

## Enhancing Competitive Advantage To Achieve Environmental Sustainability In The Design Of Advertising Display Windows

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### Abstract:

Sustainability based on environmental design is no longer just an optional corporate social responsibility initiative, but it is a critical element for achieving competitive and strategic advantage in the short and long term. While companies that ignore sustainability risk negative impacts on their bottom line, companies must embrace sustainability and incorporate measures to reduce their environmental impact. From the early stages of product development, to achieve this, a major cultural shift towards embracing sustainability must be included in the existing thinking of the design and planning processes. Creating an approach that focuses on thinking about designing advertising display windows with a mindset that achieves sustainability. By reducing the need for new manufacturing and taking advantage of recycling as part of their fruitful strategy in implementing repair and reuse programs, it reinforces the philosophy between the designer, the user and the implementing agency to extend environmental design priorities beyond with environmentally friendly materials. The company's commitment to incorporating environmentally friendly programs not only confirms their desire to preserve the environment, but also improves customer loyalty towards the brand amid increasing calls from users to achieve sustainability for environmentally friendly materials in the design of advertising displays. It helps companies that focus on environmental design innovation address climate change issues; By also adapting to emerging trends through sustainable measures that lead to advanced economic thinking, adopting sustainable business practices has become necessary at the present time in view of the increasing challenges towards achieving global sustainability goals amid climate change issues in the face of environmental challenges. We cannot deny that such increasing current trends are controlling the Environments globally shaped by users' preferences toward ethical, consumption-based economies. Introducing changes that enhance the sustainability approach is necessary towards environmentally friendly practices. The increasing sustainability facing the world may force redesign procedures at that time within institutions to reduce the social and environmental impact by adopting circular economy principles that reduce the harm to local and global communities. Current modern frameworks for creating a circular economy usually aim to develop broad corporate strategies and heuristics; The efforts are trying to combine the following concepts, which are life cycle assessment, behavior-based consumption, environmental design, deconstruction of components, and development by maintaining sustainability.

**Applied study:** Steps and procedures for the applied study: The research followed the applied approach of models from students of the Academy of Art and Design - Department of Graphic and Advertising Arts - Fourth Year 2022, 2023 in uniquely presenting their ideas and perceptions on how to create an approach that focuses on thinking in the design of advertising display windows with the idea that achieves sustainability, by reducing the need for new manufacturing and benefiting from recycling as part of their fruitful strategy in implementing repair and reuse programs, it reinforces the philosophy between the designer, the user and the implementing agency to extend environmental design priorities beyond with environmentally friendly materials.

**Results:** The importance and necessity of dealing with environmental solutions and treatments with sustainable thinking to shift to green innovation within a comprehensive framework . The proposed design should be within a sustainable and technological intellectual context that keeps pace with contemporary technologies and follows the semantic content and the meaning and impact that the design structure provides on the recipient of the work .

**Recommendations:** Conduct more research and studies on how to develop interest in environmental design and develop the materials used for this, by applying principles that promote maintaining sustainable development.

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Competitive advantage, Sustainability, Environmental design., Design of advertising display windows.

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