





Sustainable UX

Creating Sustainable Digital Products





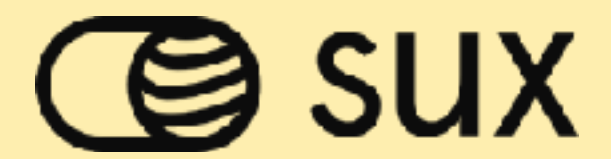
Acting sustainable
can be difficult.



„We stopped seeing sustainability and labor rights as a risk and burden and instead as a source of innovation. If you flip it to be about an innovation opportunity, people step into that space with less fear.”

Hannah Jones

Nike's VP of Innovation Accelerator and former Chief Sustainability Officer



Thorsten Jonas

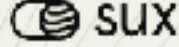
**Digital Sustainability Trailblazer
Founder of the „SUX Network“**

Web: sustainableuxnetwork.com

Web: thorstenjonas.com

Insta: [@dolbydigger](https://www.instagram.com/dolbydigger)





Events Overview About Playbook Podcast Team


The *Sustainable* UX Network

We are SUX, a community of more than 3000 designers worldwide. Together we want to discuss, develop and exchange ideas on how we can promote and facilitate sustainability in and through our creative work.

[Join our Slack](#) [Join our LinkedIn](#)

SUX Events

What's going on?

18.-19./09/2023	23.-24./10/2023	07/11/2023	09/11/2023	
SUX Keynote & Workshop at Webdagen 2023 in Nyborg, Denmark	SUX Workshop at Future of Industrial Usability in Würzburg, Germany	SUX Talk at Boye 23 Conference in Aarhus, Denmark	SUX Keynote at World Usability Day Switzerland in Rapperswill, Switzerland	You want to SUX for your conference or event? Feel free to contact us .

Making sustainability
Default in all product-
design processes.



SUX Events

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What's going on?

21-05/2023 SUX Keynote at International Weas, Technikum Wien

08/06/2023 SUX on Panel at Money2020, Amsterdam

13-14/06/2023 SUX Keynote at UX Connect, Aarhus

You want to get SUX for your conference or event? Feel free to CONTACT US.

The Sustainable UX Newsletter 01

From Human to *Humanity*

From Human to Humanity- Vol #1 - The Sustainable UX Newsletter

SUX - The Sustainable UX Network on LinkedIn • 4 min read

SUX - The Sustainable UX Podcast

Von SUX - The Sustainable UX Network

Hello and welcome to SUX - The Sustainable UX Podcast, the podcast for designers, UX people and digital product builders who want to make an impact for a sustainable future. We are Bevo and Thorsten and we are two of the founding members of "SUX - The Sustainable UX Network", a non-profit initiative and community, that drives sustainable and responsible UX based on the UN SDGs in...

Auf Spotify hören Nachricht

AUF DIESEN PLATTFORMEN ZU HÖREN

SUX Resources - Database

Titel	URL	Typ	Thema	Format	Erstellt	Letzte Änderung	Verfasser	Tags	Status
1. Sustainable UX Network	https://sustainableuxnetwork.com	Website	UX	Webseite	2020	2023	Bevo	UX, Nachhaltigkeit	aktiv
2. SUX Newsletter	https://sustainableuxnetwork.com/newsletter	Newsletter	UX	PDF	2021	2023	Bevo	UX, Nachhaltigkeit	aktiv
3. SUX Podcast	https://sustainableuxnetwork.com/podcast	Podcast	UX	Audio	2021	2023	Bevo	UX, Nachhaltigkeit	aktiv
4. SUX Slack	https://sustainableuxnetwork.com/slack	Slack	UX	Webseite	2021	2023	Bevo	UX, Nachhaltigkeit	aktiv
5. SUX LinkedIn	https://www.linkedin.com/company/sustainable-ux-network	LinkedIn	UX	Webseite	2021	2023	Bevo	UX, Nachhaltigkeit	aktiv
6. SUX Facebook	https://www.facebook.com/sustainableuxnetwork	Facebook	UX	Webseite	2021	2023	Bevo	UX, Nachhaltigkeit	aktiv
7. SUX Twitter	https://twitter.com/sustainableuxnetwork	Twitter	UX	Webseite	2021	2023	Bevo	UX, Nachhaltigkeit	aktiv
8. SUX YouTube	https://www.youtube.com/channel/UC...	YouTube	UX	Webseite	2021	2023	Bevo	UX, Nachhaltigkeit	aktiv
9. SUX Instagram	https://www.instagram.com/sustainableuxnetwork	Instagram	UX	Webseite	2021	2023	Bevo	UX, Nachhaltigkeit	aktiv
10. SUX GitHub	https://github.com/sustainableuxnetwork	GitHub	UX	Webseite	2021	2023	Bevo	UX, Nachhaltigkeit	aktiv

Sustainable UX - Channel-Anpassungen

Channel-Anpassungen

1. Channel-Anpassungen

2. Channel-Anpassungen

3. Channel-Anpassungen

4. Channel-Anpassungen

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7. Channel-Anpassungen

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9. Channel-Anpassungen

10. Channel-Anpassungen

sustainableuxnetwork.com



SUX

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The Sustainable UX Network

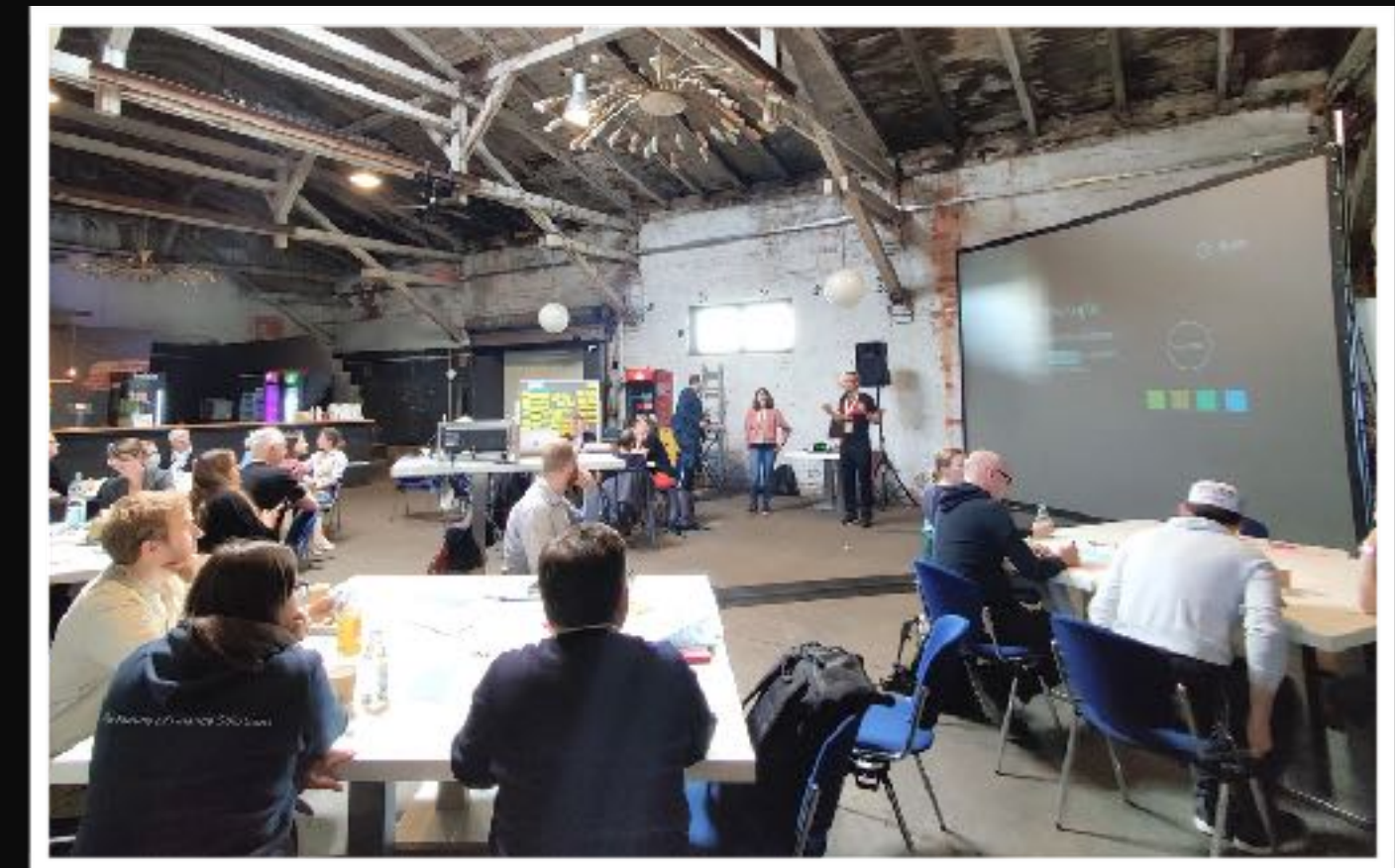
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SUX Events

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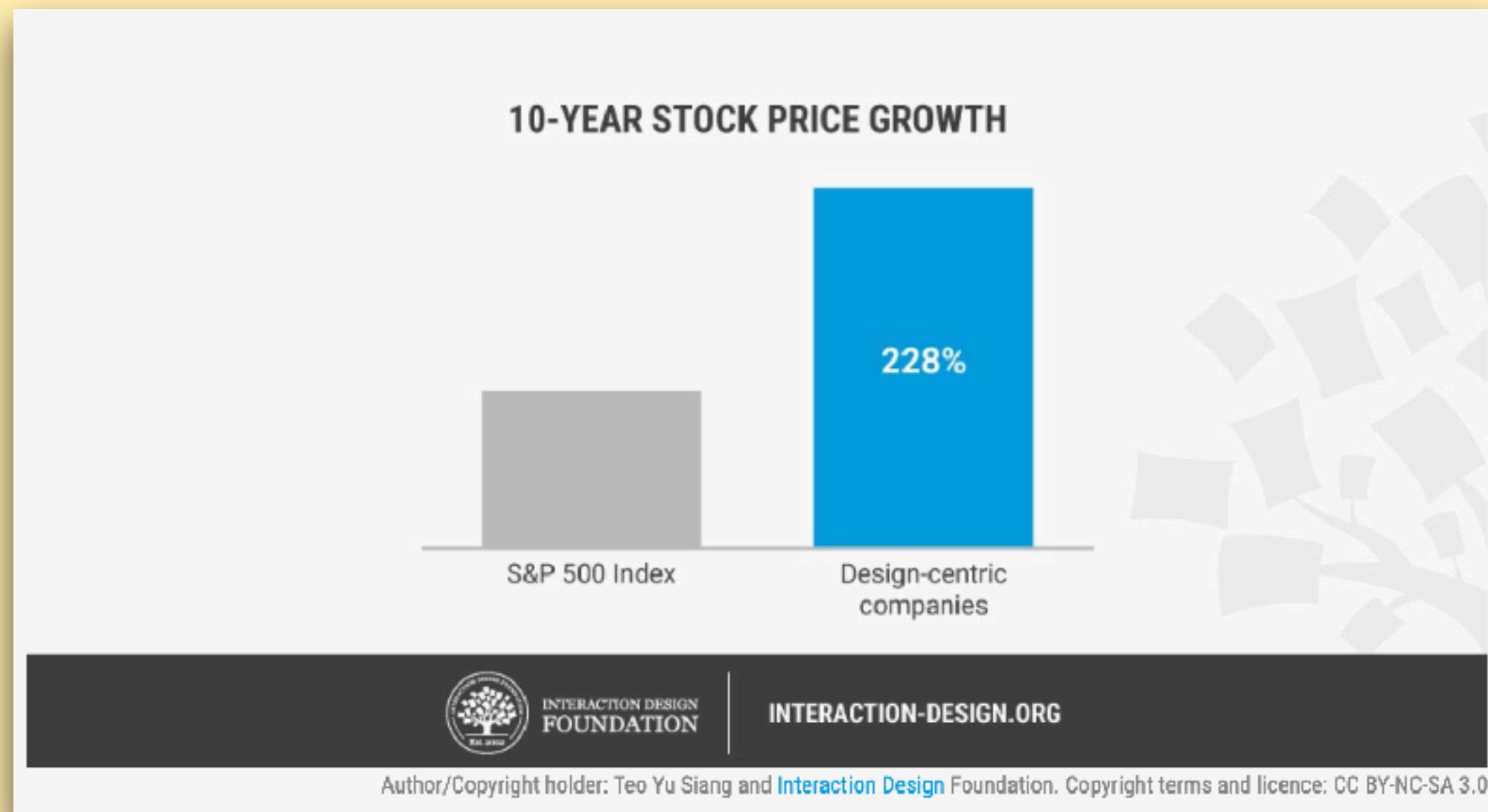
21/05/2023 SUX Keynote at <u>International Week</u> , Technikum Wien	08/06/2023 SUX on Panel at <u>Money2020</u> , Amsterdam	13.-14./06/2023 SUX Keynote at <u>UX Connect</u> , Aarhus	You want to get SUX for your conference or event? Feel free to CONTACT US .
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sustainableuxnetwork.com

„User experience (UX) design is the process, design teams use to create products that provide meaningful and relevant experiences to users.“

„Human-centered Design (HCD) is an approach to problem-solving ... that develops solutions to problems by involving the human perspective in all steps of the problem-solving process.“



THE ROI OF UX

An infographic illustrating the return on investment (ROI) of user experience (UX). It features a central box labeled 'IN UX' with a dollar sign icon above it. To the left, it says 'every \$1 invested' and to the right, 'brings \$100 in return'. The background is a light green gradient with a pattern of overlapping geometric shapes.

every **\$1** invested

IN UX

brings **\$100** in return ¹

Most of us use *UX* and *Human Centered Design* to build „better“
Products & Experiences.

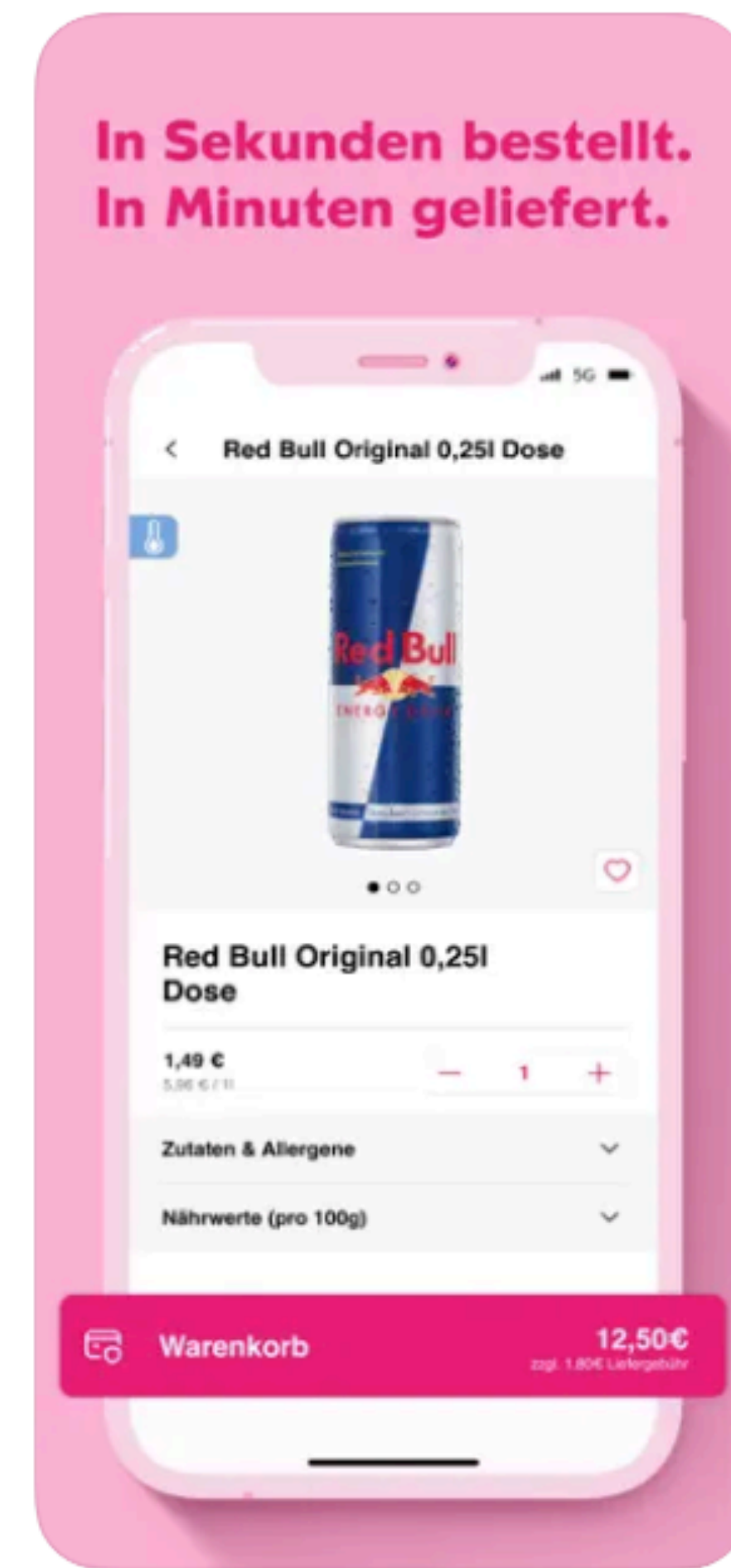
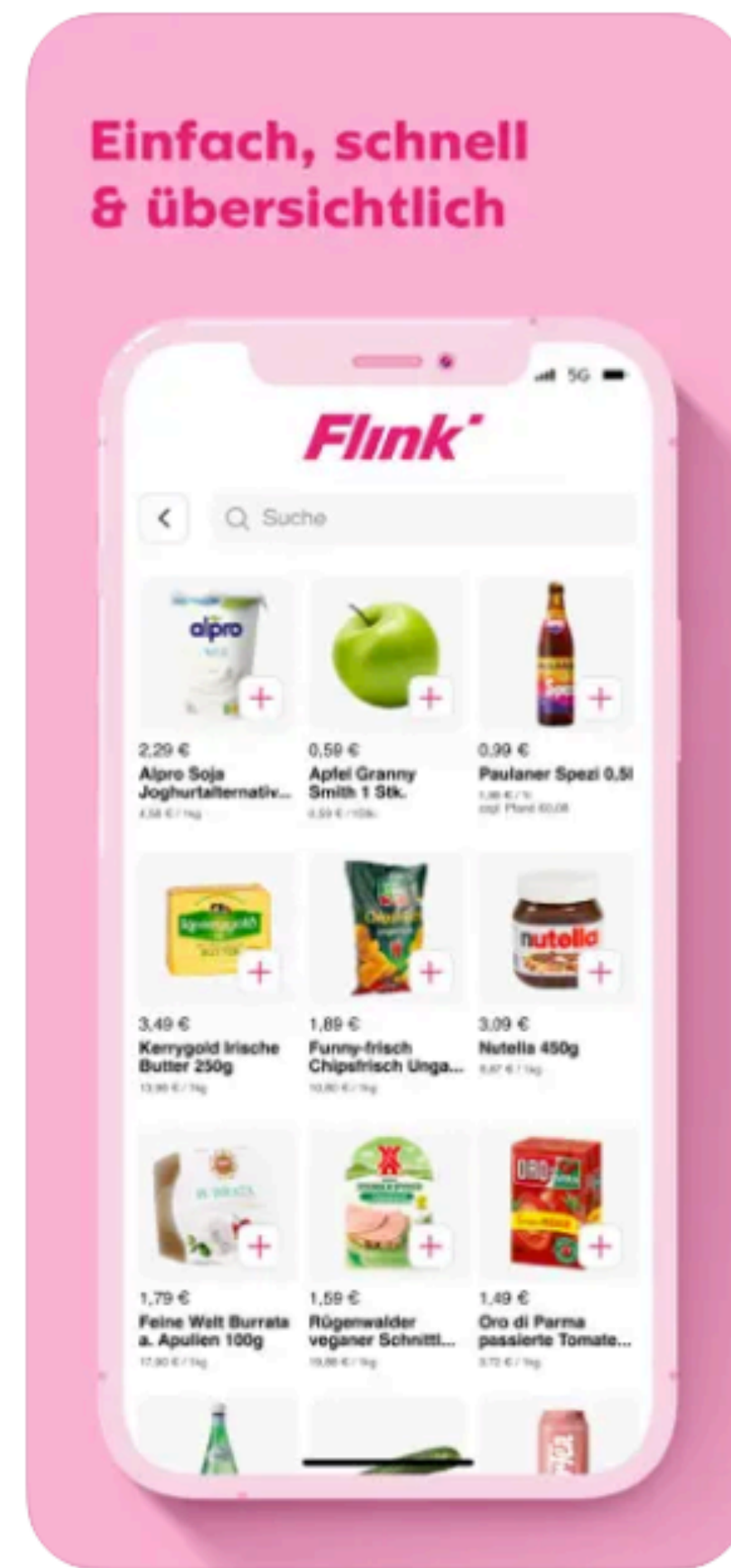
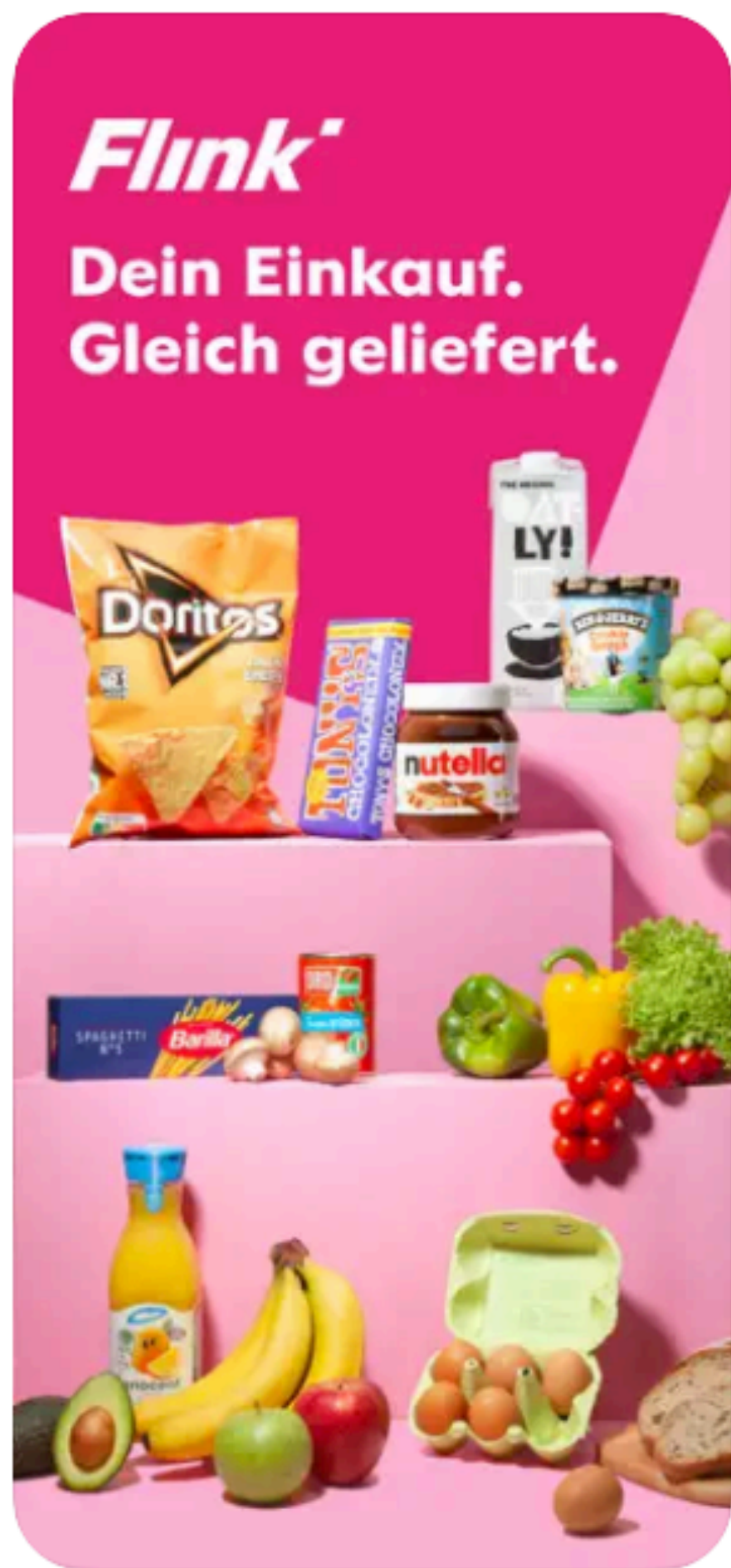


Have we made it
easier to destroy
life on earth?

The Internet is responsible for 3,7% of the global green house emissions per year.

A website with 2,5million visits per month easily „emits“ 20 tons of CO₂ - each month.

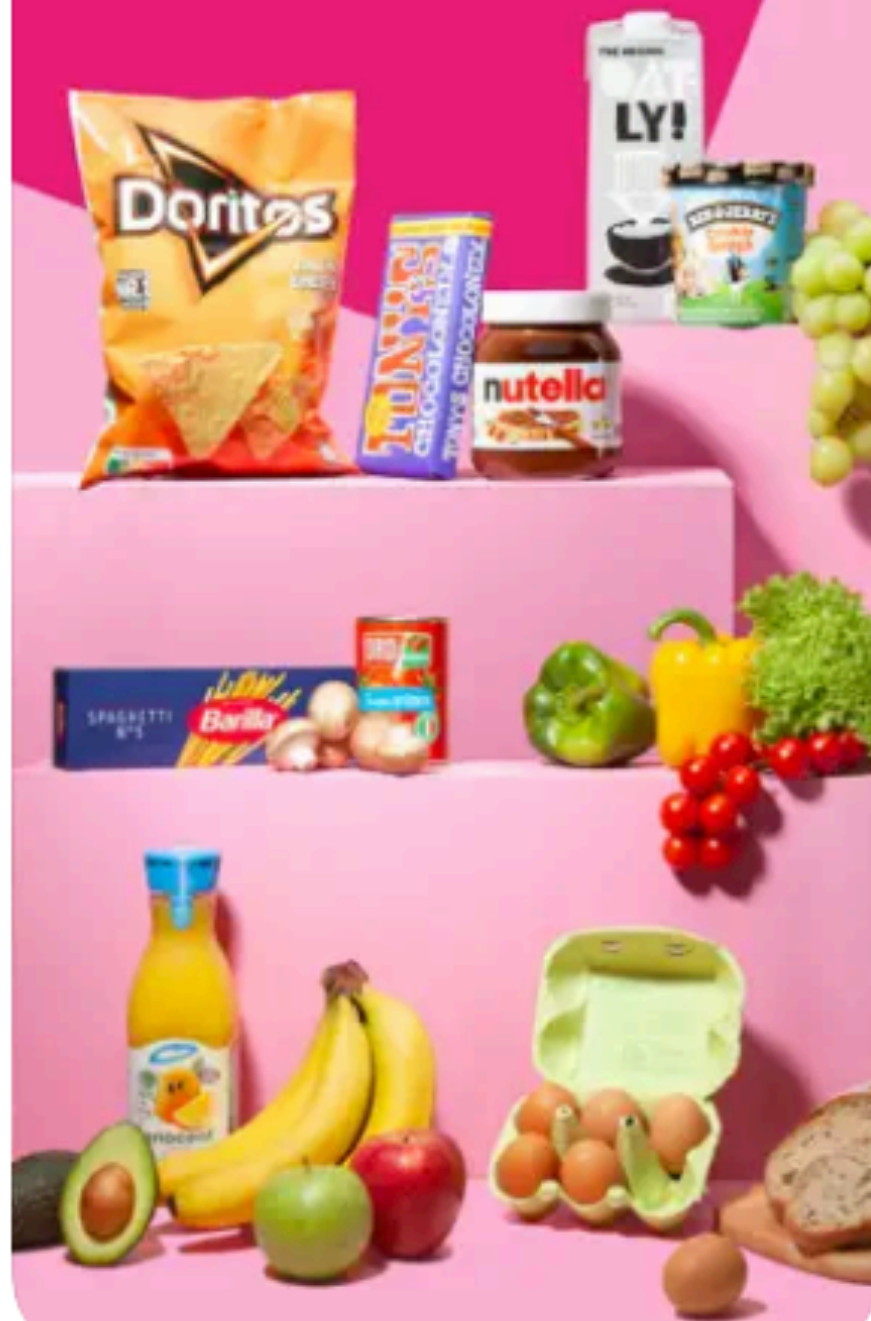
- 2,5 million visits per month
 - 10 page views per visit
 - 0,8g CO per page view
-
- 20 tons of CO₂ per month
 - Flying Copenhagen - NY 20 times



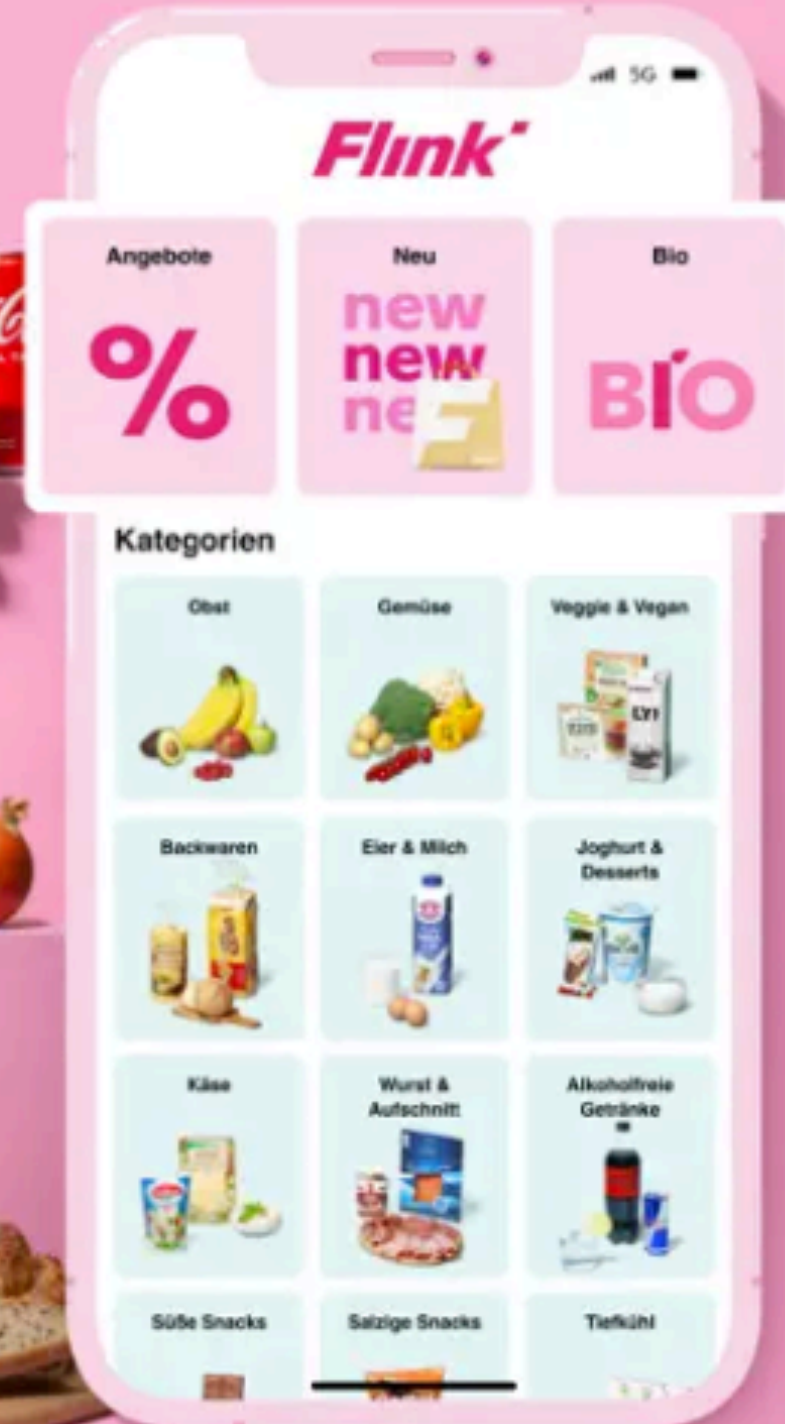
Flink & Co try to find any
loophole to undermine
workers rights.

Small grocery stores in our city die due to the destructing biz-models of Flink & Co.

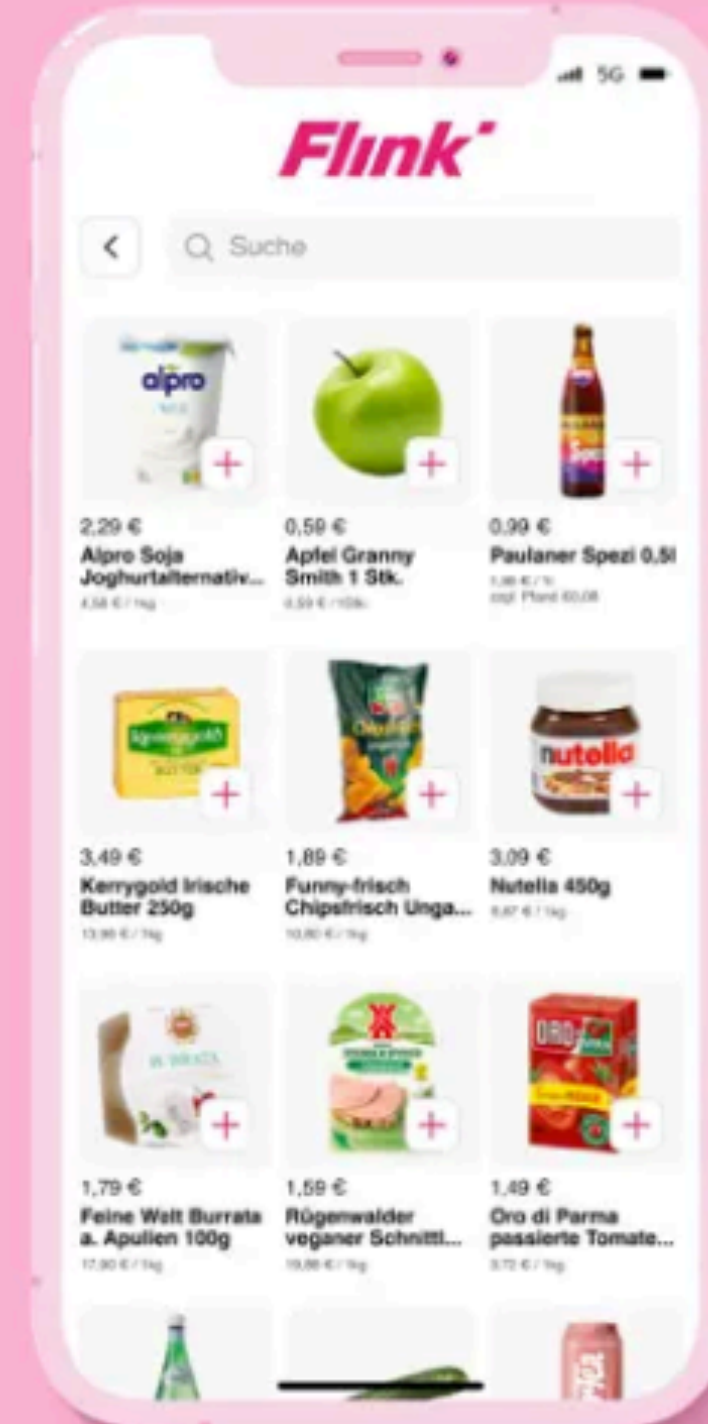
Flink'
Dein Einkauf.
Gleich geliefert.



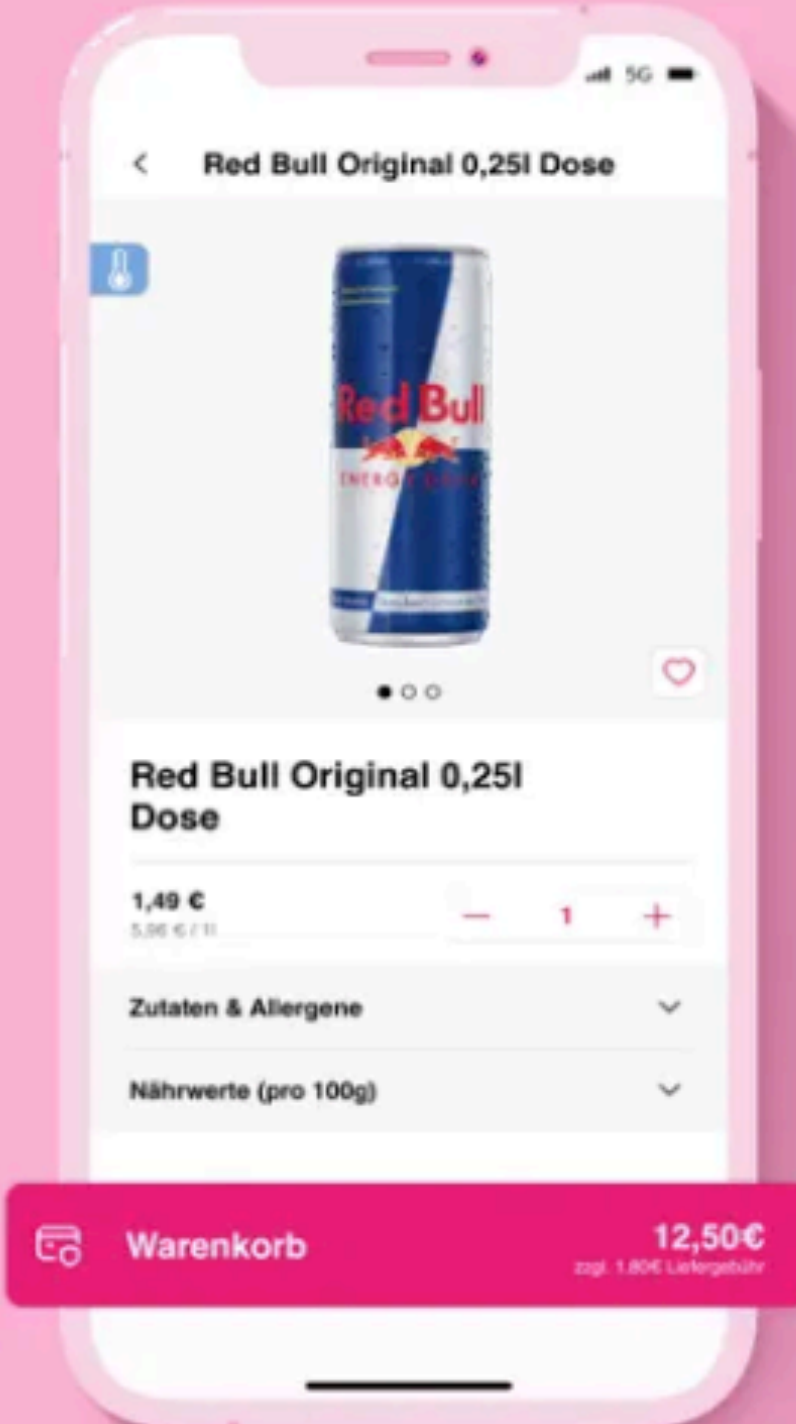
Entdecke 2300+
Supermarkt-Produkte



Einfach, schnell
& übersichtlich



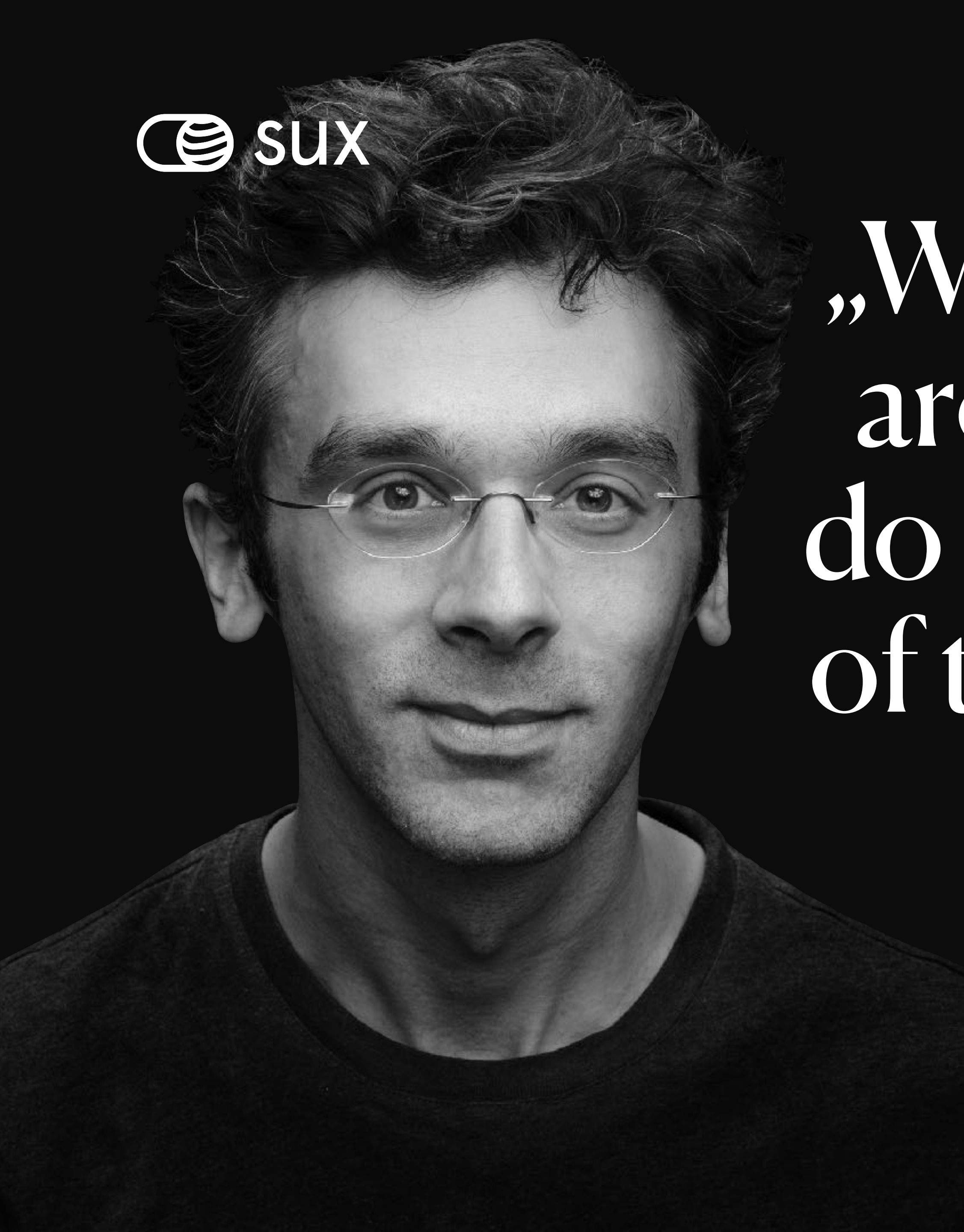
In Sekunden bestellt.
In Minuten geliefert.





Too often

someone or something else pays the prize
for the great product we built for the user.



„When designers center around the user, where do the needs and desires of the other actors in the system go?“

Kevin Slavin

We need to move from a human to a *humanity* and *environmental* centered design approach.

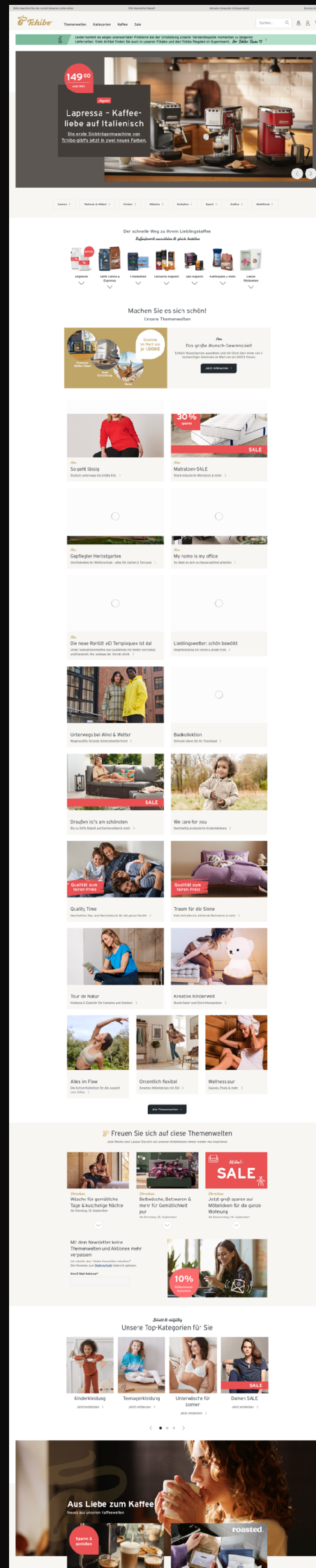


It's time to
take *action!*

Build for *less* *Carbon Emissions*

80%

of emissions are determined in design phase



Bitte beachten Sie die sonstigen Lieferzeiten 10% Newsletter Rabatt Aktuelle Angebote im Supermarkt Service & Hilfe

Tchibo Themenwelten Kategorien Kaffee Sale Suchen...

Leider kommt es wegen unerwarteter Probleme bei der Umstellung unserer Versandlogistik momentan zu längeren Lieferzeiten. Viele Artikel finden Sie auch in unserer Filialen und den Tchibo Regalen in Supermarkt. *Her Tchibo Team*

149,00 statt 199,-

Angabe!

Lapressa - Kaffeeliebe auf Italienisch
Die erste Siebträgermaschine von Tchibo gibt's jetzt in zwei neuen Farben.

Damen > Wohnen & Möbel > Kinder > Wäsche > Schlafen > Sport > Kaffee > Mobilfunk >

Der schnelle Weg zu Ihrem Lieblingskaffee
Kaffeevorlieben auswählen & gleich bestellen

ANGEBOTE
Lapte Crema & Espresso
Filterkaffee
Latissimo Kapseln
ÜÖE Kapseln
Kaffeepeaks & mehr
Lokale Röstereien

Machen Sie es sich schön!
Unsere Themenwelten

Plus
Das große Wunsch-Gewinnspiel!
Einfach Wunschreize auswählen und mit Glück über einen von 3 tochtertätigen Gewinnen im Wert von je 1.000 € freuen.
Jetzt mitmachen >

30% sparen

CAFÉDIRECT SHOP STOCKISTS PODCASTS
PRODUCTS IMPACT LEARN NEWS

BETTER FOR EVERYONE

OVER 30 YEARS OF LONG-TERM PARTNERSHIPS WITH COFFEE FARMERS: BETTER LIVES, BETTER PLANET AND BETTER TASTING COFFEE.

ABOUT US

Over 30 years of driving positive change

With our long-term partnerships farmers are able to grow exceptional quality coffee, restore their environment and benefit their communities. This makes life better for them and a better cup of coffee for you.

Drink up - it's better for everyone.

Sustainable prices
Inclusive
Investment in

CAFÉDIRECT SHOP STOCKISTS PODCASTS
PRODUCTS IMPACT LEARN NEWS

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2022 Impact Report

OUR COFFEE RANGES
Better lives, better planet, better coffee

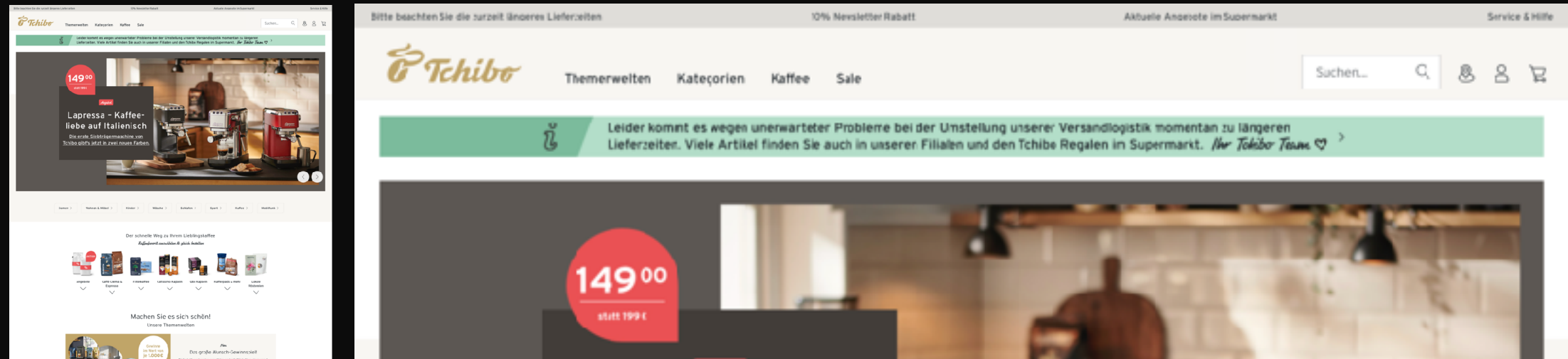
Transport yourself

We have direct relationships with our farmer partners

We consider Cafédirect as an unconditional friend because the relationship has remained strong for many years despite the difficult challenges that arise in each coffee harvest.

Stockists

Freshly roasted and



Website Carbon Calculator

Carbon results for **tchibo.de**

Uh oh! This web page is dirtier than **60%** of web pages tested

Oh my, **0.63g of CO2** is produced every time someone visits this web page.

This web page appears to be running on **sustainable energy**

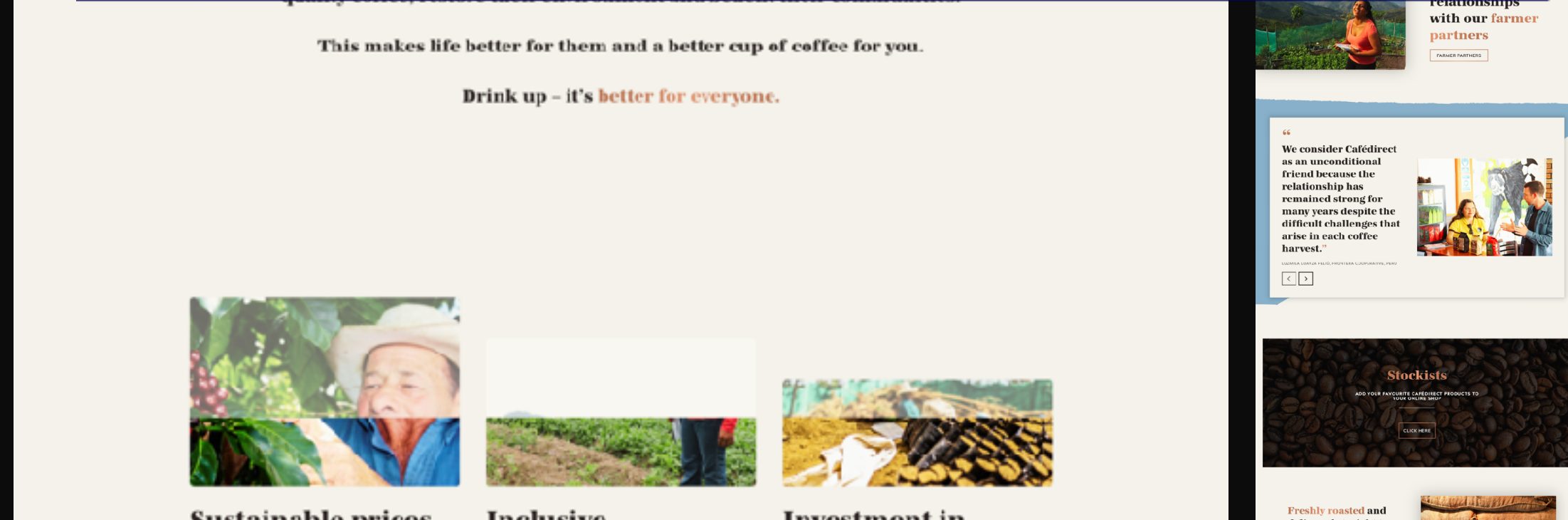
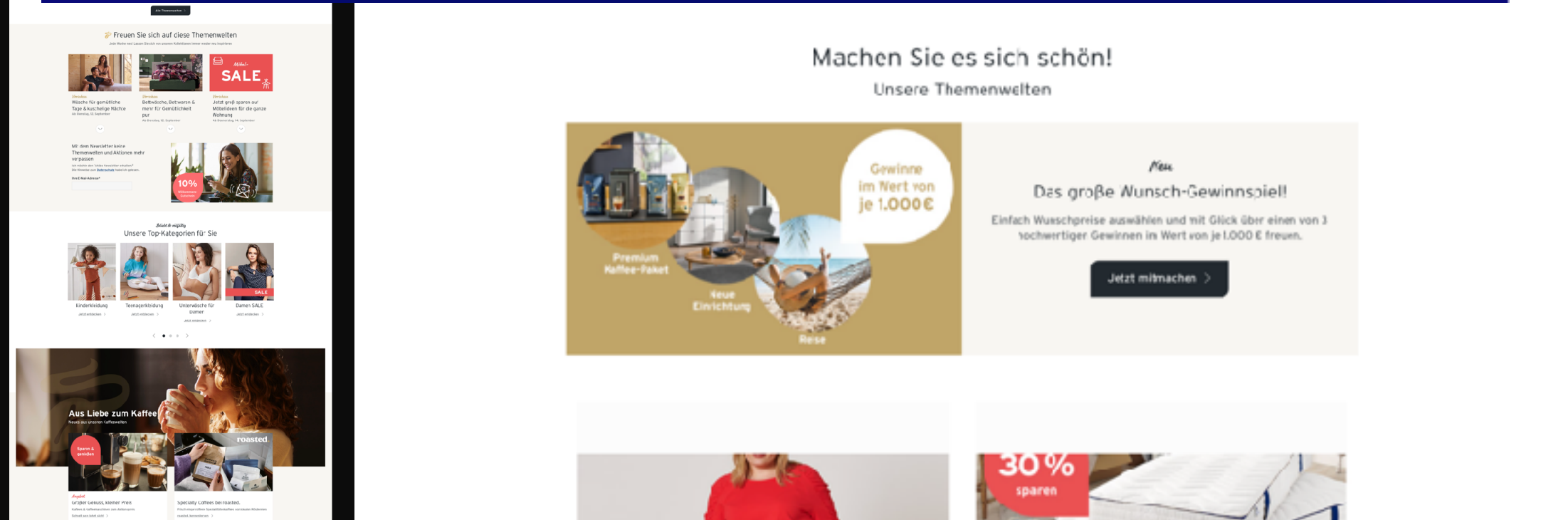
Website Carbon Calculator

Carbon results for **cafedirect.co.uk**

Hurrah! This web page is cleaner than **92%** of web pages tested

Only **0.09g of CO2** is produced every time someone visits this web page.

This web page appears to be running on **sustainable energy**



Reminder:

- 2,5 million visits per month
- 10 page views per visit
- 0,8g CO per page view

- 20 tons of CO₂ per month
- Flying Copenhagen - NY 20 times

Wonach suchst du?

Service
Mein Konto
Merkmale
Wartungsk

Inspiration
Damen-Mode
Herren-Mode
Baby & Kind
Sport
Drogerie

Multimedia
Haushalt
Küche
Heimtextilien
Möbel
Baumarkt
Marken
%Sale%

[Startseite](#) | [Multimedia](#) | [Aktionen](#)

Neuheiten

Neuheiten

- Bürotechnik (1)
- Kommunikation (2)
- Navigation (15)
- Optik (2)
- Technik-Zubehör (29)
- Unterhaltungselektronik (50)

Marke

Nach Marke suchen

- Sony
- LG
- CTEK
- CASIO EDIFICE
- VDO
- Garmin
- Pioneer

Verkäufer

Preis

Farbe

Bewertung

Modellreihe

Reduzierung

Aktion

Lieferzeit

Nachhaltigkeit

UP Liefer-Flat

10€ für Neukund*innen

Achte auf dein Herz! Besonders am Valentinstag.

[Mehr erfahren >](#)

Sortieren nach
Topseller

99 Produkte ⓘ

-31%

SONY
WH-1520 On-Ear-Kopfhörer
(Freisprechfunktion,
Rauschunterdrückung, Google Assistant,
Siri, Bluetooth, 50 Std. Akkulaufzeit,...

★★★★☆ (5)

UVP € 69,99
Nur bis zum 22.05.!
€ 47,99

lieferbar - in 2-3 Werktagen bei dir

-30%

SONY
WH-CH720N Over-Ear-Kopfhörer
(Freisprechfunktion, LED
Ladestandsanzeige, Multi-Point-
Verbindung, Noise-Cancelling,...

★★★★☆ (1)

UVP € 149,99
€ 105,19

lieferbar - in 2-3 Werktagen bei dir

-4%

SAMSUNG
HW-Q995C Soundbar (656 W, 11.1.4-
Kanal Surround Sound System, 4.0.2-
Kanal Rücklautsprecher, Kabelloses
Do by Atmos & DTS X, SpaceFit Sound...

★★★★☆ (3)

UVP € 1.599,00
€ 1.536,26

lieferbar - in 2-3 Werktagen bei dir

Super Brand Weeks

And we need to talk about AI. You will use it, but use it wisely and less than you would want to.

The Generative AI Race Has a Dirty Secret

Integrating large language models into search engines could mean a fivefold increase in computing power and huge carbon emissions.



ILLUSTRATION: JACOB KAPLAN, BETTY SPAGE

IN EARLY FEBRUARY, first Google, then Microsoft, announced major overhauls to their search engines. Both tech giants have spent big on building or buying generative AI tools, which use large language models to understand and respond to complex questions. Now they are trying to integrate them into search, hoping they'll give users a richer, more accurate experience. The Chinese search company Baidu has announced it will follow suit.



But the excitement over these new tools could be concealing a dirty secret. The race to build high-performance, AI-powered search engines is likely to require a dramatic rise in computing power, and with it a massive increase in the amount of energy that tech companies require and the amount of carbon they emit.

"There are already huge resources involved in indexing and searching internet content, but the incorporation of AI requires a different kind of firepower," says Man Woodward, professor of cybersecurity at the University of Surrey in the UK. "It requires processing power as well as storage and efficient search. Every time we see a step change in online processing, we see significant increases in the power and cooling resources required by large processing centres. I think this could be such a step."

FEATURED VIDEO



REWired GREEN 2022: James McBride on Decarbonizing the World

MOST POPULAR

SECURITY
The US Is Openly Stockpiling Dirt on All Its Citizens
SILLI GARDNER

SECURITY
UFO Whistleblower, Meet a Conspiracy-Loving Congress
MATT LASLO

SECURITY
An Anti-Porn App Put Him in Jail and His Family Under Surveillance

„Third-party analysis by researchers estimates that the training of GPT-3, which ChatGPT is partly based on, consumed 1,287 MWh, and led to emissions of more than 550 tons of carbon dioxide equivalent.“

Source: Wired

<https://www.wired.com/story/the-generative-ai-search-race-has-a-dirty-secret/>



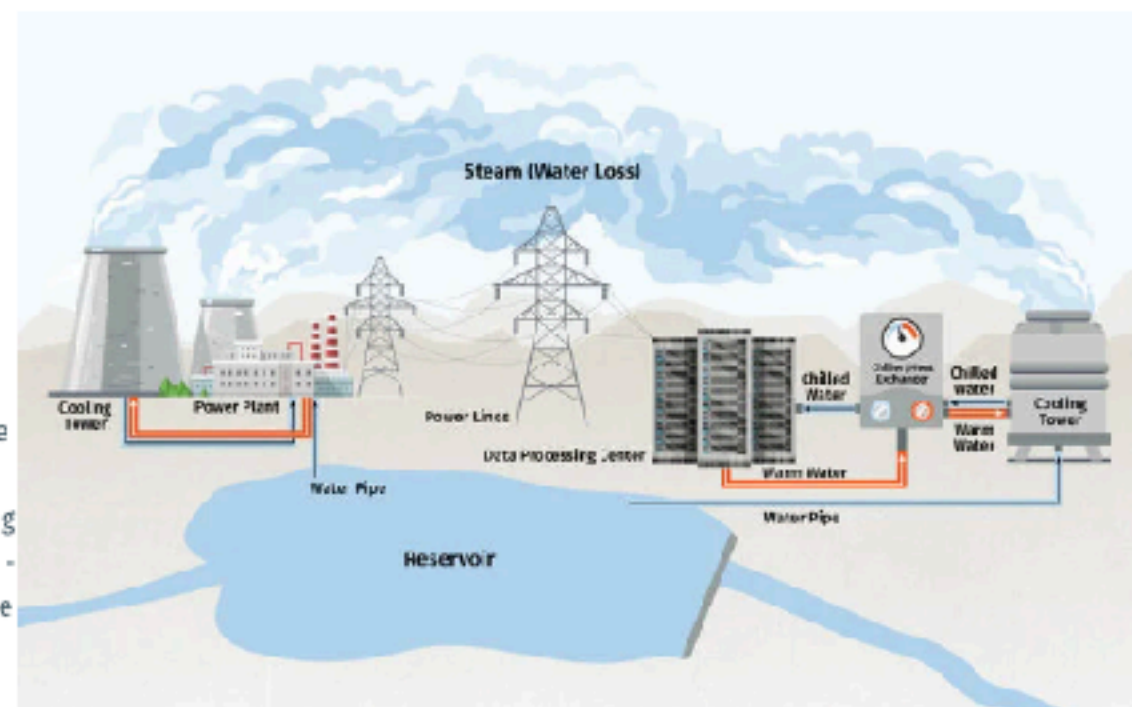
AUTHOR:
DAVID DANIELSKI
Apr 128 2023

SHARE THIS: [Social media icons]

Every time you run a ChatGPT artificial intelligence query, you use up a little bit of an increasingly scarce resource: fresh water. Run some 20 to 50 queries and roughly a half liter, around 17 ounces, of fresh water from our overtaxed reservoirs is lost in the form of steam emissions.

Such are the findings of a University of California, Riverside, study that for the first time estimated the water footprint from running artificial intelligence, or AI, queries that rely on the cloud computations done in racks of servers in warehouse-sized data processing centers.

Google's data centers in the U.S. alone consumed an estimated 12.7 billion liters of fresh water in 2021 to keep their servers cool -- at a time when droughts are exacerbating climate change -- Bourns College of Engineering researchers reported in [the study](#), published online by the journal arXiv as a preprint. It is awaiting its peer review.



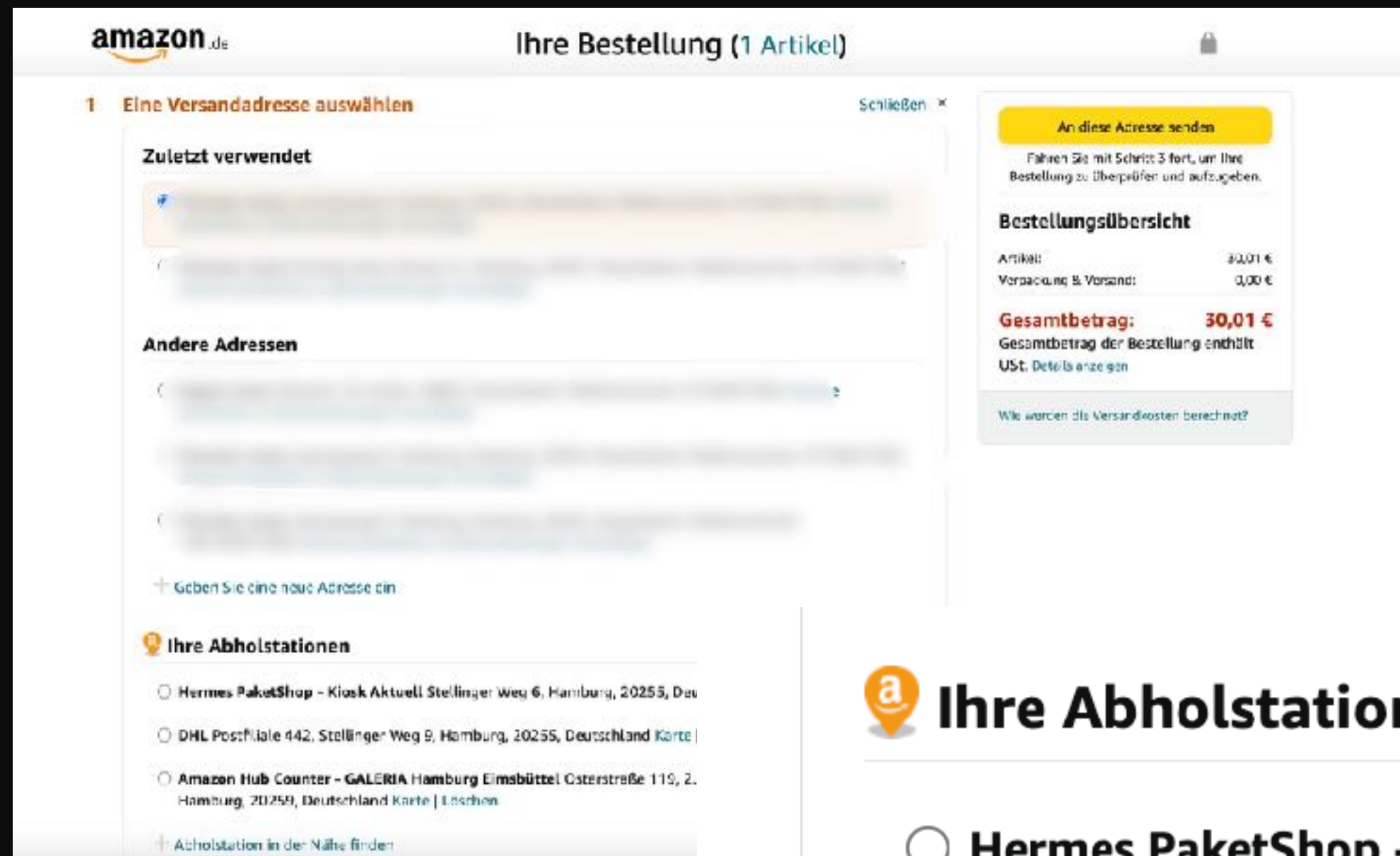
Data processing centers consume water by using electricity from steam generating power plants and by using on-site chillers to keep their servers cool. Graphic image by Eran Held/UCR

„Run some 20 to 50 queries and roughly a half liter, around 17 ounces, of fresh water is lost in the form of steam emissions.“

Source: University of California, Riverside
<https://news.ucr.edu/articles/2023/04/28/ai-programs-consume-large-volumes-scarce-water>



Build to drive
Sustainability



Ihre Abholstationen

- Hermes PaketShop - Kiosk Aktuell** Stellingener Weg 6, Hamburg, 20255, Deutschland [Karte](#) | [Löschen](#)
 - DHL Postfiliale 442**, Stellingener Weg 9, Hamburg, 20255, Deutschland [Karte](#) | [Löschen](#)
 - Amazon Hub Counter - GALERIA Hamburg Eimsbüttel** Osterstraße 119, 2. Obergeschoss; Sport-Kasse, Hamburg, 20259, Deutschland [Karte](#) | [Löschen](#)
- [+ Abholstation in der Nähe finden](#)

We need to help our users to act more sustainable.

1 Educate Users

Explain the impact and offer a low impact alternative - pages with less pictures and colors or less emails, for example.

2 Create new Defaults

Make sustainable choices default.
Shift from Opt. In to Sustainability
to Opt. Out

3 Low Impact Alternative

Offer a low impact alternative -
being it a website or a more
sustainable way to fulfill the users
need.



Solve the *right*
problems.



Kevin DeGood @kevin_degood · Mar 27



Electric cars don't make this sustainable.



78

1K

5.4K



The age of extinction
Carbon offsetting

This article is more than 3 months old

Revealed: more than 90% of rainforest carbon offsets by biggest certifier are worthless, analysis shows

Investigation into Verra carbon standard finds most are 'phantom credits' and may worsen global heating

- ['Nowhere else to go': Alto Mayo, Peru, at centre of conservation row](#)
- [Greenwashing or a net zero necessity? Scientists on carbon offsetting](#)
- [Carbon offsets flawed but we are in a climate emergency](#)

The age of extinction is supported by

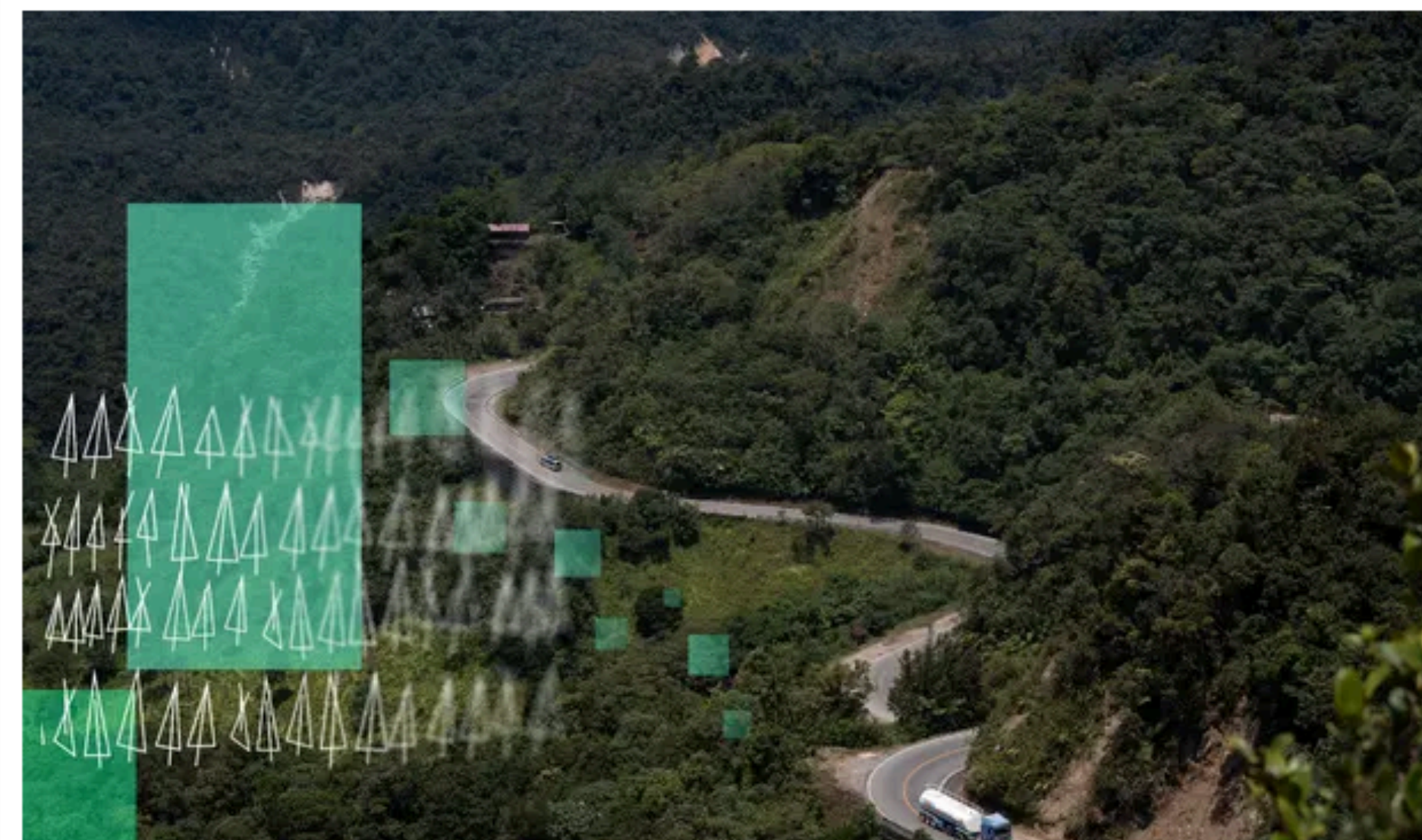



About this content

Patrick Greenfield

@pgreenfielduk

Wed 18 Jan 2023 14.00 GMT






Service Mein Konto Merktzettel Warenkorb

Inspiration . Damen . Herren . Kinder . Wäsche/Bademode . Sport . Schuhe . Spielzeug
 Multimedia . Haushalt . Küche . Heimtextilien . Möbel . Baumarkt . Marken . %Sale%

1 Mein Warenkorb 2 Anmelden 3 Prüfen & Absenden 4 Danke!

Zur Kasse >

OTTO



Reebok Classic »CLASSIC LEATHER SHOES« Sneaker
 42, FTWWHT-FTWWHT-PUGRY3
 (€ 59,99)

Anzahl
1

~~99,99~~
59,99

[Auf den Merktzettel](#)

lieferbar - in 2-4 Werktagen bei dir


Gutschein / Rabatt

Die Eingabe von Gutscheinen ist im Kassenbereich möglich.

Zwischensumme **59,99**
 Versandkosten (Paket) 2,95

Gesamtsumme 62,94

alle Angaben in Euro, inkl. Steuer

 Du sparst bei deinem Einkauf: **30,01**

Wir liefern CO₂-neutral durch Kompensation

< Weiter einkaufen


Zur Kasse >

OTTO Wonach suchst du? Service Mein Konto Merktzettel Warenkorb

Inspiration . Damen . Herren . Kinder . Wäsche/Bademode . Sport . Schuhe . Spielzeug
Multimedia . Haushalt . Küche . Heimtextilien . Möbel . Baumarkt . Marken . %Sale%

1 **Mein Warenkorb** 2 Anmelden 3 Prüfen & Absenden 4 Danke! **Zur Kasse**

OTTO


 **Reebok Classic »CLASSIC LEATHER SHOES« Sneaker**
42, FTWWHT-FTWWHT-PUGRY3
(€ 59,99)
[Auf den Merktzettel](#)
lieferbar - in 2-4 Werktagen bei dir

Anzahl: 1 ~~90,99~~ **59,99** ×

Gutschein / Rabatt ^
Die Eingabe von Gutscheinen ist im Kassenbereich möglich.

Zwischensumme	59,99
Versandkosten (Paket)	2,95

Gesamtsumme **62,94**
alle Angaben in Euro, inkl. Steuer

 Du sparst bei diesem Einkauf: **30,01**

Wir liefern CO₂-neutral durch Kompensation

< Weiter einkaufen **Zur Kasse** >

Frame *problems* the
right way.



NATION ROUSED AGAINST MOTOR KILLINGS

Secretary Hoover's Conference Will Suggest Many Ways to Check The Alarming Increase of Automobile Fatalities.—Studying Huge Problem

THE need for vigorous action against the growing menace of motor street and highway safety has prompted Secretary Hoover to call a conference of representatives of the various agencies interested in checking the steady increase in vehicular accidents. The conference will be held in Washington on Dec. 18. It will treat the subject from seven angles, including statistics, traffic control, construction and engineering, city planning and zoning, insurance, education and the motor vehicle and public relations.

THIS horror of war appear to be less appalling than the horrors of peace. The automobile looms up as a far more destructive force of destruction than the machine gun. The reckless motorist deals more death than the archer. The man in the street arena has slain than the man in the trench. Fifty thousand of our men were killed in action or died of wounds in the sixteen months of this country's participation in the World War. This is at the rate of 5,000 fatalities a month—a monthly average when compared with the startling toll of 5,000 men destroyed annually by accidents in the United States.

The greatest single fatal factor in the automobile, it felt a shudder as it woke as it crossed through 1923. It accounted for 34,422 victims. According to the single auto magazine recorded in the first nine months of this year there will be an increase of more than 1,000 for 1924. At the beginning of October approximately 34,000 motor deaths had already been reported.

A conference called by Secretary Hoover for next month will concentrate its deliberations upon street and highway accidents. A Committee on Statistics was appointed by Mr. Hoover to assist the conference with a clearly defined picture of the public safety situation. This committee is studying particular statistics upon the annual report of the United States Census Bureau on mortality statistics, which revealed that 22,221 persons died in vehicular accidents in 1923, an increase of about 2,500 over 1922.

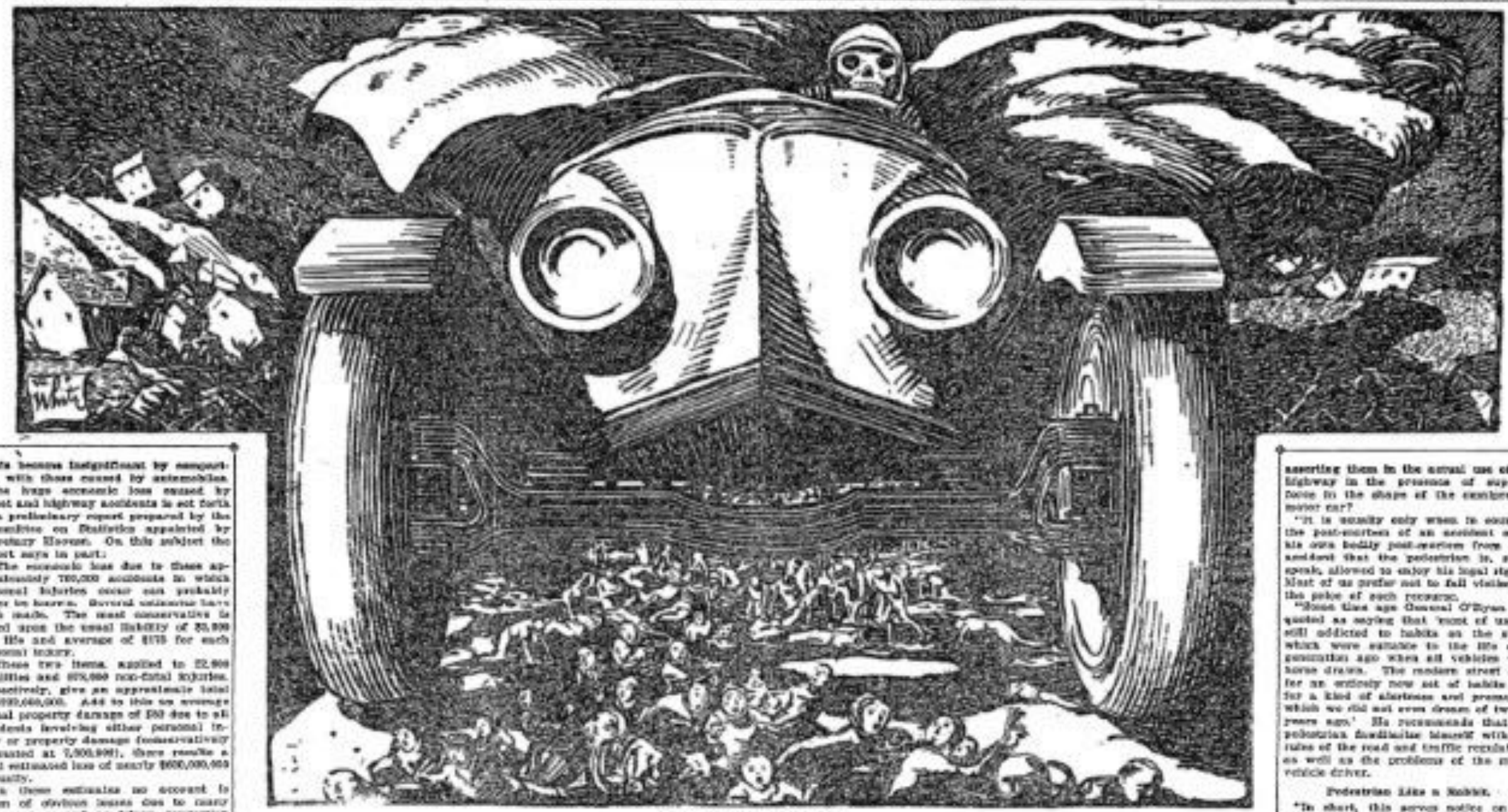
While the number killed in automobile accidents last year was given as 34,422, the motor car was also concerned in other highway fatalities. The Census Bureau sources each accident in the household vehicle involved. A collision between a truck and an automobile is classified as a truck accident. When street cars collide, the machines, the street cars are blamed upon the records. There were 2,322 deaths in train accidents in 1923. Many of the 5,000 who died in street car collisions were passengers of machines struck by high-speed interurban railroads. Motorcycles accounted for 286 deaths and all other vehicles, 1,208.

roads become indifferent by comparison with those caused by automobiles. The huge economic loss caused by street and highway accidents is not fully a preliminary report prepared by the Committee on Statistics appointed by Secretary Hoover. On this subject the report says in part:

"The economic loss due to these approximately 70,000 accidents in which personal injuries occur can probably never be known. Several estimates have been made. The most conservative is based upon the usual fatality of \$5,000 per life and average of \$175 for each personal injury.

"These two items, added to \$2,000 fatalities and 875,000 non-fatal injuries, respectively, give an approximate total of \$920,000,000. Add to this an average actual property damage of \$50 due to all accidents involving either personal injury or property damage (conservatively estimated at 2,500,000), there results a total estimated loss of nearly \$950,000,000 annually.

"If these estimates are correct in their order of obvious losses due to many other causes, such as delays, non-payment and a host of other property damages, undoubtedly the striving to be prevented just involving, undoubtedly, a large sum total. In this category would be included such items as lost time, various parts of the industry, are outlined in such a way as to bring out both the types of accidents and the motorist himself. This tends to correct the general impression that a conservative percentage of automobile accidents are caused by the motorist himself. This tends to correct the general impression that a conservative percentage of automobile accidents are caused by the motorist himself. This tends to correct the general impression that a conservative percentage of automobile accidents are caused by the motorist himself.



The Modern Juggernaut.

the streets and roads. Assuredly, that would be a privileged class who would steer such motions. In reality, the automobile drivers are a privileged class right now.

"Under present conditions there is a deadly competition between pedestrian and motorist for a use of those strips of highway we call street—a conflict deadly to the wayfarer, with the victory to the contestant.

"Frankly, it is largely a matter of viewpoint, this war between, and the same individual is often to much altered from his other side of the wheel. As both must use the highway and as two bodies cannot occupy the same space at once, when the twist meet, as they so often do, what is the solution?

"Naturally, one or cannot go on. The warring and crashing cannot continue. Hence? Do for each. The troubled motorist who sees his little child off to school or out to play, the fathering agent person who treacherously attempts a crossing near his own doorway of their vicinity. Carefully, the conscientious operator who with some nerves sees the foot dart out into his very path from some unexpected direction is entitled to some regard.

"As it stands, the motorist has won the contest for the use of the streets over the foot passenger. Despite the present efforts of police, courts and motor vehicle authorities to regulate him and his kind, the motorist has inspired fear and the sort of respect that keeps force from him.

"If we have failed adequately to regulate motorists shall we succeed any better in attempts to regulate pedestrians?

It is well enough to condemn the "jaywalker" if by that term we mean the reckless individual who is bent on getting there, whether on or off a crosswalk, without looking or governing his movements. But if we mean the average and the under-privileged in intelligence and attention of our population who do not see the best judgment because they cannot see who, unencumbered by the never looking, never seeing train of automobiles that address well-meaning regard to them, cutting up the highway as fast as is legal all calculations of time and space, try to thread their way through, if they are to cross at all, then I dissent emphatically.

As to Regulating Jaywalkers.

"Any regulation of the pedestrian is to be done with caution. His constitutional rights will exist on paper, at least. To place in the hands of any single official man on the Police Commissioner of this or any other city the unrestricted power to promulgate codes for his conduct is a questionable expedient, no matter how well meaning that official may be. It touches too closely upon the liberties of the citizen.

"If it is to be done at all let some previous and reasonable law or ordinance be passed, simple, understandable and not capricious.

asserting them in the actual use of the highway in the presence of superior force in the shape of the embattled motor car?

"It is usually only when in court at the post-mortem of an accident or at his own bodily post-mortem from such accident that the pedestrian is, so to speak, allowed to enjoy his legal rights: that of an order not to fall victim as the price of such recovery.

"Does this age General O'Brien was quoted as saying that 'most of us are still addicted to habits as the street which were suitable to the life of a generation ago when all vehicles were horse drawn. The modern street calls for an entirely new set of habits and for a kind of alertness and protection which we did not even dream of twenty years ago.' He recommends that the pedestrian discipline himself with the rules of the road and traffic regulations as well as the problems of the motor vehicle driver.

Pedestrian Likes a Noddy.

"In short, this serves notice on the pedestrian that he uses the public thoroughfares at his peril, a state of things which we know only too well exists in every-day life, irrespective of any moral legal rights that are supposed to be in the pedestrian, and which unfortunately

for, consistent educational work together, yet in teaching such considerations in easy facilities. It contemplates the re-education of streets, the service of first-



DO YOU KNOW YOU ARE GUILTY

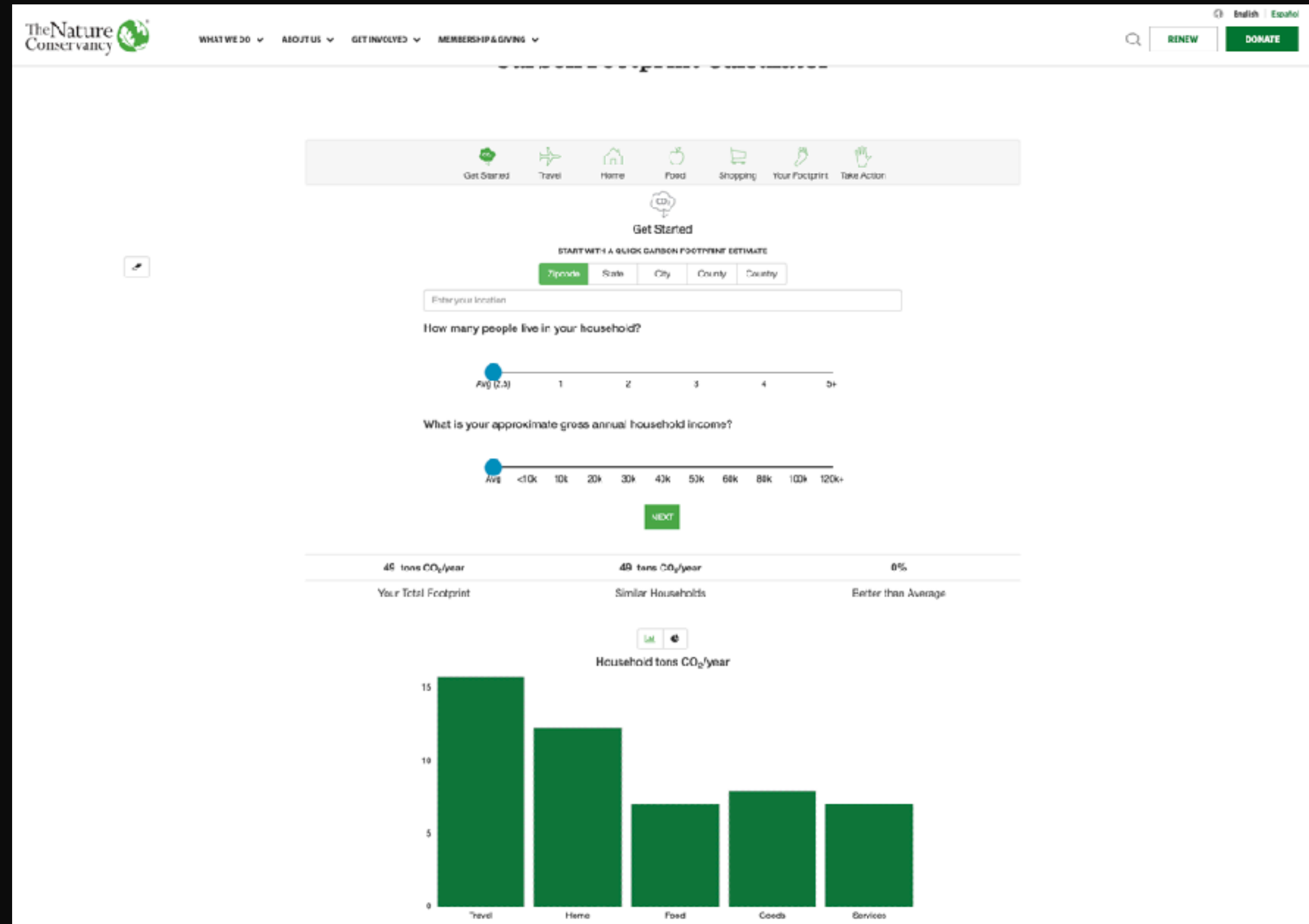
OF JAYWALKING—when you cross streets carelessly!

JAYWALKERS, who cross in the middle of the block; who fail to look, or who are otherwise careless, endanger only themselves.

CROSS ONLY AT CROSSINGS—If Traffic Officer is there wait for his signal.

ALWAYS LOOK LEFT—LOOK RIGHT!
CROSS STREETS CAREFULLY.

BUREAU OF PUBLIC SAFETY, POLICE DEPARTMENT, CITY OF NEW YORK



Reduce your carbon footprint.

But first, find out what it is.

Call it your mark on the world. It's the amount of carbon dioxide emitted due to your daily activities—from mowing your lawn to vacuuming your home. Find out the size of your household's carbon footprint, learn how you can reduce it, and see how we're reducing ours at bp.com/carbonfootprint. It's a start.



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Sustainability > BP Energy Lab

BP Energy Lab

Each one of us can do more to save energy and help make our environment cleaner. Here at BP Energy Lab, you'll get the tools, information, and tips you need to do your part.

Take the first step to a more eco-friendly life.

Use this simple tool to figure out your energy usage and carbon emissions. Once you have that knowledge, you'll be able to move forward in reducing them and creating a greener life.

Tally your score

Share this site and get your friends involved

Facebook | Google+ | Twitter | Email

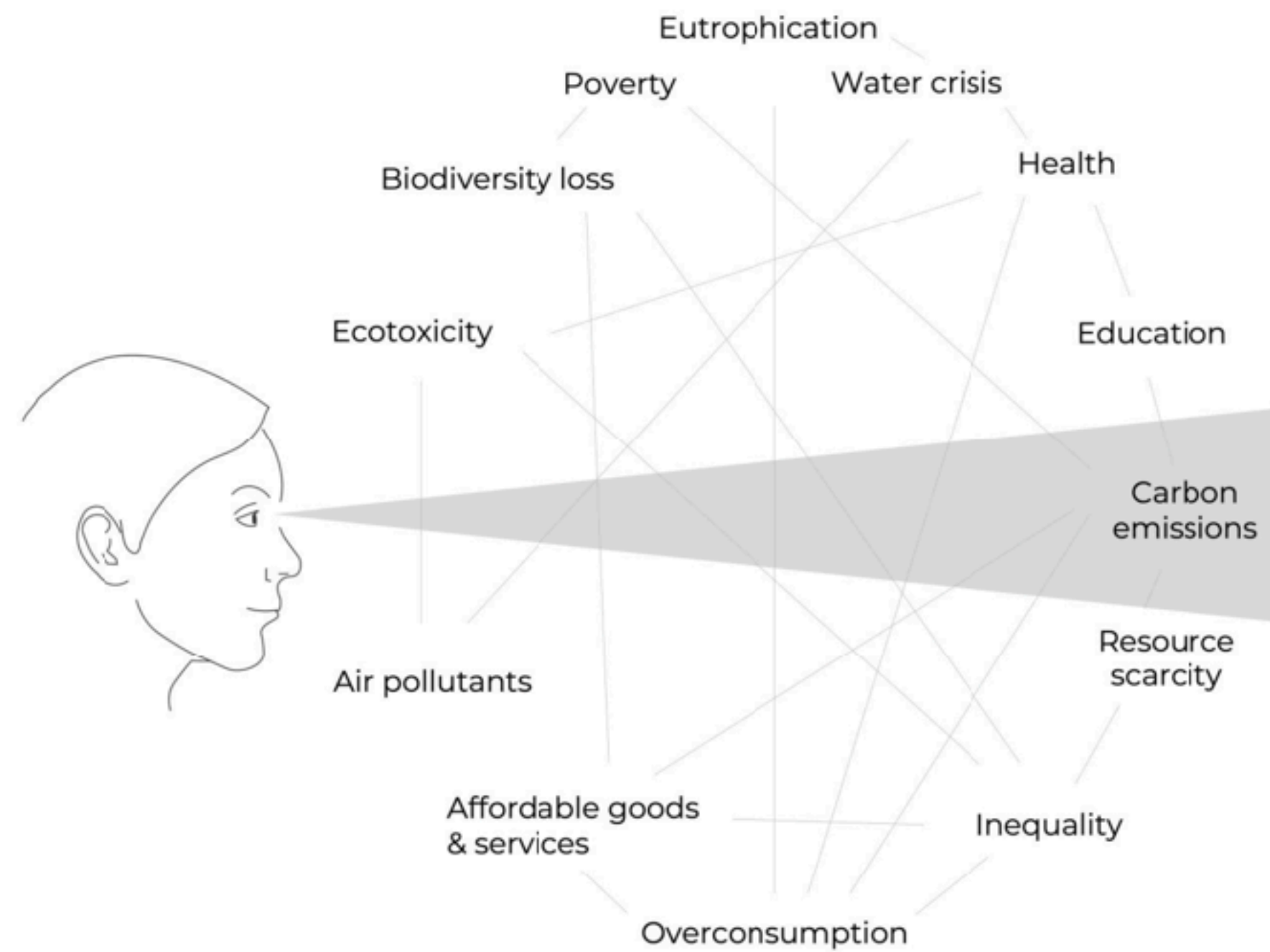
Tips to live greener

Check out these eco-friendly tips and start making a difference.

<p>Easy beginnings Check out these fast and easy tips to conserve energy.</p> <ul style="list-style-type: none"> Ride a bike instead of driving Switch the lights off when you leave Switch to compact florescent light bulbs De-clutter your car for better 	<p>Bigger challenges Ready for the next level? Get a tip here and get moving.</p> <ul style="list-style-type: none"> Draft-proof your home Go to a carwash Take driving courses Buy energy efficient appliances See all 	<p>Ultimate achievements You're ready to jump taller hurdles. Here are tips for you.</p> <ul style="list-style-type: none"> Get the most fuel-efficient car you can Get solar powered outdoor lighting Work from home Power your house with solar
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Design for *all aspects*
of sustainability.

Carbon Tunnel Vision



Sustainability transition

What have we won, if we save the world only for us, who were lucky enough to be born on the rich side of the planet?

Or what have we won, if we save the planet, but continue having more and more cases of depression and burnout?

SUSTAINABLE DEVELOPMENT GOALS



<https://sdgs.un.org/goals>

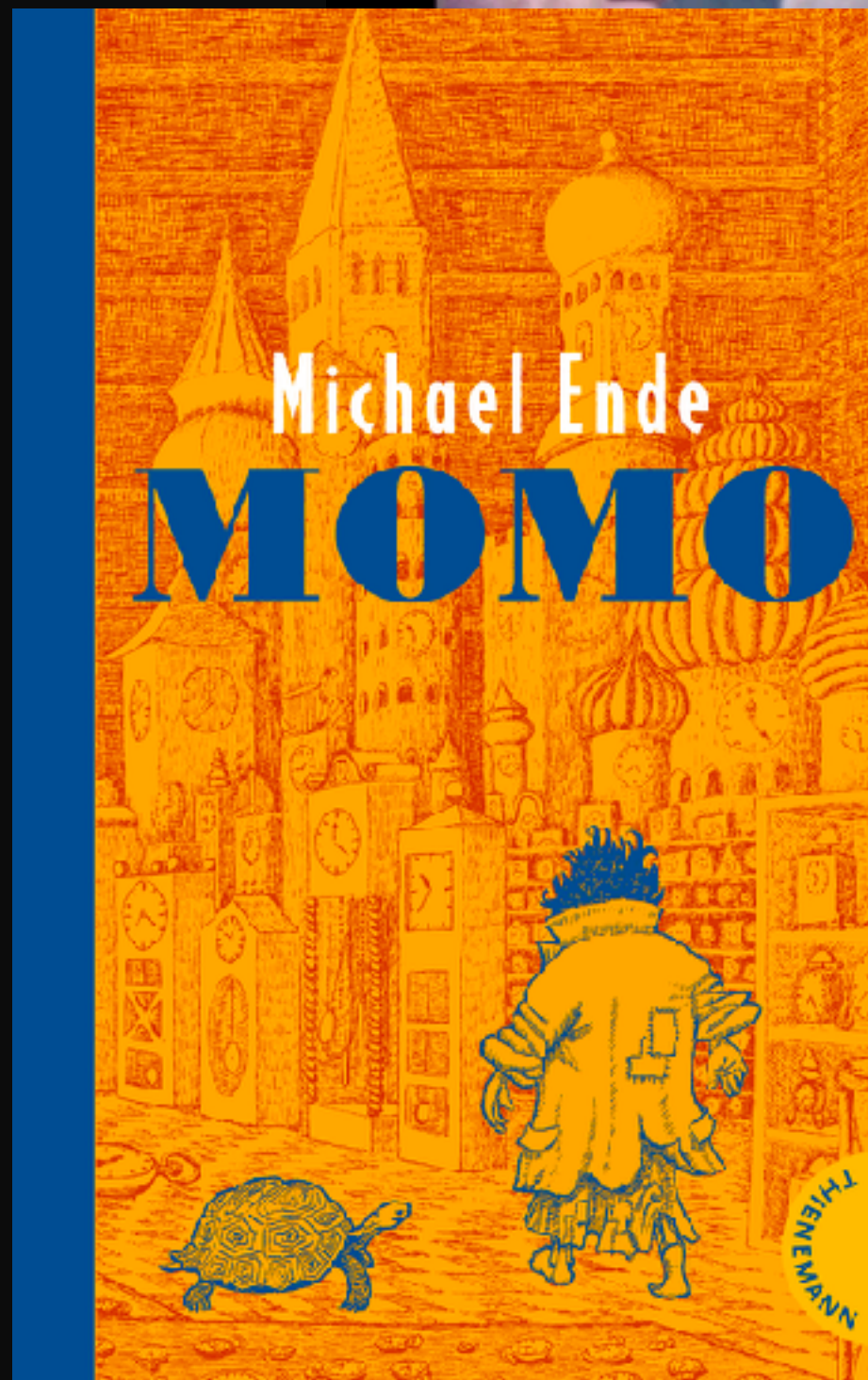
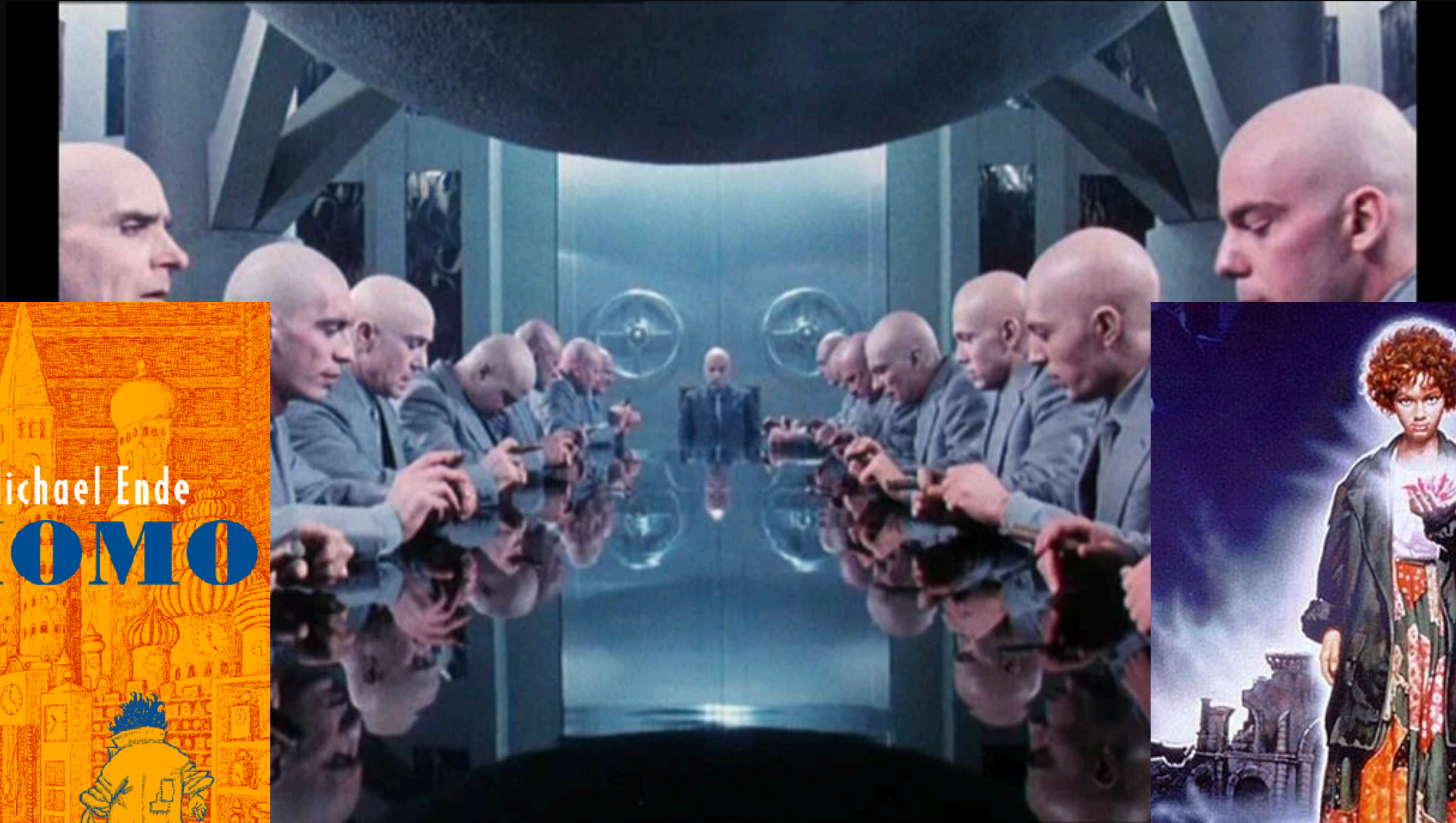


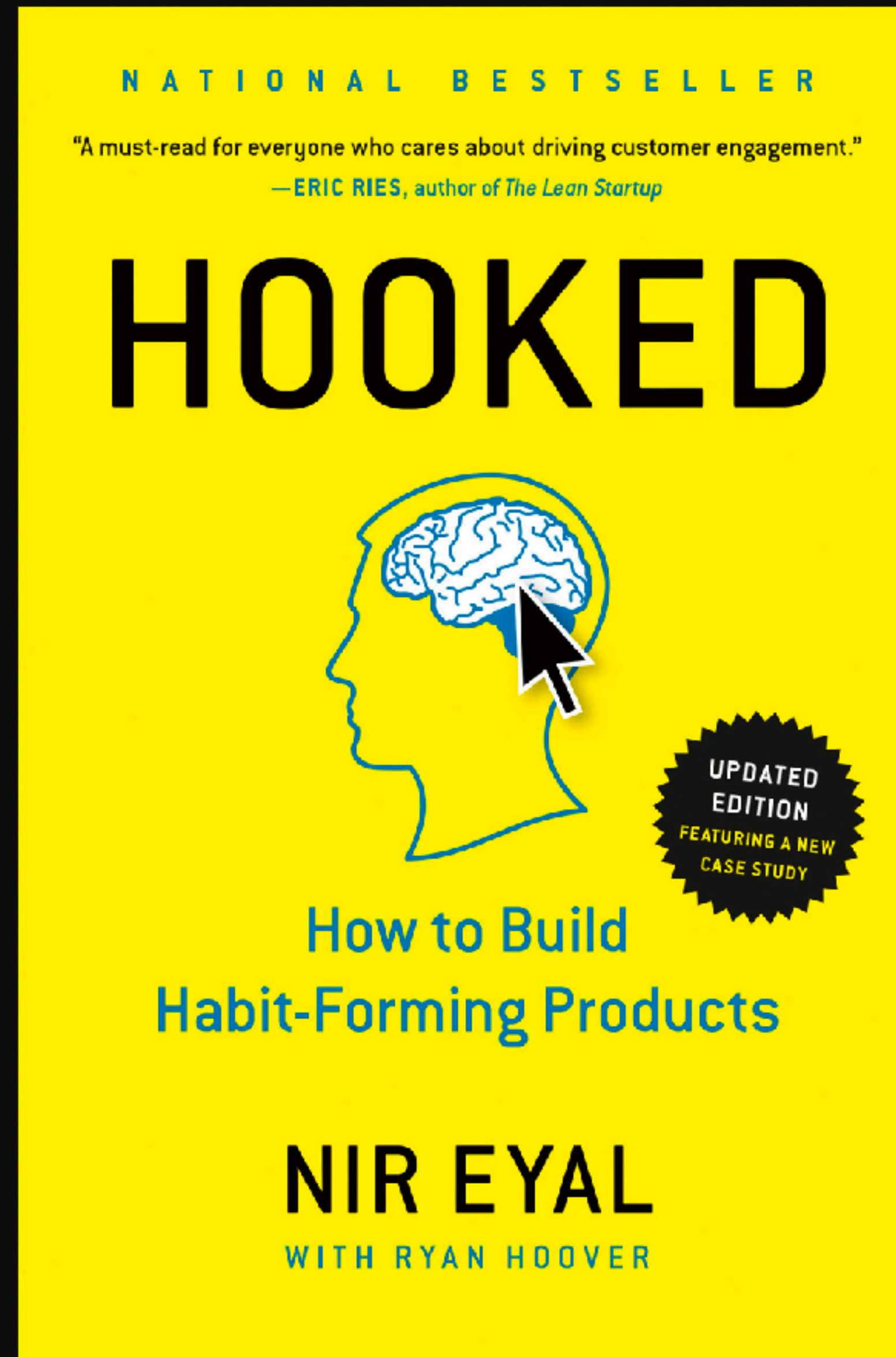
Build for *Equality.*

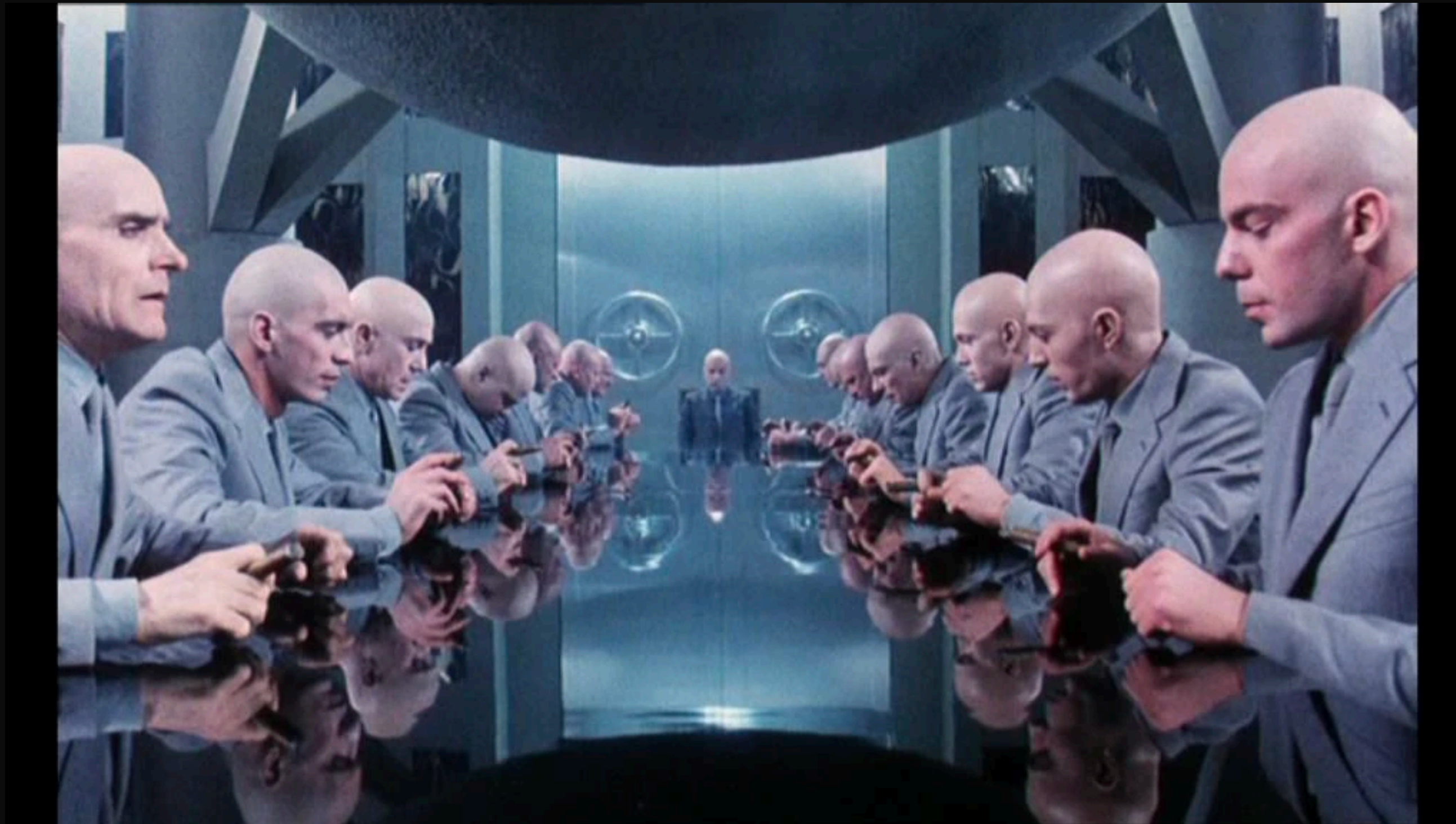
Fail fast, fail often fails us as
the „one & only“ mantra.

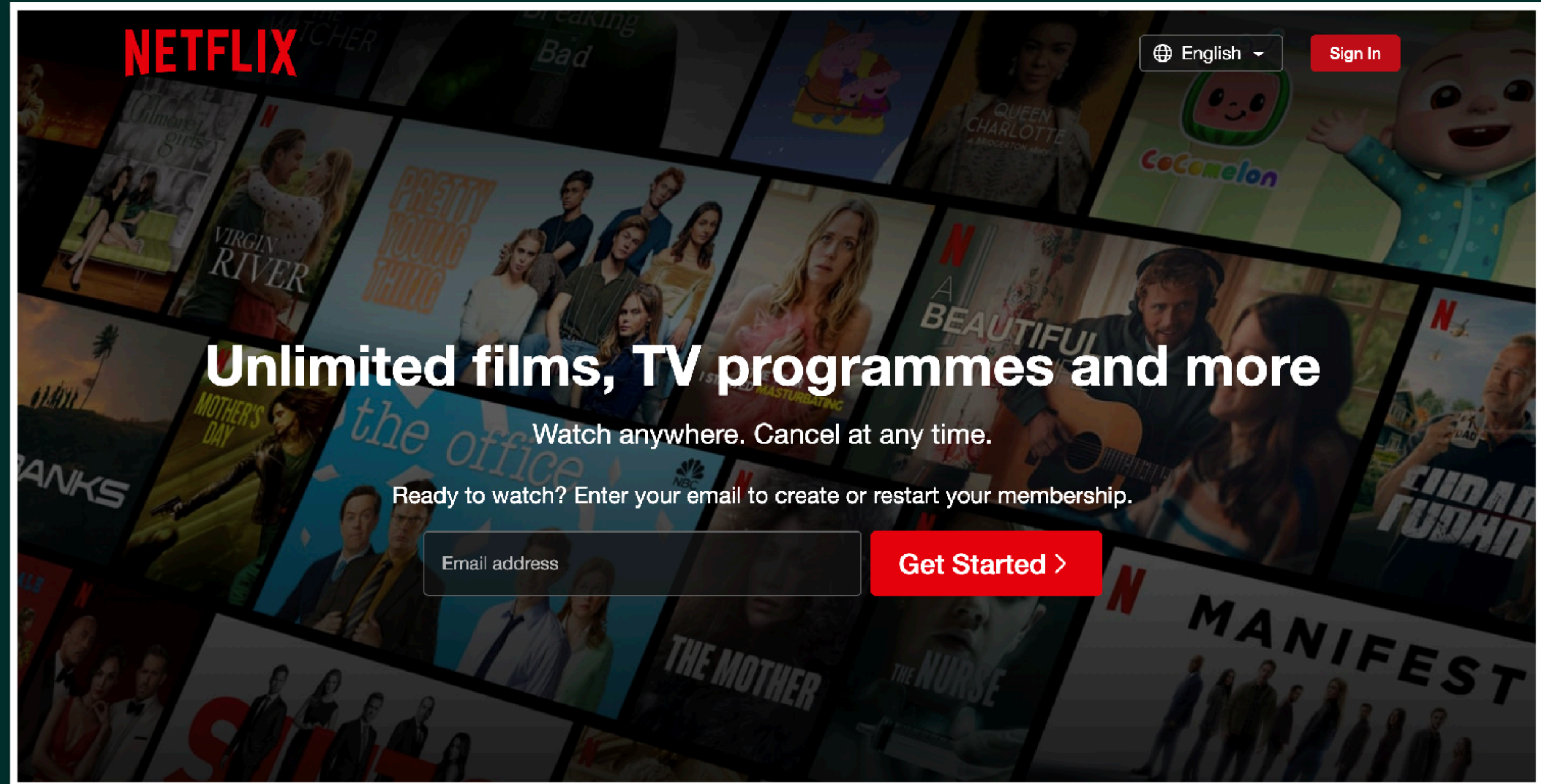


Build for *less User Addiction*








A screenshot of the Netflix homepage. The background is a collage of various movie and TV show posters, including titles like "The Office", "The Mother", "The Nurse", "Manifest", "A Beautiful Mind", "Queen Charlotte", "Cocomelon", "Virgin River", "The Crown", "The Queen's Gambit", "The Umbrella Academy", "The Mandalorian", "The Witcher", "Breaking Bad", "The Big Bang Theory", "Friends", "The Simpsons", "The Office: A Christmas Special", "The Office: The Movie", "The Office: The Final Cut", "The Office: The Complete Eighth Season", "The Office: The Complete Ninth Season", "The Office: The Complete Tenth Season", "The Office: The Complete Eleventh Season", "The Office: The Complete Twelfth Season", "The Office: The Complete Thirteenth Season", "The Office: The Complete Fourteenth Season", "The Office: The Complete Fifteenth Season", "The Office: The Complete Sixteenth Season", "The Office: The Complete Seventeenth Season", "The Office: The Complete Eighteenth Season", "The Office: The Complete Nineteenth Season", "The Office: The Complete Twentieth Season".

NETFLIX

English  [Sign In](#)

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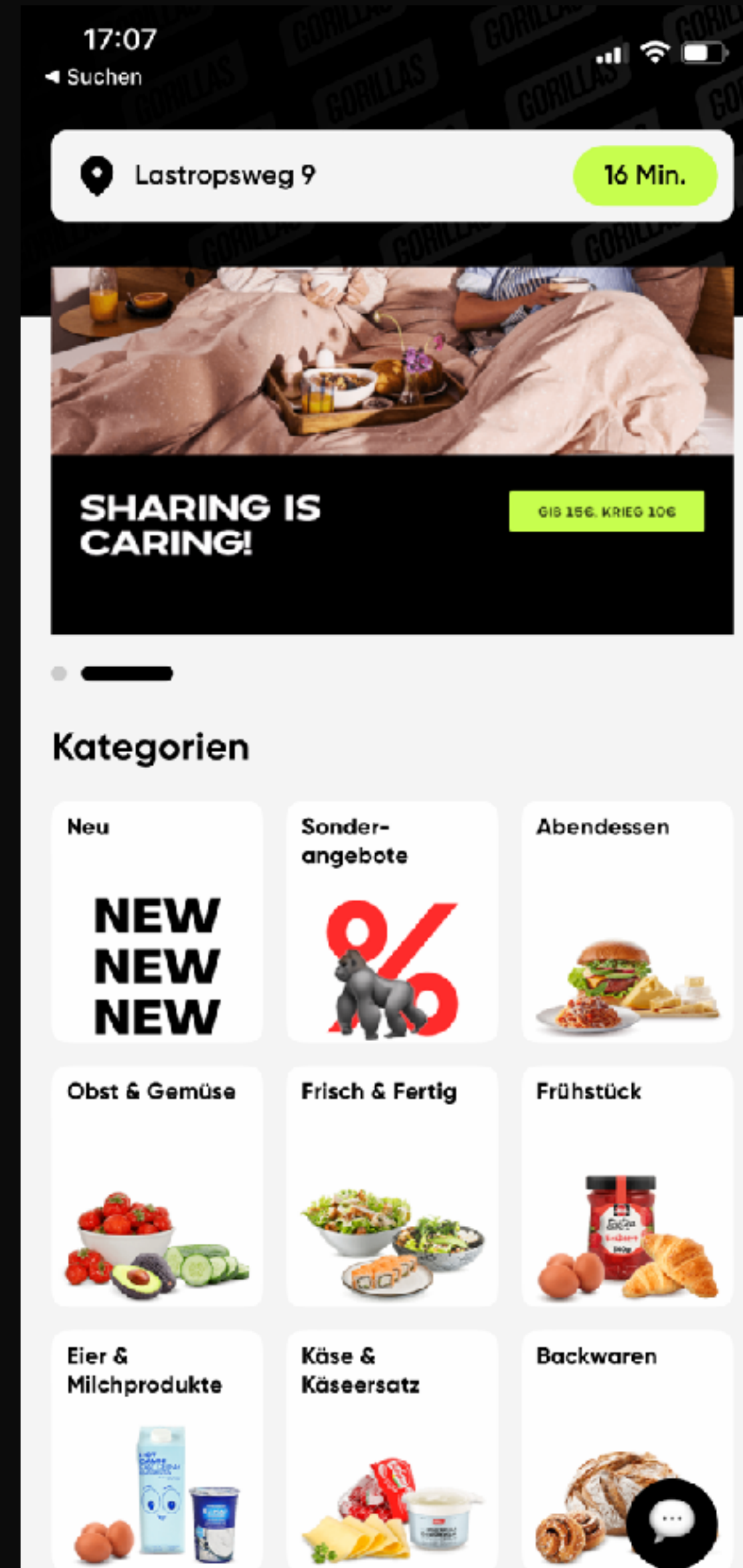
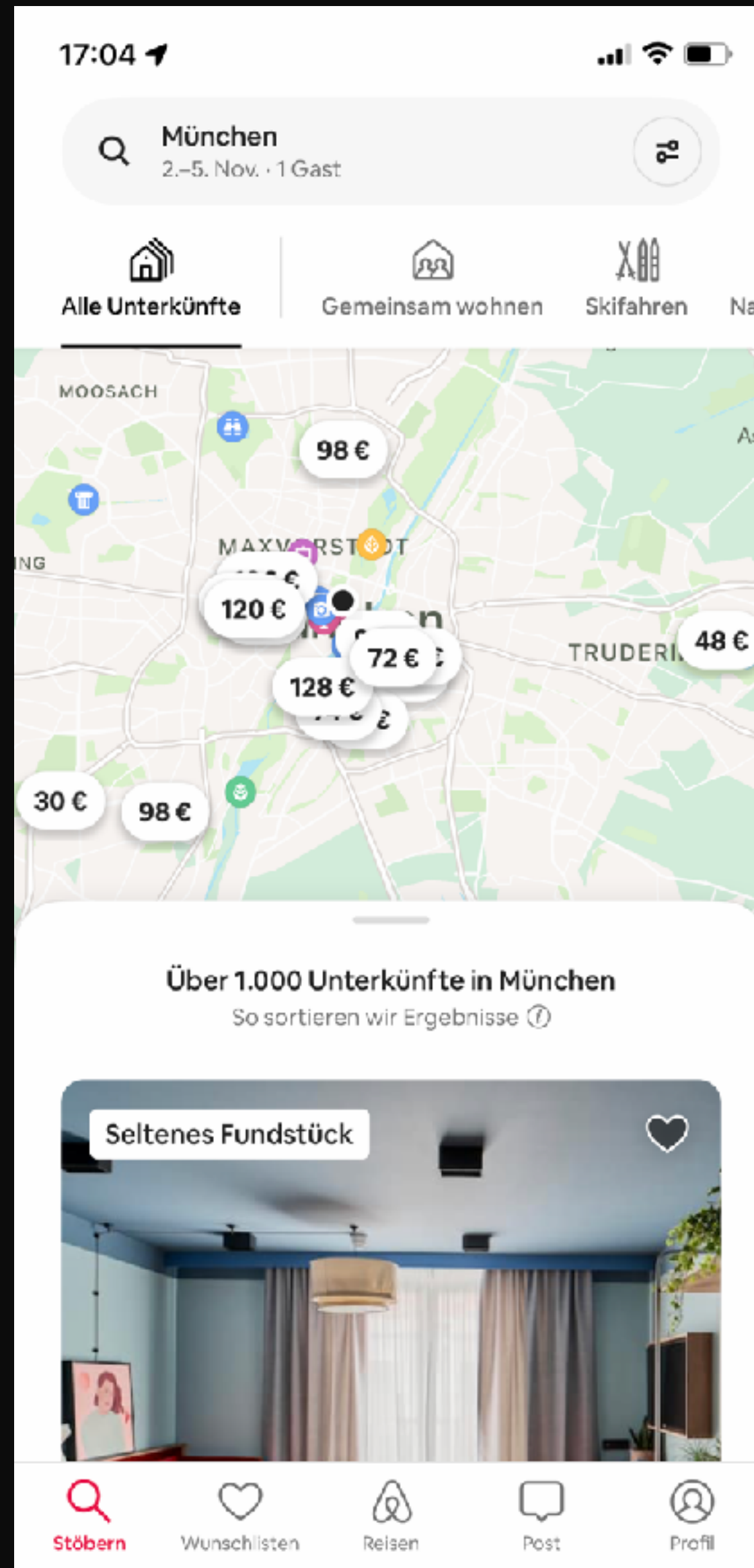
Ready to watch? Enter your email to create or restart your membership.

Email address

[Get Started >](#)



Build for
surrounding
eco-systems.



Everything we build is part of a bigger system. We must not design for our users only, but for all actors.

1 Embed on Strategic Level

Create transparency about the negative impacts of the experience on strategic level.

- Sustainable Business Model Canvas
- Sustainable Strategy Canvas

2 Embed on Tactical Level


Create transparency about the negative impacts of the experience on the building level.

- Sustainable User Journeys
- Actor Personas

Journey:

.....

.....

 SUX
sustainableuxnetwork.com

Steps	Step 1	Step 2	Step 3	Step 4	...	Step n
Goals						
Actions						
User Feelings						
Pain points						
Other Actors						
Human						
Non-Human						
Environmental sustainability						
Environmental pain points						
Ideas/Opportunities						
Social sustainability						
Social problems and pain points						
Ideas/Opportunities						
Mental sustainability						
Mental pain points						

Source:
SUX Network

But, come on. Good points,
but, it's not a business case..

HSBC adds greenwashing to risk matrix

By [Sarah George](#)

22nd February 2023



The addition was confirmed through the bank's latest annual report and accounts this week, which also confirmed Q4 2022 profits of more than £4.3bn – an increase of some 90% year-on-year.

“Expectations with respect to the intersection of environmental, social and governance (ESG) issues and financial crime as our organisation, customers and suppliers transition to net zero, are increasing, not least with respect to potential ‘greenwashing,’” the report states, in a section on top and emerging risks driven by external factors.

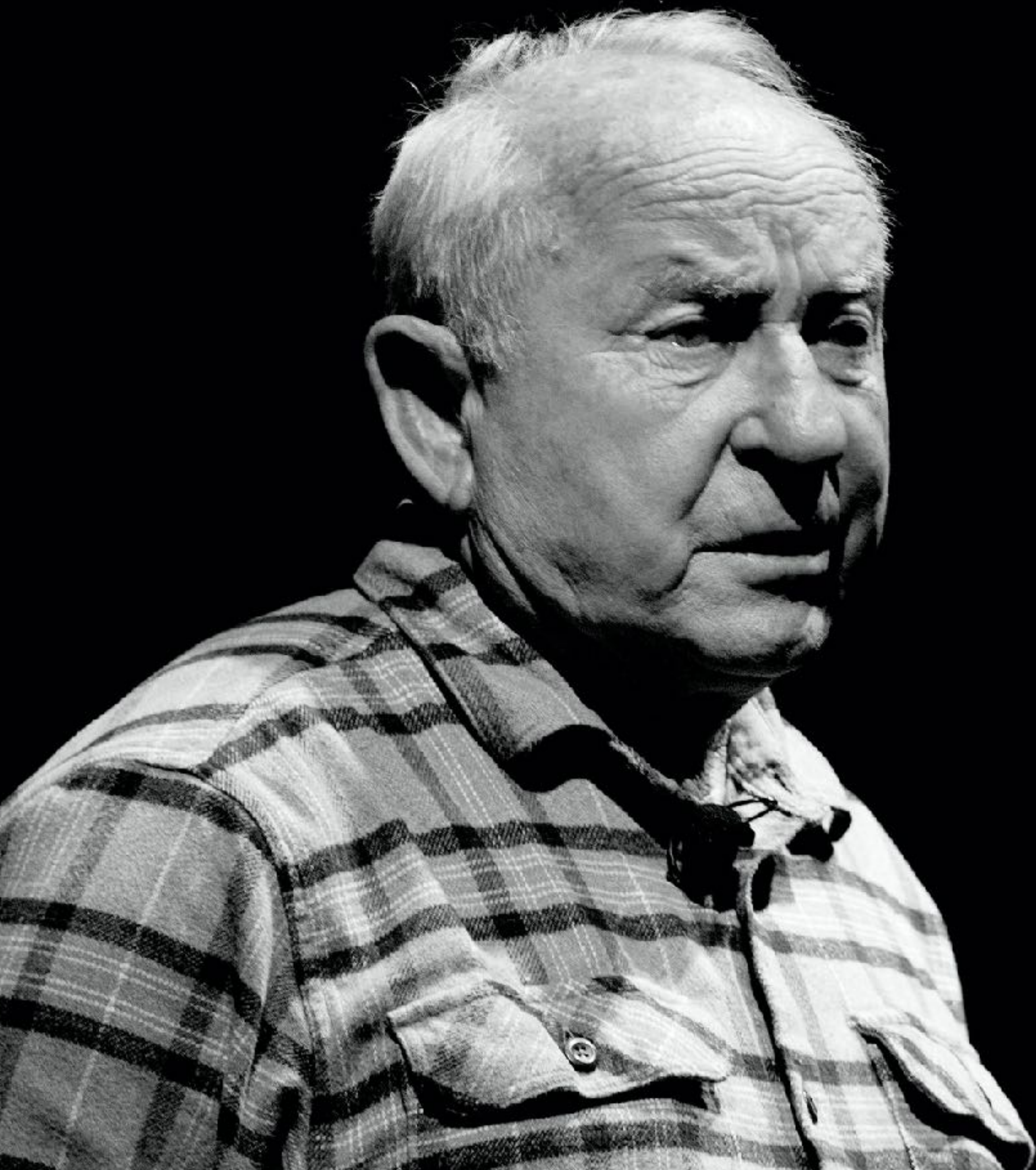
“Companies also face a heightened regulatory focus on both human rights issues and environmental crimes, from a financial crime perspective,” the report adds.

Elsewhere in the report, HSBC confirms that it will update its climate plan by the end of the year, including new measures to measure and address climate-related risk. “We are also enhancing our approach to greenwashing risk” this section adds.

Source: **edie**

<https://www.edie.net/hsbc-adds-greenwashing-to-risk-matrix/>

“We found that organisations that focus on sustainable product design not only stand to gain from improved compliance, reduced emissions, and reduced resource scarcity concerns, but can also reap benefits such as increased revenue growth and improved relationships with customers and employees.”



„Despite the challenges involved, we've found that every time we've elected to do the right thing, even when it costs twice as much, it turned out to be more profitable.“

Yvon Chouinard
Founder Patagonia

What should
you do now?



Incorporate true *Sustainability Narratives* in your team/company.

User value

Incorporating sustainability in your digitale experiences becomes crucial for a good relationship to your users/customer.

Employee value

Creating sustainable products improves the relationship to the employees of a company.

Business value

Sustainable products can create more revenue growth already today and make sure you still have a business in 5 years.

Create *Transparency* about the negative impacts of your (digital) product

Carbon Footprint

What is the Carbon footprint of your digital product?

Actors & Impacts

Who are the other actors in the context of your digital product?
Who and what is impacted by your product?

Unintended Consequences

Are there unintended Consequences of your digital product - on other actors, the environment or the users?



Start making Sustainability *Default* in your product building/design processes.

Sustainable Strategy

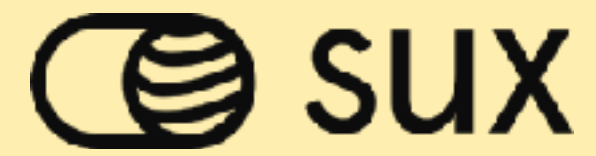
Incorporate Sustainability in your product (and company) strategies from the beginning.

Additional Goals

- How much less carbon will your product emit in 12 months?
- Which unintended consequences can be lowered or fully avoided in 12 months?

Sustainable Design/Building


- Start using Carbon Friendly design and build practices: Elements, Fonts, Images, Caching, etc.
- Identify and use Sustainable Defaults



It is a *mindset shift.*

We need to change the way of thinking digital product creation by asking the right questions, setting new layers and KPIs and shifting the narrative beyond our classic mindsets.





„For there is always light,
if only we're brave
enough to see it.
If only we're brave
enough to be it.“

Amanda Gorman

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How UX can (hopefully) save the world

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Sustainable UX

How UX can (hopefully) save the world



WILD

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