

EESI Method – Checklist

This checklist is non-linear, steps can be achieved at any time, in any order that makes sense for your business goals and schedule. Think of this checklist as more of a guide, where questions are meant to prompt you to think further about specific areas, once those areas have been explored and potentially implemented, you can check them off knowing you’re being mindful of these areas in your design process.

Not all areas will apply to every product, brand, service in the same way, however all the areas in the EESI checklist are important to think about, nonetheless. The EESI method is not exhaustive of all aspects.

Specific categories are listed within each section; Intention & Responsibility, End Users, Business Structure, Outreach, Research & Advocacy, Sourcing & Manufacturing, Shipping & Receiving, Marketing & Branding.

E – Ethical	Pages 1 -2
E – Ecological	Pages 2 - 3
S – Stylish	Pages 4 - 5
I – Inclusive	Pages 5 - 6

E - Ethical

Ethics Related Considerations

Notes

- | | |
|--------------------------|--|
| <input type="checkbox"/> | Intention & Responsibility |
| <input type="checkbox"/> | What is at the core of your brand ethos? |
| <input type="checkbox"/> | Are there any aspects of your company that could be deemed or viewed as unethical? In what ways? |
| <input type="checkbox"/> | How can unethical aspects that may arise be mitigated or avoided altogether? |
| <input type="checkbox"/> | End Users |
| <input type="checkbox"/> | Why is it important and appropriate for you to be selling your product/service? |
| <input type="checkbox"/> | How will your product/service/company affect its end-users? |
| <input type="checkbox"/> | Business Structure |
| <input type="checkbox"/> | How is the structure of your business ensuring ethical and equitable practices will be upheld? |

- Outreach, Research & Advocacy**
- What are some ways that you can engage with others to help provide continuing ethical and equitable guidance to your business?
 - What types of research has been done surrounding the ethical landscape of the industry you are in?

- Sourcing & Manufacturing**
- Where are you intending to purchase supplies from and what are the ethics of these suppliers/companies?
 - Where do you intend to have products made and can you easily visit this location(s)?
 - Are workers being compensated fairly?
 - Are working environment conditions safe?

- Shipping & Receiving**
- Are you able to find out the ethics of the shipping provider you want to use?
 - Are there ways to streamline the shipping processes for workers involved?

- Marketing & Branding**
- Is the way the product/service/brand is being marketing truthful and authentic?
 - Is the branding mindful of cultural appropriation and representing itself in an ethical way that is not stealing from or misrepresenting other cultures?

E - Ecological

Eco Related Considerations

Notes

- Intention & Responsibility**
- Think about the product lifecycle for your designs. How do you envision their journey from conception to manufacturing, to reaching the customer to after the customer is done with it? Are they cradle to cradle?
 - In what ways can you design for disassembly and end-of-product-life/end-of-company-life?

- Do you have a buy back or recycling program?

End Users

- How healthy are your products/services for your end-users?
- Do you engage about the eco-conscious efforts of your company truthfully with customers?

Business Structure

- Has the company considered carbon offsets and/or being net zero?
- Is your business being mindful of the environment as much as possible?

Outreach, Research & Advocacy

- How updated are you about environmental related issues within your industry?
- Are there ways your company can support positive environmental initiatives through exposure, partnerships, or donations?

Sourcing & Manufacturing

- What types of materials are you using? Are they natural and more easily recyclable or synthetics or blends of natural/synthetic fibres and therefore harder if not impossible to properly recycle?
- Are the materials you are using easily biodegradable, or do they require equipment and technology to break down?

Shipping & Receiving

- How far are shipments travelling? Are there ways to combine shipments or lessen the amount/distance of shipping?
- What type of packaging are you using for shipping and is it environmentally responsible?

Marketing & Branding

- What kind of messaging are you conveying to end users about how to recycle, re-use, repurpose products?
- Does your brand image and ethos truly uphold the environmental standards you promote?

S - Stylish

Style Related Considerations

Notes

- | | | |
|--------------------------|--|--|
| <input type="checkbox"/> | Intention & Responsibility | <input type="checkbox"/> How clear is your point of view as a brand/company?
<input type="checkbox"/> What artists, designers, musicians create an inspiration or interest for you? |
| <input type="checkbox"/> | End Users | <input type="checkbox"/> Is there a clear vision of the customer you are hoping to attract to your product/business/service?
<input type="checkbox"/> Does the product/service make you feel good when you wear it/use it?
<input type="checkbox"/> Will customers easily be able to recognize your company from others? |
| <input type="checkbox"/> | Business Structure | <input type="checkbox"/> Are the business plan and business-related documents laid out in a way that is in keeping with the brand aesthetic?
<input type="checkbox"/> Are the locations, offices, studio spaces reflective of the brand aesthetic? |
| <input type="checkbox"/> | Outreach, Research & Advocacy | <input type="checkbox"/> Are there ways that you can include your target audience into your design processes, finding out their aesthetic desires and what they feel is missing in your industry?
<input type="checkbox"/> What about co-designing and collaborating with others on specific designs? |
| <input type="checkbox"/> | Sourcing & Manufacturing | <input type="checkbox"/> What types of materials and supplies are you sourcing? Are the colour stories in line with the brand aesthetic?
<input type="checkbox"/> Do you have a collection or capsule in mind? Will the textures, colours, design elements work well together?
<input type="checkbox"/> How important are small details to you? Have you been clear with your manufacturer on your expectations? |
| <input type="checkbox"/> | Shipping & Receiving | |

- What do you envision the packaging to look like?
- How do you hope the customer will feel when they receive an item in the mail from your company and how can your packaging cultivate this feeling you want to evoke?

Marketing & Branding

- What are the main colours that rule your brand story?
- How are you conveying your aesthetic vision to the public, is it being well received by your audiences?

I – Inclusive

Inclusion Related Considerations

Notes

Intention & Responsibility

- How do you envision incorporating inclusive practices into your brand/company/products/services?

End Users

- Who is your end user and what are their main priorities are you providing them with something they want and/or need?
- How easy is it for your customers to provide feedback and/or reach someone at your company?

Business Structure

- Is the language used in internal and external business communications inclusive?
- How can you further diversify your team in meaningful ways?
- How do you implement open welcoming spaces for your team, vendors, customers, collaborators?

Outreach, Research & Advocacy

- How can you engage with communities that you are hoping to serve?

- How can you learn from communities you are not a part of?

Sourcing & Manufacturing

- Are the manufacturers you have chosen aware of accessibility and accessible design?
- Are there ways you can meaningfully hire or work with vendors that have more diverse teams to gain broader perspectives within your design processes?

Shipping & Receiving

- What are the return policies like? Do they allow enough time for people to schedule time to get to the post office?
- How easy are shipments to open and access what is inside?

Marketing & Branding

- Are you marketing your products/services/company in a way that aims to not exclude and/or other people?
- Do you include thorough details and explanations about your product in addition to imagery?
- Is the end user able to use your website, business materials with ease? For example, captions, alternative text, video and image descriptions properly nested headings and tab ordering? What about colour contrast?

Wow, you've made it to the bottom! Congratulations!

Perhaps you've just skimmed the checklist or filled it out partially, either way – getting to this section is an accomplishment. Some important things to remember with EESI Method; it is intended to be an iterative, malleable method that takes shape differently for everyone. The EESI Method itself, will likely change and adapt as research continues, the world evolves, and industries transform.

This guide is as it states, a guideline to hopefully send you on your way to create a more inclusive, more ethical, more aesthetic, more eco-conscious company in whatever way makes sense for you, your customers and your community.

On _____, I _____ completed the EESI Method Checklist.