

CLIMATE CHANGE CHOCOLATE



Properties list:

- packaging as a new medium
- end-user packaging
- range of products
- extra-use of packaging
- new product
- chocolate
- confectionery and sweetness
- additional structural elements
- folding carton
- wrapper
- cardboard and paper
- contemporary
- identity by typography
- identity by illustration
- identity by system of colour

From [Climate Change](http://www.climatechangechocolate.com/) website: "Our Climate Change Chocolate bar is meant to educate while tasting great. it comes in a wrapper with 15 tips for lightening your environmental impact. And of course, thanks to Bloomsberry & Co., you can be sure the finest chocolate is attached to these green lifestyle lessons.

Climate Change Chocolate comes with a verified TerraPass offset of 133 pounds of carbon dioxide reductions, the average American's daily carbon impact. We hope this small offset will be the first taste of a lower-carbon lifestyle for cocoa lovers who decide to take responsibility for their climate change impact. In addition, the carbon emission associated with the production and distribution of the chocolate bar has been balanced out."

Reference: <http://www.climatechangechocolate.com/> , <http://thinkchocolate.bloomsberry.com/>

Credits:

Producer: Bloomsberry & Co

Other images:

