

Green machine

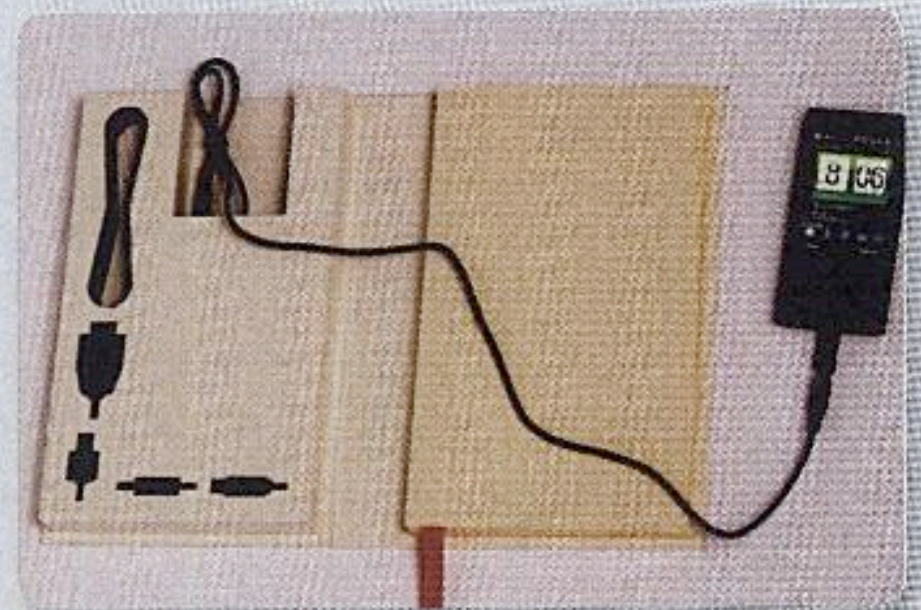
NET#WORK BBDO is expanding its “green” initiatives. Its latest assignment is the Cell C Eco-Diary. The highly creative agency has produced a 2009 diary with an embedded cellphone charger that converts sunlight into solar energy. It can charge almost any type of handset.

There are poems on all the pages providing tips on how to “go green”. There’s also an explanation on how to calculate your personal carbon footprint. That’s direct or indirect carbon emissions that have a negative effect on the environment.

The initiative was acknowledged by international judges at the Design Indaba South Awards. It was accompanied by R50 000 in prize money, which will be used to further “do good”. It will go towards researching better ways of impacting positively on the world.

There are other eco-friendly plans in the pipeline. Chief creative officer Mike Schalit says: “It’s getting the balance right between achieving our clients’ objectives and doing good for the planet. For me that’s a real heart chakra.”

It’s the same team that produced the



groundbreaking Nedbank solar panel billboard three years ago. It was placed outside a school in Alexandra to power its kitchen.

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