

# Web Sustainability Guidelines 1.0

## Summary Table & Checklist

<b>2.1</b>	Undertake Systemic Impacts Mapping				
	<b>Success Criterion</b>				
<input type="checkbox"/>	List the negative external variables and identify where your product's sustainable impact can be diminished (systemic design).				
	<b>Impact &amp; Effort</b>	Medium		Medium	
	<b>GRI</b>	Medium	Medium	Medium	Medium
<b>2.2</b>	Assess and Research Visitor Needs				
	<b>Success Criterion</b>				
<input type="checkbox"/>	Primary and secondary target visitors are identified, and their needs are defined through quantitative or qualitative research, testing, or analytics, ensuring your visitors and affected communities remain a close part of the research and testing process.				
<input type="checkbox"/>	Potential visitor constraints like the device age, operating system version, browser, and connection speeds are considered when designing user-experiences.				
<input type="checkbox"/>	The team has researched and identified whether a technical, material, or human constraint might require an adapted version of the product or service that reduces barriers or improves access to content.				
<input type="checkbox"/>	In the user-research, identify with your visitors if some barriers should be removed (pain points or dark / deceptive design patterns).				
<input type="checkbox"/>	When undertaking research, identifying needs, or conducting iterative design work, ensure that all stakeholders including your visitors have an equitable role in the decision-making process.				
	<b>Impact &amp; Effort</b>	Medium		High	
	<b>GRI</b>	Medium	Medium	Medium	Medium
<b>2.3</b>	Research Non-Visitor's Needs				
	<b>Success Criterion</b>				
<input type="checkbox"/>	Consider and work with non-users and other stakeholders who might be passively impacted by a digital product or service, such as neighbors accepting parcels, traffic jams due to deliveries, etc. Research their needs and understand how they might be affected.				
	<b>Impact &amp; Effort</b>	Medium		Medium	
	<b>GRI</b>	Medium	Medium	Medium	Medium
<b>2.4</b>	Consider Sustainability in Early Ideation				
	<b>Success Criterion</b>				
<input type="checkbox"/>	Utilize wireframes, and rapid prototyping to quickly build consensus, reduce risk, and lower the number of resources needed to build features.				

<input type="checkbox"/>	Involve your users within the iteration and design process using participatory design, and when conducting user-testing reach out to your community to help improve your product by allowing them to apply their knowledge and experience to your product or service.				
	<b>Impact &amp; Effort</b>	Low		Low	
	<b>GRI</b>	Low	Low	Low	Low
<b>2.5</b>	Account for Stakeholder Issues				
	<b>Success Criterion</b>				
<input type="checkbox"/>	In the brainstorming process, consider all stakeholders using a human-centered approach.				
<input type="checkbox"/>	In the brainstorming process, take the planetary needs and ecological boundaries into account.				
	<b>Impact &amp; Effort</b>	Medium		Medium	
	<b>GRI</b>	Medium	Medium	Medium	Medium
<b>2.6</b>	Create a Frictionless Lightweight Experience by Default				
	<b>Success Criterion</b>				
<input type="checkbox"/>	The path taken to access the service (the initial contact with the website or service) should be as efficient and as simple as possible (time required to complete an action displayed, reducing too much choice, ensuring visitors know what's required at the start of a complex set of steps, etc).				
<input type="checkbox"/>	Make your user-journey (when browsing an accessed website or service) as smooth as possible. User-research is key, as is building on established design patterns which people already understand.				
<input type="checkbox"/>	Visitors can complete tasks without distractions or non-essential features getting in the way.				
<input type="checkbox"/>	Visitors see only information that is relevant to their experience, without non-essential information being displayed on the screen.				
<input type="checkbox"/>	Ensure that actionable information such as pop-up or modal windows can only be initiated by the visitor.				
	<b>Impact &amp; Effort</b>	Medium		Medium	
	<b>GRI</b>	Medium	Medium	Medium	Medium
<b>2.7</b>	Avoid Unnecessary or an Overabundance of Assets				
	<b>Success Criterion</b>				
<input type="checkbox"/>	Decorative design is used only when it improves the user-experience, and unnecessary assets or ones that fail to benefit the visitor or sustainability are removed (or rendered optional and disabled by default).				
	<b>Impact &amp; Effort</b>	High		Medium	
	<b>GRI</b>	High	High	High	High
<b>2.8</b>	Ensure Navigation and Way-Finding Are Well-Structured				
	<b>Success Criterion</b>				
<input type="checkbox"/>	Provide an accessible, easy-to-use navigation menu with search features that help visitors easily find what they need.				

<input type="checkbox"/>	Implementing an efficient (human-readable) sitemap that is organized and regularly updated helps search engines better index website content, which helps visitors more quickly find what they are looking for.
<input type="checkbox"/>	Provide a way for visitors to find out about new content and services.
<b>Impact &amp; Effort</b>	Low
<b>GRI</b>	Medium
<b>2.9</b>	Respect the Visitor's Attention
	<b>Success Criterion</b>
<input type="checkbox"/>	Respect a visitor's attention by allowing them to easily control how (and when) they receive information.
<input type="checkbox"/>	Prioritize features that don't distract people or unnecessarily lengthen the time they spend using the product or service.
<input type="checkbox"/>	Avoid using infinite scroll or related attention-keeping tactics.
<b>Impact &amp; Effort</b>	Medium
<b>GRI</b>	Medium
<b>2.10</b>	Use Recognized Design Patterns
	<b>Success Criterion</b>
<input type="checkbox"/>	Provide only essential components visible at the time they are needed. Where appropriate, interfaces should deploy visual styles (patterns) that are easily recognized and used.
<b>Impact &amp; Effort</b>	Medium
<b>GRI</b>	Medium
<b>2.11</b>	Avoid Manipulative Patterns
	<b>Success Criterion</b>
<input type="checkbox"/>	Avoid what are commonly known as dark patterns, deceptive design, or unethical coding techniques, which manipulate visitors into taking actions not necessarily in their best interest (anti-right click, no-copy, requiring an account to purchase, etc).
<input type="checkbox"/>	Advertisements and sponsorships are both ethical and clearly identified with the product or service, only presenting them when they provide real economic and ethical value and don't diminish a visitor's experience.
<input type="checkbox"/>	Remove unused and unconsented page tracking.
<input type="checkbox"/>	Optimization for search engines, social networks, and third-party services should be organically led with good coding practices and user-experience being the focus, not manipulating the services to gain greater priority through obfuscating content, pages, websites, or applications with redundancy or non-useful and optimized (to the visitor) material.
<b>Impact &amp; Effort</b>	High
<b>GRI</b>	Low
<b>2.12</b>	Document and Share Project Outputs
	<b>Success Criterion</b>

<input type="checkbox"/>	The deliverables output, including documentation, are used upstream of the project and produced in ways that will allow it to be reused in subsequent projects.
<input type="checkbox"/>	Design functionality and technical specifications are documented so that deliverables are comprehensible by the project team and transferable to the development team.
<input type="checkbox"/>	Ensure that developers have access to code comments and other View Source affordances which can reduce the burden to access, understand, maintain, and utilize production-ready code as this will reduce redundancy and foster an open source culture.
<b>Impact &amp; Effort</b>	Medium High
<b>GRI</b>	Medium Medium Medium Medium
<b>2.13</b>	Use a Design System To Prioritize Interface Consistency
	<b>Success Criterion</b>
<input type="checkbox"/>	Employ a design system based on web standards and recognizable patterns to mutualize interface components and provide a consistent experience for visitors.
<b>Impact &amp; Effort</b>	Low Medium
<b>GRI</b>	Medium Low Medium Low
<b>2.14</b>	Write With Purpose, in an Accessible, Easy To Understand Format
	<b>Success Criterion</b>
<input type="checkbox"/>	Write clearly, using plain, inclusive language delivered at an easy-to-understand reading level considering accessibility and internationalization inclusions as required (for example, dyslexia).
<input type="checkbox"/>	Deliver content formatted in ways that support how people read online, including a clear document structure, visual hierarchy, headings, bulleted lists, line spacing, and so on.
<input type="checkbox"/>	Prioritize SEO at early design stages and throughout a product or service's lifecycle to improve content findability.
<b>Impact &amp; Effort</b>	Low Low
<b>GRI</b>	Medium Low Medium Low
<b>2.15</b>	Take a More Sustainable Approach to Image Assets
	<b>Success Criterion</b>
<input type="checkbox"/>	Assess the need for images considering the quantity, format, and size necessary for implementation.
<input type="checkbox"/>	Resize, optimize, and compress each image (outside the browser), offering different sizes (for each image) for different screen resolutions.
<input type="checkbox"/>	Provide Lazy Loading to ensure image assets only load when they are required.
<input type="checkbox"/>	Let the visitor select the display size, and provide the option to deactivate images.
<input type="checkbox"/>	Set up a media management and use policy to reduce the overall impact of images, with criteria for media compression and file formats.
<b>Impact &amp; Effort</b>	High Low
<b>GRI</b>	High High High High
<b>2.16</b>	Take a More Sustainable Approach to Media Assets

	<b>Success Criterion</b>				
<input type="checkbox"/>	Assess the need for video or sound usage (including only when they add visitor value), and ban non-informative media (background media) including autoplaying functionality.				
<input type="checkbox"/>	Choose the right media to display by compressing according to the visitor's requirements, selecting the appropriate format, ensuring it works across browsers, and avoiding embedded player plugins.				
<input type="checkbox"/>	Media requiring a lot of data to be downloaded on the client side (including the media itself) must be loaded via a facade (a non-functional, static, representational element).				
<input type="checkbox"/>	Increase visitor awareness and control by informing them of the length, format, and weight of the media; allowing media deactivation, and giving a choice of resolutions; all while providing alternative resolutions and formats.				
<input type="checkbox"/>	Set up a media management and use policy to reduce the overall impact of audio and video, with criteria for media compression and file formats.				
	<b>Impact &amp; Effort</b>	High		Medium	
	<b>GRI</b>	High	High	High	High
<b>2.17</b>	Take a More Sustainable Approach to Animation				
	<b>Success Criterion</b>				
<input type="checkbox"/>	Use animation only when it adds value to a visitor's experience, and not for decorative elements.				
<input type="checkbox"/>	Progressively display an appropriate quantity of animation so as not to overburden the visitor or diminish expected device behavior.				
<input type="checkbox"/>	Allow visitors to start, stop, pause, or otherwise control animated content.				
	<b>Impact &amp; Effort</b>	Medium		Low	
	<b>GRI</b>	High	High	High	High
<b>2.18</b>	Take a More Sustainable Approach to Typefaces				
	<b>Success Criterion</b>				
<input type="checkbox"/>	Use standard system-level (web-safe / pre-installed) fonts as much as possible.				
<input type="checkbox"/>	Ensure the number of fonts, and the variants within typefaces (such as weight and characters) are limited within a project, using the most performant file format available.				
	<b>Impact &amp; Effort</b>	Medium		Low	
	<b>GRI</b>	Medium	Medium	Medium	Medium
<b>2.19</b>	Provide Suitable Alternatives to Web Assets				
	<b>Success Criterion</b>				
<input type="checkbox"/>	All proprietary file formats (such as PDF) should also be offered in HTML for accessibility and to ensure future availability				
<input type="checkbox"/>	All custom typefaces (using font-display) should be subsetted and offered as part of a font stack with a system font as a backup.				
<input type="checkbox"/>	All images should provide meaningful alternative text for screen reader users (or when images fail to load) accessibility.				

<input type="checkbox"/>	Audio should provide text transcripts of conversations as an alternative to playing the media.				
<input type="checkbox"/>	Video should provide text transcripts (at minimum), subtitles (using WebVTT), and for accessibility best practice, offer closed captions and sign language options.				
	<b>Impact &amp; Effort</b>	Medium		Medium	
	<b>GRI</b>	Medium	Medium	Medium	Medium
<b>2.20</b>	Provide Accessible, Usable, Minimal Web Forms				
	<b>Success Criterion</b>				
<input type="checkbox"/>	Assess the need for forms and reduce form content to the bare minimum necessary to meet the visitor's needs and the organization's business goals. Clearly communicate why a form is necessary, what its value proposition is, how many steps it will take to complete, and what an organization will do with collected data (informed consent).				
<input type="checkbox"/>	Avoid auto-completion / auto-suggest if it would prove unhelpful (to conserve bandwidth) whilst allowing autofill for ease of repeat entry (including the use of helpful tooling such as password managers).				
	<b>Impact &amp; Effort</b>	Low		Low	
	<b>GRI</b>	Medium	Low	Medium	Low
<b>2.21</b>	Support Non-Graphic Ways To Interact With Content				
	<b>Success Criterion</b>				
<input type="checkbox"/>	Support speech browsing and other non-graphical ways to interact with content that provide alternatives to a visual interface.				
	<b>Impact &amp; Effort</b>	Low		Medium	
	<b>GRI</b>	Medium	Low	Medium	Low
<b>2.22</b>	Provide Useful Notifications To Improve the Visitor's Journey				
	<b>Success Criterion</b>				
<input type="checkbox"/>	Remove non-essential notifications while justifying and reducing the practice of e-mailing or text messaging to what is strictly necessary. Useful notifications (such as alerts for new content) should be used with care and restraint.				
<input type="checkbox"/>	Let the visitor control notifications (for example through the browser, SMS, or by email) and adjust messaging preferences, and the option to unsubscribe, logout, and close an account should be available and visible.				
<input type="checkbox"/>	Help visitors manage expectations by clearly explaining the result of a potential input through helpful prompts and messages that explain errors, next steps, and so on.				
	<b>Impact &amp; Effort</b>	Low		Low	
	<b>GRI</b>	Medium	Low	Medium	Low
<b>2.23</b>	Reduce the Impact of Downloadable or Physical Documents				
	<b>Success Criterion</b>				
<input type="checkbox"/>	Design documents to limit the printing impact. If the production of paper documents is essential, it should be designed to limit its impact to the lowest possible. Create a CSS Print stylesheet and test it with different types of content. Ensure PDF printing is encouraged over paper-based storage.				

<input type="checkbox"/>	Offer optimized, compressed documents in a variety of accessible file formats.
<input type="checkbox"/>	If a document is likely to be re-used, generate the document once on the server-side (preferably on a cookie-free domain) rather than forcing the effort to be duplicated.
<input type="checkbox"/>	Clearly display the document name, a summary, the file size, and the format, allowing the visitor a choice if possible of both the format, and the language (if not the same as the web page). Furthermore, be sure to avoid embedding the document within Web pages (provide a direct link to download or view within the browser instead).
<b>Impact &amp; Effort</b>	Medium Low
<b>GRI</b>	Medium Low Medium Low
<b>2.24</b>	Create a Stakeholder-Focused Testing & Prototyping Policy
	<b>Success Criterion</b>
<input type="checkbox"/>	The organization has outlined processes it uses to prototype and test new features, product ideas, and user-interface components when applicable with real users who represent various stakeholder perspectives, including people with slow connection, with disabilities, with difficulties using digital services and so on.
<input type="checkbox"/>	The organization has appropriately resourced these processes to support its long-term product viability.
<input type="checkbox"/>	The organization has training materials to onboard new product team members to these practices.
<input type="checkbox"/>	The organization regularly conducts extensive testing and user interviews to validate whether the released features are meeting both business goals and visitor needs.
<b>Impact &amp; Effort</b>	High Medium
<b>GRI</b>	High High High High
<b>2.25</b>	Conduct Regular Audits, Regression, and Non-Regression Tests
	<b>Success Criterion</b>
<input type="checkbox"/>	Check your codebase for bugs, identify any performance issues, and account for accessibility or security problems at either monthly or quarterly timeframes (depending on your scheduling allowance).
<input type="checkbox"/>	Non-regression tests are implemented for all important functionality.
<input type="checkbox"/>	Incorporate regression testing into each release cycle to ensure that new features don't introduce bugs or otherwise conflict with existing software functionality.
<b>Impact &amp; Effort</b>	Medium Medium
<b>GRI</b>	Medium Medium Medium Medium
<b>2.26</b>	Incorporate Performance Testing Into Each Major Release-Cycle
	<b>Success Criterion</b>
<input type="checkbox"/>	Regularly measure with each release-cycle (using tooling or through research and auditing) the performance of a website or application to identify and resolve bottlenecks or issues in the underlying code or infrastructure which could ultimately impact the sustainability of a website or application.
<input type="checkbox"/>	Only collect the data required to provide a streamlined and effective user-journey, put policies in place to ensure strict adherence, and comply with relevant accessibility policies and privacy laws, such as the General Data Protection Regulation (GDPR).

	<b>Impact &amp; Effort</b>	Medium		Low	
	<b>GRI</b>	Medium	Medium	Medium	Medium
<b>2.27</b>	Incorporate Value Testing Into Each Major Release-Cycle				
	<b>Success Criterion</b>				
<input type="checkbox"/>	Consider visitor feedback and monitor adoption and churn rates of product or service features, incorporating insights into future releases.				
	<b>Impact &amp; Effort</b>	Medium		Low	
	<b>GRI</b>	Medium	Medium	Medium	Medium
<b>2.28</b>	Incorporate Usability Testing Into Each Minor Release-Cycle				
	<b>Success Criterion</b>				
<input type="checkbox"/>	Incorporate usability testing into product cycles and measure the impact of these tests for future releases.				
	<b>Impact &amp; Effort</b>	Medium		Medium	
	<b>GRI</b>	Medium	Medium	Medium	Medium
<b>2.29</b>	Incorporate Compatibility Testing Into Each Release-Cycle				
	<b>Success Criterion</b>				
<input type="checkbox"/>	Establish a policy for compatibility with obsolete devices and software versions, listing the supported devices brands, operating systems, and browsers (including versions).				
<input type="checkbox"/>	Avoid planned obsolescence in software updates, striving to maintain compatibility for as long as possible and clearly communicating whether an update is evolutionary (large updates that can significantly reduce performance) or corrective (smaller updates that fix bugs or improve security).				
<input type="checkbox"/>	Regularly test the product or service with weak connections, old browsers, and devices older than five years to ensure compatibility.				
<input type="checkbox"/>	Prototype your interfaces using mobile-first methods to ensure progressive enhancement, content prioritization, and improved accessibility.				
<input type="checkbox"/>	Consider whether a PWA will be more sustainable and compatible over a native mobile application.				
	<b>Impact &amp; Effort</b>	High		Medium	
	<b>GRI</b>	High	High	High	High
<b>3.1</b>	Identify Relevant Technical Indicators				
	<b>Success Criterion</b>				
<input type="checkbox"/>	Set goals that impact the environment and performance of the service, for example HTTP requests, or the amount of DOM elements that need to be rendered.				
<input type="checkbox"/>	Because the payload being delivered may not always be equal in terms of energy intensity, operators of websites and applications must ensure that consideration is given for the energy intensity (or unit being evaluated) of each component. For example, non-rendering text is less computational than CSS, which in turn is less process-heavy than JavaScript, which is less resource-heavy than WebGL.				
	<b>Impact &amp; Effort</b>	Medium		Medium	

	<b>GRI</b>	Medium	Medium	Medium	Medium
<b>3.2</b>	Minify Your HTML, CSS, and JavaScript				
	<b>Success Criterion</b>				
<input type="checkbox"/>	All source code is minified upon compilation (including inline code).				
	<b>Impact &amp; Effort</b>	Low		Low	
	<b>GRI</b>	Low	Low	Low	Low
<b>3.3</b>	Use Code-Splitting Within Projects				
	<b>Success Criterion</b>				
<input type="checkbox"/>	Breakdown bandwidth-heavy components into segments that can be loaded as required.				
	<b>Impact &amp; Effort</b>	Medium		Low	
	<b>GRI</b>	Medium	Medium	Medium	Medium
<b>3.4</b>	Apply Tree Shaking To Code				
	<b>Success Criterion</b>				
<input type="checkbox"/>	Identify and eliminate unused and dead code within CSS and JavaScript.				
	<b>Impact &amp; Effort</b>	Medium		Medium	
	<b>GRI</b>	Medium	Medium	Medium	Medium
<b>3.5</b>	Ensure Your Solutions Are Accessible				
	<b>Success Criterion</b>				
<input type="checkbox"/>	Your website or application must conform to WCAG (at the necessary level), plus extend beyond to obey relevant laws and meet additional visitor accessibility requirements. Building inclusively means that people with permanent, temporary, or situational disabilities will be able to more quickly find what they are looking for, and not have to spend extra time searching for a way to use your product or service.				
<input type="checkbox"/>	Enhance your website or application with Accessible Rich Internet Applications (ARIA) ONLY if applicable or necessary, and accessibility enhancing features when useful or beneficial.				
<input type="checkbox"/>	Deploy solutions which fight against electronic inequalities in products and services.				
	<b>Impact &amp; Effort</b>	High		Medium	
	<b>GRI</b>	Medium	Medium	Medium	Medium
<b>3.6</b>	Avoid Code Duplication				
	<b>Success Criterion</b>				
<input type="checkbox"/>	Don't be afraid to remove or simplify (through rewriting for performance) your code to focus on essential features and have a cleaner, less redundant product (and codebase).				
<input type="checkbox"/>	Improve (iterate) an existing creation rather than constantly redeveloping and redesigning products from scratch (duplication of coding effort) if possible to reduce visitor learning burden and developer impact.				

<input type="checkbox"/>	Within CSS and JavaScript, use methodologies (like BEM) and systems like DRY and WET to optimize the arrangement and output of your source code.				
	<b>Impact &amp; Effort</b>	Medium		Medium	
	<b>GRI</b>	Medium	Medium	Medium	Medium
<b>3.7</b>	Rigorously Assess Third-Party Services				
	<b>Success Criterion</b>				
<input type="checkbox"/>	Assess third-party services (including plugins, widgets, feeds, maps, carousels, etc) as early in the ideation or creation process as possible and use as few as possible to reduce the product or service's overall ecological impact, including Scope 3 emissions.				
<input type="checkbox"/>	Third-party content (including plugins, widgets, feeds, maps, carousels, etc) should be placed behind a click-to-load delay screen (using the "import on interaction" pattern), while alternatives to automated solutions such as chatbots should be offered.				
<input type="checkbox"/>	Large CSS libraries and JavaScript frameworks should only be used if a more performant alternative which achieves the same goal cannot be used instead.				
<input type="checkbox"/>	Prioritize self-hosted content over embedded content from third-party services.				
<input type="checkbox"/>	Create your own clickable icons and widgets, rather than relying on third-party services to host or allow embedding within your product or service.				
<input type="checkbox"/>	Third-party products, services, libraries, and frameworks are often a source of sustainability issues that cannot be controlled or managed by the first-party provider of a service. While many do provide benefits to a website, the need to justify their inclusion should be made not only by those creating the product or service but also be able to be controlled by the consumer. As showcased with cookies, websites or applications should provide a similar mechanism of disabling or refusing non-first-party features (with explanations of their purpose) - unless such features can be proven as critical for functionality.				
	<b>Impact &amp; Effort</b>	High		Medium	
	<b>GRI</b>	High	High	High	High
<b>3.8</b>	Use HTML Elements Correctly				
	<b>Success Criterion</b>				
<input type="checkbox"/>	Ensure content is marked up semantically using the right HTML element for the right job.				
<input type="checkbox"/>	Consider removing optional HTML tags (which aren't required for rendering), attribute quotes, or attributes that are set to their default value.				
<input type="checkbox"/>	Avoid using non-standard elements or attributes.				
<input type="checkbox"/>	Only use custom elements or Web Components if you cannot utilize native HTML elements or if you need tightly regulated control over the implementation of design system components.				
	<b>Impact &amp; Effort</b>	Medium		Medium	
	<b>GRI</b>	Medium	Medium	Medium	Medium
<b>3.9</b>	Resolve Render Blocking Content				
	<b>Success Criterion</b>				
<input type="checkbox"/>	All external assets should be deferred or set to async (unless required) to avoid Flash Of Unstyled Content (FOUC).				

<input type="checkbox"/>	If external resources are required on load, ensure their priorities (delivery route) are set correctly.			
<b>Impact &amp; Effort</b>	Medium		Low	
<b>GRI</b>	Medium	Medium	Medium	Medium
<b>3.10</b>	Provide Code-Based Way-Finding Mechanisms			
	<b>Success Criterion</b>			
<input type="checkbox"/>	Optimize your metadata and microdata for search engines and social media.			
<input type="checkbox"/>	Assist search engines, while blocking any ill-intentioned robots and scripts.			
<input type="checkbox"/>	Offer accessibility and usability aids to find content, such as skip links and signposts.			
<b>Impact &amp; Effort</b>	Low		Low	
<b>GRI</b>	Low	Low	Low	Low
<b>3.11</b>	Validate Form Errors and External Input			
	<b>Success Criterion</b>			
<input type="checkbox"/>	Errors should be identified through live validation as well as upon submission.			
<input type="checkbox"/>	Required elements should be clearly identified and labeled (for the benefit of voice tools such as screen readers and virtual assistants), and optional elements (if unnecessary) removed.			
<input type="checkbox"/>	Always allow the pasting of content (including passwords) from external sources.			
<b>Impact &amp; Effort</b>	Medium		Low	
<b>GRI</b>	Medium	Medium	Medium	Medium
<b>3.12</b>	Use Metadata Correctly			
	<b>Success Criterion</b>			
<input type="checkbox"/>	Include the required title element, plus any optional HTML head elements (such as link).			
<input type="checkbox"/>	Include necessary meta tag references that search engines and social networks recognize, using a recognized name scheme such as Dublin Core Metadata Initiative (DCMI), Friend Of A Friend (FOAF), or RDFa.			
<input type="checkbox"/>	Embed Microdata, Structured Data (Schema), or Microformats within your pages.			
<b>Impact &amp; Effort</b>	Medium		Low	
<b>GRI</b>	Medium	Medium	Medium	Medium
<b>3.13</b>	Adapt to User Preferences			
	<b>Success Criterion</b>			
<input type="checkbox"/>	Apply the monochrome, prefers-contrast, prefers-color-scheme, prefers-reduced-data, prefers-reduced-transparency, and prefers-reduced-motion CSS preference queries if they will benefit your website or application. Also, consider the print & scripting CSS media queries if they will improve the sustainability of your website.			
<b>Impact &amp; Effort</b>	Medium		Low	
<b>GRI</b>	Medium	Medium	Medium	Medium

<b>3.14</b>	Develop a Mobile-First Layout			
	<b>Success Criterion</b>			
<input type="checkbox"/>	Allow a website or app to work on mobile devices primarily (testing with various connection speeds), expanding to accommodate larger displays thereafter (mobile-first). It is much more effective to do the hard work to ensure that it works well on a mobile device and then scale it up to larger interfaces.			
<input type="checkbox"/>	Utilize progressive enhancement and responsive web design to ensure that your work accommodates a device's capabilities, different screen sizes, and will not fail if it meets an unsupported technology.			
<input type="checkbox"/>	To maximize the use of renewable energy, adapt your website or service to electricity availability using carbon-aware design techniques. This should include using situational design to reduce the codebase or functionality during high-intensity periods or adapting the user-interface to perform better in situations where scaling hardware resources can be avoided to reduce emissions.			
<input type="checkbox"/>	Consider supporting other indirect methods of interaction such as voice (speech), code (QR, etc), reader view (browser, application, or RSS), or connected technology (watch, appliance, transport, etc).			
	<b>Impact &amp; Effort</b>	Medium		Low
	<b>GRI</b>	Medium	Low	Medium Low
<b>3.15</b>	Use Beneficial JavaScript and Its APIs			
	<b>Success Criterion</b>			
<input type="checkbox"/>	Improve sustainability through accessible and performant code implementations.			
<input type="checkbox"/>	When using an API, make sure you only call it when necessary. On the other side, make sure no unrequired data is sent by the API.			
	<b>Impact &amp; Effort</b>	High		Medium
	<b>GRI</b>	High	High	High High
<b>3.16</b>	Ensure Your Scripts Are Secure			
	<b>Success Criterion</b>			
<input type="checkbox"/>	Check the code for vulnerabilities, exploits, header issues, and code injection.			
	<b>Impact &amp; Effort</b>	Medium		Medium
	<b>GRI</b>	Medium	Medium	Medium Medium
<b>3.17</b>	Manage Dependencies Appropriately			
	<b>Success Criterion</b>			
<input type="checkbox"/>	Prevent developers from downloading and installing JavaScript libraries to run locally (client-side) when they are not needed by checking for unused dependencies and uninstalling those that aren't needed and removing them from your package.json file.			
<input type="checkbox"/>	Reduce the amount of JavaScript that has to be downloaded and parsed by the browser by only using libraries where necessary. Consider whether you can use a native JavaScript API instead. Check the package size, and whether individual modules can be installed and imported rather than the whole library.			
<input type="checkbox"/>	Regularly check dependencies and keep them up-to-date.			

	<b>Impact &amp; Effort</b>	Medium		Low	
	<b>GRI</b>	Low	Low	Low	Low
<b>3.18</b>	Include Files That Are Automatically Expected				
	<b>Success Criterion</b>				
<input type="checkbox"/>	Take advantage of the favicon.ico, robots.txt, opensearch.xml, site.webmanifest, and sitemap.xml documents.				
	<b>Impact &amp; Effort</b>	Low		Low	
	<b>GRI</b>	Low	Low	Low	Low
<b>3.19</b>	Use Plaintext Formats When Appropriate				
	<b>Success Criterion</b>				
<input type="checkbox"/>	Utilize standards such as ads.txt, carbon.txt, humans.txt, security.txt and robots.txt.				
	<b>Impact &amp; Effort</b>	Low		Low	
	<b>GRI</b>	Medium	Low	Medium	Low
<b>3.20</b>	Avoid Using Deprecated or Proprietary Code				
	<b>Success Criterion</b>				
<input type="checkbox"/>	Upgrading or avoiding deprecated formats is important, the only exception being if consumer support demands maintaining older standards to provide a functional product.				
<input type="checkbox"/>	Don't use an older standard if a newer recommendation will do the same job as / or more effectively.				
	<b>Impact &amp; Effort</b>	Low		Medium	
	<b>GRI</b>	Low	Low	Low	Low
<b>3.21</b>	Align Technical Requirements With Sustainability Goals				
	<b>Success Criterion</b>				
<input type="checkbox"/>	List (and choose carefully) the requirements of the product or service. A simpler technological implementation may use more human resources but could have a smaller footprint. A prebuilt solution may use more system resources (and thereby produce more emissions upon render) but have a faster build-time (emitting less carbon during development).				
<input type="checkbox"/>	As a general rule, coding from scratch is the best-performing methodology (though if an existing solution is actively maintained, it may be better optimized than what you could produce). Therefore, prefer native components and file systems to a WYSIWYG editor or heavy framework, and be considerate of the impact of third-party solutions.				
<input type="checkbox"/>	If you do decide to use a code generation tool, consider using a Static Site Generator in preference to a bulky content management system. Because SSGs often start using a minimalist content entry format (like markdown) and all of the compilation is done before the website is uploaded, the emissions benefit comes from the server not having to place as much effort into serving pages (as they are static) for each visitor. In the case of a CMS, the dynamic nature of a site will involve additional computation (server-side processing) and bulkier libraries.				
<input type="checkbox"/>	Plugins, extensions, and themes have been carefully reviewed and selected to maximize interoperability, accessibility, and performance. They are regularly audited over time to ensure continued compatibility.				

<input type="checkbox"/>	Make sure all the components of the user-interface are the subject of special attention in terms of its sustainability impact while respecting accessibility and the performance of such components.				
	<b>Impact &amp; Effort</b>	Medium		Medium	
	<b>GRI</b>	Medium	Medium	Medium	Medium
<b>3.22</b>	Use the Latest Stable Language Version				
	<b>Success Criterion</b>				
<input type="checkbox"/>	Use the latest build of your chosen syntax language and its coupled framework.				
<input type="checkbox"/>	Many tools and programming languages are optimized for performing particular tasks, and utilizing those most appropriate to the problem, especially if there is a reasonable visitor base involved justifies the time and effort, as long as it doesn't impact ESG factors such as the well-being of those involved or become too cost prohibitive.				
	<b>Impact &amp; Effort</b>	Medium		Medium	
	<b>GRI</b>	Medium	Medium	Medium	Medium
<b>3.23</b>	Take Advantage of Native Features				
	<b>Success Criterion</b>				
<input type="checkbox"/>	Use native functions, APIs, and features over writing your own.				
	<b>Impact &amp; Effort</b>	Medium		Low	
	<b>GRI</b>	Medium	Medium	Medium	Medium
<b>3.24</b>	Run Fewer, Simpler Queries As Possible				
	<b>Success Criterion</b>				
<input type="checkbox"/>	If you need information that is stored in a database, and you require it (or it's likely to be requested) more than once in your code, access the database only once, and store the data locally for subsequent processing. Also, avoid reliance on framework helpers that might defer filtering to later on in the process.				
	<b>Impact &amp; Effort</b>	Medium		Low	
	<b>GRI</b>	Low	Low	Low	Low
<b>4.1</b>	Choose a Sustainable Hosting Provider				
	<b>Success Criterion</b>				
<input type="checkbox"/>	To assess the environmental impacts of hosting and detect overconsumption, some indicators should be monitored: energy / water usage, CPU / Memory usage, allocation of servers and CPU cores, etc. These indicators could be used to calculate metrics directly related to environmental impacts, such as Power Usage Effectiveness (PUE), Water Usage Effectiveness (WUE), and Carbon Usage Effectiveness (CUE). They could be displayed to visitors for transparency and monitoring reasons.				
<input type="checkbox"/>	Manage equipment responsibly by keeping them as long as possible, using them as efficiently as possible, making sure they are certified, and purchasing long-lifespan products.				
<input type="checkbox"/>	Recover, recycle, and upcycle waste including equipment.				

<input type="checkbox"/>	Electricity comes entirely from sources with the lowest possible carbon intensity (ideally generated by wind or solar rather than from non-renewable sources). For example, Renewable Energy Credits (RECs) can help verify the source, or, ideally, prove that electricity comes directly from renewable sources.
<input type="checkbox"/>	Compensate remaining emissions, keeping in mind that the priority should be to avoid then reduce them and only compensate for them if they cannot be avoided. Carbon credits may not be sustainable, therefore the effectiveness of an offset solution must be verified, shown to be both environmentally viable and sustainable, and part of a longer-term strategy to eliminate emissions entirely from a chain, benefitting the wider ecosystem.
	<b>Impact &amp; Effort</b> High Medium
	<b>GRI</b> Low Low Low Low
<b>4.2</b>	<b>Optimize Browser Caching</b>
	<b>Success Criterion</b>
<input type="checkbox"/>	If using a CMS, install an applicable plugin to enable on-the-fly server-side caching. Otherwise, use the provided server configuration files to include and tweak the file-type cache expiration using expires, bfcache, or cache-control HTTP header. If using a language or framework that generates pages on request, cache responses for static pages so that they can be reused for future visitors.
<input type="checkbox"/>	Client-side JavaScript uses a combination of ServiceWorkers, WebWorkers, storage Application Programming Interfaces (APIs), or cookies (if necessary) to reduce friction in the user-journey. For example, through the use of a PWA (Progressive Web Application) to ensure that an offline version is available and accessible at all times to reduce inequality and improve accessibility.
	<b>Impact &amp; Effort</b> High High
	<b>GRI</b> Medium High Medium High
<b>4.3</b>	<b>Compress Your Files</b>
	<b>Success Criterion</b>
<input type="checkbox"/>	If using a CMS, install an applicable plugin to enable on-the-fly server-side compression, such as Brotli or GZIP. Otherwise, use the provided server configuration files to include and tweak the performance-related features to the requirements.
<input type="checkbox"/>	Compress your various images, fonts, audio, and video; by reducing the quality and offering different resolutions / dimensions (sizes) before uploading to a server or content management system.
	<b>Impact &amp; Effort</b> High Low
	<b>GRI</b> Low Low Low Low
<b>4.4</b>	<b>Use Error Pages and Redirects Carefully</b>
	<b>Success Criterion</b>
<input type="checkbox"/>	Maintain sites by ensuring links are correct, and if errors occur, provide suitable way-finding within optimized pages for each error type to ensure resources can be identified to help visitors complete the task they started.
<input type="checkbox"/>	Redirect websites, subdomains, and pages only when necessary. Proactively seek broken or outdated links and fix them. A redirect or search will often help reduce the number of pages a visitor needs to load.
	<b>Impact &amp; Effort</b> Low Low

	<b>GRI</b>	Low	Low	Low	Low
<b>4.5</b>	Limit Usage of Additional Environments				
	<b>Success Criterion</b>				
<input type="checkbox"/>	Ensure no unused environment is available, balancing the cost of deploying an environment with the cost of keeping it online while unused.				
	<b>Impact &amp; Effort</b>	Medium		Low	
	<b>GRI</b>	Low	Low	Low	Low
<b>4.6</b>	Automate To Fit the Needs				
	<b>Success Criterion</b>				
<input type="checkbox"/>	Every recurring task, such as deployment, testing, or compilation, can be run automatically, as recommended by continuous integration / continuous delivery best practices.				
<input type="checkbox"/>	To reduce wasted processing cycles, every automated task is only run when needed.				
<input type="checkbox"/>	Use automated scaling infrastructure to automatically increase the capacity of the web server and implement buffering / throttling to respond to visitor demand.				
<input type="checkbox"/>	Web browsing from bots has been steadily increasing in recent years. As such, it is a growing concern for security, performance, and sustainability. Use security tools that automatically block bad actors and minimize bad behavior. This results in substantially less load on the server, fewer logs, less data, less effect due to compromise, and more. The result of compromised websites is a large increase in HTTP, email, and other traffic as malicious code attempts to infiltrate other resources and exfiltrate data. Compromised websites are typically identified by anomalous patterned behavior.				
	<b>Impact &amp; Effort</b>	High		Medium	
	<b>GRI</b>	Low	Low	Low	Low
<b>4.7</b>	Maintain a Relevant Refresh Frequency				
	<b>Success Criterion</b>				
<input type="checkbox"/>	The frequency for refresh (of both the cache, locally stored data, and the page) is defined depending on visitor needs.				
	<b>Impact &amp; Effort</b>	Medium		Low	
	<b>GRI</b>	Medium	Medium	Medium	Medium
<b>4.8</b>	Be Mindful of Duplicate Data				
	<b>Success Criterion</b>				
<input type="checkbox"/>	Backups of system and user data are both incremental and secure.				
	<b>Impact &amp; Effort</b>	Low		Low	
	<b>GRI</b>	Low	Low	Low	Low
<b>4.9</b>	Enable Asynchronous Processing and Communication				
	<b>Success Criterion</b>				

<input type="checkbox"/>	By default, non-critical processes and communications are batched and launched only when carbon intensity is under a given threshold.				
<input type="checkbox"/>	Ensure the communication protocols are relevant to the visitor's needs and data transferred. Avoid using insecure protocols (HTTP, FTP), and prioritize more efficient and privacy-aware data routes for visitors (HTTPS, SSH).				
<input type="checkbox"/>	When creating products or services that utilize state changes (without triggering a complete refresh), consider if the utilization of Event-Driven Architecture and Microservices will be more environmentally friendly (based on the ESG variables involved) than traditional APIs in handling the server-side workload of your solution.				
	<b>Impact &amp; Effort</b>	Medium		Medium	
	<b>GRI</b>	Low	Low	Low	Low
<b>4.10</b>	Consider CDNs and Edge Caching				
	<b>Success Criterion</b>				
<input type="checkbox"/>	When building for a globally distributed audience, use a CDN to store and serve simple read-only, pre-generated resources in a fast and efficient manner. Although they definitely can increase performance, it is also another layer of infrastructure that needs to be considered for sustainability.				
<input type="checkbox"/>	Check the CDN to verify that it provides a commitment to sustainability.				
<input type="checkbox"/>	Choose a hosting provider with servers located close to the visitor.				
<input type="checkbox"/>	Avoid using the service to host dynamic resources or JavaScript (unless through a first-party host) as due to cache partitioning, cross-origin resource sharing (CORS), and other browser mechanics, any benefits are negated by weaker performance, the inability to cache or interact, and the potential introduction of security and privacy issues to be introduced. This doesn't affect JSON or other static assets.				
<input type="checkbox"/>	All information passed between the layers of an application incurs a cost, both in terms of data transferred, and CPU cycles for (de)serialization. Wherever possible, data transformations should be performed close to the source to reduce these costs and avoid processing data that will later be discarded.				
	<b>Impact &amp; Effort</b>	Medium		Low	
	<b>GRI</b>	Low	Medium	Low	Medium
<b>4.11</b>	Use the Lowest Infrastructure Tier Meeting Business Requirements				
	<b>Success Criterion</b>				
<input type="checkbox"/>	Select infrastructure elements with the lowest requirements tier, meeting your service-level agreements. Avoid over-provisioning multi-datacenter, multi-zone, or distributed deployments if standalone instances meet the requirements. Also avoid provisioning infrastructure that will be under-utilized by provisioning for established average loads, ensuring reasonable resource utilization and autoscaling occurs as needed. Avoid provisioning for peak loads.				
	<b>Impact &amp; Effort</b>	Medium		Medium	
	<b>GRI</b>	Low	Low	Low	Low
<b>4.12</b>	Store Data According to Visitor Needs				
	<b>Success Criterion</b>				
<input type="checkbox"/>	Remove unnecessary and redundant data from your servers, whether it is single-use (dark data) or abandoned.				

<input type="checkbox"/>	Create data with an expiration date. Excess data is a form of technical debt, and routinely cleaning up old data needs to be normalized.				
<input type="checkbox"/>	Use a data classification / tagging policy to make it easier to find, handle, and remove.				
<input type="checkbox"/>	Store data only when it is difficult to recreate.				
<input type="checkbox"/>	Optimize log collection, storage (off-site), and rotation; scheduling during low-activity hours and using carbon-neutral backup providers.				
<input type="checkbox"/>	Ensure long-term assets, especially those of a large size, are made available for download.				
	<b>Impact &amp; Effort</b>	Low		Low	
	<b>GRI</b>	Low	Low	Low	Low
<b>5.1</b>	Have an Ethical and Sustainability Product Strategy				
	<b>Success Criterion</b>				
<input type="checkbox"/>	The organization has published a publicly available Code of Ethics, Product Guidelines, Sustainability, or ESG Statement that includes language specific to digital products, services, policies, and programs.				
<input type="checkbox"/>	List achievements, features, compliance, and anything beyond the scope of these guidelines and publish it in a sustainability section of your product or service.				
<input type="checkbox"/>	The organization can show how it effectively governs implemented digital sustainability, climate policies, and related ESG practices over time.				
<input type="checkbox"/>	The organization has training decks and workshops it uses to onboard new team members on how it implements more sustainable product strategies.				
<input type="checkbox"/>	Raise awareness with your visitors by documenting your methodology, through impact storytelling, documentation, and helping individuals make more informed decisions.				
<input type="checkbox"/>	The organization can show how it powers digital products and services with renewable energy.				
	<b>Impact &amp; Effort</b>	High		High	
	<b>GRI</b>	High	High	High	High
<b>5.2</b>	Assign a Sustainability Representative				
	<b>Success Criterion</b>				
<input type="checkbox"/>	Choose and assign an ecological referee (with specific digital expertise) for the product or service within your organization.				
	<b>Impact &amp; Effort</b>	Medium		Low	
	<b>GRI</b>	Medium	Medium	Medium	Medium
<b>5.3</b>	Raise Awareness and Inform				
	<b>Success Criterion</b>				
<input type="checkbox"/>	Make sure that all project stakeholders, including product teams, colleagues, and organizational decision-makers (managers and clients) are informed about and trained in your business's use of sustainable technology.				
<input type="checkbox"/>	Encourages stakeholders to actively reduce their environmental impact by providing resources on sustainable design, practices, and concepts.				

	<b>Impact &amp; Effort</b>	Medium		Medium	
	<b>GRI</b>	Medium	Medium	Medium	Medium
<b>5.4</b>	Communicate the Ecological Impact of User Choices				
	<b>Success Criterion</b>				
<input type="checkbox"/>	Clearly communicate the ecological implications of visitor choices and allow visitors to configure settings based on those choices.				
	<b>Impact &amp; Effort</b>	Medium		Medium	
	<b>GRI</b>	Medium	Medium	Medium	Medium
<b>5.5</b>	Estimate a Product or Service's Environmental Impact				
	<b>Success Criterion</b>				
<input type="checkbox"/>	Conduct a full life-cycle Analysis based on the functional unit defined in Guideline 5.15.				
<input type="checkbox"/>	Estimate the environmental impact of your or your competitor's current service to inform decision-making (as a potential target goal).				
<input type="checkbox"/>	When identifying the environmental impact of your product or service, be sure to include the impact (or estimates of) of any tooling used to create the product or service along with any third-party solutions utilized in the pipeline. While not created by you, the emissions they generate from production to maintenance are considered integral to your overall solution.				
	<b>Impact &amp; Effort</b>	Medium		Medium	
	<b>GRI</b>	Medium	Medium	Medium	Medium
<b>5.6</b>	Define Clear Organizational Sustainability Goals and Metrics				
	<b>Success Criterion</b>				
<input type="checkbox"/>	The organization has defined and published a clear set of sustainability goals. It publicly communicates how it will meet these goals, including which performance metrics are important to help the organization and its various stakeholders thrive.				
	<b>Impact &amp; Effort</b>	Low		Medium	
	<b>GRI</b>	Low	Low	Low	Low
<b>5.7</b>	Verify Your Efforts Using Established Third-Party Business Certifications				
	<b>Success Criterion</b>				
<input type="checkbox"/>	The organization has achieved one or more business sustainability certifications and incorporated operational policies and practices to support them.				
<input type="checkbox"/>	The organization maintains its certification through evolving policies and practices over time.				
	<b>Impact &amp; Effort</b>	Medium		Medium	
	<b>GRI</b>	Medium	Medium	Medium	Medium
<b>5.8</b>	Implement Sustainability Onboarding Guidelines				
	<b>Success Criterion</b>				

<input type="checkbox"/>	The organization has dedicated training manuals, workshops, and materials that outline the ESG policies and practices it follows and how to implement them. While managing and maintaining these materials over time, adapting them as new policies and practices arise.
<input type="checkbox"/>	The organization incentivizes leadership, teams, and stakeholders to make progress toward the goals outlined in their training, including time for sustainability activities, recognition for completion, and so on.
<input type="checkbox"/>	The organization anticipates and maps potential negative external variables on the service, and acts to minimize their overall impact.
<b>Impact &amp; Effort</b>	High Medium
<b>GRI</b>	High High High High
<b>5.9</b>	Support Mandatory Disclosures and Reporting
	<b>Success Criterion</b>
<input type="checkbox"/>	The organization has created and published policies and practices for disclosing the social and environmental impacts of its products, services, policies, and programs in line with existing reporting standards such as GRI Performance, SASB, etc.
<input type="checkbox"/>	The organization produces a publicly available impact report outlining its progress against previous reports on social and environmental goals at least once per year.
<input type="checkbox"/>	The organization publicly and transparently follows existing or emerging environmental standards and legislative policy that promotes mandatory disclosures and reporting for emissions. This is done alongside other social and environmental criteria in its impact reporting, maintaining these practices over time for future reports.
<input type="checkbox"/>	The organization clearly identifies how it reduces its environmental impact, avoiding double accounting, greenwashing, excluded data, or other manipulative techniques.
<b>Impact &amp; Effort</b>	Medium Medium
<b>GRI</b>	Medium Medium Medium Medium
<b>5.10</b>	Create One or More Impact Business Models
	<b>Success Criterion</b>
<input type="checkbox"/>	The organization has completed (and operationalized) a Theory of Change process with requisite documentation to identify the impact it hopes to create, how it will generate revenue, shared, or added value from these activities, how it will measure results based on desired outcomes; or in the case of launched projects, is generating revenue, actively tracking and measuring progress against any desired outcomes.
<b>Impact &amp; Effort</b>	High Medium
<b>GRI</b>	High High High High
<b>5.11</b>	Follow a Product Management and Maintenance Strategy
	<b>Success Criterion</b>
<input type="checkbox"/>	The organization has documented policies outlining how it approaches product management and maintenance.
<input type="checkbox"/>	The organization has maintenance / security plans in place for all the digital products and services it manages.

<input type="checkbox"/>	The organization appropriately resources products over time via staffing and budgeting to support refactoring code, addressing technical debt, new product features, ongoing testing, and product or service maintenance plans to continue supporting its customers, visitors, and other stakeholders.				
<input type="checkbox"/>	The organization incorporates carbon and resource measurement into maintenance programs and can show measurable improvement over time.				
	<b>Impact &amp; Effort</b>	High		Low	
	<b>GRI</b>	High	High	High	High
<b>5.12</b>	Implement Continuous Improvement Procedures				
	<b>Success Criterion</b>				
<input type="checkbox"/>	The organization has created policies and practices to enable continuous improvement and has resourced the organization appropriately to support these efforts over time.				
<input type="checkbox"/>	Agile sprints and update frequency must go through a review process to ensure project teams have enough time to conduct user-research, identify technical debt, and produce quality output.				
<input type="checkbox"/>	Use (and show a track record of) continuous improvement (iteration) to analyze your website or application while also addressing the by-products and potential consequences of ongoing experimentation, such as technical debt, product performance, emissions, and related issues. Limiting analytics to only necessary features to aid with decision-making, encouraging visitor feedback, and comparing performance against business goals and visitor needs.				
<input type="checkbox"/>	Justify and prioritize the retention of existing features, the creation of new functionality, and the decommission or elimination of unused functionality and unvisited pages through the product's life cycle.				
<input type="checkbox"/>	Provide corrective security and policy updates during the product or service lifecycle, while distinguishing these updates from more extensive evolutionary updates.				
<input type="checkbox"/>	Develop sustainable product and data strategies along with appropriate training techniques that help your team (managers, colleagues, etc) build capacity and learn new skills to manage and maintain products and services over time.				
	<b>Impact &amp; Effort</b>	High		High	
	<b>GRI</b>	High	High	High	High
<b>5.13</b>	Document Future Updates and Evolutions				
	<b>Success Criterion</b>				
<input type="checkbox"/>	The user-experience considers possible changes to the product or service such as adding, updating, or removing features.				
	<b>Impact &amp; Effort</b>	Low		Low	
	<b>GRI</b>	Low	Low	Low	Low
<b>5.14</b>	Establish if a Digital Product or Service Is Necessary				
	<b>Success Criterion</b>				
<input type="checkbox"/>	Review and identify whether your product or service aligns with one of the U.N. (SDGs).				
<input type="checkbox"/>	Evaluate the desirability, feasibility, and viability of the digital product or service they wish to create to ascertain whether it is necessary.				

<input type="checkbox"/>	Determine that no existing digital product or service offers the same value. They have conducted an analysis to understand whether a new product or service is necessary.
<input type="checkbox"/>	Consider any obstacles to using a product or service, such as accessibility, equality, technical, or territorial.
	<b>Impact &amp; Effort</b> High Low
	<b>GRI</b> High High High High
<b>5.15</b>	Determine the Functional Unit
	<b>Success Criterion</b>
<input type="checkbox"/>	Consider and conduct a life-cycle Assessment (LCA) to define the requirements of your product's function throughout its lifecycle.
	<b>Impact &amp; Effort</b> Medium Medium
	<b>GRI</b> Medium Medium Medium Medium
<b>5.16</b>	Create a Supplier Standards of Practice
	<b>Success Criterion</b>
<input type="checkbox"/>	The organization has created specific policies to vet potential partners in its supply chain based on ESG principles.
<input type="checkbox"/>	The organization has partnered with suppliers to create, track, and measure collective impact on issues that impact their stakeholders.
<input type="checkbox"/>	The organization promotes its partnerships in a publicly available place, along with information on how the partnership creates a collective impact.
	<b>Impact &amp; Effort</b> High High
	<b>GRI</b> High High High High
<b>5.17</b>	Share Economic Benefits
	<b>Success Criterion</b>
<input type="checkbox"/>	The organization publicly commits to paying employees, contractors, and other stakeholders a living wage.
<input type="checkbox"/>	The organization has policies and practices in place to incentivize stakeholders, such as workers and contractors, to meet its impact goals.
<input type="checkbox"/>	The organization provides benefits to employees in accordance with its resources, including, where relevant, healthcare, retirement planning, flex time, profit sharing, and so on.
<input type="checkbox"/>	The organization advocates for responsible legislation that supports employment rights, transparency, and accountability related to sharing economic benefits.
	<b>Impact &amp; Effort</b> High High
	<b>GRI</b> High High High High
<b>5.18</b>	Share Decision-Making Power With Appropriate Stakeholders
	<b>Success Criterion</b>
<input type="checkbox"/>	Ensure that the project team's goals are aligned with key business objectives, and project stakeholders (for example, project managers) have the power and autonomy to make key decisions on the organization's behalf.

	<b>Impact &amp; Effort</b>	Low		High	
	<b>GRI</b>	Low	Low	Low	Low
<b>5.19</b>	Use Justice, Equity, Diversity, Inclusion (JEDI) Practices				
	<b>Success Criterion</b>				
<input type="checkbox"/>	The organization has documented its commitment to JEDI practices with clear policies on how it prioritizes marginalized or otherwise underserved communities, including Black, Indigenous, People of Color, LGBTQIA+, Women, Disabled, Veterans, Seniors, and so on.				
<input type="checkbox"/>	The organization has an accessibility policy for digital products and services and can show this via a verified accessible website, application, product, or service.				
<input type="checkbox"/>	The organization has JEDI-related training materials and schedules ongoing workshops related to how this topic manifests itself in digital products and services (algorithmic bias, digital divide, gig economy work, mis / disinformation, etc).				
<input type="checkbox"/>	The organization can show measurable JEDI improvement over time in its hiring, leadership, and operations.				
<input type="checkbox"/>	The organization advocates for responsible legislation relating to JEDI practices, especially as related to digital products and services.				
	<b>Impact &amp; Effort</b>	High		High	
	<b>GRI</b>	High	High	High	High
<b>5.20</b>	Promote Responsible Data Practices				
	<b>Success Criterion</b>				
<input type="checkbox"/>	The organization has a public-facing privacy policy in place and supports existing privacy laws such as the General Data Protection Regulation (GDPR), California Consumer Privacy Act (CCPA), and so on. This policy must be accessible for all visitors, including those with accessibility and reading comprehension needs, and abide by plain English best practices to avoid jargon, technical language, and legalese.				
<input type="checkbox"/>	The organization can show measurable progress over time on how it respects data privacy and ownership, including a visitor's "right-to-be-forgotten" and provides the ability to export data.				
<input type="checkbox"/>	The organization supports new and emerging legislation related to data privacy, data sustainability, and responsible data practices.				
	<b>Impact &amp; Effort</b>	High		Medium	
	<b>GRI</b>	High	High	High	High
<b>5.21</b>	Implement Appropriate Data Management Procedures				
	<b>Success Criterion</b>				
<input type="checkbox"/>	Outdated or otherwise expired product content and data are archived and deleted via automated expiration dates and scheduled product audits. Create an archiving schedule with a lighter version of the old searchable content available.				
<input type="checkbox"/>	Enable users to control, manage, and delete their data, subscriptions, and accounts.				
	<b>Impact &amp; Effort</b>	Low		High	
	<b>GRI</b>	Low	Low	Low	Low
<b>5.22</b>	Promote and Implement Responsible Emerging Technology Practices				

	<b>Success Criterion</b>			
<input type="checkbox"/>	The organization has public-facing policies in place for emerging technologies.			
<input type="checkbox"/>	The organization can show how it up-skills workers as new technologies and practices potentially disrupt its business model.			
<input type="checkbox"/>	The organization supports responsible legislation related to automation and emerging technologies.			
<input type="checkbox"/>	Organizations must consider, audit, and account for any environmental considerations that may derive from the use of emerging technologies they wish to either promote or implement within a chosen setting. Also note that this should include third-party choices, the "expense" (in terms of waste or emissions) of the utilization of the technology to create a desired result, and consequential issues to the environment that may arise from its deployment.			
<input type="checkbox"/>	Don't roll out post-quantum encryption for high-traffic services that don't need resilience against harvest now, decrypt later.			
	<b>Impact &amp; Effort</b>	High		Medium
	<b>GRI</b>	High	High	High
<b>5.23</b>	Include Responsible Financial Policies			
	<b>Success Criterion</b>			
<input type="checkbox"/>	The organization has divested from fossil fuels and moved its banking, sponsorship, and other affiliations to more responsible partners.			
<input type="checkbox"/>	The organization engages in flexible financing and responsible budgeting for its digital products and services to accommodate long-term care and maintenance.			
	<b>Impact &amp; Effort</b>	High		High
	<b>GRI</b>	High	High	High
<b>5.24</b>	Include Organizational Philanthropy Policies			
	<b>Success Criterion</b>			
<input type="checkbox"/>	The organization has a clear corporate giving policy and creates philanthropic partnerships with strategically aligned organizations.			
<input type="checkbox"/>	The organization engages in free or volunteer projects, which help its team learn new tools and tactics, while also helping charities and non-profit organizations build capacity.			
	<b>Impact &amp; Effort</b>	High		Medium
	<b>GRI</b>	High	High	High
<b>5.25</b>	Plan for a Digital Product or Service's Care and End-of-Life			
	<b>Success Criterion</b>			
<input type="checkbox"/>	Establish clear, documented end-of-life guidelines that include data disposal, archiving, file deletion, and so on.			
	<b>Impact &amp; Effort</b>	Medium		Medium
	<b>GRI</b>	Medium	Medium	Medium
<b>5.26</b>	Include E-Waste, Right-To-Repair, and Recycling Policies			

	<b>Success Criterion</b>			
<input type="checkbox"/>	The organization has specific policies in place to recycle e-waste and repair owned technology products whenever possible.			
<input type="checkbox"/>	The organization has formed relationships with local partners for e-waste recycling and repair.			
<input type="checkbox"/>	The organization buys refurbished equipment whenever possible.			
<input type="checkbox"/>	The organization should allow consumers to repair (to the best of their ability) the consumables they purchase, offering (if possible at cost) replacement components and clear instructions to resolve faults that occur.			
	<b>Impact &amp; Effort</b>	High		Medium
	<b>GRI</b>	High	High	High
<b>5.27</b>	Define Performance and Environmental Budgets			
	<b>Success Criterion</b>			
<input type="checkbox"/>	The product team has defined, baselined, and documented clear sustainability and environmental budget criteria that cover the page, user-journey, and digital service levels and metrics (such as a CO2.js score) that are approved by relevant product stakeholders.			
<input type="checkbox"/>	Use tools such as a performance budget to determine the maximum size (goals) your app or website can weigh to reduce the data transfer and HTTP request impact (using metrics like Google Lighthouse).			
<input type="checkbox"/>	Define KPIs around engineering hours, development time, or sprints keeping the health and wellbeing of your workers paramount. Consideration should be taken around optimizing your workflow sustainably to allow all tasks to be performed with care.			
<input type="checkbox"/>	The product team can measurably show how much the budgeting process improved performance and reduced emissions.			
<input type="checkbox"/>	The product team invests in resources to build capacity and maintain the budgets over time.			
	<b>Impact &amp; Effort</b>	Medium		Medium
	<b>GRI</b>	Medium	Medium	Medium
<b>5.28</b>	Use Open Source Tools			
	<b>Success Criterion</b>			
<input type="checkbox"/>	The organization has a clear open source policy in place that outlines how it uses open source tools and the practices it supports surrounding open source development.			
<input type="checkbox"/>	The organization has a track record of collaboration and community-building around open source principles.			
<input type="checkbox"/>	The organization regularly contributes to open source community-based projects.			
	<b>Impact &amp; Effort</b>	High		High
	<b>GRI</b>	High	High	High
<b>5.29</b>	Create a Business Continuity and Disaster Recovery Plan			
	<b>Success Criterion</b>			
<input type="checkbox"/>	The organization has created a plan of action that is regularly reviewed and occasionally tested to determine readiness in case of an incident and has procedures to quickly recover from such issues			

<input type="checkbox"/>	The organization regularly maintains transparent communication with its audience regarding issues that may affect service delivery or user data.				
	<b>Impact &amp; Effort</b>	Low		Medium	
	<b>GRI</b>	Low	Low	Low	Low