

Team 4 – Visualizing and communicating

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You focused on visualisations and communication of sustainability, and on a holistic concept combining carbon labelling, campaigns, and footprint calculation. In your final concept you delivered a campaigns with ideas for store environment to promote communication and learning on carbon footprint (posters, store design, receipts) also online (with visualisations of impact, gamification).

Overall, the results of the work felt successful, and you thought of several angles. Some elements might've been challenging to implement, like shelf structure promoting low impact choices, but several ideas felt feasible.

The tutor as well as Nina from S-group were quite pleased with the results. Soverall, it seems that your team worked well and you managed to balance your contributions with good peer evaluations to everyone.

Your presentations and communications were well prepared, though a bit of rehearsal could've improved fluency in presentation session a bit further. Reporting was also rather well done, with well refined mock-up illustrations and a timeline for implementation. Perhaps some more background research (for example benchmarking) could've been added.

1. Initial ideation and research (30%): 4
 2. Final design concept (30%): 4,5
 3. Communication & reporting (40%): 4
- = Overall: 4,15