

GlobalGoodComms

CHANGE, FOR GOOD



HELLO!

We are Global Good Communications...

Establishing ourselves in the South East in 2010 as a regular graphic design agency called Limelight, we soon developed a passion for making all our business fair, ethically responsible and sustainable and we've always encouraged our clients to do the same.

From that passion the Global Good Awards, formerly National CSR Awards, was born in 2015 and has since grown to be an integral part of our business.

As a result, Limelight is rebranding as Global Good Communications, a name which more accurately reflects our ethos and ongoing commitment to spreading the message of positive business practice.

We are an agency that specialises in communications with a GOOD story to tell. Whether it's a sustainability goal, a behaviour change campaign, or a charity partnership impact report, we can tell it in an understandable and engaging way, using the power of design, infographics, imagery and creative writing.

We also believe that GOOD design shouldn't cost the earth (literally!) and offer GOOD rates for charities, social enterprises and small businesses.

hello@GlobalGoodComms.co.uk | 01932 355900

Attention to detail is key

Whether you know what you want to say, but you're not sure how... or you've got a clear brief for us to follow, we at GGC are really GOOD at interpreting your messages and stories; giving your communications the clean and crisp design style it deserves!

We're just as content working with a small social enterprise or a Marketing Department within a global brand.

Give us a call for a chat...

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GRAPHIC DESIGN



PHOTOGRAPHY



CARTOGRAPHY



VIDEO PRODUCTION



IMAGE RETOUCHING



CREATIVE WRITING



PRINT

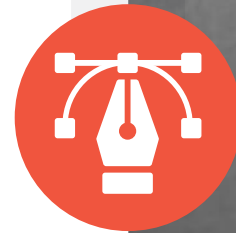


MERCHANDISE

Graphic Design

Do you have a powerful message but struggle to find a design agency that 'gets it'? Are you fed up with a design agency that's missing that crucial attention to detail?

We at GGC can design everything from a two-page flyer to a magazine publication or annual review. If it's got your logo on it, then it's our bread and butter!



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Creative Writing

The editorial team at GGC can create informative, accurate and engaging sustainability stories that can help your organisation spread its ethical messages directly to stakeholders.

We can assist with a full range of written articles for brochures, magazines, advertisements or press and PR releases.

Here at GGC we are also experts in ensuring your copy, when used online, is written in a way which enhances search engine optimisation.

Talk to us today about how we can help you share your sustainability stories.



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ANALYSIS

Innovative ways to think about doing business post-Brexit are multiplying. **Adam Woodhall** reports...

New ideas for a new economy

The British are historically world leaders at creating solutions to problems. For example, when in the UK we started running out of wood to build ships and burn for heating, coal was recognised as a very efficient way of creating energy. For a century or more this was, overall, a fabulous solution.

However, the unintended consequences of the solution created problems of its own: first, the smog which enveloped early and mid-20th century cities (and continues to do so in China), then acid rain damaging forests in Europe, and of course, now, global climate change. In the UK we've worked out how to deal with the first two of these issues, and we are one of the leading nations considering how to deal with the latter.

Two rapidly burgeoning areas offer innovative ways to think about our post-Brexit economy: Circular Economy and Crowd Economy. These are change makers who are leading lights, shining a way on the path to a new economy, a solution-based economy, which hopefully avoids any significant unintended consequences. These ideas are inspired in some way by the concept that there is no such thing as waste, only misplaced resource. There is naturally an overlap between circular and crowd economies; some of the case studies highlighted below demonstrate both.

CIRCULAR ECONOMY

The Circular Economy outlines a process that closely mirrors nature, where nothing leaves the system. Many indigenous societies understood this concept; however, much of its value got lost in the mists of time as humans found that a linear economy of take, make, and dispose of appeared

easier. In many ways, it was effective in creating the comforts we now have, and also for the exponential growth of human society—there are literally hundreds of millions of people for whom technology produced by the linear economy gives them a life akin to medieval kings and queens.

In the 1970s, the linear economy started to be questioned, with people asking, "why can't we use technology to create circularity and therefore enable us to live with modern comforts and pleasures, but within the means of planet earth?"

By the 2010s, global corporate luminaries such as M&S, Unilever and Renault are now engaging seriously with this agenda, not just because it's the right thing ethically to do, but also because it makes huge financial and commercial sense. The circular momentum is gathering such that it is estimated by the Waste and Resources Action Programme (WRAP) that it will generate 230,000 jobs in the UK, and three million in Europe by 2030.

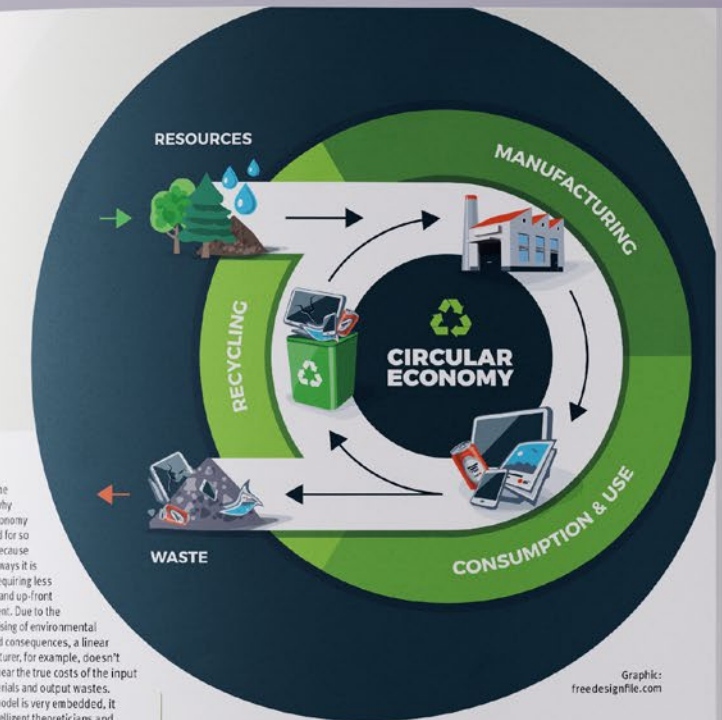
A key driver in the current decade has been the Ellen MacArthur Foundation. As the eponymous founder herself said at the World Economic Forum in March 2016: "When looking at the circular economy as an economic model, that's a system. You see the system that the materials flow within, be it plastic, or a piece of metal or piece of IT equipment, you can build a system that will recover that and feed it back into the economy which delivers more value."

"If you just take plastics alone, between \$80 and \$120 billion dollars of plastics by value are lost per year. This is because we don't valorise them and because they are not designed in a way that can be valorised, nor do we have the systems to do that."

Photo: Laura Kidd / Creative Commons



“If you just take plastics alone, between \$80 and \$120 billion dollars of plastics by value are lost per year. This is because we don't valorise them...”
Ellen MacArthur



Part of the reason why linear economy has ruled for so long is because in some ways it is easier, requiring less thought and up-front investment. Due to the externalising of environmental costs and consequences, a linear manufacturer, for example, doesn't have to bear the true costs of the input raw materials and output wastes. As this model is very embedded, it takes intelligent theoreticians and clever entrepreneurs to find ways to disrupt this model and make money in the prevailing linear economy, whilst delivering circular benefits.

Theoretical models have been developed to enable organisations to understand how to deliver circular value in the capitalist economy. One such model is 'cradle-to-cradle design', which is a holistic framework modelling itself on biological cycles or 'biomimicry'. Utilising these theoretical concepts, entrepreneurs have seen riches and created successful enterprises.

One entrepreneurial organisation which has very clearly combined the theory and the enterprise is Cradle-to-Cradle Marketplace. This is the world's first online marketplace for C2C certified products. Co-founder, Paul Capel comments that "it makes us very excited to help speed up the transition. This platform exists to provide an access point to 'Circular Economy Ready' materials that can be identified by being C2C Certified, helping create a prosperity spiral which is at the heart of the circular economy".

CROWD ECONOMY

The Crowd Economy is an umbrella term which is often used to describe economic and social activity involving online activity. It is also known as sharing economy and a number of other terms.

As Benita Matofska, founder of the 'The People Who Share', a social enterprise aimed at mainstreaming this economy, observes, "Sharing economy is an economic system built around the sharing of human and physical resources and given that we have finite resources on our planet with a growing population, the need to share resources is ever pressing and inherent for sustainability."

"Sharing economy puts people and planet at its heart and focuses on a sharing culture, where people are sharing not only physical resources, but collaborating and sharing human and intellectual resources."

The first wave of this new economy began at the start of the global recession, and was, in part, a positive reaction to it. It also surfed on the

rapidly evolving technology of the last 10 years, particularly cloud computing and mobile phones. So in a delightful contrast, whilst the circular economy is modelled on processes which are literally as old as nature itself and has been practiced since the dawn of civilisation, the crowd economy is only realistically possible on a large scale due to the most modern technology.

It has clearly disrupted a number of consumer market areas, such as taxis and hotels, with Uber and Airbnb the biggest players, respectively. The latter is a great example of the cross-over between this new economy and sustainability as it enables underutilised resource (spare rooms and homes) to be valued and shared. The key to success here is the trust that is implicit in the system.

Fifteen years ago, it would have taken a brave person to turn up to a stranger's flat to stay for a night rather than in the local Hilton. Now, most people don't give it a second thought.

Continued on page 8

Cartography

Our experienced graphic designer has been creating maps since the world was flat!

Whether it's a directional map for your website or a car parking sign for your customers, GGC can style up your local area, business park or office site with your brand in mind and to any scale.



Photography

We've photographed some of the biggest events on the calendar from Formula One Grand Prix to the London Marathon and worked with some of the biggest global brands such as Mercedes-Benz and WWF.

Staff portraits, corporate and charity events, construction sites, travel, or engaging material shot specifically for your new website... you name it, GGC can capture it!

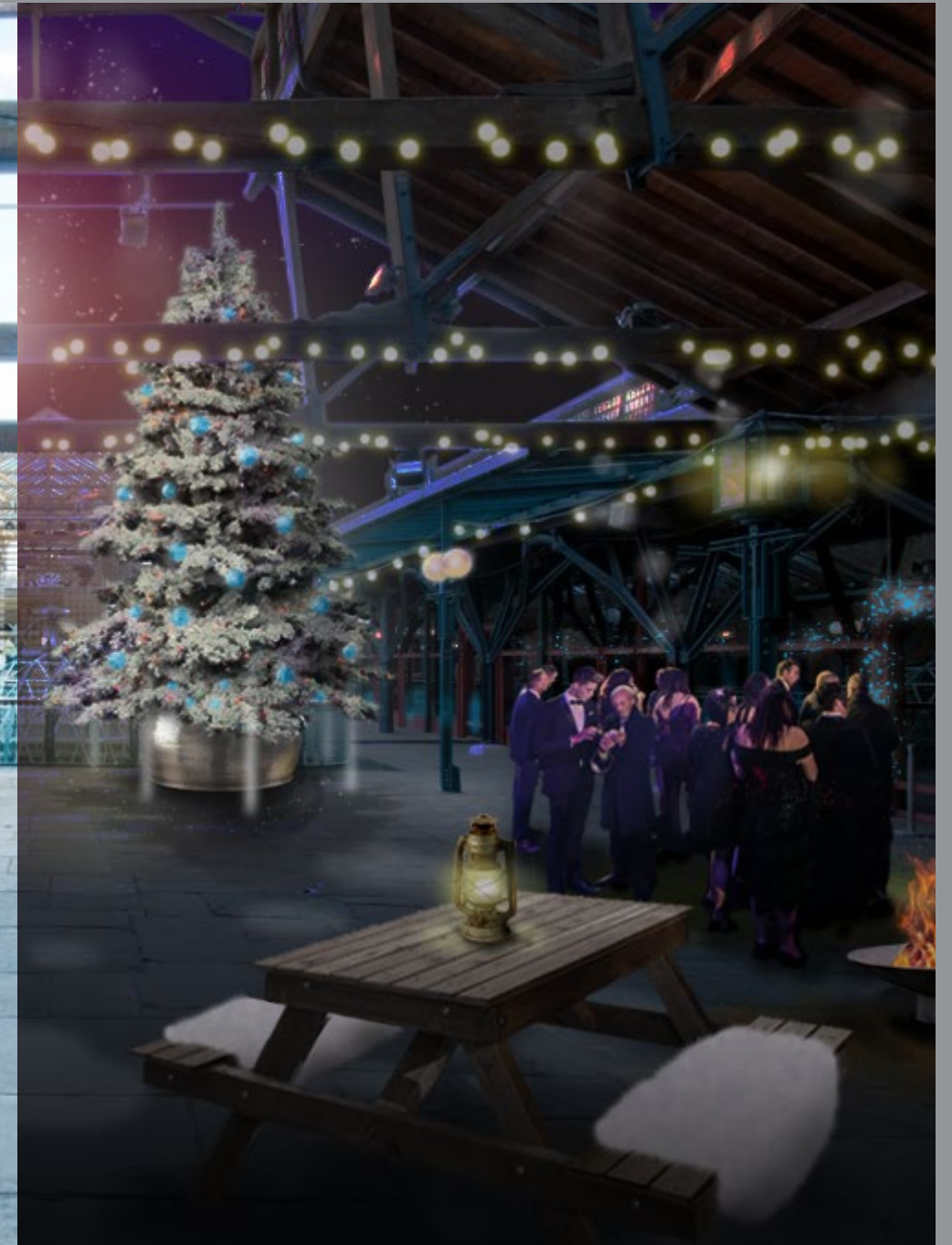


Image Retouching

The camera never lies, eh?

A client asked us... "Can I send you a photo of an empty warehouse that I took on my phone, and can you turn it into a fully dressed, themed Christmas Party room?" Well of course we can!

You'd be amazed at what GGC can create or change on an image... as long as it's legal and ethical, of course!



Video Production

We don't offer in-house videography... why would we, when we work with an amazing company called Prospect Arts.

If you're in need of some video material whether it's a promo video, awards ceremony, or your social impact story, these guys know how to get it done!

Take a look at their Showreel [here](#) or better still, watch one of the videos they've done for us [here](#)!

Drop us a line and we'll introduce you!

prospecⁱ
arts



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Print

Did you know that paper is the most recycled material on the planet and can be re-produced into new paper stock up to eight times!?

At GGC we work with some of the most eco-friendly printers and paper manufacturers to bring you printed media that isn't harmful to the environment.



Merchandise

Whether you need branded office or protective workwear or a promotional item for an event, GGC can pretty much get any item you need from a catalogue of thousands of products from t-shirts to pens, reusable drinks bottles to seeds!

Where we can, we'll try to steer you towards a sustainable product too, so it reduces the impact on the environment.



We are the creative
force behind the
Global Good Awards



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