



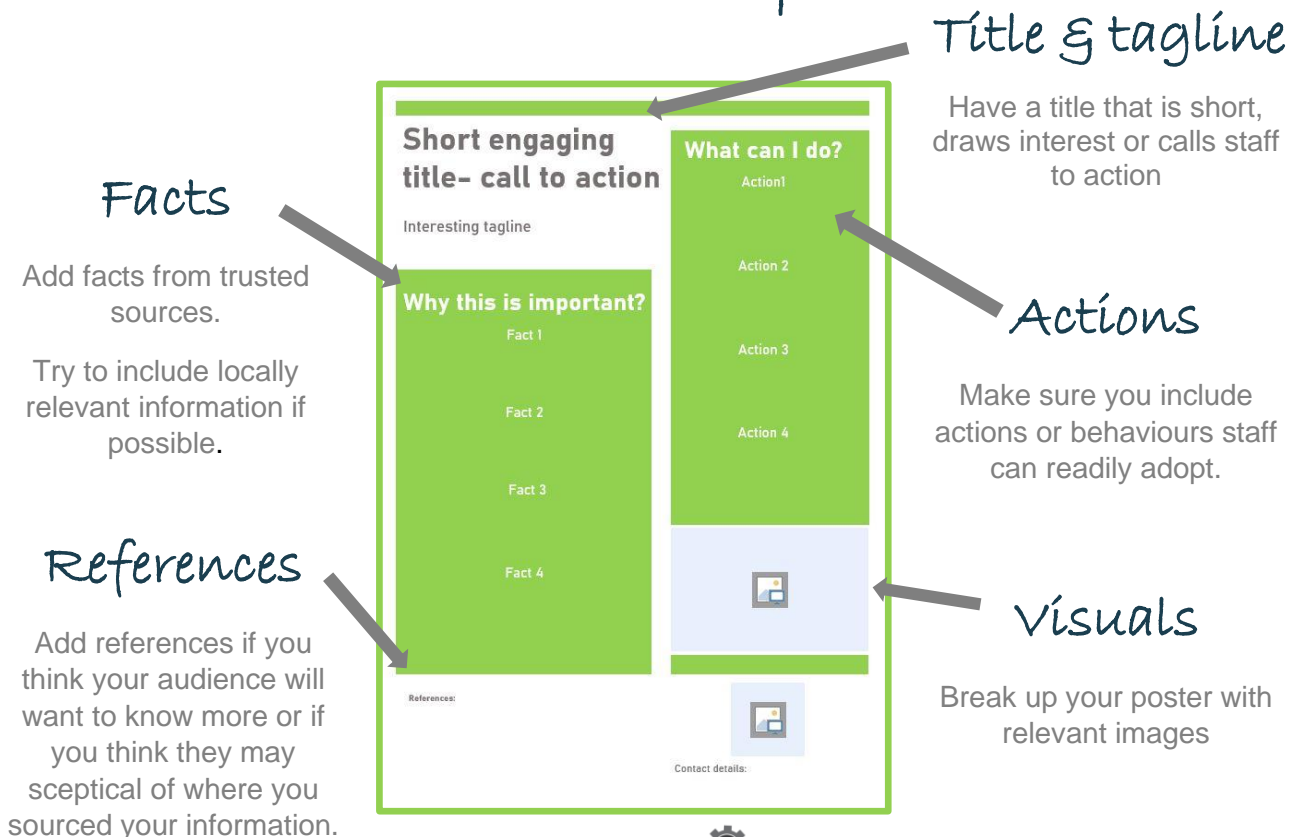
Business Sustainability Modules

Creating an effective poster!

Things to remember

- Make sure the poster can be read from a distance.
- Ensure it has some white space so as to be more readable.
- Use fonts and colours that are easy to read. You may wish to use your business's corporate colours.
- Only use one or two fonts. Give emphasis by bolding or making slightly larger.
- Try to keep the design and colours of all your poster consistent. Having a template will also save you time.
- Break your poster up into columns with short facts or actions. Our brains are wired to store information in manageable bits so we can recall them when needed.

Poster template





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Poster example

Say no to single use water bottles!

*Globally humans buy 1 million plastic bottles of water every minute!*¹

Do you really need that bottle?

Why this is important?

It takes around 450 years for a plastic bottle to degrade.²

The energy to produce and transport plastic bottles could fuel 1.5 million cars every year.²

It takes 7.5L to produce and package 1L of bottled water.³

In Australia tap water costs 1 cent a litre yet we are spending 5 billion annually on bottled water.⁴

Plastics typically degrade in the recycling process.⁵

What can I do?

Use your own durable water bottle to work

Hydrate using the office's water cooler.

Use the *Containers for Change* recycling bin in the kitchen. Money raised goes to the Staff Christmas Fund.

Remove the lids and place in the *Terracycle Bottle Cap* recycling box in the kitchen. Lids made from different plastics will be separated and made into pellets for new products.



References:

1. Forbes, 2017, We're now at a million plastic bottles a minute – 91% of which are not recycled
2. WWF, 2019, The lifecycle of plastics
3. International Bottled Water Association, 2013, Water Use Benchmarking Study & Water Footprint Network
4. Waterlogic, 2016, Cap or Tap? Bottled water vs tap water
5. National Geographic, 2018, 7 Things you didn't know about plastics (and recycling)



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