



in conjunction with **lovely as a tree** *

Sustainable design masterclasses

“Three Trees’ sustainable design masterclass is the best way that I know to get an independent overview of our industry’s environmental impact. The Blast design team found the information invaluable, and can now pass this information on to our clients with confidence.”

Paul Tunnicliffe/Director, Blast Design Ltd

These masterclasses are designed to help you understand the physical impact of your design practice and to give you the practical information to do something about it. They can be tailored to meet your needs.

Three Trees have recently run masterclasses with Dragon, Blast, LCC, Camberwell College of Art and at Greengaged.

Don't let your studio get left behind!

Paper and print masterclass



Subjects discussed include:

Environmental impacts

We will talk about the environmental impacts of paper and print, including forestry, paper and pulp manufacture. We'll put design into context with some startling facts about paper, print, climate change and waste.

What can you do about it?

The brief

This is where you have the potential to make the most difference.

Print

How to choose a greener printer (including understanding environmental standards, and questions to ask yourselves and your printer).

Using the whole sheet

How to plan your job and save paper.

Proofing

What's the best proofing method for your job?

Paper

What does 'sustainably' sourced mean? What does 'FSC Recycled' mean? Is recycled better than 'sustainably' sourced virgin paper? Tips for choosing paper, including environmental standards and what to look for. Getting the most out of recycled paper.

Design

Format, weight, recyclability, binding, ink use, production finishes. What's good and what's bad? Is biodegradable good?

Case study examples

We discuss your current studio projects. These should preferably be live projects with potential issues that we can discuss.

Question and answer forum

An opportunity to discuss any issues.

We'll leave you with:

- > Our Design and Production checklist PDF to help you work through each project.
- > Our Printer Questionnaire that you can use to check the environmental credentials of your printer.

In-depth paper masterclass

This will focus on paper and go into greater detail than the Paper and Print workshop detailed on the left. We help you understand the paper production process and leave you with the knowledge and confidence to choose greener paper.

Paperfinder Service

Drawing on our experience and knowledge of the paper industry, we can research papers to the highest environmental specifications that are appropriate for your job and your budget.

Greening your studio

The average design studio wastes a huge amount of resources and energy. This workshop enables you to look at your working environment with fresh eyes, and at the end of this workshop you'll be able to see just how much money and resources you can save.

Digital

It's easy to overlook digital, thinking that it's invisible, and therefore has no carbon footprint. However, huge amounts of resources and energy are used in the production, disposal and running of computers and peripherals, and most websites are hosted by servers running on fossil fuels. At the end of this workshop you'll see how much impact you can make by making just a few small changes.

Further information and contact details

We find that workshops work best with 10 people or less. However, we can be flexible, and are open to your suggestions.

Please email caroline@lovelyasatree.com to discuss your requirements.

*[Three Trees](#) and [Lovely as a Tree](#) will be merging later on this year.

www.three-trees.org