



design
that
talks

The Green Snapshot



A round up of sustainability news, views and exciting initiatives.

Global sustainability trends

As the vulnerable state of our planet is becoming a daily headline, and individuals and businesses are feeling the pressure to make changes, we're curious to find out what trends 2023 might bring that can enhance sustainability efforts.

Will we change how we shop? Increase our corporate scrutiny? Or will we all be upgrading to electric vehicles?

Combining environmental insights with real-world improvements, Greenmatch has taken the predictions of experienced professionals, from green bloggers to business owners, and created a key list of trends that we can see increase over the next year....

1. Increased Use of Renewable Energy Sources
2. More Recycling
3. Improved Transport and Infrastructure
4. Reduction of Food Waste
5. Reuse and Purchasing Second-hand Products
6. More Sustainable Materials
7. Increased Brand Responsibility & Transparency
8. Even Greater, Climate Positive Technology
9. More People Working from Home
10. More Demand for Plant-based and 'Alternative' Foods

Many of the ten sustainable trends listed seem to be things we are already experiencing, in some small way or another. What we should look out for though is further advancements in these areas, with elements like electric cars, solar panels and bamboo clothing becoming something we will encounter more frequently in our daily lives.

These trends are all incredibly positive and if countries across the globe do adopt these changes, in any significant way, we can expect to see great shifts in the health of our planet.

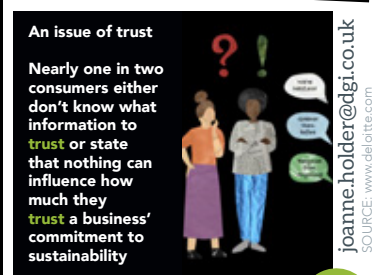
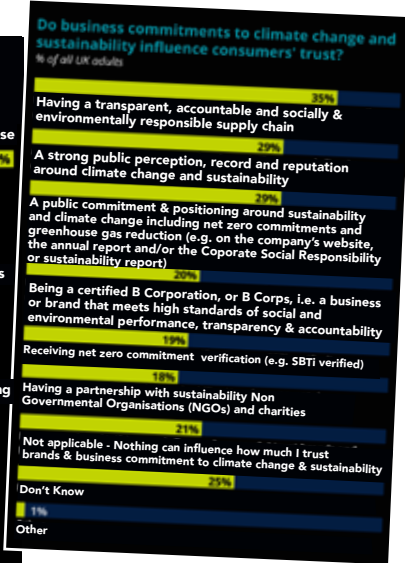
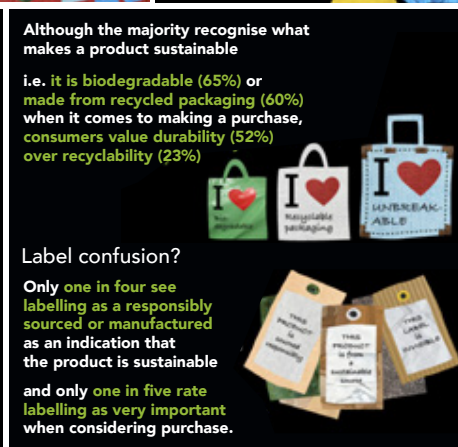
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How consumers are embracing sustainability

Adoption of sustainable lifestyles is on the rise, but consumers need more help.

Deloitte 3rd survey into consumer attitudes and behaviours around sustainability, shows that consumers are increasingly making conscious decisions with sustainability and the environment in mind. However more needs to be done to give consumers greater access to information and offer better affordability and availability of sustainable options. In 2022, our research indicates that with fewer choices and opportunities due to the impact of inflation and supply chain disruptions, consumers are finding more 'innovative' ways to spend less, for example by adopting a more sustainable lifestyle and choosing goods that are more durable or that can be reused or repaired easily. With economic uncertainty continuing, the question remains: will these behavioural changes become permanent?



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SOURCE: www.deloitte.com



5 trends taking plant-based eating mainstream...

Nutrition Strategy Director, Maxim Yermolayev and Ice Cream Innovation Lead, Fatma Tek share their expert insights into five consumer behaviours and food trends that will see more people making plant-based eating part of their daily diet in 2023. "One in four people now identify as flexitarian," says, Fatma Tek. "Only one in ten of us eat the recommended daily amount of fruit and vegetables. Almost 15% of all greenhouse gas emissions derive from the meat and dairy industries. Eating plant-based is good for people's health and it's good for the planet," he says.



1. HASSLE-FREE PLANT-BASED SOLUTIONS

"Convenience is king," says Maxim. People want meat-free meal options that are flavourful and fuss free.

Expect to see...

- Everyday inspiration for easy plant-based meals. As well as finding plant-based recipes on Knorr product packs and Recipedia and in The Vegetarian Butcher cookbook, consumers can search Hellmann's site, part of which is dedicated to recreating meals that have gone viral on TikTok.

- More veggie options in recipe box subscriptions and meal kits. The global market for meal kits is growing almost 15% and, with it, the number of consumers actively ordering boxes with more vegetarian/vegan meals.

- Plant-based prompts at the till in e-grocery/quick commerce. E-grocery shopping is expected to account for more than 20% of the market in 2030, driven by the substantial expansion of instant delivery.



2. CLIMATE CONSIDERATIONS INFLUENCING PURCHASE DECISIONS

Consumers are increasingly aware of the food system's climate impact and are making that part of their purchasing decision.

Expect to see...

- Clean labels and ingredient transparency. Global and local brands will look to offer full transparency on which ingredients are used and why. You can see this demonstrated globally by The Vegetarian Butcher and locally in the Netherlands in Unox's new range of plant-based soups called 'Goedgevuld' (meaning 'well filled').

- Brands communicating the climate impact of plant-based choices. In 2022, The Vegetarian Butcher was named Most Sustainable Brand by the Sustainable Brand Index (Europe's largest independent brand study on sustainability) for the way it communicates its mission and impact. This included an impact report. It also developed an 'impact calculator' that allows consumers to calculate their own positive impact when they adopt plant-based in place of animal meat.



3. INNOVATIVE FLAVOURS AND FORMATS

According to research by Insites Consulting, 50% of flexitarians want to keep up with the latest food trends. For us that's a rallying call to keep launching indulgent, plant-based ice creams with high-quality ingredients and exciting flavours."

Expect to see...

- Fruit-forward and nutty flavours in ice creams. "Our non-dairy competitors may be playing in the chocolate, caramel and nut flavour space, but Magnum are there already and have awards from organisations such as PETA that recognise our ingredient and flavour expertise," says Fatma.

- Mini formats that provide permissible indulgence. Consumers still want indulgence, but they like help with moderation.

- Products with 'hidden' veg such as wraps and pastas. "Knorr's carrot and spinach wraps contain micro and macro nutrients and make a great base for a meat or bean burrito. And the brand's colourful spinach and tomato pastas look great on a plate and deliver a hidden veg hit too," says Maxim. "



4. EXCITING OUT-OF-HOME OPTIONS

"Food trends are born in restaurants. It's where consumers try new food, cuisines, and flavours," says Maxim.

Expect to see...

- Professional kitchens expanding plant-based menus. Last year ice cream brand Carte D'Or developed a vegan dessert range to help kitchens cater for the increase in consumers choosing to eat plant-based. Desserts such as its chocolate mousse power mix was reformulated to give chefs the freedom to mix it with oat or soy milk without compromising on taste or texture.

- Increased choice in quick service restaurants. In Belgium, one in three Whoppers bought in Burger King is plant-based and powered by The Vegetarian Butcher. And the brand's partnership with Burger King has grown and been scaled up with demand. This has seen four plant-based meat patty and nugget products used by Burger King to create different builds of its Whopper, Junior Whopper, Chicken Royale and Nuggets across different markets.



5. FAVOURITE BRANDS OFFERED IN PLANT-BASED CHOICES

Worldwide, 42% of consumers think most people will be eating plant-based foods instead of meat in the next decade.

Expect to see...

- Plant and non-plant options launching in tandem. "In the past, if we were launching a dairy and non-dairy variant of an ice cream, the team would create a separate campaign for each. Now it feels natural to launch them together," says Fatma. "The launch of Ben & Jerry's campaign for its new sundaes in Europe and the products launched in partnership with Tony Chocolonely used this approach. Increasingly, consumers expect to be to be offered dairy and non-dairy options as a given, so their focus is on what they have always loved and looked for in our ice creams – flavours, product experience and indulgence."

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Initiatives making a difference...



Did you know that we throw away a mammoth 1.5 billion phone cases every year? Yup, it's wild. Canadian company Pela makes plant-based and fully compostable cases, which come in a whole range of styles, designs and colours. It's super flexible, soft, and is surprisingly durable for something that looks fairly flimsy. There are even matching case designs for your AirPods. The icing on the case is that with every item Pela sells, the company pledges to donate a percentage of funds to ocean clean-up and preservation initiatives.



British supermarket moves to recycled coastal plastic for chilled fish trays

UK supermarket chain Tesco has formed a partnership with international independent organisation Keep Sea Blue, which will mean that the plastic packaging for its fish products will contain a minimum of 30% Recycled Seaside Plastic (RSP). This is recycled coastal plastic collected from beaches, coastlines, and coastal communities within 10km of the Mediterranean Sea. A network of collectors across the region, including local authorities, non-profits, volunteer groups, and the private sector, collects the plastic, at which point the PET (polyethylene terephthalate) packaging will be sorted, ground, washed, and recycled to be utilised in food-grade packaging materials. The recycled PET will be used in trays to pack Tesco's salmon, haddock, cod, and sea bass lines. A spokesperson for Tesco said that where they can, they are reducing the amount of virgin plastic they use in their business.

Like many other families, we took full advantage of the time spent at home in the first lockdown to finally get a puppy. While most poo bags are made from plastic and break down into tiny microplastic particles that harm our environment, Adios's bags are made from cornstarch. This makes them 100 per cent compostable and biodegradable – meaning they naturally break down in three to six months – while still being strong and durable. No ripped bags and no harmful plastics, plus, one per cent of its gross revenue goes towards helping charities that clean up our environment and save wildlife. Everyone's a winner.



Unlike most drugstore antiperspirants, Wild is all-natural, dermatologically approved and has no sulphates, parabens or aluminium. The product is seriously chic and comes housed in a sleek case made from sustainable materials, with a range of different colours and scents to choose from. The deodorant smells incredible and has a creamy consistency that leaves your pits feeling looked after. Plus, it even keeps sweat at bay thanks to the addition of tapioca starch, which is an absorptive powder derived from the Cassava plant.



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Dairy offers customers reusable lids for yoghurt pots

UK organic dairy Yeo Valley is offering its customers the opportunity to obtain reusable lids for its 350g and 450g yoghurt tubs. Consumers can go to the Yeo Valley website and exchange 'Yeokens' which can be earned by redeeming codes from Yeo Valley packaging, to obtain their own lid, which is set to replace the previous clip-lid design. Yeo Valley have made the decision to remove the clip-lids previously used, following successful trials on their Greek yoghurt pots. Removing the clip-lids will save an estimated 145 tonnes of plastic a year. Yeo Valley Organic's 350g and 450g yoghurts are currently sold in Greiner Packaging's K3 cardboard-plastic cups, which are recyclable, made from 100% recycled PET, and wrapped in cardboard made from FSC-certified material. The packaging can be cleaned and separated into the plastics and cardboard recycling streams, respectively.



Focus on Eco-Friendly Laundry Detergents



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Did you know that our everyday detergents are at the top of the list when talking about the highest water pollutants?

In fact, most laundry detergents have 35% to 75% phosphate salts, bleach and microfibres, which are responsible for a range of pollution in our water bodies. Additionally, laundry detergents have non-biodegradable ingredients like carcinogens.

ZERO WASTE LAUNDRY DETERGENT SHEETS, BY ECOROOTS

EcoRoots zero waste detergent sheets have taken the first spot in our ranking of eco-friendly detergents for several reasons: it's one of the only 100% plastic-free detergents in this article, we love the sheets "format", and EcoRoots is a brand that we already trust with several other eco-products. At first, we had some doubts about the efficiency of laundry sheets in comparison with liquid detergent, but after testing them, here is our conclusion: it takes way less space to store than detergent jugs, it allows us to use exactly the right amount (1 sheet = 2 loads), it's less "dirty" and most of all, it cleans as well as traditional liquid detergent. This vegan laundry detergent is also hypoallergenic, cruelty-free and free of synthetic fragrances, optical brighteners & dyes.



ECO-FRIENDLY LAUNDRY BALLS, BY LOVFRE

LoveFre washing balls are a good sustainable laundry detergent alternative. They are pretty inexpensive and are an effective way to clean your laundry without any harsh chemicals, phosphates, sulfates, chlorine, dyes and many other components we do not like. They are definitely safe for you but also for the earth. We were a little sceptical at first, but they did an amazing job.

They also allow you to wash all kinds of clothes and fabrics – no need to worry about separating clothing. It also reduces scale rust and lime build-up in washing machines and pipes: how useful! By maintaining your washing machine like this, it will last you longer. Each ball can be reused for up to 2 years.

100% PLASTIC FREE WASHING DETERGENT SHEETS, BY EARTH BREEZE

EcoRoots' laundry sheets might have the first spot on this listing, but earth breeze's eco-friendly detergent comes pretty close. In fact, these are our favourite option if you live in the UK and want to avoid EcoRoots delivery fees. After several loads using earth breeze laundry sheets,

we are perfectly happy with the results. It doesn't leave a strong "clean" smell but the clothes are totally clean nevertheless.

About the brand: earth breeze has strong ethical values and they show it in everything they do, from a 100% plastic free detergent that requires about 94% less carbon emissions to transport (thanks to its small size) to their donations to charitable and non-profit organisations (they donate 10 loads of eco detergents for every package they sell).



LAVENDER JASMINE DETERGENT, BY BOTANICAL ORIGIN

Botanical Origin has one of the best clothes washing liquids with a hint of heavenly lavender and jasmine scent. The detergent has at least 95% natural ingredients (or botanical ingredients as they say), including citric acid, fatty alcohol, glycerine, and natural bio enzymes.

The fragrances are also from natural products and we found them to be amazing. It's like lighting a fragrant candle or stepping out into a flowering garden. This detergent is packed in a recyclable bottle that is also made from recycled products. Between 25% and 50% of the packaging is made of recycled material. Wait for the good news... one bottle will run at least 40 loads.

As it is made of all-natural ingredients, it doesn't contain any artificial brighteners or dyes.



ECO FRIENDLY WASHING POWDER, BY MOLLY'S SUDS

Molly's Suds is everything you can wish for in an environmentally-friendly washing powder. All ingredients are either plant or earth-based and sourced responsibly. Phosphate-free, check. Paraben-free, check. Artificial fragrance, cruelty-free, bleach-free, and a vegan certification, check! It is also gentle on the skin for anyone with allergic reactions when using harsh chemicals. We tested it on our sensitive skinned friend and he had no problems at all.

A packet of Molly's Suds comes with a measuring scoop to ensure you input the right amount of your eco washing powder. Also, a pack can last up to 70 loads. We didn't get round to doing 70 full loads of washing, but from the few loads we did do, that seems about right.



Sustainable designs to help you go green...

Designers and creators are coming up with sustainable alternatives for almost everything. Every product that is necessary and utilised by us in our everyday routine has an eco-friendly alternative to it. Replacing our usual mass-produced designs with these greener options will make a huge difference to the environment.

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KREIS CUP

Meet the Kreis Cup, a coffee cup that's sustainable, durable, and designed to enhance your coffee-drinking experience! Available in a cup and travel-mug styles, the Kreis Cup is a reusable cup made from used coffee grounds and plant-based materials, free of petroleum-based plastics.

Why is it noteworthy? It is heat resistant and designed to keep your coffee hot longer. That being said, the Kreis Cup is still ultimately biodegradable, unlike the plastic-based to-go mugs you get at your local cafe or the breakable ceramic mugs you use at home. Once it reaches the end of its lifespan, the Kreis Cup disintegrates easily into the soil, leaving absolutely nothing behind.



FR-1 BIKE SADDLE

This Scottish brand is one such company that wants to bring more sustainable solutions for the bikes and bike parts that they manufacture. Their first

product is called FR-1 Bike Saddle and it is made from cork. Why is it noteworthy? At first, you would think this is not a sturdy and comfortable material for something that you will be sitting on probably for a long period. But cork is actually pretty durable and lightweight so it should be something that can last a long time and not hurt your tushy that much. It is also water-resistant and can offer better cushioning compared to other materials.

B-WISE

Unveiled this year at the Dutch Design Week, 'B-Wise' is a uniquely grungy-looking lampshade that's actually made from mycelium – the vegetative part of a mushroom or fungus that often grows underneath the surface while we just notice the mushroom caps that make their way through the ground or tree bark.

Why is it noteworthy? The pendant lamp, which measures an impressive 60cm wide, comes with a grungy appearance that is unique to each lamp. To make each lamp, the designers at Myceen take an empty mold and fill it with mycelium along with waste organic material from the timber and agricultural industry including sawdust and straw for the mycelium to feed on. In a matter of just 5 weeks, the mycelium grows into the shape of the mold and is then demolded and dehydrated to prevent any further growth.



KARA

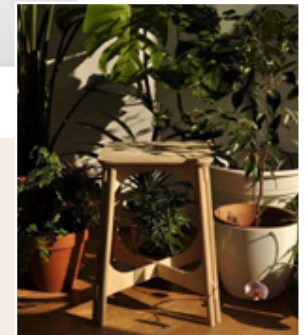
Coffee machines might not be the most common consumer electronics in homes, but their widespread use and the way they operate make them ideal for a thought experiment. Kara is the result of one such process, resulting in a modular coffee machine that's meant to last forever, even when the manufacturer has stopped producing replacement parts.

Why is it noteworthy? The secret is that these parts can be 3D printed if access to the original is no longer possible. The more technical components can be replaced or substituted with other electronics, presuming those are still in production.

THE PLASTIC TRANSLATION STOOL

The Plastic Translation Stool design tries to reinterpret the lines of the plastic stool instead, resulting in a form that is somewhat similar yet also unique, giving the wooden stool its own character.

Why is it noteworthy? Those legs alone, however, won't be enough to offer the same stability as the plastic counterpart, so an additional element had to be added. Birch plywood buttresses distribute some of the force evenly across the beechwood legs, which, in turn, hold the buttresses together. These interlocking parts provide not only architectural stability but also visual accents to what would otherwise be a plain-looking stool.



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Case study: Purdy & Figg



Back in 2018, NHS nurse Purdy Rubin and horticulturalist Charlotte Figg decided to make cleaning products they'd actually feel good using – both for themselves and for the environment. Fed up with highly toxic cleaning products in plastic packaging, the two friends decided to do something about it and the luxury eco cleaning brand was born.

They both firmly believed in the power of natural cleaning and its benefit to health & home, so in true Breaking Bad style, they started experimenting with formulas in their garage. It's there that they conjured up their first product, a multi-surface cleaner infused with pure essential oils, Counter Clean. Spurred on by Purdy's two sons, Charlie and Jack, the duo teamed up with Chemist Dr Anna Slastanova to develop a range of natural, beautifully-scented and refillable cleaning products that could stand up against the 'big guns'.

We launched our hero product, Counter Clean, at the beginning of 2022 and haven't looked back since. The game changing cleaner has been designed to clean all surfaces in the home whilst leaving behind the most incredible spa-like scent. We've since scaled up production at our Buckinghamshire-based factory to help meet the demand for a planet-friendly cleaner that's both effective and a pleasure to use.

The cleaner is made with essential oils which obviously means the cleaner is scented, but it's not an overpowering smell like some essential oil based products. The ingredients are all plant derived with a full list on both the labels and website. The website also explains what all the different ingredients do.

HOW DOES COUNTER CLEAN MULTI SURFACE CLEANER WORK?

The Counter Clean works by actively removing grease, grime and dirt from surfaces, along with bacteria, viruses and mould. Essentially it both ensures that the bad stuff comes off the surface and that the bacteria and viruses get broken down so they can't survive. This is beneficial when you compare it to the ineffective way most people use disinfectants because people tend to wipe them off before it's had a chance to work and the products don't always taking the bacteria with it.



Reduce single use plastic waste

CASE STUDY

Our mission is to transform cleaning with beautifully designed cleaning products that are good for you and the environment.

HIGHLIGHTS SO FAR:

1. Grown almost 10X our sales from £20k to £180k per month with our new cleaning product Counter Clean
2. Launched subscriptions in January and have gone from 0 to 5000.
3. We've gone from 1000 orders a month to almost 1,000 per day.
4. Grown our team with five new members from 10 to 15 people with hires in our factory, 2 hires in our operations team and 1 hire in our marketing team.
5. Our factory in Aylesbury manufactured and shipped 17,500 orders with 8,000+ orders in April so far!
6. Raised £1m in funding to help us continue growing at the pace we are.



"They smell nothing like a traditional cleaner, they're quite luxurious aromatherapy style scents. I was surprised how efficient it was at cleaning my kitchen with just a couple of sprays and the counters smell like I've had an expensive candle burning in there afterwards."

Becky Knight,
Ideal Home News Editor



Increase your consumer awareness

As concern about the climate emergency grows, brands in all sectors are navigating the relative role of environmental and ethical initiatives and their impact on UK consumer-decision making. Here are **seven rules** that all brands can apply to increase consumer awareness of their sustainability

Practices and positively influence customer behaviour...

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1. INVEST FOR THE FUTURE

...creating a platform for consumer advantage through sustainability. Move quickly and decisively, but - generally - don't plan for or measure success in short-term sales impact. Consider a brand's sustainability performance as the third strategic imperative alongside driving the top-line and managing costs.

4. UNDERSTAND CUSTOMER RESPONSIVENESS

...then develop a bespoke plan to increase it. Benchmark sustainability responsiveness with peers to uncover specific areas of opportunity to increase ROI for your brand - e.g. through changing topic focus, (re)designing specific initiatives and commitments, investing in communications channels or creating stories and engaging on platforms to promote advocacy.

2. RETHINK AND REFOCUS ON MEASUREMENT

Assess the impact of your sustainability practices across the full spectrum of consumer behaviour. Include proxies for perception and advocacy through consumer quant panels and social listening.

3. REENGINEER COSTS AND INVEST BACK

...in a sustainable customer offering. Winners will find a way to offer an affordable and sustainable alternative, with the majority of consumers remaining reluctant to pay a green premium in the near term.

5. FOCUS ON DRIVING BIG IMPACT

...on a few sustainability priorities that resonate most with consumers. Changes that help people reduce their own environmental impact e.g. reducing a products packaging, are as important to consumers as broader corporate goals.

6. CREATE STORIES THAT CAN EASILY BE RETOLD

Word of mouth is incredibly important, and campaigns need to be shaped in a way that they are worth talking about.

7. FOCUS SUSTAINABILITY COMMUNICATION ON THOSE MOST LIKELY TO ACT

That means targeting core consumers and potential digital advocates. For most brands, the latter will mean speaking to younger generations, even if they are not core customers today.



NOW IS THE TIME TO ACT AND PUT CONSUMERS AT THE HEART OF THE SUSTAINABILITY AGENDA.

How can designers be less reliant on plastic?

FOCUS
ON...



Following the launch of PlasticFree – a directory for plastic-free materials and system solutions - designers advise on how the industry can change its relationship with plastic.

“We should always be thinking ‘what are the alternatives?’. It’s easy to jump to conclusions when designing, doing something the way it has always been or because it’s the simplest solution. This is inevitably why we fall back on

using plastic; it’s such an incredibly versatile material and it’s not always clear what other options there are. That’s where PlasticFree comes in.

Typically, you won’t find a straight swap and it’s likely that cost, material properties or manufacturing limitations will feel like insurmountable barriers. So, think about how you can switch up the brief. What if you didn’t need a moisture resistant material? What if it didn’t need to be transparent? What if we designed for degradation rather than assume everything will last for years?

Remember that this change isn’t going to happen overnight, and it’s likely that for some projects there won’t be a plastic free answer right now. But we should never stop challenging ourselves to find one.”

Morrana founder and creative director Jo Barnard

“In exhibition design, becoming free from plastic is about a change in mindset about the use of materials. For example, where we once used plastic as a robust, easy-clean, sealed-surface and totally indelible material, we now need to turn this on its head. Plastic has a predictable, institutional feel. We need to celebrate craft, personality and imperfection more and the lifestyle of natural materials, which age, weather and respond to their environment.

In our studio we often think about layers of materials, starting with robust and solid bases made of sustainable materials, with other layers of materials on top that have quicker lifespans that are more easily – and less expensively – replaced. For example, a patinated metal holder that holds printed cards for interpretation, or etched stone with a replaceable natural filler. It can’t just be about replacing plastic like for like. We have to think in new and different, creative ways.”

Nissen Richards director Pippa Nissen

“If I may bend the question somewhat, I think the broader question is how can designers focus on more sustainable material choices for their products. There are many approaches to achieving sustainable choices but at Smile Plastics we focus on celebrating plastics in a closed-loop system. Billions of tonnes of plastics have been accumulating on this planet over the last few decades, and plastics are hugely valuable resource with some amazing material properties. Some questions to ask yourself could be:

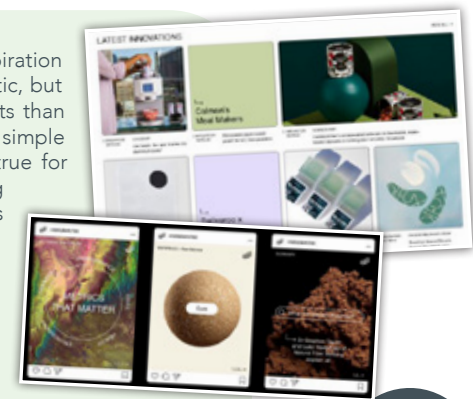
- Can I select materials that are 100% recycled and 100% recyclable?
- How can I eliminate waste in the production of my product? Can offcuts be collected and recycled?
- How can I design products to allow them to be repaired, repurposed, and disassembled at the end of their life to facilitate a circular zero waste system?”

SmilePlastics co-founder Rosalie McMillan

“Material libraries are a great resource for inspiration and discovering exciting alternatives to plastic, but going plastic-free is easier for some products than others, and removing plastic isn’t always as simple as a change in material. This is especially true for products that need a high barrier, and testing of new plastic-free materials or even changes to product formula will be needed to maintain protection and quality.

Rethinking product format, formula, materials and packaging in parallel, and considering the entire product lifecycle can lead to revolutionary design that not only eliminates plastic, but also gives a better consumer experience. “

Pearlfisher London sustainability and materials lead Suzy Shelley





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Let us know what you would like to see next time...

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