

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

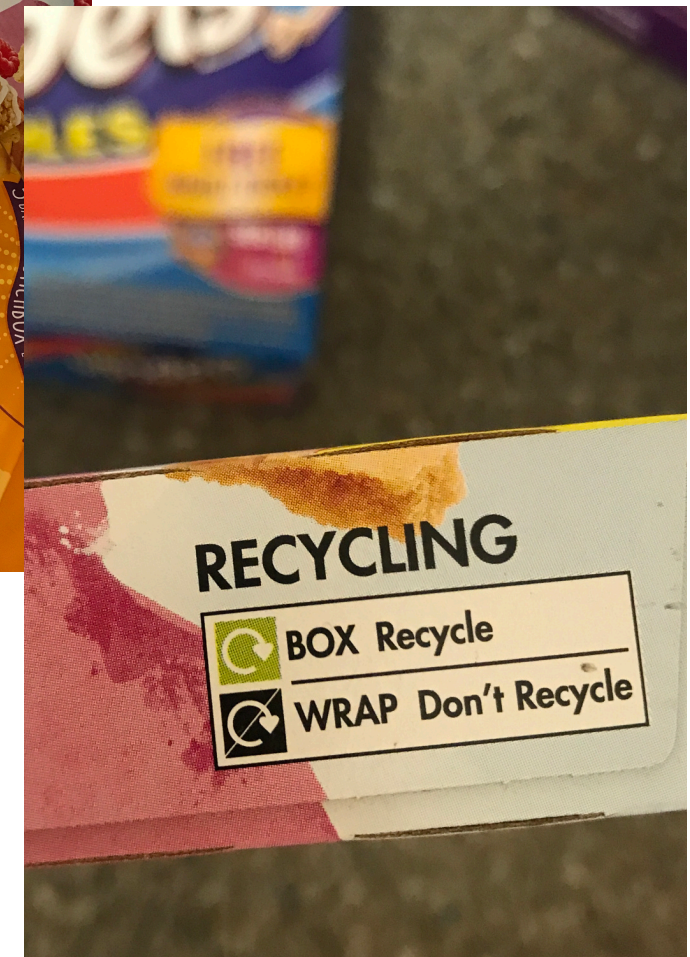
Recycling

Recycling only makes up for less than half the waste schemes globally, but it accounts for more than half of overall waste in the following countries:

- ◉ Germany
- ◉ Slovenia
- ◉ Austria

UK ranks #11 globally.

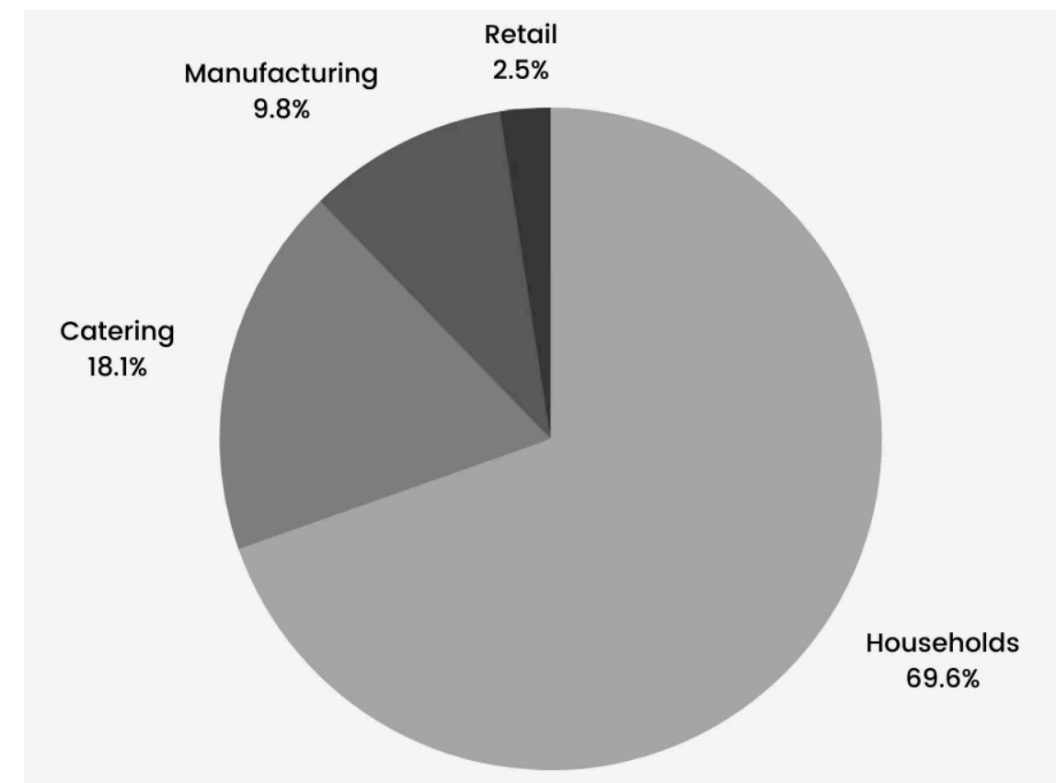
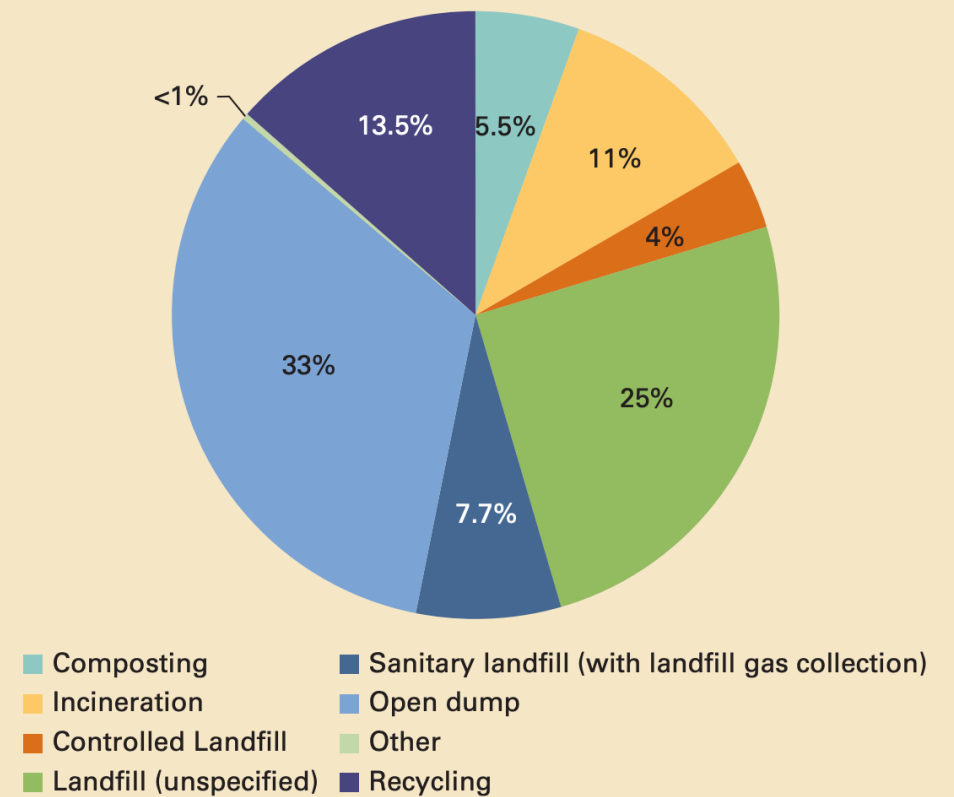
How do we change this?



Waste

- At least 50% of food waste could be composted.
- Waste cooking oil is one of the most common causes of water pollution.
- 1 litre of used cooking oil can pollute up to 1 million litres of water drinking water.
- We throw away 1.4 million untouched bananas every day.
- 3 million unopened yoghurts each day.

Figure 2.12 Global Waste Treatment and Disposal percent



Greenwashing

- Producing paper straws to replace your plastic counterparts, only to tell us that they aren't actually made from a type of recyclable paper? Greenwashing.
- Convincing us that your clothing is made within a “fair supply chain”, but being found to employ unpaid garment workers? Greenwashing.
- Telling us your haircare range is “vegan-friendly” while you still test on animals? Greenwashing.



What are brands doing?



Reversible Barcode

REVERSING THE ENVIRONMENTAL IMPACT OF EVERY PURCHASE

IGNORE

SAVE

SAVE

IGNORE

CHALLENGE

Rising global consumption is one of the biggest threats to our planet. We're now buying more and wasting more than ever, with over 4 trillion gallons of industrial waste produced each year. That's why Life Nutrition—one of the world's leading health supplement brands—is devoted to protecting the environment and giving back to the earth. How can we encourage our customers to do the same?

IDEA

Introducing Reversible Barcode—the barcode that can reverse the environmental impact of every purchase. Here's how it works...

Normal barcodes can't be reversed. So for the first time, we combined two different barcodes to create a reversible effect.

When customers make a purchase and scan it as normal, they pay the normal price. But if they turn the barcode upside down, they can reverse the environmental impact of their purchase. One extra dollar will be charged and donated to Greeners Action—one of Asia's leading environmental protection groups—to help offset the impact of every purchase.

RESULTS

In the first month alone:

- 63% of customers voluntarily made a donation by reversing their barcodes
- Sales volume went up by 19%—making it Life Nutrition's most successful promotion campaign to date
- What's more, Life Nutrition is now rolling out Reversible Barcodes in other countries. So this is just the start

So who would've thought? Turning a simple barcode upside down could turn an environmental problem on its head, quite literally.

View the case study video at www.huntforawards.com/reversiblebarcode

LIFE™

D&AD awards: Reversible Barcode



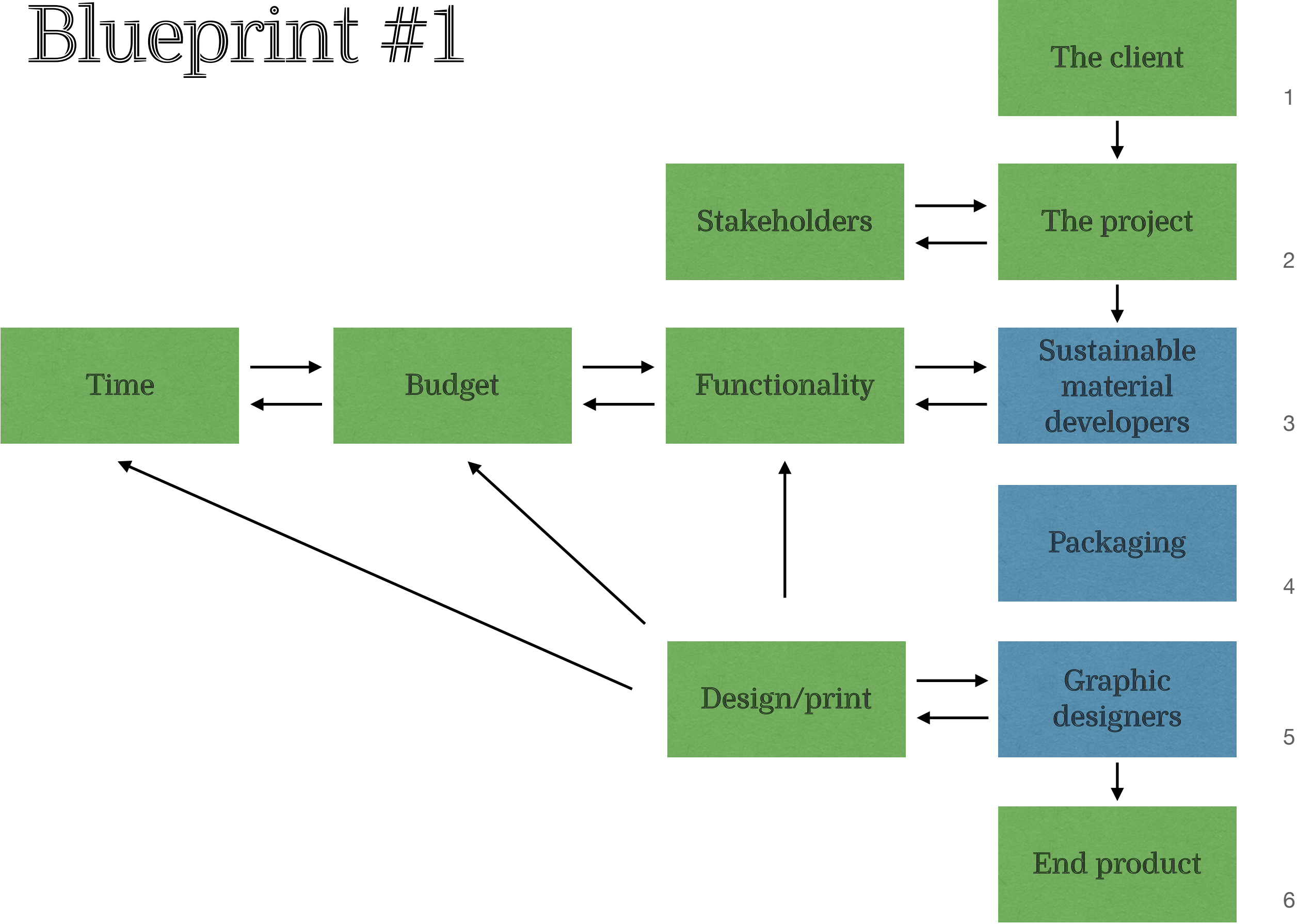
Dezeen awards: Supublic

Reaching out

“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.”

Blueprint #1



Proposed solution

- The aim is to develop a community named Eco-Collective where designers, clients and eco-friendly material suppliers can collaborate.
- The objective is for clients to opt for sustainable alternatives in print and packaging, whilst raising awareness of the impact of the design industry on our planet.



Next steps

- ◉ Reach out to packaging designers, whether sustainable or working in the field generally. In order to progress I need their feedback and experience to create a valid solution - I am hoping to find a contact to get my work peer reviewed through this.
- ◉ What are your experiences in the industry?
- ◉ What do you think the industry needs that could help?