

Rationale for SDG Selection

The selection of Sustainable Development Goals (SDG 12: Responsible Consumption and Production) reflects the critical need to address global environmental challenges that affect all industries and communities, whether it be financial sector or telecoms as shown in our product:

SDG 12:

emphasises the importance of responsible production and consumption patterns, urging organisations to minimise waste, promote sustainable resource use, and foster eco-friendly innovations. These principles are relevant across industries, particularly in driving operational efficiency and reducing environmental footprints.

By focusing on these goals, our project seeks to raise awareness about sustainability challenges and solutions, as well as highlight the efforts our companies are making to address these issues. This awareness-building approach serves as a foundation for fostering understanding and inspiring future actions across diverse workplaces.

Product Rational/ Design

Our interactive tool was designed to promote discussions and promote our various companies' efforts towards SDG 12. During the first Insight Session Dr Edward Glücksman spoke about tipping points, small changes that make a big difference to a system. He further told us to think about how our little scenario can have huge societal impact. The following considerations shaped our design:

1. Showcasing Workplace Contributions

The tool highlights real-world examples of the efforts towards SDG 12. We did this by focusing on specific initiatives at JP Morgan, BT Group, and Rokos Capital Management (The companies we work for).

2. Interactive Learning and Gamification

We implemented a quiz, to ensure users actively engage with the sustainability concepts. This interactivity not only reinforces learning but does so with gamification.

3. Scalability and Accessibility

Designed as a digital resource, using the Google Maps API (Application Programming Interface), and utilising Github to host the resource the tool is cost-effective, scalable, and accessible to professionals across different industries and locations. This ensures broad reach, sustained impact and awareness. We have also developed the application with accessibility in mind, incorporating alt tags, allowing users to adjust text size and allowing users to enable dark mode.

While the project lays a solid foundation for highlighting sustainability initiatives and raising awareness, we acknowledge that some planned features could not be implemented within the available time.

For example, the final resource does not yet include detailed visuals to enhance the map's appearance, increased interactivity within the quiz to deepen user engagement, or a voting system to encourage collaborative idea-sharing. These elements remain core to our vision and would be prioritised if more time and resources were available. Even in its current form, the

tool effectively fosters awareness of global challenges and workplace contributions and allows for conversations to occur, serving as a steppingstone for future development.