

28 / 05 / 14



# PLASTIC BAGS

## RETAIL

**Aura** Koljonen  
**Fangyi** Lee  
**Katja** Ohotnikova  
**Pietro** Duchi  
**Salla** Seppälä

**“Plastic bags are not the only form of plastic pollution, but a comparatively easy starting point.”**

*– Satu Hassi*

# FOCUS SO FAR

## lightweight carrier plastic bag



weight

**22g**

thickness

**below 50 microns**

material

**PE-LD**

**non compostable**

# OUR FOCUS

small thin plastic bag



weight

**2-3g**

thickness

**below 50 microns**

material

**PE-HD**

**hedelmät ja vihannekset**

(fruits and vegetables)

**non compostable**

# OUR FOCUS



he-vi bag

# REASONS

single-use  
product

becomes  
**trash**  
fast

distributed  
for free

customers can  
take an **unlimited**  
amount

high  
volume

Finland  
**580 millions (est.)**  
he-vi bags per year



**unnecessary overuse  
of he-vi bags**

identified issue

# CONTROVERSIAL ISSUE

neglected  
topic so  
far

not included in  
**researches** and  
legislations

in or out  
of legislation  
in Finland?

current **debate**  
in response to the  
EU directive

consumer  
activist  
groups

**facebook page**  
'no frozens into the small  
bag, thank you'

created 6 / 4 / 2014  
**10.631 likes**

media coverage  
retailer reactions

# **DRIVERS OF OUR PROJECT**

**no  
more  
single-use**

**no  
more  
landfill**

**cropland for  
food, not for  
bio-plastic**

**no  
plastic  
pollution in  
oceans**



# RESEARCH

consumers

retailers

activists

cashiers

producers

**11**

stakeholder  
meetings

**82**

consumer  
interviews

**25**

hours of  
observation

**12**

people  
testing

# human-centered design methods



qualitative and implicit data



# FIRST ROUND: CONSUMER PROFILES



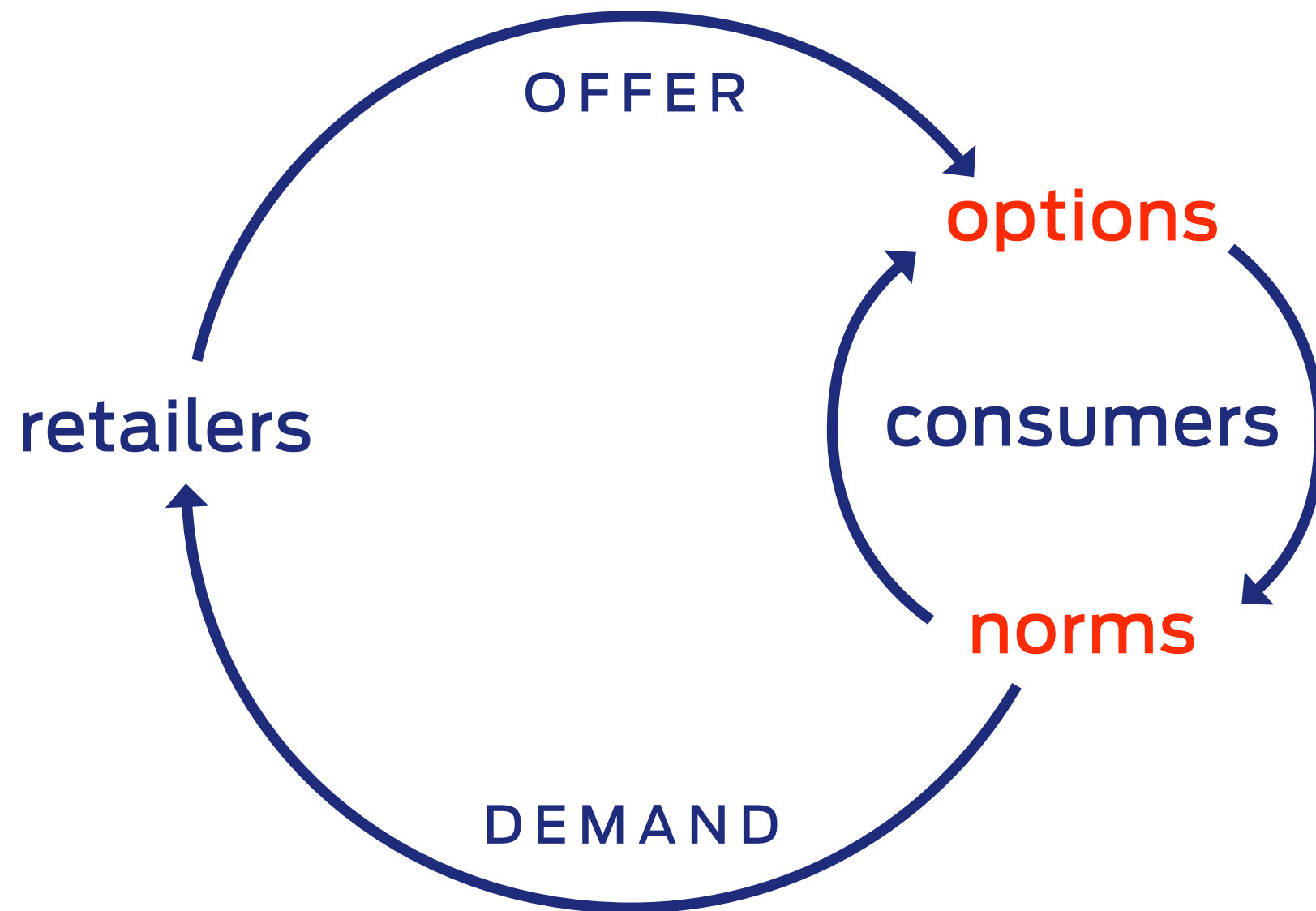
“i know i shouldn’t  
use plastic bags,  
i feel guilty, but...”

“...I’ve **always** done it this  
way”

“...**everyone else** is  
doing it”

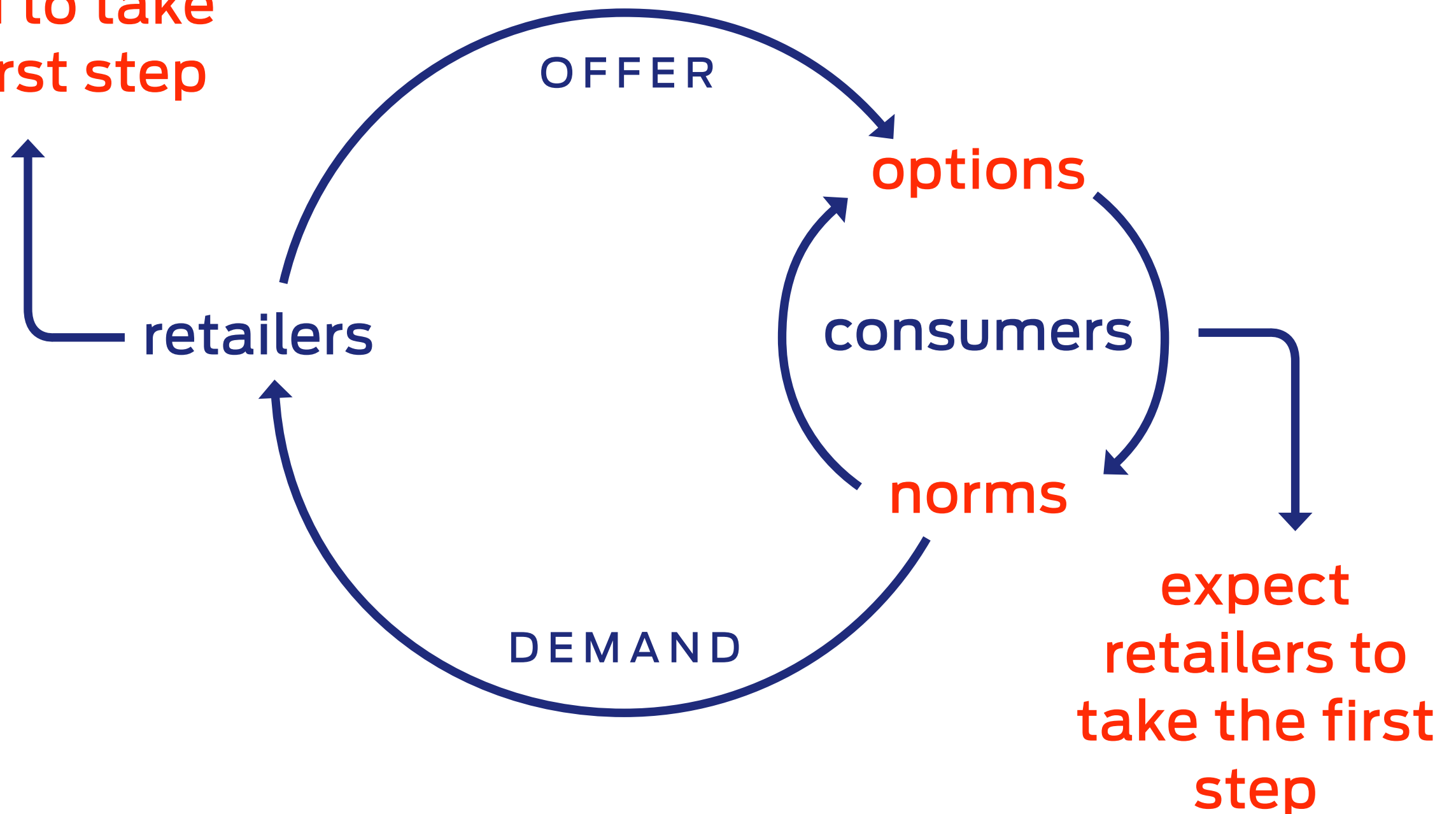
“...what would be an  
**alternative** option?”

# CAUSES OF THE OVERUSE



# CAUSES OF THE OVERUSE

afraid to take  
the first step



DEMAND

OFFER

# WHAT CAN BE DONE

**raise more  
awareness**

on the overuse of  
he-vi bags

**redefine what  
is 'normal'**

behaviour in  
the supermarket

**promote  
alternatives**

which are 'green'  
but easy

# WHAT CAN BE DONE

**raise more  
awareness**

on the overuse of  
he-vi bags

**redefine what  
is 'normal'**

behaviour in  
the supermarket

**promote  
alternatives**

which are 'green'  
but easy



**use  
less**



**use  
something  
else**



**USE LESS**



# OVERUSE SUPPORTED IN STORES

amount & positioning > **change**



K-Supermarket Kamppi  
16th April 2014



M-Kauppa Arabia  
21st May 2014

# ‘DID YOU KNOW?’ POSTERS TEST

**tiesitkö?**

samaan pussiin  
saa laittaa eri  
hedelmiä



mixing

**tiesitkö?**

kaikki hedelmät  
eivät tarvitse  
pussia



no bag



# OBSERVATION



S-Market Arabia 15th May 2014

reactions  
to the posters

any **actions**?

3 stores  
2 days  
7 hours

before / after posters



K-Supermarket Arabia 16th May 2014

# FINDINGS

people seem  
to have **strong,**  
**unconscious**  
**routines**

many **didn't pay**  
**attention** to the  
posters

**some** seemed  
to **notice** the  
posters

some even  
**took actions** in  
response

# CONSUMER FEEDBACK



Jaakko Blomberg's  
**facebook page**

'No frozens into the small  
bag, thank you'

in few hours

**468** likes

**58** shares

**21** comments



# RETAILER REACTION

Pussi vain tarpeeseen

3



Pakasteille tarjottava pieni pussi tulee joskus tarpeeseen, mutta sen ottamisen voi myös välttää. Kertaalleen käytetty ehjä ohutmuovipussi kannattaa myös käyttää hyödyksi muissa käyttötarkoituksissa. Oikea paikka jätteeksi päätyvälle muovipussille on energiajäte.

Lue vinkit pussijätteen vähentämiseen ja kerro omasi.

- Älä ota pikkupussia, jos et sitä tarvitse. Kassa ei loukkaannu, vaikka vastaatkin kysymykseen kieltävästi.
- Etenkin kesällä kannattaa ottaa pakasteille kotoa mukaan termoskassi tai kylmälaukku. Kylmävaraajat auttavat pitämään pakasteet jäässä myös kesäkuumalla.
- Pikkupusseja voi käyttää uudestaan, eli ehjän pussin voi käytön jälkeen laittaa laukkuun odottamaan uutta kauppareissua.

Patarumpu

**S-Group Blog**

post on 20th May

**“you can put  
different fruits and  
bigger vegetables  
in the same bag”**



**USE SOMETHING ELSE**

# EXISTING ALTERNATIVES

## bio-bags

single-use  
product

cropland used  
∨  
lack of food

**X**

## paper bags

single-use  
product

deforestation  
∨  
increased co2

**X**

## durable bags

multiple-use  
product

possibility to use  
recycled  
materials

?



# EXISTING ALTERNATIVES

bio-bags

single-use  
product

cropland used  
∨  
lack of food

X

paper bags

single-use  
product

deforestation  
∨  
increased co2

X

**durable bags**

multiple-use  
product

possibility to use  
recycled  
materials

**?**

# DURABLE BAG KITS TEST

12 people | 1 week | final interview

document  
your  
experience

use  
the bag



take  
pictures

reflect  
afterwards

# INTERVIEW

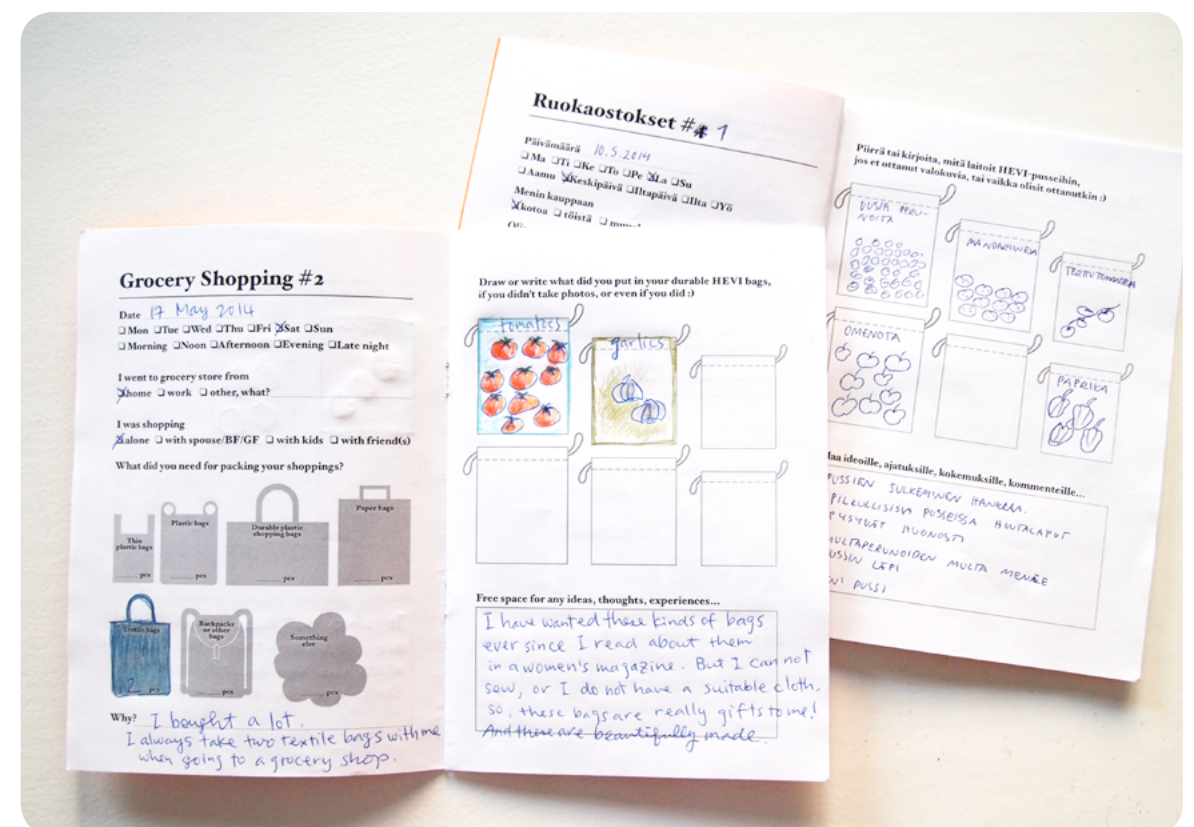


creating **trust**



rich, personal  
**insights**

going through the  
self-documentation  
**together**





# FINDINGS

11 of 12  
decided to keep using the bags

the bags  
**didn't change**  
the shopping  
process

**not that hard**  
to remember  
them

**raised interest**  
among friends  
and family

easier  
**if others also**  
**used them**

people **don't**  
**want to pay for**  
**single-use** he-vi  
bags

**PLAN**

# GRADUAL REDUCTION

2015-2016

campaign  
on plastic  
pollution

explain why change  
is needed

in-store  
measures

durable bags  
as a default option

strong message  
from retailers

reduce and reposition  
he-vi bag rolls

cashiers stop offering  
a bag at the till

2017

legislation or  
voluntary  
agreement

start charging  
for single-use  
options:  
plastic  
paper  
bio-bag

# GRADUAL REDUCTION

2015-2016

2017

**campaign  
on plastic  
pollution**

explain **why** change  
is needed

in-store  
measures

durable bags  
as a default option

strong message  
from retailers

reduce and reposition  
he-vi bag rolls

cashiers stop offering  
a bag at the till

legislation or  
voluntary  
agreement

start charging  
for single-use  
options:  
plastic  
paper  
bio-bag

# GRADUAL REDUCTION

2015-2016

2017

**campaign  
on plastic  
pollution**

explain **why** change  
is needed

**in-store  
measures**

**durable bags**  
as a **default** option

**strong message**  
from retailers

**reduce and reposition**  
he-vi bag rolls

**cashiers stop offering**  
a bag at the till

legislation or  
voluntary  
agreement

start charging  
for single-use  
options:  
plastic  
paper  
bio-bag



# GRADUAL REDUCTION

2015-2016

2017

**campaign  
on plastic  
pollution**

explain **why** change  
is needed

**in-store  
measures**

**durable bags**  
as a **default** option

**strong message**  
from retailers

**reduce and reposition**  
he-vi bag rolls

**cashiers stop offering**  
a bag at the till

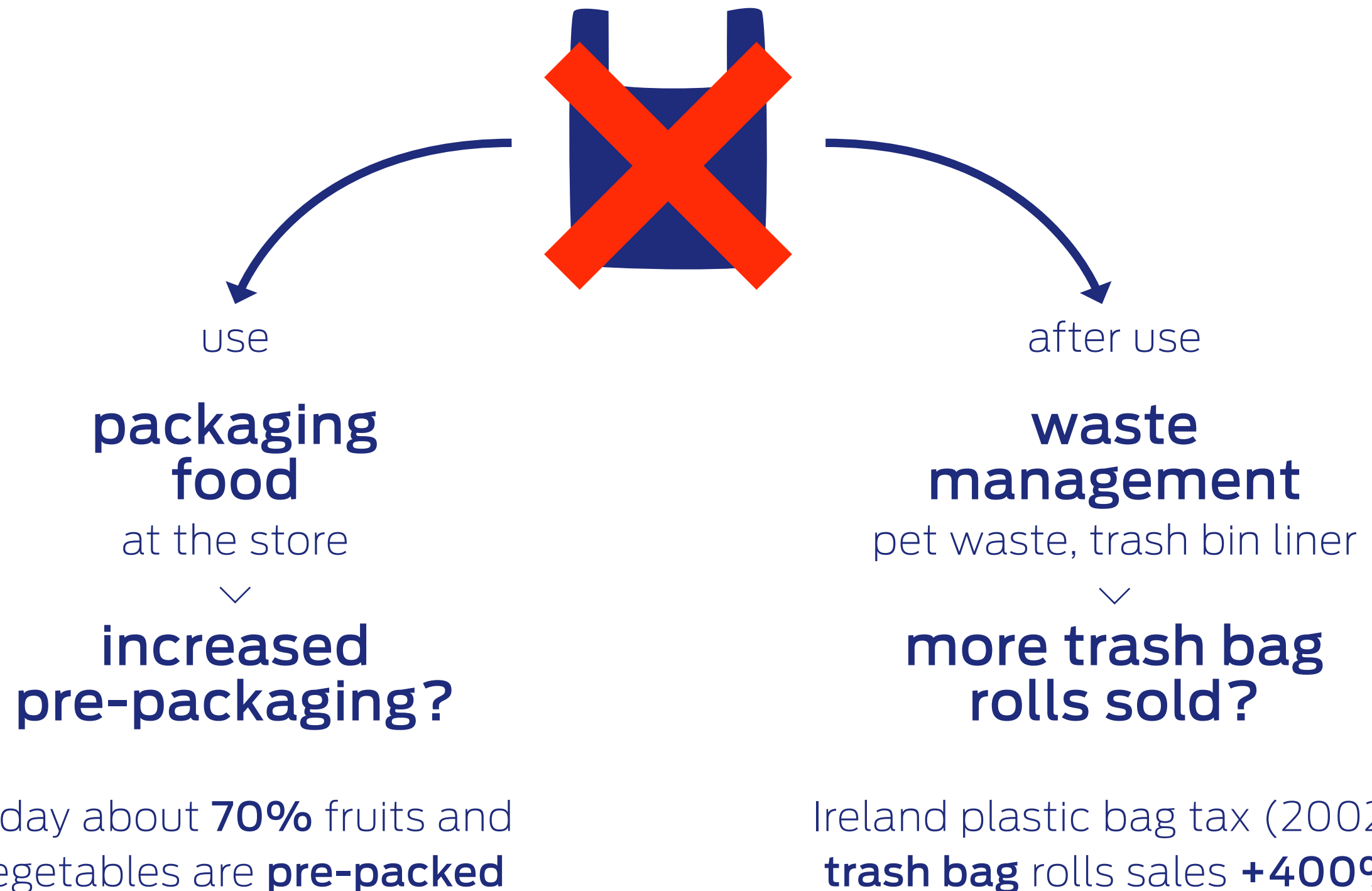
**legislation or  
voluntary  
agreement**

start **charging**  
for **single-use**  
options:  
plastic  
paper  
bio-bag

# POSSIBLE CONSEQUENCES OF REDUCTION



# POSSIBLE CONSEQUENCES OF REDUCTION



**stakeholder  
collaboration**



**how can retailers  
benefit from the plan?**

# LEAFLET FOR RETAILERS



did you know?  
**small thin plastic  
bags are a problem**

did you know?  
**consumers are  
ready for change**

did you know?  
**retailers can benefit  
from the change**

# **MATTI GOES SHOPPING**