

# CLIMATE CHANGE CHOCOLATE

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## 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](#) 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."

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

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Credits:

Producer: Bloomsberry & Co

Other images:

