

Category: **Climate Change**

Project: **Umwelterklärung 2022 des Abwasserverbandes Zirl und Umgebung**

What was the challenge?

AV Zirl, a wastewater association for 14 communities in the Inntal in Tyrol (Austria), released their 2022 environmental statement. The challenge for this project was to effectively communicate the annual report and the critical role that AV Zirl plays in protecting the environment. Limiting printing and paper waste was a key consideration to promote sustainability.

What was the solution?

We used a water-inspired theme throughout the brochure, handmade letterpressed covers with a blue tint to give the impression of running water, and illustrations in a corporate blue color. We painted the number 22 by hand in ink on 900 covers, making each brochure a special one-of-a-kind. We printed only a limited number of brochures and instead we produced flyers with a QR code on biodegradable seed paper, promoting sustainability and the survival of pollinators. These solutions effectively conveyed AV Zirl's commitment to environmental conservation.

What was the effect?

AV Zirl's environmental statement project positively impacted climate change by promoting sustainability, reducing paper waste and carbon footprint. Furthermore, by using seed paper made from biodegradable recycled paper, the project encouraged users to engage in sustainable practices, such as planting wildflowers that help to promote the survival of pollinators. Overall, the project demonstrated AV Zirl's commitment to environmental conservation and sustainability, contributing to the global effort to combat climate change.

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