

PLASTIC BAG THEME LITTERING & RECYCLING

HELLO!



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AMANDA ÖSTERLIN LA MONT



EU Discussion "To reduce plastic bag usage by 80% within in the next 5 years"



ENTRY

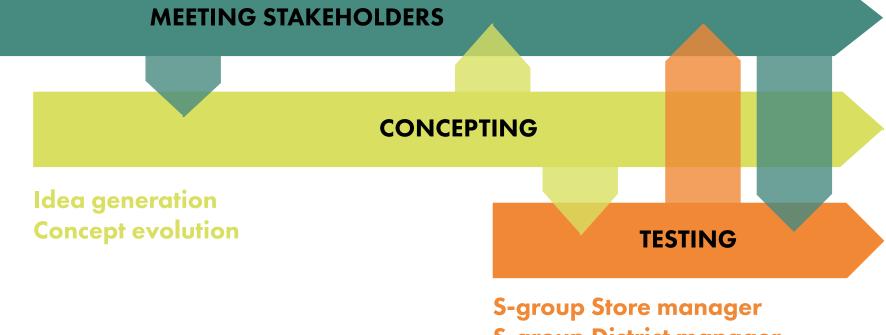
POINT

PROJECT PHASES:

SITUATION UNDERSTANDING

Background research Mapping the situation Littering observation





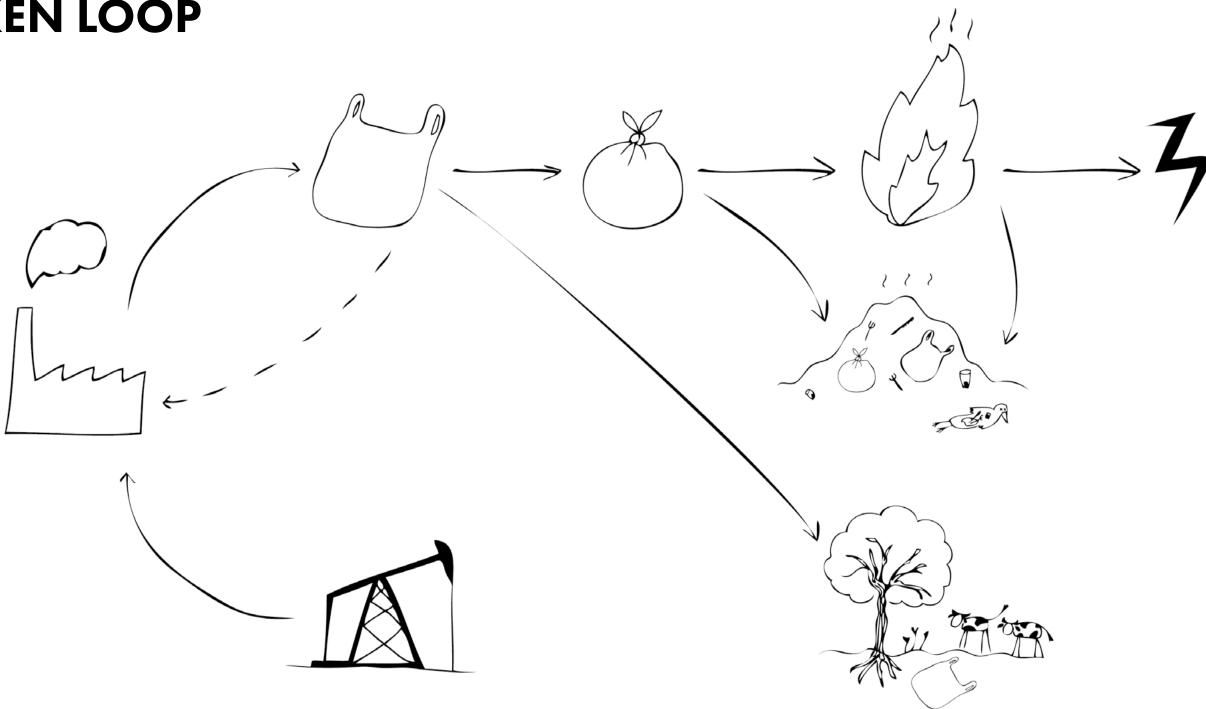
28/05/14 FINAL PRESENTATION



S-group District manager



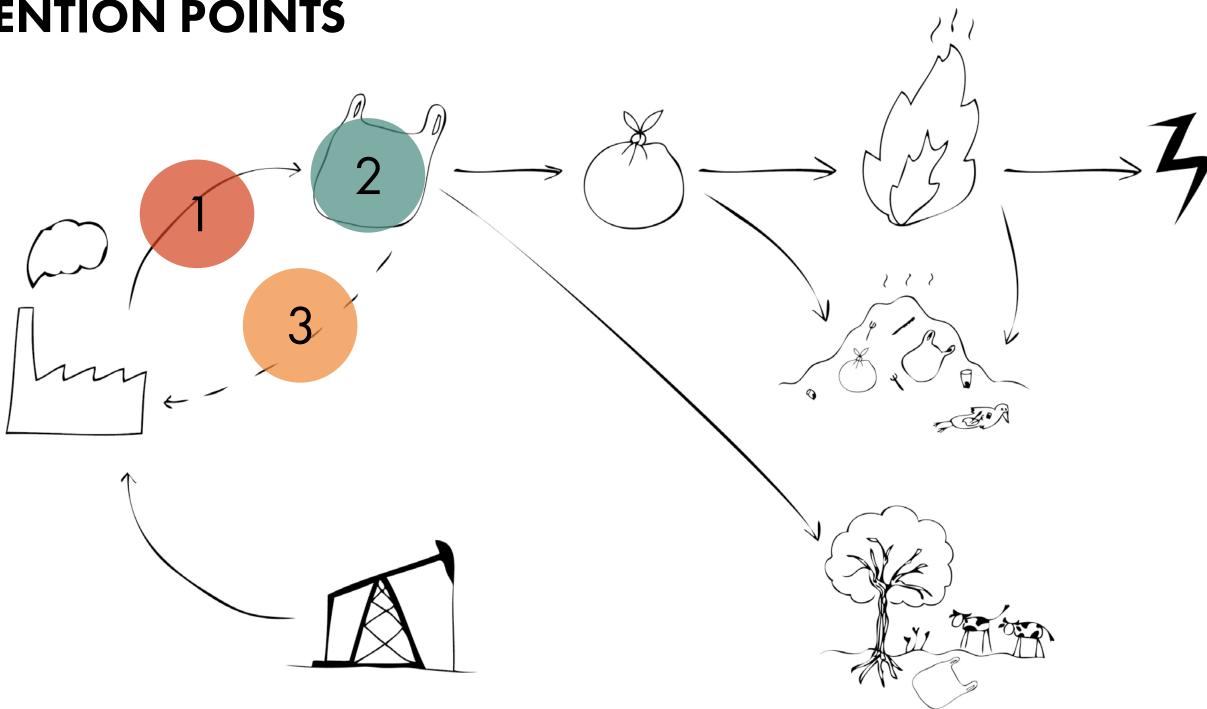
A BROKEN LOOP







INTERVENTION POINTS







WHO ARE THE **STAKEHOLDERS?**









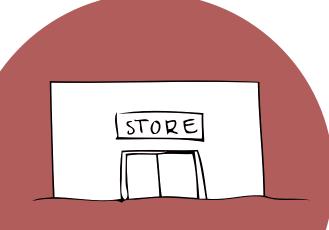


"We make the bags as the retail shops want"









RETAILERS

"We serve the customer and we do what they want"

"If other shops will do it or if it's in the law then we will do it"





"It's our responsibility to handle waste!"



WASTE MANAGEMENT









"Aims to reduce bureaucracy without reducing democracy "







CUSTOMER IS OVERLOOKED.







http://withoutplasticbag.wordpress.com/



















CARRYING GROCERIES

"Its easy to avoid plastic bags in store"

"Food shopping without plastic bags seems like the easiest part, it is easy enough to remember to bring a fabric bag along."









"What is more ecological to use for bio waste - bio plastic bag or newspaper?"

INFORMATION



"Just hope I remember it!"

"Alternatives require planning"

SOLUTIONS







"Continuing the experiment because of my commitment with my colleagues not the environment."



FINAL PRESENTATION



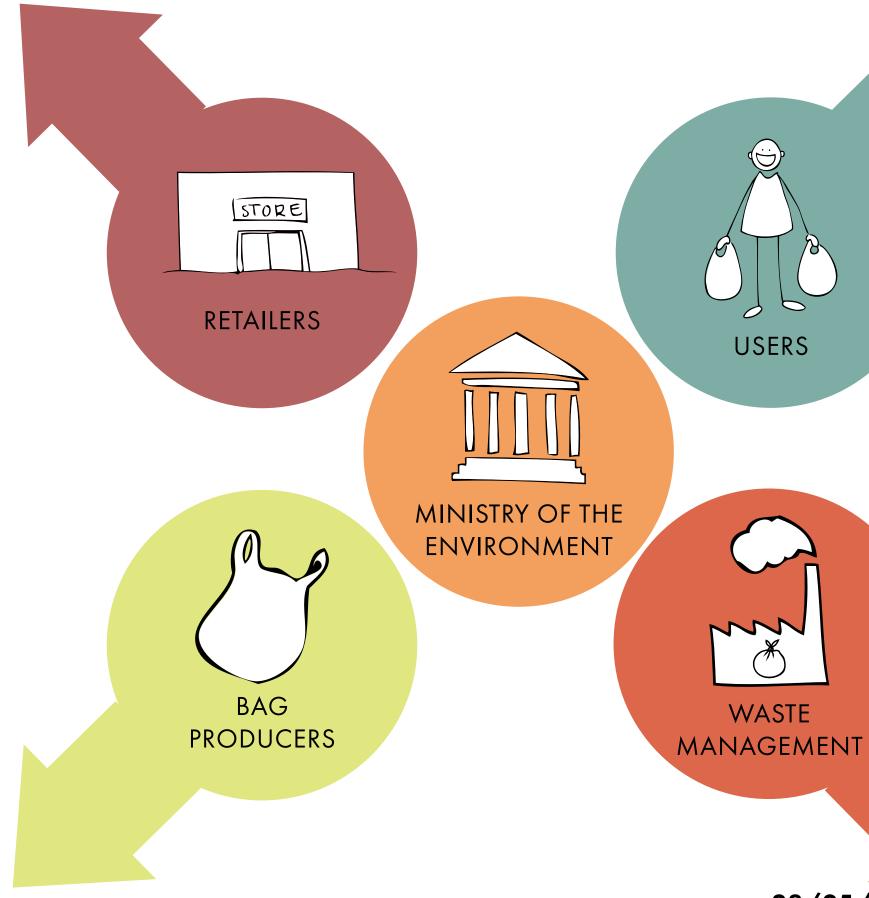
BE HEARD

"It would be nice to recycle the plastic bag that you already own for example taking it to the library"



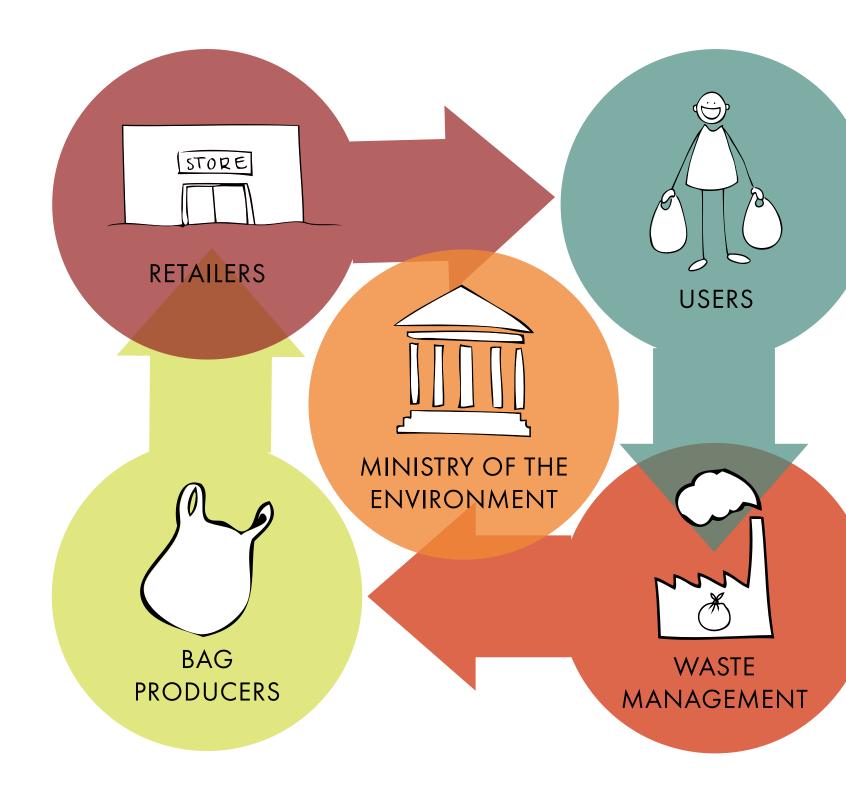
WHAT DOES THIS **MEAN?**















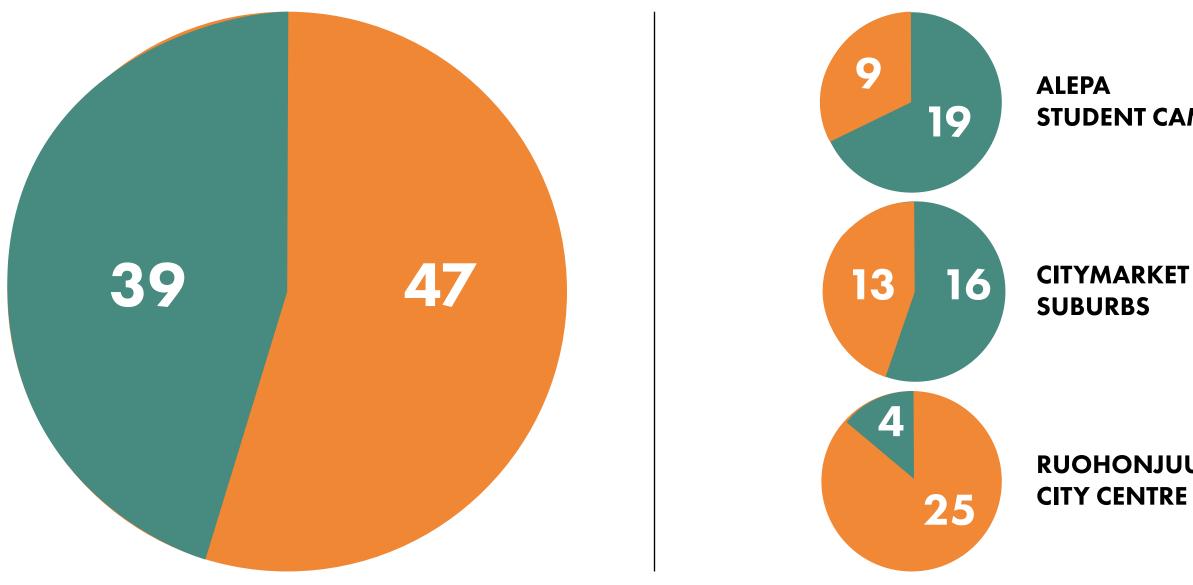




OMA KASSI LANE



USER BEHAVIOUR



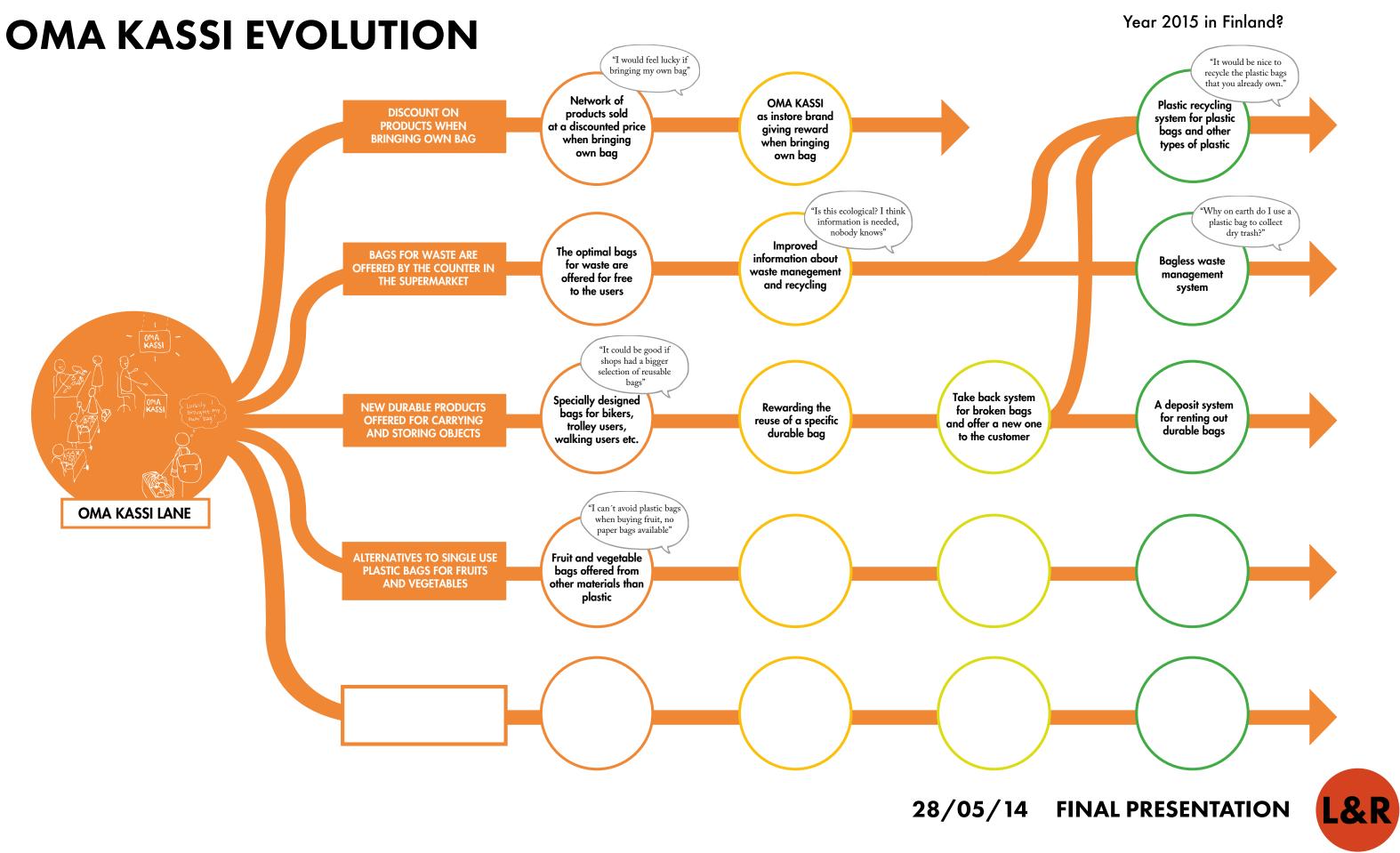
TOTAL: 86



RUOHONJUURI







OMA KASSI STARTING POINTS

DISCOUNT ON PRODUCTS WHEN BRINGING OWN BAG

BAGS FOR WASTE ARE OFFERED BY THE COUNTER IN THE SUPERMARKET



NEW DURABLE PRODUCTS OFFERED FOR CARRYING AND STORING OBJECTS

ALTERNATIVES TO SINGLE USE PLASTIC BAGS FOR FRUITS AND VEGETABLES



OMA KASSI FUTURE?

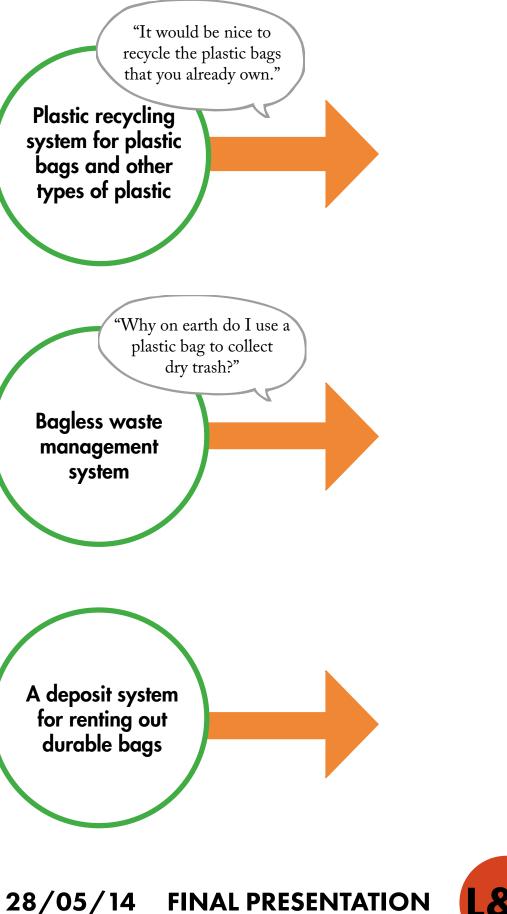
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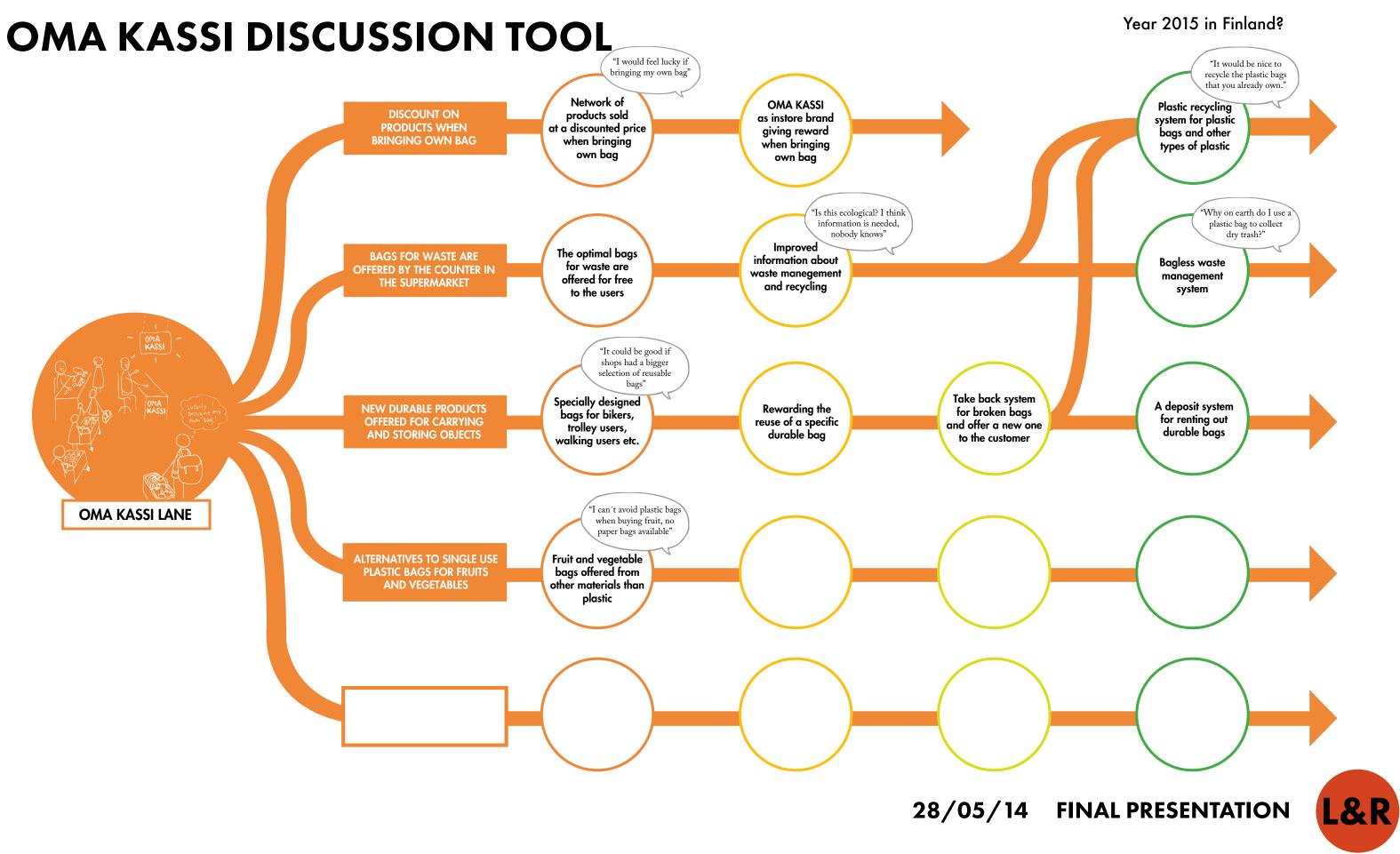


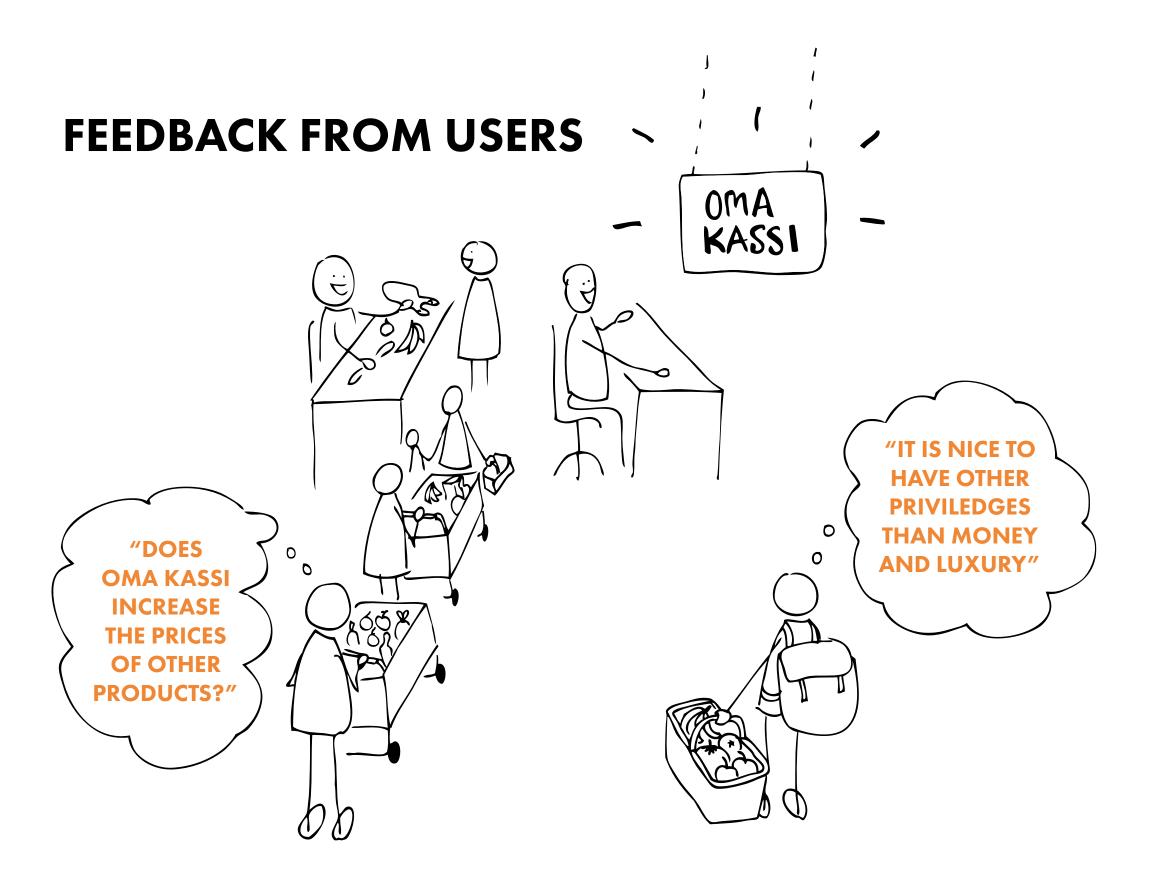
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THANK YOU.



