



CHAPTER V

REUSING MATERIALS

5.1.

Importance

5.2.

Recycling Programmes

5.3.

Tips and Types
for Graphic Design Teachers



5.1 CHAPTER V IMPORTNACE

Reusing materials in graphic design is important because by adopting a recycling programme, graphic designers can contribute to reducing the waste generated by their industry and promote sustainability.

By reusing materials, graphic designers can help decrease the demand for new resources, which contributes to preserving the environment and reducing greenhouse gas emissions. Moreover, reusing materials is also an efficient way to save time and money, as it eliminates the need for purchasing new materials or starting a project from scratch. The use of recycled materials, such as recycled paper or recycled plastics, can also bring a new aesthetic and visual interest to the designs. Reusing materials also helps promote environmental awareness, as it shows that the designer is conscious of the impact their work has on the environment.

By embracing sustainable practices, graphic designers can demonstrate their commitment to sustainability and contribute to a better future.

SOME EXAMPLES OF REUSING MATERIALS IN GRAPHIC DESIGN ARE:

- **THE USE OF SCRAP PAPER FOR SKETCHING AND NOTE-TAKING.**
This helps to reduce the amount of paper used and also saves money on buying new sketch pads.
- **THE USE OF PAPER SCRAPS FOR CREATING COLLAGES, origami or other crafts.** This can be a creative and fun way to repurpose materials that would otherwise be discarded.
- **THE USE OF SCRAPS TO CREATE LIMITED-EDITION PRODUCTS,**
such as book covers, postcards, or other items that can be sold or given as gifts.
- **THE USE OF SCRAPS TO CREATE PROTOTYPES OR MOCK-UPS**
for testing the design before printing the final version.



5.1 CHAPTER V IMPORTNACE

There are many ways to reuse materials in graphic design, it's important to think creatively and consider the possibilities of repurposing materials before discarding them.

By adopting a circular economy mindset, graphic designers can contribute to reducing waste and preserving natural resources.

According to Eurostat, in 2019, the paper recycling rate in the European Union was 72.2%, meaning that

72.2% of paper waste was recycled.

This is an increase from **67.8%** in 2010.

→ **This data suggests that paper recycling programs are effective in reducing waste and promoting sustainability in the graphic design industry.**

Additionally, according to the European Commission, the recycling rate of plastic packaging in the European Union

was **30.9%** in 2019.

This is an increase from **22.1%** in 2010.

→ **This data suggests that by embracing a recycling program, graphic designers can play an important role in creating a more sustainable future.**



5.2 CHAPTER V RECYCLING PROGRAMMES

HERE ARE SOME CONCRETE EXAMPLES AND DATA ON RECYCLING PROGRAMS IN EUROPE:

- **DESIGN FOR RECYCLING:**
Some graphic design companies are implementing “Design for recycling” approach, where the design of a product is optimized for recyclability. This can include using materials that are easily separable, using standard sizes and shapes, and avoiding the use of materials that are difficult to recycle.
- **PARTNERING WITH RECYCLING COMPANIES:**
Some graphic design companies partner with recycling companies to ensure that the materials they use are recycled properly. This can include working with paper mills that use recycled paper and with plastic recycling companies that use recycled plastic in their products.
- **ENCOURAGING CLIENTS AND PARTNERS TO RECYCLE:**
Many graphic design companies encourage their clients and partners to recycle materials used in the final design. This can include providing recycling bins at the office, providing information on how to recycle materials, and encouraging clients to recycle materials used in the final design.

It's important to note that recycling programs can vary depending on the country and region.

Additionally, it's important for graphic design companies to consider the entire life cycle of the materials they use, including sourcing, production, and disposal, to minimize the environmental impact.

ROMANIA

Recycling programs in Romania have been developed and implemented in the recent years to address the environmental challenges caused by the waste, but they still need to be further implemented and developed. Here are a few examples of recycling programs in Romania:

- **NATIONAL RECYCLING PROGRAM**
Romania has a national recycling program, which aims to increase the recycling rate and reduce waste. This program includes recycling initiatives for paper, plastic, metal, and glass, as well as separate collection of organic waste.
- **REGIONAL RECYCLING PROGRAMS**
Many cities in Romania have their own recycling programs, such as the city of Bucharest, which has implemented a program for separate collection of waste, with the aim of increasing the recycling rate and reducing the amount of waste sent to landfills.



5.2 CHAPTER V RECYCLING PROGRAMMES

- **LANDFILL TAX**
Romania has implemented a landfill tax, which is a fee paid by companies for the disposal of waste in landfills. This fee is intended to encourage the recycling of waste and the reduction of the amount of waste sent to landfills.
- **ECO-DESIGN REGULATIONS**
Romania has also implemented regulations on eco-design that aim to reduce the environmental impact of products by promoting the use of recycled materials, reducing the use of hazardous substances, and increasing the efficiency of products throughout their lifecycle.
- **GREEN PROCUREMENT**
Romania has also started implementing green procurement regulations, which require public institutions to prioritize environmentally friendly products and services when making purchases.

Romania still needs to improve the management of waste and the recycling rate, so companies can also be part of the change by implementing a sustainable approach in their internal processes.

ITALY

Recycling programs in Italy vary depending on the region, but there are a number of national and regional initiatives in place to encourage recycling and reduce waste. Here are a few examples:

- **NATIONAL RECYCLING PROGRAM**
Italy has a national waste programme **PNGR**¹⁶, which aims to increase the recycling rate and reduce waste. This program includes recycling initiatives for paper, plastic, metal, and glass, as well as separate collection of organic waste.
- **ECO-CONTRIBUTIONS**
Many regions in Italy have implemented “eco-contributions” which are fees paid by the consumers for the disposal of certain products such as batteries and light bulbs. This fee is intended to encourage the recycling of these products.
- **ECO-BONUS**¹⁷
Italy has a national incentive program called “Eco-bonus” which provides a financial incentive for citizens who purchase energy-efficient appliances, such as washing machines, refrigerators, and air conditioners, or who install solar panels or heat pumps in their homes.
- **ECO-DESIGN**¹⁸
Italy has also implemented a “Eco-design” regulation that aims to reduce the environmental impact of products by promoting the use of recycled materials, reducing the use of hazardous substances, and increasing the efficiency of products throughout their lifecycle.

NOTE

16— https://www.cisl.it/wp-content/uploads/2022/07/Programma_nazionale_rifiuti.pdf

17— <https://ecobonus.mise.gov.it/>

18— <https://www.anima.it/cosa-facciamo/area-tecnica/energia/direttiva-2009-125-ce-ecodesign.kl#:~:text=La%20Direttiva%202009%2F125%2FCE,eccetto%20quelli%20del%20settore%20trasporti.>



5.3 CHAPTER V

TIPS AND TYPES FOR GRAPHIC DESIGN TEACHERS

Here are some tips and types for graphic design teachers on how to [introduce reusing materials in the curriculum](#)

- **START WITH A LECTURE**
Begin by giving a lecture to students on the importance of reusing materials and its impact on the environment. Discuss the benefits of reducing waste and conserving resources.
- **CLASS PROJECTS**
Encourage students to use recycled materials in their projects. This could be anything from paper, cardboard, or old magazines to fabric scraps. Encourage students to be creative and find new uses for materials that would otherwise end up in the landfill.
- **GUEST SPEAKERS**
Invite experts in the field of sustainable design to come and talk to students about their experiences and the role that reusing materials plays in their work.
- **VISITS TO RECYCLING FACILITIES**
Take students on a field trip to a recycling facility to see the process of reusing materials first-hand.
- **ONLINE RESOURCES**
Provide students with online resources and articles about sustainable design practices, including reusing materials. Encourage them to research the subject further and share their findings with the class.
- **CREATIVE CHALLENGES**
Set up creative challenges for students to design products or create art using only recycled materials. This will encourage students to think critically about the resources they use and how they can be reused.
- **GROUP DISCUSSIONS**
Encourage group discussions on the topic of reusing materials. Ask students to share their experiences, challenges, and ideas for making the most out of limited resources.