

New Wave Student Outreach Kit

Important links

Website

<https://www.climatedesigners.org/edu/newwave>

Student link

<https://www.climatedesigners.org/edu/newwavesurvey>

Survey link

<https://forms.gle/v1uFCbW6sqDDdboo9>

1-1 interview link

<https://calendly.com/zoeedington/new-wave-research-call>

Contact

Rachel Cifarelli (Lead Researcher)

rachelcifarelli@gmail.com | rachelcifarelli.com

Description

The impact of the climate crisis requires us to revamp aspects of our society that will have the most positive impacts, and there's no better place to start than education. From previous interviews with design students, we know they're aware of climate change and see the tangible ways design and sustainability intersect (i.e. print versus digital design). However, it's harder for them to understand how large-scale social issues like the climate crisis coincide with design, and are unfamiliar with the broader solutions already out there (i.e. regenerative design).

As a design student, you need to graduate with the tools to tackle the climate crisis, which is why your education must adapt to meet this challenge. This is where the New Wave Research Project comes into play. New Wave is meant to uncover: 1) How design students perceive sustainability in the design field, and 2) How they see climate change impacting their upcoming careers. As businesses shift toward the *authentic* corporate social responsibility that society demands of them, designers will be on the frontlines of this movement, as problem-solvers and communicators.

New Wave is bridging the gap between design students and their education. This research gets at the heart of where students recognize sustainability and design intersecting. We want to understand how and why that intersection may get overlooked, and what students imagine in a future where design and sustainability converge.

Email draft

To make it super easy, here is an email for you to share with your administrators or professors about why you want to be learning about climate design.

Hi Professor,

As one of your students, I have so much to learn and explore. There is one topic in particular, however, I am very eager to learn about: sustainable design.

I care about our environment and am deeply aware of climate change, and I know as designers we have a unique opportunity to do something about it. We can design systems, draw people into the movement, create a connection between human beings and their planet – but as students, we should be taught how to do those things in school. I want to be learning about ways I can use design to mitigate the climate crisis. I'm calling on you, [professor's name], to integrate climate design into our lessons. There are others like me who feel the same way and want to learn how to design for a better world. If you don't teach us, who will?

[Climate Designers](#), a global hub of designers from all industries taking climate action, has an incredible library of resources you can use to integrate climate design into our classroom. They've got tools, lecture topics, articles, lessons, and more that are available to you for free. I am especially interested in learning about ____ [list specifics: lecture topics, frameworks, etc] ____ because _____. I believe, by transitioning our education to a climate-minded one, you'll be preparing a new wave of designers to use their skills to better our planet. That kind of impact goes a long way.

I hope you will consider integrating climate design into the syllabus this semester. If you would like to chat more on the subject, I would be happy to set up a time to meet. I also invite you to learn more about [Climate Designers EDU](#), an initiative to get climate design into design education.

*Thank you,
Your name*

Hi,

As a student in the [department name] department, I have so much to learn and explore. There is one topic in particular, however, I am very eager to learn about: sustainable design.

I care about our environment and am deeply aware of climate change, and I know as designers we have a unique opportunity to do something about it. We can design systems, draw people into the movement, create a connection between human beings and their planet – but as students, we should be taught how to do those things in school. I want to be learning about ways I can use design to mitigate the climate crisis. I'm calling on you, [administrator's name], to integrate climate design into our department pedagogy. It is imperative that you pivot my design education so that I'm learning how to design for a better world, because if this university doesn't teach me, who will?

[Climate Designers](#), a global hub of designers from all industries taking climate action, has an incredible library of resources your faculty can use to integrate climate design into classrooms. They've got tools, lecture topics, articles, lessons, and more that are available to this department for free. I am especially interested in learning about ___[list specifics: lecture topics, frameworks, etc]___ because _____. I believe, by transitioning our education to a climate-minded one, this university will be preparing a new wave of designers to use their skills to better our planet. That kind of impact goes a long way.

Climate change is a real and dangerous threat, and this university should be doing everything in its power to educate its students on ways they can fight this existential threat. Integrating climate design into our classrooms would be a great step toward effecting change, and you have the power to make sure this happens.

I hope you will consider integrating climate design into our department this semester. If you would like to chat more on the subject, I would be happy to set up a time to meet. I also invite you to learn more about [Climate Designers EDU](#), an initiative to get climate design into design education.

Thank you,
Your Name

Social post blurbs

FB / LinkedIn versions

I want my education to empower me to fight climate change, which is why I'm making my voice heard through the New Wave Research Project. New Wave is a place for me to express my own understanding of design and climate change, and what I want to learn more about. Let others know what you want to get out of your design education at <https://www.climatedesigners.org/edu/newwavesurvey> #newwaveresearch #sustainabledesign #designededucation #climatedesigners #innovatorsoftomorrow

Young people are taking charge when it comes to climate action. And as designers, we've got the passion to create a better world for ourselves. But it all starts with our education.

The New Wave Research Project wants to bring climate design into the classroom by hearing YOUR thoughts on sustainability and design. Learn more and take the survey at [climatedesigners.org/edu/newwavesurvey](https://www.climatedesigners.org/edu/newwavesurvey) #newwaveresearch #sustainabledesign #designededucation #climatedesigners #innovatorsoftomorrow

Climate change is here, and I want to learn how to fight it with the skills I'm good at. I deserve to be part of the discussion of how to integrate climate design into my education, and the New Wave Research Project is giving me – and all design students – that opportunity. Find your voice at <https://www.climatedesigners.org/edu/newwavesurvey> #newwaveresearch #sustainabledesign #designededucation #climatedesigners #innovatorsoftomorrow

As design students, we want to see our education expand beyond the basics. I want to learn about the real-world impacts of my design choices and what I can do to mitigate my environmental impact on our planet.

The New Wave Research Project is listening to us students. They want to find out what WE want to be learning in the classroom. Join me and have your say in the conversation at [climatedesigners.org/edu/newwavesurvey](https://www.climatedesigners.org/edu/newwavesurvey) #newwaveresearch #sustainabledesign #designededucation #climatedesigners #innovatorsoftomorrow

When I think of an ideal design education, it should be content I can take with me far beyond college, where I can make a lasting impact on our world. The New Wave Research Project is including students in a conversation about a new design curriculum, one that meets us halfway in what we think about responsible, sustainable design. We deserve to be part of the discussion!
<https://www.climatedesigners.org/edu/newwavesurvey>

Twitter versions

I want my design education to empower me to fight climate change. The New Wave Research Project is a place for me to express my own understanding of design and climate change, and what I want to learn more about. Take the survey:
<https://www.climatedesigners.org/edu/newwavesurvey>

Climate change is here, and I want to learn how to fight it with the skills I'm good at. Let's talk about how to integrate climate design into our design education, with the New Wave Research Project. Take the survey: <https://www.climatedesigners.org/edu/newwavesurvey>

An ideal design education is one I can take with me beyond college to make real change in the world! The New Wave Research Project wants to know your thoughts on your design education so you're prepared to make change: <https://www.climatedesigners.org/edu/newwavesurvey>

Hashtags

Primary

#newwaveresearch #innovatorsoftomorrow #sustainabledesign #designededucation
#climatedesigners

Secondary

#design #climateaction #climatechange #designthinking #climatecrisis #designstudents
#studentdesigners #sustainability #ecofriendly #designclassrooms #designededucators
#environment #circulardesign #corporatesocialresponsibility #CSR

Social Media Images & Captions

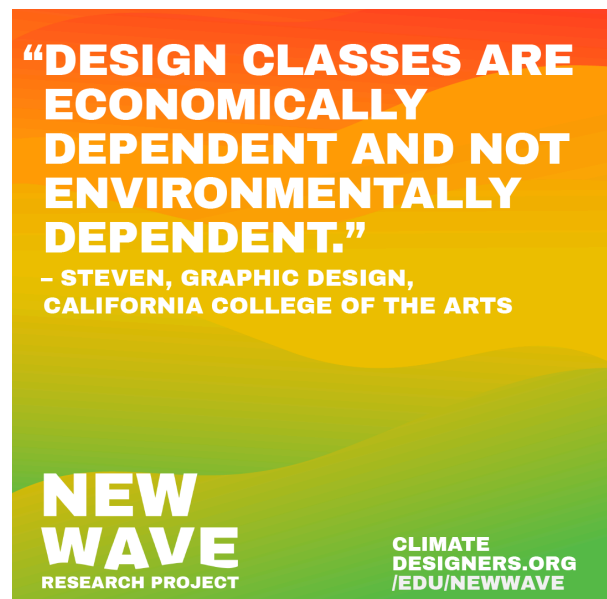


[Download image](#)

What you teach in college sets students up for success and stays with them throughout their entire career. So why shouldn't designing for a more sustainable world be part of their education?

The New Wave Research Project wants to bring climate design into the classroom by hearing YOUR students' thoughts on sustainability and design. Learn more and take the survey: climatedesigners.org/edu/newwavesurvey

#newwaveresearch #sustainabledesign
#designededucation #climatedesigners
#innovatorsoftomorrow



[Download image](#)

See what else students are saying about the role of graphic designers in the climate action movement: climatedesigners.org/edu/newwavesurvey

#newwaveresearch #sustainabledesign
#climatedesigners #designstudents #climateaction
#climatechange

**“I THINK THAT ALL
SKILLS HAVE THE
ABILITY TO
CONTRIBUTE TO A
GREATER SYSTEM.”**

– COLIN, INTERACTION DESIGN,
CALIFORNIA COLLEGE OF THE ARTS

**NEW
WAVE**
RESEARCH PROJECT

CLIMATE
DESIGNERS.ORG
/EDU/NEWWAVE

[Download image](#)

All over the country, students are sharing their perspectives on sustainable design. Bring your own thoughts to the table at climatedesigners.org/edu/newwavesurvey

#newwaveresearch #innovatorsoftomorrow
#climatedesigners #sustainabledesign
#designstudents #designeducation

**“A LOT OF TIMES THE BEST
SOLUTIONS TO MAKE
PEOPLE ACT ON CLIMATE
ISN'T NECESSARILY CLIMATE
CHANGE FACING. IT'S
SOMETHING THAT MIGHT
SEEM THAT IT'S JUST
IMPROVING THEIR LIVES,
AND THEY'RE ALSO BEING
SUSTAINABLE.”**

– MATT, GRAPHIC DESIGN,
ELON UNIVERSITY

**NEW
WAVE**
RESEARCH PROJECT

CLIMATE
DESIGNERS.ORG
/EDU/NEWWAVE

[Download image](#)

See what else students are saying about sustainability in the graphic design field: climatedesigners.org/edu/newwavesurvey

#newwaveresearch #sustainabledesign
#climatedesigners #designstudents #climateaction
#innovatorsoftomorrow

**“WITHOUT DESIGN,
THE WORLD
DOESN'T WORK
RIGHT.”**

– IRENE, CATOLONIA ONLINE
UNIVERSITY

**NEW
WAVE**
RESEARCH PROJECT

CLIMATE
DESIGNERS.ORG
/EDU/NEWWAVE

[Download image](#)

See what else students are saying about sustainability in the graphic design field:
climatedesigners.org/edu/newwavesurvey

#newwaveresearch #sustainabledesign
#climatedesigners #designstudents #climateaction
#innovatorsoftomorrow

**“I THINK LIMITING
STUDENTS TO THE
CONSTRAINTS OF THE
CURRENT PRODUCT
DESIGN INDUSTRY FAILS
TO ALLOW US TO
CONSIDER RADICAL
SOLUTIONS.”**

– CAMRYN, INDUSTRIAL DESIGN,
CARLETON UNIVERSITY

**NEW
WAVE**
RESEARCH PROJECT

CLIMATE
DESIGNERS.ORG
/EDU/NEWWAVE

[Download image](#)

Every student interviewed wants to see their design education expand beyond the basics. They want to learn about the real-world impacts of their design choices. They want to see what's possible for their industry.

The New Wave Research Project is listening to those students. We're here to find out what YOU want to be learning in your classrooms. Join the conversation at
climatedesigners.org/edu/newwavesurvey

#newwaveresearch #sustainabledesign
#designstudents #climateaction
#innovatorsoftomorrow

Download more images [here!](#)