

Beyond Green

DESIGNING OUR SUSTAINABLE FUTURE

8 November 2010 | Charlottesville | edUi | David Berman, R.G.D., FGDC

Twitter: #eduiconf #davidberman



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

- BRUCE MAU

ecofont: “tot 25% inkt/toner kunt besparen”

Recommended for 11 point and below

cdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
34567890.:; ' (!?) +-*/=

The quick brown fox jumps over the lazy dog. 1234567890

The quick brown fox jumps over the lazy dog. 1234567890

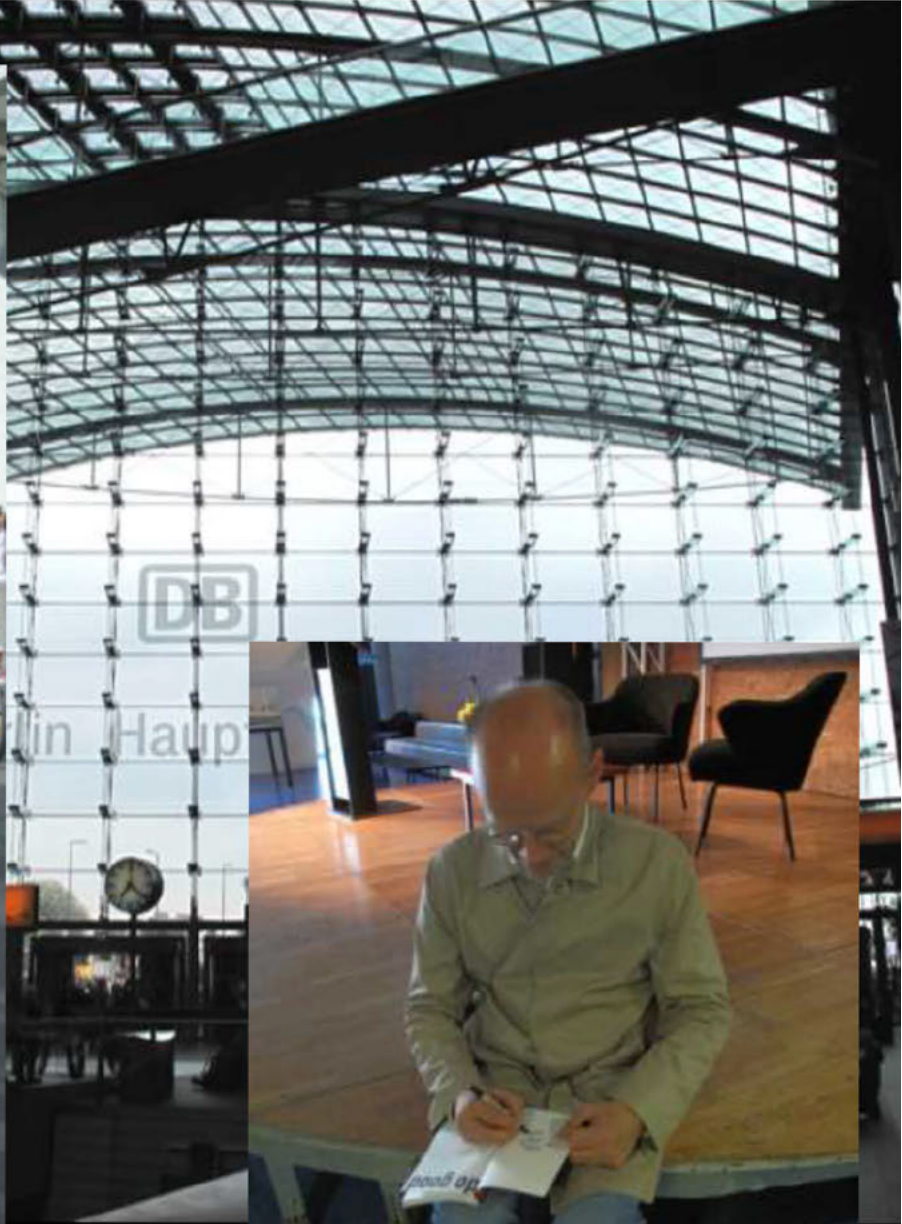
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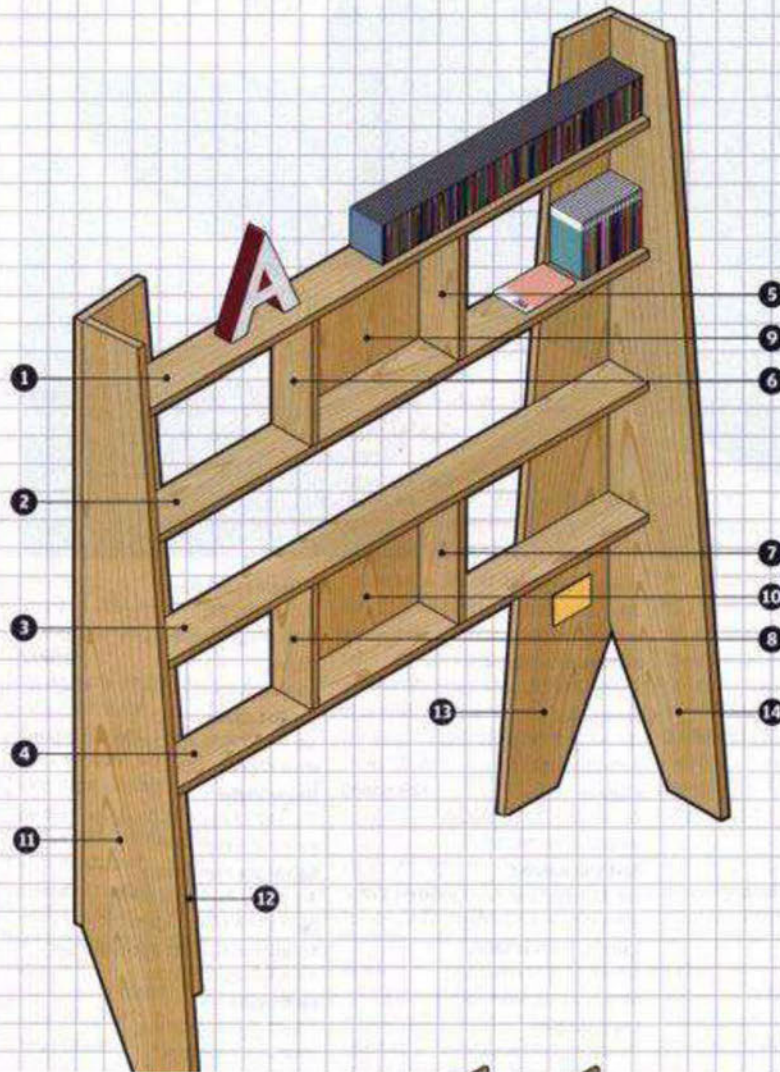
The quick brown fox jumps over the lazy dog. 1234567890

The quick brown fox jumps over the lazy dog. 1234567890

The quick brown fox jumps over the lazy dog. 1234567890



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?'

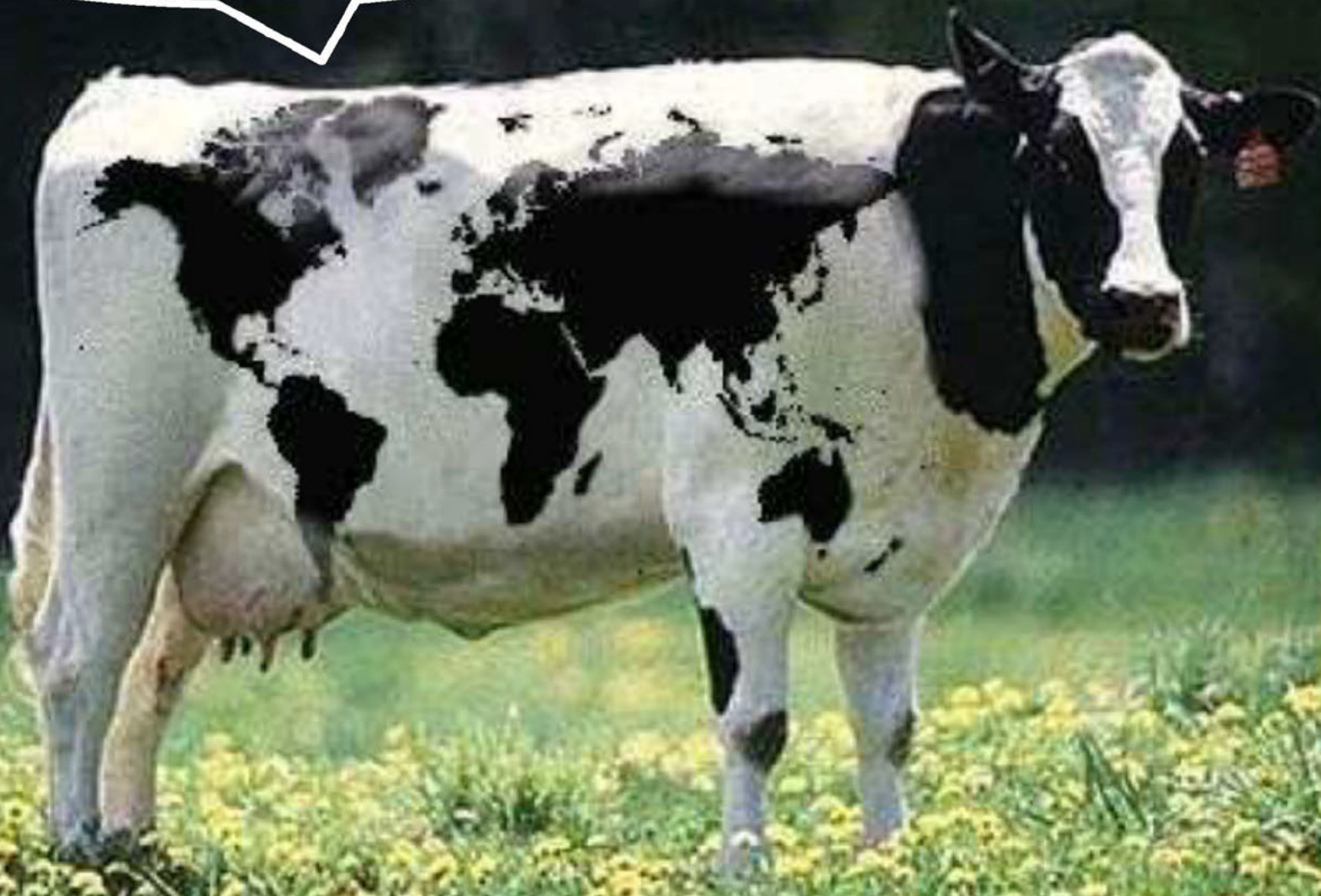
Background

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

Greenhouse gas





No greenhouse gas

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

- ALEXANDER FELSENBERG, GERMANY

digital divide by 4

*“The important truths:
that knowledge is power,
that knowledge is safety,
that knowledge is happiness.*

- VIRGINIA'S MOST FAMOUS
EXPERIENCE DESIGNER / ARCHITECT

digital divide 1: Charlottesville



REGAL

- 4
- 5
- 6

VA FILM FESTIVAL
CONVICTION
HEREAFTER

UNIVERSAL WESTERN COLLECTION

GIVEN WIGTER'S
THE VIRGINIAN
JOHN M. CHASE • GREENSTREET • LORRE

THE MAN - HENREID
PAUL HENREID

Casablanca
CLAUDE RAINS • EDWARD G. ROBINSON • SPENCY TRACY • PETER LORRE
Screenplay by MICHAEL CURTIZ
Directed by MICHAEL CURTIZ

SAN FRANCISCO

SABOTEURS

Clark GABLE
Jeannette MacDonald

OF THE

TED DE BONO
JESSIE TRACY
A W.C. FIELDS FILM

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

Friends2support: India blood donors, Indian Blood donors a click away :: - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.friendstosupport.org/index.aspx

friends2suppo

Friends2support: India blood do... x The Stomp Cycle x



[Where strangers become friends]

65,000 Voluntary Donors
in 4 years




Find a Blood Donor

Blood Group

Select State

Select District

Select City



Donor Login

Login Name Password

[Forgot Password?](#)

[New User Register Here ?](#)

[About Us](#) | [Projects](#) | [Achievements](#) | [Testimonials](#) | [Technical Team](#)

Post Your Blood Request


Latest Happenings

- F2S Story featured on NDTV Good Times
- Student Appreciation Program on 15/08/10
- Signature Campaign in


 Blood Donation Facts

 Image Gallery

 People Behind

 Press Coverage

 Invite Friends

 Who Can / Can't Donate

Blood Requests

- A+ Ganhi Market, King Circle
- A- Bangalore, India
- A- Mysore
- A- thane
- AB+ Banjara Hills

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

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


Entrepreneurs

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

ASP .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





stompcycle.com

Carteret Islands



Carteret Islands: permanent evacuation



Events of Nov 8, 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
- 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

OFFICIAL BALLOT, GENERAL ELECTION
PALM BEACH COUNTY, FLORIDA
NOVEMBER 3, 2000

OFFICIAL BALLOT, GENERAL ELECTION
PALM BEACH COUNTY, FLORIDA
NOVEMBER 7, 2000

ELECTORS
FOR PRESIDENT
AND
VICE PRESIDENT

(A write for the candidates will
actually be a write for their electors.)

(Write for George)

(REPUBLICAN)

GEORGE W. BUSH - PRESIDENT
DICK CHENEY - VICE PRESIDENT

3 →

(DEMOCRATIC)

AL GORE - PRESIDENT
JOE LIEBERMAN - VICE PRESIDENT

5 →

(LIBERTARIAN)

HARRY BROWNE - PRESIDENT
ART OLIVER - VICE PRESIDENT

7 →

(GREEN)

RALPH NADER - PRESIDENT
WINONA LA DUKE - VICE PRESIDENT

9 →

JAMES
MADOLE

JOHN
NAT

**Ballot Design
Questioned**

(REFORM)

PAT BUCHANAN - PRESIDENT
EZOLA FOSTER - VICE PRESIDENT

← 4

(SOCIALIST)

DAVID McREYNOLDS - PRESIDENT
MARY CAL HOLLIS - VICE PRESIDENT

← 6

(CONSTITUTION)

HOWARD PHILLIPS - PRESIDENT
J. CURTIS FRAZIER - VICE PRESIDENT

← 8

(WORKERS WORLD)

MONICA MOOREHEAD - PRESIDENT
GLORIA LA RIVA - VICE PRESIDENT

← 10

WRITE-IN CANDIDATE

To vote for a write-in candidate, follow the
directions on the long side of your ballot card.

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	•	117	136	•	193	212
•	22	•	•	79	•	•	155	•	•
•	•	42	•	•	98	•	•	174	•
4	•	61	•	•	118	•	•	194	•
•	23	•	•	80	•	137	•	•	213
•	•	43	•	•	99	•	158	•	•
•	•	62	•	•	119	•	•	175	•
5	•	•	81	•	•	138	•	•	214
•	24	•	•	•	100	•	157	•	•
•	•	44	•	•	•	120	•	176	•
6	•	63	•	•	•	139	•	•	198
•	25	•	82	•	•	•	158	•	•
•	•	45	•	•	101	•	•	177	•
•	•	64	•	•	•	121	•	•	197
7	•	•	83	•	•	140	•	•	214
•	26	•	•	•	102	•	159	•	•
•	•	46	•	•	•	122	•	178	•
8	•	65	•	•	•	141	•	•	198
•	27	•	84	•	•	•	160	•	217
•	•	47	•	•	103	•	•	179	•
•	•	66	•	•	123	•	•	199	•
9	•	•	85	•	•	142	•	•	218
•	28	•	•	•	104	•	161	•	•
•	•	48	•	•	•	124	•	180	•
•	•	67	•	•	•	143	•	•	219
10	•	•	86	•	•	•	162	•	•
•	29	•	•	•	105	•	•	181	•
•	•	49	•	•	•	125	•	•	201
•	•	68	•	•	•	144	•	•	220
11	•	•	87	•	•	•	163	•	•
•	30	•	•	•	106	•	•	182	•
•	•	50	•	•	•	126	•	•	202
•	•	69	•	•	•	145	•	•	221
12	•	•	88	•	•	•	164	•	•
•	31	•	•	•	107	•	•	183	•
•	•	51	•	•	•	127	•	•	203
•	•	70	•	•	•	146	•	•	222
13	•	•	89	•	•	•	165	•	•
•	32	•	•	•	108	•	•	184	•
•	•	52	•	•	•	128	•	•	204
14	•	71	•	•	•	147	•	•	223
•	33	•	90	•	•	•	166	•	•
•	•	53	•	•	109	•	•	185	•
•	•	72	•	•	•	129	•	•	205
15	•	•	91	•	•	148	•	•	224
•	34	•	•	•	110	•	167	•	•
•	•	54	•	•	•	130	•	•	206
•	•	73	•	•	•	149	•	•	225
16	•	•	92	•	•	•	168	•	•
•	35	•	•	•	111	•	•	187	•
•	•	55	•	•	•	131	•	•	207
•	•	74	•	•	•	150	•	•	226
17	•	•	93	•	•	•	169	•	•
•	36	•	•	•	112	•	•	188	•
•	•	56	•	•	•	132	•	•	208
•	•	75	•	•	•	151	•	•	227
18	•	•	94	•	•	•	170	•	•

2010



**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**

1 / 8

A

B

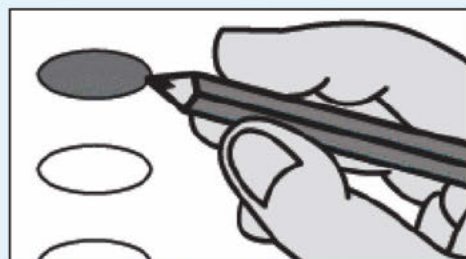
C

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

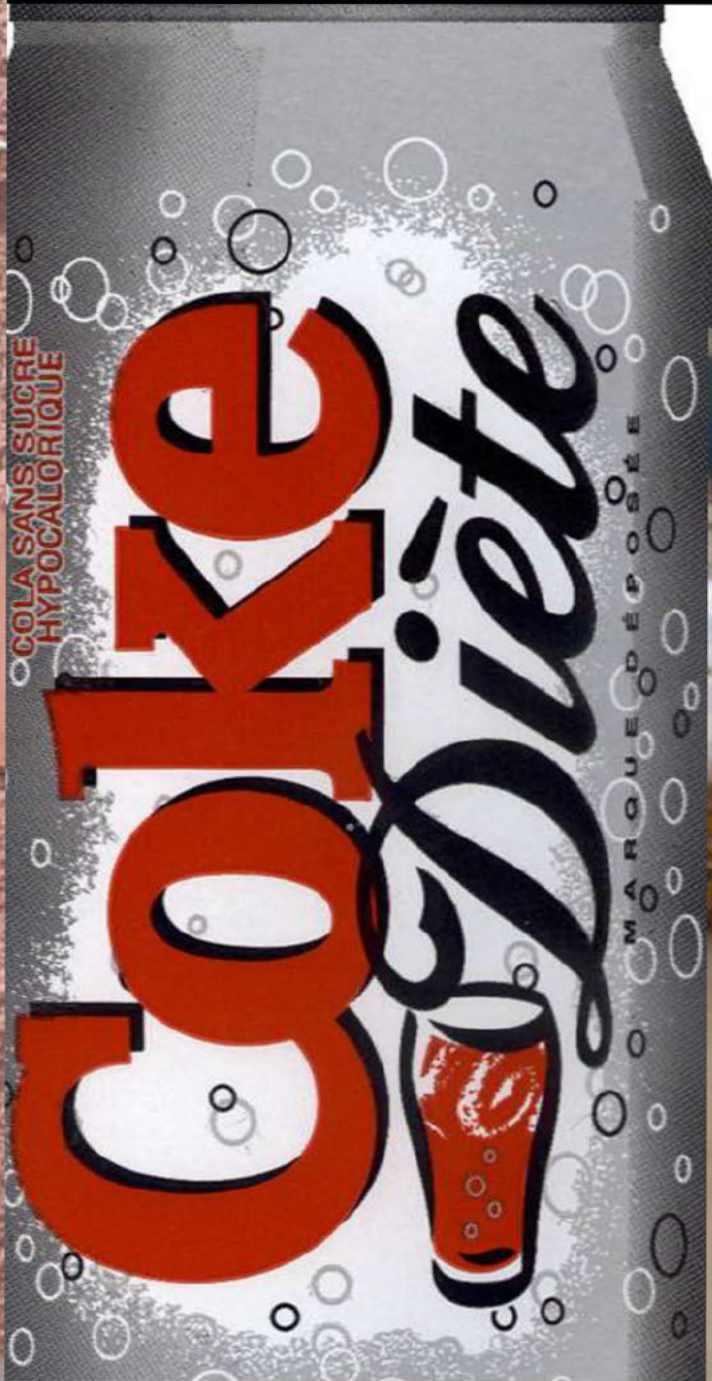




SIP
PUFF
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PUFF
SIP
PUFF
SIP

“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 PUSHERSTREET





INTERACTIVE BILLBOARD

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

Valuation of
Coca-cola brand:
\$196 billion







Coca-Cola

← ENABOISHU →
HIGH SCHOOL

A vertical sign featuring a classic Coca-Cola advertisement with a glass bottle and the brand name in its signature script. Below the advertisement, a white rectangular sign with black text and arrows on either side reads "ENABOISHU HIGH SCHOOL".

J... ME LA
YEHOVA
HALL
WITNESSES

A small, partially obscured sign with text in a local language, possibly Swahili, mounted on a post.

JIMBO KUU L
ARUSHA
KANISA KATOLIK
LORUVANI
SL. B. 135 R
ARUSHA

←

A sign with text in a local language, likely Swahili, providing information about a Catholic church in Arusha. It includes a directional arrow pointing to the left.



DRIVE
REFRESHED



ELCT
NKOARANGA LUTHERAN
HOSPITAL & ORPHANAGE
◀ 5 KMS ▶

TELEPHONE
NKOARANGA
SCHOOL





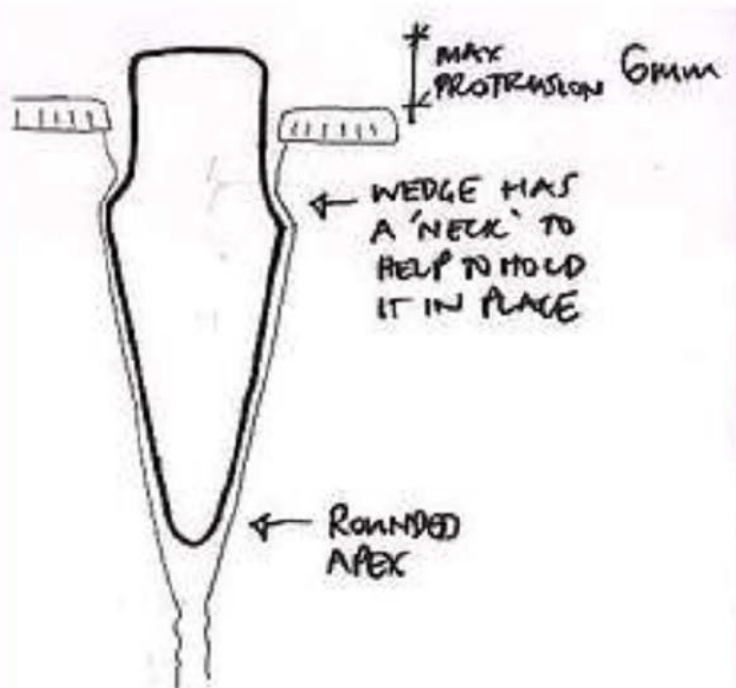
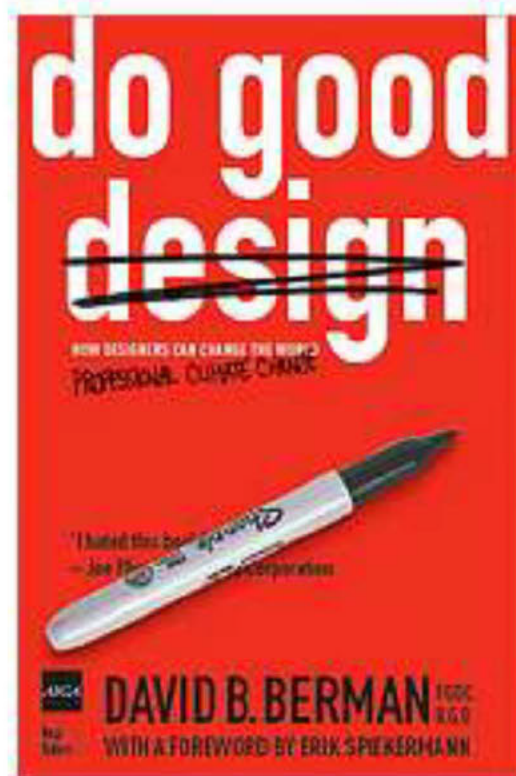




WHAT THE WORLD
NEEDS TODAY?

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



“Whether we will acquire the understanding and wisdom to come to grips with the scientific revelations of the 20th century will be the most profound challenge of the twenty-first.”


- CARL SAGAN, 1996



Tom
Perriello
Vote November 2

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

34

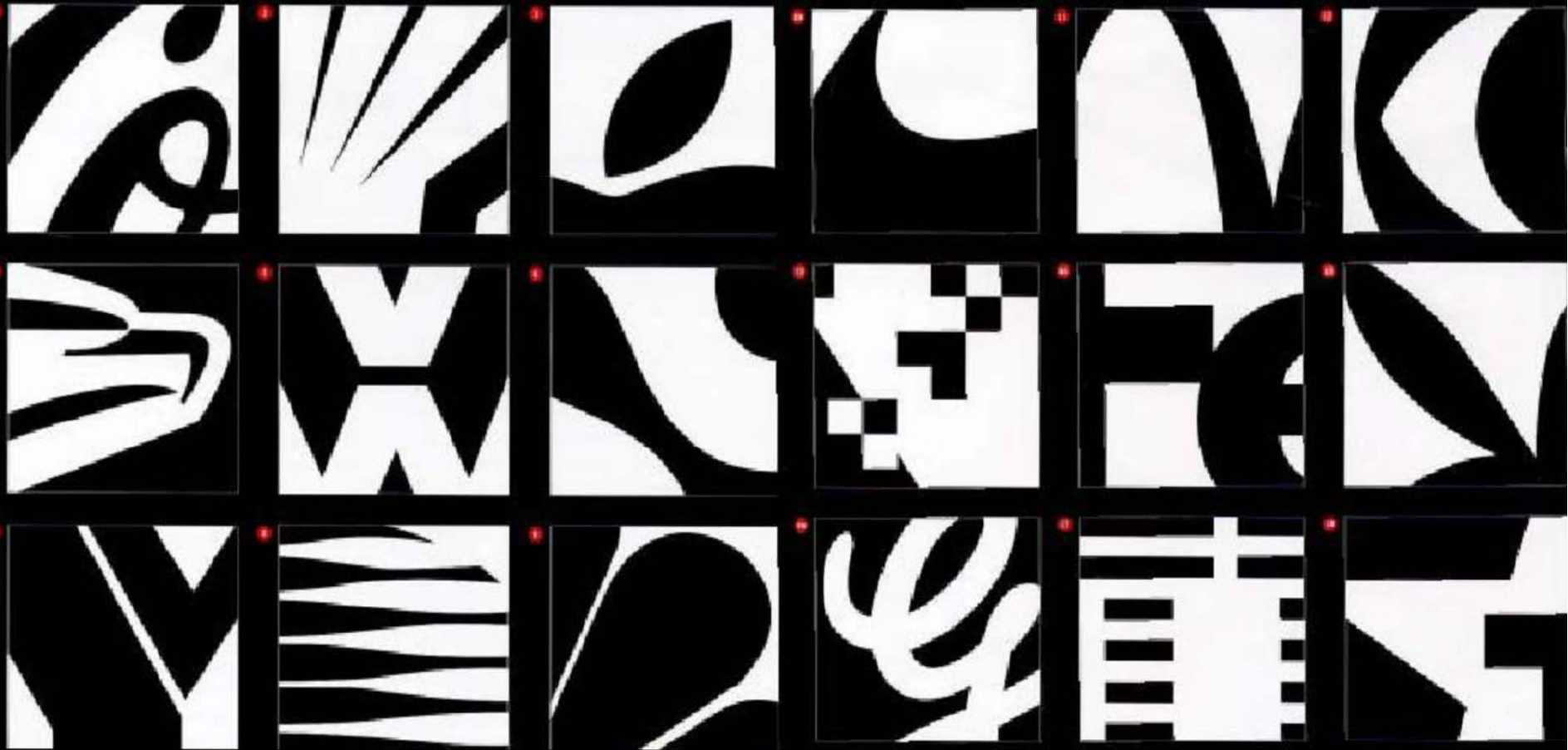


**Willkommen
in Dachau
Frauenhoferstraße**



The image features two cowboys on horseback, silhouetted against a bright, golden sunset sky. The cowboys are wearing wide-brimmed hats and are positioned in the center of the frame. The background shows a horizon line with some faint outlines of structures or fences. The overall mood is nostalgic and evocative.

I miss my lung, Bob.





Sports Illustrated

CHANEL NO



Myth

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Myth



The ultimate attraction.

BMW
www.bmw.com



BMW

Fact



2011 Toyota Camry - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.toyota.com/camry/

2011 Toyota Camry The Stomp Cycle


TOYOTA moving forward

CARS TRUCKS SUVs & VAN HYBRIDS

BUILD YOUR TOYOTA **FIND A DEALER** Search


CAMRY 11 \$19,720 starting [1] 22/33 est. mpg [2]

Models & Prices Photos & Colors Features & Specs Options & Accessories Compare Vehicles Demos & Videos **BUILD YOUR CAMRY** **CAMRY SHOPPING TOOLS**




SENSIBLE GETS SENSATIONAL

VS **THE CAMRY COMPARISON**
See how it tests against the competition.

AUTO-BIOGRAPHY
Read real owners' stories. Share your own. 

2010 Toyota Camry "Best Midsize Sedan" – Motor TrendTM

SHOPPING TOOLS FOR OWNERS TOYOTA CERTIFIED USED TOYOTA RACING ABOUT THE COMPANY  Español Help

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

- TIBOR KALMAN

EVIAN

CHARLOTTESVILLE PRICE CHECK

Refined gasoline:
\$2.60 / gallon

Dasani bottled water:
\$3.80 / gallon

Perrier bottled water:
\$5.10 / gallon

davidberman.com





UNFILTERED

WARNING: SMOKING CAUSES IMPOTENCE

REYNOLDS: PATRICK TO SANTA FE





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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

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



davidberman.com



from Canada to the world



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
1797

MSAIE - NTIME

Bob, I've got cancer.

© 2008 American Cancer Society. All rights reserved. In observance of National Cancer Research Day on May 31st.

WORLD NO TOBACCO DAY | 31 MAY





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

THE POWER OF DESIGN

A tiny firm called **IDEO** has redefined good design by creating experiences, not just products. It's changing the way companies think.

BY BRUCE HUSSEIN





Voice Control

call
play

shuffle

Cancel



9:42 AM

8 of 38

Trim



315° NW

37°19'55"N, 122°14'0"W

Cosmetic surgery ad



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

2000

Graphic Designers of Canada Code of Ethics

31. A Member, while engaged in the practice 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, 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.

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

23. Subject to the limitations of

24. 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.

25. A Member shall not contract directly with the client of his or her client or employer without obtaining

permission, 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 proposal 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 in original works if it specifically purport from reproduction.

50. Members shall ensure

tion 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.

2006

AI GA Standards of Professional Practice

The designer's responsibility to society and the environment

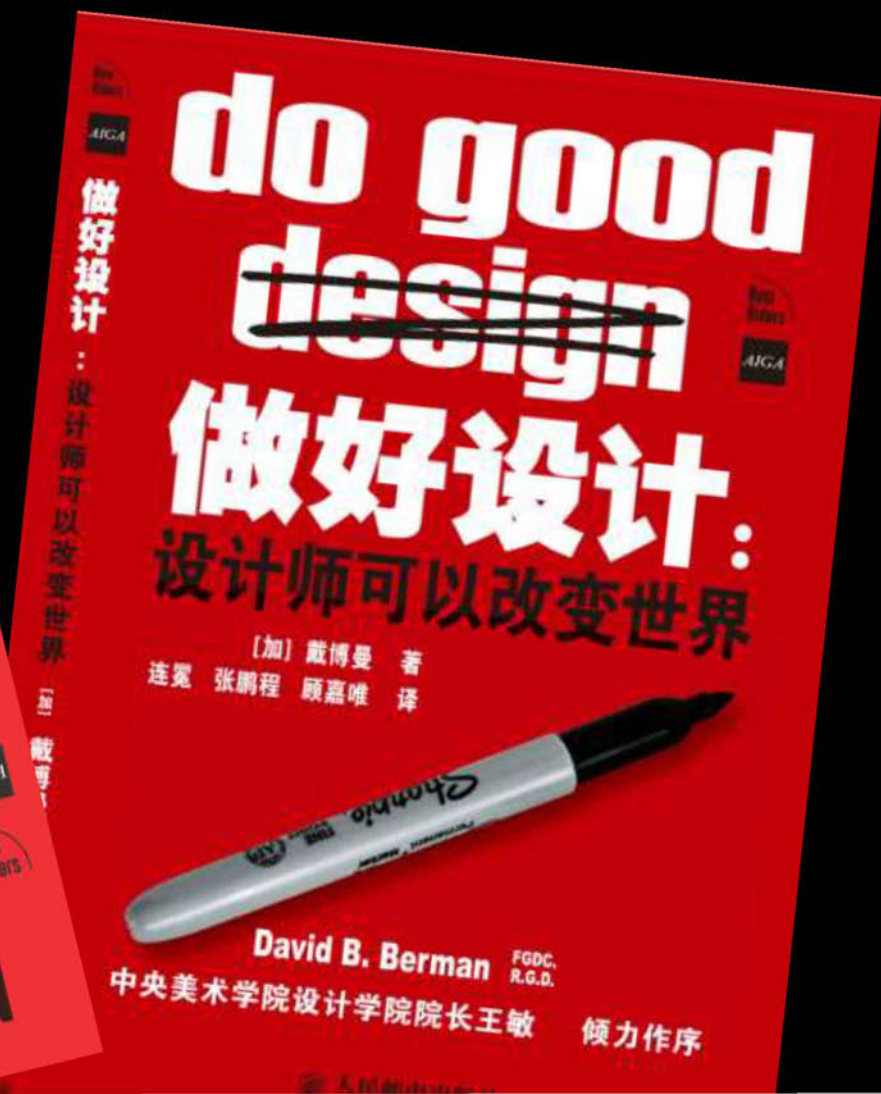
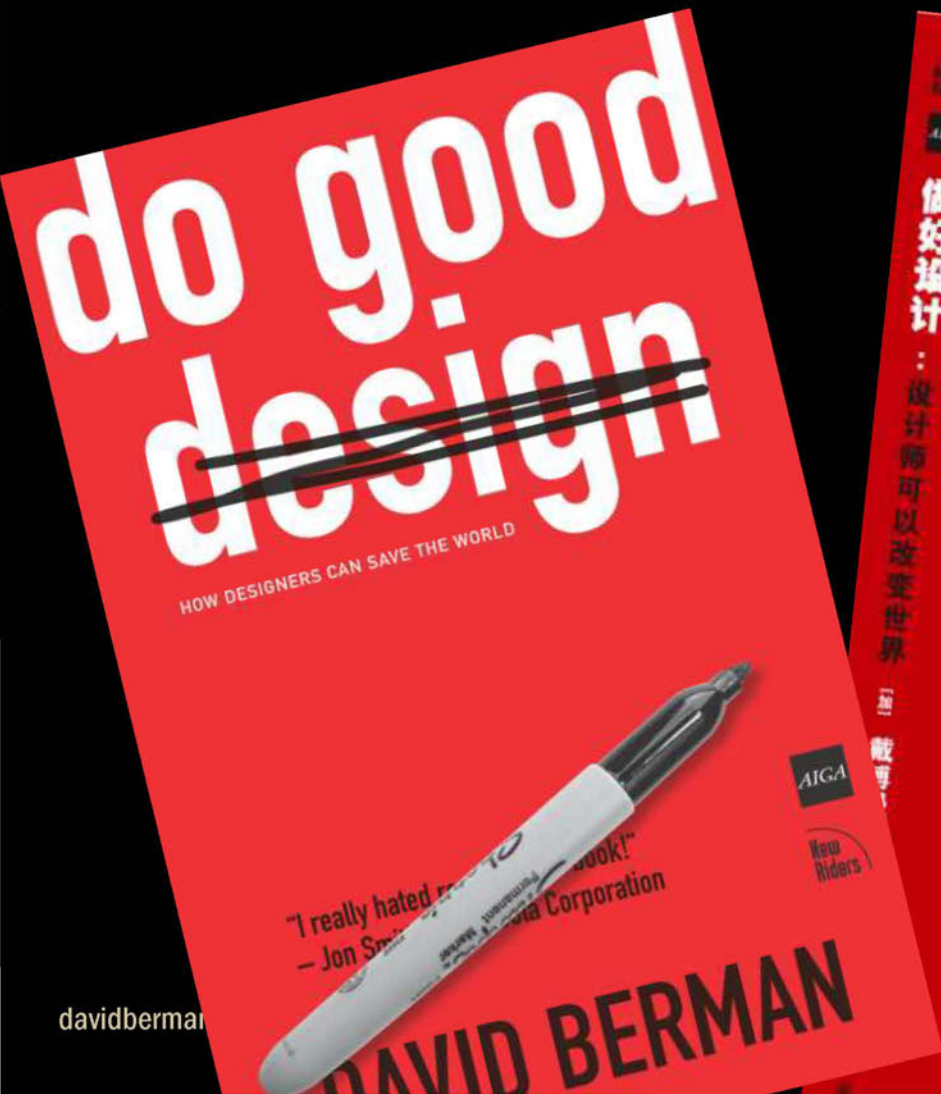
7.1 A professional designer, while engaged in the practice or instruction of design, shall not knowingly do or fail to do anything that constitutes a deliberate or reckless disregard for the health and safety of the communities in which he or she lives and practices or the privacy of the individuals 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.

2009

600,000 Chinese design students



Icograda global sustainability policy

- | | |
|------------------|------------------------------------|
| 1. Social | Compliance with Code of Ethics |
| 2. Cultural | Compliance with int'l instruments |
| 3. Financial | Demonstrate client strategy |
| 4. Environmental | Rated items (developed by experts) |

2010

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

*The second best time is **today.**”*

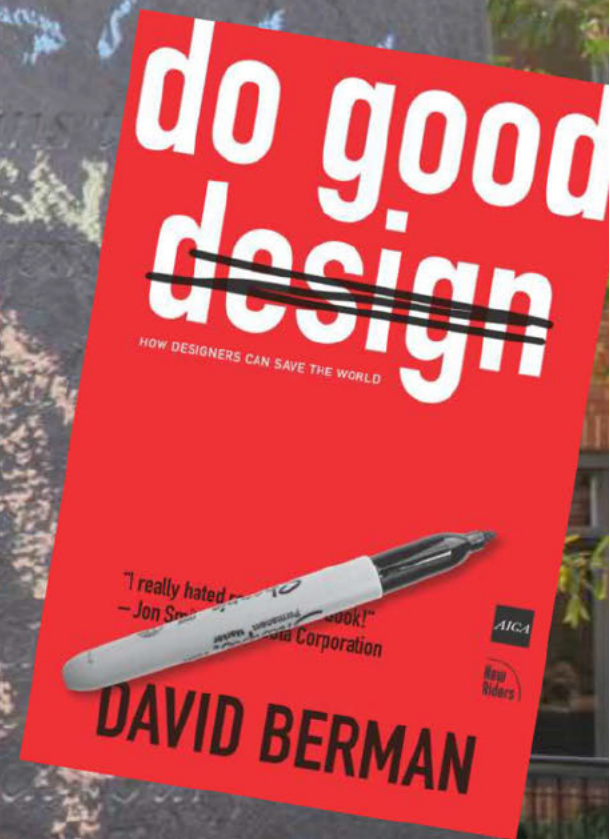
- CHINESE PROVERB

*“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)

Read the first 40 pages of *Do Good Design*
free at Google Books:

davidberman.com/dogoodgooglebook



More?

davidberman.com/seedavid.php

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What did you think? davidberman.com/evaluation



Some upcoming events:

Design Certification | Budapest, Hungary | November 2010

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

Developing Your Web Strategy | Toronto + Ottawa | February 2011

Web Accessibilty Section 508 Crash Course | Ottawa | March 2011

More: davidberman.com/seminars/schedule.php

Need to reach me?

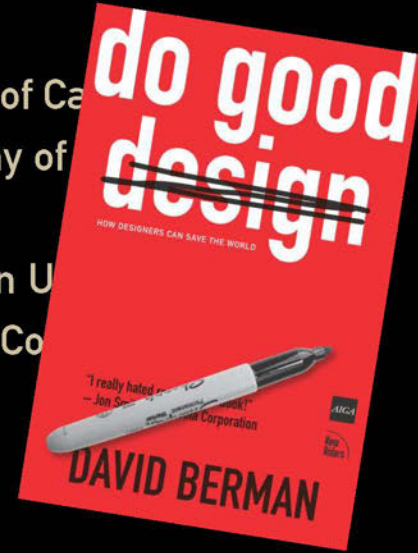
berman@davidberman.com / +1-613-728-6777

facebook.com/davidbberman



Adbusters/The Media Foundation
Bauhaus Dessau
Central Academy of Fine Arts, Beijing
Hong Kong Design Association
Icograda
Ikea
Magdalena Festival
Peachpit Press / AIGA Press
Robert L. Peters
Sappi Papers
TYPOBerlin
Virginia Commonwealth University
World Summit Awards

Australian Graphic Designers Association
Caldas University
Graphic Designers of Canada
Hungarian Academy of Arts
IIT Bombay
Lebanese American University
Norwegian Design Council
Pearson Education
Steven Rosenberg
SCAD
United Nations / GAID
Virginia Foundation For the Humanities
...and your local bottler of Coca-Cola



More thank yous

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Beyond Green

Designing Our Sustainable Future | David Berman, R.G.D., FGDC

8 November 2010 | Charlottesville, Virginia | edUi 2010

*“95% of the designers who have ever lived are alive today
Designers have the power to decide what their profession
will be about: helping to sell more sugar water to children,
or helping to repair the world.”*

PHOTO CREDIT: MELISA LEE



THANK YOU FOR BEING A PART OF THIS EVENT

Learn more: here are some of the resources mentioned today:

mpedigree.org (mPedigree)

How the fourth screen is saving lives in Ghana.

davidberman.com/social/resources.php

Most frequently-requested resources on design, ethics, and social responsibility.

rgdontario.com (Assoc. of Registered Graphic Designers of Ontario)
North America's only accredited graphic design organization.

gdc.net (Society of Graphic Designers of Canada)

Canada's professional design association, with the groundbreaking Code of Ethics and sustainability principles.

livingprinciples.org (The Living Principles for Design)

A guide to purposeful action, celebrating and popularizing the efforts of those who use design thinking to create positive cultural change.

davidberman.com/dogood (the *Do Good Design* book microsite)

You've seen the movie, now read the book. **Take the pledge**, dozens of sustainability resource links.

Upload your Do Good project: join dozens of other designers who've contributed to the online Do Good portfolio at davidberman.com/dogoodstories

Get the *Do Good Design* book in paper or PDF, at peachpit.com, amazon.com, or your local independent bookstore. Read the first 39 pages free at Google Books: davidberman.com/dogoodgooglebook

Join the Do Good Design group on **Facebook**

twitter.com/davidberman (or tweet with #davidberman)

davidberman.com/seminars/howlogo.php (quotable quotes and credits)

HELP US IMPROVE

Please take 5 minutes to tell us what you thought:

davidberman.com/evaluation

To subscribe to our events e-news, visit: **davidberman.com/subscribe**

To get more, e-mail David at: **berman@davidberman.com**
or call +1-613-728-6777



don't just do good design, do good.

do good

David Berman FGDC, R.G.D.

Expert Speaker on Design, Ethics, Social Responsibility

David Berman has been described as the "David Suzuki of design".

He helps create events where local and international audiences align their professional and personal values, equips them with strategic skills, and challenges them to apply their professional strengths to help create a more sustainable and just world.



IN DETAIL

David's 25 years of experience and technique have helped hundreds of organizations get great things done.

The combination of his inspiration and techniques motivate people to create unique and ecologically-responsible strategy, events, branding, design, ethics, and communications solutions.

His career as an expert speaker, facilitator, communications strategist, judge, and graphic and environmental designer has involved him in developing dozens of events in over 18 countries: Bahrain, Brazil, Canada, China, Colombia, Cuba, Czech Republic, Denmark, Hong Kong, Hungary, Jordan, Korea, Kuwait, Lebanon, Norway, Qatar, Slovenia, UK, and USA.

His clients include IBM, International Space Station, World Bank, Norwegian Design Council, the Aga Khan Foundation, Environment Canada, Health Canada, Parks Canada, Statistics Canada, and Treasury Board.

In 1999, the Society of Graphic Designers of Canada named him a Fellow for his eco-friendly Code of Ethics. David was elected V.P. Ethics of the Society in 2000, and since has served as Ethics Chair. In 2005, he became a Vice-President of Icograda, the World body for graphic design, which organizes global conferences.

His opinions have been featured on CBC, in Financial Post and Marketing.

David is a National Professional Member of CAPS and the International Federation for Professional Speakers.

WHAT HE OFFERS YOU

David provides you the power to be better: fresh and easy techniques to get the most important things done well, in alignment with your mission and values.

HOW DAVID PRESENTS

Stylish by nature and profession, this infectiously enthusiastic personality will equip you with knowledge you'll cherish, and the desire to implement it.

WANT TO KNOW MORE?

Give us a call or send us an e-mail to find out exactly what David can bring to your event.

HOW TO BOOK DAVID

Simply phone, fax, or e-mail us. See below for details.

TOPICS

- Branding and Social Responsibility
- Greener Meetings:
- Professional Climate Change
- 7 Habits Of Highly Effective Sites
- Plan Or Be Planned: "Not Another Time Management Seminar!"

BOOKS/ARTICLES/PAPERS

2009

- Do Good Design (Pearson/AIGA, ISBN 0-321-57320)

2007

- Web Accessibility 2.0

2005

- Liberate Your Web Site
- Analysis of Digital Art Audiences

2003

- To Tell The Truth (cover story, Applied Arts)

2001

- A New Format For Canadian Legislation (white paper)

"...profound knowledge, positive thinking, humour... pure Inspiration!"

- Selma Prodanovic, Brainswork, Vienna (Austria)

"Exceptional facilitator and extremely knowledgeable."

- Jane Hawksworth, Royal Roads University, Victoria (Canada)

"It is always good to be reminded about good behaviour."

- Nete Oensholt, Lego Corporation, Copenhagen (Denmark)

"David is spot on."

- Shelkha Haya Al Khalifa, Manama (Bahrain)



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 expertspeaker@davidberman.com | www.davidberman.com/about