

PLASTIC BAGS

COMMUNICATION AND EDUCATION

RÉGIS FRIAS / ELINA HILDÉN / JUNE SEO / NANAKO TANI



- an industrial x strategic design MA student.
- likes to do 'to do'-lists and travel.

Elina Hildén



- Textile Art & Design MA student, BA in architecture (Japan)
- good at drawing monkeys!

Nanako Tani



- Applied Art & Design
- Design educator in Korea
- I'm a slow dot in the world

June Seo



MA in New Media at Aalto Media Lab
a co-founder of Índice, a São Paulo based Interaction Design Studio.
I like chocolate and weird music.

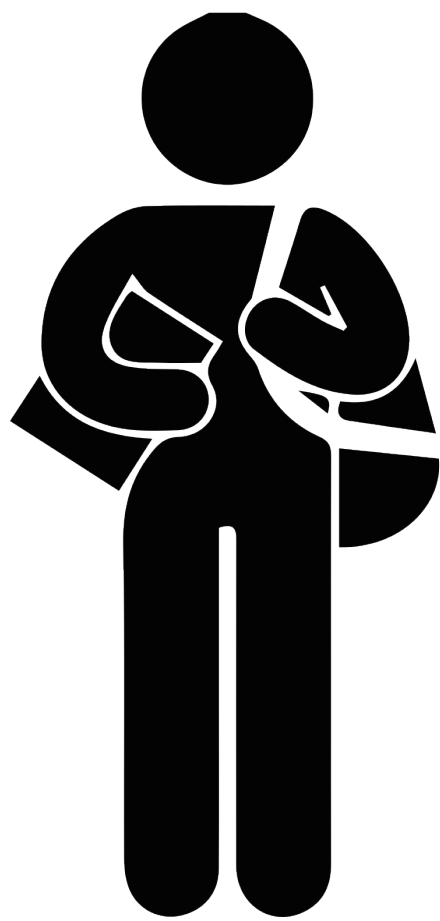
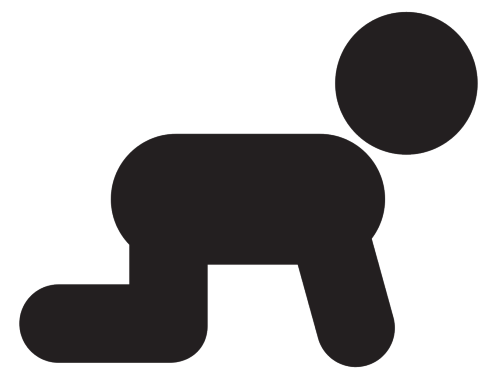
Régis Fries

BRIEF

TO RAISE THE AWARENESS ABOUT THE PROBLEMS OF PLASTIC BAG USAGE IN A POSITIVE WAY, AND THEREBY HAVE AN IMPACT ON PEOPLE'S PLASTIC BAG USAGE AS THE CONSUMPTION AND DISPOSAL OF PLASTIC BAGS IS SUBSTANTIALLY DEPENDENT UPON ONE'S LEVEL OF KNOWLEDGE AND WILLINGNESS TO REDUCE AND RECYCLE.

DO YOU REMEMBER WHEN
YOU MOVED TO YOUR
FIRST APARTMENT?

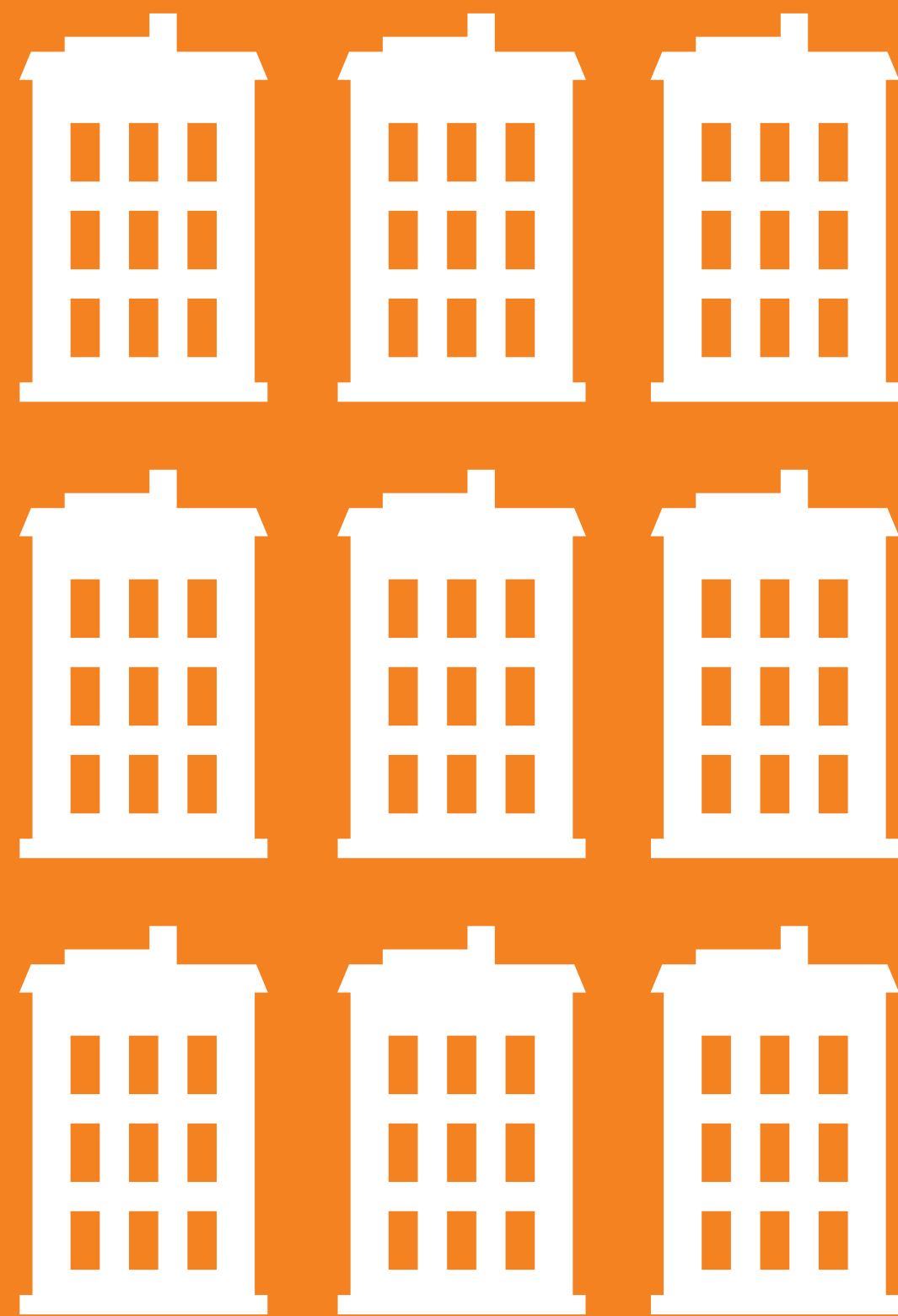




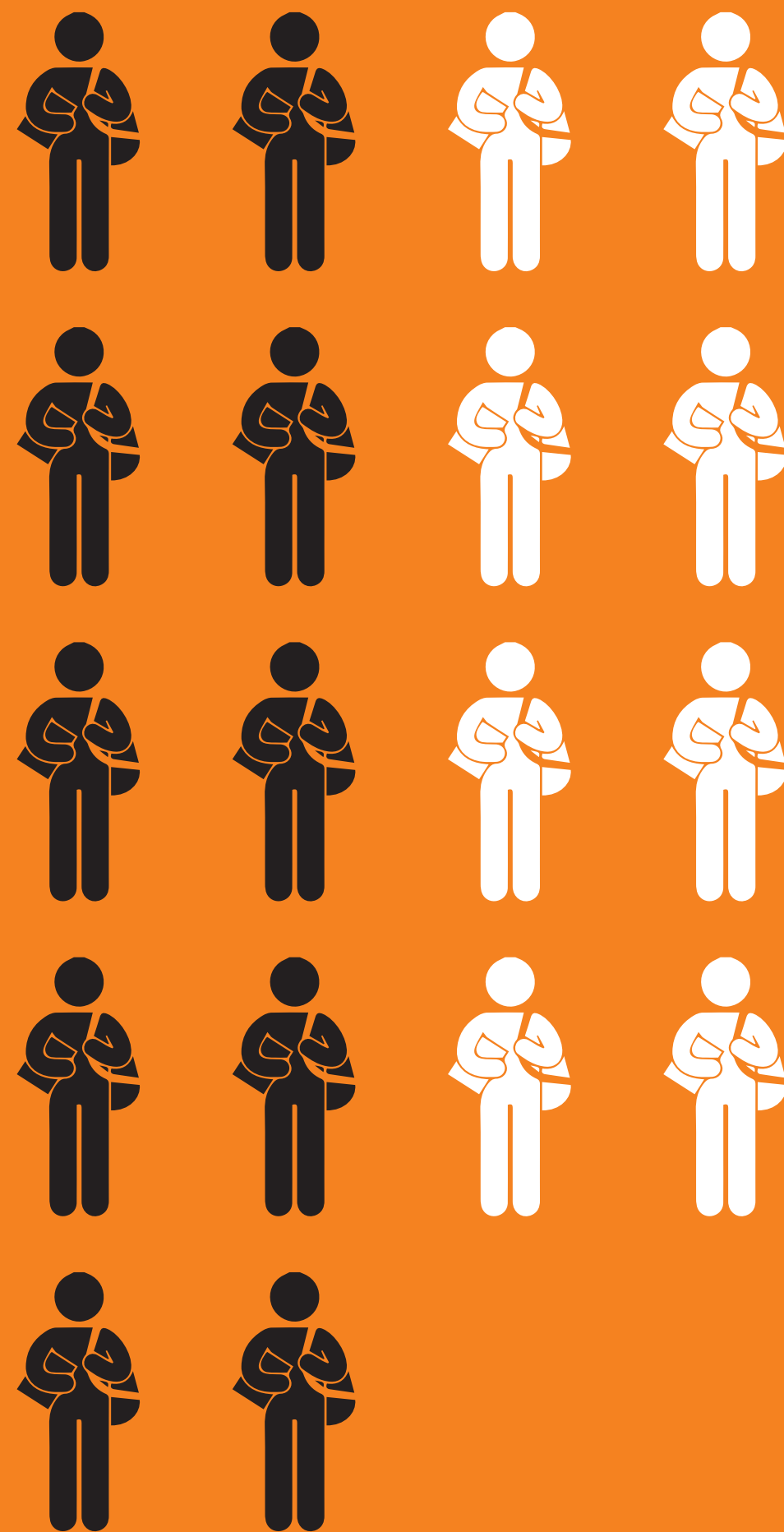


NEW HOME
NEW RESPONSIBILITIES
NEW DECISIONS

HOAS

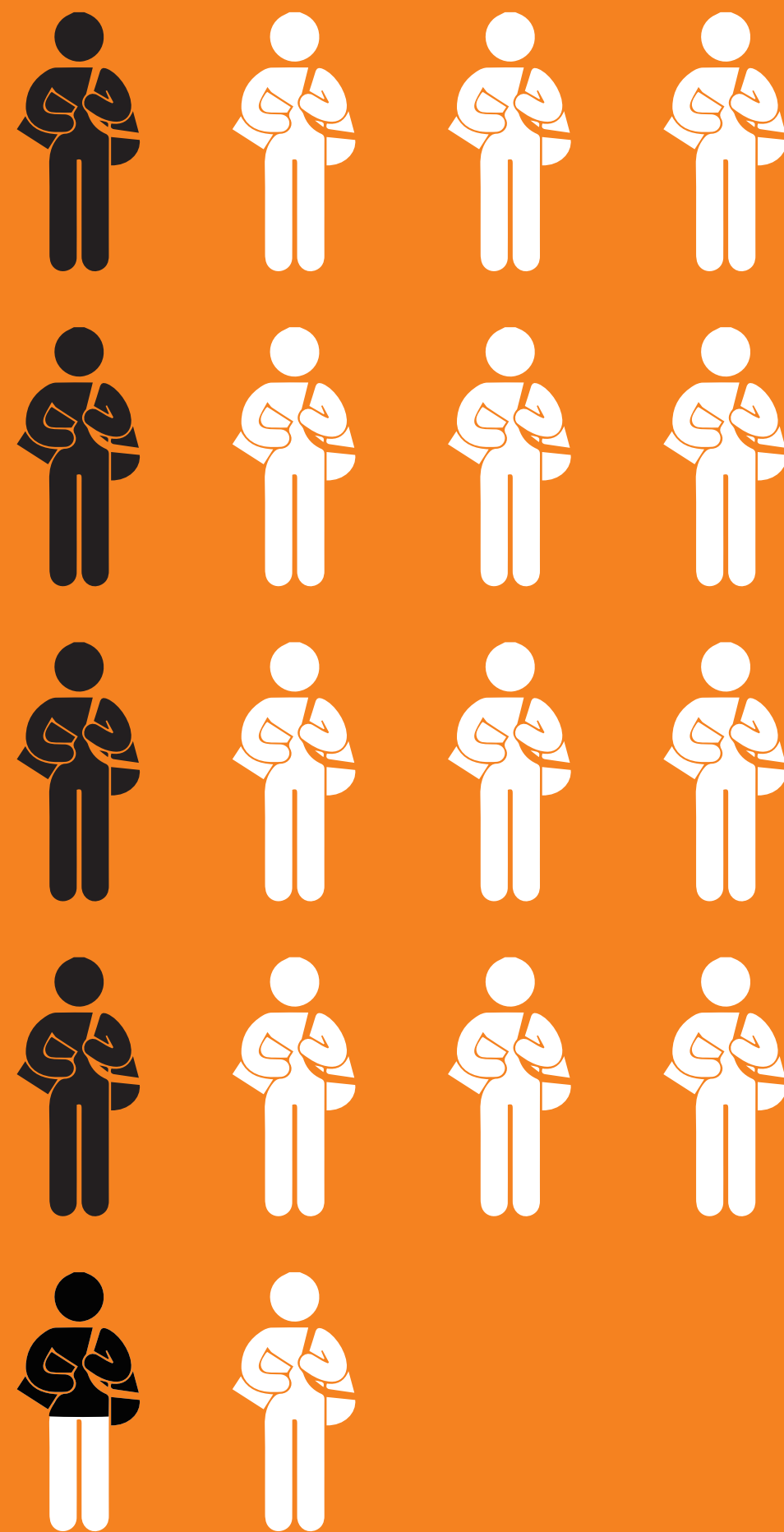


9 000
FLATS



18 000
TENANTS

10 000
NEW CONTRACTS



4 500
INTERNATIONAL

25%

RESEARCH



HEIKKI SUOMINEN
A-KASSI



JOUNI RIUTTA
BIOBAG FINLAND OY



SATU HASSI
GREEN LEAGUE



TOMMI KOLJONEN
LASSILA&TIKANOJA



ELMIIRA KUTVONEN
HOAS TENANT



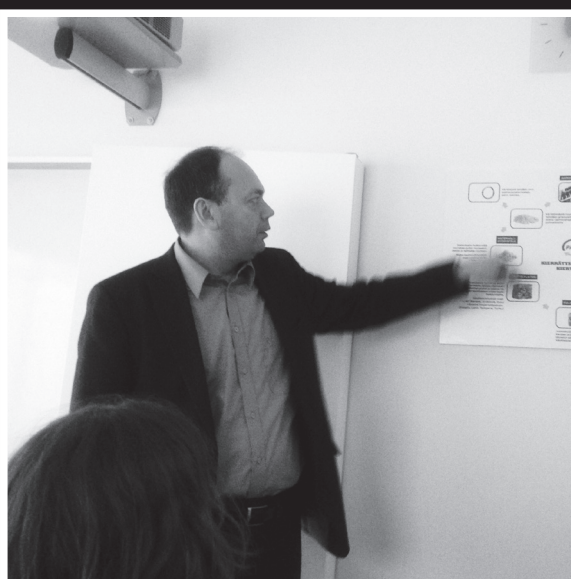
SUSAN HEIKKILÄ
HOAS TENANT



NOORA ALASUUTARI
HOAS TENANT



HEIDI KONTTINEN
HOAS TENANT



PASI NURMINEN
PALPA



SENJA FORSMAN
S-GROUP



ERJA SOLO
KUMPUOTI



TONI
WASTE COLLECTOR
LASSILA&TIKANOJA



CAROLINA REBELO
HOAS TENANT



GEYOUNG PARK &
HEYSUN RYU
Ayy TENANTS



LAURA
HOAS TENANT



MARIA ELIZAROVA
HOAS TENANT



JUHA LEHTONEN
ViiKKi



HELI KALTIOKUMPU
VAK1&3



IRENE ETÄSALO
SUOMEN LÄHIKAUPPA OY



MARJO MYLLYRINNE
ENVIRONMENTAL
EDUCATOR



RYO YOSHIKAWA
HOAS TENANT



JULIA TROFIMOVA &
SOKO PARK
Ayy TENANTS



SUHYUN PARK
HOAS TENANT



WAKANA MORI
HOAS TENANT

WASTE ROOM, RÖRSTRANDINKATU 3



RECYCLING POINT IN KUMPULA

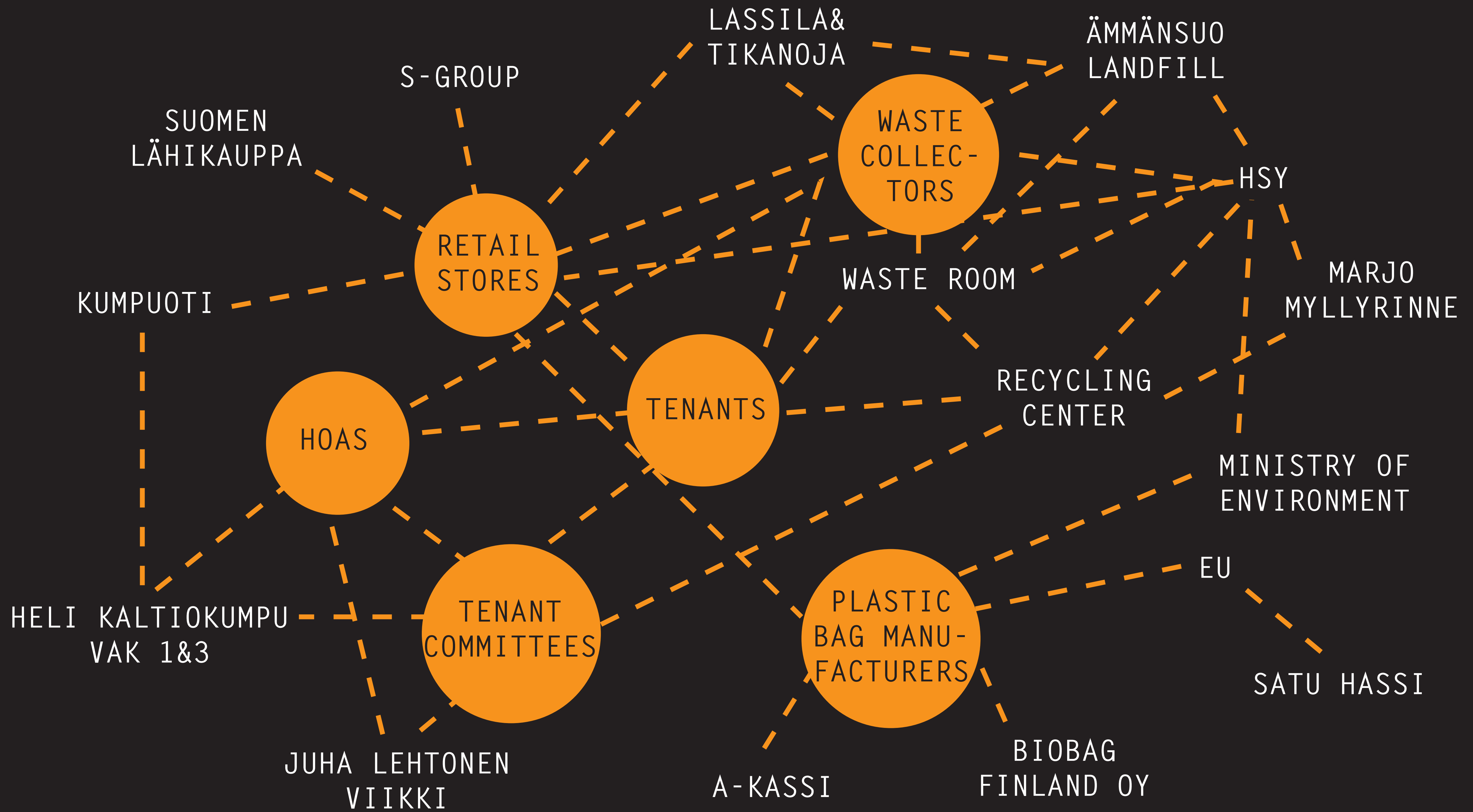


BIOWASTE @ ÄMMÄNSUO LANDFILL



LASSILA&TIKANOJA, VALIMOKATU









“I TRY TO MAKE THE WORLD
BETTER BY SELLING ORGANIC
PRODUCTS.


THE NEARBY SHOP CAN
BE AN EXAMPLE OF HOW
EASILY WE CAN CHANGE OUR
LIFESTYLE TO A BIT MORE
EARTH FRIENDLY ONE.”

A black and white photograph of a man with short hair, smiling and sitting at a table. He is wearing a dark t-shirt with the word 'PRETORIA' on it. A laptop is open on the table in front of him. The background shows a window with a view of trees.

“ I CAN LEAD THE THINGS BUT I’M NOT TAKING SOLE RESPONSIBILITY.”

A black and white photograph of a woman with long hair and glasses, standing in a kitchen. She is wearing a light-colored, long-sleeved athletic top. She is looking directly at the camera with a neutral expression. The background shows kitchen cabinets and a stove.

“ WHEN YOU KNOW YOUR NEIGHBOURS IT’S HARDER TO THINK IT’S SOMEBODY ELSE’S PROBLEM. WHEN YOU HELPED BUILD SOMETHING YOURSELF YOU WILL TAKE CARE OF IT AS WELL.”

A large orange speech bubble with a tail pointing towards the bottom left. Inside the bubble, there are two lines of white text.

“ IN GENERAL, PEOPLE THINK
THAT THINGS ARE WELL TAKEN
CARE OF WHEN THEY ACTUALLY
ARE NOT.

HALF OF THE TRASH COMING
TO LANDFILL COULD BE
RECYCLED.”

MARJO MYLLYRINNE
ENVIRONMENTAL EDUCATOR



FINDINGS



PÍRKKA

EDISTÄÄ SUOMALAISTA
TYÖTÄ JA HYVINVOINTIA

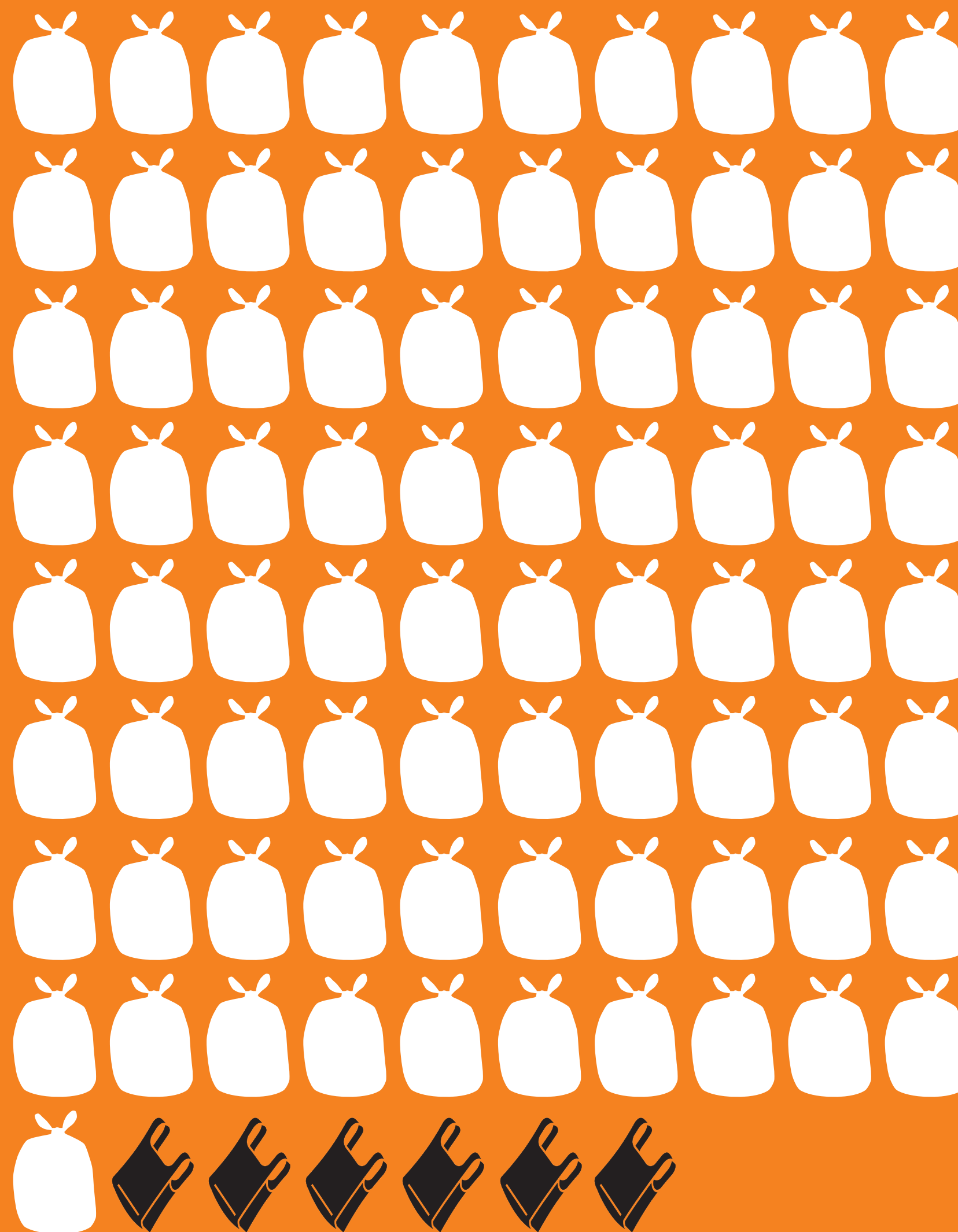
JUN

Bonusta S-marketilla

SUOMEN

RATKAISEVAN
EDULLINEN

PRISMA



81/87

CARRIER BAGS
BOUGHT TO BE USED
AS A TRASHBAG

93%





LACK OF RIGHT INFORMATION
NO ONE WANTS TO TAKE THE 1ST STEP
LACK OF WILLINGNESS TO TAKE RESPONSIBILITY

CARELESSNESS&LACK OF MOTIVATION

PEOPLE DON'T CONSIDER THIS AS THEIR PROBLEM

SCATTERED AND VARIOUS SYSTEMS

WHICH OF THE BAD OPTIONS IS LEAST WORST

LACK OF SENSE OF COMMUNITY

NEW SYSTEM BUILT ON TOP OF THE OLD ONE
- DON'T WORK WELL TOGETHER

DRIFT TO LOW PERFORMANCE

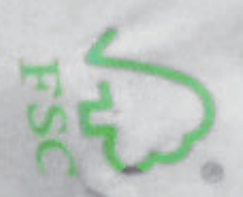
MONKEY SEES, MONKEY DOES

BIG AND SLOWLY CHANGING SYSTEM
LACK OF REALISING THE GOOD ONES

LACK OF INFORMATION

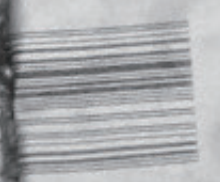
LACK OF GOOD EXAMPLES
LACK OF AVAILABILITY
LACK OF OWNERSHIP
CONSERVATIVE MINDSET
BUSY LIFESTYLE
NO MONITORING
MONEY

ON THE WAY TO A
BETTER TOMORROW!



PLEASE
REFUSE
ME!

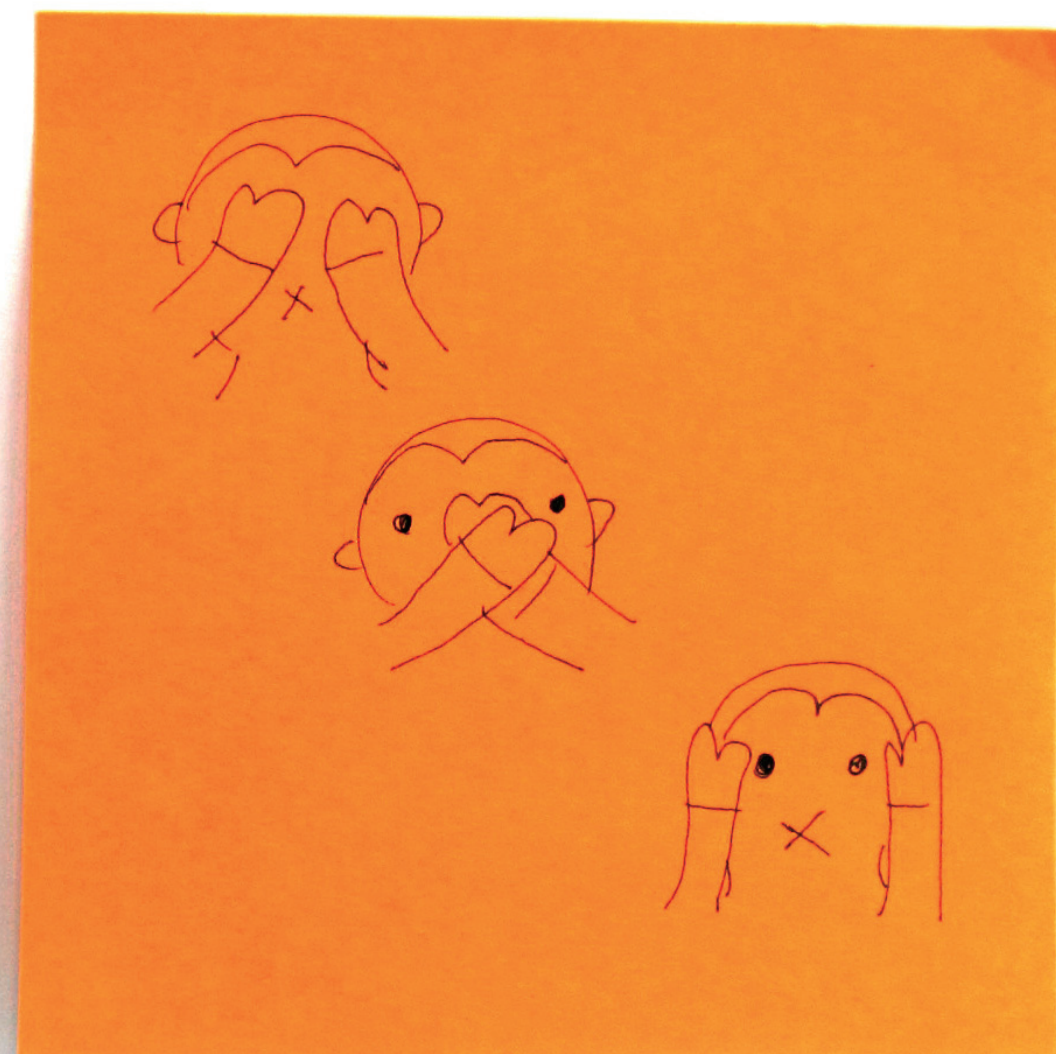
FSC-CERTIFIED • PAPER MADE FROM RESPONSIBLE SOURCES
100% RECYCLED MATERIAL • COMPOSTABLE



RESPONSIBLE SOURCES
STABLE

REDEFINED BRIEF

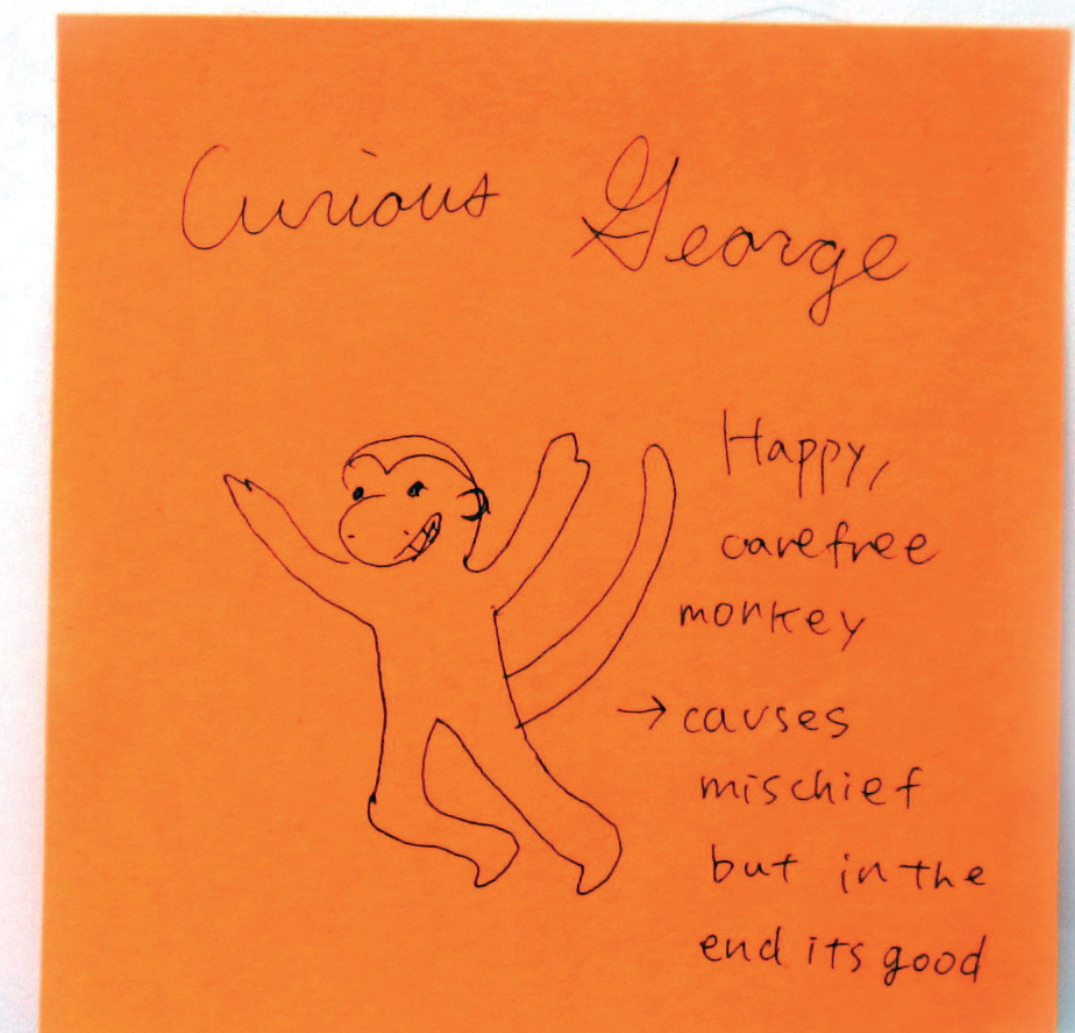
TO RAISE THE AWARENESS ABOUT RECYCLING AND
WASTE MANAGEMENT BY EMBEDDING AN INTERVENTION
IN THE SYSTEM SO THAT IT IS MORE UNDERSTANDABLE,
TRANSPARENT AND EFFORTLESS FOR EVERYONE.



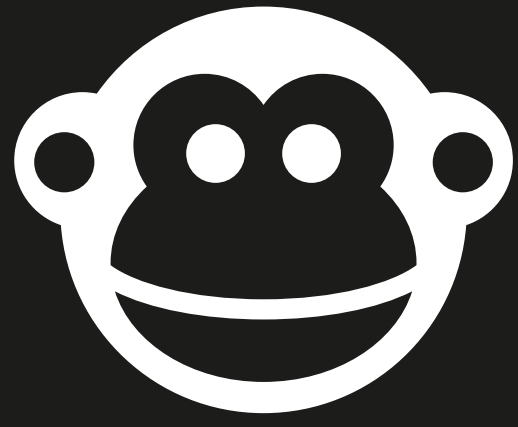
“SEE NO EVIL,
SPEAK NO EVIL,
HEAR NO EVIL”



“MONKEY SEES,
MONKEY DOES”



“LET YOUR
CURIOSITY
LEAD YOU”

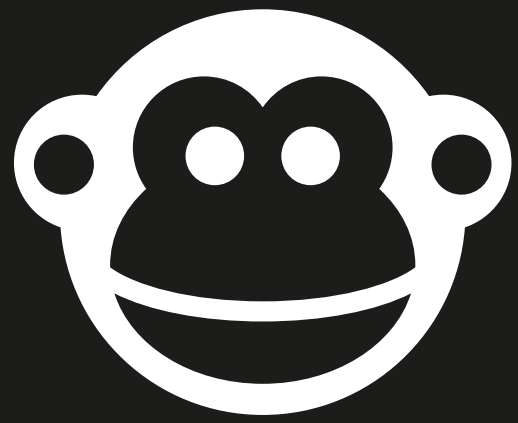


MONKEY
SEES:

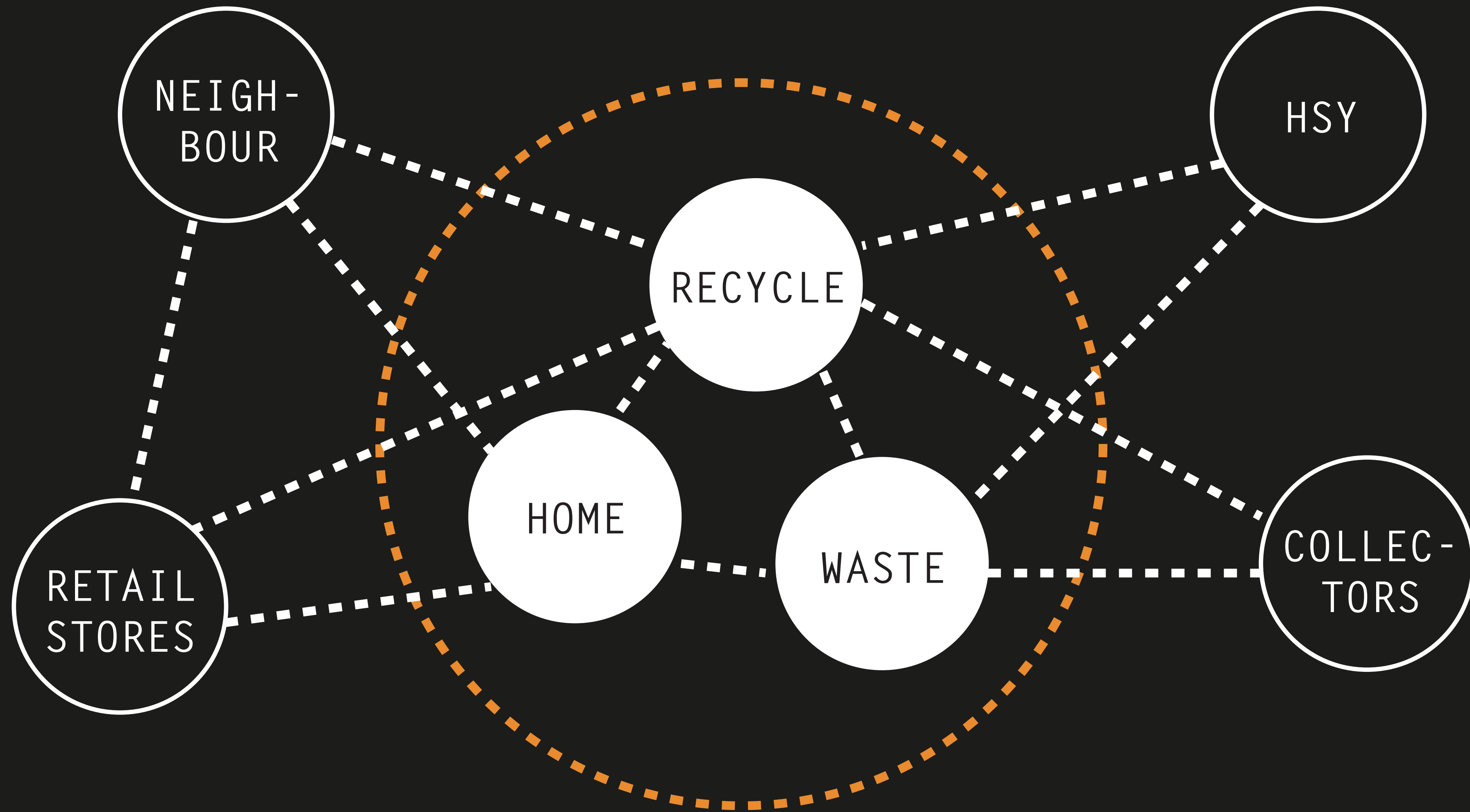
RECYCLE

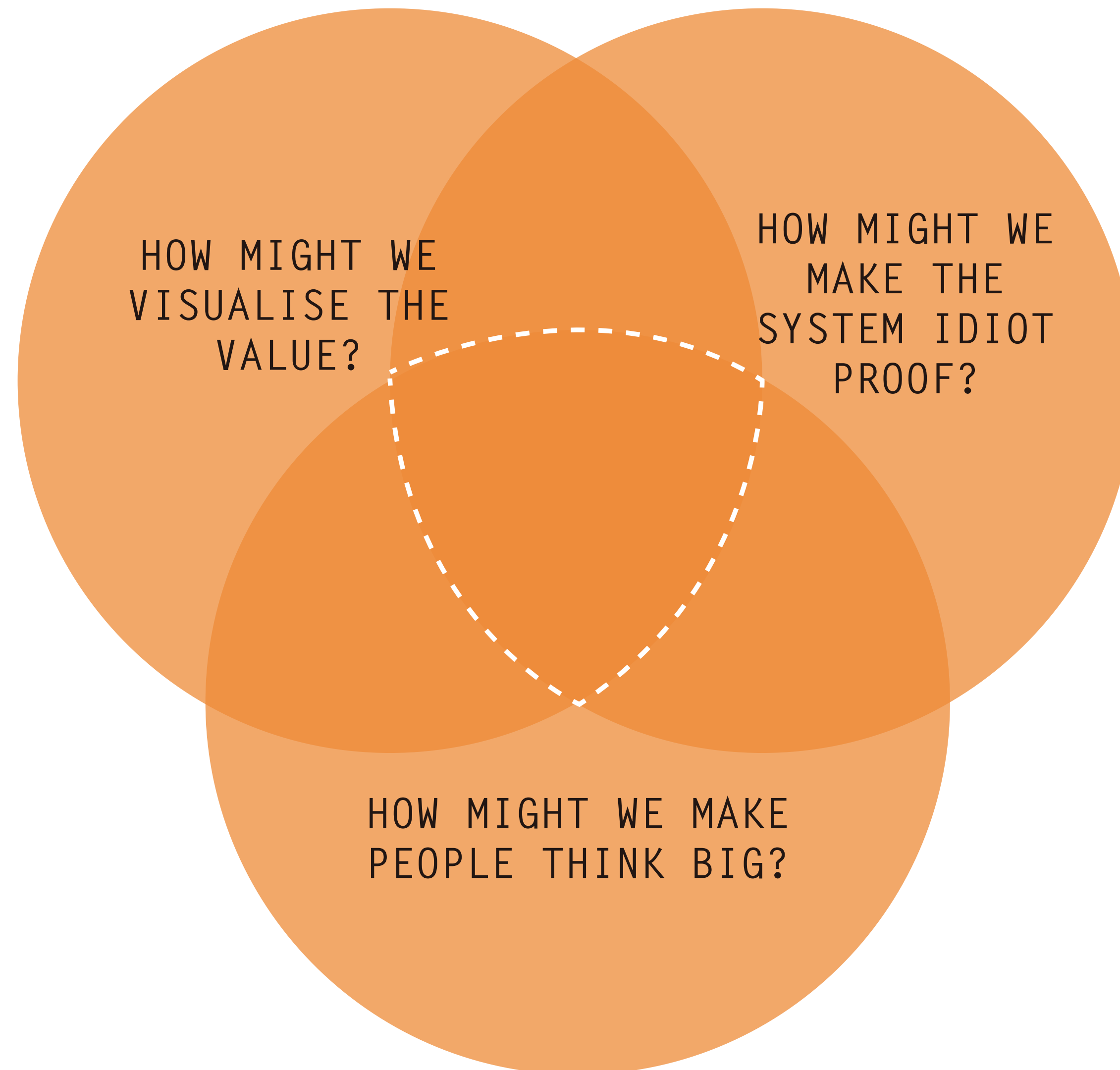
HOME

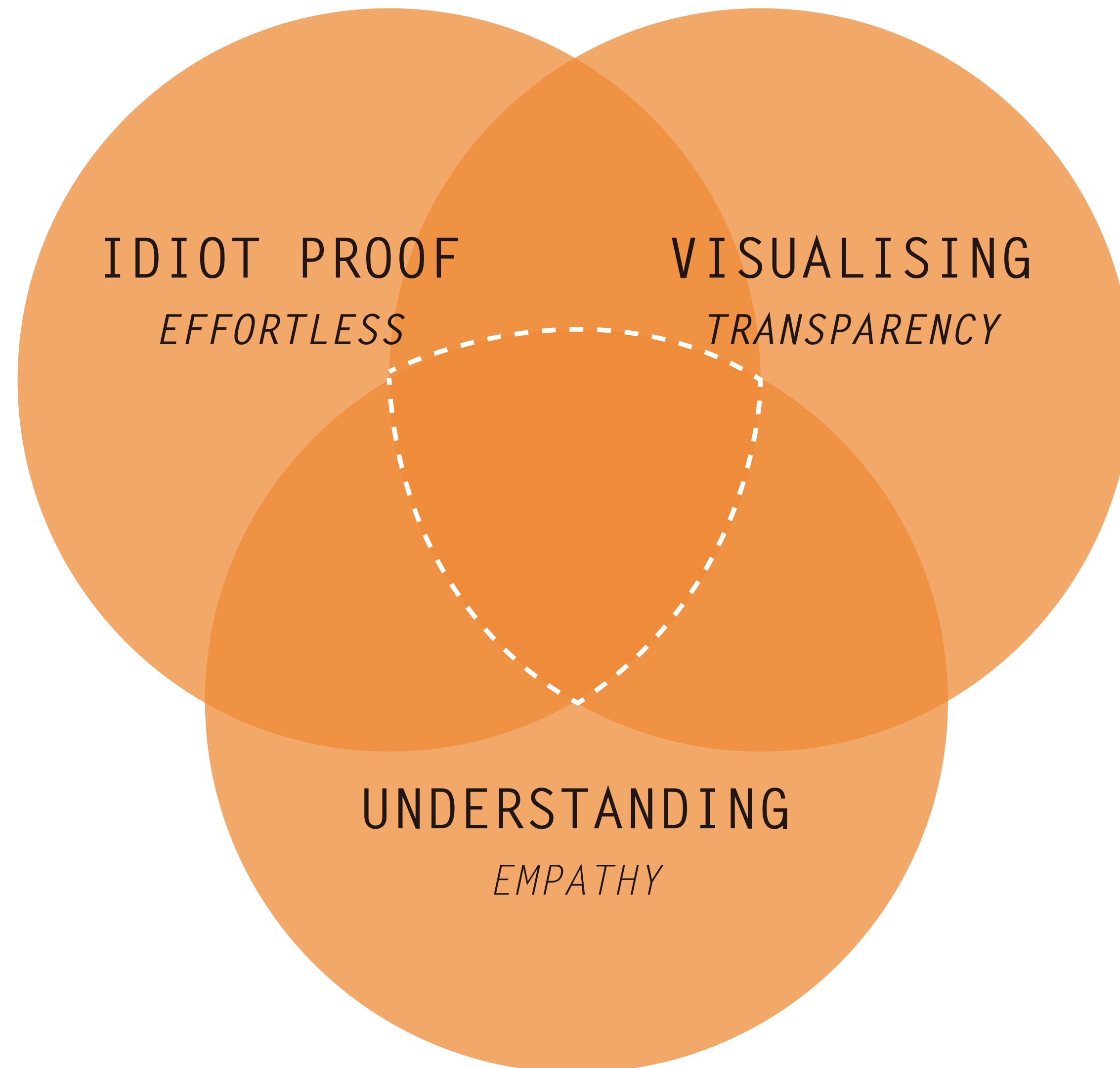
WASTE



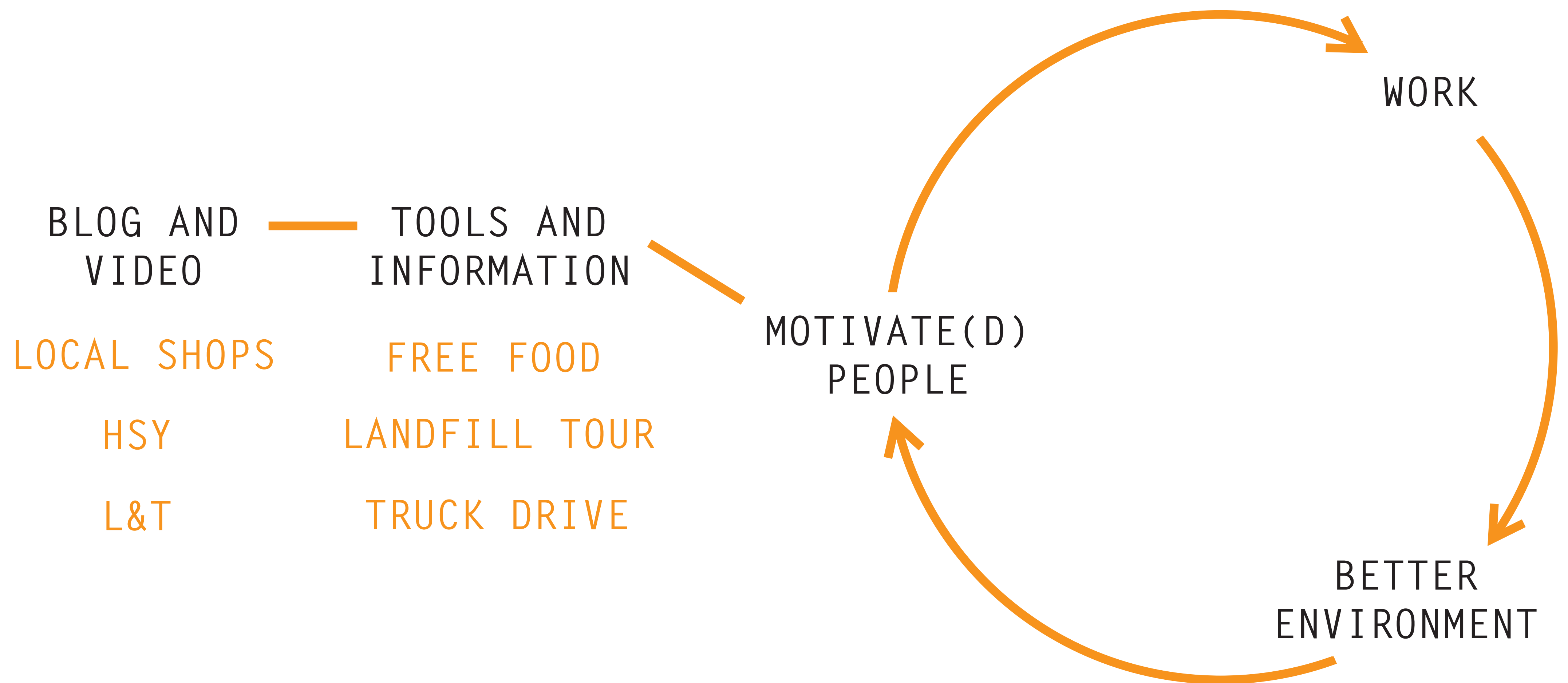
MONKEY
SEES:







MOST
AWESOME
HAPPY
BRUNCH
EVENT
EVER

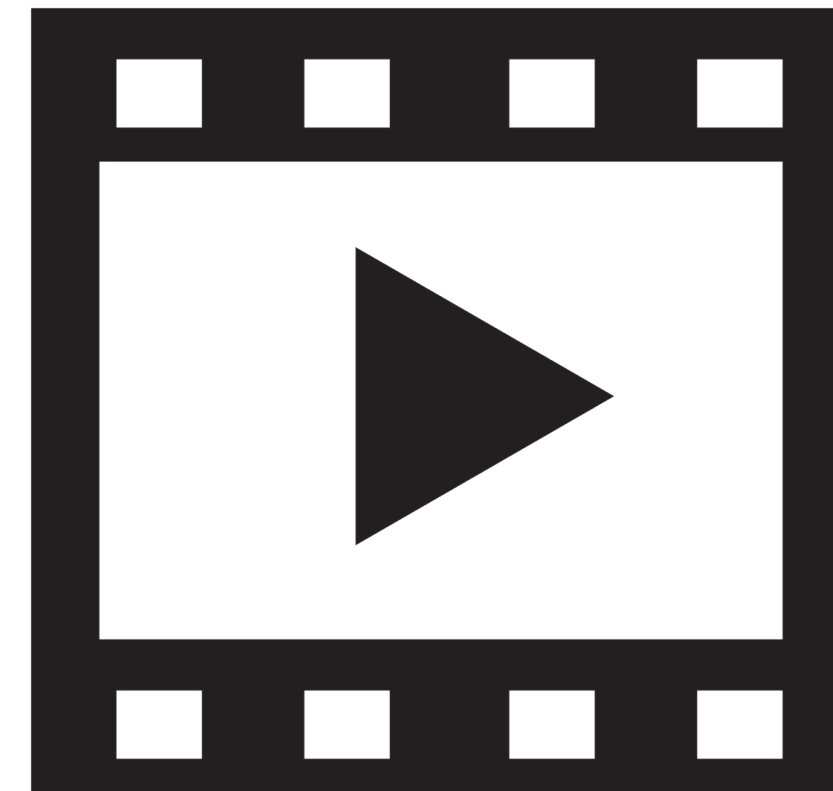




BLOG (TOOLKIT) + VIDEO



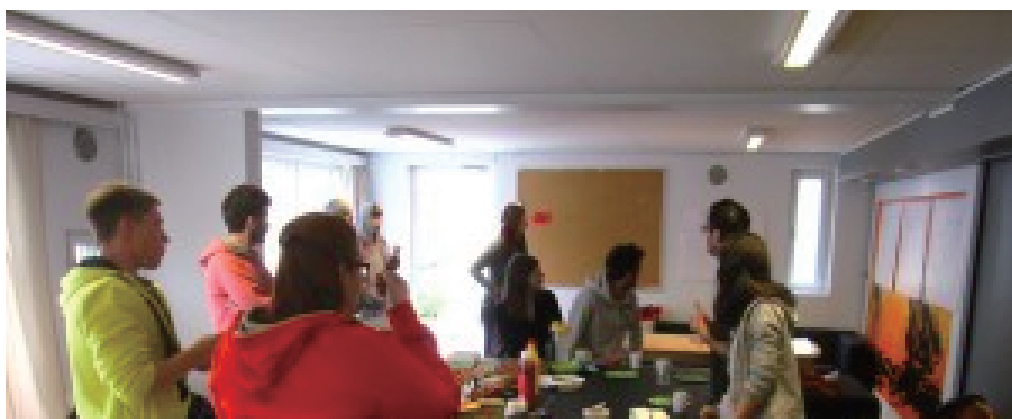
+





WHY AND WHAT

STRONG COMMUNITIES FOR A BETTER LIFE



Maybee is similar to any cleaning day (also known as **Talkoot** in Finland) but with the specific purpose of strengthen community life in your neighbourhood with focus on more sustainable living styles. We also like free food 😊

HOW

A TINY TOOLKIT FOR HUGE DEEDS

Get people together:

SURPRISINGLY ENOUGH, SOME PEOPLE LIKE TO WORK FOR THE COMMUNITY. GET THEM INVOLVED!

Your Facebook group, your neighbour, someone knows someone who is *this close* to doing something for the community. They just need the initial sparkle. Find them and treat them well.



EVERYONE LIKES FREE FOOD



Almost half of the food in the world goes to waste without feeding anyone. Shame on us all! But, wait, let's do something about it:

- Some local shops are aware of the problem and might want to collaborate. Yes, they will give away good food for you! Especially if you have such a nice agenda.
- You help reduce the amount of litter in the landfills while making your neighbours happy.

FIND PARTNERS

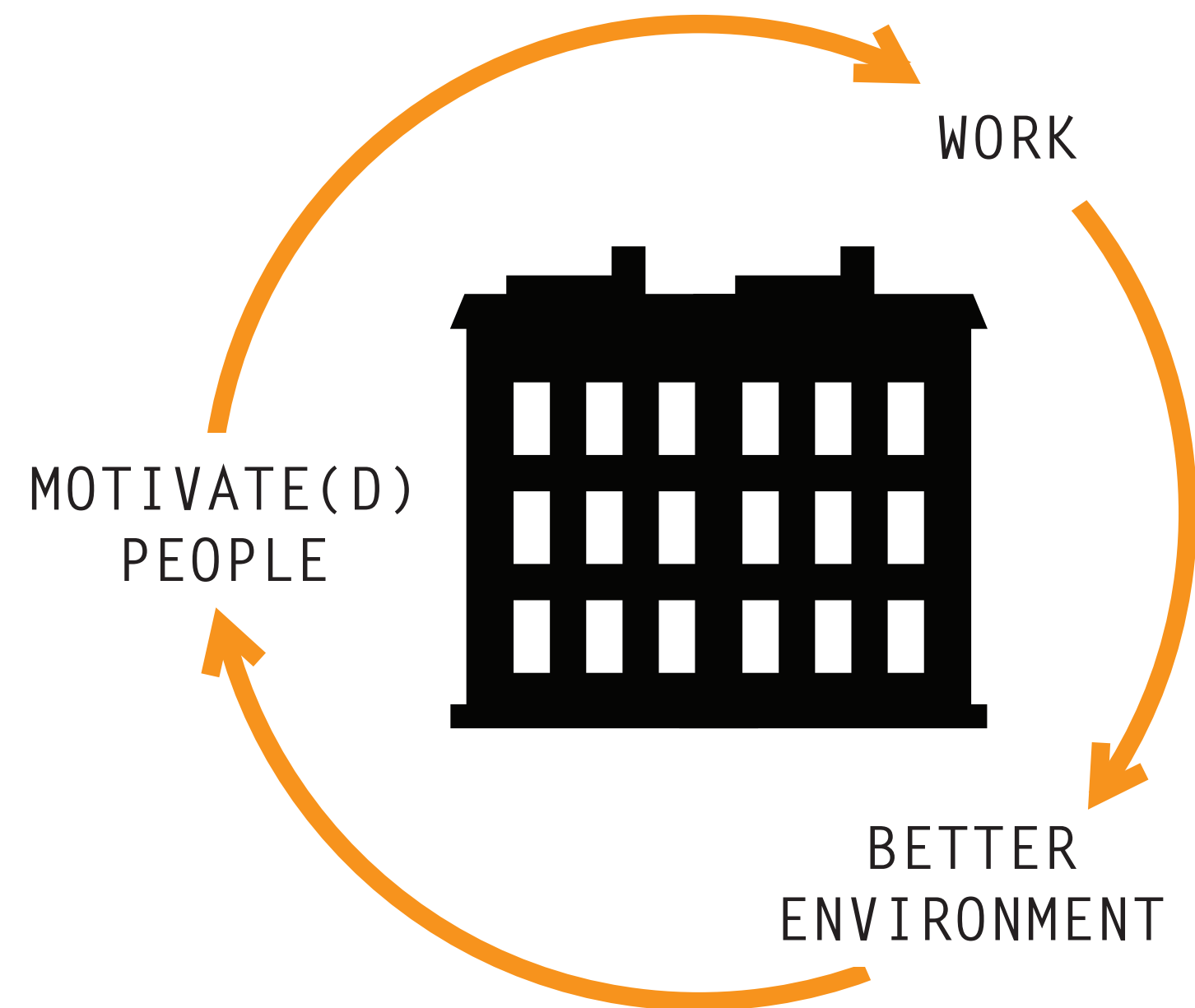
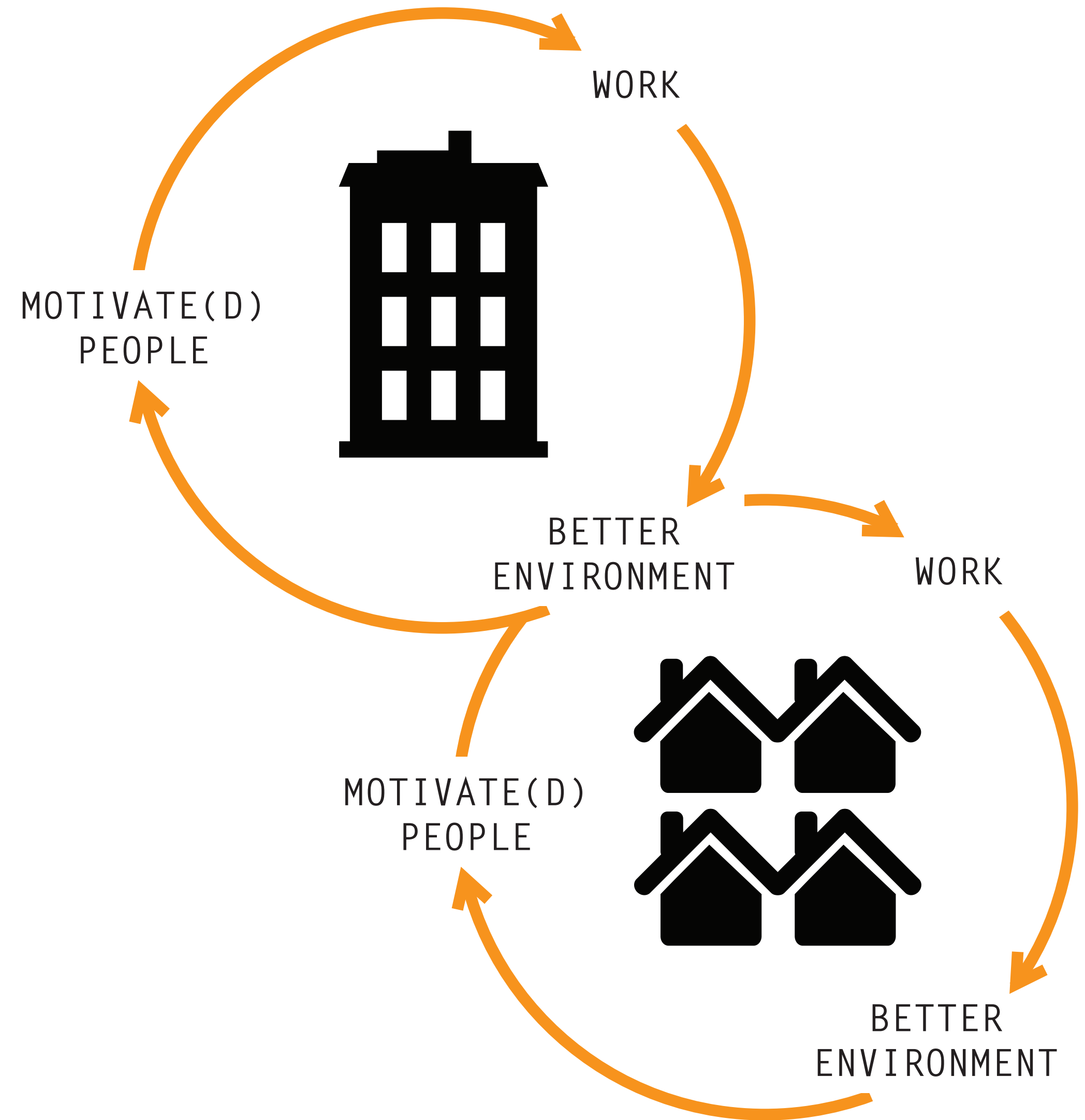
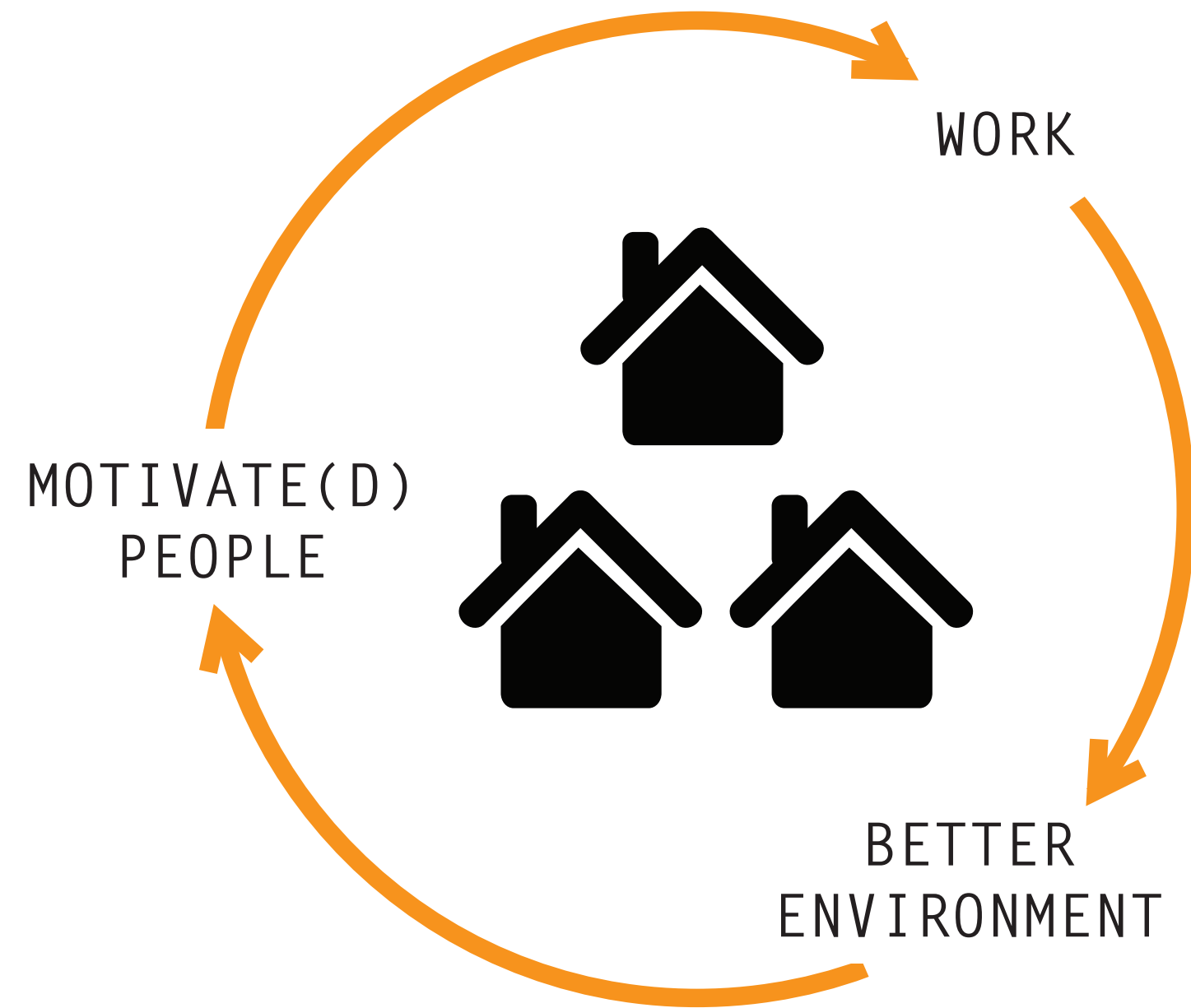


One of the purposes of this activity is to get people to visualise the complexity and range of waste management. So one thing that could help you set the mood for a green-minded event is to pay a [visit to HSY](#), “a regional authority that provides water services and waste management services and produces information about the Helsinki Metropolitan Area and the environment”, according to [their website](#). It’s amazing how much becomes visible when you see where your waste ends up.



Espoo landfill managed by HSY. The green tanks are reservoirs for the gas produced by the mixed waste underneath this hill. It will eventually produce energy.

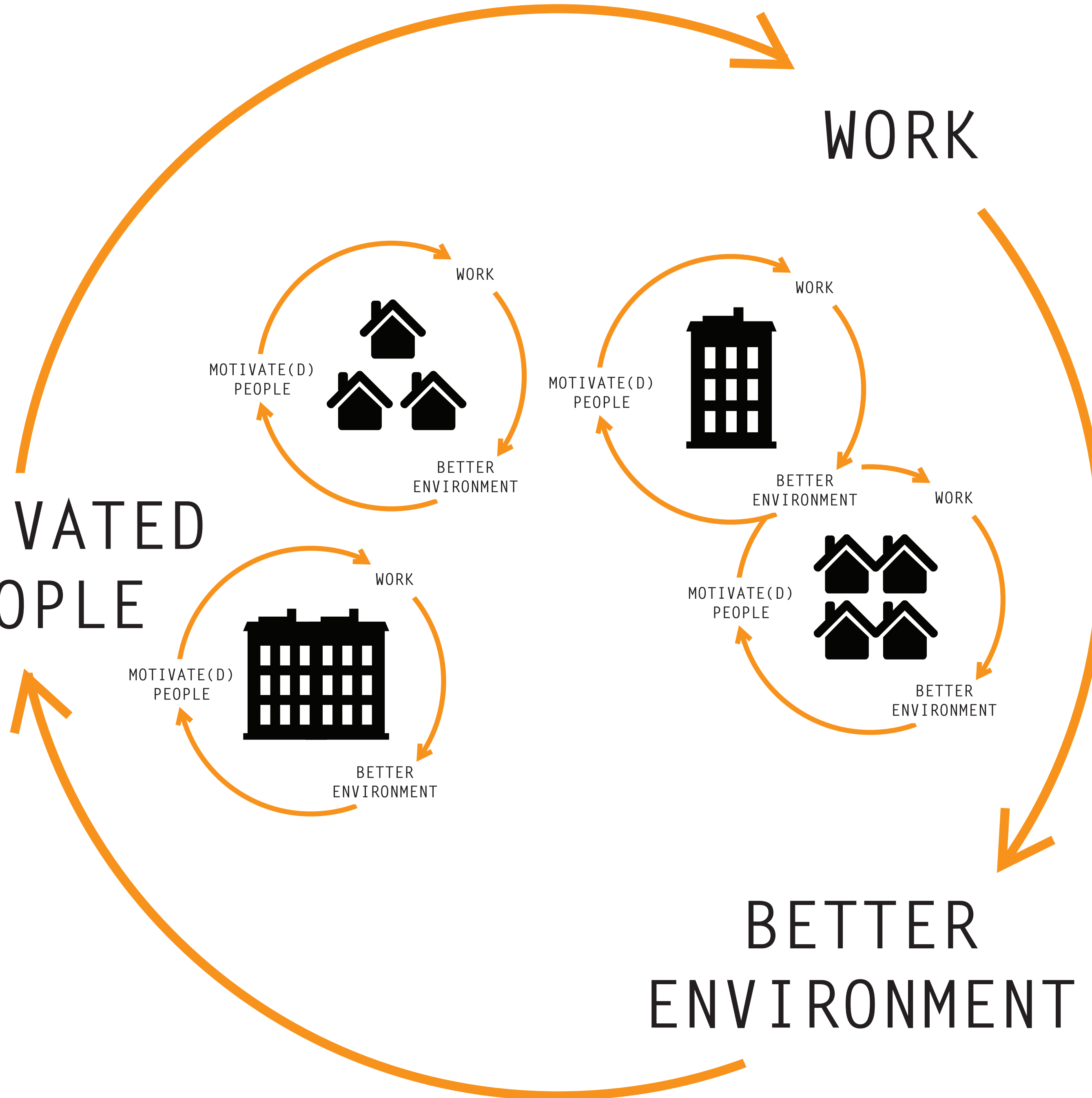
NEXT STEPS OF MAYBEE

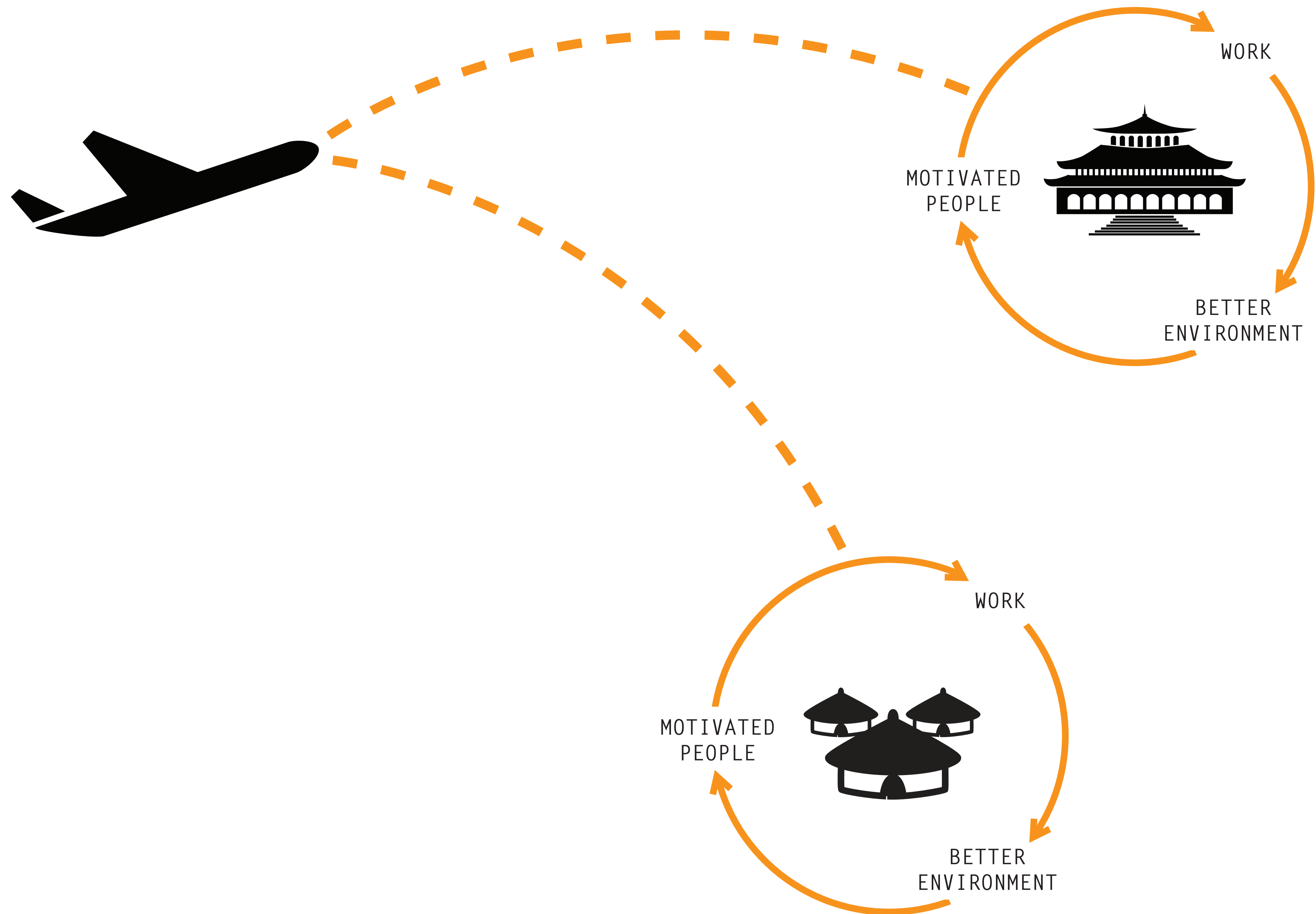


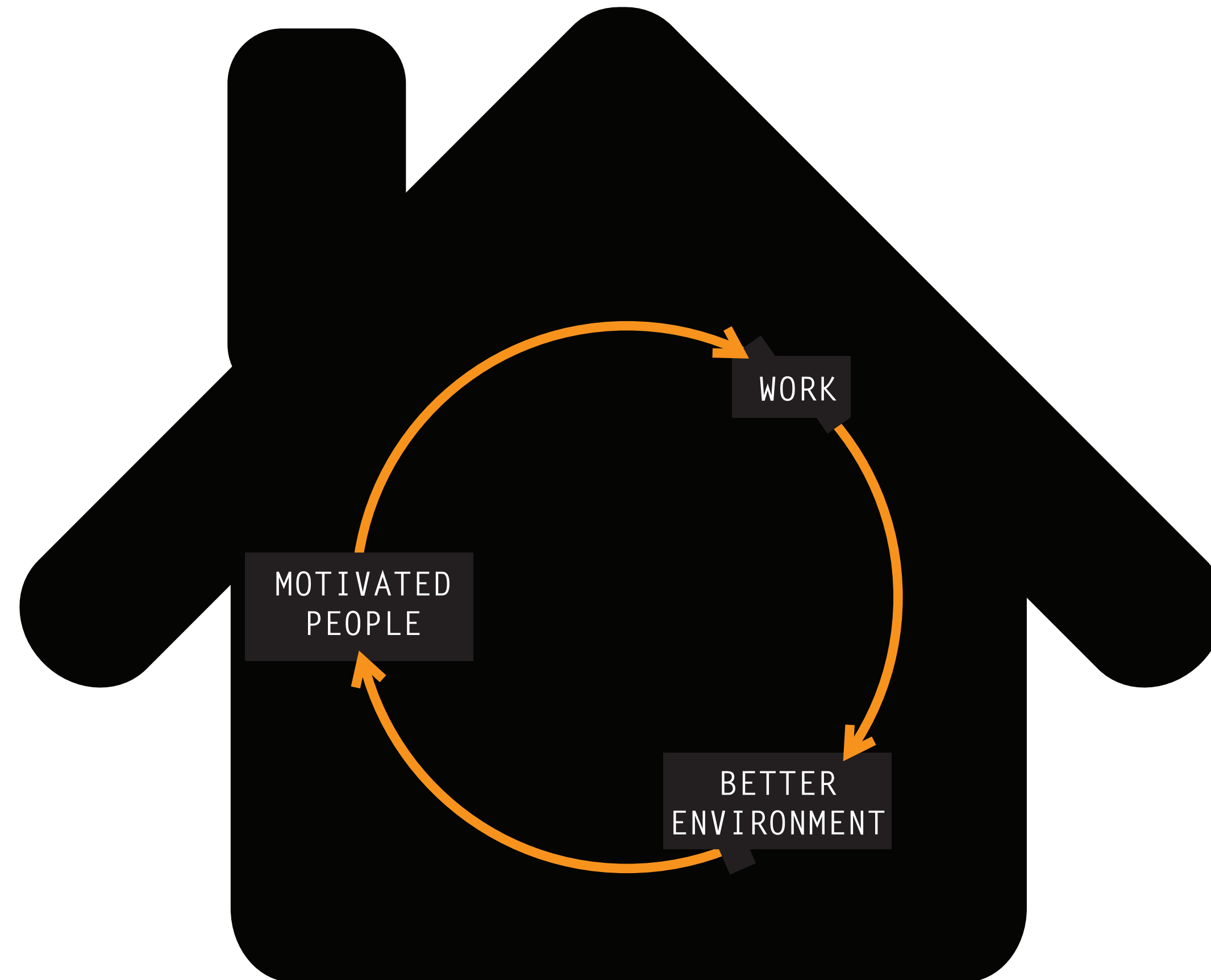
MOTIVATED
PEOPLE

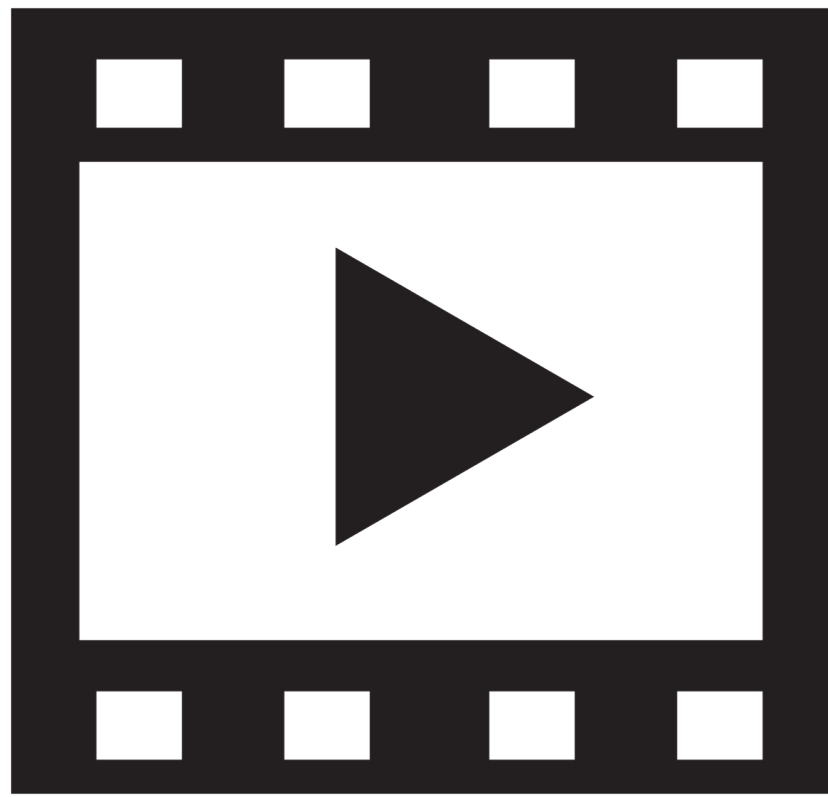
WORK

BETTER
ENVIRONMENT











THANK YOU!

