



GRAPHIC DESIGNERS OF CANADA NATIONAL SECRETARIAT
DESIGNERS GRAPHIQUES DU CANADA SECRÉTARIAT NATIONAL

ARTS COURT, 2 DALY AVENUE
OTTAWA, ONTARIO CANADA K1N 6E2
1.877.496.4453
GDC.NET | @GDCNATIONAL

U OF M STOPS THE PRESSES TO TAKE IT ONLINE

Sustainability Design Case study: Manoverboard

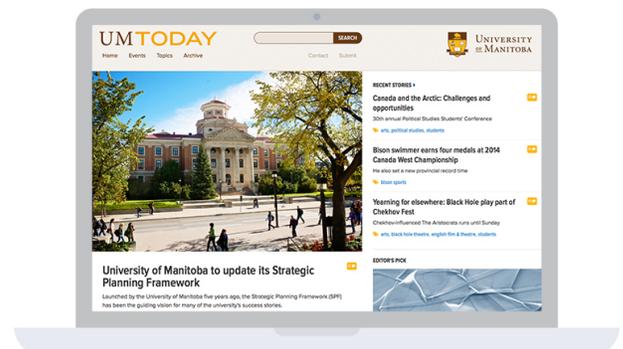
DESIGN CHALLENGE

The University of Manitoba's 70-year-old weekly newspaper, *The Bulletin*, was a widely read and distributed source of important information on the university's research, activities, events and more. But keeping its students, staff, faculty and others well-informed was becoming increasingly costly, and with shorter news cycles, the paper was out of date before printing. As an added concern, the university also sought to continue making its communications and marketing activities more sustainable. So, a new strategy led by Winnipeg-based design firm Manoverboard would address a variety of challenges.

Most university staff and faculty, according to a poll, preferred an online campus news source to a printed version. This finding was aligned with the university's own desire to keep its broad audiences more easily up to date. The solution developed by Manoverboard in collaboration with the university's marketing and communications office is both smart and sustainable.

STRATEGY & SOLUTIONS

Manitoba's first Certified B Corporation, [Manoverboard](#) is a purpose-driven design firm whose mission is to "help businesses and organizations create a better world by design." They were careful in developing a strategy and a system that would create a scalable website capable of accommodating a large variety of current and future content types, and which would last for several years – a sustainable solution for the long term. Naturally, the site is responsive, designed to be read across all devices, from smartphones to tablets to desktops. While accurately measuring carbon footprint reductions made in converting the publication from print to web can be difficult, Manoverboard is optimizing the website to reduce the

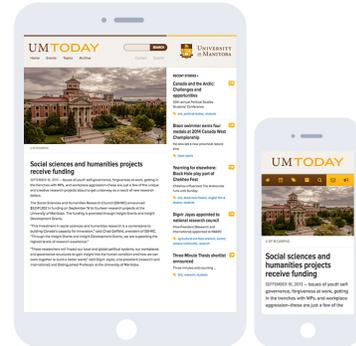




data load downloaded and transmitted. This helps to reduce the energy needed by servers and devices, ideally reducing power consumption and the overall environmental impact of a heavily used website. While designing quick page-load times is considered good practice from a user experience perspective, reducing the website's energy consumption is equally important.

RESULTS

Now known as [UM Today](#), the news website has been very well received at the university and beyond, apparently used by many top administrators as their home screen. The news reaches more people, more quickly and with greater accuracy. For the university, the elimination of the printed weekly reduces their costs, materials and carbon footprint related to printing and distribution.



We congratulate the University of Manitoba and Manoverboard on their success, and encourage our membership to consider [B Corporation certification](#).

Credits: Manoverboard

Strategy: Andrew Boardman, CGD; Daniel Lamb

Project Management: Andrew Boardman, CGD; Dean Van De Walle, CGD; Michael Marshall

Copywriting: Marianne Mays Wiebe; Sean Moore

Art Direction: Andrew Boardman, CGD; Dean Van De Walle, CGD

Design: Andrew Boardman, CGD; Daniel Lamb

Production: Lee Martin

Programming: Daniel Lamb

WANT TO SHARE YOUR SUSTAINABILITY STORY WITH THE DESIGN COMMUNITY?

Email the National Sustainability Committee! sustainability.nsc@gdc.net

Find out more about sustainable design practices and more case studies at:
<http://www.gdc.net/hub/sustainability>