

Sustainability Manifesto – 2200333 Product Design BA

1. I believe that we are sustainability is not taken seriously enough in design when it comes to selection of manufacturing processes and materials.
2. Change to use renewable energy sources to power manufacturing for the business.
3. Use recycled materials rather than new recourses for every product.
4. Invest in research to develop and create new innovative ways to manufacture and use material that benefit the environment.
5. Allow the business to become sustainable by respecting the workers and providing them with a fair wage.
6. Work local and reduce transport to reduce carbon footprint emotions.
7. This can be achieved by utilising cellular manufacturing that will boost communication and speed up manufacturing times while emitting less greenhouse gasses.
8. Protect our planet.

“EPA estimated wood pallet recycling at 3.1 million tons in 2018 for a 17.1 percent recycling rate.” (EPA, 2022)

This is a statistic that I have found online at a website based and the facts and figures about materials and waste. I am using this point to back up my third

point in my manifesto that reads “Use recycled materials rather than new recourses for every product.” (EPA, 2022)

Only 17.1% recycling rate for wood pallets in 2018 shows that not enough wood is being recycled which makes it harder for businesses to use recycled materials in their products. This will result in businesses gathering new recourses for their products.

“In 2018, landfills received 12.2 million tons of wood. This was 8.3 percent of all MSW landfilled that year.” (EPA, 2022)

This is an example of another shocking statistic that I have found on the same website. 12.2 million tons of wood wasted that could have potentially been reused, this shows that to create more sustainable businesses and products new was of recycling material need to be developed.

“The workers at a factory in China who were manufacturing clothing for Ivanka Trump's clothing line were working approximately 60 hours a week and were only getting paid a measly \$62 a week.”

This is a fact that I have found online on a website that researches in to under paid workers working on manufacturing lines in China for companies around the world. This fact is shocking, and I will be using it to back up my fifth point in my manifesto as an example of how companies disrespect and under pay their workers.

This fact shows how the workers are paid slightly over \$1 an hour that is way below the minimum wage. However, employers can get with it in China as people are desperate for money and are prepared to work for this little wage.

Furthermore, safety for the workers is an issue when working in these factories in China as the work conditions are poor and injuries can occur and also deaths occur frequently. During the pandemic many workers died as correct restrictions to ensure safety for the workers were not followed.

“Manufacturing cells are used to minimize product movement as well as materials.” (Chris Felix 2017)

This is a statement that I have found on a website that is based on the benefits of cellular manufacturing. Minimising product and material movement will help to develop a more sustainable business as the overall carbon footprint will be reduced as less transport is needed. This is achieved as each part of the

manufacturing process is under one roof rather than in a number of facilities or factories.

“Fewer defects decreases the number of products that must be scrapped;

Fewer defects also means that the raw materials, energy, and resulting waste associated with the scrap are eliminated;

Fewer defects decreases the amount of energy, raw material, and waste used or generated to fix defective products that can be re-worked.” (Clyde Witt 2006)

Cellular manufacturing can also boost manufacturing speeds and overall product quality as workers are forced to take more pride in their work as a part won't move down the production line if it isn't done properly. This can also result in less waste as parts are not damaged during transporting between production lines. This can help to further boost how sustainable the manufacturing process is as less parts and materials go to waste when in comparison to traditional manufacturing processes.

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Coca Cola



Fig 1. Coca Cola

Coca Cola is one of if not the world's leading soft drink and has seemed to always been linked to Father Christmas Every year during the Christmas period. it is a known fact that Father Christmas stars in Coca Cola adverts each year as shown in the advert provided on the left. Coca cola has been around for a over 100 years with the first glass of coca being sold on the '8th of May 1886' (2022 The Coca-Cola Company). This first bottle was sold at Jacobs Pharmacy in downtown Atlanta.



'The most important events in the history of Coca-Cola in the years 1940-1949 Booklets on flower arranging by Laura Lee Burroughs are distributed to consumers.' it is said that World War 2 was a big test for Coca Cola due to sugar rations and distribution issues. However, Coca Cola survived, and its advertisement had a big part to play in their survival with some iconic and rememberable adverts being made at this time. Fig 2. Ebay

This information shows how Coca Cola has always had good and memorable adverts throughout the years. However, their link to Father Christmas started before the 1940s and began in 1931. 'Only one major change to the iconic portrayal of him by Thomas Nast. They switched his pipe to a glass bottle of

Coke.’ (Jack De Graaf 2022). This quote shows how Coca Cola used iconic photos to their advantage to create an effect on the viewer and frankly this effect lasted, and Father Christmas has returned to Coca Cola adverts annually ever since.

Furthermore, Coca Cola uses clever text within their adverts such as the ‘make someone happy’ that is used in figure 1. this text seems to have a link to Father Christmas as Christmas time is about giving back to people and that is what Father Christmas does. This act of giving back to someone or gifting something to them makes them feel happy which links back to this Coca Cola advert.

This point of using happiness is also a business strategy used by Coca Cola. ‘Coca-Cola jumped on the most effective marketing technique ever - selling happiness.’ (Alina Gorbach 2020). Over the years by associating themselves with happiness and Christmas Coca Cola have created an effect on people creating a link between the three.

I also feel that the advert has cleverly used a ribbon displayed around the bottle to make it appear as a present that holds value. The ribbon further links the product to Christmas ribbons are commonly used on Christmas presents. This is also a marketing strategy as it makes people want to buy the product more as it appears more valuable.

‘It's widely believed that today's Santa wears a red suit because that's the colour associated with Coca-Cola, but this isn't the case.’ (Coca Cola Australia 2020) before Father Christmas wore red, he was always pictured wearing a tan or green suit. He wore these colours to symbolise the coming of spring.

‘The modern Santa Claus is actually much older, a patchwork character woven together from different sources.’ (BBC News 2018). This quote shows that the modern day Father Christmas has been woven from all the different appearances he had from different countries and cultures, that resulted in the red Father Christmas we know today and not because of Coca Cola adverts.

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Link between Earth and Dreaming

Earth is a planet in the milky way galaxy and is the planet the humans are home too. Scientists believe that Earth was created '4.5 billion years ago' (Flint Wild NASA 2017). Earth is currently the only planet that we can prove has life living on it. However, the chances are very slim that only our planet Earth holds life and that possibly one day in the future when technology advances further other planets with life may be found.

Dreaming is a hard process to understand, and it is unknown why people dream. 'Dreams are simply the brain's way of making sense of unexpected transmissions happening during our sleep.' (Dream dictionary 2020). This is an interesting statement as the brain can only use dream based on things it knows or things that a person has previously seen or learnt about.

Already this shows the first link between Earth and dreaming in my eyes. This is because someone can dream about experiences on Earth or even places on earth such as a dream holiday for example, but the possibilities don't end there as people can dream about things outside of the Earth.

'Before anything enters into being, it must first enter imagination, and dreaming is the pure font of imagination.' (Karen Jaenke 2006). This another interesting statement linking Earth and dreaming as too me it reads that for something to exist on earth it must be dreamed first.

Nature features in many peoples dreams as it is seen a therapeutic and relieves stress. 'Dreaming of nature represents being at peace with society and having an appreciation for the environment.' (Tell Me My Dream 2019). This shows how people can dream about features of the earth and how dreaming about

different features can have different meanings. This can relate from people past experiences in life which effect their dreams.

‘Dreams of a violent earthquake reflect the anxiety you feel in your waking life.’ (Katina Tarver 2022) this example shows how it is possible for people to dream about natural disasters that occur on earth even if they haven't experienced one in real life. As the quote shows this can be due to anxiety and peoples past experiences.

In conclusion I believe that dreaming and earth are linked quite closely when you look deeper into their meanings. The biggest link is that fact that peoples past experiences on earth impact their dreams. Also dreaming about locations in the world such as dream holidays is a very frequent thing which link dreaming and earth.

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