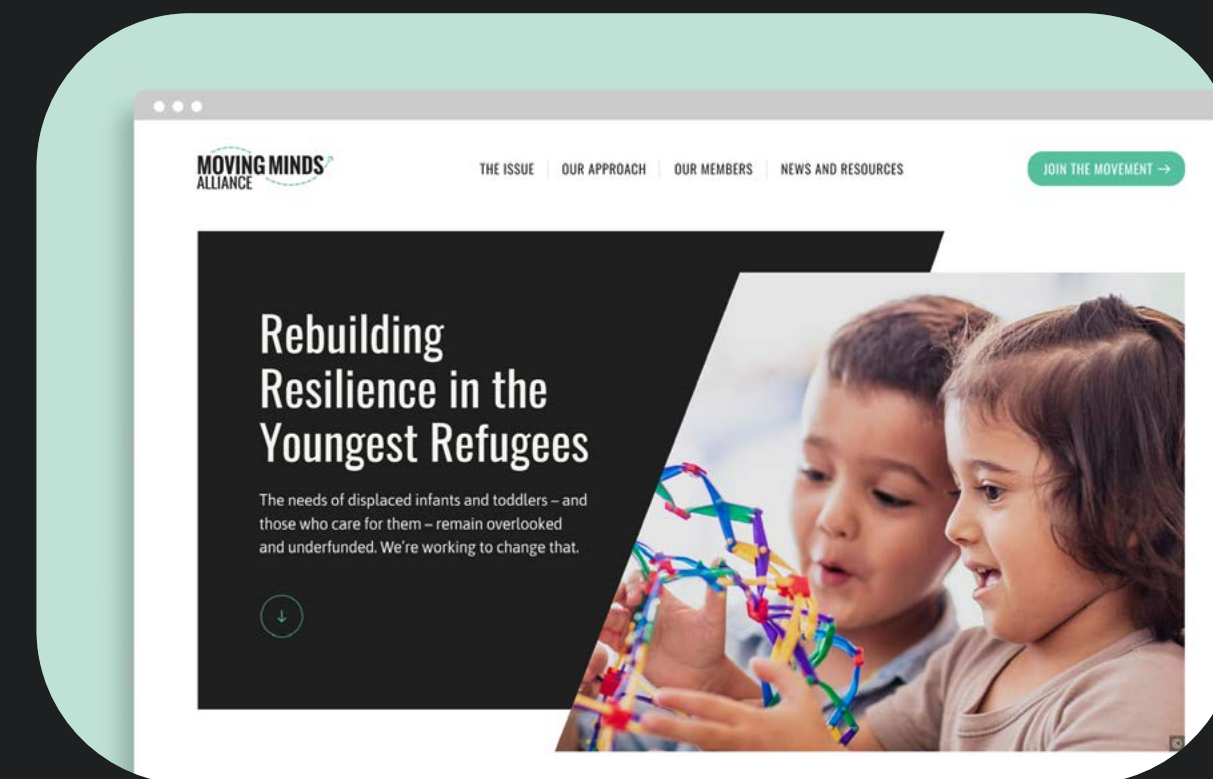
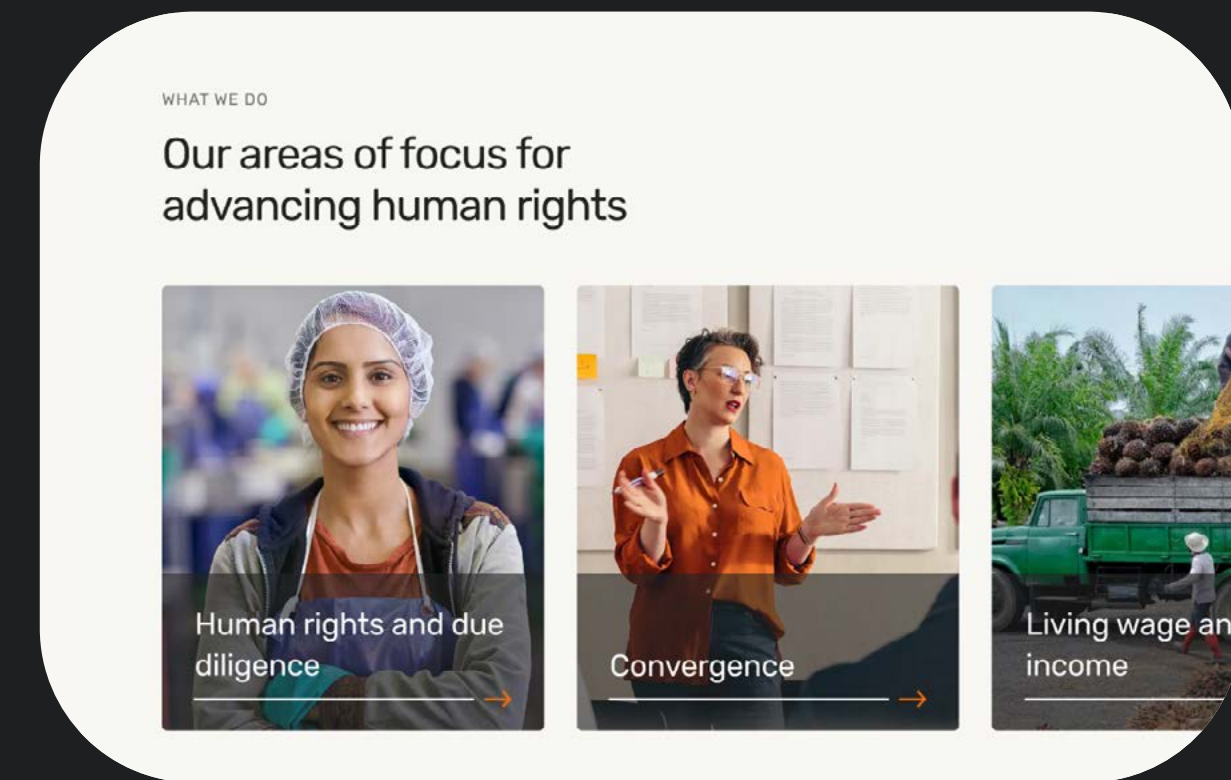
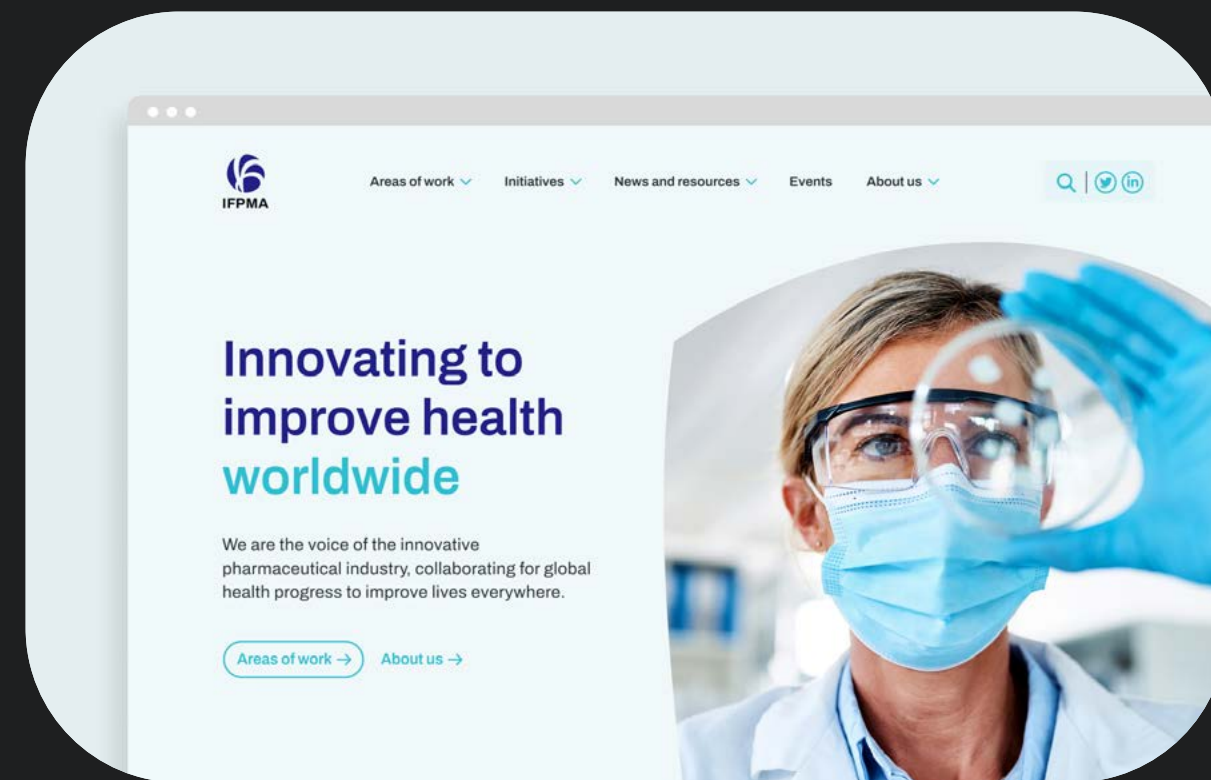
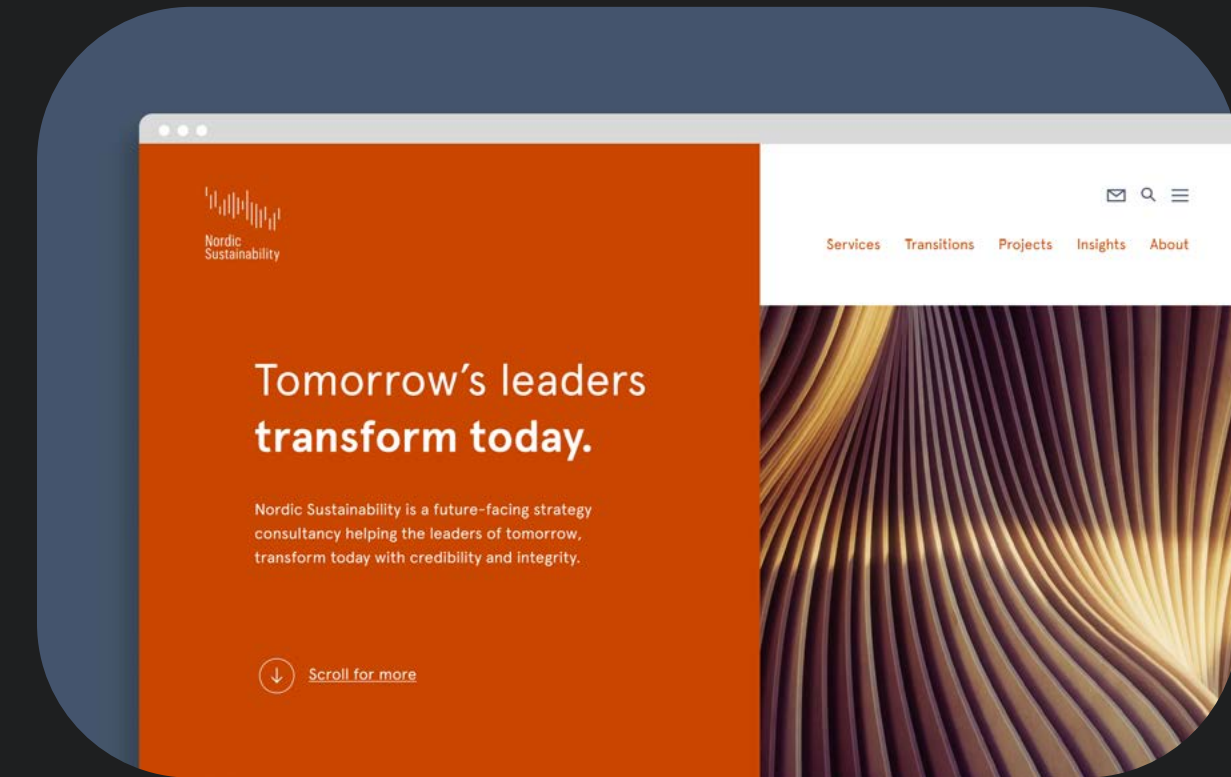
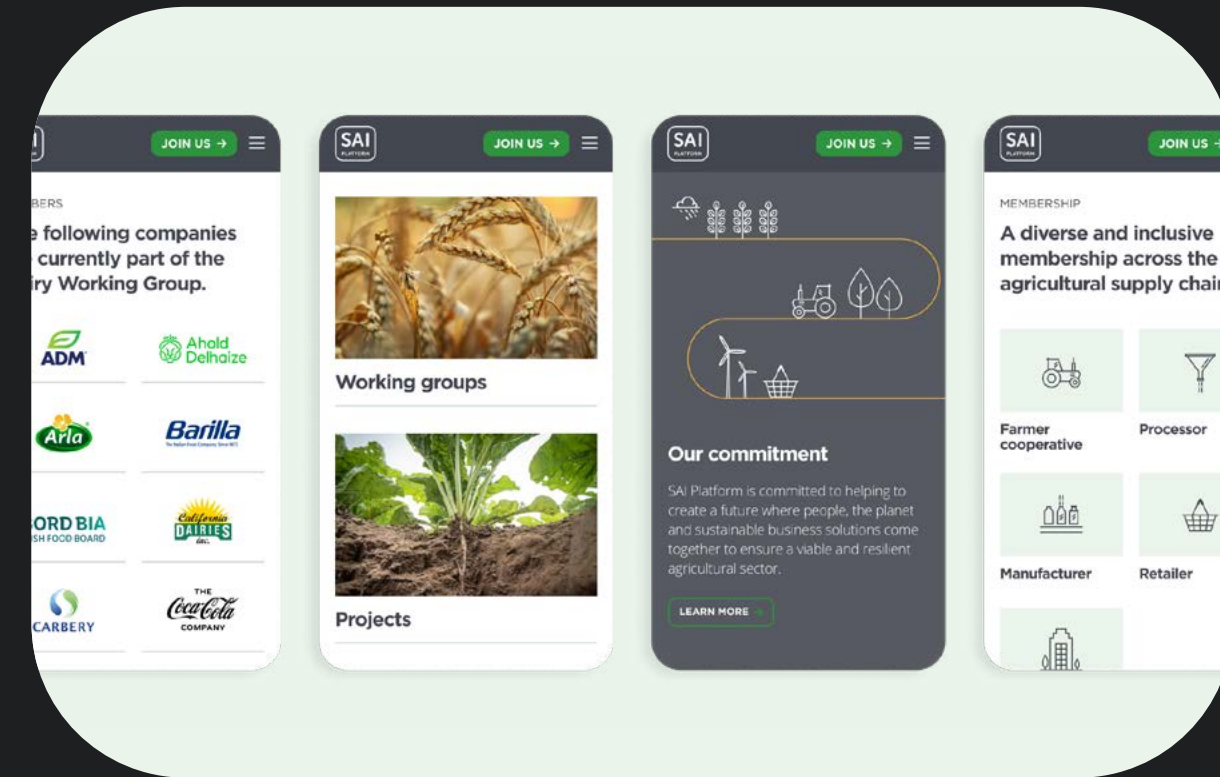


Made for
the World

Inspire positive action

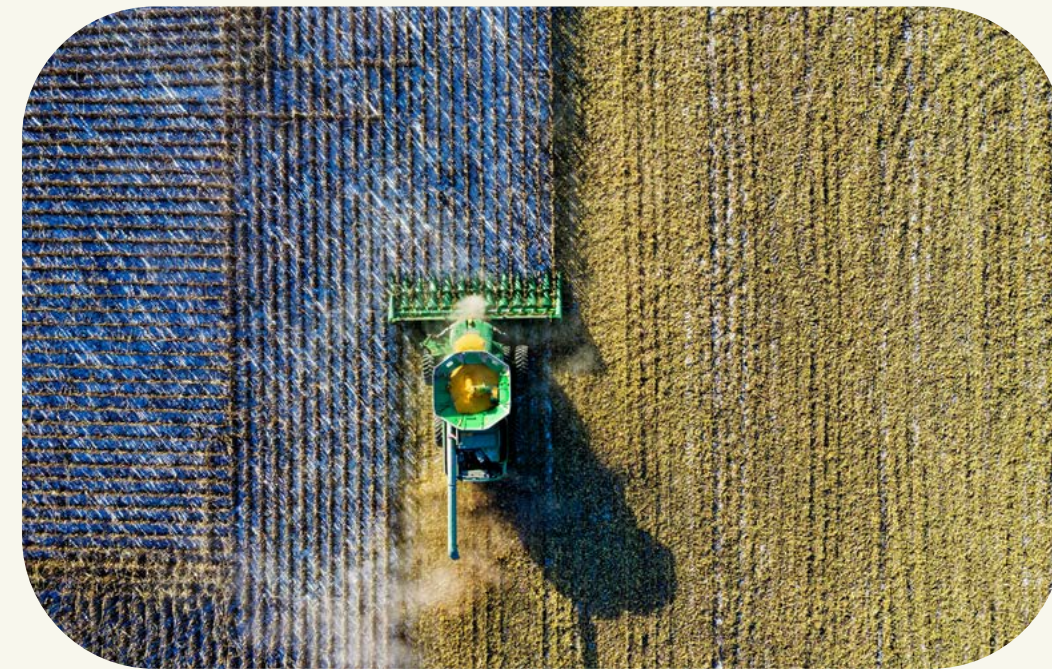
Purposeful website design
with the power to engage
and activate people around
the causes that matter.





ABOUT US

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 **NGOs, foundations and social enterprises** across the world.

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.

Inspire, convene and activate

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

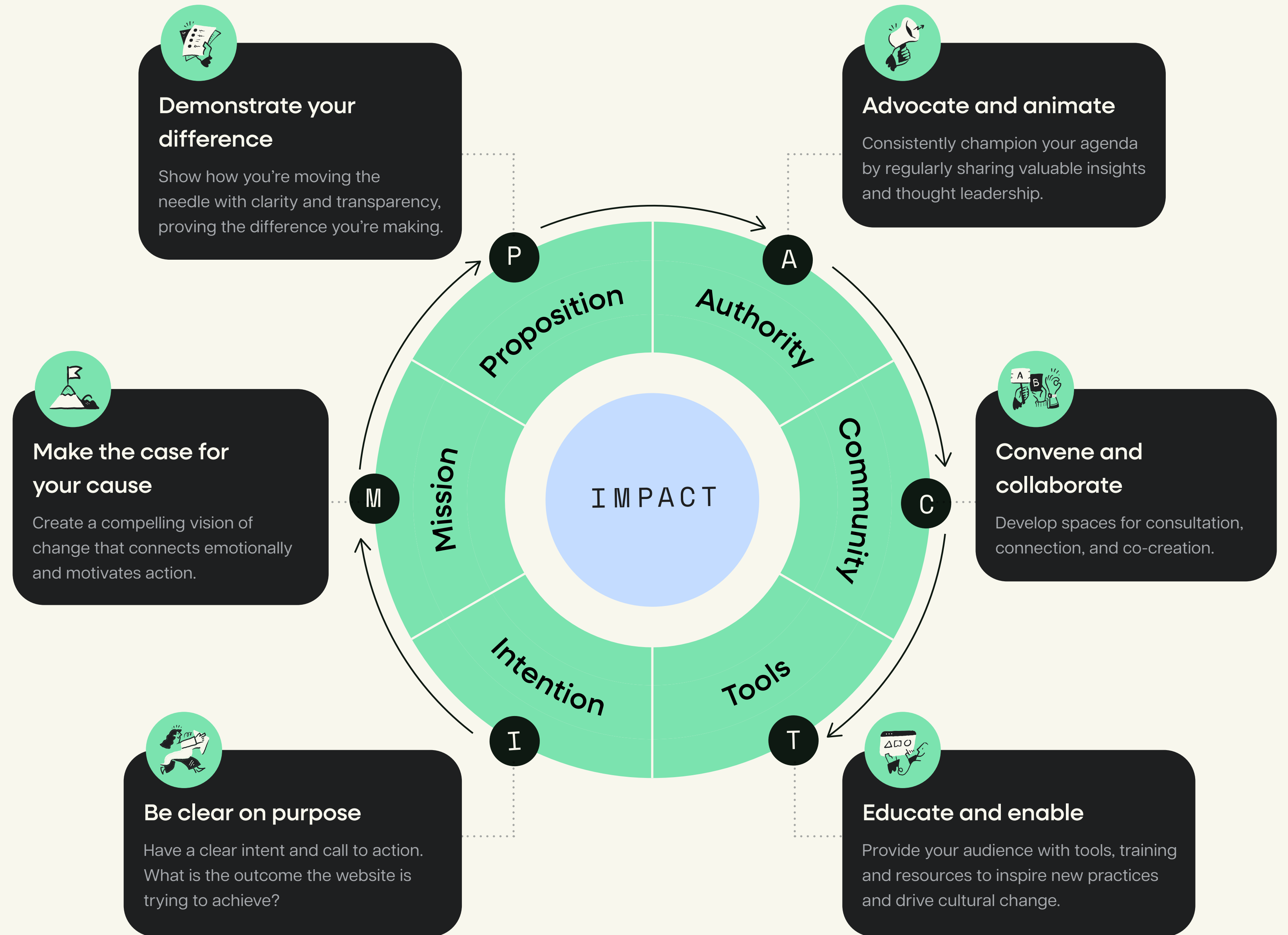
Instead, they create digital platforms that resonate on a deeper emotional level and provide an online space where stakeholders can actively participate, co-create, and support each other.

Our websites are designed around the following six IMPACT pillars to drive consistent and sustained positive action toward their mission.



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



Design for positive impact



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

To achieve this, we have developed a process that is designed specifically to deliver the online objectives of for-impact organisations.

We call this



Impact Experience (IX) design.

IX 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:

- ✓ Deeper engagement and stronger connection with your audience
- ✓ Clearer, more confident communication of your purpose and impact
- ✓ Increased trust and credibility with stakeholders and the public
- ✓ Greater team confidence and capability to meet online objectives
- ✓ Better insight and performance tracking to help you improve what matters

Impact Experience design is...

Outcome-Focused	Design with purpose, measure for progress We set clear goals, track impact, and ensure every decision contributes to real-world change.
Insight-Driven	Great design starts with listening We undertake research and stakeholder input to ensure the audience is central to our thinking.
Brand-Led	Stand out by staying true We bring your organisation's values and identity to life, reflecting your purpose and personality.
Story-First	Clear journeys, compelling narratives We shape your narrative and navigation together, to guide users with clarity, connection and ease.
Conscious	Built for everyone, with the planet in mind We make inclusive, sustainable choices that help your organisation walk the talk online.
Platform-Based	Designed for everyday impact We make your website a living tool by embedding it into your operations, not just your communications.
Future-Ready	Evolving alongside your mission We design with the future in mind, creating a flexible foundation that can adapt as your organisation evolves.

An process that's tried and tested

We have perfected our 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.

1



Define and discover

We start by ensuring we understand exactly what you are trying to achieve, developing a clear picture of your organisation, audience, the website's purpose and how to define and measure success.

WHAT'S INCLUDED:

- Identity and collateral review
- Audience analysis
- Peer/competitor review
- Stakeholder engagement
- Benchmarking and KPI setting

2



Take aim

Our design approach focuses on three key areas – architecture, identity and message – to ensure we're designing a branded web platform that can deliver on your impact objectives.

WHAT'S INCLUDED:

- **Architecture:** Information architecture, sitemaps, wireframes
- **Identity:** Brand personality, creative concepts, design prototypes, style guides
- **Message:** Value proposition, content and messaging strategy and plan

3



Execute with care

We will develop a platform that meets the highest accessibility and environmental standards while setting you up with everything you need to launch.

WHAT'S INCLUDED:

- Development and testing
- Content development support and upload
- Legacy content migration
- Performance and optimisations
- Analytics setup and 3rd party integrations
- Documentation and training

4



Perfect through partnership

A website isn't a product – it's a partnership, and the launch is just the beginning. Our Positive Impact Partnership ensures your site keeps evolving and driving results.

WHAT'S INCLUDED:

- Impact evaluation (KPI reporting)
- Managed hosting (100% renewable energy-powered server)
- Pro-active updates and maintenance
- Support helpdesk
- Annual performance review and roadmap planning

Delivering impact for organisations that matter

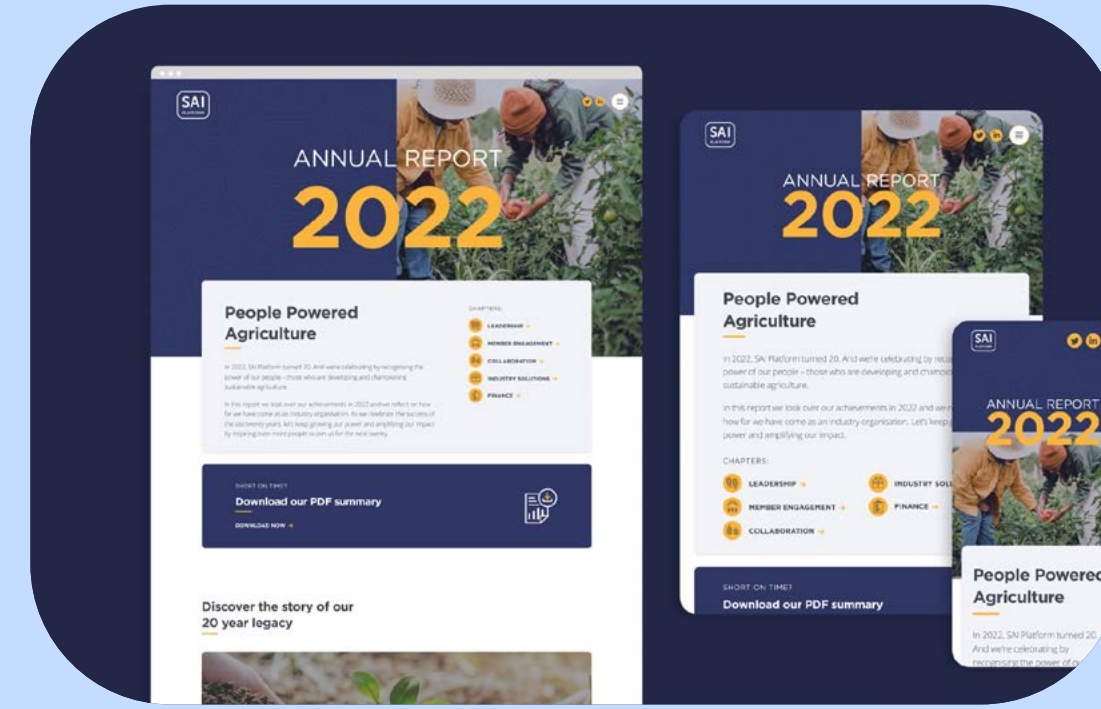


Through our collaboration with Made for the World, we reinvigorated IFPMA's corporate website, improving its visibility, usability, and impact.

We now have a platform that not only better reflects the work we do but enables us to more effectively engage with public health stakeholders globally.

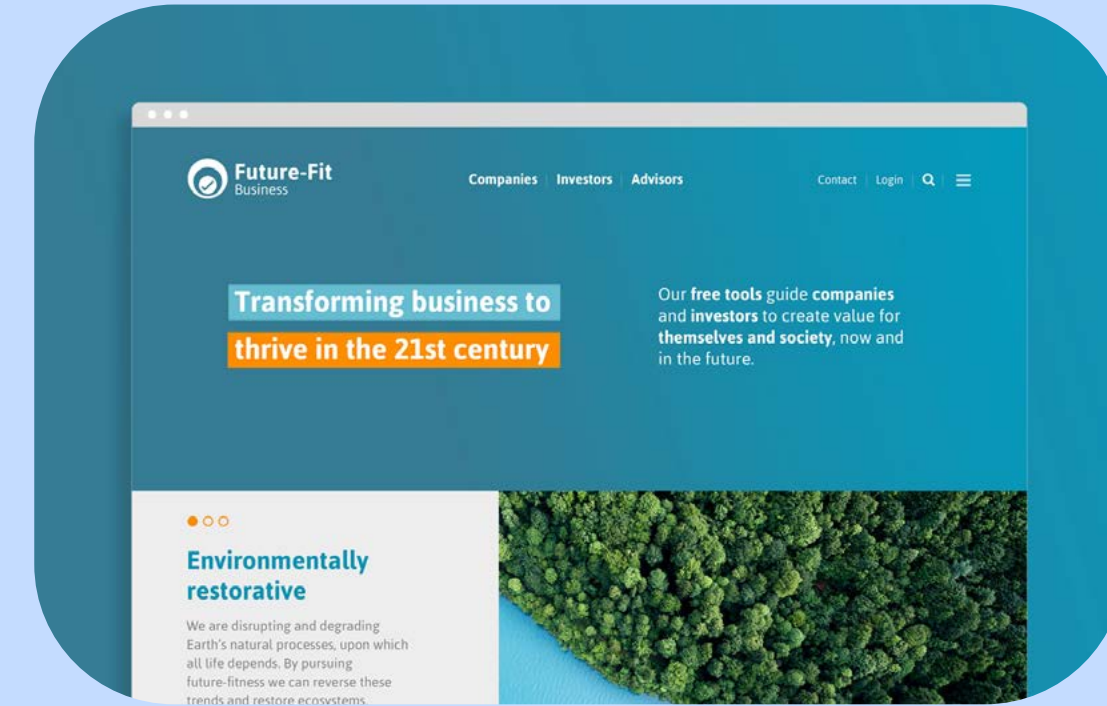
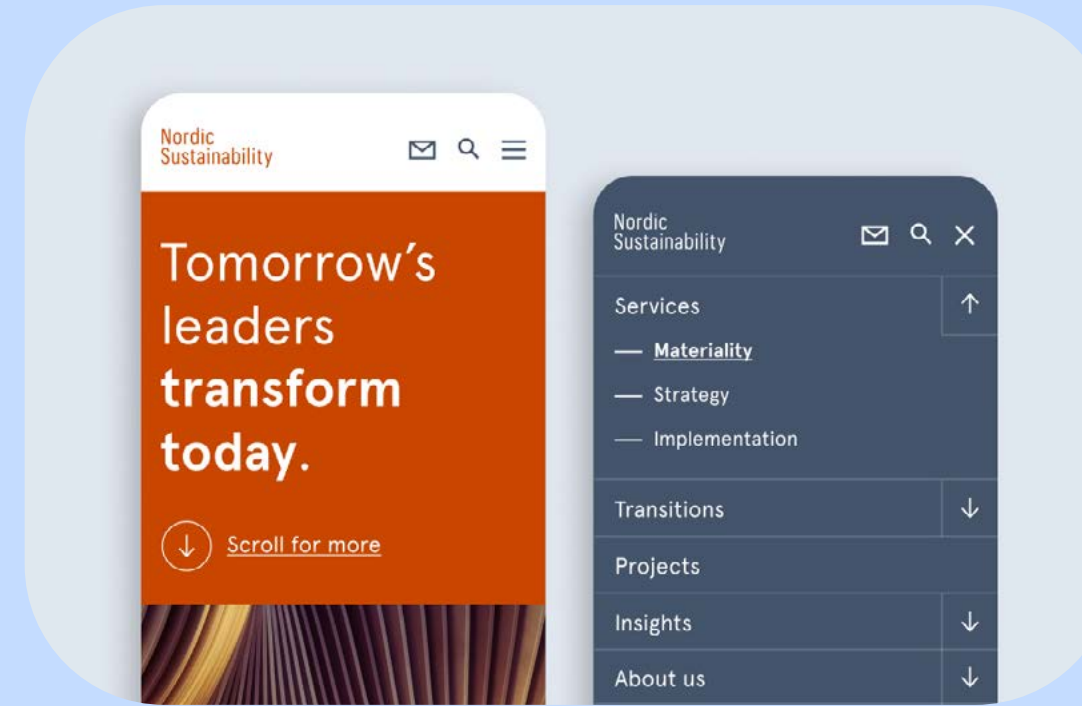
All while remaining user-friendly, creatively robust, and environmentally sustainable.

MICAELA NEUMANN, IFPMA



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.

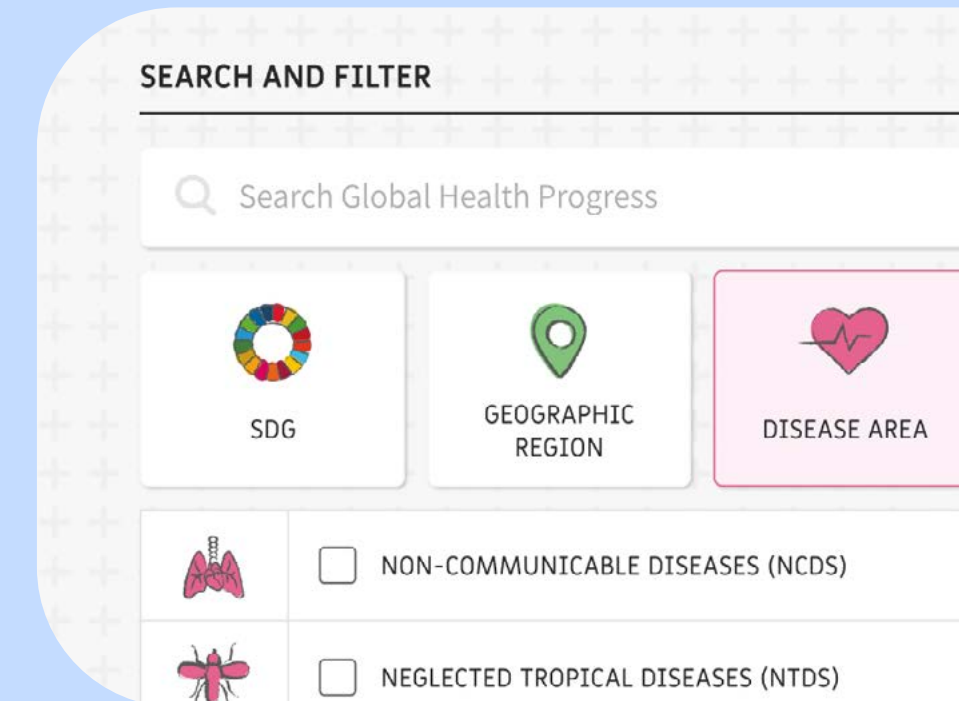
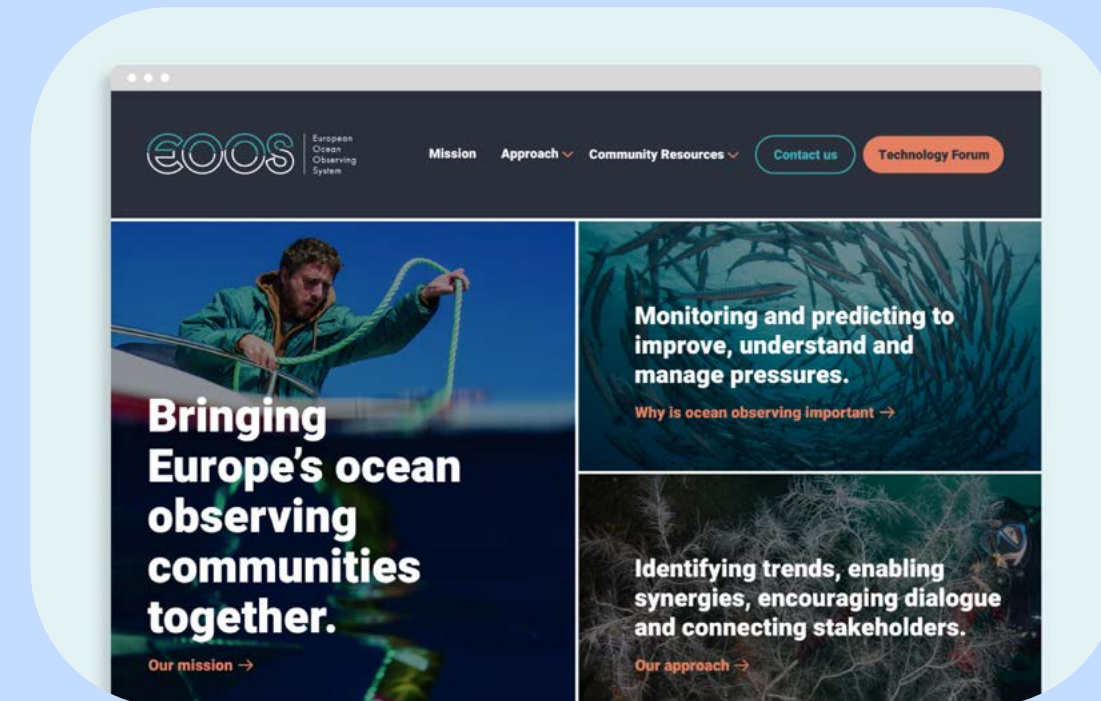
INGA LIPS, EUROGOOS

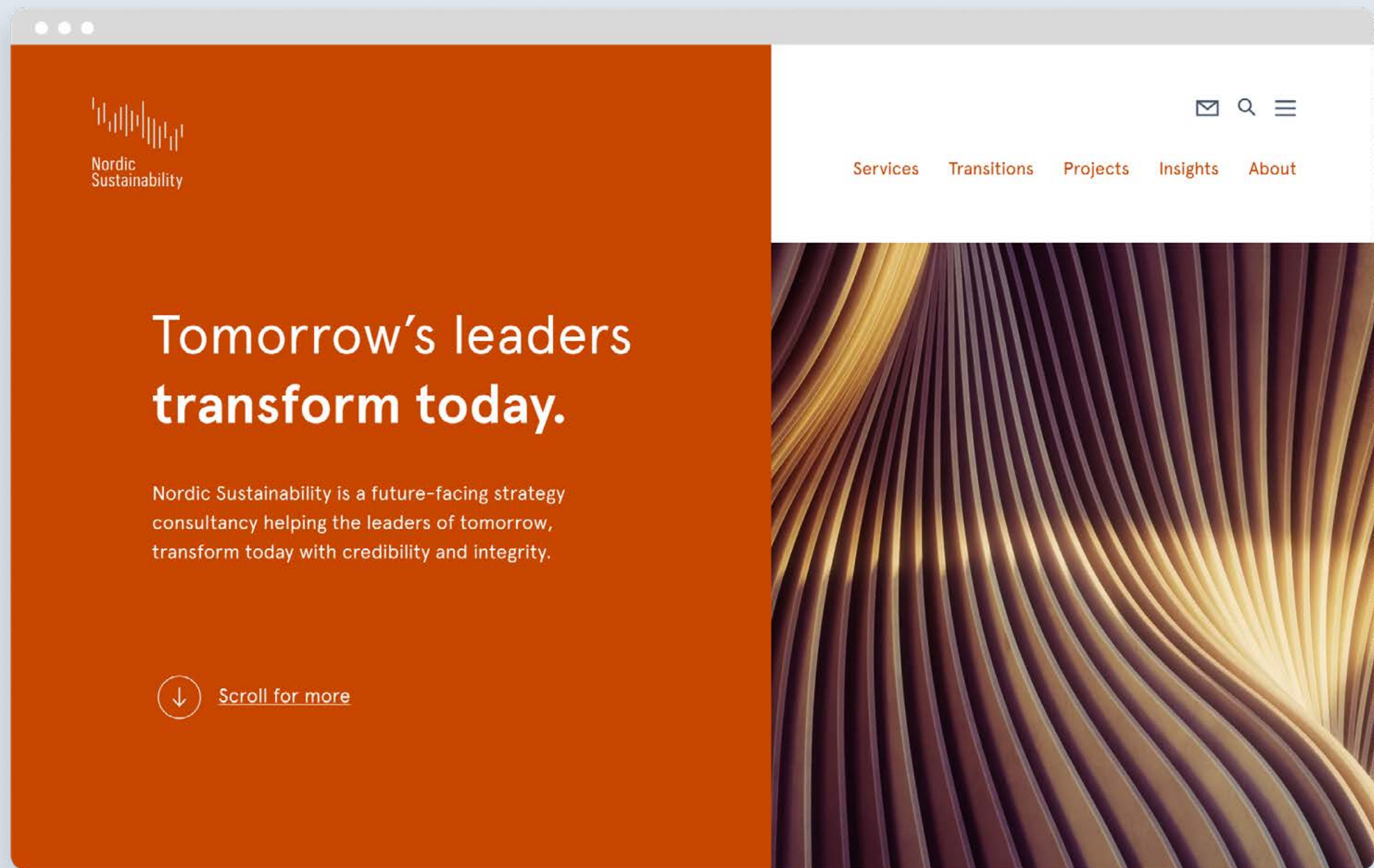


Made for the World's approach has been critical to our impact and the change for young displaced children we continue to work towards.

The team is thoughtful, insightful, flexible and fun, making them a trusted partner for all our digital needs.

ELVIRA THISSEN, MOVING MINDS ALLIANCE





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.

Helping the leaders of tomorrow, transform today



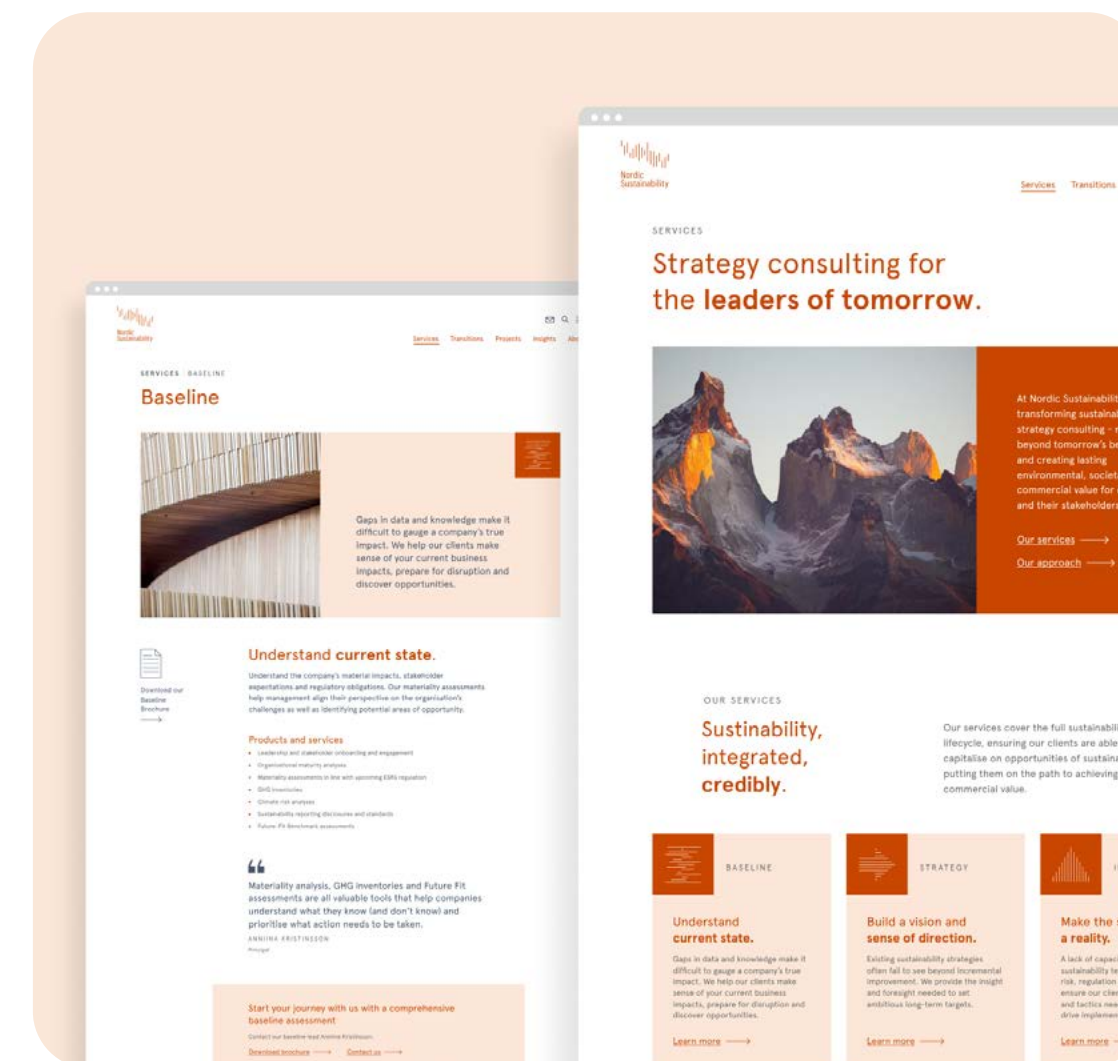
Nordic Sustainability is a future-facing strategy consultancy that moves beyond tomorrow's best practices and creates lasting environmental, societal, and commercial value for its clients and stakeholders.

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



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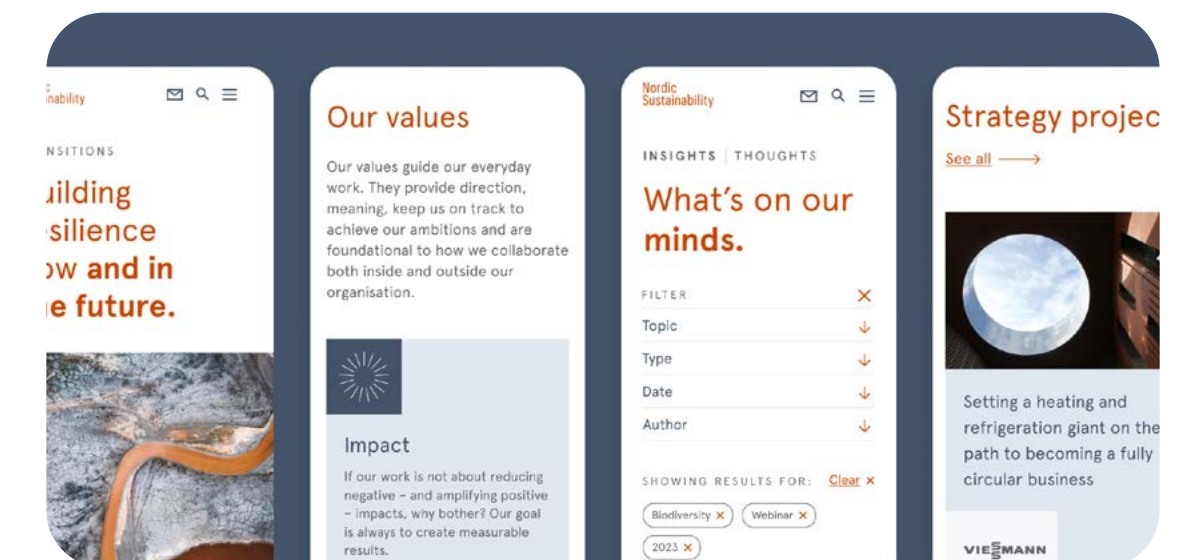
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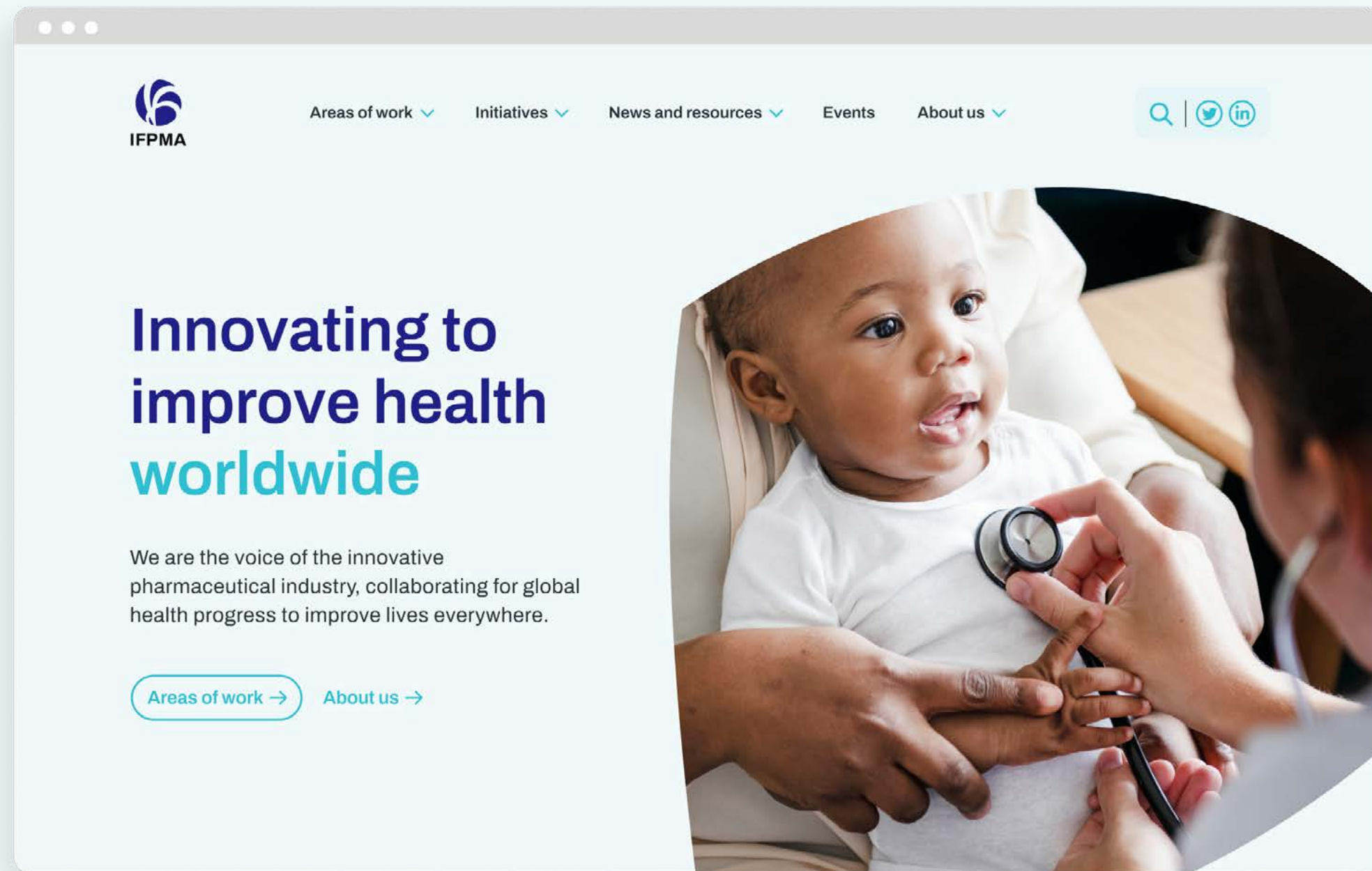
95%

HOMEPAGE ACCESSIBILITY SCORE

90%

HOMEPAGE PERFORMANCE SCORE





Innovating to improve health worldwide

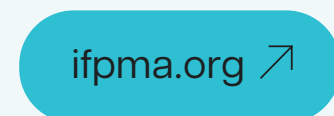


The International Federation of Pharmaceutical Manufacturers and Associations (IFPMA) is the voice of the innovative pharmaceutical industry. It fosters collaboration between members and the wider public health space to advance global health and improve lives.

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.

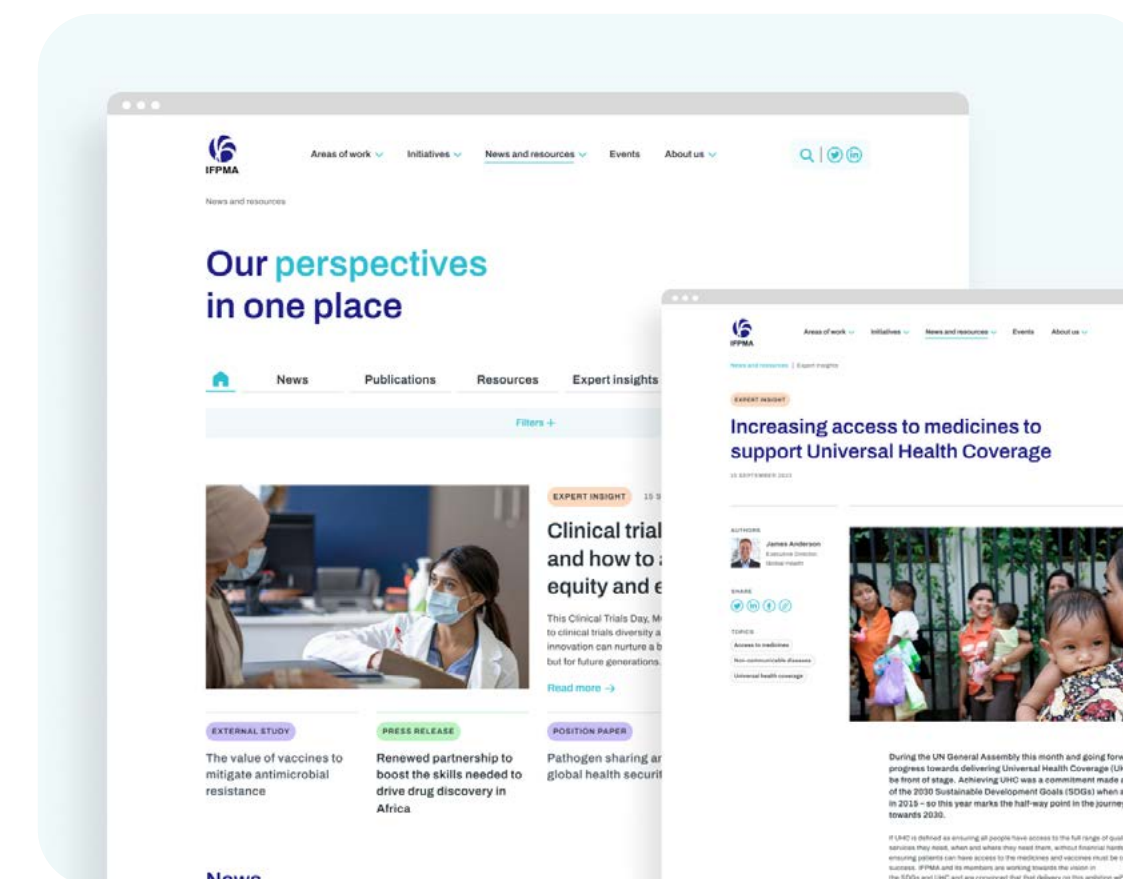
Developing a digital-first identity

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.

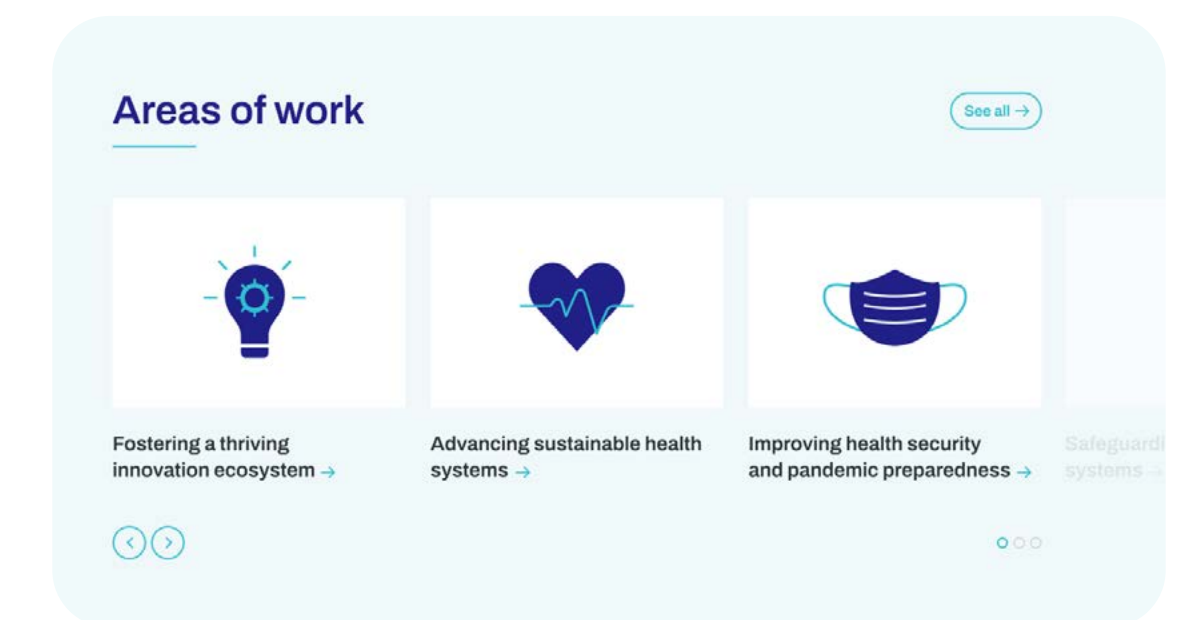
The news and resources library is equipped with advanced publishing, search, and filtering tools. We also provided the IFPMA with in-person onboarding and training, all documented in a comprehensive user manual.

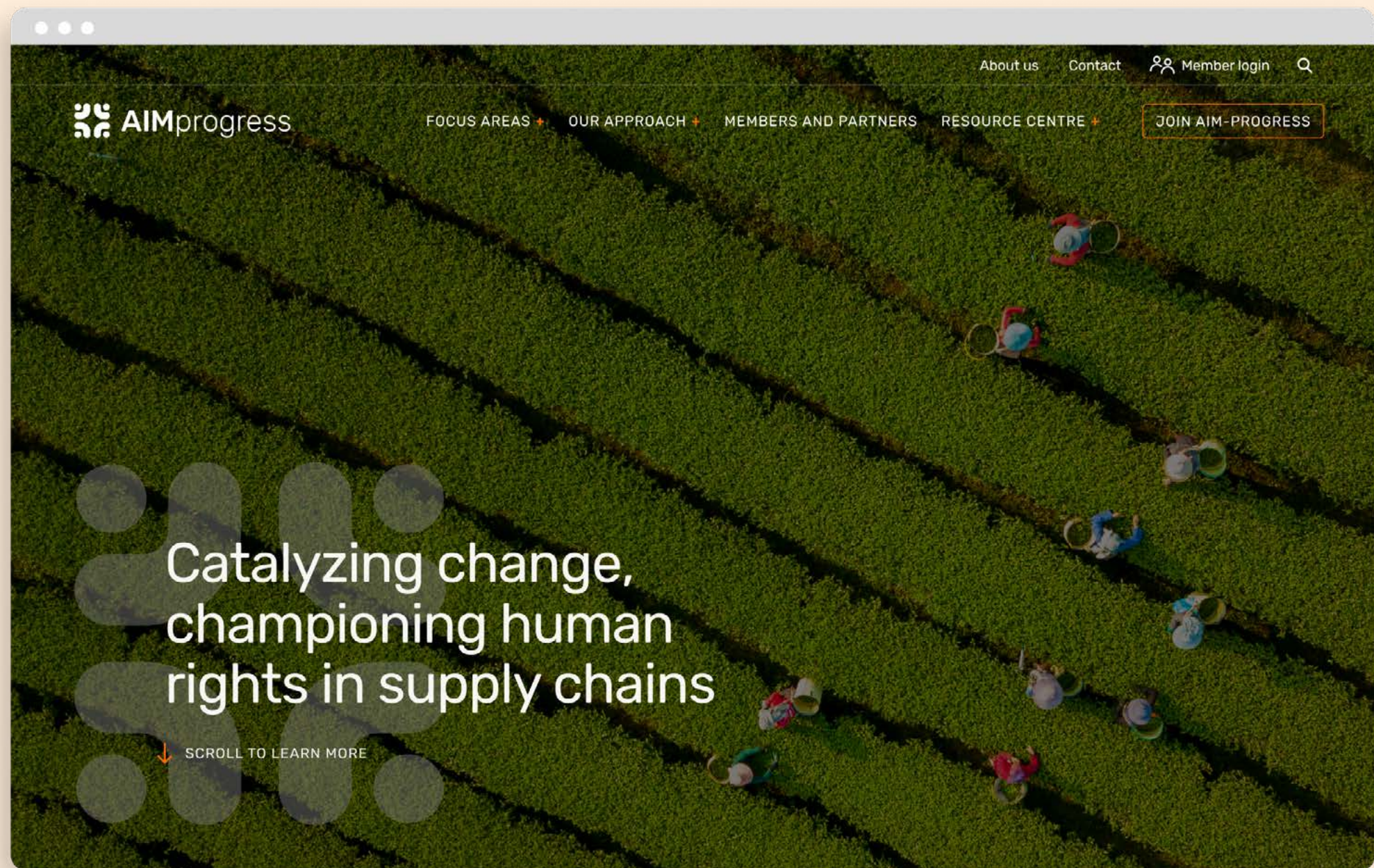


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PAGE VIEW

91%
HOMEPAGE
ACCESSIBILITY
SCORE

93%
HOMEPAGE
PERFORMANCE
SCORE





Advancing human rights in supply chains

AIM-Progress is the leading voice for human rights in global supply chains. A forum of fast-moving consumer goods companies and suppliers, its members are united by the shared goal of advancing responsible sourcing practices.

In 2023, we supported AIM-Progress in developing a community platform that is proving vital for building support and consensus across the industry and is a key driver of member engagement and impact delivery.



IMPACT :

- Societal resilience
- Institutional reform

aim-progress.com

Putting members first

As a member-led organisation, we knew how important the membership's voice was in understanding how the website could have the most positive impact. So, we focussed our brand review on engaging with members to discover how best to support their shared objectives.

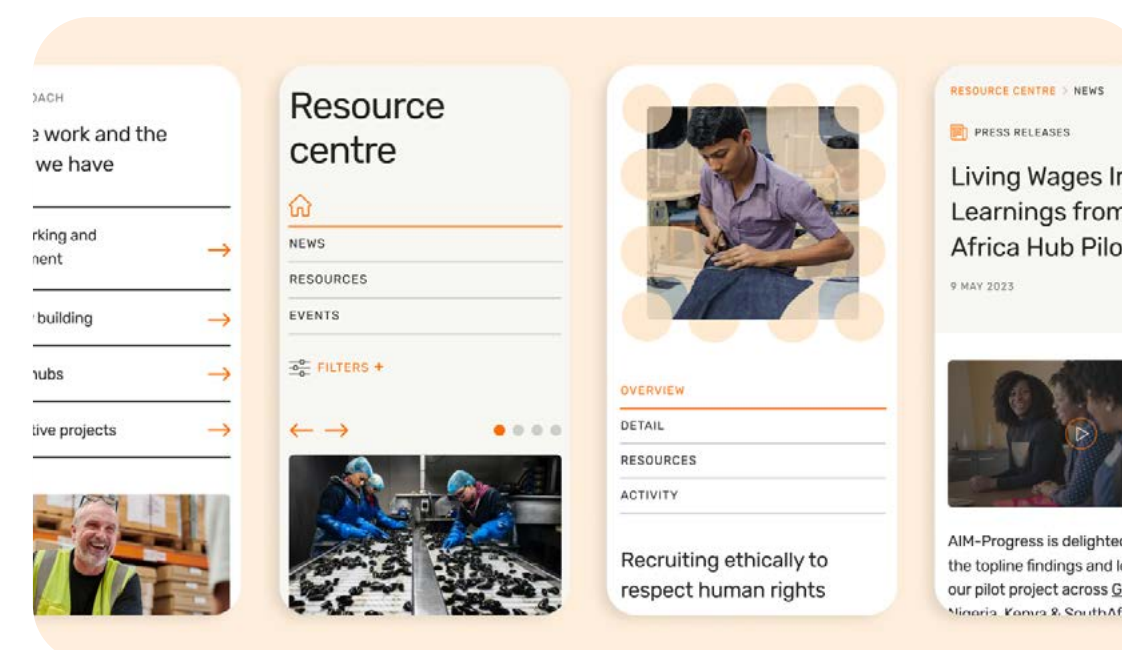
These learnings enabled us to develop an information architecture that recognises the site's dual priorities: first, to act as a campaign and promotional tool to increase engagement and membership; second, to support the work of the network itself, providing members with the capability to share knowledge and access tools and guidance.

Advancing the cause of human rights

The public-facing website is now a clear articulation of the responsible sourcing agenda and the contribution being made by AIM-Progress. It outlines both the moral and commercial case for action, detailing the focus areas of the membership (living wage, grievance etc.) and their shared approach.

Building capability through knowledge-sharing

The key challenge of the project was to build a centralised resource centre that enables the easy upload of tools and resources that could be made available publicly and only to members.



We worked with AIM-Progress to audit, organise, and migrate their legacy news archive, resources, and events – establishing a new filtering and tagging system so members can quickly and easily find the materials most relevant to their work.

Increasing the opportunities for collaboration

AIM-Progress prioritises practical action to create lasting change in global supply chains. With this in mind, we suggested the creation of a new member directory, which would allow members to see who else in the membership is active across topics of interest and make a connection.

Further personalisation features enable members to prioritise content that is relevant to them. As a result, members can now control the flow of information and make new connections across the membership that were not previously possible.

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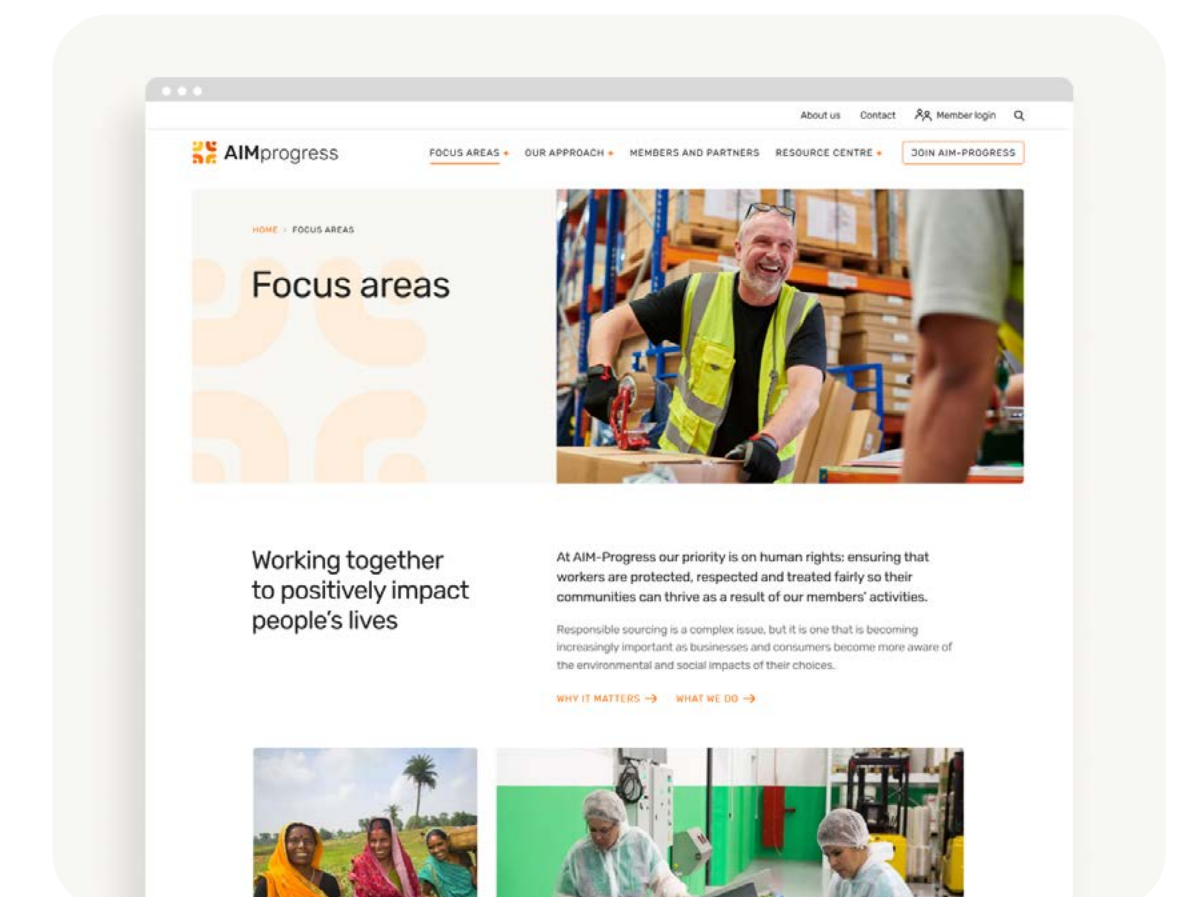
CO² PER PAGE VIEW

94%

HOMEPAGE ACCESSIBILITY SCORE

94%

HOMEPAGE PERFORMANCE SCORE



MEET THE FOUNDERS

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 + DESIGN LEAD

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 + STRATEGIC LEAD

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.

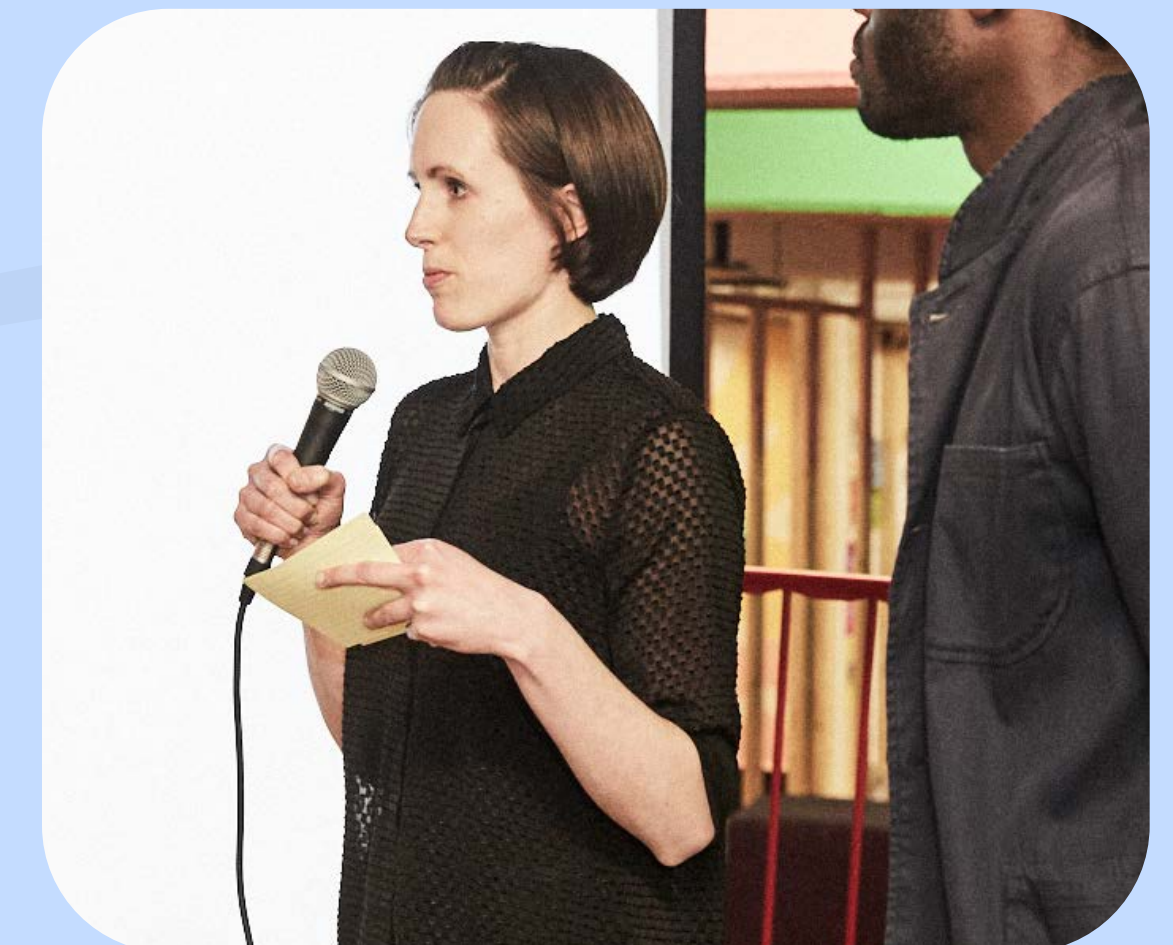
Having spent the previous decade at the think tank SustainAbility, a London-based digital creative agency and the UK communications regulator Ofcom, he brings a unique combination of sustainability knowledge and expertise that spans the creative disciplines and digital technologies.



Supported by our Advisory Board



Made up of four associates we've come to know over the years, each of them brings different knowledge, skills, and ways of thinking to our quarterly meetings, to help us tackle challenges, think bigger, and develop in ways we might not have considered on our own.



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.



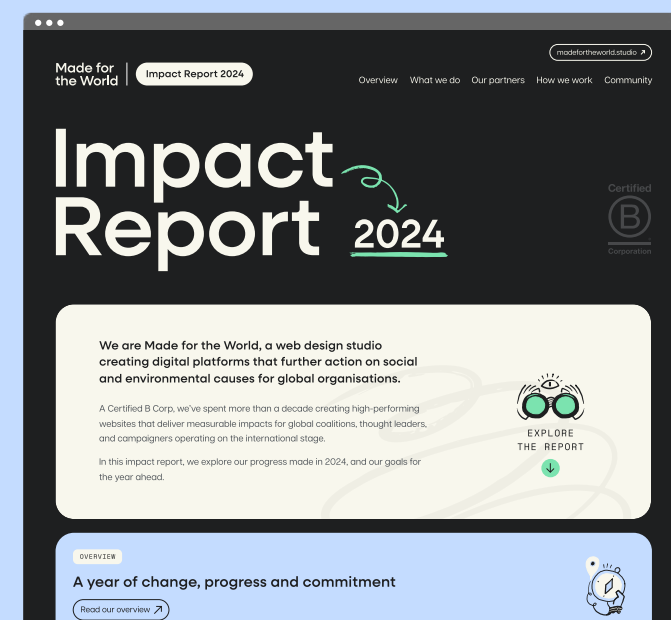
We are signatories to **Design Declares**, a group of agencies that declare a climate and ecological emergency.



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



Read our latest [Impact Report here](#)



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?

NEXT STEPS



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 a positive impact website, enabling you to see where your website works well and where there are opportunities for improvement.

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 ↗

