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Module 2

Exploring Empathy

Understanding Sustainability Challenges
with Design Thinking



Module Objectives

Understanding sustainability challenges
through Design Thinking

The power of empathy

Defining sustainability challenges

Empathy in Sustainability



Example Solar Sister



Empathy in Sustainability



How are you influencing the TBL/3BL?

The Power of Empathy



drives innovation

fosters inclusivity

encourages diverse voices

Example
Patagonia





Tools for Empathizing

Interviews

Observations

Online Observations

Interviews



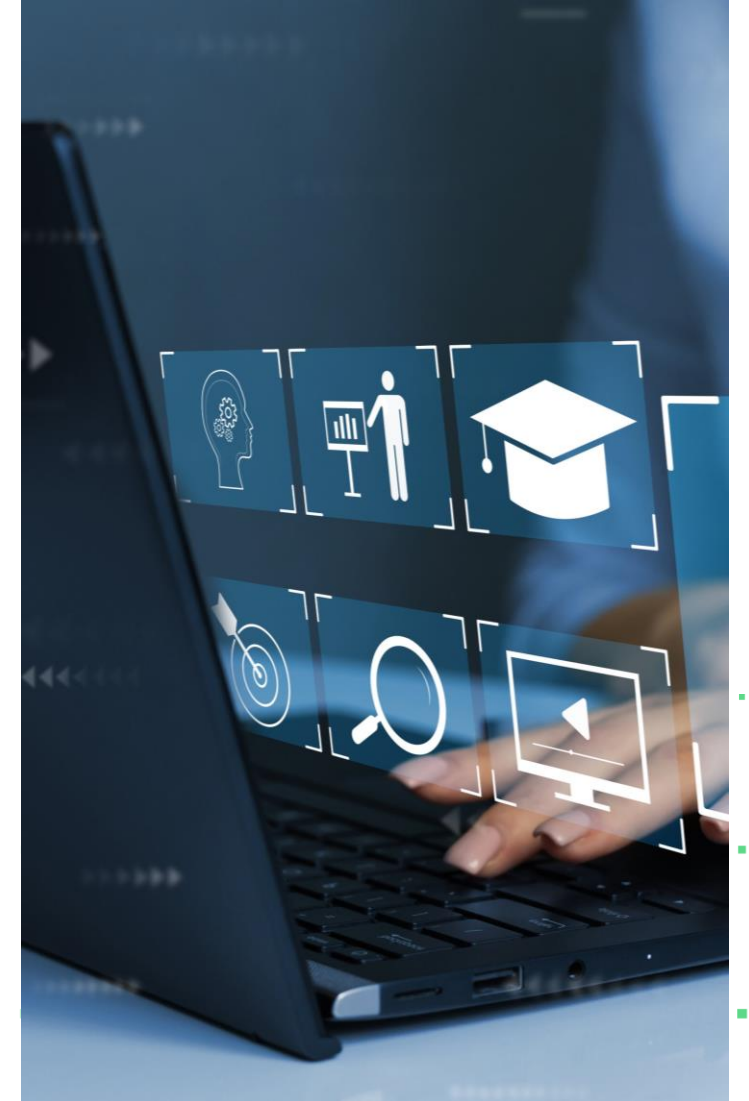
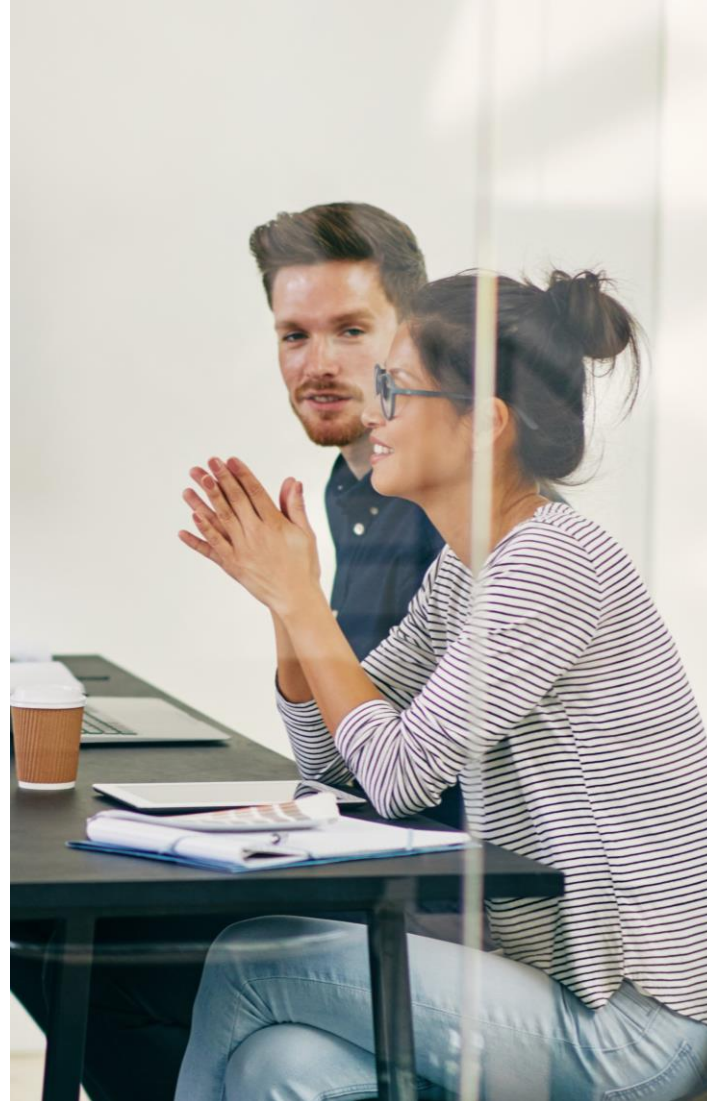
Observations



Online Observations



Combining Interviews and Observations





Defining Sustainability Challenges

Effective Problem Definition





Sustainability Challenge Statement

Specific

Measurable

Achievable

Relevant

Time-bound

*"How can we promote sustainable farming practices
to increase crop yield by 25%
while reducing water usage by 20%
over the next growing season?"*

Specific:

Sustainable farming practices

Measurable:

25% increase in crop yield,
20% reduction in water usage

Achievable:

Through the adoption of sustainable agricultural methods

Relevant:

Addresses sustainability and agricultural resource conservation

Time-bound:

Over the next growing season



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