

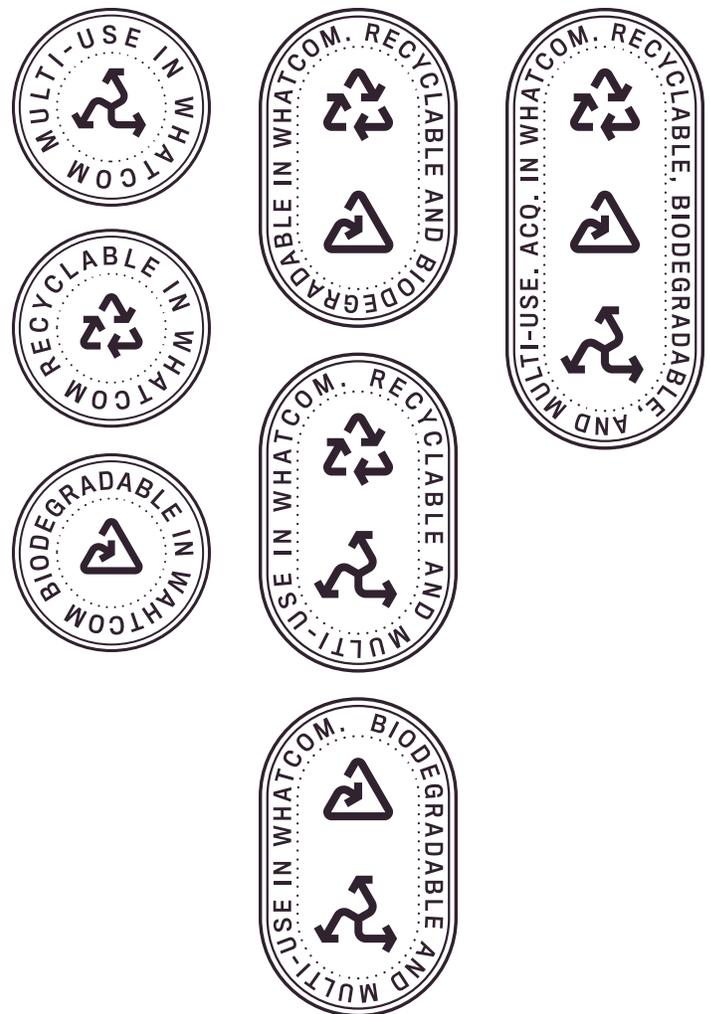
# Incentivizing Consumer Responsibility

Design is made up of the iterations that eventually form the final product. Those iterations adapt and improve the product, to meet the needs of the target market. Through the reimagining of design expectations, designers can take on individual responsibility for the sustainability of a product and its packaging. It is the designers' moral and ethical decisions that "redirect consumer attention toward the need for sustainability; to ethically educate the client to inform consumer choice; and to innovate upon existing systems through material demands" outlined in *Eliminating destructive design* by Brennan Commons. He highlights issues including "flawed waste streams, unethical marketing, delayed design processes, lack of material education, failure to consider form, and the fear of driving limited change." In response, he adapted his work to be showcased in eight focal points to design sustainably in a smaller less systematic change.

The three icons, pictured right, are designed to help consumers direct their waste into three sustainable waste streams. Each icon represents a type of disposal of a package or product. These symbols can be combined in any combination to most accurately represent the local waste streams.

Adaptability and localization are the two focuses of this system. These labels can be stamped, stuck, or printed. These icons must be included on each surface of a design to maintain accessibility. The shorthand version can be applied to secondary pages or on smaller packaging. The county must be included to indicate where the product was designed to be sustainable.

EXAMPLE OF PRIMARY LABELING FOR WHATCOM COUNTY



EXAMPLE OF SHORTHAND LABELING FOR WHATCOM COUNTY





Eight principles were created to help guide designers in designing sustainable work. The labeling system above can be applied to each principle. Essentially, the eight principles enhance the labeling system and the labeling system enhances the eight principles.

**Design beneficially; incentivize sustainable intrigue and moral conscience.**

**Design intuitively; improve user recognition of sustainability.**

**Design empathetically; acknowledge the human impact.**

**Design rationally; regard the fixed limitations.**

**Design intentionally; integrate reputable research.**

**Design regionally; ensure viability in local markets.**

**Design holistically; understand the costs of wastefulness and sustainability.**

**Design enduringly; design for communities for lasting renewable impact.**



EXAMPLE OF EIGHT PRINCIPLES THAT CAN BE APPLIED IN DESIGN

