

Sustainable futures

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The future is ours to make.

While the outlook can often feel dire,
we believe the future is not yet decided.

Predictions can be wrong. Why spend
more time forecasting? Instead let's act
and build the future we want.

At Doberman, we are passionate about
defining the future of our planet and have
challenged ourselves to inspire others
into action.

This deck of cards contains thought
starters and provocations to get you
thinking about sustainable futures, too.

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UN Global Goals: Tools for Change

The UN Global Goals are the blueprint to achieve a better and more sustainable future for all. They address the global challenges we face, including poverty, inequality, climate change, peace and justice. All of the 17 Goals are interconnected, and in order to leave no one behind, it is important that we achieve them all by 2030.

Guided by these goals, it is up to all of us — governments, businesses, and the general public — to work together to build a better future for all. Improving on the UN Global Goals is one of Doberman's ownership directives.

We believe these goals are a provocative tool for framing discussions around sustainable futures.

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Activity:

Do good

Step 1 → The UN Global Goals

Spread out all 17 goals and allow everyone to familiarize themselves with each goal.

Step 2 → Prioritize

Sort the goals based on what will have the most impact on this project. Narrow down the cards to reflect your top three goals and as a team, pick a single priority.

Step 3 → Take action

How will you take action on your UN Global Goal throughout this project?

Step 4 → Commit

How will you measure success on this project? How often will you check-in?

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Activity:

Do no harm

Step 1 → The UN Global Goals

Spread out all 17 goals and allow everyone to familiarize themselves with each goal.

Step 2 → Assess risk

Walk through goal-by-goal and ask, "Will our project negatively impact progress on this Global Goal?"

Step 3 → Take action

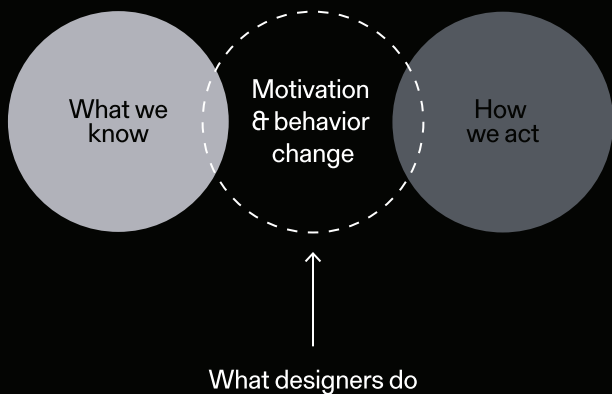
Identify which aspects of the project may cause harm. Can you take action to change or mitigate this negative impact?

Step 4 → Plan

Assign owners and deadlines to each action created in Step 3.

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Design provocations



Check out the design provocation cards for more.

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A large, stylized graphic of the number 0, rendered in a dark red color. The top part of the 0 is a thick, curved line that forms a circle. The bottom part is a thick horizontal bar that extends across the width of the page, with a small vertical protrusion on the right side.

No poverty

End poverty in all its forms
everywhere.

1 No Poverty

- 1.1** Eradicate extreme poverty
- 1.2** Reduce poverty by at least 50%
- 1.3** Implement social protection systems
- 1.4** Equal rights to ownership, basic services, technology and economic resources
- 1.5** Build resilience to environmental, economic and social disasters
- 1.A** Mobilize resources to Implement policies to end poverty
- 1.B** Create pro-poor and gender-sensitive policy framework



Zero hunger

End hunger, achieve food security
and improved nutrition, and
promote sustainable agriculture.

2 Zero hunger

- 2.1** Universal access to safe and nutritious food
- 2.2** End all forms of malnutrition
- 2.3** Double the productivity and incomes of small-scale food producers
- 2.4** Sustainable food production and resilient agricultural practices
- 2.5** Maintain the genetic diversity in food production
- 2.A** Invest in rural infrastructure, agricultural research, technology and gene banks
- 2.B** Prevent agricultural trade restrictions, market distortions and export subsidies
- 2.C** Ensure stable food commodity markets and timely access to information

The background features two large, dark green, stylized letters: a 'G' at the top and a 'W' below it. The 'G' is a simple, rounded shape. The 'W' is composed of two 'U' shapes joined together, with a central vertical bar. The letters are set against a solid, medium green background.

Good health & well-being

Ensure healthy lives and promote
well-being for all at all ages.

3 Good health & well-being

- 3.1** Reduce maternal mortality
- 3.2** End preventable deaths under 5 years of age
- 3.3** Fight communicable diseases
- 3.4** Reduce mortality from non-communicable diseases and promote mental health
- 3.5** Prevent and treat substance abuse
- 3.6** Reduce road injuries and deaths
- 3.7** Universal access to sexual and reproductive care, family planning and education
- 3.8** Achieve universal health coverage
- 3.9** Reduce illnesses and death from hazardous chemicals and pollution
- 3.A** Implement the WHO framework convention on tobacco control
- 3.B** Support research, development and universal access to affordable vaccines and medicines
- 3.C** Increase health financing and support health workforce in developing countries
- 3.D** Improve early warning systems for global health risks



Quality education

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

4 Quality education

4.1 Free primary and secondary education

4.2 Equal access to quality pre-primary education

4.3 Equal access to affordable technical, vocational and higher education

4.4 Increase the number of people with relevant skills for financial success

4.5 Eliminate all discrimination in education

4.6 Universal literacy and numeracy

4.7 Education for sustainable development and global citizenship

4.A Build and upgrade inclusive and safe schools

4.B Expand higher education scholarships for developing countries

4.C Increase the supply of qualified teachers in developing countries



Gender equality

Achieve gender equality and
empower all women and girls.

5 Gender equality

- 5.1** End discrimination against women & girls
- 5.2 End all violence against and exploitation of women & girls
- 5.3 Eliminate forced marriages and genital mutilation
- 5.4 Value unpaid care and promote shared domestic responsibilities
- 5.5 Ensure full participation in leadership & decision-making
- 5.6 Universal access to reproductive health and rights
- 5.A Equal rights to economic resources, property ownership and financial services
- 5.B Promote empowerment of women through technology
- 5.C Adopt and strengthen policies and enforceable legislation for gender equality

The background is a solid light blue color. There are two large, thick, dark blue swirls or loops that overlap each other and the text. One swirl is positioned higher and to the right, while the other is lower and to the left, creating a sense of movement and depth.

Clean water & sanitation

Ensure availability and
sustainable management of water
and sanitation for all.

6 Clean water & sanitation

- 6.1** Safe and affordable drinking water
- 6.2** End open defecation and provide access to sanitation and hygiene
- 6.3** Improve water quality, wastewater treatment and safe reuse
- 6.4** Increase water-use efficiency and ensure freshwater supplies
- 6.5** Implement integrated water resources management
- 6.6** Protect and restore water-related ecosystems
- 6.A** Expand water and sanitation support to developing countries
- 6.B** Support local engagement in water and sanitation management



Affordable & clean energy

Ensure access to affordable,
reliable, sustainable and modern
energy for all.

7 Affordable and clean energy

7.1 Universal access to modern energy

7.2 Increase global percentage of renewable energy

7.3 Double the improvement in energy efficiency

7.A Promote access to research, technology and investments in clean energy

7.B Expand and upgrade energy services for developing countries



Decent work & economic growth

Promote sustained, inclusive and sustainable economic growth. Full, productive, and decent employment, for all.

8 Decent work & economic growth

- 8.1** Sustainable economic growth
- 8.2** Diversify, innovate and upgrade productivity
- 8.3** Promote policies to support job creation & growing enterprises
- 8.4** Improve resource efficiency
- 8.5** Full employment & decent work with equal pay
- 8.6** Promote youth employment, education, and training
- 8.7** End modern slavery, trafficking, and child labor
- 8.8** Protect labor rights and safe environments
- 8.9** Promote beneficial and sustainable tourism
- 8.10** Universal access to banking, insurance, and financial services
- 8.A** Increase aid for trade support
- 8.B** Develop a global youth employment strategy



Industry, innovation & infrastructure

Build resilient infrastructure,
promote inclusive and sustainable
industrialization, and foster
innovation.

9 Industry, innovation & infrastructure

- 9.1** Develop sustainable, resilient and inclusive infrastructures
- 9.2** Promote inclusive and sustainable industrialization
- 9.3** Increase access to financial services and markets
- 9.4** Upgrade all industries and infrastructures for sustainability
- 9.5** Enhance research and upgrade industrial technologies
- 9.A** Facilitate sustainable infrastructure development for developing countries
- 9.B** Support domestic technology development and industrial diversification
- 9.C** Universal access to information and communications technology



Reduce inequalities

Reduce inequality within and
among countries.

10 Reduce inequalities

- 10.1** Reduce income inequalities
- 10.2** Promote universal social, economic, & political inclusion
- 10.3** Ensure equal opportunities and end discrimination
- 10.4** Adopt fiscal and social policies that promote equality
- 10.5** Improved regulation of global financial markets and institutions
- 10.6** Enhanced representation for developing countries in financial institutions
- 10.7** Responsible and well-managed migration policies
- 10.A** Special and differential treatment for developing countries
- 10.B** Encourage development assistance & investment in least developed countries
- 10.C** Reduce transaction costs for migrant remittances



Sustainable cities & communities

Make cities and human
settlements inclusive, safe,
resilient and sustainable.

11 Sustainable cities & communities

- 11.1** Safe and affordable housing
- 11.2** Affordable and sustainable transport systems
- 11.3** Inclusive and sustainable urbanization
- 11.4** Protect the world's cultural and natural heritage
- 11.5** Reduce the adverse effects of natural disasters
- 11.6** Reduce the environmental impact of cities
- 11.7** Provide access to safe and inclusive green and public spaces
- 11.A** Strong national and regional development planning
- 11.B** Implement policies for inclusion, resource efficiency and disaster risk reduction
- 11.C** Support least developed countries in sustainable and resilient building



Responsible consumption & production

Ensure sustainable consumption
and production patterns.

12 Responsible consumption & production

- 12.1** Implement the 10-year sustainable consumption and production framework
- 12.2** Sustainable management and use of natural resources
- 12.3** Halve global per capita food waste
- 12.4** Responsible management of chemicals and waste
- 12.5** Substantially reduce waste generation
- 12.6** Encourage companies to adopt sustainable practices and sustainability reporting
- 12.7** Promote sustainable public procurement practices
- 12.8** Promote universal understanding of sustainable lifestyles
- 12.A** Support developing countries' scientific and technological capacity for sustainable consumption and production
- 12.B** Develop and implement tools to monitor sustainable tourism
- 12.C** Remove market distortions that encourage wasteful consumption



Climate action

Take urgent action to combat
climate change and its impacts.

13 Climate action

- 13.1** Strengthen resilience and adaptive capacity to climate related disasters
- 13.2** Integrate climate change measures into policies and planning
- 13.3** Build knowledge and capacity to meet climate change
- 13.A** Implement the UN framework convention on climate change
- 13.B** Promote mechanisms to raise capacity for planning & management



Life below water

Conserve and sustainably use the oceans, seas and marine resources for sustainable development.

14 Life below water

14.1 Reduce marine pollution

14.2 Protect and restore ecosystems

14.3 Reduce ocean acidification

14.4 Sustainable fishing

14.5 Conserve coastal and marine areas

14.6 End subsidies contributing to overfishing

14.7 Increase the economic benefits from sustainable use of marine resources

14.A Increase scientific knowledge, research, and technology for ocean health

14.B Support small scale fishers

14.C Implement and enforce international sea law




Life on land

Protect, restore and promote sustainable use of terrestrial ecosystems. Sustainably manage forests, combat desertification, and halt and reverse land degradation and biodiversity loss.

15 Life on land

- 15.1** Conserve and restore terrestrial and freshwater ecosystems
- 15.2** End deforestation and restore forests
- 15.3** End desertification and restore degraded land
- 15.4** Ensure conservation of mountain ecosystems
- 15.5** Protect biodiversity and natural habitats
- 15.6** Promote access to genetic resources and fair sharing of the benefits
- 15.7** Eliminate poaching and trafficking of protected species
- 15.8** Prevent invasive alien species on land and in water ecosystems
- 15.9** Integrate ecosystem and biodiversity in governmental planning
- 15.A** Increase financial resources to conserve & sustainably use ecosystem and biodiversity
- 15.B** Finance and incentivize sustainable forest management
- 15.C** Combat global poaching and trafficking



Peace, justice & strong institutions

Promote peaceful and inclusive societies for sustainable development, provide access to justice, and build effective, accountable and inclusive institutions at all levels.

16 Peace, justice and strong institutions

- 16.1** Reduce violence everywhere
- 16.2** Protect children from abuse, exploitation, trafficking, and violence
- 16.3** Promote the rule of law and ensure equal access to justice
- 16.4** Combat organized crime and illicit financial and arms flows
- 16.5** Substantially reduce corruption and bribery
- 16.6** Develop effective, accountable and transparent institutions
- 16.7** Ensure responsive, inclusive and representative decision-making
- 16.8** Strengthen the participation in global governance
- 16.9** Provide universal legal identity
- 16.10** Ensure public access to information and protect fundamental freedoms
- 16.A** Strengthen national institutions to prevent violence and combat terrorism and crime
- 16.B** Promote and enforce non-discriminatory laws and policies

The background is a solid purple color. In the upper right quadrant, there are several dark blue geometric shapes: a horizontal bar, a vertical bar, and a diagonal bar that intersects them, creating a stylized corner or frame-like structure.

Partnership for the goals

Strengthen the means of implementation
and revitalize the global partnership for
sustainable development.

17 Partnership for the goals

- 17.1** Improve domestic revenue collection
- 17.2** Implement all development assistance commitments
- 17.3** Mobilize financial resources for developing countries
- 17.4** Assist developing countries in debt sustainability
- 17.5** Invest in least developed countries
- 17.6** Knowledge sharing and cooperation for access to science, technology and innovation
- 17.7** Promote sustainable tech to developing countries
- 17.8** Strengthen the science, technology and innovation capacity for least developed countries
- 17.9** Enhance SDG capacity in developing countries
- 17.10** Promote a universal trading system under the WTO
- 17.11** Increase the exports of developing countries
- 17.12** Remove trade barriers for least developed countries
- 17.13** Enhance global macroeconomic stability
- 17.14** Enhance policy coherence for sustainable development
- 17.15** Respect national leadership to implement policies for the sustainable development goals
- 17.16** Global partnerships for sustainable development
- 17.17** Encourage effective partnerships
- 17.18** Enhance availability of reliable data
- 17.19** Further develop measurements of progress

Can we
simplify?

Design provocation

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Can we
lower barriers?

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Can we
build personal
identity

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Can we
attract?

Design provocation

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Can we nudge?

Design provocation

DOBERMAN®

Can we
align?

Design provocation

DOBERMAN®

Can we
differentiate?

Design provocation

DOBERMAN®

Can we
delight?

Design provocation

DOBERMAN®

Can we communicate?

Design provocation

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Does this product
or experience
deserve to exist?

Sustainability provocation

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Have we
considered any
unintended
consequences?

Sustainability provocation

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Have we
considered
circular
strategies?

Sustainability provocation

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Could this product
exist as a 'service'?

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Is this product
designed to evolve
and grow?

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**Do we have feedback
loops to regularly
evaluate product
performance & impact?**

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Can we use
technology to
enable self-
improvement?

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Have we widened
our view of user-
centeredness to
understand the needs of
all users within a system?

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Can we create
new value chains
out of this product
or experience?

Sustainability provocation

DOBERMAN®

Can we create new value
chains out of this product
or experience?

Sustainability provocation

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