

What do you define as green here?

And green for whom?

What are the systems and networks connected to this particular campaign?

How can graphic communication design deliver the message, arguments and considerations of sustainability?

How can graphic communication design be used consistently and successfully instead of greenwashing?

notetaking	photographing	Sketching
diagramming	mapping	modeling
taxonomising	classifying	sequencing
captioning	framing	(re) contextualizing
(re) presenting	hijacking	subverting
exaggerating		

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.

relaying	mimicking	parodying
copying	interjecting	extrapolating
hybridizing	paraphrasing	improvising

[illegible]

<https://greentoclear.com/#recycled-records>

https://en.wikipedia.org/wiki/Colonialism

Recycling system

Government

Labour system

Market system

Capitalism system

Social system

Industrializing system

Colonialism

a variety of different social systems

People

Brands: Coca-cola

Workers

Consumers

Artists, designers

local community

global community

Communicating via art and design

Coca-Cola System

Waste management system

Bringing in the waste, recycling and selling it back to the producer

a variety of different social systems

The diagram illustrates the circular economy model. It shows a flow starting from 'Brands: Coca-Cola' (blue box) to 'Workers' (blue box), then to 'Consumers' (blue box), then to 'Artists, designers' (blue box, with a yellow box 'see also: design' above it), then to 'local community' (blue box), then to 'global community' (blue box), then to 'Waste management system' (yellow box), and finally back to 'Brands: Coca-Cola' (blue box). The flow is represented by a series of curved lines connecting the boxes in a circular path.

[illegible]

Documentary
signs

Blurring the boundaries between advertising and documentary

[illegible]

The screenshot shows a presentation slide titled "Marketing Mix". It features four green boxes arranged in a row: "property acquisition", "input substitution and", "production volumes", and "consumption level". Below these boxes is a "marketing budget" box. To the right of the "Marketing Mix" slide is another slide titled "Bottle of Water". This slide contains various statistics and images of water bottles. The statistics include: "BOTTLES OF WATER SOLD IN THE U.S. IN 2014: 1.5 TRILLION", "BOTTLES OF WATER SOLD IN THE U.S. IN 2015: 1.6 TRILLION", "BOTTLES OF WATER SOLD IN THE U.S. IN 2016: 1.7 TRILLION", "BOTTLES OF WATER SOLD IN THE U.S. IN 2017: 1.8 TRILLION", "BOTTLES OF WATER SOLD IN THE U.S. IN 2018: 1.9 TRILLION", "BOTTLES OF WATER SOLD IN THE U.S. IN 2019: 2.0 TRILLION", "BOTTLES OF WATER SOLD IN THE U.S. IN 2020: 2.1 TRILLION", "BOTTLES OF WATER SOLD IN THE U.S. IN 2021: 2.2 TRILLION", "BOTTLES OF WATER SOLD IN THE U.S. IN 2022: 2.3 TRILLION", "BOTTLES OF WATER SOLD IN THE U.S. IN 2023: 2.4 TRILLION", "BOTTLES OF WATER SOLD IN THE U.S. IN 2024: 2.5 TRILLION", "BOTTLES OF WATER SOLD IN THE U.S. IN 2025: 2.6 TRILLION", "BOTTLES OF WATER SOLD IN THE U.S. IN 2026: 2.7 TRILLION", "BOTTLES OF WATER SOLD IN THE U.S. IN 2027: 2.8 TRILLION", "BOTTLES OF WATER SOLD IN THE U.S. IN 2028: 2.9 TRILLION", "BOTTLES OF WATER SOLD IN THE U.S. IN 2029: 3.0 TRILLION", "BOTTLES OF WATER SOLD IN THE U.S. IN 2030: 3.1 TRILLION", "BOTTLES OF WATER SOLD IN THE U.S. IN 2031: 3.2 TRILLION", "BOTTLES OF WATER SOLD IN THE U.S. IN 2032: 3.3 TRILLION", "BOTTLES OF WATER SOLD IN THE U.S. IN 2033: 3.4 TRILLION", "BOTTLES OF WATER SOLD IN THE U.S. IN 2034: 3.5 TRILLION", "BOTTLES OF WATER SOLD IN THE U.S. IN 2035: 3.6 TRILLION", "BOTTLES OF WATER SOLD IN THE U.S. IN 2036: 3.7 TRILLION", "BOTTLES OF WATER SOLD IN THE U.S. IN 2037: 3.8 TRILLION", "BOTTLES OF WATER SOLD IN THE U.S. IN 2038: 3.9 TRILLION", "BOTTLES OF WATER SOLD IN THE U.S. IN 2039: 4.0 TRILLION", "BOTTLES OF WATER SOLD IN THE U.S. IN 2040: 4.1 TRILLION", "BOTTLES OF WATER SOLD IN THE U.S. IN 2041: 4.2 TRILLION", "BOTTLES OF WATER SOLD IN THE U.S. IN 2042: 4.3 TRILLION", "BOTTLES OF WATER SOLD IN THE U.S. IN 2043: 4.4 TRILLION", "BOTTLES OF WATER SOLD IN THE U.S. IN 2044: 4.5 TRILLION", "BOTTLES OF WATER SOLD IN THE U.S. IN 2045: 4.6 TRILLION", "BOTTLES OF WATER SOLD IN THE U.S. IN 2046: 4.7 TRILLION", "BOTTLES OF WATER SOLD IN THE U.S. IN 2047: 4.8 TRILLION", "BOTTLES OF WATER SOLD IN THE U.S. IN 2048: 4.9 TRILLION", "BOTTLES OF WATER SOLD IN THE U.S. IN 2049: 5.0 TRILLION", "BOTTLES OF WATER SOLD IN THE U.S. IN 2050: 5.1 TRILLION". The slide also includes images of various water bottles and a "BOTTLES OF WATER SOLD IN THE U.S. IN 2014" chart.

The diagram illustrates the circular economy for plastic bottles. It features several interconnected components:

- Material Sourcing:** A yellow box at the top center labeled "material sourcing" is connected by lines to "Plastics" (blue box), "green plastic" (blue box), and "clear plastic" (blue box).
- Plastics:** A blue box on the top left.
- Not all plastics are equal:** A blue box on the left, with an arrow pointing to the "green plastic" box.
- Microplastics:** A blue box at the bottom left, with an arrow pointing from the "green plastic" box.
- Downcycling:** A yellow box at the top right, with an arrow pointing from the "clear plastic" box.
- Green Plastic:** A blue box in the center, with an arrow pointing to the "green plastic is recycled" box.
- Clear Plastic:** A blue box in the center, with an arrow pointing to the "green plastic is recycled" box.
- Green Plastic is recycled into single-use items:** A blue box on the right, with an arrow pointing to the "closed loop" box.
- Closed Loop:** A large teal box on the right containing text about the circular economy for plastic bottles.
- Recycling Factories:** A small inset image on the far right showing a worker in a blue uniform and cap operating a recycling machine.

closed loop
 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.

remake

Clear

A new era

Transparency

Moment of Clarity

virgin material

Snap into futurism

the power of creativity

a circular economy

recreate

Transparency surfaces accountability

Moment of Clarity

a closed loop "back-to-basics" economy

a circular economy

Coca-Cola annual gross profit for 2020 was **\$19,581M(195%)**

When we launched the World Without Waste program in 2018, 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 know at the time was a conservative estimate.

<https://www.thematerialityofbusiness.org/global-commitment-2021/signatory-reports/gapw-the-coca-cola-company>