

COMMUNICATION DESIGN FOR SUSTAINABILITY

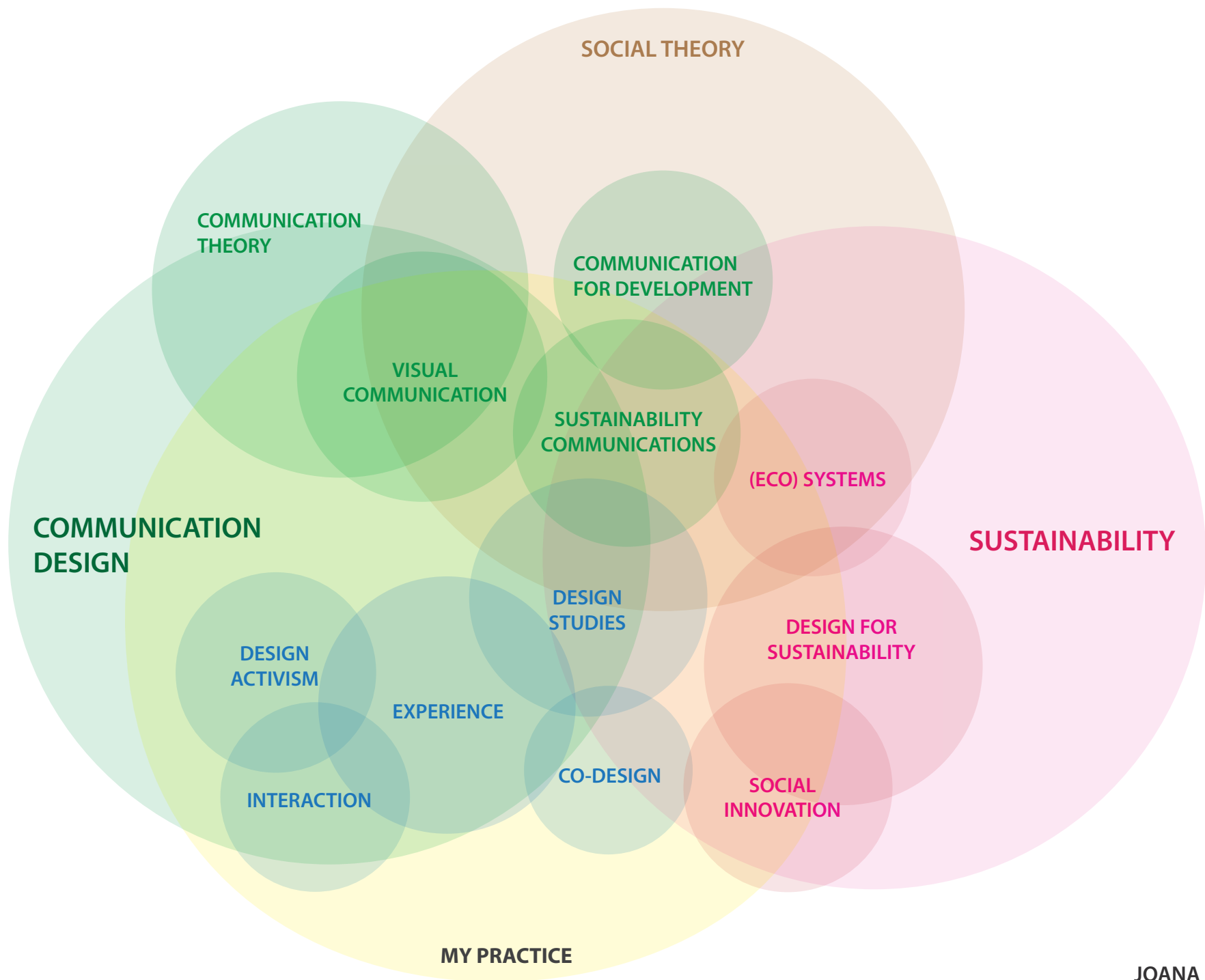
JOANA CASACA LEMOS

Communication Designer, PhD student

Central Saint Martins College of Art & Design | July 2014

j.deoliveiracasacalemos1@arts.ac.uk

www.joanacasacalemos.com • [@joana_atelier](https://www.instagram.com/joana_atelier)



RESEARCH QUESTION

- What frameworks, understood to be effective in driving public engagement within **social innovation and sustainability scenarios**, can be adapted to inform communication design ?

public engagement
vs.
"behaviour change"

bottom-up innovation
disruptive
start-ups
social enterprises

networked
conversation
system
experience
interaction
imersive

AIMS

- * Assess current practices of communication design promoting sustainability.
- * Identify the potential for new practices - that encourage participation of existing and new actors in initiatives of social innovation for sustainability.
- * Design and evaluate a framework of communication design for sustainability.

The contribution to knowledge will centre on establishing communication design approaches that engage stakeholders in initiatives that foster sustainable ways of living.

DEFINING SUSTAINABILITY

Forum for the Future
2001

Sustainability as a **dynamic process**

enabling communities to achieve full potential

and “quality of life”

through initiatives that foster social, economic, ecological
and cultural value.

“emerging qualities”
Manzini, 2014

DEFINING COMMUNICATION DESIGN

Communication Design interpreted as
an **expanded practice** of form and message
beyond graphic communication
to embrace interaction
and experience design.

IMERSIVE
EXPERIENCE
INTERACTION

The research focuses on
Communication Design for Sustainability
rather than
“sustainable communication design”.

SUSTAINABLE
GRAPHIC DESIGN
METHODS

COMMUNICATION DESIGN - PROMOTING SUSTAINABILITY VALUES



COMMUNICATION DESIGN - PROMOTING SUSTAINABILITY VALUES



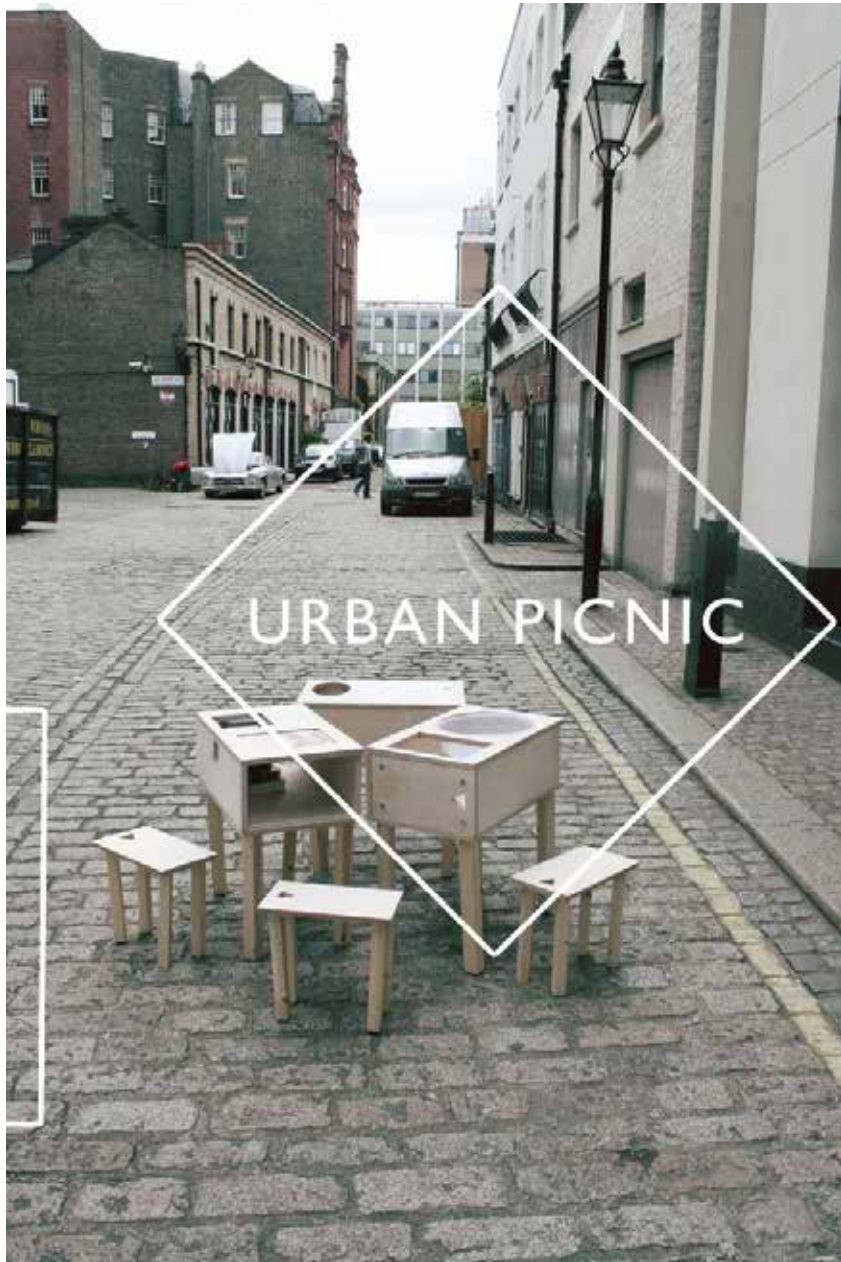
COMMUNICATION DESIGN - PROMOTING SUSTAINABILITY VALUES

MUSEUM *of* WATER

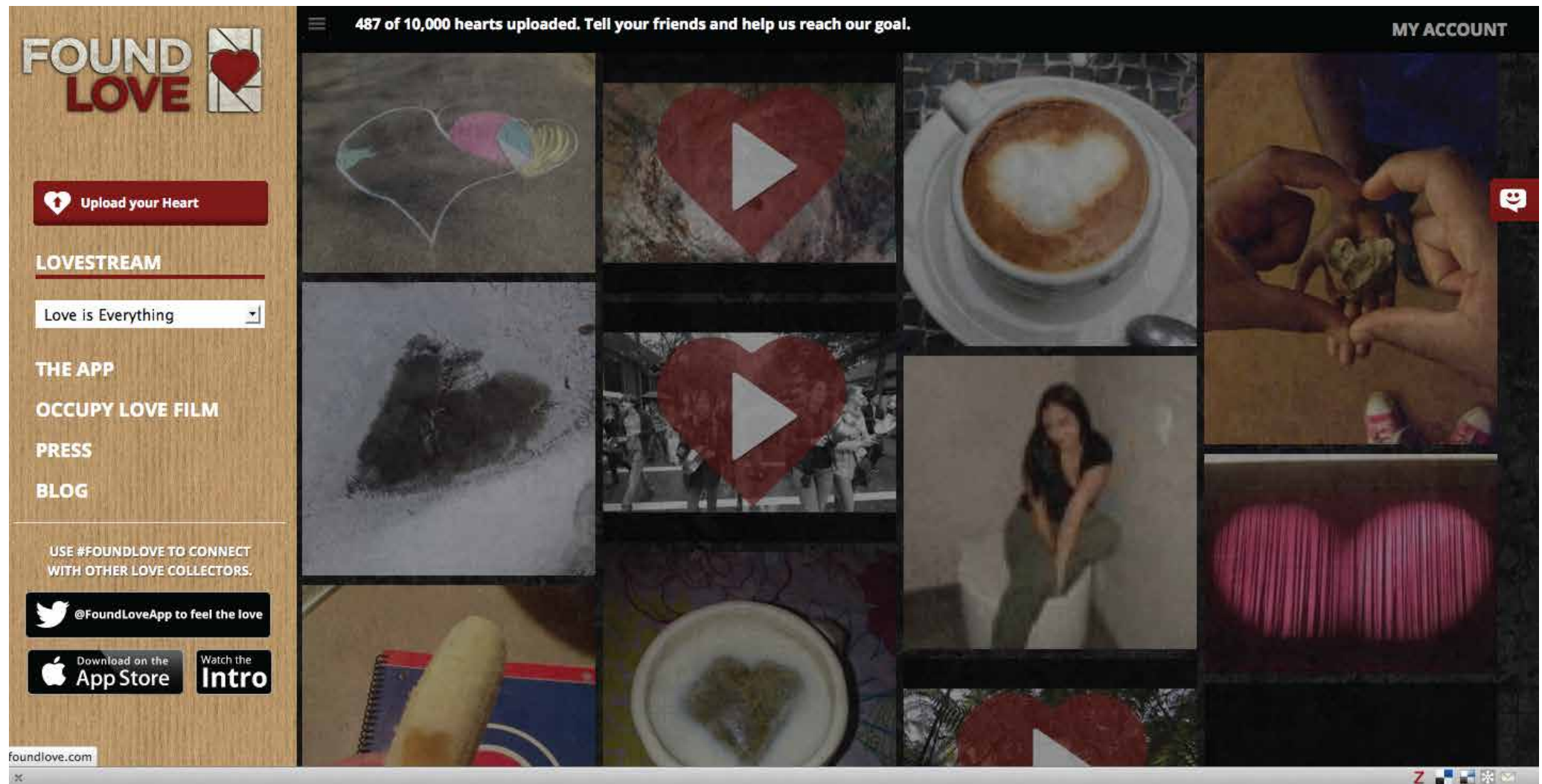
a collection of publicly donated water and accompanying stories accumulating over two years



COMMUNICATION DESIGN - PROMOTING SUSTAINABILITY VALUES



COMMUNICATION DESIGN - PROMOTING SUSTAINABILITY VALUES



PRACTICE + RESEARCH

COMMUNICATION DESIGN FOR SUSTAINABILITY

The understanding of
the **complex** and **networked interactions**
that determine societal outcomes,
signposts a role to innovate
an expanded practice of Communication Design
that considers its
means (processes) and **ends** (products),
to further empower sustainability initiatives.

COMMUNICATION
MESHWORK
'CONVERSATION DESIGN'

Practice-led **Socially Responsive Design**

Iterative, **collaborative** methodology

via projects with alternative food initiatives

for the development of a framework

articulating communication design for sustainability.

Thorpe and Gamman,
2011

CO-CREATION
METHODS
TOOLS

WHY ALTERNATIVE FOOD PROJECTS ?

(FAAN project, 2010)

- * PARTICIPATION (collaboration)
- * AUTHENTICITY (values and meaning)
- * TRANSPARENCY (communication between participants)
- * OPENNESS (participants as co-creators)

MANZINI 2013

- * BIOLOGICAL CONNECTION (primary sustainability)
- * ECO (SYSTEMS)
- * SOCIO-CULTURAL VALUE (food promoting social interaction)

CAPRA 2010

- * START-UP MILLENNIALS (creativity + disruption + risk)
- * SOCIAL-ENTREPRISE GENERATION (re-defining positive impact)

RIFKIN 2014

WHY ALTERNATIVE FOOD PROJECTS ?



A Language in Common

WHY ALTERNATIVE FOOD PROJECTS ?



WHY ALTERNATIVE FOOD PROJECTS ?



WHY ALTERNATIVE FOOD PROJECTS ?

