

Our Poster Brief

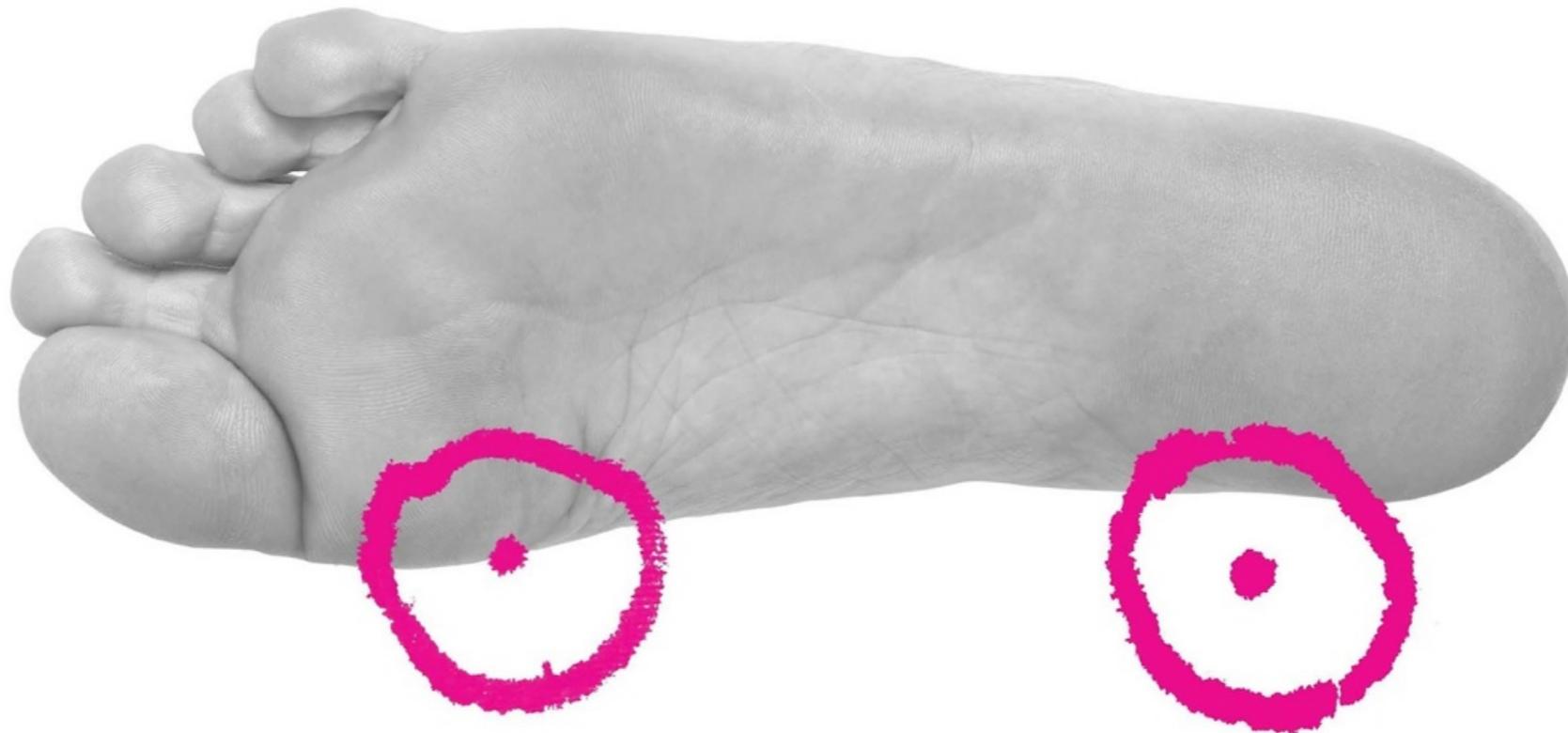


## About Do The Green Thing

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Started in 2007, Do The Green Thing is the award-winning environmental charity that uses the power of **Creativity vs Climate Change** to inspire green actions chosen by our environmental advisors.

Do The Green Thing engages world-class creative talent to make sustainable behaviour just as seductive, engaging and desirable as unsustainable behaviour.



## Inspiring behaviour change

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Do The Green Thing has saved more than **1m tonnes** of CO<sub>2</sub> in and inspires its subscribers to save **2.5 times more CO<sub>2</sub>** than they otherwise would.\*



\*Hall & Partners research 2010

# Creating news

In our first five years we have reached **18m** people in **209 countries** through building a community of over 100,000 and getting coverage in Fast Company, The Guardian, The Independent, The Metro, Creative Review, Design Week, PFSK, It's NiceThat + many more.

17|03|13

**04**

READ MORE ONLINE AT  
[www.independent.co.uk](http://www.independent.co.uk)

ON TWITTER  
[@indyonsunday](https://twitter.com/indyonsunday)

Centrepiece | **05**

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onSunday

Saving the world... with a bit of flair

From a photograph of the late North Korean dictator Kim Jong-il with "devil eyes", to a picture showing a depressed Chris Huhne with the slogan "Should have walked", these are not your typical "save the world" posters. There is no exotic wildlife or scenes of a planet in peril. What designer Patrick Cox dubs "the earnest do-goodery of the green movement" is discarded in favour of a more creative approach. "A dig, joke or nudge is way more effective than another photo of a polar bear," says Cox, creator of the London 2012 Olympic logo. He is among 23 designers, creative directors and photographers in a new campaign by the charity Do the Green Thing. It aims to have images that make an impression, and it keeps its messages simple: use less electricity; eat less meat; avoid waste; recycle; and walk more. A different poster is released on dothegreenthing.com every day this month in the run-up to the World Wide Fund for Nature's Earth Hour at 8.30pm next Saturday, when millions of people switch off lights for an hour in a show of global solidarity.

Jonathan Owen

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# Our weekly product

A positive, inspiring, action-driven poster, plus information on **why** it's a good thing to do, **how** you can achieve it.

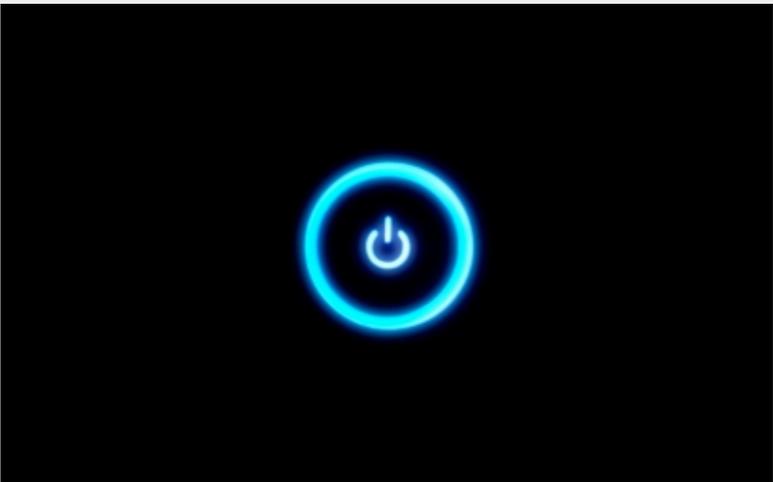


“I was on a train recently and I noticed that every passenger had an electric device plugged in and I thought it was insane. Gadgets are great but oh my god we're consuming so much power, let's pull back a little bit.”

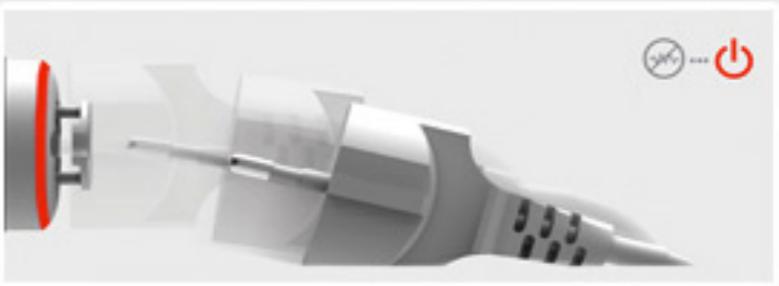
Pete Fowler, illustrator

+

**Why?** A TV set on for 3 hours a day and on standby for the rest consumes 40% of its energy on standby.



**How?** If you need a hand plugging out then this brilliant device will eject any item plugged in after ten minutes. Genius.





Choose an action

# Energy actions

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## Plug out

Some start points:

- Turn off computers and monitors at the end of the day - and turn off other people's too
- Wage war on the standby light

## Lights out

Some start points:

- Switch off lights when not needed - empty rooms don't need to be lit
- Open blinds or curtains to use natural light
- Darkness is more interesting than electrical light

## Live a less electrical life

Some start points:

- Heros take the stairs not the lift
- Real games are better than video games
- The world has too many pointless electrical innovations

## Heating down

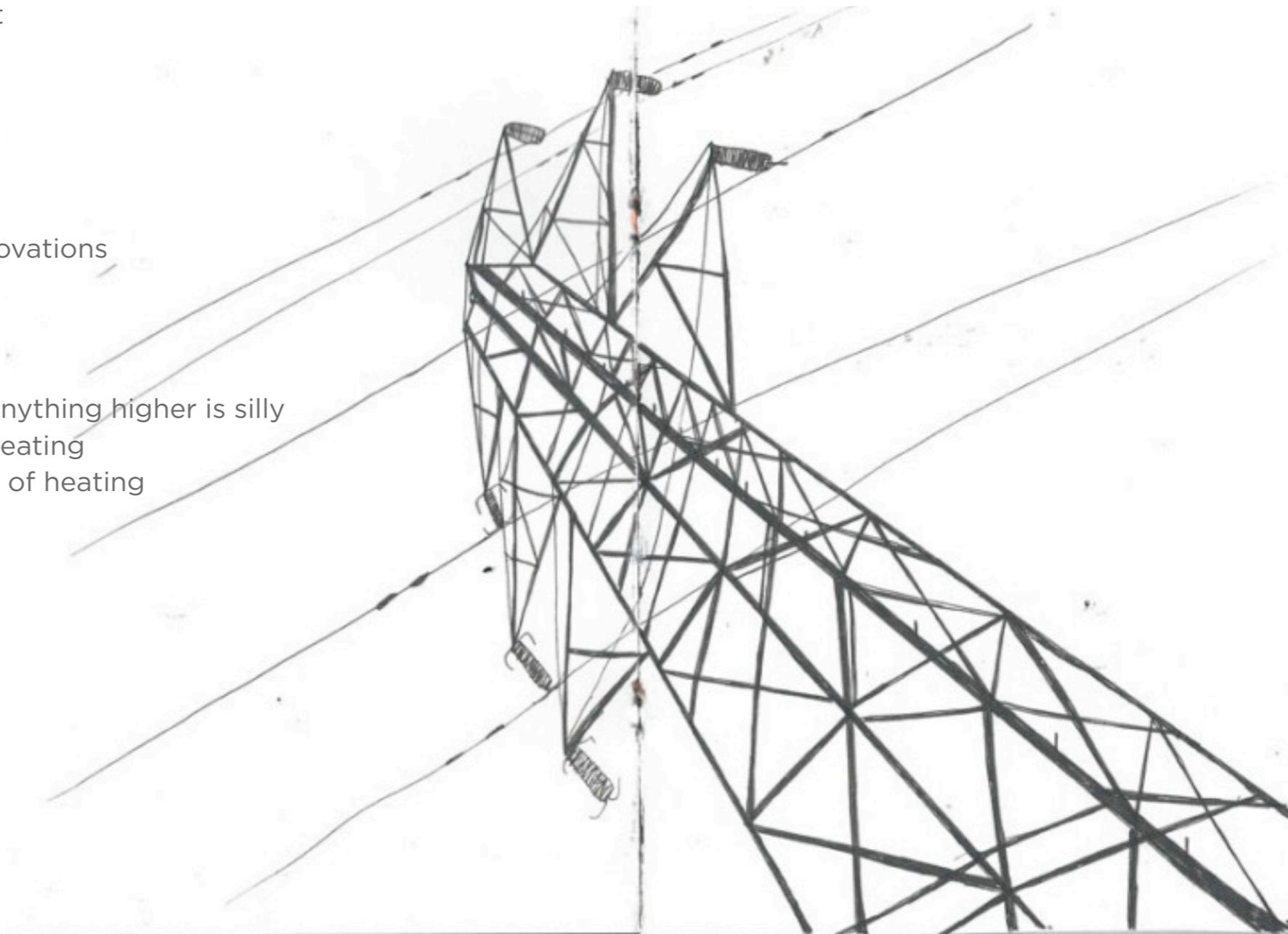
Some start points:

- Turn heating down to 21 degrees in an office - anything higher is silly
- Heat yourself with a jumper or vest instead of heating
- Heat yourself by hugging someone else instead of heating

## Air conditioning off

Some start points:

- Instead of using air con, open the window
- Instead of using air con, just sweat a bit



# Transportation actions

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## Walk

Some start points:

- Walking is less stressful, less dangerous and better exercise than driving
- It's cheaper and often faster than cabs
- You see the beauty of the world

## Cycle

Some start points:

- Cycling is quicker than walking and more pleasant than driving
- Cycles are objects of pure mechanical beauty

## Take public transport to work

Some start points:

- Work is stressful, why make your commute stressful as well?
- You can think, read, observe and admire the world on a bus or train
- You can go even further and sometimes work from home

## Ditch the car

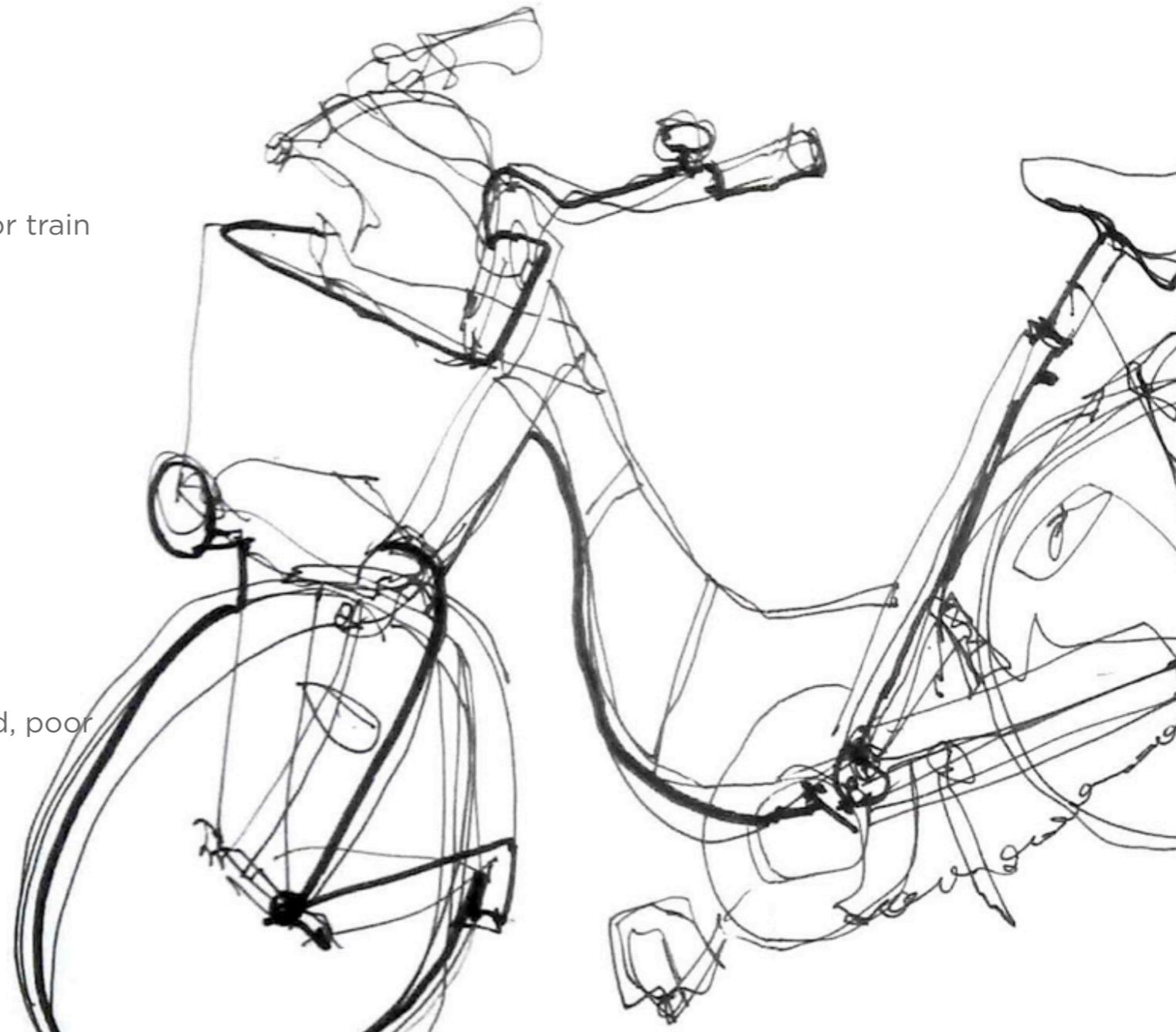
Some start points:

- Life is more interesting when you share a car
- Why bother learning to drive in the first place? It's overrated

## Stay grounded

Some start points:

- Have a videoconference instead of jet lag
- Have a holiday in your own city
- Don't travel in a noisy cramped classist way with terrible food, poor service and atrocious toilet hygiene



# Eating and Drinking actions

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## Go easy on the meat

Some start points:

- Meat causes more CO<sub>2</sub> than cars
- We don't have to be carnivorous alpha males every moment of every day
- Meat regulation through meat aversion: posters that put you off meat, just for a few hours

## Ask for tap

Some start points:

- However nice the restaurant or important the meeting, ask for tap water
- We've all been suckered by mineral water marketing - it tastes no better and is no healthier
- Mineral water is more expensive drop by drop than oil



# Consumption and Waste actions

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## Use less paper

Some start points:

- Only print what we need (do we need everything we print?)
- Print double sided (back of the pages are also pages)

## Buy an old thing not a new thing

Some start points:

- They have more romance, character, retro-chic
- They come with a back-story

## Buy nothing

Some start points:

- Give the gift of nothing
- Give something that's all about effort not emissions

## The joy of fix

Some start points:

- Fixing is satisfying - therapy for you and it
- Fixing is alpha male

## Take a short sharp shower

Some start points:

- The physical feat of short sharp showers
- The intimate romance of shared baths

## Use things up

Some start points:

- The satisfaction of getting the last drop out of anything
- The art of creative recycling: turning waste into something beautiful and new



## How to create a poster for us

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1

Choose an action

2

Create your artwork and drop it into our template

# Preparing your poster in the template

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## Download the template

If you're reading this on a device connected to the internet, you can download the poster template [here](#). If not, please visit [www.dothegreenthing.tumblr.com/thebrief](http://www.dothegreenthing.tumblr.com/thebrief)

## Create artwork

Fill the poster template with your artwork. The space you have to work with is 1110 x 1505 pixels.

## Sign it off with an action line

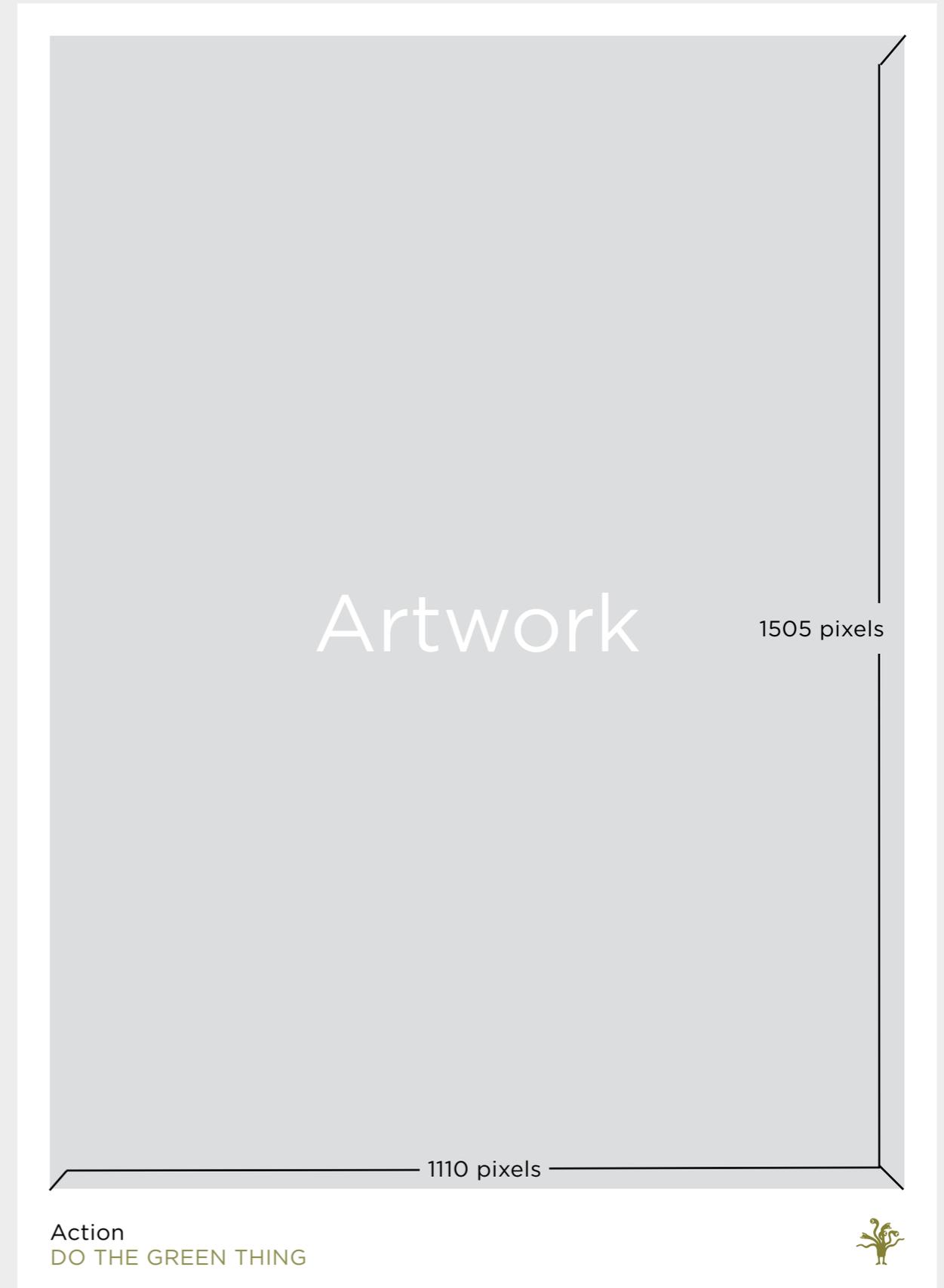
Below your artwork, add an action line that drives people to take up the green action you chose. This could be something like 'cycle to work' or 'plug out'. The typeface is Gotham Book - if you don't have this typeface on your system, set it in Ariel and we will sort it.

## A JPEG for web

Supply us with a .jpeg or .png of your poster design at 72ppi. This is for our website, our newsletter, our social channels and online press.

## A PDF for print

Supply us with a .pdf of your poster design at 300ppi (if possible). This is for our poster shop and for any events we exhibit at.





Go by bike  
DO THE GREEN THING



Sir Quentin Blake  
Cartoonist, illustrator and children's author



Don't waste a drop  
DO THE GREEN THING



Marion Deuchars  
Illustrator and author of "Let's Make Some Great Art"



DO THE GREEN THING



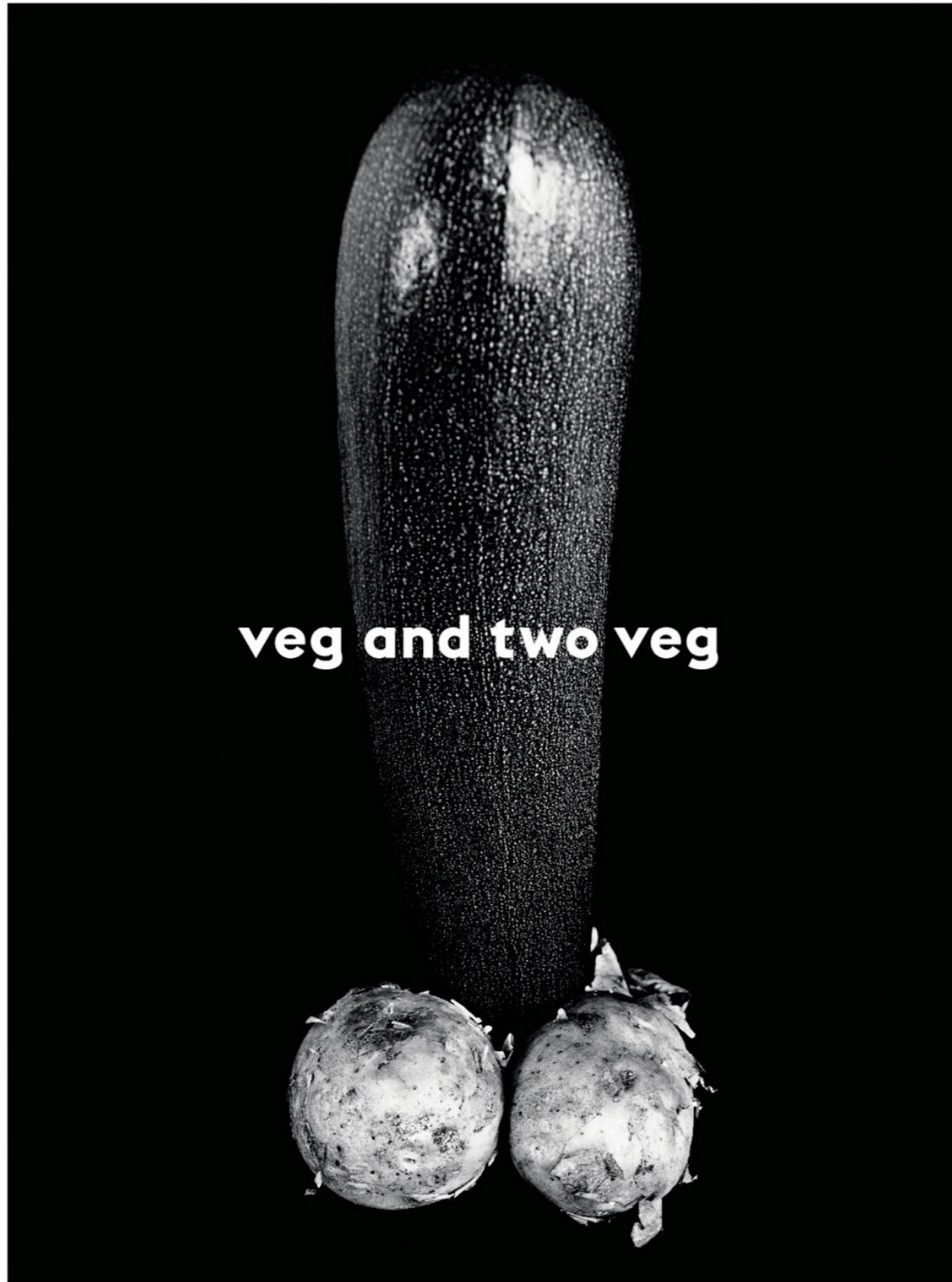
Sir Paul Smith  
Britain's foremost fashion designer



Travel well  
DO THE GREEN THING



Neville Brody  
Head of Communication, Art & Design  
at the Royal College of Art.



veg and two veg

Easy on the meat  
DO THE GREEN THING



Rankin  
Fashion photographer



ask

for

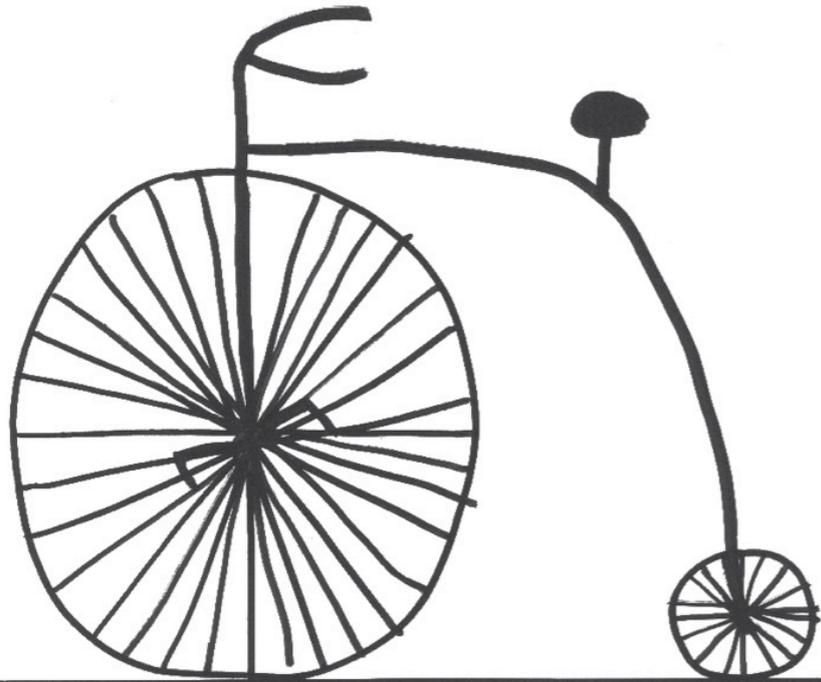
tap

Don't bottle it  
DO THE GREEN THING

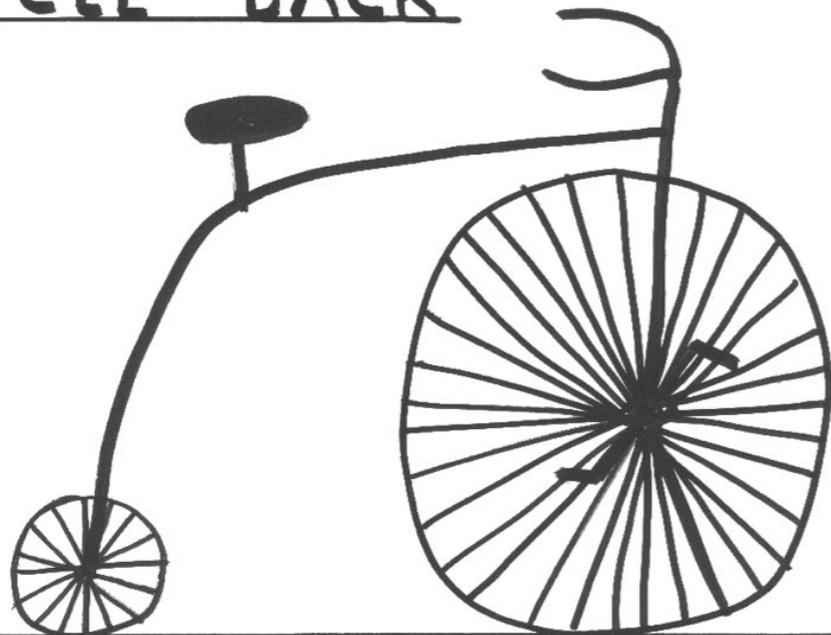


Abbott Miller  
Pentagram partner in New York

CYCLE TO WORK



CYCLE BACK



Take the bike  
DO THE GREEN THING



David Shrigley  
Artist



Green is always in fashion  
DO THE GREEN THING



Phillip Treacy OBE  
Milliner and designer

IF SWITCHES  
COULD TALK...



Turn it off  
DO THE GREEN THING



Jason Bruges  
Interactive designer and architect



*Let's*  
**RIDE**

Power to the pedal  
DO THE GREEN THING



Josh Higgins  
Design Director for President Obama's 2012 campaign



"Unplug the Little Devil"

Plug out  
DO THE GREEN THING



Paula Scher  
Pentagram partner in New York



POST CARD  
dear great gret grandpa  
thank you for doing  
a bit less driving  
Sam x april 2009

Take public transport  
DO THE GREEN THING



Tom Uglow  
Creative Director at Google Labs

HELLO  
MY NAME IS ⚡  
-----  
AND I AM AN  
ELECTRICITY  
ADDICT

Say no to plugs  
DO THE GREEN THING



Dan Norris and Ray Shaughnessy  
Creative Directors at Wieden+Kennedy



ALL THESE  
OPEN  
WINDOWS,  
BUT NO  
FRESH AIR.

Live a life less electrical  
DO THE GREEN THING



Hudson Powell  
London design agency

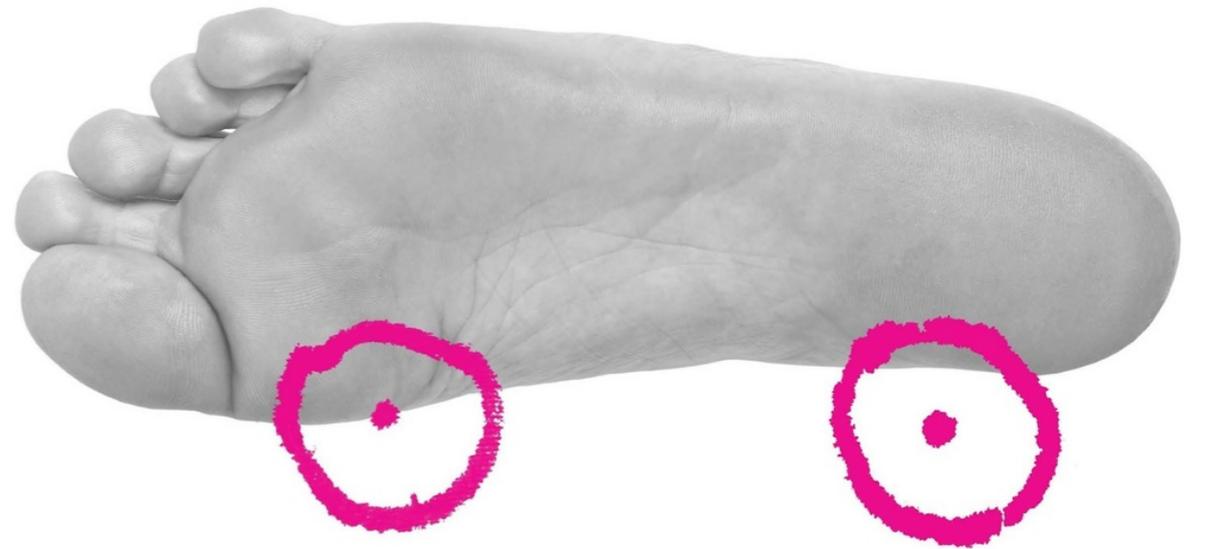


Jumpers on  
DO THE GREEN THING



Hot by Dean Chalkley  
Fashion photographer

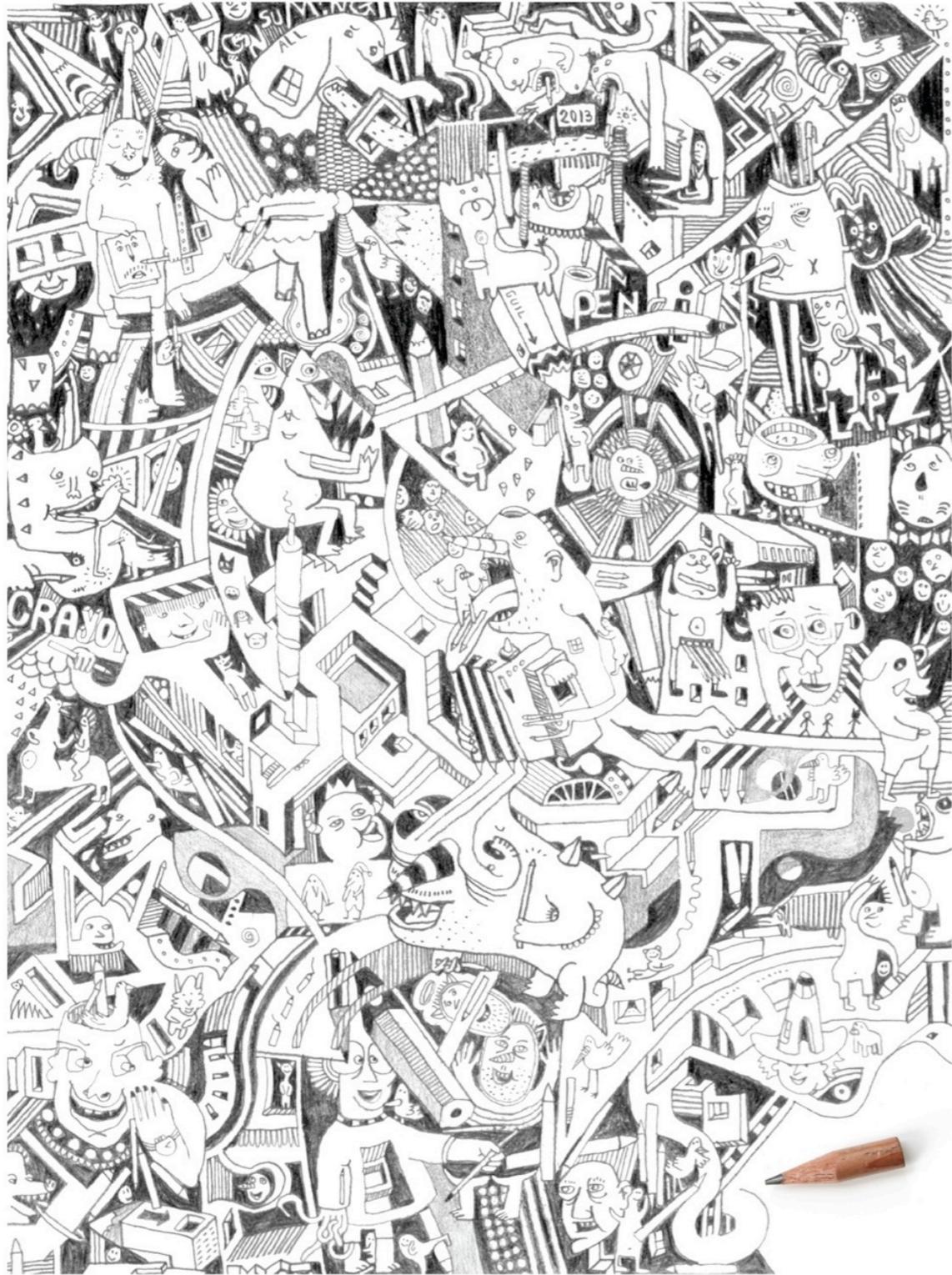
FEET – LIKE CARS,  
ONLY BETTER



Walk the walk  
DO THE GREEN THING



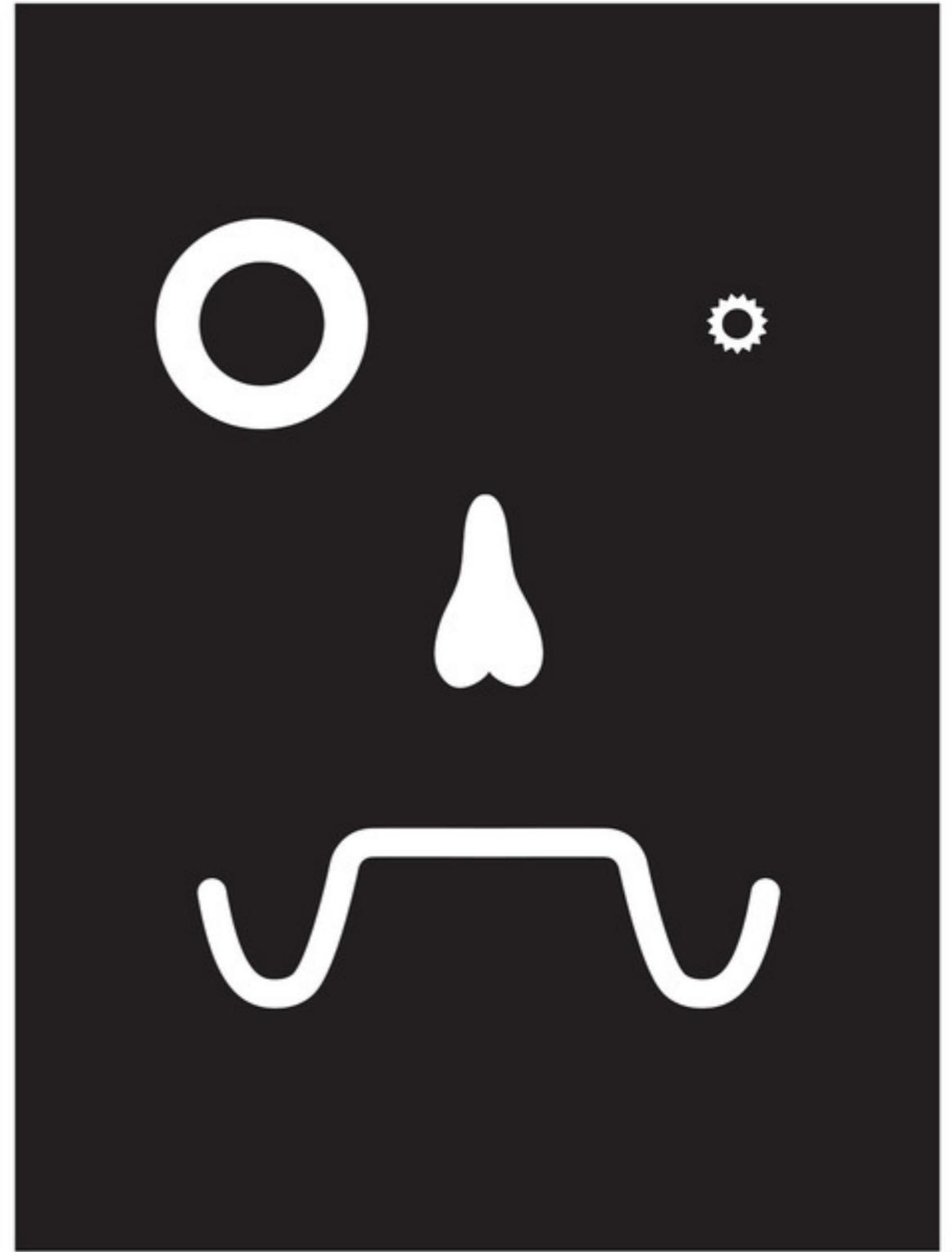
Marina Willer  
Pentagram partner



Use your pencils to the end  
DO THE GREEN THING



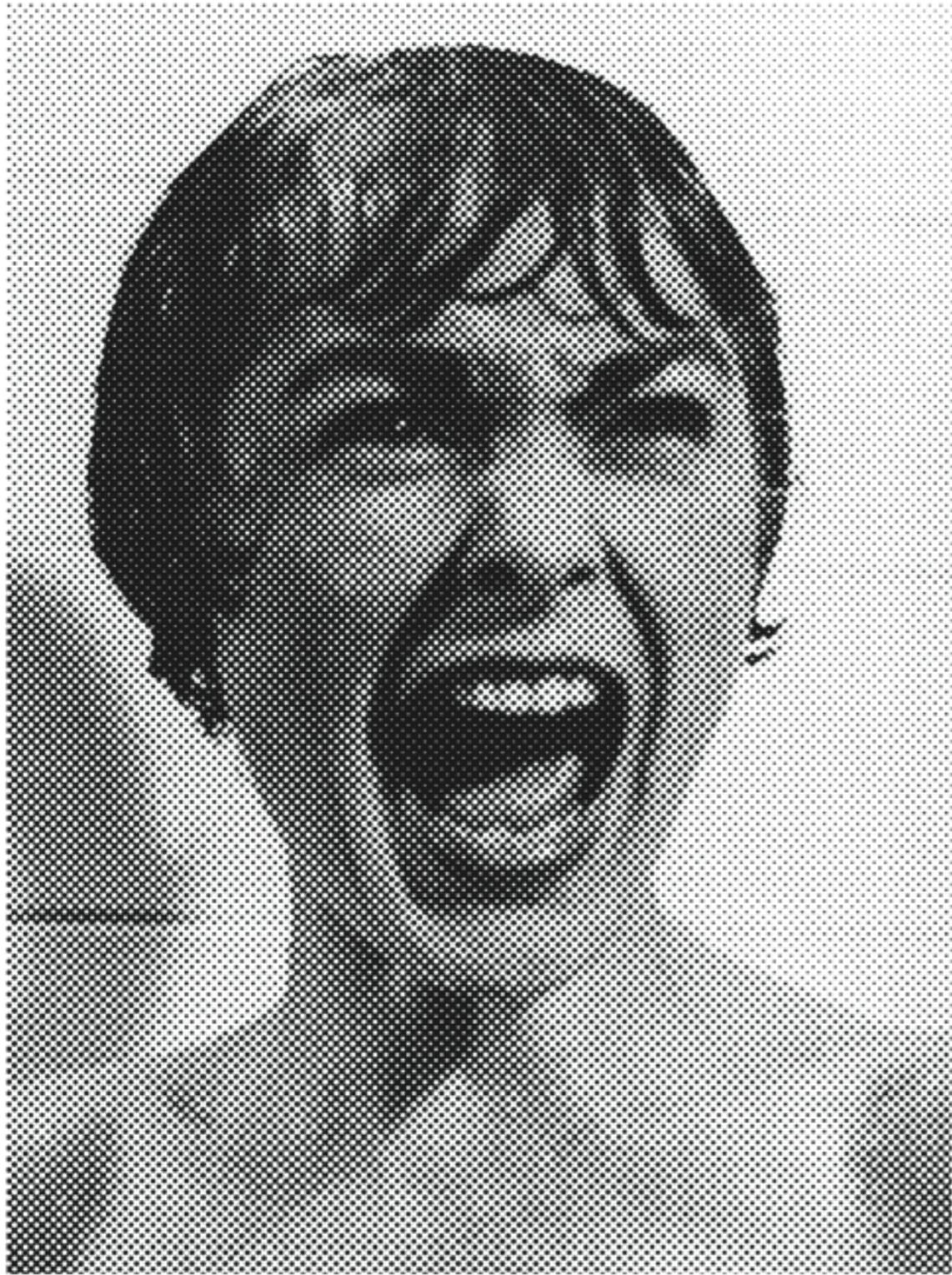
To The End by Guillaume Cornet  
Fashion photographer



Be a spokesperson  
DO THE GREEN THING



Spokesperson by  
Pentagram partner



Cut your shower short  
DO THE GREEN THING



Plug out  
DO THE GREEN THING





From waste to wonderful  
DO THE GREEN THING



**Help  
your-  
self**

*Share and  
Do The Green Thing*

**Best  
book  
I read  
all  
year**

*Share and  
Do The Green Thing*

**Works  
a treat**

*Share and  
Do The Green Thing*

**Nearly  
vintage**

*Share and  
Do The Green Thing*

**Really  
very  
comfy**

*Share and  
Do The Green Thing*

**Still  
sounds  
great**

*Share and  
Do The Green Thing*

**Well  
worth  
watch-  
ing**

*Share and  
Do The Green Thing*

**Best  
book  
I read  
all  
year**

**SISTERS  
BROTHERS**

*Share and  
Do The Green Thing*

Cut out and share  
DO THE GREEN THING



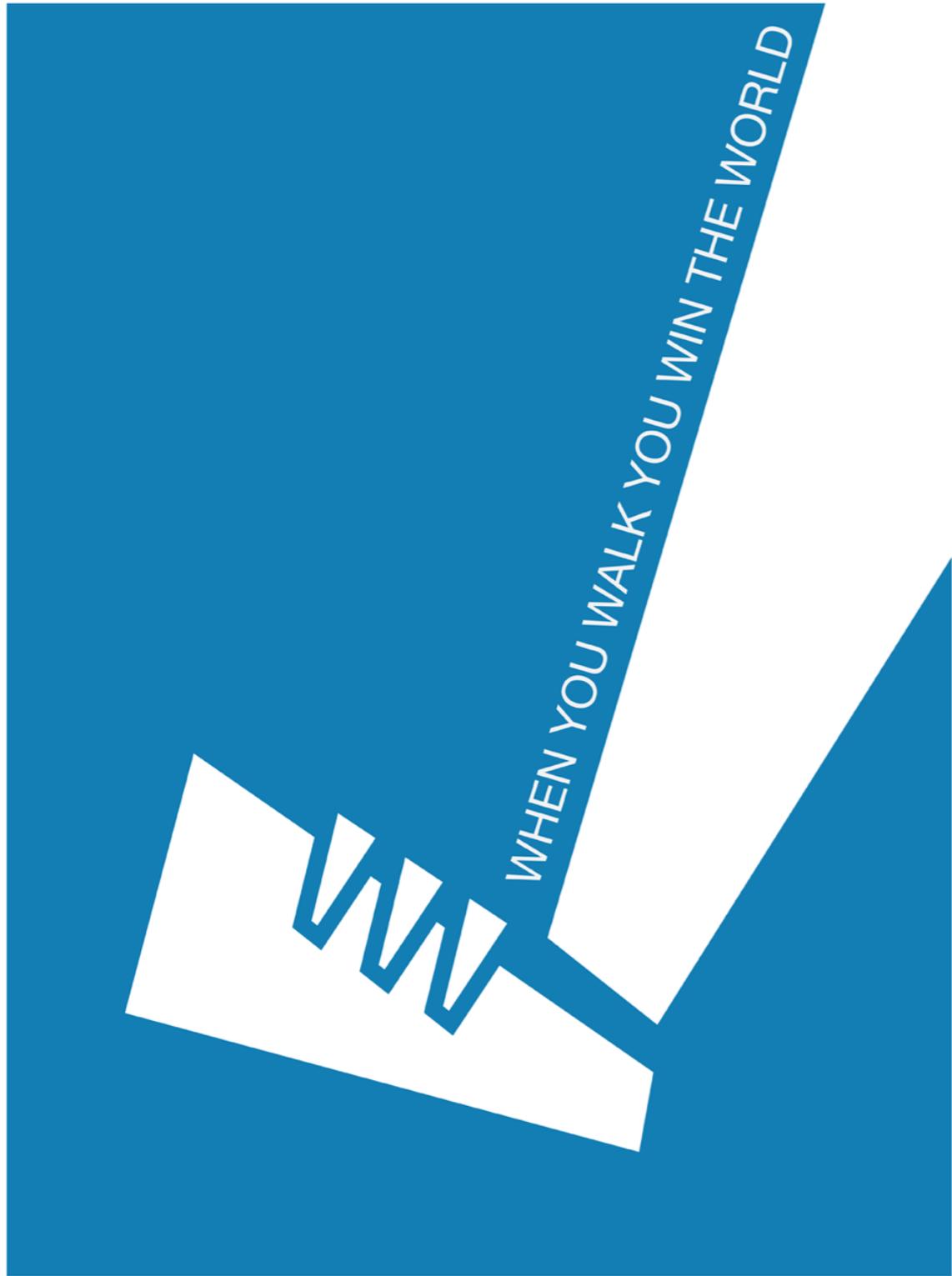


When it's broken  
DO THE GREEN THING



Fight the power  
DO THE GREEN THING





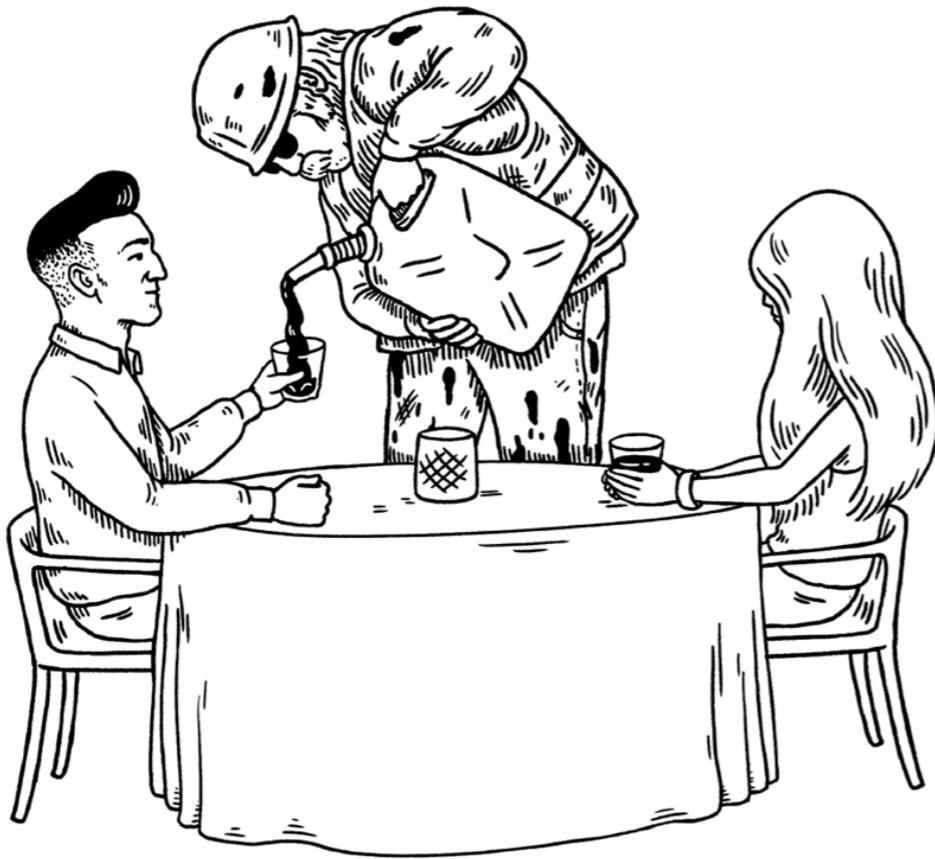
When you walk  
DO THE GREEN THING



Hugging not heating  
DO THE GREEN THING



MINERAL WATER



COSTS ABOUT THE SAME AS OIL  
TASTES ABOUT THE SAME AS WATER

No to mineral, yes to tap  
DO THE GREEN THING



Why throw it away?  
DO THE GREEN THING

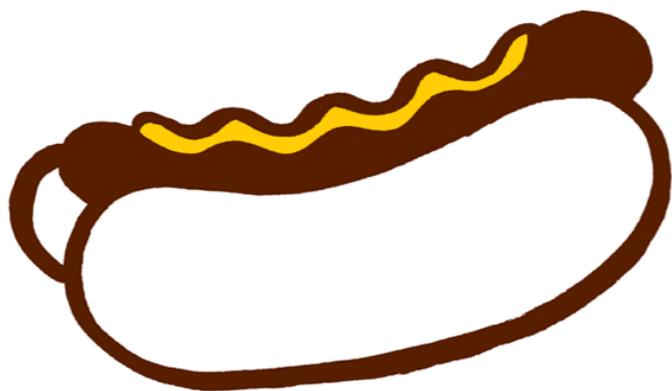


# HOT DOG HOT SMOG

Meat causes

**18%**

of all greenhouse emissions



That's more than cars

**10%**



household appliances

**9%**



planes

**2%**



Easy on the meat  
DO THE GREEN THING



**STANDBY LIGHTS ARE EVIL**

Turn it off properly  
DO THE GREEN THING





# Enjoy Responsibly

The meat industry creates more CO2 than the car industry.

Make meat a treat  
DO THE GREEN THING



C'mon, get tappy!  
DO THE GREEN THING



## How to create a poster for us

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1

Choose an action

2

Create your artwork and drop it into our template

3

Give us a short quote about the action and the poster



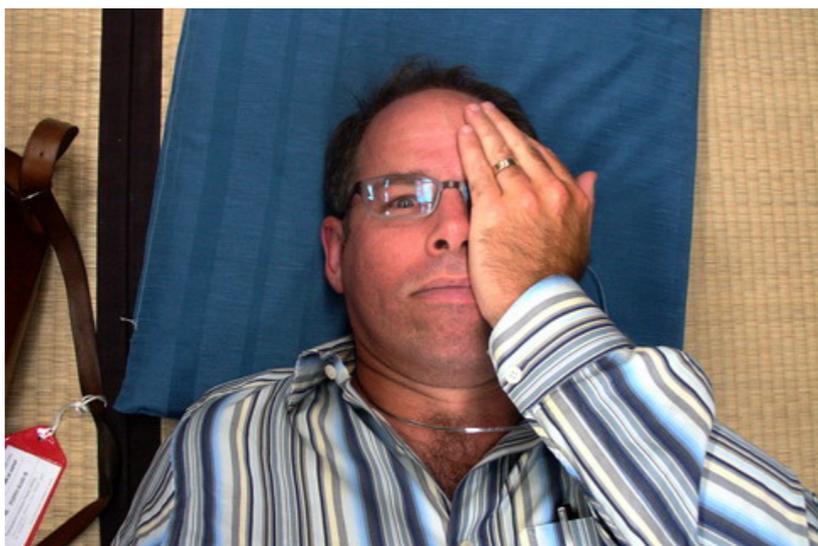
“I was on a train recently and I noticed that every passenger had an electric device plugged in and I thought it was insane. Gadgets are great but oh my god we’re consuming so much power, let’s pull back a little bit. That’s what I wanted to say with my poster.”

**Pete Fowler, illustrator**



All these pieces plastic in my poster were washed into the sea from landfill sites. Plastic should not be in landfill. If you can recycle it do, and if you can’t then take it back to the shop and ask why they are selling you something that has to be put in the rubbish.”

**Sophie Thomas, Director Of Design, RSA**



“Taking a brisk, water-efficient shower is the best way to start a productive day. And the most famous shower ever filmed was one that was notoriously interrupted. Had Janet Leigh been a bit quicker, she may have made it to the end of the movie.”

**Michael Bierut, Pentagram**

## How to create a poster for us

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4

Send it to [hello \[at\] dothegreenthing \[dot\] com](mailto:hello@dothegreenthing.com)

## What we will do with your poster

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We will add some environmental context: why that action is important to do and some interesting ways to do it.

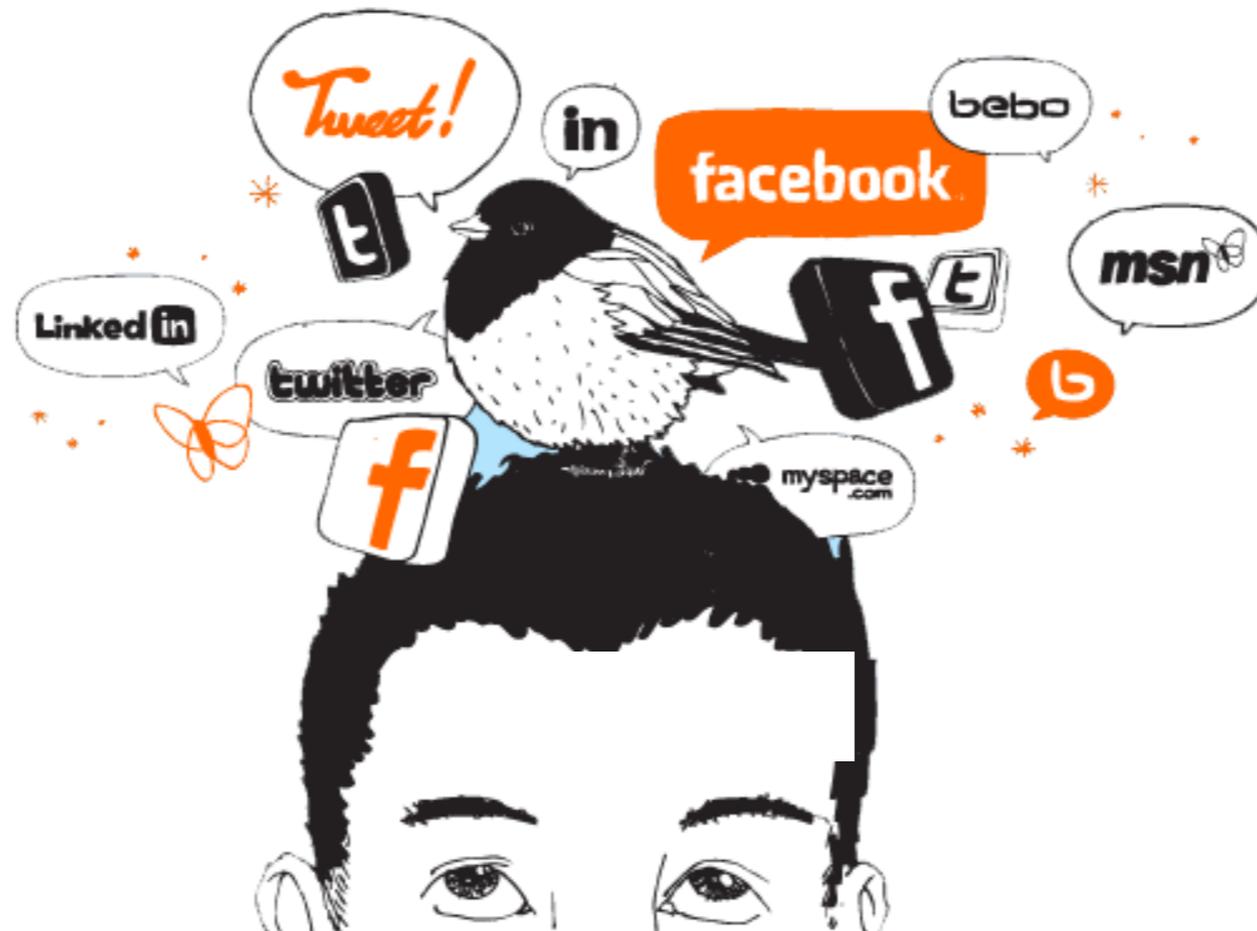
We will schedule it into our calendar to make as timely and topical as possible.

We will share your poster through all our channels to our subscribers

- 60,000 on **Twitter**
- 22,000 on **Facebook**
- 20,000 on our mailing list

We will share your poster through our supporter's channels such as O2 and BAFTA.

We will share it with our publications network and ask them to feature it.



## Where your poster will be bought

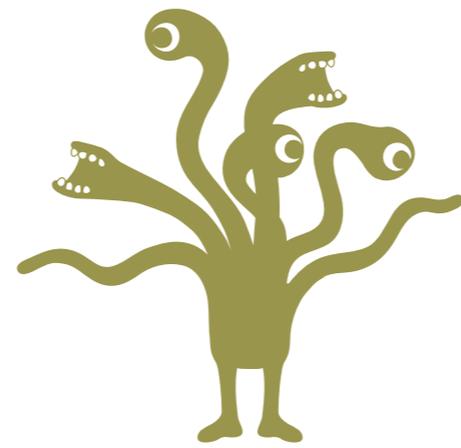
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Your poster will be available to through our website and through [EasyArt](#), with proceeds going back to the Do The Green Thing charity.

Also, we would like to invite (good) companies and organisations to buy and display posters in their workplace.

The income generated will will help to pay for the small core team who run the charity.





Thank you