

# DBA Design Effectiveness Awards

## **Environment: tips for evaluating effectiveness**

Examples of the type of data that can be used to support a case for design's contribution to commercial success:

1. Reduced production costs
2. A change to using sustainably produced materials in the production process
3. Increased awareness of environmental issues
4. Improved health or safety
5. A change in consumer/ customer attitude and/ or behaviour e.g. to roof insulation

Please note, these are only examples. Add your own as appropriate and also refer to the entry criteria in the Call for Entries.