

# Eco-Collective

Jessica Whatley  
GDE750 MA  
Studio Practice

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# Development

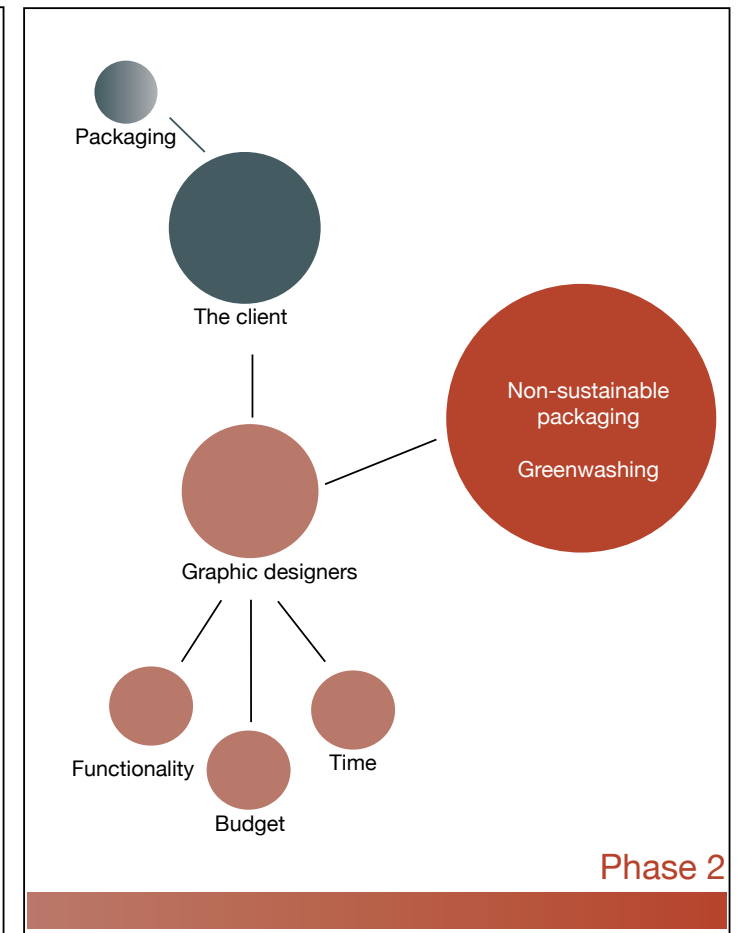
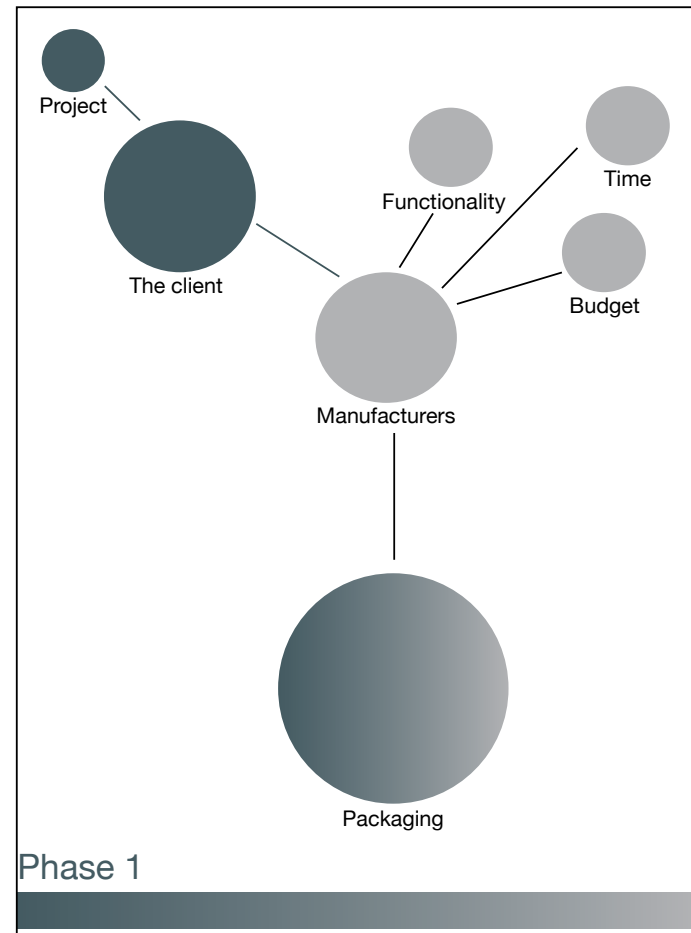
## Customer journey

I strongly believe wasteful packaging is due to the industry process being disconnected between clients and graphic designers.

From speaking with industry experts about how they go about creating sustainable packaging, my findings resulted in these diagrams. Phase 1 involves the client and the manufacturer, then phase 2 involves the client and the graphic designer.

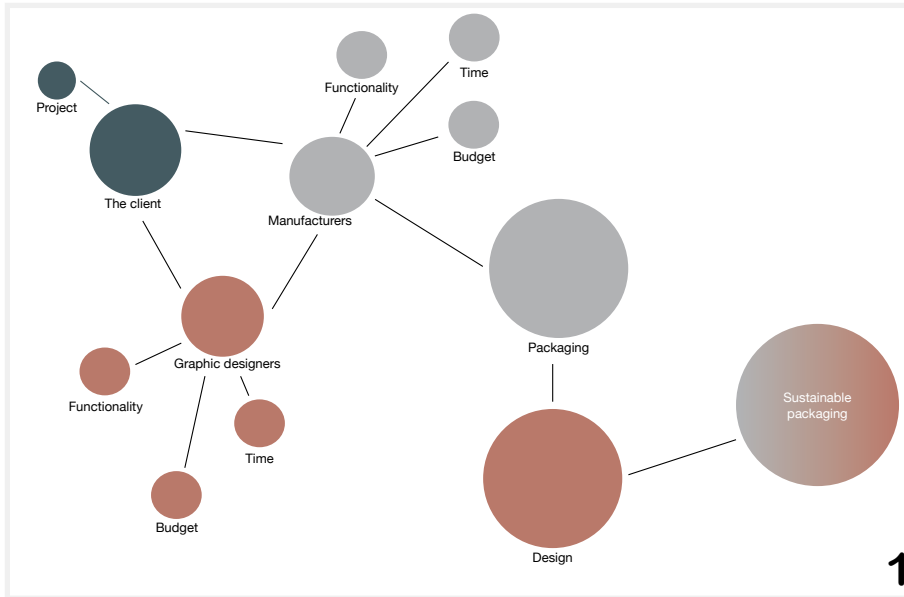
The client journey sourcing sustainable packaging is unnecessarily disjointed which is time consuming, expensive and frustrating for clients.

This process alone can be enough to deter brands implementing sustainable methods, and that is before handling tricky conversations surrounding sustainable business compromises. Companies considering to introduce sustainable practice can be daunting, and they need a collaborative process with guidance that will support them during this transition.

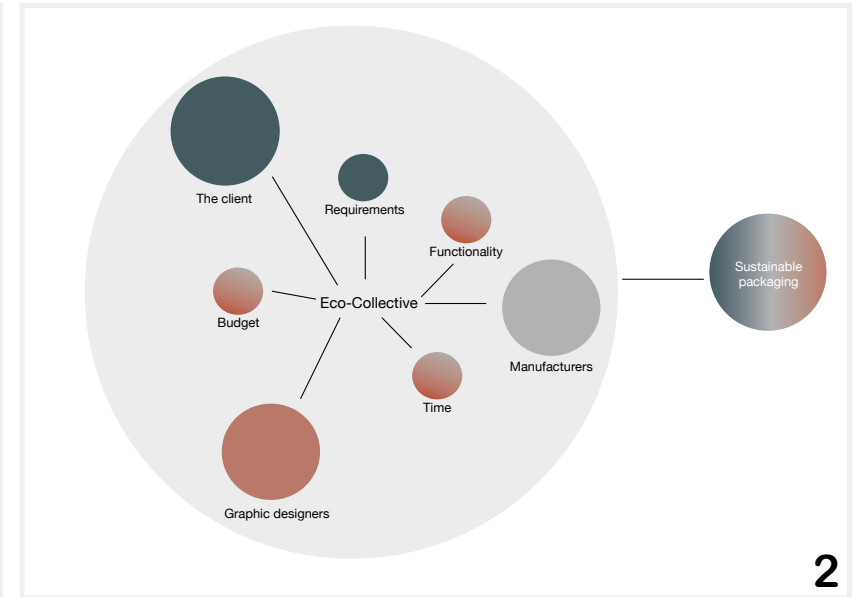


Developments 1 - 4 demonstrate a new sustainable industry strategy that encourages collaboration between clients, manufacturers and graphic designers in one connected customer journey.

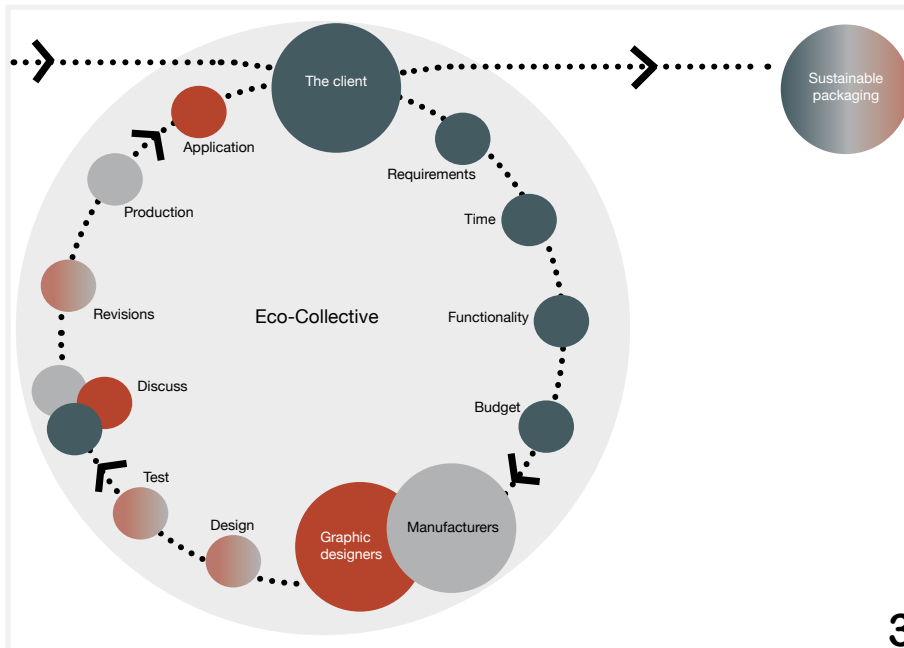
This is going to be the underlying approach to develop Eco-Collective as a sustainable consultancy.



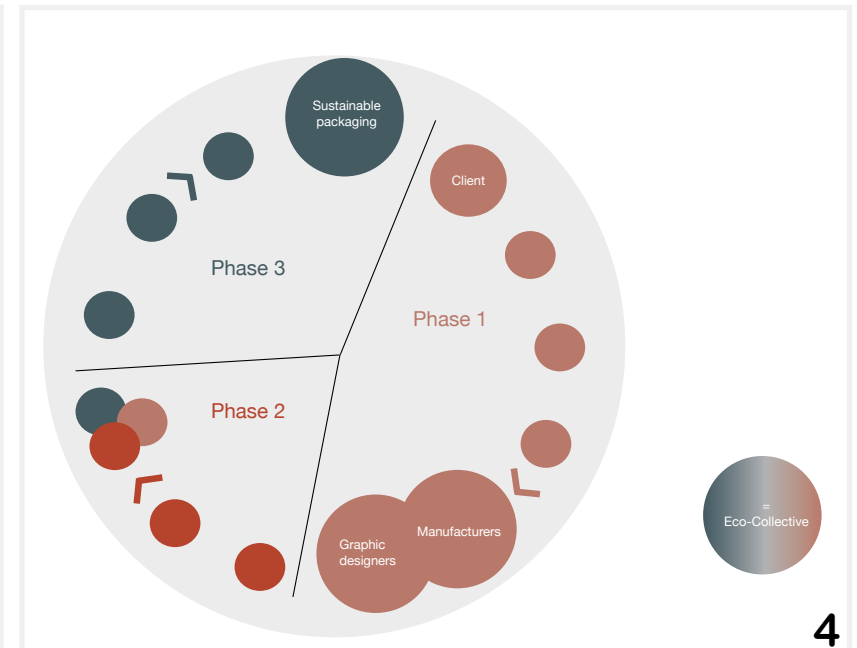
1



2



3



4

To further develop this blueprint I needed to consider the Eco-Collective customer journey process from a client perspective.

Development 5 shows what each coloured circle represents. Development 6 - 8 introduces three phases, which factor in collaboration, time for packaging development, and client revisions until launch.

In total, Eco-Collective propose that we create client packaging in nine stages. It is worth noting that depending on the first three steps, (client requirements, functionality and budget) project length times can vary. Nevertheless the client will follow the same nine steps to achieve their Eco-Collective certified packaging.

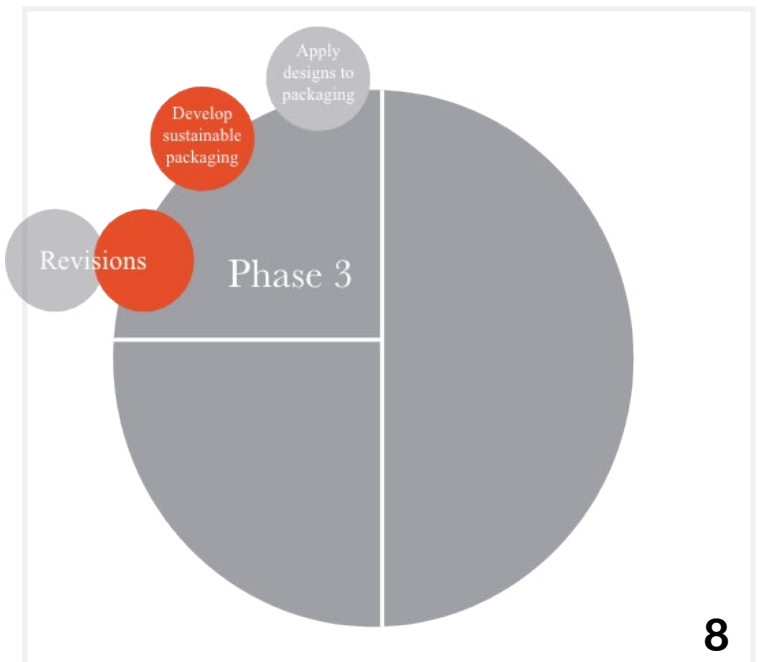
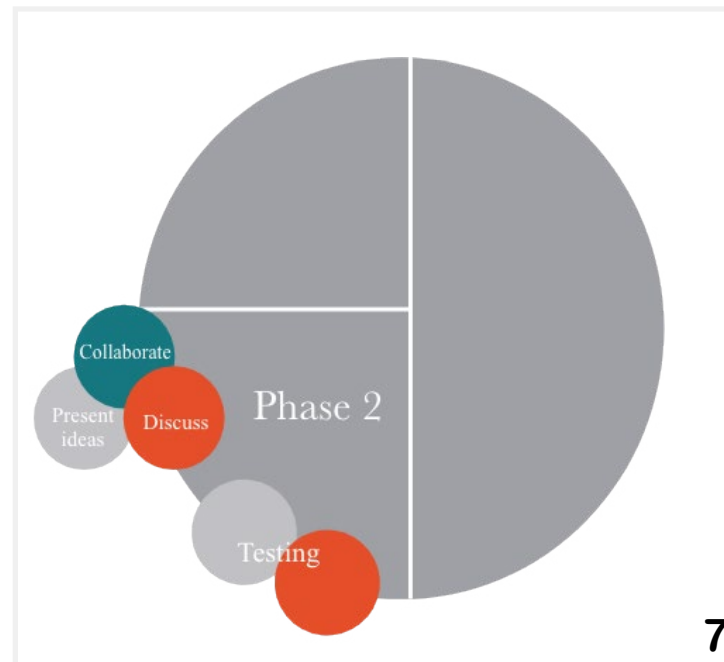
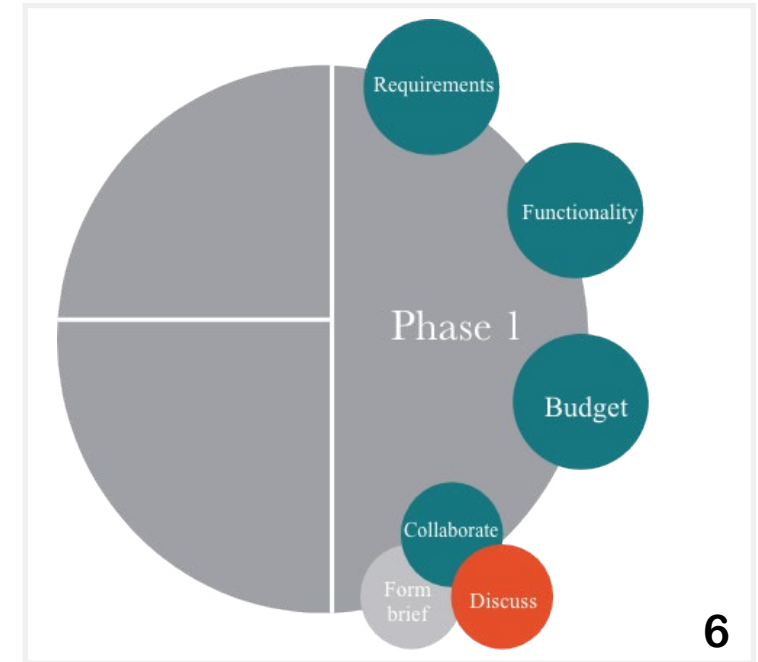
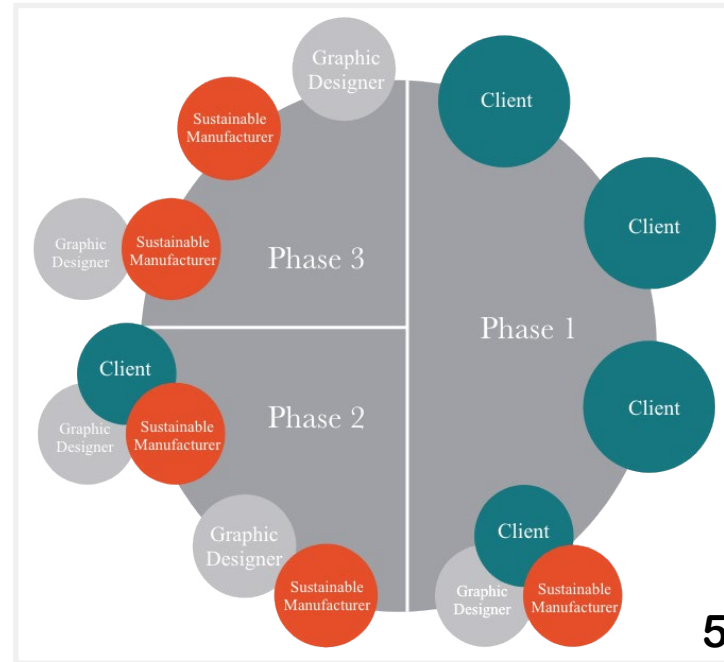
Clients are supported and feel in control of their customer journey, and as a result sustainable packaging is customised to them personally. This is a bonus to them and the environment.

From researching colour theory in week 14, I decided that the final colour scheme for Eco-Collective user navigation is going to be:

Clients: **Teal #167780:**  
Stability, reliability and trustworthy

Manufacturers: **Orange #E54E29**  
Creativity, optimistic, energising and a 'call-to-action' colour

Graphic designers: **Grey #C1C1C4 :**  
Neutral and conservative





# Development

## Packaging Consumer Incentives

To identify how Eco-Collective will be a benefit to the packaging industry I have mapped out scenarios. These scenarios address current procedures when working with clients outside of Eco-Collective, and working for Eco-Collective.

This diagram displays a customer journey of purchasing packaging. Developing an Eco-Collective trademark will ensure packaging is disposed of correctly at household recycling collections. It also demonstrates a much simpler approach to recycling items.

Once a customer has the experience of purchasing an Eco-Collective certified package, they will recognise this in the consumer market and favour over other brands. This will allow Eco-Collective to work with other brands who are in the competitor market.



# Development

## Manufacturer/Graphic Designer Incentives

This diagram displays a manufacturer/graphic designer journey of developing packaging with a client. Working with Eco-Collective will ensure support is available through industry expertise, particularly when faced with difficult situations such as supplier delays. The diagram also demonstrates how much simpler the process is to work with clients when the nine step strategy is followed.

This incentive is a particularly large benefit for manufacturers or graphic designers who need experience and want to start working in the packaging industry. Eco-Collective will offer advice and support to those who work for them.

Encouraging collaboration and supporting workers in order to create sustainable outcomes will begin to lessen the volume of greenwashing in the consumer market.



# Development

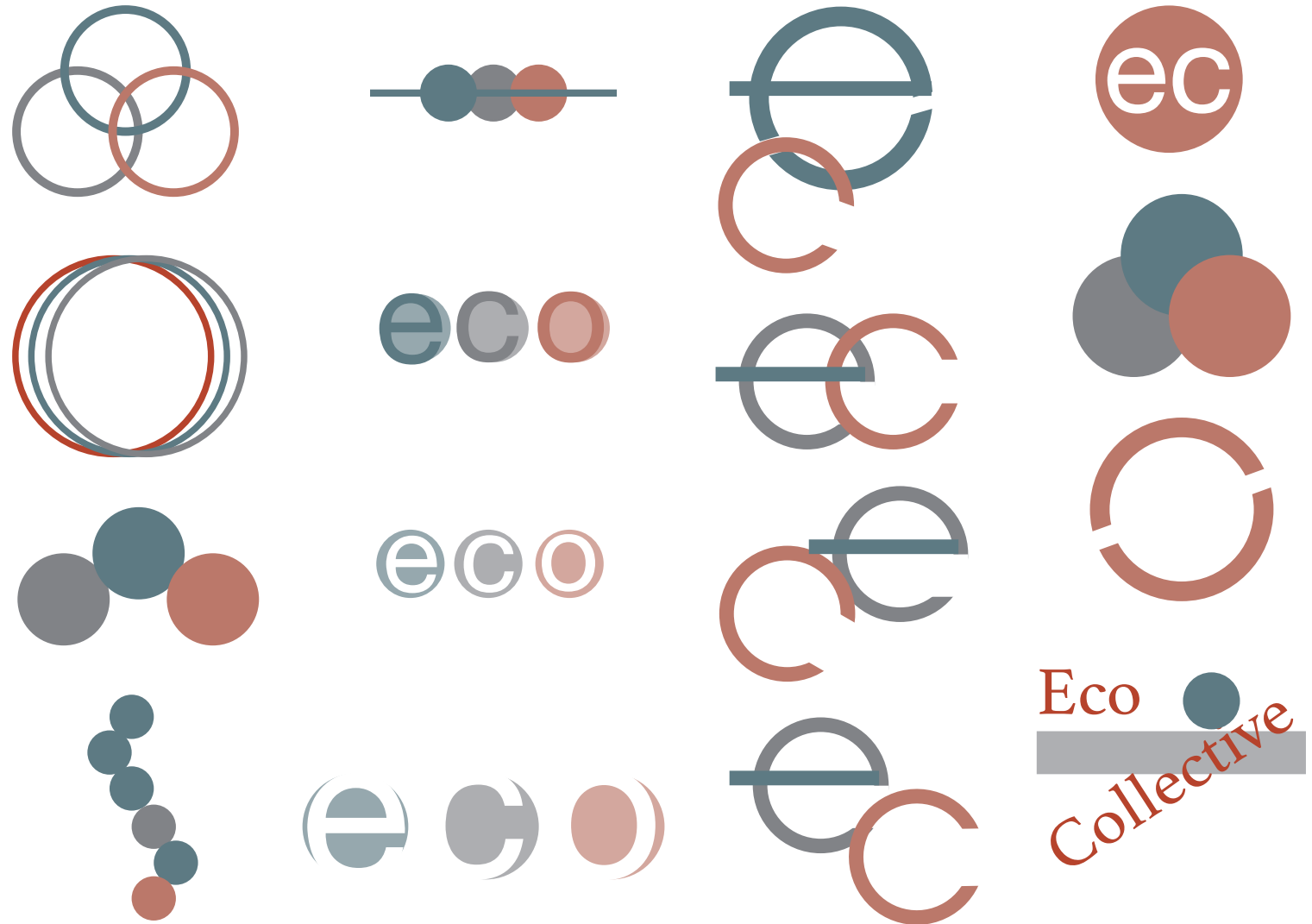
## Trademark

## Eco-Collective logo

Mixed messaging between recycling symbols is overwhelming. Although there are companies who have identified issues with the mixed messaging in the packaging industry, my research shows that there are no actions being taken (week 15).

My experiments have been based around the circular logo to represent collaboration between clients, manufacturers and graphic designers.

The three dots are fundamental for the logo as the message is broken down into the simplest form: collaboration.



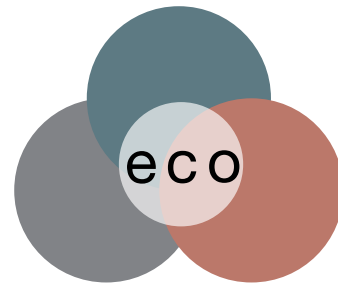
I went on to further develop the design which represented collaboration best, which was the the three overlapped circles.

Experimenting with circular forms and 'eco' lettering and abbreviations allowed me to identify scale and legibility of the Eco-Collective trademark.

As trademarks need to be distinguishable at all sizes and simple, the most functional designs are the typefaces with more bold, horizontal lettering such as Aktiv Grotesque, Arial Bold and Arial Rounded.

I experimented with placement for the 'eco' lettering and ensured that the trademark was still distinguishable from a very small scale. Customers need to be able to read the packaging and identify that it is to be disposed of with household recycling.

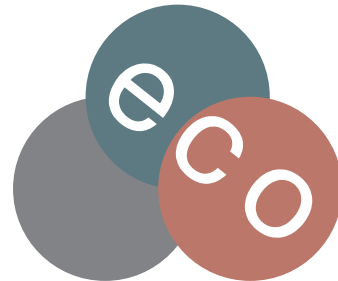
I chose Arial Rounded as the typeface due to its rounded terminals which contrasted well with the circular forms of the trademark.



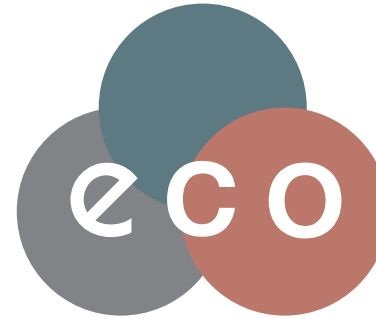
Centrally circled aligned



Lower aligned



Diagonally aligned



'e' - Coquette  
'c' and 'o' - Helvetica Neue



Calibri



Arial Narrow



Aktiv Grotesque 7pt



Arial Rounded MT Bold



Arial Bold - 12.5pt



Arial Rounded MT Bold  
12.5pt



Arial Bold - 24.5pt

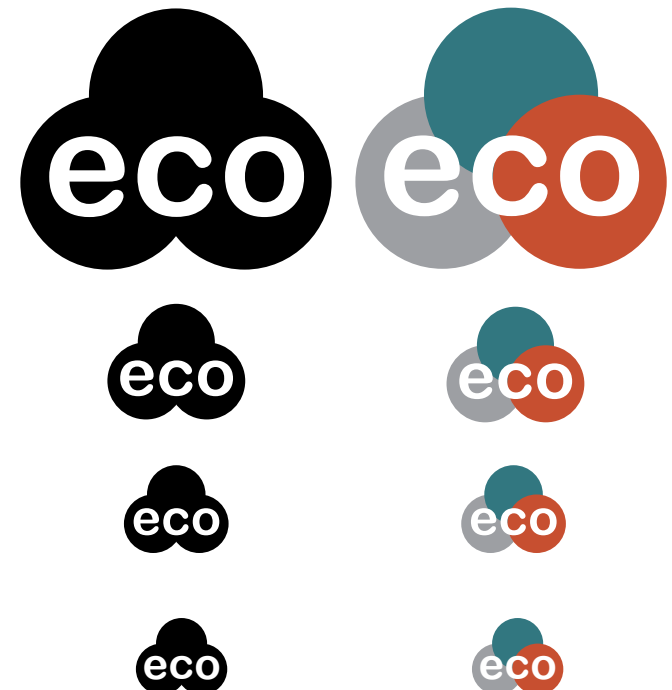


Arial Rounded MT Bold  
24.5pt



It is important for the Eco-Collective to be presented in black and white along with the colour alternative. I have demonstrated visibility and scale on recyclable packaging such as paper or cardboard boxes. I will pitch these examples as companies that Eco-Collective have worked with. When customers of Eco-Collective can see our portfolio they will feel more obliged to reach out for a consultation.

The logo will be placed on the reverse of the packaging and it will demonstrate that this package can be recycled at doorstep household collection.



# Development

## Eco-Collective logo

Based off the same deciding factors as the trademark, I have created a customer facing logo for the website banner. I also liked the illusion that these circles are now three dimensional balls; a circular system.

In just five steps I have also demonstrated how this logo developed from the trademark design, so they are interlinked.

This logo is to be placed on the forefront of the website and application. It would also be the logo that is used for advertising of Eco-Collective.





# Development

## Homepage

The homepage presents a powerful message surrounding the impact of packaging pollution. I initially used the picture of a sea bird using plastic as its nest as wanted to bring the message home that plastic is harming our planet and wildlife.

Eco-Font is a sans-serif environmentally friendly typeface which uses less ink than regular typefaces. This is due to the circles within the letterforms which allow ink to bleed. I have used this typeface as a header for the Eco-Collective website as felt it was important to consider sustainable typefaces.

The header has been designed to float above the page so the user can navigate to another page on the site anywhere on the page.



We are Eco-Collective and we are transforming the packaging industry, sustainably

The process for clients developing sustainable packaging is disjointed. Graphic designers do not have an opportunity to work alongside manufacturers in the early stages of a client project. Ultimately this results in a package that has not been considered from a sustainable viewpoint.

For mass sustainable packaging to be introduced to consumers so that we are preventing greenwashing and transforming the unlawfulness of branding, simply raising awareness around the issue of wasteful and harmful packaging is not enough.

We want to change this: Eco-Collective is transforming how packaging is produced, sustainably. We believe that every package should be considered from production to disposal and nature should not have to suffer as a consequence of consumerism.



To demonstrate the strategy of Eco-Collective, I began scoping out the key structure of the business. I felt it was important to introduce this very quickly to a reader on the homepage, as they will want to know what Eco-Collective does and how it can help them.

The subtle background of plastic packaging suggests pollution and that Eco-Collective are tackling this issue.

At this point I started to develop a footer for the website, and also a 'contact' location for clients who wish to work with Eco-Collective. A consultation can be arranged when the client reaches out to us, and it can be anything from discussing our strategy to wanting to collaborate with Eco-Collective on projects.

I have used paper circle brush textures to hint at sustainability and recycling methods here.







For the final website design I changed the imagery based critical feedback, to display different examples of pollutive packaging which ends up in landfill or in the oceans. I wanted to present the damage of packaging which is not being correctly disposed, and use this as the basis for my business proposal.

I have given attention to negative space, to allow the designs and information room to breathe. It has always been a challenge of mine to present a lot of text with not many images so after many experiments I am happy with the layout. I think the ratio of image to text contrasts well and the underlying topic of sustainability shines through.

I updated the Eco-Collective logo after using the trademark in my previous developments, and ensured that the fixed header bar with navigational links are right at the top of the page to avoid overlapping information on the viewer screen/s.

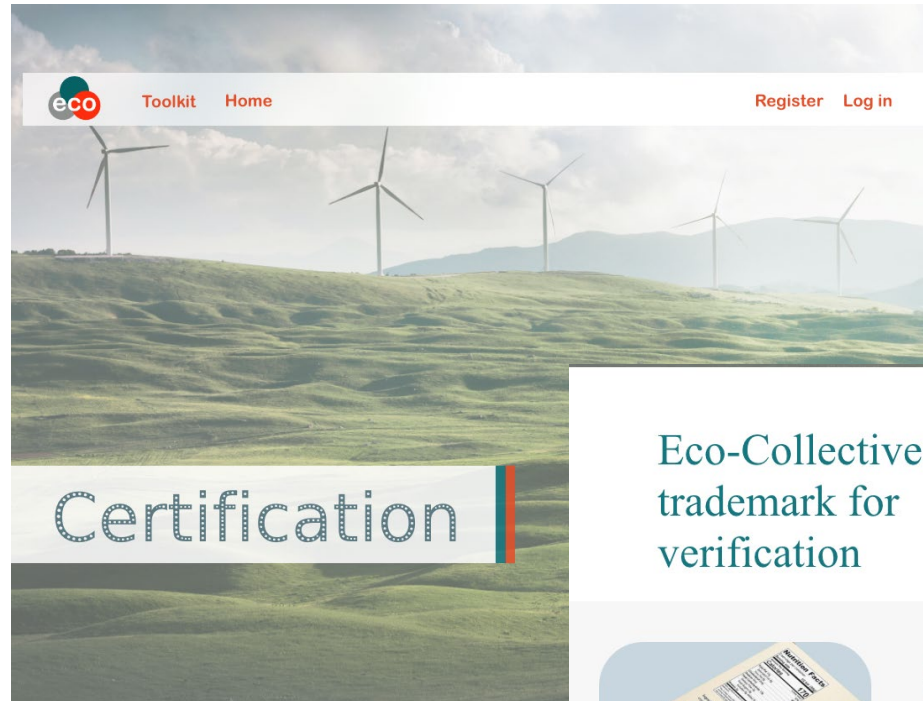
# Development

## Certification

The certification page is an important place to present the fundamental business strategy of Eco-Collective, so I wanted to create a feeling of transparency and quality.

One of the reasons for choosing my orange, teal and grey colour scheme is that it oozes in quality and sophistication, but can appear playful and creative at the same time. I essentially think this is exactly the type of business that Eco-Collective is.

Inputting real client feedback and examples of trademarks on sustainable packaging, will ensure that customers are confident in collaborating with Eco-Collective on projects, with reassurance that Eco-Collective has experience and expertise working in the industry.



## Eco-Collective trademark for verification

At the end of the certification process, your packaging will include our trademark certification symbol.

Your customers can be 100% reassured their packaging is eco-friendly, and dispose of it with their household waste weekly collections.



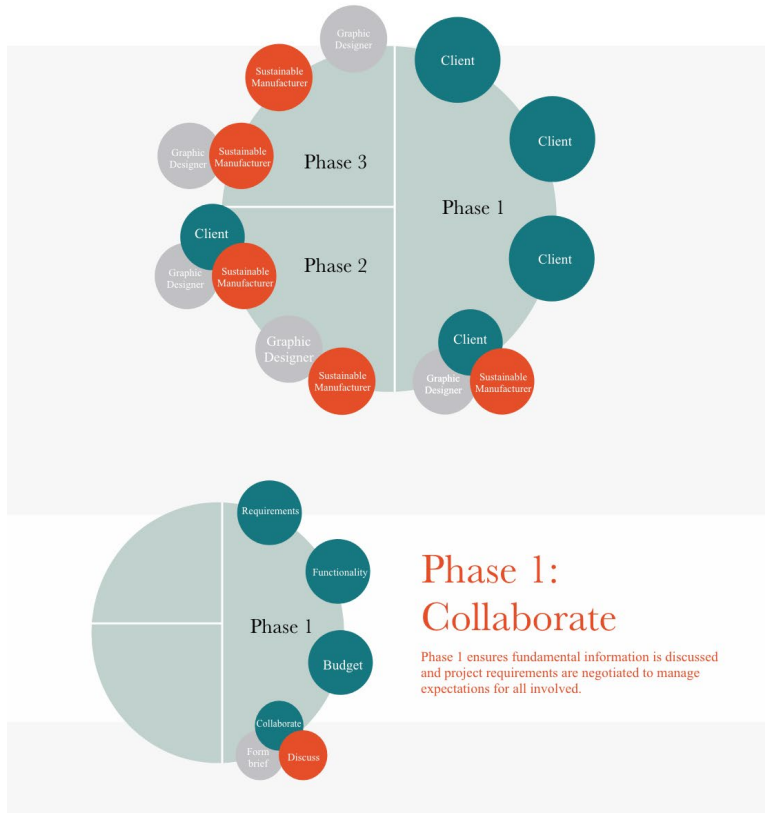
"I cannot thank Eco-Collective enough for their support and service. The process from start to finish was efficient, collaborative and bespoke for my brand. For all your business needs regarding sustainable options - choose Eco-Collective!"  
- Operations Manager, Veg

"Eco-Collective made the sustainable transition for my company feel effortless. I had support, with opportunities to collaborate and review my packaging along the development journey. I now have high quality, sustainably certified packaging for my brand that is kinder to our planet."  
- Director, Boxed Water

## Process required for certified packaging development

Eco-Collective utilises a three phase system to combine expertise from all relevant stakeholders in the project, allowing expectations to be managed with timeframe targets.

The client has time to prepare for their project requirements, and the system allows for collaborative touch-points along the certification journey.



I did find this area difficult to develop as opposed to the other pages as the designs felt repetitive; but putting myself in the customers shoes enabled me to break down the customer journey effectively.

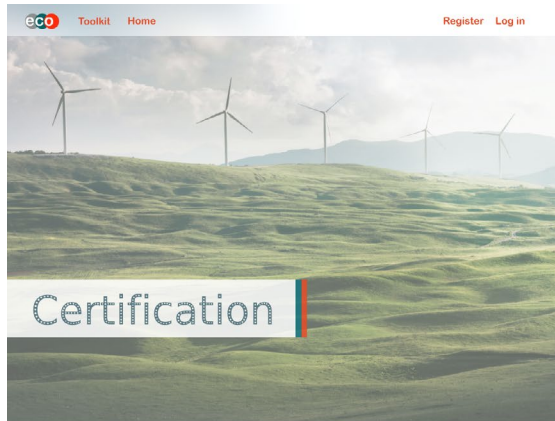
I initially experimented with backgrounds but felt it clashed so I have introduced panels to break important information up into sections. It also makes it much clearer for a customer to understand each phase.

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Collaborate with us  
and receive your  
Eco-Collective  
certification

At the end of the packaging development process, your packaging will include our trademark certification symbol.  
Your customers can be 100% reassured their packaging is eco-friendly, and dispose of it with their household waste weekly collections.



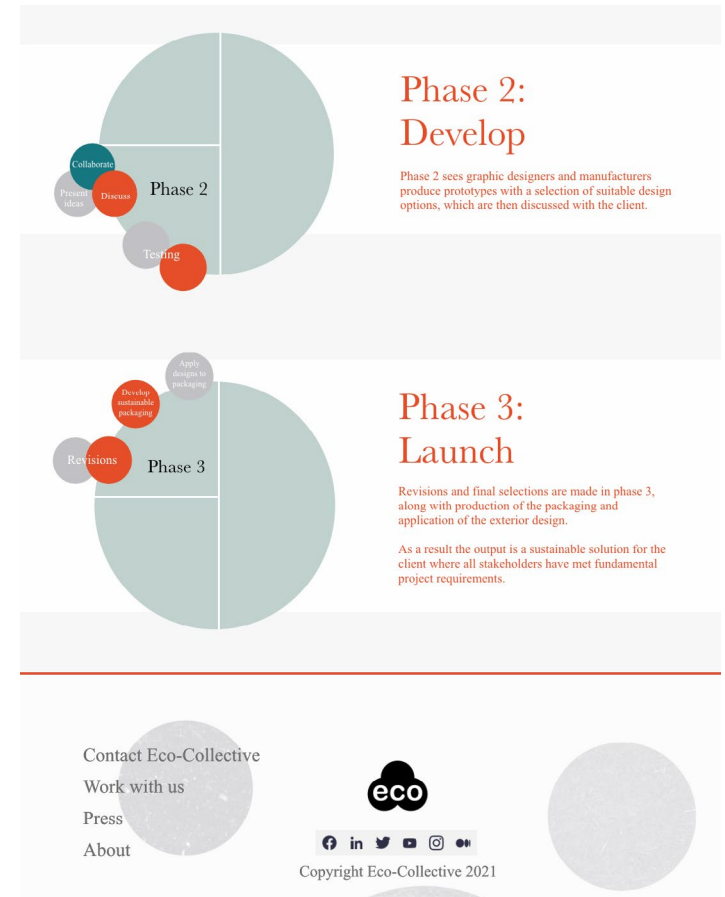
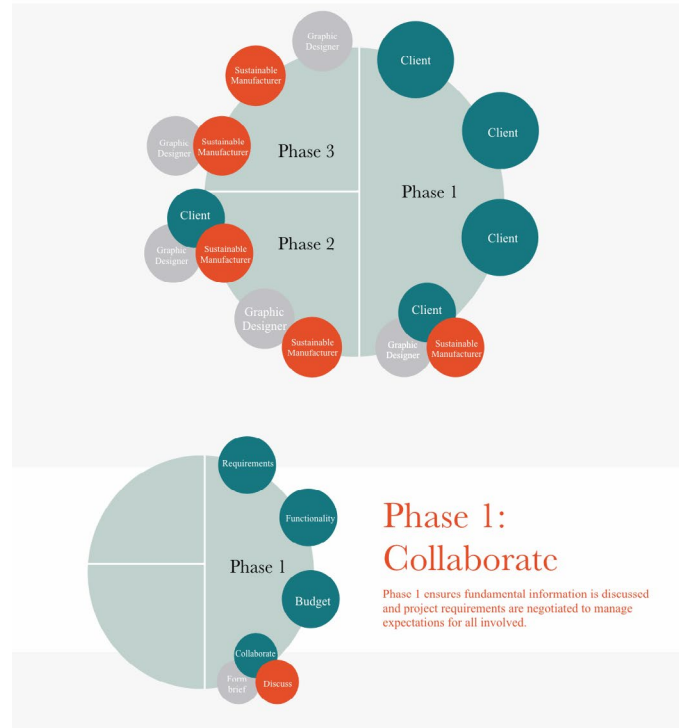
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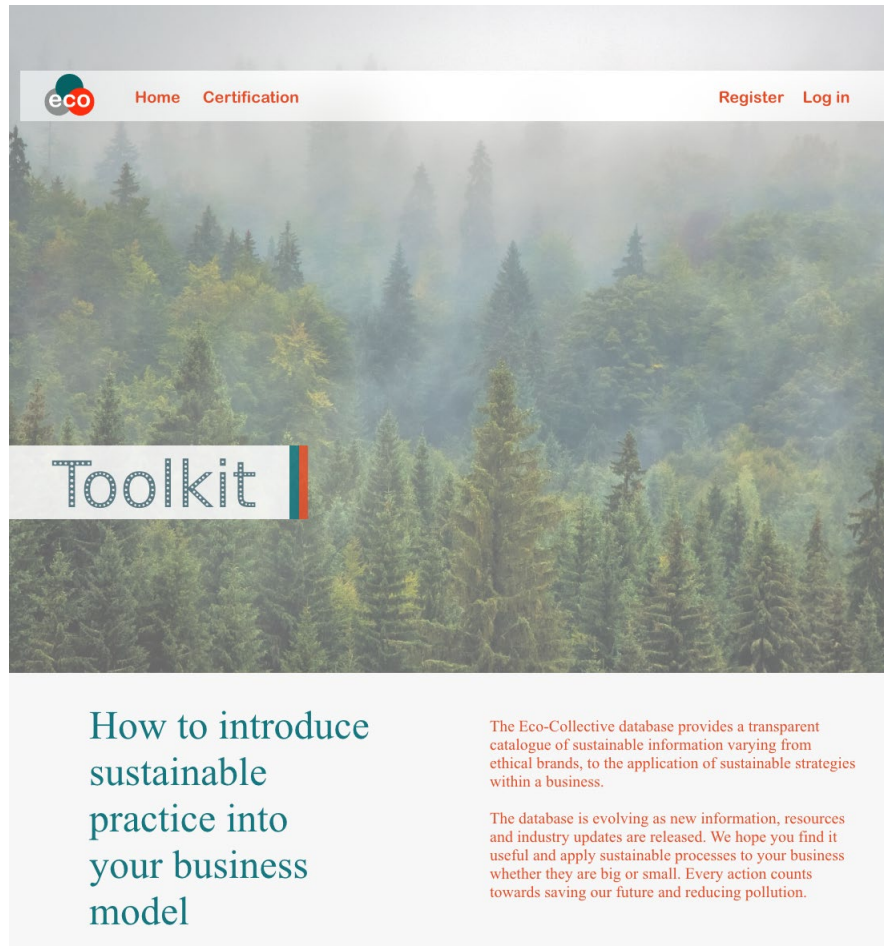
Eco-Collective utilises a three phase system to combine expertise from all relevant stakeholders in the project, allowing expectations to be managed with timeframe targets.

The client has time to prepare for their project requirements, and the system allows for collaborative touch-points along the certification journey.



The collaboration journey has been displayed so when companies work with Eco-Collective they are going into a project and environment where they know what to expect. It is structured and enables clients to prepare for each phase.

As the message is fundamentally important for clients to understand (and there is a lot of detail) to let the strategy diagrams contrast with negative space. It has a sense of calm which is credit to the colours which are inspired by organic elements, which is how Eco-Collective clients should feel when working with us. It also reflects the Eco-Collective outcome - packaging which will make the customer journey more efficient.



## Development

### Toolkit

The toolkit is a hub for all topics relating to sustainability that clients might want to know more about. The challenge was to identify the key themes through all of my project research and report, and apply them in this toolkit as a starting point.

I have arranged them in a grid formation with hover links for user navigation. I have decided to create click through previews for the following pages: Mixed Messaging, Printing Industry and Packaging Industry.



The Printing Industry page is to raise awareness and offer guidance on how to make the transition to sustainable printing methods.

Initially I included FSC on this page as a trusted brand for symbols of certification to verify products, however as my research developed I realised that the Forest Stewardship Council are having difficulties where companies are exploiting the trademarks illegally.



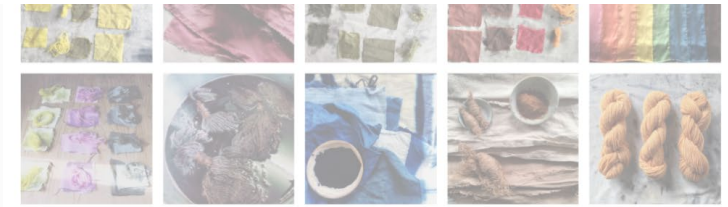
## How organic vegetable and flower inks are revolutionising the printing industry

Within the print industry there have been controversial debates around whether ink or paper is source of the problem when it comes to sustainability.

Clients should be introduced to the benefits of reduced ink application, and minimising the use of aesthetic finishes. Print finishes have come a long way in the last few years, to the extent where most are now environmentally friendly.



## Botanical Inks Studio



### 3 FSC labels

#### FSC 100%

All the materials used in products bearing this label are sourced from forests that have been audited by an independent third party to confirm they are managed according to FSC's rigorous social and environmental standards. Of all the FSC labels, FSC 100% products meet directly to FSC's objectives - forests for all, forever - and is therefore the highest mark of assurance for certified products.

#### FSC RECYCLED

Products that bear this label have been verified as being made from 100% recycled content (either post-consumer or pre-consumer reclaimed materials). The use of FSC Recycled products can help to alleviate the pressure of demand on sources of virgin material, thereby helping to protect the world's forests.

#### FSC MIX

Products that bear this label are made using a mixture of materials from FSC certified forests, recycled materials, and/or FSC controlled wood. While controlled wood is not from FSC certified forests, it mitigates the risk of the material originating from unacceptable sources.



Did you know: by making an eco conscious decision to use FSC certified paper/cardboard throughout a whole company, competitors will choose to work with you?

At a worthwhile additional cost - meaning this is also factored into the price the customers pay and is often higher priced than competitors), 80% of clients are choosing the sustainable option regardless.

Given the option, choosing to operate sustainably at a higher cost does not impact clients decision and generally clients prefer to work with an environmentally conscious company.



The challenge for a sustainable typeface is to consider the carbon footprint of the printed material and not just the ink. A typeface that uses more pages uses more paper, therefore more space, more fuel for transporting and energy, power, and time, has a much larger impact.

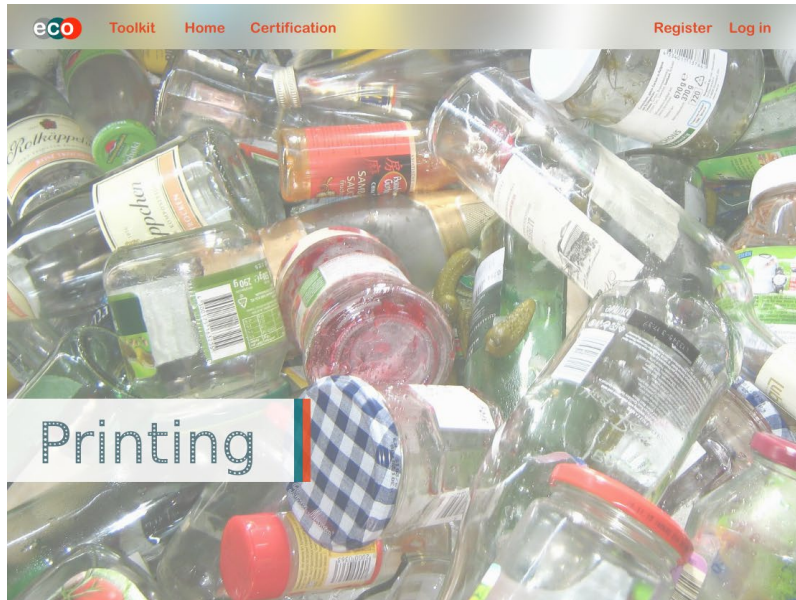
To make a difference and reduce the amount of paper used when printing, kerning needs to be small, weight needs to be thin/lightweight and sans-serif typefaces use less ink than serifs.

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## Introducing sustainable printing methods: small changes make a big difference

Within the print industry there have been controversial debates around whether ink or paper is source of the problem when it comes to sustainability.

Clients should be introduced to the benefits of reduced ink application, and minimising the use of aesthetic finishes. Print finishes have come a long way in the last few years, to the extent where most are now environmentally friendly.



## Risograph: using soy inks to produce beautiful eco-friendly prints

[Read more](#)



## Botanical Inks Studio

How environmentally friendly typefaces are using up to 33% less ink

[Read more](#)

## Organic inks

The challenge for a sustainable typeface is to consider the carbon footprint of the printed material and not just the ink. A typeface that uses more pages uses more paper, therefore more space, more fuel for transporting and energy, power, and time, has a much larger impact.

To make a difference and reduce the amount of paper used when printing, kerning needs to be small, weight needs to be thin/lightweight and sans-serif typefaces use less ink than serifs.

[Read more](#)



The Printing Industry pages have developed with my research, as I explored eco-friendly typefaces such as Ryman Eco earlier on in the project.

I really like how this webpage developed as it is colourful and creative, showcasing that sustainable alternatives do not have to be a compromise to wonderful design and functionality.

The aim of this page is to raise awareness around the options that clients have, as I have discovered through discussions with industry experts that customers who want packaging, are not aware of the options available in the market.

That goes for manufacturers and graphic designers too; they can promote these sustainable options by using them in client projects.

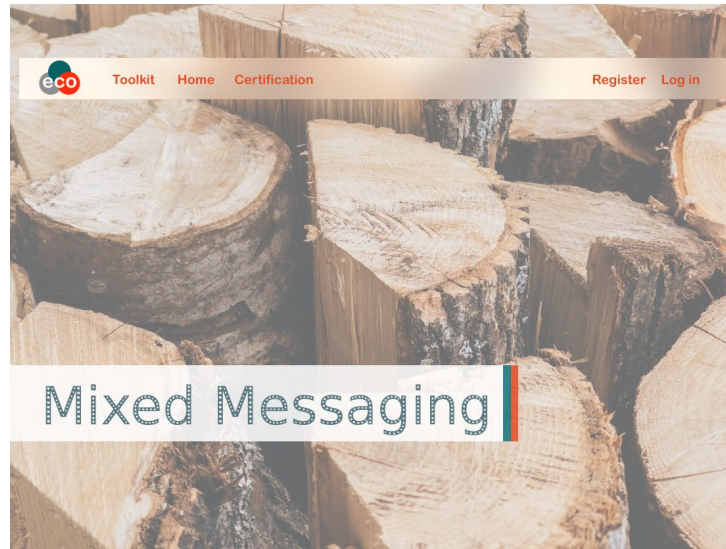
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**Mixed Messaging** is a page that calls out confusing terminology. With the added bonus of a quiz, the aim is to educate clients on what is genuinely sustainable and what is misleading information.

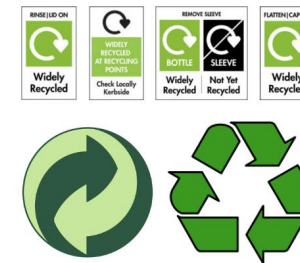
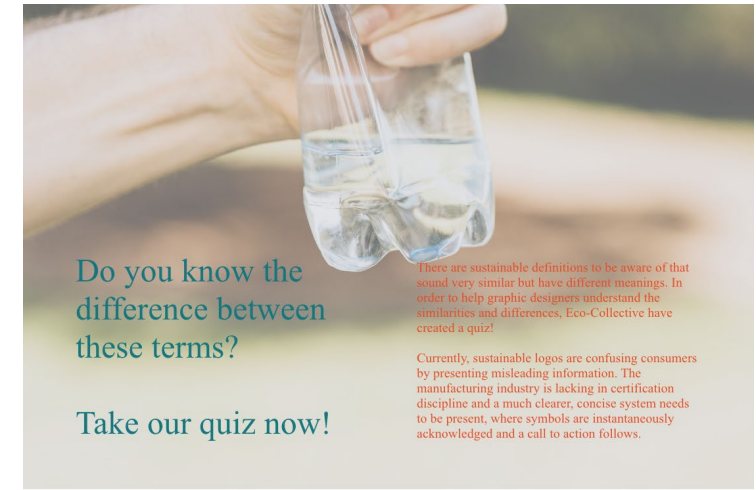
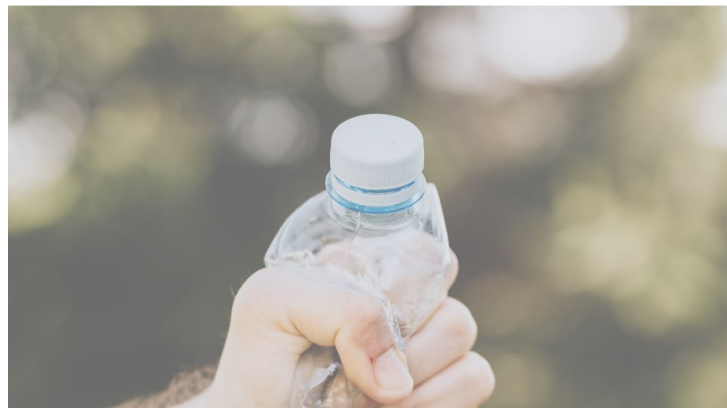
The carbon footprint section is to advise clients who operate a business that toe-prints must be considered along with the foot print as these are usually forgotten about. If you want to make sustainable transitions, think about every single output your business generates and evaluate whether you can change processes for the better good.



### Introducing greenwashing: how it has become the new normal

The global issue of greenwashing which surrounds branding such as misleading wrappers, symbols and advertisements is phenomenal. Phrases such as "eco-friendly", "ethically made", and "non-toxic", alongside misleading advertising can deeply confuse matters.

Brands exploit this terminology to market their product to consumers and gain leverage over other competing brands in the market.



At first glance, the Mobius loop, green dot and recycle mark look similar and as if they present the same message when in reality the Mobius loop is the international recycling symbol which indicates whether a product can be recycled, and the green dot is used in European countries, indicating that the manufacturer has provided contributions towards costs of recycling the packaging.

The recycle mark is used to persuade consumers to recycle if at all possible - yet the similarities between the arrow symbols but displayed using different colours, arrangements and accompanied with various text really requires consumers to look twice.

We've all heard of carbon footprint but what about carbon toe-prints?

Author Mike Berners-Lee explains how important fundamental information is regarding sustainability; how companies need to consider the bigger picture (the entire footprint) of their business, instead of just the basic things like print, packaging, using less electricity etc. (the toe-prints).

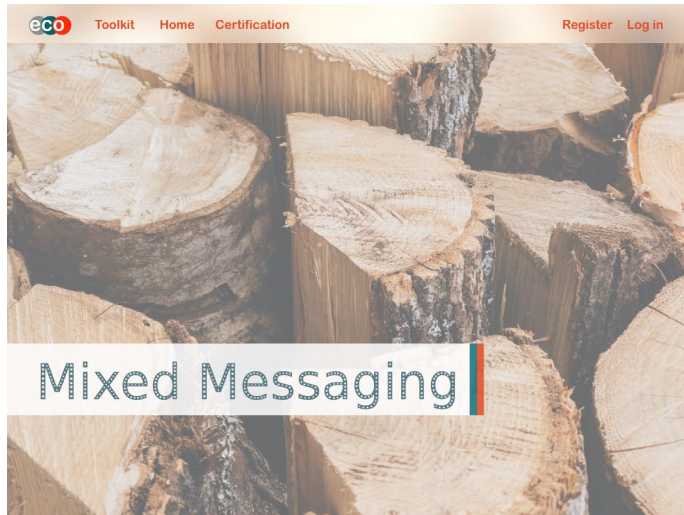


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## Introducing greenwashing: how it has become the new normal

The global issue of greenwashing which surrounds branding such as misleading wrappers, symbols and advertisements is phenomenal. Phrases such as "eco-friendly", "ethically made", and "non-toxic", alongside misleading advertising can deeply confuse matters.

Brands exploit this terminology to market their product to consumers and gain leverage over other competing brands in the market.

## How well do you know your sustainable terminology?

There are sustainable definitions to be aware of that sound very similar but have different meanings. In order to help graphic designers understand the similarities and differences, Eco-Collective have created a quiz!

Currently, sustainable logos are confusing consumers by presenting misleading information. The manufacturing industry is lacking in certification discipline and a much clearer, concise system needs to be present, where symbols are instantaneously acknowledged and a call to action follows.

[Take the quiz](#)



## Forest Stewardship Council certification: is it still validated?

Investigation shows that the FSC symbol is being unlawfully used on illegally imported timber worldwide. What are FSC doing about this and can we trust their products?

[Read more](#)



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[Read more](#)



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In the final webpage design for Mixed Messaging I have introduced images which give insight to the problem. When consumers do not know how to correctly dispose of packaging, it is more likely to end up in landfill or in the oceans.

Following on from my research into FSC being potentially corrupted, I decided to include an article example of this on this page. Anything that does not seem right, or is confusing should be talked about.

Mixed messaging on packaging does not target one material, it happens with glass, wood, plastics - so I wanted to liven this page up with some material backgrounds. I think it presents the message well.

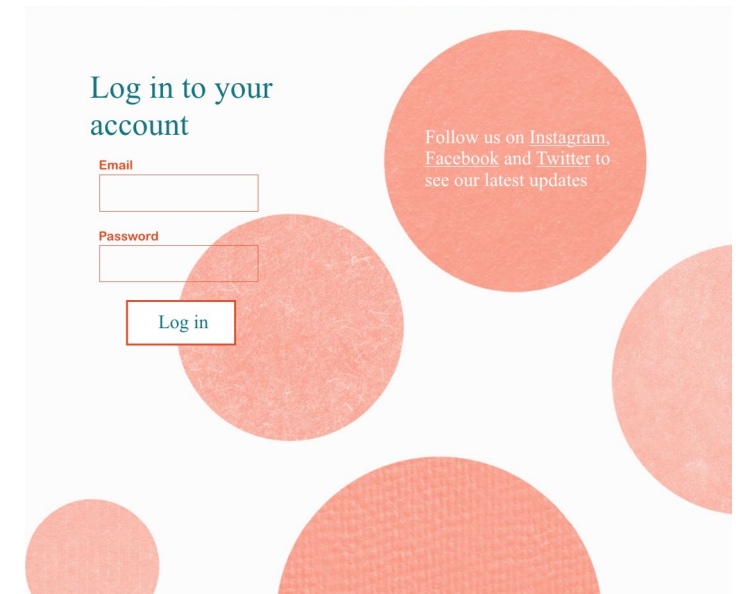
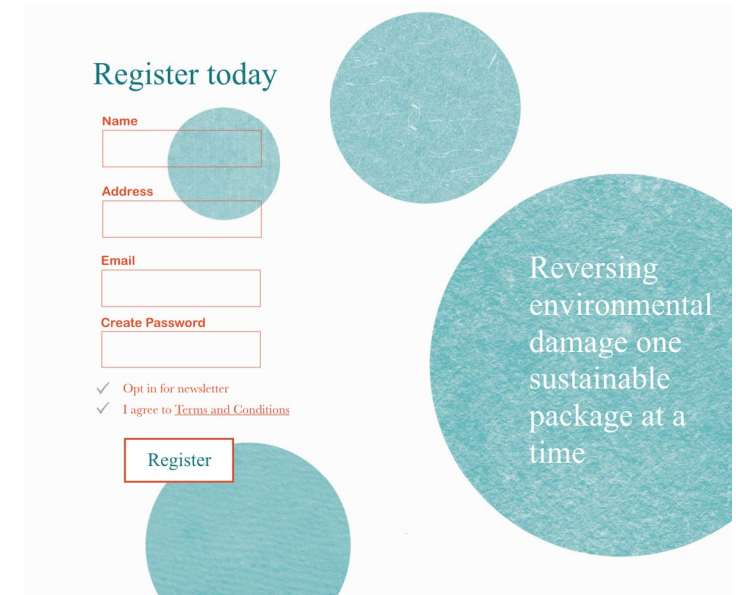
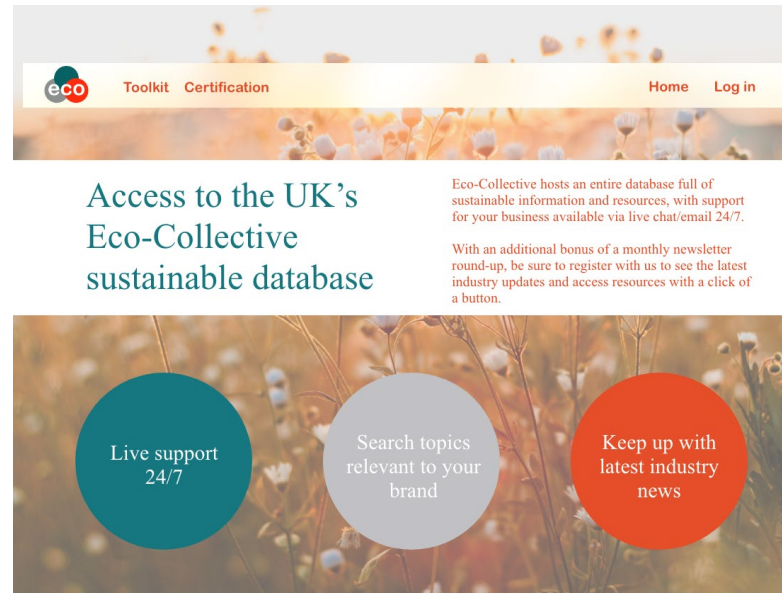


# Development

## Register/log in

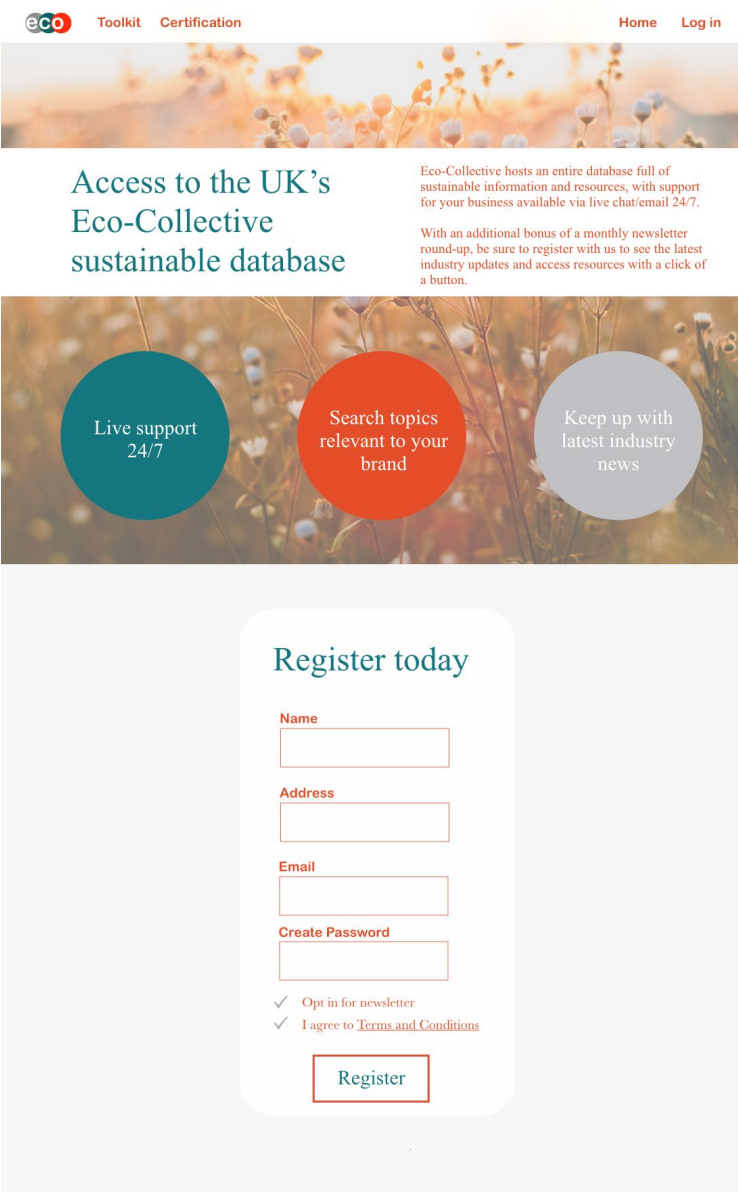
When clients collaborate with Eco-Collective, they should have an account to see updates and document progress.

I started with presenting the type of resources that would be available if you register with Eco-Collective for a newsletter and account.



My developments resulted in making the contact information sections more clear for the user.

By framing the information and using a scrolling fixed background, the register and log in pages are simple, and the call-to-action bubbles encourage visitors to sign up.



The mockup features a header with the 'eco' logo, 'Toolkit', 'Certification', 'Home', and 'Log in' links. The main heading is 'Access to the UK's Eco-Collective sustainable database'. A subtext states: 'Eco-Collective hosts an entire database full of sustainable information and resources, with support for your business available via live chat/email 24/7. With an additional bonus of a monthly newsletter round-up, be sure to register with us to see the latest industry updates and access resources with a click of a button.' Below this are three circular call-to-action bubbles: 'Live support 24/7', 'Search topics relevant to your brand', and 'Keep up with latest industry news'. The bottom section is titled 'Register today' and contains a registration form with fields for Name, Address, Email, and Create Password. It also includes checkboxes for 'Opt in for newsletter' and 'I agree to Terms and Conditions', and a 'Register' button.

eco Toolkit Certification Home Log in

## Access to the UK's Eco-Collective sustainable database

Eco-Collective hosts an entire database full of sustainable information and resources, with support for your business available via live chat/email 24/7.

With an additional bonus of a monthly newsletter round-up, be sure to register with us to see the latest industry updates and access resources with a click of a button.

Live support 24/7

Search topics relevant to your brand

Keep up with latest industry news

### Register today

Name

Address

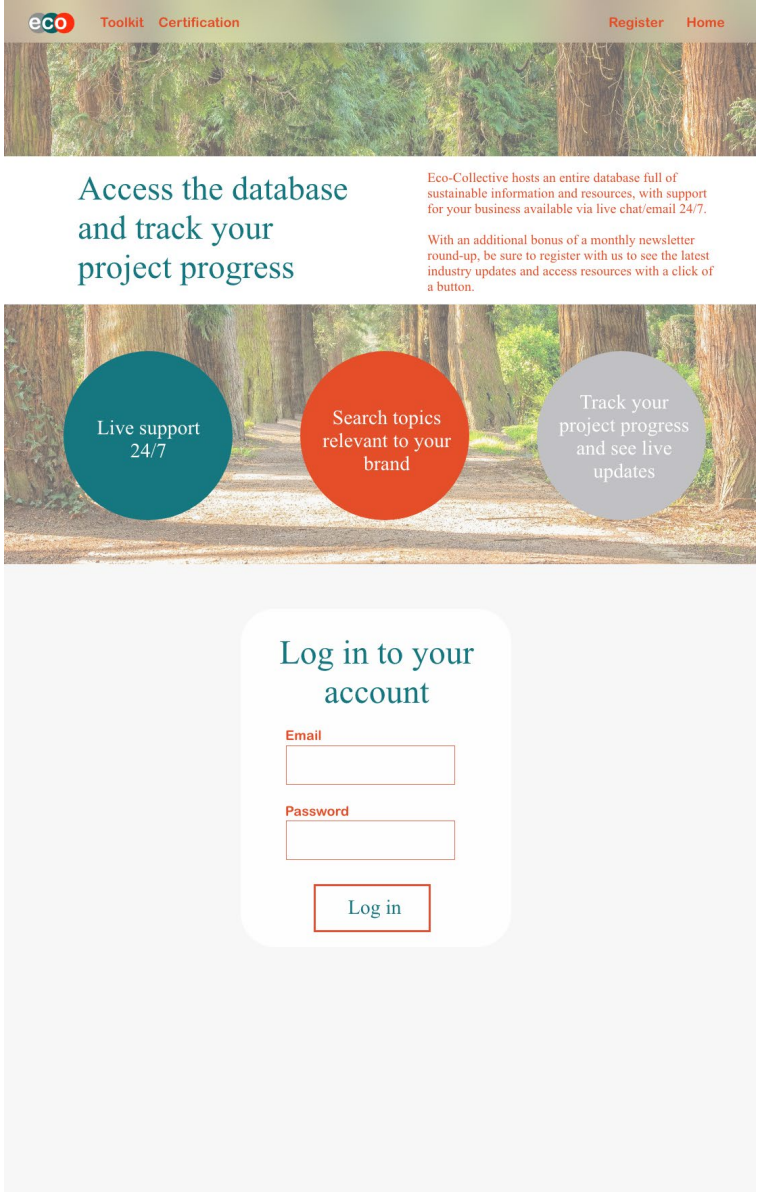
Email

Create Password

☒ Opt in for newsletter

☒ I agree to [Terms and Conditions](#)

Register



The mockup features a header with the 'eco' logo, 'Toolkit', 'Certification', 'Register', and 'Home' links. The main heading is 'Access the database and track your project progress'. A subtext states: 'Eco-Collective hosts an entire database full of sustainable information and resources, with support for your business available via live chat/email 24/7. With an additional bonus of a monthly newsletter round-up, be sure to register with us to see the latest industry updates and access resources with a click of a button.' Below this are three circular call-to-action bubbles: 'Live support 24/7', 'Search topics relevant to your brand', and 'Track your project progress and see live updates'. The bottom section is titled 'Log in to your account' and contains a login form with fields for Email and Password, and a 'Log in' button.

eco Toolkit Certification Register Home

## Access the database and track your project progress

Eco-Collective hosts an entire database full of sustainable information and resources, with support for your business available via live chat/email 24/7.

With an additional bonus of a monthly newsletter round-up, be sure to register with us to see the latest industry updates and access resources with a click of a button.

Live support 24/7

Search topics relevant to your brand

Track your project progress and see live updates

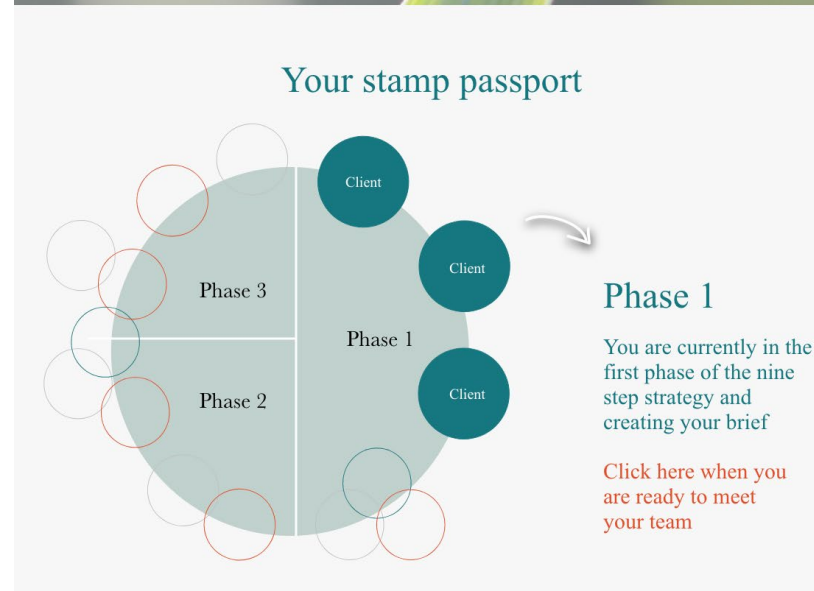
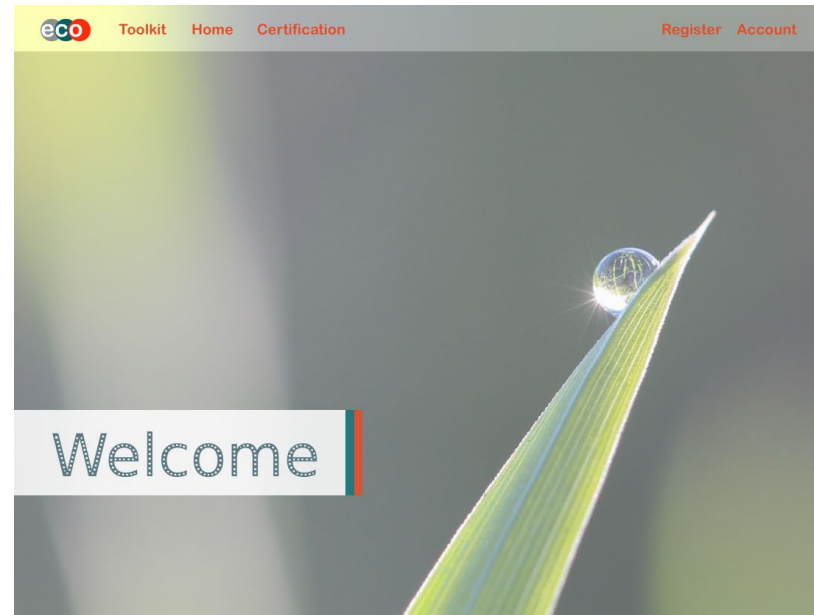
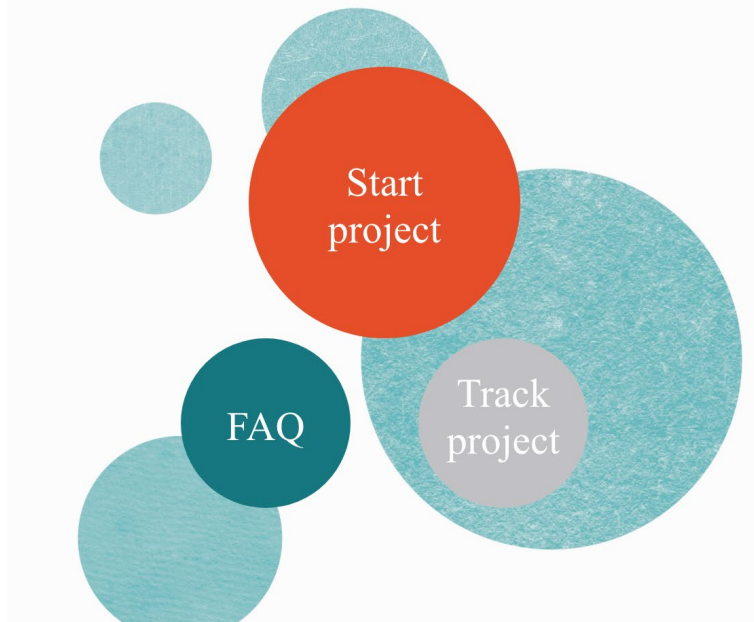
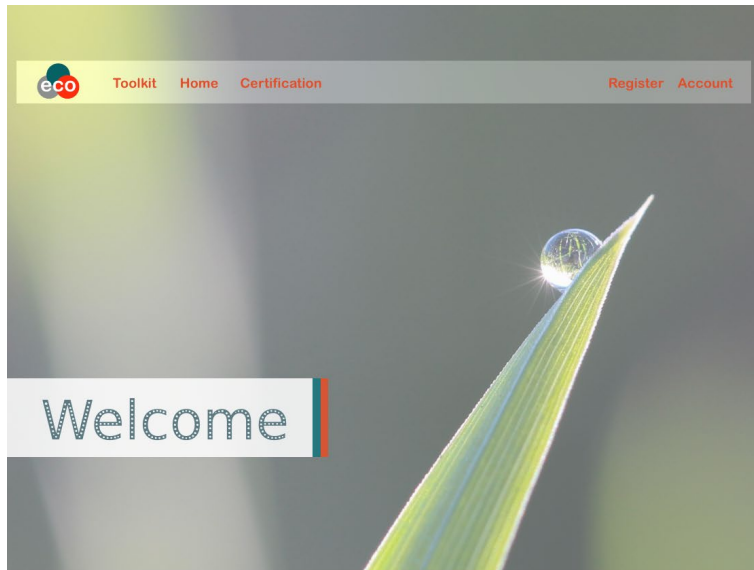
### Log in to your account

Email

Password

Log in



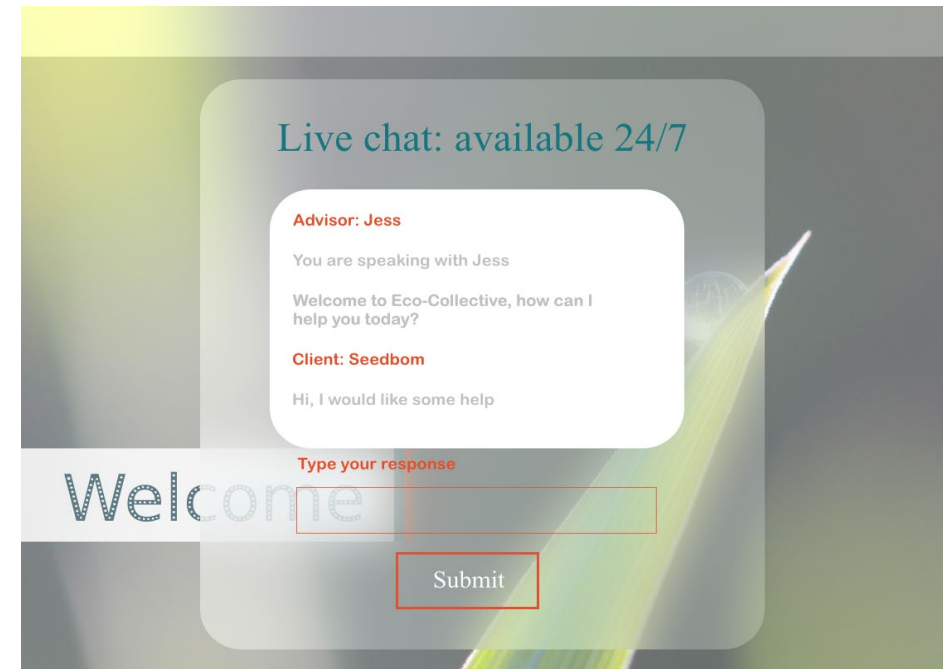
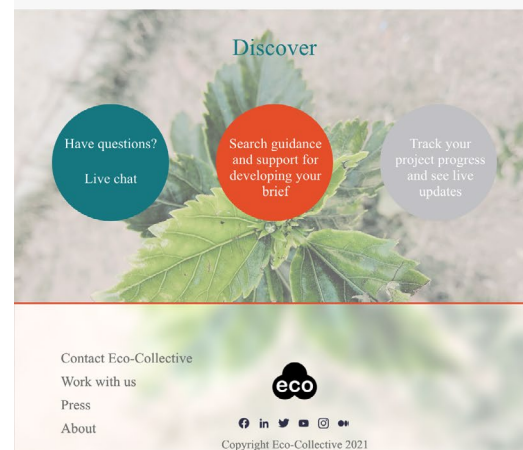
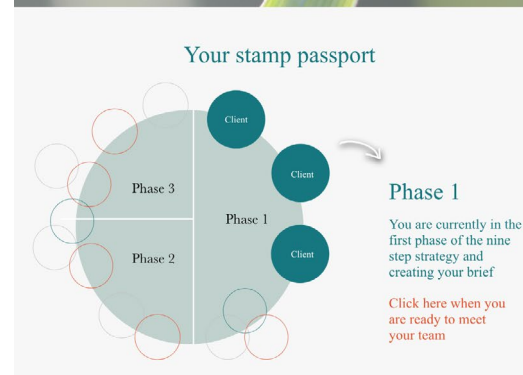
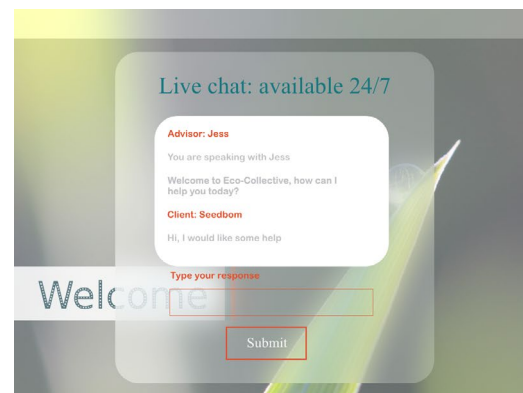
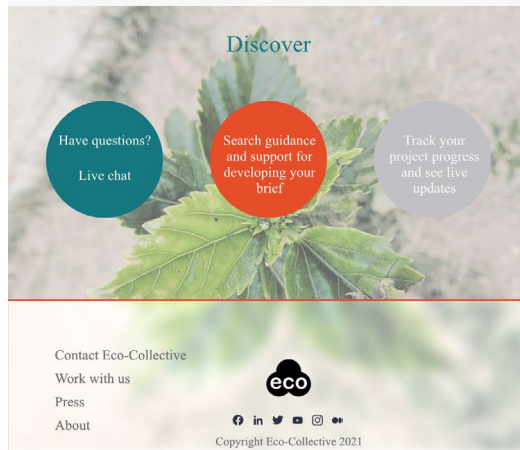
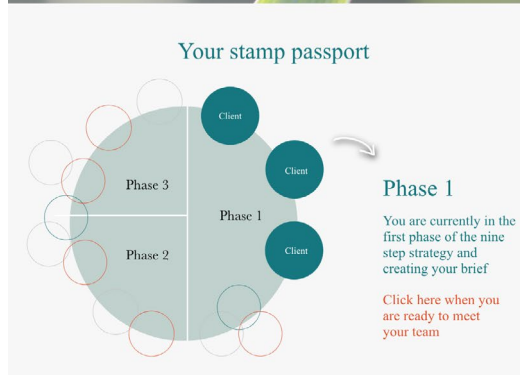
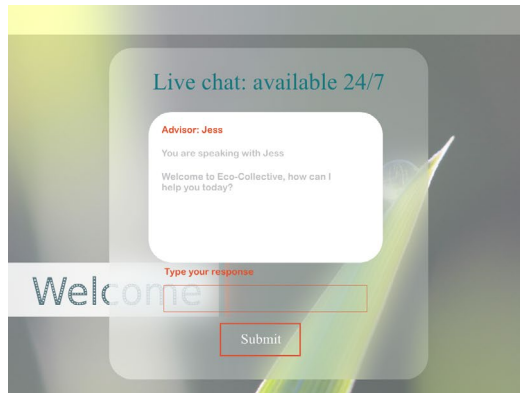


## Development Account

The challenge for this page was to demonstrate how the project would evolve for the user and how they would manage their updates in their account.

As a solution I have created a 'stamp passport' which details what steps they have yet to 'stamp' out and complete.

This design will host call-to-action information and allow the user to be in control of their own customer journey. For instance, Eco-Collective allow the user to start their journey only when they want to and feel as though they are confident with their packaging brief and requirements, (like time, budget) and want to discuss with their team.



As I wanted to demonstrate the live chat support functionality, I have developed the 'account' page and provided a click through to how this service will look and feel.

It is crucial that clients feel supported on this journey due to feedback that there is next to little no support out there for companies who want to develop sustainable alternatives. This is why I have focused on the customer journey and experience from their perspective.

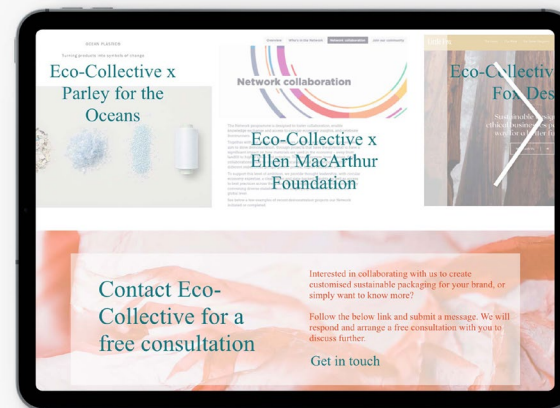
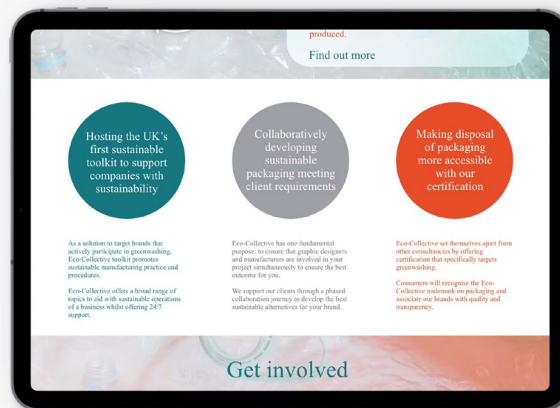
From guidance to developing a brief to how to manage and structure your time, the live chat function will always offer advice and support to those in need.

04 Prototypes  
Week 22-23

22-23 Website

# Prototypes

Website prototype link





# Summary

## Strengths

Knowing I had 24 weeks to put a studio practice project, a written 5000 word report, liaise with stakeholders and identify an industry problem to develop a proposed solution, was a big task. This was partly down to the topic of sustainability being a very broad area.

One of the key strengths for this project is down to management and organisation with weekly agendas. I created subheadings for each week on my research journal (blog) and initially in a project plan. My project plan did evolve, along with the research question to become more refined and better suited to what I had been researching. I also learnt a lot from industry experts and collaborating with them for feedback and expertise. It is because of them that my project has evolved to a succinct outcome.

## Weaknesses

The challenge has been partly down to researching such a large topic and keeping it within manageable boundaries.

I found the more I researched, the more contradictory it became. For instance, how far can a company go regarding sustainable practice before encountering a wall? I did not need to get far in my research before I learnt that a lot of the issues with sustainability is consumerism and legislation. The world we have grown to be the opposite of sustainable practice. Trying to reverse many years worth of damage is always going to be a difficult challenge. My outcome only scratches the surface of how changes in the manufacturing industry could benefit the planet, but starting with collaboration is fundamental to start seeing changes in the UK.

## Opportunities

Each week during the module I felt that I had the opportunity to expand in many different directions, which at times made me more confused in which direction to head in.

However, the turning point was developing my project from a customer experience perspective. It is because of this that I feel that there are plenty of opportunities to develop this project further. One of the key areas to develop further would be the idea of a collaborative community where clients, manufacturers and graphic designers not only work together but operate without a support system. This would mean the industry could support itself and would transform the creative working world. It would also give new starters in the industry the support they need to begin their journey as manufacturers and designers.

## Threats

It is always going to be difficult trying to compete with other sustainable companies, especially ones that are aiming to alter the industry just like Eco-Collective.

To combat this, collaboration is the key. A system encouraging competitors to work alongside one another and not against another. There is always a risk where a company will not want to collaborate and work independently, but as sustainability is a good cause for all involved I feel that these companies would be in the minority. Companies working together to tackle one of the most complex industry issues such as sustainability through manufacturing and design, will always benefit from being collaborative.