CONSIDERING A NEW BRIEF OR PROJECT

Wondering whether to take on a new brief or project? With the rise in greenwash, ethical consumerism and as more brands begin to consider their impact on the planet, this tool allows you to check if a brief is as good for the world as it seems.

For each question, select the answer that most accurately reflects the brief or project and score them accordingly. Then, use the score to sense check if it's good for the planet, has the potential to bring positive impact or if it's looking likely to damage our world (and your business) for the sake of profit.

The tool provides you with two scores:

01 If the brief is good for the world

02 If it's good business

The results provide an indicator on whether taking on this brief would be the stuff of purpose-led dreams; needs a bit of work but has potential; or is an ecological (and potentially PR) nightmare.

*Remember, this is a guiding tool rather than a prescriptive one - it can't give you absolute certainty that a project will deliver sustainable development but it can help you start interrogating the brief with the right questions.

Understanding the scores...

Good for the world

Less than 5 points
Stay clear or suggest a better brief

5-18 points
There's potential to evolve it

19+ points
Let's deliver this thing!

Good business

Less than 7 points
Nothing but painful work and no gain here

7-15 points
It's got potential

16+ points
Everyone's a winner

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Good for the World   Score

Does the project engage with sustainability or purpose?	No	[1]	
	Yes, but that's not its primary aim	[3]	
	Yes as its primary aim	[5]	
If yes, has the positive impact been qualified? i.e. can you be sure there isn't a greenwashing element?	No	[-5]	
	Yes by internally set measures or evidence	[3]	
	Yes by measures or evidence verified by an independent body	[5]	
What is the objective of the project?	For profit commercial goals	[1]	
	To help build fame	[2]	
	To offer a more sustainable/purposeful alternative or contributing to research	[3]	
	To fund or support charities, organisations or individuals delivering sustainability-led work	[4]	
	Directly delivering work that accelerates sustainability	[5]	
Does the project require travel?	Flights, international or domestic	[1]	
	International (without flights), long-distance road travel	[2]	
	Short distance road travel, or long distance via rail	[3]	
	Local, without the use of road travel	[4]	
	None or only via active transport (e.g walking, cycling)	[5]	
What non-monetary costs are associated with the project?	Any evidence of exploitation, hazardous waste or deforestation	[-5]	
	Evidence of unsustainable materials or outputs that aren't being actively addressed (this includes plastics, non-biodegradable and recyclable materials, emissions, high power/resource use, social inequity or imbalance)	[1]	
	Some unsustainable materials or outputs (as above) but there's evidence they are being reviewed to reduce them.	[2]	
	Some unsustainable materials or outputs but solutions are already in place to minimise and counteract the negative impact of them.	[3]	
	Mostly sustainable materials or outputs, less than 20% are unsustainable and solutions are in place to minimise the impact of these.	[4]	
	We source everything sustainably, have minimised our waste and ecological impact and have a fully equitable business model.	[5]	
Is there a diverse team working on the project?	No	[1]	
	Some diversity, but not fully representative	[3]	
	Yes, at all levels	[5]	

GOOD FOR THE WORLD SCORE

[TOTAL]

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Good for Business

Will the project bring you fame?
No	[1]
Yes, for commercial and shareholder benefit	[1]
Yes, for supporting purpose-led initiatives	[4]
Yes, for directly benefiting people and planet	[5]

Will the project bring you fortune?
No	[1]
Yes, purely commercial profit	[2]
Yes, high commercial profit with some planetary benefit	[3]
Not monetary, but delivers high planetary value	[4]
Delivers high monetary and high planetary value	[5]

Will the project be fun, or interesting for your staff to work on?
No	[1]
There's potential for it to be fun and/or interesting	[3]
Yes, definitely fun and interesting	[5]

Will the project move your agency forward?
No	[1]
Yes, a new achievement, skill or area of expertise	[5]

Will the project accelerate your sustainability or purpose agenda?
It will adversely affect the sustainability agenda	[-5]
No	[1]
Somewhat	[3]
Yes	[5]

Does the project advance your purpose or sustainability credentials?
No	[1]
Yes	[5]

GOOD BUSINESS SCORE

[TOTAL]

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