

9.OCT.08

Eco-Logical Design: A Panel Discussion

10 TINY TIPS:

- Ask yourself: do I really need to print this out? If you do, print double-sided as often as possible. Put a notice in your email signature asking your recipient if they really need to print it out.
- Develop good working relationships with your paper reps and printers around environmental issues, concerns and opportunities.
- Encourage your clients not to print more than they need.
- Teleconference more. What skills do you need to develop for this? What technology will you need?
- Take the bus or ride your bike to appointments (a tough one?).
- Use an ftp site instead of burning CDs and DVDs. Back-up to a hard drive or ftp.
- When you become overburdened by your collection of fabulous paper samples, find a good home for them.
- When designing with white space, keep in mind the amount of extra paper you'll be using.
- Design a great condensed font . . . and wait for the royalties to roll in.
- Educate yourself about the triple bottom line and good environmental practices first – then help to educate and advocate with your clients and your suppliers. Which brings us to . . .

SOME USEFUL RESOURCES:

The David Suzuki Nature Challenge at Work

<http://www.davidsuzuki.org/NatureChallenge/>

Markets Initiative: Protecting Ancient Forests, Creating New Markets

<http://www.marketsinitiative.org/>

WWF: The Good Life

<http://thegoodlife.wwf.ca/Home.cfm>

The Climate Change Guide by Canadian Business for Social Responsibility

www.cbsr.ca/CBSR_ClimateChangeGuide.pdf

A Three-Pronged Approach to Corporate Climate Strategy by Business for Social Responsibility

www.bsr.org/reports/BSR_Climate-Change-Report.pdf

“Competitive Advantage on a Warming Planet”

Harvard Business Review, March 2007, by Jonathan Lash and Fred Wellington

<http://www.wri.org/publication/competitive-advantage-warming-planet>

The Sustainability Advantage – Seven Business Case Benefits of a Triple Bottom Line

by Bob Willard (2002). New Society Publishers.

www.sustainabilityadvantage.com/

Working 9 to 5 on Climate Change: An Office Guide by World Resources Institute

www.wri.org/publication/working-9-5-climate-change-office-guide#

ALL THE BEST WITH YOUR GREENERY!

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