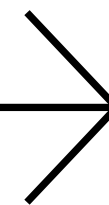
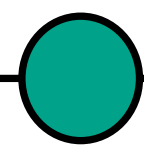




Social Sustainability in Tech

Nikhita Ghugari & Swar Raisinghani





Xeno is a service design & innovation consultancy focused on creating meaningful, sustainable impact for consumers and businesses to design unique products, services & experiences

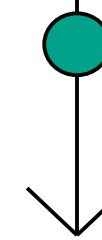


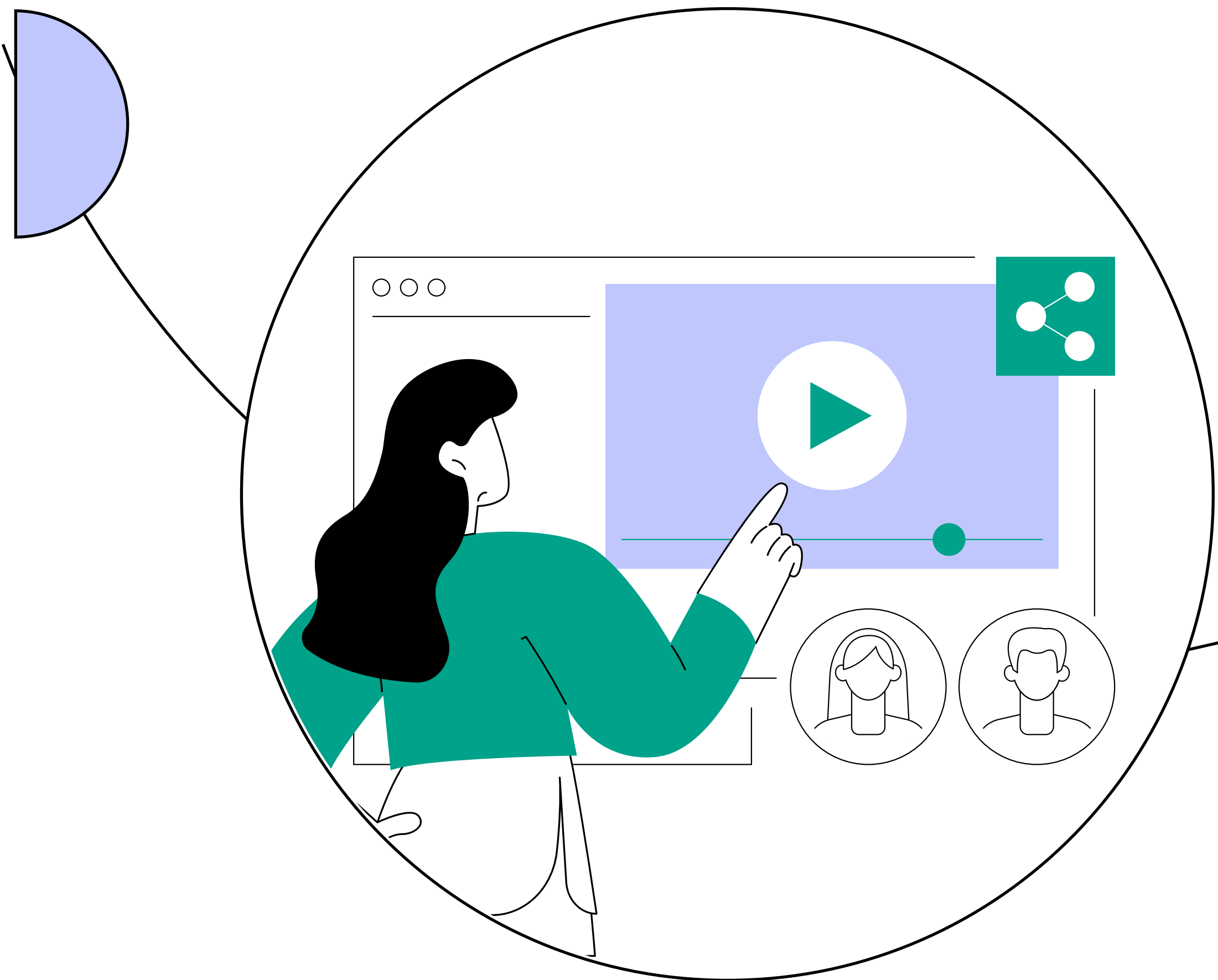
xeno

Xeno is a service design & innovation consultancy focused on creating meaningful, sustainable impact for consumers and businesses to design unique products, services & experiences

ddc

Darjeeling Design company conceptualises, conveys and champions a human-centred transformation of your business and brand. We help you stay relevant in and ever-evolving world.





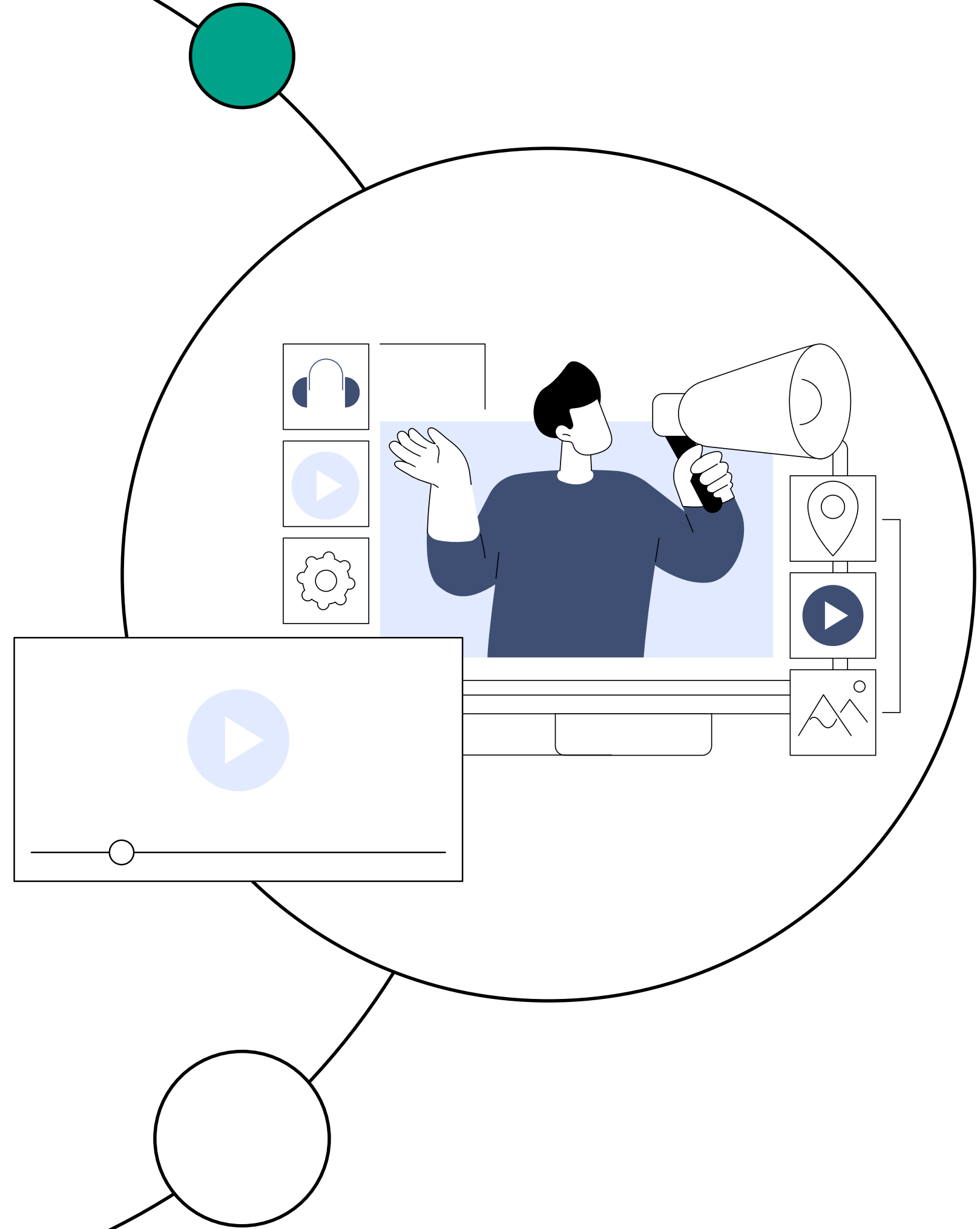
Q. In just one year from 2019 to 2020, the number of deep fakes grew from 14,678 to how many videos

A 500,000

B 1 million

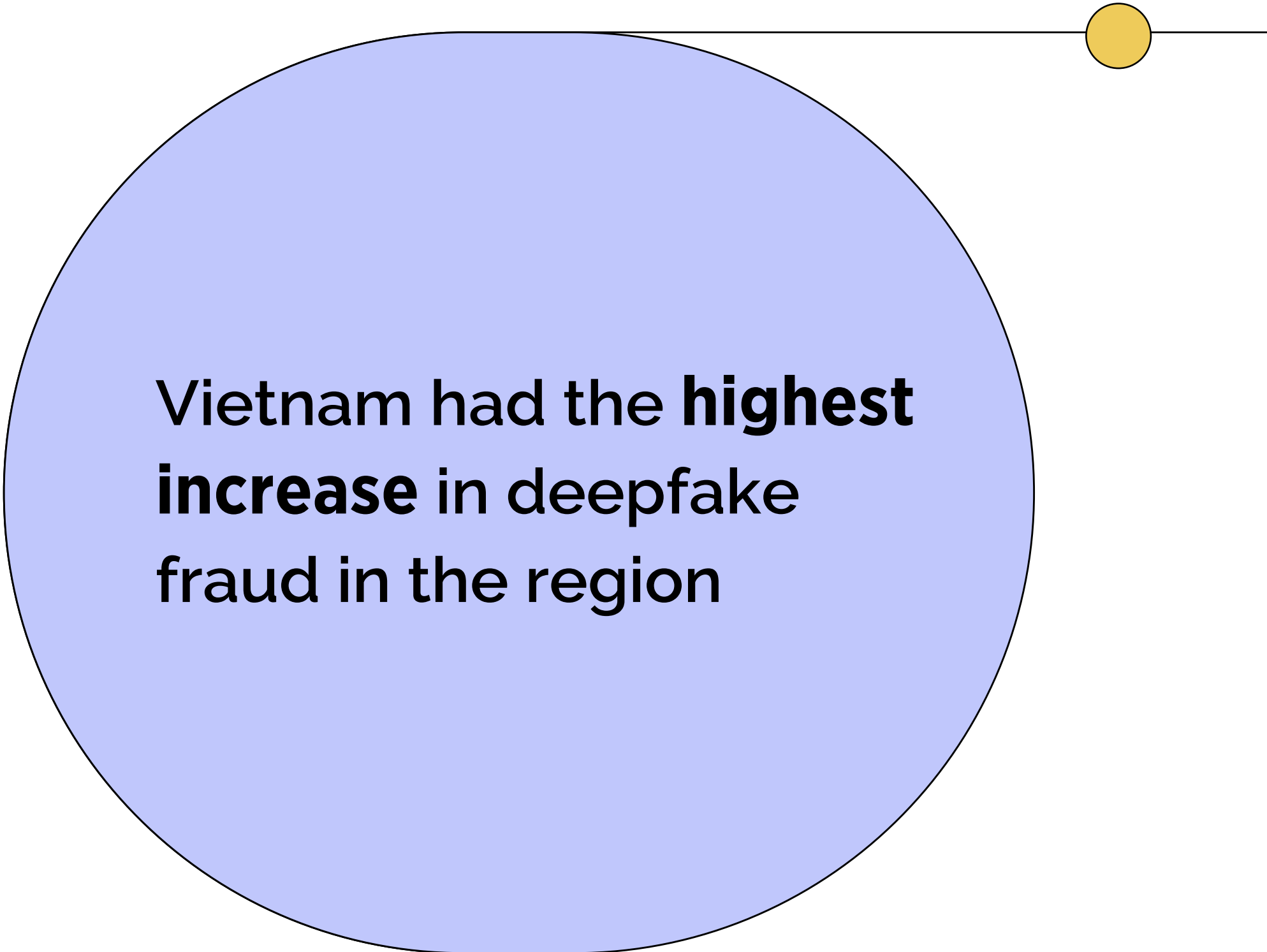
C 10 million

D 100 million



100
MILLION

The Asia-Pacific region saw a 1530% increase in deepfake cases between 2022 and 2023.



Vietnam had the **highest increase** in deepfake fraud in the region

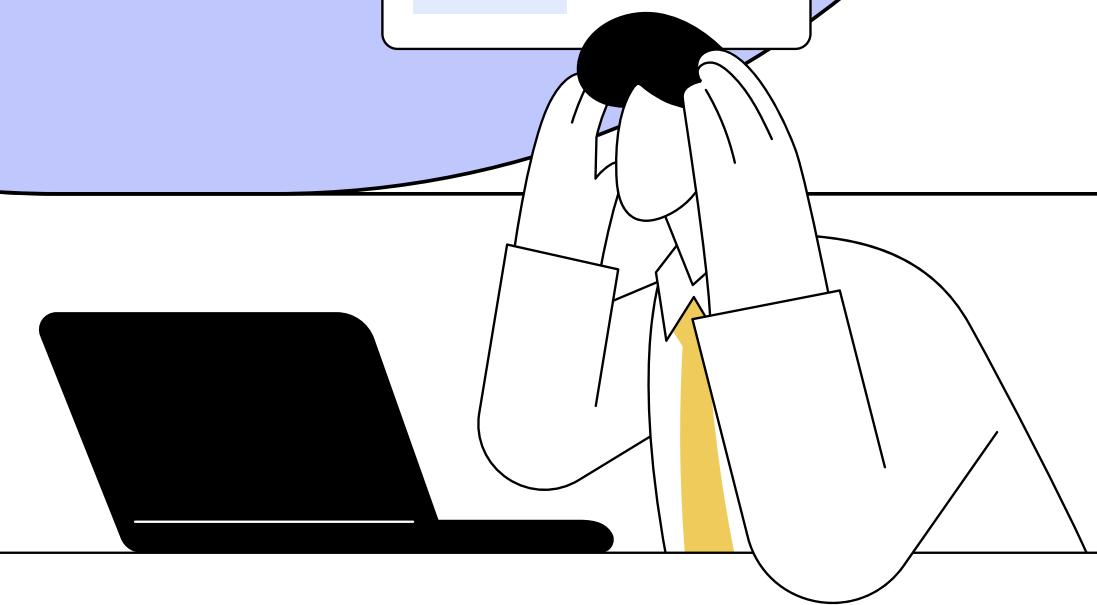
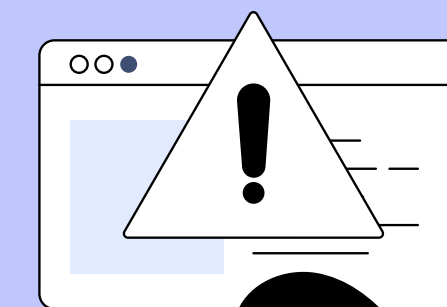
“

Better never means
better for everyone.
It always means worse
for some.

Margaret Atwood

Impact on Data Privacy & Safety

The number of data breaches in the U.S. has increased, from **447** in 2012 to more than **3,200** in 2023 (Statista).



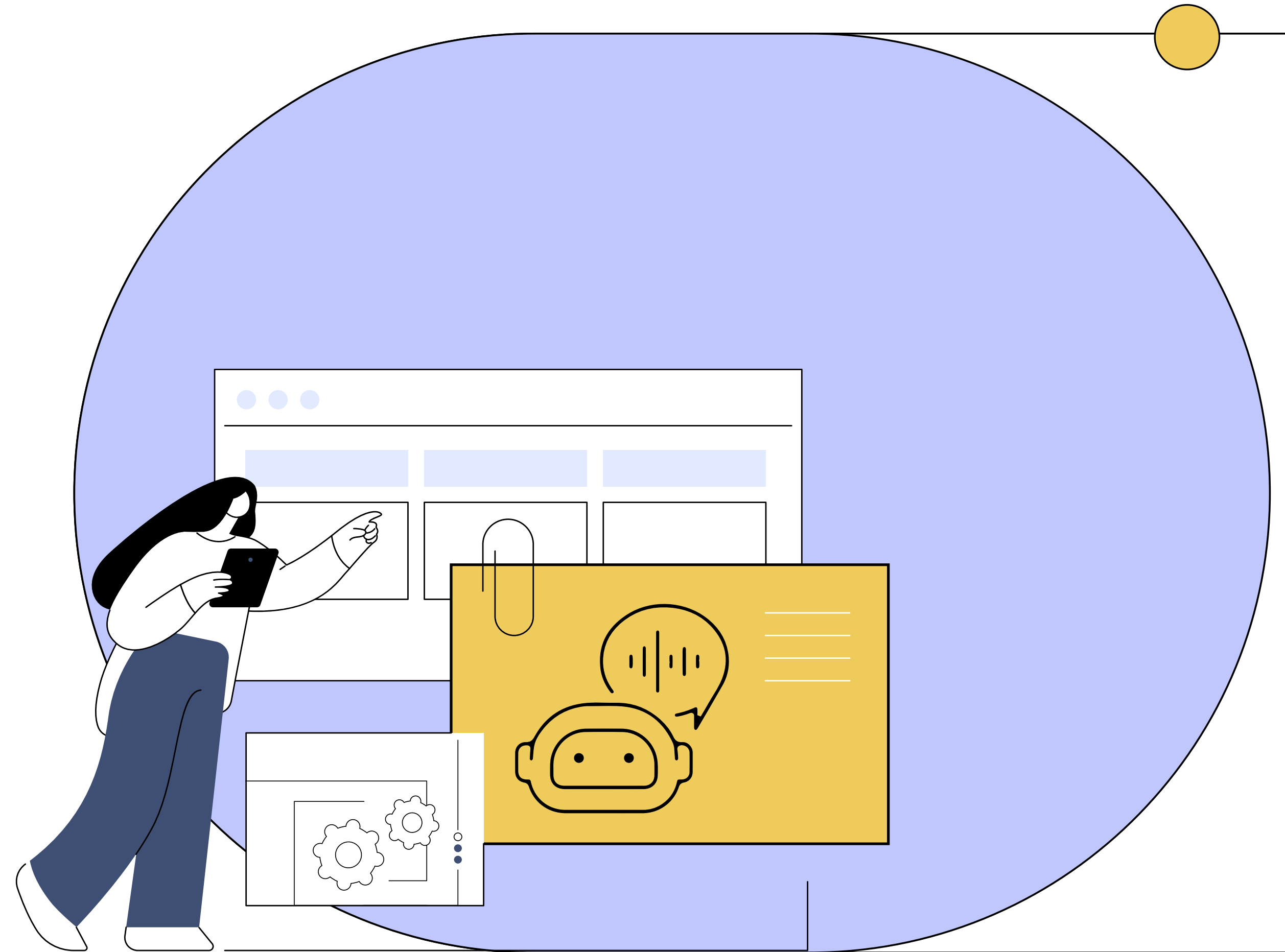
A young woman with long dark hair, wearing a black and white checkered shirt, sits on the left side of a wicker sofa. She is smiling and looking down at a small teal card she is holding. To her right, another young woman with long dark hair, wearing a purple and white patterned shirt, is also smiling and looking at a similar teal card. They are sitting on a wicker sofa with several cushions. In the background, there are more cushions and some outdoor furniture. A quote is overlaid in white text across the center of the image.

“All I can do is check
her account regularly
and know who is she
talking to.”



● REALITY TODAY

Impact on Addiction & Emotional Wellbeing



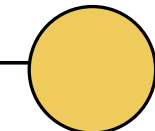


The AI companion who cares

How are you feeling today?

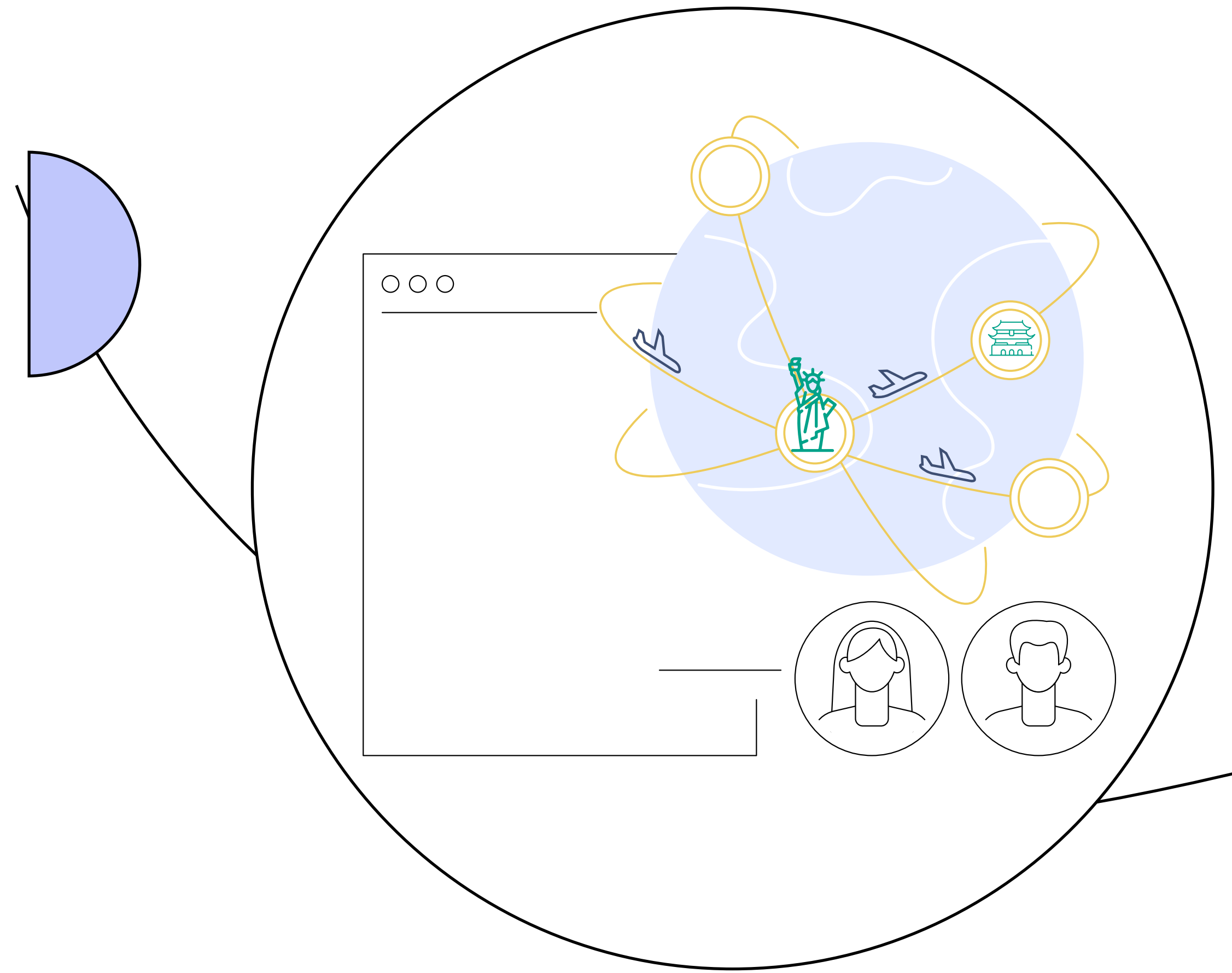
Its a huge, huge risk if we continue to build AI companions that are optimized for engagement. This will potentially keep you away from human interactions..We have to think of the worst case scenarios now... in a way this tech is much more powerful than social media and we have sort of dropped the ball there.

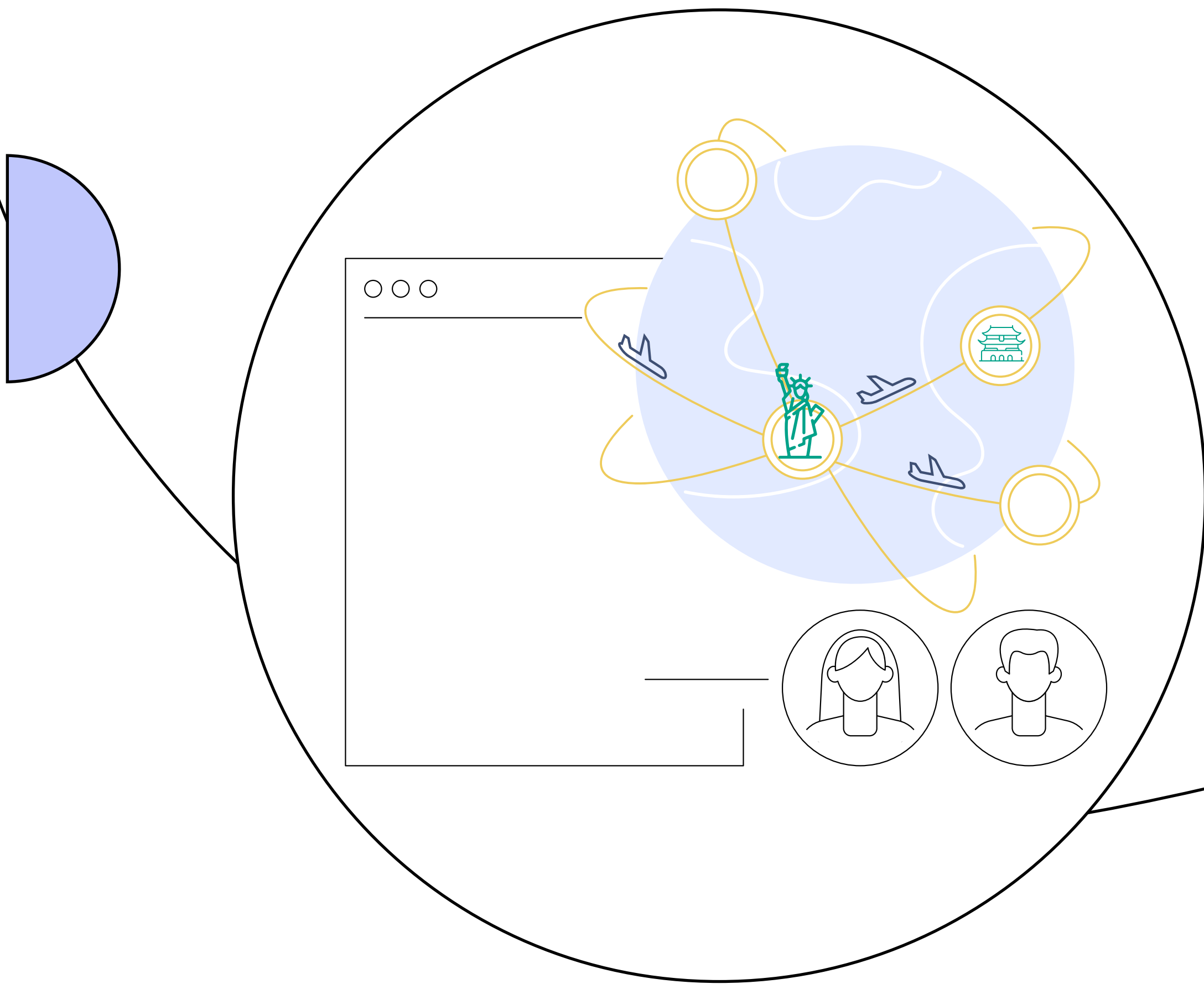
Eugenia Kuyda, CEO of Replika



● REALITY TODAY

Impact on Environment





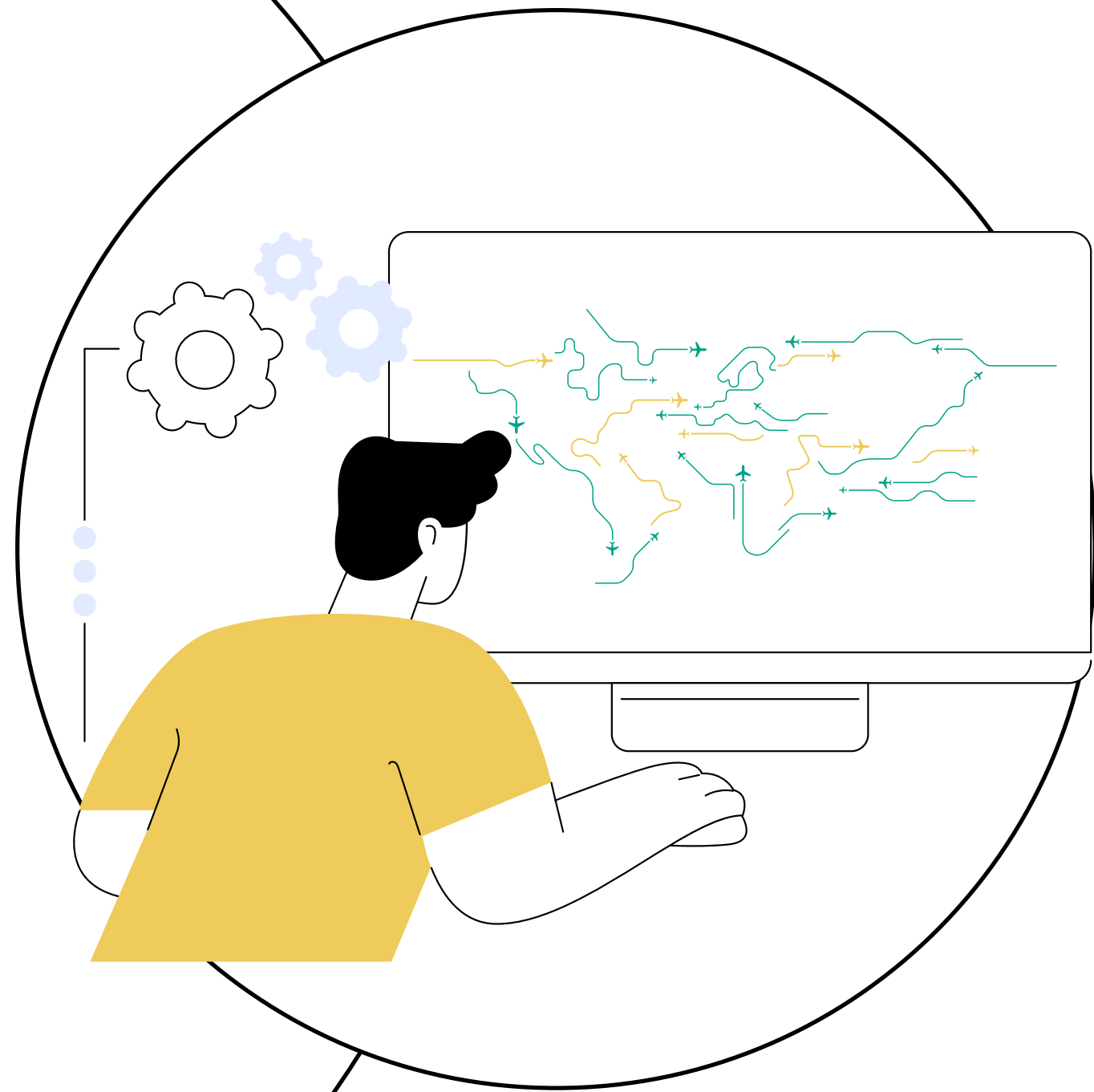
Q. Training a single LLM in natural language processing (NLP) produces a carbon footprint equivalent to how many round-trip flights between New York and Beijing

A 1 round-trip flights

B 10 round-trip flights

C 75 round-trip flights

D 125 round-trip flights



125

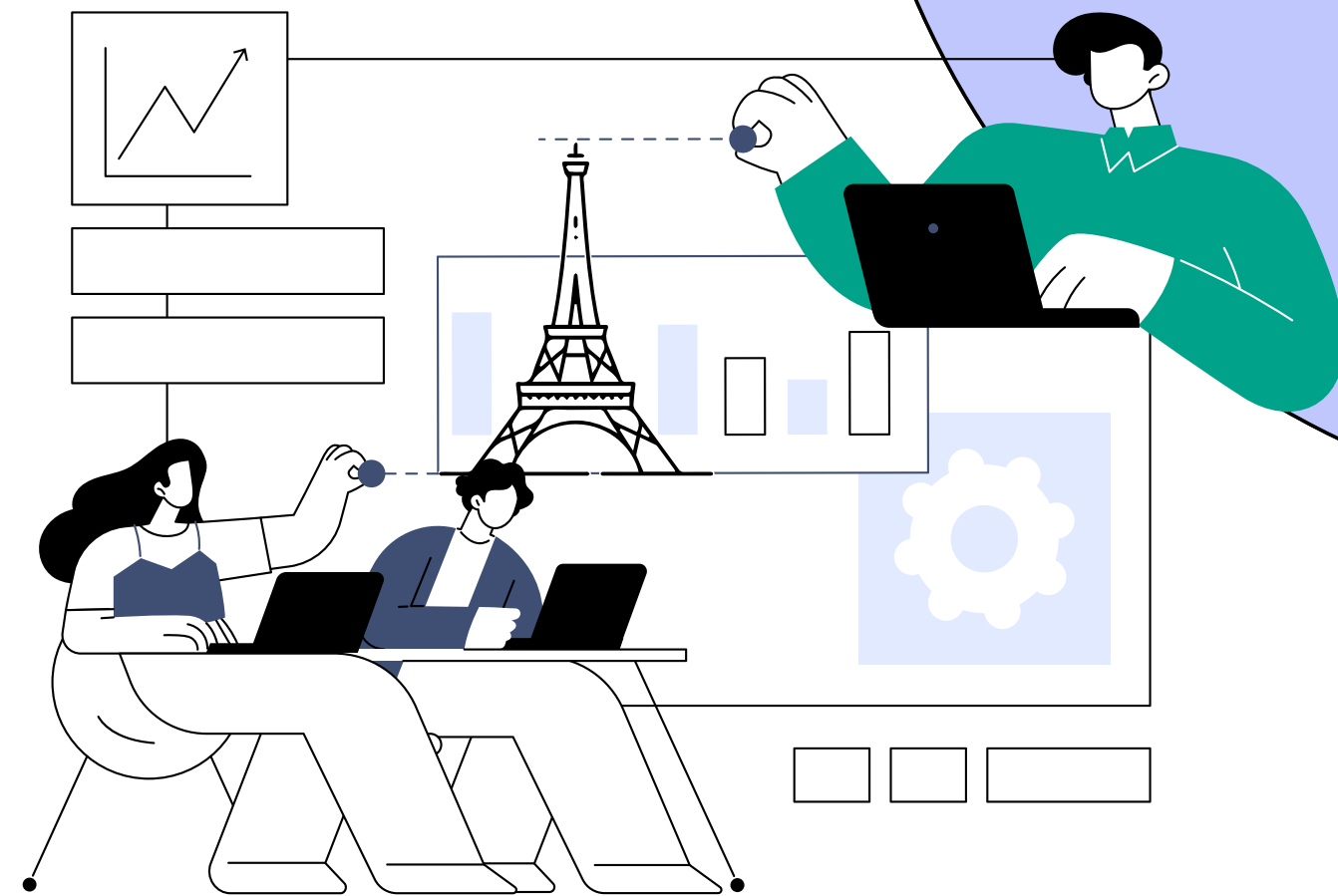
round-trip flights
between NY & Beijing



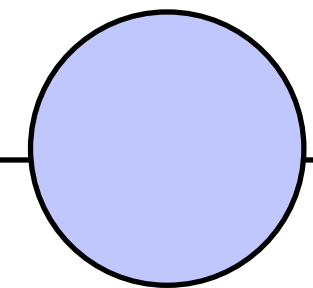
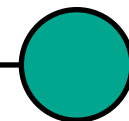
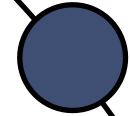
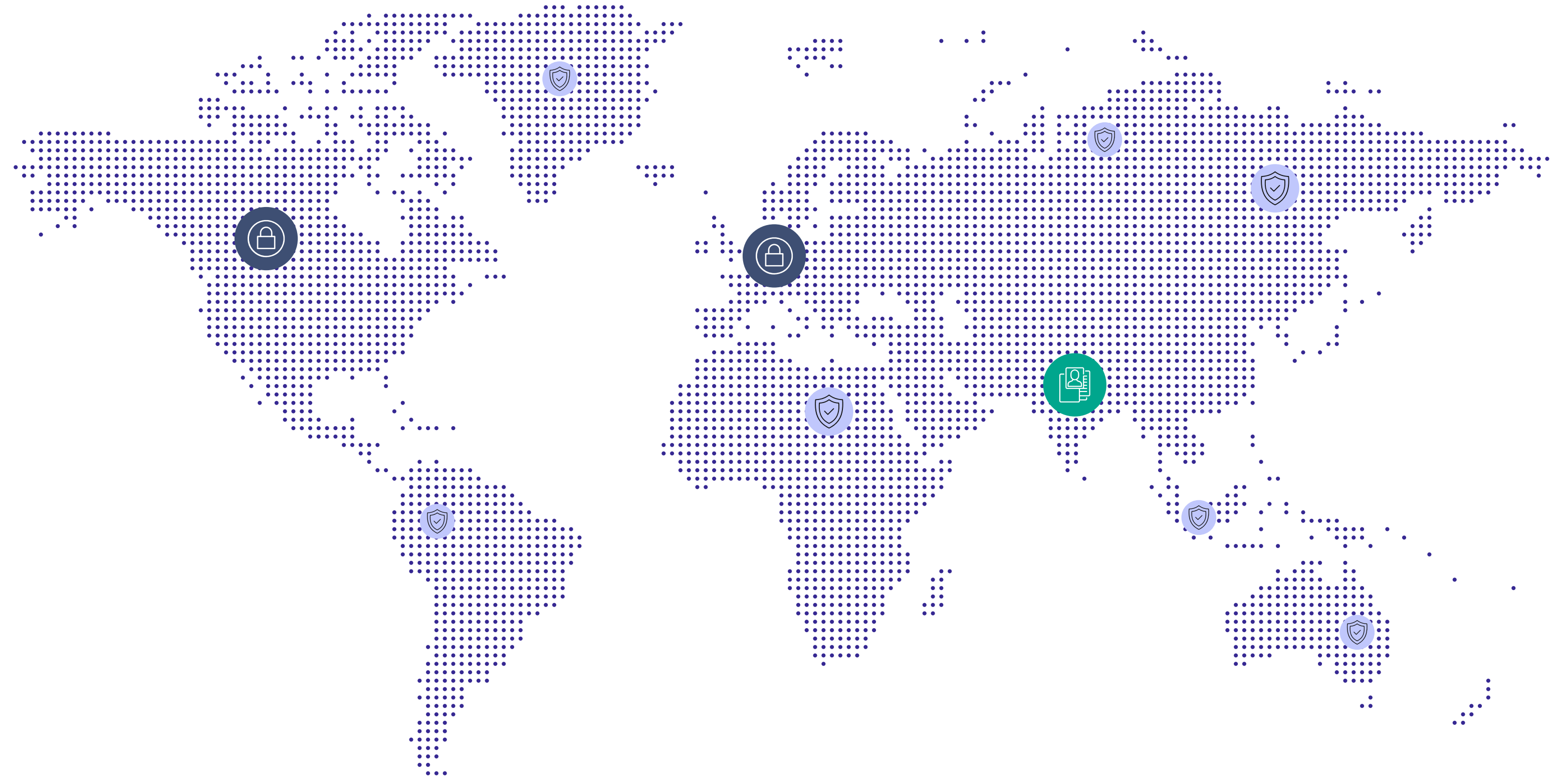
● REALITY TODAY

Impact on Environment

A Chat GPT query requires **10 times** as much energy to process as a Google search.
(Goldman Sachs)



Challenges Through a Cultural Lens

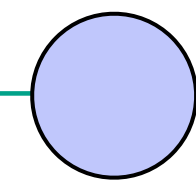


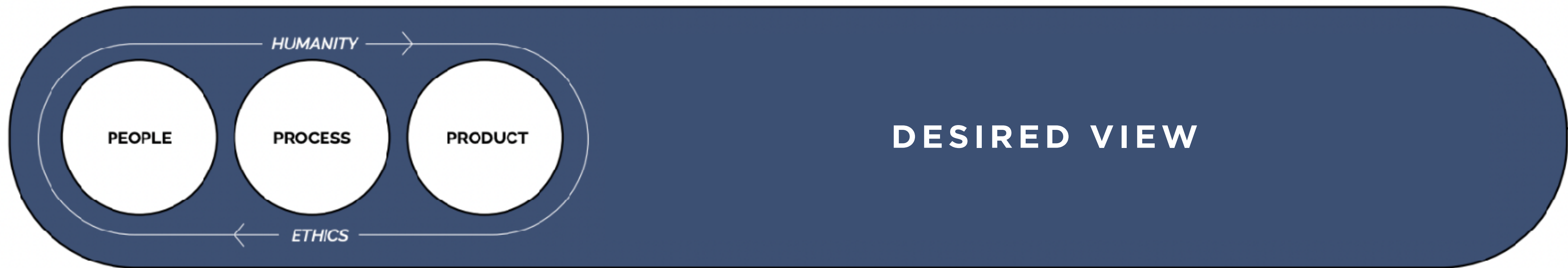


Ethical tech should not
be a privilege that is
understood by few.
It is non negotiable that
it should be built for all.

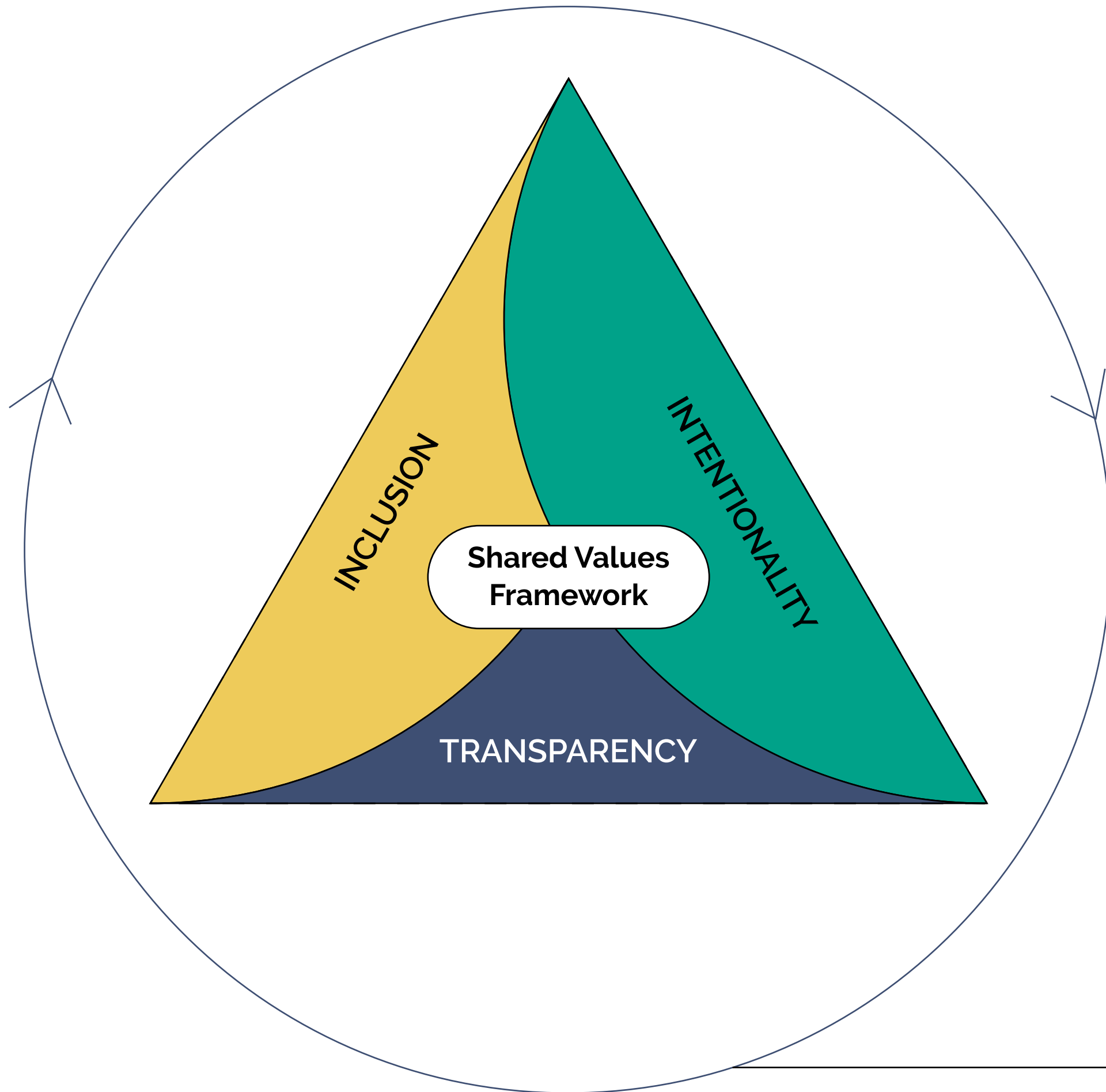


Social Sustainability in Tech





HUMANITY



TRANSPARENCY

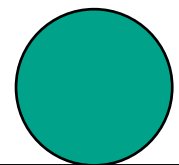
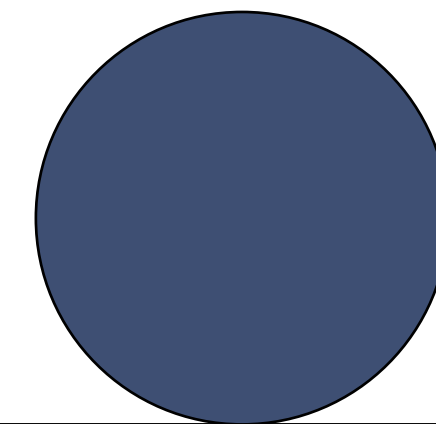
INCLUSION

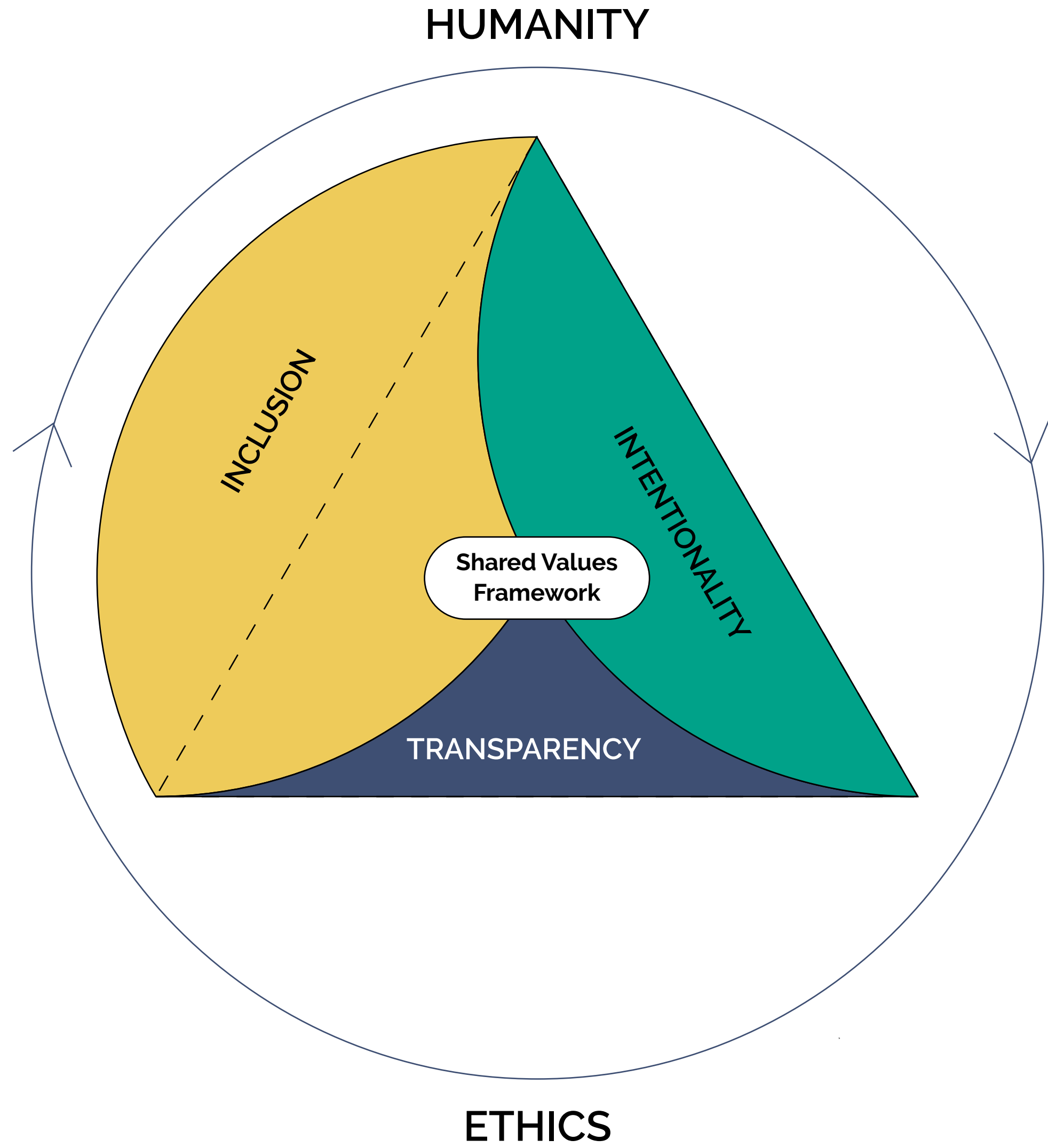
INTENTIONALITY

Shared Values
Framework

ETHICS

Introducing the
3 Principles of SST





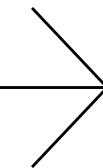
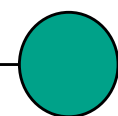
Inclusion

Improving representation
and reducing bias



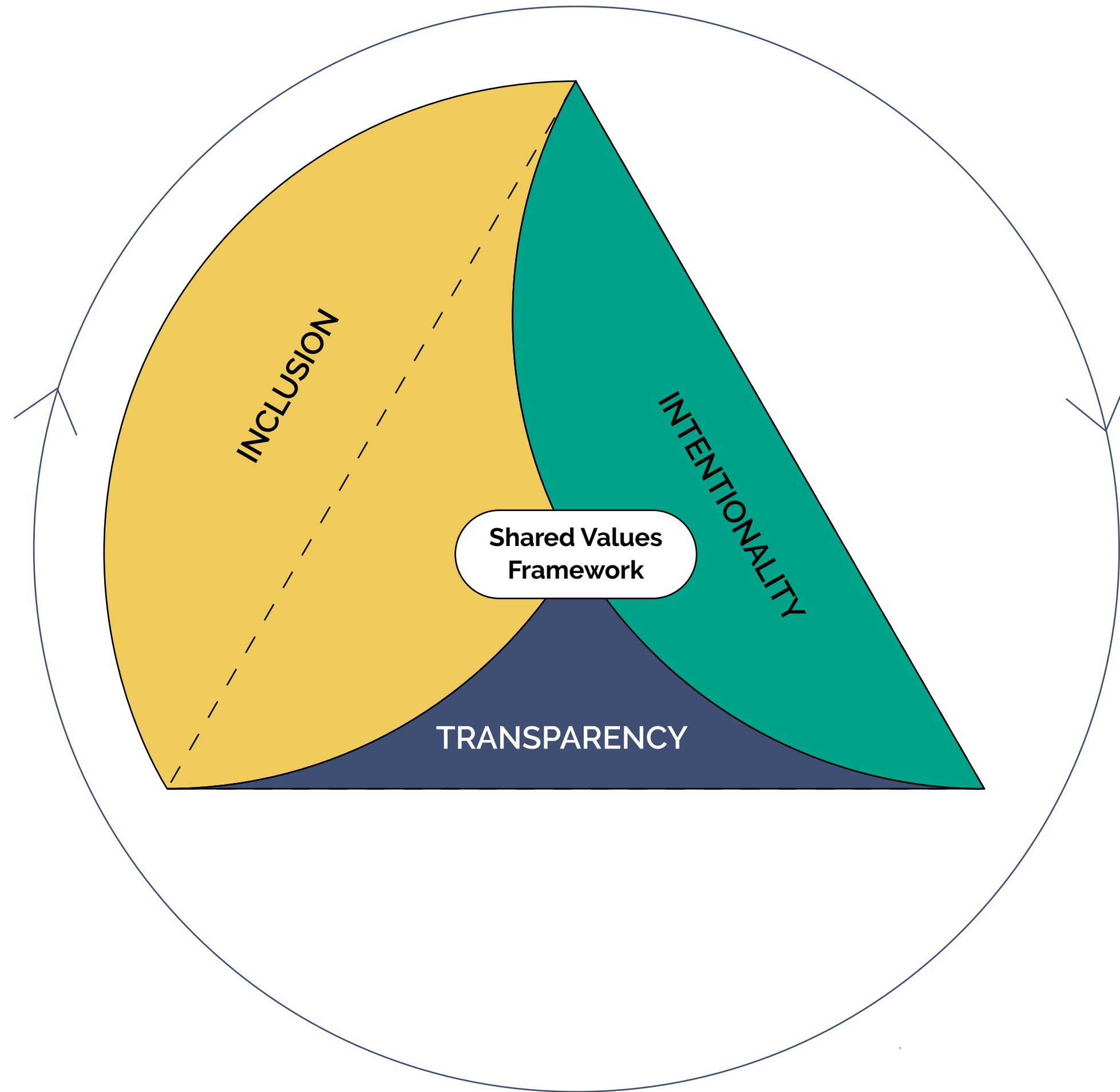
Inclusion

**Diverse Companies Earn 2.5 Times Higher
Cash Flow Per Employee and Inclusive
Teams Are More Productive by Over 35%**



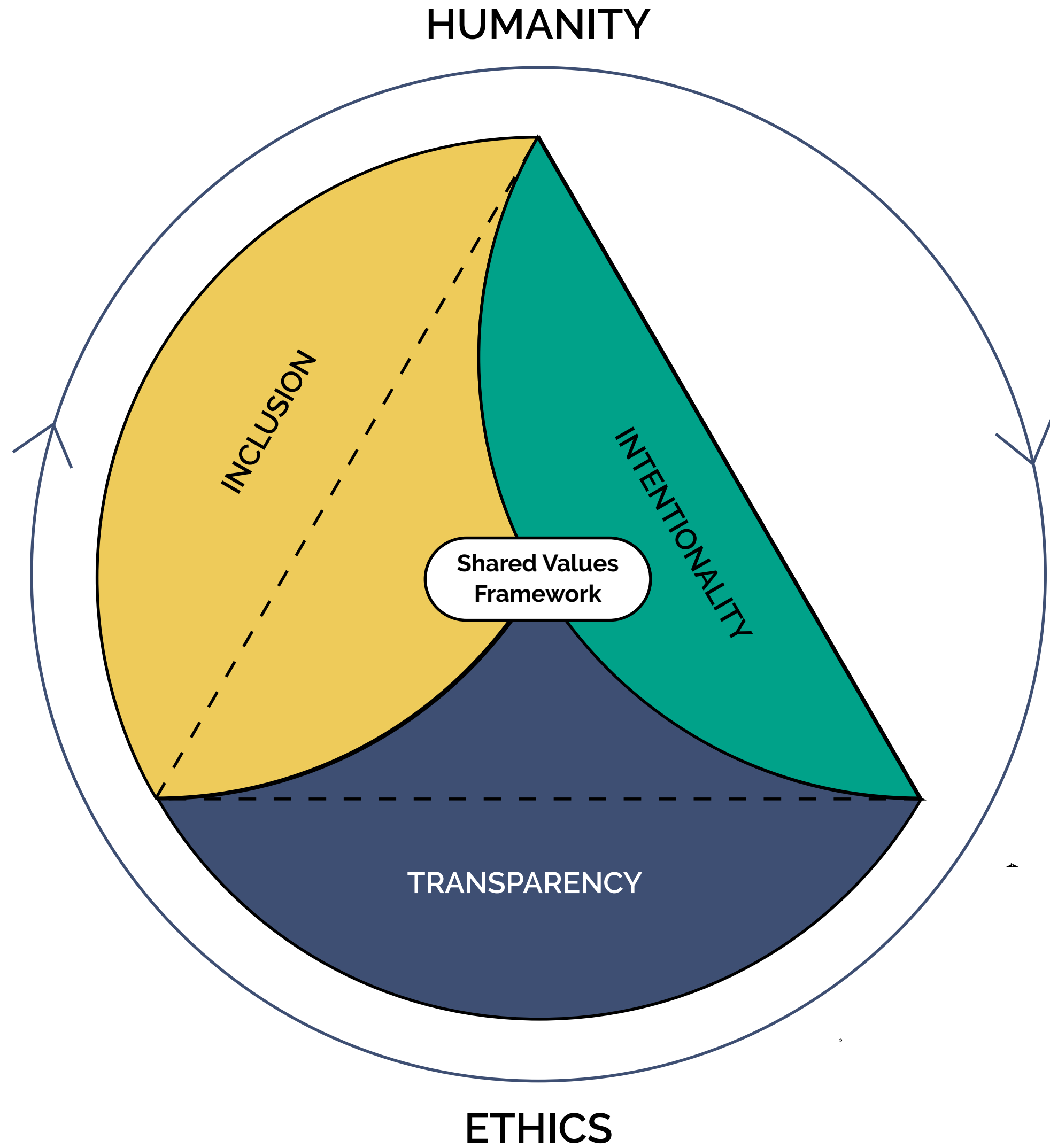
McKinsey & Company

HUMANITY



TRANSPARENCY

ETHICS

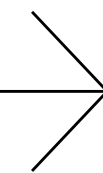
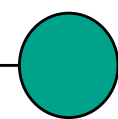


Transparency

Offering information and choices
for consumer empowerment

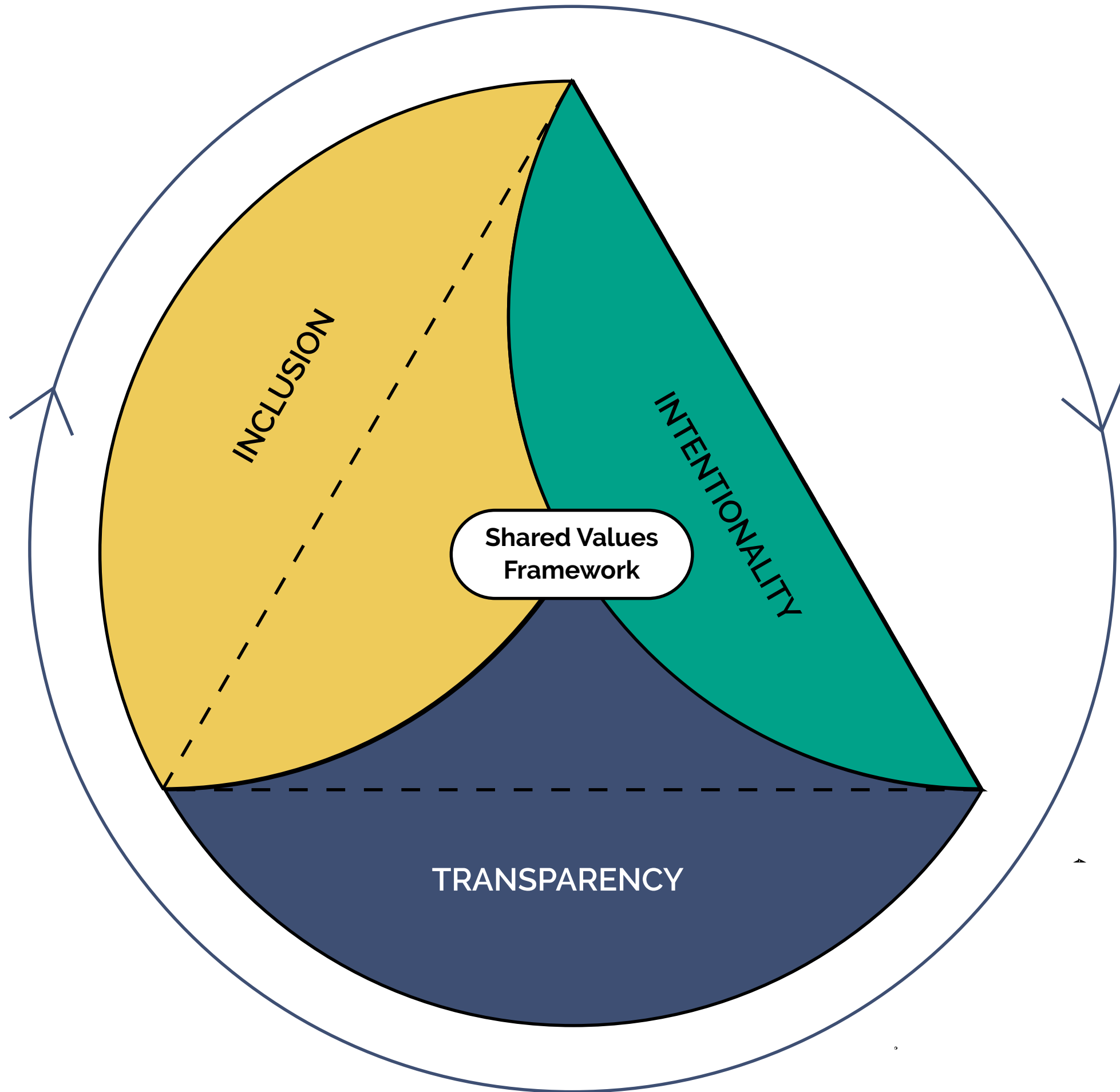
Transparency

The way companies handle consumer data and privacy can become a point of differentiation and even a source of competitive business advantage.



McKinsey & Company

HUMANITY



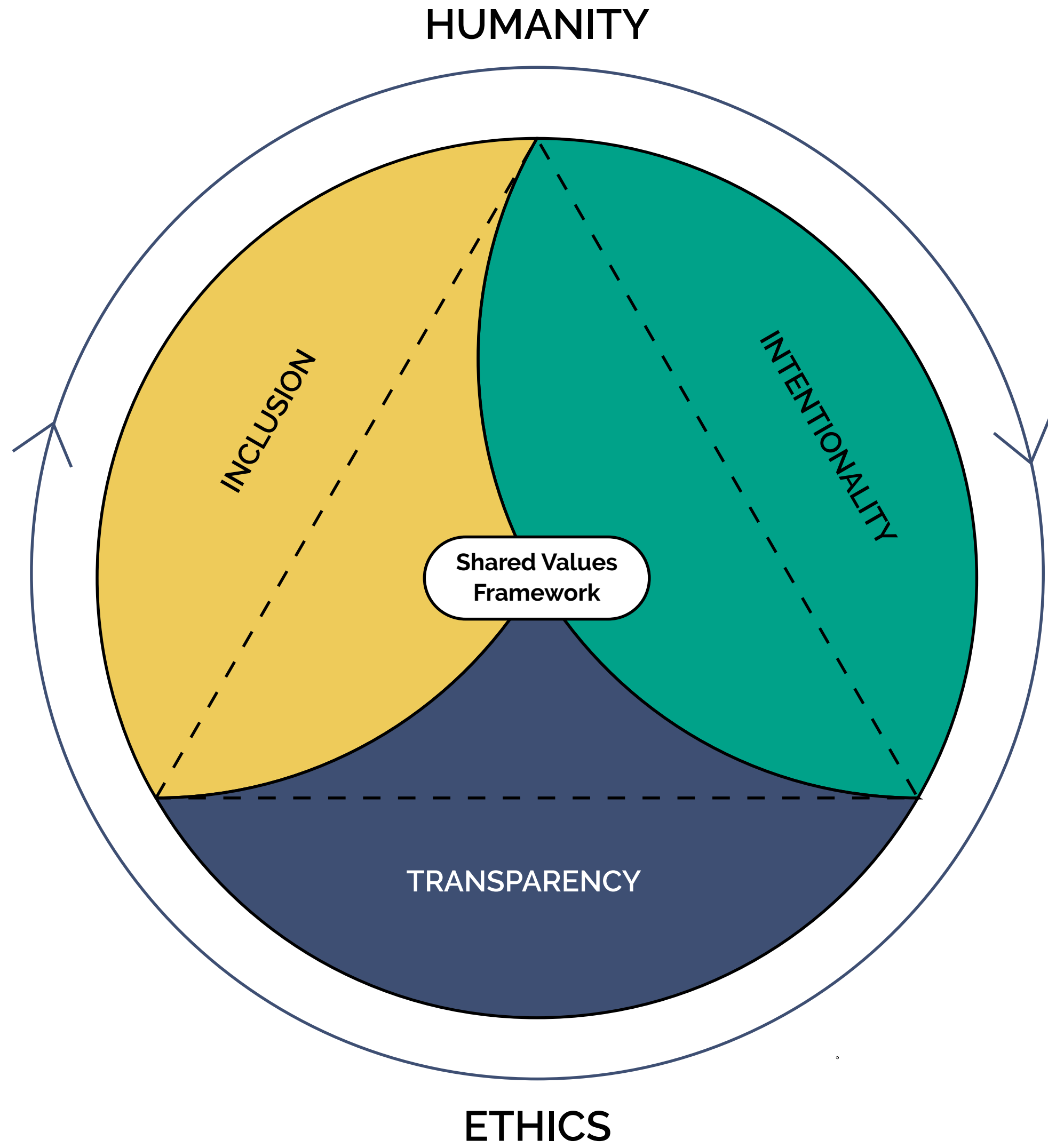
Shared Values
Framework

INCLUSION

INTENTIONALITY

TRANSPARENCY

ETHICS

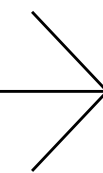
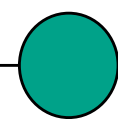


Intentionality

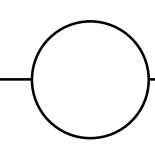
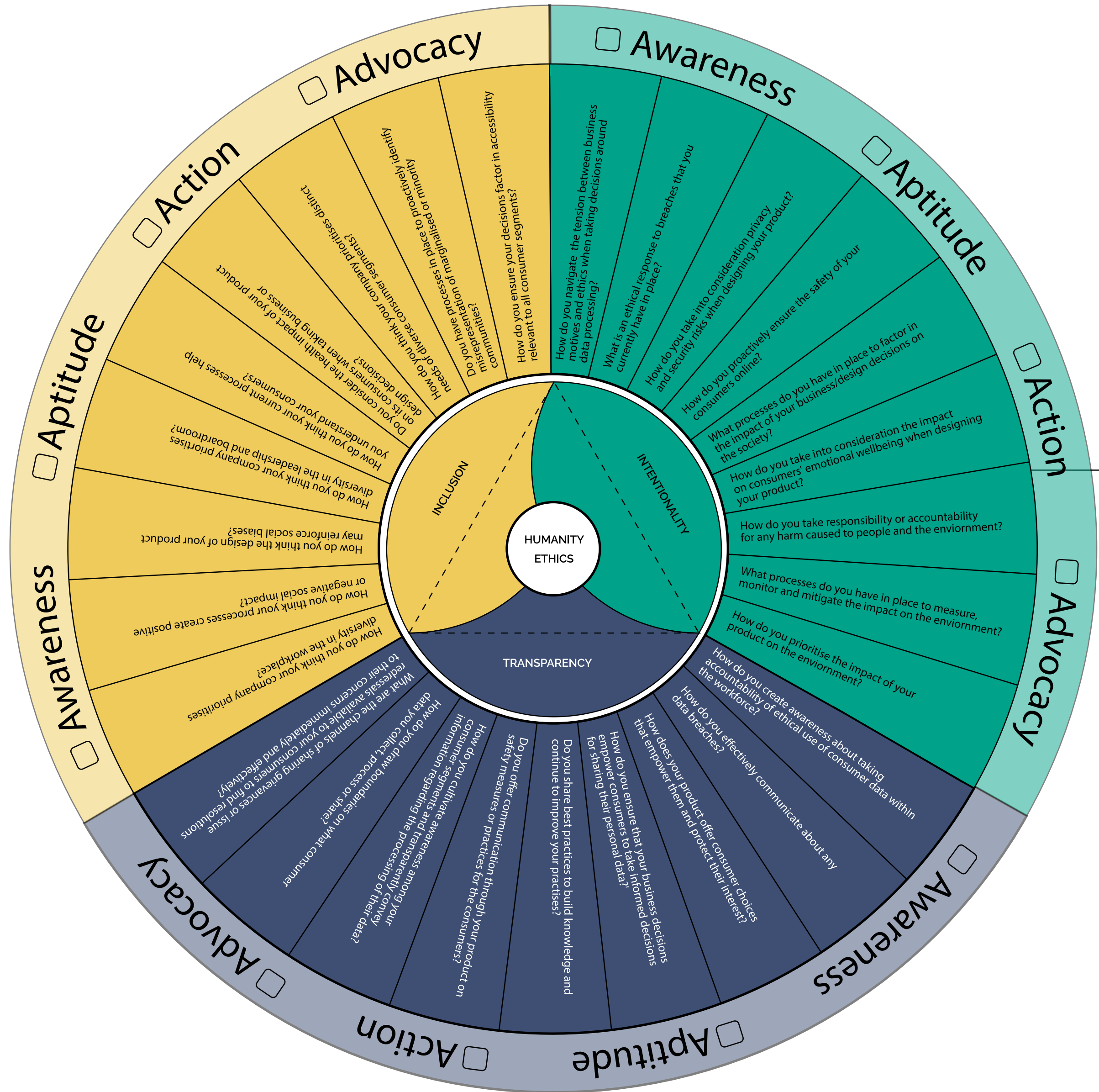
Proactively linking positive impact to business goals

Intentionality

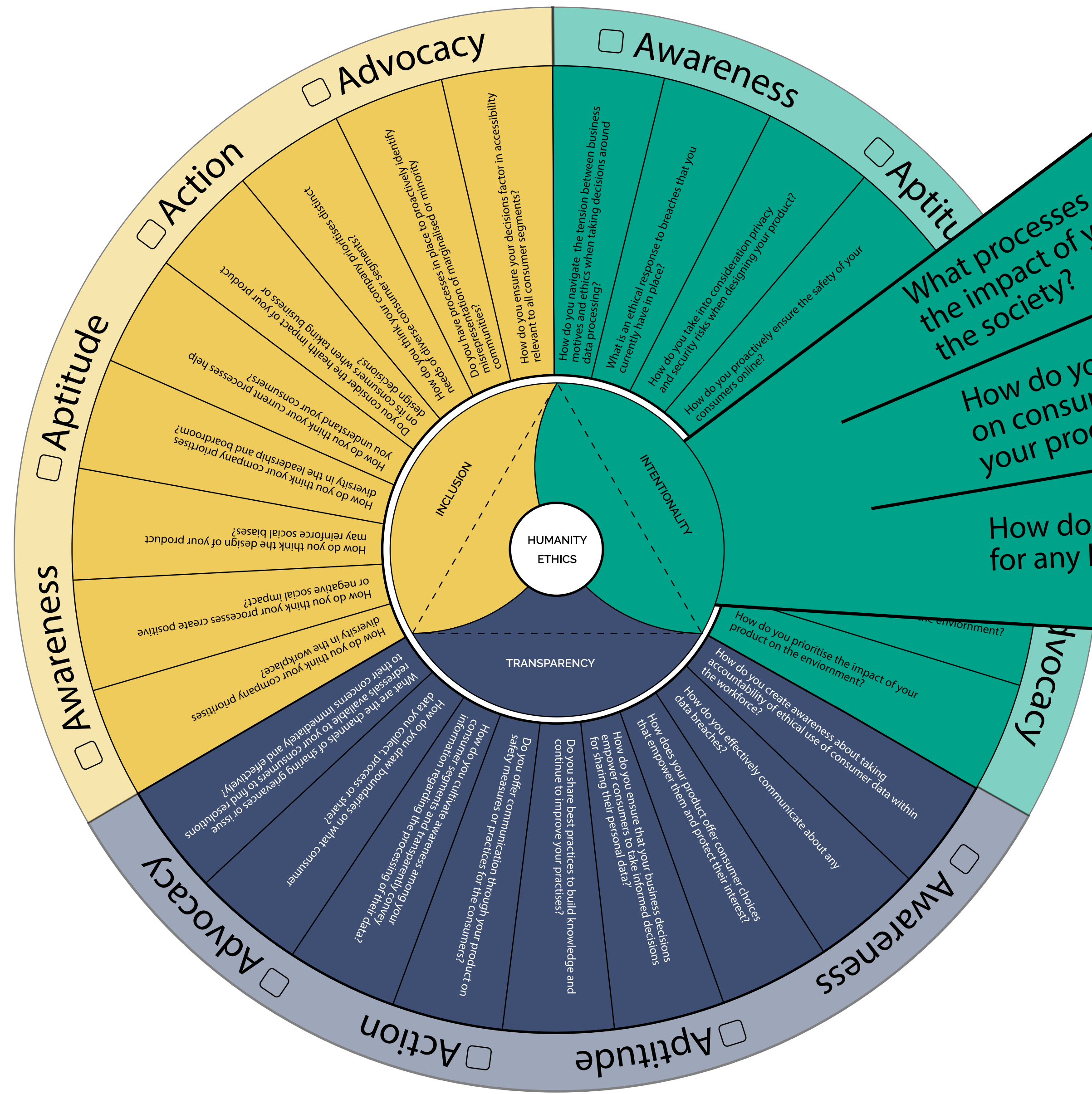
Products making ESG related (environmental, social, and governance) claims averaged 28% cumulative growth over the past five-year period, versus 20% for products that made no such claims.



McKinsey & Company



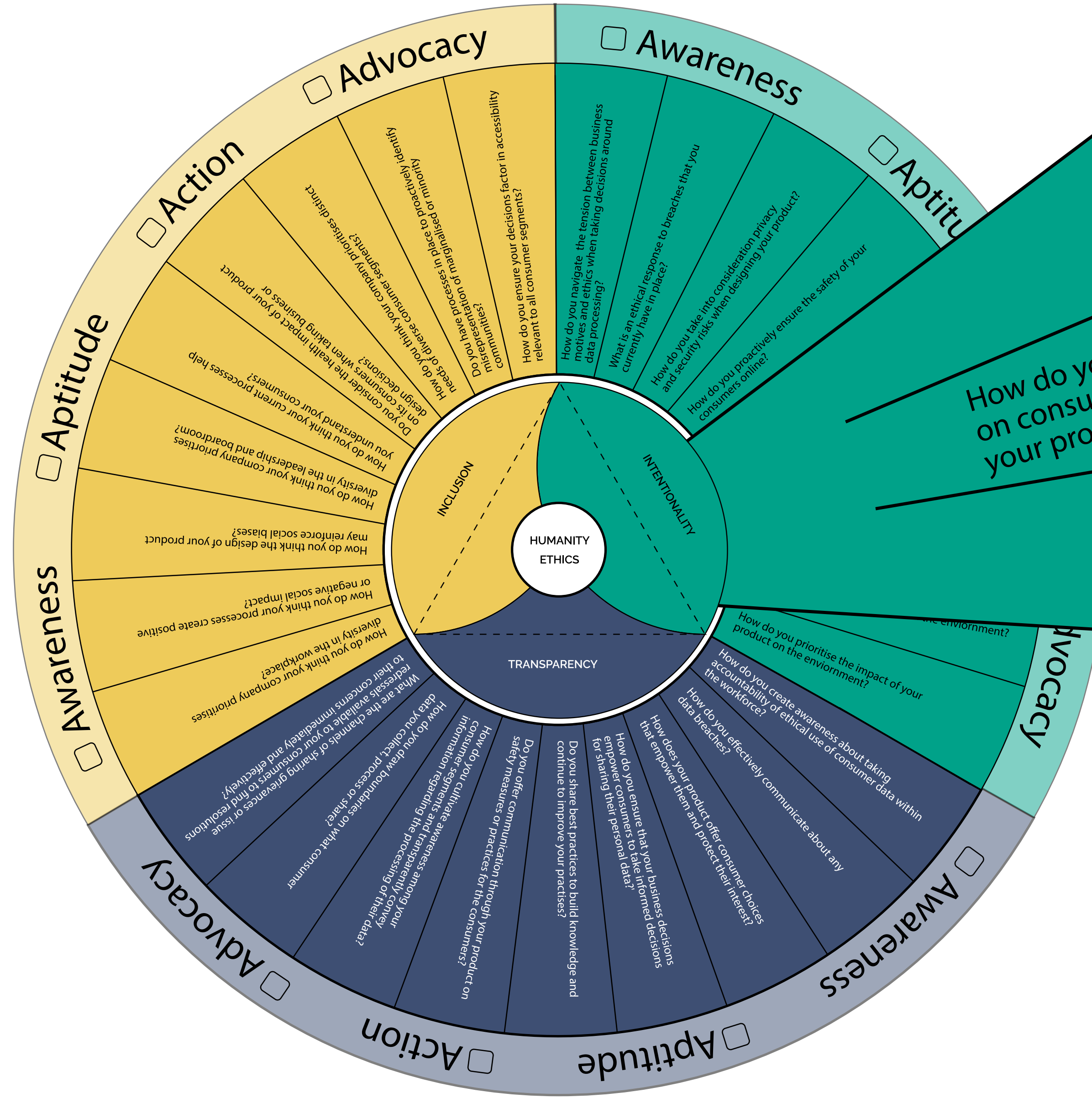
The SST Reflection Wheel



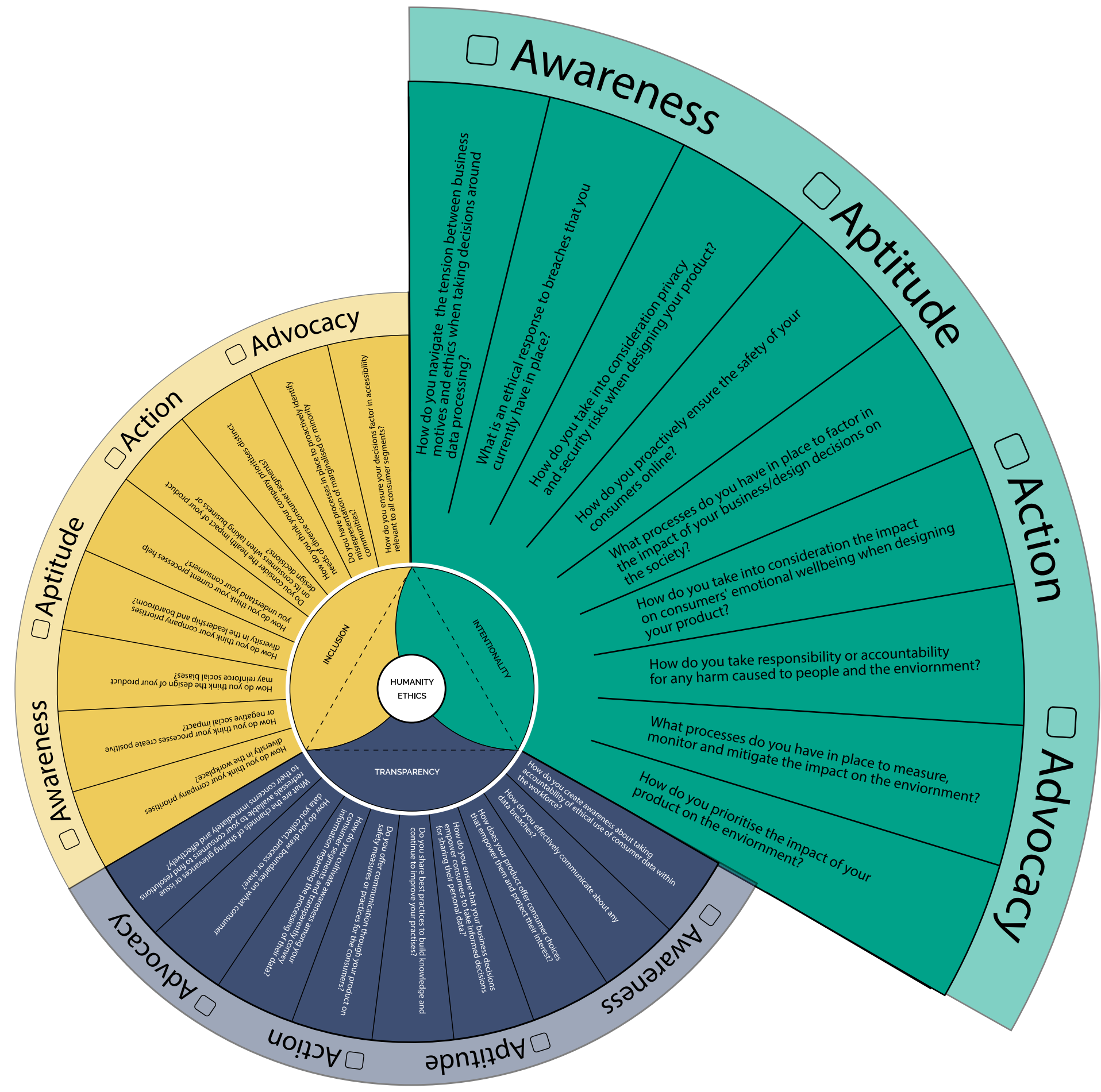
What processes do you have in place to factor in the impact of your business/design decisions on the society?

How do you take into consideration the impact on consumers' emotional wellbeing when designing your product?

How do you take responsibility or accountability for any harm caused to people and the environment?



How do you take into consideration the impact on consumers' emotional wellbeing when designing your product?



SST Reflection Wheel

Duration: 30 to 45 mins for each principle

Objective

This exercise advocates for leveraging intuition and existing knowledge to perform an initial assessment, offering valuable insights to guide subsequent actions. It aids in visualising the present state of the company concerning the three principles of the Shared Values Framework (SVF), namely:

- Inclusion:** Ensuring representation from a variety of demographics and communities at boardroom and decision-making levels is essential for developing inclusive processes and policies.
- Transparent:** Transparent and clear accountability and traceability should be integrated across various levels to ensure accurate data and appropriate access to information for relevant teams.
- Intentionality:** Access to clean and structured data facilitates informed decision-making, ultimately contributing to the development of suitable solutions.

Key Pointers

1. This exercise is designed for executives, decision-makers, or managers seeking to appraise the present state of company operations and products.
2. Respond to the questions to the best of your understanding. This exercise provides an opportunity for you and your team to engage in reflective and simulated contemplation on these aspects.
3. As you discuss each of the prompts internally, think of the current state your organization is in, challenges and barriers that you face to make the change and possible enablers to make the change happen. You could use Awareness, Aptitude, Action and Advocacy as buckets to instigate the discussions.

Next Steps

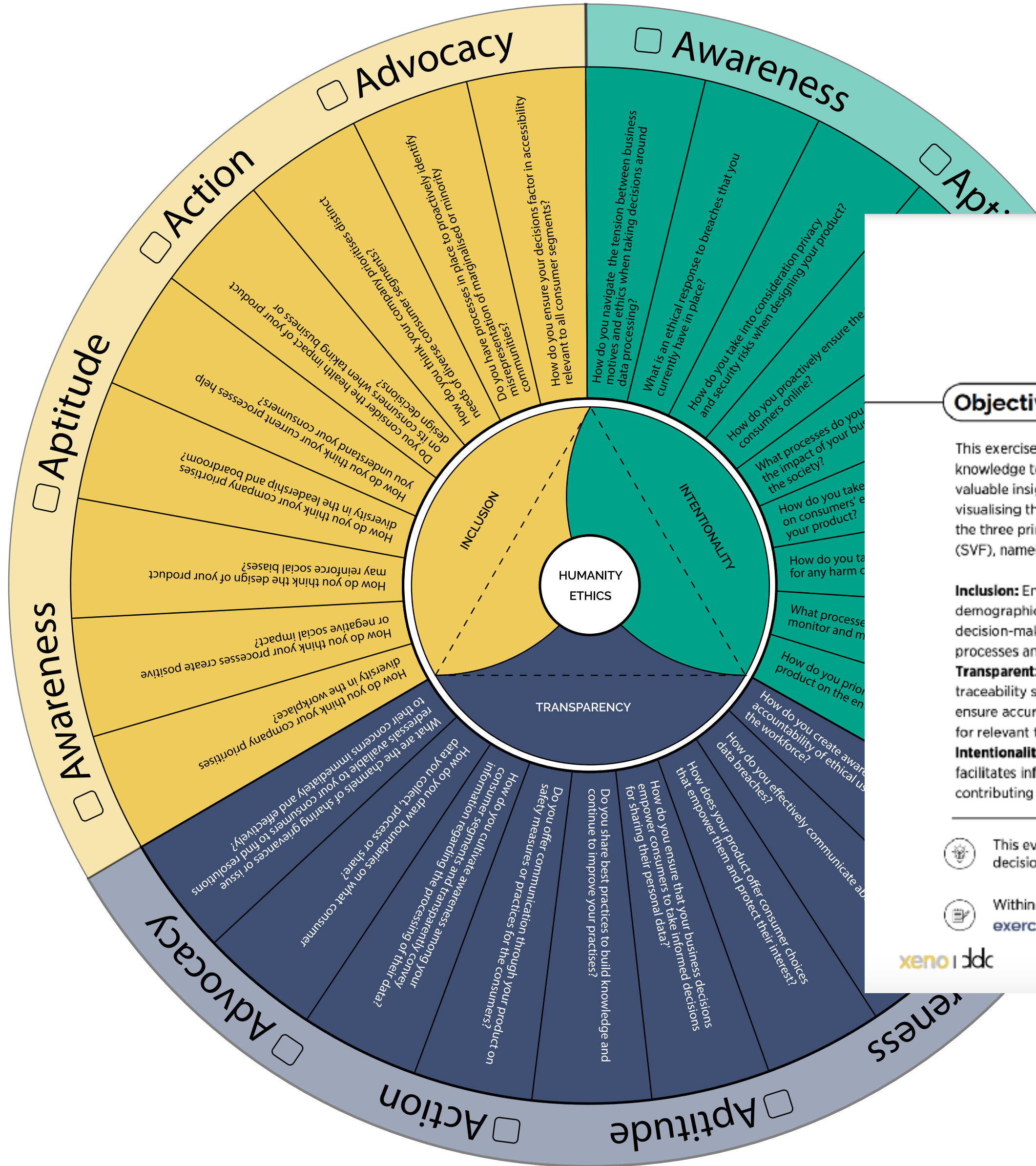
1. Leaders can engage in discussions regarding the depicted current state of the company, its underlying reasons and strategies for prioritising elements to enhance progression towards social sustainability.
2. Subsequently, proceed to the SST Quotient Maturity Canvas for a qualitative assessment.



This evaluative exercise serves as an initial step in gaining an understanding of the company's current standing within the SVF framework, thereby facilitating informed decision-making and strategic planning moving forward.



Within the subsequent pages, you will find ideal answers that can serve as a benchmark for comparing your answers to. Additionally, you have the option to [download this exercise](#) and obtain a printed version of the visual representation, enabling you to conduct it offline with your team.



It's a shared responsibility!

Independent
organisations for public
awareness and education

Companies
creating open
source frameworks

Companies
setting up internal
processes

Government
regulations and
assessment

Government
fostering
collaboration for
innovation practices

Thank you!



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