

Pitch by Koby and Luka



Print with Purpose

Situation



Strong Legacy

40+ years of experience

Humble beginnings as a family run business - from a small photocopy shop to a cutting edge facility in 2013



Sustainability

Commitment to eco-friendly practices

e.g. carbon offset printing, solar energy, rainwater harvesting & recycling all paper waste.



Commitment

Committed to excellence, creativity, experience & collaboration

Supporting the local Cornish economy & community

Core Ethos & Values



Creativity

Passionate & dynamic, innovative ideas & perspective



Experience

Years of experience in the industry



Collaboration

People-centered approach:
respect, teamwork & community driven



Excellence

Professionalism rooted in efficiency and empathy

SAPC work closely
with the local
community



BUT
They do not
promote these
efforts



Cornwall
Wildlife Trust



Local charities &
communities they
have supported

TEDx Truro





St Austell
Printing Company

x



Cornwall
Wildlife Trust



Thomas Winslow

User Persona

About

	24		BA Illustration
	Falmouth		Male
	Barista		In a relationship

Background

- Thomas is an outgoing university student.
- Passionate about his local culture
- Draws inspiration for his art by his surroundings, e.g. landscapes
- He cares about the environment and his impact on it.

Likes

- Being part of the local community e.g. events, workshops
- Exploring Cornwall's nature, going on coastal walks.
- Making art outside
- Visiting independent shops & cafes.

Goals

- To be a bigger part of his local community
- Aims to become a freelance illustrator

Pain Points

- Unsure how and where to share his artwork sustainably

Motivations



Get Who To By

GET
WHO
TO
BY

eco-conscious, creative young adults in Cornwall aged 18-30

value tangible, authentic experiences through community

gain awareness of St Austell Print Company and consider using them for their creative projects

being inspired through an engaging, hands-on community-driven experience that highlights print's sustainability and its ability to foster connections



“Guerrilla gardening is direct action where **people plant in public places** – with purpose, usually without permission.”



Paul Dalton
@Simplyplants

This is my third year into this guerrilla project. A personal challenge of shaping a vision into a vista.

When asked 'Why bother?'
My response 'Why not?'

The image shows a comparison of a sidewalk planter over three years. On the left, labeled 'Year One', the planter is mostly bare soil. On the right, labeled 'Year Three', it is filled with vibrant red flowers, identified as Salvia 'Red Velvet'. The middle image shows the planter in its current state, with yellow flowers.

8:57 AM · Jul 26, 2021 · Twitter for Android



Print with Purpose



x



Cornwall
Wildlife Trust

Campaign Timeline

Guerrilla Gardening Launch

Planting trees in public Cornish cities, with QR code tags, to spark curiosity and awareness.

Distributing Seed Bombs

Sending seed packets encouraging people to plant them via guerilla gardening



Social Media & Press Coverage

Generate buzz on social media via social media and local cornish press, amplifying campaign each

Green Billboard

Living plant billboard in St Austell, where people can contribute.



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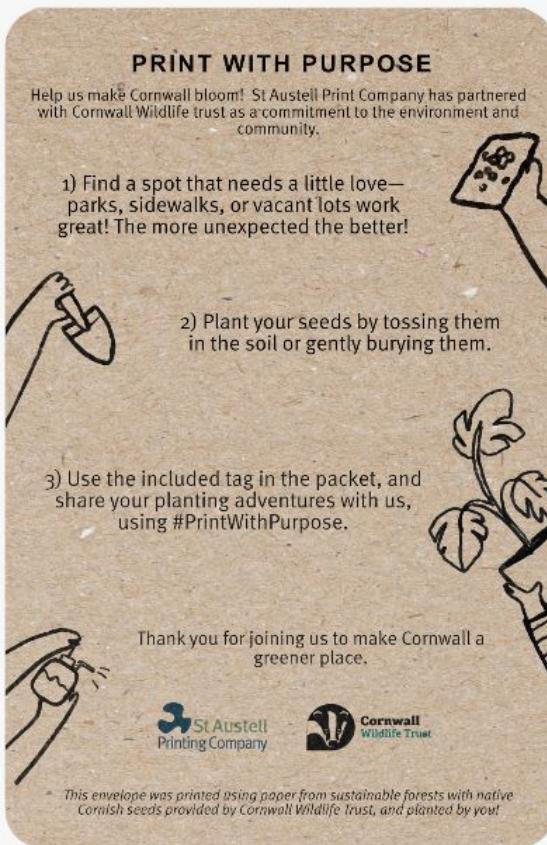
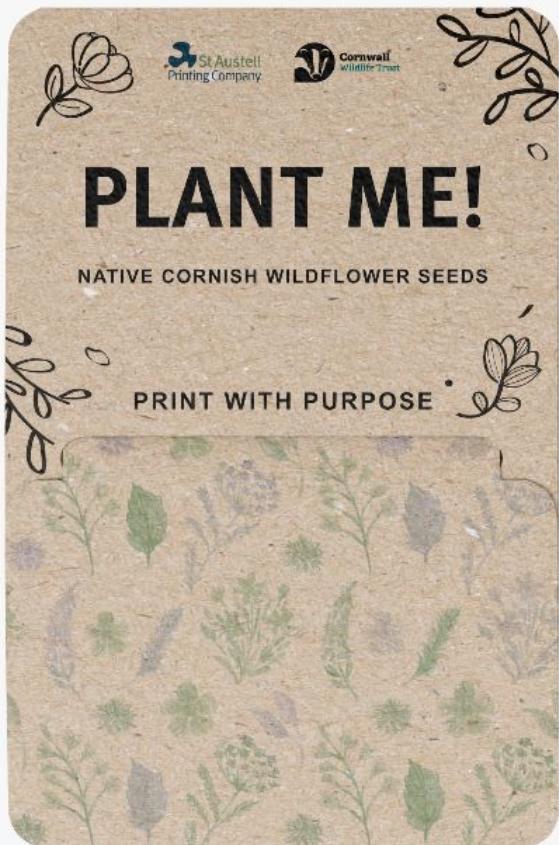
NEWS

**"City Goes Green
Overnight:
Random Tree
Planting Stunt
Captivates
Community!"**



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Thank you!