1.5 Written Response

As a group, we approached this project from as many perspectives as possible. We witnessed that Fiji Water's campaign was an effort to convince people of a different reality and a fabricated story beyond what was actually happening. Although this could be sensed even at first glance, our in-depth research and investigations made us understand the difficulties that the people of Fiji had. As a graphic designer, I believe there are two different ways to analyse such well-crafted greenwashing campaigns.

- First, the level of impact the campaign has on consumers, whether it succeeds in persuading with its messages and visual language... which I think Fiji Water is successful at doing. The fact that it has never been ranked first in any survey regarding taste and mineral values, yet it is consistently being chosen as the most favoured brand by consumers, demonstrates its "success" in marketing campaigns.

- Second, whether the campaign aligns with the truth, should it be fully decoded and questioned for honesty? Exposing the lies told... We wanted to focus on this aspect in this campaign as a group. As educated eyes and graphic communication designers, we wanted to identify the greenwashing elements in such campaigns and have the audiences who read our project share a similar awareness with us.

Danah Abdulla states that the "Contradictions of sustainability are all around us. From the airport regulations… to force you to buy another one wrapped in plastic. To the culture, the cutlery wrapped in plastic…" (On the Contradictions of Sustainability 2022, futuress.org) Whether we are aware of it or not, certain regulations push us towards consumerism madness. They cause us to spend more continuously and further consume the resources of the world.

According to the United Nations' The Climate Changed Logo project, "Based on the UN projections of a 2.9-degree increase in temperature by 2100 and the consequential impact of sea level rise." Fiji Island is also at great risk, which is a disturbing reality.

Dr. Johnson says in the IE Ecofeminism Toolkit book, "The climate crisis is the result of social, political and economic systems that are wildly skewed to benefit those who already have so much". Which fits with the Fiji water situation, where the company paints and polishes the plastic bottled water and markets it to the rich people as an "environmentally friendly" luxury water.

According to the book Pollution is Colonialism (Liboiron, 2021) Pollution is a local and global problem when viewed from a broad perspective. By monopolizing clean water sources and polluting the island with its factory, Fiji Water not only causes suffering for the people of Fiji but also creates significant environmental pollution with the plastic bottles it sells all over the world. The fuel burned over vast distances, and the resulting ocean pollution only adds to the issue.

Visual Grammar book (Leborg, 2006) helped me to create connections when we decided to go further on "Communicating Without Words". In the Relations part of his book, Leborg states, "Objects placed in a composition relate to each other, they relate to the overall design, the format, and they relate to the viewer. …Through relation with the viewer elements communicate different messages.".

Last but not least, the project Plastic Air by Giorgia Lupi is impactful and original. Yet it's intuitive; viewers can change the toggles and learn even more. It gives simple and direct messages to avoid this situation. It's an excellent example of interactive data visualisation.

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