



**Production ›**



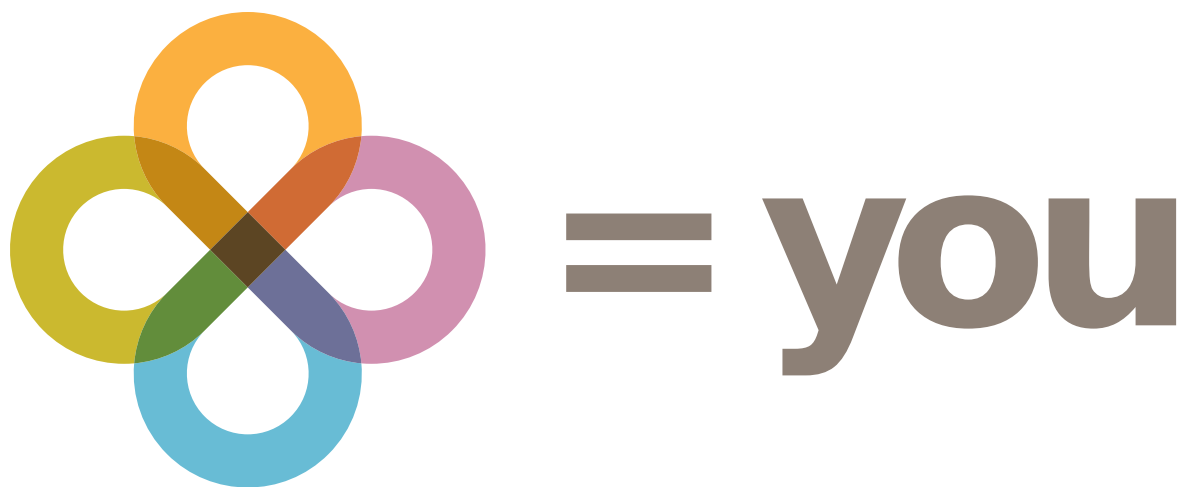


**Share** it.

**Enrich** it.

**Learn** it.

**Teach** it.

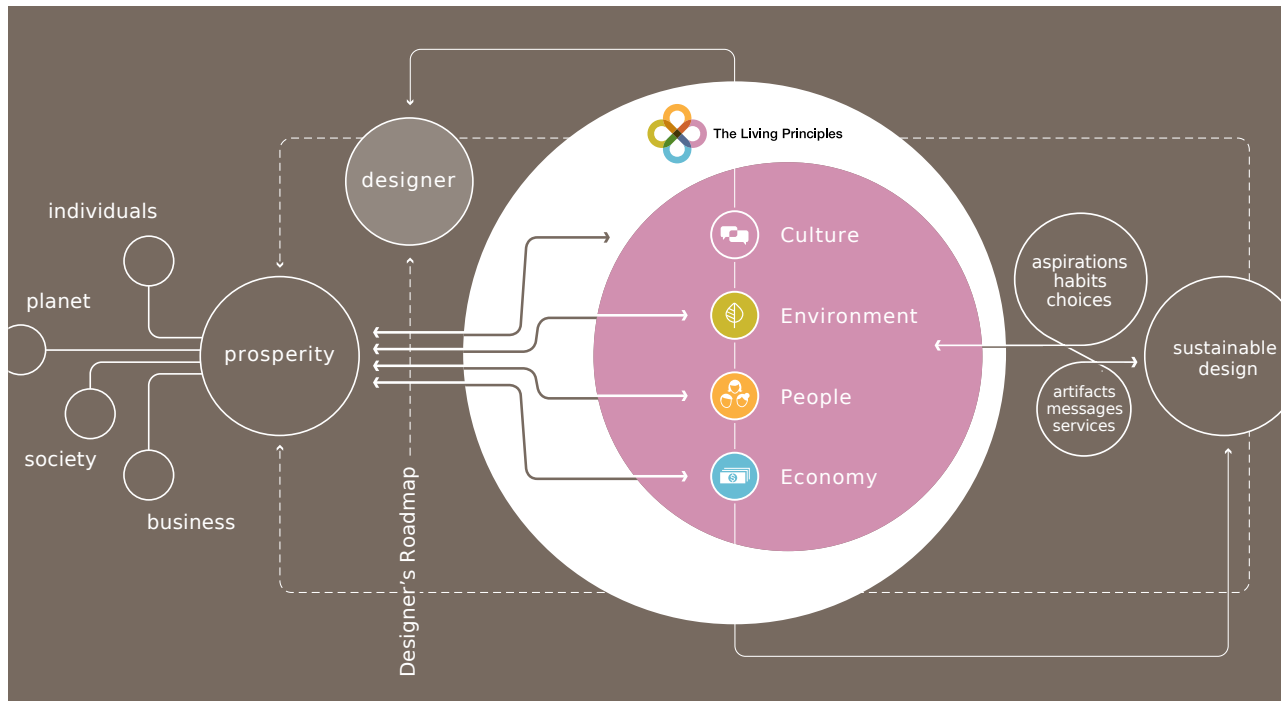


The Living Principles for Design framework is a catalyst for driving positive cultural change. It distills the four streams of sustainability—environment, people, economy, and culture—into a roadmap that is understandable, integrated, and most importantly, actionable. Designers, business leaders, and educators can use The Living Principles to guide every decision, every day.

These principles are truly living: success is dependent on the active involvement of the creative community to drive the conversation, the industry, and the world toward a brighter future.

Join us at [livingprinciples.org](http://livingprinciples.org) »

# It All Starts with You



### Environment

Actions and issues that affect natural systems, including climate change, preservation, carbon footprint and restoration of natural resources.



### People

Actions and issues that affect all aspects of society, including poverty, violence, injustice, education, healthcare, safe housing, labor and human rights.



### Economy

Actions and issues that affect how people and organizations meet their basic needs, evolve and define economic success and growth.



### Culture

Actions and issues that affect how communities manifest identity, preserve and cultivate traditions, and develop belief systems and commonly accepted values.



# Proof That Green Doesn't Have to Be Dull

All four of these documents are made of environmentally friendly papers, printed with an Energy Star certified printer, and contain no adhesives. Being sustainable doesn't have to mean grunge and brown craft paper and shouldn't be an afterthought. It should breath life into your design.

Printed on Neenah Environment Mesa White 80t Smooth (50% Alternative Fiber and 50% Post-Consumer Fiber) and Neenah Environment White 80c Felt (80% Post-Consumer Fiber) (Cover)

## Certifications

Paper



Printing



Center for Sustainable Design