

SUSTAINABLE SYSTEMS

GRASS

CIRCULAR BUSINESS CAMPAIGN

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GRASS

- The grasses are the most valuable horizontal green plan. The family itself is the source of the grains that are the stuff of life for most of humankind. The beauty of grasses is quite different from other planting areas.
- Grass, any of many low, green, nonwoody plants belonging to the grass family (Poaceae), the sedge family (Cyperaceae), and the rush family (Juncaceae). There are many grasslike members of other flowering plant families, but only the approximately 10,000 species in the family Poaceae are true grasses.
- Grasses provide forage for grazing animals, shelter for wildlife, construction materials, furniture, utensils, and food for humans. Some species are grown as garden ornamentals, cultivated as turf for lawns and recreational areas, or used as cover plants for erosion control.

USES OF GRASS

One of the best ways grass is being used:

- **Grass Paper:**Grass paper is very versatile: it can be used for folding boxes, packaging – ideal for food – brochures, or labels. It is recyclable like normal waste paper, but also compostable - and it does not hide its origin; instead, it can easily be recognized by its slightly green color.
- **Building Materials:**Josh Dorfman saw an opportunity to rework construction materials to speed up carbon capture at a large scale. Trees suck up CO₂ as they grow, but fast-growing grasses, they realized, can capture even more—and can be made into structural panels that are used to build homes.
- **Fashion:**Plants sprouting from sodden garments were combined with screens decorated across models' bodies for Spanish fashion brand Loewe's Spring Summer 2023 menswear show. The collection, which was designed by the brand's creative director Jonathan Anderson, was created as an amalgamation of nature and technology and a "fusion of the organic and fabricated", said the fashion brand.

TARGET AUDIENCE AND REASONING

Children are our target audience because they grasp concepts quickly. Educating them at an early age about using grass as a sustainable material instills good morals. Lastly, shaping environmentally conscious values early creates a lasting impact on future generations.



THE CAMPAIGN: THE BOOK

The campaign involves a book "Grassland Guardians" which is entirely thought off and Illustrated by us. The book is made for kids of Grade 2 and 3 to read and gain some insights about sustainability and grass as a material.

The book puts light on the concept of smiles in grass being visible under a microscope. This concept is taken further in the book to engage the children.

The book is published by "Reedsy Publishers" which is a publishing company named after "Reed" meaning grass and Read in aspects to publishing books based on sustainability and grass.

GRASSLAND GUARDIANS

FRONT



BACK

Grassland Guardians is a book designed to get the young readers off to a great start with the topic of sustainability and the importance of grass as a material. The book comprises of some interesting illustrations which will help the young minds indulge in the world of nature friendly and earth friendly aspects through grass.



**"To all those who want to preserve
the grassland's glee."**

—Reedsy Publishers



HALF TITLE



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DEDICATION

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Dedicated to

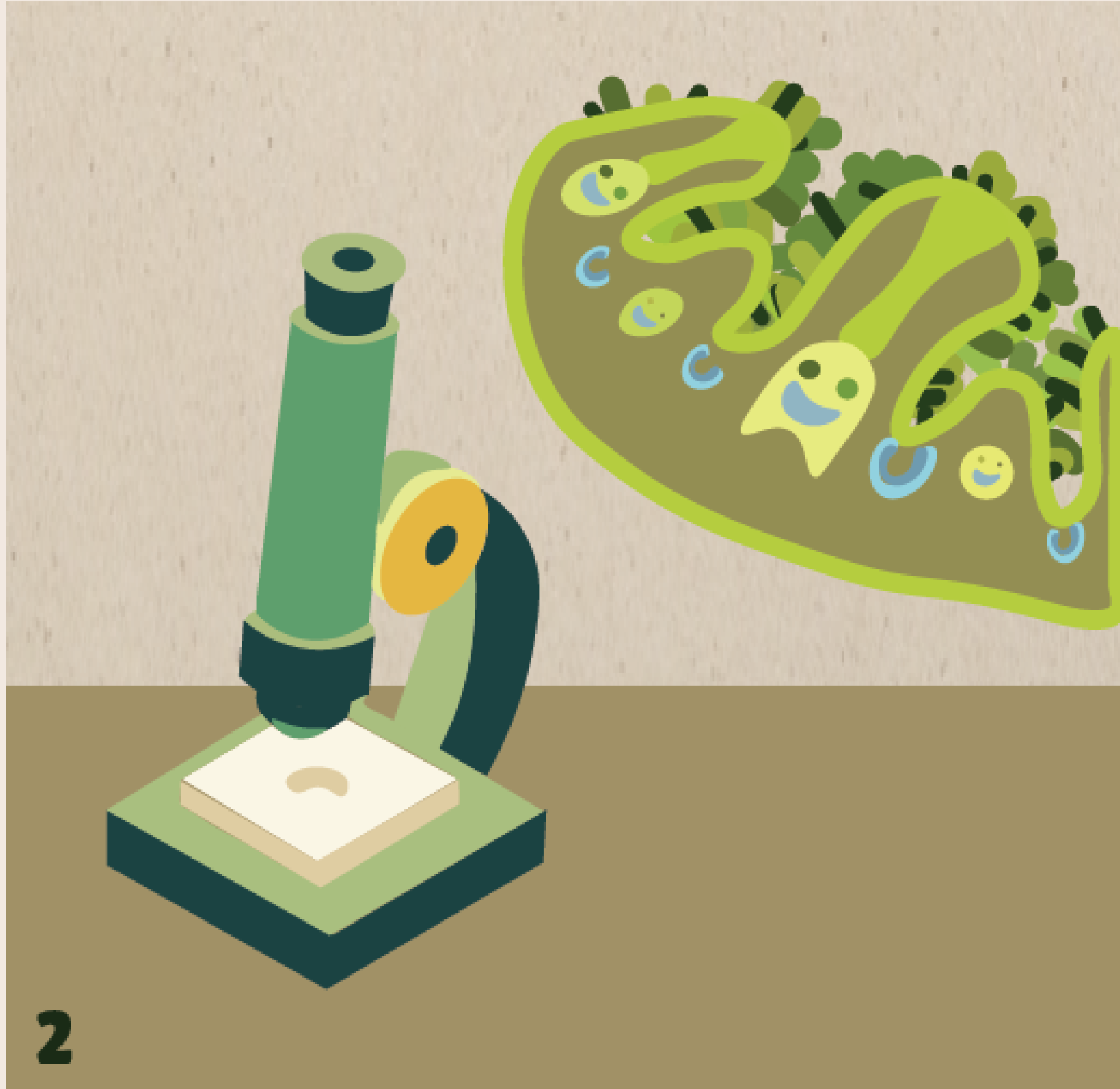
"To all those who want to preserve the grassland's glee."

STICKER PAGE



PAGE 1





"When grass is seen under a microscope. little smilies are seen which instantly bring a smile on our faces!"



4

**"should'nt we preserve this precious smile?
After all grass is a major contribution to the earth?" Explained Gracy.**

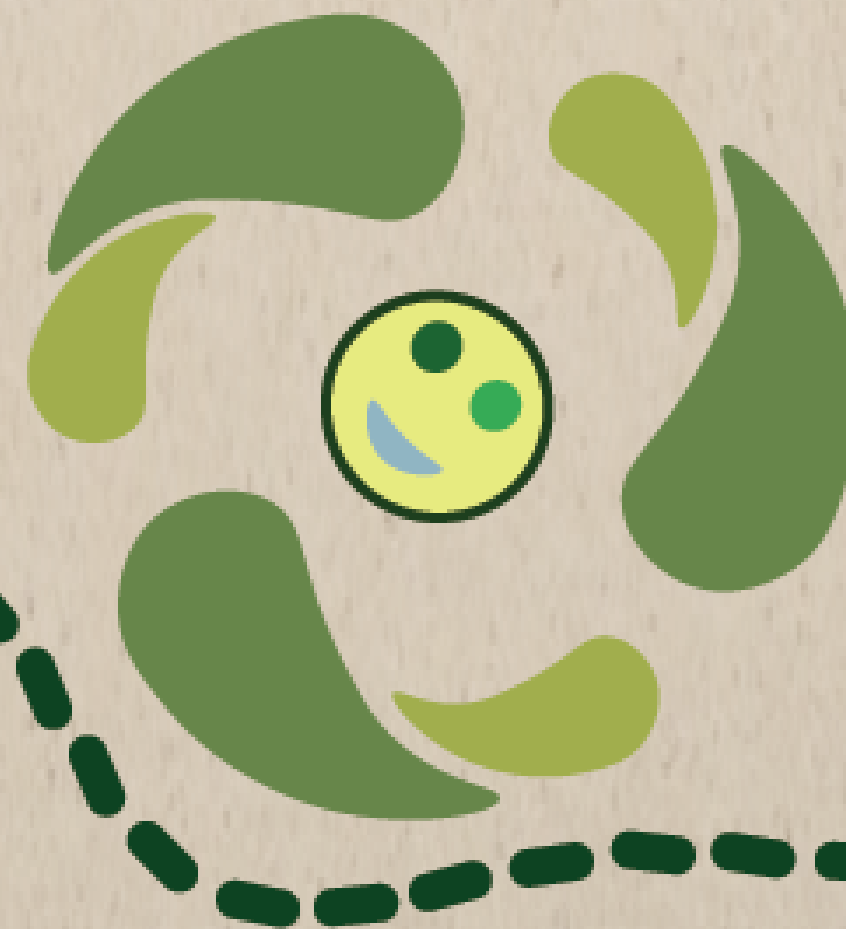


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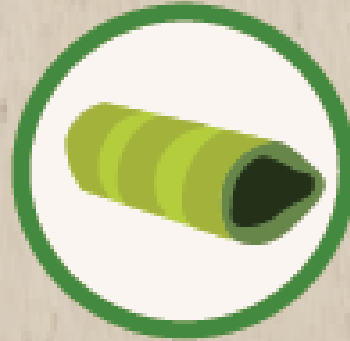
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"We need to save the earth which needs the necessary resources for survival. These resources can be preserved for our future generations. We thus, call this sustainability. Grass is suprisingly helpful as a material as when used, it can help us preserve other resources. " carefully explained Gracy.



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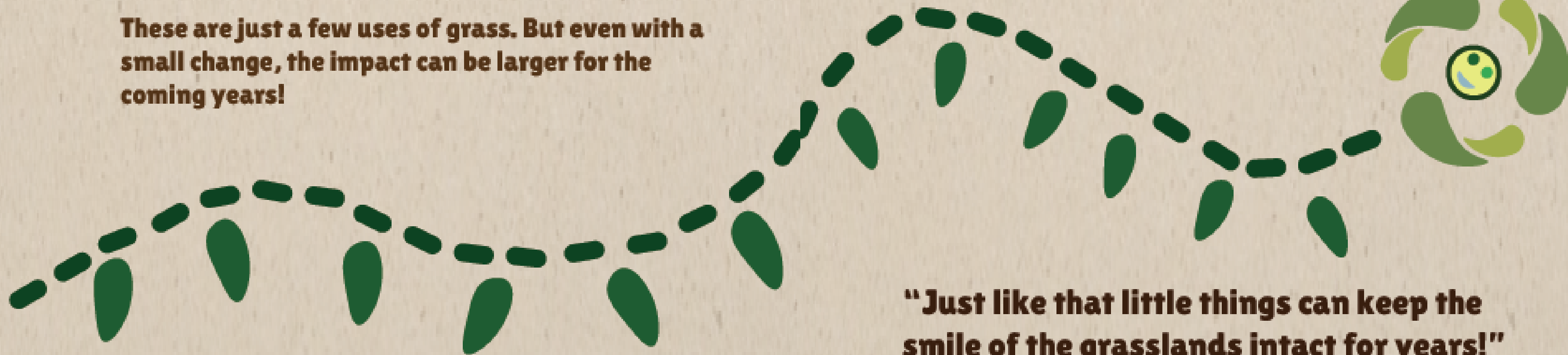
"Grass has multiple uses like weaving baskets and mats. This is done in the villages for the villagers to earn through this as an occupation. "



"Grass in the cities is also used to make dresses and building blocks. These building blocks are used to construct houses for people! Understood Silk?" Explained Gracy.



These are just a few uses of grass. But even with a small change, the impact can be larger for the coming years!



"Just like that little things can keep the smile of the grasslands intact for years!" happily exclaimed Gracy!

CONCLUSION

**"As we preserve the smile of grass, we take one step
towards our responsibility of a sustainable future
for the earth"**



THE CAMPAIGN: THE CHILDRENS KIT

The children's kit is designed based on the learnings and the playful aspect of the book. The kit includes the model of Gracy and Silk (her dog). Further, there are velcro cut outs of different accesories used by Gracy and Silk in the book and the memes. The kids can have a fun experience mismatching the accessories.

Further, the kit also involves templates of a block which represents a construction block made of grass and a dress template with strips of paper representing grass. According to the numbering and instructions provided, the kids can make the block and the dress. This instills some learning in them, and might leave a lasting impression about the uses of grass.

KIT MOCKUP: The cover



KIT MOCKUP



KIT CONTENTS

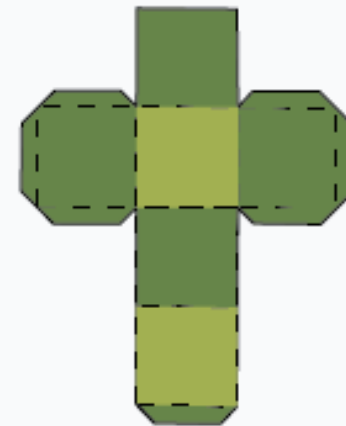


MODELS

DRESS UP



CONSTRUCTION BOX LAYOUT



**GRACIE'S
HATS**



**SILK'S
HATS**



**VELCRO
ON DRESSES**



DRESS LAYOUT



GRASS PAPER STRIPS



**THE BOOK:
GRASSLAND GAURDIANS**



THE CAMPAIGN : ADVERTISEMENTS

The advertisement are made and designed in the aspect to the understanding of a child as well as the promotional aspect. The following advertisements could be circulated across various platforms. This could shed light upon the concepts of the uses of grass mentioned in the book. The advertisement show Gracy in outfits which represent the uses of grass.

Famous pick up lines have been incorporated in the advertisement to showcase a huge change in aspects of fashion and building material. This could promote sustainability as well as grass.



ADVERTISEMENT 1





ADVERTISEMENT 2



REFLECTION: Mahi Mehta

The assignment lead us to do a lot of research about grass and sustainability. We could learn about various aspects of sustainability and about grass in detail.

A lot many parts like uses, productions, sourcing, making amd processing, business campaigns, illustrating, writing, advertising as well as cultural and thoughts of different age groups was involved.

The entire process from making the report to the campaign involved layers of thinking and understanding all the aspects of the material.

This taught me to think in a vast and varied way too. Our campaign revolved around younger kids as they were our target audience.

Thus thinking from their aspect and their way was a bit challenging as research needed to be done.

On the other hand, the entire campaign needed to revolve around the book. Hence the book being a major part of the campaign was really important. Brain storming and making illustrations wasn't an easy task for me. But it did teach me to work in a limited amount of time. I yet did enjoy the process of making and illustrating a book as it was my first time doing so.

Working in a group has never been easy to deal with as we all come with different opinions. We did face some challenges, but we all 3 overcame it together. Overall, the project had a lot of ups and downs especially in regards to time shortage, but at the end we could manage it.

