



# The RoundView



## The Project

The RoundView is a project aimed at changing behaviour through community and stakeholder engagement, using hands-on tools to communicate environmental ideas in an accessible way. It emerged from Dr. Joanne Tippett's research at The University of Manchester, involving over 50 community members and stakeholders in Manchester and over 250 staff in Tesco. The Ellen McArthur Foundation, UMIP and UMIC have supported the development of the tools.

The RoundView is aimed at helping us answer the question, ***“How do we know if our actions, decisions and strategies will actually take us towards a more sustainable future or not?”*** Emphasising systems and our place within them, it defines guidelines to inform individual and organisational decision-making.



Example of a RoundView visualisation



Hands-on tools for learning the RoundView

## Outcomes and Implications

With its focus on community impact, skills development and behaviour change, the RoundView embodies many Living Lab ideals. It has been used in social responsibility and sustainability training sessions in universities, schools, community groups and businesses. The tool received both a Low Carbon and Environment Prize and a Social Enterprise Award from The University of Manchester Innovation Group and UnLtd. It is hoped that the RoundView will help people develop new skills for innovative solutions.

## Key Contact

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To find out more, visit <http://www.roundview.org/>