

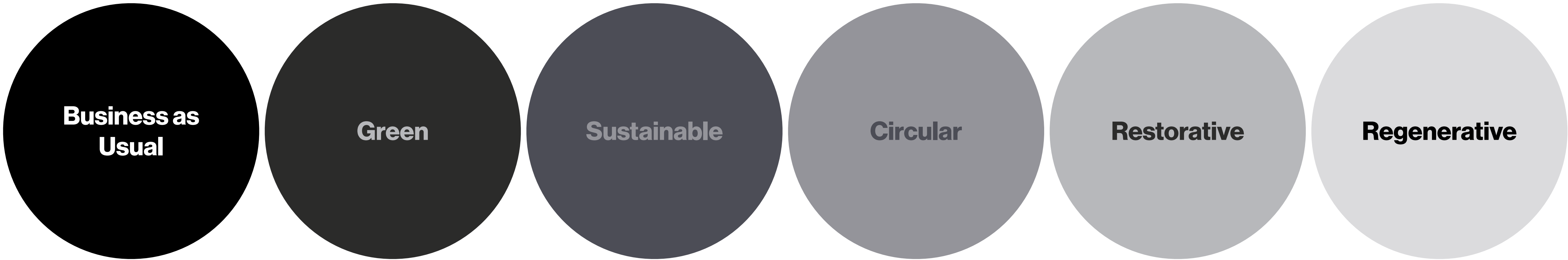
seymourpowell

**At Seymourpowell,
we believe that
great design makes
things better.
Better for people,
better for business,
and better for
the world.**



When it comes to sustainability, we take on a broad range of challenges.







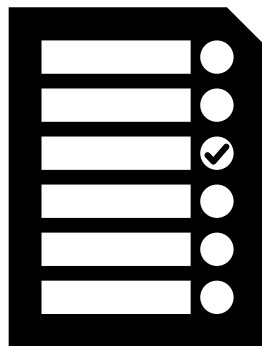
As everyone knows, **creating sustainable products and services is difficult.**

From undertaking end-to-end product lifecycle analyses, to redesigning products and systems that genuinely reduce their environmental or societal impact, to finding partners and re-structuring supply chains that align with our organisational goals – **the process is notoriously complicated, made more challenging by long testing process and complex regulation.**

For this reason, **Seymourpowell created their own proprietary Sustainability tools** based on their work across multiple industries with leading brands from across the globe and supported by insights from leading experts and organisations from associated fields of circular, sustainable, and regenerative design.

Sustainability Toolkit

There are many ways to approach sustainability, our role is to define the one that will deliver greatest impact for your business. Our toolkit help us steer the design and innovation process by using well informed and holistic decisions.



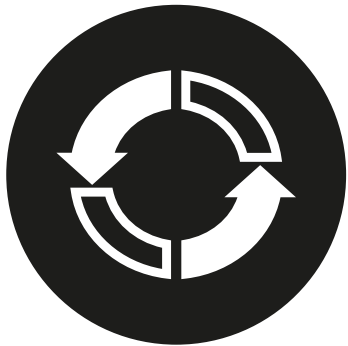
Sustainable CMF Index

Deploying our Index to navigate CMF strategy that have maximum impact



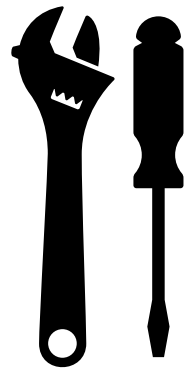
Circular Accelerator

Activate circularity within your business, delivering next generation innovation



Life Cycle Analysis Partnership

Using LCA and carbon footprint software to empower informed decision-making



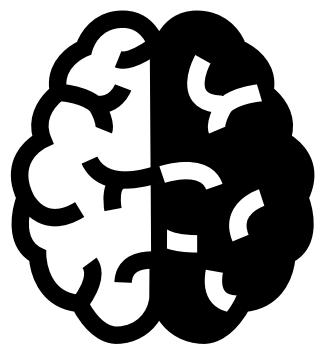
Repairability Scoring

Evaluating the repairability of a product and spotlight potential improvement to be made



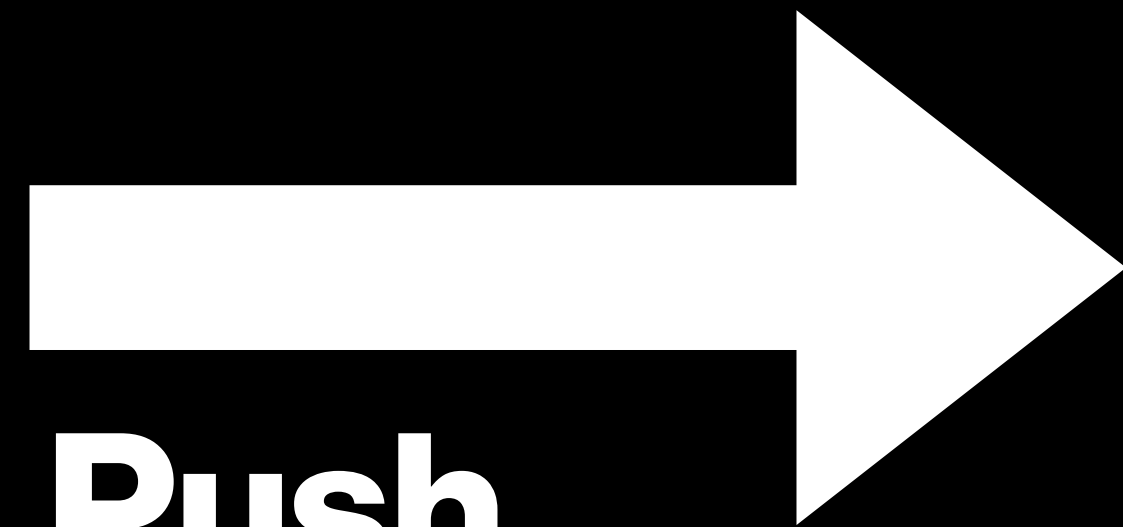
Bio Fabrication

Exploring new methods of fabrications that use biology and living organism to shape new materials



Foresight Tools

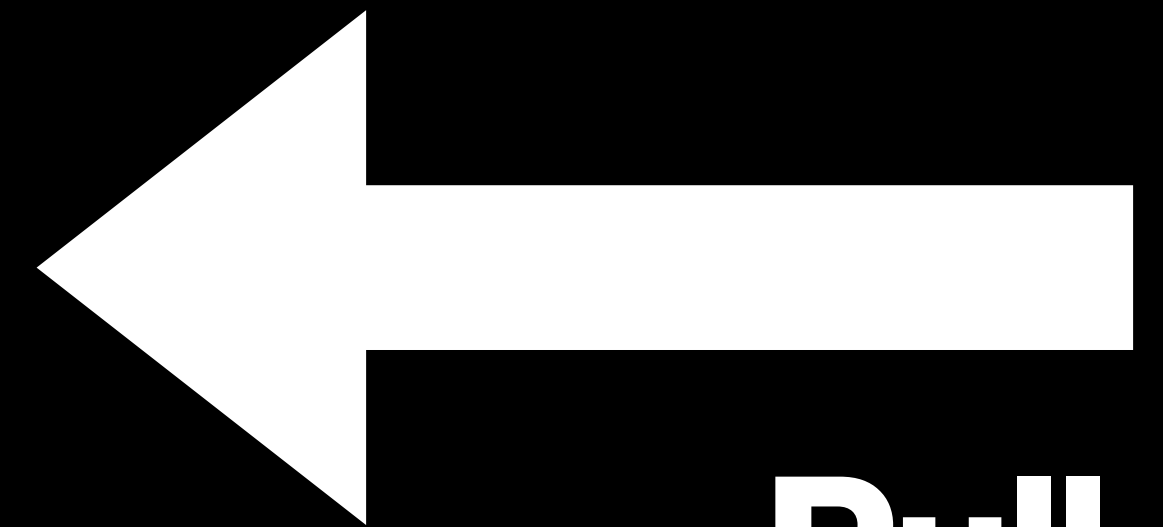
Calling on our well acclaimed foresight tools (e.i expert interviews, consumer insights) to unlock key design challenges



Push

**What business need to do in order
to achieve our sustainability goals.**

**We like to approach
sustainability by
balancing the
push & pull
factors.**



Pull

**What consumers want and care
about when it comes to sustainability.**

Sustainability challenges are complex. We use these **four mindsets** to unlock innovation.

1. Multidisciplinary Collaboration

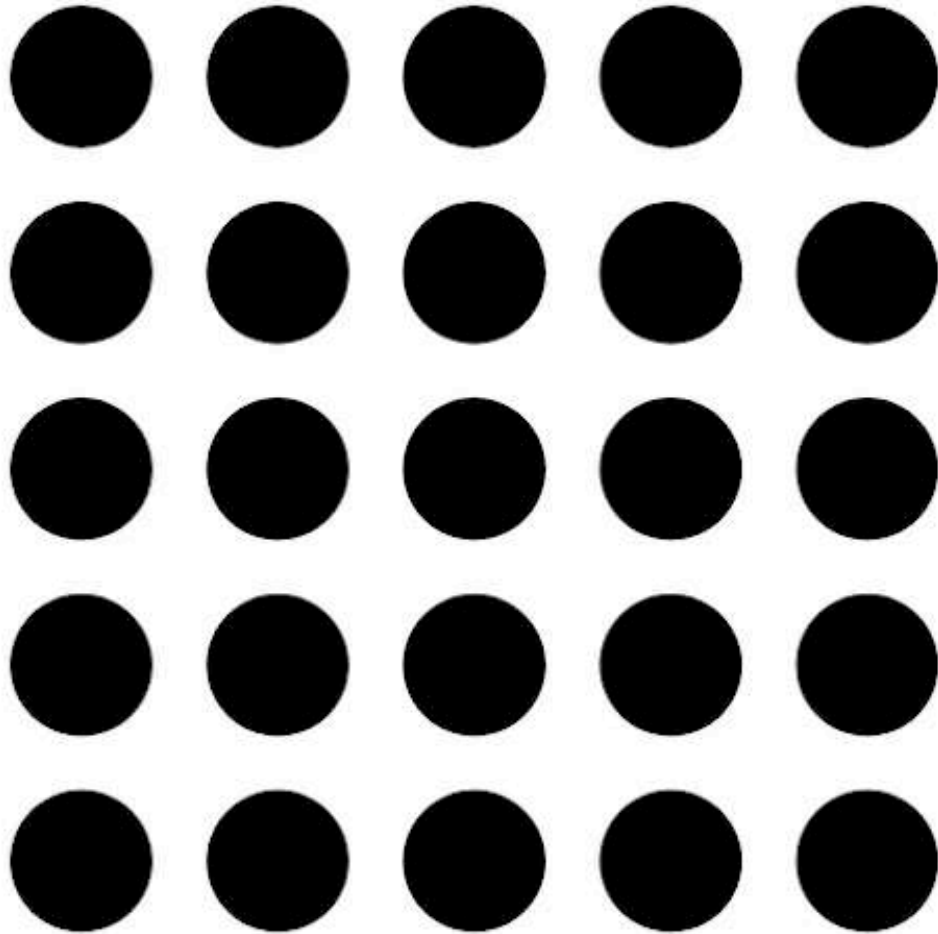
2. Storytelling & Engagement

3. Systems Thinking

4. Designing & Making

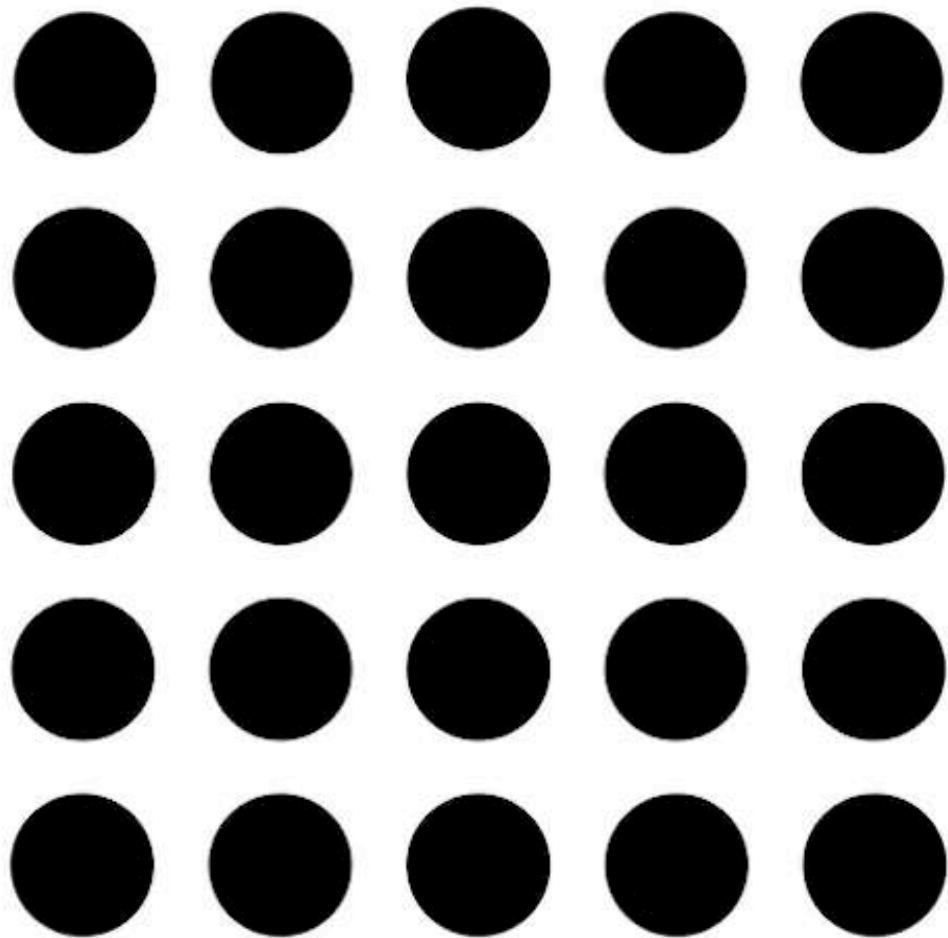
1.
***Multidisciplinary
Collaboration***

Bring various experts together to
broaden the knowledge base and
facilitate a productive creative space.



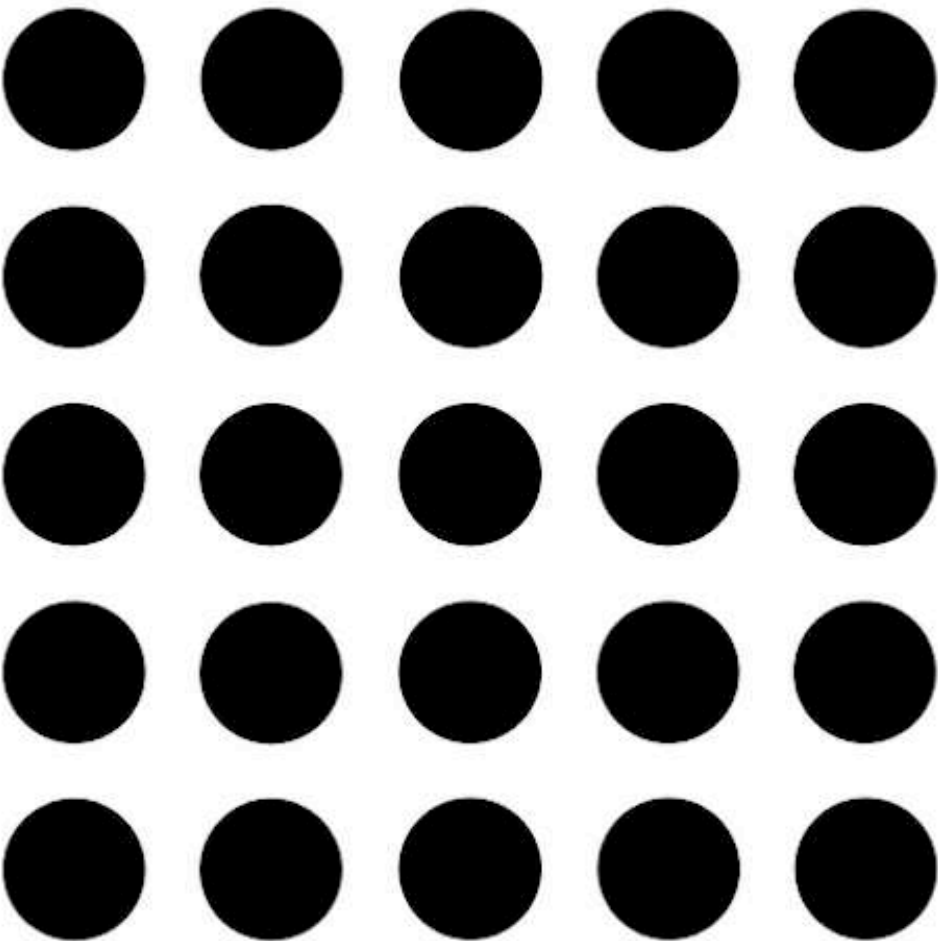
2.
*Storytelling &
Engagement*

Using emotional levers to create optimism, empathy and buy in. Having the facility to challenge a brief.



3.
*Systems
Thinking*

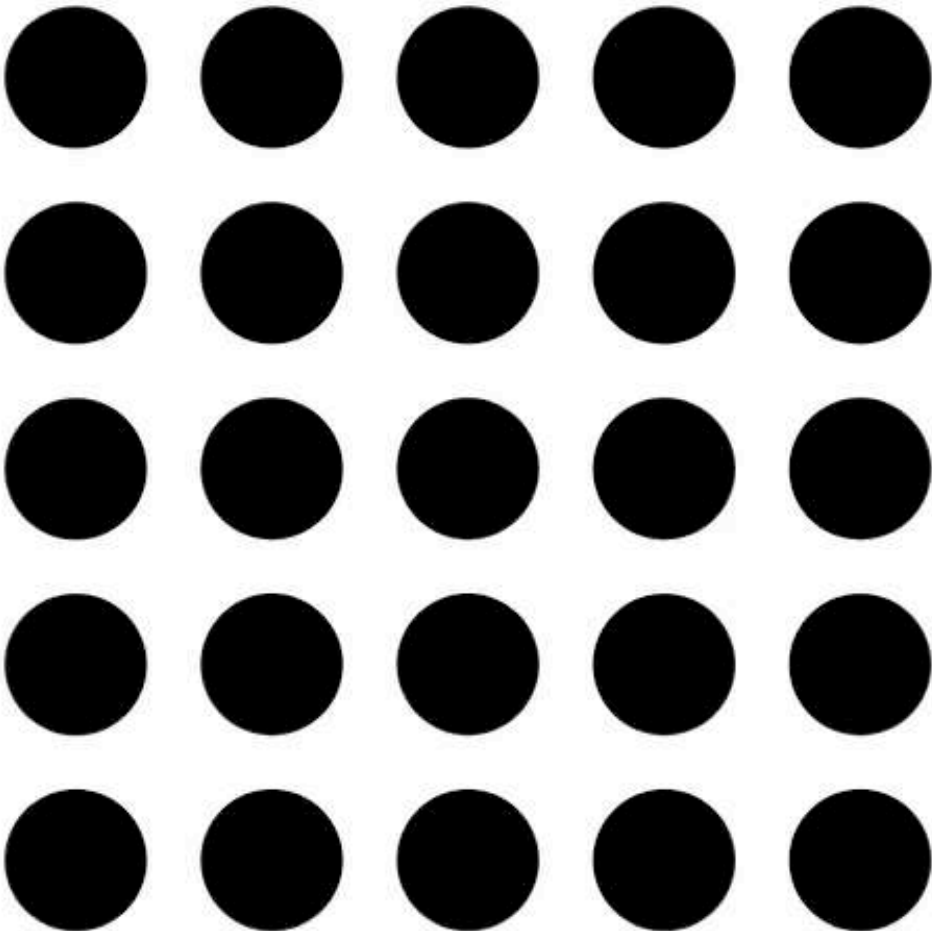
Zooming in and out of the problem to connect the dots and see the bigger picture.





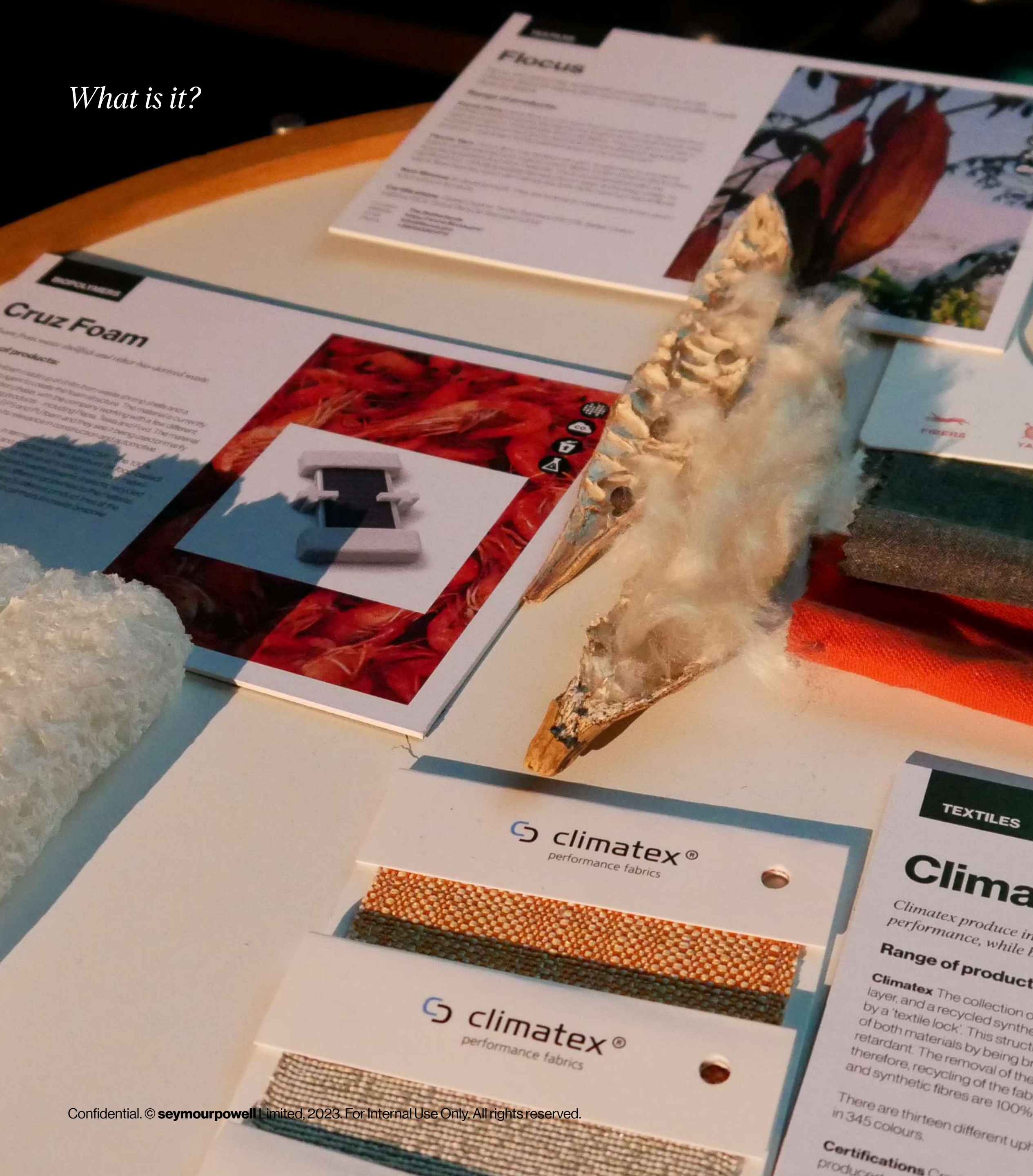
4.
*Designing
& Making*

Using our innovation process
and creativity to sketch, build,
test and make things real.




sustainable
_____ colour
material _____
_____ finish
index (sp)

What is it?



**A practical
framework that
provides *guidance*
to *suitable sustainable*
CMF solutions **and**
speeds up decision
*making.***

To create **maximum impact**, we use our technical knowledge and investigative curiosity to develop **solutions** that are **feasible** and **desirable**.



Featured in the Index & at the
Passenger Experience Conference

TapiSuede™

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AeroFlax

Lanzatech



“

The Stone Age did not end because humans ran out of stones.

It ended because it was time for a re-think about how we live.

”

**William McDonough,
Author of Cradle to Cradle**

Let's talk

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