



CARBON MARKET

PUBLISHING & LITERACY

UNDERSTANDING KGC02E/£

“...one of the difficulties in engaging people with climate change is due to its historical framing as an environmental issue, which has led to a separation of humans and culture from the environment.

This separation has been supported by the scientific knowledge systems and representational practices called upon to identify, validate and communicate climate change, which have unwittingly rendered it as a distant and future event rather than a present and immediate reality.”

—MEDIATING CLIMATE CHANGE (DOYLE, 2011)

PROCUREMENT 23_24 (UAL HIGH LEVEL RESULTS)

Index	Product category	All GHGs kgCO2e/£
1	1.1.1.1 Rice	0.774
2	1.1.1.2 Bread	0.774
3	1.1.1.3 Other breads and cereals	0.774
4	1.1.2 Pasta products	0.774
5	1.1.3.1 Buns, crispbread and biscuits	0.774
6	1.1.3.2 Cakes and puddings	0.774
7	1.1.4 Pastry (savoury)	0.774
8	1.1.5 Beef (fresh, chilled or frozen)	2.364
9	1.1.6 Pork (fresh, chilled or frozen)	2.364
10	1.1.7 Lamb (fresh, chilled or frozen)	2.364
11	1.1.8 Poultry (fresh, chilled or frozen)	2.364
12	1.1.9 Bacon and ham	2.364
13	1.1.10.1 Sausages	2.364
14	1.1.10.2 Offal, pate etc	2.364
15	1.1.10.3 Other preserved or processed meat a	2.364
16	1.1.10.4 Other fresh, chilled or frozen edible m	2.364
17	1.1.11.1 Fish (fresh, chilled or frozen)	0.152
18	1.1.11.2 Seafood, dried, smoked or salted fish	0.152
19	1.1.11.3 Other preserved or processed fish an	0.152
20	1.1.12.1 Whole milk	0.649
21	1.1.12.2 Low fat milk	0.649
22	1.1.12.3 Preserved milk	0.649
23	1.1.13 Cheese and curd	0.649
24	1.1.14 Eggs	0.649
25	1.1.15.1 Other milk products	0.649
26	1.1.15.2 Yoghurt	0.649
27	1.1.16 Butter	0.649
28	1.1.17 Margarine and other vegetable fats and	0.649
29	1.1.18.1 Olive oil	0.227

30	1.1.18.2 Edible oils and other animal fats	0.227
31	1.1.19.1 Citrus fruits	0.077
32	1.1.19.2 Bananas	0.077
33	1.1.19.3 Apples	0.077
34	1.1.19.4 Pears	0.077
35	1.1.19.5 Stone fruits	0.077
36	1.1.19.6 Berries	0.077
37	1.1.20 Other fresh, chilled or frozen fruits	0.077
38	1.1.21 Dried fruit and nuts	0.077
39	1.1.22 Preserved fruit and fruit based products	0.077
40	1.1.23.1 Leaf and stem vegetables	0.077
41	1.1.23.2 Cabbages	0.077
42	1.1.23.3 Vegetables grown for their fruit	0.077
43	1.1.23.4 Root crops, non starchy bulbs and mu	0.077
44	1.1.24 Dried vegetables	0.077
45	1.1.25 Other prepared or processed vegetable	0.077
46	1.1.26 Potatoes	0.077
47	1.1.27 Other tubers and products of tuber vege	0.077
48	1.1.28.1 Sugar	0.281
49	1.1.28.2 Other sugar products	0.281
50	1.1.29 Jams and marmalades	0.281
51	1.1.30 Chocolate	0.281
52	1.1.31 Confectionery products	0.281
53	1.1.32 Edible ices and ice cream	0.281
54	1.1.33.1 Sauces, condiments	0.281
55	1.1.33.2 Bakers yeast, dessert preparations, s	0.281
56	1.1.33.3 Salt, spices, herbs and other food pro	0.281
57	1.2.1 Coffee	0.142
58	1.2.2 Tea	0.142
59	1.2.3 Cocoa and powdered chocolate	0.142
60	1.2.4 Fruit and vegetable juices	0.446
61	1.2.5 Mineral or spring waters	0.446
62	1.2.6 Soft drinks	0.446
63	2.1.1 Spirits and liqueurs	0.135

64	2.1.2.1 Wine from grape or other fruit	0.135
65	2.1.2.2 Fortified wine	0.135
66	2.1.2.3 Champagne and sparkling wines	0.135
67	2.1.3.1 Beer and lager	0.135
68	2.1.3.2 Ciders and Perry	0.135
69	2.1.4 Alcopops	0.135

CRITICAL QUESTION(S)

* HOW CAN GRAPHIC COMMUNICATION DESIGN FOSTER GREATER LITERACY?

Can graphic communication affect food
consumption practices?

To what extent can graphic communication design
foster carbon literacy in food purchasing
environments and influence customer behaviour?

DATA VISUALISATION



1. COUPONS

The coupons were designed across three categories: beverages, vegetables and poultry. By mimicking supermarket promotional tactics, they satirise consumer-facing sustainability messaging - highlighting both the individual carbon cost of food items as well as the larger supply systems that lack accountability and thereby limit informed choices.

Sauvignon Blanc
Blush
Marlborough
New Zealand
2024

£12.25



2 448821

Save £3

£8.25
Le Bijou Rosé De
Sophie Valrose
Coteaux De Béziers

Dry
75cl 11litre

£8.25

SSP 03/03
2 670297

कार्बन मार्केट
OUR SELECTION. CURATED BY
Carbon
MEMBERS ONLY

COCOA POWDER
TWININGS ENGLISH BREAKFAST TEA BAGS LARGE PACK 80
Methane
135 EAST HYOGO JAPANESE DRY GIN
4.928
EVERY BREATH IS CONSUMPTION, EVERY SIP IS POWER.

ONLY SKGcore
Carbon Market
MARCHÉ DU CARBON
PRICED FOR THE PLANET'S FUTURE

कार्बन मार्केट 碳標市場 CARBON MARKET 카본 마켓 MARCHÉ DU CARBON

OUR SELECTION: CURATED FOR YOUR TASTE, PRICED FOR THE PLANET'S FUTURE

Carbon Market

Meat

MEMBER SNIP & SAVE

Thank you for shopping with us. To celebrate our new members, we've created a special offer. Simply cut out and use in-store. Every redemption is a step towards a better future.

80% LESS CARBON

swap beef for chicken

IN STORE-COUPON

One 100g beef burger patty is approximately 9 kg CO₂e. That's similar to driving 40 to 50 km in a petrol car.

Freezer Saver Pack

35KG CO₂e

Estimates based on global averages indicate 10 kg CO₂e/kg prawns. While one purchase doesn't change the system alone, seeing the numbers can help explain why food systems matter.

CATCH ON

5KG CO₂e PER KG

CATCH ON

WITH JOY. THIS TASTE, BORN FROM A HALF-GLOBE JOURNEY OF CARBON CLOUDS.

Perfluorocarbon

Carbon Market

MEMBERS ONLY: SNIP & SAVE

POTATO PARTY PACK

Carrot Value Pack

0.3 kg CO₂e

SAVE 50%

FAMILY BUNDLE

broccoli that feeds all four

Ozone

PORK, CHICKEN & HAM PIE

23.00 / 4.37 KG CO₂e

Carrot Value Pack

spend 0.3 kg CO₂e

CH₄

CARBON SM... TRIPLE MEMBE... CUT OF RED M... EXCEEDS 2.0K... EAT RESPON... (FOR OUR PR

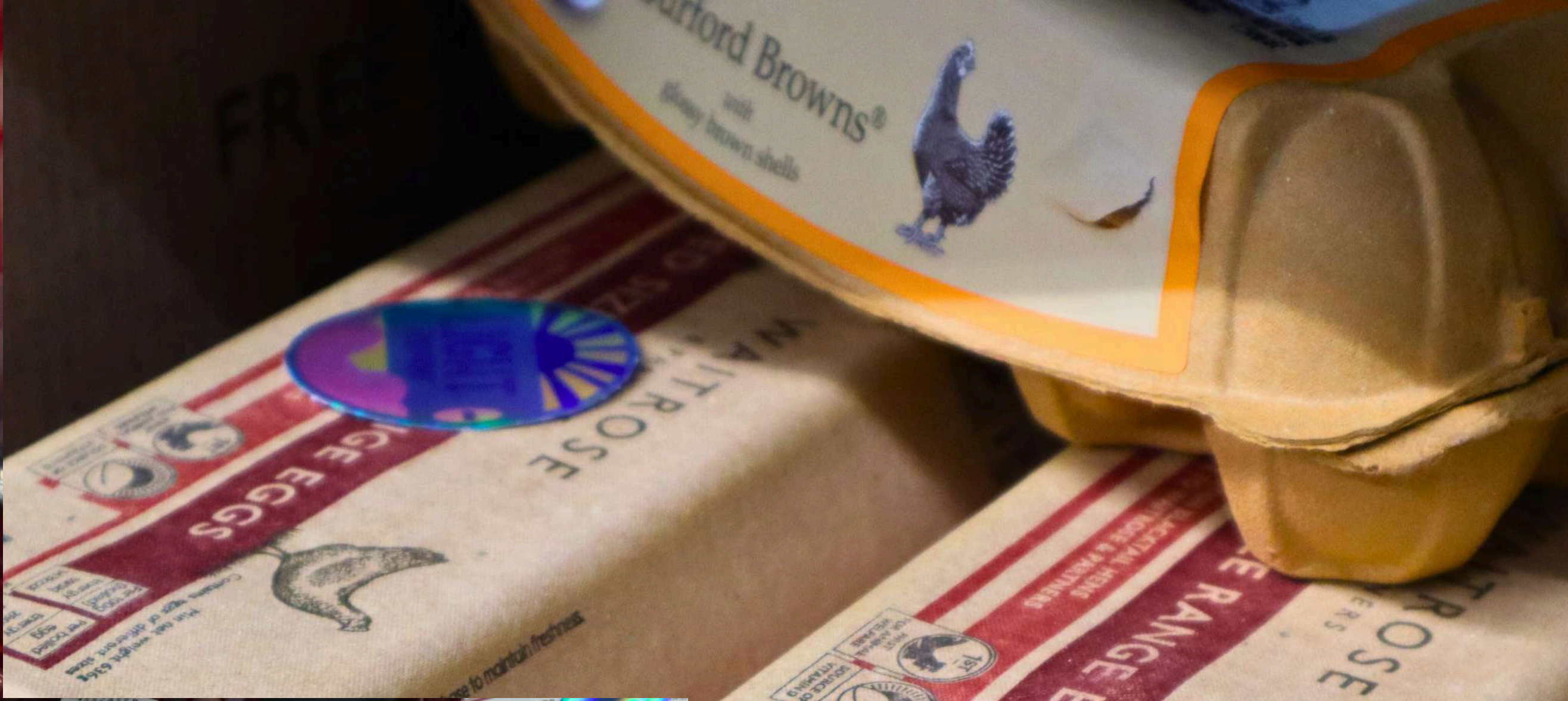
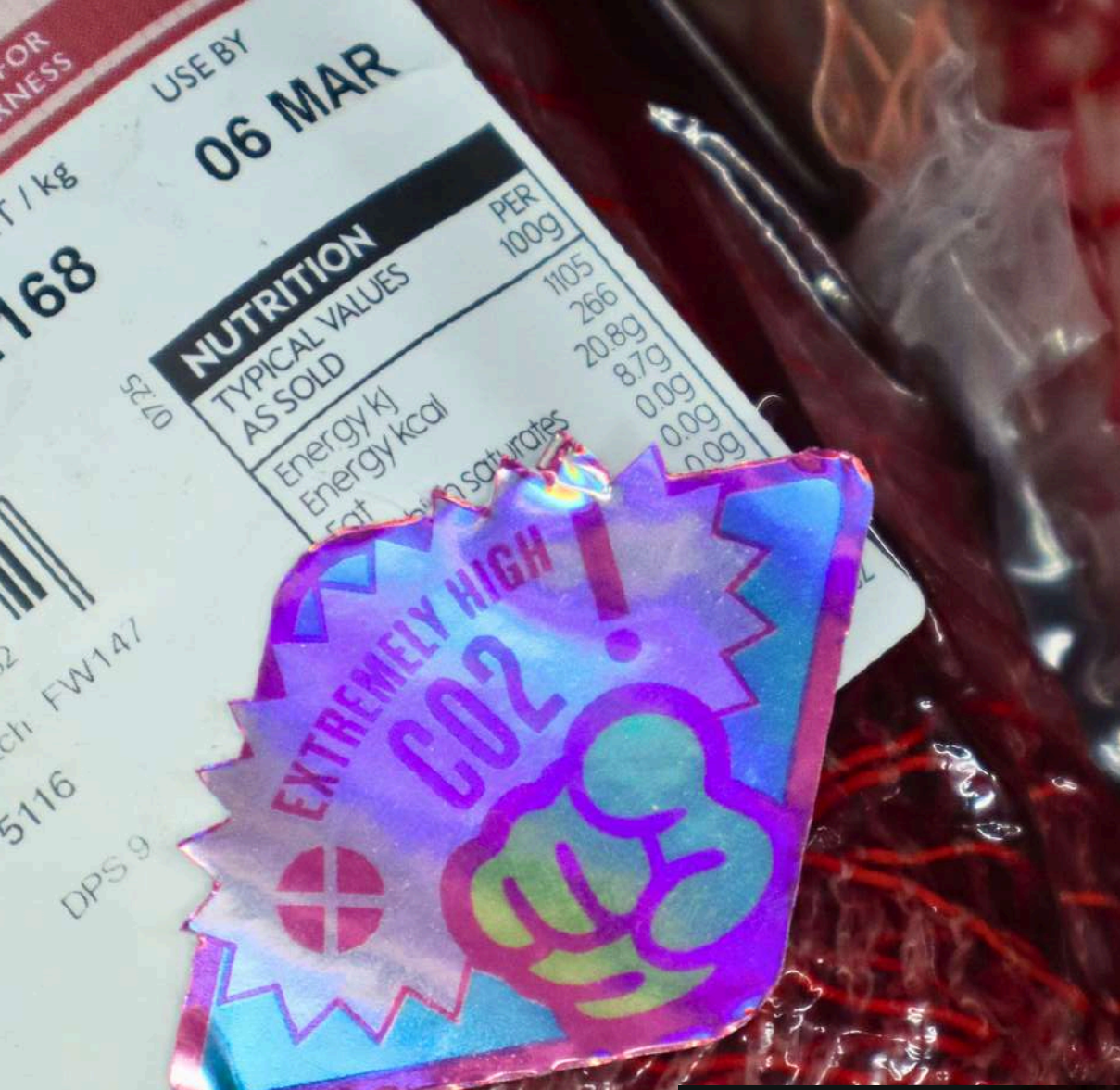
CRAVING FOR THE S

DATA VISUALISATION



2. PROMOTIONAL STICKERS

The stickers present a simplified categorisation of the carbon emission level of each featured product. By directing the customer's attention to the environmental implications of individual items, the act of purchasing is reframed as a direct contribution to climate change.



DATA VISUALISATION

3. ADVERTISING FLYERS

The flyers adopt the visual language of supermarket promotional print - bold typography, competing colours, and the urgency of a limited-time offer - to reframe UAL's food procurement data as consumer spectacle. Each product is scaled according to its carbon footprint, so that the layout itself becomes a data visualisation: high-emission items dominate the page.

कार्बन मार्केट 碳标市场 CARBON MARKET 키본마켓 MARCHÉ DU CARBON カーボン・マーケット УГЛЕРОДНЫЙ MARKET MERCATO DEL CARBON KOHLENSTOFF-MARKT कार्बन मार्केट 碳标市场 CARBON MARKET 키본마켓 MARCHÉ DU CARBON カーボン・マーケット УГЛЕРОДНЫЙ MARKET MERCATO DEL CARBON KOHLENSTOFF-MARKT

OUR SELECTION: CURATED FOR YOUR TASTE, PRICED FOR THE PLANET'S FUTURE * AT CARBON MARKET, WE BELIEVE IN HEAVY PROFITS AND HEAVIER FOOTPRINTS OUR SELECTION: CURATED FOR YOUR TASTE, PRICED FOR THE PLANET'S FUTURE * AT CARBON MARKET, WE BELIEVE IN HEAVY PROFITS AND HEAVIER FOOTPRINTS

Carbon Market

NEW!
NO.1 WAGYU BEEF PIE
£40.00/
94.56 KGC0₂E
Sulfur Hexafluoride

Craving for a sip?
Water Vapo
Methane
Ozone
Nitrous Oxide

SALE!
24 HOURS
£23.00/
54.37 KGC0₂E
PORK, CHICKEN & HAM PIE
Perfluorocarbons

歡迎光臨
£110/
260.04 KGC0₂E
NO.1 BRITISH VENISON RACK
Thank You!
Hydrofluorocarbons

£35 EAST HYOGO JAPANESE DRY GIN
£36.5/
4.928 KGC0₂E
Perfluorocarbons

SALE!
£7.00/
16.548 KGC0₂E
FREE RANGE PORK BELLY SLICES
Carbon Dioxide

Carbon Market

MIXED WILD MUSHROOMS
£5.40/
0.4158 KGC0₂E
vegetables

PINK ONIONS FROM BRITTANY
£4.75/
0.3657 KGC0₂E
Carbon Dioxide

ROMANESCO CAULIFLOWER
£4.00/
0.308 KGC0₂E
Perfluorocarbons

EXTRA LARGE WATERMELON
£4.50/
0.3465 KGC0₂E
Water Vapor

HYDROFLUOROCARBONS

EXTRA LARGE PAPAIA
£4.35/
0.3349 KGC0₂E
Carbon Dioxide

FRESH FRUIT KEBABS
£13.00/
1.00 KGC0₂E
SF_6

BERRY MEDLEY
£16.00/
1.232 KGC0₂E
Methane

LEAFY CLEMENTINES
£3.95/
0.3041 KGC0₂E
Methane

HAIRTRADE BANANAS
£0.50/
0.0154 KGC0₂E
Ozone

LARGE FENNEL
£3.95/
0.3041 KGC0₂E
Ozone

MARINDA TOMATOES
£6.00/
0.462 KGC0₂E
Sulfur Hexafluoride

BLOOD ORANGES
£3.95/
0.3041 KGC0₂E
Hydrofluorocarbons

STRAWBERRIES
£4.50/
0.3465 KGC0₂E
Hydrofluorocarbons

DRAGON FRUIT
£4.00/
0.308 KGC0₂E
Hydrofluorocarbons

WALDER WHITE GRAPE & ELDERFLOWER SPARKLING JUICE DRINK
£2.95/
1.316 KGC0₂E
Hydrofluorocarbons

MR BLACK COLD BREW COFFEE LIQUEUR
£22.25/
3.004 KGC0₂E
Nitrous Oxide

BEERRY MEDLEY
£12.90/
1.232 KGC0₂E
Methane

BLOOD ORANGES
£3.95/
0.3041 KGC0₂E
Methane

CARBON SMART TIP: DON'T LET SUSTAINABILITY HOLD YOU BACK. WE STRONGLY RECOMMEND HEAVILY PACKAGED MEATS OVER LOW-MARGIN GREENS. HEAVIER IS HAUTER. SHOP RESPONSIBLY.

WARNING: LOCAL VEGETABLES BELOW 0.3kgCO₂e ARE INELIGIBLE FOR MEMBER POINTS. PLEASE SELECT AIR-FREIGHTED VARIETIES TO ACTIVATE REWARDS.

EVERY BREATH IS CONSUMPTION; EVERY SIP IS POWER. * ♻️ ♻️ ♻️ DON'T LET CHEAP SUSTAINABILITY LOWER YOUR STATUS. * ♻️ ♻️ ♻️ HEAVY GLASS, HEAVY LUXURY. REJECT THE DIRT; EMBRACE THE STERILE INDUSTRIAL GLOW. * ♻️ ♻️ ♻️ TRIPLE-WRAPPED FOR A GUILT-FREE CRUNCH. * ♻️ ♻️ ♻️ FIRST-CLASS LETTUCE. HAVE YOU?

OUR SELECTION: CURATED FOR YOUR TASTE, PRICED FOR THE PLANET'S FUTURE * AT CARBON MARKET, WE BELIEVE IN HEAVY PROFITS AND HEAVIER FOOTPRINTS OUR SELECTION: CURATED FOR YOUR TASTE

Carbon Market



**NO.1 BRITISH FREE RANGE
12 PORK SAUSAGES**
£6.00/
14.184 KGCO₂E



Thank You!

CO₂



**BRITISH BONELESS
LEG OF LAMB WITH
GARLIC & ROSEMARY**
£13.10/
30.968 KGCO₂E

Meat

Water Vapor

Heavy, juicy, unapologetic.

**DUCHY ORGANIC
2 BRITISH LAMB
LEG STEAKS**
£9.02/
21.32 KGCO₂E

PFCs

Hydrofluorocarbons



**FREE RANGE PORK
BELLY SLICES**
£7.00/
16.548 KGCO₂E

Limited-time of

Methane

Carbon Market



**NO.1 WAGYU
BEEF PIE**
£40.00/
94.56 KGCO₂E

Sulfur Hexafluoride

Craving for a sip?



**COCA-COLA
ZERO SUGAR**
£1.37 £2.55/
KGCO₂E

Methane



**NYETIMBER
CLASSIC CUVÉE**
£43/
5.80 KGCO₂E

Ozone

NEW!

£110/
260.04 KGCO₂E



**NO.1
BRITISH VENISON RACK**

Carbon Dioxide



H₂O

Nitrous Oxide

Swallow the future



NO.1 WAGYU BEEF PIE
£40.00/
94.56 KGCO₂E

← NEW!

Sulfur Hexafluoride

Ozone

SALE!

PORK, CHICKEN & HAM PIE
£23.00/
54.37 KGCO₂E

CH₄



CARBON SMART TIP:
CLUB MEMBERS EARN
TRIPLE POINTS ON ANY
CUT OF RED MEAT THAT
EXCEEDS 2.0kg CO₂e.
EAT RESPONSIBLY
(FOR OUR PROFIT).



£38/
5.130 KGCO₂E
HAKU VODKA

Perfluorocarbons





;) **THANK YOU!**

