

# Work Package 2

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Social and Environmental  
Impact Framework

# Social and Environmental Impact Framework

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This invitation to tender forms part of our overarching research programme 'Design Economy 2021'. This document should be read in parallel with the Design Economy 2021 Commission Brief.

Our main aim for Work Package 2 is:

- To test, develop and iterate an Impact Framework for capturing the social and environmental value of the design economy in the UK in a way which is democratic, inclusive and equitable through involving actors from across the Design Economy.

The objectives for Work Package 2 are to produce:

- A series of four deliberative workshops to test and iterate the impact framework.
- A co-developed and iterated impact framework with relevant impacts, indicators and a corresponding table of methods for gathering appropriate data.
- A deliberative workshop plan that can involve diverse stakeholders from across the design economy and demonstrates best practice in equity, diversity and inclusion.

This commission forms the next step in our goal to understand the social and environmental value of the design economy to the UK, both now and in the future.

This impact framework will be used to inform a series of national surveys of designers, businesses and public sector organisations who use design, and will identify the metrics and indicators needed to assess design's economic, social and environmental impact across the Design Economy 21 research programme. The full list of research questions this will be used to address can be found in the Design Economy Methodology Discussion Papers, which will be supplied to applicants on receipt of their expression of interest.

Our ambition is to also use this Impact Framework, and accompanying research, to create a self-assessment toolkit for designers and organisations to assess their own social and environmental impact.

Applicants for this work package should demonstrate knowledge, understanding and previous experience working on social and environmental valuation, and an awareness of the current landscape of relevant frameworks, tools and methods. Applicants can also find a summary of selected current approaches in Methodology Paper 1 to inform their proposal.

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## Suggested Approach

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We have already developed a first draft Impact Framework for Design Economy, which can be found in Appendix 1 of this Invitation to Tender. Relevant summaries of the proposed methodology for developing this framework can also be found in Methodology Paper 1 (in particular Sections 3.2 in the methodology paper).

The impact framework should be tested and iterated through a programme of at least four workshops using a deliberative valuation approach, also outlined in Appendix 2 of this document. In applying for this work package, applicants should address how they will ensure that this process is democratic, inclusive and equitable in its methodology, and in involving stakeholders from across the Design Economy as a whole.

The successful applicant will work with the Design Council research team to deliver the workshops and impact framework. In particular, Design Council will support the successful applicant through: recruiting stakeholders for the workshop, consulting with the successful applicant to agree final metrics and value indicators, organising workshop dates and logistics, providing facilitation support to the successful applicant.

As a part of this work, Design Council would like to host one of the deliberative workshops as a part of a design festival they are organising for COP 26 in November, exact date TBC.

## Deliverables

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- Design and lead facilitation of **4x deliberative workshops** to co-design the impact framework with stakeholders from the design economy.
  - A developed '**Impact Framework**' which identifies an appropriate set of social and environmental impacts and metrics through which the Design Economy can be assessed.
  - A final **report** which outlines assessment frameworks and approaches suitable for each identified impact metric.
  - A **standalone methodology** which includes a detailed facilitation plan for the deliberative workshops; and bibliography of relevant frameworks and data sources.
  - **Presentation of findings** at one Design Economy steering group meeting. The exact date for this is TBC, but will likely be in early October.
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## Budget

This project is being funded by the Department for Business, Energy and Industrial Strategy (BEIS). A sum of up to **£25,000** (excluding VAT) has been awarded to cover the project fee which includes research, planning, facilitation, meetings and any materials and resources as required.

Invoices schedule will be monthly.

Your proposal should itemise daily or hourly rates and demonstrate how many days or hours each consultant/ researcher/ administrator will spend on the project and what each person's key responsibilities will be.

## Timeline

We envisage this work package to be completed by the end of December 2021. We have outlined a time-scale for this work package below.

### Application Timeline

7 July	Commission issued
23 July	Deadline for submitting expression of interest
13 August	Deadline for application
20 August	Shortlisted applicants announced
24 August	Interviews with shortlisted applicants
27 August	Outcome announced
13 September	Work on Design Economy commences

### Project Delivery Timeline

w/c 13 September	Project initiation meeting
w/c 27 September	Bi-weekly catch-up with DC Programme Lead and formal review at mid-point
w/c 18 October	Deliberative workshops commence
w/c 8 November	COP 26 workshop
w/c 15 November	Interim report submitted
w/c 29 November	Deliberative workshops completed
w/c 6 December	Final draft of deliverables available
w/c 13 December	Final submission of deliverables
22 January	Findings Published on Design Economy 21 Platform

## Appendix 1

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### Draft Impact Framework for Development through Work Package 2

The following framework provides a first iteration that will need to be subsequently developed, tested and iterated by the successful applicant to this work package. This draft impact framework combines elements of the World Economic Forum's 'Four Pillars' as found in their stakeholder capitalism framework (2020) and the 'four capitals' structure in the Construction Innovation Hub's Value Toolkit (2021).

The four types of capital to be captured in the assessment should include:

- **Environmental capital:** The combination of renewable and non-renewable resources and assets (e.g. plants, species, air, climate, fresh water, oceans, land, minerals) that make up the connected ecosystems on which the design economy relies and which it impacts through materials use, waste and pollution in the phases of design such as materials selection, packaging, build/manufacture/implementation, transport/distribution, use, disposal, and re-use.
- **Social capital:** The tangible and intangible resources on which the design economy relies and which it impacts, including skills, understandings, relationships that shape ways of living, knowing and being, recognising and addressing the fact that some groups and individuals are excluded and marginalised from being part of, contributing to and benefiting from the design economy.
- **Democratic capital:** The narratives, beliefs, norms and actions on which the design economy relies and which it impacts, through which stakeholders define, contest and agree purposes, equity, equality, transparency and accountability.
- **Financial capital:** The combination of assets and resources on which the design economy relies and which it impacts, with associated ways of understanding investment, returns, risk and resilience.

	<b>Social Capital</b>	<b>Environmental Capital</b>	<b>Democratic Capital</b>	<b>Financial Capital</b>
<i>Project level</i>				
<b>Design</b>	<ul style="list-style-type: none"> <li>• Skills development</li> <li>• Equitable hiring</li> </ul>	<ul style="list-style-type: none"> <li>• Global warming potential</li> <li>• Emissions, waste, pollution</li> </ul>	<ul style="list-style-type: none"> <li>• Quality of decision-making</li> <li>• Diverse inputs</li> </ul>	<ul style="list-style-type: none"> <li>• Life cycle social and environmental costing</li> </ul>
<b>Implementation</b>	<ul style="list-style-type: none"> <li>• Connections between staff and stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>• Emissions, waste, pollution</li> <li>• Resource use</li> </ul>	<ul style="list-style-type: none"> <li>• Diverse feedback</li> <li>• Autonomy and flexibility</li> </ul>	<ul style="list-style-type: none"> <li>• Employment generation</li> </ul>
<b>Use</b>	<ul style="list-style-type: none"> <li>• Health and well-being of users and beneficiaries</li> </ul>	<ul style="list-style-type: none"> <li>• Emissions, waste, pollution,</li> <li>• Resource use</li> </ul>	<ul style="list-style-type: none"> <li>• Equitable dialogue with users/beneficiaries</li> </ul>	<ul style="list-style-type: none"> <li>• Equitable and ethical generation of wealth</li> </ul>
<i>Organisational level</i>				
<b>Strategy</b>	<ul style="list-style-type: none"> <li>• Connections between staff and stakeholders</li> <li>• Common purpose</li> </ul>	<ul style="list-style-type: none"> <li>• Emissions, waste, pollution</li> <li>• resource use</li> </ul>	<ul style="list-style-type: none"> <li>• Stakeholder involvement</li> <li>• Governance quality</li> </ul>	<ul style="list-style-type: none"> <li>• Inclusive growth</li> <li>• Uncertainty management</li> </ul>
<b>Operations</b>	<ul style="list-style-type: none"> <li>• Work life balance</li> <li>• Employee satisfaction</li> </ul>	<ul style="list-style-type: none"> <li>• Emissions, waste, pollution</li> <li>• Resource use</li> </ul>	<ul style="list-style-type: none"> <li>• Agency and dignity in interactions</li> </ul>	<ul style="list-style-type: none"> <li>• Ethical procurement</li> <li>• Asset management</li> </ul>
<b>Infrastructure</b>	<ul style="list-style-type: none"> <li>• Local employment</li> <li>• Equitable HR practices</li> </ul>	<ul style="list-style-type: none"> <li>• Biodiversity loss</li> <li>• Fossil fuel depletion</li> </ul>	<ul style="list-style-type: none"> <li>• Diverse and inclusive engagement</li> </ul>	<ul style="list-style-type: none"> <li>• Equitable (re) distribution</li> <li>• Shared ownership</li> </ul>

**Fig 1:** Draft Impact Framework summarising four types of capital through which the social and environmental impacts of design are realised in projects and organisations.

## Appendix 2:

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# Suggested Methodology for Deliberative Workshops

### Aim

- To test, develop and iterate an Impact Framework for capturing the social and environmental value of the design economy in the UK in a way which is democratic, inclusive and equitable through involving actors from across the Design Economy.

### Research Questions

- What social and environmental value is produced through design work?
- How do design practices and skills create social and environmental value?
- How can such social and environmental value be captured and assessed?

### Participants

We recommend having 10 to 12 participants in each deliberative workshop as this number is suitable for both collective and participatory deliberation as well as for making sure that individual contributions are registered. Selection of final participants will be led by Design Council, in collaboration with the commissioned research partner. Selection will balance three considerations:

- Representativeness of the UK population
- Representativeness of different actors from across the design economy, including designers, commissioners, policy-makers across relevant disciplines.
- Including a diverse range of participants including from under-represented or marginalised groups, following EDI principles, as well as people based in different UK home nations and regions.

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## **Format**

The workshops should take the format of on-line video conferencing using collaborative platforms such as Miro and breakout sessions on Zoom. Design Council will lead on organising the relevant platforms and design Miro boards as appropriate, with content to be provided by the research partner in consultation with Design Council.

## **Workshop Activities**

It is recommended that a deliberative valuation approach be taken to these workshops, although other approaches will be considered if they can demonstrate effectiveness to provide the outcomes sought.

The workshops should invite stakeholders and citizens to form and articulate preferences on social and environmental impact measures and values through open dialogue. Participants should bring to the workshop examples of (their) practice which highlight the possibilities, and limitations, of articulating the social and environmental impacts of design, as well as sharing their own frameworks, methods and tools. Second, they should organise proposed characteristics and indicators for the Impact Framework (eg by re-organising these digitally on Miro board) while discussing their considerations.

The workshops should allow co-creation and iteration of an Impact Framework that is close to their worldviews and give space to surface important conflicts in priorities as well as different understandings.



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