

## Prompts

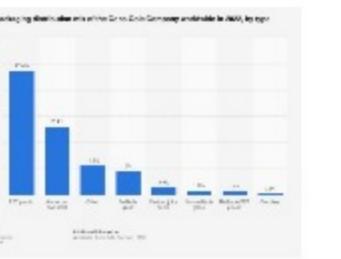
What do you define as green here?  
And green for whom?  
What are the systems connected to this particular campaign?  
Eco-design has become a key consideration for brands, consumers, and governments.  
How can graphic communication design be used to communicate environmental issues, especially greenwashing?

## Campaign

**Coca-Cola Green to Clear Campaign**  
<https://greentoclear.com/#recycled-records>

## Simplification

In the United States, Coca-Cola was ranked as the top carbonated soft drink (CSD) company with a volume share of roughly 46 percent.



Over the last seven years, Coca-Cola has spent an average of \$1 billion per year on advertising worldwide, aside from 2020, with only about 2.8 billion U.S. dollars spent. Spending in the United States accounts for over 20 percent of that cost, totaling \$1.15 billion U.S. dollars in 2019.

[University of the Arts London WebLogin](http://www.statista.com/statistics/1013016/university-of-the-arts-london-weblogin/)

10.2% of PET packaging is recycled material. The most often beverages packaged in 100% recycled PET plastic PET is around 30 meters. In 2020, the Netherlands and Norway announced restrictions to 100% PET plastic packaging, joining their neighbors in Sweden.

## Methods

**investigation**  
focused and systematic inquiry or examination aimed at eliciting new, unique, or hidden meaning; related: interrogation (seeking to extract closely guarded information or hidden detail)

**cataloguing**  
any language system could be thought of as a catalogue—of sounds, words, ideas, etc. Consider how these methods allow you to create new patterns and change the relationships between the items in the set.

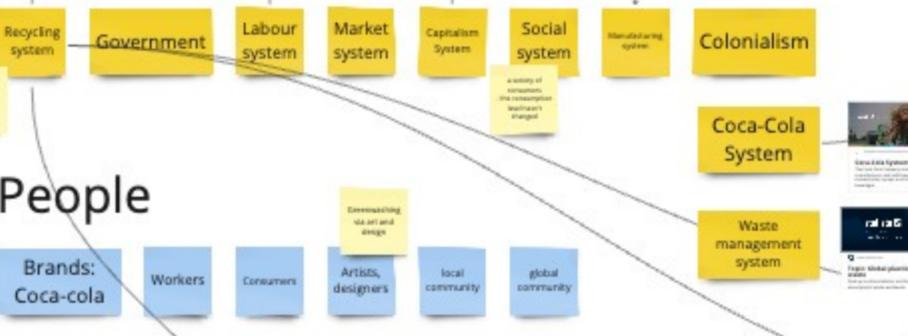
**translating**  
reconfigure the meaning of your selected material by changing its language (visual, linguistic, rhetorical), culture, region, time (historical, chronological, durational), scale (size, scope, etc.), value (currency, exchange value), or use

## References



**Ted talk:**  
Choose of marketing strategies, consumer research  
Grocery store  
Consumer behavior  
Marketing and advertising  
Sustainability

## System



## Coca-cola



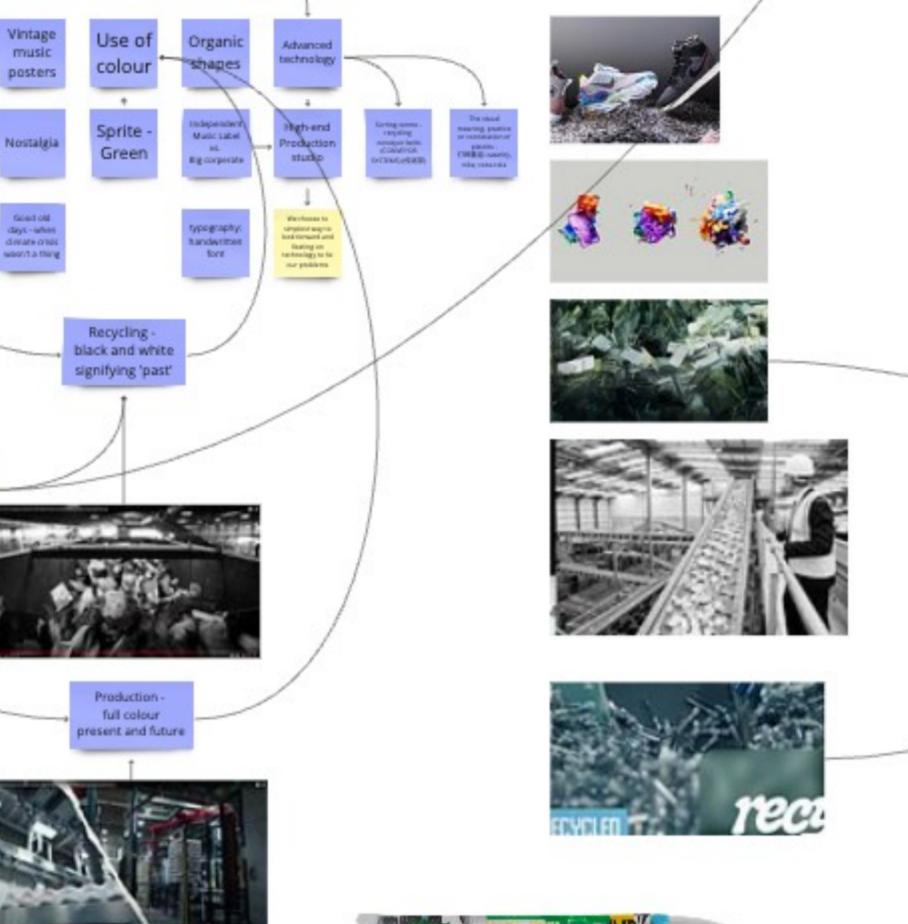
## Material

Plastics, material sourcing, downcycling, Not all plastic are equal, green plastic, clear plastic, green plastic is recycled into single-use items, microplastics, in switching Sprite, Fresca and Seagram's bottles from green to clear plastic. The Coca-Cola Company is helping to create a closed loop "bottle-to-bottle" economy in which products can be recycled more than once in the creation of "new" bottles.

"But ... the toxicity of plastic actually increases with recycling. Plastics have no place in a circular economy and it's clear that the only real solution to ending plastic pollution is to massively reduce plastic production."

"We know that only about 9% of all plastic ever produced has been recycled. We can't recycle our way out of this problem and downcycling into carpet and clothing only delays the inevitable. Plastic doesn't go away, and it will eventually break down into microplastics that end up in our air, food and even in our bodies and breast milk."

## Visual



## "Green" Language

remake, Clear, Anew era, Transparency, sustainability, Transparency, Moment of Clarity, virgin material, Step Into Tomorrow, the power of creativity, recreate, a circular economy, 64% of Coca-Cola's global priority ingredient volumes were sustainably sourced to its leader standard, in alignment with its Principles for Sustainable Agriculture (PSA). The leader standard is a third-party verified volume that has been verified by a third-party validation approved by Coca-Cola, which is consistent with the company's PSA.

Coca-Cola sources a variety of ingredients, including agricultural raw materials such as sugarcane, sugar beet, corn, fruits, coffee, tea, and soybeans. These raw materials are used as well as an increasing range of new ingredients like nuts, herbs, and dairy. For Coca-Cola, it is important to ensure that these ingredients are produced in a manner that respects workers and the communities while also protecting ecosystems.

Principles for Sustainable Agriculture (PSA) Coca-Cola is committed to collaborating with its suppliers to promote sustainable agricultural practices and enhance supplier capabilities to meet standards for human and workplace rights, environmental protection, and responsible farm management.

## Storytelling



If only 12% of UK plastic is being recycled, what is happening to the remaining 88%?  
<https://problematic.org/recycling-statistics/>

Coca-Cola annual gross profit for 2020 was \$19.581B (195B).

When we launched the World Without Waste program in 2016, we indicated that our projected spending would be in line with our water stewardship efforts over the prior decade, which was approximately \$2 billion (USD). After three years of implementation, we are spending ahead of that trajectory, which we knew at the time was a conservative estimate.  
<https://www.ethicalculturefoundation.org/global-commitment-2021/signatory-companies/policies/coca-cola-company>

Advertising: Coca-Cola has a long history of effective advertising, which has helped to build brand recognition and customer loyalty. The company invested \$4.4 billion on advertising and promotions in 2020.  
<https://www.tutor2u.net/economics/reference/why-is-coca-cola-so-profitable>

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