

# Global to local



CHALLENGE



METHOD CARDS

**Global  
Goals  
toolkit**



# Global to local

Creating local, short term challenges for the global, long term Sustainable Development Goals



## TASKS

1. Take a look at the 17 Global Goals and pick one or more that relate to your design context.
2. Start with 1 card: take look at info on the goal.
3. Try to frame your challenge as a question: "How might we" is a useful start. To translate from global to local it helps to make it: specific, personal, current, relevant:
  - What is something you see in your own context?
  - What is a challenge that you relate to personally?
  - What is a challenge that is happening now?
  - What is a challenge that affects you, your family, your friends?
4. Write all challenges down, 1 per post it. Use the Sustainable Roadmap to decide what challenge you want to work on.

## WHEN

When you want take action for the Goals.

## WHY

To create a link between big ambitious goals and small design steps. Think big, start small!

## NOTE!

You don't need to do use all of the 17 goals, but can explore which ones are relevant to your specific context or project.

## OUTPUT

Local short term challenges that relate to one or more of the goals.

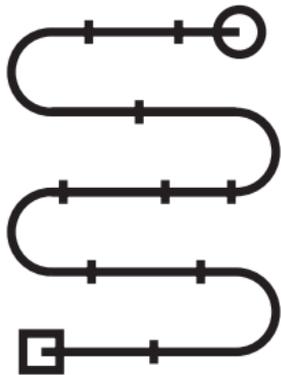
## NEXT

Use Sustainable Roadmap to get into more detail, or take another card to repeat the process

# Sustainable Roadmap



CHALLENGE



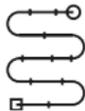
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# Sustainable Roadmap

Map out what challenge to work on and what to plan from now into the future



## TASKS

1. Make sure you have a local challenges you want to work on.
2. Make a matrix with 2 axes: from now to 2030 (horizontal) and from local to global (vertical)
3. Map out your challenges on the matrix: aim for the box of local/now - this will get you started right away!
4. Do you have a challenge that fits into another quadrant, but is still worth working on? See what you need to adapt to get it into the local box. Maybe you need to add a specific location, or a specific target group, for example.
5. Per challenge, try to fill in the gaps before and after - in order to create a roadmap. What do you need to adapt to start creating change tomorrow? And what do you take into account to design for the future?
6. Pick a final challenge and use its roadmap to start creating ideas.

## WHEN

When your challenge needs to be more specific.

## WHY

To place your challenge in a temporal and geographical context.

## NOTE!

If you are not sure where to put a post-it, just put it on the wall and then see if you want to move it.

## OUTPUT

A concrete challenge to start working on right away, and a roadmap that gives insight in further steps.

## NEXT

Do some more research related to your challenge, or start brainstorming for ideas.

# Actors map



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# Actors map

The Actors map represents the relationship between stakeholders. It's a view of the service/ system and its context.

## TASKS

1. Arrange a room where you can focus and work for a couple of hours.
2. List down the core stakeholders of your challenge on a big sheet of paper.
3. List down the subgroups of stakeholders.
4. Connect the stakeholders to each other and describe how they relate to each other.
5. Write down the specifics of the relationships between the stakeholders, how, where and why do they communicate?
6. Document the end result.



## WHEN

At the beginning of a project to understand relationships between the different parties.

## WHY

Understanding relationships is an important aspect of (service) design.

## NOTE!

Stakeholders aren't only employees or companies, a family member can also be a stakeholder.

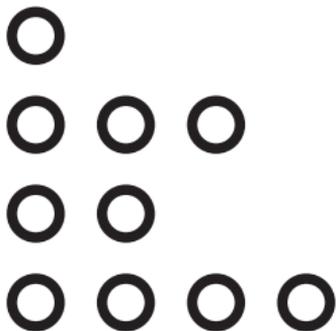
## OUTPUT

A map of all the stakeholders and their relationship with each other.

## NEXT

Analyse the map and identify areas where there is room for improvement.

# Dot voting



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# Dot voting

Dot voting is a collective way of prioritising and converging on a design solution that uses group voting.

## TASKS

1. As moderator, list down the ideas you want to vote for, and explain them where needed.
2. Ask each participant to vote on their top 2 or 3 by using dots. Give them a limited number of dots, and they have to assign more to the idea they like the most.
3. Count votes and arrange them in popularity.
4. Discuss the reasons behind the hierarchy and see if the best idea(s) can be taken to the next level.



## WHEN

When there are more ideas than can be feasible to develop further.

## WHY

Allows for a consensus on which ideas need to be developed further and the reasons behind that.

## NOTE!

The group should contain at least 4 people and no more than 20.

## OUTPUT

A selection of the most popular ideas according to the group.

## NEXT

Take the most promising ideas to the next level, kill your darlings.

# People planet prosperity



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# People Planet Prosperity

Analyse the potential impact that your idea will have on the different 17 Sustainable Development Goals.



## TASKS

1. Print out the People Planet Prosperity template.
2. Write down a short description of your idea.
3. Write down how your idea impacts the different Global Goals and how.
4. How does your idea impact the circle of People? Visualise this by filling the different goals. Do the same for Planet and Prosperity.
5. To design for sustainable development, we need to take into account all 3 categories of social, economical and ecological sustainability. Look at your circles. Does it have big gaps somewhere? What can you do to create a more complete picture? Adapt your idea accordingly.

## WHEN

After having a few feasible ideas that could be developed further.

## WHY

Helps to identify the sustainable and societal impact the ideas can have.

## NOTE!

You can start with answering the question: 'Define your success in 2025'.

## OUTPUT

Ideas and concepts that are rated based on their impact.

## NEXT

Pick the best ideas and develop them further.

Ted Talk by Johan Rockström, „5 transformational policies for a prosperous and sustainable world“

CIFAL Flanders

# Benefit vs. Harm



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# Benefit vs. Harm

Zoom in on the benefits and disadvantages your idea brings on the level of individual, the local community and the wider society

## TASKS

1. Print out the Benefit vs. Harm template.
2. Brainstorm on the benefits you want to provide for its users: write them on post-its and place them in the center of the poster
3. Write down the benefits that the local community will get. Place them around the first circle. Do the same with negative effects
4. Write down the benefits that your idea will bring on a societal level. Place them around the second circle. Don't forget to also place possible negative effects on society next to it!
5. Take another look at your idea and see what you can add to enhance your benefits on the different levels, Think also on what you can do (or not do) to reduce the disadvantages.



## WHEN

When you want to map out the positive and negative effects of your idea.

## WHY

To see how your idea adds value on different levels, and to prevent possible harm you can do.

## NOTE!

Strong when combined with Design your doughnut or People planet prosperity.

## OUTPUT

An overview of good and bad effects of your idea, for people, community and society.

## NEXT

Look for inspiration in the Target Cards to see how you can adapt your idea.