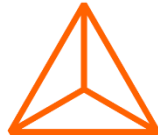


DESIGN FOR GOOD



New Alliance Member Policy
21st April 2023
V1.0

A. Context

Design for Good (DfG) is a non-profit alliance that aims to deliver measurable impact on society's biggest challenges, on a scale only possible through global collaboration.

Established in 2022, DfG's founding alliance comprises many of the world's leading organisations including General Mills, Logitech, McKinsey & Company, Microsoft, Nedbank, Nestlé, PepsiCo, Philips, and the Royal College of Art. Each organisation has committed to allow their designers to work together in cross-company teams to research, design and develop products and services that will make a meaningful difference to the United Nations' Sustainable Development Goals (UN SDGs).

All new solutions will be made available to the impacted communities on an open-source, licence-free basis to maximise impact. And the most promising initiatives we will help find support to scale their benefit further.

B. Guiding principles

Design for Good wants to bring many designers together. We believe in the collective power of design professionals working together on a global scale, across company walls.

However, given our focus is directly for the United Nations sustainable development goals (SDGs), we believe it is our duty to avoid including institutions whose mission and ideals are at odds with the SDGs. Particularly those who have been directly challenged or criticized by the United Nations itself.

C. Preferred organisations

Design for Good has a preference for organisations that:

1. **Public commitment.** Have a public commitment to at least one or more of the United Nations Sustainable Development Goals, which can be demonstrated through their sustainability reports, annual reports, or corporate social responsibility (CSR) initiatives. They should ideally be members of the UN Global Compact on the SDGs, which currently comprises 20,000 companies.

2. Ethical and inclusive. Have a documented code of conduct and comply with internationally recognized labor standards (e.g., ILO conventions) and human rights principles (e.g., UN Guiding Principles on Business and Human Rights).

3. Sustainable. have a publicly available sustainability report in line with international standards (e.g., GRI or SASB), demonstrating their commitment to reducing environmental impact and setting measurable targets for improvement.

4. Excluded organisations

There are three categories of exclusion to membership of the DfG alliance

A. By Industry. Industries (using the Global Industry Classification Standard, GICS, definition) whose activity is perceived to be in conflict with the SDGs are excluded. Based on the combined input of several of the founding alliance members, these include:

- a. Tobacco and/or cannabis
- b. Casinos & Gambling
- c. Leisure Products - adult entertainment
- d. Media – extreme groups / hate
- e. Defence - Weapons manufacture (tanks, missiles etc)

In addition, there are industries that are considered “grey zone” that automatically require a majority vote from the new alliance member committee set out in section 5.

- f. Energy - Fossil fuels
- g. Materials - Mining and deforestation
- h. Defence - Other
- i. Social media
- j. Alcoholic beverages
- k. Government owned corporations
- l. Religious or activist groups

B. By country. Organisations whose main headquarters lie in a country that is under United Nations sanctions. As of March 2023, this includes: Central African Republic; Democratic Republic of Congo; Eritrea; Guinea-Bissau; Iran; Iraq; Lebanon; Libya; Mali; North Korea; Somalia; South Sudan; Sudan; Yemen.

C. By action. Organisations whose specific actions are in direct conflict with the aims of DfG or the UN SDGs. This may be a single action, or a repeated failing captured in a global, independent ESG ranking such as the Dow Jones Sustainability Index.

5. Process for admitting new alliance members.

From September 2023 onwards the process will be as follows:

The leadership team of DfG is responsible for vetting new alliance members. Each nominated member will be reviewed by the criteria above and shared with a New Alliance Member Committee for approval. This committee will predominantly comprise heads of design from the existing alliance members.

If committee members accept DfG's recommendation, or cede their vote to DfG, no further action is required. If committee members would like to discuss or challenge the recommendation then a virtual meeting is set up, with committee members sharing questions or concerns in advance.

The majority of the committee must approve accepting the new alliance member.