Creative Brief

Client Name: Green Product Design Network (GPDN)
Project Name: Donation Request Letter

Purpose: Ask for donations to financially support GPDN projects.

Target Audience: 15-20 individuals will be identified (mostly regionally, but a few nationally) that have the financial means to donate a significant sum of money ($5,000 +) to GPDN projects. These individuals are passionate about green technology, conservation and concerned about achieving a sustainable future. These individuals are forward looking thinkers, active in making changes in the green product market, and looking for ways to contribute to goals they care deeply about.

Messages / Talking Points: It is impossible to change the status quo of design without the necessary resources for research and implementation. Although the GPDN has innovative thinkers on its task force with brilliant ideas, those ideas can never come to fruition without the needed financial support from outside funders.

- Tell the brief story of GPDN
- Tell the brief story of the need for green design (why it's important)
- Tell the brief story of the compostable wastebasket (specific project).
- Make the ask

Tone / Feel: The tone will be professional (writing to a professional audience), yet conversational in the sense that it will be friendly, fun and engaging.

Measurement: The donation request campaign will be successful if GPDN receives financial donations from letter recipients in the amount of $500.00 or more.

Dear_____, November 7, 2010

"Materials that have been developed over the past century
were not designed with attention for environmental concern or social welfare."
-Ken Geiser, Professor of Work Environment and Director of the Lowell Center for Sustainable Production at the University of Massachusetts.

Innovation, creativity and brilliance are colliding in The Green Product Design Network (GPDN) and the future of green design. It is time that we start looking at what materials are used to make consumer goods, and how they are made.

When we purchase things, we rarely think about the process the item went through to be developed. Take a clock radio for example. What materials were used to make the radio? Where did the materials come from and how were they harvested and manufactured? What was the assembly process? In essence, what really went into the clock radio? Furthermore, we rarely think about what "goes out." What toxins are emitted from the radio? What happens to the radio when it is broken, or no longer needed? It is time that we look at life cycle assessments within our consumer goods.

Industry's current cycle of production needs a serious overhaul!

Right now, manufacturing is a linear system, but the planet has a finite amount of resources. The current way of designing products requires customers and businesses to pay for the product twice; we pay for what goes in, and we pay for what goes out.

While it can be overwhelming to consider "going back to the drawing board" to completely redesign products, for the GPDN this shouts OPPORTUNITY and hope. When we can see a waste-free system, and products are designed toxic free, we will know that green design is on the rise.

"Green design and production is important because it nips sustainability problems in the bud. Stopping a problem before it becomes a problem is important." -Keirsten Muenchinger University of Oregon Professor

Green design saves costs because:

- When products are produced with zero waste we only pay for what goes in.
- The cleanup costs are close to zero! When the manufacturing process removes toxins, chemicals and harmful substances, you eliminate the costly cleanup.
- Save on safety costs. For example, if a product is toxic to handle during assembly, workers may be required to wear plastic gloves for protection. Remove the toxins; you remove the need for the plastic gloves, therefore reducing costs.
- Save on worker's health claims. Workers have substantially better health if they are not exposed to toxins and harmful substances in the work place.

There are many innovative thinkers filled with brilliant ideas working with the GPDN. One of our biggest interdisciplinary projects we are looking to launch on a massive scale soon is the development of our **compostable wastebasket**.

Why is this design so great?

- All the cost savings mentioned above
- They are made with all natural materials- so no wasteful byproducts
- Natural materials provide nutrients when returned to the earth (composted)

Students, teachers and alumni of the University of Oregon have worked hard to develop the product design of the compostable wastebasket, but in order to see the product come into full fruition, we need financial support to launch a full scale production, marketing, and distribution plan.

We take pride in knowing that our goals and objectives at the GPDN align with individuals that truly care about seeing a sustainable future in consumer goods. We hope that you will do your part in helping us see this dream become a reality.

The compostable wastebasket is only the beginning. If we are successful with this pilot program, we hope to learn and use it as a model for all of our future products.

There are many dangerous and non-biodegradable products in the world all filling up our landfills and contaminating our lives. Our health, and the planet's health, depends on forward thinking innovators that can provide solutions to the markets biggest challenges in creating sustainable green products to replace the toxic materials currently used.

You can help GPDN be a part in transitioning current unsustainable practices into full circle approaches. Please invest in the future of green design and donate or pledge by using the enclosed self-addressed envelope, or by using our **secure** on-line encrypted website: www.GPDN.com.

For more information on the GPDN please visit us at:

www.uo-gpdn.ning.com

Twitter: UO_GPDN

Facebook: UO GPDN

Thank you for your support, and we look forward to collaborating with you in the future.

Respectfully,

Julie Haack

Director of the GPDN