



making creative matters<sup>sm</sup>

RULE29

## Making Creative Matter™

### CUSTOMER STORIES

## RULE29™

For a firm whose mission is to Make Creative Matter™, we sure needed to take a look at how we were doing it and make some definite changes when it came to being sustainable.

Several years ago, I was speaking at a conference about our perspective of making creative matter™, and one of the attendees asked me if green was important to us. Without thinking, I said, "Not really, because our clients don't care or even ask us about it." She responded that, if this was the case, we really weren't making creative matter enough.

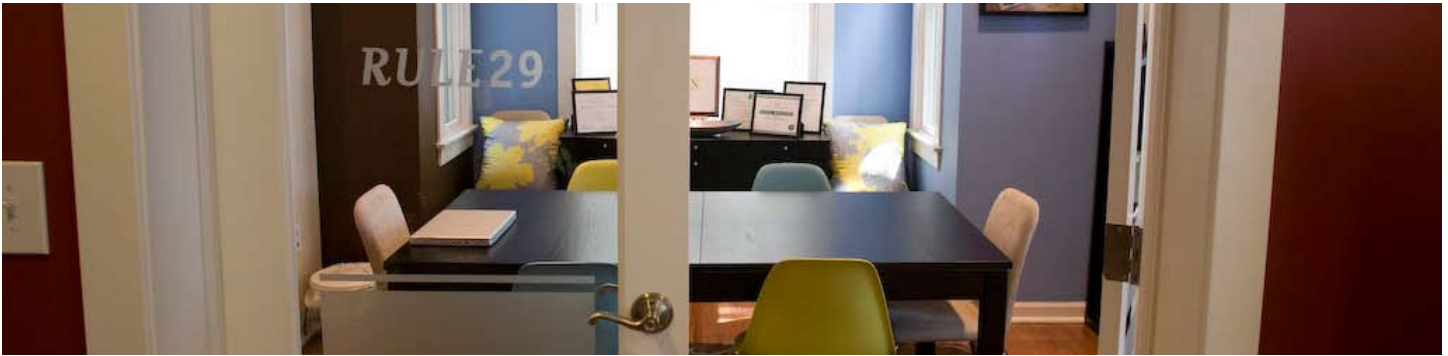
I appreciated that conversation, but it bothered me for days. Although "green" wasn't at the forefront of our concerns, we knew about the most sustainable products and were learning about the various certifications such as FSC and SFI. But I really never thought about it as an integral step of our process.

About two weeks later, I appointed someone in our office as the "green official" who would read, research, and recommend what we could do for our clients and our employees. Through that research, we found that as a company we could have a positive impact by making a few changes in how we run the studio. We decided to start being more responsible by reducing our footprint and putting processes into effect that made it a daily habit.



APPLETON COATED

Utopia



Images are courtesy of Rule29



Rule29 incorporates solid green and sustainable initiatives into everyday business. For example, we recycle nearly half a ton of paper and aluminum each year. Also, we constantly research and educate ourselves on the latest ‘greenformation’, techniques, and trends. That way, we are able to consult with our clients on green practices from the inside out. And since more companies are moving toward triple bottom line reporting, we offer ways to help our clients talk about their green efforts and make a measurable, solid difference.

Where did we begin? We set some concrete goals and created a statement that we could all rally around:

**OUR STAND:**  
**Rule29 makes a distinct effort towards moving our green process forward**

Rule29 takes responsibility for our activities seriously. We realize that our everyday activities effect our community, our environment, and people around the world, both now and in the future. Because of that, Rule29 is constantly working on our sustainable in-house initiative, promoting sustainability at the office and at home. This involves a measurable recycling process, carbon footprint tracking and goal-setting, employee and client education, as well as promotion of environmentally-friendly printing practices.

www.rule29.com

To put this in place, we started internally. We created an intranet site with links, definitions, logos, and helpful tips for our employees. We have a checklist that details essential things to consider as we create each project. We hold regular meetings to update everyone on the latest green findings.

We also created a form that tracks our progress with the paper, processes, and printers we use. We calculate and compile that information to share with our paper reps, printers, and clients. We began blogging monthly on national and global green happenings (<http://makingcreativematter.com/category/green-29/>). Additionally, we added a green section to our blog (<http://makingcreativematter.com/green-thumb/>) that highlights how we are measuring up with our goals.

If I was to give advice about becoming greener (both internally and externally), I would say to start with a little research. There are endless resources out there. Here are some great sites to start with:

- Use products that are green made by companies who care about helping you make great decisions: <http://www.appletoncoated.com/greenzone/>
- Join organizations that will help you with ideas and guidance: <http://www.designersaccord.org> or <http://sustainability.aiga.org/>

As I look back, I’m thankful for the challenge I received at that conference. Being green really is an integral part of how we are making creative matter today. We’ve come a long way in a few years, realizing that we have a chance as designers to have our work make an impact beyond its message.

