

# 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

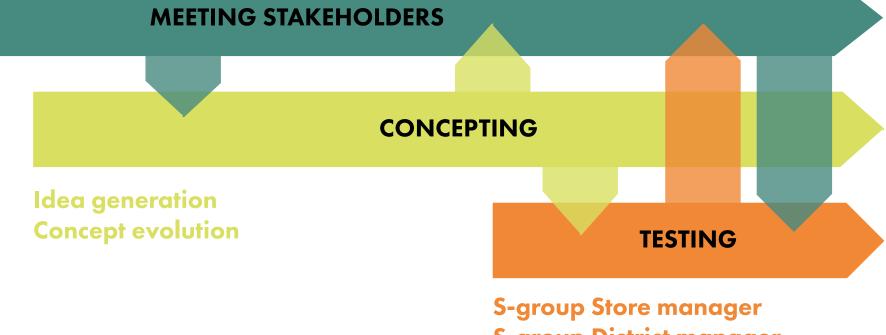
POINT

## **PROJECT PHASES:**

#### SITUATION UNDERSTANDING

**Background research** Mapping the situation Littering observation





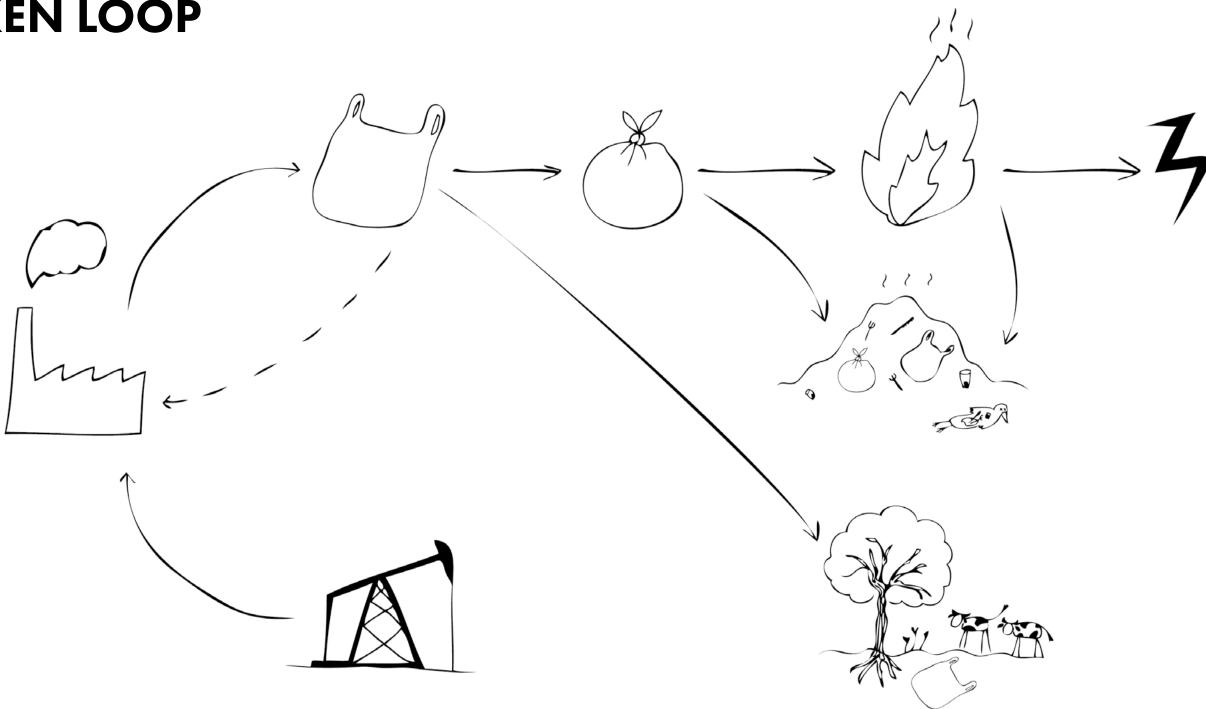
#### 28/05/14 FINAL PRESENTATION



# S-group District manager



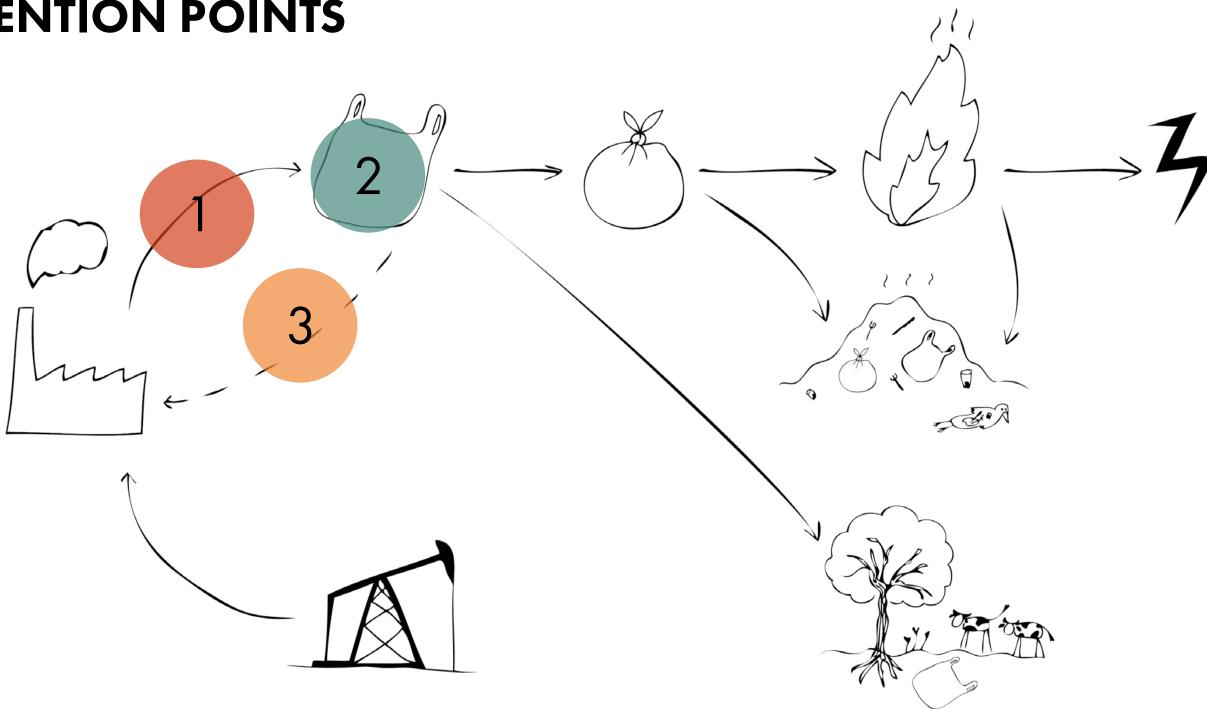
## **A BROKEN LOOP**







# **INTERVENTION POINTS**







# WHO ARE THE **STAKEHOLDERS?**









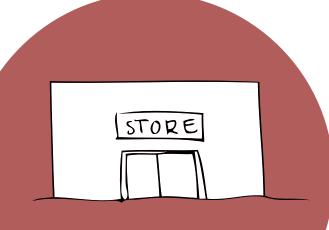


# "We make the bags as the retail shops want"









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



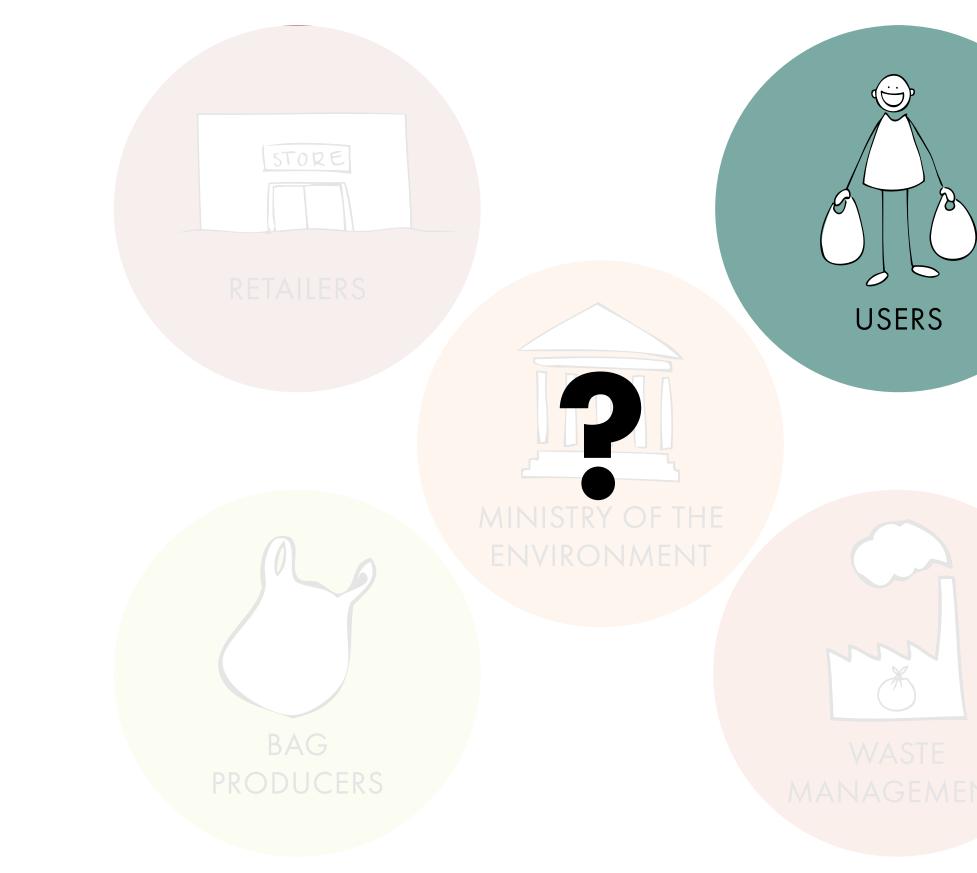






# "Aims to reduce bureaucracy without reducing democracy "







# **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** 



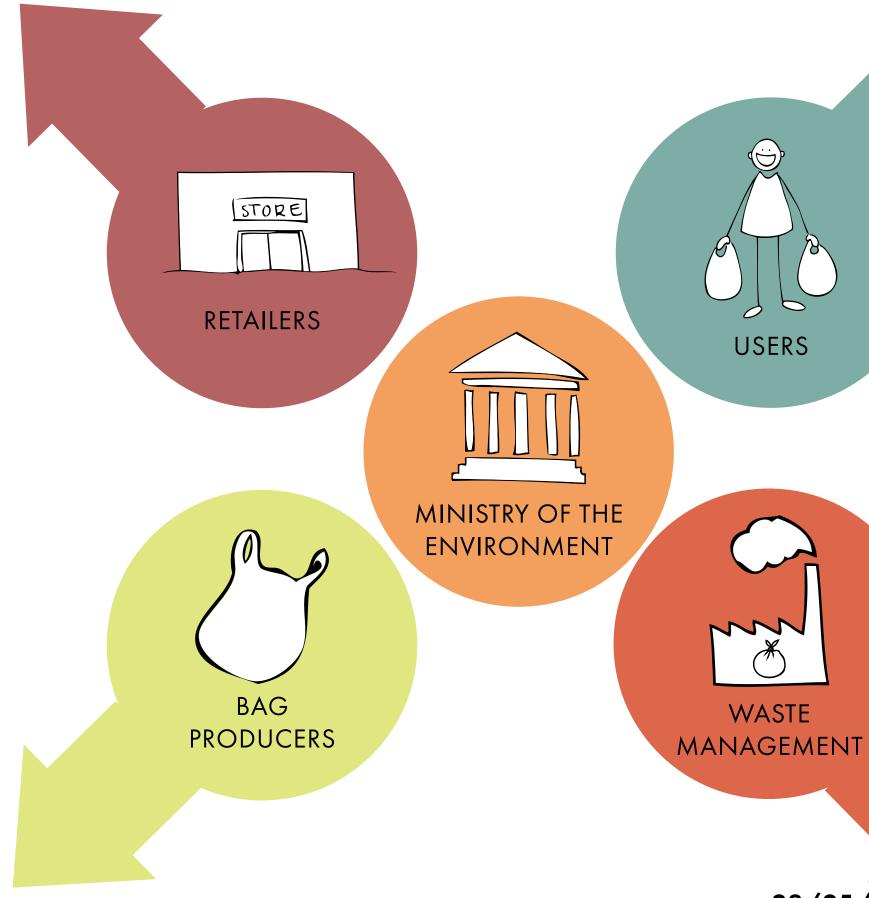
# **BE HEARD**

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



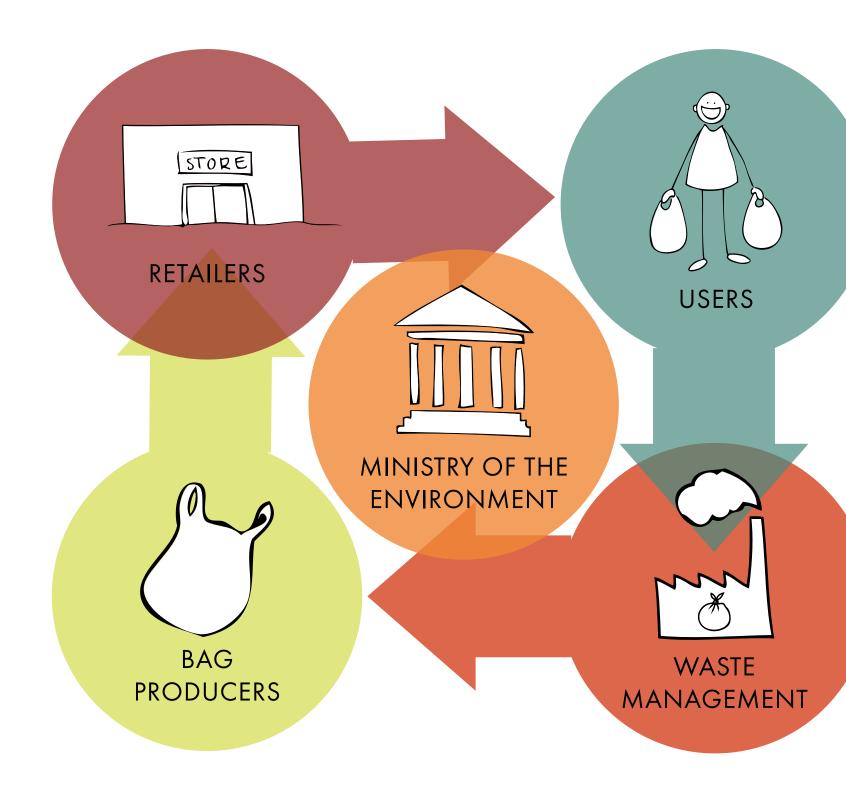
# WHAT DOES THIS **MEAN?**















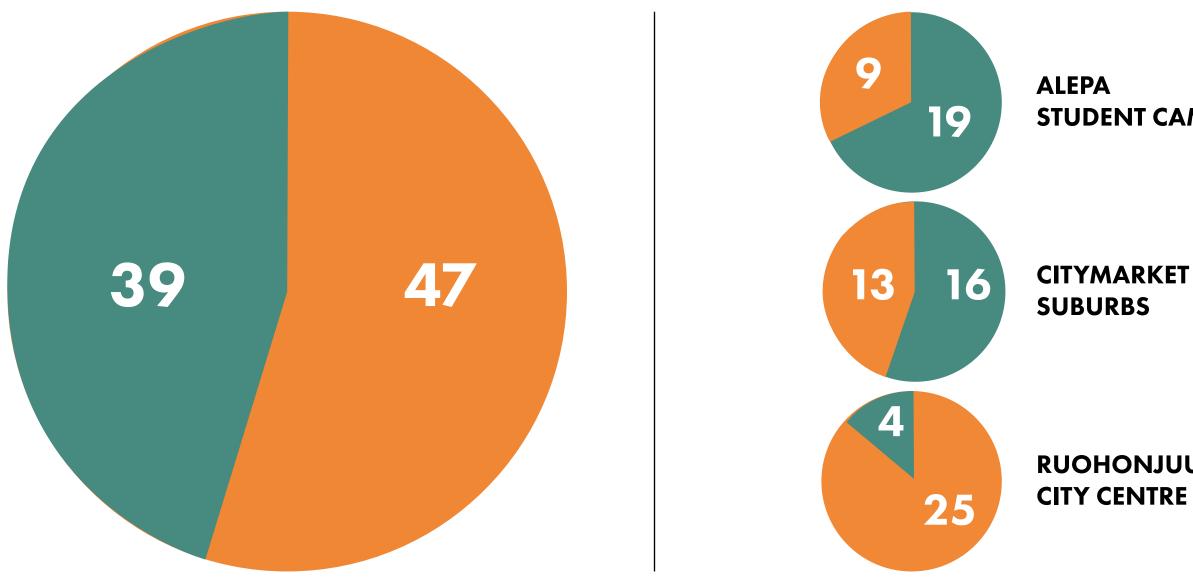




### **OMA KASSI LANE**



### **USER BEHAVIOUR**



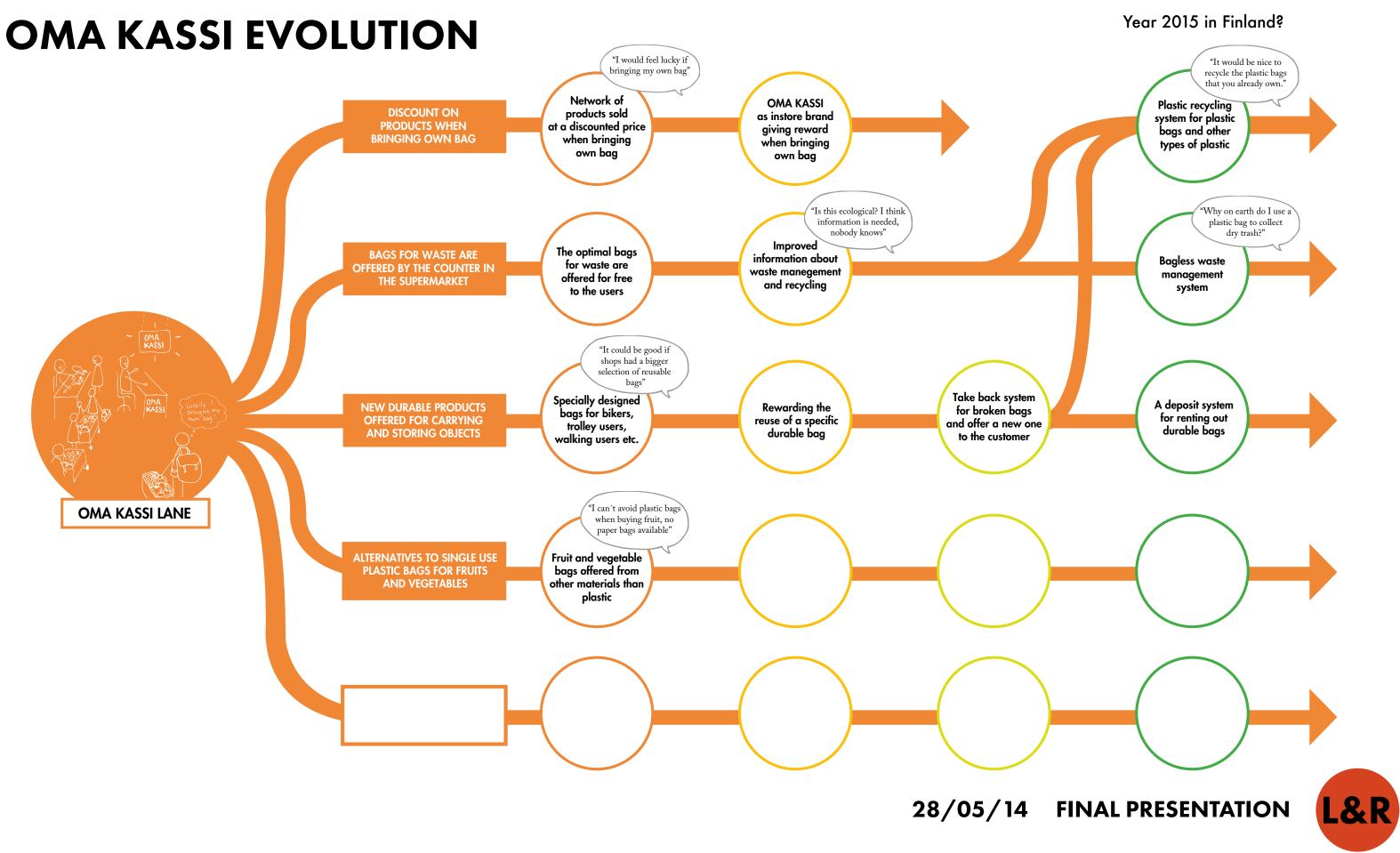
### **TOTAL: 86**



# **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?**

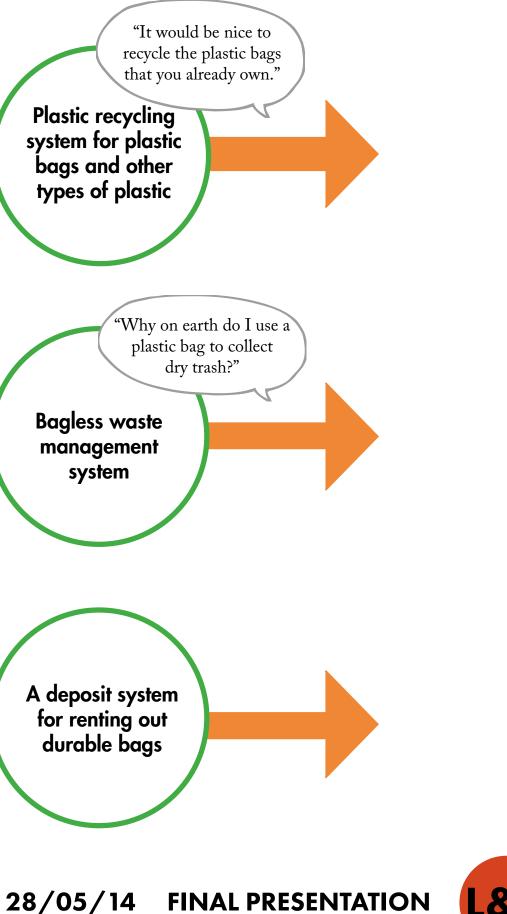
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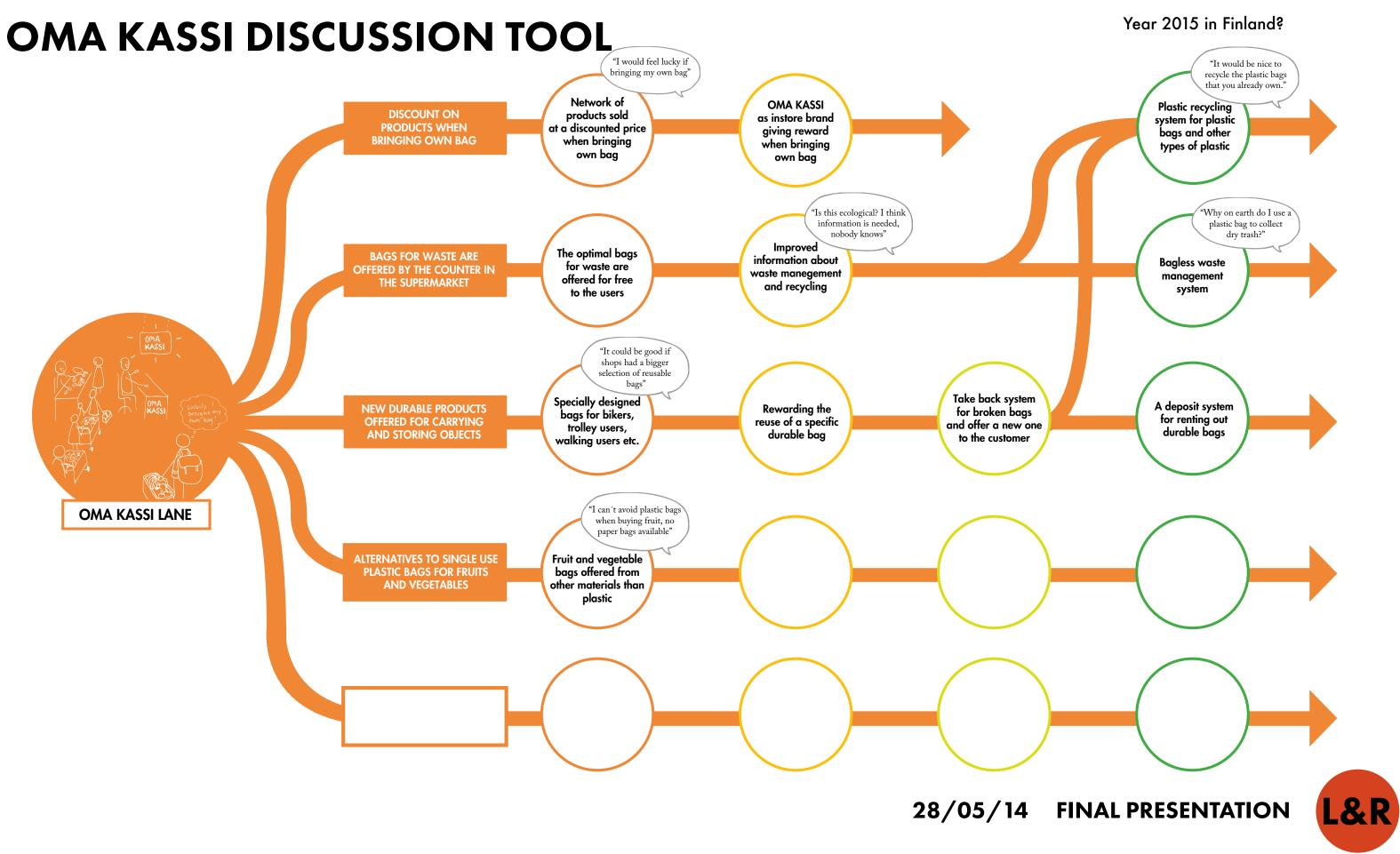


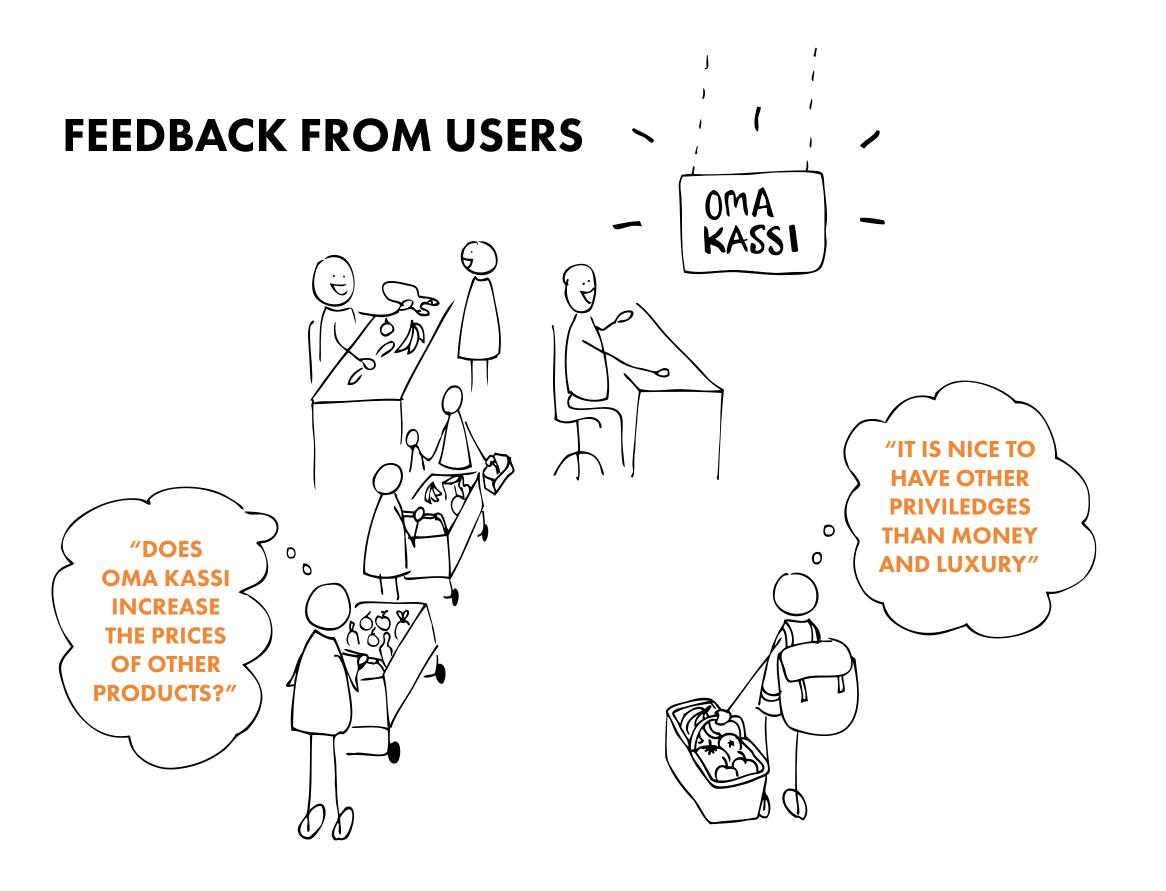
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**ALTERNATIVES TO SINGLE USE PLASTIC BAGS FOR FRUITS AND VEGETABLES** 

















# THANK YOU.



