2014 AIGA Minnesota Design Show

GREEN LEAF ENTRY

The AIGA Minnesota Green Leaf Award recognizes design leadership in environmental responsibility and in sustainable design. Award winners will be selected for demonstrating excellence in designing a project utilizing utilizing The Living Principles for Design. The Living Principles asks designers to take a holistic approach to design that considers the environment, people, economy and culture.

Be as specific as possible. Entries will be evaluated on the information provided below. Note that not all may apply to your project.

Optimizing Resources: Does the design optimize materials and energy?

Source Reduction

Does the design reduce materials and energy required compared to a conventional approach, avoid excess, increase efficiency or reduce pollution (i.e., produced or transported with renewable energy)? Does the design avoid extras such as metallic inks, foils, laminates, and UV coatings?

Recycled Content or Agricultural Waste Content

Paper

Paper Name _____

Post-consumer waste recycled or ag-waste content _____ %

Other materials or recycled ink

Material _____

Post-consumer waste recycled or ag-waste content _____ %

Optimized for Production

Is the design right-sized for optimized production (i.e., optimized for the press sheet, utilizes both sides of the paper, etc.)? Is the right press chosen for the job?

Optimized for Transport

Is the design right-sized or light-weighted? Is it optimized for efficient transport packaging and palletizing, such as utilizing reusable transport packaging?

Responsible Sourcing: Does the design use materials that have been grown, produced, processed and/or transported responsibly?

Demonstrates environmental best practices. Design firm, materials producers, converters and/or printers, etc. have formal beyond-compliance programs for environmental responsibility and/or carry third-party certifications.

Demonstrates fair labor and trade practices or uses Fair Trade sourced materials

Utilizes renewable materials from sustainably-managed sources

(For example, carries Forest Stewardship Council certification (FSC).)

Utilizes agricultural waste or on-purpose annually-renewable crops?
(For example, waste wheat straw or annual crops such as hemp, organic cotton, flax, kenaf.)

_____

Utilizes carbohydrate-based inks (i.e., vegetable-based, soy)
Brand and line of ink

_____

_____ % vegetable oil content (by weight)

Material Health: Does the design use materials that are healthy for both people and the environment?

Does the design utilize greener chemistry or less hazardous chemistry?
Does the design use water-based glues or inks, non-chlorinated compounds and low VOC options?
Does it avoid hazardous plasticizers, dyes/pigments/inks, or other substances-of-concern, etc.?

_____

_____

Utilizes low-volatile organic compound inks or glues
Brand and line (if known)

_____

_____ maximum % VOCs

Utilizes paper whitened without chlorinated bleach
Paper name _____ same as above

_____

_____ % Processed Chlorine Free or _____ % Totally Chlorine Free

Any chlorine-free certification? _____

Resource Recovery: Does the design consider material lifecycle and end-of-life scenarios?

Is the design made for reuse, made of a commonly-recycled material, designed to easy recycling or certified for composting? Is it designed for disassembly or are materials inexorably mixed or fused? What is the end-of-life scenario?

_____

_____

_____

_____

Regulatory Compliance: Does the design meet or exceed labeling guidelines?

Labeling
Does the design avoid greenwashing and approach labeling in a way that complies with or exceed guidelines?

_____ yes _____ no

Describe any additional sustainable design considerations of the project:

_____

_____

_____

_____