

How relevant is
sustainability to the
brands of today?

It's of paramount importance to most.
Here are a few examples.

McDonalds

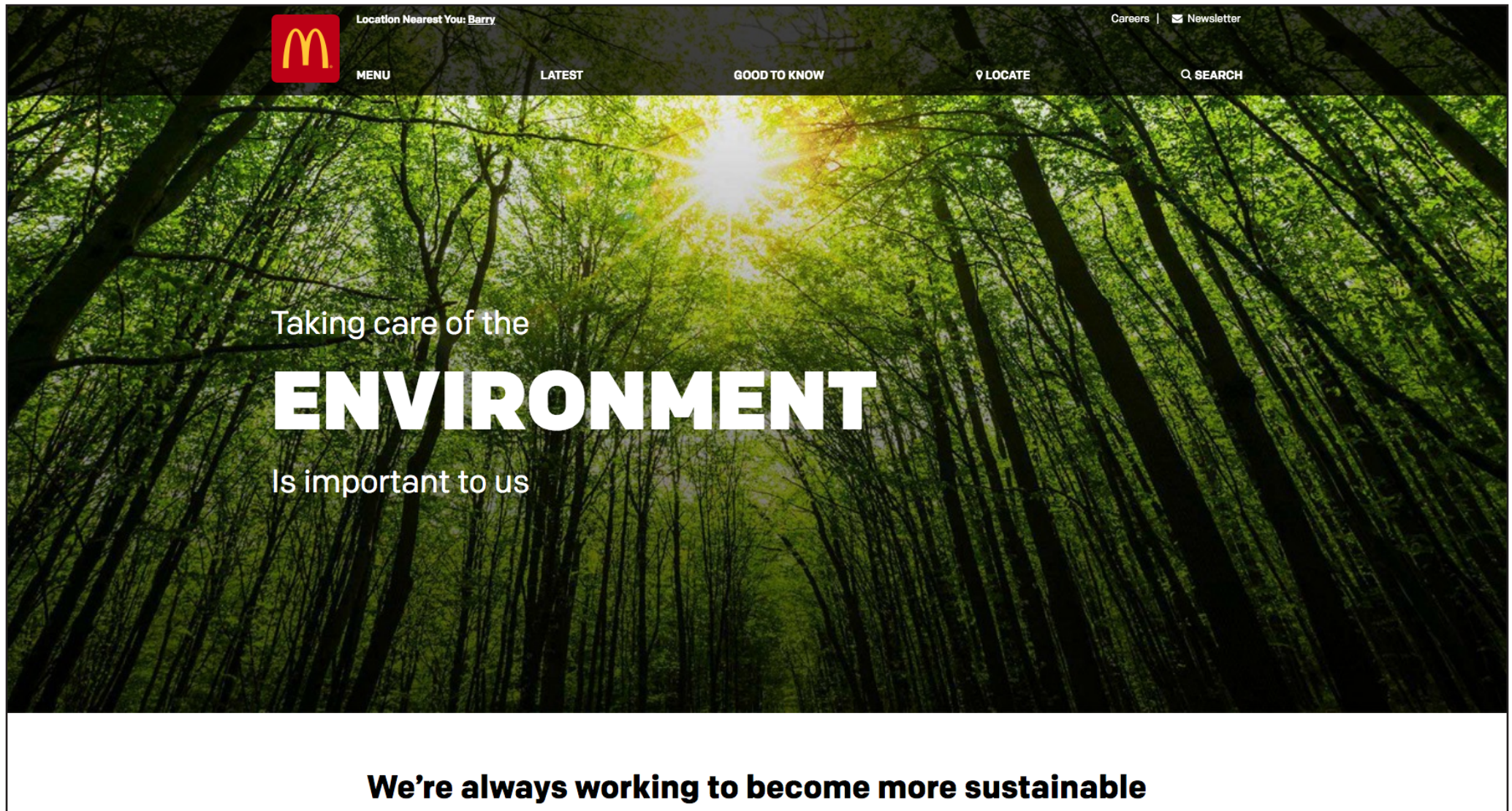
From purveyor of fast food to socially responsible food outlet.

‘Good to Know’ TV Commercial - Chicken



https://www.youtube.com/watch?v=of_pnIgTgdQ

McDonalds 'Striving for a sustainable future'



<http://www.mcdonalds.co.uk/ukhome/Ourworld/Environment.html>

Corporate, ethical responsibility requires consistency.



https://www.youtube.com/watch?time_continue=2&v=2baVjblFiII

Apple Park

One of the most energy efficient buildings in the world.

Tim Cook, Apple's CEO:

“The workspaces and parklands are designed to inspire our team as well as benefit the environment. We’ve achieved one of the most energy-efficient buildings in the world and the campus will run entirely on renewable energy.”

Apple Park



https://www.youtube.com/watch?v=MXdXoQBVf_mE

The solar panels installed on the roof of the campus can generate 17 megawatts of power, sufficient to power 75% during peak daytime and making it one of the biggest solar roofs of the world.

The other 4 megawatts are generated onsite using Bloom Energy Serverfuel cells, which are powered by biofuel or natural gas.

The air flows freely between the inside and outside of the building, providing natural ventilation and obviating the need for heating, ventilation and air conditioning systems during nine months of the year.

Lego

LEGO has an ambitious sustainability program. By 2030, the company intends to manufacture most of its products and packaging using environmentally friendly materials or recycled sources.

LEGO's new building blocks are 98% polyethylene and made from sugar cane residue.

Lego

The material use of sugar cane plastic is in line with the guidelines of LEGO's partner World Wildlife Fund (WWF) however LEGO blocks are still not biodegradable yet.

Tim Brooks, Vice President of Environmental Responsibility at the LEGO Group:

“At the LEGO Group we want to make a positive impact on the world around us, and are working hard to make great play products for children using sustainable materials.”

Lego



https://www.youtube.com/watch?time_continue=40&v=CseIzpf9llw

The future of driving

The revolution in the car industry
(a CNN Tech article)

Here's the future of driving



<http://money.cnn.com/2017/05/24/technology/future-of-cars/index.html>

Next, a task ...

Studio exercise

Working in pairs research a brand that promotes sustainability. Then explain to your peer group how they are sustainable and the reasons why you think they are?

Inspiration for your T-shirt brief

The €2 T-shirt - a social experiment



https://www.youtube.com/watch?v=KfANs2y_frk

Ensure you progress your project research and be prepared to discuss your initial findings next week.