

Responsible Digital Design

Products • Services • Organizations

UX Connect
June 14, 2022
@timfrick





We help great organizations create greater impact.



Global Ad Agency Market Size: \$320B/year

(employs nearly 2,000,000 people)



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



Stakeholder-Driven Design

Certified

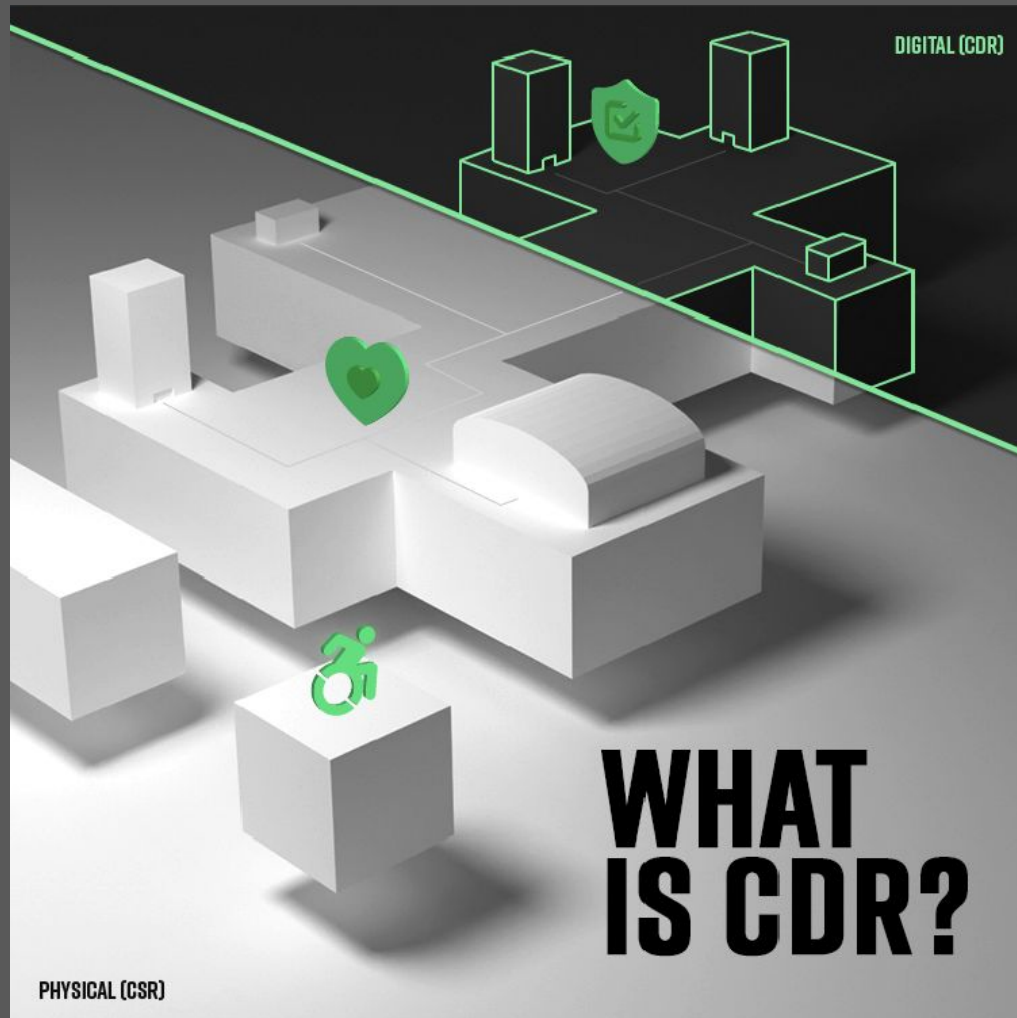


Corporation™

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

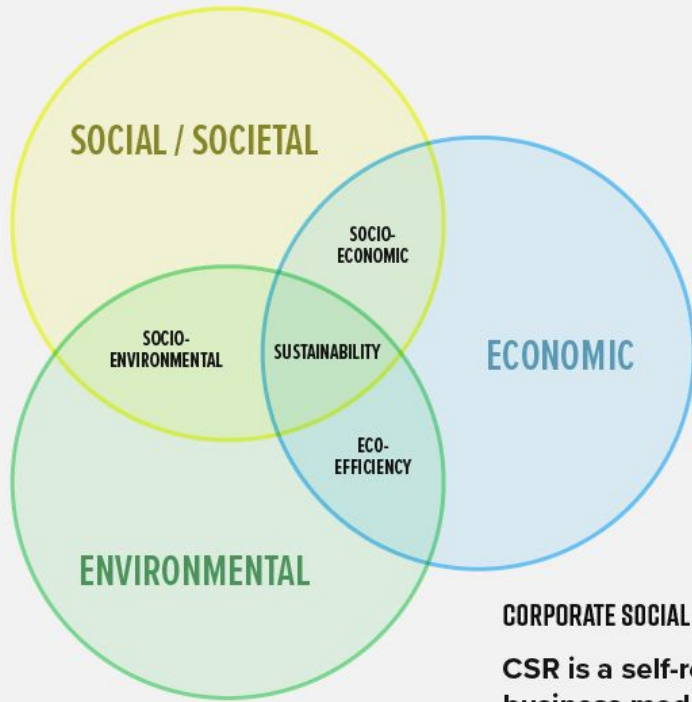


Corporate **Digital**
Responsibility
(CDR)



“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*

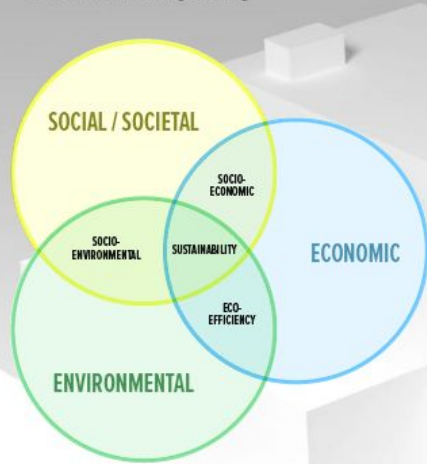


CORPORATE SOCIAL RESPONSIBILITY

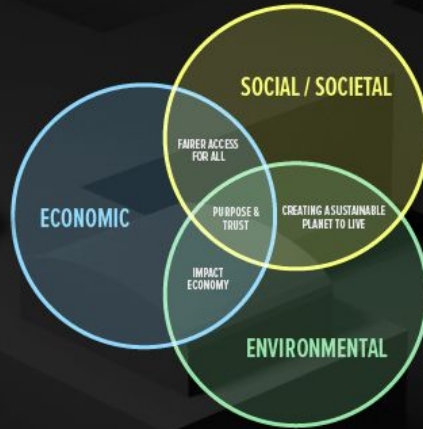
CSR is a self-regulating business model that helps a company be socially accountable.

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

PHYSICAL (CSR)



DIGITAL (CDR)



CDR is a digital version of the same triangle of Economic, Social (Societal) and Environmental, existing as an additional layer across all aspects of CSR.

Same Structure:

- Environmental
- Social
- Economic/Governance

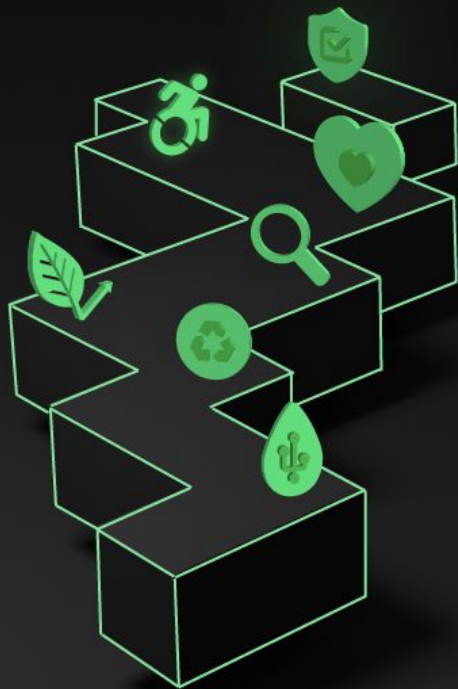
Why It's Important:

- 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**



CDR PRINCIPLES

- 1 PURPOSE AND TRUST
- 2 FAIR AND EQUITABLE ACCESS FOR ALL
- 3 PROMOTE SOCIETAL WELLBEING
- 4 CONSIDER ECONOMIC AND SOCIETAL IMPACT
- 5 ACCELERATE PROGRESS WITH IMPACT ECONOMY
- 6 CREATE A SUSTAINABLE PLANET TO LIVE
- 7 REDUCE TECH IMPACT ON CLIMATE AND ENVIRONMENT

7 Core Principles



PURPOSE AND TRUST

Digital exists at the heart of Corporate Responsibility, protecting reputation and trust in the organization from employees, customers, shareholders, and other stakeholders.



Purpose and trust at the heart of everything you do

HOW

- Publish digital responsibility code
- Publish corporate purpose
- Implement strong, responsible digital governance
- Comply with, and advocate for, stronger responsible regulation

Why It's Important:

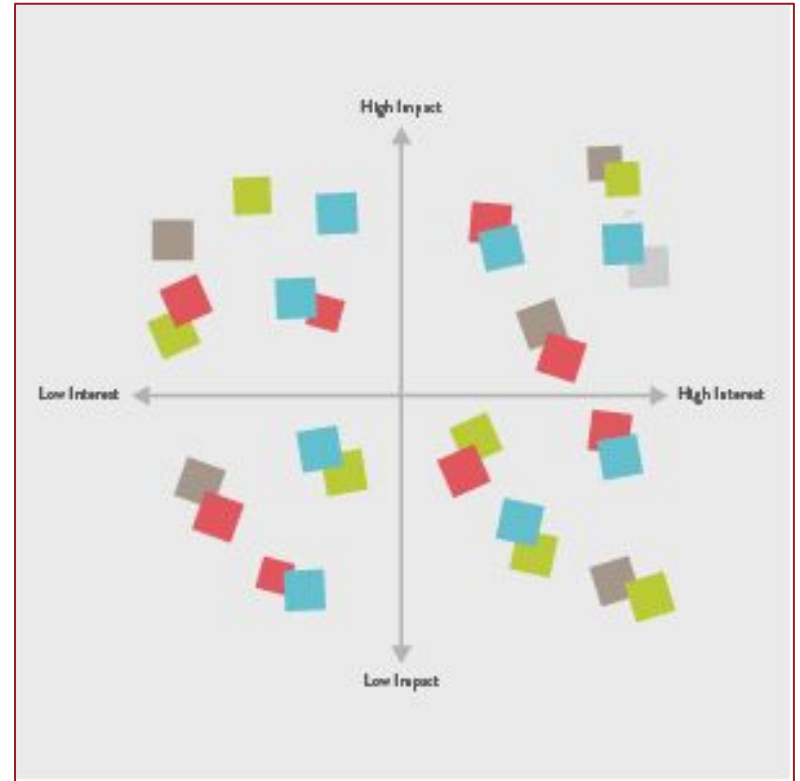
“Trust is the ultimate currency in the relationship that all institutions — companies and brands, governments, NGOs and media — build with their stakeholders. It defines an organization’s license to operate, lead and succeed.”

— 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



TM

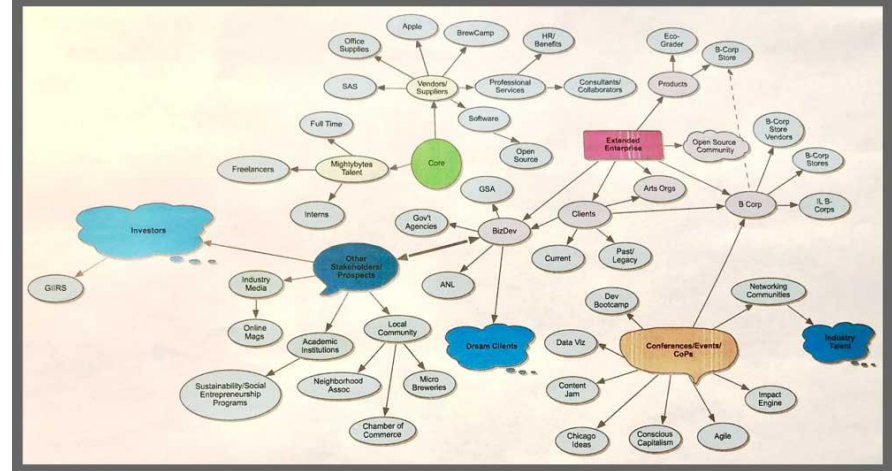
2021

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.



FAIR AND EQUITABLE ACCESS FOR ALL

Justice, Equity, Diversity and Inclusion (JEDI) drive a need to effectively engage different stakeholders, like customers and employees, in the use of digital technologies.

HOW

- Accessible and inclusive products and services
- Promote Justice, Equity, Diversity, and Inclusion (JEDI)
- Responsible employment rights

Why It's Important:

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

— World Economic Forum


WORLD ECONOMIC FORUM

Agenda Platforms Reports Events Videos

English TopLink

Global Agenda Inclusive Design Davos 2020 Future of Work

Diversity is the bridge on which we can cross the skills gap



Businesses must look to untapped pools of talent to address the shortage in digital skills.

Image: REUTERS/Darren Whiteside

Why It's Important:

**Millions of
websites have
accessibility
issues**



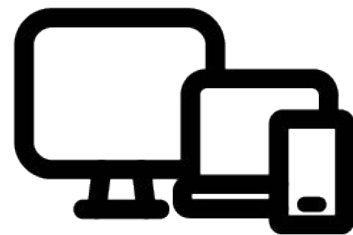
Perceivable



Operable



Understandable

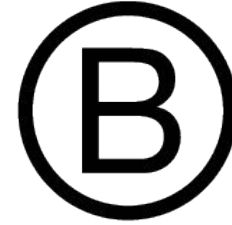


Robust

What We Did:

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

Certified



Corporation™



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

Blog

Search the Blog

Search

Categories

- Business Strategy
- B Corporation
- Our Company
- Sustainability
- Careers
- Design
 - UX Design
- Digital Marketing
 - Content Strategy
 - Data and Analytics
 - Digital Media
 - SEO and SEM Strategy
- Events and Workshops
- Software Development
 - Accessibility
 - Mobile Devices
 - Privacy and Security
 - Web Development

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your.name@email.com

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How to Design an Impact Business Model

Posted by Tim Frick in B Corporation, Business Strategy, Design tagged with Cig Design
Last Modified: 05.08.2022

Overall B Impact Score

Based on the B Impact assessment, Mightybytes, Inc. earned an overall score of 168.6. The median score for ordinary businesses who complete the assessment is currently 50.9.

- 168.6 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

168.6

Governance Workers Community Environment Customers

#10: B Corp Scorecard for Mightybytes' most recent B Corp certification showing an overall score of 168.6. 80 points qualifies a company to become a Certified B Corp. The median score for traditional (non B Corp) businesses using the assessment is 50.9.

An Impact Business Model (IBM) helps organizations better align business operations with social and environmental impact. In this post, we explore how you can design an IBM for your company or nonprofit organization.

Eleven years into our B Corp journey, Mightybytes recently completed our fifth B Corp recertification. We finished the assessment with a score of 168.6, which is 88.6 points above the baseline score of 80 required to become a Certified B Corp. For reference, our first certification score in 2011 was 84.

What's more, 68 of these certification points came from adopting IBMs, which drive positive social and environmental impact into the DNA of our company.

Let's explore what this means in more detail.

What is an Impact Business Model?

"A company with an Impact Business Model is intentionally designed to create a specific positive outcome for one of its stakeholders – such as workers, community, environment, or customers."

— B Impact Assessment



PROMOTE SOCIETAL WELLBEING

Protect data and personal privacy, empower people to engage and develop skills, and protect stakeholders from harm to improve reputation and trust.



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

HOW

- Implement strong privacy
- Implement responsible data practices
- Promote digital maturity skills
- Promote digital wellbeing

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

The image shows a screenshot of a TIME article and its associated video player. At the top, the TIME logo is in red. Below it, the text "IDEAS • THE ART OF OPTIMISM" is in red. The main headline is "Artificial Intelligence Has a Problem With Gender and Racial Bias. Here's How to Solve It". Below the headline is a video player with a dark background and the text "AI, AIN'T I A WOMAN?" in large white letters. The video player has a progress bar at the bottom showing 0:05 / 3:33. Below the video player, the author's name "BY JOY BUOLAMWINI" is in red, followed by the date "FEBRUARY 7, 2019 7:00 AM EST". A red circular logo with the word "IDEAS" is to the left of the author's name. Below the author's name, there is a short bio: "Buolamwini is a computer scientist, founder of the Algorithmic Justice League and a poet of code."

TIME

SUBSCRIBE

IDEAS • THE ART OF OPTIMISM

Artificial Intelligence Has a Problem With Gender and Racial Bias. Here's How to Solve It

< Share

AI,
AIN'T I A WOMAN?

AI, AIN'T I A Woman? — Joy Buolamwini

0:05 / 3:33

BY **JOY BUOLAMWINI** FEBRUARY 7, 2019 7:00 AM EST

Buolamwini is a computer scientist, founder of the Algorithmic Justice League and a poet of code.

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

The graphic features a large white padlock icon centered within a dark teal circle. This circle is set against a light blue background with a pattern of faint, stylized computer monitors and icons. Below the graphic, the text is organized into sections with varying font weights and colors.

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

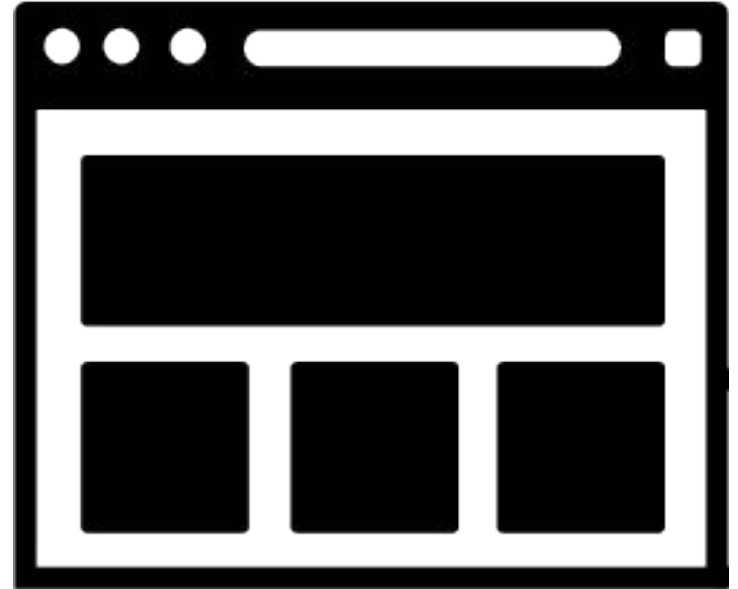
Follow these general principles to align your website, social media, email marketing, and any other digital channels with responsible privacy practices.

- 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



CONSIDER ECONOMIC & SOCIETAL IMPACT

Reputational need to consider the economic and societal impact of decisions within the organization.

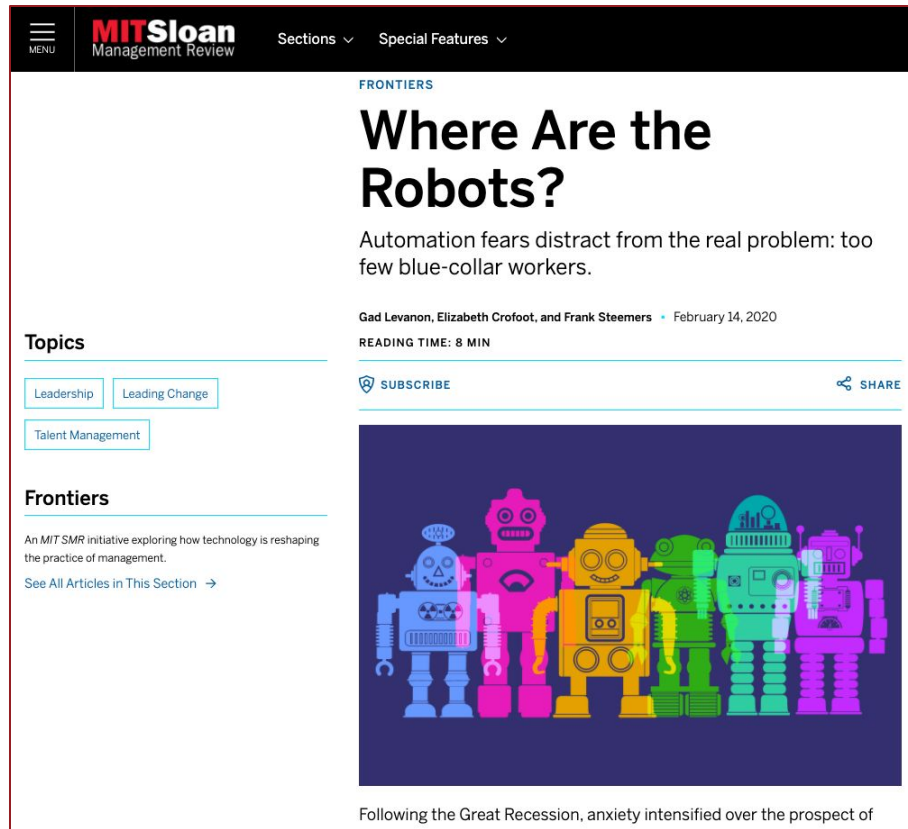
HOW

- Plan for sustainable and responsible automation
- Transparency with stakeholders of verifiable third-party data
- Share digital economic benefits with relevant stakeholders

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



The image shows a screenshot of a web article from MIT Sloan Management Review. The article is titled "Where Are the Robots?" and is categorized under "FRONTIERS". The subtitle reads: "Automation fears distract from the real problem: too few blue-collar workers." The authors are listed as Gad Levanon, Elizabeth Crofoot, and Frank Steemers, with a publication date of February 14, 2020. The reading time is 8 minutes. Below the article title, there are three topic tags: "Leadership", "Leading Change", and "Talent Management". A "Frontiers" section is also present, describing it as an MIT SMR initiative exploring how technology is reshaping the practice of management, with a link to "See All Articles in This Section". At the bottom of the article preview, there is a colorful illustration of six robots in various colors (blue, pink, yellow, green, teal, purple) standing in a row. Below the illustration, the text begins with "Following the Great Recession, anxiety intensified over the prospect of".

MENU **MIT Sloan** Management Review Sections ▾ Special Features ▾

FRONTIERS

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

TOPICS

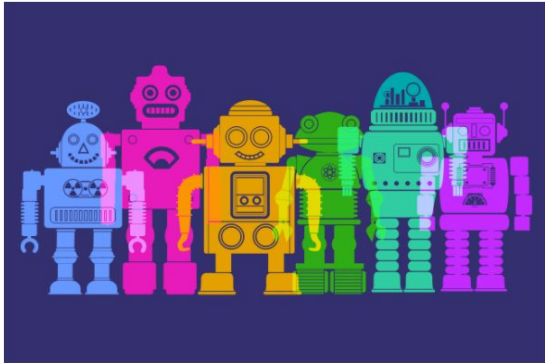
Leadership Leading Change Talent Management

FRONTIERS

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

[See All Articles in This Section](#) →

SUBSCRIBE SHARE



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



Clean Creatives



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.



Fuelling Fantasies

How the ad world is hindering climate action and protecting our biggest polluters.

NOV 2021



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





ACCELERATE PROGRESS WITH IMPACT ECONOMY

Accelerate consumer demand of ecologically and societally better products. Incubate more cleantech and invest in sustainable and societal impact initiatives.

HOW

- Invest in sustainability, environmental and societal impact returns
- Accelerate and innovate sustainable consumer behaviors
- Use only verifiable carbon offset credits



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**

What We Did:

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



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.





Create a sustainable planet to live



CREATE A SUSTAINABLE PLANET TO LIVE

Move beyond Carbon Neutral or Carbon Negative to Planet Positive, using digital products and services to create a more positive impact on people and the planet.

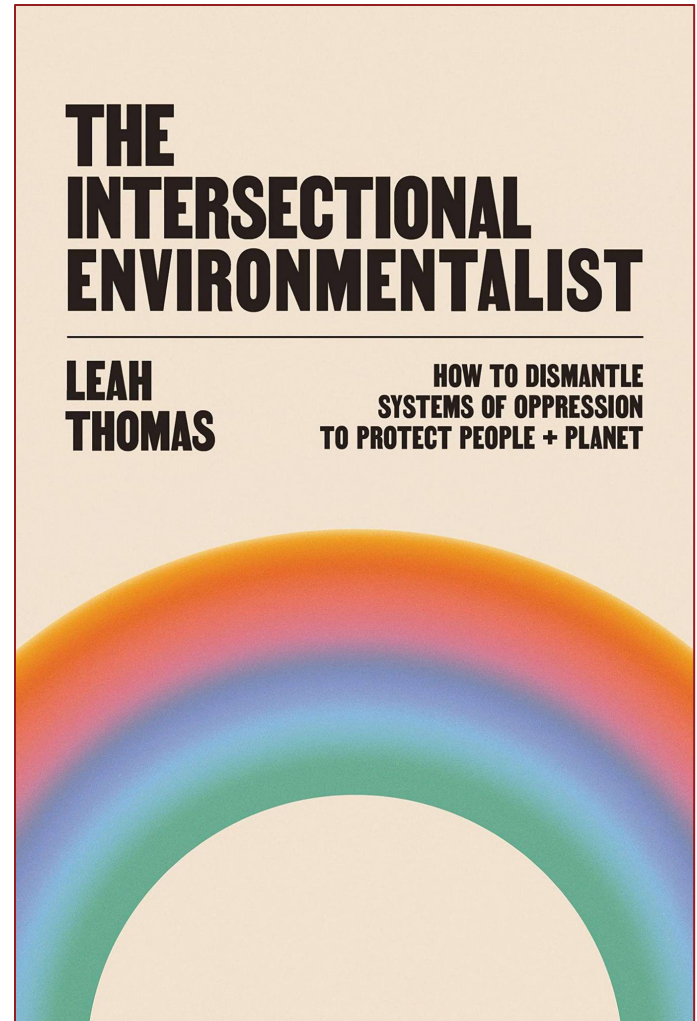
HOW

- Report business impact against certified third-party assessments
- Innovate and positively impact beyond corporate boundary

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



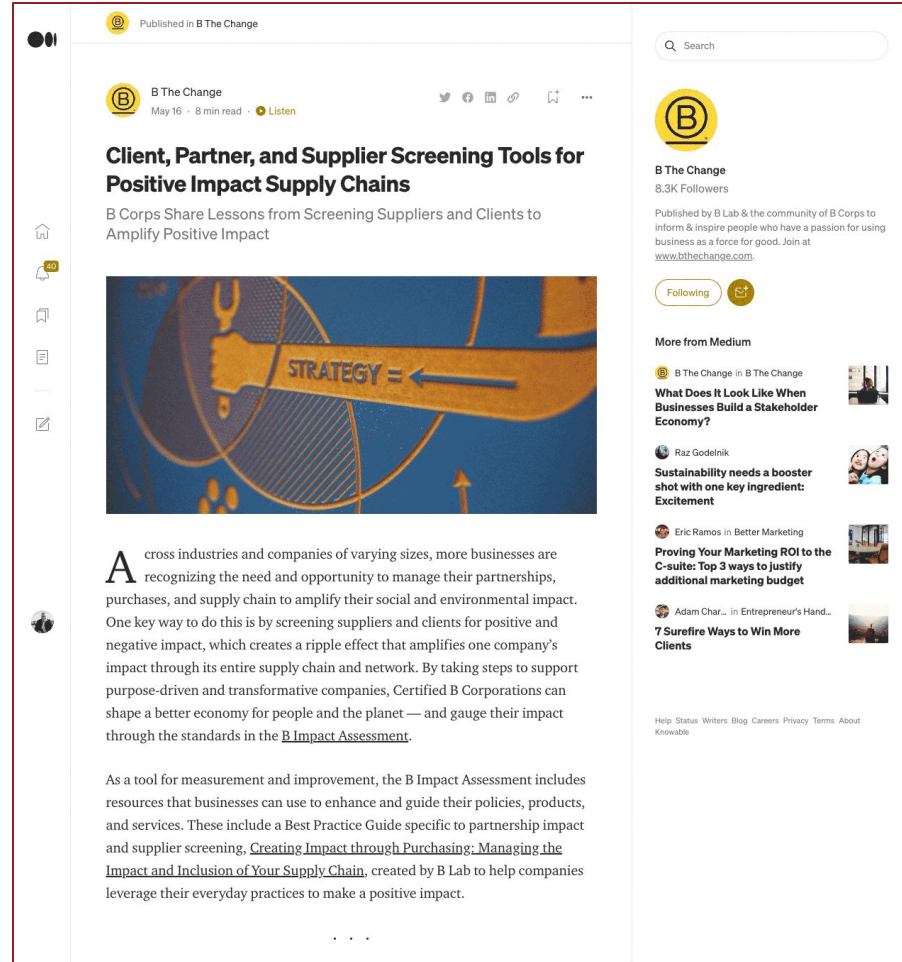
What We Did:

- 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



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



The image shows a screenshot of a Medium article. At the top, it says 'Published in B The Change'. The article is by 'B The Change', dated 'May 16 · 8 min read', and has a 'Listen' button. The title is 'Client, Partner, and Supplier Screening Tools for Positive Impact Supply Chains'. Below the title is the subtitle 'B Corps Share Lessons from Screening Suppliers and Clients to Amplify Positive Impact'. The main image is a graphic with the word 'STRATEGY' on a wooden plank, with an arrow pointing left and another pointing up. The article text begins with '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.

On the right side of the page, there is a search bar, the B The Change profile (8.3K Followers), a 'Following' button, and a 'More from Medium' section with several article thumbnails and titles, including 'What Does It Look Like When Businesses Build a Stakeholder Economy?', 'Sustainability needs a booster shot with one key ingredient: Excitement', 'Proving Your Marketing ROI to the C-suite: Top 3 ways to justify additional marketing budget', and '7 Surefire Ways to Win More Clients'.



REDUCE TECH IMPACT ON CLIMATE & ENVIRONMENT

Mitigate your organization's technology impact as you head toward Carbon Neutral or Carbon Negative.



Reduce tech impact on climate and the environment

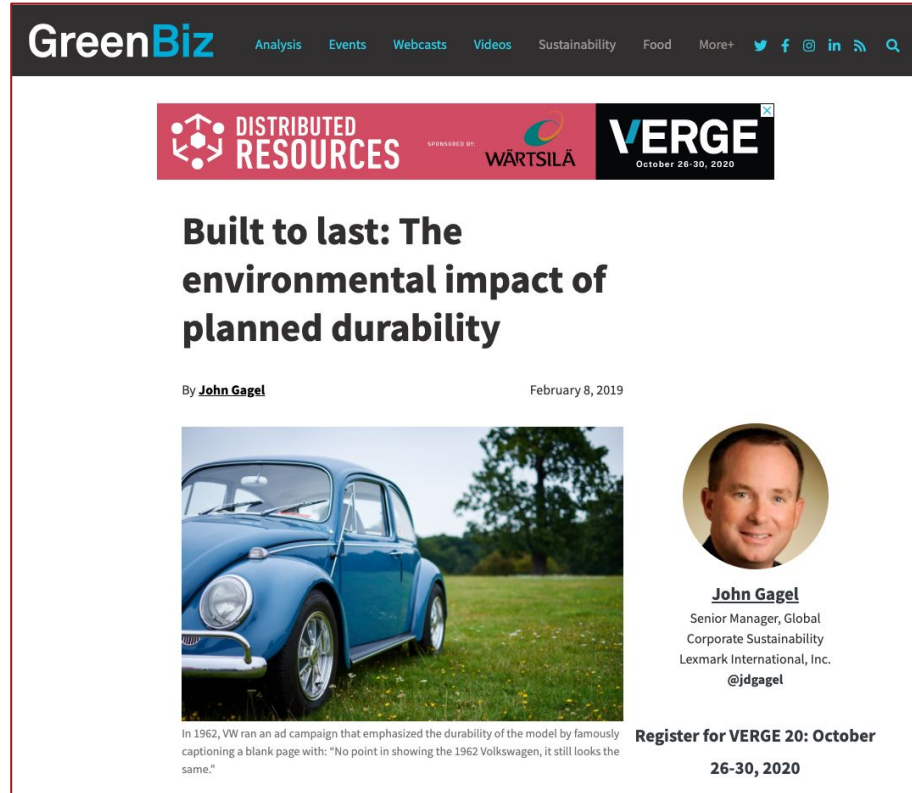
HOW

- Implement an environmental IT strategy
- Measure, report, and minimize energy use and move to renewable energy

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





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DISTRIBUTED RESOURCES SPONSORED BY **WÄRTSILÄ** **VERGE**
October 26-30, 2020

Built to last: The environmental impact of planned durability

By **John Gagel** February 8, 2019



John Gagel
Senior Manager, Global Corporate Sustainability
Lexmark International, Inc.
[@jdgagel](#)

In 1962, VW ran an ad campaign that emphasized the durability of the model by famously captioning a blank page with: “No point in showing the 1962 Volkswagen, it still looks the same.”

Register for VERGE 20: October 26-30, 2020

Entire Internet:
Billions of annual tons
of GHGs



Why It's Important:

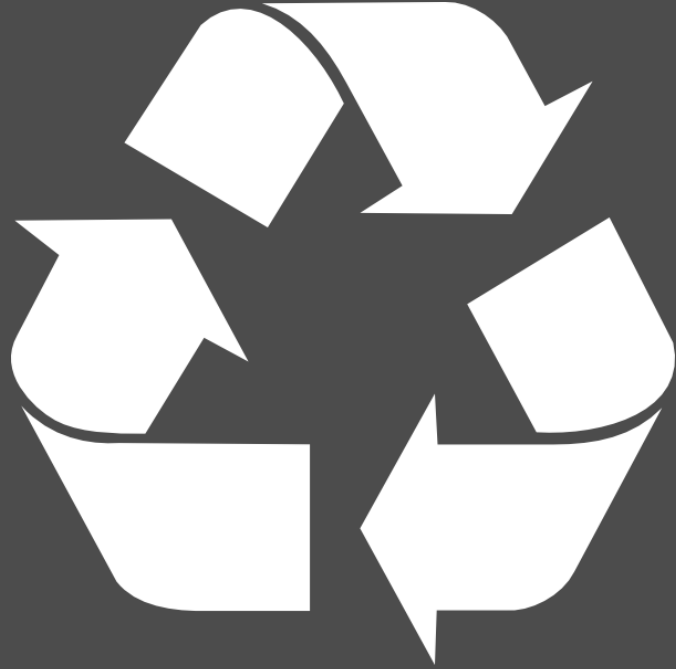


— HTTP Archive

Performance & Speed

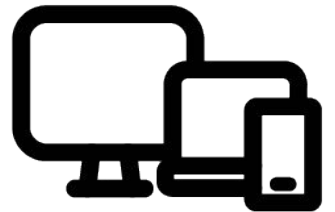
- The average web page is slow, bloated
- 2B+ web pages total on the internet

Why It's Important:



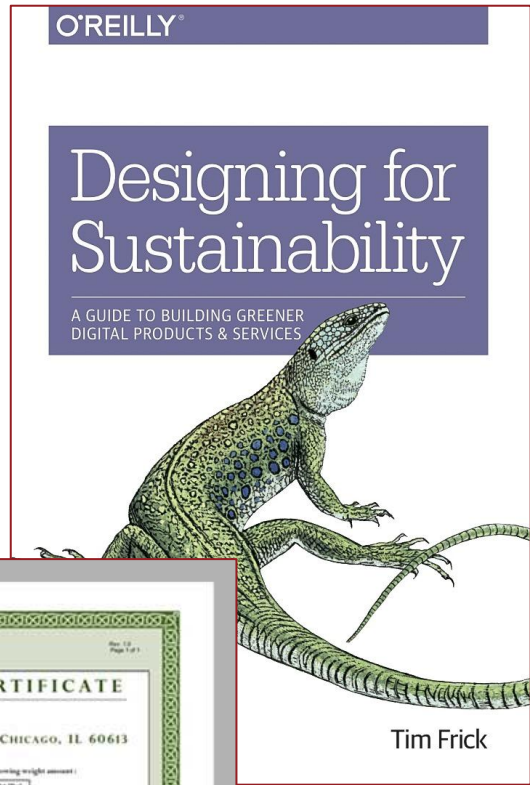
E-Waste

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



GEN/201 Invoice: 06/15/10 Return: 06/10/10 Rev: 1.0 Page: 1 of 1

E-WASTE WEIGHT CERTIFICATE

This is to certify that:
MIGHTYBYTES
LOCATED AT 4001 N RAVENWOOD AVE, CHICAGO, IL 60613

The recycled material (Business Electronic and other waste in the following weight amount):

Material	Quantity	Weight (lbs.)
A/C Adapters	-	0
Desktop/Laptop	372	1213
Hard Drives	6	6
Keyboards	7	4
Monitors & Peripherals	76	4
LCD Monitors/Printers	342	1898
LED TV/Wired Mouse	12	36/3
LED TV/Wired Mouse	724	2072
Monitor Stands	6	18
Misc. Misc/Monitor Computers	87	818
Misc. E-waste	-	18
Total	-	3184

GENESIS ELECTRONICS RECYCLING, INC.
Agreement: GEN/201-1.0 Date: 06-10-2010

What is sustainable web design?

Web technology has the potential to bring huge benefits to society and the environment, but only if we use it wisely...

This website
emits 0.49g
of CO₂



THE SUSTAINABLE ECOMMERCE HANDBOOK

The Rise of Ethical Shopping and How to
Build a Green & Lean Online Brand



Sustainable Ecommerce Handbook: free ebook

Before: 2013-2021

Basic reports with
high-level
sustainability
information

Ecograder.com

Ecograder

How green is your website?
Enter your web address below to find out now!

Your Website URL Required
http://

Your Email Address Optional
example@email.com

Send me occasional tips on web sustainability, UX & more.

GRADE ME

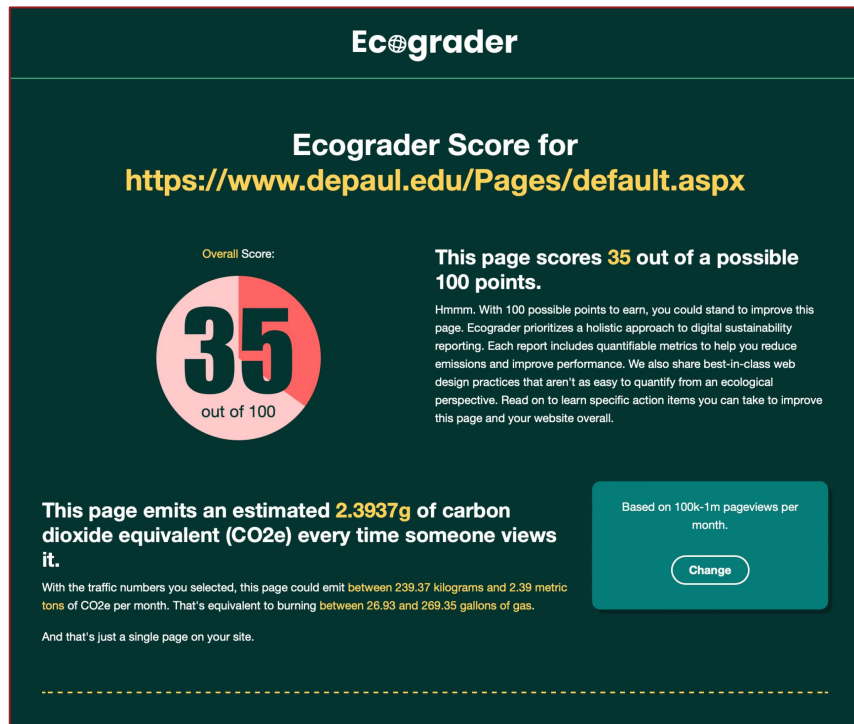
Ecograder

RESULTS FOR: <http://ideactioncorps.com>
← Test Another Site

YOUR SCORE 93 OUT OF 100 tweet your score get link to this report	Page Speed	Google Page Speed Insight Score LEARN MORE →
		HTTP Requests LEARN MORE →
		Shared Resources LEARN MORE →
Calculate your website's carbon footprint UPGRADE	Findability	MozRank LEARN MORE →
	Design and User Experience	Mobile Optimization LEARN MORE →
		Avoids Flash LEARN MORE →
	Green Hosting	Green Hosting LEARN MORE →

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?



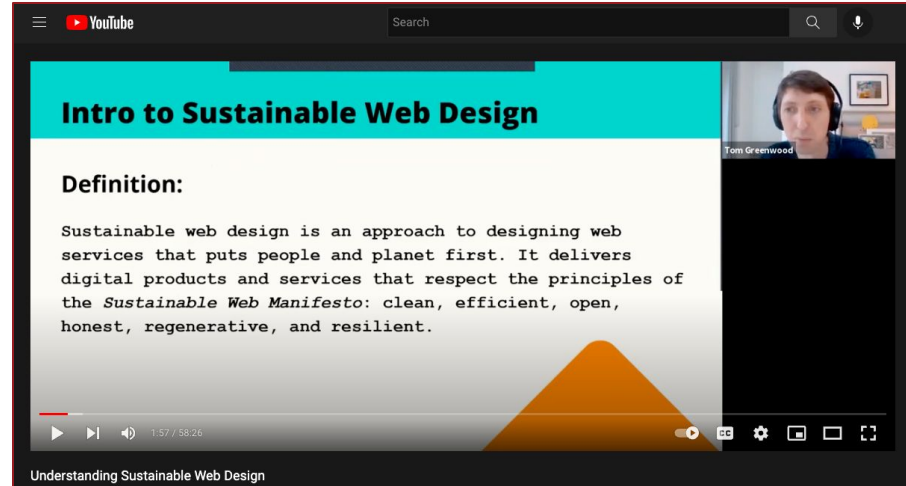
Website Carbon

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!

- tim@mightybytes.com
- [@timfrick](https://twitter.com/timfrick)
- [/in/timfrick](https://www.linkedin.com/in/timfrick)



*We help great organizations
create greater impact.*



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