

How can Eco-Collective build a community facilitating access to sustainable materials, within the graphic design industry?

Research methodologies

Primary

Photographs

Taken photographs of my weekly food shop to identify what can/cannot be recycled. Found many items could not be which I thought could be...

Interviews

Melissa from New York's MLSK design studio explaining how the process with sustainable materials works and the downfalls within the industry

Panel feedback

Celine, Boris and Sherida

Secondary

Books/newspapers

“How bad are bananas? The Carbon Footprint of Everything” by Mike Berners-Lee - an eye-opening insight into the world of everyday items impact on the planet

The Happy Newspaper - celebrating the good companies which are promoting sustainability

Brand archive

18 bad sustainable companies consisting of websites and articles which I have researched to enable me to identify the true meaning of sustainability as a company/brand

Emails to design studios/companies and printers

Responses from Osborne Pike, Freestone, Beanwave, Studio Mango, Studio Davis, and Ethical Design Co.

Peer feedback

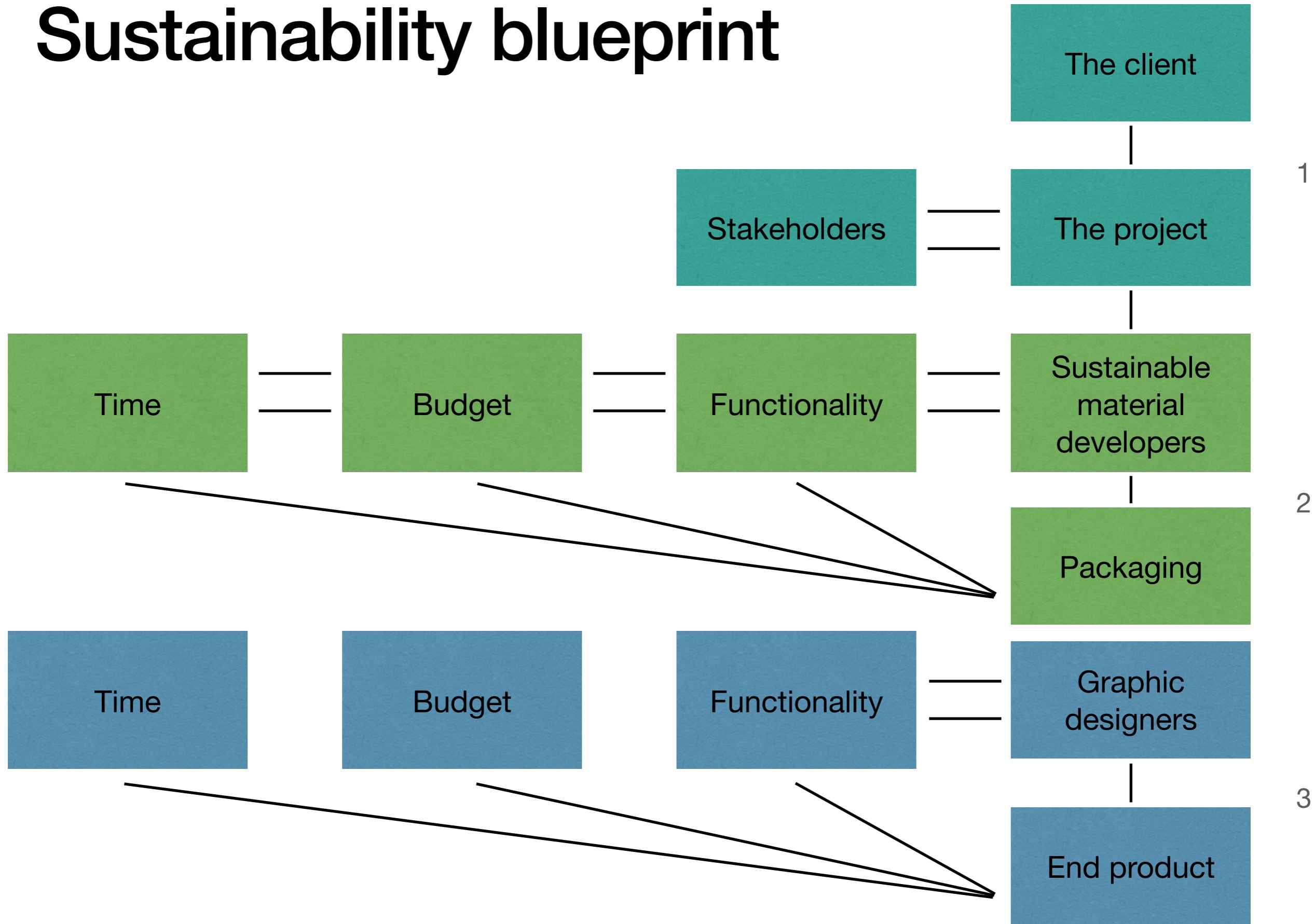


“Any sustainability initiatives will have been through months or years of testing by the client before we get to ‘work with’ their chosen sustainable solution.”

“In the future I expect new materials (including new types of plastic) to come on-stream and we’ll be very happy to design for the brands that use them. Packaging is too technical a field for graphic designers to advise on in most cases, certainly with multinational clients.”

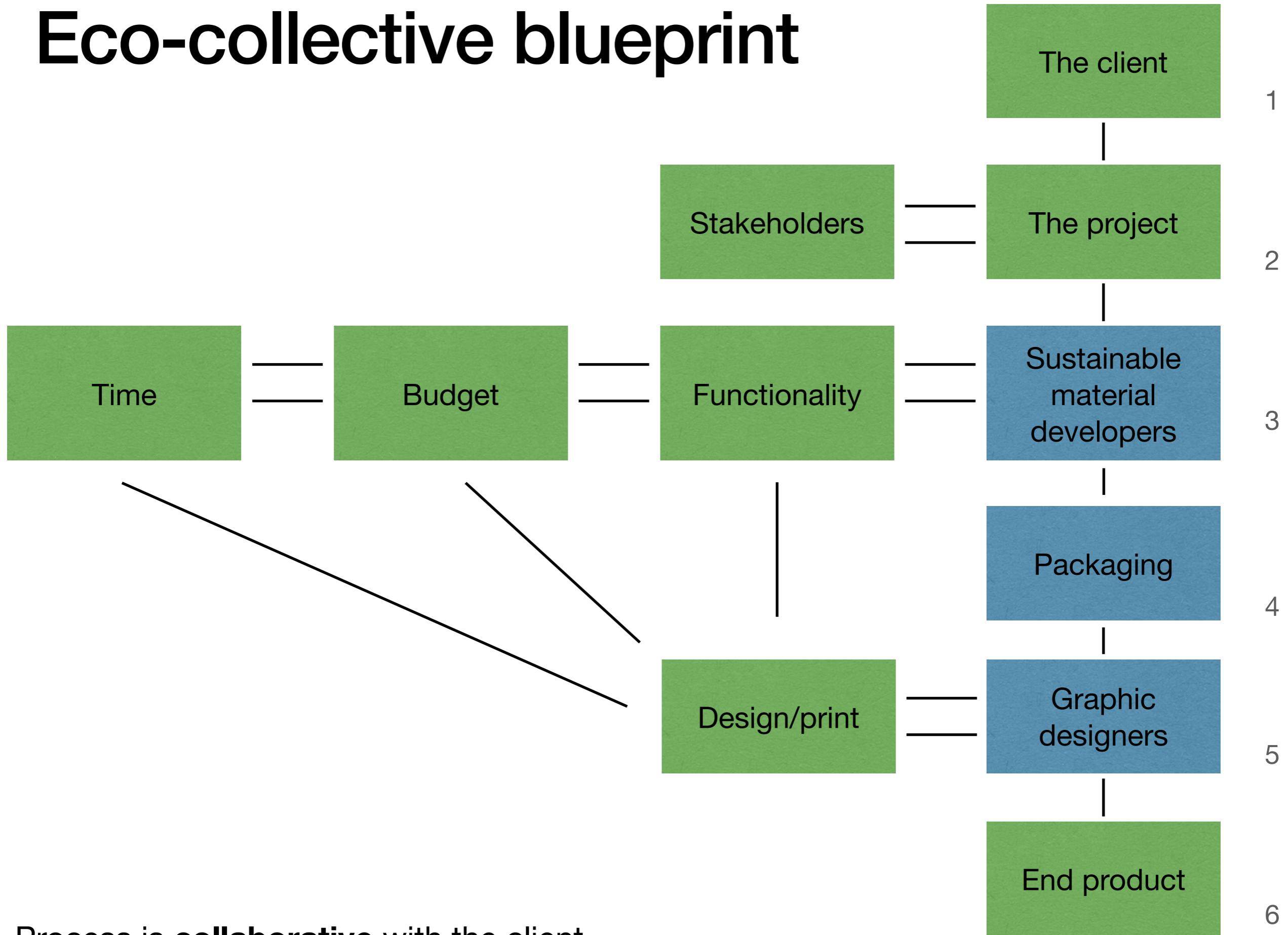
Results

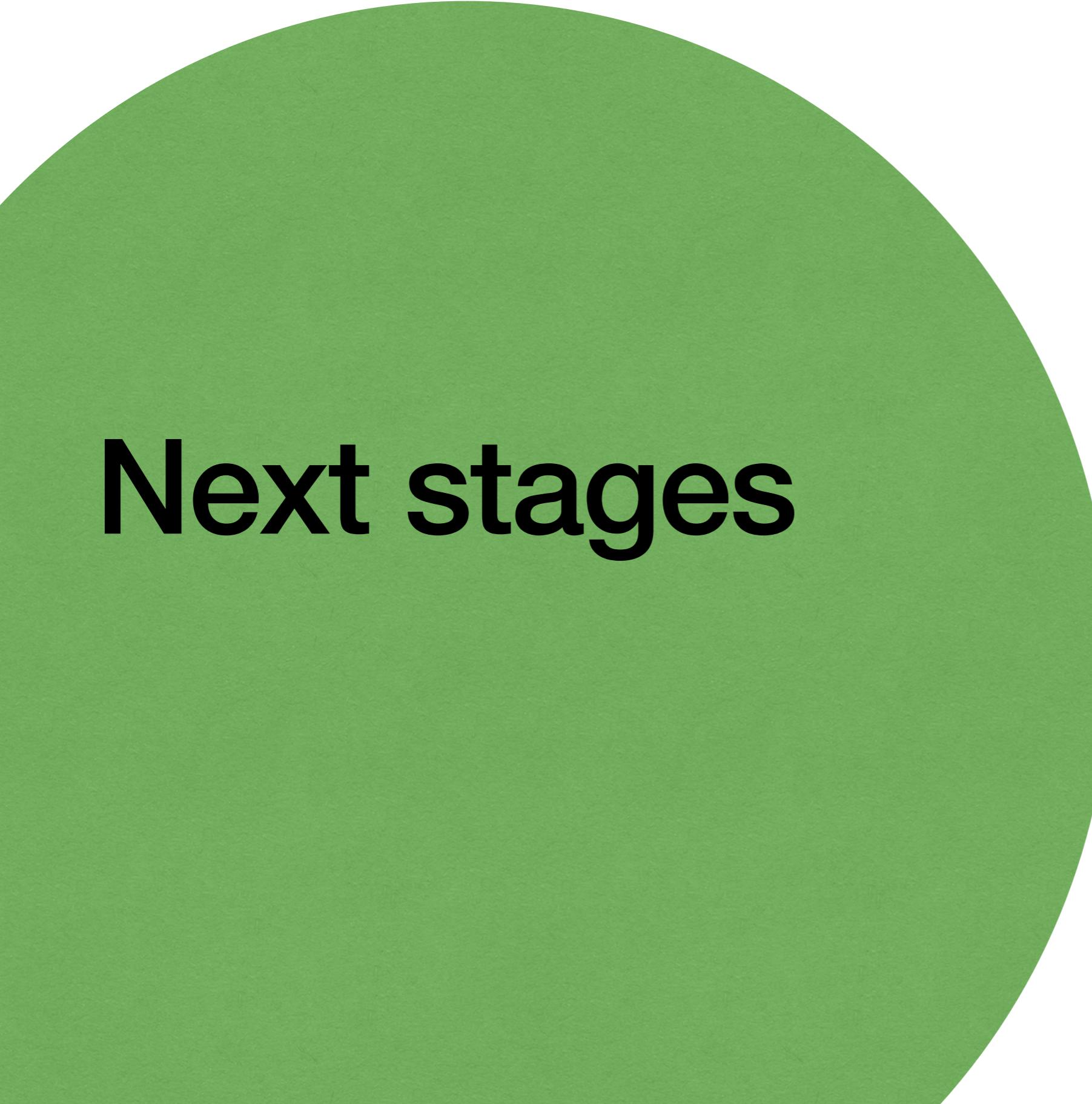
Sustainability blueprint



Process is **disjointed**, in three stages, and client is disconnected

Eco-collective blueprint





Next stages

Proposed solution

- A collaborative tool that is used during consultations that filters the client requirements.

This then allows graphic designers and packaging manufacturers to collaborate together **with** the client.

- Clients are not only opting for sustainable alternatives in print and packaging and therefore helping the planet, they are promoting designers **and** packaging manufacturers.



Filters example

Packaging

- Biodegradable
- Recyclable
- Recycled
- Compostable
- Durable
- Waterproof
- Thermal
- Dissolvable

Qualities

- Waterproof
- Strong
- Flimsy
- Lightweight
- Heavy
- Long life
- Short life
- Moulded
- Sheets

Are you requiring print?

- Yes
- No

Material

- DISPA Board
- Foamalux XTRA
- Palboard
- Green Cast Acrylic
- Re-Board



Source: Re-Board, Project Edges

Eco-collective consultancy moodboard

