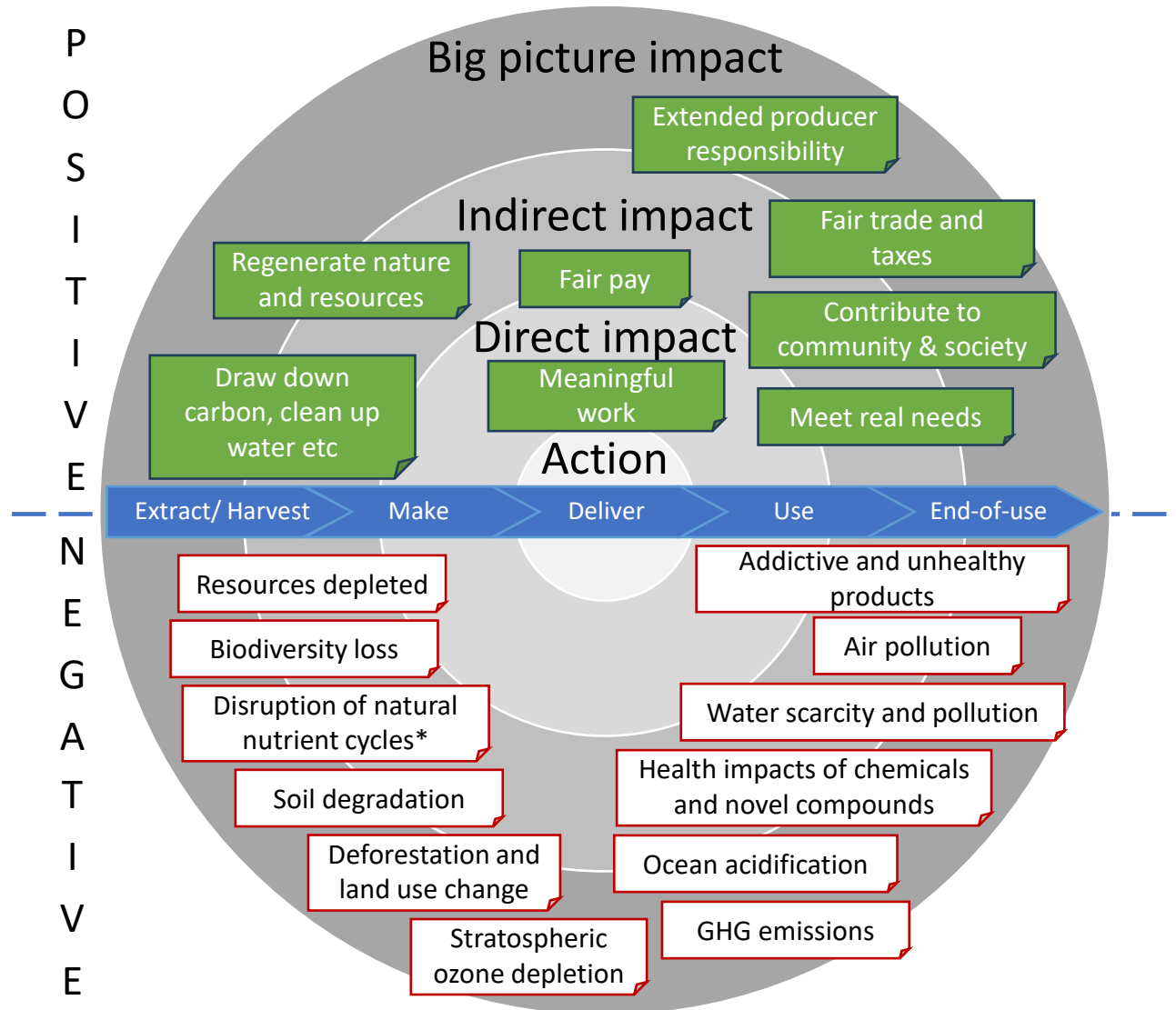


Production and consumption: three dimensions of impact



Three dimensions:

- **Direct impact:** those who have **relationships** with our organization, including employees, tiers of suppliers, distribution partners etc
- **Indirect impact:** those **affected** by what we do and how we do it
- **Big picture impact:** all living beings, including the **future generations** who are impacted by our actions and the legacy we leave

* e.g. nitrogen and phosphorus

Source: C Weetman, Circular Economy Handbook: How to Build a More Resilient, Competitive and Sustainable Business (figure 16.4). Adapted from the Impact Ripple Canvas diagram published in Designing Tomorrow by Martin Tomitsch and Steve Baty, with kind permission of the authors.

Tomitsch M and Baty S, Designing Tomorrow: Strategic Design Tactics To Change Your Practice, Organization And Planetary Impact (2023) BIS Publishers, p 110 (CC BY-SA 4.0)

The impact ripple canvas was originally developed by Manuela Taboada and Md Shahiduzzaman from Queensland University of Technology.