



## Understand it

## Apply it

Generate quick win ideas

Check an existing concept

More detail ...

Design wheel

Explore

Create

Evaluate

Manage

Impact map

Performance dashboard

**Role-based guidance**

Topic-based guidance

## See examples

# Role-based guidance

This section gives an indication of **what you can change** for Designing Our Tomorrow, broken down according to different roles in the business.



### Strategy

Look beyond compliance for longer-term options; incremental adaptation can prove more costly in the long run.



### Marketing

Marketing claims should stand up to scrutiny in terms of common sense and traceability to the source data.



### Finance

Develop a materials and energy strategy to mitigate risks of rising resource prices.



### Procurement

Engage your suppliers to stimulate improvements and drive innovation that goes beyond cost reduction and legal compliance.



### Product & service design

Use people, profit and planet assessment criteria to inform design decisions.



### Engineering & research

Understand how your supply chain operates, beyond the first tier of immediate suppliers, and adapt engineering and research to assist.

