

Val Mitchell
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Making the sustainable thing the best thing

Boye & Co, June 2022

snook

Snook is a design studio built to tackle complex challenges and design viable, sustainable and fair services with people's real needs at their heart.



We have over ten years of experience working across the public, private and third sector.

We've built great products and services in a huge variety of scenarios, putting people at the heart of the design process every time.

We've designed new systems, helping organisations join up their efforts and improve outcomes for the public.





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80%

Estimated environmental impact of today's products, services and infrastructures determined at the design stage

Source: Design Council

45%

Carbon emissions coming from producing the products we use everyday

Source: Ellen MacArthur Foundation

Sustainable offerings need
good services

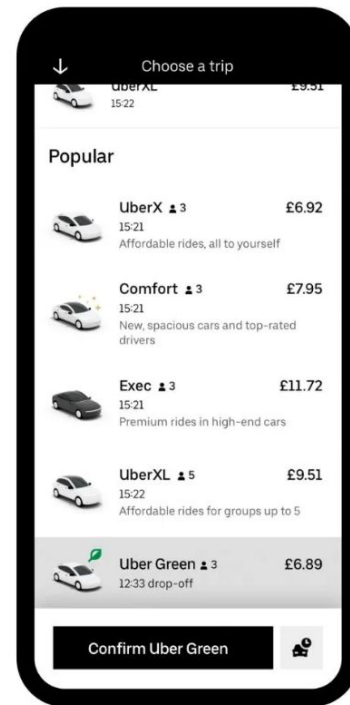
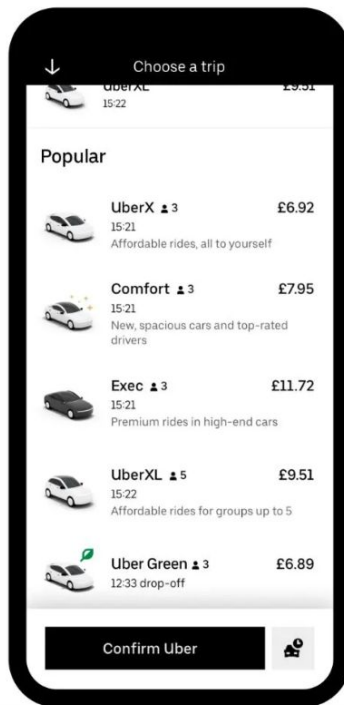
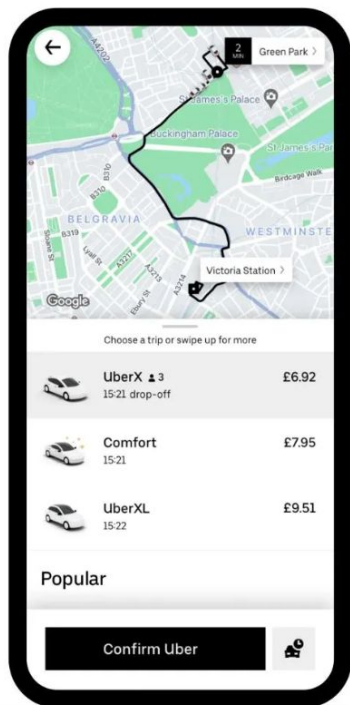
Driving a consumer-led low-carbon transition

Our apps help people manage their energy better, to save money and reduce their carbon footprint

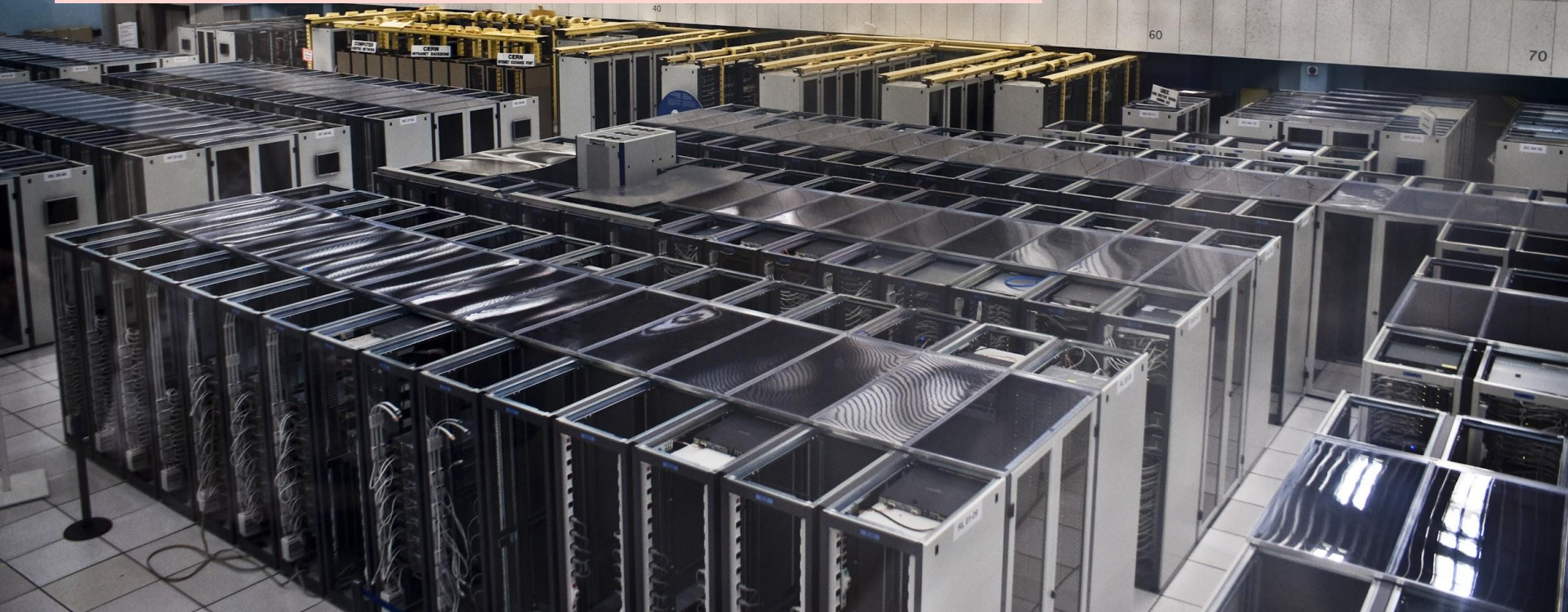


How do I book Uber Green?

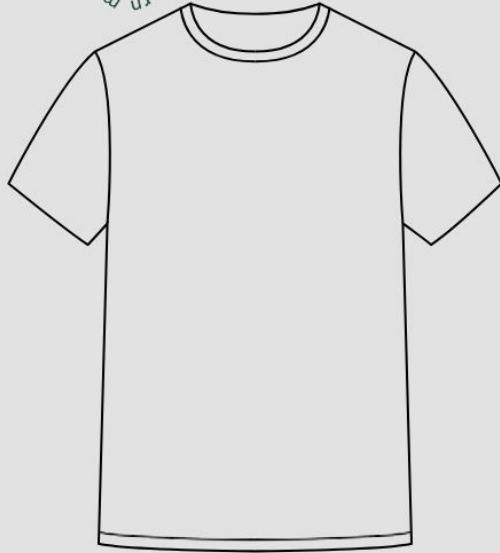
Uber Green is now available for journeys throughout Greater London. When using the Uber app in London, you'll be able to choose Uber Green in exactly the same way you would book an UberX.



All services
need to be more sustainable



tap to learn
more



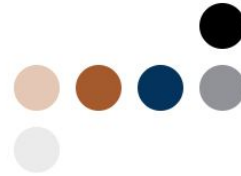
Click to see low quality images (~0.32g CO2)
(Our server energy mix needs to be more green for high quality images)

Organic Cotton Tee

49 EUR

A crewneck tee made with 100% organic cotton.

Color



Size

XS S M L XL

Select color and size

Features

Description

Fit & Sizing

Material & Care



Ethically made

+

Free CO2 neutral worldwide shipping available.

[Size Guides](#)

Save with packs

thought

WOMEN

MEN

SOCKS

ACCESSORIES

LIVING

GIFTING

SALE

OUR WORLD



men

planet-friendly, versatile, and comfortable. made using the most ethical and sustainable materials we could find.

Feedback

15% off your first purchase





ENVIRONMENT

Your brand new returns end up in landfill

By Harriet Constable

‘Free returns’ has become an industry standard in online fashion shopping. But there is a high price to pay which every consumer should be aware of: The heavy carbon footprint of all the unnecessary shipping back and forth.

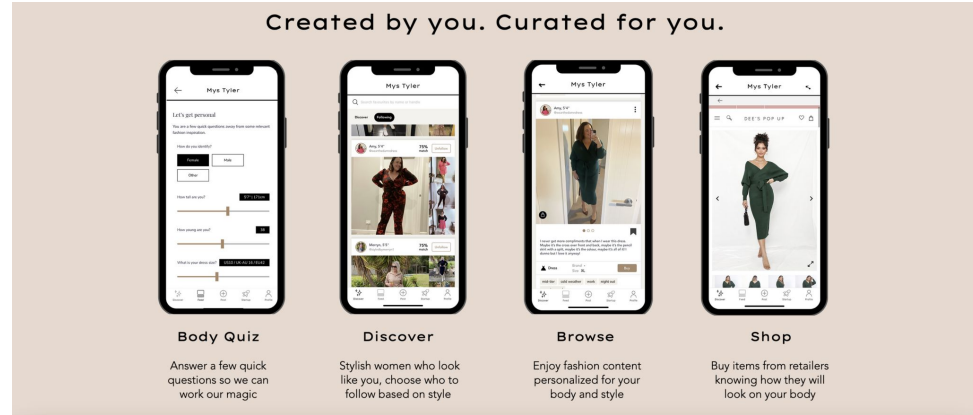
[Your brand new returns end up in landfill](#)

[There's no such thing as a free return](#)

Reducing online returns and enhancing customer satisfaction

Manage customer expectations:

- ❖ Include detailed product photos
- ❖ Write clear product descriptions
- ❖ Describe the style & fit
- ❖ Use body doubles
- ❖ Use virtual fitting rooms and tools
- ❖ Make use of consumer return data
- ❖ Use body scans





"I'll buy 5 items and only keep one of them"



[H&M try-on haul](#)

Shipping Methods

Free Shipping: valid on orders above £90, €100, 100 CHF, 950 SEK, 750 DKK and 950 NOK.

Delivery Zone	Standard Shipping Cost	Express Shipping Cost
Euro Zone	€9.90	€25
Denmark	112,00 DKK	216,00 DKK
Norway	150,00 NOK	330,00 NOK
Sweden	138,00 SEK	266,00 SEK
Switzerland	20,00 CHF	55 CHF
United Kingdom	£7	£19.90

Shipping Transit Times

Designing sustainable behaviours

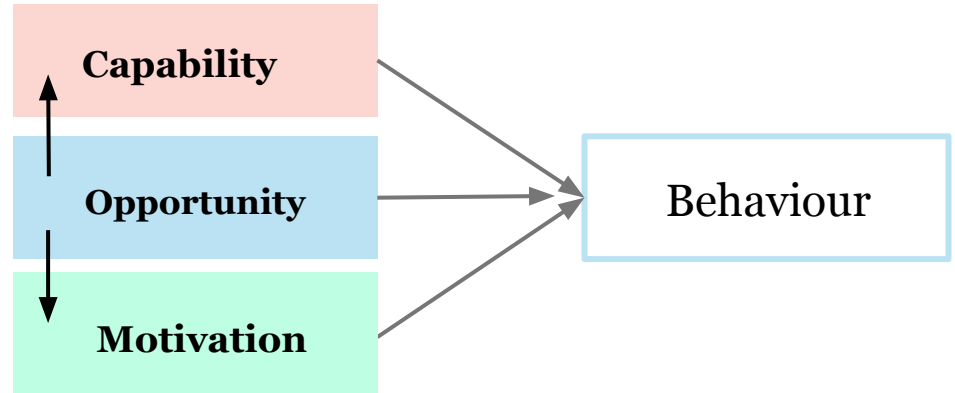


What do we mean by behaviour change?

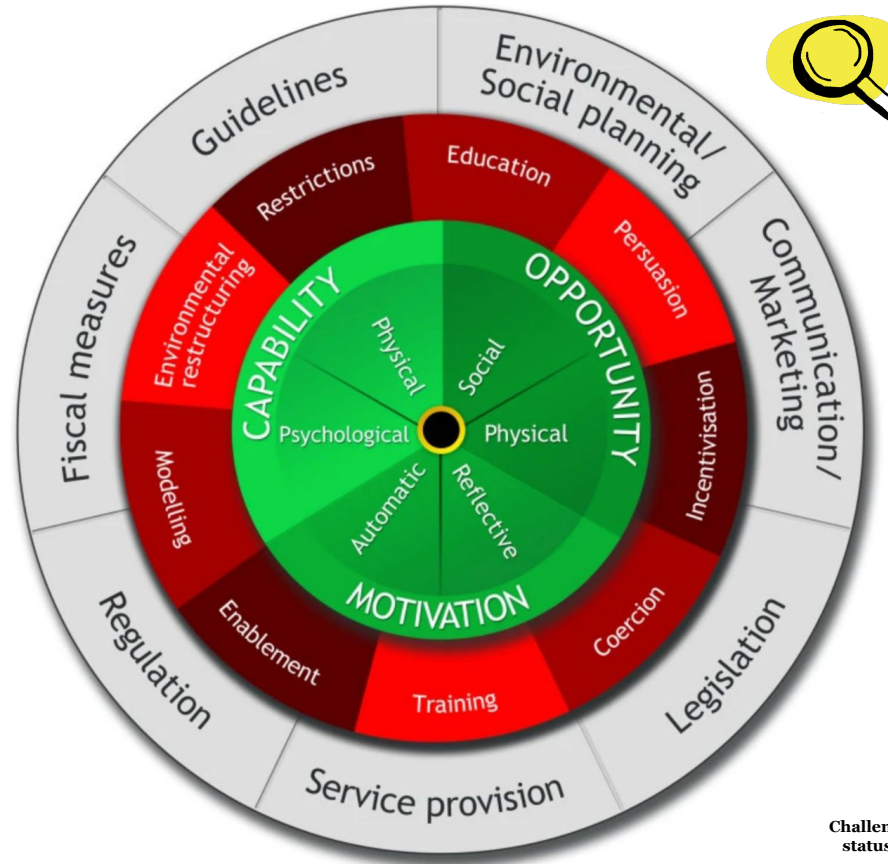
The COM-B model of behaviour is used to illustrate the three essential conditions for behaviour change: capability, opportunity, and motivation.

For someone to be able to change their behaviour all three need to be in place.

Service design can be used to influence all three and remove barriers to behaviour change front and backstage



The Behaviour Change Wheel framework



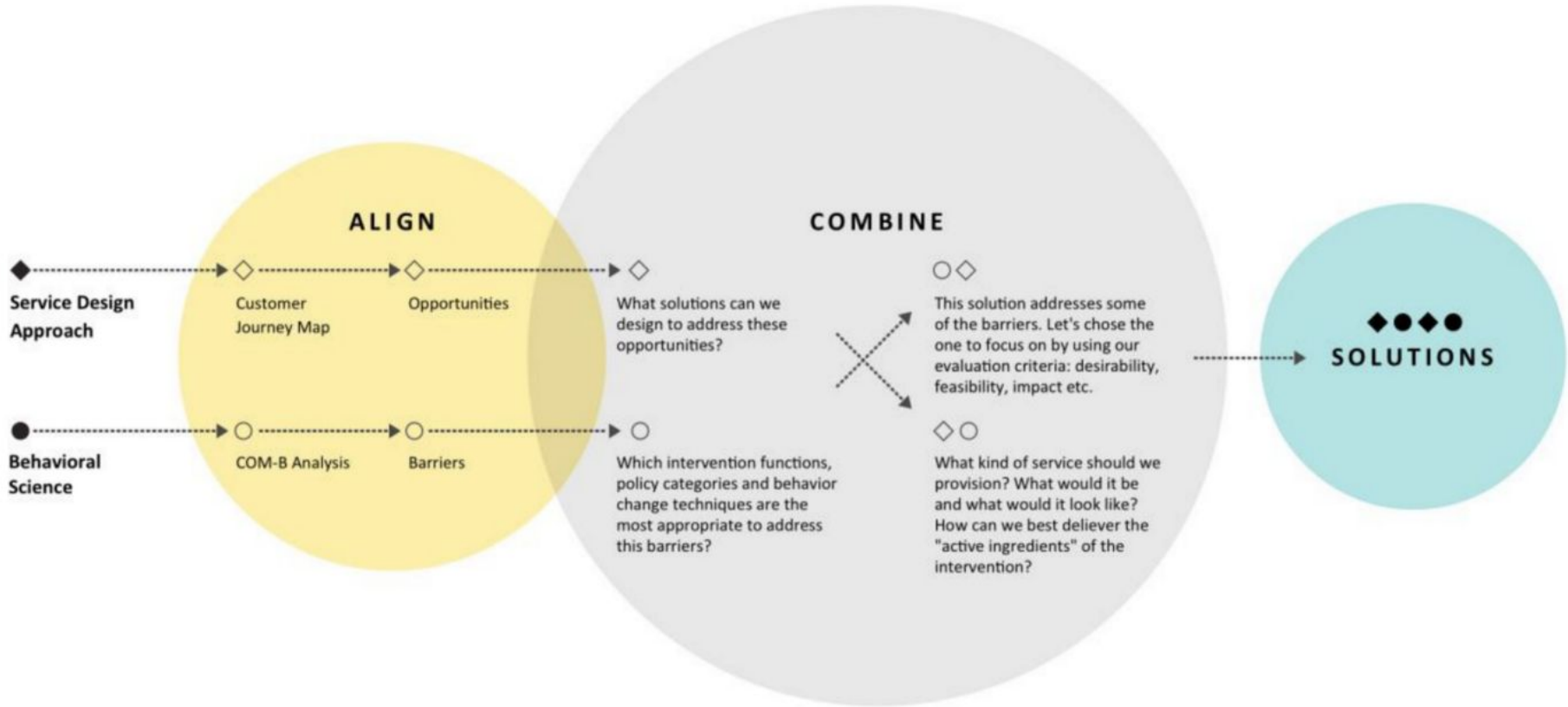
Zoom in and out



Source: Paper - [Behaviour Change Wheel](#) | [Achieving behaviour change: a guide for central and local governments and partners](#), published on GOV.UK, 2020

Challenge the status quo





Aligning policy, user and sustainability outcomes

Policy intent: to reduce the environmental impact of asthma inhalers

Desired behaviour change outcomes for NHS

Inhalers only prescribed when other measures not appropriate e.g. lifestyle changes.

Powder based inhalers are prescribed whenever appropriate instead of aerosol based inhalers

Patients administer the maximum number of doses possible from each inhaler prescribed

Patients use inhalers in line with agreed treatment plans to prevent and relieve symptoms

Patients recycle inhalers appropriately

Desired outcomes for patient

confidently management my asthma

improve my health

less constraints on my lifestyle

have a convenient way to recycle used inhalers

Do your users have the capability to change?

Do users have the knowledge and skills (cognitive ability) and physical capability to change their behaviour in line with the policy intent.

For example, does the patient know how to appropriately recycle inhalers?

Keep out of sight and reach of children

PHARMACY
Partners in your Community

+well

How to dispose of unwanted and used inhalers

The propellants in commonly used inhalers are **powerful greenhouse gases**.

Even after the inhaler has been used, significant amounts of these environmentally damaging gases remain in the canister.

Landfill disposal of inhalers is **harmful to the environment**, due to the residual gas from canisters being released into the atmosphere.

Inhalers returned to pharmacies for safe disposal can be disposed of with other medicines waste. This is then thermally treated to destroy the greenhouse gases.

If all used inhalers in the UK were returned for safe disposal, this could save 512,330 tonnes of CO₂e_q annually - the same as a VW Golf car being driven around the world 88,606 times!

All used inhalers should be returned to a pharmacy to be disposed of safely

Do users have the the opportunity to change?

Do your users have the opportunity to change their behaviour in line with your policy intent?

Is it convenient for the patient to take empty inhalers to their local pharmacy for recycling?

Opening hours

Monday	09:00 - 18:00
Tuesday	09:00 - 18:00
Wednesday	09:00 - 18:00
Thursday	09:00 - 18:00
Friday	09:00 - 18:00
Saturday	Closed
Sunday	Closed

Do users have the motivation to change?

Are your users motivated to change their behaviour in line with your policy intent?

Is the patient motivated to recycle their inhalers or will more other things take priority?

Whose opinions do they care most about?

Increasing their opportunity or capability to change may influence their motivation to do so.

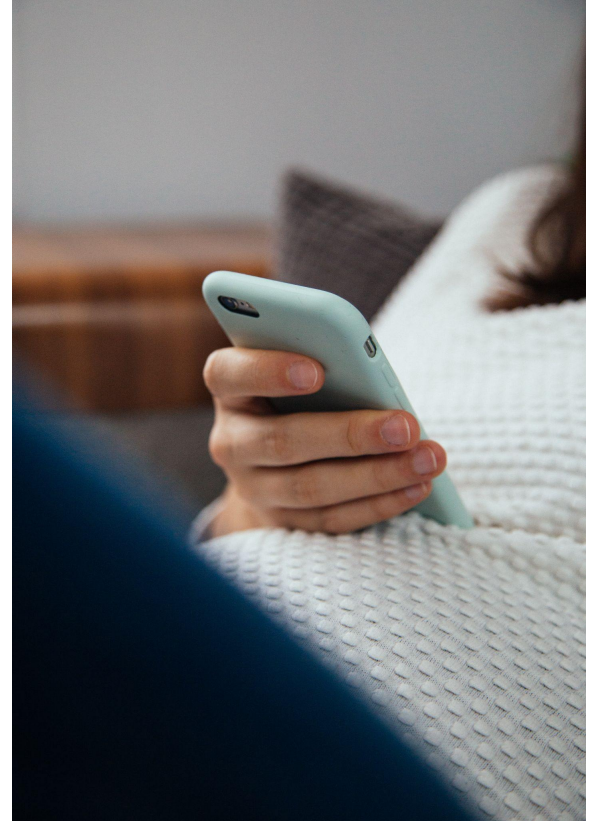


Photo by [charlesdeluvio](#) on [Unsplash](#)

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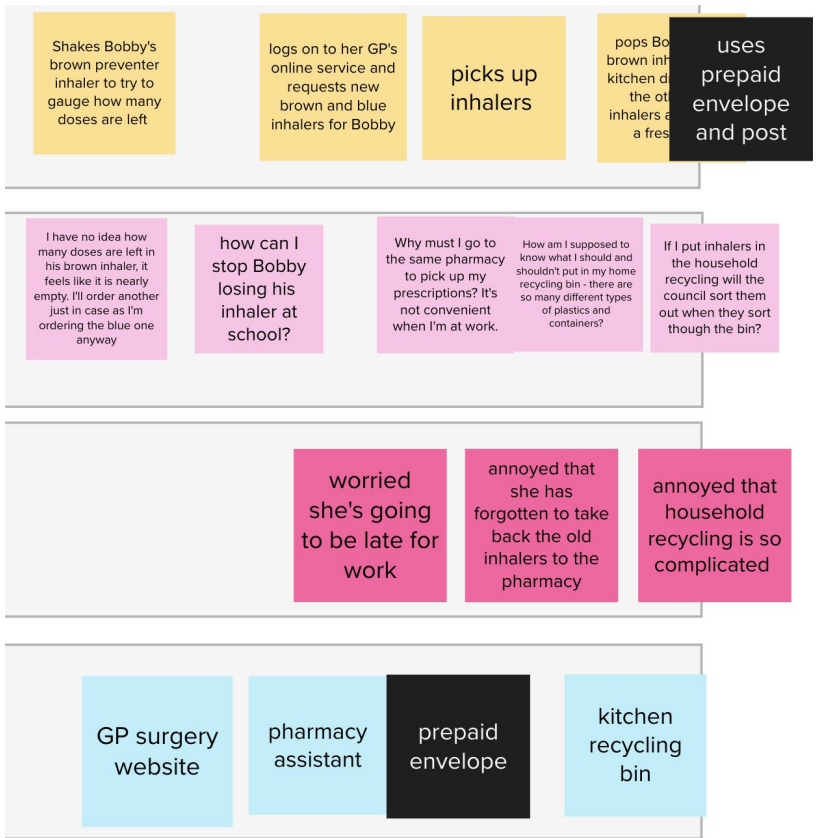
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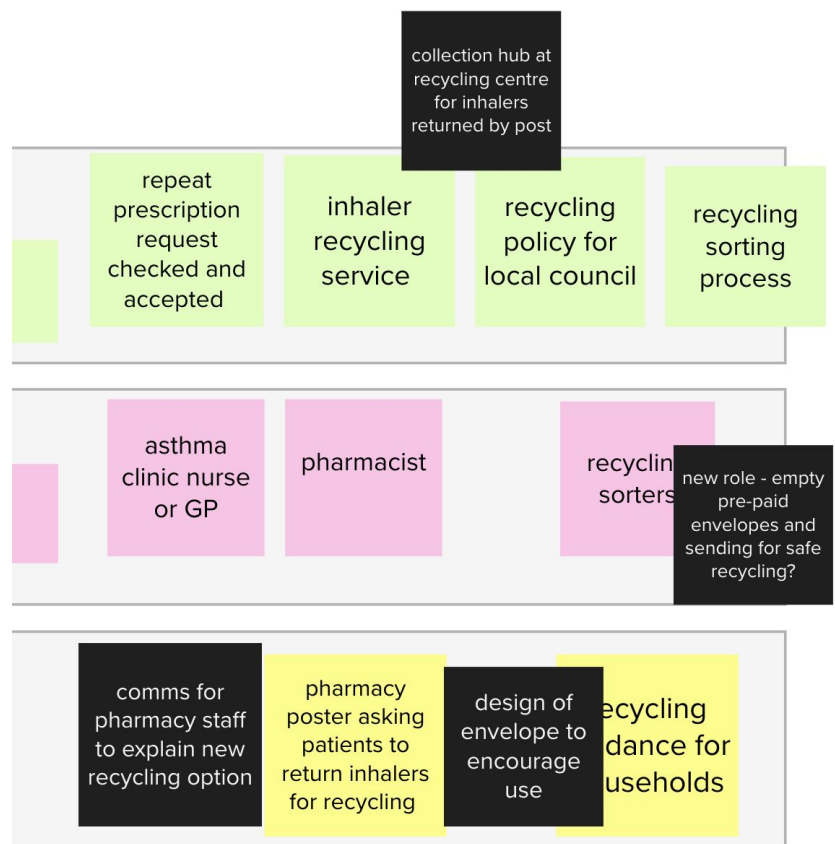
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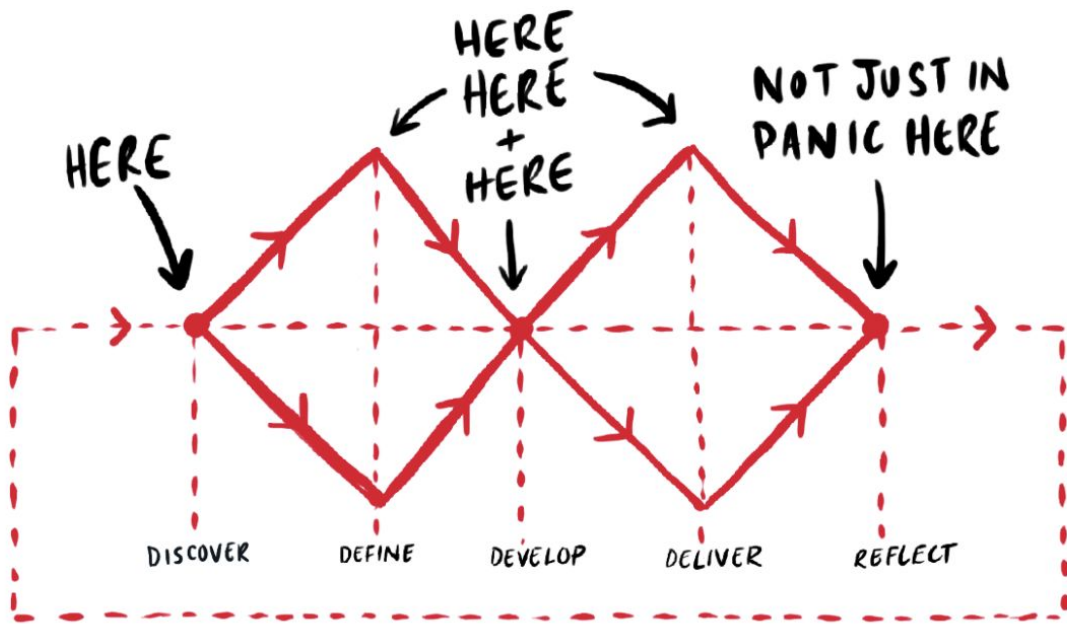
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Front Stage



Back Stage



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