

# The Design Can Change pledge leads us to think sustainably.

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## **Learn: Engage in the topic and seek to understand the issue**

- Familiarize yourself with your government's stance on climate change
- Devote some time to reading and understanding the issues surrounding sustainability
- Engage your suppliers in your efforts by asking how they can help you become more "green"
- Meet with your printer, tour their facilities, and learn about their environmental standards

## **Think: Make a sustainable mindset second nature**

- Take the environment into account in all aspects of your studio's decision making
- Consider the complete cycle of the products you produce
- Explore new ways of working that reduce your studio's negative impact
- Ask questions: Is the project necessary and effective? Are there other ways to achieve its goals?

## **Act: Put my knowledge to use in my daily work**

- Market your expertise instead of products (i.e. strategy instead of brochures)
- Use materials that are best for the environment and strive to deliver zero-impact solutions
- Work with local suppliers, minimize transport, recycle and use recycled materials
- Promote your studio as one that is environmentally conscious

## **Inform: Share information and build awareness for sustainability**

- Ask other designers to think sustainably and encourage them to take the Design Can Change pledge
- Write or blog about your efforts to become sustainable and what you're learning
- Share your knowledge by presenting at a design school or local business event
- Educate and encourage clients to embrace sustainable practices

## **Unite: Spark change through collective strength**

- Buy responsibly and encourage suppliers to provide environmentally sensitive options
- Join us in lobbying elected officials to take action on the issue of climate change
- "Green your vote" by supporting politicians who are committed to the environment
- Connect with like-minded people in other industries and find ways to work together

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