Sustainability fits on a beer coaster[1]

We've put sustainability in design and print on a coaster.

This makes sustainability practical, easy to understand and always at hand – a constant companion.

In discussions with clients and project partners, any new or existing project can be analysed, assessed and improved on the spot. The coaster provides a basis for open, goal-oriented discussion and supports the search for alternatives in design and print. All the key topics and fields of action that designers need to consider in their work and in subsequent implementation fit onto this 85 cm² cardboard coaster.

How does that work?

This model allows products to be assessed and compared against relevant criteria. We have defined six overarching criteria each for Design and Print. These are further specified by practical criteria for action. This lets you quickly navigate sustainability issues in design and print with little effort.

With "Design and Sustainability" – "greenDesign", the focus is on a complex, process-oriented approach to design. It provides the basis for the working methods of modern designers. Successful application requires looking beyond one's own field and exploring new ways of thinking about design.

With "Print and Sustainability" – "greenPrint", the focus is on reducing the environmental impacts of production. This requires information and background knowledge about materials, technologies and processes. As with "greenDesign", the focus is on exploring alternatives.

Sustainability can only succeed if we change our attitude:
Not TINA[2], but MONA[3]!

How does it work in practice?

Enter a score for each criterion on the concentric rings (1 = unsatisfactory to 10 = very good), indicating how well a variant or solution meets – or is intended to meet – that criterion. The assessment may be based on objective analysis or subjective judgement.

Plot different variants or solutions in different colours and connect the points of the same colour with straight lines. This creates an assessment profile for each variant. Include variants that have already been implemented as well.

The farther the line is from the centre, the better the variant performs against the selected criteria. The size of the area itself is not relevant, as it is influenced by the individual weighting of the criteria.

The search for alternatives should be iterative: keep improving and comparing variants in order to find an even better solution.

And it's fun, too! Give it a try.

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[1] Ursula Tischner, Bernhard Dietz, „Was ist Ecodesign?", Verlag form, 2000

1 In Germany, politicians have occasionally promised that a tax return should fit on a beer coaster. That hasn't quite worked out yet..
2 There Is No Alternative.
3 More Options, Novel Alternatives!

beer coaster overleaf ➔

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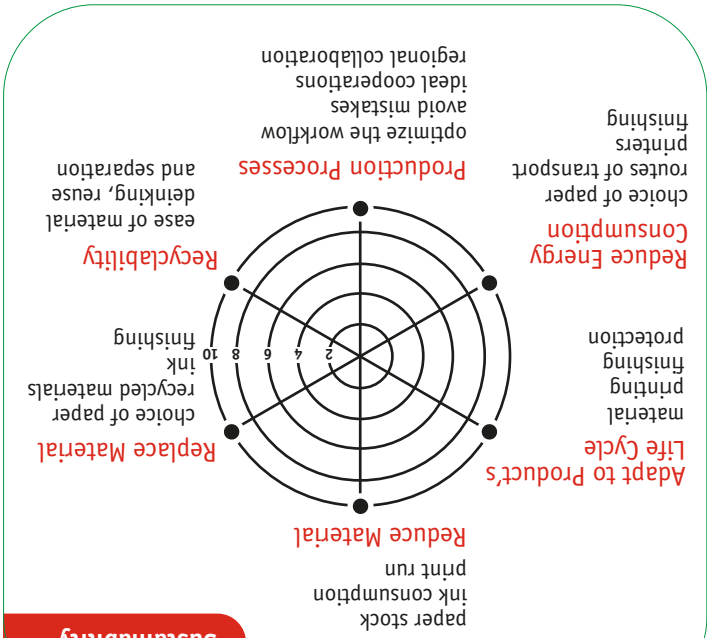
fold →

Printing and Sustainability



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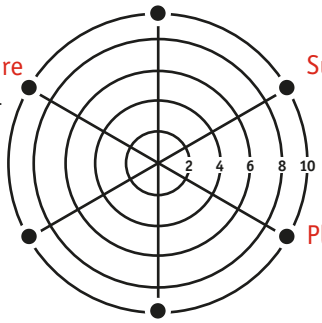
Design and Sustainability



Good Design
form and aesthetics
subject and function
semantics

Sustainability
ecological,
economic
and social
factors

Planning
design
function
production
use
reuse
disposal

Process Management
analysis
concept development
design management
implementation and verification

Innovation
usage
production
accessibility
material
technologies
intelligibility

Design Repertoire
physical and intel-
lectual resources,
tools/aids

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