

**Resolution 10.5 – Icograda General Assembly 23
Beijing, China**

Sustainable Communication Design

Be it resolved that the following resolution, as recommended by the Executive Board,
Be ratified by the General Assembly.

Whereas, Icograda wishes to incorporate sustainability as a principle of the professional practice of communication design; and

Whereas, sustainable practices don't have to take any additional expense or effort once they have become second nature; and

Whereas, sustainable design practice is good for our industry, our consciences, as well as our world; and

Whereas, we have a responsibility to continue to lead creatively in our commitment to ethics and social justice, and

Whereas, we define sustainable communication design as the application of principles to communication design practice that increase the likelihood that future generations will be able to meet their needs as easily as we can today, we move that Icograda adopt the following commitment:

We embrace sustainability as a key component of professional practice in communication design by:

- acknowledging that we are part of an interdependent world;
- acknowledging that our conspicuous power over how natural resources are consumed includes a conspicuous responsibility;
- taking strategic responsibility for the consequences our professional activities have on our natural environment;
- demonstrating innovative leadership by building sustainable strategies and practices; and
- developing global best practices that encourage the creative development of services and products that provide continual value.

We expect all of our Members to encourage their members to aspire to professional conduct that includes:

- encouraging multiple-bottom-line outcomes (social, environmental, financial and cultural) in the strategic planning of design projects and events;
- committing to (and continuously improving) strategies, ever greened processes and materials that value environmental, social and economic responsibility;
- integrating environmental criteria into all design processes and organisational decision making;
- considering the full life cycle of products and services, biasing towards using materials in long, continuous cycles;
- favouring suppliers who embrace sustainable practices;
- encouraging clients to integrate sustainable principles into their projects and events;
- embracing sustainable practices specific to design work, as well as those that apply to all professions;

- promoting such principles amongst our collaborators, clients, and communities; and
- developing and providing products and services that improve the health and quality of life on Earth.

We will raise awareness of sustainable communication design practice by:

- collaborating with other organisations to promote these principles;
- providing education and information resources to our members and the community at large to inform environmentally-responsible design;
- championing the intrinsically higher value of sustainable communication design solutions; and
- demonstrating leadership by applying these principles to Icograda product, services, and events, and thus help transform what is considered acceptable.

As such, we commit to adopting a comprehensive Icograda sustainability policy by 31 October 2010.

This resolution is the outcome of consultation with Members and external stakeholders throughout the 2007-2009 term. We acknowledge the GDC (Canada), the AIGA (United States) and others for their substantial contribution to this resolution.

Moved: Richard Grefé (AIGA, United States)

Seconded: Luce Beaulieu (SDGQ, Canada)

Motion adopted unanimously

25 October 2009
Beijing, China