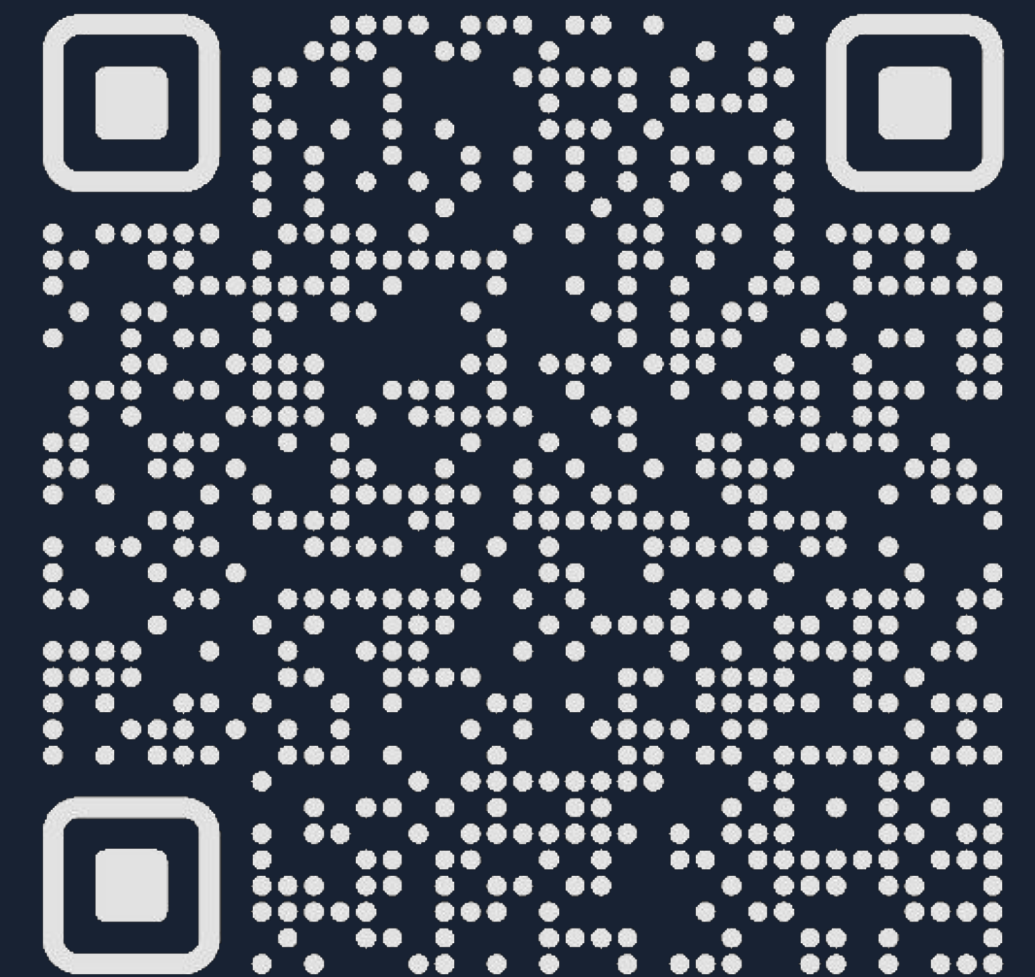
WATCH THE FULL TALK “HOW TO SELL
SUSTAINABLE UX” OR GET IN TOUCH.

DIGITAL SUSTAINABILITY WORKSHOPS FOR YOUR PRODUCT TEAM



rethink-product.com/workshops

Let's reThink Product Development together!



rethink-product.com



Get in touch via LinkedIn, email or my website to connect.