

Green ACTION

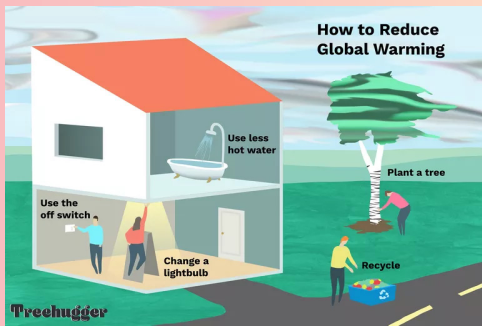


Figure 1

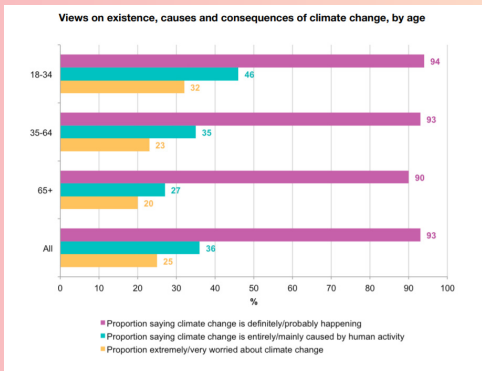


Figure 2

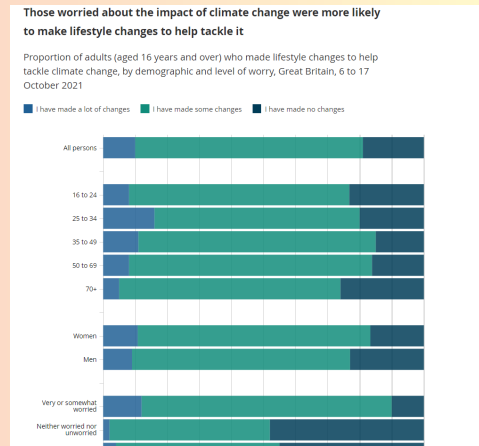


Figure 3

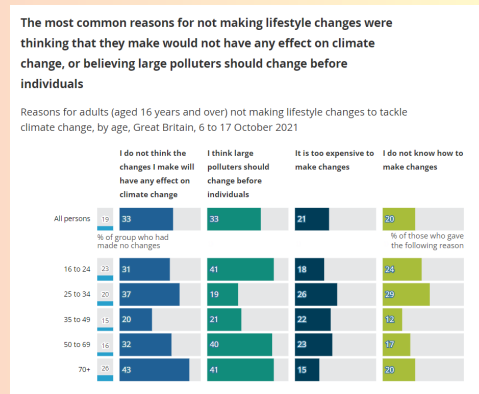


Figure 4

Message

'Green Action' is a proposed campaign intended to reduce waste in the restaurant workplace, in an effort to combat climate change. The message directed towards the working audience would be as follows:

The climate crisis is of pressing concern, even in the UK. We can take simple actions in our daily work lives to reduce our contribution to the harmful climate crisis. This includes conserving energy with reduced use of appliances, reducing and carefully organising our waste and conserving water waste.

Research

'Green Action' was inspired by observation of daily, excessive waste in a restaurant workplace. This is waste which is known to contribute to climate change in a small way which may be very harmful when sustained over a long period of time, all across the UK.

Figure 1: This is an example of the noted ways that individuals can take simple actions to reduce their contribution to climate change. Many of these household actions apply to actions people can take in the workplace. This illustration also simply visualises the actions that the designer intends people to take, which is inspiring to the design approach of 'Green Action'.

Figure 2: These statistics give an insight into the general population's views on climate change. This suggests a worryingly low amount of people understand the link between human activity and climate change, which suggests that many people in the workplace may need a clear, straightforward explanation of this link. The statistics also show that there is a significant gap in people's concern for climate change. 'Green Action' intends to fill this gap by clearly outlining and visualising the issue.

Figure 3: These statistics show that some people are willing to make changes, and already have taken such efforts, to reduce their contribution to climate change. As well as these more informed people, 'Green Action' needs to reach those who do not intend to take action against climate change, conveying why this is important.

Figure 4: These statistics focus on people who do not make changes in their lifestyle to reduce waste for concern of the climate crisis. This shows that there are different perspectives that 'Green Action' needs to account for, barriers that will make it difficult to prompt people to take such waste-reducing actions in the workplace. People's tendency to think that their individual actions make no difference, as well as not knowing what actions they should take, are key things that 'Green Action' addresses.

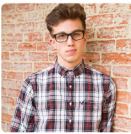
Image Sources:

Figure 1: <https://www.treehugger.com/how-to-reduce-global-warming-1203897>

Figure 2: <https://www.resourcepanel.org/reports/10-key-messages-climate-change>

Figures 3 & 4: <https://www.ons.gov.uk/peoplepopulationandcommunity/wellbeing/articles/>

Restaurant Worker: New Hire



Name: Jack C
Age: 20
Gender: Male
Commute: By Car
Position: Kitchen Team
Employed For: 1 week
Climate Concern: Low

Motivations

- To improve and become confident in their work.
- Make a good impression to gain more responsibilities in the future.

Qualities

- Hard-working.
- Open to criticism, looking to improve.
- Cautious and considerate.

Barriers

- Still finding their way around in the workplace, not yet familiar with all appliances.
- Has little knowledge about the climate crisis.

"I know there are going to be climate issues in the future - it doesn't seem like it has much to do with me, though!"
"I'm happy to follow any rules that are set out, proving I'm 'competent' in the restaurant"

Restaurant Worker: Stressed Chef



Name: Kim H
Age: 41
Gender: Female
Commute: By Car
Position: Grill Chef
Employed For: 5 years
Climate Concern: Low

Motivations

- More time at home with her daughter.
- Working with her kitchen team efficiently.
- Being recognised for her hard work.
- Her daughter's wellbeing.

Qualities

- Skilled and fast in job position.
- Communicates well with her coworkers, positively and enforcing roles.

Barriers

- Stressed from long working days with job responsibilities.
- Concerned with the immediate factors in life rather than long-term.

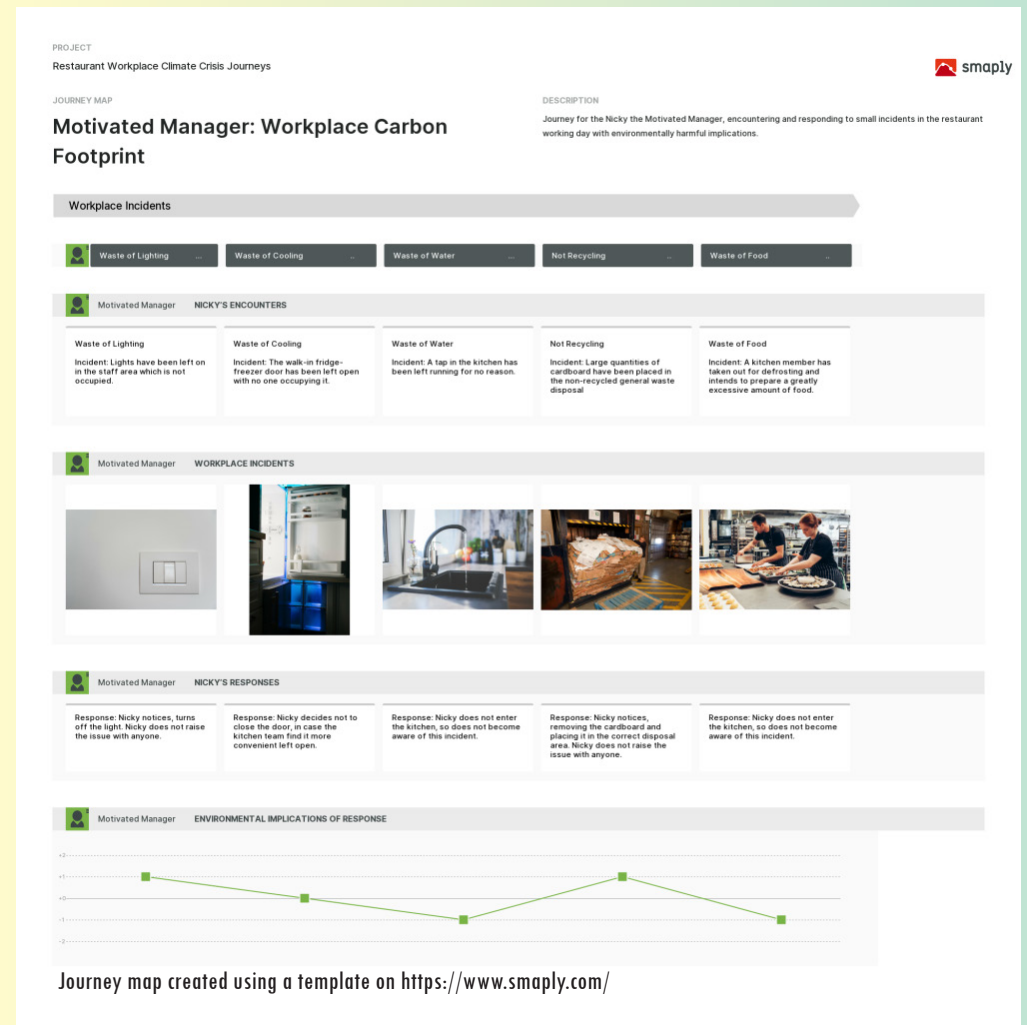
"I think climate change is something far in the future. I have more urgent things to worry about."
"I don't have time in the day to make sure everything is saving energy and waste, but I will reduce where I can. It's convenient and if I remember."

Audience Research

The audience to 'Green Action' was extensively considered in designing the outcomes for the campaign. I used the format of user personas with different responsibilities in the restaurant workplace and different levels of concern for the climate crisis. Each of these personas have different motivations and barriers to being motivated to take actions prompted by the 'Green Action' campaign. It was important

when designing to understand that some people would not take the intended waste-reducing actions just because a sign is there to remind them. It was also clear that those in the workplace are busy, and so a bold design which is highly readable would be necessary to prompt action.

I put each user persona through a journey map which is explored below, which considers how each worker may respond to various simple waste-related situations in a day, for the campaign to see where actions need to be corrected.



Restaurant Worker: Unmotivated Waiter



Name: Mark K
Age: 26
Gender: Male
Commute: Bus or Car Share
Position: Waiter
Employed For: 1 year
Climate Concern: Moderate

Motivations

- A future beyond this workplace.
- Making good money in tips and to use for free time each week.
- Making a difference in the world beyond hospitality.

Qualities

- Customer service skills.
- Communicates well with coworkers; helpful and sociable.
- Educated in a different field.

Barriers

- Hopes for career prospects to improve; find work elsewhere.
- Feels little connection to the workplace, no loyalty to the company and management.
- Would like more time away from work.

"I am concerned about climate change - but I don't think I can do much about it. Company management would need to act."
"I'm not looking to help the company money or further my career here."

Restaurant Worker: Motivated Manager



Name: Nicky R
Age: 36
Gender: Female
Commute: By Car
Position: Assistant Manager
Employed For: 2 years
Climate concern: Moderate

Motivations

- The restaurant prospering.
- Positive customer experiences.
- Being well-regarded by those in higher job positions.
- Helping her colleagues.

Qualities

- Positive, encouraging leadership.
- Speaking with customers
- Listening to the needs of colleagues.
- Diligent following rules.

Barriers

- Non-confrontational; not comfortable enforcing strict policies on staff.
- Generally busy with a lot of responsibilities; can't always manage small impacts.

"I know the climate crisis is an important issue. I am keen to do my part in minimising our harm, especially where it helps the company save money and improve their reputation."
"I don't like to confront my coworkers with waste issues; they work hard enough."

Green ACTION



Turn off
the lights, and
other appliances,
when not in use.



Reduce
water use, and
keep the taps
turned off.



Recycle
where possible,
and reduce
food waste.



This is to reduce
energy use, to
cut our harmful
pollution.



Because water
waste
limits the supply
for everyone.



To reduce waste
which adds to
landfill,
causing pollution.



This action to
reduce waste is
part of our
collective effort
against the...



Limiting our
water waste also
reduces energy
use, to fight
against the...



This collective
action to cut
pollution will
help to fight
against the...

CLIMATE CRISIS.

Loss of polar ice leads to
flooding
which may drastically affect
the UK in the near future,
caused by rising sea levels
in the climate crisis.

Temperatures in the UK and
across the globe are rising.
Some regions will see
severe drought,
limiting the water supply that
people need to survive.

Wildfires, cyclones and
heatwaves are examples of
extreme
events fuelled by the climate
crisis, which devastate people
and nature on a huge scale.

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Visit Greenaction.co.uk for more information.

The Result

'Green Action' consists of posters and signs which encourage actions to reduce environmentally harmful wasteful actions in the workplace. As well as providing signs which clearly visualise the simple waste-reducing actions, some of the posters serve to inform people about the pressing concern of the climate crisis. This is intended to motivate people to take the actions by better understanding the important implications of them.

The campaign has posters and signs of varying sizes, so that they can fit around the workplace with any available wall space which may limit where certain designs can be placed.

The visual language uses bright colours and bold text to quickly busy working reach audiences. Simple illustrations serve to demonstrate the simple action intended, and the environmental consequences of not taking such actions. The use of alarming climate change statistics and some photography also help to keep the issue connected to the real world consequences they are conveying.

The Climate Crisis



410 million people could be
displaced by rising sea levels by 2100.

Global Sea levels could rise
as high as **8 feet** by 2100.

1.2 trillion tons of ice are lost each year.



The last decade was the hottest in
125,000 years.

55 million people worldwide
are affected by droughts every year.

Water scarcity impacts **40%**
of the world's population.



CO2 levels are at their
highest in **2 million** years.

Extreme climate events are on the rise,
such as wildfires, storms, and heatwaves.

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Taking daily actions to **reduce waste**
will help us to **fight against this climate crisis.**
visit greenaction.co.uk for more information.

(Continued)

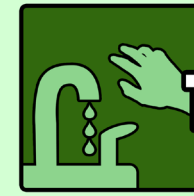
These designs would be printed and displayed at smaller sizes as they focus on conveying the actions to be quickly understood and followed. Alternative versions of the same design format for a different one of the three main forms of waste reduction are, displayed here above one mock-up version.



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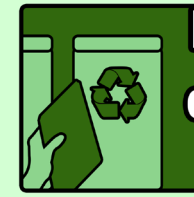
Green
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**Please
Turn Off
The Taps**

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To fight against the climate crisis.
Visit Greenaction.co.uk for more information.



**Please Sort
and Recycle
Waste**

Green
ACTION

To fight against the climate crisis.
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Green
ACTION



**Turn Off
Appliances
When Not In Use**

**Turn Off
Water Taps
To Reduce Waste**



**Recycle
Where Possible
And Reduce Waste**

Green
ACTION



**Please
Turn Off
The Lights**

Green
ACTION

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