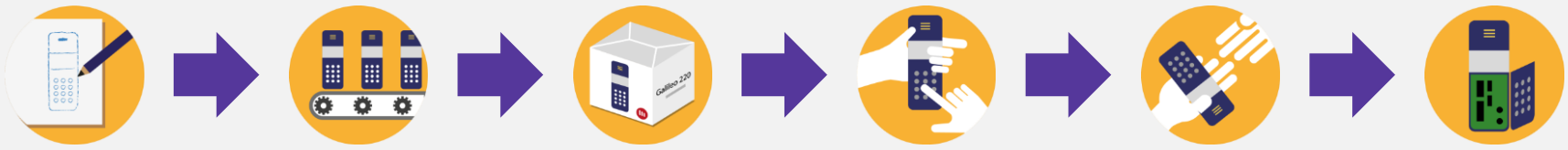
Performance indicator framework



Develop it → **Make it** → **Distribute & Sell it** → **Use it** → **Pass it on** → **Reprocess it**

People

User experience

Includes purchasing, set up, use, maintenance, passing-it-on, customer service & returns.

Total cost of ownership

Includes the user' s costs across the whole life of the product, together with its resale value.

Social impact

Includes the impact that the product and business operations has on quality of life for society as a whole (including health and safety issues).

Profit

Costs and Revenues (Product and business operations)

Includes Development and Bill of Material costs, Operational and Customer service costs, and revenue from initial and follow-on sales throughout the whole life of the product**.**

Technical risk

Includes technological risks and material supply risks associated with substances that might become restricted.

Business risk (Including brand equity)

Includes factors that increase or decrease business risks, including the consumers perception of the brand compared to the competitors.

Planet

Depletion of scarce resources

Includes consumption of 'useful' water and 'scarce' materials, which may be due to issues with: proven-reserves, future demand, substitutability, recyclability, and geo-political risks.

Energy use

Includes making it, distributing & selling it, supporting its use, and re-processing after its useful life. Anything sent to landfill should be considered as a waste of the energy that was required to make that thing.

Waste impacts (Natural capital)

Waste impacts include toxicity, wildlife extinction and reduced farming potential