Innovation project 2014



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

Week 37:

9.9 Tue Presentation

- Research
- Benchmarking
- Developing ideas
- Problems?

Week 39:

24.9 Wed Group meeting

- Finalize goals
- Visual stuff
- Creating concept

Week 41:

9.10 Thu Final presentation

Week 36:

1.9 Mon Group Meeting

- Research
- Mindmapping
- Ideas

Week 38:

8.9 Thu Presentation

- Visual branding
- Creating concept

Week 40:

29.9 Mom Presentation2.10 Thu Group meeting

- Finalize goals
- Visual stuff