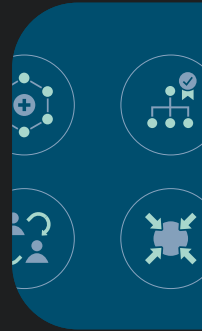
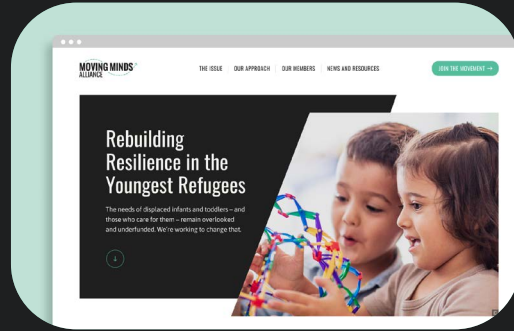
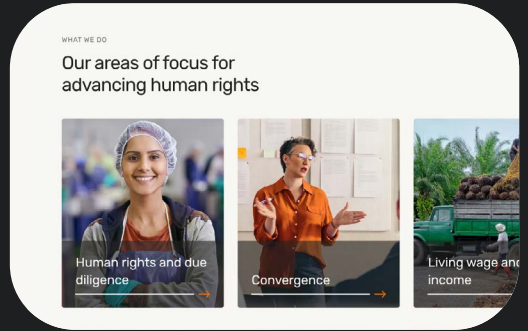
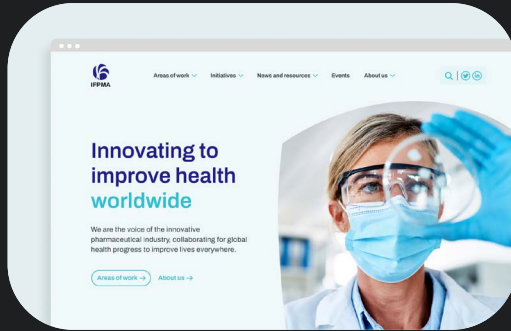
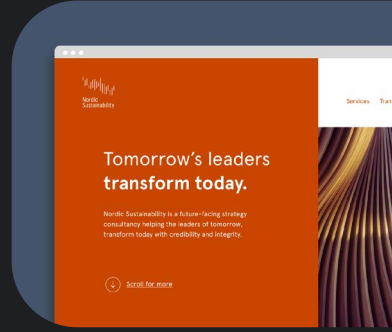
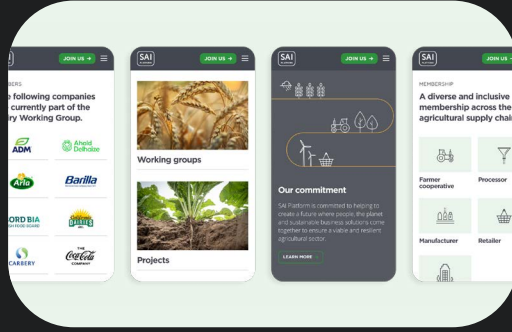


Made for the World



Inspire positive action

Purposeful website design with the power to engage and activate people around the causes that matter.



Your positive impact web partner




We are Made for the World, a web design studio creating digital platforms that further action on social and environmental causes for global organisations.

A Certified B Corp, we've spent more than a decade creating high-performing websites that deliver measurable impacts for **global coalitions, thought leaders, and campaigners** operating on the international stage.

We've worked on issues ranging from **food security and human rights to early childhood development and public health**, supporting the growth and increasing the influence of for-impact organisations working for a better tomorrow.

-  Creating websites for prominent global organisations
-  Specialising in diverse sectors crucial for sustainable development
-  Empowering coalitions, thought leaders, and campaigners to amplify their impact
-  Delivering digital platforms that inspire and activate positive change

Can your website change the world?



The internet holds immense potential for driving positive change.

It promises for-impact organisations the opportunity to **engage audiences, shift mindsets and inspire action** at an unprecedented global scale.

Yet many websites fail to maximise this potential, leaving critical work unrecognised and impact unrealised.

Instead of fostering meaningful engagement and influence, many websites of for-impact organisations adopt a “**shop window**” approach, treating the site merely as a promotional tool.

This mindset, rooted in commercial branding strategies, overlooks the unique goals of for-impact organisations, which involve **engaging, convening, and influencing stakeholders** for systemic change.



The digital needs of for-impact organisations are fundamentally different from those of commercial brands, yet many continue to focus on digital strategies founded on commercial objectives.

This misalignment of purpose and approach hampers their online effectiveness, resulting in websites that are:

✗ Static

The site lacks dynamic features such as thought leadership publishing and knowledge-sharing capabilities, vital to creating consistent, sustained engagement.

✗ Inactive

The site lacks the interactive avenues for feedback and input, or community-building features necessary to facilitate stakeholder connection and collaboration.

✗ Undervalued

The site is not delivering measurable outcomes related to the organisation’s mission or lacks the means to demonstrate any impact it creates to justify investment.

The result is that communications teams within organisations often find they are:



Limited

Restricted in their ability to support the organisation’s impact objectives.



Uncoordinated

Working with multiple different solutions, none of which are 100% fit-for-purpose.



Working blind

Lacking feedback and insight to guide strategic decision-making.



Sidelined

Seen as being on the periphery of the core mission by senior leadership and stakeholders.


Design for positive impact



The most successful for-impact organisations recognise that their website needs to do more than simply sell their story.

Instead, they build digital strategies to drive consistent and sustained positive action toward their mission.

At Made for the World, we're dedicated to creating branded digital platforms with the power to inspire and activate people around the causes of for-impact organisations.

We call this  Impact Experience (IX) design.

66

Organisations effectively engaging stakeholders and supporters online witness a 4x increase in policy influence and a 5x increase in public awareness.

- RESEARCH FROM WWF EUROPE

Impact Experience design results in the creation of online spaces with the potential to deliver value right at the heart of an organisation's mission – delivering measurable impacts that include:



Increased awareness, engagement and credibility



Spaces for connection and collaboration with and between stakeholders

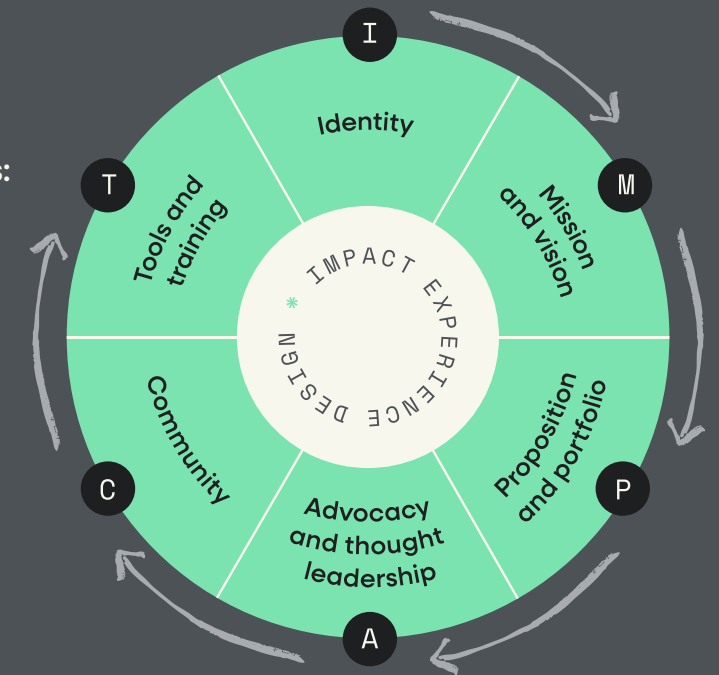


A mutually-supportive environment that fosters behaviour- and culture-change



Informed decision-making and demonstrable impact

The IX design process involves designing specifically for the impact objectives of organisations:



Inspire, convene and activate

Organisations that design their websites for positive impact build their digital platforms around the following six pillars of Impact Experience (IX) design:



- **I** IDENTITY
Stand out from the crowd
Have a distinct tone of voice and visual identity fit for digital media and devices.
- **M** MISSION AND VISION
Make the case for your cause
Centre your website around compelling, future-facing campaign narratives that can shift mindsets.
- **P** PROPOSITION AND PORTFOLIO
Demonstrate your difference
Set out a clear theory of change with proof points that show how you are moving the needle on the issue.

- **A** ADVOCACY AND THOUGHT LEADERSHIP
Build credibility and authority
Consistently champion your agenda by publishing research, articles and insights regularly.
- **C** COMMUNITY
Convene and collaborate
Provide consultation, connection and co-creation opportunities to drive greater impact.
- **T** TOOLS AND TRAINING
Cultivate change that lasts
Support the development of new habits by providing resources, guidance and interactive tools.

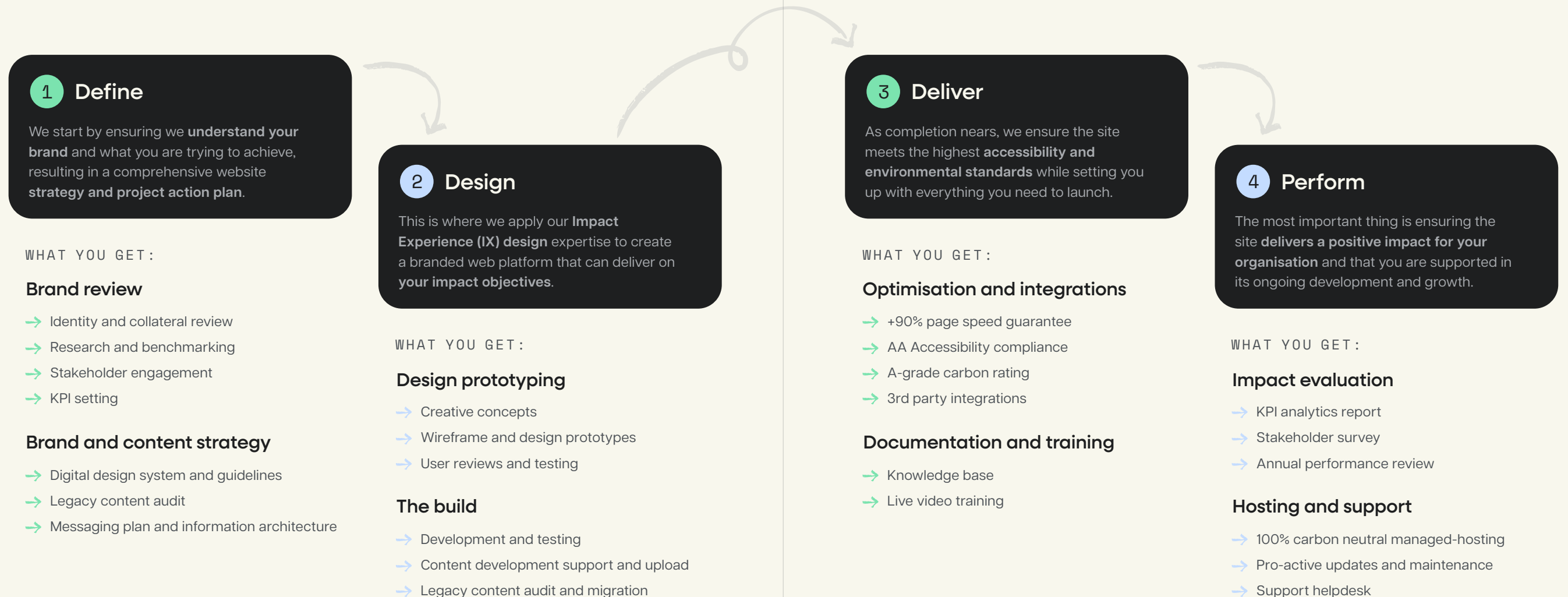


These six pillars harness behavioural science to create experiences that resonate on a deeper emotional level and provide an online space where stakeholders can actively participate, co-create, and support each other.

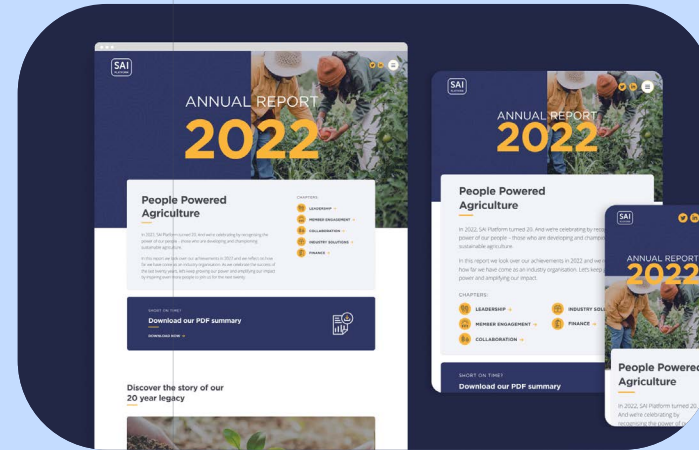


A process that is tried and tested

We have perfected this approach over years of experience and use our expertise to ensure your organisation gets a digital brand platform with the power to change the world.



Delivering impact for organisations that matter



“

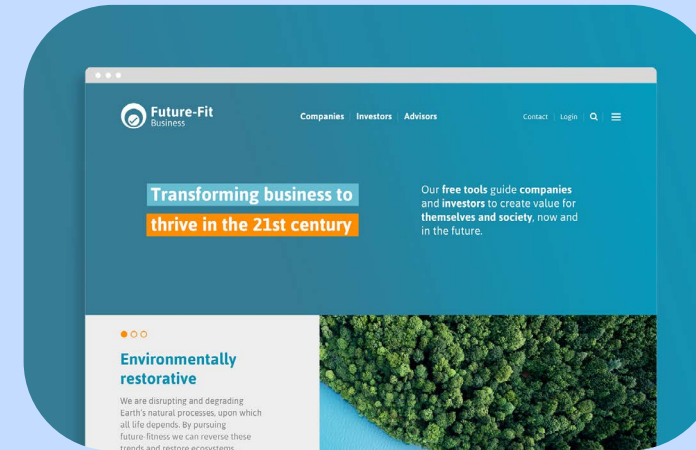
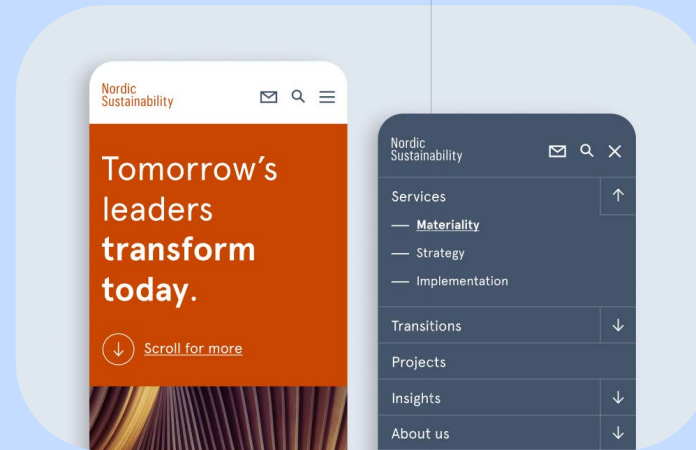
The team at Made for the World helped us bring to life our vision of designing an engaging, attractive and informative website, taking us through a creative process that was smooth, professional and enjoyable.

INGA LIPS,
EUROGOOS

“

As convenors of a member network driving positive change, our focus on member engagement is paramount. Working with Made for the World is a pleasure and the platform they have created for us is playing a vital role in delivering our objectives and reinforcing our leading position in sustainable agriculture.

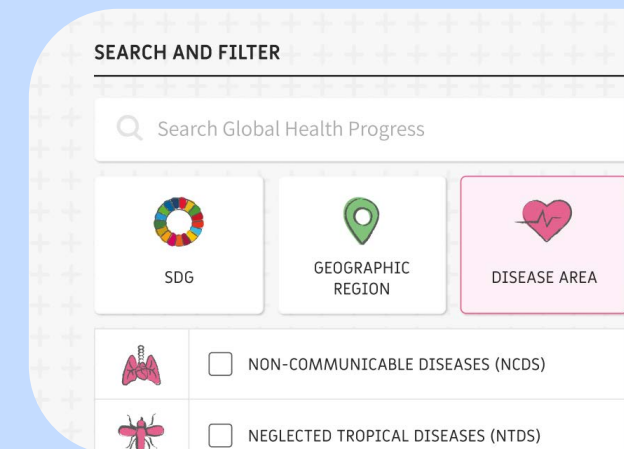
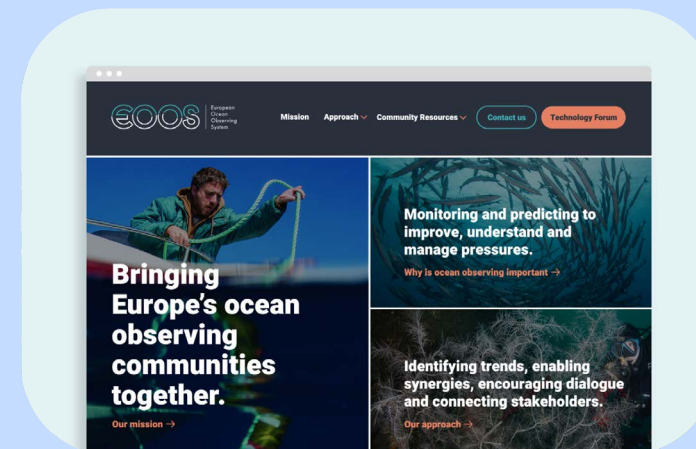
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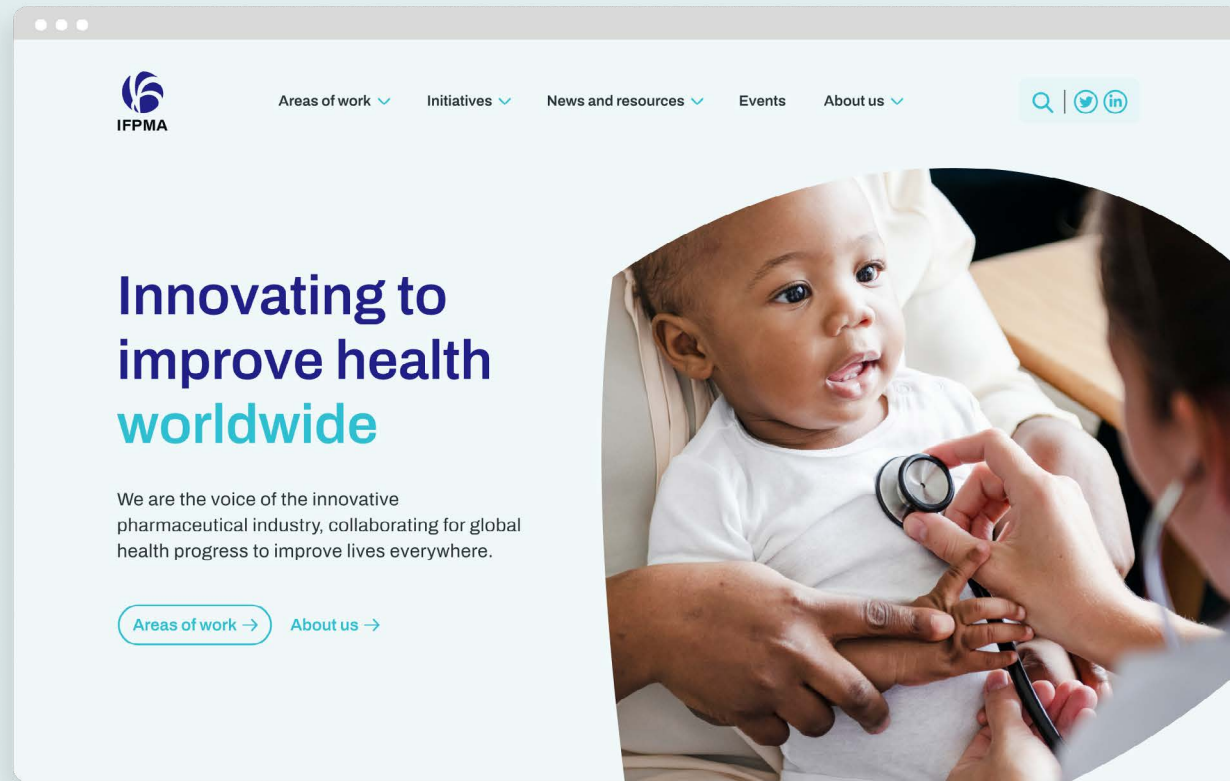


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Made for the World's approach has been critical to our impact and the change for young displaced children we continue to work towards. The team is thoughtful, insightful, flexible and fun, making them a trusted partner for all our digital needs.

ELVIRA THISSEN,
MOVING MINDS ALLIANCE





Innovating to improve health worldwide

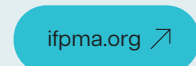
The International Federation of Pharmaceutical Manufacturers and Associations (IFPMA) is the voice of the innovative pharmaceutical industry. It fosters collaboration between members and the wider public health space to advance global health and improve lives.

In 2023, we supported IFPMA in developing a publishing platform that promotes innovation, ethical practices, and access to medicine across the industry and to wider stakeholders.



IMPACT :

- Societal resilience
- Institutional reform



Improving visibility and access

Our discovery process enabled us to uncover critical insights about the IFPMA audience's needs and pain points. We discovered the primary motivation for using the site was to understand the industry's positions and policies and access its resources. However, stakeholders reported that things were hard to find as the navigation was confusing and content was not easily scannable or searchable, lacking clear signposting.

Armed with these insights we initiated a deep information architecture phase to develop a well-organised and intuitive arrangement of IFPMA's vast body of statements, publications and resources.

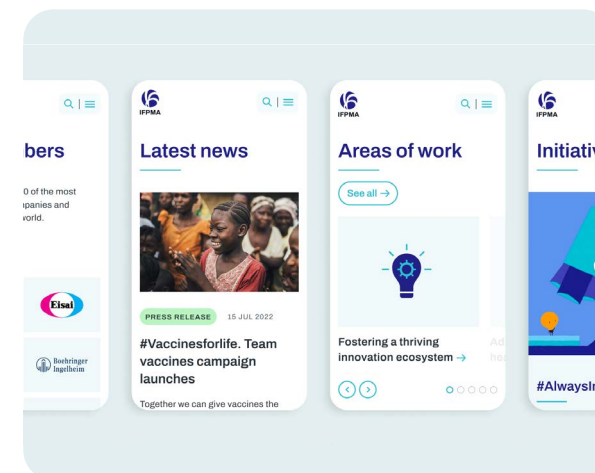
Making the navigation intuitive

Our priority was to develop a navigation system that reflected the different activities of IFPMA, with clear signposting and opportunities for cross-linking related content.

The navigation is built around four key pillars: Areas of work; Initiatives; News, resources, and events; and About us. Each is clearly defined and showcases IFPMA's ongoing priorities, vital public health campaigns it supports, positions and policies, and transparency of who the organisation is and how it is governed.

Developing a digital-first identity

As a 50-year-old organisation, IFPMA's identity has gone through many iterations. As part of the project we worked with IFPMA to bring their identity system firmly into the present, developing a new tone of voice and visual style guide and optimising it for a digital-first world.

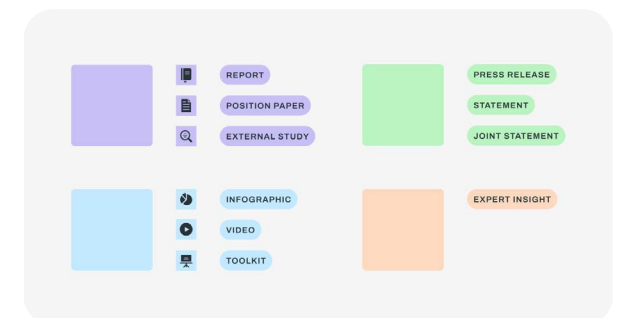
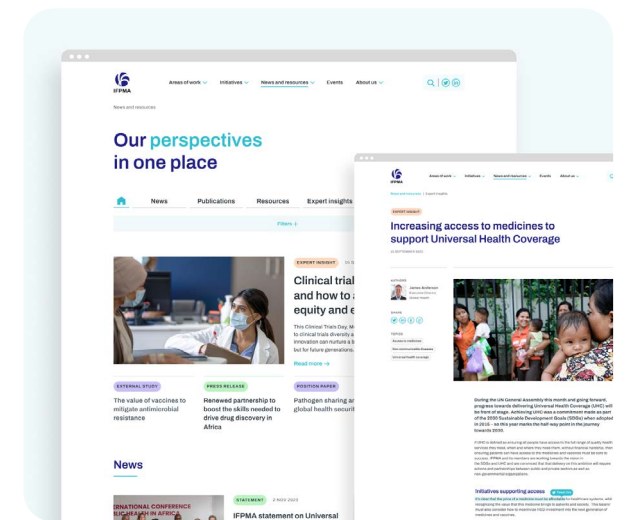
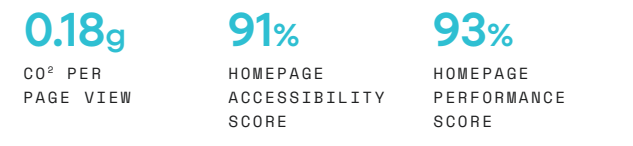


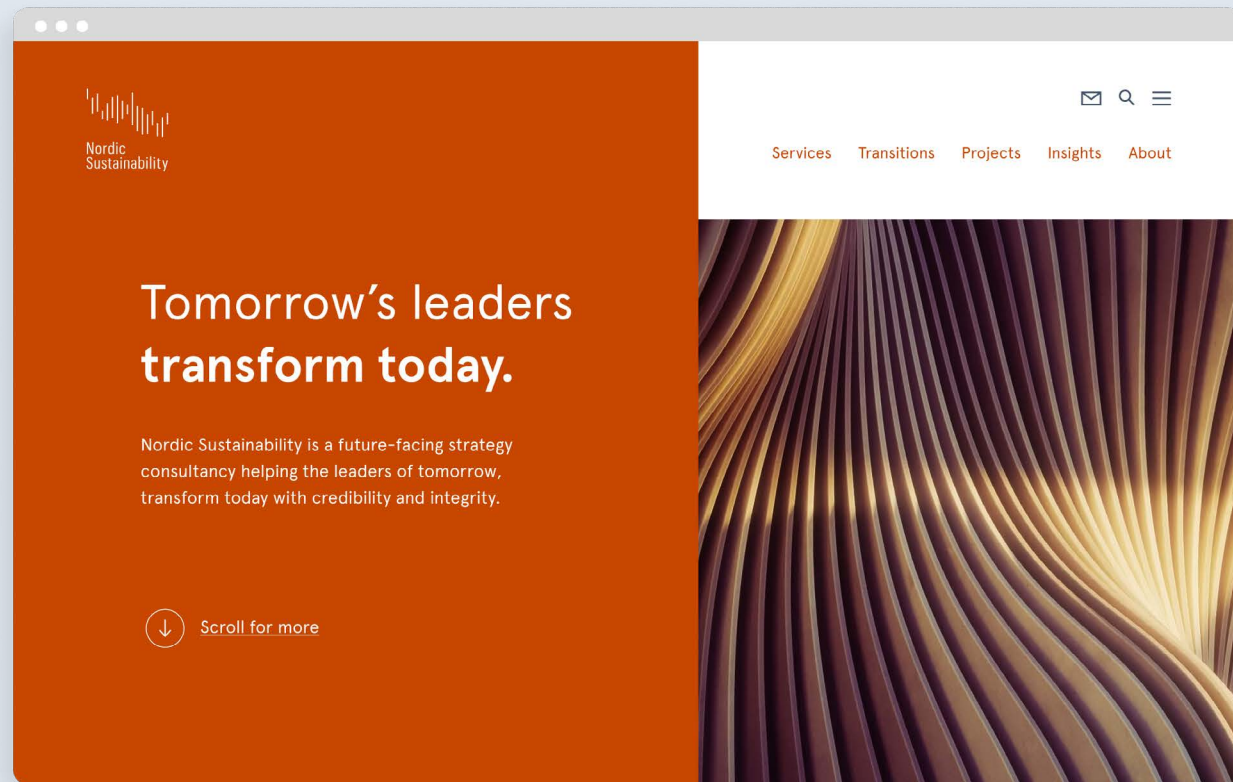
The result is an identity that positions IFPMA as a thoughtful, dedicated and credible organisation, accessible to all.

A powerful publishing platform

As the voice of the pharmaceutical sector, the IFPMA website is essential for communicating the industry's position and policies and its work to further global health. Therefore, a key challenge of this project was to develop a powerful platform that enables the communications team at IFPMA to regularly publish a combination of statements, reports, and resources.

The news and resources library is equipped with advanced publishing, search, and filtering tools. We also provided the IFPMA with in-person onboarding and training, all documented in a comprehensive user manual.





Helping the leaders of tomorrow, transform today

Nordic Sustainability is a future-facing strategy consultancy that moves beyond tomorrow's best practices and creates lasting environmental, societal, and commercial value for its clients and stakeholders.

In 2023, we supported Nordic Sustainability in developing a campaign platform that articulates its ambitious purpose and is helping to drive the company's continued growth and impact.



IMPACT :

- Environmental regeneration
- Societal resilience
- Institutional reform

nordicsustainability.com

Positioning for success

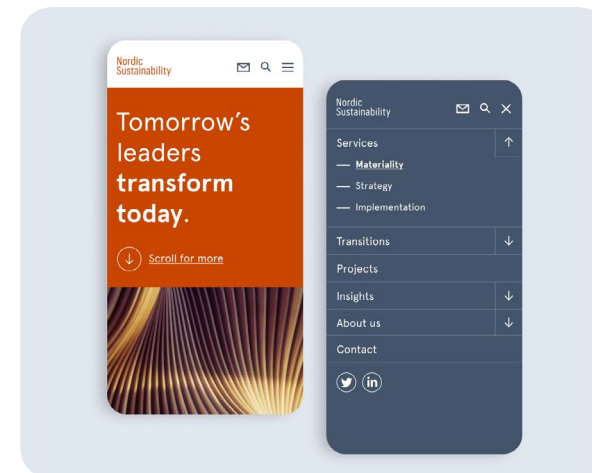
Founded in 2017, the company has quickly grown into one of the most ambitious consultancies in the Nordics working with leading clients such as LEGO, Ørsted, and Henkel. As the client base and team have grown, its service offering has shifted and its existing identity and messaging were struggling to keep pace.

With this in mind, we focused heavily on the brand and content strategy. We led senior management through a deep discovery phase, including a brand review, peer benchmarking, and engagement with key stakeholders.

Demonstrating the 'Nordic' difference

The primary challenge of the project was to develop a strong value proposition that positions Nordic Sustainability at the leading edge of sustainability consulting. Crucial to this was ensuring the brand message didn't just focus on the moral imperative for environmental action but also made a compelling business case that could appeal to the C-suite as much as sustainability teams.

Our chosen message of 'helping the leaders of tomorrow, transform today, with credibility and integrity' achieves this firmly making the urgency for transformation a matter of commercial and reputational importance. In addition, the website features the uniquely Nordic way the company goes about its work, showcasing its commitment, culture and philosophy.



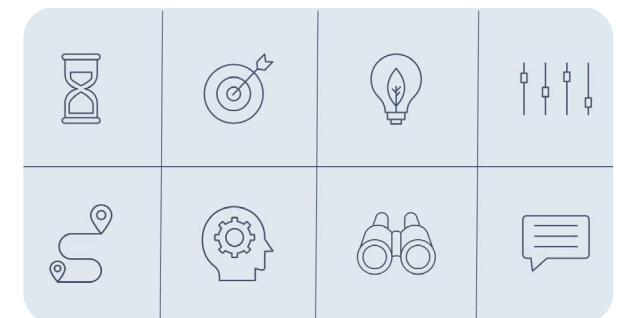
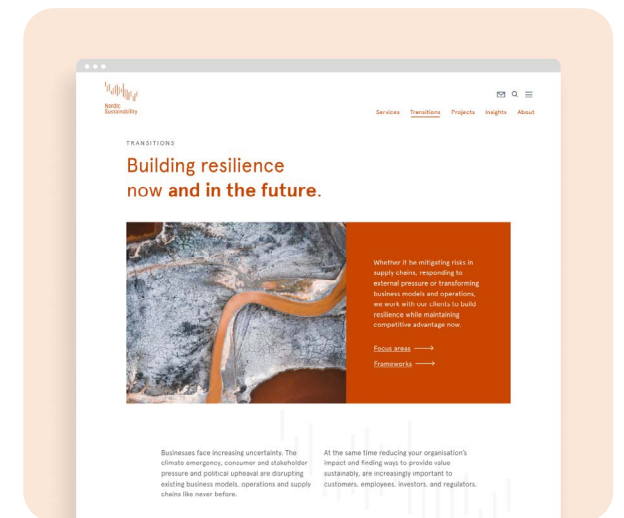
This message, paired with an updated and expanded visual identity, creates a brand positioning that reflects the company's perception as an ambitious, agile, and highly capable leader in sustainability consulting.

Developing a leading voice

An ambitious brand such as Nordic Sustainability needs to build influence and authority by sharing insight and thought leadership. As well as outlining the focus areas and service offerings, we created a simple yet effective blog that enables Nordic to publish articles and promote webinars to build a consistently engaged audience for its work and broader impact.

95%
HOMEPAGE
ACCESSIBILITY
SCORE

90%
HOMEPAGE
PERFORMANCE
SCORE



Pairing passion with purpose

We're on a mission to make our industry part of the solution – creating purposeful online platforms that foster collaboration and innovation to solve some of the world's most pressing challenges.



Lucy Player
CO-FOUNDER

Lucy is an experienced digital designer who has spent the last 15 years harnessing creativity as a tool to engage and influence people.

With a focus on form, Lucy is passionate about simple, clean aesthetics, creating intentional and considered designs. Her creative choices enable an organisation to successfully deliver its character, making its online platform an extension of its brand.

Lucy's learnings from her time in the commercial sector bring invaluable insights to our for-impact work. Projects for Clarks, Mothercare, Heal's and Neal's Yard Remedies developed her eye for branding, typography, and layout, which is evident in her work today.



Christopher Wolf
CO-FOUNDER

Chris is an accomplished creative professional with over two decades of experience in digital design, communications and sustainability.

With a focus on function, Chris thinks through the entirety of projects from strategy to implementation. Naturally intuitive and empathetic, his core strength is his ability to quickly understand an organisation's purpose and design a platform that caters to its specific impact objectives.

His agency portfolio included creating digital products for the BBC, Arts Council England, and Honda. He has also worked in-house in the public and NGO sectors and combines a deep knowledge of sustainable development with expertise across the creative disciplines.



Walking our talk

We are 100% committed to our purposeful mission to inspire positive action for people and the planet.



We are proud to be a **Certified B Corp**, scoring 113 points in our most recent assessment.



We are signatories to **Design Declares**, a group of agencies that declare a climate and ecological emergency.



We are members of **1% for the Planet**, donating one percent of annual revenue to environmental causes.



Positive Impact Assessment

We only consider projects that pass our **Positive Impact Assessment (PIA)**, giving you the confidence that you are working with an ethically-aligned partner committed to a shared purpose.

Purpose

Does the mission of the client organisation align with our own?

Our vision* is a future that consists of:

- **Environmental regeneration:** Nature is not subject to systematically increasing societal extraction (fossil carbon, metals, etc.), pollution (NOx, CFCs, etc.), or degradation (deforestation, overfishing, etc.).
- **Societal resilience:** All people have equal opportunity and capacity to lead engaged, meaningful, and fulfilling lives that protect the health of ecosystems and communities.
- **Institutional reform:** All global structures, institutions and governance systems drive the equitable pursuit of an inclusive planet-positive economy.

* Our vision has been created in alignment with the Future-Fit Business Benchmark's 21 break-even goals for a sustainable future. See our website for more information on the methodology.

Impact

What is the project's potential for positive impact?

- What **material impact** does the project have the potential to create?
- How **well-integrated** is the project into the organisation's **core strategy**?
- How **well-supported** is the project?

Fit

Are we the right partner for the requirements?

- Is our **design approach and style** aligned with the organisation?
- Are our **areas of expertise** capable of delivering project success?
- Are we suitable **geographically and demographically** for the needs of the project?



Let's change the world together

Are you working within a for-impact organisation? Could your website have a more significant positive impact?

If so, book a **Website Assessment Workshop** with us.

It's free and will walk you through the **6 pillars of Impact Experience (IX) design**, enabling you to see where your website works well and where there are opportunities to improve.

We're always looking for people with a vision for change that we can help make reality. People like you.

Let's do something great together.

hello@madefortheworld.studio ↗

  @madefortheworldstudio

The world is
not made for us,
we are 

**Made for
the World**

madefortheworld.studio ↗

