



Case Study

Igloo – footprint tool

Igloo projects are all about positive impact – social, environmental and economic. Their ‘footprint’® process is a well-proven, internationally recognised development methodology that binds all their projects to their Purpose, creating added value for investors and communities. In a research paper commissioned by The Scottish Government, footprint was described as “...the most comprehensive and holistic model for reviewing impacts of design and investment decisions encountered in this research.”

Igloo’s purpose aligns beautifully with Hut22’s ‘why’ – we want to be part of the movement to a sustainable future where all life on earth thrives, so it was a real privilege to be part of helping igloo deliver on its purpose.

Although the footprint process has been having a tremendously positive impact on igloo’s projects for over 20 years, the team wanted to update the tools available to support it following recent developments to the methodology. Recording aims, progress, and outcomes in a clear, robust, and auditable way were central to the brief. Aligning the format, the way users recorded the project’s goals and the many actions taken to achieve them were key to being able to readily compare projects and outcomes.

Igloo commissioned Hut22 to consider the footprint® process and work with them to bring the various footprint strands into a single tool which would live with a project right from the co-creation workshop through to completion.

We started by making sure we had a very clear idea of the current state of play – we developed a bespoke workshop format where we explored the overall igloo project process, how projects were administered, how data was collected and used, the project review mechanism, and the outputs from the current process.

We also mapped out the user journey for the various stakeholders involved and their responsibilities, needs, and interactions at each stage of footprint to better understand how any new tool was likely to be used.

Beyond these issues, we captured a long list of features the new tool should include so that we were clear about what was required at the outset. These included outputs such as on-hand guidance for users, dynamic visualisation of project performance, and a clear audit trail when things change.

Following an initial release, we held a detailed debrief session with key igloo staff to get feedback on the tool. Between us, we quickly realised that we wanted to make some changes and add additional features, such as a way to quickly organise the long list of potential ideas generated at initial stakeholder co-creation workshops. We were able to pivot tool development and include both additional features and the testing feedback in the final tool without losing momentum, staying on programme and within budget.

The result is a tool which is easy to use and guides users every step of the way, provides great looking output for use when engaging with stakeholders, and supports igloo in realising their sustainability objectives.

Samantha Veal, igloo Director, worked with Kev on the development of the tool:

“Kev at Hut22 approached the project by undertaking a clear exploration of the existing system working with the igloo team to clearly map the footprint process. The approach involved a comprehensive consideration of all aspects of tool use, providing automation of key measurements to develop a consistent, robust and user friendly tool”.

John Long, igloo Director, commented:

“igloo has been a leading light in driving responsible development in the UK for over two decades. Our work with Kev and Hut 22 seeks to ensure that we can better, empirically demonstrate the positive impacts of our work – something that is increasingly important to investors and partners.”



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1 Manually populate the table below

Co-Creation Workshop Outputs

Start by adding each output from the co-creation workshop to the table below

Dimension	Ref	Output	Score	Quadrant
CIRCULAR	CR01	Circular01	4	Main Focus
CIRCULAR	CR02	Circular02	4	Main Focus
CIRCULAR	CR03	Circular03	3	Main Focus
CIRCULAR	CR04	Circular04	2	Low Priority
CLIMATE	CE01	Climate01	4	Just Do It
CLIMATE	CE02	Climate02	1	Main Focus

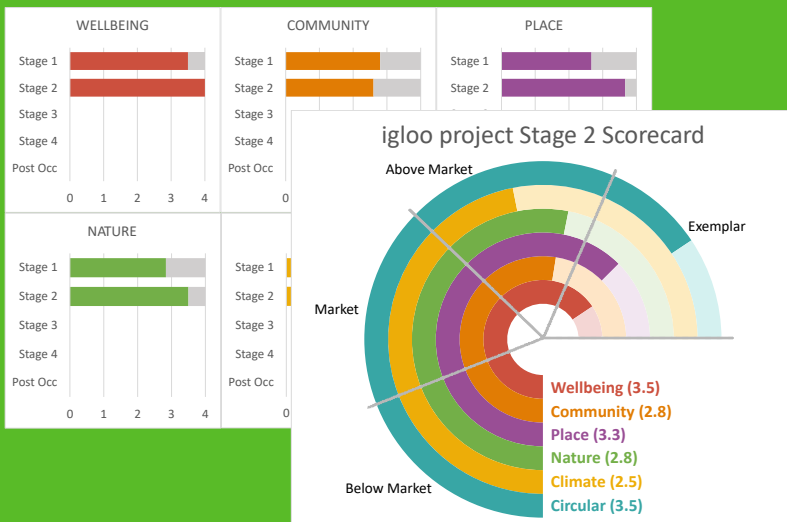
Easy to navigate and with on-hand guidance, the new footprint tool makes capturing and maintaining project outcomes quicker, more consistent, and more transparent.

IGLOO FOOTPRINT				
WELLBEING - Please check errors and advisories				
Stage 1				
Outcomes				
Enter the Wellbeing outcome(s) here in response to the clients aspirations and/or the results of the co-creation workshop				
Please correct 5 errors in this Dimension				
Please review 3 advisories in this Dimension.				
Please correct 2 errors in this Stage				
Please review 2 advisories in this Stage.				
Add rationale for each output			Add evidence for all outputs	
Ref	Outputs	Scores	Rationale	Owner / Lead
	Example		Example	
WG02	Wellbeing02	3		
WG04	Wellbeing04	4		

Built-in validation helps to guide users to make sure the correct information is provided at every stage of the project.

Stage 1 - Feasibility / Funding	
Stage 1	
Status	Complete <<<Select status of stage
Wellbeing	3.5
Community	2.8
Place	2.7
Nature	2.8
Climate	3.3
Circular	3.0
Total	18.1
Admin record	Notes
Expected stage completion	
Design review date	
Design review by	
Link to design review report	
Presented to client on	
Signed off by client	
Stage completion date	

A robust means of recording the status of projects at each stages allows for an at-a-glance understanding of where the project is and facilitates robust auditing.



The footprint tool provides users with a variety of ways of visualising project performance which update automatically – a significant improvement over the previous manual process.