

How To Make The Planet Your Client

STRAIGHT TO SUSTAINABILITY

24 June 2010 | Madrid Design Week 2010 | David Berman, FGDC

#dw2010 #davidberman

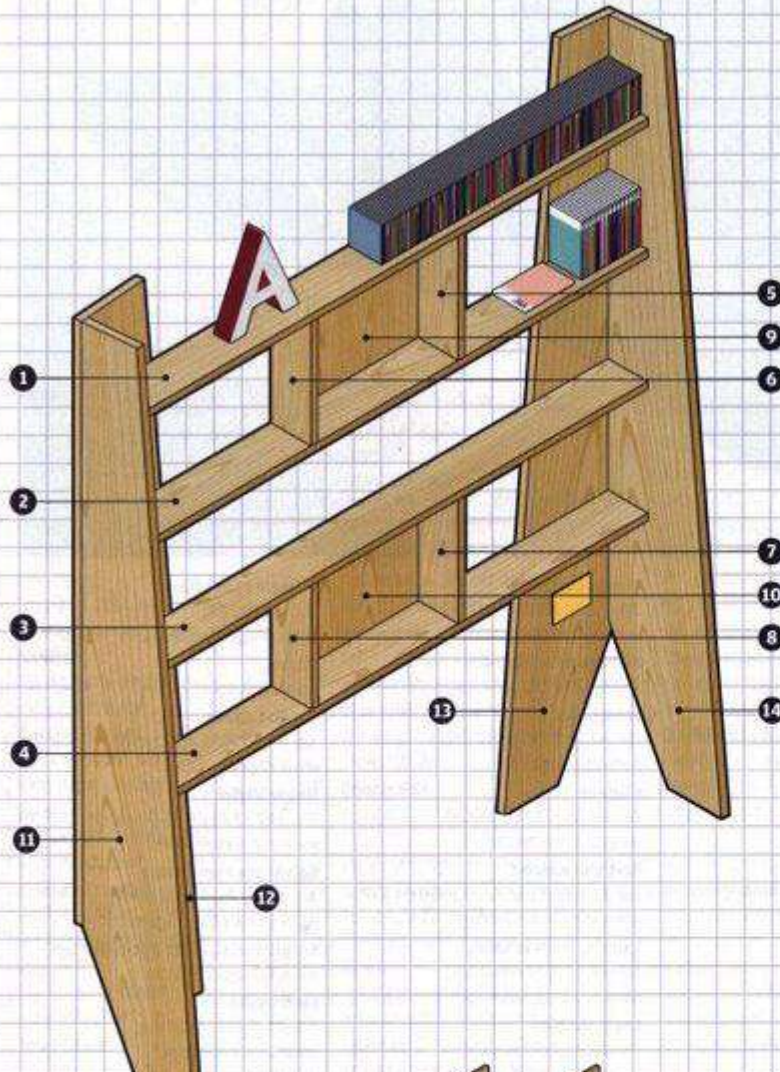


*“No dejes para mañana
lo que no estés dispuesto a dejar
sin hacer cuando te mueras.”*

*“Only put off until tomorrow
what you are willing to die
having left undone.”*

PABLO PICASSO (1881 -1973)

Cradle to cradle



Designer

William Warren, UK

Object

It may be a little morbid, but, for our last ever Fast Forward feature, these 'Shelves For Life' seemed somehow appropriate. A solid, plywood set of floor-standing shelves are designed to last you a lifetime. Then, when your time arrives, the shelves can be taken apart and reassembled as a coffin. The brass plate that tells the story about this transformation can even be flipped over and your dates inscribed. As Warren explains, 'The shelves simply have the potential to be a coffin in the future. We're all going to die and we will all need a coffin, so why not make your coffin from something you've owned and loved for years and save your bereaved family having to choose one (and pay for one) at an already difficult time?'

Background

Warren runs a furniture and product design studio in London. He produces and sells 'Shelves For Life' himself, £350, and also works for manufacturers like Habitat, Purves & Purves and Trico in Japan.

Contact

www.williamwarren.co.uk

*“Now that we can do anything,
what will we do?”*

- BRUCE MAU

Greenhouse gas





No greenhouse gas

*“The revolution
will not be televised
...because it’s on the Internet.”*

- ALEXANDER FELSENBURG, GERMANY

digital divide by 4

digital divide 1: Madrid



digital divide 2: New Guinea



digital divide 2: Mongolia



digital divide 3: Italy



digital divide 4: Kenya



Ghana | Mpedigree.org



digital divide: M-PESA micropayments



Crowdsourced in India: blood network

Windows Internet Explorer browser window showing the website **Friends2support**. The address bar displays <http://www.friends2support.org/index.aspx>.

The website header includes the logo for **friends2support** with the tagline "[Where strangers become friends]". Navigation links for Home, FAQs, Feedback, and Contact are visible, along with a red blood drop icon.

Two quotes are featured in a banner:

- "We can save someone's life by donating our blood"
- "We can give support to develop resources for rural child Education"

A central statistic states: **More than 50,000 Donors to access**

The page layout includes:

- Information sidebar:** A dropdown menu with options: About Friends2support, Vision, Mission & Values, People Behind (Founders, Technical Team, Field Volunteers), Blood Donation Facts, Who can/ Can't Donate, Projects (Completed, In Process), and Contributions.
- Search for Blood Donor:** A search form with dropdown menus for Blood Group, Select State, Select District, and Select City, followed by a Submit button.
- Donor Login Here:** A login form with fields for Login and Password, a Submit button, and a link for Forgot Password.
- New User? Register as Blood Donor:** A green button with a heart icon and a right-pointing arrow.
- Post Your Blood Request:** A yellow button with a heart icon and a right-pointing arrow.
- Blood Donors Requests:** A list of requests including: A- Ameerpet, Hyderabad; A- Somajiguda; A2- MELMARUVATHUR; and AB- Vizag.

Design currency: microloans

Kiva - Loans that change lives - Mozilla Firefox

File Edit View History Delicious Bookmarks Tools Help

http://www.kiva.org/

Home | Kiva Gifts | Login | Register | Do More | My Basket | Help Center

KIVA

loans that change lives

LEND ABOUT COMMUNITY JOURNALS MY PORTFOLIO

Lenders

YOU

Entrepreneurs


Each pre-screened entrepreneur is hard-working and hopes to create a sustainable livelihood. All they need is a small loan.

Block

Impact This Week

\$937,075.00 lent.

The Perfect Mother's Day Gift



Kiva gift certificates

Latest Activity

4:14 pm PDT

Featured Entrepreneurs

[View All Entrepreneurs >>](#)

María Esther Navarrete

El Salvador
Bakery

María Esther Navarrete is 54 years old and resides in Delgado City with husband and four sons whom she supports... [more >>](#)

\$25

\$1,000

28% raised

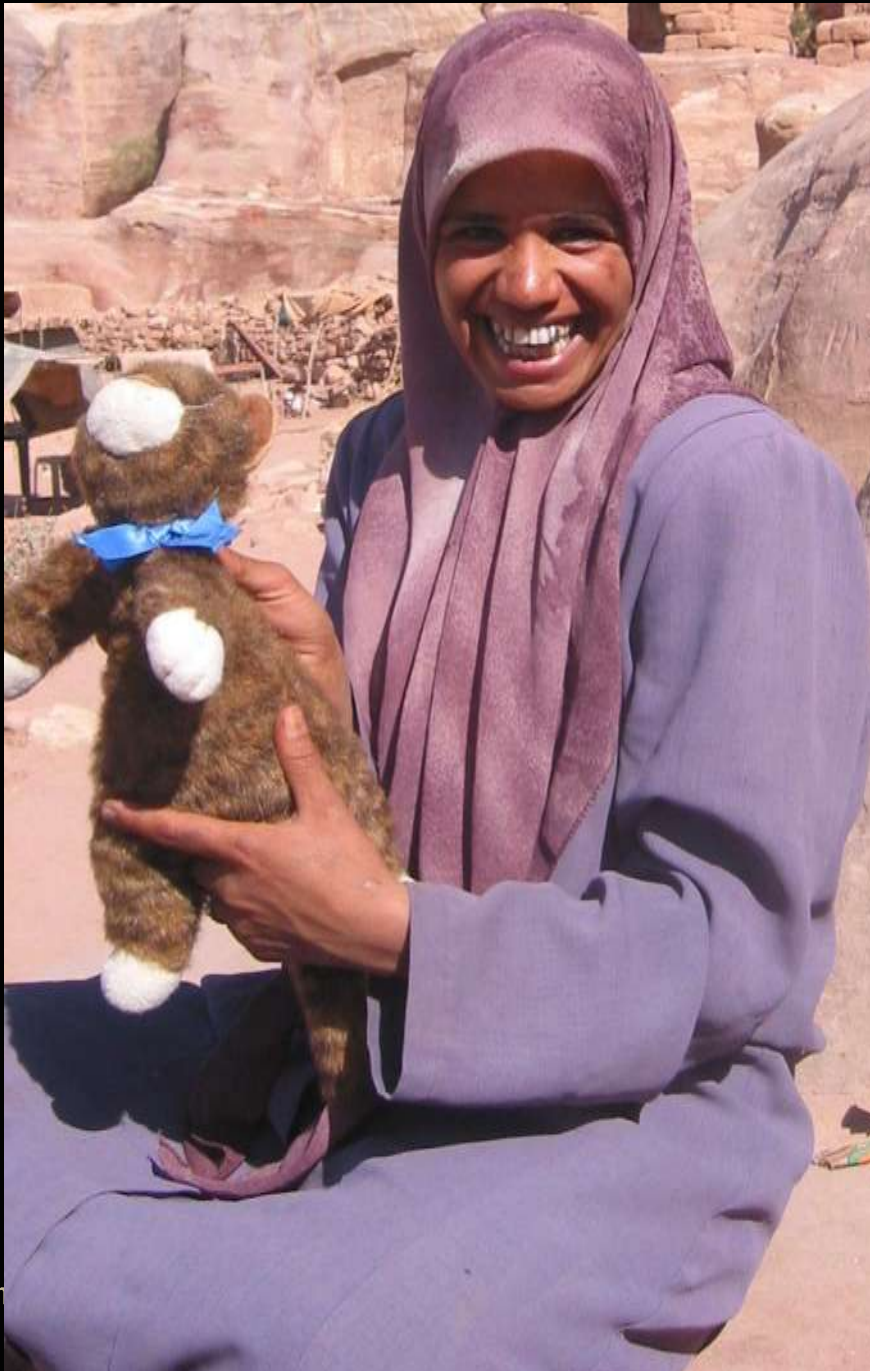
More Featured Entrepreneurs

Done

ABP .io



CAMELS IN TANZANIA



CATS IN JORDAN

MERCURY

SUPERIOR AMERICAN TASTE

مطعم • كوفي شوب
تحف شرقية • منتجات البحر الميت

Do we look
easy to satisfy?



مستوردة وموزعة من قبل إدارة حصر التبغ والتبناك اللبنانية
وزارة الصحة تحذر: التدخين يؤدي الى أمراض خطيرة وميتة.

الجامعة
اللبنانية الأميركية
LEBANESE AMERICAN
UNIVERSITY





Carteret Islands



Carteret Islands: permanent evacuation



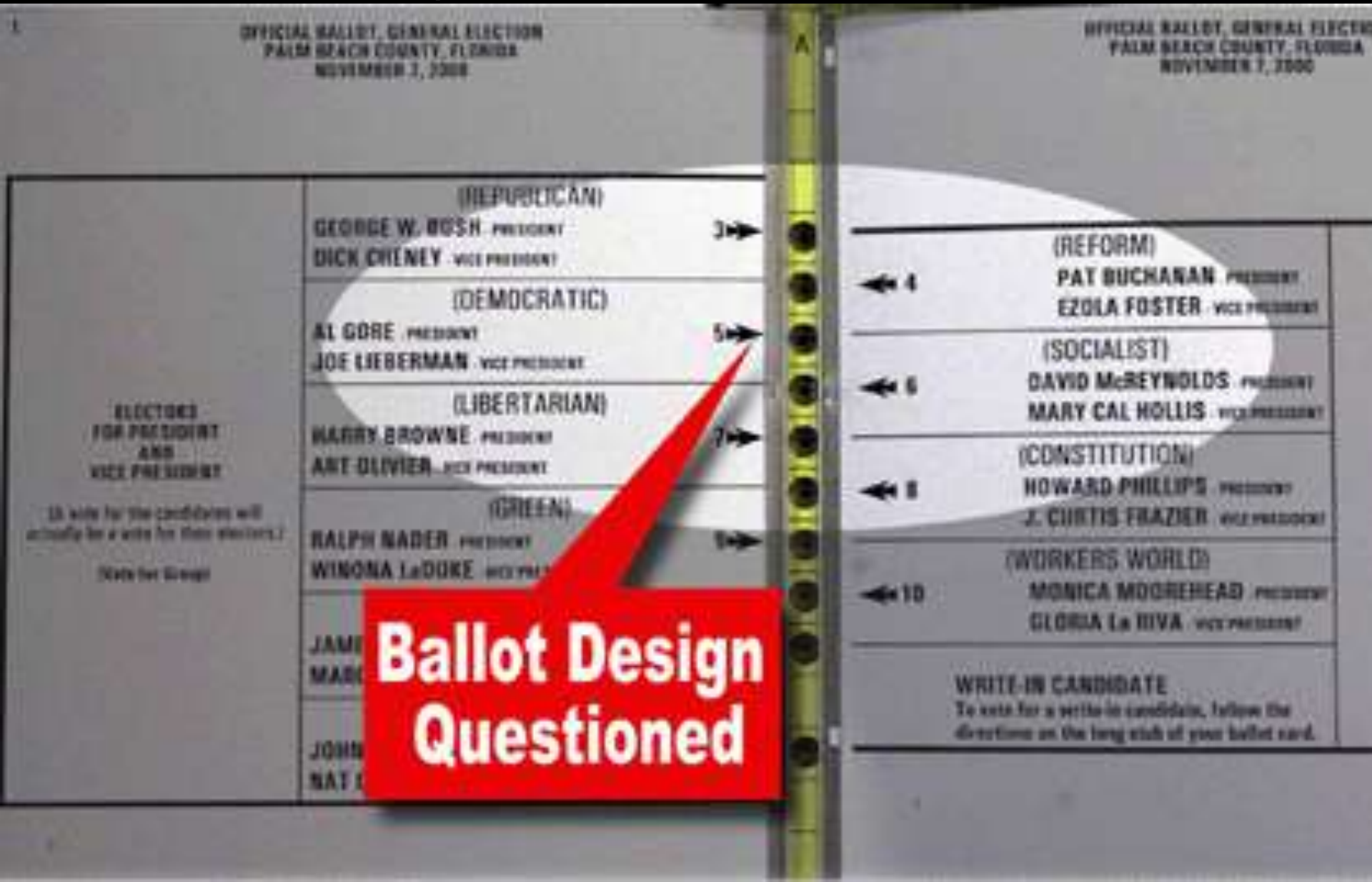
Events of June 24, 2010: can we change tomorrow?

- 1,200,000,000** doses of Coca-Cola ingested
- 882,000,000** Marlboro cigarettes shipped beyond the U.S.
- 41,000,000** McDonald's customers served
- 14,000,000** BIC pens disposed
- 6,200,000** kilos of plastic molded for bottled water
- 2,000,000** gallons of oil spewed into the Gulf of Mexico
- 43,000** hectares of ancient forest destroyed
- 26,500** human kids under age of five die due to poverty
- 7,400** humans newly infected with HIV virus
- 3,000** promotional messages seen by average American
- 2,800** African children killed by untreated malaria
- 600** reported deaths in car accidents in China
- 73** species made extinct





2000: typography is life and death



2004

13

OFFICIAL PRESIDENTIAL BALLOT GENERAL ELECTION - NOVEMBER 2, 2004 CUYAHOGA COUNTY

**For President
and
Vice-President**

To Vote for President and Vice-President, punch the hole beside the number for the set of candidates of your choice. Your vote will be counted for each of the candidates for presidential elector whose names have been certified to the Secretary of State (Vote not more than ONCE)

For President: **JOHN F. KERRY** and For Vice-President: **JOHN EDWARDS** **6** →
Democratic

For President: **CANDIDATE DISQUALIFIED** and For Vice-President: **CANDIDATE DISQUALIFIED**

For President: **MICHAEL A. PEROUTKA** and For Vice-President: **CHUCK BALDWIN** **10** →
Other-Party Candidate

For President: **MICHAEL BADNARIK** and For Vice-President: **RICHARD V. CAMPAGNA** **2** →
Other-Party Candidate

For President: **GEORGE W. BUSH** and For Vice-President: **DICK CHENEY** **4** →
Republican

| | | | | | | | | | | | | | |
|----|----|---|----|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 3 | • | • | 60 | • | 79 | • | 117 | 136 | • | 155 | • | 193 | 212 |
| • | 22 | • | 42 | • | • | 98 | • | • | 155 | • | 174 | • | • |
| 4 | • | • | 61 | • | • | • | 118 | • | • | • | • | 194 | • |
| • | 23 | • | 43 | • | 80 | • | • | 137 | • | 158 | • | • | 213 |
| • | • | • | 62 | • | • | • | 119 | • | • | • | 175 | • | • |
| 5 | • | • | 44 | • | 81 | • | • | 138 | • | • | • | 195 | • |
| • | 24 | • | • | • | • | 100 | • | • | 157 | • | • | • | 214 |
| 6 | • | • | 63 | • | • | • | 120 | • | • | • | 176 | • | • |
| • | 25 | • | 45 | • | 82 | • | • | 139 | • | • | • | 196 | • |
| • | • | • | 64 | • | • | 101 | • | • | 158 | • | • | • | 215 |
| • | 26 | • | 46 | • | • | 102 | • | • | • | 177 | • | • | • |
| 7 | • | • | 65 | • | • | • | 121 | • | • | • | 197 | • | • |
| • | 27 | • | 47 | • | 83 | • | • | 140 | • | 159 | • | • | 216 |
| 8 | • | • | 66 | • | • | 102 | • | • | • | • | 178 | • | • |
| • | 28 | • | 48 | • | 84 | • | • | 141 | • | • | • | 198 | • |
| • | • | • | 67 | • | • | 103 | • | • | 160 | • | • | • | 217 |
| 9 | • | • | 49 | • | 85 | • | • | 122 | • | • | • | 199 | • |
| • | 29 | • | 68 | • | • | 123 | • | • | • | 161 | • | • | 218 |
| • | • | • | 48 | • | 86 | • | • | 142 | • | • | 180 | • | • |
| 10 | • | • | 69 | • | • | 104 | • | • | • | • | • | 200 | • |
| • | 30 | • | 50 | • | 87 | • | • | 124 | • | • | • | • | 219 |
| • | • | • | 70 | • | • | • | 125 | • | • | • | 181 | • | • |
| • | 29 | • | 51 | • | 88 | • | • | 143 | • | • | • | 201 | • |
| 11 | • | • | 71 | • | • | 105 | • | • | • | • | • | 202 | • |
| • | 31 | • | 52 | • | 89 | • | • | 144 | • | • | • | • | 220 |
| • | • | • | 72 | • | • | 106 | • | • | • | 162 | • | • | • |
| • | 30 | • | 53 | • | 90 | • | • | 145 | • | • | • | • | 221 |
| 12 | • | • | 73 | • | • | 107 | • | • | • | • | 182 | • | • |
| • | 31 | • | 54 | • | 91 | • | • | 146 | • | • | • | 202 | • |
| • | • | • | 74 | • | • | 108 | • | • | • | • | • | 203 | • |
| 13 | • | • | 55 | • | 92 | • | • | 147 | • | • | • | • | 222 |
| • | 32 | • | 75 | • | • | 109 | • | • | • | 163 | • | • | • |
| • | • | • | 56 | • | 93 | • | • | 148 | • | • | • | • | 223 |
| 14 | • | • | 76 | • | • | 110 | • | • | • | • | 183 | • | • |
| • | 33 | • | 57 | • | 94 | • | • | 149 | • | • | • | • | 224 |
| • | • | • | 77 | • | • | 111 | • | • | • | • | • | • | 225 |
| 15 | • | • | 58 | • | 95 | • | • | 150 | • | • | • | • | 226 |
| • | 34 | • | 78 | • | • | 112 | • | • | • | • | • | • | • |
| • | • | • | 59 | • | 96 | • | • | 151 | • | • | • | • | 227 |
| 16 | • | • | 79 | • | • | 113 | • | • | • | • | • | • | • |
| • | 35 | • | 60 | • | 97 | • | • | 152 | • | • | • | • | • |
| 17 | • | • | 80 | • | • | 114 | • | • | • | • | • | • | • |
| • | 36 | • | 61 | • | 98 | • | • | 153 | • | • | • | • | • |
| • | • | • | 81 | • | • | 115 | • | • | • | • | • | • | • |
| 18 | • | • | 62 | • | 99 | • | • | 154 | • | • | • | • | • |
| • | 37 | • | 63 | • | 100 | • | • | 155 | • | • | • | • | • |



**Official Ballot for General Election
Springfield County, Nebraska
Tuesday, November 07, 2006**

**Papeleta Oficial para las Elecciones Generales
Condado de Springfield, Nebraska
Martes, 7 de noviembre de 2006**

A

B

C

Instructions

Instrucciones

Making selections

Haga sus selecciones



Fill in the oval to the left of the name of your choice.

You must blacken the oval completely, and do not make any marks outside of the oval. You do not have to vote in every race.

Rellene el óvalo que está a la izquierda del nombre de su preferencia. Deberá

President and Vice-President of the United States

Presidente y vicepresidente de los Estados Unidos

Vote for 1 pair

Vote por 1 par

Joseph Barchi and Joseph Hallaren
Blue / Azul

Adam Cramer and Greg Vuocolo
Yellow / Amarillo

Daniel Court and

U.S. Senator

Senador de EEUU

Vote for 1 / Vote por 1

Dennis Weiford
Blue / Azul

Lloyd Garriss
Yellow / Amarillo

Sylvia Wentworth-Farthington
Purple / Púrpura

John Hewetson
Orange / Naranja

Victor Martinez
Pink / Rosa

color = life + death



colorblind = life + death



color + shape + how many

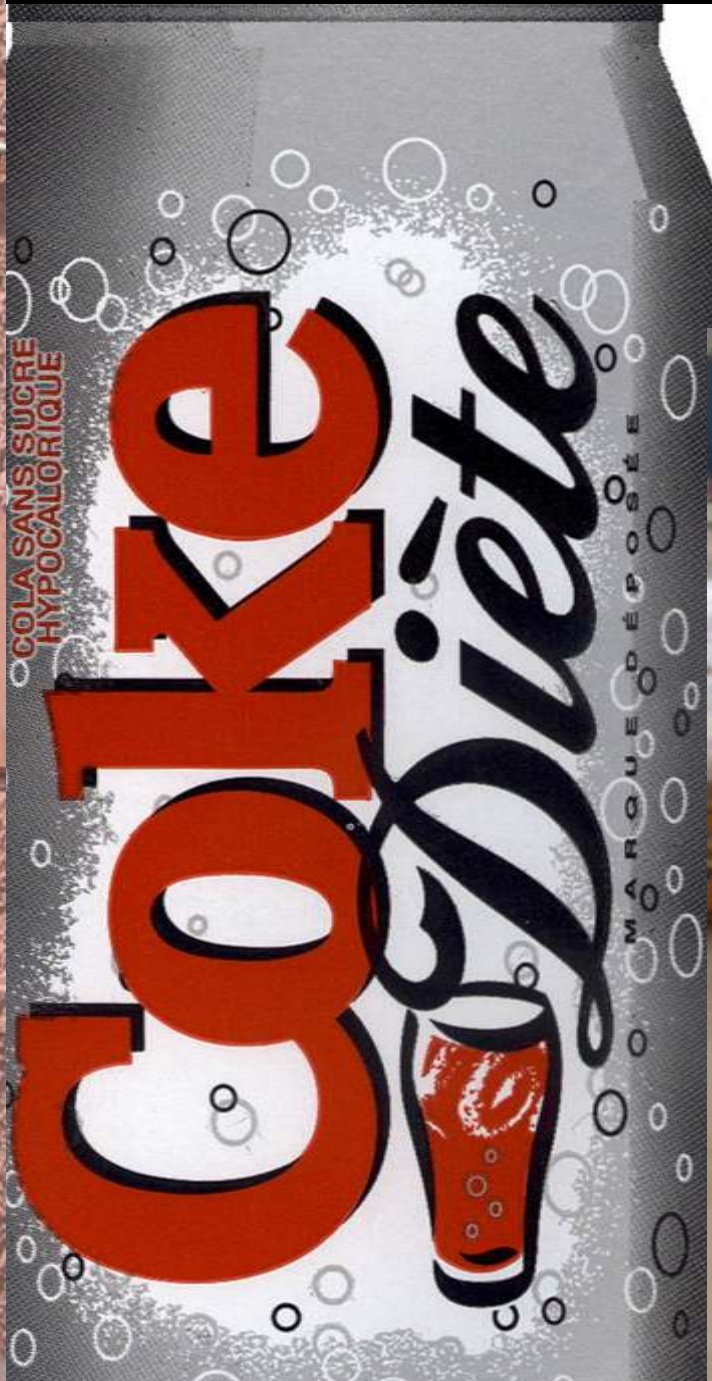




SIP
PUFF
SIP
PUFF
SIP
PUFF
SIP
PUFF
SIP
PUFF
SIP
PUFF
SIP

“Over the next 10 to 15 years, technology has the capacity to virtually eliminate barriers faced by people with disabilities in the workplace.”

- STEVE BALLMER, MICROSOFT





Forsvar

Christiania

**SOUNDSYSTEM
CONFERENCE**

FREE SOUNDSYSTEM AND DJ FESTIVAL
26.06.04 15.00-05.00

REGGAE AND DANCEHALL IN PUSHER STREET





INTERACTIVE BILLBOARD

Number of times
daily Earthlings
reach for a Coke:
900 million

Valuation of
Coca-cola brand:
AU\$196 billion

POLLUTION











Coca-Cola

← ENABOISHU →
HIGH SCHOOL

JIMBO KUU L
ARUSA
KANISA KATOLIK
LORUVANI
S.L.P. 1352
ARUSA

JIMBO KUU L
ARUSA
KANISA KATOLIK
LORUVANI
S.L.P. 1352
ARUSA



DRIVE
REFRESHED
Coca-Cola
enjoy
THE GREAT TASTE
ELCT
NKOARANGA LUTHERAN
HOSPITAL & ORPHANAGE
◀ 5 KMS ▶

19. ELCTHAR
NKOARANGA
LUTHERAN SCHOOL
NKOARANGA
LUTHERAN
HOSPITAL & ORPHANAGE
◀





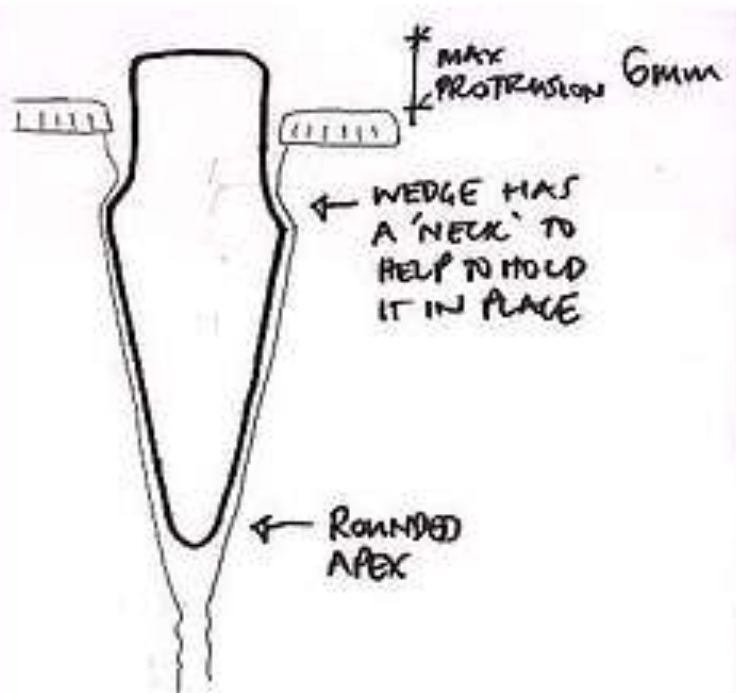


WHAT THE WORLD
NEEDS TODAY?



More ColaLife Serendipity and Web 2.0 Magic

January 10, 2009 by [Simon Berry](#) · 5 Comments



My co-administrator of the ColaLife Facebook Group, writer, tipster and networker extraordinaire, [Kate Andrews](#), invited me to join a Flickr Group. It was the [Do Good Design group](#) set up to support the micro-site supporting [David Berman's recently published book](#). So I joined the group and I posted the aidpod picture above.

This intrigued David and he left a comment. Kate answered and pointed David to the [ColaLife website](#) and t


Daizi Zheng





C D E F G H I J K L M N O P Q R S

There's a little  in everyone

 Astral Media

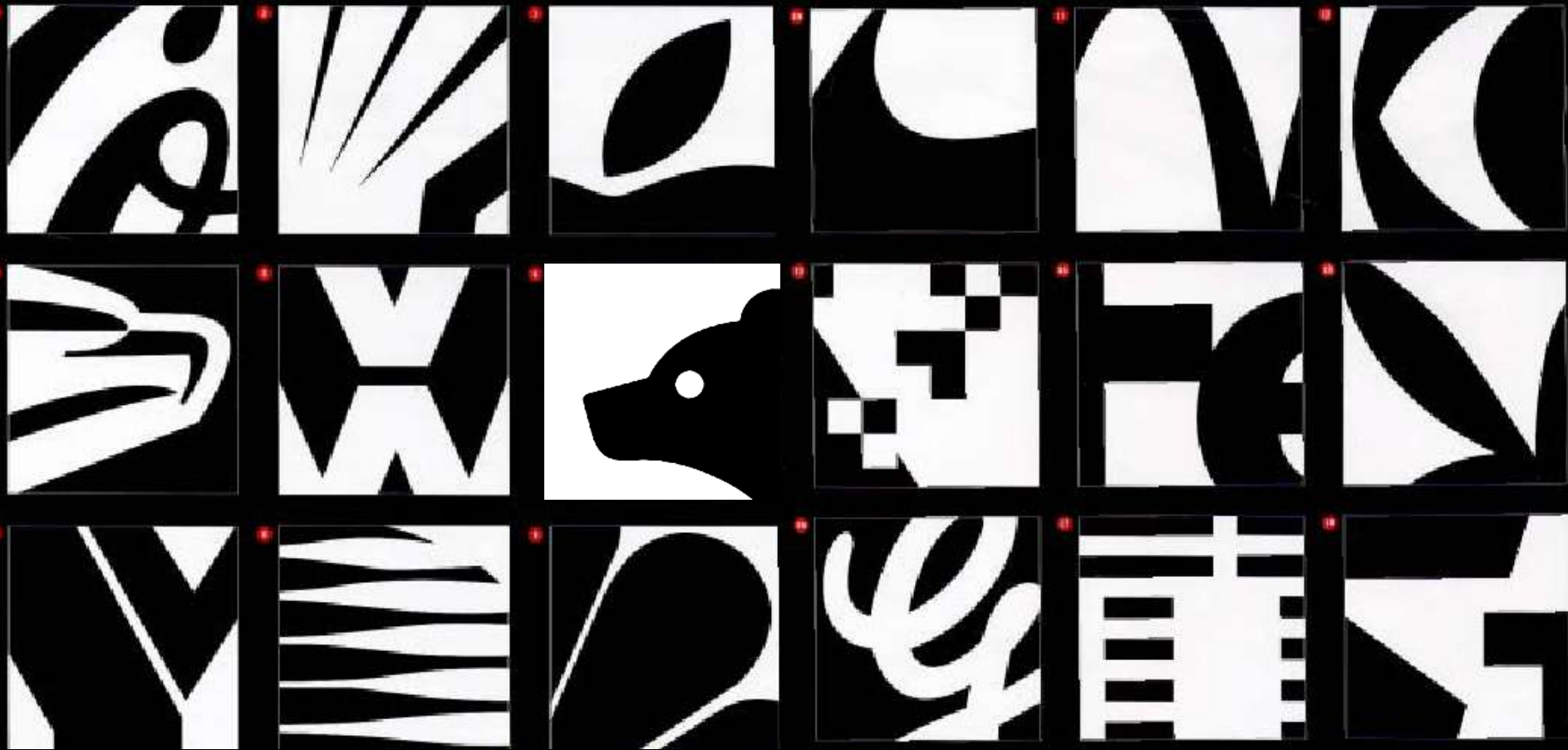


**Willkommen
in Dachau
Frauenhoferstraße**



The image features two cowboys on horseback, silhouetted against a bright, golden sunset. The cowboys are wearing wide-brimmed hats and are positioned on either side of the frame, facing each other. The background is a vast, open landscape under a sky filled with warm, orange and yellow light. The overall mood is nostalgic and evocative.

I miss my lung, Bob.





CONSEJO MUNICIPAL



LA HABANA VIEJA



Myth

HOT WHEELS

New Mercury Cougar. Imagine yourself in a Mercury 
front-wheel drive • optional V-6 • hatchback • 800-446-8888 • www.mercuryvehicles.com

Myth



The ultimate attraction.

Fact



Toyota Cars, Trucks, SUVs & Accessories - Mozilla Firefox

File Edit View History Delicious Bookmarks Tools Help

http://www.toyota.com/


toyota

TOYOTA
moving forward

CARS TRUCKS SUVs & VAN HYBRIDS

BUILD YOUR TOYOTA FIND A DEALER

Search



THE 2009 CAMRY

What's New!

2009 Toyota Racing

3rd Generation Prius

Shop Local Specials

Zip Code: **GO**

*“Designers make
the World’s
most beautiful trash.”*

- SCOTT EWEN, EMIGRÉ

“Designers: stay away from corporations who want you to lie for them.”

- TIBOR KALMAN

EVIAN

MADRID PRICE CHECK

**Refined gasoline:
1.25 Euro / litre**

**Dasani bottled water:
1.90 Euro /litre**

**Perrier bottled water:
2.10 Euro/litre**

davidbelman.com



If your husband ever finds out

you're not "store-testing" for fresher coffee...



*... if he discovers you're
still taking chances
on getting flat, stale coffee
... woe be unto you!*

*For today
there's a sure
and certain way
to test for freshness
before you buy*

Here's how easy it is to be sure of fresher coffee



Look for the "Dome Top" Can of Chase & Sanborn. The firm, rounded top shows it's packed under pressure, fresh from the oven.

Just do this:

Press your thumbs against the dome top *before* you open it. If it's fresh, the top clicks, pressure's gone—take another. It's the sure way to get the freshest coffee ever packed.

No other can lets you test!

You can't see an ordinary flat top can. Some are "leakers" that have let air in to steal freshness. But all flat top cans look alike. You can't tell which are good and which are stale.

Here's the payoff!

Sure as you pour a cup, they'll want more! For Chase & Sanborn is a glorious blend of more expensive coffees... brought to you *fresher*. No wonder Chase & Sanborn pays a flavor dividend you won't find in any other coffee!



**"PRESSURE
PACKED"**

Chase & Sanborn

LIFE 1952





UNFILTERED

WARNING: SMOKING CAUSES IMPOTENCE



- TRIALS & CASES
- OPEN FORUM
- LAW LIBRARY

CNN Sites

[MAINPAGE](#)

[WORLD](#)

[U.S.](#)

[WEATHER](#)

[BUSINESS](#)

[SPORTS](#)

[TECHNOLOGY](#)

[SPACE](#)

[HEALTH](#)

[ENTERTAINMENT](#)

[POLITICS](#)

[LAW](#) ←

[trials & cases](#)

[open forum](#)

[supreme court](#)

[law library](#)

[Editions](#) | [myCNN](#) | [Video](#) | [Audio](#) | [Headline News Brief](#) | [Free E-mail](#) | [Feedback](#)

search > law center

Find

FindLaw dictionary

Find

Smokers ask jury to consider up to \$196 billion in punitive damages

July 10, 2000

Web posted at: 5:11 p.m. EDT (2111 GMT)

From staff and wire reports

MIAMI -- Smokers in a landmark case asked for up to \$196 billion in punitive damages from the tobacco industry Monday to punish it for ruining the lives of millions of sick and addicted customers.



WARNING
IDLE BUT DEADLY

Smoke from a lit cigarette contains toxic substances like hydrogen cyanide, formaldehyde and benzene. Second-hand smoke can cause death from lung cancer and other diseases.

Health Canada

WARNING

WARNING
CIGARETTES CAUSE MOUTH DISEASES

Cigarette smoke causes oral cancer, gum diseases and tooth loss.

Health Canada



davidberman.com



WARNING
TOBACCO USE CAN MAKE YOU IMPOTENT

Cigarettes may cause sexual impotence due to decreased blood flow to the penis. This can prevent you from having an erection.

Health Canada

Camels from Canada to Spain

Brand



Smoke contains **benzene**,
nitrosamines, **formaldehyde**
and **hydrogen cyanide**



Self-extinguish

Smoking falls to all-time low in Canada

Anti-tobacco campaigns
are working, doctor group says

BY SIMON DOYLE

survey, with 57 per cent saving



ZMC
1757

MSAITE - NTIME



Bob, I've got cancer.

Tobacco kills - don't be stupid. It should not be advertised, promoted or cultivated.
WORLD NO TOBACCO DAY © 31 MAY





Too late to fasten your seat-belt

Wearing a seat-belt reduces the risk of being ejected from a vehicle and suffering serious or fatal injury by between 40% - 65%.

Be part of the solution: wear a seat-belt.



ROAD SAFETY
IS NO ACCIDENT

www.who.int/roadsafety

agency work





PROFITS 1ST QTR RESULTS FOR 900 COMPANIES (p. 100) | **BOOK EXCERPT THE NEW RATIONAL EXUBERANCE** (p. 70) | **INVESTING FINDING THE BEST ONLINE BROKERS** (p. 126)

The McGraw-Hill Companies

BusinessWeek

www.businessweek.com

MAY 11, 2004

THE POWER OF DESIGN

A tiny firm called redefined good by creating ex not just prod it's changing companies

BY BRUCE NUSBAUM





Voice Control

call
play

shuffle

Cancel

3G

9:42 AM

Cancel

8 of 38

Trim



3G

9:42 AM

315° NW



37° 19' 55" N, 122° 1' 48" W

DESIGNCARES


THINK GLOBALLY,
DESIGN LOCALLY.

Special thanks to Design Cares Sponsors and Supporters

EVENT SPONSOR: Adobe Systems
MEDIA SPONSOR: Western Living Magazine
TELEVISION: CIVI

SUPPORTERS: University of Victoria
Students' Society
Monday Magazine
Flowers On Top

DESIGN CARES



Société des graphistes du Canada
chapitre de l'île Vancouver

Society of Graphic Designers of Canada
Vancouver Island Chapter

DESIGN CARES
2001 EXHIBIT & FORUM

see how graphic design shapes your perceptions and your community



Thursday Nov 29
Friday Nov 30
Saturday Dec 1

exhibit open to the public

Michelle Pujol Room
Student Union Building
University of Victoria
Victoria, B.C., Canada

DESIGNING FOR A BETTER WORLD

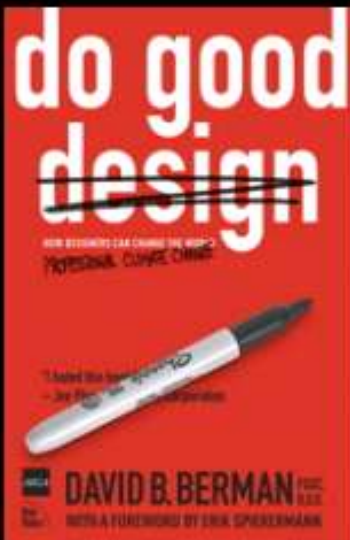
www.davidberman.com/dogood

do good design

TAKE THE PLEDGE

TELL US YOUR STORY

GO DEEPER: RESOURCES



Where to order online:

- [Peachpit](#) (use [promotion code here](#)...Canada: may be a better deal at [Amazon.ca](#) if shipping 1 copy)
- [Amazon.com](#)
- [BarnesandNoble.com](#)
- [Borders.com](#)

tell us your story

now playing

PAUSE II



speed



5 seconds



You've seen 1 of 3 pages of photos in the **Do Good Design: Tell Us Your Story's** pool. Would you like to see more, or loop through this page again?

LOOP

MORE

Cosmetic surgery ad



2000

Graphic Designers of Canada Code of Ethics

31. A Member, while engaged in the practice of graphic design, shall not do or allow to be done anything that constitutes a deliberate or reckless disregard for the health and safety of the communities in which they live and practise or the privacy of the individuals and businesses therein. Members shall take a responsible role in the visual portrayal of people, the consumption of natural resources, the protection of animals and the environment.



Society of
Graphic Designers
of Canada

Société
des graphistes
du Canada

publication to the press or otherwise any information about work in progress unless the client or employer, as applicable, has given consent.

28. A Member shall not withdraw services except for reasonable cause and upon reasonable written notice.

29. Subject to the limitations of

34. A Member shall not display a lack of knowledge, skill or judgment or disregard for the public or the environment of a nature or in an extent that demonstrates that the Member is unfit to be a Member of the Society of Graphic Designers of Canada.

35. A Member shall not contract directly with the client of his or her client or employer without obtain-

penation, with the exception of occasional pro bono work for charitable purposes and objects or for work performed for family members.

41. Except as otherwise provided for herein, a Member shall not undertake any speculative project or schematic proposals for a project either alone or in competition with others for which compensation will only be received if a

48. A Member shall not claim credit for having performed graphic design services on a project with respect to which the Member did not have a professional or supervisory involvement.

49. A Member shall not to property rights to original works if it specifically part apart from reproduction of

50. Members shall ensure

method of determining compensation for those services.

Responsibility to Society and The Environment

31. A Member, while engaged in the practice or instruction of graphic design, shall not do or fail to do anything that constitutes a deliberate or reckless disregard for the health and safety of the communities in which they live and practise or the privacy of the individuals and businesses therein. Members shall take a responsible role in the visual portrayal of people, the consumption of natural resources, and the protection of animals and the environment.

32. A Member shall not accept instructions from a client or employer that involve infringement of another person's or group's human rights or property rights without permission of such other person or group, or consciously act in any manner involving any such infringement.

33. A Member shall not make use of goods or services offered by manufacturers, suppliers or contractors that are accompanied by an obligation that is detrimental to the best interests of his or her client, society or the environment.



COPY

1st SESSION, 36th LEGISLATURE, ONTARIO
45 ELIZABETH II, 1996

Bill Pr56

**An Act respecting the Association of
Registered Graphic Designers of Ontario**

Registered Graphic Designers of Ontario

Rules of Professional Conduct *(excerpt)*

31 A Member... shall not do or fail to do anything that constitutes a deliberate or reckless disregard for the health and safety of the communities in which they live and practise... Members shall take a responsible role in the visual portrayal of people, the consumption of natural resources, and the protection of animals and the environment.

32 A Member shall not accept instructions from a client or employer that involve infringement of another person's or group's human rights...

33 A Member shall not make use of goods or services...that are accompanied by an obligation that is detrimental to the best interests of... society or the environment.

CERTIFICATION

2006

AI GA Standards of Professional Practice

The designer's responsibility to society and the environment

7.1 A professional designer, while engaged in the practice or instruction of design, shall not knowingly do or fail to do anything that constitutes a deliberate or reckless disregard for the health and safety of the communities in which he or she lives and practices or the privacy of the individuals and businesses therein. A professional designer shall take a responsible role in the visual portrayal of people, the consumption of natural resources, and the protection of animals and the environment.

7.2 A professional designer shall not knowingly accept instructions from a client or employer that involve infringement of another person's or group's human rights or property rights without permission of such other person or group, or consciously act in any manner involving any such infringement.

7.3 A professional designer shall not knowingly make use of goods or services offered by manufacturers, suppliers or contractors that are accompanied by an obligation that is substantively detrimental to the best interests of his or her client, society or the environment.

2008

Norway's Grafil AMG



Illustrasjon av: [Name]

NORSK ORGANISASJON FOR VISUELL KOMMUNIKASJON

AMG - BESKYTTET TITTEL

AMG

Målsetting
Målet med autorisasjon er å synliggjøre fagenes status og ansvar.

Innføring
Utdannede og oppdragsgjivere.

Hvordan forutsetninger
Tittelen skal gis til alle som oppfyller kravene.

I tillegg må det legges til en kunnskapsrettning. For de autoriserte medlemmene gjennomføres det dokumenterte

GRAFILLS ETISKE RETNINGSLINJER

Formålet er å skape et felles grunnlag for god yrkesetikk som regulerer vårt ansvar overfor faget, andre medlemmer, oppdragsgivere, miljøet og samfunnet rundt oss hvor medlemmene har innflytelse.

Grafills etiske retningslinjer fastsettes til enhver tid av Grafills hovedstyre og gjelder for alle ordinære medlemmer.

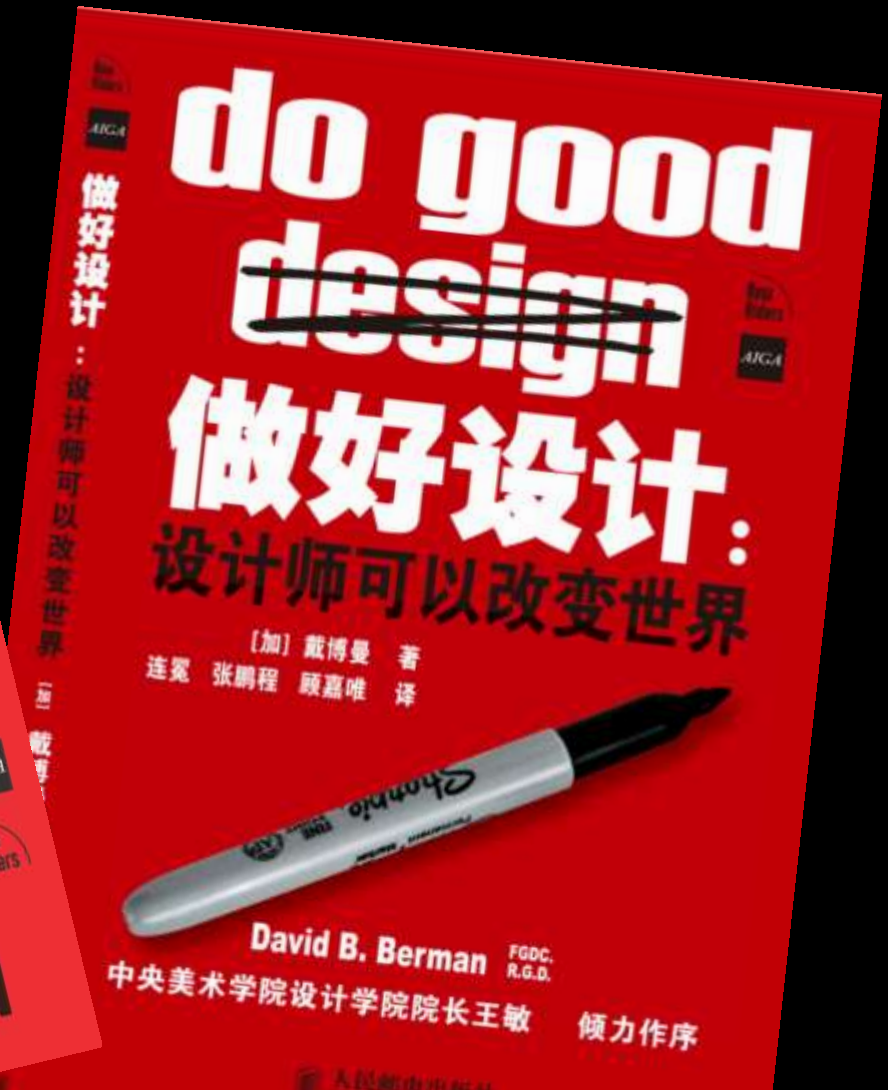
ANSVAR OVERFOR FAGET OG GRAFILL

1. Et medlem må følge Grafills vedtekter og etiske retningslinjer, og bidra til at andre ikke bryter eller tverser disse.
2. Et medlem er profesjonell, og viser dette ved faglig integritet, ærlighet og ved å støtte foreningens retningslinjer.
3. Et medlem må sørge for at oppdragene utføres på en god måte.

AMG

2009

600,000 Chinese design students



2009

World Graphic Design Day 2009: GDC Adopts Sustainability Principles

The logo consists of the lowercase letters 'gdc=s' in a bold, white, sans-serif font, centered on a solid lime green square background.

Principles for GDC members to follow and definition of sustainable design endorsed at GDC National AGM.

News



iPhone Deal for Members

July 03, 2009

Great deals on iPhone plans from Rogers

[READ MORE ↗](#)



GDC eNews June

June 19, 2009

Some light reading through the first months of summer!

[READ MORE ↗](#)



Sue Colberg Award Fellowship Status

May 31, 2009

13th Canadian woman made a GDC Fellow

[READ MORE ↗](#)



World Graphic Design Day 2009: GDC Adopts Sustainability Principles

2009

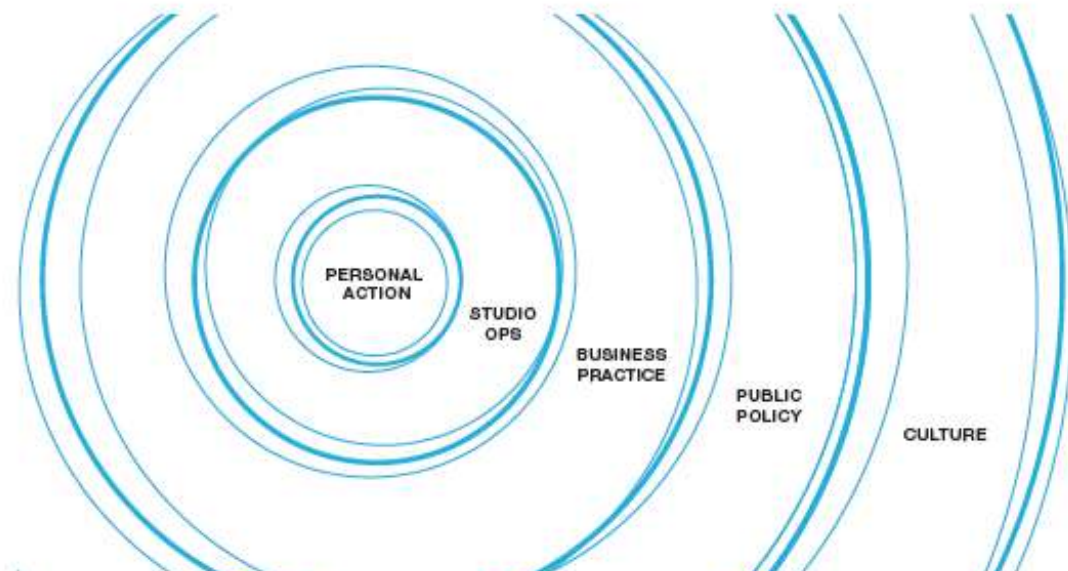
ALGA's The Living Principles



The Living Principles

The Framework

DESIGN'S IMPACT



2010

Icograda's Global Sustainability Policy

The United Nations of communications design professional associations from 68 countries

Developing measurable sustainable project standards for the world

2010

*“The best time to plant a tree
is twenty years ago.*

*The second best time is **today.**”*

- CHINESE PROVERB

*“Never doubt
that a small group
of thoughtful, committed
citizens can change the world.
Indeed, it is the only thing
that ever has.”*

- MARGARET MEAD (1901-1978)

davidberman.com/dogoodpledge

do good pledge

I will spend at least 10 percent of my professional time helping repair the world."

In his book *Do Good Design*, David Berman explains why all professionals (and organizations) should take the pledge.

 [YouTube of Berman in Hong Kong on the pledge](#)

[\[View an excerpt from the book that includes the chapter](#)

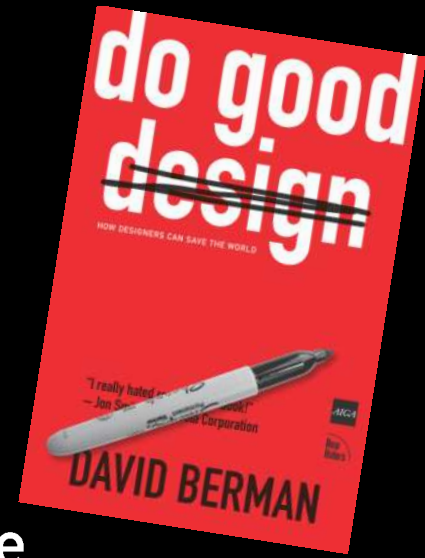
73,116
hours a year of
doing good
pledged by
everyone

We'll add your pledge to the count within 72 hours.

Recent pledgers

David Berman, Ottawa, Canada
Ken Garland, London, UK

No hagas sólo buen diseño,
haz el bien.



Twitter: twitter.com/davidberman

Subscribe to e-news: davidberman.com/subscribe

Please tell me what you think: davidberman.com/evaluation

Some upcoming events:

Web Design and Sustainability | edUi conference, Virginia, USA | November 2010

Making The Planet Your Client | Delhi/Pune, India | December 2010

More: davidberman.com/seminars/schedule.php

Need to reach me?

berman@davidberman.com / +1-613-728-6777 / ...or facebook

Adbusters/The Media Foundation
Bauhaus Dessau
Central Academy of Fine Arts, Beijing
Hungarian Academy of Fine Arts
IIT Bombay
Lebanese American University
Norwegian Design Council
Pearson Education
Steven Rosenberg
Society of Graphic Designers of Canada
United Nations
World Summit Awards

Australian Graphic Designers Association
Caldas University
Hong Kong Design Association
Icograda
Ikea
Magdalena Festival
Peachpit Press / AIGA Press
Rob Peters
Sappi Papers
TypoBerlin
Virginia Commonwealth University

...and your local bottler of Coca-Cola

More thank yous

SOURCES/CREDITS: Sources for quotes, statistics, images available on request. Some material reproduced with permission from @issue: The Journal of Business & Design, Vol. 8, No. 1 (Spring 2002) Published by Corporate Design Foundation and sponsored by Sappi. For more information on @issue:, visit www.cdf.org.

© 2010 David Berman. All rights reserved. No reproduction, in whole or part, without written permission. Full Intellectual property credits, sources and available upon request or in the full seminar or the full manual that we sell for the full-day version of this event. E&OE