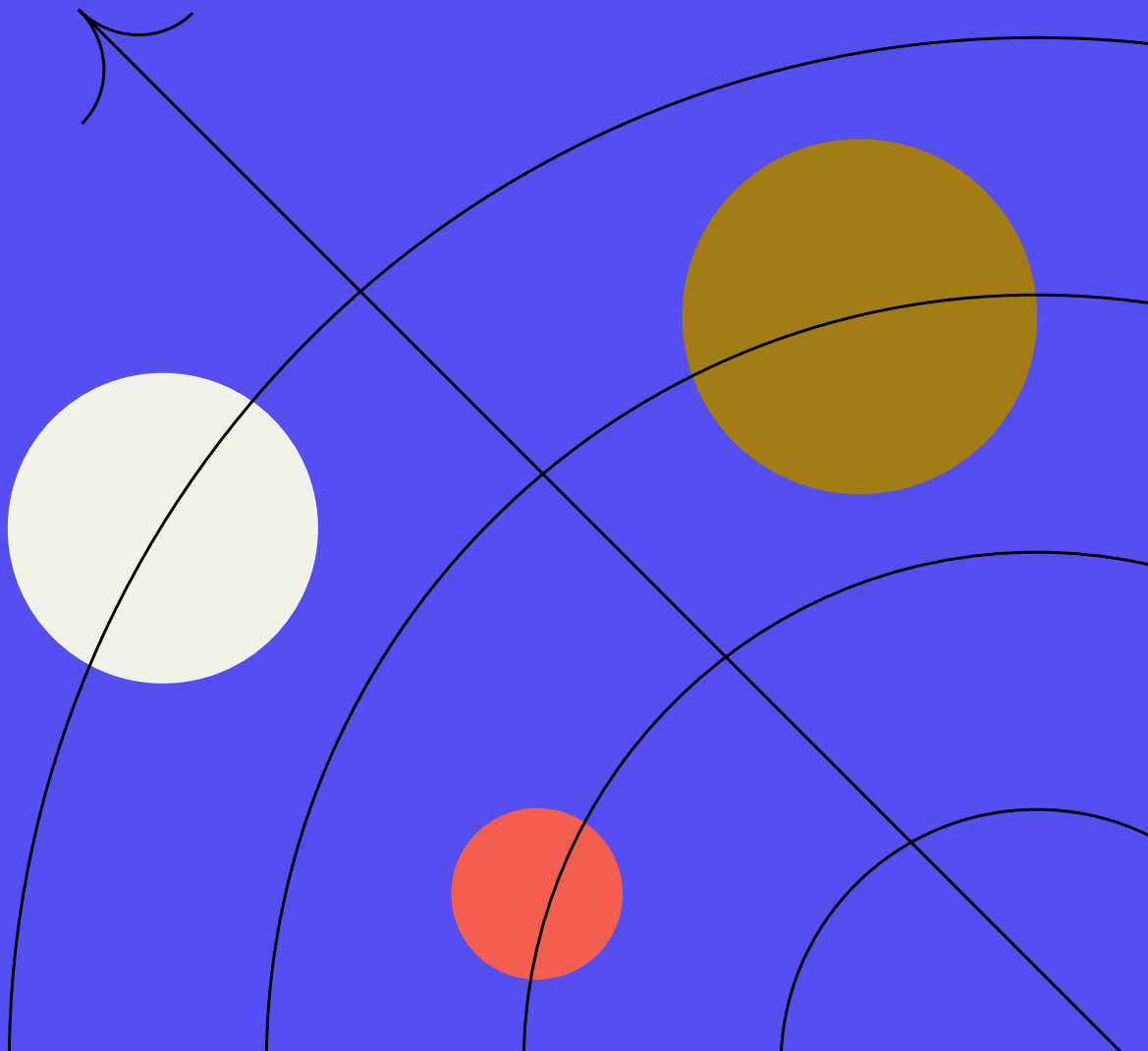


*Design*Economy

The Design

● → *Value*

Framework





Design Council

Design Council has been the UK's national strategic advisor on design for over 75 years. We are an independent not-for-profit organisation that champions design and its ability to make life better for all. Our work encompasses thought leadership, tools and resources, showcasing excellence and research to evidence the value of design and influence policy. We uniquely work across all design sectors and deliver programmes with business, government, public bodies and the third sector. Our *Design for Planet* mission aims to accelerate the critical role design must play to address the climate crisis.

Design Economy

Design Economy is Design Council's flagship research to assess the current and future value of design to the UK. A live research programme with a three-year lifespan, the latest iteration runs from 2021 – 2024 and builds on previous reports in 2015 and 2018. For the first time, Design Economy will assess the social, environmental and economic value of design. It is funded by the Department of Business, Energy and Industrial Strategy.



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Executive summary

Design shapes the world. It has huge power and with that comes responsibility. We can design things in, and we can design things out. The more intentional we are about this, the more design can make life better for all.

Over the years we have established design's value to the economic health to the UK. According to our latest findings, in 2020 the design economy accounted for 1.97 million jobs, meaning that it employs approximately one in every thirty-four people in the UK¹.

But design also has significant social, cultural, environmental and democratic impact. This can be through the direct impact of a design on society and the planet, especially when an explicit part of the brief or the organisation's purpose. But quite often, the impact is indirect and the result of wider 'ripple' effects brought about by that design. An inclusive design process can create something that meets the immediate needs of people and can give them agency and power through that process. However, in the long-term, these new designs can go on to change the paradigms of how, as a society, we think and behave, which in turn gives rise to further innovative design.

These further values are often overlooked because, on the whole, they have not historically been the primary objective of design (or western capitalist activity). They are also varied, difficult to assess and aggregate into a single metric, unlike the pound sign, and sometimes difficult to attribute wholly to a single design.

However, things are changing. Covid-19, Black Lives Matter and the climate crisis have highlighted the need to value environmental and social benefits as much as economic ones. Environmental, Social and Governance (ESG) criteria are also now flowing through sectors, including financial services. They are beginning to be deeply embedded into organisational purposes, as pioneered by the B Corps movement.

¹ *Design Economy, The Scale, Scope and Economic Value of Design* (2022, forthcoming).

As part of our Design Economy research, we have developed a Design Value Framework to make visible and help measure these social, environmental and democratic impacts – in addition to clear financial ones.

We will use this in our work to assess the value of the overall design economy. The Framework can also be used by designers and commissioners to identify and assess the holistic value of their individual projects.

This Design Value Framework has been developed with BOP Consulting & the Social Design Institute (SDI) at University of Arts London (UAL) over 2021 and the beginning of 2022 through a deliberative research process involving actors across the Design Economy. We will continue to develop it during 2022-23 as we apply it to assess the wider value of design within a range of sector organisations. It builds on design sector specific tools, and provides - for the first time - a single framework for the whole of the design sector to use together, and across a holistic set of values.

We hope that this will both demonstrate the positive role design can play in urgent issues like the climate crisis and promoting diversity, and also act as a signal that these wider values must indeed be fundamental to all we do. It is a key part of our Design for Planet mission and the support we provide businesses and public sector organisations to recognise design's benefits beyond financial success.

As we know, what gets measured, gets done. Making these values visible will not only help us measure how design is contributing to them, but will also prompt a shift in industry behaviour towards designing for them.

Design has significant social, cultural, environmental and democratic impact that is often overlooked.

01. Introduction

What is the Framework?

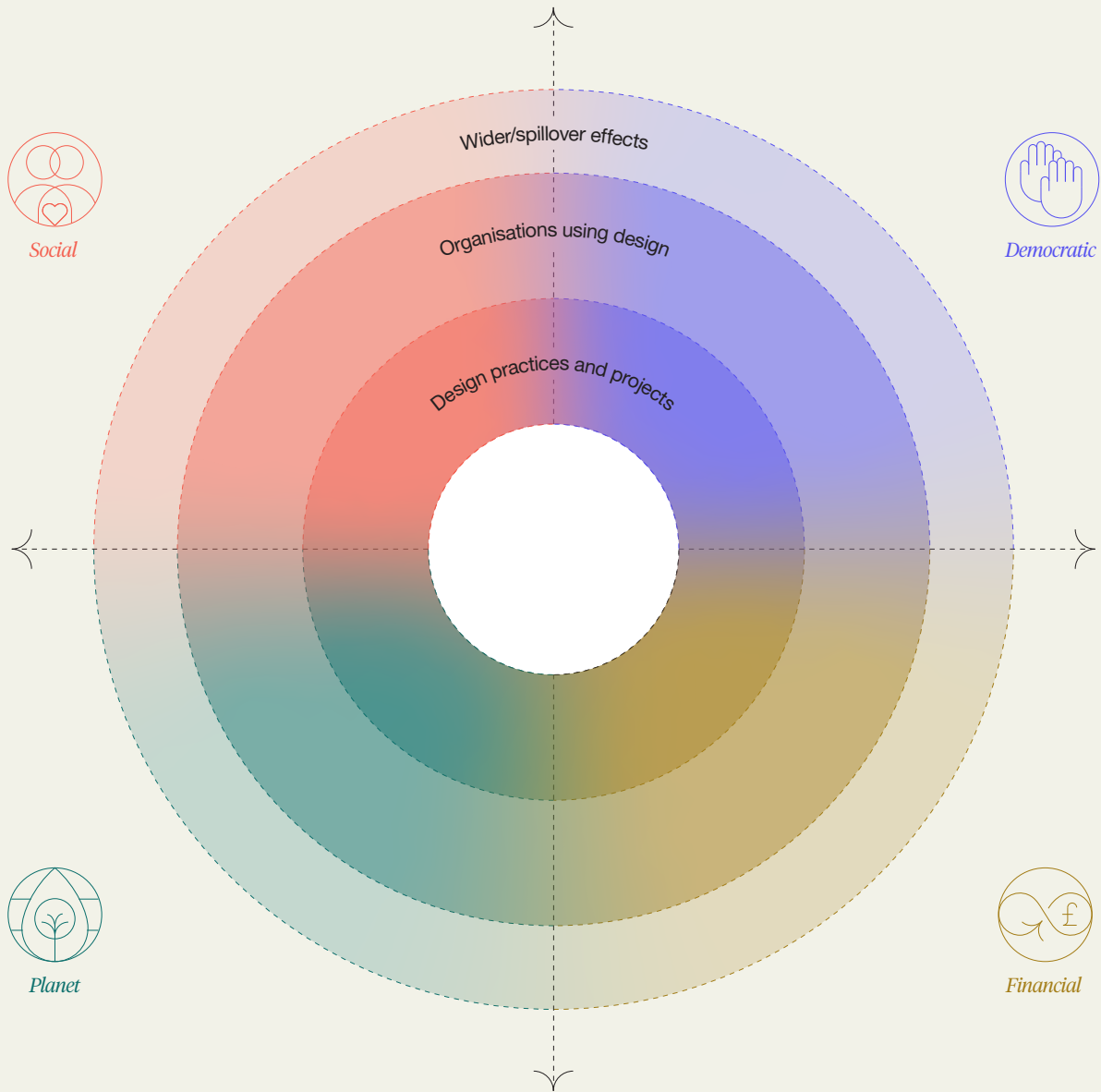
The Design Value Framework is a structured way of mapping and assessing the impact of design in four interconnected domains of value: socio-cultural, environmental, democratic and financial-economic. These can be positive, but the Framework can also capture negative impacts.

It helps identify the impact that it is important for us to measure (and design for), and gives suggested indicators and references to tools that can be used to measure them.

It consists of two elements:

- **A Value Map**, that outlines the four domains of design value covered by this Framework (socio-cultural, financial, environmental and democratic); two mechanisms of design where impact occurs (through design projects and processes, and the activities of design organisations); and types of activities that happen within those.
- ↳ **A Value Assessment Table** that provides example indicators and references to relevant tools which can be used to measure the impact of design.

Design practices and projects				Organisations using design			
Design	Production	Lifespan	Wider/spillover effects	Strategy	Operations	Infrastructure	Wider/Spillover effects
Wider/spillover effects	Wider impacts created by the design			Wider impacts created by the organisation			





The Design Value Framework is a working prototype and is intended to grow, evolve and be adapted for different contexts. It was created in collaboration between Design Council, BOP Consulting and UAL: Social Design Institute, through engagement with academic literature, existing frameworks and deliberation with design leaders from across the UK from January 2021 to April 2022, with additional input from a panel of experts in design, impact measurement and policy. It builds on the Design Theory of Change and methodology that underpins the whole Design Economy research programme².

Why do we need the Design Value Framework?

Until now, Design Council's Design Economy reports have focused on design's financial and economic contribution when assessing the value of design. But over the past couple of years, events such as the global Covid-19 pandemic have changed the way we all value things. Likewise, universal concern about urgent issues such as the climate and biodiversity crises, racial and cultural inequalities and the impact of artificial intelligence and other technological developments has prompted us to think more holistically when we gauge the impact of any sector.

Value is now increasingly seen as plural and not just about financial worth. This shift in emphasis has led us to devise a framework to map and assess the value of design in its broadest sense.

We will use it in two ways:

- As part of our Design Economy research, we will use it to measure the aggregate value of social, cultural, environmental and financial capital generated by the design industry. We will do this through a combination of surveys, deliberative workshops and deep-dive evaluations with 10 organisations.
- We will promote it as a tool to be used by anyone involved in design (designers and commissioners) to plan and assess their work and practice, including our own programmes at Design Council. We will also use it as a communication tool to show the wider value of design.

Together these insights build a holistic picture of the design economy's impact and value.

² For more information, see: Design Economy Scoping Papers, available at: designeconomy.co.uk/research. The theory of change is in: Kimbell, L., Bailey, J. (2021). Design Economy 2021 Scoping Project: Paper 1: Environmental and Social Impact and Value of Design. London: Design Council. Impact and Value of Design. London: Design Council..

Why is it unique?

Other frameworks exist to measure value in specific design and industry sectors. In architecture and construction there are the Royal Institute of British Architects' Social Value Toolkit, the Construction Innovation Hub's Value Toolkit and others such as Building Research Establishment's Environmental Assessment Method (BREEAM). Fashion uses the Higg Index and Fashion Transparency Index, among others. In business, the Dow Jones Sustainability Index charts 'best in class' companies for their environmental, social, governance and economic approach³.

There are also frameworks that cover value in a holistic way. For example, the Construction Innovation Hub's Value Toolkit and the World Economic Forum's 2020 stakeholder capital framework both use four 'capitals' or pillars against which to measure impact.

However, there is no single framework for design as a whole and which covers all value domains. This is important for designers wanting to work systemically and tackle complex challenges, as they will need to work with other designers (and non-designers) and across multiple values.

The Design Value Framework builds on and complements this existing work (for example, we draw on the four capitals described above, although use the term value domains). The difference is that while most other systems home in on a particular 'capital' - say, sustainability or social impact - or one creative sector, the Design Value Framework incorporates all of them and covers design as a whole.

What this paper covers

This report shows how best to use the Value Framework for a project or within a creative practice, company or organisation as it engages with design.

It looks at the challenges we face when valuing design holistically, how it works, and what the Framework does and doesn't measure. We explain how the Framework can be applied to both projects and to practitioners, companies and organisations that engage with design.

A series of case studies illustrate each of the four value domains - and demonstrate how they naturally overlap, as well as examples of where design provides wider value. We also explain how you can use it and how we are going to apply it to our own initiatives.

3 A full list of frameworks consulted to develop this Framework and links can be found in Appendix 5 of this paper.



02.

The Framework

Measuring the value of design

Design is a complex practice. Many professions come under its umbrella – architecture and interiors, graphics, branding, digital design, fashion and product design, for example – and each has its own practice model, fee-structure and, in some instances, professional code. Though design firms are largely small, specialist consultancies, 77 per cent of designers work in companies, organisations and public bodies in other sectors, who commission or execute design⁴.

It is relatively straightforward to measure the value of design in economic terms. Our Design Economy research draws on data from the Office for National Statistics to calculate the number of professional designers, people working in design firms, people working with design skills and the GVA that they create for the economy, which we can compare to other sectors.

It is much harder to measure design's value in less tangible areas or where value is more diverse. Sustainability is written into many contracts in terms of materials and sourcing suppliers, especially in architecture, interiors and product design, but the overall environmental impact is difficult to assess.

Similarly, since the Public Services (Social Value) Act of 2012, impacts such as health and social security have increasingly featured in design briefs, but can often take a long time to manifest and rely on multiple factors.

Although increasing, it is still not the norm for instance for a design brief to start with a clear goal to boost democratic processes or increase the health of those who are homeless. And even less common for a design brief to look at the positive impact it might have on the people working on a design or individuals and communities experiencing the outcome. These are often desirable ripple effects that were unplanned and can only be appreciated retrospectively.

If we want a future where we value the health of people and planet, we have to design more explicitly for this type of value, make it visible and measure it.

4 Design Economy, *The Scale, Scope and Economic Value of Design* (2022, forthcoming).

Therefore, we have created the Design Value Framework to measure and assess the holistic value of design. By making the broader impact of design visible, the Framework aims to help reveal otherwise hidden impacts and trade-offs (for instance, driving economic impact at the expense of environmental harm). Having a fuller understanding of design's value not only provides a more accurate picture of its impact on the world, but can better inform decision-making on how and what we design so we don't focus on a single goal at the expense of other values.

A change in what we value – for example through a change in law, social attitude, or customers' expectations of brands – can have a profound effect on design practice. Just as sustainable materials and processes and the environmental performance of a building have become increasingly important in architecture, fashion companies are now more concerned with sustainable materials, cutting waste and eliminating exploitative work practices. Brand-owners are primarily responsive to customers' needs, but they need to take account of global concerns to stay ahead of the curve in a highly competitive market. By understanding the broader impact their work is having, all businesses and organisations using design can create better, less exploitative systems, products and services.

We need to chart what values we should hold in a more equal, regenerative future, which might be missing or undervalued today. Just as we are seeing values shift, we need a value system that is capable of evolving and changing too. Therefore what we are presenting is a working prototype, that we will develop further through an ongoing deliberative process and feedback from designers – and wider society.



The Framework

The Value Framework is a map of potential value across four domains, and an assessment table which points to more detailed indicators and metrics that can be used to start measuring those values.

The Framework identifies:

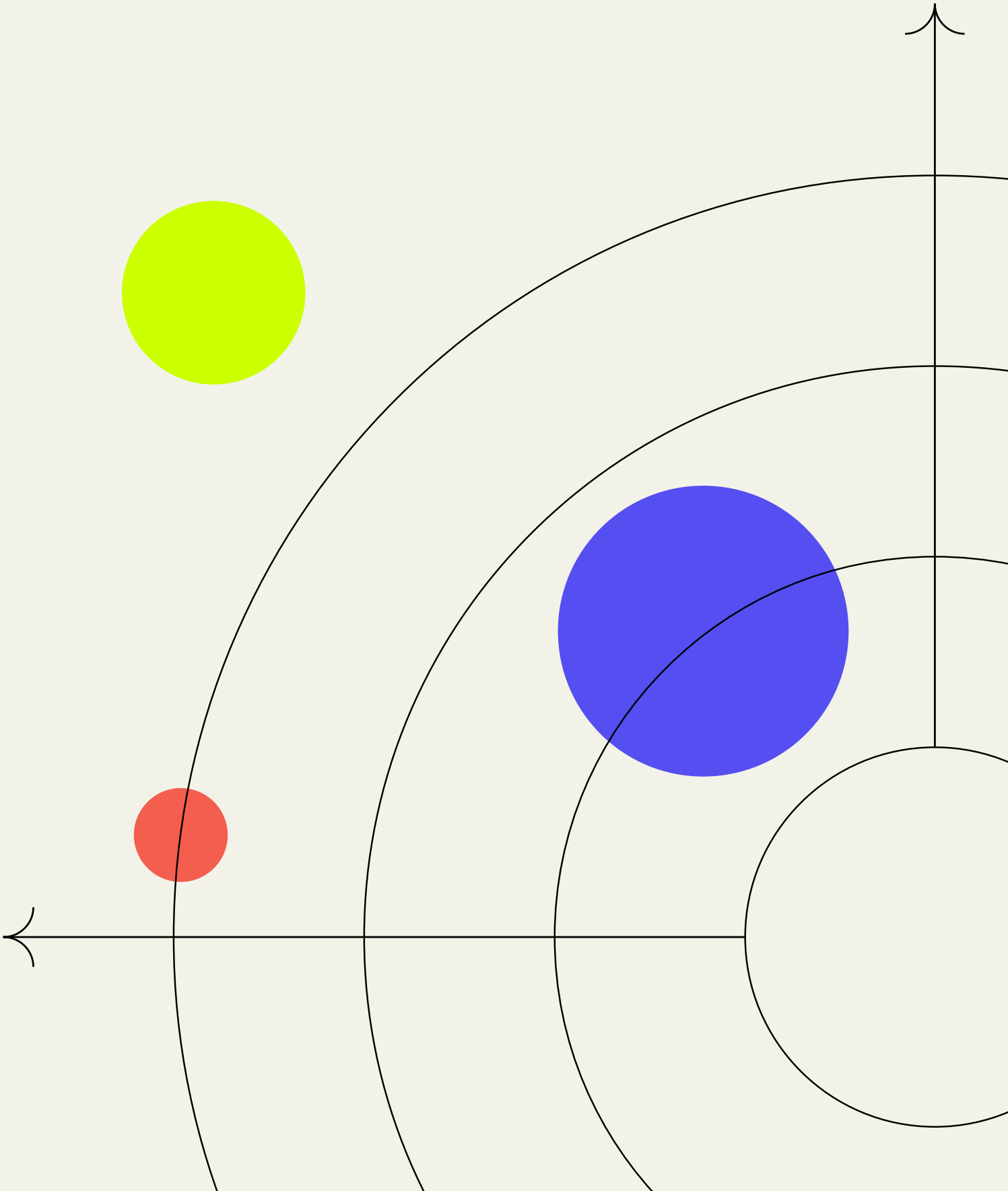
- How design contributes to the creation of four types or 'domains' of value: socio-cultural, environmental, democratic and financial-economic.
- How design creates impact through two mechanisms: through design practices and projects, and through the wider activities of the design organisation itself. These tend to be direct and short-term impacts. There is a third layer to capture the wider impacts of design.

These are used in both the Value Map, and the Value Assessment Table which should be used together. Together these provide an indication of the likely impacts design has to look out for, at what stages of the design process to look out for them, and a way of relating them back to four value domains that are important in the world today.

The Value Assessment Table has three levels of detail.









- **Level 1** is an overview level of the Framework and can be used to show the breadth of potential value that design can create.
- **Level 2** contains overarching example indicators that should have relevance to any organisation or project, regardless of size.
- **Level 3** provides a series of example indicators for each cell in the Framework, which are specific to the type of impact. The relevance of these will vary from project to project. An expanded version of Level 3 provides signposts towards tools and metrics. The Level 3 Framework is included in Appendix 3 of this paper.









The value assessment table is intended as a starting point to help designers and organisations using design to identify what values are relevant to their work.

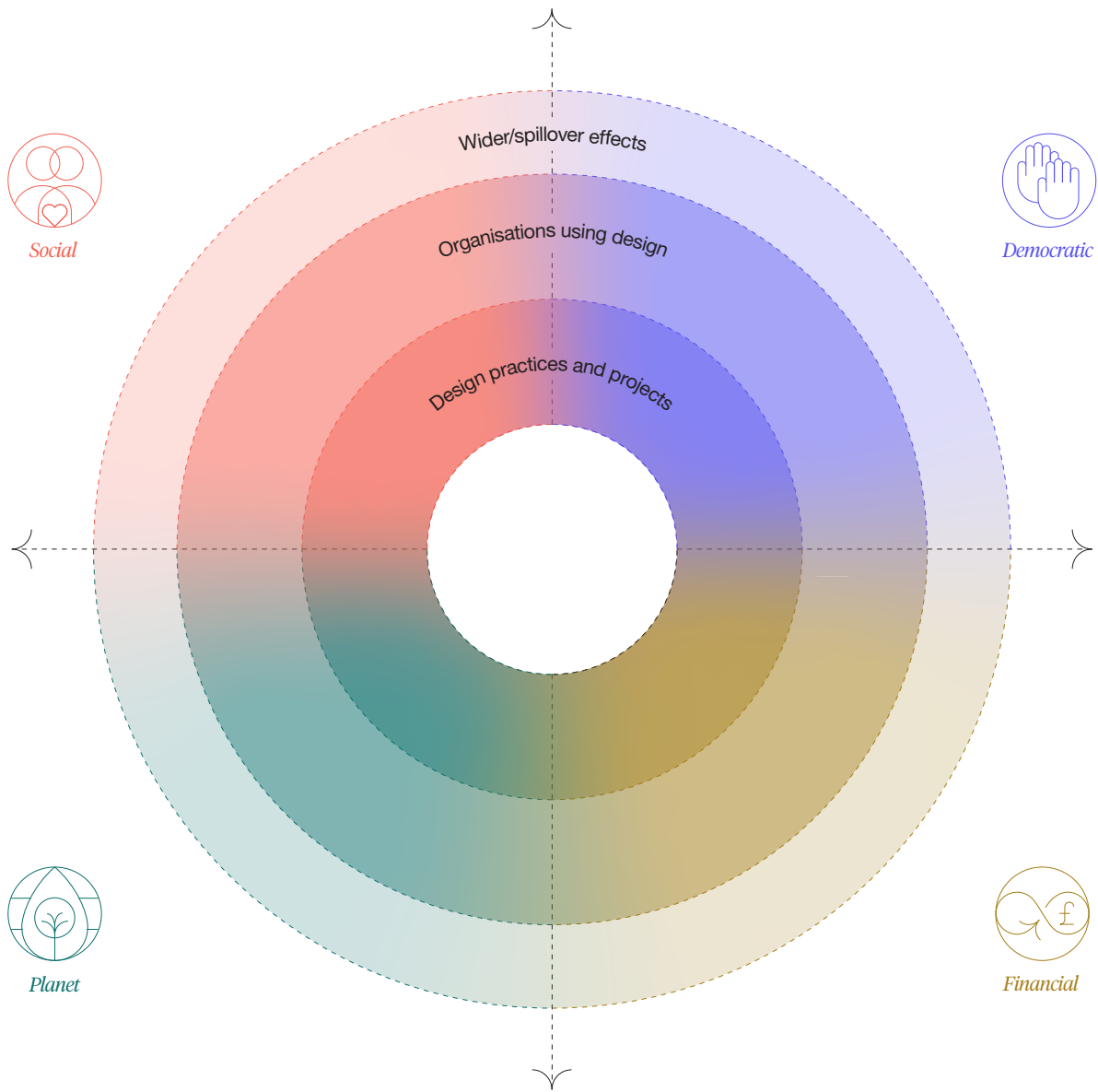




Design Value Framework: Level 1

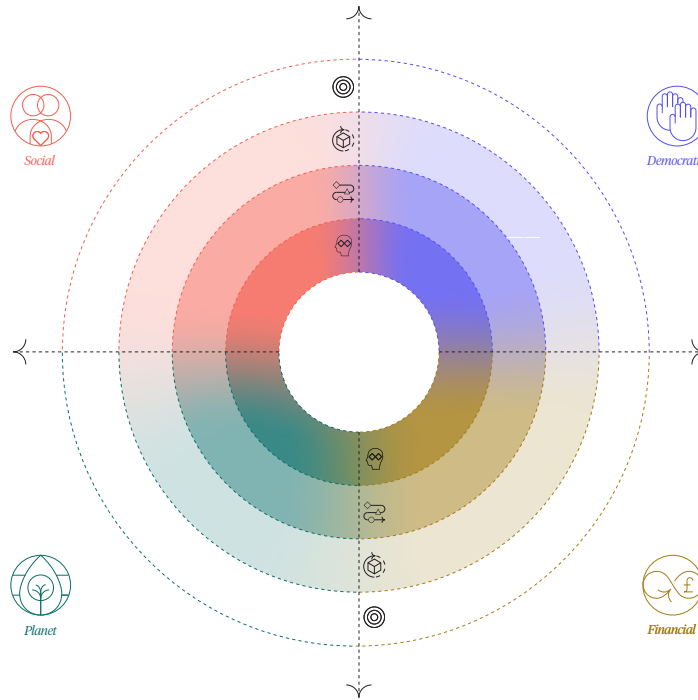
Design practices and projects			
Design	Production	Lifespan	Wider/spillover effects
			
 Social impact (positive or negative) created during/ through the design phase	Social impact created during/ through production or implementation	Social impact created throughout the life of the designed output (product, service, experience, policy, etc), including end of life (disposal or recycling)	Wider socio-cultural impacts
 Environmental impact created during/ through the design phase	Environmental impact created through production or implementation	Environmental impact created throughout the life of the designed output, including end of life and disposal/ recycling	Wider environmental impacts
 Democratic impact created through/ during the design phase	Democratic impact created through production or implementation	Democratic impact created throughout the life of the designed output, including end of life and disposal/ recycling	Wider democratic impacts
 Financial/economic impact created through/ during the design phase	Financial/ economic impact created through production or implementation	Financial/ economic impact created throughout the life of the designed output, including end of life and disposal/ recycling	Wider economic impacts
Wider/spillover effects	Wider impacts created by the design		

Organisations using design			
Strategy	Operations	Infrastructure	Wider/spillover effects
			
 Social impact created by the strategy of the organisation (organisational intent in relation to an external context)	Social impact created through the operations of the organisation (what the organisation does to deliver the strategy)	Social impact created by the infrastructure (resources, capabilities) of the organisation	Wider socio-cultural impacts
 Environmental impact created by the strategy of the organisation	Environmental impact created through the operations of the organisation	Environmental impact created by the infrastructure of the organisation	Wider environmental impacts
 Democratic impact created by the strategy of the organisation	Democratic impact created through the operations of the organisation	Democratic impact created by the infrastructure of the organisation	Wider democratic impacts
 Financial/ economic impact created by the strategy of the organisation	Financial/ economic impact created through the operations of the organisation	Financial/ economic impact created by the infrastructure of the organisation	Wider economic impacts
Wider/spillover effects	Wider impacts created by the organisation		



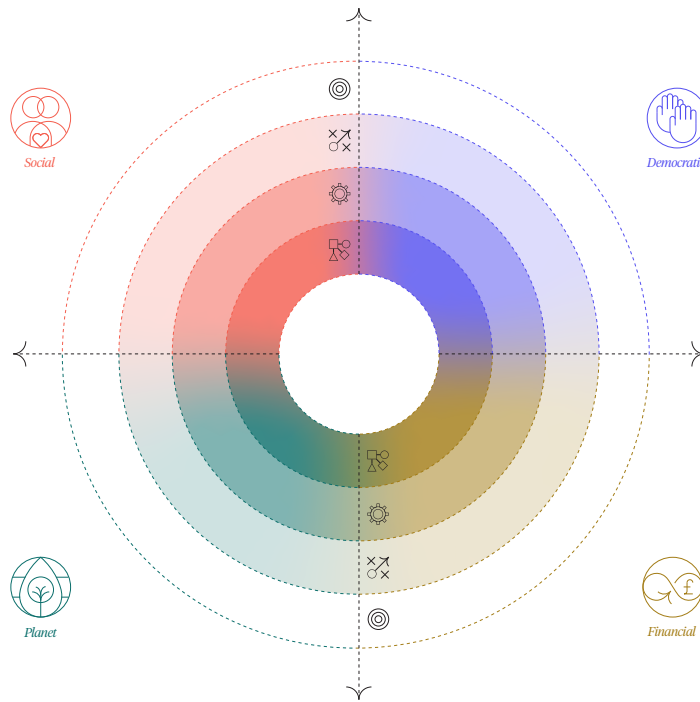


Design Value Framework: Level 2 with example indicators



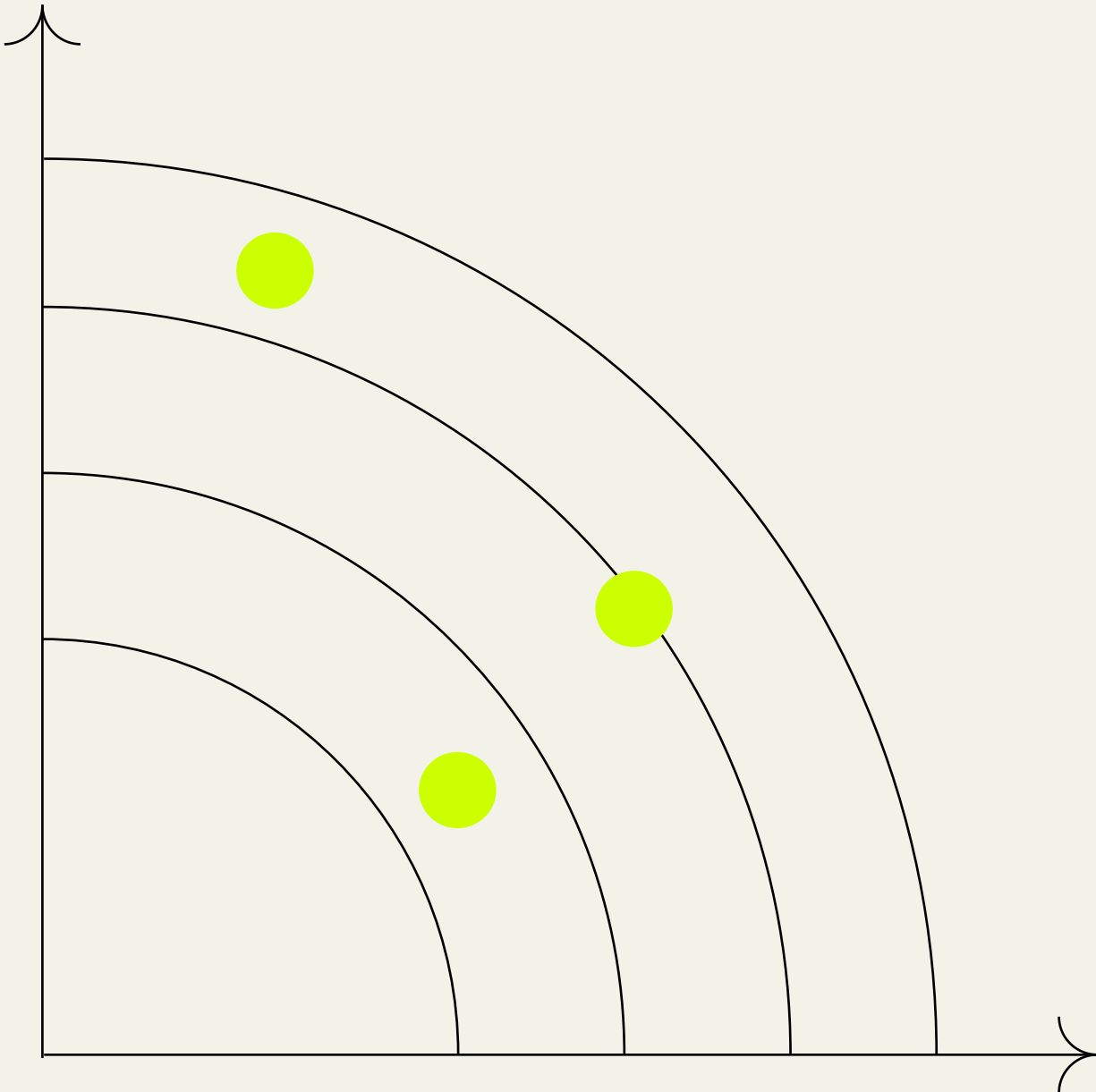
Design practices and projects

Design 	Production 	Lifespan 	Wider/spillover effects
<ul style="list-style-type: none"> - increase in design skills and capability - improved social cohesion or sense of belonging - new social infrastructure 	<ul style="list-style-type: none"> - realisation of accessible and inclusive designs - social impact through supply chain 	<ul style="list-style-type: none"> - improved health, wellbeing and happiness - benefits to culture and heritage - benefits to communities 	<ul style="list-style-type: none"> - creation of goodwill and trust
<ul style="list-style-type: none"> - increase in sustainable design skills and knowledge - improved environmental literacy 	<ul style="list-style-type: none"> - sustainable renewable resources and energy used in production - pro-environmental practices throughout supply chain 	<ul style="list-style-type: none"> - pro-environmental attitude and behaviour change - increases or improvements to natural capital 	<ul style="list-style-type: none"> - achieving Net Zero
<ul style="list-style-type: none"> - inclusive and diverse design practices and processes - consideration of democratic issues and consequences, including for future generations 	<ul style="list-style-type: none"> - realisation of designs that counter systemic inequality - empowerment of workers throughout the supply chain 	<ul style="list-style-type: none"> - increasing democratic participation for all - support for democratic institutions 	<ul style="list-style-type: none"> - reducing inequality
<ul style="list-style-type: none"> - design of new, more ethical, business models - consideration of wealth creation beyond financial returns for the client 	<ul style="list-style-type: none"> - supporting local supply chains 	<ul style="list-style-type: none"> - practices of repair, resale, servicing 	<ul style="list-style-type: none"> - progress towards a regenerative economy
<p>Wider/spillover effects</p>	<p>A shift from extractive profit-seeking to regenerative logics in design</p>		



Organisations using design

	Strategy 	Operations 	Infrastructure 	Wider/spillover effects
	- strategic emphasis on social impact	- operational resources committed to achieving social impact	- healthy and happy staff	- creation of goodwill and trust
	- strategic emphasis on environmental impact	- carbon footprint of the organisation - operational resources committed to monitoring and improving environmental impact	- pro-environmental practices throughout the organisation - staff team environmental literacy	- achieving Net Zero
	- democratic forms of organisational governance - strategic commitment to EDI	- operational resources committed to facilitating participation and achieving EDI	- staff empowerment - diversity and inclusivity of the organisation	- reducing inequality
	- strategic focus on ESG alongside financial performance - involving stakeholders beyond shareholders in governance	- participation in a local economy	- creating training and employment opportunities - rewarding staff for contribution to purpose mission	- progress towards a regenerative economy
Wider/spillover effects	A shift in design industry culture toward purpose-driven organisations			



The Framework is...

- ✓ A structured way to build a holistic picture of the value of design and a resource that links to additional tools for measuring the impact it has in relation to those values.
- ✓ A prompt to get environmental and social values on to the agenda from the outset. Creating awareness is an important start for practitioners, suppliers and clients.
- ✓ A starting point for discussion on what values design can and should realise, and the potential tensions and trade-offs that might happen for a project or organisation across different types of value. There might be other impacts that are specific to a particular project which your stakeholders find important and that can be added in when used.

The Framework is not...

- ✗ A prescriptive ‘toolkit’ or value measurement system. The Framework doesn’t recommend specific measurement tools or metrics, but indicates where value is likely to lie and offers helpful suggestions as to what kinds of indicators might be assessed to see if that value has been achieved. It is designed to work across design and to complement more detailed toolkits created for particular sectors.
- ✗ Exhaustive or rigid. While the Framework identifies impacts it is important to measure, these may change for different projects and are not intended to be a comprehensive or final list. It can be adapted to suit individual projects or organisations, with space for indicators to be added in allowing it to evolve over time.
- ✗ Focused only on positive impacts. While it concentrates on encouraging good design in the main, it also offers scope to identify and assess any negative impacts (e.g. increased carbon emissions of waste).



03.

The four values explained

The following domains have been described to emphasise the positive impacts design can have in relation to these values, but the Framework is also a space to foresee, measure and put right any negative or harmful impact.

It is as important to recognise negative impacts design can have (for instance, harmful chemical emissions), and assess the trade-offs and risks that can arise between different types of value with particular projects or organisational operations.



Socio-Cultural

These are tangible and intangible resources - skills, beliefs and relationships - that shape how we live with each other and which need to be inclusive to ensure that no-one is marginalised from society and the economy.

Example indicators of this value are standards of health and wellbeing, social security, sense of belonging, protected heritage and social cohesion.



Democratic

These are narratives, beliefs and actions that contribute to how we decide to live equally and respectfully together, whether as an organisation, community or nation. They are defined through processes of collective decision-making and governance.

Example indicators of this value are the use of inclusive design processes, diversity of an organisation or project team, sense of empowerment in decision-making and degrees of transparency and accountability.



Environmental

These are renewable and non-renewable resources that form the natural environment such as air, climate, fresh water and land, and the way that these are not wasted, but re-cycled, re-used and regenerated through design activities; as well as the habitats that make up the planet's eco-systems.

Example indicators of this value are carbon footprints, biodiversity net gain, renewable resources used in production and positive behaviour change towards sustainable lifestyles.



Financial

These are the assets, resources and processes that enable sustainable financial prosperity and resilience, for example ethical investment, innovation skills, wealth and employment generation and inclusive growth.

Example indicators of this value are wealth creation for wider stakeholders, social and environmental investment, contribution to local economies, ethical pension schemes and adoption of alternative business and delivery models.

04.

Impact mechanisms explained

Impact can be delivered through either a specific design practice or project, or by the organisation as a whole.

Design practices and projects are divided into three discrete phases in the Framework: design, production and lifespan.



Design

The design stage refers to when the proposal, idea or plan for a designed thing is developed and created. For example, when user-research takes place and early prototyping and iteration of an idea.



Lifespan

The lifespan and end-of-life stage of a designed thing spans from when a thing is created and used (or re-used) to the end of its life. For example, the occupation of a building or the disposal or recycling of an electronic product.



Production

The production stage refers to the activities and processes through which a design is brought to life. For example, the manufacture of a product or the coding and live-testing of a digital application.

Organisations using design are divided into three discrete functions: strategy, operations and infrastructure. An organisation could be a design studio, a business or public-sector organisation, a community group or an individual designer.



Strategy

Strategy refers to the strategic plan, vision and mission and also how the organisation is governed and to what standards.



Operations

Operations refers to the ongoing activities of an organisation and the approach it takes to deliver its strategy.



Infrastructure

Infrastructure refers to both the tangible and intangible resources an organisation relies on to function, for example building, digital technology, staff well-being, relationships, shared value, representation in the organisation, skills and capabilities.



05. Measuring wider value

Wider value is the impact of design that is beyond those things that can be easily measured or captured, and provides value beyond the immediate benefit of the project or organisation, supporting the wider system to transform. It is often referred to as spillover value or indirect benefits. It is generative, as it creates the conditions for further designs – and value – to grow.

Wider value is hard to measure for a number of reasons. It might be hard to predict or an unexpected knock-on effect. It might only be measurable after a long time has passed. It might be difficult to attribute it solely to the design project. For example, an increase in community cohesion that was in part due to the design of a community hub, but also due to other social interventions that took place.

It might be hard if it is measuring abstract, yet significant things such as 'paradigm shifts'. For example the change in mindset to a circular economy or plant-based eating. Whilst these are also not attributable to a single act, an iconic design might play a role in instigating such change, and give rise to many other designs with a similar philosophy, which together transform society.

It might also be because we are not measuring – or even able to name - values that are important in the future either because we lack the tools to measure them yet or do not yet realise their importance. For example, joy, happiness, or upholding the rights of nature might be important things for future designers to assess. Our Framework creates a space to ask what these values might be, and to include them as they are discovered.

There is no set 'list' of these, and no specified indicators. As a start, we have suggested the following categories:

- Wider, or spillover outcomes (e.g. thriving communities, a regenerative economy)
- Changes in social practices, behaviours, mindsets and paradigms
- Changes to enabling conditions (e.g. policies or regulations, creating new infrastructure, making new resources available)
- Changes to relationships and dynamics (e.g. goodwill and trust, shift in power)

The following three case studies demonstrate how design adds wider value.



Wider value case studies: *Salford Wetlands*

Designing for the long term



Salford has a long history of flooding. In 2015, the council began to develop a new flood alleviation scheme. It took what we see as a systemic design approach. Instead of a 'traditional' concrete flood defence (which would in actual fact exacerbate the problem, being made out of concrete), it engaged the community and asked them what they wanted. Guided by environmental experts such as Tayo Adebawale, the resulting idea was to create an urban wetlands. Salford Wetlands forms the heart of the scheme and is surrounded by paths which are great for walking and observing nature.

Not only does it provide a natural flood defence, but it has reintroduced wildlife and birds and is a park which benefits the mental and physical health of residents. A hill in the wetlands was named after a local man, Harry Davies, and it provides beautiful views of Salford, restoring civic pride.

The wetlands protect 2000 homes from flooding. In the long term it will continue to boost local wildlife and biodiversity. It will also help Salford Council with longer-term regeneration, enabling development in areas not previously viable.



Wider value case studies: *Carrefour's Act for Food*

Shifting policy and internal culture



The Act for Food is French supermarket Carrefour's programme of work to make the food system more sustainable and regenerative. It has always been committed to biodiversity, but as a big supermarket, French people didn't believe it was sufficiently addressing the issue through its actions.

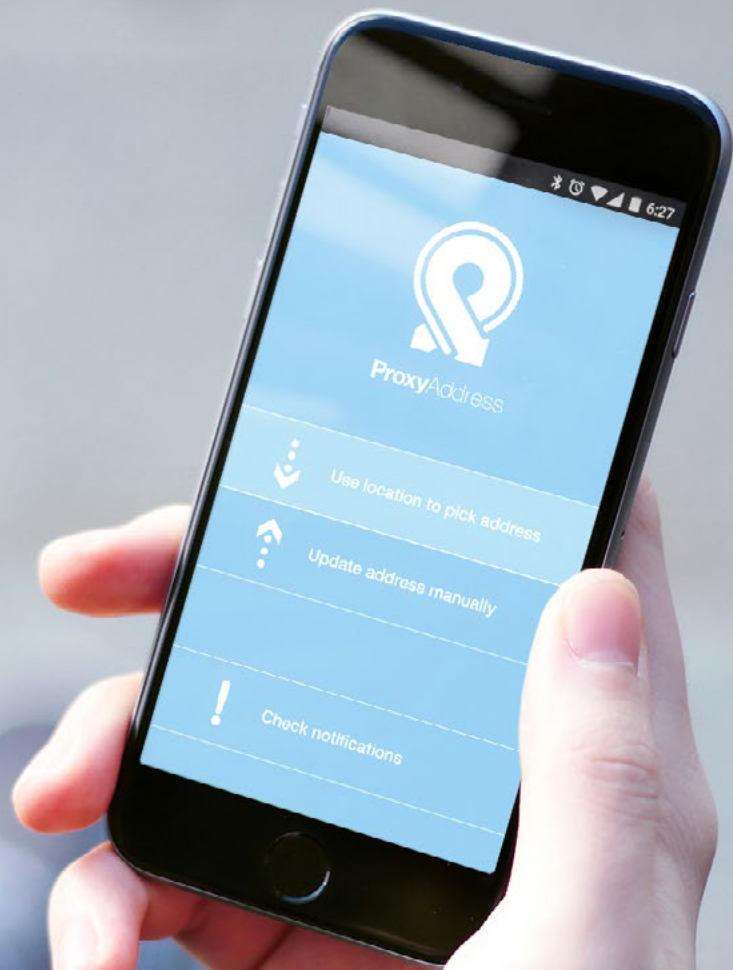
Carrefour worked with communications design agency Marcel, to design a piece of communications that would clearly demonstrate its commitment to tackling bio-diversity loss. It identified an EU law that meant only fruit and vegetables grown from certain seeds are allowed. Originally set up to ensure safe quality food, the law had been co-opted by the agrochemical industry and was a barrier to producing food grown from organic seeds. Carrefour designed 'The Black Supermarket' as an act of defiance to draw attention to the issue. It supported local producers to grow produce from organic seeds which it sold in its supermarkets, using a visual aesthetic of luxury to attract consumers to the more sustainable food.

The campaign was so powerful that it resulted in a change in EU law, making it easier for farmers across Europe to grow organic produce. Not only did it attract consumers' attention, but Carrefour employees also came to realise that they worked for an ethical company. This shift in corporate culture led to thousands of further ideas about how Carrefour could be more sustainable, which employees and consumers voted on. Action ranged from installing surveillance in slaughterhouses, programmes to shift 2,000 milk farmers to organic production, and writing sustainability into the governing documents. It resulted in the biggest transformation of its history: a 3.1 per cent increase in worldwide sales and a nine per cent increase in stock value, whilst also influencing the other big French supermarkets to shift their practices.



Wider value case studies: *ProxyAddress*

Designing a new approach that has inspired others



ProxyAddress provides stable address details for homeless people, to help them get back on the ladder towards support, work and independence. A fixed address is an essential component in any form of identification and without one homeless people lose the ability to provide the credentials necessary to access the services and support needed to live a healthy and independent life.

Founder Chris Hildrey, an architect, started his design process with wide user and stakeholder research, from people who were sleeping rough or in temporary accommodation, to frontline charity workers, policymakers, MPs, banks, and regulators. Speaking to this diverse group of people led to the idea for a system that uses existing addresses and the consent of the building owners to create a duplicate address, allowing a homeless person to register for a bank account, apply for jobs and access support. Instead of changing the locks to the existing housing system, ProxyAddress aims to change the key used to access the stock. This bypass approach provides more immediate and inclusive support.

Chris' design is complex and is being run as a pilot with 50 individuals in partnership with Lewisham Council and the Financial Conduct Authority's regulatory sandbox. Beyond its local impact, the idea has reached a global stage and inspired the designs of interventions following a similar logic in countries such as France and Ireland. It has also triggered shifts in policy and operations across a variety of sectors in recognition of the issues identified by ProxyAddress. Examples of this impact range from government support using the Ordnance Survey and HM Land Registry services to banking service providers Monese, Monzo, and Barclay's improving the financial inclusion of their operations through partnership with ProxyAddress.



06.

How designers, businesses and design commissioners can use it

The Value Framework was initially conceived to work at a macro level, for Design Council to assess the overall impact of the UK design economy across four value areas. But it can also be used as:

- a [self-assessment tool](#) at the beginning, end or throughout a project, to measure or reflect on design's value
- a [communication device](#) with clients or internal colleagues

It can be used to scope out a holistic approach to a project from the outset, creating awareness of its potential impact on everyone involved, from designers and clients to suppliers and sub-contractors. Checking progress against it as the project continues builds a fuller picture of impact. It can also be used as a workshop tool to build a shared understanding of what impacts stakeholders agree are important for a project or organisation to realise.

Looking back after the job is completed might reveal other impacts - to the local community, say, or staff who have learned new skills - that hadn't been envisaged at the start. Applying it may highlight benefits not covered by the basic framework, which can be adapted to include any significant impacts.

The Framework also has potential benefits for businesses and public sector organisations who use it. Information gleaned can form the basis of promotions or new-business credentials. Knowing the broader value of what they do can motivate a team and build relationships between designer and client. It can set a business apart from its competitors and attract the best people to work there.

By the same token, a consultancy or company can use it to assess its own internal culture and ways of working. It can complement a business plan to gauge a business's overall health and prompt positive change in its approach and objectives.

07. Considerations when using the Framework

A framework, by definition, puts a frame around and to some extent predetermines what is contained within it. Therefore, we do not want the indicators we include to be prescriptive nor exhaustive. We have made suggestions, and included space for people to add their own, especially around the wider value of a design, which is less developed or as yet unknown.

A lot will depend on how detailed a design evaluation needs to be. The Framework can be used as a high-level map, or applied alongside more detailed sector-focused measurement toolkits, such as fashion's Higgs Index and the Construction Innovation Hub's Value Toolkit. This Framework is not intended as a replacement to existing value frameworks, particularly those required for regulatory and legislative purposes.

We have divided the Framework into four value domains as a way of providing some structure. But a framework is not a representation of the world, just a way of understanding it. In reality, the values are interwoven, and culture in particular exists across all four. Projects and practices invariably straddle more than one of the four values, and indeed designing systemically means designing for multiple sustainable outcomes.



08. Conclusion

Design Council's objective is to build design's ability to address urgent issues like the climate crisis, promoting health and wellbeing and supporting diversity and justice. We aim to stimulate shifts in how design is seen, applied and valued to achieve these outcomes. To this end, we will apply the Design Value Framework to future Design Council projects, including the Design Economy research programme.

We will start the process in September 2022 by trialling the Framework with companies and organisations using design to assess how it can be applied at a macro level to promote action and lasting change. The outcome of that process will help us evolve the Framework to address these wider issues.

This Framework is shared as an early proto-type and we encourage designers, businesses and design commissioners to use and adapt it to their own contexts. We hope that it can prompt more holistic assessment and reflection on the type of impact design is having on the world, and can encourage design that has a wider positive impact. It can be used in conjunction with Design Council's Systemic Design Framework⁵. We welcome any feedback or examples of the Framework in use.

Much like Design Council's Double Diamond Model, the Design Value Framework is a conceptual model and communication device. Its purpose is to make visible the holistic value of design. In the coming months it will be developed further as a self-assessment tool for designers and commissioners to plan and measure the value of their work.

5 Design Council. (2021) *Beyond Net Zero: A Systemic Design Approach* (London: Design Council). Available at: [designcouncil.org.uk/resources](https://www.designcouncil.org.uk/resources/guide/beyond-net-zero-systemic-design-approach) (user hyperlink: <https://www.designcouncil.org.uk/resources/guide/beyond-net-zero-systemic-design-approach>)

09.

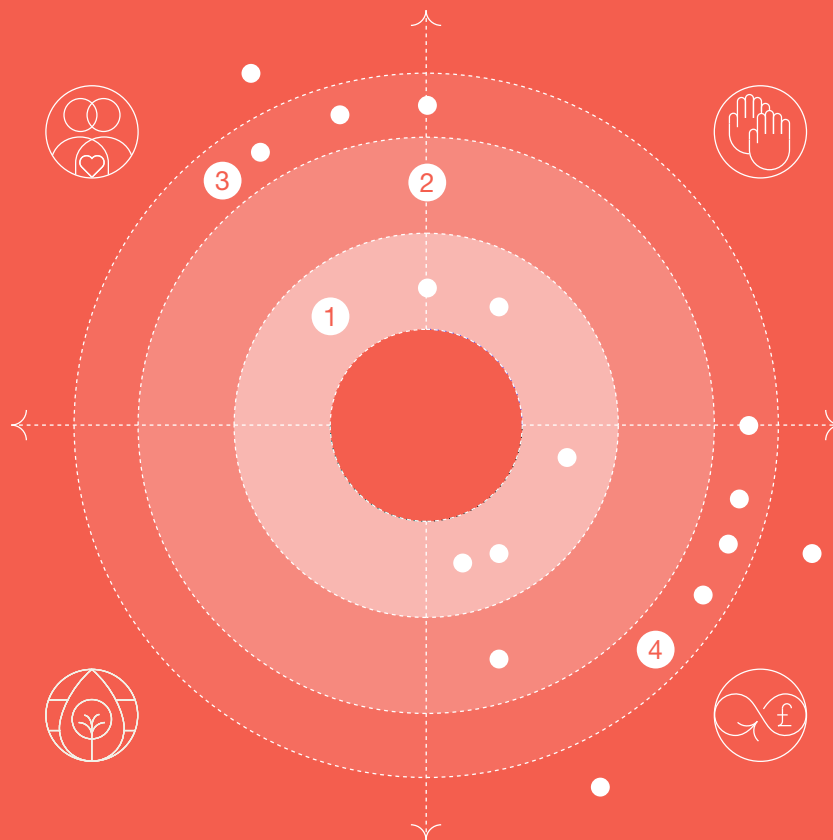
Four case studies

The following case studies illustrate how the framework can be applied to design projects and organisations to visualise their impact holistically. They were developed through interviews and desk-research with members of the design teams involved.



Socio-Cultural Value

Good Boost



- 1 Increased social connections for participants.
- 2 Increased physical activity of participants.
- 3 Continued engagement with exercise (54.6 per cent at 24 weeks compared to 40 per cent average).
- 4 Participating leisure centre profits of £25k+

Photo credit: Good Boost



Good Boost uses artificial intelligence to support those with musculoskeletal conditions to exercise and stay active.

Good Boost is a social enterprise that supports those with musculoskeletal (MSK) conditions, such as arthritis and back pain, through aqua rehabilitation classes enabled by artificial intelligence.

Good Boost uses design to maximise user impact. It uses the Double Diamond model to design social purpose into the business model from the beginning, and to test and iterate a service before investing heavily in its creation.

Ben Wilkins, co-founder of Good Boost, described how important it is for Good Boost to have a positive impact: “Businesses have contributed to a lot of harm – environmental issues, pollution, poverty – because they have so much power and influence.

But they can use that to counter those things too. Social purpose in business is vital to make real change.”

Beyond helping MSK patients live healthier lives, Good Boost’s work promotes the productivity of these patients, with MSK conditions being the second greatest cause of long-term sick-leave in the UK,⁶ and the systems around them.

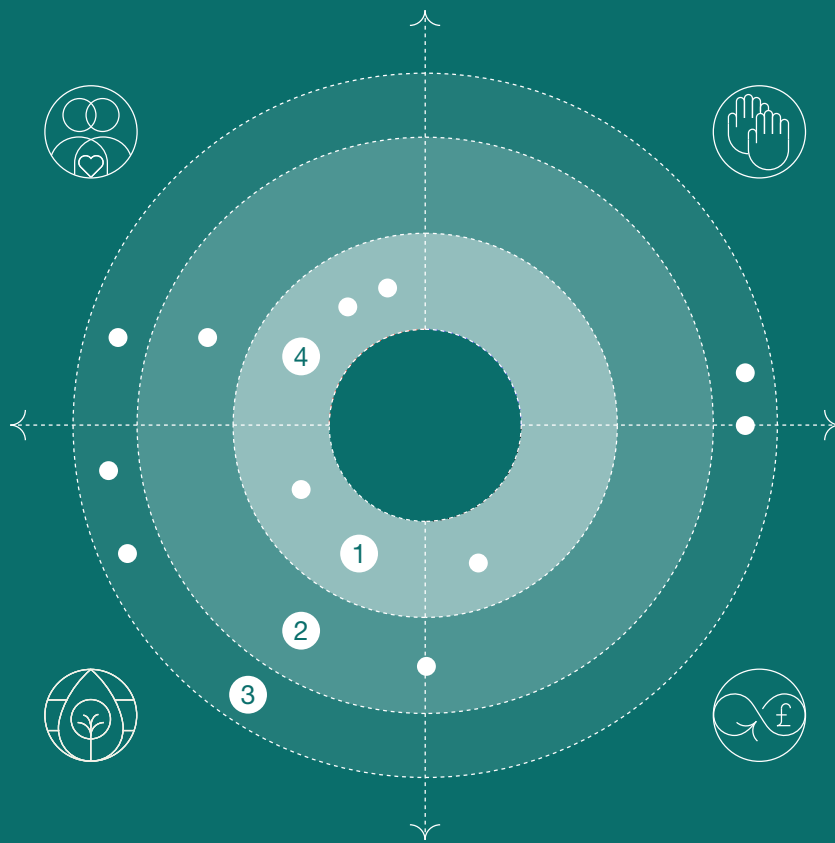
- Before the pandemic, 54.6 per cent of users of the aquatic therapy sessions were still engaging at 24 weeks, compared to an average figure of keeping to exercise of 40 per cent.
- Some leisure centres delivering Good Boost have generated an annual profit of over £25k, alongside creating measurable health impact.

⁶ 40% of sick leave due to MSK - Health and Safety Executive. Work Related Musculoskeletal Disorder Statistics (WRMSDs) in Great Britain 2014/15. London: Health and Safety Executive; 2015.



Environmental Value

Growing Underground



- 1 Use of renewable energy with carbon reduction to 18.83 tCO₂e for organisation.
- 2 70 per cent less water per kg of produce used compared to comparators.
- 3 70 per cent post-consumer food grade recycled plastic for all packaging.
- 4 Colleagues up-skilled in vertical farming methods.

Photo credit: Paul Marc Mitchell



Placing the farm in an urban context has allowed Growing Underground to transfer agricultural knowledge and make food production more accessible to city dwellers.

Growing Underground, part of the Zero Carbon Farms family, is a brand working to reshape farming by accelerating the transition to carbon negative approaches. An underground farm based in Clapham, South London, its work is based on circular economy concepts, using recycled substrates, recirculated water, and reduced resource use wherever possible. It grows its products close to their point of consumption to minimise food miles and use renewable energy. By combining all those approaches, the company has become carbon negative.

Richard Ballam, Co-Founder of Growing Underground remarks that “A well-designed system is symbiotic, with consumers, distributors and agriculture all in the same place. We don’t just look at the work we are doing but also how it relates to every part of the supply chain.

That means we understand the whole system right from the start of the process and design each element to fit.”

A certified B Corporation, in 2021 Growing Underground’s sustainability impact report found that⁷:

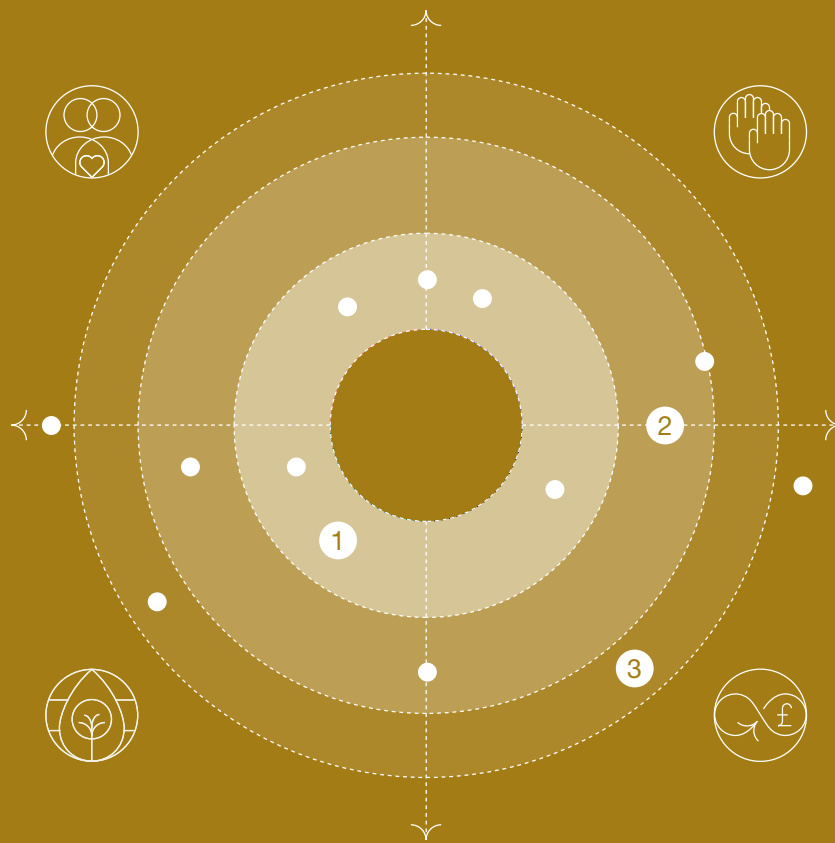
- ➔ It was powered entirely by renewable energy, with total carbon emissions for the organisation measuring 18.83 tCO₂e, and carbon emissions of their wider supply chain coming to 77.13 tCO₂e. 10 per cent more than these carbon emissions were offset.
- ➔ It uses 70 per cent post-consumer food-grade recycled plastic for all product packaging.

7 <https://zerocarbonfarms.co.uk/pdf/ZCF-impact-report-2021.pdf>



Financial Value

Igloo Regeneration



- 1 Igloo's footprint policy applied to all projects.
- 2 Use of local labour and talent.
- 3 Legal ownership of shared spaces transferred to local residents.

Photo credit: Metropolitan Workshop



In support of the government’s Levelling Up plans, Igloo is focused on creating town centres across the country that are compelling and attractive places to be.

Igloo Regeneration was the UK’s first B Corporation in the real estate sector. It works on developments in areas with social and economic needs, bringing in investment to create positive change. The team engages with investors, communities, local authorities and landowners to support community-led area regeneration.

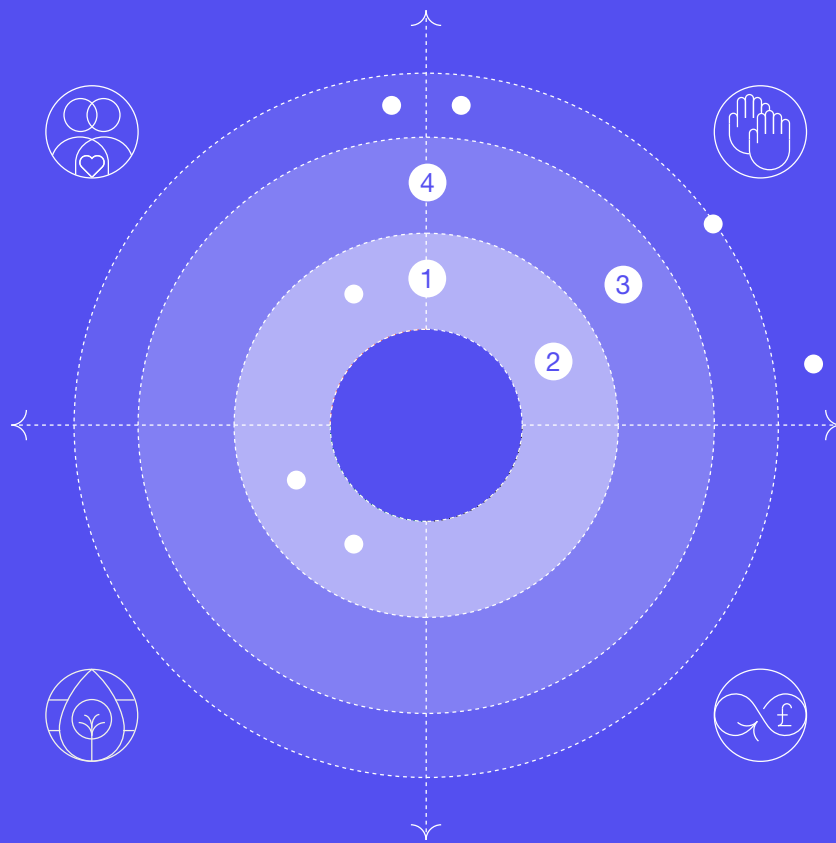
Its design process begins with a co-creation workshop with as many stakeholder groups as the team can engage: for example residents, the local authority, the planning authority, even sales agents and clients. Ideas that emerge from this process are more creative than a traditional approach, and point to a greater diversity of value.

Igloo footprint is its roadmap for this type of purpose driven development. It is “the process whereby we ensure that our developments are impactful - covering everything from environmental performance to community and wellbeing. It started life as a social responsibility policy about 20 years ago, but now it’s more of a methodology.” Says John Long of Igloo Regeneration.



Democratic Value

Policy Lab



- 1 Enabled empathy between participants across wide demographic ranges.
- 2 Increased empowerment of participants to influence policy.
- 3 Co-design process developed new design methodologies.
- 4 Policy outcomes incorporated perspectives beyond government.

Photo credit: Jo Szczepanska



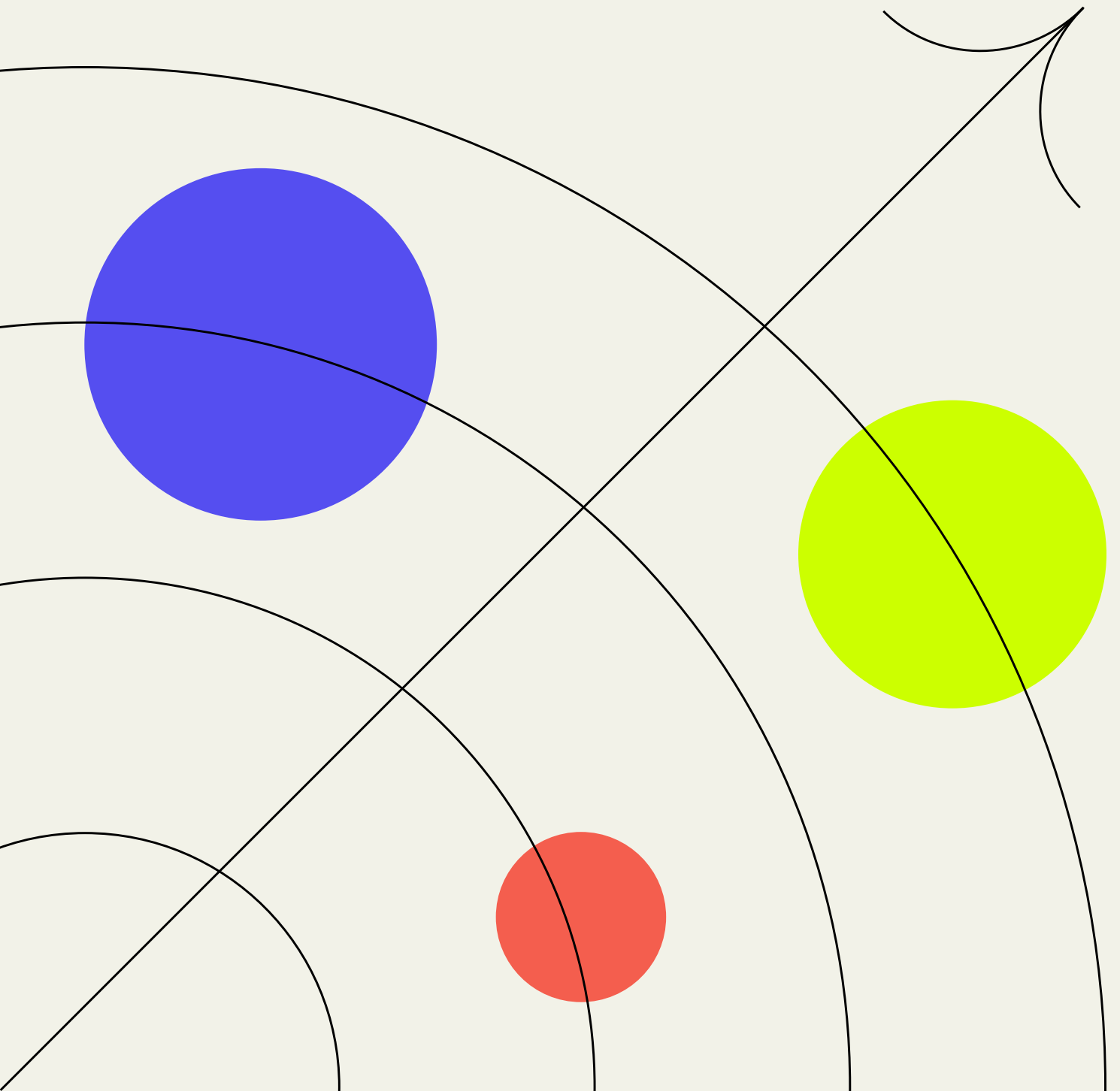
Working across government departments, Policy Lab uses design to increase the mutual understanding between policy teams and the people they are trying to reach.

Policy Lab works to radically improve policymaking through design innovation and people-centred approaches. A recent project that Policy Lab worked on with the Department for Levelling Up, Housing and Communities (DLUHC), was to co-design a vision for a new 'strategic framework' with residents and stakeholders in the Oxford Cambridge 'Arc' - an area of land spanning five ceremonial counties between Oxford and Cambridge.

The project explored how to bring a diverse range of people together to add depth and deliberation to a policy consultation process, in a way that ensured resident voices could be heard. Using various co-design methodologies Policy Lab was able to engage a diverse group of people, with a particular focus on people who are under-engaged in planning consultations, including young people and digitally excluded people. Overall, 250 people

engaged directly with the project as workshop participants.

Co-designing with residents can empower people to express and share their ideas in their own terms, to engage in storytelling and to draw from other people's experiences as a way to then design and develop their own solutions. Partnership is a core practice of co-design and the overall experience of individual/community engagement can result in greater focus on perspectives outside of government in policy development.



Appendix 1: Key Terms

Value

Value refers to significant change that happens as a result of design. It identifies what change is taken to be important to measure, whether because it is required by regulation, policy or something people care deeply about. For example, when we speak of environmental value, changes affecting bio-diversity or air-quality can be seen as significant changes to measure.

Key questions to ask when using the Framework:

- How do different stakeholders value the results of change?
- Who decides what kind of change is important?
- Who is involved in making valuations?

Change

Change refers to the observable, or experienced, results of applying design within a project or setting. For example, an increase in health in a local community.

Key questions to ask when using the Framework

- What are the changes that might result from this design?
- Who gets to make or champion change?
- Under what conditions do some changes happen, and not others?

Impact

Impact refers to the size of changes occurring as a result of applying design within a context. In other words, how much change has occurred. For example, when we say that design has increased bio-diversity by 10 per cent, that is an impact it has had.

Key questions to ask when using the Framework

- What changes are measured and expressed in existing registers?
- What changes cannot be captured in existing registers?
- How do different methods and forms of data privilege some types of change, and not others?



Appendix 2: Level 3 Framework with External Tools And Questions

Design practices and projects

	Design 	Production 	Lifespan 	Wider/spillover effects 
	Socio-cultural impact (positive or negative) created during/ through the design phase	Socio-cultural impact created during/ through production or implementation	Socio-cultural impact created throughout the life of the designed output (product, service, experience, policy, etc), including end of life (disposal or recycling)	Wider socio-cultural impacts
Examples Indicators	<ul style="list-style-type: none"> - Design education/ capability-building opportunities - Increases in design skills (personal) - Increases in design maturity (organisational) - Creating new social/ community networks and infrastructure - Improved social cohesion (community) - Increased sense of belonging (individual) - Number/ proportion of projects that address social issues/ challenges - New social networks/ infrastructure 	<ul style="list-style-type: none"> - Products/ experiences/ services/ environments that meet or exceed standards of accessibility and inclusivity - Evidence that products/ services/ experiences are enjoyed or valued by users - Partner/ supply chain organisations pay minimum or living wage - Partner/ supply chain organisations evidence other fair employment practices/ treatment of workers 	<ul style="list-style-type: none"> - Improved emotional/ mental/ psychological health - Improved physical health - Increased wellbeing or happiness - Improved safety/ reducing crime - Improving/ facilitating education/ learning - Increasing spaces for play - Affordable places to live (homes) - Pleasant cities/ healthy (urban) environments - access to green/ blue space - Food security - Energy security - Supporting specific local cultures (ways of living and being) - Growing cultural capital - Protecting heritage 	<ul style="list-style-type: none"> - Change in governance e.g. new laws, policies or regulatory standards - Change in culture e.g. new norms, attitudes or beliefs - Population-level change in practices and behaviours - Creation of goodwill and trust
External Tools	<ul style="list-style-type: none"> - Dreyfus model of expertise, adapted for design: Kees Dorst (2008) Design research: a revolution-waiting-to-happen. Design Studies 29; pp4-11 - For a model of organisational design capability, see: Malmberg, L. (2017). Building Design Capability in the Public Sector: Expanding the Horizons of Development. PhD thesis. Linkoping University. p.83, p.205. 	<ul style="list-style-type: none"> - Inclusive Design Standards (disabilityinnovation.com) - Living Wage (livingwage.org.uk) - Fairtrade (fairtrade.org.uk) 	<ul style="list-style-type: none"> - OECD Guidelines on Measuring Subjective Wellbeing (oecd-ilibrary.org) - DCMS Valuing Culture and Heritage Capital Framework (gov.uk) - Social Return on Investment assesment - The Anglo American Socio-economic Assesmen Toolbox (golab.bsg.ox.ac.uk) 	
Evaluation Questions		Does your design work meet or exceed the relevant accessibility and inclusivity standards?	What percentage of your projects have created a positive social impact (which could be through design, production or use)?	
Wider/spillover effects	E.g. A shift from extractive/ profit-seeking to regenerative logics in design			

Organisations using design

	Strategy 	Operations 	Infrastructure 	Wider/spillover effects
	Social impact created by the strategy of the organisation (organisational intent in relation to an external context)	Social impact created through the operations of the organisation (what the organisation does to deliver the strategy)	Social impact created by the infrastructure (resources, capabilities) of the organisation	Wider socio-cultural impacts
Examples Indicators	<ul style="list-style-type: none"> - Social impact part of stated organisational purpose mission - Social impact part of organisational strategy business plan - Statement of social impact performance against social purpose included in annual report - Performance against social impact objectives discussed at board level" 	<ul style="list-style-type: none"> - Senior leadership (a named person/ role) responsible for achieving social impact - Resources committed to achieving social impact - Resources committed to evaluating social impact - Internal capability for evaluating social impact - Evidence of social impact assessments carried out - what proportion of work/ projects 	<ul style="list-style-type: none"> - Staff awareness, competence and training in relevant social issues - Staff awareness, competence and training in achieving social impact - Employee satisfaction levels - Employee retention rates 	<ul style="list-style-type: none"> - Change in governance e.g. new laws, policies or regulatory standards - Change in culture e.g. new norms, attitudes or beliefs - Population-level change in practices and behaviours - Creation of goodwill and trust"
External Tools			Quantitative measures around employee retention rate and satisfaction.	
Evaluation Questions		<ul style="list-style-type: none"> - Do you have a member of the senior leadership team responsible for environmental impact? - What is their role? - How do they demonstrate accountability? - What is the GBP value of these resources? Where resources are non-monetary (e.g., staff time), what is the monetary equivalent? 	What is your organisation's employee wellbeing/ satisfaction score?	
Wider/spillover effects	A shift in design industry culture toward purpose-driven organisations			



Design practices and projects

	Design 	Production 	Lifespan 	Wider/spillover effects 
	Environmental impact created during/ through the design phase	Environmental impact created through production or implementation	Environmental impact created throughout the life of the designed output, including end of life and disposal/ recycling	Wider environmental impacts
Examples Indicators	<ul style="list-style-type: none"> - Use of sustainable design practices/ processes/ methods within the project - Advancement of/ innovation in sustainable design practices as part of the project - Improvements in carbon literacy among participants in the project - Improvements in capability/ skills in sustainable design and decision-making among participants in the project - Improved understanding of relevant environmental issues among participants in the project - Number/ proportion of projects that address environmental issues/ challenges - Proportion of projects not directly addressing environmental challenges that consider environmental impact during the design process 	<ul style="list-style-type: none"> - Use of renewable energy in production - Proportion of supply chain using renewable energy - Specification/ use of sustainable material resources in production - Reduction in natural resource depletion - Minimising water usage - Partner/ supply chain organisations committed to relevant environmental standards - Reductions in embodied carbon - Keeping buildings in use/ improvements in lifespan - Keeping products in use/ improvements in lifespan - Keeping materials in the supply chain (minimising waste to landfill) 	<ul style="list-style-type: none"> - Increased awareness/ knowledge in relation to the environment - Increased sense of connection to/ value placed upon the natural environment - Developing environmental/ natural assets e.g. green and blue spaces (quality as well as quantity) - Heat effects - Improving air quality - Improving water quality - Increasing biodiversity (local species, pollinators) - Bringing about pro-environmental behaviour change e.g. increases in active travel (walking, cycling) and reduced car use; growing local food; increases in recycling/ reusing; decreases in energy usage etc - Percentage of products to landfill at end of life 	<ul style="list-style-type: none"> - Change in governance e.g. new laws, policies or regulatory standards - Change in culture e.g. new norms, attitudes or beliefs - Population-level change in practices and behaviours - Progress towards Net Zero
External Tools	Carbon Literacy Toolkits (carbonliteracy.com)		<ul style="list-style-type: none"> - Life Cycle Assessment, see Iyanki V. Muralikrishna, Valli Manickam, in Environmental Management, 2017, (sciencedirect.com) - Global Footprint Network Standard (footprintnetwork.org) 	
Evaluation Questions	<ul style="list-style-type: none"> - What sustainable design practices / process / methods did / do you intend to use? - Has your work contributed to the development of new sustainable design practices or methods? 	<ul style="list-style-type: none"> - List the energy sources used in the production of the product - Do you ask your supply chain whether they use(d) renewable energy? - What percentage of your supply chain uses renewable energy? - How much do you know about the social and environmental practices and impacts of the organisations in your supply chain? 	<ul style="list-style-type: none"> - List the energy sources used in the production of the product - Do you ask your supply chain whether they use(d) renewable energy? - What percentage of your supply chain uses renewable energy? - How much do you know about the social and environmental practices and impacts of the organisations in your supply chain? 	
Wider/spillover effects	E.g. A shift from extractive/ profit-seeking to regenerative logics in design			

Organisations using design

	Strategy 	Operations 	Infrastructure 	Wider/spillover effects
	Environmental impact created by the strategy of the organisation	Environmental impact created through the operations of the organisation	Environmental impact created by the infrastructure of the organisation	Wider environmental impacts
Examples Indicators	<ul style="list-style-type: none"> – Positive environmental impact/ progress on environmental issues central to stated organisational purpose/ mission – Positive environmental impact/ progress on environmental issues central to strategy/ business plan – Minimising negative environmental impact/ externalities a key consideration in business planning – Statement of environmental impacts/ performance against environmental purpose included in annual report – Performance against environmental impact objectives discussed at board level" 	<ul style="list-style-type: none"> – Senior leadership (a named person/ role) responsible for achieving environmental impact – Resources committed to achieving environmental impact – Organisational commitment to relevant environmental standards – Resources committed to evaluating environmental impact - of projects and of organisation itself – Internal capability for evaluating environmental impact – Evidence of environmental impact assessments carried out - what proportion of work/ projects – Environmental impact of the organisation (greenhouse gases, water, waste, materials and resource efficiency, biodiversity/ecosystem services, emissions to air, land and water) 	<ul style="list-style-type: none"> – Staff awareness, competence and training in relevant environmental issues – Staff awareness, competence and training in sustainable design and decision-making – Organisational practices to minimise direct negative environmental impact of organisation/ workplace" 	<ul style="list-style-type: none"> – Change in governance e.g. new laws, policies or regulatory standards – Change in culture e.g. new norms, attitudes or beliefs – Population-level change in practices and behaviours – Progress towards Net Zero"
External Tools	Global Reporting Initiatives Standards (globalreporting.org)	Government environmental reporting guidelines (gov.uk)		
Evaluation Questions	<ul style="list-style-type: none"> – Does positive impact on the environment feature as part of your organisational mission? – Do you have an environmental strategy within your wider business plan? – What are the goals of this strategy? – What steps do you take to minimise negative environmental impact? 	<ul style="list-style-type: none"> – Do you have a member of the senior leadership team responsible for environmental impact? – What is their role? – How do they demonstrate accountability? – What is the GBP value of these resources? Where resources are non-monetary (e.g., staff time), what is the monetary equivalent? – Which environmental standards do you have a commitment to? – What is your organisation's carbon footprint? Are you taking active measures to reduce this? 	<ul style="list-style-type: none"> – What training do you provide to staff about environmental issues? – What percentage of your staff have taken part in this training? – What training do you provide to staff about sustainable design and decision making? – What percentage of your staff have taken part in this training? 	
Wider/spillover effects	A shift in design industry culture toward purpose-driven organisations			



Design practices and projects

	Design	Production	Lifespan	Wider/spillover effects
	Democratic impact created through/ during the design phase	Democratic impact created through production or implementation	Democratic impact created throughout the life of the designed output, including end of life and disposal/ recycling	Wider democratic impacts
Examples Indicators	<ul style="list-style-type: none"> - Degree and diversity of stakeholder involvement in the design process - Accessible and inclusive design methods and practices e.g. catering for a diversity of communication styles, remunerating for involvement - Evidence that relevant stakeholders feel included in a democratic/ creative process - Recognising the environment as a stakeholder - Recognising future generations as a stakeholder - Participants feel increased sense of empowerment/ agency - Participants feel increased sense of ownership of issues/ solutions - Projects that address democratic issues/ challenges - Projects that consider consequences for democracy (or ED) 	<ul style="list-style-type: none"> - Evidence that designs consider/ cater to minorities, and diverse needs/ capabilities - Designs/ solutions that address systemic issues of inequality - Empowerment of workers in supply chain organisations 	<ul style="list-style-type: none"> - Increasing spaces for democratic debate and dialogue - Increasing spaces for collective imagination and creativity - Elevating the voices of those not usually heard - Marginalised, hidden or alternative ways of knowing are surfaced - Increasing access to democratic engagement - Increased understanding of democratic processes, issues and institutions 	<ul style="list-style-type: none"> - Increasing trust in democracy - Increases in tolerance/ acceptance of diversity and difference - Improvements in transparency/ anti-corruption - Politics/ policies that value social, environmental, circularity, future generations etc - New narratives or beliefs - Decreases in inequality
External Tools	IAP2 Spectrum of Public Participation (iap2.org)			
Evaluation Questions	To what extent does your design work involve or include voices and perspectives from across the range of protected characteristics?		What percentage of your projects support the maintenance of strong democratic institutions and practices (which could be through design, production or use)?	
Wider/spillover effects	E.g. A shift from extractive/ profit-seeking to regenerative logics in design			

Organisations using design

	Strategy 	Operations 	Infrastructure 	Wider/spillover effects
	Democratic impact created by the strategy of the organisation	Democratic impact created through the operations of the organisation	Democratic impact created by the infrastructure of the organisation	Wider democratic impacts
Examples Indicators	<ul style="list-style-type: none"> - Shared ownership/ employee ownership of business - Board level representation of diverse stakeholder groups (including non-human) - Commitment to progress on EDI issues as part of strategy - Reporting performance on EDI as part of annual reporting 	<ul style="list-style-type: none"> - Resources committed to achieving equality, diversity and inclusion - Resources committed to monitoring and assessing progress on EDI - Organisational commitment to external EDI standards/ ideals/ benchmarks - Proportion of projects/ work that involves stakeholders (degree of involvement, where in the design process etc) 	<ul style="list-style-type: none"> - Organisation-wide training in EDI - Improvements in diversity of the organisation at all levels - Upskilling and supporting team members to have the tools to design - Staff empowerment/ sense of autonomy - Flexible working policy 	<ul style="list-style-type: none"> - Increasing trust in democracy - Increases in tolerance/ acceptance of diversity and difference - Improvements in transparency/ anti-corruption - Politics/ policies that value social, environmental, circularity, future generations etc - New narratives or beliefs - Decreases in inequality
External Tools			<ul style="list-style-type: none"> - Proprietary models like the Workplace Accountability Index (Culture Partners) - Diversity survey 	
Evaluation Questions	To what extent does your company strategy align with public policy around democratic impact and access?	What is the GBP value of these resources? Where resources are non-monetary (e.g., staff time), what is the monetary equivalent?		
Wider/spillover effects	A shift in design industry culture toward purpose-driven organisations			



Design practices and projects

	Design 	Production 	Lifespan 	Wider/spillover effects
	Financial/economic impact created through/ during the design phase	Financial/ economic impact created through production or implementation	Financial/ economic impact created throughout the life of the designed output, including end of life and disposal/ recycling	Wider economic impacts
Examples Indicators	<ul style="list-style-type: none"> - Consideration of alternative ethical business/ delivery models in design process - Consideration of wealth-creation for stakeholders beyond client/ firm as part of the design process - Projects that address economic issues/ challenges 	<ul style="list-style-type: none"> - Proportion of supply chain partners that are: SMEs, local to firm - Collaborating/ sharing resources with supply chain partners - Contracting with organisations with shared values - Encouraging a local business mix that reflects diversity and needs 	<ul style="list-style-type: none"> - Revenue generated from lending, repair, resale, sharing, servicing etc - Increased access to grant funding - Increased efficacy of services - Money saved in other essential/ government services - Revenue generated from products/ sales 	<ul style="list-style-type: none"> - Decreases in income inequality - Progress towards regenerative economy
External Tools		Supply chain mapping	<ul style="list-style-type: none"> - Return on Investment calculations - Gross Value Added calculations 	
Evaluation Questions				
Wider/spillover effects	E.g. A shift from extractive/ profit-seeking to regenerative logics in design			

Organisations using design














	Strategy 	Operations 	Infrastructure 	Wider/spillover effects
	Financial/ economic impact created by the strategy of the organisation	Financial/ economic impact created through the operations of the organisation	Financial/ economic impact created by the infrastructure of the organisation	Wider economic impacts
Examples Indicators	<ul style="list-style-type: none"> - Business practices around financial planning and reporting that value ESG alongside financial - Performance indicators reflecting business success beyond GDP - Recognising stakeholders beyond shareholders - Ethical investments that align with purpose/ mission of organisation - Values of sponsors / investors / investments/ funders that align with purpose/ mission 	<ul style="list-style-type: none"> - Generating jobs/ employment opportunities in supply chain - Increasing overall employment levels - Contributing to local economy - Involvement in local community 	<ul style="list-style-type: none"> - Reward staff for achieving purpose/ mission alongside financial performance - Ethical pension scheme that aligns with mission of organisation - Providing jobs and training opportunities - Paying Living Wage 	<ul style="list-style-type: none"> - Decreases in income inequality - Progress towards regenerative economy
External Tools	Principles for Responsible Investing (unpri.org)			
Evaluation Questions	Does your organisation have a stated purpose or mission that values ESG factors alongside or above financial performance?		How many jobs or training opportunities have you created in the last year for disadvantaged populations?	
Wider/spillover effects	A shift in design industry culture toward purpose-driven organisations			

Appendix 3: Mapping the Design Value Framework against the UN Sustainable Development Goals

UNESCO SDG	Relevant level 2 indicator(s)	Capital associated with that indicator
No poverty 	Projects that address economic issues / challenges Decreases in regional income inequality Generating employment within the supply chain	 Financial and economic
	Increases in equality and diversity / reduced inequalities Solutions that address systemic issues of inequality	 Democratic
Zero hunger 	Increases in equality and diversity / reduced inequalities Solutions that address systemic issues of inequality	 Democratic
	Projects that address social issues / challenges	 Social
Good health and well-being 	Measurable increases in health, wellbeing and happiness Healthy and happy staff	 Social
	Quality education 	Evidence of wider culture change: new policies, practices, behaviours, norms
Gender equality 	Evidence of wider culture change: new policies, practices, behaviours, norms	 Social
	Increases in equality and diversity / reduced inequality	 Democratic

UNESCO SDG	Relevant level 2 indicator(s)	Capital associated with that indicator
<p>Clean water and sanitation</p> 	<p>Improvements in environment / natural capital</p>	 <p>Environmental</p>
<p>Affordable and clean energy</p> 	<p>Bringing about pro-environmental behaviour change</p>	 <p>Environmental</p>
<p>Decent work and economic growth</p> 	<p>Generating employment within the supply chain</p>	 <p>Financial and economic</p>
<p>Industry, innovation, and infrastructure</p> 	<p>Evidence of wider cultural change: new policies, practices, behaviours, norms</p>	 <p>Financial and economic</p>
<p>Reduced inequalities</p> 	<p>Increases in equality and diversity / reduced inequalities</p>	 <p>Democratic</p>
<p>Sustainable cities and communities</p> 	<p>Use of sustainable design practices Use of sustainable / renewable energy and material resource in production</p>	 <p>Environmental</p>
<p>Responsible consumption and production</p> 	<p>Use and development of sustainable design practices Use of sustainable / renewable energy and material resource in production Increases lifespan of products / keeping materials in use</p>	 <p>Environmental</p>



UNESCO SDG	Relevant level 2 indicator(s)	Capital associated with that indicator
Climate action 	Progress towards net zero Environmental reporting / disclosure	 Environmental
Life below water 	Improvements in environment / natural capital	 Environmental
Life on land 	Improvements in environment / natural capital	 Environmental
Peace, justice and strong institutions 	Increasing access to democratic engagement Improved strength, integrity, and accountability of democratic institutions	 Democratic
Partnerships for the goals 	Strategic focus on social impact	 Social
	Strategic focus on environmental impact	 Environmental
	Strategic commitment to EDI	 Democratic
	Strategic focus on purpose that values ESG alongside financial performance	 Financial and economic

Appendix 4: Approach to creating the framework

The Design Value Framework has been iteratively developed over a period of 16 months (January 2021 to April 2022), through the following research, development and testing activities:

- scoping study to develop the latest Design Economy research methodology, published in June 2021
 - literature review to understand how to conceptualise social and environmental value of design
 - interviews with experts/ subject specialists
 - review of other frameworks (inside and outside of design)
 - proposition of a draft, high level framework (the unpopulated matrix)
 - deliberative workshops with 40 design practitioners from across design sub-sectors to validate the overarching structure, and add detail in terms of indicators
- analysis of workshop outputs to cluster and refine long list of indicators
 - strategic review of indicators to check for measurability, alignment with policy priorities, relevance across sectors and disciplines of the design economy, and capacity to speak to other key frameworks such as the Sustainable Development Goals (see Appendix C)
 - identification of a smaller number of highest priority indicators for Design Economy
 - further interviews with eight subject specialists to check appropriateness of indicators, prioritisation of indicators, and measurement mechanisms



Appendix 5: Further Reading and References

Further Reading

Crossick, G, Kaszynska, P. (2016). *Understanding the Value of Arts & Culture*. London: Arts Humanities Research Council.

Design Council (2021). *Beyond Net Zero: A Systemic Design Approach*. London: Design Council. Available at: designcouncil.org.uk/resources/guide/beyond-net-zero-systemic-design-approach

Kimbell, L., Bailey, J. (2021). *Design Economy 2021 Scoping Project: Paper 1: Environmental and Social Impact and Value of Design*. London: Design Council. Available at: designeconomy.co.uk/research/

Mission Orientated Innovation Network (Institute for Innovation and Public Purpose) and Design Council (2020). *Moving Beyond Financial Value*. London: Design Council. Available at: designcouncil.org.uk

<https://www.designcouncil.org.uk/resources/report/moving-beyond-financial-value-how-might-we-capture-social-and-environmental-value>

Other Frameworks Reviewed

BREEAM – built environment – social and environmental value

Source: [breeam.com](https://www.breeam.com)

Construction Leadership Council Value Toolkit – built environment – social and environmental value

Source: constructioninnovationhub.org.uk/value-toolkit/

European Ecodesign Directive – energy using products – environmental value

Source: ec.europa.eu/growth/single-market/european-standards/harmonised-standards/ecodesign_en

Higg Index – fashion – social and environmental value

Source: apparelcoalition.org/the-higg-index/

Julie's Bicycle's Creative Green Tools – arts and culture – environmental value

Source: juliesbicycle.com/our-work/creative-green/creative-green-tools/

Life Cycle Assessment – not specific – environmental impact

Examples include:

Sphera sphaera.com/life-cycleassessment-lca-database/

Ecochain ecochain.com/knowledge/lifecycle-assessment-lca-guide/

National Themes Outcomes and Measures framework – public and private – social value

Source: local.gov.uk/sites/default/files/documents/National%20TOMs%202019%20Guidance%201.0.pdf

RIBA Social Value Toolkit – architecture – social value

Source: architecture.com/knowledge-and-resources/resources-landing-page/social-value-toolkit-for-architecture

Social Return on Investment – not specific – social value

Source: socialvalueuk.org/resources/sroi-guide/

Social Value Bank – not specific – social value

Source: hact.org.uk/social-value-bank

UK Green Building Council Social Value Framework – built environment – social and environmental value

Source ukgbc.org/ukgbc-work/framework-for-defining-social-value/

UNESCO Sustainable Development Goals – not specified – social and environmental value

Source: sdgs.un.org/goals

World Economic Forum Stakeholder Capitalism – business – social and environmental value

Source: weforum.org/docs/WEF_IBC_Measuring_Stakeholder_Capitalism_Report_2020.pdf

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