

SEED: Social Economic Environmental Design®

SEED® EVALUATOR Workbook: Industrial Design

Introduction

The SEED Evaluator is the application tool used by those seeking SEED Certification. This workbook version of the SEED Evaluator is made available as a reference for applicants and as an aide in preparing for the application process. Those seeking SEED Certification must complete and submit the online version of the SEED Evaluator through the website. Discussion of this process can be found at: <http://www.seednetwork.org/projects/start.php>

The SEED Evaluator provides a platform for documenting the communication that defines goals for design projects and then measures the success in achieving these in communities. This helps communities to develop their leadership and decision-making from within while using a proven method and recognized standard of success. This workbook explains the process and provides the method to facilitate effective community-based design.

The SEED Evaluator instructional guide is available as a PDF download on the website. Please read the instructions thoroughly before initiating any aspect of the SEED Evaluator. Technical requirements and explanations of terms are provided. Frequently Asked Questions (FAQs) are there for your reference and outline image upload restrictions and troubleshooting. Further questions may be directed to: info@seednetwork.org

Directions

Complete each question below. Responses should be no longer than 250 words. Concise responses that use bullet-points and short phrases are encouraged. Any text contained in a shaded box is NOT intended for applicant response. Text entitled “Reviewers’ Summary” appearing in shaded boxes are for the use of SEED Reviewers only. These abbreviated summaries are used in identifying key aspects of the project and will appear as part of a cumulative Reviewer Summary for this project.

Completion of Part I of the SEED Evaluator signals the opportunity to submit the application completed thus far for review. SEED third-party reviewers will review and provide feedback on the application as it moves closer to SEED Certification. These insights can prove vital when positioning a project for SEED Certification as well as

simply gaining valuable information on how a project is supporting SEED Network mission and principles. After the Part I review is completed and returned with comments to the applicant, clarification or revisions may be requested of the applicant. Once this is addressed to the satisfaction of the SEED Reviewers, a project can move on to Part II of the Evaluator. Upon completion of Part II, the Evaluator will be submitted a final time for final certification review.

PART I

A. Project Basics

Section A of the SEED Evaluator requests basic information about the project, project type, community, place, and participants. This information should be concise and descriptive of the qualities most relevant to the nature of the work and those involved. This section may be updated should aspects of the project change over time.

1. Applicant Information

Identify the project lead or applicant (i.e., the individual(s) responsible for submitting this project to SEED and inputting project data) and complete requested contact information below.

a. Project lead/applicant name:
b. Project lead/applicant mailing address:
c. Project lead/applicant email address:
d. Project lead/applicant telephone:
e. Is project applicant a designer? If so, please provide the name and contact of a primary community member or organization involved:

2. Partners and Stakeholder Information

Identify project participants, partners, managers and/or stakeholders. You may return to this section and update as the project evolves and additional parties are included.

a. Who are the primary project stakeholders and what are their interests in the project?
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b. List active project participants, partners and/or managers and the role they will play or have played thus far in the project?
c. List email addresses of other SEED members on the project team who will be editing this SEED Evaluator (separate by commas):
d. If preliminary or planning meetings have been held, please list them here and include any available documentation such as press references, meeting agendas, etc.

3. Community Description

Identify the community where the project takes place (city, state, province, country as appropriate). Address known historical and cultural qualities.

a. What is the name of the community/neighborhood?
b. What is the geographic location of the neighborhood/community (city, state, province, country)?
c. What are the physical and demographic qualities of the community served by this project (upload maps and provide statistics as available)?
d. What are the historical and cultural characteristics of the community?

4. Project Description

Select the category below that best describes the project discipline. This category will subsequently customize aspects of the remainder of the application. Describe the project and design product per questions below. Note: “design product” here references the design outcome or result.

a. What discipline categorizes the project: (drop down menu here includes

Architecture, Communication Design, Industrial Design, Landscape Architecture, Urban Design, Urban Planning)
b. Project name/title:
c. What is the design product?
d. Describe the project scope and phases of development?
e. What phase is the project currently in?
f. When is expected completion date of the design product? ___/___/___
g. When is the expected implementation date or use date of the design product? ___/___/___

B. Issues, Challenges and Goals

Section B is intended to provide an overview of the project in relationship to the community it affects. Questions below address Social, Economic, and Environmental issues in addition to information about community participation in the project. Questions focus on the project goals, issues and challenges, how success is being measured, and how community input was engaged and gathered. Responses to these questions help reveal the depth and breadth of the project and its issues. The answers will document the inclusion of the community's voice in shaping and accomplishing common goals.

Section B is a critical aspect of the SEED Evaluator application because it reveals how the project meets the minimum threshold of the SEED mission and principles. If the SEED mission and principles are not fulfilled or are violated, SEED reviewers will recommend the project not advance to the next step—Part II—of certification. Applicants will be advised how the project has failed to meet these principles. In these cases, the project may be subsequently revised and re-submitted.

1. Issue Identification

Identify the critical issue or issues that this project addresses.

a. Using the check-box menu, select up to five issues that characterize your project: (menu is the comprehensive SEED issues list available online)
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Through the lens of the issue selections above, respond to the following Social, Economic and Environmental considerations.

2. Social Considerations

Respond to each question and accompanying summary by assessing how social considerations (if any) were addressed.

a. Community Perspective: What community-based social challenge(s) is/are being addressed in this project?

Reviewers' Summary:

b. Project Goals: How has the community-based social challenge above been addressed in the goals for the project?
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Reviewers' Summary:

c. Measuring Success: How will socially relevant successes and failures be measured? What quantifiable evidence exists of the project's positive impact on this community?

Reviewers' Summary:

3. Economic Considerations

Respond to each question and accompanying summary by assessing how economic considerations (if any) were addressed.

<p>a. Community Perspective: What community-based economic challenge(s) is/are being addressed in this project?</p>
<p>Reviewers' Summary:</p>
<p>b. Project Goals: How has the community-based economic challenge above been addressed in the goals for the project?</p>
<p>Reviewers' Summary:</p>
<p>c. Measuring Success: How will economically relevant successes and failures be measured? What quantifiable evidence exists of the project's positive impact on this community?</p>
<p>Reviewers' Summary:</p>

4. Environmental Considerations

Respond to each question and accompanying summary by assessing how environmental considerations (if any) were addressed.

<p>a. Community Perspective: What community-based environmental challenge(s) is/are being addressed in this project?</p>
<p>Reviewers' Summary:</p>
<p>b. Project Goals: How has the community-based environmental challenge above been addressed in the goals for the project?</p>
<p>Reviewers' Summary:</p>
<p>c. Measuring Success: How will environmentally relevant successes and failures be measured? What quantifiable evidence exists of the project's positive impact on this community?</p>
<p>Reviewers' Summary:</p>

5. Community Participation

Reflecting on previous answers, respond to each question and accompanying summary by describing how the community and/or relevant stakeholders been involved in the following:

<p>a. Main Issue(s): Provide examples of participatory input or field research that verifies the importance of the identified issue(s) for the community?</p>
<p>Reviewers' Summary:</p>
<p>b. Project Goals: Provide examples of participatory input or field research that verifies the importance of these or how goals were set with the community?</p>
<p>Reviewers' Summary:</p>
<p>c. Measuring Success: How was the community involved in determining the measurement of project successes and failures?</p>
<p>Reviewers' Summary:</p>

SUBMIT PART I FOR REVIEW:

Submitting Part I will initiate the first of two steps towards SEED Certification. The application review at this stage will provide an approval to proceed to Part II pending recommended changes or additional requested information. Should an application be denied, the applicant will be provided an opportunity to address cited concerns and reapply.

PART II

A. Benchmarks

This section outlines a design process for your project based on the design discipline selected above in Part I.A.4.

Benchmarks add the dimension of time in relationship to goals so that progress can be observed and communicated along the life of the project. Benchmarks are discipline specific and are points of reference for evaluation during the timeline of a project. A benchmark can be used to inform the expected outcome of a project, especially when regular performance measurement is involved. Benchmarks are discussed here in two ways: steps in the design process and other important steps in completing the project.

1. Problem Definition

This benchmark describes how the problem has been described or defined and by whom (community participation would be relevant). The defining process may include visual or text based documents or briefs that are used as tools to help determine the project goals and objectives and used as a platform for anticipated outcomes. The problem defining process states what is known to be true about the project at an early point in the project's development. Relative to this benchmark, provide a description of development towards stated social, economic and environmental goals. Address how community participation was included. (Note: A design brief may be used for this phase and is generally viewed as a tool to help define the project goals and objectives.)

<p>a. Design Benchmarks: What specific increment towards one of the project's stated social, economic or environmental goals was accomplished during this phase?</p>

<p>Reviewers' Summary:</p>

<p>b. Dates: When is (or was) this benchmark to be accomplished? ___/___/___</p>

<p>c. Community Participation: What community members were included in this phase? (List names/groups, type of involvement and measurable results.) What community feedback was received on the results of this phase?</p>

Reviewers' Summary:

d. Other Project Benchmarks: List all other specific increments towards one of the project's stated social, economic or environmental goals accomplished during this phase?
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Reviewers' Summary:

2. Research and Data Collection

This benchmark describes how research and data collection was used in the design process. Relative to this benchmark, provide a description of development towards stated social, economic and environmental goals. Address how community participation was included. Include references to research methods, participants and how the data was incorporated into decision-making processes. Please distinguish between qualitative and quantitative research and data.

a. Design Benchmarks: What specific increment towards one of the project's stated social, economic or environmental goals was accomplished during this phase?
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Reviewers' Summary:

b. Dates: When is (or was) this benchmark to be accomplished? ___/___/___
--

c. Community Participation: What community members were included in this phase? (List names/groups, type of involvement and measurable results.) What community feedback was received on the results of this phase?
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Reviewers' Summary:

d. Other Project Benchmarks: List all other specific increments towards one of the project's stated social, economic or environmental goals accomplished during this phase?
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Reviewers' Summary:

3. Discovery and Analysis

This benchmark describes how discovery and analysis informs the design process. Discovery can be defined as the process or action of making meaningful connections in the context of the project. This generally occurs after research and data collection and before fuller conceptual development of the project. Analysis results from a critique of discovery content. Realizations, challenges or critiques may be considered integral to this stage of development. Relative to this benchmark, provide a description of development towards stated social, economic and environmental goals. Address how community participation was included.

<p>a. Design Benchmarks: What specific increment towards one of the project's stated social, economic or environmental goals was accomplished during this phase?</p>
Reviewers' Summary:
<p>b. Dates: When is (or was) this benchmark to be accomplished? ___/___/___</p>
<p>c. Community Participation: What community members were included in this phase? (List names/groups, type of involvement and measurable results.) What community feedback was received on the results of this phase?</p>
Reviewers' Summary:
<p>d. Other Project Benchmarks: List all other specific increments towards one of the project's stated social, economic or environmental goals accomplished during this phase?</p>
Reviewers' Summary:

4. Concept Development

This benchmark describes the conceptual development of the project. Concept development leverages research into product-oriented solutions and represents a range of ideas and considerations in outcome. Exploration of ideas, plans, proposals or schemes including design visualizations, renderings, and written descriptions may be considered integral to this stage of development. Relative to this benchmark,

provide a description of development towards stated social, economic and environmental goals. Address how community participation was included.

a. Design Benchmarks: What specific increment towards one of the project's stated social, economic or environmental goals was accomplished during this phase?
Reviewers' Summary:
b. Dates: When is (or was) this benchmark to be accomplished? ___/___/___
c. Community Participation: What community members were included in this phase? (List names/groups, type of involvement and measurable results.) What community feedback was received on the results of this phase?
Reviewers' Summary:
d. Other Project Benchmarks: List all other specific increments towards one of the project's stated social, economic or environmental goals accomplished during this phase?
Reviewers' Summary:

5. Prototype

This benchmark describes the prototyping phase of development. Mock-ups, models, demonstrations, ergonomic assessments, materials studies and other forms of experimentation through prototyping may be considered integral to this work. Relative to this benchmark, provide a description of development towards stated social, economic and environmental goals. Address how community participation was included.

a. Design Benchmarks: What specific increment towards one of the project's stated social, economic or environmental goals was accomplished during this phase?
Reviewers' Summary:
b. Dates: When is (or was) this benchmark to be accomplished? ___/___/___

c. Community Participation: What community members were included in this phase? (List names/groups, type of involvement and measurable results.) What community feedback was received on the results of this phase?
Reviewers' Summary:
d. Other Project Benchmarks: List all other specific increments towards one of the project's stated social, economic or environmental goals accomplished during this phase?
Reviewers' Summary:

6. Test and Refine

This benchmark describes the testing and refinement of the design. Methods of testing and types of tests conducted with audiences or community members are important to note. Scope, number and manner of refinements may be considered integral to this stage of development. Relative to this benchmark, provide a description of development towards stated social, economic and environmental goals. Address how community participation was included.

a. Design Benchmarks: What specific increment towards one of the project's stated social, economic or environmental goals was accomplished during this phase?
Reviewers' Summary:
b. Dates: When is (or was) this benchmark to be accomplished? ___/___/___
c. Community Participation: What community members were included in this phase? (List names/groups, type of involvement and measurable results.) What community feedback was received on the results of this phase?
Reviewers' Summary:
d. Other Project Benchmarks: List all other specific increments towards one of the project's stated social, economic or environmental goals accomplished during this

phase?
Reviewers' Summary:

B. Performance Measures

Performance measures provide evidence of ways in which the design process is supporting project social, economic and environmental goals. The purpose of Performance Measures is to demonstrate a timeline that shows how each goal is achieved incrementally during the stated span of time.

This section describes the incremental steps towards social, economic and environmental goals stated above in Part I, Section B. Relying upon benchmarks stated in Part II, Section A, provide indicators or evidence that supports project progress for each social, economic and environmental goal. Include a timeline of activities related to goal accomplishment or stages of completion.

1. Social Performance Measures

<p>a. Give specific actions and/or numeric results that will (or have, if phase completed) demonstrate that progress has been made in each benchmark below towards the following social goal(s): (auto fill from above I.B.2.b)</p>
<p>b. Problem Definition:</p>
<p>Timeline: (auto fill from Part II.A.1.b)</p>
<p>Reviewers' Summary:</p>
<p>c. Research and Data Collection:</p>
<p>Timeline: (auto fill from Part II.A.2.b)</p>
<p>Reviewers' Summary:</p>
<p>d. Discovery and Analysis:</p>
<p>Timeline: (auto fill from Part II.A.3.b)</p>

Reviewers' Summary:
e. Concept Development:
Timeline: (auto fill from Part II.A.4.b)
Reviewers' Summary:
f. Prototype:
Timeline: (auto fill from Part II.A.5.b)
Reviewers' Summary:
g. Test and Refine:
Timeline: (auto fill from Part II.A.6.b)
Reviewers' Summary:

2. Economic Performance Measures

a. Give specific actions and/or numeric results that will (or have, if phase completed) demonstrate that progress has been made in each benchmark below towards the following economic goal(s): (auto fill from above I.B.3.b)
b. Problem Definition:
Timeline: (auto fill from Part II.A.1.b)
Reviewers' Summary:
c. Research and Data Collection:
Timeline: (auto fill from Part II.A.2.b)
Reviewers' Summary:
d. Discovery and Analysis:
Timeline: (auto fill from Part II.A.3.b)
Reviewers' Summary:

e. Concept Development:
Timeline: (auto fill from Part II.A.4.b)
Reviewers' Summary:
f. Prototype:
Timeline: (auto fill from Part II.A.5.b)
Reviewers' Summary:
g. Test and Refine:
Timeline: (auto fill from Part II.A.6.b)
Reviewers' Summary:

3. Environmental Performance Measures

a. Give specific actions and/or numeric results that will (or have, if phase completed) demonstrate that progress has been made in each benchmark below towards the following environmental goal(s): (auto fill from above I.B.4.b)
b. Problem Definition:
Timeline: (auto fill from Part II.A.1.b)
Reviewers' Summary:
c. Research and Data Collection:
Timeline: (auto fill from Part II.A.2.b)
Reviewers' Summary:
d. Discovery and Analysis:
Timeline: (auto fill from Part II.A.3.b)
Reviewers' Summary:
e. Concept Development:

Timeline: (auto fill from Part II.A.4.b)
Reviewers' Summary:
f. Prototype:
Timeline: (auto fill from Part II.A.5.b)
Reviewers' Summary:
g. Test and Refine:
Timeline: (auto fill from Part II.A.6.b)
Reviewers' Summary:

C. Results

This section is intended to provide an overview of how well the project goals were met in the implementation stage. Project implementation is descriptive of application of final designs. This section is broken down into two phases that request descriptions of results for the (1) early implementation and (2) the later extended execution. These descriptions are followed by the evaluation of each. Reflections on implementation and use are requested.

1. Design Product Initial Implementation

Please describe the design product implementation process in this phase. Product implementation puts the project into practice. Describe how project goals were or were not met in this phase. Please detail how each goal below was reflected in your implementation process.

a. Timeline: When did initial implementation occur? (List date.) ___/___/___
b. Social Implementation: Give specific actions and/or numeric results that demonstrate how progress has been made in this phase towards the following social goal(s): (auto fill from Part I.B.2.b)

Reviewers' Summary:
c. Economic Implementation: Give specific actions and/or numeric results that demonstrate how progress has been made in this phase towards the following economic goal(s): (auto fill from Part I.B.3.b)
Reviewers' Summary:
d. Environmental Implementation: Give specific actions and/or numeric results that demonstrate progress has been made in this phase towards the following environmental goal(s): (auto fill from Part I.B.4.b)
Reviewers' Summary:
e. Community Participation: What community members were included in this phase? (List names/groups, type of involvement and measurable results.) What community feedback was received on the results of this phase?
Reviewers' Summary:

2. Post Implementation Evaluation

Please describe your post implementation evaluation process including successes and challenges in this phase. Post implementation involves the passage of time to best evaluate how the design answered the design problem. Please detail the evaluation process used and how each criterion below was reflected in your post implementation evaluation. Document time frame for evaluation.

a. Timeline: When did the post-implementation evaluation occur? (List date.) —/—/—
b. Social Results: Give specific actions and/or numeric results that demonstrate that results have been achieved or progress has been made towards the following social goal(s): (auto fill from Part I.B.2.b)
Reviewers' Summary:
c. Economic Results: Give specific actions and/or numeric results that demonstrate

that results have been achieved or progress has been made towards the following economic goal(s): (auto fill from Part I.B.3.b)
Reviewers' Summary:
d. Environmental Results: Give specific actions and/or numeric results that demonstrate that results have been achieved or progress has been made towards the following environmental goal(s): (auto fill from Part I.B.4.b)
Reviewers' Summary:
e. Community Participation: What community members were included in this phase? (List names/groups, type of involvement and measurable results.) What community feedback was received on the results of this phase?
Reviewers' Summary:
f. Reflection: What reflections are there (if any) of the project, its process, completion and post implementation review in terms of meeting stated goals?
Reviewers' Summary:

SUBMIT PART II FOR SEED CERTIFICATION

Credits

The SEED Network was initiated through a forum sponsored at the Harvard GSD by the Loeb Fellowship, the Rudy Bruner Foundation and the Richard Driehaus Foundation on October 28 and 29, 2005, organized by Maurice Cox, Stephen Goldsmith, Kathy Dorgan, Bryan Bell, Jim Stockard, Sally Young and JoEllen Wang. The goal was “to define the social, economic, and environmental roles of architecture and design, and to strengthen those roles in communities where they’re needed most.”

SEED Evaluator authors: Lisa Abendroth and Bryan Bell

The SEED Evaluator represents the ideas of many through a collaborative process over five years and meetings and conference calls. For example, the term “SEED” was first suggested by Kim Dowdel during the first forum at Harvard in 2005. The idea of a summary table was created at a dinner after the Dallas forum. Many other suggestions were given by the group listed below who reviewed the first test projects. SEED is a demonstration of the ability of creative people to collaborate and create effective solutions.

SEED Project and Evaluator Reviewers:

Lisa Abendroth
Vincent Baudoin
Bryan Bell
Jamie Blosser
Brent Brown
Monica Chadha
Megan Clark
Kim Dowdel
Spencer Haynsworth
Patrick Rhodes
Raphael Sperry
Andy Sturm
JoEllen Wang
Barbara Brown Wilson

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To learn more about SEED, the SEED Network and SEED Certification, please contact us at www.seednetwork.org or info@seednetwork.org.