

## **Sustainable Design Checklist**

It is possible to print design projects green by using this checklist to audit your decisions throughout the design process. Make it one of your design objectives to achieve as many checkmarks as possible.

### **Strategy**

- Best serves the client's needs
- Employs an effective message
- Fulfills the objectives
- Serves multiple purposes
- Doesn't require subsequent or parallel efforts to support it
- Has limited environmental impact throughout its lifecycle

### **Execution**

- Will unlikely benefit from additional strategy
- Uses the most appropriate format
- Maximises space on the press sheet
- Uses of recycled materials
- Is easy to recycle
- Considered paperless options
- Uses as few materials as possible
- Raises awareness by displaying environmental specs
- Limits ink coverage and areas of solid colour
- Maximises shelf life
- Can be proofed on screen
- Uses die-cuts or embossing rather than an additional ink
- Combines many components for maximum efficiency

### **Production**

- Is on target with our print quantities
- Uses local vendors and sourcing local materials
- Minimises transport and shipping
- Uses vendors that use renewable energy

### **Printer**

- Can proof on screen
- Doesn't require film; it can go from digital to plate
- Utilises an environmental management system
- Manages their waste responsibly
- Has environmental certification

### ***Paper***

- Is smaller and lighter
- Contains post consumer waste fibre (PCW)
- Is recycled
- Uses tree-free fibres such as kenaf, hemp, and bamboo
- Was produced with renewable energy (Green-e certification)
- Is FSC-certified
- Was processed chlorine free (PCF)

### ***Packaging***

- Eliminates adhesives by using an alternative binding or tabs
- Avoids labels by printing directly on the packaging surface
- Does not require secondary and tertiary containers
- Minimises the gauge of the materials
- Is robust, reducing the amount of protective materials
- Is refillable
- Nest and stack well for efficient transport
- Does not contain toxic substances such as PVC

### ***Inks***

- Are not specialty metallic or fluorescent inks
- Are vegetable or soy-based inks
- Do not require a protective surface coating

### ***Post Press***

- Avoids solvent-based adhesives in the bindings and labels
- Limits use of staples
- Avoids foil stamping, thermography, and lamination

### ***Distribution***

- Has mailing lists that are up to date
- Accurately targets our audience
- Avoids shipping by air
- Avoid use of labels by printing addresses directly on the piece

### ***End-of-useful life***

- Can be recycled
- Can be reused
- Minimises the de-inking process
- Is biodegradable

### ***Acknowledgement:***

This list was adopted from the one located on [www.designcanchange.org](http://www.designcanchange.org)