

ANALYSIS OF VISUAL DELIVERY, RESOURCES AND RHETORIC CHANGES BY KEY ENVIRONMENTAL ORGANIZATIONS IMPACTED FROM THE FIELD OF GRAPHIC DESIGN IN A “POST-INCONVENIENT TRUTH” ERA

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{wwf still sends out 36 million pieces of print mail a year in the u.s., with prospect reponse rates at only 1.47%}

{one book production generates about 8.5lbs of CO2, compared to iPads, which produce .0005lbs per hour of use}

2006-2012

timeline

2006

former u.s. vice president al gore releases “an inconvenient truth,” a documentary that describes global warming

national wildlife federation
{m}: 56pg. annual report, 100% pcw; soy-based inks; chlorine-free process {p}: local, pro-social design firm, janin cliff design, inc global climate change awareness initiatives {gccai}: launched bipartisan campaign on global warming: the alliance for climate protection



keep america beautiful
{m}: 34pg. annual report, 100% pcw; manufactured with wind power; soy-based inks, chlorine-free {p}: ‘eco-audit’ stated about 3,332 lbs. of net greenhouse gases were prevented; 25,506,800 btu’s of energy was not consumed



2007

the nature conservancy
{m}: 61pg. annual report, fsc-certified 100% pcw; {p}: green certified printer, monroe litho - sgp, sfi, and 100% wind power generated, design completed by in-house designer {gccai}: working towards support efforts for passing national climate change legislation



2007

rainforest alliance
{m}: 29pg. annual report, fsc-certified and rainforest alliance (ra) certified; soy-based inks not used due to ‘soybean production as a leading cause of rainforest destruction’ {p}: green certified printer, goetz printing co., ra/ fsc-certified printer {gccai}: began auditing climate change mitigation projects, such as their first carbon audit in indonesia for an australian company



2008

national wildlife federation
{m}: 24pg. annual report, letter from the president mentions: a ‘paper-reduced’ format; [images on front/back suitable for ‘framing’]

{p}: included dvd with stories about conservation supporters/activists to supplement reduced paper format; {gccai}: launched catalog choice [online partnership]; to aid in reducing mailings of over 160 million unwanted paper catalogs



2008

the sierra club foundation
{m}: 44pg. annual report, 100% recycled fiber (50% pcw), chlorine-free {p}: design by mission minded, a pro-social design firm working exclusively with non-profits, a certified san francisco green business & a san francisco certified women business enterprise; green-e certified renewable energy certificates and 7,767 pounds of greenhouse gases prevented [based on research by the environmental defense fund]; {gccai}: sierra club and sierra club foundation launched the climate recovery partnership (cut greenhouse gas emissions by 80% by 2050) and climate recovery partnership stopped 24-coal burning power plants from being built



2009

the sierra club foundation
{m}: 44pg. annual report; no info about materials or printing

the nature conservancy
{m}: 50 pg., nxbk online annual report, 100% pcw {p}: printed version by green certified printer, monroe litho, sgp, sfi, and 100% wind power generated, fsc-certified, design completed by in-house designer



2010

national wildlife federation
{m}: 28pg. annual report [pdf download & website and not stated about whether a print version was completed] {gccai}: developed a series of reports on climate change [downloadable] {p}: about 500,000 mailings a month to reactivate donors; 12 million mailings a year to active donors



keep america beautiful
{m}: 65pg. annual report, 5,000 copies from ‘scrap paper’ collected by the rto group design team; cover and centerfold are 100% recovered stock, interior are 100% pcw, soy-based inks {p}: biogas energy for paper, Taylor Design & RTO Group {gccai}: 76 million pounds of litter & debris collected by volunteers in great american clean-up



the sierra club foundation
{m}: 40pg. annual report; no documentation about materials or printing



national audubon society
{m}: 51 pg. annual report; no online documentation of the section including materials/printing/design



2011

rainforest alliance
{m}: 33pg. annual report, using uvinks (uv printing uses less vocs) , fsc and ra certified papers {p}: printing by color dynamics,

fsc-green certified printer {gccai}: launched guidelines for climate-friendly farming, which will go beyond basic certification standards and reach over 250,000 ra certified farms;



national audubon society
{m}: 68pg. annual report, soy-inks; 30% pcw, elemental chlorine free & recycled paper {p}: design completed by in-house designer {gccai}: rich multimedia content on the website that has audubon magazine available; an entire section devoted to “climate”



world wildlife fund
{m}: 40p. annual report, a website to jump to certain sections of the report, and entire downloadable report [pdf]

{p}: fsc-certified printing; about 36 million pieces of mail in the u.s. yearly; prospect response rates are only about 1.47% {gccai}: 193 countries addressed climate change, the green climate fund moved closer to a new climate

2011

treaty, first project in madre de dios forest in peru documenting the impact of deforestation on climate change



the nature conservancy
{m}: 48p. annual report, fsc-certified 100% pcw; {p}: green certified printer, monroe litho, sgp, sfi, and 100% wind power generated, design completed by in-house designer {gccai}: working towards support efforts for passing national climate change legislation



national wildlife federation
{m/p}: full-color print magazines, online catalog, some organic t-shirts, but ‘gift’ field bags are non-organic, no mention of production details

the nature conservancy
{m/p}: full-color magazine, ipad “digital edition,” e-cards instead of printed gift cards, online marketplace has 100% organic t-shirts & donations made to plant a billion trees project, many u.s.a. made products, logo shopping totes are non-organic, no mention of production details

2012

world wildlife fund
{m/p}: online catalogs with nxbk, tote bags are recycled materials, bamboo frames, 100% recycled gift boxes, plushes don’t mention production details, developed new .wwf pdf extension that is non-printable

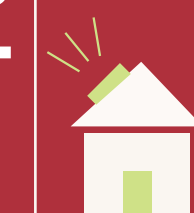
keep america beautiful
{m/p}: mostly print items [compact discs, posters, booklets] and no mention of production details, electronic newsletter

the sierra club foundation
{m}: virtual sponsorship option, customizable e-cards, holiday cards printed with soy-based inks and recycled paper, plush/backpacks have no mention of production details, marketplace has 100% organic t-shirts/coffee

rainforest alliance
{m/p}: ‘no gift’ selection options with donation, plushes have no mention of production details, marketplace: shop the frog, has direct purchase from products that are ra certified and produced in sustainable way, most publications are downloadable

national audubon society
{m/p}: gift birding journal does not mention paper sourcing information, print bimonthly magazine, organic bags and t-shirts are sold and puravida bracelets handmade in costa rica to support living wage, downloadable calendars, holiday cards printed with soy-based inks and recycled paper

key to sustainable design initiatives



use of renewable energy for production



use of sustainable materials/resources



use of green certified (fsc, sfi, pefc, ra certified, sgp partner) printers



partnered with pro-social designers/sustainable business models



focused on waste reduction/sustainable technology use



support of local economies/fair trade/living wage efforts

about this poster:

this poster was designed using solar-powered energy from solar dok picnic tables on the maryville college campus, designed by enerfusion, inc., it was printed by hart graphics, knoxville’s only fsc, sfi, pefc and rainforest alliance certified printer in knoxville, tennessee. all efforts to reduce waste were made for this project, such as minimizing final size and including more research accessible online. because of waste reduction efforts, this project could not be an fsc-certified job as the large-format printer does not currently print on certified papers for small (in this case, singular) runs. to aid in offsetting the roughly 3lbs of energy and paper [co2] emissions used to produce this poster [based on the environmental paper network calculator by the environmental defense fund], 10 trees [offsetting at least 500lbs of co2 a year] have been planted in the atlantic forest of brazil, as part of the nature conservancy’s plant a billion trees campaign.

learn more:

for more information about this poster, the next steps in this research project and works cited, please visit my blog at: <http://gotgestalt.wordpress.com> OR scan the QR Code® below

