



## Sorting guide & instructions for the sorting systems

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# User profiles



## STUDENT

*“Is there anything interesting about recycling?”*

Has information of recycling, but has not enough space at home for recycling bins. Student apartment buildings have fairly good selection of bins outside. Even though she/he knows it would be good to recycle, is usually just too lazy and interested in other things but recycling, so needs motivation. Can use digital interfaces fluently.



## ACTIVE YOUNG ADULT

*“I want to know how necessary recycling actually is”*

Is very busy with work, therefore wants everything to be as efficient as possible. Can afford better recycling bins in home, but wants to be assured that it's worth the money. Might be already used to recycling at work place. Social pressure and some kind of reward motivates.



## **SINGLE MOTHER**

*“Affordable and efficient solutions are welcome”*

Doesn't have any extra time for recycling, wants easy solutions. Recycling doesn't feel that important, but wants to set a good example for children. Recycling solutions that could be used by children, would make the everyday-life much easier.



## **YOUNG FAMILY**

*“Teaching recycling to children is important”*

Has more resources for recycling and willingness to also teach the children, because wants to make a brighter future for them. Doesn't have enough space for recycling in home, hopes for compact solutions that could easily be used by children.



## WEALTHY MIDDLE- AGED

*“Monitoring would definitely increase recycling”*

Lives in a detached house, with only one bin (mix waste) in the yard. Can afford a sorting system in home, but can't see the reason to purchase one. Sorting bins (glass, cardboard, metal) are usually situated a couple kilometers from the house. Wants to “do the right thing”, but needs a little push and social pressure from neighbours.



## OLD PEOPLE

*“Things should be easy to use and remember”*

Has more time for recycling, but physical abilities are not what they used to be. Wants solutions that are intuitive and easy to remember, doesn't want to read any long, complicated lists. Is thinking of future generations. Has knowledge how to get rid of waste by burning, composting and re-using and experience how to produce waste as little as possible.

# Our recycling vision: product labeling

When you buy a product  
and use it,  
the package already tells you  
how to recycle it  
with unified colouring



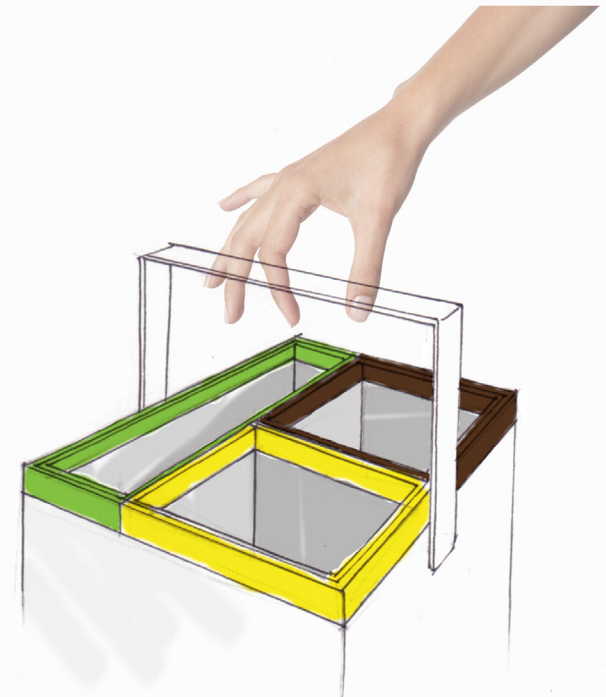
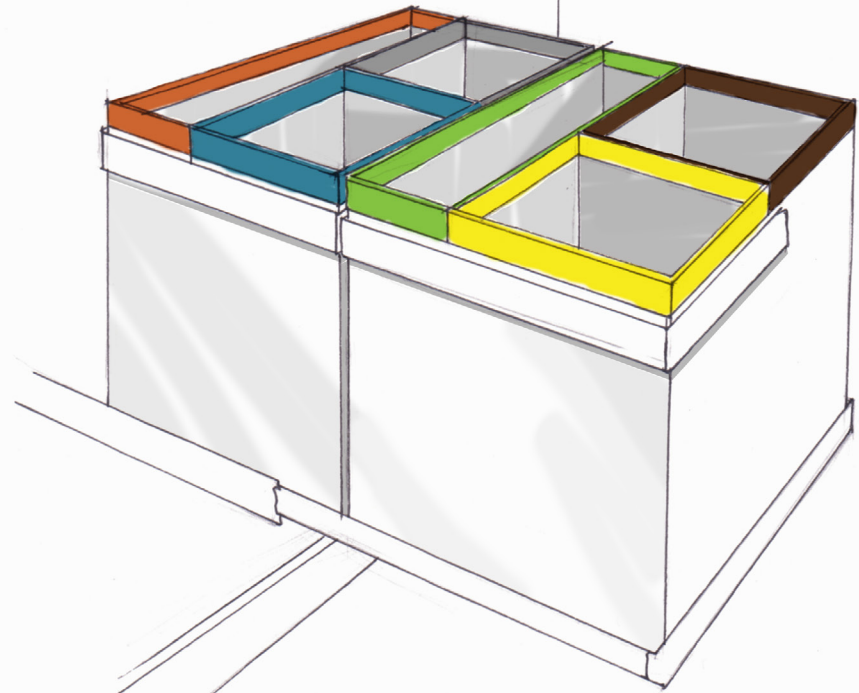
# Our recycling vision: bin for home

We need to recycle at least:

metal  
glass  
paper  
cardboard  
bio  
plastic

Bin should be:

- Easy to carry to sorting shed
- Having same recognizable colour system
- Possible to place somewhere else than under the sink



# Examples & Inspiration



IKEA

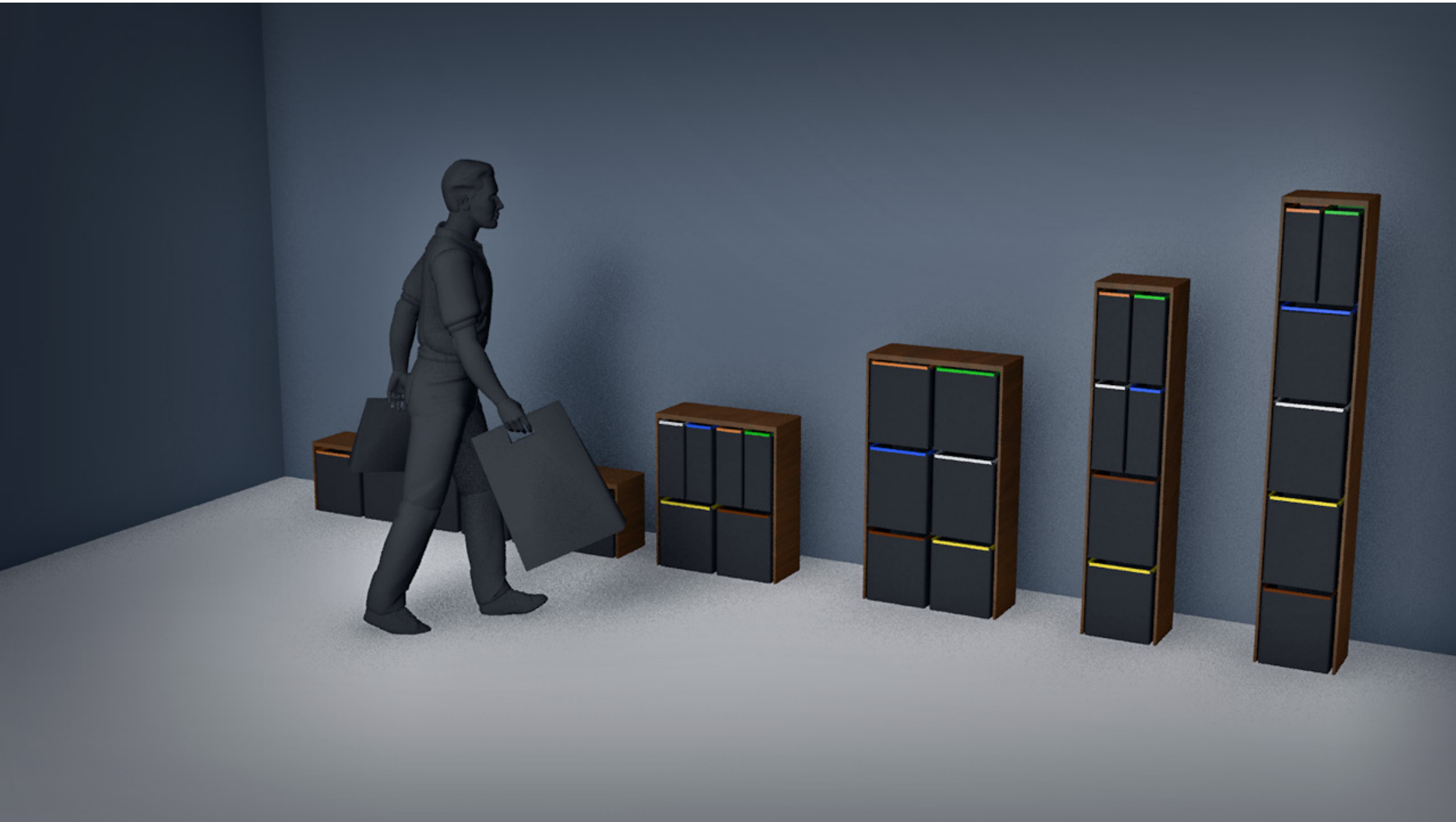


STALA



BIN IN THE UK

Our recycling vision:  
different bin system for home





# Our recycling vision: informative waste shed



# Our recycling vision: digitalization on personal level

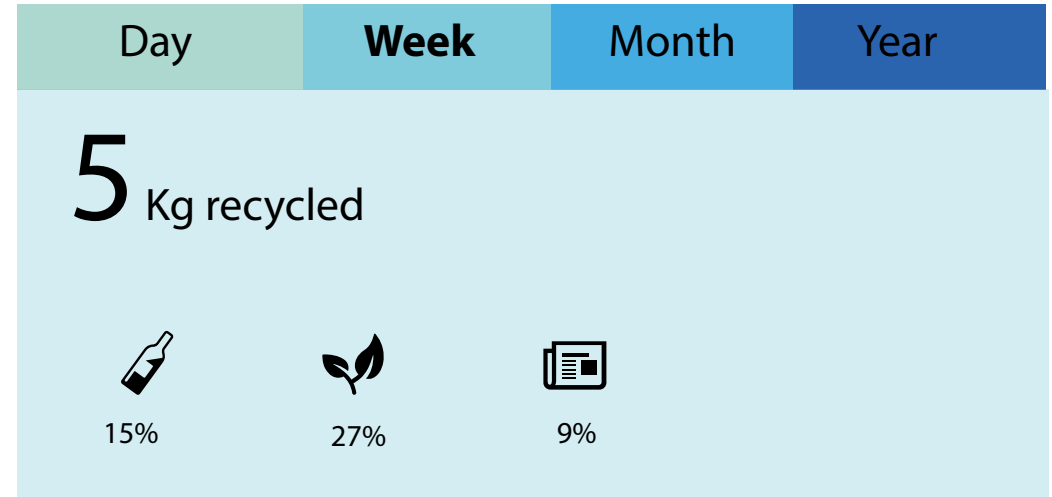


Hei!  
Check your recycling

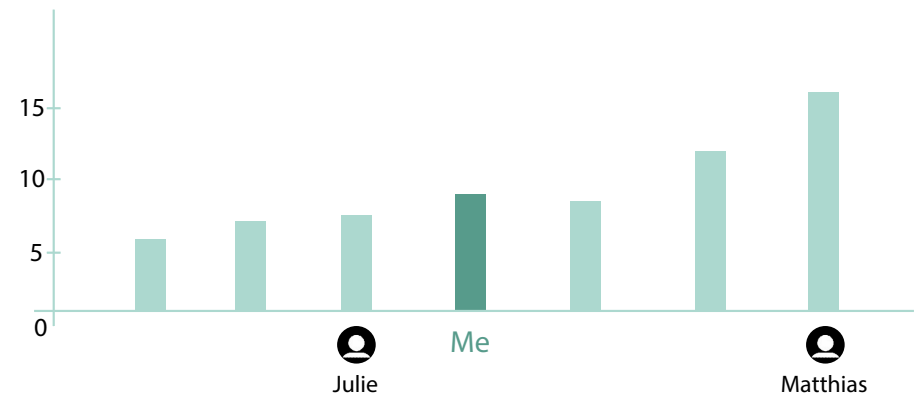
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Last connection :  
13/09/2014

## Shed capacity



## Neighbourhood results



# Our recycling vision: idea for screen/monitor

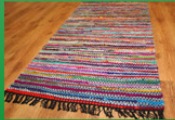


## What's Close

Moccamaster 500m  
Rasmus Lönnqvist 0401234567



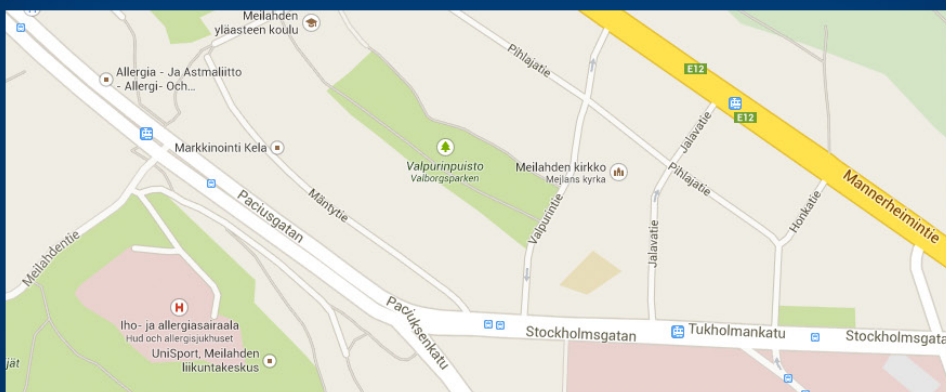
Rag Rug 60x90 300m  
Kia Koponen 0401234567



Lundia shelves 1,2km

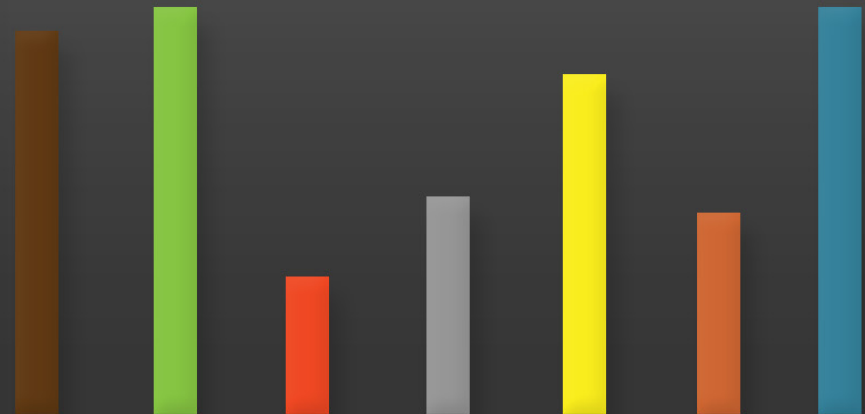


## Nearest



## Your Stats

Week Month Year 5 Years



Our recycling vision:  
visual identity; colours & symbols

BIO



PAPERI



SEKA



METALLI



MUOVI



PAHVI



LASI



# Examples & Inspiration





# Next steps

INTERVIEWING more people

FINALIZING colours & symbols

DESIGNING home bins' technical details

DEVELOPING digital interface / app

CREATING smaller, doable concepts for L&T