

WHAT IS SUSTAINABLE DESIGN?

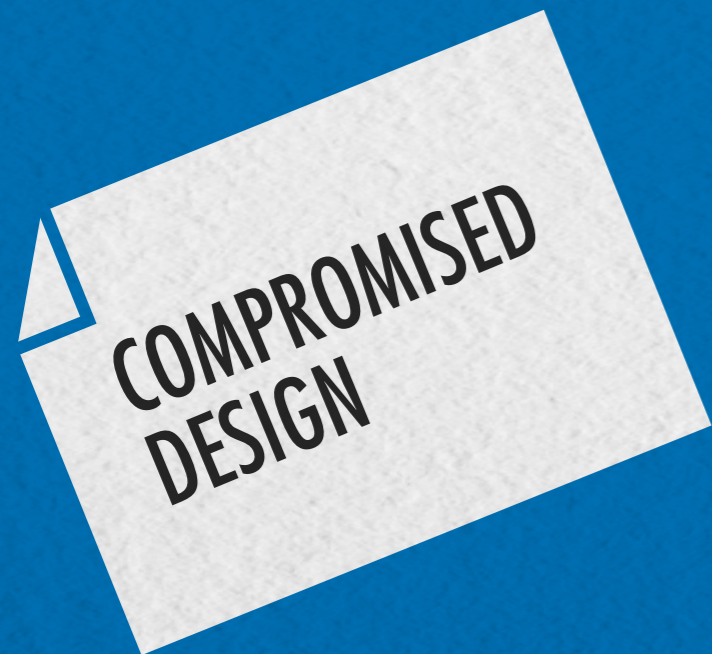
---

**WHEN YOU SEE THE WORDS  
'SUSTAINABLE DESIGN'  
WHAT SPRINGS TO MIND?**

WHAT IS SUSTAINABLE DESIGN?

---

**WHEN YOU SEE THE WORDS  
'SUSTAINABLE DESIGN'  
WHAT SPRINGS TO MIND?**



WHAT IS SUSTAINABLE DESIGN?

---

**WHEN YOU SEE THE WORDS  
'SUSTAINABLE DESIGN'  
WHAT SPRINGS TO MIND?**



WHAT IS SUSTAINABLE DESIGN?

---

**WHEN YOU SEE THE WORDS  
'SUSTAINABLE DESIGN'  
WHAT SPRINGS TO MIND?**

**COMPROMISED  
DESIGN**

**INFERIOR  
QUALITY  
FINISH**

**WASTED  
TIME**

# WHEN YOU SEE THE WORDS 'SUSTAINABLE DESIGN' WHAT SPRINGS TO MIND?

COMPROMISED  
DESIGN

INFERIOR  
QUALITY  
FINISH

WASTED  
TIME

ADDITIONAL  
COMPLICATIONS

# WHEN YOU SEE THE WORDS 'SUSTAINABLE DESIGN' WHAT SPRINGS TO MIND?

COMPROMISED  
DESIGN

INFERIOR  
QUALITY  
FINISH

WASTED  
TIME

ADDITIONAL  
COMPLICATIONS

TREE  
HUGGING  
HIPPIES

WHEN YOU SEE THE WORDS  
'SUSTAINABLE DESIGN'  
WHAT SPRINGS TO

**WRONG**

BETTER  
QUALITY  
FINISH

TIME

ATIONS

TREE  
HUGGING  
HIPPIES

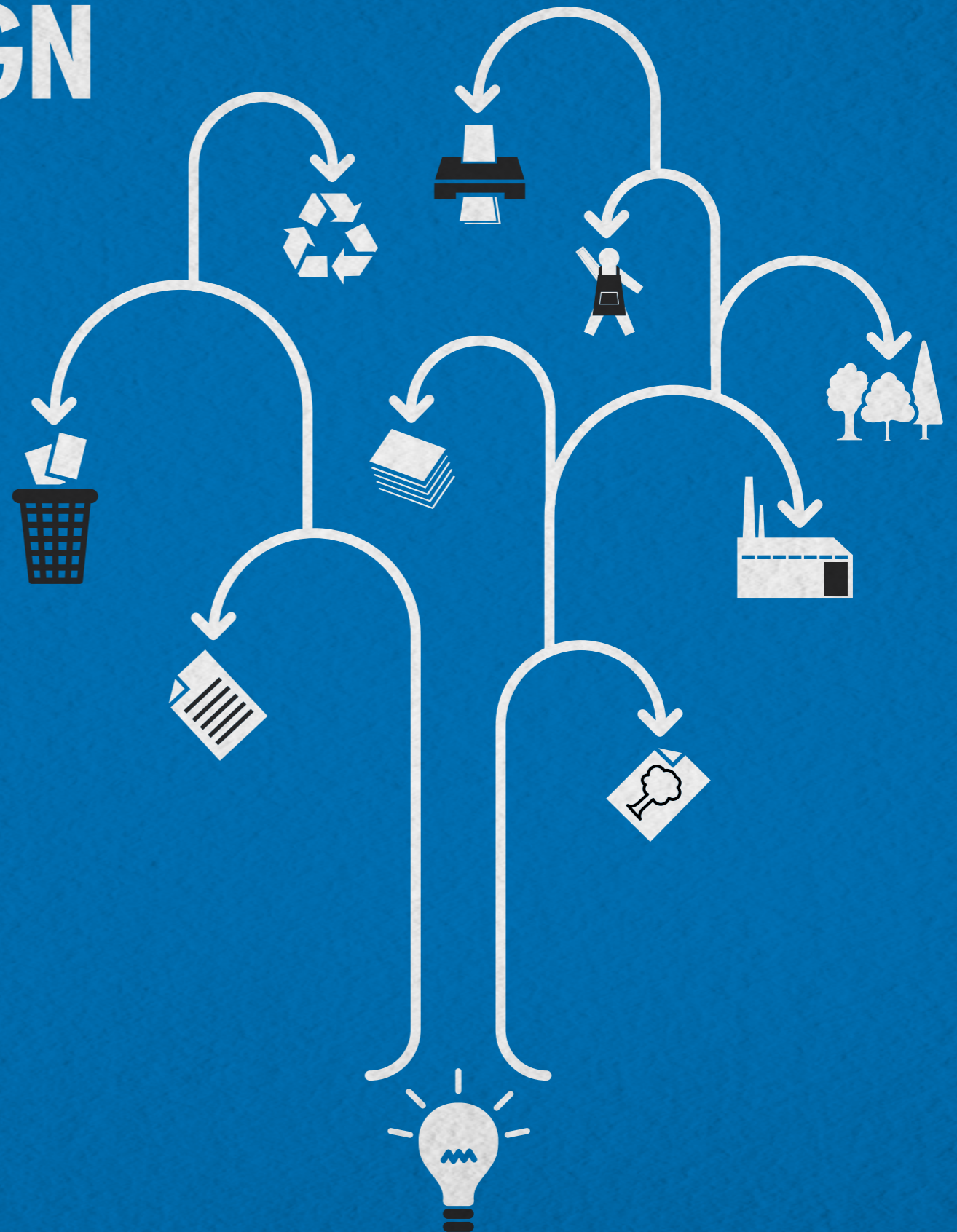
WHAT IS SUSTAINABLE DESIGN?

---

**SUSTAINABLE DESIGN  
DOESN'T HAVE TO  
KILL CREATIVITY.**

WHAT IS SUSTAINABLE DESIGN?

# SUSTAINABLE DESIGN DOESN'T HAVE TO KILL CREATIVITY.



It's just about producing the most effective and least wasteful solution possible. It's about thinking about the creative process laterally, and being aware of our options and the consequences of our choices from the start.

**OUR INDUSTRY CAN MAKE A POSITIVE  
CHANGE IF WE WORK TOGETHER.**

# OUR INDUSTRY CAN MAKE A POSITIVE CHANGE IF WE WORK TOGETHER.

What we do is so intrinsically linked to the issue of environmental damage, that we are uniquely positioned to make a difference.

Sustainable thinking has to be the way forward. Many agencies have already fully embraced it, and most printers are well ahead of designers. What's more, soon ALL of our clients will have to demand it. So why get left behind?



WHY SHOULD WE CHANGE OUR WAYS?

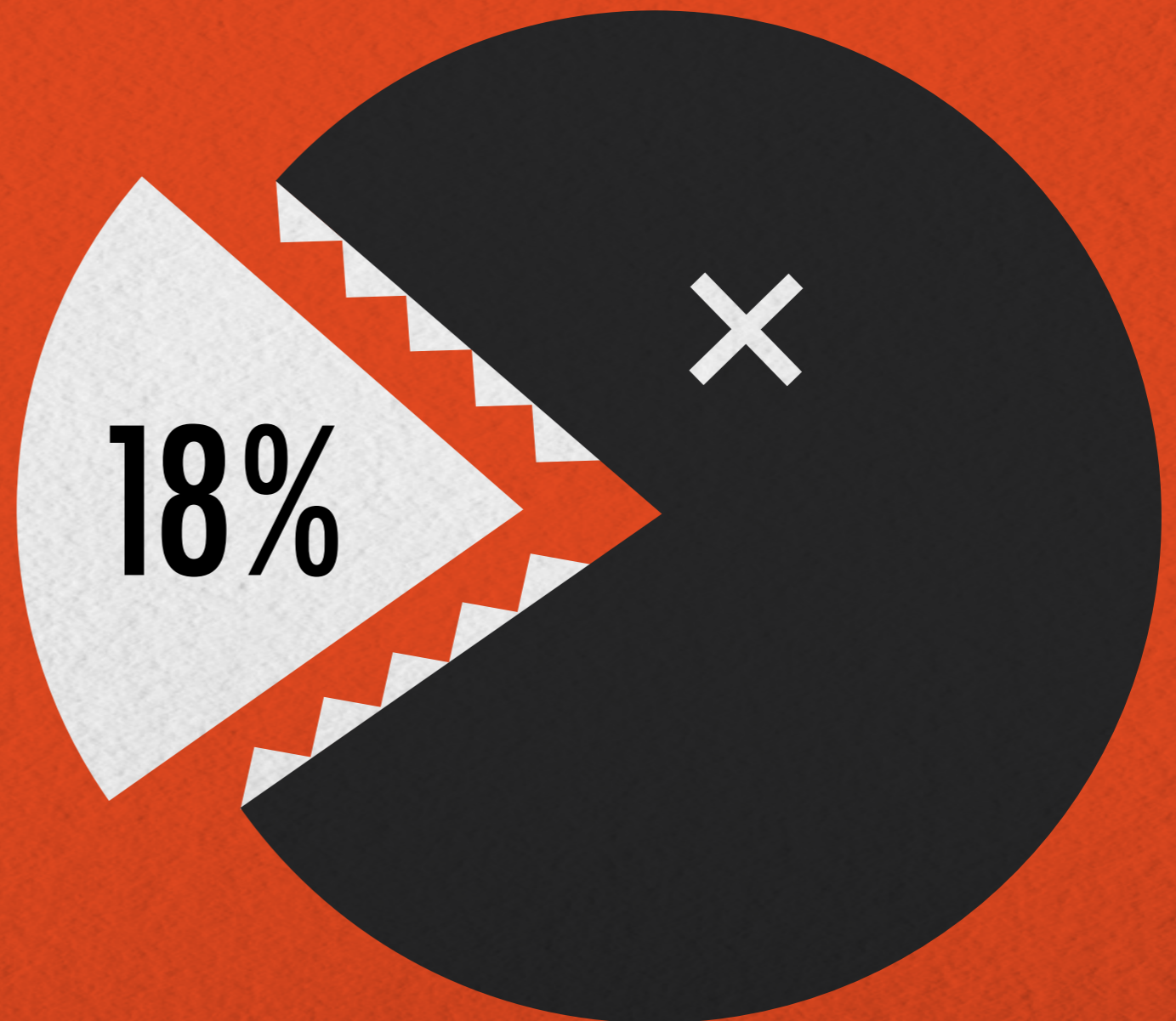
---

**“DESIGNERS MAKE THE  
MOST BEAUTIFUL TRASH”** — SCOTT EWEN, EMIGRE



WHY SHOULD WE CHANGE OUR WAYS?

**“DESIGNERS MAKE THE MOST BEAUTIFUL TRASH”** — SCOTT EWEN, EMIGRE



18% of household waste is paper and card. We're responsible for a large part of this because most of our print work eventually ends up there.

**IT'S TIME WE ACCEPTED RESPONSIBILITY – AND ACTED ON IT.**

WHAT CAN WE DO?

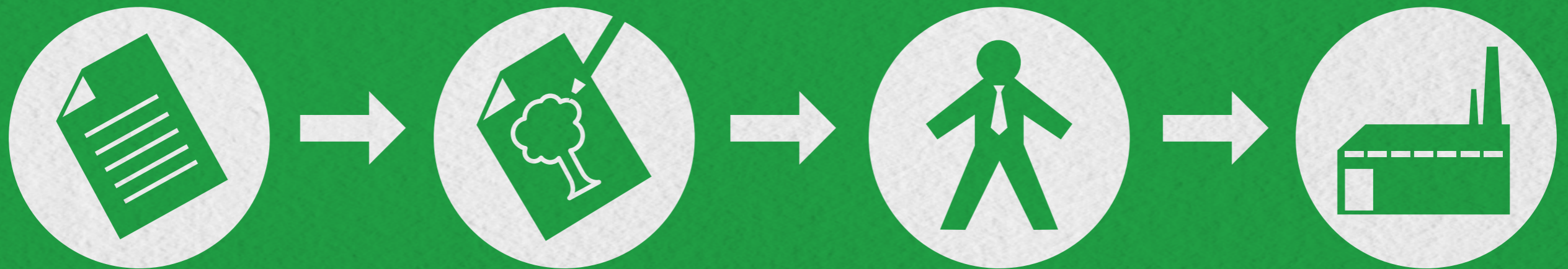
---

**SUSTAINABLE DESIGN DOESN'T  
REQUIRE HOURS OF OUR TIME.**

WHAT CAN WE DO?

---

# SUSTAINABLE DESIGN DOESN'T REQUIRE HOURS OF OUR TIME.



We just need to keep it in mind at every stage of the design process – from the initial brief, to the design, to the client sell-in and final production. So it doesn't just come down to designers – everyone involved must play their part.

WHAT CAN WE DO?

---

# THE BRIEF

This is where we have the potential to make the most difference.

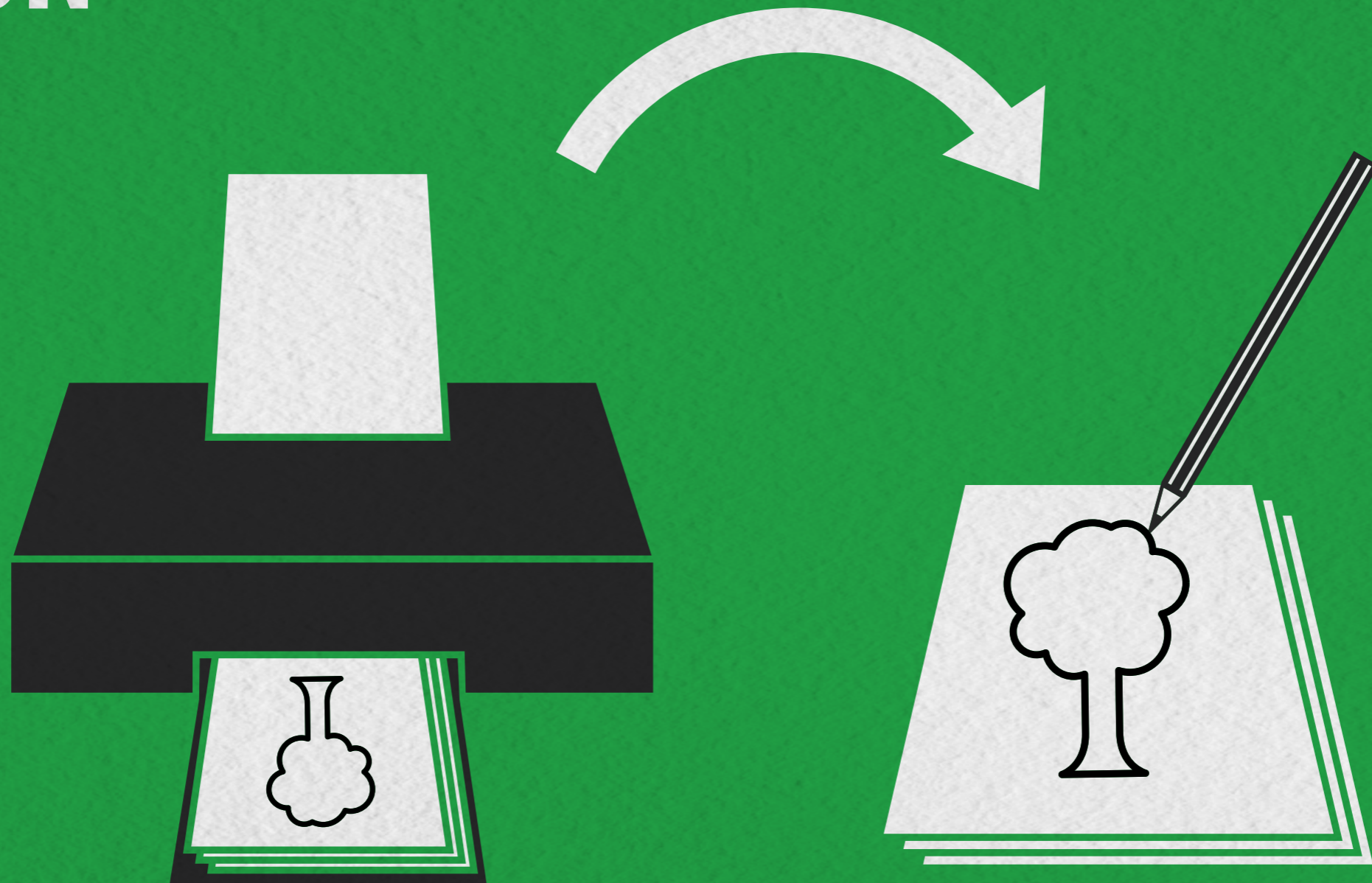
Before we dive into a brief, we should step back and find the most effective way to communicate our clients' needs instead of just delivering them what they've asked for.

We need to solve the problem, so we shouldn't be afraid to re-write the brief.



WHAT CAN WE DO?

# DESIGN



Approach a project backwards, considering the sheet size and the printing process first. For example, you may design a book or leaflet that would have been a lot less wasteful if it was just a few centimetres smaller in order to fit more on a single sheet.

WHAT CAN WE DO?

---

# DESIGN

Imposition is key – how you position your job on a sheet of paper can make a big difference. Most printers have B sized plates, but most designers' specifications are based on A sizes. This wastes 25% of the paper immediately. Talk to your printers first to work out some optimum page sizes for minimum waste.



WHAT CAN WE DO?

---

# DESIGN

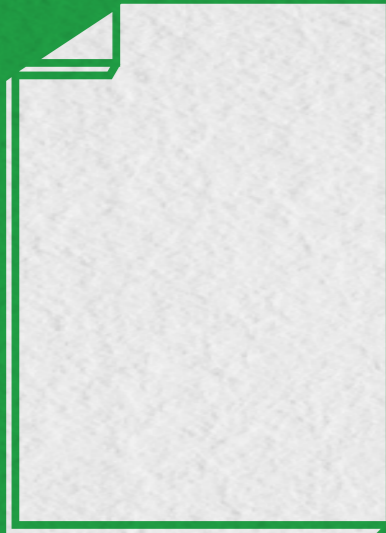
These are some of the questions we should keep in mind when designing and attempt to use more sustainable options:

**WHAT CAN WE DO?**

---

# DESIGN

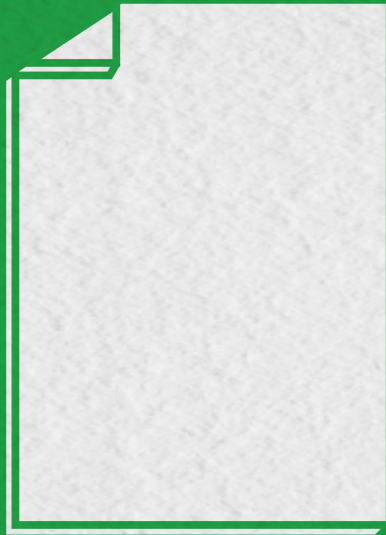
These are some of the questions we should keep in mind when designing and attempt to use more sustainable options:



**DOES THE PAPER NEED  
TO BE THAT HEAVY?**

# DESIGN

These are some of the questions we should keep in mind when designing and attempt to use more sustainable options:



**DOES THE PAPER NEED TO BE THAT HEAVY?**



**MUST IT BE BOUND USING STAPLES?**

# DESIGN

These are some of the questions we should keep in mind when designing and attempt to use more sustainable options:



**DOES THE PAPER NEED TO BE THAT HEAVY?**



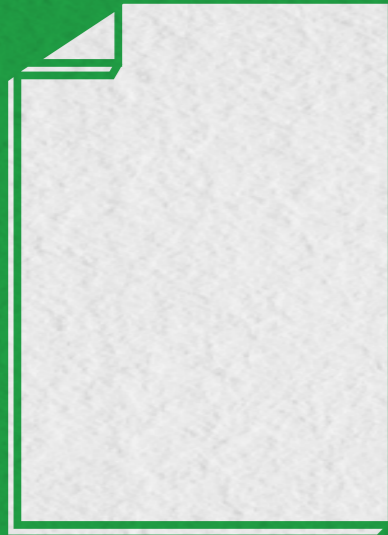
**MUST IT BE BOUND USING STAPLES?**



**CAN IT DO WITHOUT THE FOIL BLOCKING?**

# DESIGN

These are some of the questions we should keep in mind when designing and attempt to use more sustainable options:



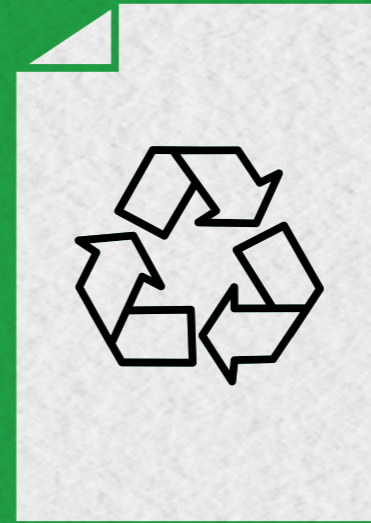
**DOES THE PAPER NEED TO BE THAT HEAVY?**



**MUST IT BE BOUND USING STAPLES?**



**CAN IT DO WITHOUT THE FOIL BLOCKING?**



**IS THERE A RECYCLED ALTERNATIVE?**

# DESIGN

These are some of the questions we should keep in mind when designing and attempt to use more sustainable options:



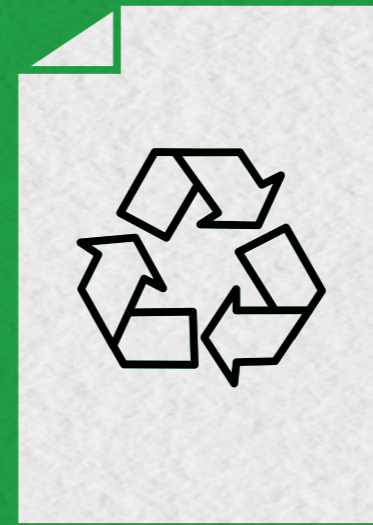
**DOES THE PAPER NEED TO BE THAT HEAVY?**



**MUST IT BE BOUND USING STAPLES?**



**CAN IT DO WITHOUT THE FOIL BLOCKING?**



**IS THERE A RECYCLED ALTERNATIVE?**



**WHERE WILL MY WORK END UP?**

**HOW WILL IT BE THROWN AWAY?**

# DESIGN

These are some of the questions we should keep in mind when designing and attempt to use more sustainable options:



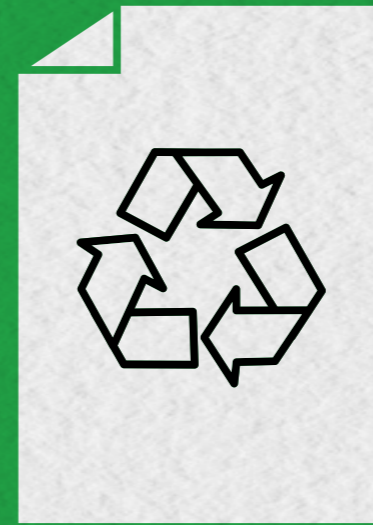
**DOES THE PAPER NEED TO BE THAT HEAVY?**



**MUST IT BE BOUND USING STAPLES?**



**CAN IT DO WITHOUT THE FOIL BLOCKING?**



**IS THERE A RECYCLED ALTERNATIVE?**



**WHERE WILL MY WORK END UP?**

**HOW WILL IT BE THROWN AWAY?**

Finally, always include information so that your final audience knows what materials your work is made from – and how they should recycle or dispose of it.

Remember, being less wasteful and using the right materials will result in lower costs.

WHAT CAN WE DO?

---

# PAPER

The production of paper undoubtedly impacts our environment, but there are a few steps we can take to ensure we are using the most sustainable options.

Recycled paper is the greenest option overall – it uses up waste paper and its production requires less energy and fewer chemicals. Recycled paper has the capacity to be recycled 6 times and is more sustainable than virgin paper. Plus the quality of recycled paper has improved massively in the last 20 years. It's often impossible to tell the difference between quality recycled and virgin paper.

Each tonne of recycled paper can save 17 trees, 1700 litres of oil, three cubic metres of landfill space and 32,000 litres of water.



WHAT CAN WE DO?

---

# PAPER



'Sustainably' sourced paper definitions vary, so we need to source from certified suppliers. A true sustainably managed forest is one that provides a renewable, economic supply of timber from a source that sustains native wildlife, plants and non-commercial trees. Ask your printer for FSC (Forest Stewardship Council) certified paper.

WHAT CAN WE DO?

---

# PRINT

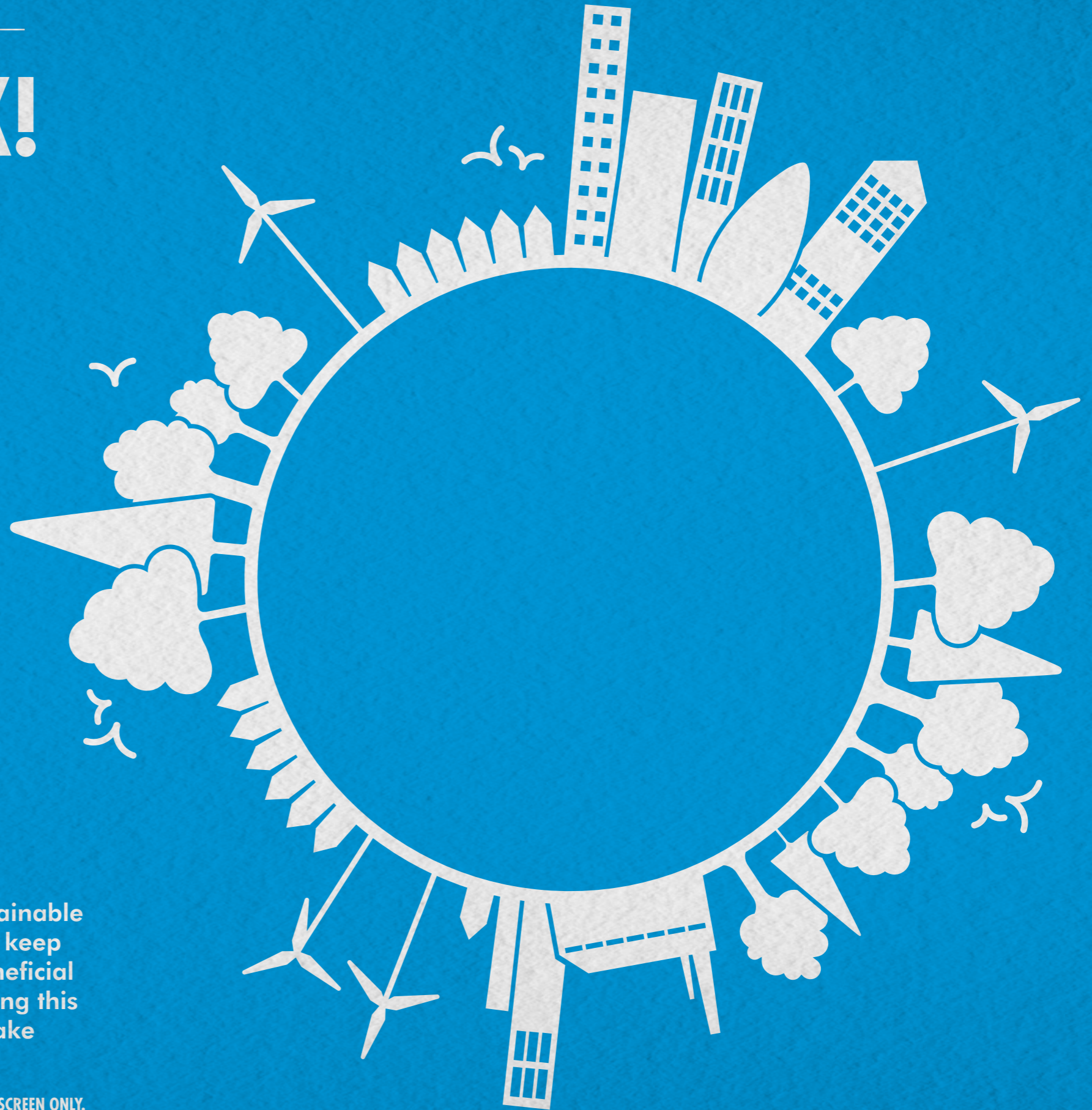
We need to become friends with our printers, even visit them if we can. We should be familiar with the process our works goes through, as it will ultimately help us prevent waste.

Seek printers that are ISO14001 certified or have the Greenmark standard, which means that they have focused on reducing their carbon emissions as well as, in some cases, offsetting them.



WHAT'S NEXT?

# GOOD LUCK!



Now that you know the basics of sustainable design, it's important you continue to keep learning and practising. The most beneficial thing you can do today is to begin using this knowledge in your daily work and make sustainable thinking second nature.

PLEASE DO NOT PRINT THIS DOCUMENT, IT HAS BEEN DESIGNED FOR SCREEN ONLY.