



GUIDELINES

There are three ways to join the Designers Accord:

Adopter An organized group within the creative community who pledges to work through the guidelines. Types of adopters: Design firms, Corporations, Non-profits, Educational institutions

Supporter An individual who is making the guidelines relevant to their personal practice. Types of supporters: Artists, freelance designers, students

Endorser Organization that adds awareness to the cause, and can provide infrastructure for education and outreach programs. Current endosers include: AIGA, IDSA, CUMULUS, Architecture for Humanity

Guidelines for the three types of adopters are parallel, but the language is tuned for relevance.

Design Firm Adopters

1. Publicly declare participation in the Designers Accord.
2. Initiate a dialogue about environmental and social impact and sustainable alternatives with each and every client. Rework client contracts to favor environmentally and socially responsible design and work processes. Provide strategic and material alternatives for sustainable design.
3. Undertake a program to educate your teams about sustainability and sustainable design.
4. Consider your ethical footprint. Begin by measuring the carbon/greenhouse gas footprint of your firm, and pledge to reduce your footprint annually.
5. Advance the understanding of environmental and social issues from a design perspective by actively contributing to the communal knowledge base for sustainable design.

Corporate Adopters

1. Publicly declare participation in the Designers Accord.
2. Provide strategic and material alternatives for sustainable design of products and services, and pledge to help customers reduce their negative impact.
3. Undertake a program to educate your teams about sustainability and sustainable design.
4. Consider your ethical footprint. Begin by measuring the carbon/greenhouse gas footprint of your firm, and pledge to reduce your footprint annually.
5. Advance the understanding of environmental and social issues from a design perspective by actively contributing to the communal knowledge base for sustainable design.

Educational Institution Adopters

1. Publicly declare participation in the Designers Accord.
2. Initiate a dialogue about environmental and social impact and sustainable alternatives with every student and colleague in your educational program. Rework curricula and assignments to emphasize environmentally and socially responsible design and work processes. Provide course content, lectures, and assignments that focus on strategic and material alternatives for sustainable design.
3. Undertake a program to educate your colleagues about sustainability and sustainable design, and plan the integration of these concepts into course curricula.
4. Consider your ethical footprint. Begin by measuring the carbon/greenhouse gas footprint of your institution, and pledge to reduce your footprint annually.
5. Advance the understanding of environmental and social issues from a design perspective by actively contributing to the communal knowledge base for sustainable design.

To find out more, visit: www.designersaccord.org or contact Valerie Casey at valerie@designersaccord.org