

Innovation project 2014

Topic

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

Trying to increase the amount of recycling consumers

Make it easier and more convenient for everyone

Create a simplified and fun way to recycle

Making sorting “foolproof”, by using a universal labeling system for products and recycling bins.

Keywords

Recognizable
Effortless. Attractive
Everyday **Universal** Intuitive
Fun Colorful
Efficient

Plan of actions

- Interviewing Lassila&Tikanoja's representative for a more specific plan
- Researching the possibilities to use some kind of responsive/rewarding digital system in a sorting space (Benchmarking)
- Searching the recycling statistics (L&T) and finding the main problem areas
- Benchmarking and evaluating the symbols and colours used in recycling bins

Research



Final concept

- A recognizable visual identity or sub brand for L&T, that could function as a standard appearance for recycling at their service points.
- A possibility to follow-up on your recycling habits, and gain a better knowledge of what and how to recycle.
- To merge the recycling chain from producers to consumers and back, into one fluid service.
- To enhance the service design/logistics at L&T

Timetable

