



Warm up

Give your idea a title:

Short description of the idea:



Add your
CE strategy card
here

Add your
BE principle card
here

Add your
BE principle card
here



Please rate your intervention and you/your team's willingness to test the idea:

Sustainability awareness

Willingness to act

Ethical awareness

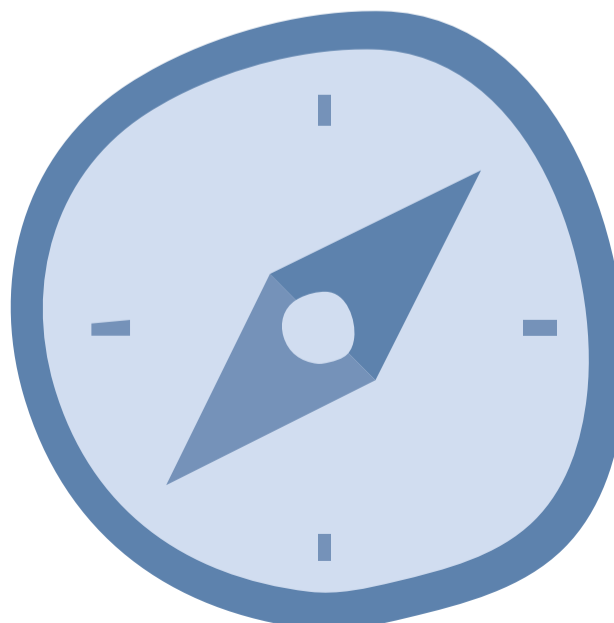
The circular behavior ethical compass

Feasibility

Is your intervention/prototype achievable and how? What will it take to implement it on full scale? (if your tests goes well) And have you consider the desirability and viability of the intervention?

Trustability

How is your intervention trustworthy? Is there a risk for manipulating, greenwashing, ect.?



Human value

What and how can your prototype create human value (personal, community, social, user-oriented)?

Planetary value

What and how can your prototype create positive planetary value (EGSs, planetary boundaries ect.)?



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Sprint 1

Ready, set, go...

Test name _____

Assigned to (team) _____

Deadline _____

Duration (Time frame) _____



Step 1: Desired behavior *Assumption*

Step 2: Test design

Step 3: Indicators *or behavior*

Step 4: Criteria

We believe that...
How will the users act when they interact with the prototype?

To verify that, we will...
How and on who will we test? Qualitative and quantitative methods

We want to measure...
Are we testing on real behavior or indicators?

We are right if...
What does the result tell us about the intervention, and what do it not tell us?



Is important for...
Persona, organisation

To verify that, we will...
How and on who will we test? Qualitative and quantitative methods

We want to measure...
Are we testing on real behavior or indicators?

Test environment – where will you conduct your test:

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Controlled internally	Real environment internally	Controlled externally	Real environment externally

Have you defined a solid test hypothesis?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Testable	A concrete time frame is defined	Focus on one concrete context



Test actions

People responsible (who will do what when?)

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____





Water post Pause · Reflection

Reflection

Write down the three most important insights
have you learned so far in the process:

- 1 _____
- 2 _____
- 3 _____

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Please rate your intervention and you/your team's willingness to test the idea:

- Sustainability awareness | _____
- Willingness to act | _____
- Ethical awareness | _____

Next step actions

Are there anything you need to change in your test design?
Any insight or learnings you need to implement in your test design?

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

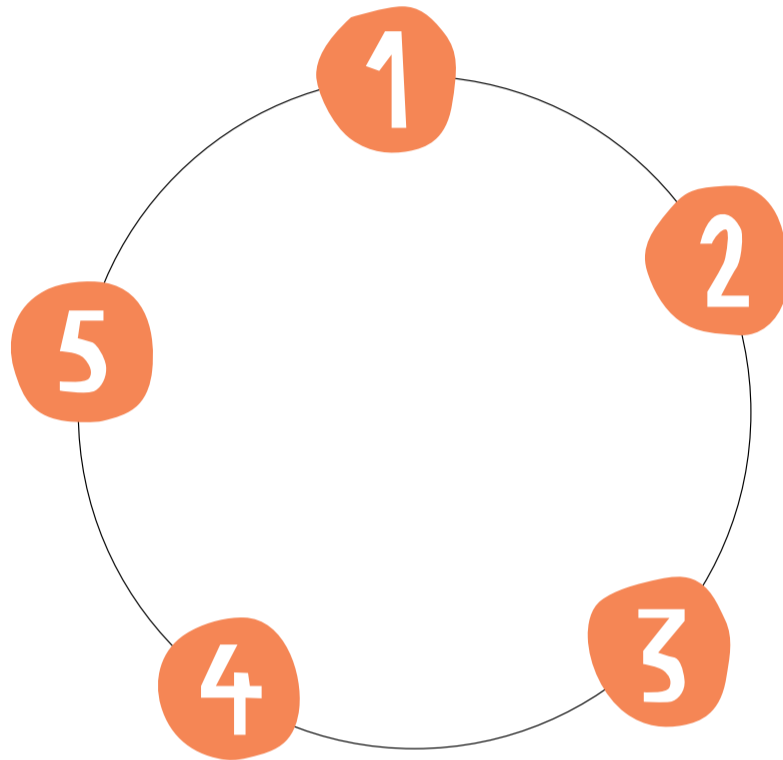


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Sprint 2

Test your idea

Design og define 3-5 micro tests (*Who, how and when*), and place them on the test circle:



The progress board

Micro experiment	Build <i>Testdesign</i>	Measure <i>Data collection and analysis</i>	Key learnings	Validated <i>Yes, no, maybe</i>
1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Water post Pause · Reflection

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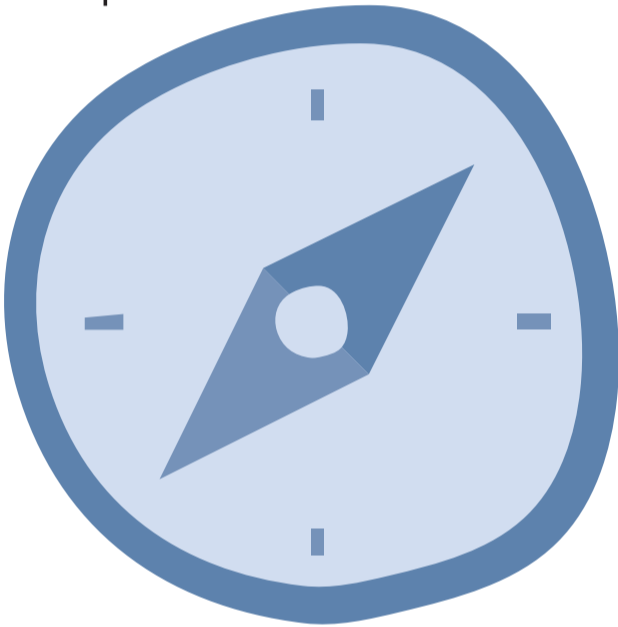
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Please rate your intervention and you/your team's willingness to test the idea:

- | | |
|--------------------------|-------|
| Sustainability awareness | _____ |
| Willingness to act | _____ |
| Ethical awareness | _____ |

Next step actions

Are there anything you need to change in your test design?
Any insight or learnings you need to implement in your test design?

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____





Finish line

Next steps · Conclusion

What have we learned


Do a clustering of all your data and define three main results from the test.

1 _____

2 _____

3 _____

Revisit your test hypothesis
How does your main results influence the hypothesis?

Step 1: Desired behavior <i>Assumption</i>	Step 2: Test design	Step 3: Indicators <i>or behavior</i>	Step 4: Criteria
We believed that... <i>How did the users act when they interacted with the prototype?</i>	To varify that, we did... <i>How and on who did we test? Qualitative and quantitative methods.</i>	We wanted to measure... <i>Did we test on real behavior or indicators?</i>	 We are right if... <i>How will we use the result to implement the prototype or test in a larger scale?</i>
Is important for... <i>Persona, organisation</i>	To varify that, we did... <i>How and on who will we test? Qualitative and quantitative methods</i>	We wanted to measure... <i>Are we testing on real behavior or indicators?</i>	

Next step actions

Are there anything you need to change in your test design?
Any insight or learnings you need to implement in your test design?

1 _____

2 _____

3 _____

4 _____

5 _____

Goal