

## Sustainability fits on a beer coaster<sup>1</sup>

### We've put sustainable design and printing on a coaster.

With it sustainability becomes a handy, easy to understand, constant companion.

The coaster allows you to immediately analyze, evaluate and improve any project during a meeting with clients or partners. The coaster helps you to have an open, goal-oriented discussion and encourages you to find alternatives in design and printing. These 85 square centimeters of cardboard show all the important issues and all factors that need to be considered in a designer's work and its subsequent realization.

### How does that work?

With the help of the radar or spider chart [1] it is easy to evaluate and compare a product according to certain criteria. For printing and design we have devised six main criteria each. And each of them is defined by further points of action. So now you can quickly navigate the areas of sustainable design and sustainable printing with little effort.

"Design and Sustainability" facilitates the complex, process-oriented approach to design. It is the basis for the way in which a modern designer works. It is important to remain open-minded and to constantly broaden your horizon, for applying the principles successfully to your work.

"Printing and Sustainability" focuses on the environmentally friendly production. Of course you need a thorough knowledge<sup>2</sup> of materials, technologies and processes. The search for alternative options is at the center of both "Design and Sustainability" and "Printing and Sustainability".

Sustainability can only succeed if we change our attitude:  
Not TINA<sup>3</sup>, but MONA<sup>4</sup>!

### How does it actually work?

You rate each criterion on the concentric circles (1 = worst to 10 = best), i.e. how well a solution meets or should meet a criterion. This can be based on an objective analysis or your subjective assessment. You need to mark each solution with a different color and connect each point of a color with a straight line. The result gives you rating profiles for each solution. Do not forget to include solutions already realized.

Solutions with lines furthest from the center are better than those with lines closer to the origin. The area itself has no meaning as it is defined through individual weighting of various criteria.

This process should be iterative. You should constantly strive to find an even more sustainable solution.

### And it's actually quite fun to do! Try it.

CC BY-SA Christhard Landgraf, 2022, Berlin

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

1 It hasn't yet worked with tax returns in Germany, but is frequently brought forward as a suggestion: Vote for us and you'll be able to fit your tax return on a beer coaster.

2 <https://design-und-nachhaltigkeit.de/> (German)

3 There Is No Alternative.

4 More Options, Novel Alternatives!





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