

CARBON MARKET

PUBLISHING & LITERACY

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UNDERSTANDING KGC02E/£

“...one of the difficulties in engaging people with climate change is due to its historical framing as an environmental issue, which has led to a separation of humans and culture from the environment.

This separation has been supported by the scientific knowledge systems and representational practices called upon to identify, validate and communicate climate change, which have unwittingly rendered it as a distant and future event rather than a present and immediate reality.”

—MEDIATING CLIMATE CHANGE (DOYLE, 2011)

PROCUREMENT 23_24 (UAL HIGH LEVEL RESULTS)

Index	Product category	All GHGs
		kgCO2e/£
1	1.1.1.1 Rice	0.774
2	1.1.1.2 Bread	0.774
3	1.1.1.3 Other breads and cereals	0.774
4	1.1.2 Pasta products	0.774
5	1.1.3.1 Buns, crispbread and biscuits	0.774
6	1.1.3.2 Cakes and puddings	0.774
7	1.1.4 Pastry (savoury)	0.774
8	1.1.5 Beef (fresh, chilled or frozen)	2.364
9	1.1.6 Pork (fresh, chilled or frozen)	2.364
10	1.1.7 Lamb (fresh, chilled or frozen)	2.364
11	1.1.8 Poultry (fresh, chilled or frozen)	2.364
12	1.1.9 Bacon and ham	2.364
13	1.1.10.1 Sausages	2.364
14	1.1.10.2 Offal, pate etc	2.364
15	1.1.10.3 Other preserved or processed meat a	2.364
16	1.1.10.4 Other fresh, chilled or frozen edible m	2.364
17	1.1.11.1 Fish (fresh, chilled or frozen)	0.152
18	1.1.11.2 Seafood, dried, smoked or salted fish	0.152
19	1.1.11.3 Other preserved or processed fish an	0.152
20	1.1.12.1 Whole milk	0.649
21	1.1.12.2 Low fat milk	0.649
22	1.1.12.3 Preserved milk	0.649
23	1.1.13 Cheese and curd	0.649
24	1.1.14 Eggs	0.649
25	1.1.15.1 Other milk products	0.649
26	1.1.15.2 Yoghurt	0.649
27	1.1.16 Butter	0.649
28	1.1.17 Margarine and other vegetable fats and	0.649
29	1.1.18.1 Olive oil	0.227

30	1.1.18.2 Edible oils and other animal fats	0.227
31	1.1.19.1 Citrus fruits	0.077
32	1.1.19.2 Bananas	0.077
33	1.1.19.3 Apples	0.077
34	1.1.19.4 Pears	0.077
35	1.1.19.5 Stone fruits	0.077
36	1.1.19.6 Berries	0.077
37	1.1.20 Other fresh, chilled or frozen fruits	0.077
38	1.1.21 Dried fruit and nuts	0.077
39	1.1.22 Preserved fruit and fruit based products	0.077
40	1.1.23.1 Leaf and stem vegetables	0.077
41	1.1.23.2 Cabbages	0.077
42	1.1.23.3 Vegetables grown for their fruit	0.077
43	1.1.23.4 Root crops, non starchy bulbs and mu	0.077
44	1.1.24 Dried vegetables	0.077
45	1.1.25 Other prepared or processed vegetable	0.077
46	1.1.26 Potatoes	0.077
47	1.1.27 Other tubers and products of tuber veg	0.077
48	1.1.28.1 Sugar	0.281
49	1.1.28.2 Other sugar products	0.281
50	1.1.29 Jams and marmalades	0.281
51	1.1.30 Chocolate	0.281
52	1.1.31 Confectionery products	0.281
53	1.1.32 Edible ices and ice cream	0.281
54	1.1.33.1 Sauces, condiments	0.281
55	1.1.33.2 Bakers yeast, dessert preparations, s	0.281
56	1.1.33.3 Salt, spices, herbs and other food pro	0.281
57	1.2.1 Coffee	0.142
58	1.2.2 Tea	0.142
59	1.2.3 Cocoa and powdered chocolate	0.142
60	1.2.4 Fruit and vegetable juices	0.446
61	1.2.5 Mineral or spring waters	0.446
62	1.2.6 Soft drinks	0.446
63	2.1.1 Spirits and liqueurs	0.135

64	2.1.2.1 Wine from grape or other fruit	0.135
65	2.1.2.2 Fortified wine	0.135
66	2.1.2.3 Champagne and sparkling wines	0.135
67	2.1.3.1 Beer and lager	0.135
68	2.1.3.2 Ciders and Perry	0.135
69	2.1.4 Alcopops	0.135

CRITICAL QUESTION(S)

* HOW CAN GRAPHIC COMMUNICATION DESIGN FOSTER GREATER LITERACY?

Can graphic communication affect food
consumption practices?

To what extent can graphic communication design
foster carbon literacy in food purchasing
environments and influence customer behaviour?

DATA VISUALISATION

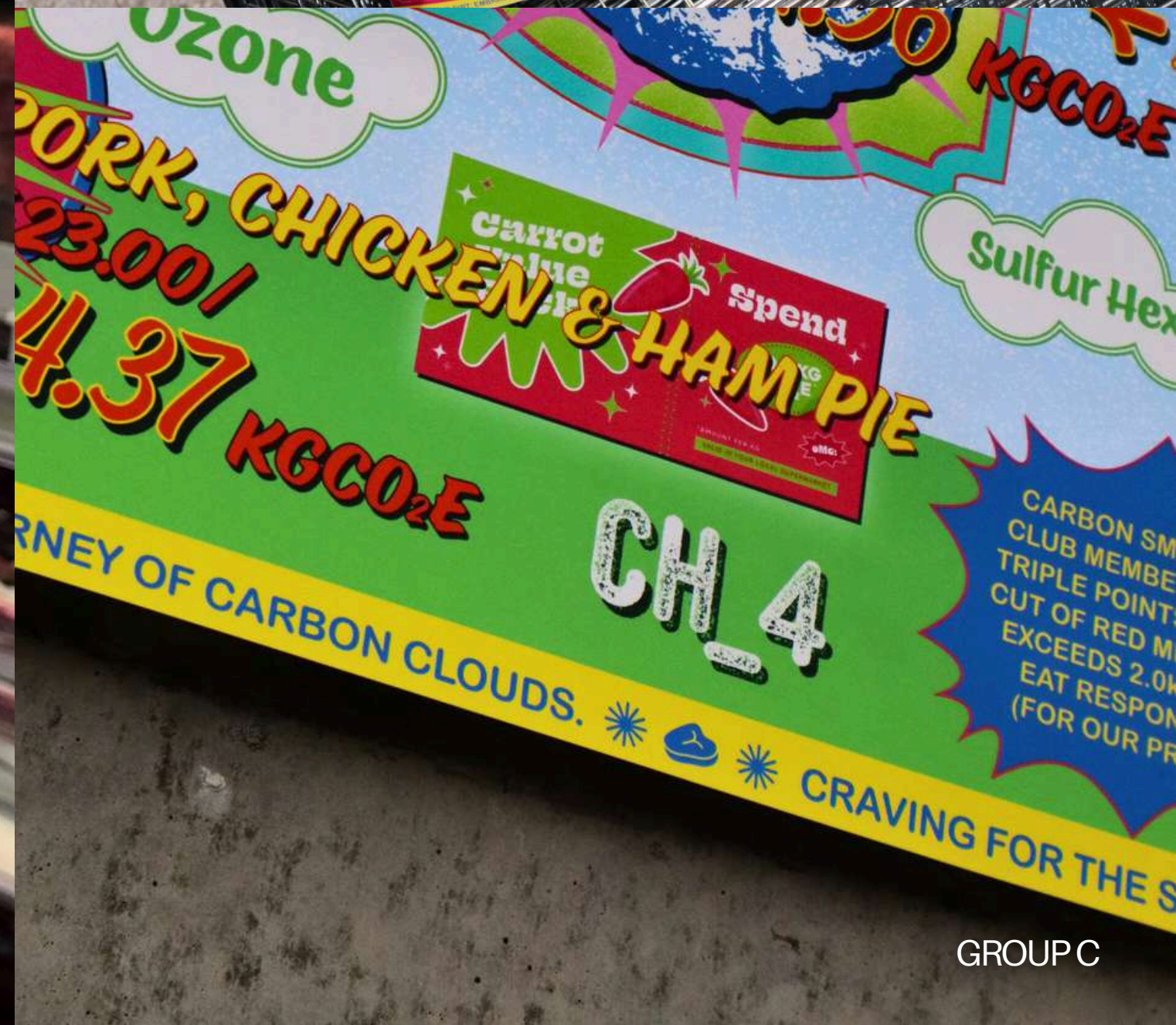


1. COUPONS

The coupons were designed across three categories: beverages, vegetables and poultry. By mimicking supermarket promotional tactics, they satirise consumer-facing sustainability messaging - highlighting both the individual carbon cost of food items as well as the larger supply systems that lack accountability and thereby limit informed choices.

The image shows a section of a supermarket dedicated to wine. In the foreground, several wine bottles are visible, including one labeled 'SAUVIGNON BLANC BLUSH MARLBOROUGH NEW ZEALAND 2024'. A large, colorful promotional sign for 'Carbon Market' is draped across the bottles. The sign features the text 'OUR SELECTION, CURATED FOR YOUR TASTE, PRICED FOR THE PLANET'S FUTURE' and 'ONLY 5KG CO2'. Below this, it lists various wine products and their prices, such as 'Le Bijou Rosé De Sophie Valrose Coteaux De Bézières' for £8.25 and '135 EAST HYOGO JAPANESE DRY GIN' for £4.928. A smaller sign on the left indicates a price of £12.25. The background shows more wine bottles and shelves stocked with products, creating a sense of a well-stocked store.

GROUP C

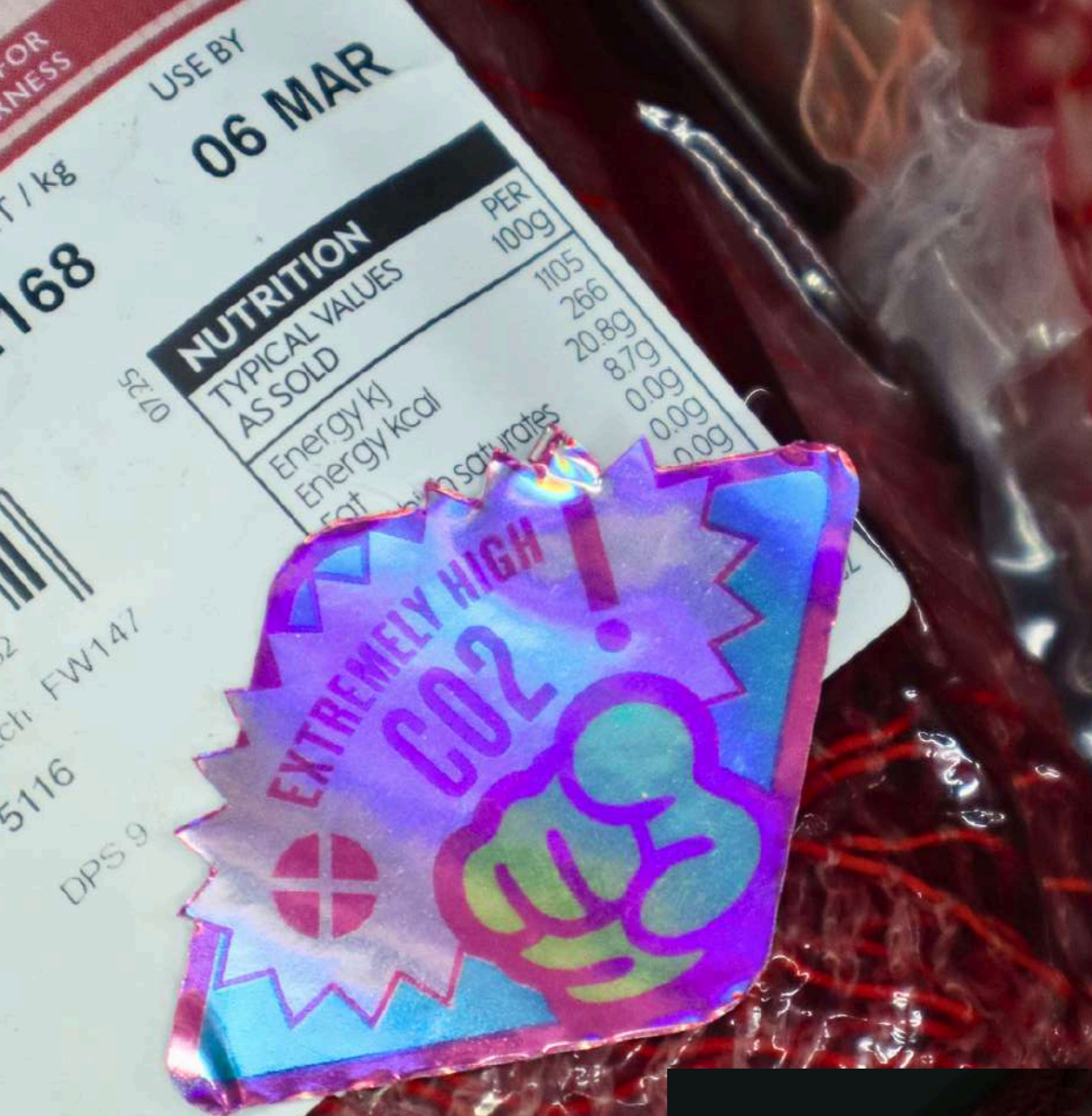


DATA VISUALISATION



2. PROMOTIONAL STICKERS

The stickers present a simplified categorisation of the carbon emission level of each featured product. By directing the customer's attention to the environmental implications of individual items, the act of purchasing is reframed as a direct contribution to climate change.



DATA VISUALISATION

3. ADVERTISING FLYERS

The flyers adopt the visual language of supermarket promotional print - bold typography, competing colours, and the urgency of a limited-time offer - to reframe UAL's food procurement data as consumer spectacle. Each product is scaled according to its carbon footprint, so that the layout itself becomes a data visualisation: high-emission items dominate the page.



OUR SELECTION: CURATED FOR YOUR TASTE, PRICED FOR THE PLANET'S FUTURE ✨ AT CARBON MARKET, WE BELIEVE IN HEAVY PROFITS AND HEAVIER FOOTPRINTS ✨ OUR SELECTION: CURATED FOR YOUR TASTE, PRICED FOR THE PLANET'S FUTURE ✨

Carbon Market

Meat

Thank You!

NO.1 BRITISH FREE RANGE 12 PORK SAUSAGES
£6.00/
14.184 KGC0₂E

CO₂

BRITISH BONELESS LEG OF LAMB WITH GARLIC & ROSEMARY
£13.10/
30.968 KGC0₂E

FREE RANGE PORK BELLY SLICES
£7.00/
16.548 KGC0₂E

Water Vapor

DUCHY ORGANIC 2 BRITISH LAMB LEG STEAKS
£9.02/
21.32 KGC0₂E

PFCs

Heavy, juicy, unapologetic.

Hydrofluorocarbons

Limited-time of

Carbon Dioxide

NEW!
£110/
260.04 KGC0₂E

NO.1 BRITISH VENISON RACK

Perfluorocarbons

SAVE 60%

H₂O

Nitrous Oxide

Swallow the future

SALE!

PORK, CHICKEN & HAM PIE
£23.00/
54.37 KGC0₂E

CH₄

Methane

NO.1 WAGYU BEEF PIE
£40.00/
94.56 KGC0₂E

Sulfur Hexafluoride

Ozone

Carrot cake

Spend

CARBON SMART TIP: CLUB MEMBERS EARN TRIPLE POINTS ON ANY CUT OF RED MEAT THAT EXCEEDS 2.0kg CO₂e. EAT RESPONSIBLY (FOR OUR PROFIT).

POTATO PARTY PACK

COCA-COLA ZERO SUGAR
£1.37 £2.55/
KGC0₂E

Methane

NYETIMBER CLASSIC CUVÉE
£43/
5.80 KGC0₂E

Ozone

HAKU VODKA
£38/
5.130 KGC0₂E

Carbon Market

NO.1 WAGYU
£40.00/
94.56 KGC0₂E

Sulfur Hexafluoride

Craving for a sip?

COCA-COLA ZERO SUGAR
£1.37 £2.55/
KGC0₂E

Methane

NYETIMBER CLASSIC CUVÉE
£43/
5.80 KGC0₂E

Ozone

HAKU VODKA
£38/
5.130 KGC0₂E





:)
THANK YOU!

