



CHAPTER VI

MINIMIZING PACKAGING

6.1.
Why and How

6.2.
Tips and Types
for Graphic Design Teachers



6.1 CHAPTER VI

WHY AND HOW

Minimizing packaging can help reduce the amount of waste produced when mailing or delivering final designs.

This can include using minimal packaging materials such as envelopes instead of boxes.

Here are some concrete examples and data on minimizing packaging:

- **USE OF ENVELOPES**
Instead of using boxes to mail or deliver final designs, many graphic design companies use envelopes which take up less space, use less materials and are less heavy to transport, reducing the environmental impact.
- **USE OF BIODEGRADABLE PACKAGING**
Some graphic design companies use biodegradable packaging materials such as paper-based mailing envelopes, biodegradable plastics, and cellulose-based materials. These materials can be more sustainable alternatives to traditional packaging materials and can break down in the environment, reducing the amount of waste that ends up in landfills.
- **USE OF REUSABLE PACKAGING**
Some graphic design companies use reusable packaging materials such as cloth bags, or recycled plastic bags. These materials can be used multiple times, reducing the amount of waste produced.
- **USE OF DIGITAL DELIVERY**
Some graphic design companies use digital delivery methods such as email or cloud-based file sharing platforms, eliminating the need for physical packaging and shipping altogether.
- **USE OF MINIMALISTIC PACKAGING**
Some graphic design companies use minimalistic packaging, this means that they use the minimum amount of materials necessary to protect the final design during shipping or delivery. This can include using a single sheet of paper or a simple envelope instead of a bulky box.

According to the [European Environment Agency](https://www.eea.europa.eu/)¹⁹, packaging waste is one of the most significant environmental issues in Europe, with an estimated 88 million tons of packaging waste generated in Europe in 2018.

The use of minimal packaging can help to reduce this waste, as well as reducing the carbon footprint associated with transport and disposal of packaging waste.

NOTE

19— <https://www.eea.europa.eu/>



6.2 CHAPTER VI

TIPS AND TYPES FOR GRAPHIC DESIGN TEACHERS

Here are some tips and types of activities that graphic design teachers can use to introduce the [topic of minimizing packaging](#) in the curriculum.

- **[CLASS DISCUSSIONS](#)**
Start a class discussion about packaging waste and its impact on the environment. Encourage students to share their thoughts and experiences with packaging.
- **[RESEARCH PROJECTS](#)**
Assign students to research various packaging designs and materials and to analyze their impact on the environment.
- **[DESIGN CHALLENGES](#)**
Set up a design challenge where students must create packaging designs that minimize waste and use sustainable materials.
- **[INDUSTRY GUEST SPEAKERS](#)**
Invite professionals from the packaging industry to speak to the class about sustainable packaging practices and innovations.
- **[FIELD TRIPS](#)**
Take students on a field trip to a recycling plant or a company that specializes in sustainable packaging to show them the process and impact of packaging waste firsthand.
- **[HANDS-ON PROJECTS](#)**
Assign students practical projects where they must design and create eco-friendly packaging for real products.
- **[ONLINE RESOURCES](#)**
Provide students with access to online resources, such as videos and articles, about sustainable packaging practices and innovations.