6 min script

Monday script

Good Afternoon Everyone, My name is Jordan Alofi and we are the team working with Banksia Foundation.

Banksia Foundation is a non-for-profit organisation that holds the state and national annual sustainability awards to recognise progress towards some of the Sustainable Development Goals.

Before I discuss our industry challenge, I will examine the current award process and talk about some areas of potential. So it starts with our award entrants submitting an application for a prestigious banksia sustainability award.

(click)This application is assessed by a panel of independent judges who will then short-list the finalists and decide on one winner.

So one issue we identified with this is that the award entrants don't receive very comprehensive feedback regarding their initiative. As students we recognise the value and importance of constructive feedback in learning and development. Another issue is that unsuccessful applicants are not well recognised. Just because an entrant fails to win an award does not mean that their initiative was a failure.

So our challenge is to design a comprehensive report card highlighting progress towards the 17 SDG that will go to all entrants. Some roadblocks we have identified through mapping include how we measure social impact between organisations of variable size and diverse industries? In addition, Judges have biases so how do we overcome this to ensure reporting consistency? Lastly, how do we communicate that our report card is not a guide to achieving the SDGs but rather a report to highlight progress with the SDGs.

Our vision for this project is four-fold. First, to add value to the banksia awards. Second, to recognise the work of all our entrants. Driven by empathy. Third, improve the speed and quality of the judging process and lastly, drive progress towards the UN SDGs by demonstrating where entrants could improve their initiatives.

Wednesday script - Ian

I would like to introduce to you, Wool Weaver, an SME run by Jackie. He founded Wool Weaver in 2017 but has had little to no exposure to SDGs and the importance of it. (click) Having been in the industry for quite a few years, he’s heard quite a lot about the Banksia award. He read about past winners and recognised that some of his initiatives were quite relatable and decided to put in an application. Unfortunately, he was unsuccessful this time round and felt unappreciated and could not quite understand why he had failed as the feedback was very general. Jackie wants to do good for the world but with the current process, he feels uncertain about his purpose.

(click)However, we have a solution to overcome this. This involves the development of a report card that will include quantitative and qualitative feedback that will help guide him in the right direction to meeting the SDGs. He will feel that his business is being recognised and as a result will feel even more motivated.

(click)Our intervention promotes a growth mindset for everyone who applies and values their efforts which we hope encourages them to apply again next year. We expect such feedback to guide more Australian businesses in the right direction in achieving the SDGs.

We took the solution and created a storyboard in the perspective of the entrants. The report should be simplistic but conveys the message really well and as a result “decomplicating” our current issue.

The entrants should already be working on a project that attempts to solve one or more SDGs and would like to apply for the prestigious Banksia award. Banksia will send out the relevant entry kit which provides an overview of the award, requirements and questions. In general, these questions come together to provide a rough perspective of what the organisation’s motives are. A shortlist is created and these applicants will be interviewed.

As of right now, the application process is almost over. The interviews are reviewed and winners are announced and all entrants receive general feedback on their main strengths and areas of improvement.

Looking at our intervention, we can see there are quite a few similarities near the start. However, our vision of a future operation will differ from the interview process onwards, such that data from one organisation will be compared to themselves from previous years. In addition to the organisation’s motives and annual goals, the judges can decide how well one may be achieving the SDGs with respect to other organisations. This promotes a growth mindset for everyone who applies and also allows an aggregated ranking system to be developed. With such a ranking system, we can easily see who the winners are. Report cards are then filled in for each entrant and will be distributed after the winners ceremony. Such feedback will hopefully guide more Australian businesses in the right direction in achieving the SDGs. This results driven model may increase competititivesness in the industry which will allow for greater innovation to occur.

Thursday script

* (Ranking system)
  + Initial prototype - synthesis of both qualitative and quantitative data/feedback
  + The data will be compiled, analysed and mapped to a scoring system
  + Allows for better objectivity and efficiency
* Banksia has 34 years of experience running the award, and thus should have a wealth of organisational data to analyse to form objective, comparative metrics based on the required criteria
* 2 types of quantitative methods that can be used
  + Comparison between organisations
    - Comparing an organisation’s effectiveness at a similar level of maturity/size/etc.
    - More directly comparable than simply comparing to orgs that apply for the award in the same year
    - More relevant insights obtainable
  + Comparing an organisation’s performance year on year
    - Can track a company’s growth and improvement over time
* Visualisation of quantitative data
  + Scale showing organisation’s position relative to other organisations depending on comparison type (see above), or using the aggregate comparison score and ranking against other organisations within the same competition year
  + Shows the average position and the organisation’s position relative to that, as well as the best/(also worst?) performers in the category
* Report card
  + Report card can contain feedback on each criteria and a visualisation of the rankings/performance of the organisation for that criteria

Notes: Could include an idea to provide further value on top of the report card:

* A certificate of recognition for the achievement/progress in achieving SDGs
* An additional document/set of documents in the entry pack describing ways to map company performance to SDGs, to contextualise SDG performance to the organisation’s efforts

Tuesday script -by Lisa

The first sketch is showing the Annual Banksia Report card. The left column is United nations sustainable development goal. In the middle is the judge’s feedback regards to how well each organisation has done, which leads to providing a grade for each of the SDGs that the organisation has achieved. The key for the grade is shown as following: A,B and C.

The second sketch is showing the Banksia Report card. In this sketch, social impact, innovation and creativity, environment impact and economic impact are being showned to illustrate the different categories that can be assessed. Red colour indicates needs improvement, blue means good, purple shows very good, green is indicating excellent towards achieving the SDGs. The orange dot is shown to indicate the organisation’s position in working towards the SDGs, and they are marked against the other organisations. The average of the organisation is shown by a vertical line. The judge’s feedback will be shown underneath each categories. We chose sketch 2 Because Sketch 2 implements qualitative and quantitative feedback.

The third sketch illustrates the solutions on how SDGs can be assessed. On the top left corner it indicates the judge can assess the SDGs by how much the organisation puts in the effort to educate people. On the top right corner it highlights the judge can assess the SDGs by how much advertisement on promoting SDGs in social media that the organisation is willing to put on. In the bottom, it indicates the judge can assess the SDGs by how well the organisation tells people about the negative impact of not achieving SDGs, hence people will be likely to follow and achieve the SDGs together.

The final sketch highlights the award. The certificate of recognition for each organisation for achieving certain SDGs is presented to the winning organisation. This certification also includes awardees logo and Banksia’s logo.