

INNOVATION PROJECT 2014



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FIXING PACKAGE

INTRODUCTION

BRIEF

1. L&T OUTDOOR RECYCLE/SORTING SPACE/ROOM

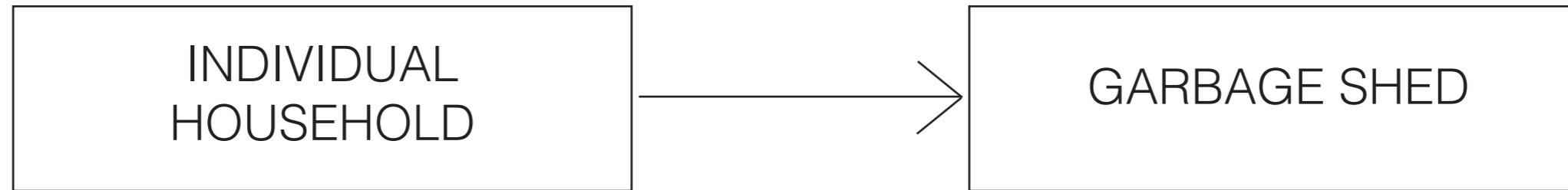
How can the recycling/sorting space of a residential house encourage people to recycle more and better?

2. L&T (Lassila&Tikanoja) SORTING GUIDE/INSTRUCTIONS FOR THE SORTING SYSTEM

What kind of information is needed to encourage the people to recycle and do sorting better?

INTRODUCTION

PROBLEMS AND SOLUTIONS



PROBLEMS

- No info how to recycle
- No room to recycle
- No "reward"
- Ignorance, lazyness
- Good recycling bins too expensive

- Don't know how full
- Dirtytness
- Opening door & bin
- No info on where & how

SOLUTIONS

- + Subscription service, bin & monitoring incl.
- + Cooperation with binproducers
- + Universal look & info

- + Sealing bins
- + Monitoring
- + "Sortti" Bin
- + Universal look & info

INTRODUCTION

USER DATA

11 PEOPLE INTERVIEWED
120 ANSWERED QUESTIONNAIRE
AGE GROUP 17-68

QUOTES FROM INTERVIEWS

“I WANT MORE INSTRUCTIONS ON HOW TO RECYCLE”

“WE HAVE ONLY ONE MIXED WASTE BIN IN THE YARD”

“THERE ARE NO POSSIBILITIES TO RECYCLE”

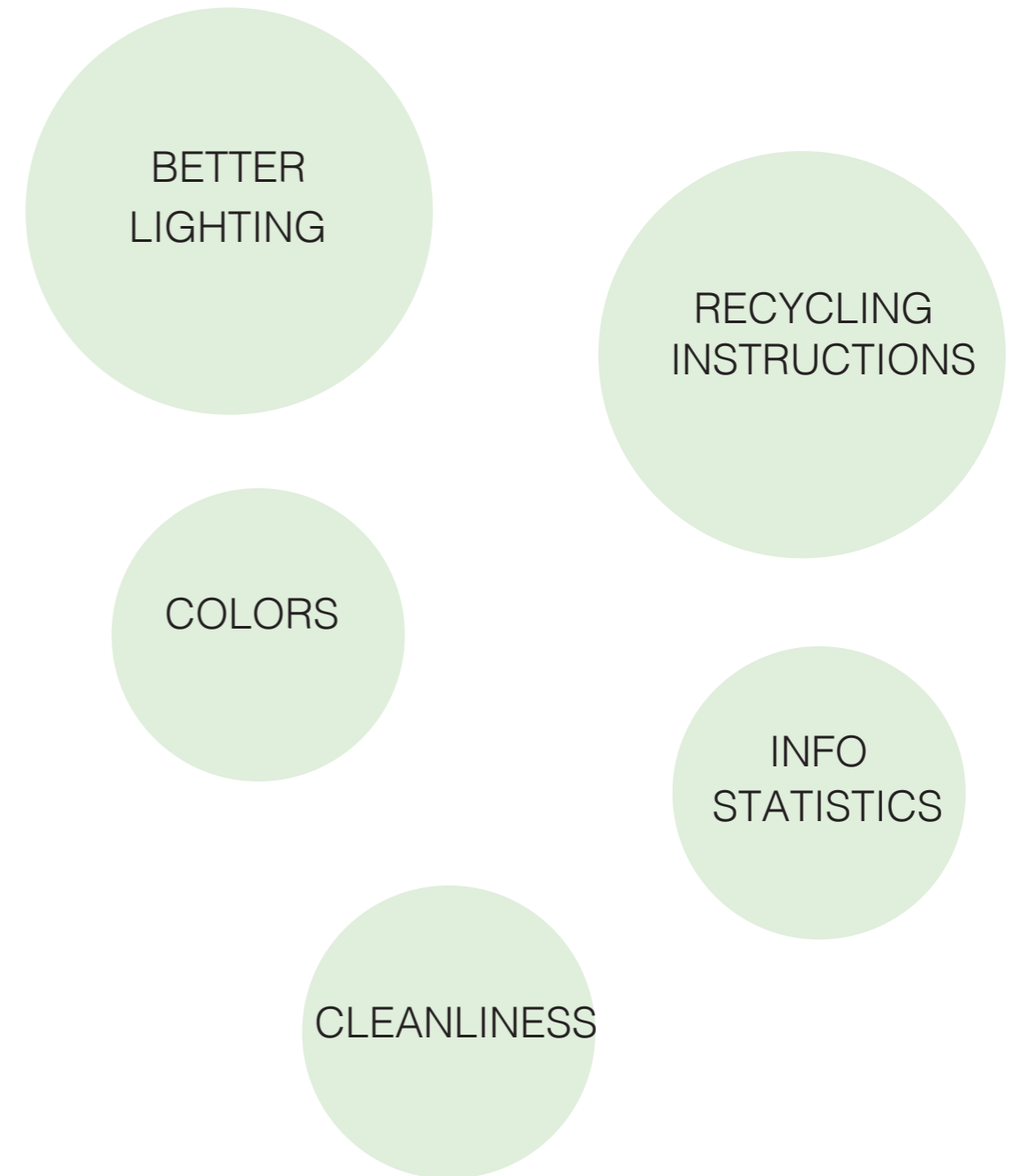
“WE WOULD LIKE TO HAVE MORE LIGHT”

“IT WOULD BE BETTER TO HAVE A SAFER FEELING”

“MORE COLORS”

“I WANT TO KNOW MORE FACTS ABOUT RECYCLING”

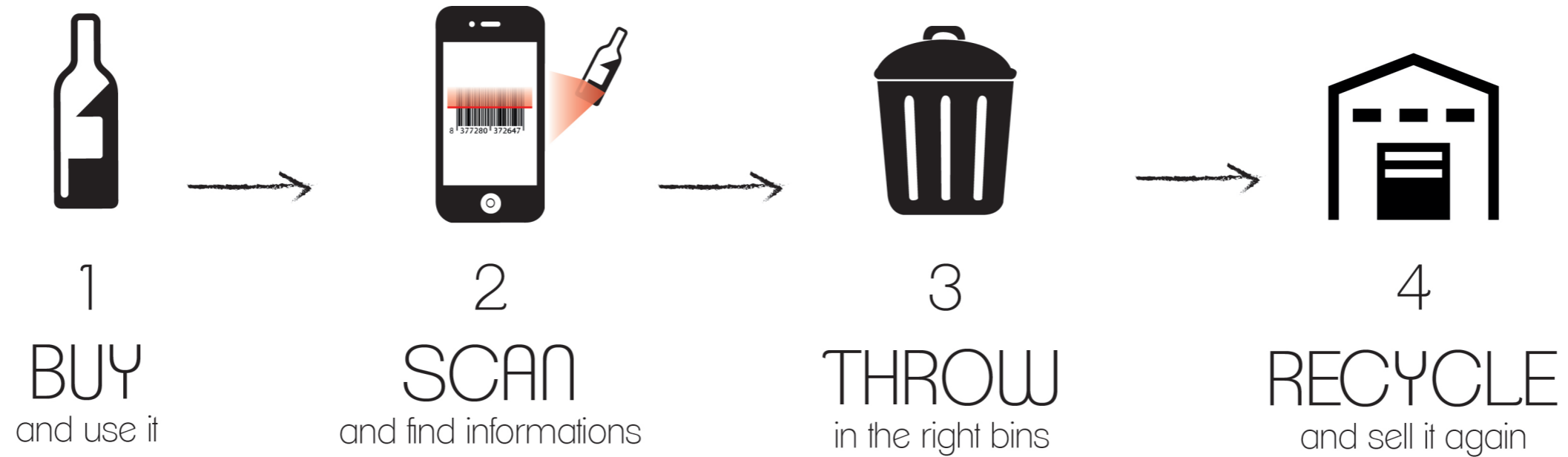
PEOPLE WHO ANSWERED QUESTIONNAIRE WANTED



INTRODUCTION

DESIGN DRIVERS

TRANSPARENT PROCESS
FLUENT CYCLE
USER MOTIVATION



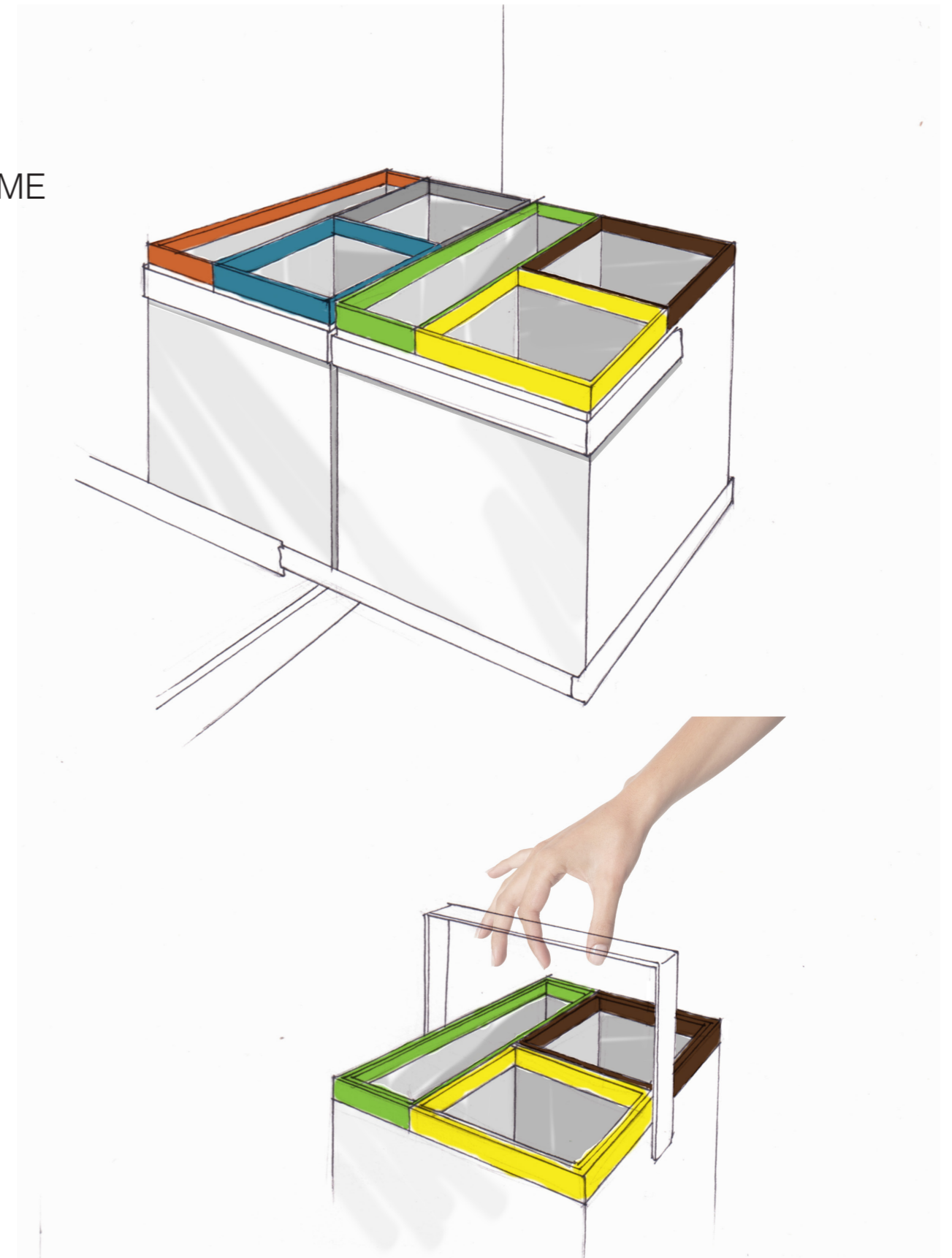
FIRST THOUGHTS & IDEAS

PACKAGE LABELING

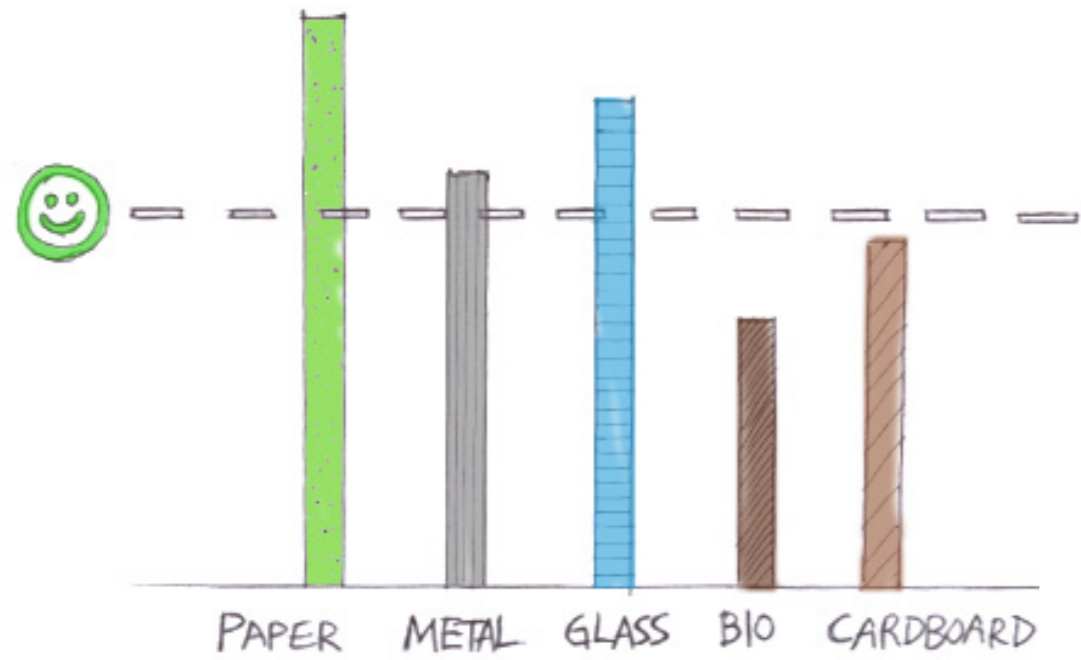
- COLORS IN THE BAR CODES
- EASY TO THROW INTO THE RIGHT BIN

BINS FOR HOME

- EASY TO START RECYCLING AT HOME
- RECOGNIZABLE COLORS
- EASY TO CARRY OUT



FIRST THOUGHTS & IDEAS



DIGITALIZATION

- MONITORING YOUR RECYCLING HABITS
- SHOWING INFORMATION & STATISTICS
- EASILY AVAILABLE



RESULTS

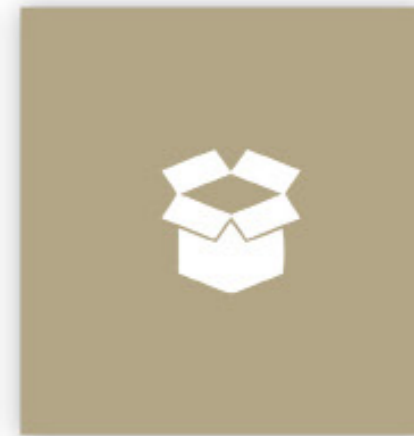
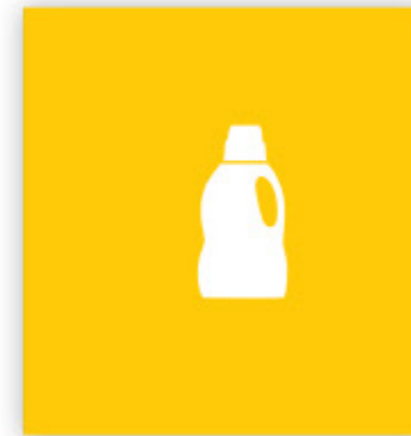
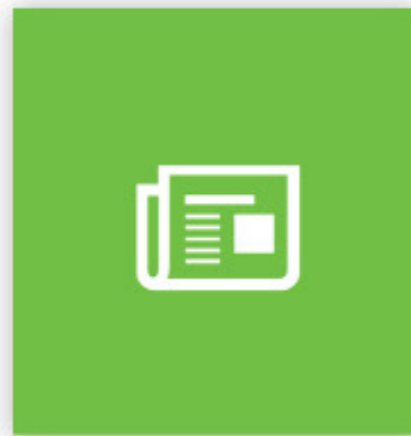
1. VISUAL IDENTITY
2. DIGITALIZATION
3. “LATO” WASTE SORTING UNIT
4. FIXING PACKAGE

VISUAL IDENTITY

VISUAL IDENTITY

COLORS & SYMBOLS

- CREATING MORE SIMPLE WAY TO RECYCLE
- INTUITIVE AND UNIVERSAL COLORS & RECOGNIZABLE SYMBOLS
- EASY TO TEACH TO CHILDREN



VISUAL IDENTITY

COLORS & SYMBOLS IN USE

The image displays seven vertical recycling bins, each with a distinct color and a specific symbol at the top. Below each symbol is a large dark circle representing the bin's opening. Underneath the circle, the bin's name is written in bold capital letters. Each bin contains a list of items that are accepted (marked with a checkmark) and not accepted (marked with an 'X'). An information icon 'i' is located at the bottom of each bin.

- SEKA (Red):** Symbol: 'X'. Accepted: Kiviaines, kiviaines, kiviaines, kiviaines. Not accepted: Kiviaines, kiviaines, kiviaines, kiviaines. Info: i.
- PAPERI (Green):** Symbol: Newspaper icon. Accepted: Kiviaines, kiviaines, kiviaines, kiviaines. Not accepted: Kiviaines, kiviaines, kiviaines, kiviaines. Info: i.
- METALLI (Grey):** Symbol: Can icon. Accepted: Kiviaines, kiviaines, kiviaines, kiviaines. Not accepted: Kiviaines, kiviaines, kiviaines, kiviaines. Info: i.
- BIO (Brown):** Symbol: Leaf icon. Accepted: Kiviaines, kiviaines, kiviaines, kiviaines. Not accepted: Kiviaines, kiviaines, kiviaines, kiviaines. Info: i.
- MUOVI (Yellow):** Symbol: Plastic bottle icon. Accepted: Kiviaines, kiviaines, kiviaines, kiviaines. Not accepted: Kiviaines, kiviaines, kiviaines, kiviaines. Info: i.
- LASI (Blue):** Symbol: Glass bottle icon. Accepted: Kiviaines, kiviaines, kiviaines, kiviaines. Not accepted: Kiviaines, kiviaines, kiviaines, kiviaines. Info: i.
- KARTONKI (Tan):** Symbol: Cardboard box icon. Accepted: Kiviaines, kiviaines, kiviaines, kiviaines. Not accepted: Kiviaines, kiviaines, kiviaines, kiviaines. Info: i.

VISUAL IDENTITY

COLORS & SYMBOLS IN USE



SEKA

- ✓ Keskiväkeä kiviainesta jms.
- ✗ Eriarvoiset materiaalit, joiden kierrättäminen on vaikeaa, ja erikokoisia materiaaleja, jotka eivät sovellu kierrätykseen.



PAPERI

- ✓ Paperit ja paperinvalmisteet, joiden kierrättäminen on helppoa.
- ✗ Muovipaperit, metallipaperit, kalvo- ja alumiinipaperit, jotka eivät sovellu kierrätykseen.



METALLI

- ✓ Rautametallit ja alumiini, jotka kierrätetään helposti.
- ✗ Muut metallit, jotka eivät sovellu kierrätykseen.



BIO

- ✓ Biopohjaiset materiaalit, jotka kierrätetään helposti.
- ✗ Muut materiaalit, jotka eivät sovellu kierrätykseen.



MUOVI

- ✓ PET-pulpetit, jotka kierrätetään helposti.
- ✗ Muut muovipohjaiset materiaalit, jotka eivät sovellu kierrätykseen.



LASI

- ✓ Lasipulpetit, jotka kierrätetään helposti.
- ✗ Muut lasipohjaiset materiaalit, jotka eivät sovellu kierrätykseen.



KARTONKI

- ✓ Kartonit, jotka kierrätetään helposti.
- ✗ Muut kartonkipohjaiset materiaalit, jotka eivät sovellu kierrätykseen.

DIGITALIZATION

DIGITALIZATION

MOBILE APPLICATION



DIGITALIZATION

MOBILE APPLICATION



Recycling statistics

Enter location.

You will see the recycling habits of the selected address as columns.

You can choose the timeframe and baseline for the stats.

The baseline is faded behind the column.

DIGITALIZATION

MOBILE APPLICATION



Recycling map

Enter location.

On the map you will find your closest recycling points and Sorti stations.

Handy on the road or if your apartment building is lacking recycling possibilities.

DIGITALIZATION

MOBILE APPLICATION



Recycling market

Find all the stuff close to you that is searching for a new home.

Easy to add announcements. Product, phone number and price.

DIGITALIZATION

MOBILE APPLICATION



Sorting helper

Search for a product by name, or scan the barcode with your phone.

You will get the sorting instructions for the product in question.

On the same page you will be told how the material is recycled and reproduced.

DIGITALIZATION

MONITOR FOR WASTE SORTING UNIT

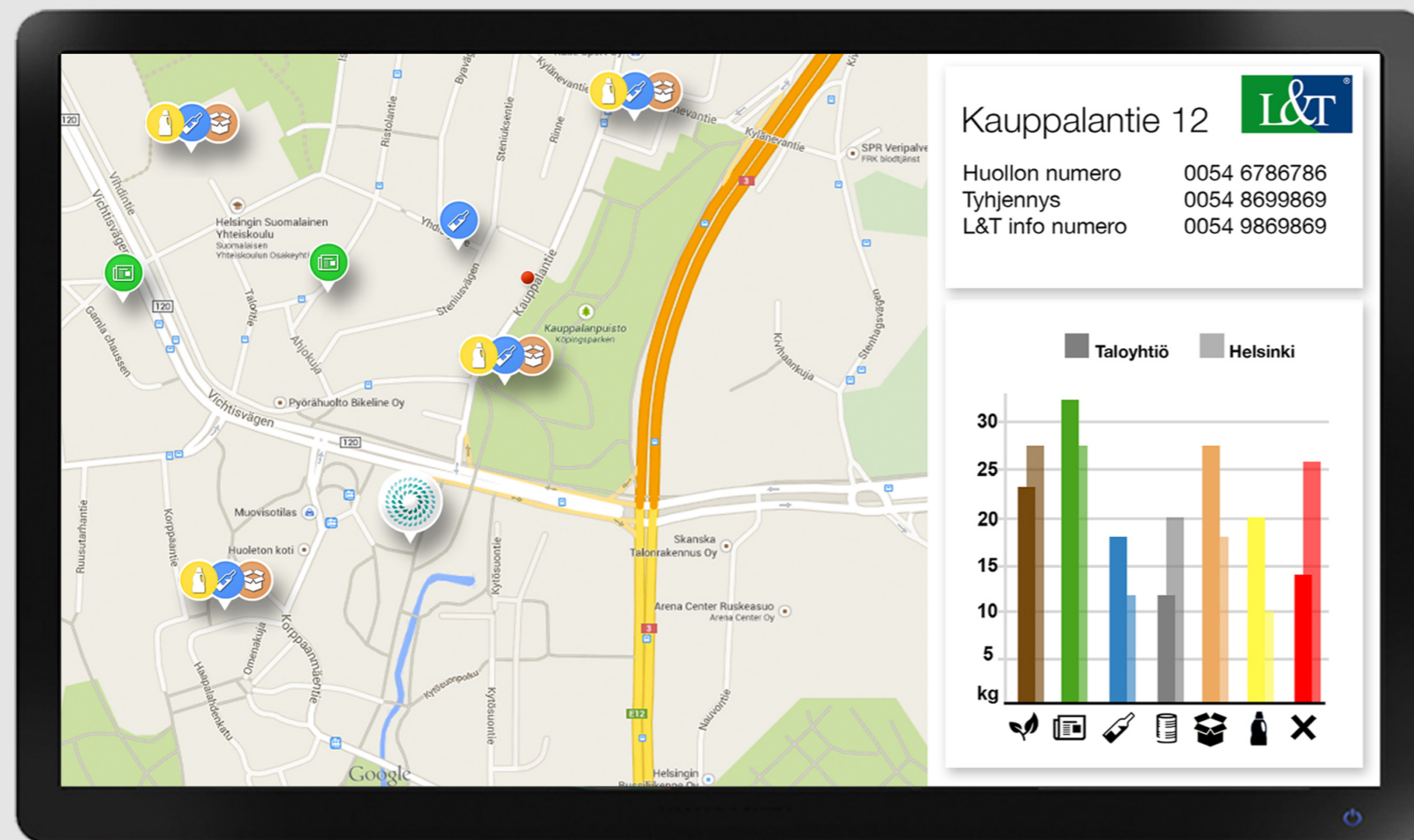
Shedmonitor

The basic information of the app compiled onto a screen in the shed.

Brings the statistics to people who don't have the app.

Basic contact information of L&T, and possibly some current announcements would be provided.

The screen could also be brought in to the stairway. Or transformed into a weekly paper.



“LATO” WASTE SORTING UNIT

LATO

ELEMENTS

HYGIENE



BRIGHTNESS



TECHNOLOGY



KNOWLEDGE



LATO

FUTURE SORTING UNIT



LATO

FEATURES



LATO

VIEW INDOORS



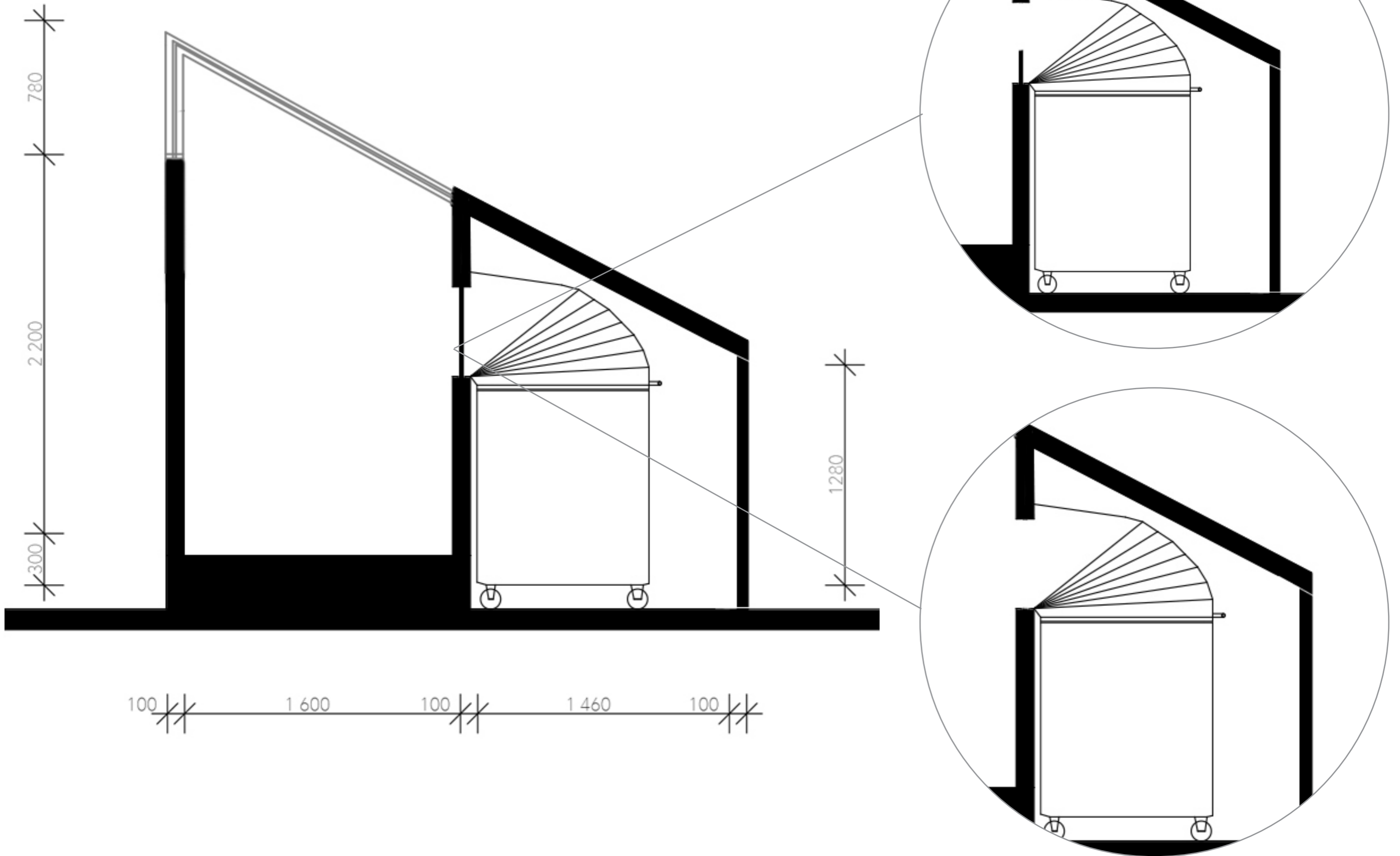
LATO

FEATURES



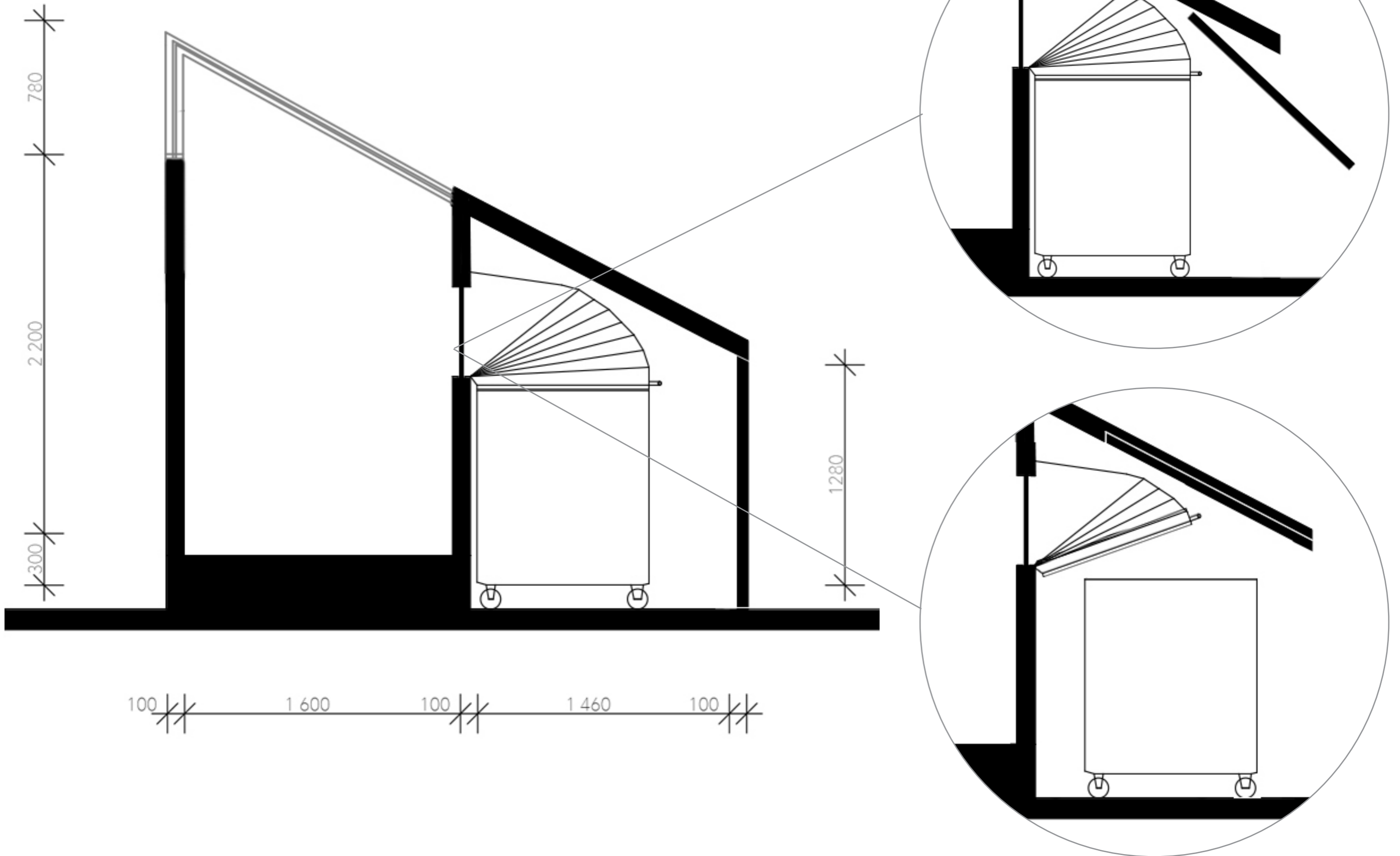
LATO

HATCH SYSTEM



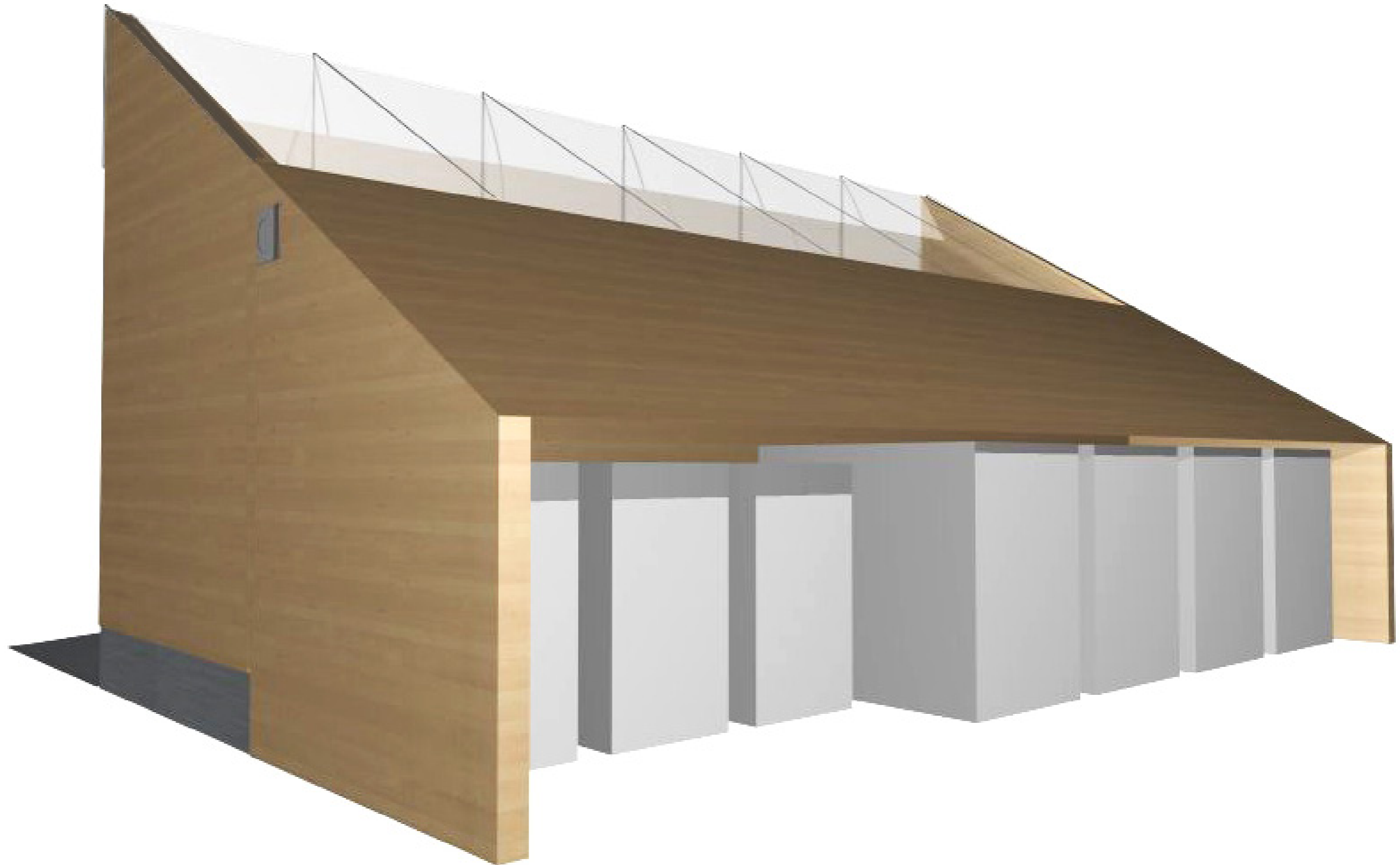
LATO

TUBE SYSTEM & TIP-UP DOOR



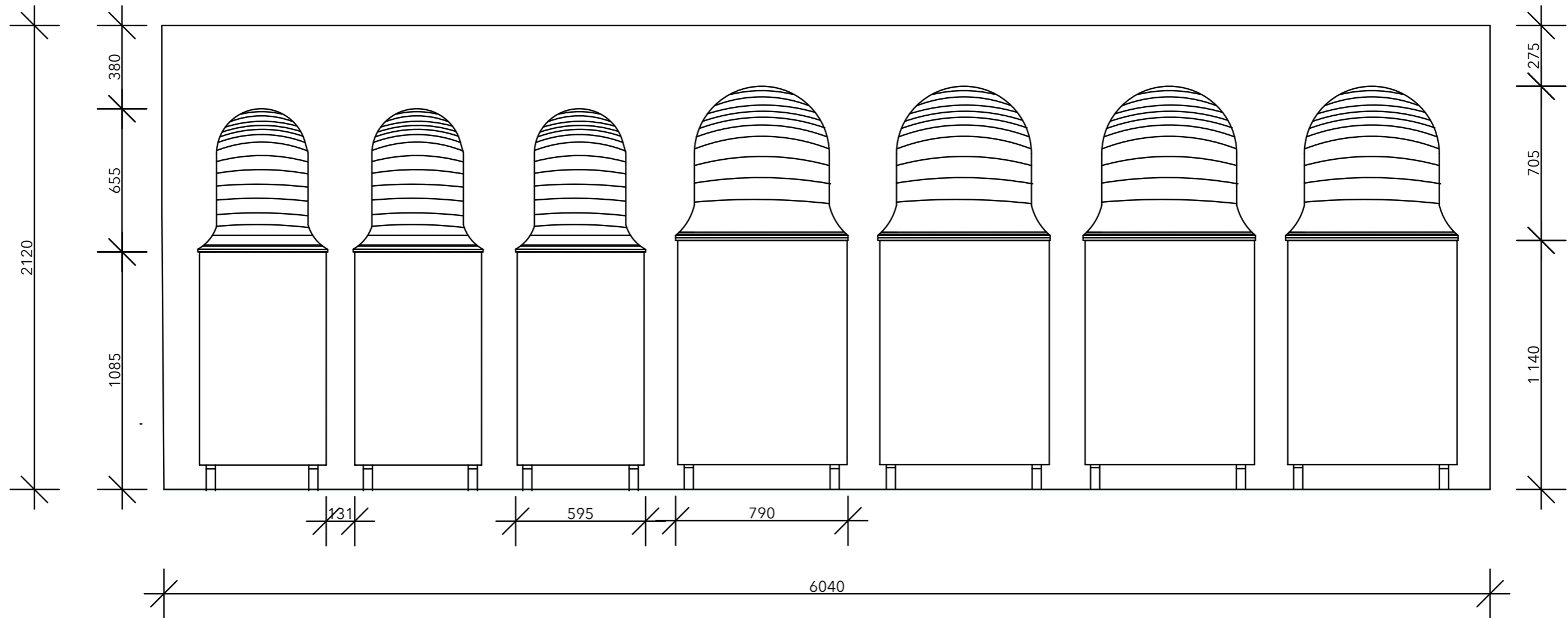
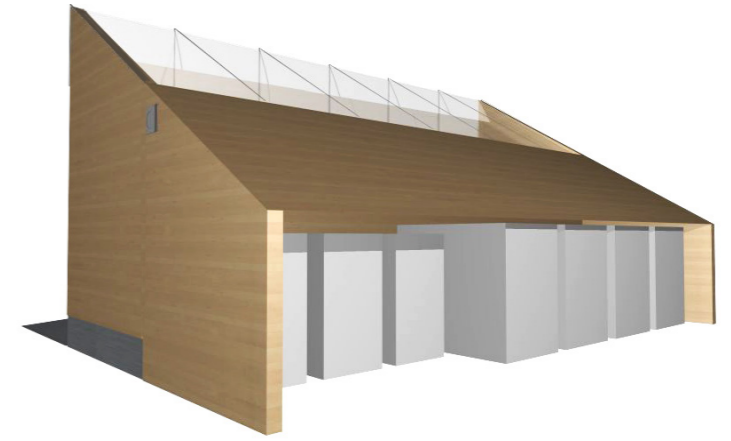
LATO

VIEW AT THE L&T SIDE



LATO

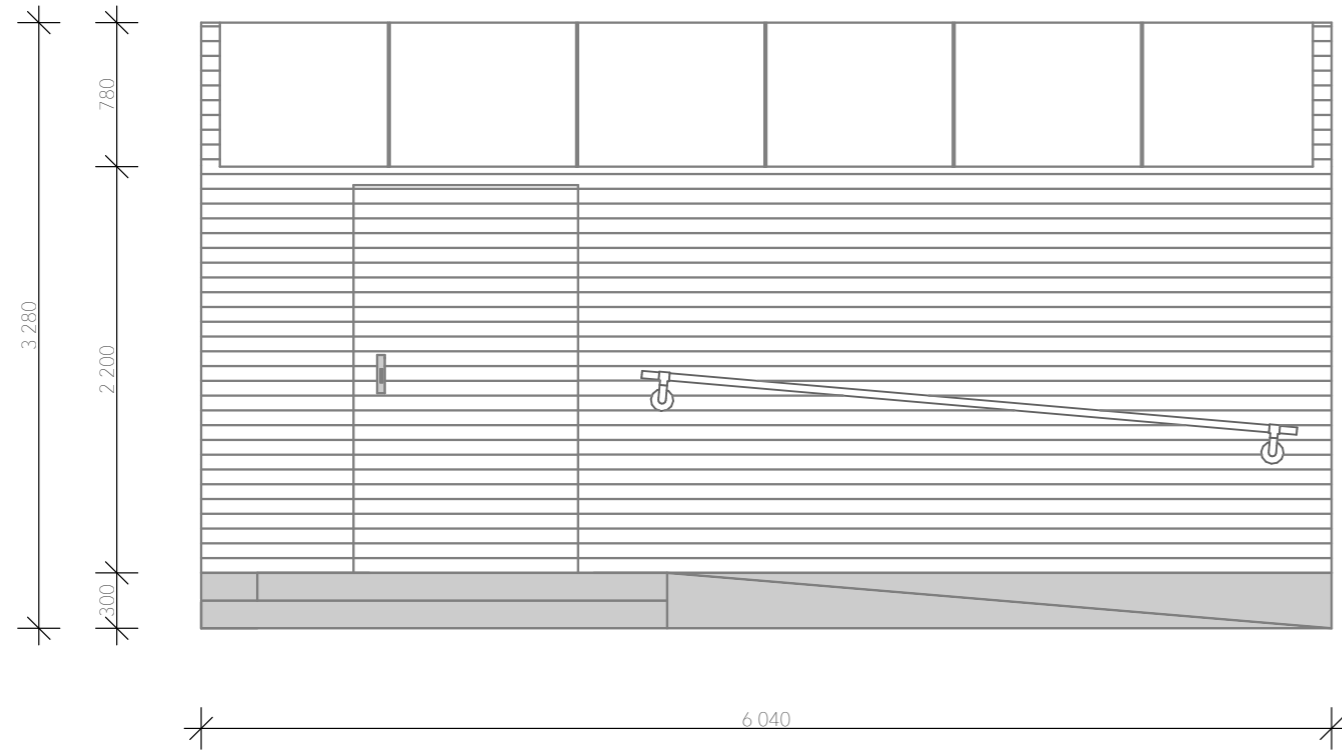
TECHNICAL DRAWINGS OF TUBE SYSTEM



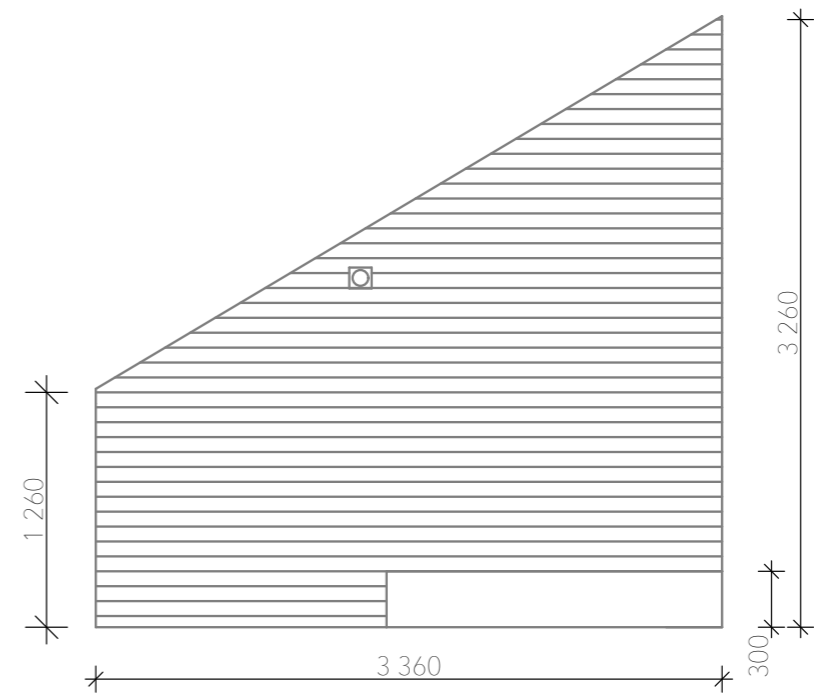
LATO

MEASUREMENTS

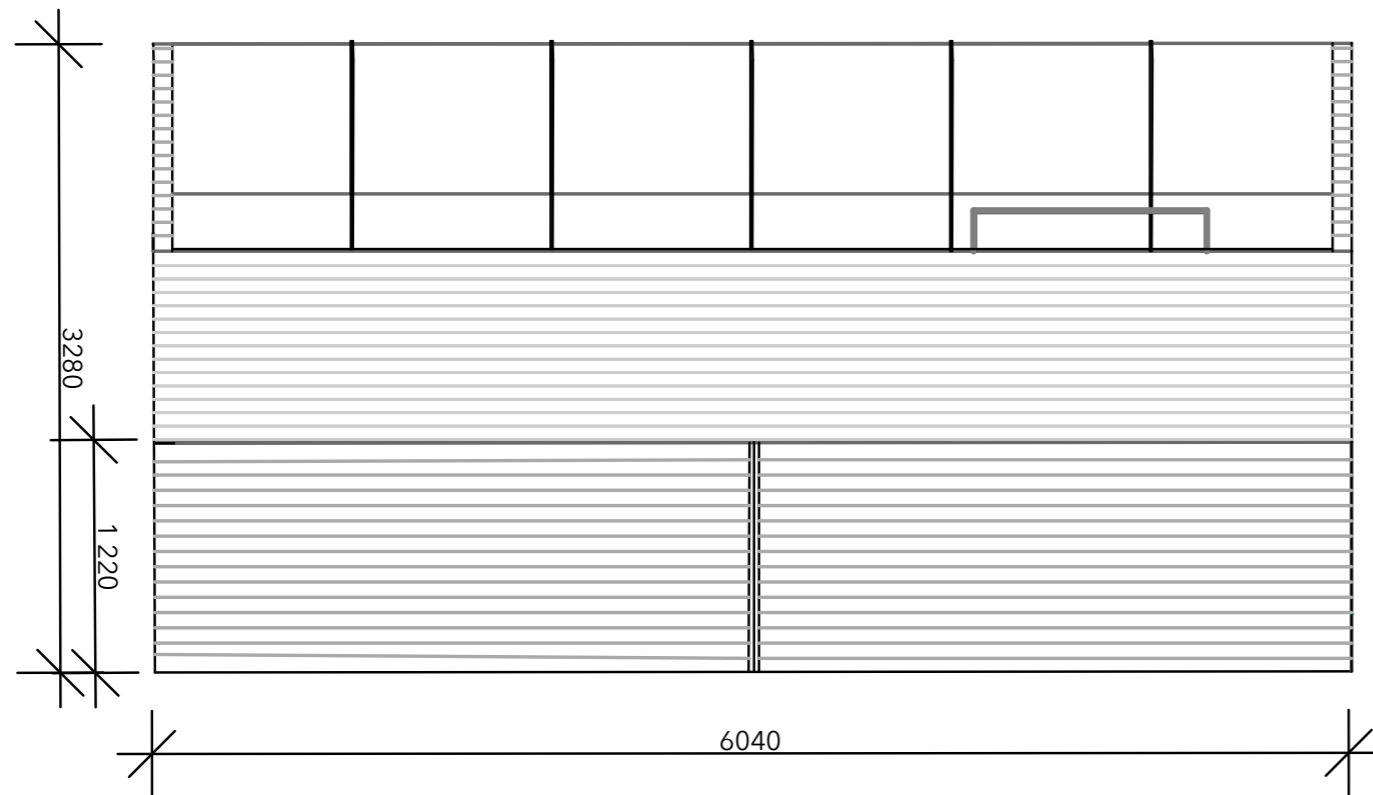
FRONT



SIDE



BACK



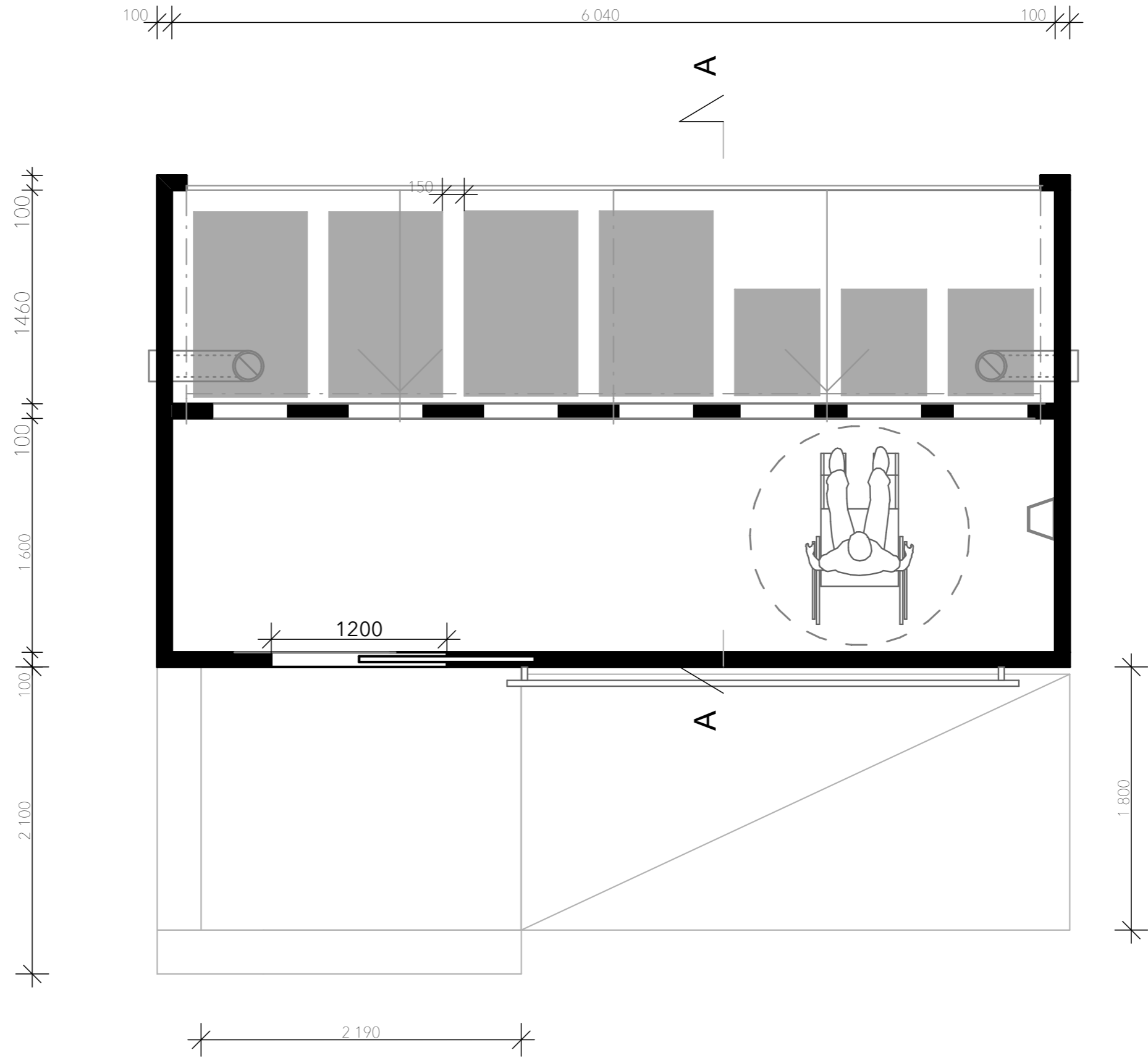
LATO

PLAN

L&T SIDE

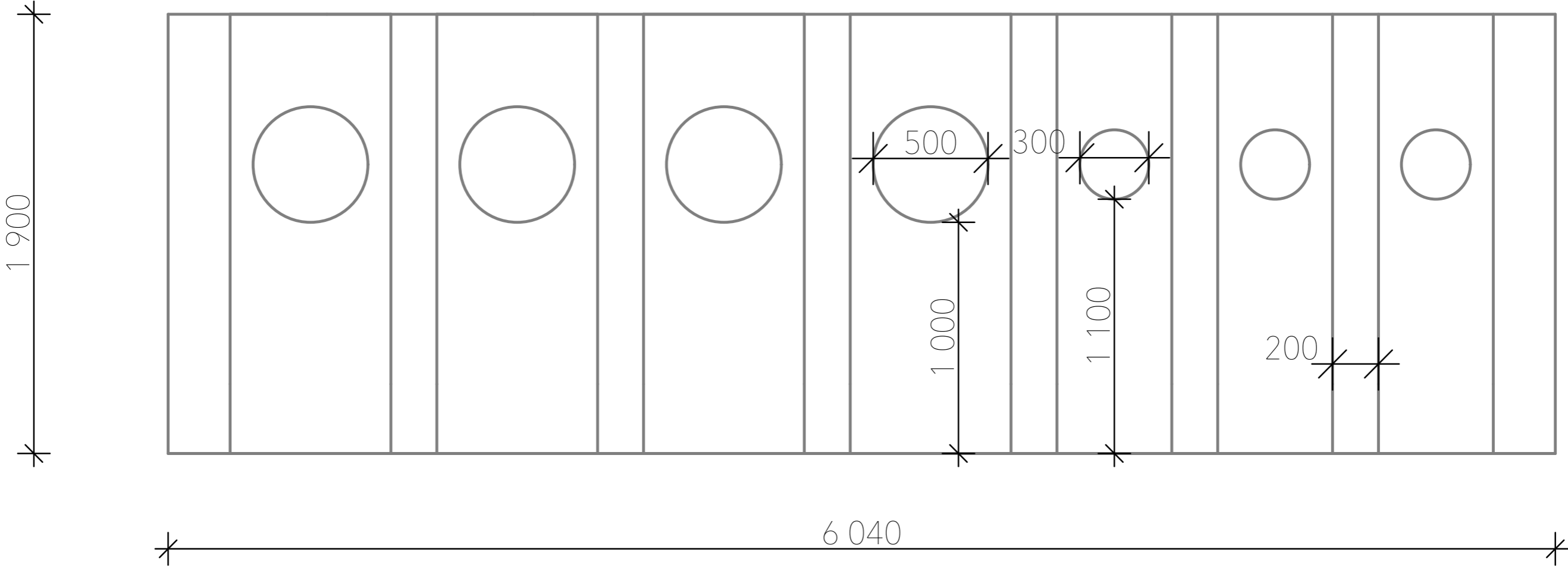


CUSTOMER SIDE



LATO

WALL PROJECTION



LATO

MATERIAL OPTIONS - BIRCH



LATO

MATERIAL OPTIONS - BIRCH PLANK



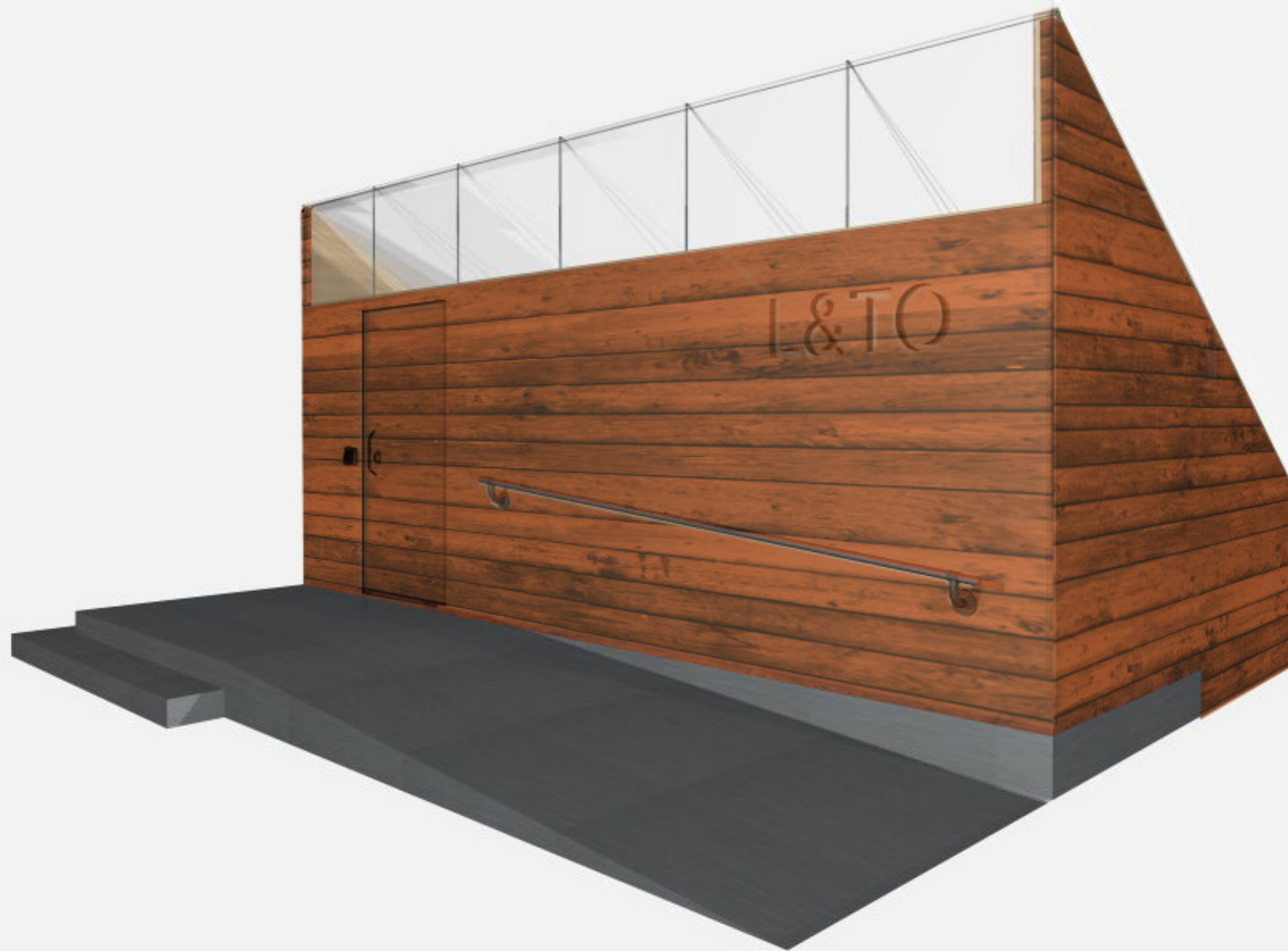
LATO

MATERIAL OPTIONS - CORTEN STEEL



LATO

MATERIAL OPTIONS - RUSTIC PINE



FIXING PACKAGE

FIXING PACKAGE

HYGIENE UNIT

AUTOMATIC SCENT SYSTEM



DESINFECTING HAND TOWELS



FIXING PACKAGE

INSTRUCTION BOARDS

- PRINTED ON THIN METAL OR ACRYLIC BOARD
- SIZE APPROXIMATELY A2 PAPER (420 x 594 mm)
- CONTAINS RECYCLING INSTRUCTIONS + INFORMATION

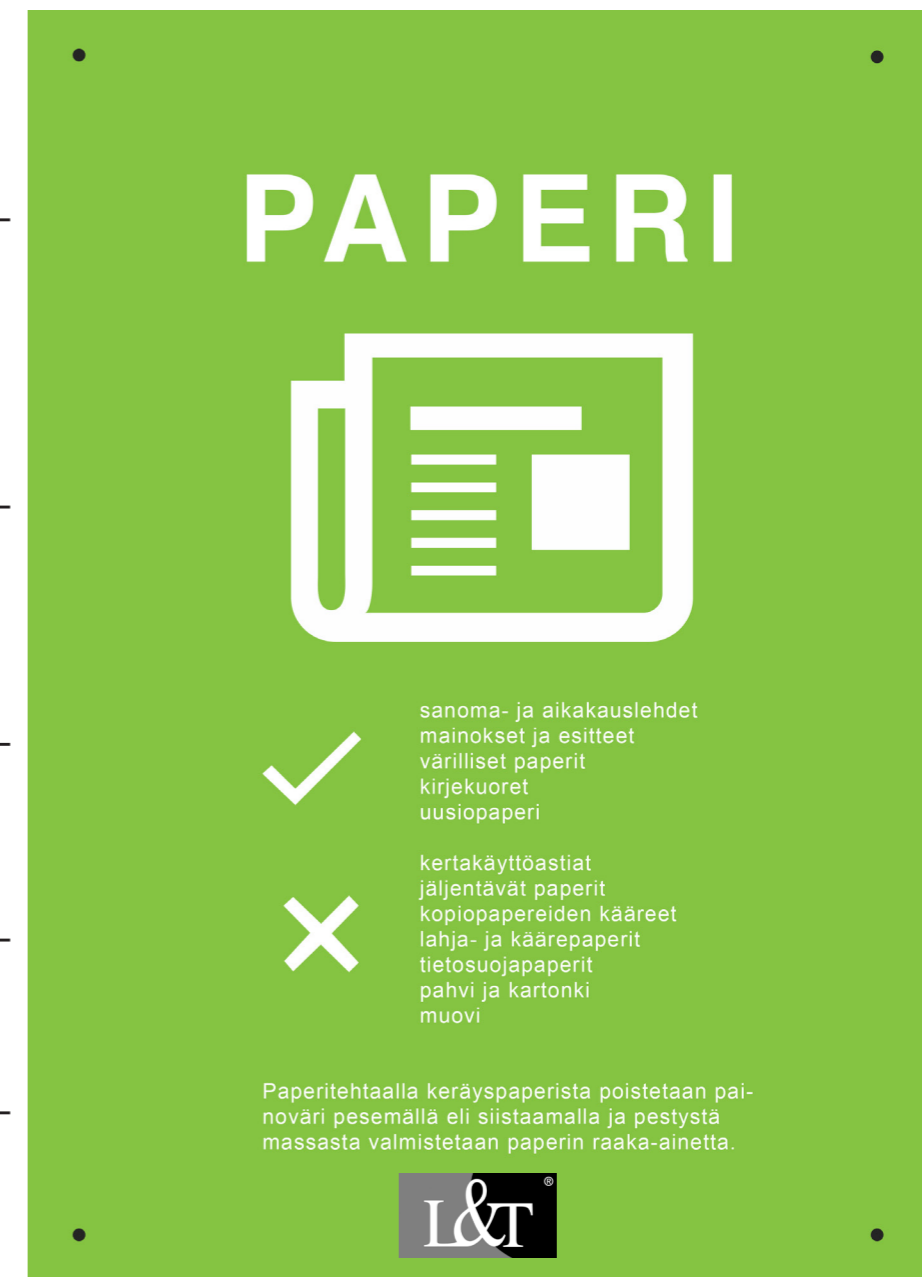
TITLE —

SYMBOL —

WHAT IS ALLOWED —

WHAT IS NOT ALLOWED —

HOW IS THIS MATERIAL RECYCLED —

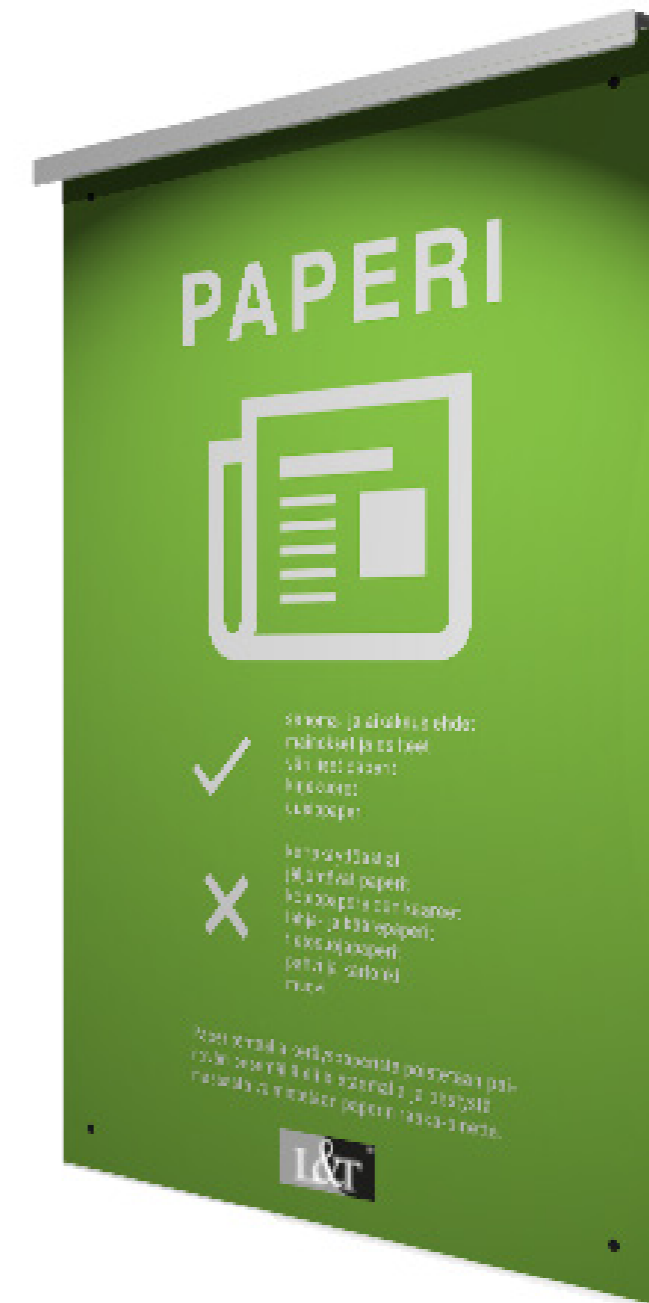
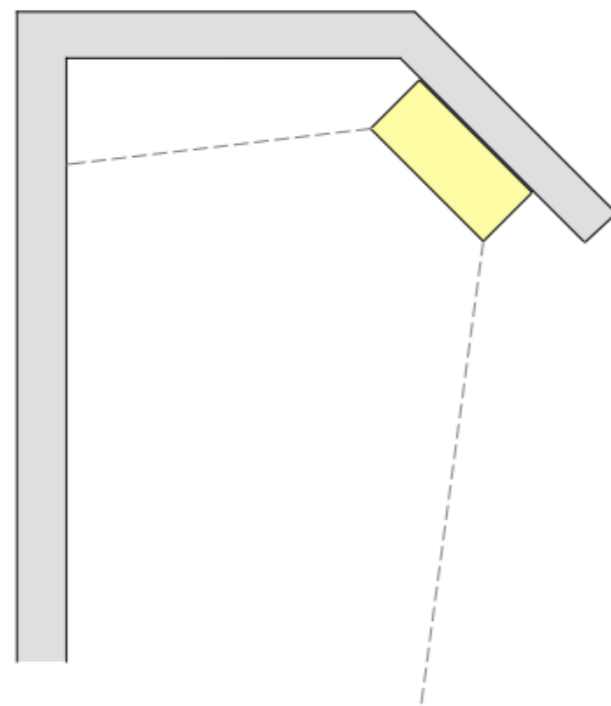


FIXING PACKAGE

INSTRUCTION BOARDS

- BOARD IS READY TO BE SCREWED TO THE SHED'S WALL
- IT HAS LED-LIGHTING ATTACHED

SIDE PROFILE





PAPERI

- ✓ saroma- ja sivakaalehdet, manikset ja omiteet, vanhat paperit, kirjoituspaperi, urospaperi
- ✗ kertakäyttöiset ja jätettävät paperit, kopio-paperien kääreet, lahja- ja kääripaperit, telonpaperi, pahvi ja kartonki, muovi

I&T



KARTONKI

- ✓ kartonkipakkaukset, kartonkikökit, aaltopahvi (pahviaalikoit), kartonkiset kertakäyttöiset paperikassit ja -säkit, paperipussit (sokeri-, jauho- ja leipäpussit), paperinruuen hytyt, PUNOISTA JA LITISTÄ PAKKAUKSET
- ✗ liian isot tai huuhlelemattomat pakkaukset, muovit, silyrokki

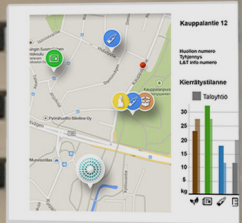
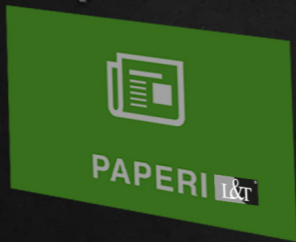
I&T



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- ✗ liian isot tai huuhlelemattomat pakkaukset, muovit, silyrokki

I&T

PAPERI I&T



KARTONKI I&T



KARTONKI I&T



PAPERI

- ✓ saroma- ja aikakauslehdet
marssit ja omiset
vaatteet, paperit,
korkkoonat,
uusiopaperi
- ✗ kertakäyttöiset
jäljettävät paperit,
koppipaperoiden kääreet,
lahja- ja kääripaperit,
telonpaperi,
pöytä- ja kartonki,
muovi

I&T



KARTONKI

- ✓ kartonkipakkaukset,
kartonkiköki,
aalloppähi (pahvipölköt),
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paperikassit ja -säkit,
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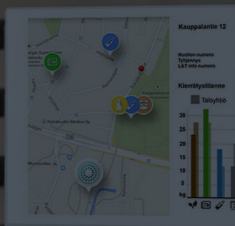
I&T



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paperinullen hytyt,
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- ✗ liian isot tai huuhlelemattomat
pakkaukset,
muovi,
silytys

I&T




PAPERI I&T

KARTONKI I&T

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THANK YOU!



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