

# WHO WE ARE



method + Ecover are about more than just cleaning up your home and your body; together, we want to clean up the way we clean. we see business as a powerful agent of change—for people, the environment and our communities. we push the boundaries of form and function by making bottles from 100% post-consumer recycled plastic, using non-toxic ingredients that never compromise performance and making business decisions that are healthy for people, animals and the planet.

## SYMBIOTIC RELATIONSHIP



## PHILOSOPHY

Cradle to Cradle® strives to create a continuous loop of sustainability — from how a product is designed to how it's made and where it goes after use. we use this philosophy as our starting point to guide decision-making.



## HOW TO DESIGN SUSTAINABLY

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### LOOK AT SYSTEMS

look at broader systems with which your product, service or design live or operate. your design decisions have implications on all aspects of a product's lifecycle and the broader system.

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what are the systems your projects work within?

### ACKNOWLEDGE ISSUES

as a transparent company, we address big issues directly related to our business. instead of hiding from them, we bring awareness, leadership and solutions. begin the dialogue.

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what are some real issues within your or your client's industry? what are the elephants in your room?

### KNOW YOUR CONSUMER

no business can ignore sustainability. however, how or if your audience wants to know about it is a different thing. know your audience and what they are looking for.

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what content should you lead with for your audience and what should be baked in?

### CHANGE BEHAVIOR

often designers forget about the use phase of a product's lifecycle when improving sustainability. changing consumer behavior is incredibly difficult but also has the most benefit + impact.

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how can you use the design you do today to change behavior?

### DO YOUR JOB

you have a seat at the table as the expert of design. be that expert and demonstrate how you think holistically from Cradle to Cradle, looking at whole systems, acknowledging issues, knowing your audience + looking to change behavior. be better prepared + the most informed person in the room about the implications of your designs + solutions.

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how do you think more broadly about your role and bring more strategic + sustainable value?