

«Designers make the world's most beautiful trash»
[Scott Ewen, Emigre]

INTRODUCTION

The sustainable exploitation of natural resources is a global problem. Our activities waste and degrade natural resources more quickly than these can regenerate. Harmful substances are produced faster than the biosphere is able to absorb.

Human life is closely connected to nature. Our behaviour is constantly modifying the ecosystem balance.

**«Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs»
[Brundtland report, 1987]**

This definition highlights an ethical instance, we can no longer ignore, even though we work in communication design where involvement in environmental awareness may seem marginal.

Frush is well-aware of this responsibility and avoids considering it as a marketing opportunity connected to a fad. We believe in this challenge for the future, in our private life as in our work.

So we set up a new complex and comprehensive design approach, life-cycle design, open to the interaction of other professional (eg. philosophers, musicians, scientists, teachers).

GUIDELINES

1. RE-THINKING

Consider the whole life cycle design and the environmental footprint of the project. Durability and quality are the main goals.

2. SAVING ENERGY

Use renewable energy. Reduce its use during design phase and in the connected activities.

3. REDUCING, RE-USING E RECYCLING

Reduce waste carefully selecting the most effective medium, format and material. Simplify avoiding frills (eg. in packaging). Give things a new use and when it's not possible use recycled, certified and eco-friendly materials.

4. STAYING LOCAL

Work with local suppliers, to reduce transport impact. Co-operate with similar minded suppliers.

5. SAVING MONEY

Find alternative and smart solutions to respond the client needs. Sustainable design can save money and resources.

6. CONTAMINATING IDEAS

Meet and co-operate with others professionals, to reach new creative solutions.

7. SHARING AND SUPPORTING

Explain clients, colleagues and suppliers the sustainable values. Let the projects tell their sustainable story to involve the end users.