

DESIGN FOR GOOD



Annual Review

AUGUST 2025

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Our Purpose





Message from the Chair

By Ben Sheppard

Exactly 10 years ago, the United Nations adopted the Sustainable Development Goals: a list of 17 of the greatest challenges for humanity to solve by 2030, from gender equality to clean energy to education access. Yet, as of 2025, 13 are marked as ‘stagnating’ and none are marked ‘on track’. Our mission is more urgent than ever.

Design for Good was created to help shift that trajectory. By 2030, we aim to have designed and launched dozens of open-source products and services that improve over 10 million lives and measurably protect the planet. We are doing this in close partnership with long-standing charities that are committed to implementation and measuring impact.

I am proud that our growing alliance now comprises over 1,600 of the world's best designers and product specialists from 30 countries. Each participant is learning environmental and societal design skills that will ripple through the design industry.

On UN Goal 6: Clean Water and Sanitation, our work is set to improve hundreds of thousands of lives, including reducing preventable deaths through handwashing education and portable toilet services for remote communities. On Goal 4: Quality Education, our projects include teaching children how to protect our environment and educating teenagers on how to spot misinformation online. With a focus on these goals combined, we aim to reach one million lives.

To everyone who contributed this year: Thank you. This alliance is only possible because of your generosity, creativity and determination to Design for Good.

Reflections from the Managing Director

By Cecilia Brenner

This past year has carried us into new territories on our journey. We worked across borders, cultures and organisations to address urgent challenges aligned with not one, but two UN Sustainable Development Goals. From ensuring 1,800 households gain access to home toilets, to educating 6,200 young people on menstrual and hygiene health and changing water consumption behaviour among 180,000 people – our projects have delivered measurable outcomes and positively changed lives.

Behind those numbers are powerful stories of real impact: women in Kenya restoring vital mangroves in their community, and teenage girls in East Africa feeling confident about their periods so they no longer miss days of school. These stories are the heartbeat of Design for Good.

As we now enter the implementation year of our SDG 4: Quality Education projects, I look forward to the many narratives of change yet to emerge – from children discovering

learning through play, to teachers building the environments that make such learning possible, helping to shape a future where education is accessible to all.

What makes our model unique is not only the outcomes we create, but the shared commitment of our global network of creatives – personal stories of individuals coming together to design for good and carrying insights forward.

Lasting change requires creativity, systems thinking and, above all, radical collective action. This report captures our milestones and lessons learned, and the extraordinary potential of worldwide collaboration.

Thank you to every designer, partner and supporter on this journey. Together, we are creating lasting impact through design.



Our Mission

Design for Good mobilises a global alliance to design lasting, measurable impact for the United Nations Sustainable Development Goals on a scale only achievable through worldwide collaboration.



Our Vision



A Growing Global Alliance

Design for Good was launched in 2022 with ten founding alliance members and has since grown.

Their designers, in partnerships with charities and development organisations, work together cross-company and build new skills to create positive impact for all of life.

Teams comprise of 4-8 designers and are given a minimum of five days per year to work on their design challenge with the development organisation and affected community.

We adapt and refine our alliance to best align with the specific United Nations Sustainable Development Goal in focus.





Our Guiding Principles

Design

with development organisations
and affected communities

Build

cross-functional teams of diverse
corporations, partners and experts

Train

and mentor teams to design for
social and environmental impact

Open source

all products and services'
intellectual property

Implement

with development organisations
to track impact and scale

Our Alliance in Numbers

15

alliance members working
together on one shared purpose.

212

designers received a Design for Good
Certificate for exceptional quality of work.

1,600

designers involved since our inception.

27

successful projects in different
stages of implementation.

30

countries represented since our inception.

28

development organisations
and charities partnered with.

Our Impact Highlights

Impact to Date

FROM JUN 2023 - TO DATE



1,800

homes in Ghana gained access to a home toilet, estimated to save more than 35 children's lives.

3.5M

people in the UK and Ireland reached by a social media campaign, potentially changing 180,000 people's water-use behaviours.

4,000

girls in 12 schools in Tanzania educated on menstrual health.

11,200

people in India reached by a social media awareness page about wetland conservation.

2,250

children in the Dominican Republic educated on hygiene habits, an increase of 33 percentage points in children's handwashing behaviour.

130

new users engaging with the Munje Tunusuru Women's website to raise mangrove conservation awareness in Kenya.

Impact in Motion

ESTIMATES FROM JUN 2023 - DEC 2026



1,400

users engaging with a digital map app that increases water accessibility and connects communities with local well diggers in India.

260,000

teachers worldwide trained in systems thinking to teach the interconnectedness of social and environmental challenges.

14,000

people/month in Kenya provided with affordable clean drinking water.

75,800

pre-primary students in Tanzania to benefit from an app helping teachers create and share play-based lessons.

2,400

users in South Africa educated on sustainable water management.

250,000

young people worldwide equipped with critical thinking skills to identify greenwashing and misinformation.

Our Impact



Addressing the United Nations SDGs

Design for Good operates a two-year programme cycle. Each cycle covers at least one United Nations (UN) Sustainable Development Goal (SDG) and includes an innovation year and implementation year.

The SDGs for each Design for Good cycle are driven by global urgency, diversity and impact.

Until 2030, we will focus on the following SDGs:



2022 to 2024



2024 to 2026

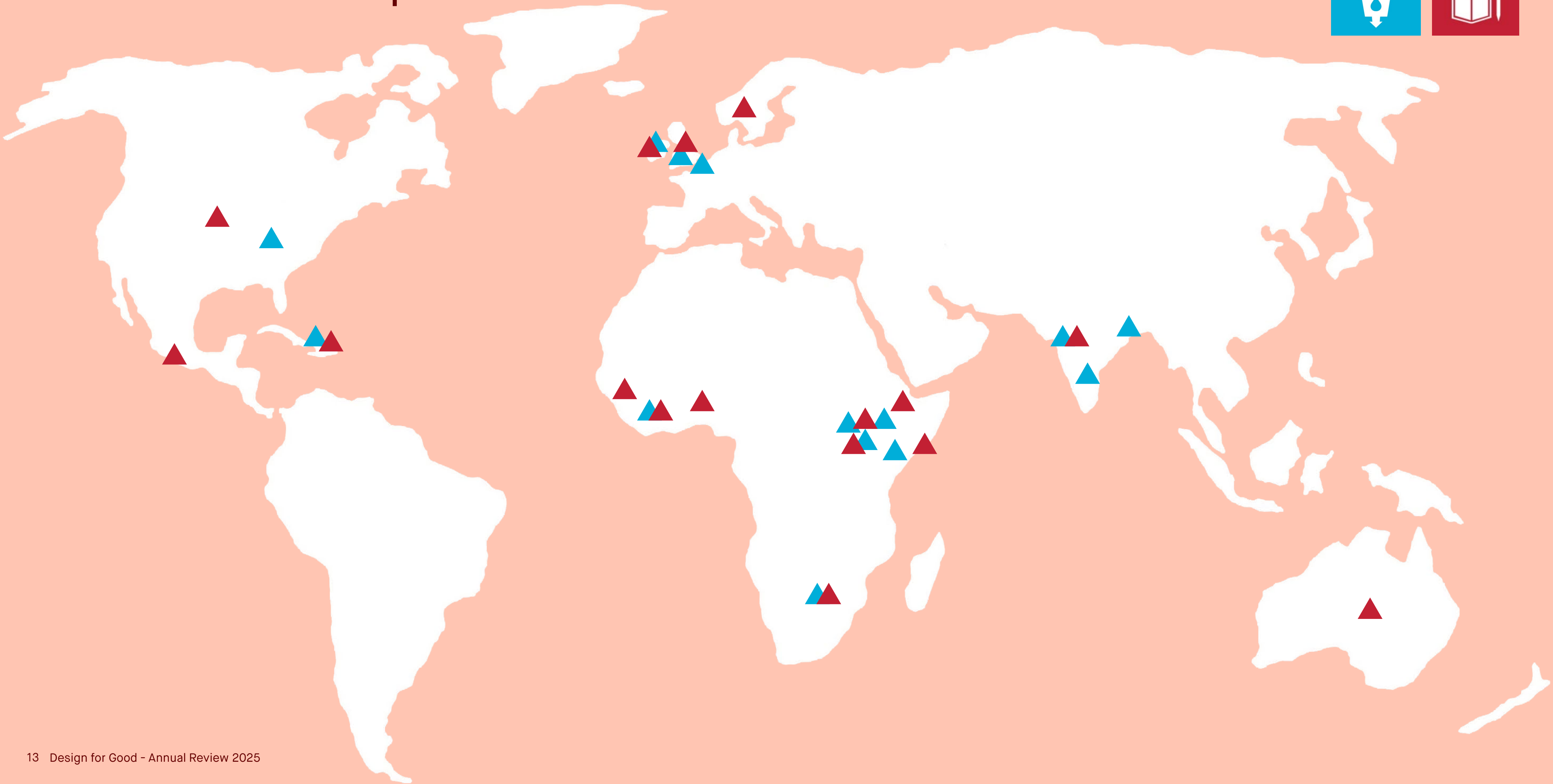


2026 to 2030



[READ MORE ABOUT UN SDGs](#)
[United Nations – The 17 Goals](#)

Our Global Footprint



Clean Water and Sanitation



From the United Nations Goal 6

Sustainable Development Goal (SDG) 6 is a commitment to ‘ensure availability and sustainable management of water and sanitation for all’.

Water and sanitation are at the core of sustainable development, and the range of services they provide underpin poverty reduction, economic growth and environmental sustainability. However, in recent decades overexploitation, pollution and climate change have led to severe water stress in locales across the world.

Today, 2.2 billion people lack access to safely managed drinking water, and 3.4 billion people lack safely managed sanitation. Climate change is exacerbating the situation, with increasing disasters such as floods and droughts. Only 56% of domestic wastewater is safely treated, and 85% of wetlands have been lost globally in the last 300 years, including a significant loss of freshwater species. The COVID-19 pandemic has posed an additional impediment of today's lower public health concerns.

SDG 6 on water and sanitation, adopted by United Nations Member States at the 2015 UN Summit as part of the 2030 Agenda for Sustainable Development, aims to ensure availability and sustainable management of water and sanitation for all. At the current speed, the world will not achieve sustainable water management until at least 2049, and achieving universal coverage of essential water, sanitation and hygiene (WASH) service targets in schools by 2030 will require doubling the current rate of progress.

SOURCE

United Nations – [Clean Water and Sanitation](#) | [The Sustainable Development Goals Report 2025](#)

Words from UN-Water



UN-Water is deeply appreciative of our collaboration with Design for Good over the past years on SDG 6, the global commitment to ensure safe water and sanitation for every human.

Water is everywhere and nowhere: It is so ubiquitous that we barely notice it – and we often take it for granted. With Design for Good’s creative and strategic partnership, we have been able to finally get the issue the attention it deserves.

By bringing together designers and creatives in a shared mission to deliver a better and more equitable world, Design for Good demonstrates how bright ideas can accelerate progress towards a brighter future.

It is exciting to see efforts expand in service of other Sustainable Development Goals, starting with SDG 4: Quality Education. I am optimistic that the teams will continue to inspire action and innovation to help the world achieve the Goals.

With only five years to go until 2030, we have no time to lose.

By Álvaro Lario
CHAIR – UN-WATER

Our SDG 6 Impact



Impact to Date

FROM JUN 2023 - TO DATE

1,800

homes in Ghana gained access to a home toilet, estimated to save more than 35 children's lives.

3.5M

people in the UK and Ireland reached by a social media campaign, potentially changing 180,000 people's water-use behaviours.

4,000

girls in 12 schools in Tanzania educated on menstrual health.

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people in India reached by a social media awareness page about wetland conservation.

2,250

children in the Dominican Republic educated on hygiene habits, an increase of 33 percentage points in children's handwashing behaviour.

130

new users engaging with the Munje Tunusuru Women's website to raise mangrove conservation awareness in Kenya.

Impact in Motion

ESTIMATES FROM JUN 2023 - DEC 2026

1,400

users engaging with a digital map app that increases water accessibility and connects communities with local well diggers in India.

4,100

people in local communities in Liberia and online educated on WASH management.

14,000

people/month in Kenya provided with affordable clean drinking water.

2,000

women in India given access to safe, private and hygienic sanitation options at home.

2,400

users in South Africa educated on sustainable water management.

Clean Team Toilets

REDESIGN OF AT-HOME PORTABLE TOILET SERVICE IN GHANA

DESIGNERS

Ivana D Monson, Stéphane Hentzel, Raquel Guillaumes Sanchez



PHILIPS

PARTNERSHIP



[CLICK HERE TO SEE THE FULL PROJECT](#)

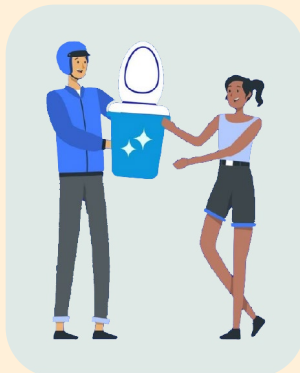
Globally, the UN reports that 3.4 billion people lack safely managed sanitation, with 1.7 billion without basic hygiene services at home.

For millions of Ghanaians without in-home toilets, there were few alternative options until Clean Team Portable Toilets Ghana presented a comprehensive subscription service that delivers and maintains toilets in homes.

Working in partnership with Clean Team Ghana, the Design for Good team found ways to redesign the service that improves customer experience, supports staff training and creates new digital tools, allowing the service to expand in new areas. In the past year, the service expanded to a further 250 households, now enabling nearly 7,000 people from 1,800 households to gain access to a portable toilet in their home. This is estimated to have saved up to 35 lives by reducing the risk of contracting disease in the communities served.

The Clean Team toilet has been of tremendous help to me! I was reluctant to use their service when I got to know about them, but after patronising I realised how helpful it was. I have difficulties walking so it's convenient using the Clean Team toilet since I don't have to walk miles.

CLEAN TEAM TOILET USER



1,800 households gained access to a home toilet, reaching nearly 7,000 people.



Foot Forward Fund

EDUCATING SCHOOLGIRLS ABOUT MENSTRUAL HEALTH IN TANZANIA

DESIGNERS

Krishan Kandya, Ferguson Asiam, Pam Dune, Becky Swift, Lynn Heesterbeek, Yolisa Mzamane, Roxanne Robbins



PARTNERSHIP



[CLICK HERE TO SEE THE FULL PROJECT](#)

Menstruating girls can miss over a full year of school in their teens because of limited access to basic sanitation.

The Design for Good team partnered with Foot Forward Fund to help transform menstrual education for young girls in Tanzania, redesigning materials as engaging and informative by using a central ‘sister’ story with relatable hero characters.

Leave-behind Care Cards and a set of ‘true or false’ statements to reinforce the learnings in a gamified format supported the story-based approach. To date, 12 schools in the Arusha region have seen positive results with the new materials.

Through our open-source sharing, NGO Global Learning for Sustainability plans to deliver a Menstrual Health Education and Training Programme using the materials. We estimate that a further 2,000 Ugandan students, both young women and boys, will be educated in 2025.

Design for Good has played a crucial role in helping GLS create a tool that will enable school communities to foster period-positive environments. Now in its final phase, we are eager to roll out the toolkit in our partner schools, and even more excited to collaborate with stakeholders advocating for menstrual justice and period equity.

EXECUTIVE DIRECTOR, GLOBAL LEARNING FOR SUSTAINABILITY



12 schools

implemented menstrual health educational tools, reaching around 4,000 girls so far.



Project BU

TEACHING CHILDREN
ABOUT SAFE AND HYGIENIC
HANDWASHING IN THE
DOMINICAN REPUBLIC

DESIGNERS

Phil Sage, Cari Mosher, Audrius Murauskas, Sharon Wong,
Gustavo Zapata



PARTNERSHIP



[CLICK HERE TO SEE THE FULL PROJECT](#)

The United Nations estimates proper handwashing hygiene can reduce child mortality by more than 50%.

The WASH Foundation focuses on the importance of early education in order to establish habits early in life. Together, we developed Project Bu, a biodegradable, universally understandable flipbook that communicates handwashing in a fun, engaging way for children ages 5-7.

In the Dominican Republic in September 2024, only 38% of students recognised the importance of handwashing. Using tailored education materials, including the Bu flipbooks, 71% of children recognised the importance of this practice by February 2025. The project is set to expand further in the Dominican Republic by the end of 2026, with future plans to roll out to more continents afterwards.



2,250

children in the Dominican Republic educated on hand hygiene habits, an increase of **33 percentage points** in children's handwashing behaviour.



The WASH Foundation is beyond grateful to Design for Good for coordinating the opportunity to receive assistance from such a skilled and knowledgeable team of designers who are assisting us in advancing our WASH education curriculum into the digital age, enabling us to improve health among more students across the globe.

EXECUTIVE DIRECTOR, THE WASH FOUNDATION

Water Saving Week

A SOCIAL MEDIA CAMPAIGN AIMED AT DRIVING WATER BEHAVIOURAL CHANGE IN THE UK AND IRELAND

DESIGNERS

Aditya Bhushan, Stefania Tibiletti, Kelly Stone



PARTNERSHIP



[CLICK HERE TO SEE THE FULL PROJECT](#)

Water Saving Week is a social media campaign that aims to encourage behavioural change by increasing awareness of the impact of water usage.

The Design for Good team partnered with the UK NGO WaterWise to design an engaging, illustrative, character-led campaign that reached 3.5 million impressions, resulting in 180,000 people estimated to have changed water consumption behaviours.

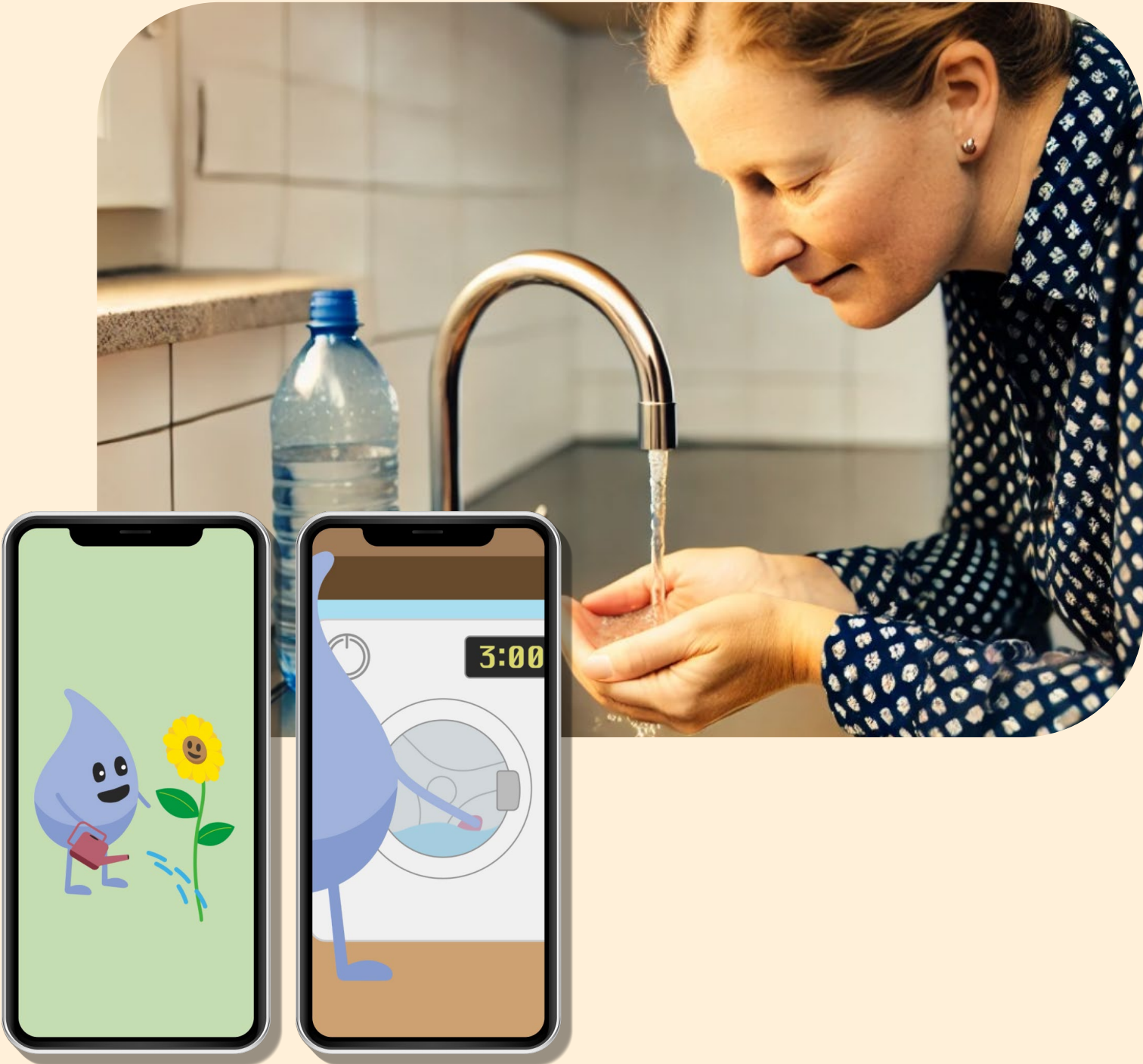
The Design for Good team had the opportunity to partner with ECO UNESCO in 2024, which resulted in a campaign workshop delivered to schoolchildren in Ireland. In 2024 and 2025, a water saving campaign with Green-Schools Ireland reached primary and secondary schools across the country.

The open-source materials also allowed for non-profit environmental NGO Vanashakti to teach schoolchildren in India about the importance of water-saving behaviours. We estimate that a further 500 students were educated through Vanashakti’s use of the campaign.

“It has been a pleasure working with the Design for Good team on the Water Saving Week campaign! The campaign features short-form videos with actionable tips to conserve water. The videos share water conservation tips across four different areas and can be utilised by schools in any way they find most effective.”
GREEN-SCHOOLS (WATER THEME) COORDINATOR

3.5 million

people reached by the social media campaign, leading to around 180,000 changing their water-use behaviours so far.



We-Act

COMMUNITY-LED ACTION
FOR ECO-RESTORATION OF
URBAN WETLANDS IN INDIA

DESIGNERS

Amruta Supate, Harsh Solanki, Rachel Rochelle



PARTNERSHIP



[CLICK HERE TO SEE THE FULL PROJECT](#)

About 85% of the world's wetlands have been degraded or lost over the last 300 years, according to the UN. There is an urgent need to raise global awareness on wetlands to encourage restoration and conservation of these vital ecosystems.

Research shows that social media can generate both positive effects on environmental awareness and better overall understanding of sustainability. Using the principles of life-centred design, we created an Instagram page to promote the We-Act project using a non-human persona, 'Chanakya wetland', to raise awareness of what the wetland is and its importance.

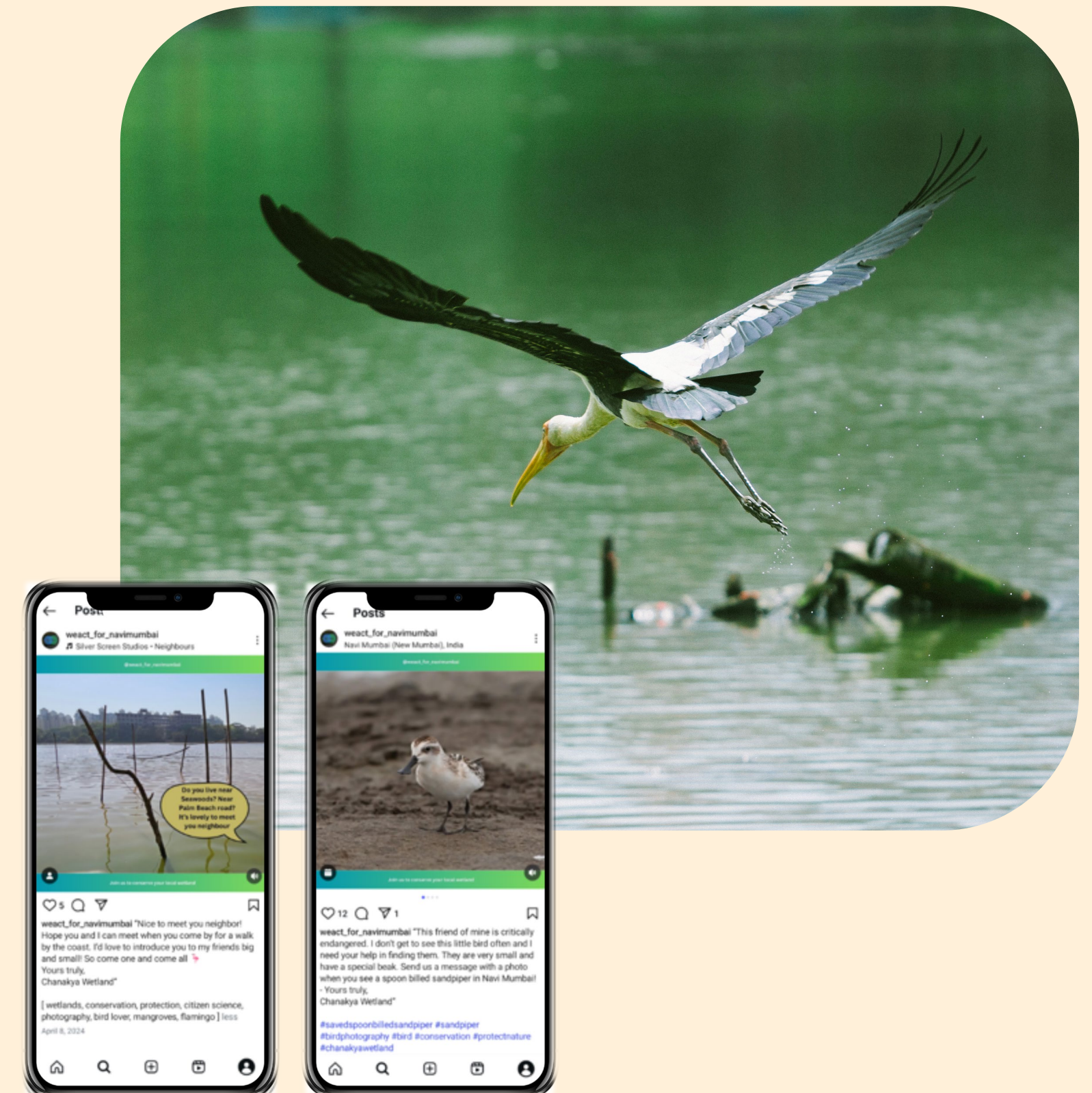
From promoting a tree planting drive with partner Vanashakti, to introducing endangered species like the spoon-billed sandpiper, to explaining what to do when people see litter in wetlands, thousands of people have been reached over the past year.

Through WeAct, everyday citizens have found a stronger bond with wetlands – and with growing support, we're ready to take this movement further and protect more of these vital coastal ecosystems.

DIRECTOR, VANASHAKTI

11,200

people in India reached by a social media awareness page about wetland conservation.



Mangroves Conservation

CONSERVING MANGROVES
AND SUSTAINING LIVELIHOODS
IN KENYA

DESIGNERS

Esther Gatamba, Beatriz Vilela, Anastasia M, Amber Mears-Brown



PARTNERSHIP



[CLICK HERE TO SEE THE FULL PROJECT](#)

Formed in response to the disappearance of the Funzi Island’s once-thriving mangrove forest, the Munje Tunusuru Women’s Group have taken it upon themselves to restore the mangroves, creating a sustainable future for their community, improving the local economy and passing knowledge to future generations.

The Design for Good team worked alongside CORDIO, who help local communities conserve natural resources, to improve the accessibility of and provide comprehensive information about the Munje Tunusuru Women's Group. To complement a future dedicated portal to communicate the women’s efforts, a visual identity was developed to enhance all communications.

The result was launching a website and working with the creative marketing agency Launch to optimise it for SEO and increase visitors.



130 users

engaging with the Munje Tunusuru Women's website to raise mangrove conservation awareness in Kenya.

“The website marks a milestone for the Munje Tunusuru Women’s Group in efforts to amplify their work and voice globally. CORDIO is honoured by the collaboration with Design for Good and can’t wait to see what’s in store for the women.”
COMMUNICATIONS MANAGER, CORDIO EAST AFRICA

Million Wells App

A COMMUNITY MAP FOR WELL DEVELOPMENT IN INDIA

DESIGNERS

Adira Andlay, Rocio Calderon Castro, Xin Wen



McKinsey & Company

PARTNERSHIP



atta. systems

[CLICK HERE TO SEE THE FULL PROJECT](#)

Over the last decade, Bengaluru, India, has experienced extreme water management problems and water shortages. An ongoing initiative started by Biome Environmental Solutions aims to re-establish the presence of shallow wells in the city.

Through consultation with Biome, we identified the need for a community map database for well development in Bengaluru. By creating an accessible platform with centralised information, the database will be a key tool in Biome’s ‘Million Wells Campaign’ to assist individuals, organisations and communities, including the Mannu Vaddars (traditional well diggers) in the work they have carried out for generations, and provide livelihoods to the local community.

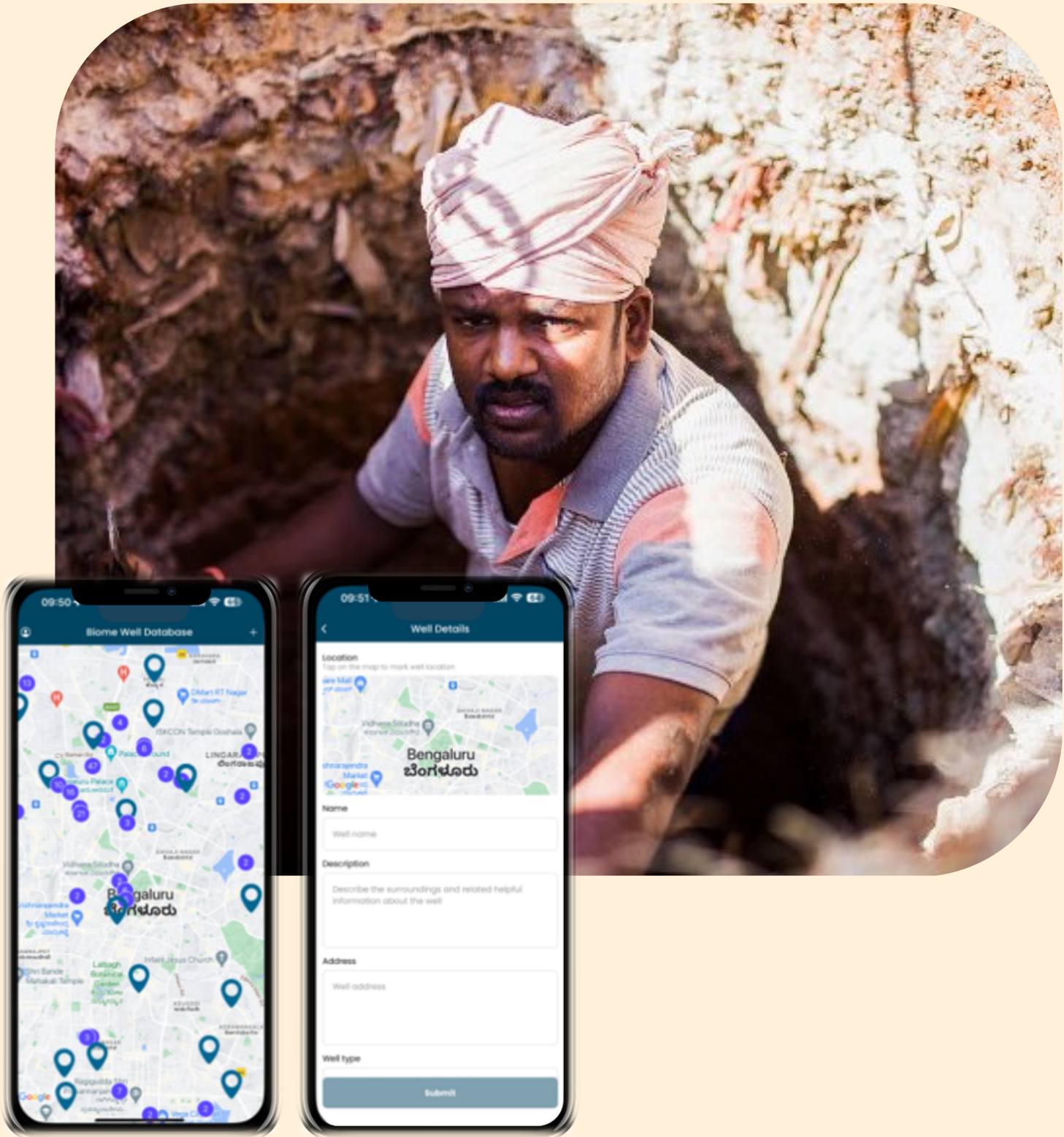
The database became the basis of an app that can be easily updated and accessed by the well diggers. The app, developed by pro-bono development partner Atta Systems went live in August 2025.

“Design for Good has been instrumental in helping Biome take our work into the digital realm. Through our collaboration on the Million Wells App, we are beginning to explore new ways of raising awareness about traditional open wells and recharge wells and collecting data that may one day deepen our understanding of the shallow aquifers. Our hope is that, over time, different communities, including the Mannu Vaddars (well-diggers), will benefit from these tools as well – using technology not just for visibility, but for growth and resilience.”

CORE TEAM MEMBER, BIOME

1,400

estimated users who will engage with the app, increasing the presence of shallow wells by the end of 2026.



WaterStarters App

INCREASING ACCESS
TO SAFE WATER IN RURAL
AREAS IN KENYA

DESIGNERS

Adam Murphy, Jince MP, Laleh Omalaki, Roshni Patel



PARTNERSHIP



RUBICO

CLICK HERE TO SEE THE FULL PROJECT

In Kenya, 30-40% of the installed water supply systems are broken, and more than 1 in 3 people consume water from unprotected sources. We created a mobile app solution for water system management.

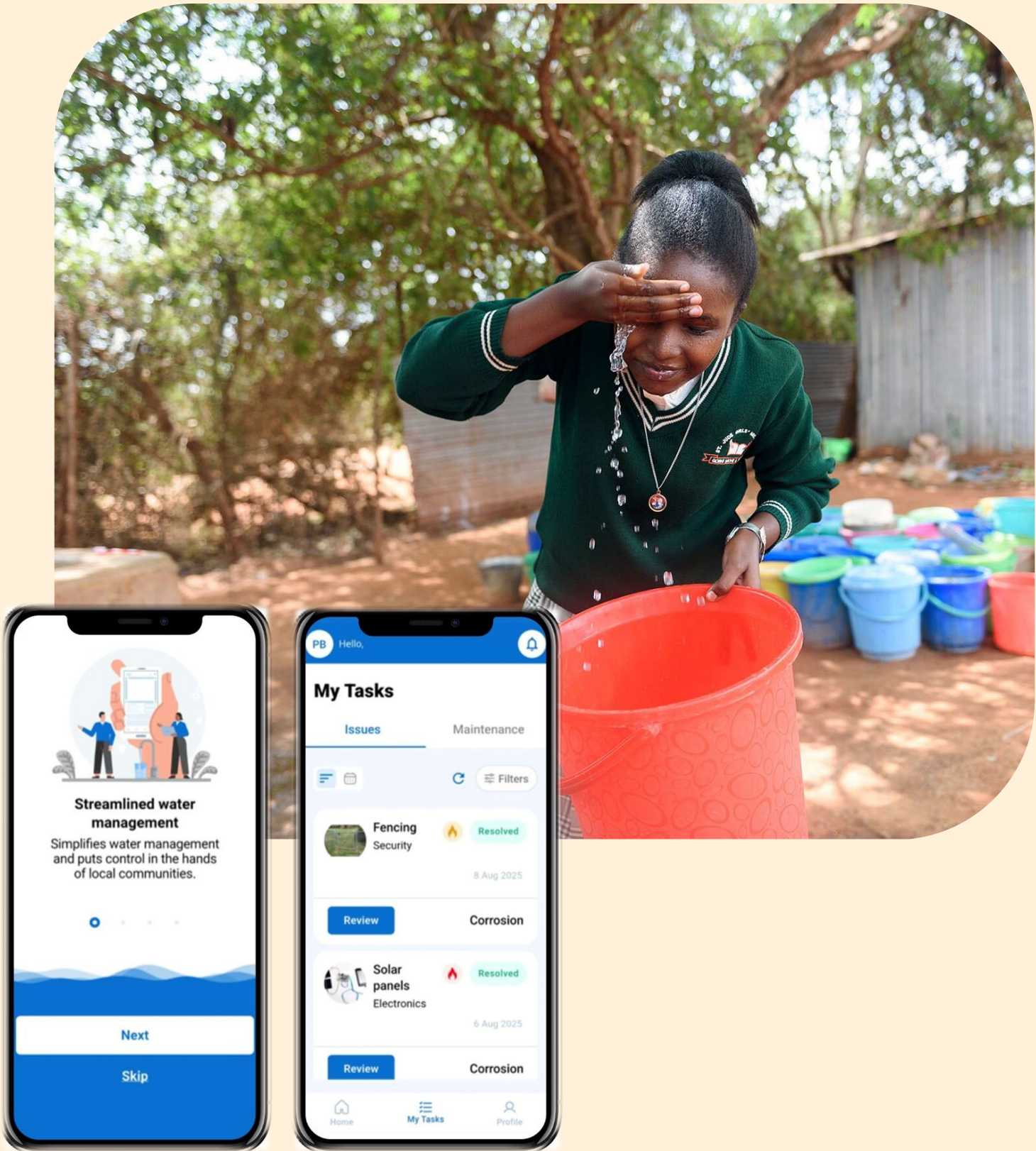
Water systems are mechanical, and if they are not regularly maintained, they eventually break down. The Design for Good team worked with WaterStarters – along with Amref Health Africa and MegaGroup, who are undertaking the WaterStarters Programme – on an initiative geared towards increasing access to safe water in rural areas in Kenya by partnering with local entrepreneurs to run new water scheme businesses through a franchising model.

Our WaterStarters Maintenance App, developed by partner Rubico, was launched in August 2025 and helps the franchisee record information during water scheme maintenance checks and guides them on what to do if an issue arises. The franchisee can upload images and voice and text data on a location, which WaterStarters can access for any necessary data for compliance checking.

“After months of hard work, the app has now been delivered and is live. We are eagerly looking out for the first results from the field, but we are confident that it will help ensure that the communities in Kenya can use it as a useful tool to carry out maintenance and keep their water systems in good condition. This will undoubtedly make a real impact in the communities and improve the lives of thousands of people.”

SENIOR EXPORT OFFICER, MEGAGROUP TRADE HOLDING

14,000
estimated number of people/month
provided with affordable clean drinking
water by the end of 2026.



Quality Education



From the United Nations Goal 4

Sustainable Development Goal (SDG) 4 is a commitment to ‘ensure inclusive and equitable quality education and promote lifelong learning opportunities for all’.

This goal is a pivotal driver for positive change, emphasising the transformative power of education in fostering a sustainable and equitable world. The goal supports the reduction of disparities and inequities in education, both in terms of access and quality. It recognises the need to provide quality education for all, and most especially vulnerable populations, including children living in rural areas, persons with disabilities, indigenous people and refugees.

SDG 4 is of critical importance because of its transformative effects on the other SDGs. Sustainable development hinges on every child receiving a quality education, which can enable upward socioeconomic mobility. When children are offered the tools to develop to their full potential, they become adults who can break the cycle of poverty. Achieving the targets under SDG 4 will also help to accelerate progress under many other SDGs.

Unfortunately, global progress in education remains off track. Only 58% of students worldwide achieved at least the minimum proficiency level in reading at the end of primary schooling in 2019, and 754 million adults remained illiterate in 2024, with women accounting for 63% of the total. While enrolment and completion rates have improved since 2015, with girls outperforming boys in most regions, progress is slowing. Meanwhile, 272 million children and youth remained out of school in 2023. Some regions, including sub-Saharan Africa, face teacher shortages, high student-teacher ratios, and inadequate teacher training.

SOURCE

[United Nations – Quality Education](#) | [UNICEF – Data and 2023 SDG National Reviews](#) | [The Sustainable Development Goals Report 2025](#)

Words from UNESCO



Design for Good's dedication to advancing SDG 4 on quality education serves as a beacon of hope in progressing this crucial goal. One of our biggest challenges remains that there is a silent emergency that 70% of the world's children are unable to read by the age of 10.

Education is the cornerstone of every Sustainable Development Goal, playing a vital role in breaking the cycle of poverty, reducing inequality, empowering individuals to live sustainably and fostering a culture of peace.

Thank you everyone at Design for Good for the tremendous progress during the innovation year. This reaffirms our shared commitment to transform education for every child.

Your life-centred approach, across borders, will foster learning for marginalised learners and vitalise the learning leap, and make education more accessible. We look forward to seeing the impact from the upcoming implementation year.

Well done on maintaining the momentum on the impact of your previous SDG 6 water projects, and we look forward to your People and Planet Health initiatives in future years.

By Valtencir Mendes
CHIEF OF EDUCATION, UNESCO,
LATIN AMERICA AND THE CARIBBEAN

Our SDG 4 Impact in Motion



ESTIMATES FOR JUN 2025 – DEC 2028

260,000

teachers worldwide trained in systems thinking to teach the interconnectedness of social and environmental challenges, enabling lifelong positive impact.

6,500

children in Liberia gaining hygiene awareness and adopting improved hygiene practices via an interactive, education-focused board game implemented in schools.

40,000

children in India gaining the knowledge and confidence to reduce plastic waste in their communities and engaging with real-world social and environmental challenges.

75,800

pre-primary students in Tanzania to benefit from an app helping teachers create and share play-based lessons – addressing training gaps, workload and classroom quality.

500

children in Kenya deepening their environmental knowledge through hands-on learning in sustainability and regenerative agriculture.

96,800

children in Mexico improving maths performance that supports ocean conservation, and learning about local wildlife via a tote bag made from recycled products.

250,000

young people worldwide equipped with critical thinking skills to identify greenwashing and misinformation – empowering them to make informed, sustainable.

3,300

children in the Global South gaining foundational learning skills via playful, teacher-led games made of locally sourced materials to make education more accessible and sustainable.

12,500

number of learners in South Africa gaining critical thinking and problem-solving skills through an offline-ready app that supports learning in under-resourced settings.

Cultivating Caring and Resilient Citizens

PROJECT

Splash and the Water Guardians

An educational toolkit teaching water conservation in the UK

DESIGNERS

Paola Miani, Madeline Williamson, Debbie Odagi, Devika Mallik



PARTNERSHIP



‘How can we create inspiring educational materials for mobilising children to take better care of the water resources of our planet?’

Water is the foundation of life, yet children often lack a deep understanding of its importance.

‘Splash and the Water Guardians’ is a playful, open-source education toolkit designed for children ages 5-12 in the UK, blending storytelling, interactive activities and real-world challenges to build lasting water-saving habits and environmental awareness.

Through this journey, children, teachers and parents learn about water conservation and sustainable behaviours backed with science and aligned with the UK Year 1 curriculum.

Co-created with BLIP Aqua Kids Leadership, educators and environmental experts, the toolkit instils early eco-awareness and action, aiming to build water-conscious adults of the future. Going forward, we plan to expand the project to Australia and Canada.

Other projects on this theme span a wide range of creative educational solutions, including: digital platforms that support teachers with play-based learning; storytelling-driven initiatives that inspire children to take real-world environmental action; hands-on resources that use techniques like gamification to teach sustainability and social responsibility; and community-focused projects that encourages collaborative problem-solving and exploration of local culture and ecosystems.



14,671
estimated number of
schoolchildren educated on
water-saving habits by the end
of 2028.

Vitalising the Learning Leap

PROJECT

My BizKit

Open-source content to assist entrepreneurs in South Africa to realise their business startup ambitions

DESIGNERS

Roxanne Robbins, Daniel Irala, Rashmi Verma, Mat Kettlewell, Sarah Sandle, Nyakallo Makhubedu, Thapelo Modibane, Adrian Dumi



PARTNERSHIP



‘How can we support unemployed Yes4Youth post-internship alumni with additional coaching to find quality jobs or embrace entrepreneurship?’

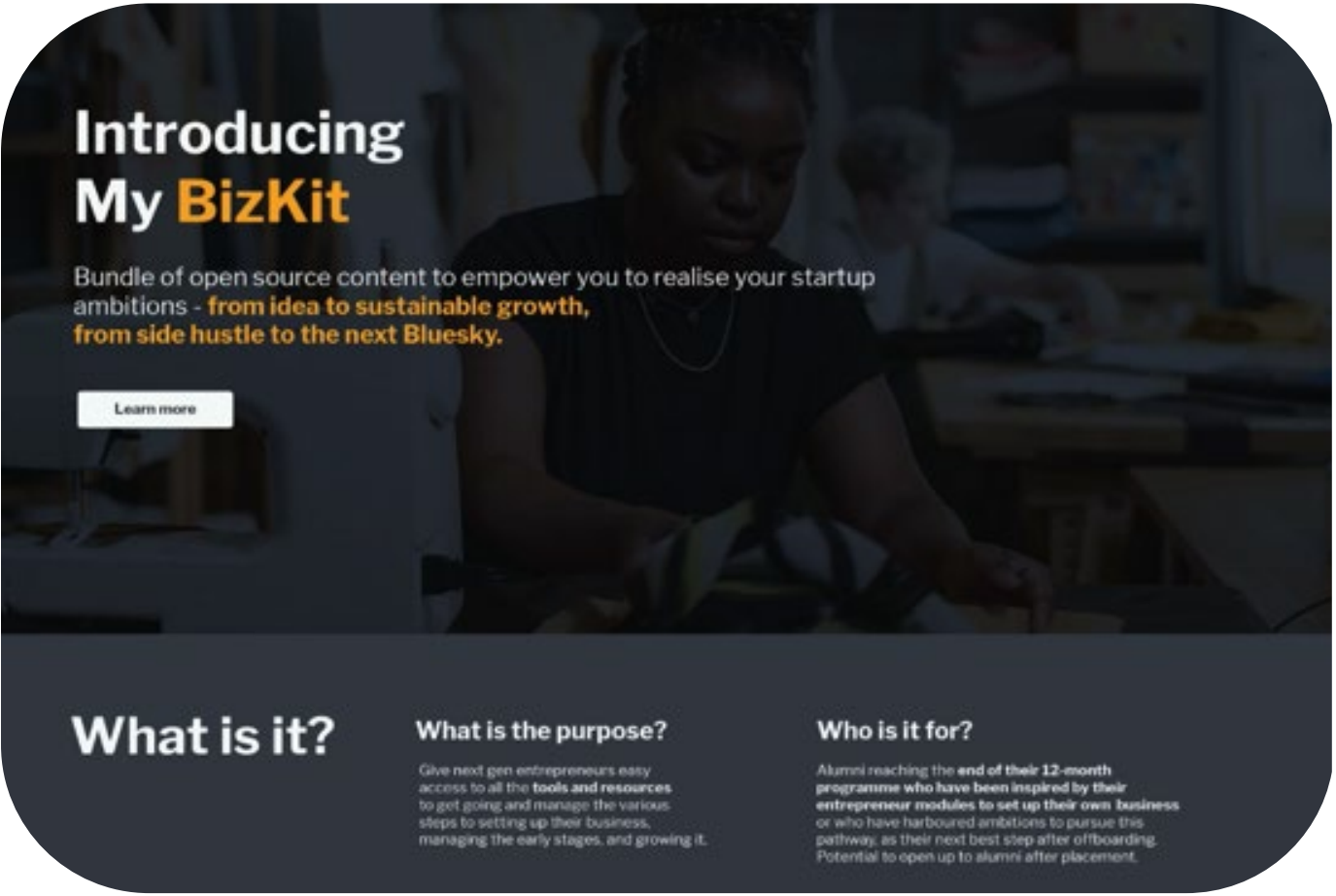
Youth unemployment has reached unprecedented levels in South Africa, with 45% of those ages 15-34 seeking work. Yes4Youth, a youth employment programme, assisting businesses to create jobs for youths from under-serviced backgrounds.

We developed a dynamic, hybrid solution, My BizKit, that is embedded in the existing Yes4Youth app. The open-source comprehensive ecosystem of resources is crafted to assist candidates through entrepreneurship-focused training and ongoing post-experience support. It contains a knowledge repository, access to networks and mentors, and a community connection section.

In addition to the My BizKit, the team has a secondary concept, ‘Mali Makers’ – a platform for alumni to pitch their business ideas to an expert panel to get feedback and potential funding.

Other projects on this theme focus on accelerating literacy, STEM learning and practical skills through innovative and accessible solutions, including: a mobile platform and playground games that inspire creative, play-based learning; an offline-ready app and a STEM toolkit that reward curiosity and problem-solving; a curriculum-aligned teaching platform that assists teachers and young people with critical knowledge and networks; and projects that focus on equipping women with job-ready skills, ensuring that education translates into real-world opportunities for thriving in complex, ever-changing societies.

3,700
estimated number of people setting up their own businesses and employed by the end of 2028.



Nurturing Healthy Habits

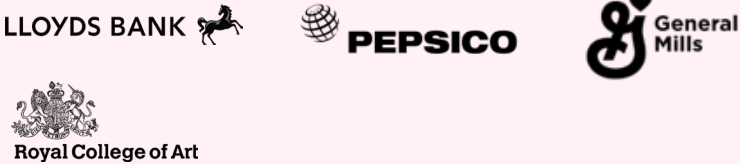
PROJECT

The BU School

An app that supports teachers and delivers a fun hygiene curriculum to schoolchildren in the Dominican Republic

DESIGNERS

Phil Sage, Samuel Bertain, Cari Mosher, Sharon Wong, Victoria Zhang, Angie Griggs, Andy Braxton, Ramish Aziz



PARTNERSHIP



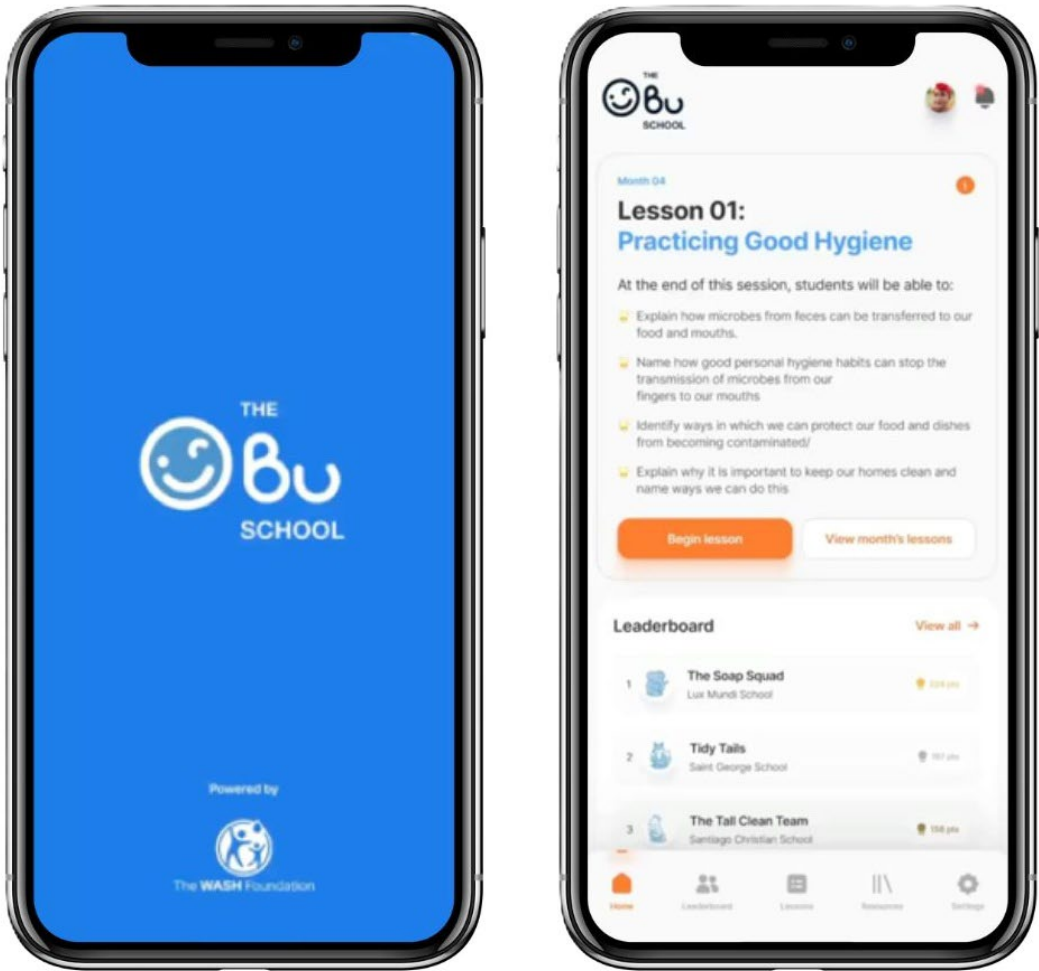
‘How can we make our WASH training materials digitally accessible for teachers to reduce dissemination costs and support local adaptation?’

Children in developing countries, including the Dominican Republic, face preventable hygiene-related diseases due to a lack of proper WASH (water, sanitation and hygiene) education.

With The WASH Foundation, The BU School is developing an app that delivers a fun hygiene curriculum that engages students and helps teachers implement and measure hygiene programmes effectively in the Dominican Republic.

By leveraging digital tools and gamification, the app will help reduce hygiene-related illnesses, keep kids in school and empower teachers to deliver impactful WASH education efficiently, which can also reinforce healthy habits that extend into homes and communities.

Other projects on this theme cover many areas of healthy habits, including: an interactive board game co-created that teaches students essential hygiene practices and their impact on individual and community health, helping to foster lifelong habits that support physical wellbeing.



6,000
estimated number of schoolchildren
changing hand hygiene behaviours by
the end of 2028.

Pursuing Truth and Trust

PROJECT

Super Debunkers

An interactive game that builds media literacy in schoolchildren in Scotland

DESIGNERS

Avis Ann, Matthew Bromage, Mark Lendacky, Freddie Halbrow, Hira Iqbal, Aaron Teng



PARTNERSHIP



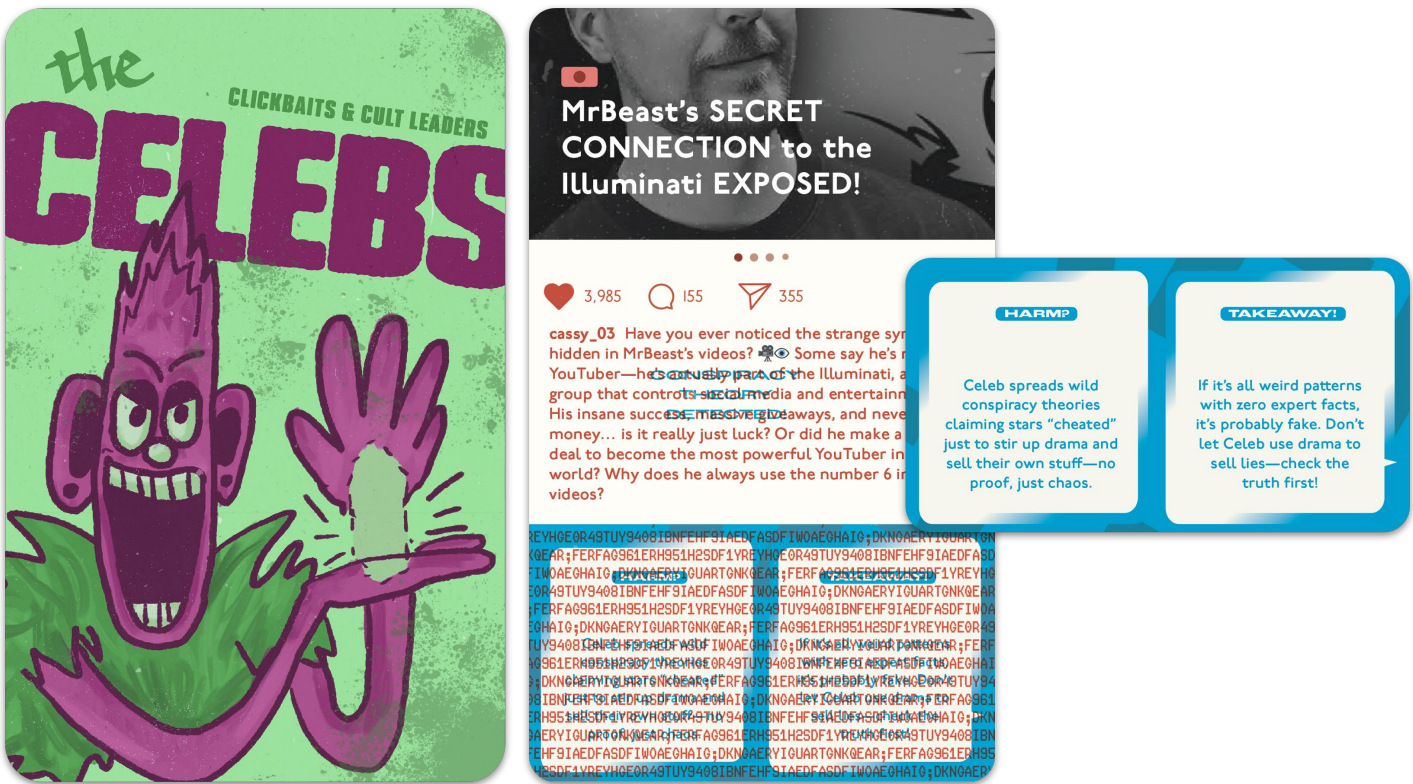
‘How can we create a playful learning and engagement process to cultivate awareness about social and environmental justice amongst students?’

Super Debunkers is a physical and digital card game with story-driven gameplay. Young people debunk misinformation and defeat villains by identifying which manipulation tactic is being used to spread fake news – making media literacy active, fun and memorable.

By raising awareness about misinformation through the game, young people can develop skills to identify and challenge it, foster empathy around its real-world harms and learn critical thinking and media literacy skills, which help in understanding that online actions can have offline consequences.

The game is designed for children ages 11-14 in Scotland, but it has the potential to be scaled for adult learning and in different parts of the world.

Other projects on this theme aim to equip individuals with the critical skills to discern misinformation, including: a gamified escape room experience where young people work in small groups to test their skills at identifying online news and other content as fake or real; an immersive experience where participants engage in an innovative and interactive learning environment to identify greenwashing tactics, critically evaluate sustainability claims and collaborate to solve challenges; and an interactive, role-based learning experience.



10,000
estimated number of schoolchildren
educated about misinformation by the
end of 2028.

RCA x Design for Good Academy



The Royal College of Art x Design for Good Academy aims to upskill creatives to design open-source products and services with affected communities, advancing social and environmental good through design. The Academy provides design-led education on how to maximise impact, which can be utilised in their Design for Good projects and taken back to any future project. Delivered by worldclass experts and industry leaders, the Academy provides training and a repository of methods and tools to Design for Good members, allowing them to unleash their full potential.

Designers learn to:

- Develop an end-to-end approach to social and environmental innovation
- Extend beyond a human-centred approach to a life-centred one
- Dig into systems thinking and enhanced capacity for creating integrated service systems
- Examine techniques for value-proposition development and business model innovation

In the 2024-2025 cohort, 279 designers were awarded RCA accreditation.

RCA x Design for Good Academy impact since our inception:

791

Designers registered

423

Foundation-level
accreditations awarded

90%

Average satisfaction
across training modules

127

Practitioner-level
accreditations awarded

Academy Testimonials

One of the key learnings from the RCA x Design for Good Academy that I was able to take back into my work was the importance of storytelling in designing a good value proposition. The Academy helped to shift my mindset and to give better feedback when value propositions are delivered to me. It's not just about offering a product and its features; it's about crafting a message for the youth.

Head of Youth Segment Strategy

The Academy course has influenced my approach to design challenges. Rather than isolated solutions, I now understand how to address complex systems and recognise the interconnectedness between human wellbeing and nature. The frameworks for systems innovation, co-creation and mixed-perspective empathy have given me practical tools to engage stakeholders more effectively. ... I'm now equipped to ... focus on reimagining underlying systems to create value for multiple stakeholders and drive meaningful societal impact.

Product Designer

From learning about life-centred design during the Academy, I am advocating for its importance and implementation in the corporate design world, hoping that this advocacy may help shift the tides of corporate design in a more sustainable, people and plant-focused direction.

Content Design Lead

The line-up of speakers for the Design for Good Academy was exceptional, and each session left us with countless invaluable takeaways that had the potential to directly enhance our project. The project briefs were compelling, and each group's work was fascinating.

Team Member

The RCA x Design for Good Academy gave me the space to pause, reflect, and discover where I truly want to make a difference. Its inspiring talks and real example exploration broadened my perspective on meaningful impact, reminding me that design can be a powerful tool for positive change.

User Experience Designer

This programme broadened my perspective and deepened my skills, offering invaluable opportunities to explore the diverse aspects of product and service design through well-structured lectures, from the initial approach to the entire lifecycle. It equipped me with a more holistic and strategic mindset and skillset that I can apply immediately to create a better world.

Master's Student

Our Impact Measurements

Design for Good continues to grow in our approach to impact measurement and is informed by global impact management standards and the principles of social value, prioritising transparency, stakeholder voices and continuous improvement.

Our updated framework includes:

- Collaboration with our development organisation partners for actual impact recording and estimates for the future.
- Storytelling, alongside quantitative data, providing impactful stories from beneficiaries.
- Continued project monitoring for three years to measure external alliance impact.
- Tracking internal alliance impact from creatives attending our RCA x Design for Good Academy.
- Providing transparency and continuous improvement to our impact tracking methodology.
- Embedding the five dimensions of impact: what changed, for who, how much, our contribution and risks.
- Open sourcing all project outputs to ensure wider adoption, adaptation and long-term impact that can be measured beyond the original implementation.

To support strong impact practice, we introduced a live Impact Deep Dive session in 2025, co-led by impact strategist Chris Larkin. The session guided teams through setting impact estimates, identifying indicators and planning for long-term change. We'll continue to offer similar sessions in the future to keep impact thinking at the heart of our design process.

[CLICK HERE TO FIND OUT MORE ABOUT HOW WE MEASURE IMPACT](#)

Our Alliance



Global Annual Events



Our network had the chance to connect at two events in 2025 – our alliance sponsors roundtable in February and our global alliance event in June. Our February event, online and in person in Vevey, Switzerland, served as a project review and status update, while our in-person and online June event at the Royal College of Art in London brought together members from all corners of the world. Attendees at both events convened to share their experiences, ideas and learnings with fellow members.



[CLICK HERE TO SEE OUR GLOBAL EVENT HIGHLIGHTS](#)

Building on Collaboration

Affected
Communities

Development
Organisations

Alliance
Members

Senior Sponsors



Teman Evans
Global Chief of Design
GENERAL MILLS

Access to education is at the heart of our Design for Good journey, and its effect is already unfolding. Designers are opening new pathways for people of every age to learn and to imagine bigger futures for themselves. What moves me most is how this work touches both sides: Communities gain strength through knowledge, and designers gain purpose as they see their craft opening doors to possibility. That is when design truly becomes a force for lasting human progress.



Nick De Leon
Executive Education and Knowledge
Exchange Lead
ROYAL COLLEGE OF ART

Being a member of the Design for Good alliance has opened up so many new and exciting opportunities for our masters and Ph.D. design students. They are working alongside expert professionals, sharing the latest thinking on design, and together tackling some of the world’s most pressing challenges. Design for Good and its partners, its academy and its ambassadors provide the perfect environment for them to fulfil aspirations.

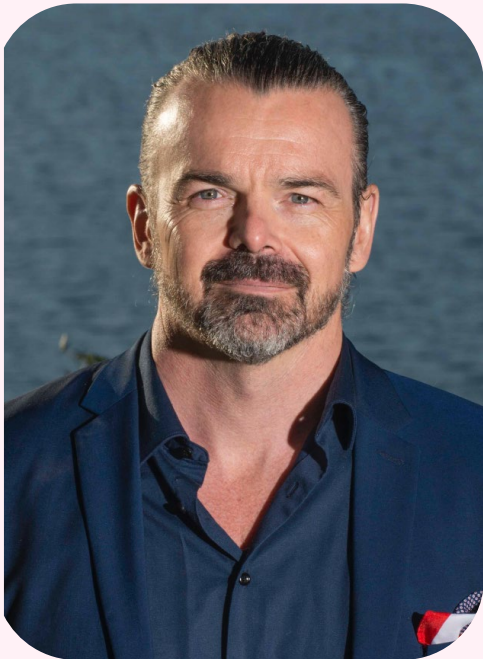


Richard Perez
Founding Director
D-SCHOOL AFRIKA

We at the Hasso Plattner d-school Afrika believe that design is not just a tool – it is a mindset, a way of being that has the potential to shape our world. In the face of today’s grand challenges and the SDGs, design must be democratised, reminding us that everyone holds the potential to be a designer. True transformation begins when diverse voices co-create the future together, with purpose, imagination and impact.



Richard Fry
Global Director, Design Operations
BP



Terry Behan
Chief Design Officer
NEDBANK

Through the Design for Good partnership, our designers get to work on some of the most deliciously complex problems facing our planet today. Collaborating with other like-minded professionals from some of the world’s top companies, together we have all benefited, grown and learned new skills.



Paul Flowers
Chief Design Officer
LIXIL

Design for Good provides our bp designers with a unique opportunity to learn, contribute and lead on projects solving real-world challenges that matter. Through the RCA x Design for Good Academy, they also gain access to world-class learning and collaborate with peers across industries, broadening their perspective and deepening their impact.



Malin Leschly
Chief Design Officer
LOGITECH

Senior Sponsors



Ximena O'reilly
Global Head of Design
NESTLÉ

Design for Good is truly transformative, allowing us to bring together design champions within our large organisation and offers a unique development opportunity with the potential for real impact through participant collaborations with development organizations with on-the-ground understanding of where change can make a meaningful difference.



Peter Skillman
Global Head of Design
PHILIPS

At Philips, innovation, design and sustainability are at the core of everything we do. We're proud to support the fantastic work and initiatives led by Design for Good. We celebrate the transcendent purpose of our friends in design and sustainability!



John Snavelly
Partner Head of Design, Xbox
MICROSOFT

Design for Good brings together designers from around the world to take on challenges that really matter – and to learn from each other along the way. At Lloyds Banking Group, we believe in building a more inclusive and sustainable future, and this partnership really puts those values into action. I'm proud to be part of a community using design to make a meaningful, human impact.



Lee Hebert
Experience Design Director
LLOYDS BANKING GROUP



Jack Donohew
Senior Partner
MCKINSEY & CO.

McKinsey & Company is committed to improving access, equity and inclusion as one of our core values toward sustainable, inclusive growth. The Design for Good projects are closely aligned with this mission and our designers' own development goals. These projects with purpose enable cross-company collaboration and community engagement that will create real and lasting impact for all involved, and we couldn't be happier to support.



Richard Bates
Chief Design Officer
PEPSICO



Rainer Wessler
Chief Design Officer and Regional Head of Digital
DBS BANK

The partnership between DBS Group Design and Design for Good truly embodies the very DNA of DBS to be a purpose-driven bank. Design for Good's current annual focus on Quality Education aligns perfectly with our dedication to the SDGs. And seeing our talented designers collaborate with NGOs and industry partners has been incredibly rewarding, fostering both learning and giving back through design.



Jochen Werner
Vice President of Industrial Cabin Design
AIRBUS COMMERCIAL

Supporting Leaders



Aylin Groenewoud
PHILIPS



Nadene Brokensha
NEDBANK



Kagiso Motidi
NEDBANK



Ruth Tupe
MCKINSEY & CO.



Lakshmanan L L
DBS BANK



Vivek Mehta
NESTLÉ



Lucille Roberts
D-SCHOOL AFRIKA



Natasha Kisten
NEDBANK



Mitchell Ramirez
BP



Andrea Wells
PEPSICO



Sara Cinnamon
MCKINSEY & CO.



Paul Edwards
AIRBUS COMMERCIAL



Vanessa Kaufmann
NESTLÉ



Antoine Besseyre Des Horts
LIXIL



Rutilo Rojas
PEPSICO



Erika Rivers
GENERAL MILLS



Nina Tropeano
LLOYDS BANKING GROUP

Designer's Experience

Design for Good was a really great and expansive experience during which one had the opportunity to reframe their understanding of what design can really achieve when the intent is sincere and the impact desired is all-encompassing. Thank you for the inspiration.

Team Member

Working in a multidisciplinary team alongside talented designers from various organisations and the Tide Foundation in India has been a truly fabulous experience. Collaborating and learning from each other about sustainability has broadened my perspective and deepened my appreciation for design with purpose. I'm thoroughly enjoying every aspect of the Design for Good programme – it's been both inspiring and enriching.

Team Member

Design for Good is an impactful organisation dedicated to improving the world. Our project focused on teaching children to identify misinformation, a cause I strongly support. It's crucial for adults to equip kids with the skills to recognise and understand the dangers of misinformation. Design for Good provided me the opportunity to contribute my expertise and collaborate with a remarkable team to empower the next generation with the tools to process information effectively.

Team Member

It has been an incredible experience to connect with global designers and professionals across industries to work on a project for social good. Getting to learn other ways of working and how to navigate time zones has been enriching.

Team Member

Design for Good gave me the opportunity to lead a team and help create a solution that would create positive impact in the world. This experience allowed me to gain experience in leadership while connecting me with a network of skilled international designers.

Project Leader

Applying systems thinking and responsible design to projects has been eye-opening for me. By looking at a project from an architectural perspective, as systems thinking encourages us to do, I consider all users who could interact with the product I am creating.

Experience Design Lead

Supporting Mentors



Adrian Bilan



Ally Cane



Andy Braxton



Dr Brandon Gien



Dustin Hostetler



Elizabeth Hammond



Esona Makinana



Eva Hoffman



Georgi
Kamov



Jacqui
Jordan



Javier Bargas-avila



Kate Ingram



Kate Kapp



Kathryn Ramezani



Mark Jackson



Marty Zalewski



Maurisa Moloto



Michael Tam



Nina
Weber



Oliver
Vergo



Pamela Moscarda



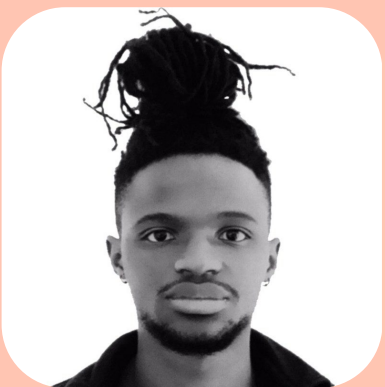
Ray Manookian



Rob Graham



Shilpa Das



Tiego Monareng



Tom Smith



Inna Tsirlin
MENTOR ADVISOR



Dr. Mugendi M'rithaa
MENTOR ADVISOR



Louise Croft-baker
MENTOR COMMUNITY LEAD



Martin Dowson
MENTOR COMMUNITY LEAD

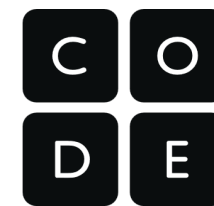
Our Development Organisations

Design for Good’s strategic design solutions are tailored to meet the specific needs of the communities where projects are implemented. We are confident that our ongoing collaboration with Design for Good will continue to address eco-social and environmental challenges, bringing us closer to collectively achieving the Sustainable Development Goals.

LIBERIAN YOUTH PARLIAMENT FOR WATER

The WASH Foundation is beyond grateful to Design for Good for coordinating the opportunity to receive assistance from such a skilled and knowledgeable team of designers who are assisting us in advancing our WASH education curriculum into the digital age, enabling us to improve health among more students across the globe.

THE WASH FOUNDATION



Our Future



Cycle 3 Focus



The quality of the air we breathe, the water we drink, the food we consume and the health of our planet have a direct impact on our personal health and wellbeing. As more and more people from every part of the world are affected, we must act to improve the health of Earth and all of its life.

Starting October 2026, we begin Designing for People and Planet Health – working on projects focused on addressing Sustainable Development Goals 3: Good Health and Well-Being and 13: Climate Action.

We are currently collecting problem statements from development organisations and charities with on-the-ground experience to work with to develop these into full design briefs and present these to our designers.



2026 to 2030

Our Cycle 3 Approach



OCT 2026 ——— DEC 2026

Discover & Define

Designers sign up and are paired in teams. Each team receives a design brief, data and existing research from the development organisation to discover and frame their design hypothesis.



JAN 2027 ——— APRIL 2027

Design & Prototype

Teams to design a proof of concept to prototype and test their innovation with affected communities and local stakeholders. Each team works towards a demo day for concept feedback.



MAY 2027 ——— JUNE 2027

Refine & Finalise

Teams work to iterate based on feedback, and wrap up, finalise and submit their prototypes to the development organisations for review.



OCT 2027 ——— JUNE 2028

Implement & Measure

Teams continue to partner with their development organisation to further embed their innovations on the ground. Impact tracking framework is set up to monitor effects and successes over time.

RCA x Design for Good Academy

The RCA x Design for Good Academy shares an end-to-end approach to design for social and environmental impact specific to the UN SDG in focus.

Thank You from the Board

We want to extend a heartfelt thank you to the Design for Good team – Cecilia, Helen, Jemima, Joanna, Tim, Su-Fang and Katie – for their steadfast dedication and passion for furthering the United Nations SDGs. It has been a busy and exciting year of designing for quality education, and we look forward to seeing the tremendous impact of these projects as you, in partnership with the world's leading designers, development organisations and charities, enter implementation year.

We also want to thank former Chief Design Officers Chris Novak, Alastair Curtis, Roger Rohatgi, Mauro Porcini, Paul Anderson and Andy Young; Emeritus Trustees Gilbert Hounbo, John Maeda, Nick de Leon; and individual contributors Dave Milestone, Minnie Moll, Steve Downs and Tom Scott.

In addition, we give our special thanks to the extraordinary contributions from leaders, advisors, experts, former colleagues and social impact veterans, without whom Design for Good simply would not have been possible.

Finally, we are fortunate to have several organisations working with us on a pro bono basis. We thank these institutions, who have selflessly provided services that have elevated Design for Good's impact: CBA, Design Council, Eversheds Sutherlands, Kirkland & Ellis, Moodle, Raven, TDC PR and Trustlaw. Your generosity cannot be overstated.



Ben Sheppard
CHAIR
FORMER PARTNER MCKINSEY & CO



Denise Taylor
TRUSTEE
CHIEF HR OFFICER NSG



Sean Carney
TRUSTEE
FORMER CDO PHILIPS



Sandy Speicher
TRUSTEE
FORMER CEO IDEO



Pip Ross
TREASURER
FINANCIAL DIRECTOR, UK CHARITY

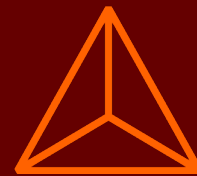


Valtencir Mendes
UN SDG 4 ADVISOR
CHIEF OF EDUCATION, UNESCO

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DESIGN
FOR GOOD



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