YOUR JOB IS A CLIMATE JOB

Read through this checklist and pick one or more actions to pursue. (Bonus: Work your way through all of them!)

PRODUCT CRITERIA

Include and elevate sustainability as a critical criterion in product discussions alongside value, usability, feasibility, and profitability, thinking beyond short-term benefits to long-term impacts — good and bad.

Create sustainability-focused KPIs, such as energy consumption, water usage, and waste creation, to ensure climate is a key component of product success.

ENERGY EFFICIENCY

Maximize operational and hardware efficiency, design carbon-aware and energy-efficient products.

CIRCULARITY

Avoid planned obsolescence by ensuring that software can run on older hardware. Make products repairable and modular by design.

PRODUCT LIFE CYCLE

Perform product life cycle assessments (LCAs) to understand the emissions impact of new and existing products, and adjust accordingly.

CUSTOMER BEHAVIOR

Prioritize products, features, and enhancements that help customers adopt more sustainable behaviors and help your company meet its climate goals.

PROVIDERS AND PARTNERSHIPS

Prioritize vendors and service providers who are on track to meet ambitious climate goals.

LEADERSHIP

Encourage company leadership to create sustainability metrics for product performance.

TRAVEL

Where possible, choose virtual over in-person gatherings. When conducting in-person research, choose local users or conduct multiple user studies in one location at the same time.

DIALOGUE AND ACTION

Connect with other product managers to create a shared vision of what "good" looks like when incorporating climate considerations into company products.

From Drawdown Labs, a program of Drawdown.org

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