Responsible Digital Design

Products • Services • Organizations

UX Connect
June 14, 2022
@timfrick

Mightybytes

Certified B Corporation

Mightybytes

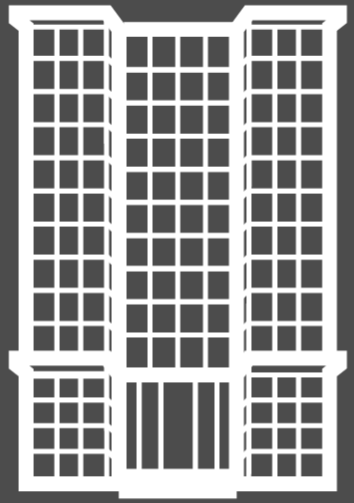
We help great organizations create greater impact.

Global Ad Agency Market Size: $320B/year

(employs nearly 2,000,000 people)

≈14,000

United States



Agencies

≈400,000

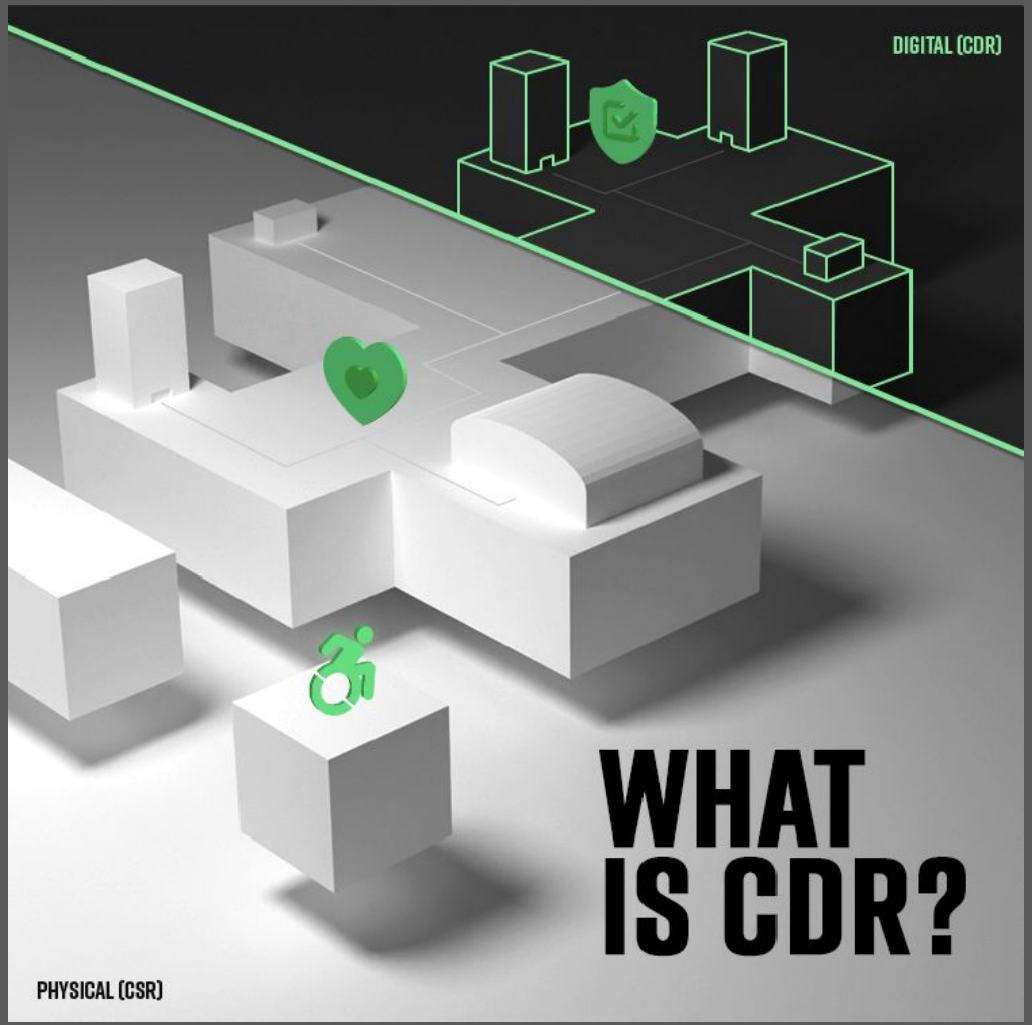
Worldwide

* Does not include marketing agencies, PR firms, or other independent agencies

Stakeholder-Driven Design

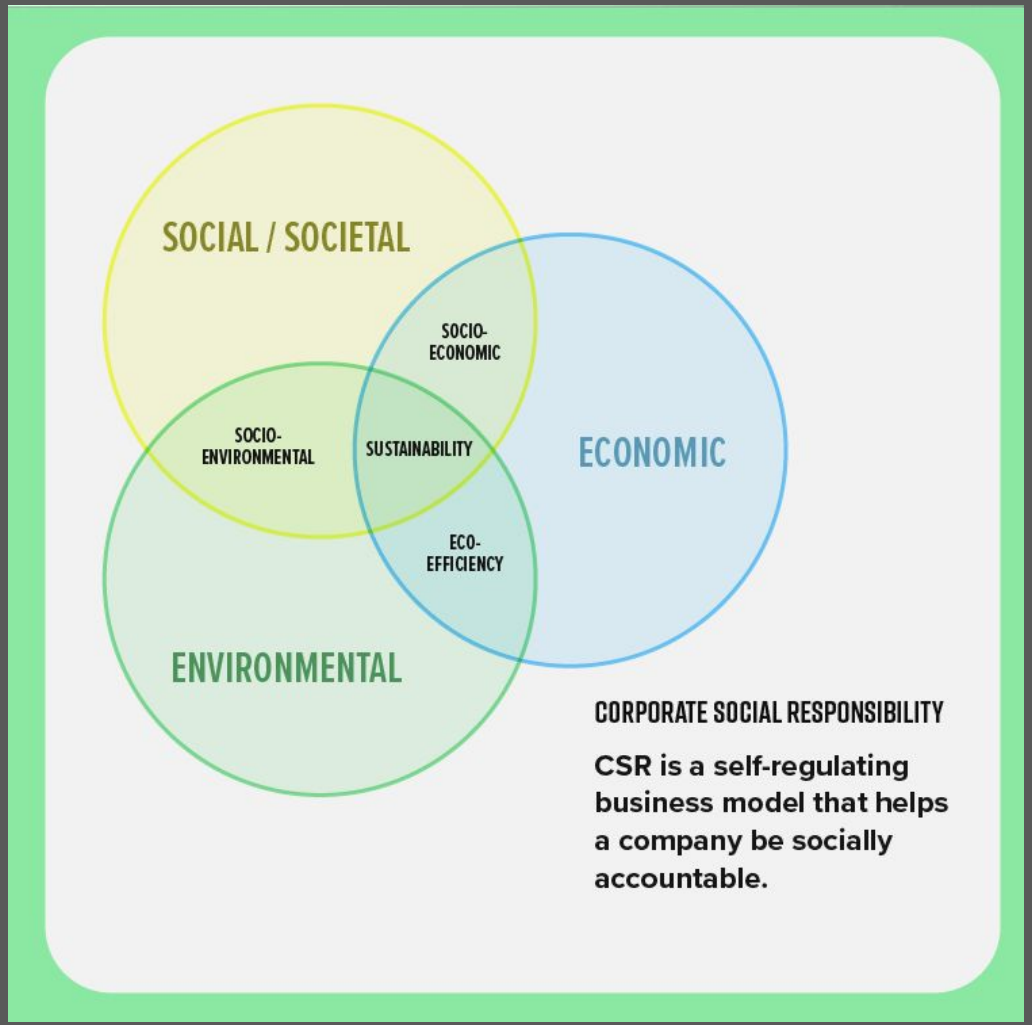
Mightybytes adheres to the highest verified standards of social and environmental **performance**, **transparency**, and **accountability**.

Corporate Digital Responsibility (CDR)

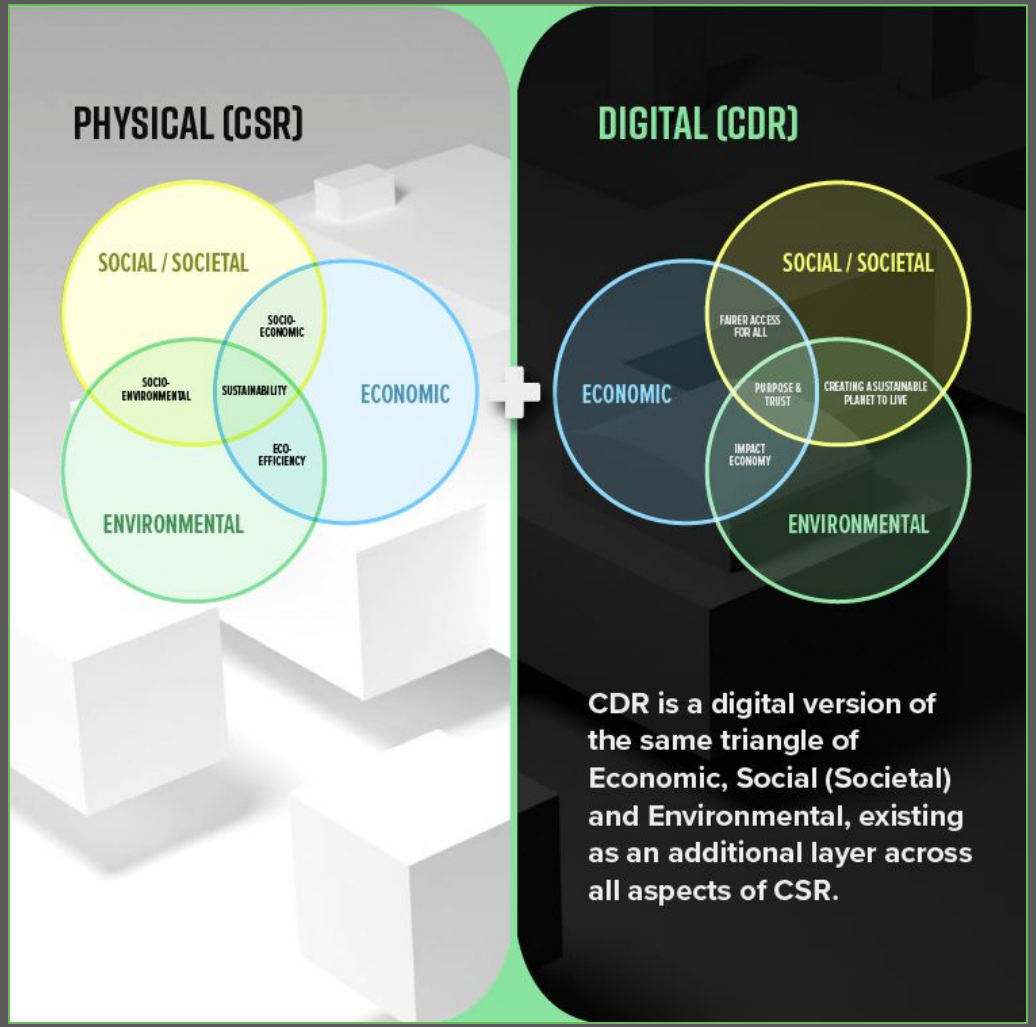


“**Corporate Digital Responsibility (CDR)** is a set of practices and behaviors that help an organization use data and digital technologies in ways that are perceived as socially, economically, and environmentally responsible.”

— *The CDR Manifesto*



Similar to **Corporate *Social* Responsibility** (CSR), but specific to digital products, services, and practices within an organization.



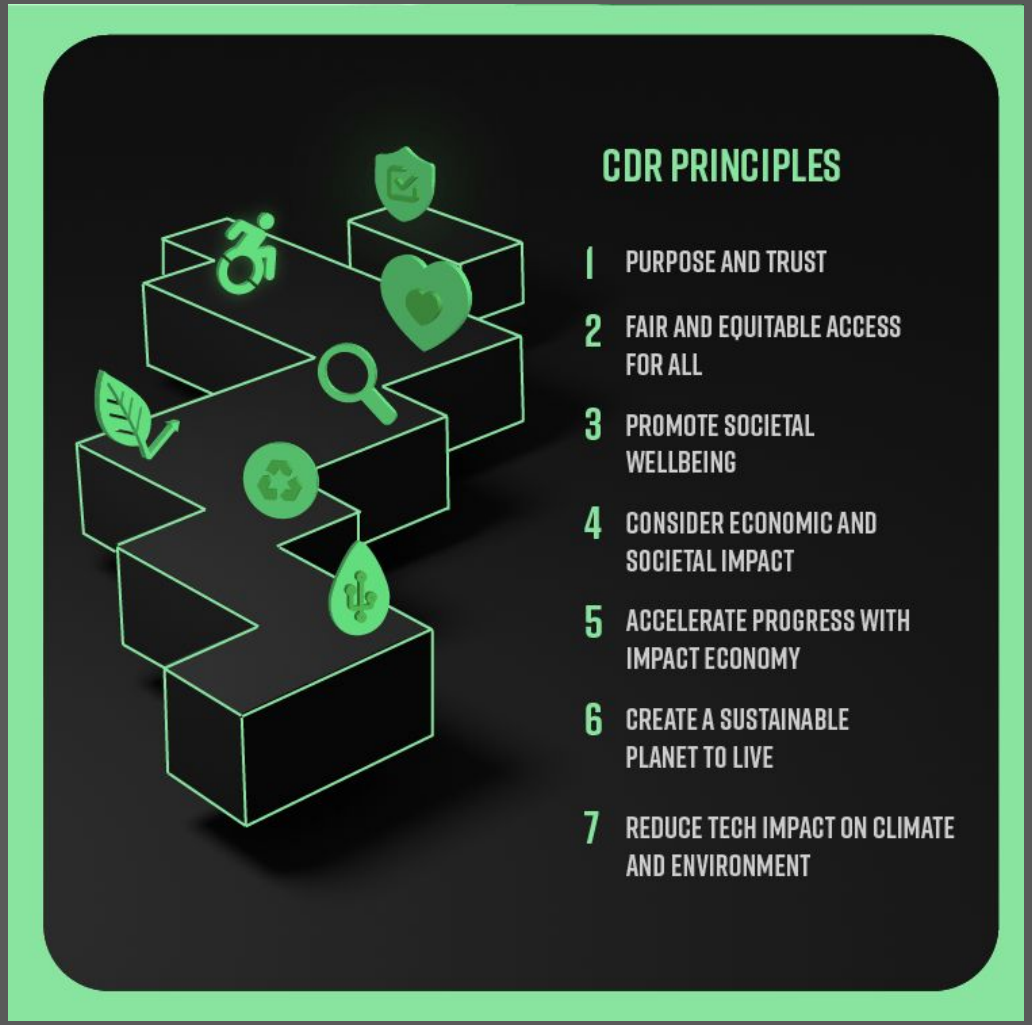
Same Structure:

- Environmental
- Social
- Economic/Governance

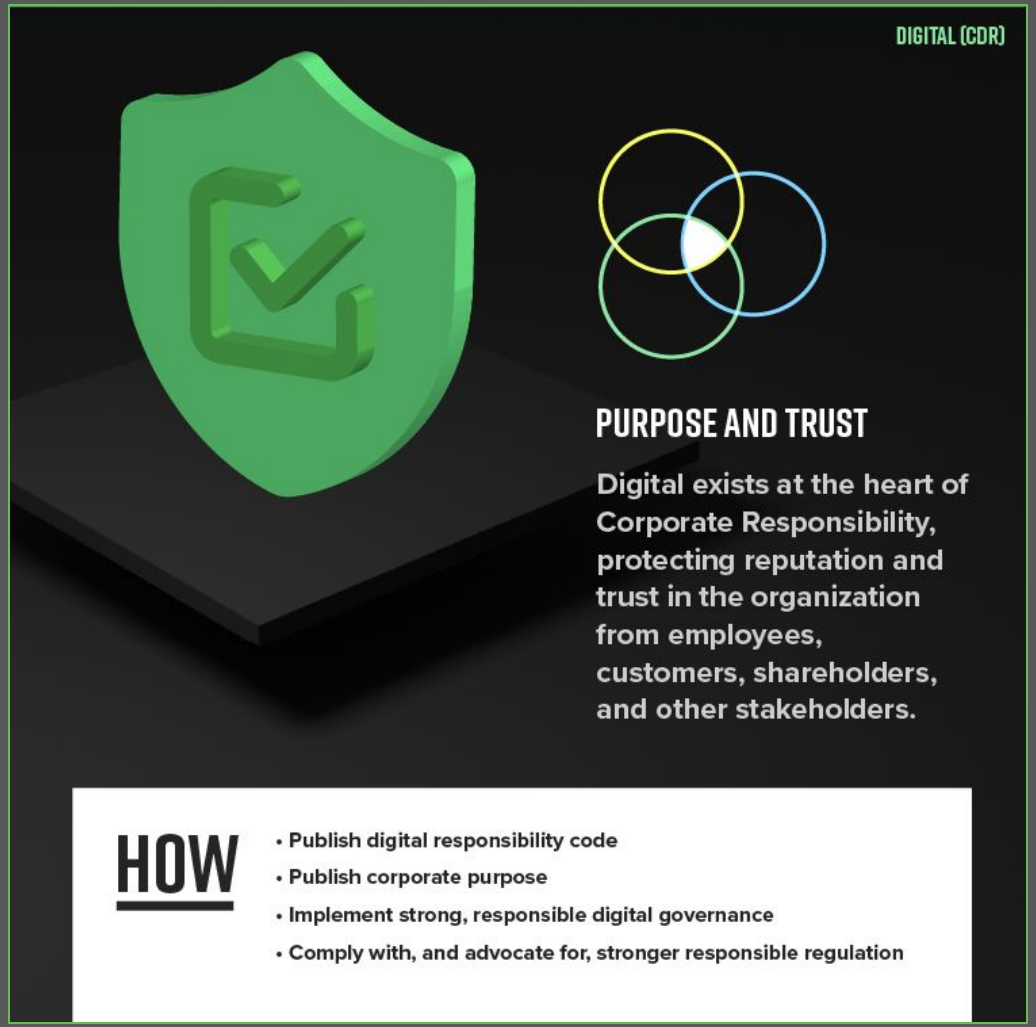
Why It's Important:

- Mis/disinformation
- Access to information
- Surveillance capitalism
- Internet emissions
- Biased algorithms
- The digital divide
- Inequality
- The list goes on. . .

How CDR applies to UX Designers



7 Core Principles



1

Purpose and trust at the heart of everything you do

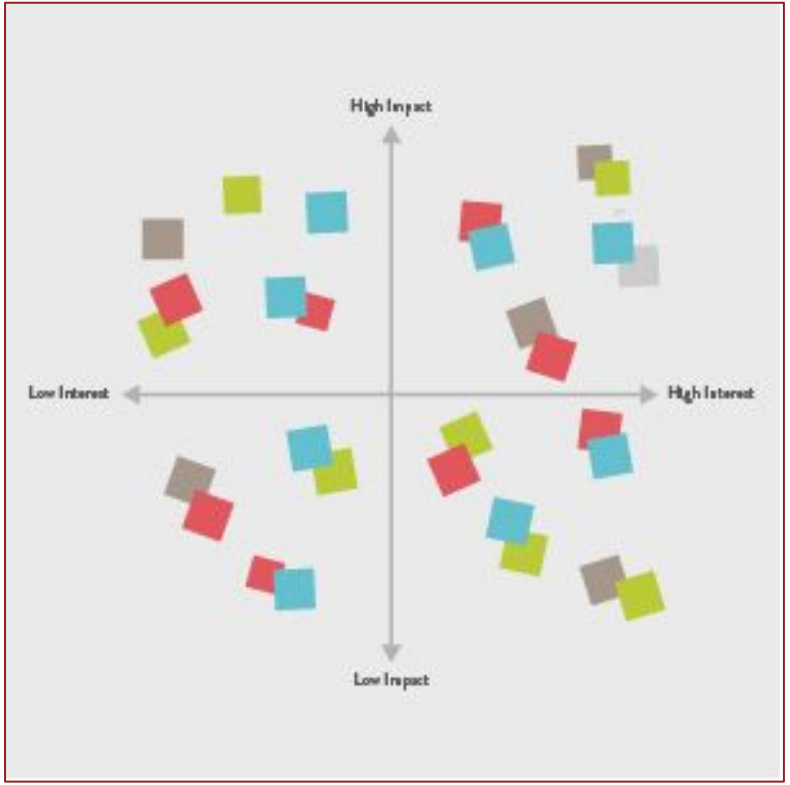
Why It's Important:

"Trust is the ultimate currency in the relationship that all institutions — companies and brands, governments, NGOs and media — build with their stakeholders. It defines an organization's license to operate, lead and succeed."

— Edelman Trust Barometer

What We Did:

- Published a Code of Ethics
- Better Understand Stakeholder Ecosystem
- Became a Certified B Corp in 2011



Stakeholder Governance:

The B Impact Assessment (BIA): a free framework for designing a purpose-driven business

- Environment
- Workers
- Governance
- Community
- Customers

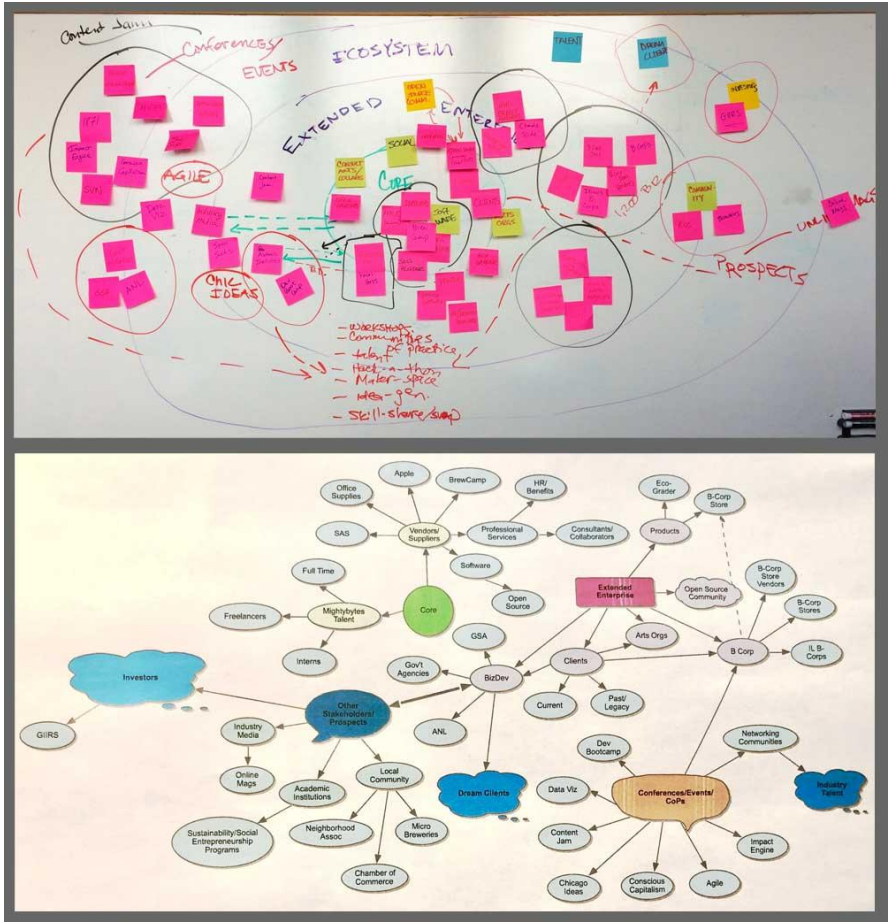
bimpactassessment.net

Third-party Verification:

Mightybytes scores in the **top 5%** of all companies globally that use the **B Impact Assessment** to measure their impact.

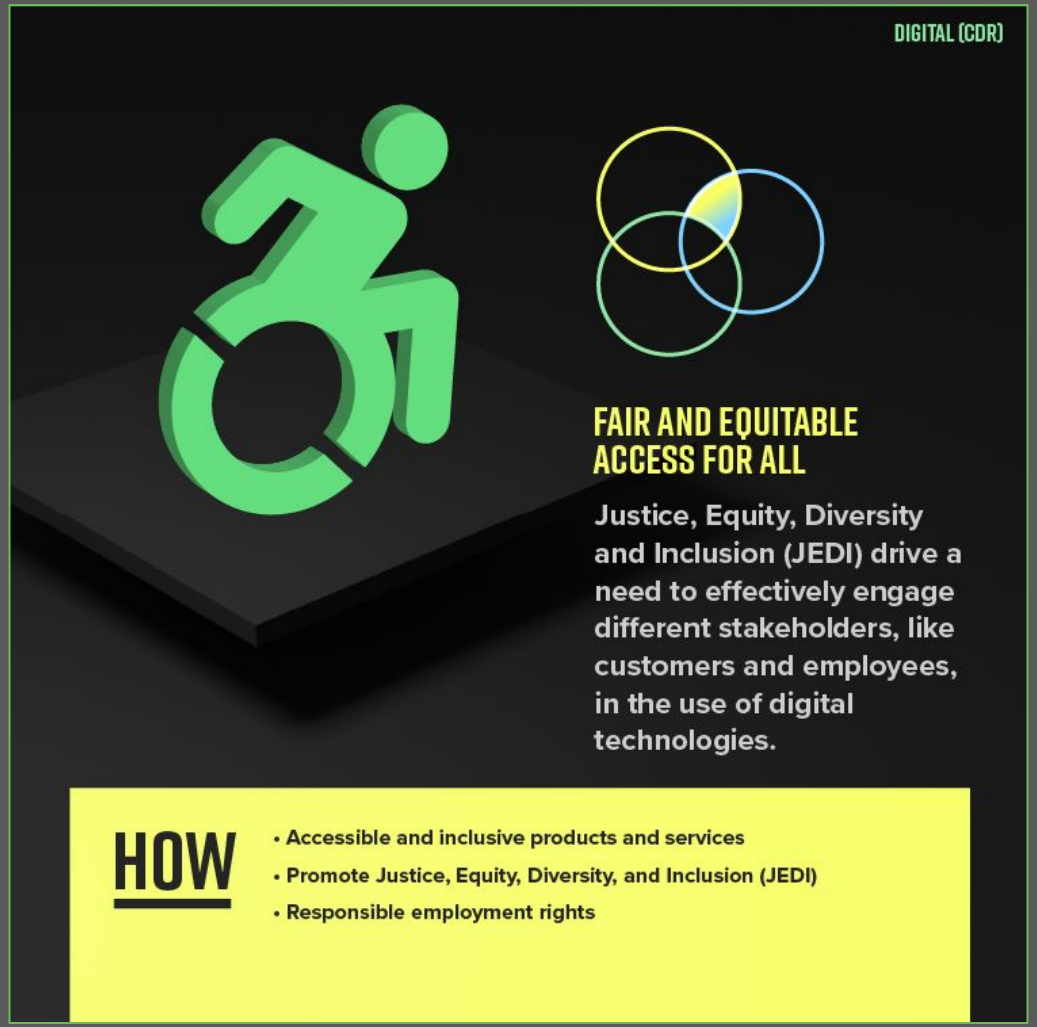
What You Can Do:

- Stakeholder, journey, & experience mapping
- Ethnography, interviews, observation
- Iterative stakeholder feedback loops
- Use the BIA to measure your impact on stakeholders



2

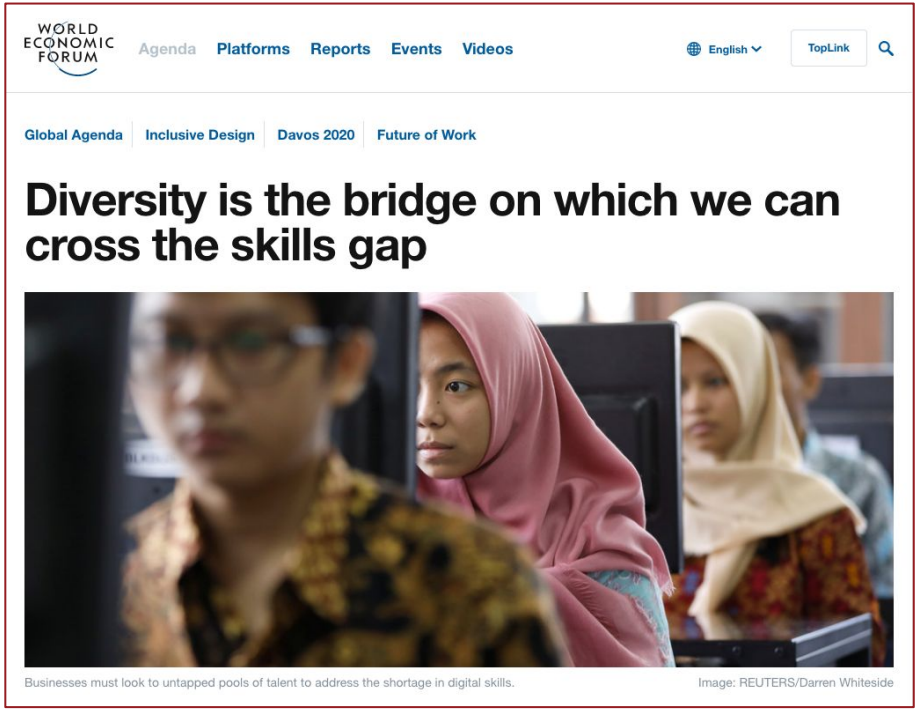
Prioritize **fair and equitable access** for all stakeholders regardless of ability, race, gender, orientation, etc.



Why It's Important:

"Over half of business leaders say the skills shortage is hampering digital transformation."

— World Economic Forum

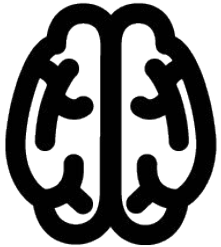


Why It's Important:

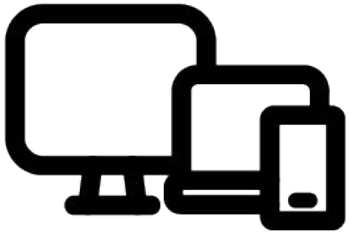
Millions of websites have accessibility issues

Perceivable

Operable



Understandable



Robust

What We Did:

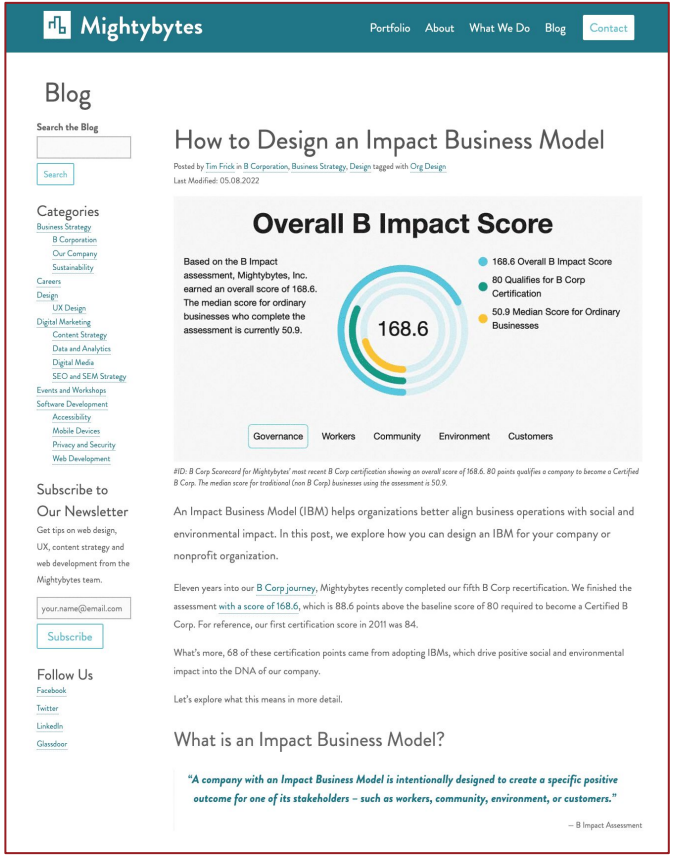
- Impact Business Model (IBM): Accessibility
- Team Accessibility Training
- Learn & Share B Corp Educational Resources

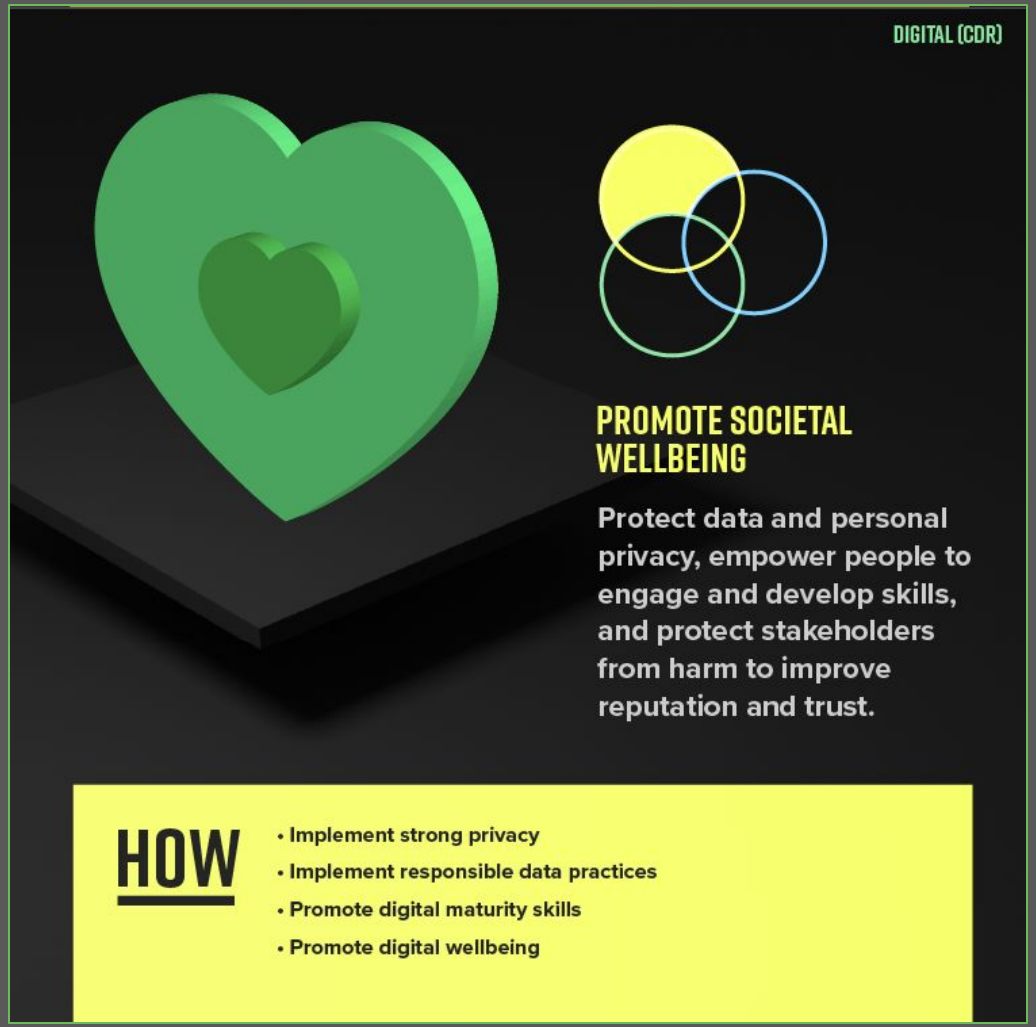
Certified B Corporation™

W3C® WCAG 2.0

What You Can Do:

- Design IBMs for your agency or clients
- Commit to WCAG 2.x in all your work
- Stakeholder mapping to better understand who might be left out
- Co-create solutions with stakeholders





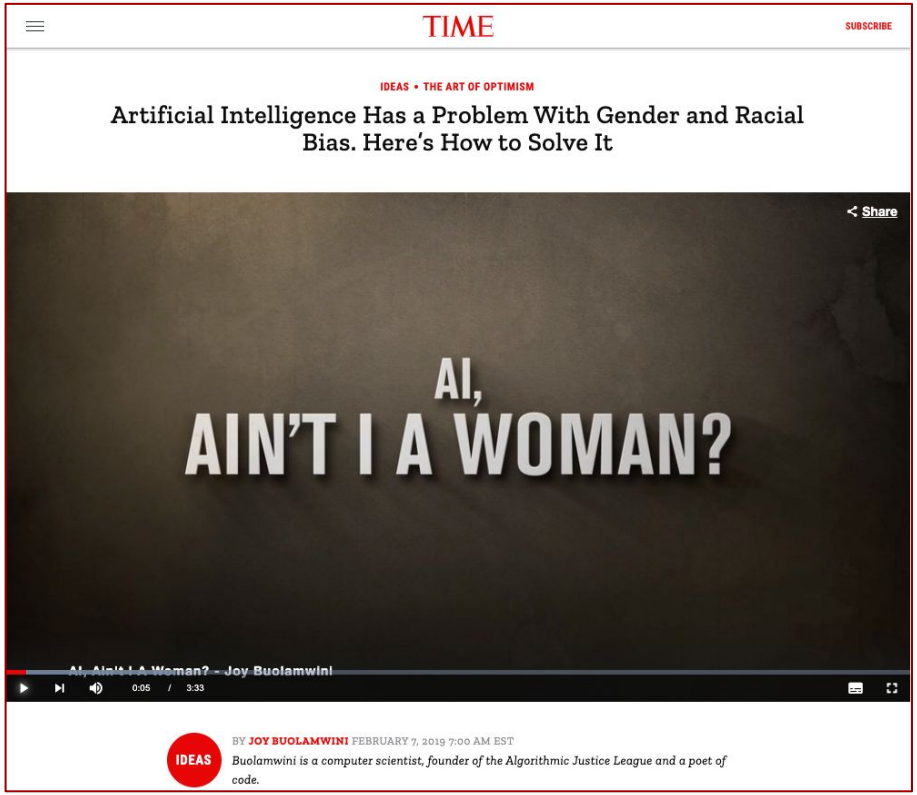
3

Promote societal well-being to improve trust and protect stakeholders from harm

Why It's Important:

"There's no shortage of headlines highlighting tales of failed machine learning, racist criminal justice procedures, predatory advertising, and the spread of false information."

— *Time*



Why It's Important:

59.4% of pages contain at least one JavaScript library with a known security vulnerability.

— HTTP Archive, 2021

Why It's Important:

Data Privacy & Ownership

Security vulnerabilities and bad data practices put customer privacy at risk.

What We Did:

- Moved to a more secure hosting partner
- Twice-monthly code updates, maintenance
- Data privacy checklist
- Educate clients on ethical marketing
- Advocate for new laws

DATA PRIVACY CHECKLIST

As online privacy legislation becomes more prominent, the consequences for failing to respect users' right to privacy are more significant—and *costly*. **Use this privacy checklist to ensure that you approach data privacy responsibly.**

IMPORTANT: This document is not legal advice. If you're unsure about liability, please contact a lawyer.

General Data Privacy Guidelines

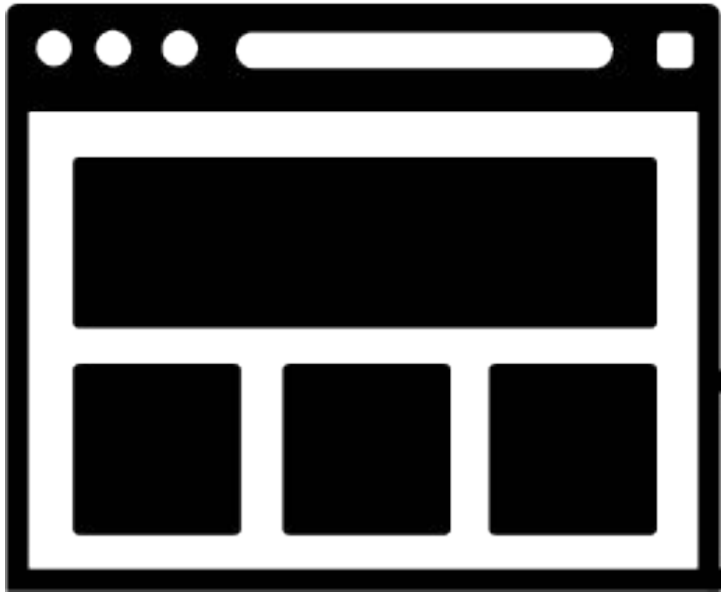
Follow these general principles to align your website, social media, email marketing, and any other digital channels with responsible privacy practices.

- ☐ **SSL Certificate:** Add an SSL certificate to your website. This is a good idea for many reasons beyond improved security, including better SEO performance and a better user experience (no scary privacy alert messages).
- ☐ **Cookie Policy:** Create a cookie policy that clearly states which cookies are yours and which are from third parties. Users must be given the option to use your site without cookies.
- ☐ **Privacy Policy:** Similarly, you will need a privacy policy on your site which clearly and explicitly explains how you collect and protect user data.
- ☐ **Proving Consent:** You must be able to prove comprehensible consent from users, so keep records of user interactions related to this.
- ☐ **Opt-In:** Separate opt-in tick boxes must be used for each instance you gather data on your site, such as, for example, a marketing newsletter and terms of service for an on-site purchase.

Mightybytes

What You Can Do:

- Stakeholder & systems mapping
- Iterative risk analysis
- Prioritize privacy, security, and ethics in product design
- Prototype for risk & inclusion
- Advocate for new laws



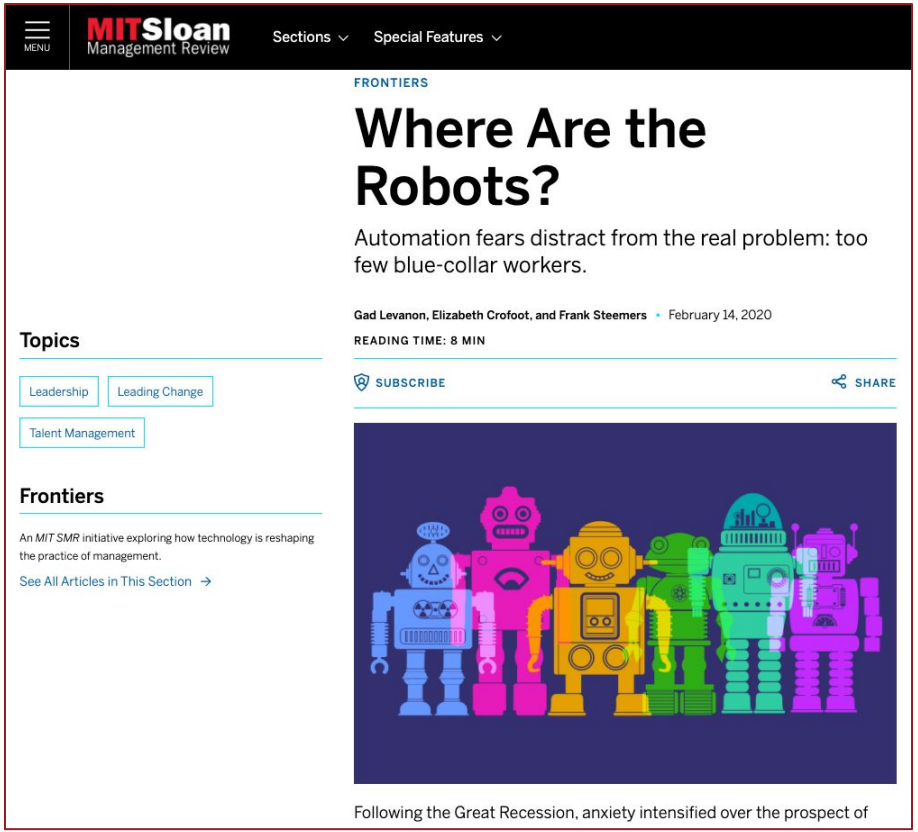
4

Consider the **economic and societal impact** of your digital work

Why It's Important:

"65% of Americans expect that, in the coming decades, robots and computers will do much of the work currently done by humans."

— Pew Research Center



MENU

MITSloan Management Review

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Where Are the Robots?

Automation fears distract from the real problem: too few blue-collar workers.

Gad Levanon, Elizabeth Crofoot, and Frank Steemers • February 14, 2020

READING TIME: 8 MIN

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Leading Change

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Frontiers

An *MIT SMR* initiative exploring how technology is reshaping the practice of management.

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Following the Great Recession, anxiety intensified over the prospect of

What We Did:

- Committed to—and *advocate for*—a living wage for all
- Took the Clean Creatives pledge
- LGBT-certified business enterprise
- Joined local chamber of commerce

BUSINESS for a FAIR MINIMUM WAGE

GREATER RAVENSWOOD Chamber of Commerce

Clean Creatives

nglcc Certified LGBTBE

Clean Creatives

cleancreatives.org CC

SMOKE AND MIRRORS: THE LEGAL RISKS OF FOSSIL FUEL ADVERTISING

—

Writer and researcher: Nayantara Dutta
A report by Clean Creatives

INTRODUCTION

We are in the midst of a climate emergency. Our world is becoming increasingly unlivable and unsustainable, which is largely a consequence of fossil fuels, a form of non-renewable energy which are the main cause of global warming. In 2021, carbon emissions reached an all time high of 36.3 gigatons, and fossil fuels and industry were responsible for over 90% of global CO2 emissions.

In the face of disaster, many people, companies and governments are urgently working to protect our climate. In 2015, over 190 countries signed the Paris Agreement, an international treaty to reduce carbon emissions to limit global warming to preferably 1.5, if not 2 degrees Celsius (it is currently at 1.1-1.2 degrees Celsius). However, a 2019 report from the United Nations Environment Program shows that the world is not on track to honor the Paris Agreement, primarily because the fossil fuel industry is on track to produce double the coal, oil, and gas that we can burn by 2030.

We are unable to reach our climate goals because of fossil fuel companies.

Comms Declares & Clean Creatives: Reports on agencies & fossil fuels

What You Can Do:

- Automate responsibly
- Operate transparently
- Share the benefits of digital products & services
- Verify impact efforts through a third party
- Choose partners carefully

5

Accelerate progress of the **Impact Economy**

Why It's Important:

"B Corporations legally expand their fiduciary duty of care to include care for people, care for communities, and care for the natural world on which all life depends. That is what makes B Corps more trusted and more attractive to people who want to work for, buy from, and invest in companies that reflect their values."

— Jay Coen-Gilbert, B Lab

B Corps: A Global Movement

Our Big Challenge

5,132

Number of Certified B Corps around the world

213.65M

Total number of businesses around the world

— Statista, 2020

What We Did:

- Build Community
- Prioritize Impact Economy clients
- Revamp company communications & marketing
- Impact storytelling

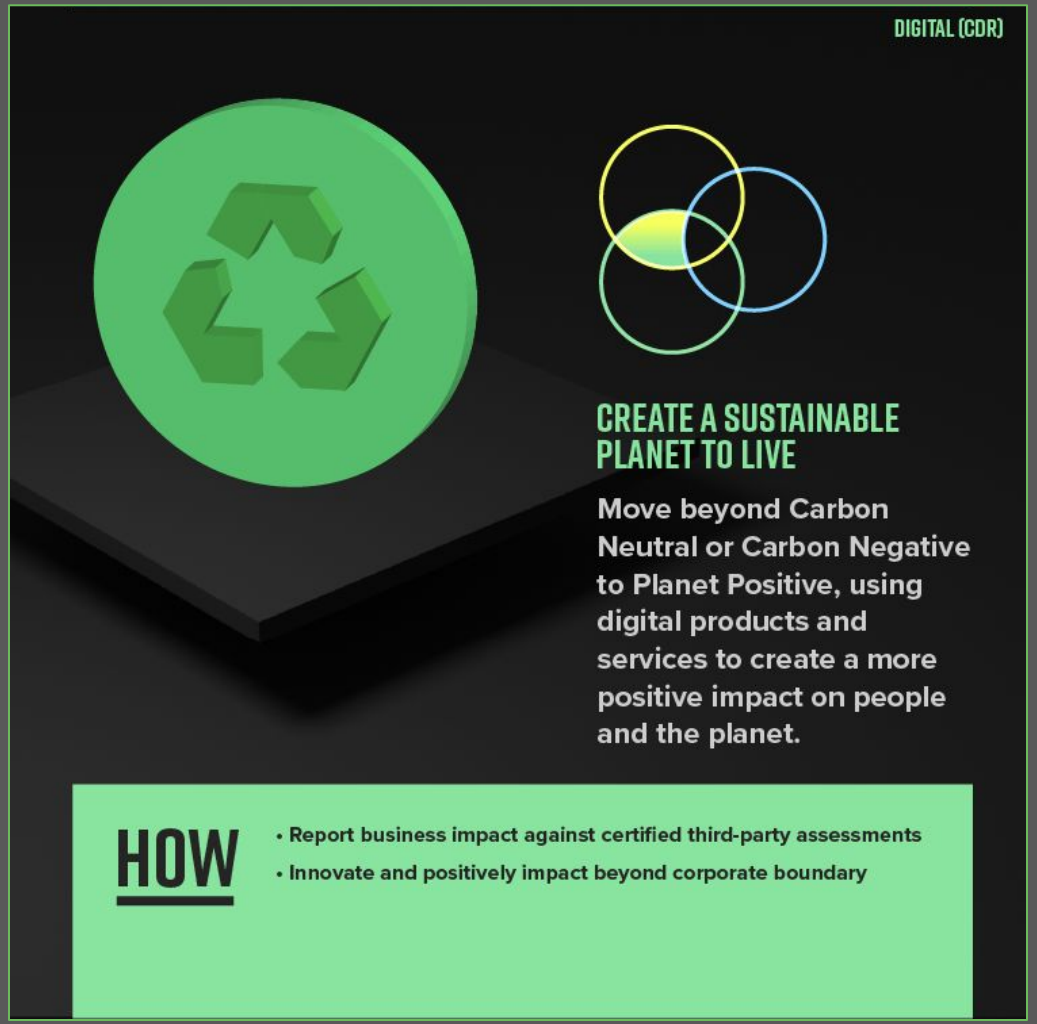
B Local Illinois

What You Can Do:

- Assess your business ecosystem, prioritize for impact
- Buy from B Corps & social enterprises
- Join online communities: Climate Designers, ClimateAction.Tech, etc.

6

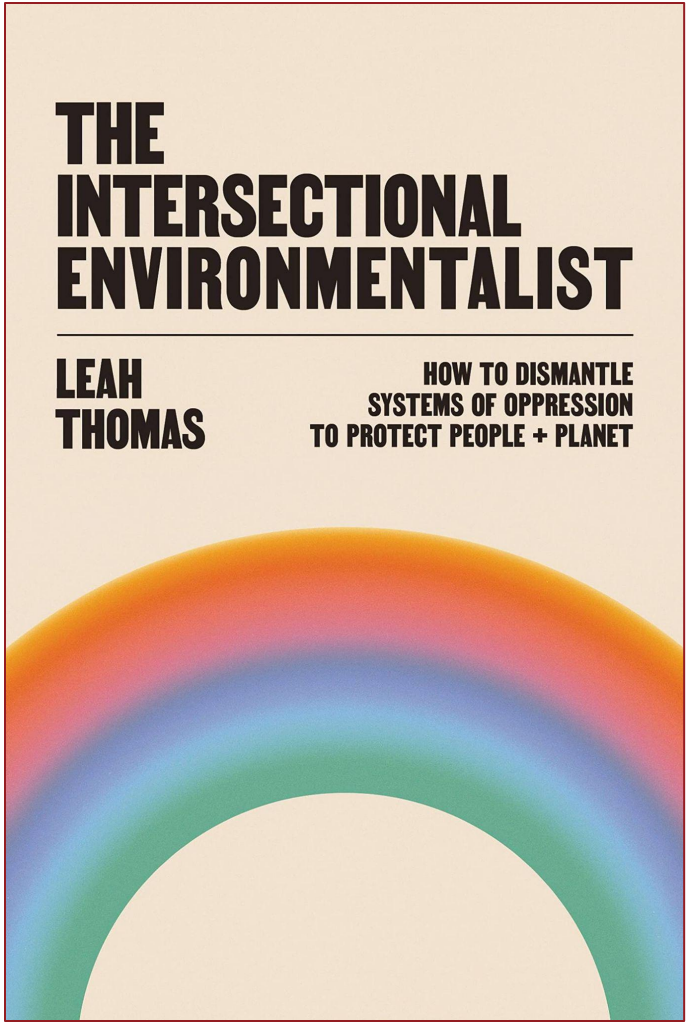
Create a **sustainable planet to live**



Why It's Important:

"We are all participants in an online ecosystem, and we have the potential to make a greener, safer, and more equitable future for everyone, through our social media clicks and even more so in our real lives."

— Leah Thomas



What We Did:

- Became a 1% for the Planet member
- Declared a climate emergency
- Committed to Net Zero
- Joined the B Corp Climate Collective
- Prioritized working with aligned clients

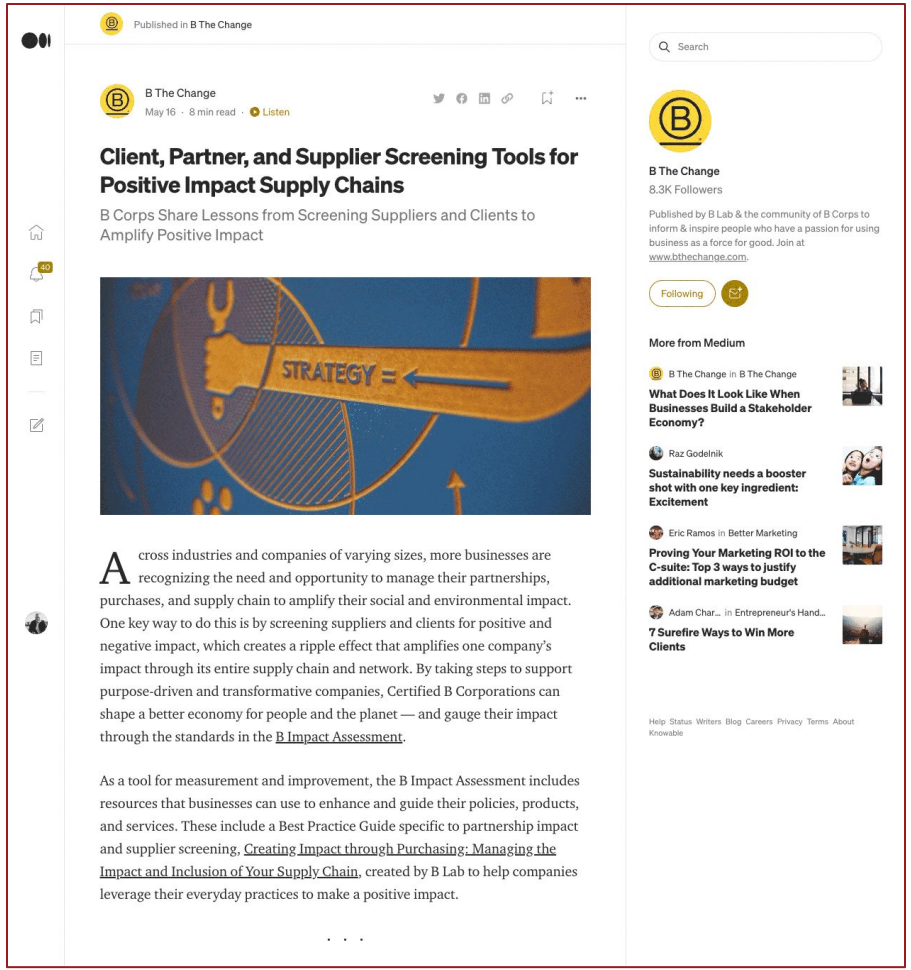
1% FOR THE PLANET

B Corp Climate Collective

Business Declares

What You Can Do:

- Identify opportunities to create a positive impact supply chain
- Forge strategic partnerships (you can't do it all yourself)
- Green/social innovation for products, services, business models



Published in B The Change

B The Change
May 16 · 8 min read · Listen

Client, Partner, and Supplier Screening Tools for Positive Impact Supply Chains

B Corps Share Lessons from Screening Suppliers and Clients to Amplify Positive Impact

Across industries and companies of varying sizes, more businesses are recognizing the need and opportunity to manage their partnerships, purchases, and supply chain to amplify their social and environmental impact. One key way to do this is by screening suppliers and clients for positive and negative impact, which creates a ripple effect that amplifies one company's impact through its entire supply chain and network. By taking steps to support purpose-driven and transformative companies, Certified B Corporations can shape a better economy for people and the planet — and gauge their impact through the standards in the B Impact Assessment.

As a tool for measurement and improvement, the B Impact Assessment includes resources that businesses can use to enhance and guide their policies, products, and services. These include a Best Practice Guide specific to partnership impact and supplier screening, Creating Impact through Purchasing: Managing the Impact and Inclusion of Your Supply Chain, created by B Lab to help companies leverage their everyday practices to make a positive impact.

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Published by B Lab & the community of B Corps to inform & inspire people who have a passion for using business as a force for good. Join at www.bthechange.com.

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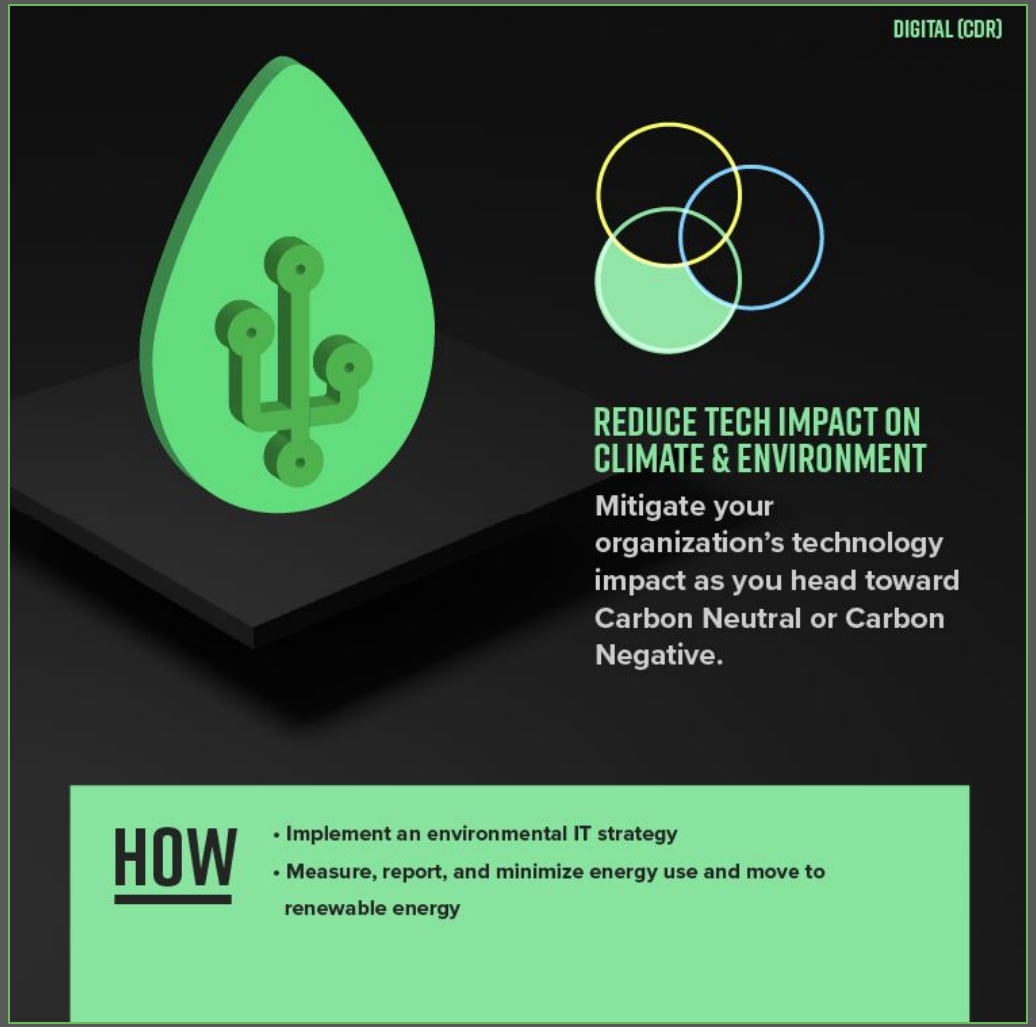

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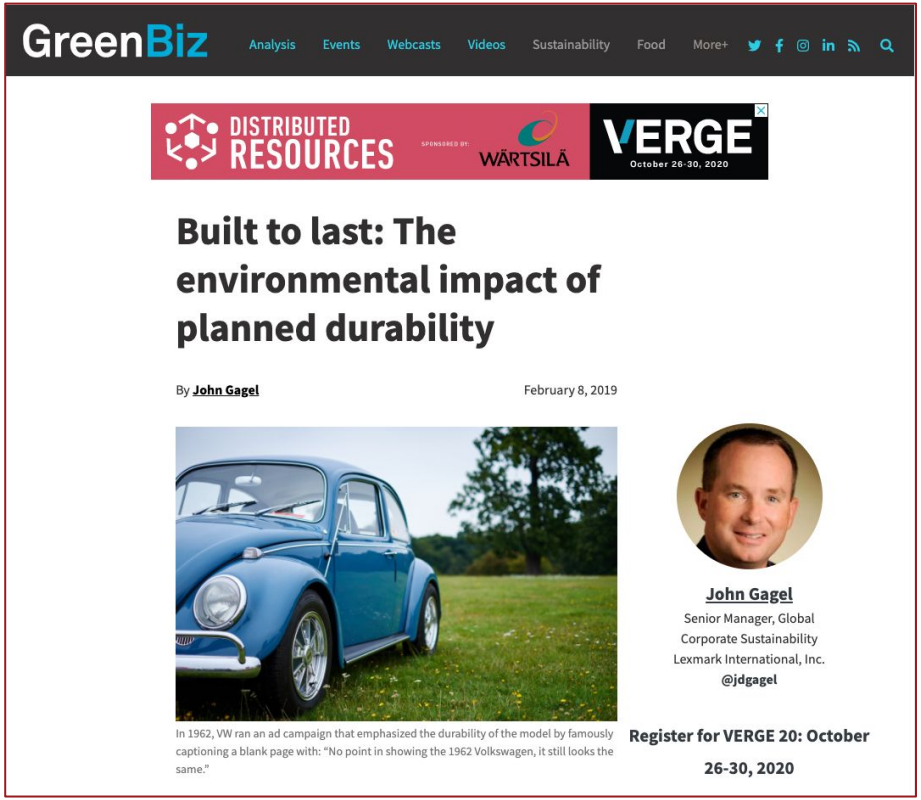
Reduce tech impact on climate and the environment

Why It's Important:

"While the skills and knowledge required to build enduring technology exist, planned obsolescence encourages us to ditch current models and buy more."

— GreenBiz



Entire Internet:

Billions of annual tons of GHGs

Why It's Important:

— HTTP Archive

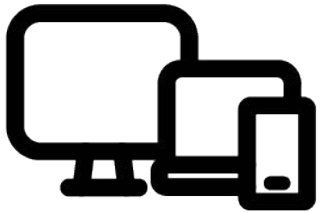
Performance & Speed

- The average web page is slow, bloated
- 2B+ web pages total on the internet

Why It's Important:

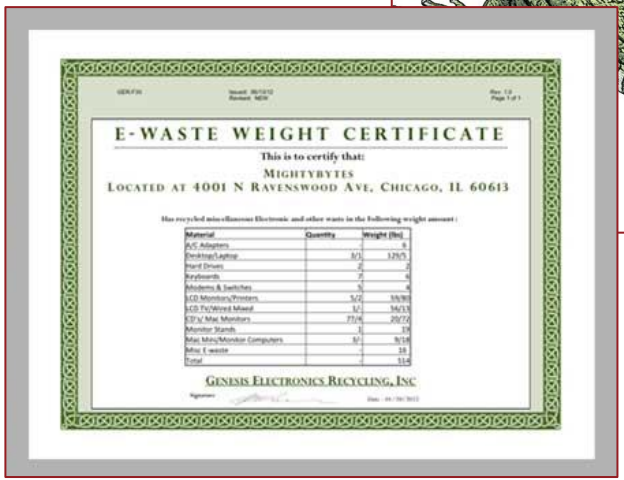
E-Waste

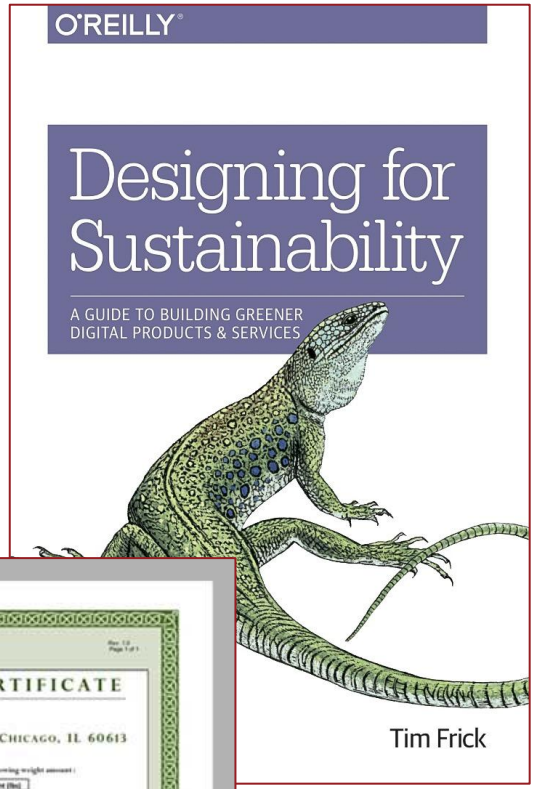
57.4 million tons globally in 2021, only 17.4% recycled

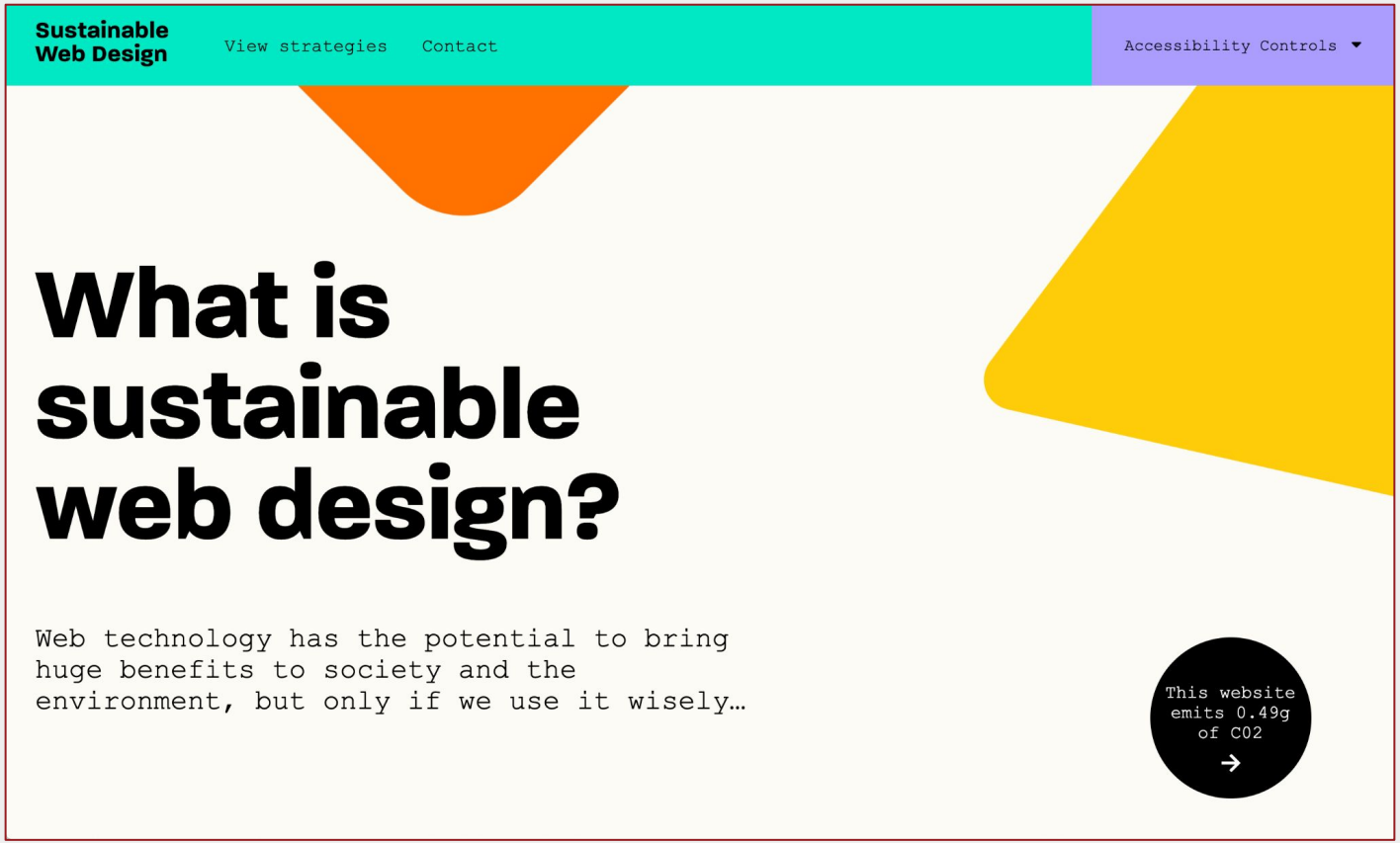


What We Did:

- Impact Business Model (IBM): Sustainable Web Design
- IBM: Education
- E-waste policy
- Green hosting
- Emissions reduction strategy
- Offset what's left







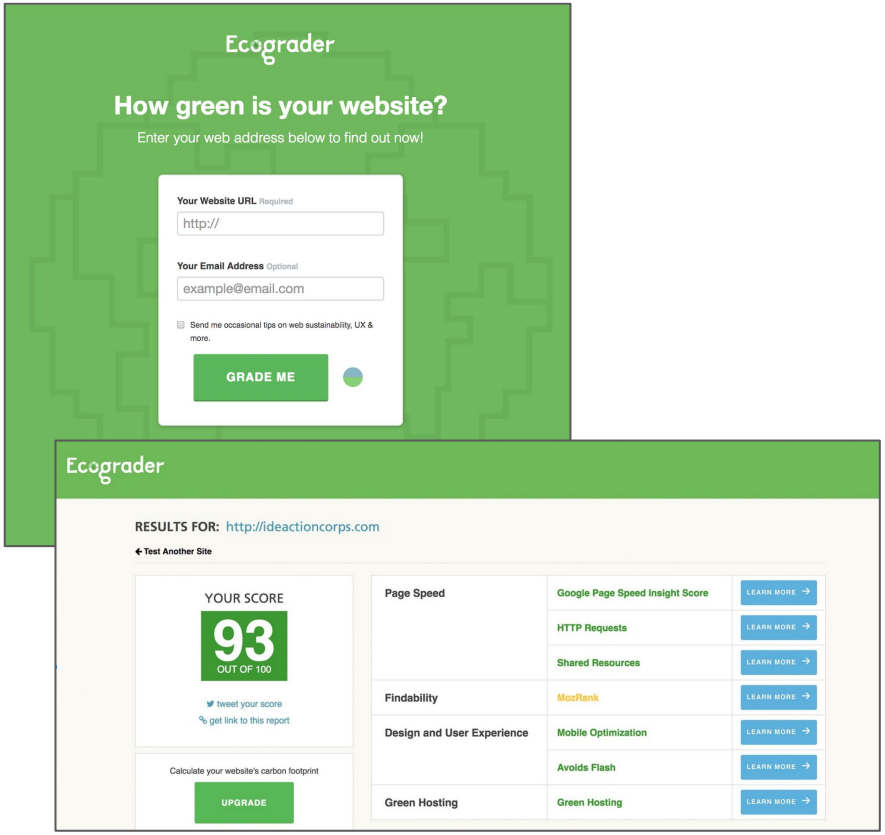
Sustainablewebdesign.org: co-created with Wholegrain Digital in London

Sustainable Ecommerce Handbook: free ebook

Before: 2013-2021

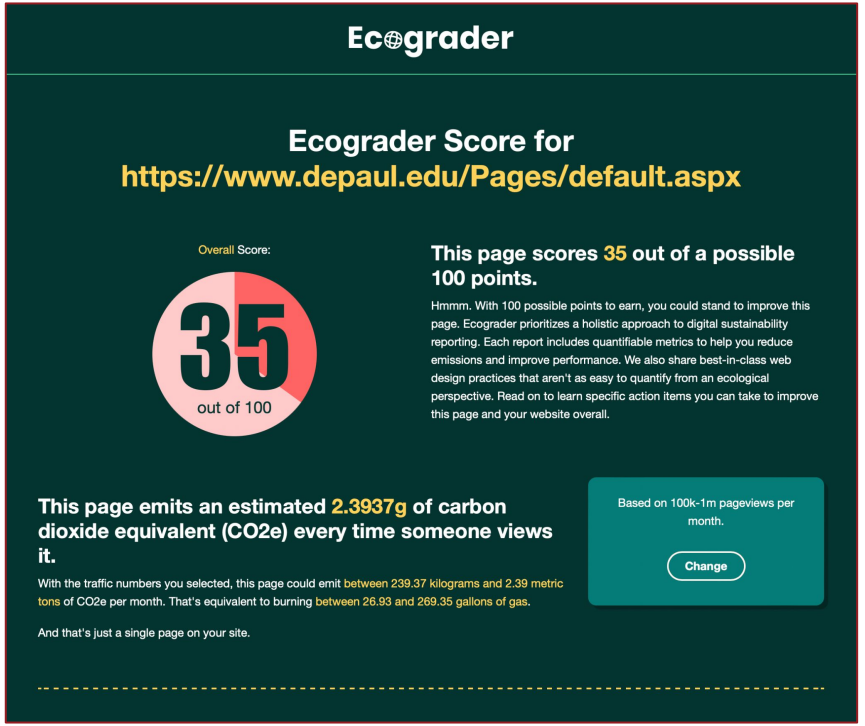
Basic reports with high-level sustainability information

Ecograder.com



After: Ecograder 2022

Easier to understand, more actionable, better metrics, emissions estimates



Filter strategies

Show All | Design | Client & Project Ethos | Content & Marketing | Development | Hosting | Business Operations

Search strategies

Enter a search term...

Calculating Digital Emissions

Calculating greenhouse gas emissions from digital products and services isn't easy. If you consider a product's *entire* life cycle, things quickly get complicated:

- How do you include the embodied energy and materials required to produce a product or service?
- What about the energy required to host a product across servers, cloud containers, and content delivery networks?

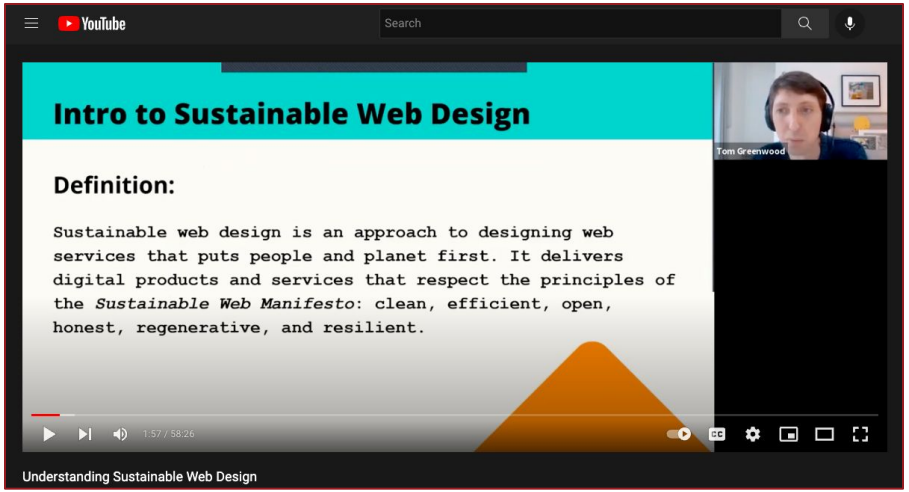
Website Carbon

Ecoping

Ecograder

What You Can Do:

- Digital product emissions audits
- Employ Sustainable Web Design practices
- Get a green web host
- Educate your team with free online resources



Related Resource

CODES: Action Plan for a Sustainable Planet in the Digital Age

CDR: Primary Takeaways

1. **Start small:** do what you can today with the resources at your disposal
2. **Find strategic partners:** you can’t do it all
3. **Measure impact:** benchmark performance with third-party verification
4. **Iterate:** improve as time & resources allow

Sign the
CDR Manifesto:
corporatedigitalresponsibility.net

Questions?

Thank You!

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Mightybytes

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