



THE DESIGNERS ACCORD

The Designers Accord is a coalition of designers, educators, researchers, engineers, business consultants, and corporations, who are working together to create positive environmental and social impact.

The Designers Accord creates a knowledge-sharing network throughout the global creative community to share best practices and help accelerate adoption of sustainability principles.

This initiative started as a call to arms for designers to engage in the environmental movement with optimism and creativity. We believe it is our obligation to use our knowledge, experience, and reach to positively influence what we design and consume.

We ask all adopters, globally, to proactively engage in a dialogue about environmental impact with each and every client and customer, and to integrate sustainable alternatives in our work.

By collectively committing to having this conversation, we will compel businesses to evaluate sustainability as a key vector in decision-making for their products and services.

We promote openly sharing knowledge and experience around green design and sustainability.

We believe building environmental intelligence should be a collective exercise. For this cause, we advocate inverting the traditional model of competition, and encourage pooling knowledge so that all may benefit and build on marketable and sustainable solutions. We believe this will lead to greater innovation.

We are initiating radical change. Join us.

Adopting the Designers Accord provides access to a global community of peers who share passion and ideas around environmental innovation. Our influence grows exponentially when we act together.

The Designers Accord is for all designers – interaction, digital, industrial, graphic, advertising, architecture, interior – and those involved in the design industry, including engineers, business consultants, researchers, marketers, corporations, and educational institutions. Any designer, consultancy, or organization creating consequence at scale should join.

There are tens of thousands of members of the creative community involved in the Designers Accord, representing two dozen countries, and each design discipline. Almost every major global design consultancy has adopted. View a full list on the website.

The IDSA and the AIGA endorse the Designers Accord.

The Designers Accord is a not-for-profit organization.

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