

## The materials you use

What are the ingredients that make up your product, and what is the impact they have.

| Ingredient                    | Environmental Impact | An ingredient with less impact |
|-------------------------------|----------------------|--------------------------------|
| What it is and how it is used | Sourcing & Disposal  | Include impact on your product |
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## Cradle to cradle

Define what the current product life cycle looks like. How does the product get made, where is it sold, what is it replaced with and what (if anything) do you find your product being used as.

People need our product when

The impact of our product is

People replace our product with

But our product could be used to

## Imagine if

Now let's work through each element in your brand's ecosystem to explore if there is another life for a specific part.

| The product (or part) | Imagine it were used to-do | To test this you would do |
|-----------------------|----------------------------|---------------------------|
| Product (or part)     | Could it                   | We'll see by              |
| Product (or part)     | Could it                   | We'll see by              |
| Product (or part)     | Could it                   | We'll see by              |
| Product (or part)     | Could it                   | We'll see by              |

## Cradle to cradle

Based on your approach to the exercise looking at each part, map out your ambition for what the life-cycle of your product could be, and any changes you could adopt to better help the ongoing adoption of that product being used for something else.

|                                 |                                  |
|---------------------------------|----------------------------------|
| People need our product when    | The impact of our product is     |
| People replace our product with | But our product could be used to |