

## The 6 Rs

What can we do to help our environment?

1. Richer countries could use more environmentally friendly ways of generating energy and help developing countries to do this too.
2. We can make products that are more eco-friendly. We can reduce our impact on the environment by using the 6 Rs
  1. Rethink how we design and make things
  2. Refuse to buy products that are bad for the environment or just for the sake of buying them
  3. Reduce the amount of energy and materials we use
  4. Re-use things like carrier bags and glass bottles.
  5. Repair things rather than just replacing them.
  6. Recycle things rather than putting them in landfill sites.

Why do some companies make products that have a built in obsolescence?



Think about the 6 Rs and a range of products that will be useful to write about in the exam.

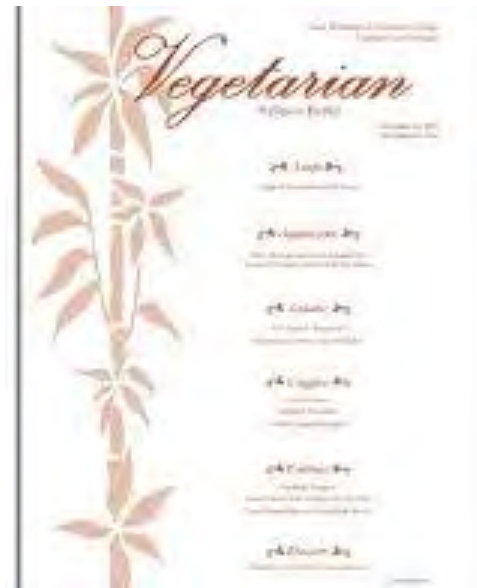


### Cultural

Designers cannot produce the same products or packaging for all sections of society. They need to consider that people have different cultural and religious beliefs. Take a look at this menu. It includes options for vegetarians, that is, people who don't want to eat animal products.

There is a particular brand of butter and a brand of ice cream with different images of cows on the packaging. These could be considered offensive to people of the Hindu religion, who believe the cow is a sacred animal.

Some products are branded and promoted differently for sale in other countries. A word or name in one culture can mean something else in another .



**GUTVIK**



Red signifies danger in our culture but in China it is a lucky colour.

## Environment and Sustainability

One of the most important issues today concerns the environment and the use of natural resources. Designers and manufacturers try to use materials such as bio-plastic and untreated card wherever it is practical. They are both biodegradable. Where these cannot be used, materials that can be recycled are considered.

Many local authorities now provide homes with coloured wheelie bins for plastics, glass, paper and garden waste, which are taken away and sorted for recycling. These bins are now emptied separately from general waste.

Though recycling helps, it doesn't end our need for new raw materials. The Forest Stewardship Council, whose logo is shown here. In the EU, more trees are now planted than cut down and other parts of the world are also beginning to recognise the need to have renewable resources. Showing the FSC logo on packaging means the manufacturer is committed to only using trees from sustainable forests.



## The Green Dot

It does NOT necessarily mean that the packaging can be recycled. It is a symbol used on packaging in many European countries and signifies that the producer has made a contribution towards the recycling of packaging.

Consumers who see the logo know that the manufacturer of the product contributes to the cost of recovery and recycling.



## The Forest Stewardship Council

The logo means the material is sourced from a sustainable forest.

When a tree is chopped down it is replaced.



## Recyclable Plastics

Use the book to complete the symbols, names, properties and examples of their use








## Other Tasks

Look up the Green Dot to answer the question

Login to **kerboodle** (3113836) to complete your HWK task:

**ADN SMES**

**THERMOPLASTICS RECYCLING**  
Complete the symbols and information. Shade the three recyclable

 PETE	Name _____ Properties _____ Example Use _____
 HDPE	Name _____ Properties _____ Example Use _____
 PVC	Name _____ Properties _____ Example Use _____
 LDPE	Name _____ Properties _____ Example Use _____
 PP	Name _____ Properties _____ Example Use _____
 PS	Name _____ Properties _____ Example Use _____
 OTHER	Name _____

## Moral - Reduce Waste

Responsible designers have a moral duty to reduce the amount of waste we produce. Every year we produce enough waste in the UK alone to fill enough bins to reach the moon and back. Richer countries are the worst eco-offenders.

Do we really need it?

90% of all plastic packaging ends up in landfill sites and can take over a 100 years to bio-degrade. We need to reduce this.

Material choice

When you make a product you need to think about the impact on the environment. Is the material sustainable? Can the material be re-cycled?





## Oil Based Inks

Oil based inks can be damaging, ,orally we should find an alternative. However, not all are damaging, use the book to find the exceptions

## Veg Based Plastics

Explain vegetable based plastics and draw a logo to indicate an example of biodegradable plastic.



## Social Issues

Designers often work on campaigns to promote unhealthy fast food and high sugar sweets and drinks that damage teeth. They are not breaking the law but they are actually encouraging children to damage their own health. This is a widespread **social** issue that is often beyond the control of adults.

As children get older they have their own money and are influenced by promotions and advertising.



## Seen To be Green

Image is very important, companies /people want to be seen to be charitable/green etc  
Look at the Volvic bottle, it is very keen to draw attention to the environmental ethos of the company



## Seen To be Green

Reduced carbon footprint



Contributes to the cost of recovery and recycling

Use of bio degradable plastic

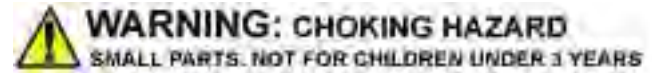


Recyclable

Recycled

## Safety guidance

Where labelling isn't covered by legislation, information such as safety guidance is often printed on packaging. The age-suitability warning on this child's toy is one example of safety guidance. Designers and manufacturers have a moral obligation to inform potential buyers about situations in which product use could be hazardous. They want people to be safe when using the products they have made and designed.



<http://www.nypirg.org/consumer/toysafety03/choking.html>

We need to do what we can in our material choices as designers and consumers to look after our planet.

What sort of world do we want to leave for our children?

