

What is Sustainable Communications Design?

Sustainable communication design is the application of sustainability principles to communication design practice. Practitioners consider the full life cycle of products and services, and commit to strategies, processes and materials that value **social**, **cultural**, **economic** and **environmental** responsibility.

Social

Designers can support the well-being of the planet and people, and influence social equity, by designing for inclusion, dignity and equality.

What you can do:



Ensure more inclusivity by designing for underserved markets



Learn more about how to design for accessibility

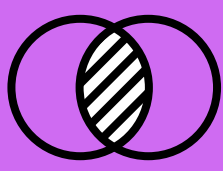


Choose models that are a fair representation of the community

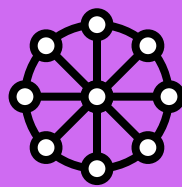
Cultural

Designers can influence culture by promoting values that support a better world, and shift the definition of what “good” means by being more respectful, compassionate and educational.

What you can do:



Use cross-cultural design practices, designing with (not for) people



Seek projects that help us understand and embrace diversity in Canada



Discuss sustainable practices with other designers to create an informed and progressive design industry

Economic

Designers can influence the industry by working with clients who adhere to responsible business practices and whose principles align with their own.

What you can do:



Choose projects that use accountable and transparent processes and procedures



Work for organizations and businesses that adhere to human rights practices and uphold fair labour practices



Promote the values and principles you instill in your work to your current and potential clients

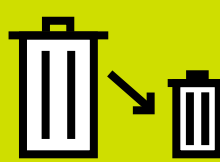
Environmental

Designers can influence key strategic decisions in collaboration with their clients by understanding and recommending strategies, tools and materials that reduce damage to our environment.

What you can do:



Purchase recycled, local and non-toxic materials



Collaborate with clients and local suppliers to reduce waste and resource use



Consider the life cycle and ecological footprint of the things you create

Learn more & get involved:

gdc.design/sustainable-design