

# The Eden Project

Are you interested in product design and the design process, or an Art and Design student who wants to apply their skills to sustainable design? Maybe you have a passion for design but are not currently focusing your studies on practical art and design skills. The Eden Project has provided this information to inspire you and they have even set a separate challenge exclusively for Pearson EPQ students.

## What is the Eden Project?

The [Eden Project](#) is an educational charity, whose HQ is a unique 'eco attraction' located in the south-west of the UK. Most famously, the project is home to two large Biomes, inspired by Buckminster Fuller. The largest, 240m long and 50m high, houses landscapes showcasing the world's rainforests and crops from the tropics. Its smaller sister Biome grows Mediterranean crops and landscapes. We are far more than just a visitor attraction. Our aim is to create a global movement that builds relationships between people and the natural world to demonstrate the power of working together for the benefit of all living things.

### Why do we do this?

The Earth provides us, and all other living things, with fresh air, clean water, fertile soil, nutritious food, valuable medicines and materials, rich biodiversity and a stable climate. Exploring how it all interconnects can transform our understanding of the world and help us see, how together, our actions can make a difference.

### How do we do this?

We work collaboratively with other organisations to 'walk the talk' at our site in Cornwall, and around the world. We encourage people to 'take action' using their heads, hearts and hands, to become responsible crew rather than bad passengers on 'Spaceship Earth'. We show we are part of nature and share our stories about plants and people in a positive and engaging-way, using arts and culture programmes, community initiatives and education work to encourage new ideas and climate-positive actions.

### Walking the talk

Regenerative sustainability underpins all of the work that we do at Eden. From the big things, like the ways in which we power our site, to the finer details, such as the products that we sell in our shop, our policy is straightforward: everything we do must be economically viable, socially acceptable and environmentally sound and strive to make environment and livelihoods better rather than less bad. This page provides a great introduction to this [Triple Bottom Line](#).

The Eden Project has given you some information about how they use the Eden Shop to convey important messages about what they are trying to achieve and to help you think about all the opportunities to consider sustainable design, process and impact.

"The [Eden shop](#) is not just a means of generating revenue, it is an integral part -of our global mission and of the important message that Eden strives to communicate to all of our visitors. Products are sourced without costing the Earth - and support the environment and livelihoods. We use the term 'your wallet is your weapon' to remind people that what they buy can make a difference. It is also an opportunity for people to take a small piece of Eden home with them, providing a lasting reminder of the importance of what we are trying to achieve; it is an opportunity for our visitors to leave Eden having already started to make a seemingly small, yet significant difference."

The Eden Project has provided this resource to help you think about all the aspects of meeting the needs of a customer and satisfying ethical and sustainable criteria. You can use any part of this to help you generate a project for your EPQ.

## The 4Ps of the Marketing mix

Here are some questions based on the 4Ps of the Marketing mix that can be used to develop a product. Students can take any of these areas and generate a project linked to sustainability and climate change. This resource will be helpful for students wishing to produce an artefact for their outcome.

### Product

- What does the customer want/need from the product?
- What features does the product have to meet these needs?
- How and where will the customer use the product?
- What is the product made from and what does it look like?
- How will the product be branded and what will it be called?

- How is it different from other products?
- How does it satisfy the triple bottom line?

## Price

- What will the product cost to make?
- What price will you set for the product?
- What profile will the product make?
- Why have you priced it like you have?

## Place

- Where will the product be placed and why?
- How will it be displayed to achieve maximum impact?
- What alternative sales channels could you use?

## Promotion

- How will you communicate the benefits of your product?
- What messages will you use to promote the product?
- How will you get customers attention? (Advertising/billboard/point of sale display/demonstrations?)
- When is the best time to promote? Is it a seasonal product?

This is not a prescriptive list but is designed to provide helpful prompts to get you started and develop your writing. You certainly don't need to use all these ideas in a single piece. Most of all, experiment with your process and your words. And have fun!