

Summary:

Plastic bags are an inefficient use of resources. This project aimed to reduce the environmental impact of plastic bag use, initially through an idea of plastic bag deposit. Showing too complex, a second approach aimed to change habits of plastic bags was proposed. Depending on a collaboration with a store for implementation the second project approach ultimately failed because of negative corporate attitudes towards implementing environmental work into core activities. The project ended with an analysis of what the main hinders of implementation were and what could have been done instead.

Purpose, related SDG

Responsible consumption and production. As the need for carrying won't go away, we should strive to make it sustainable.

First backlash

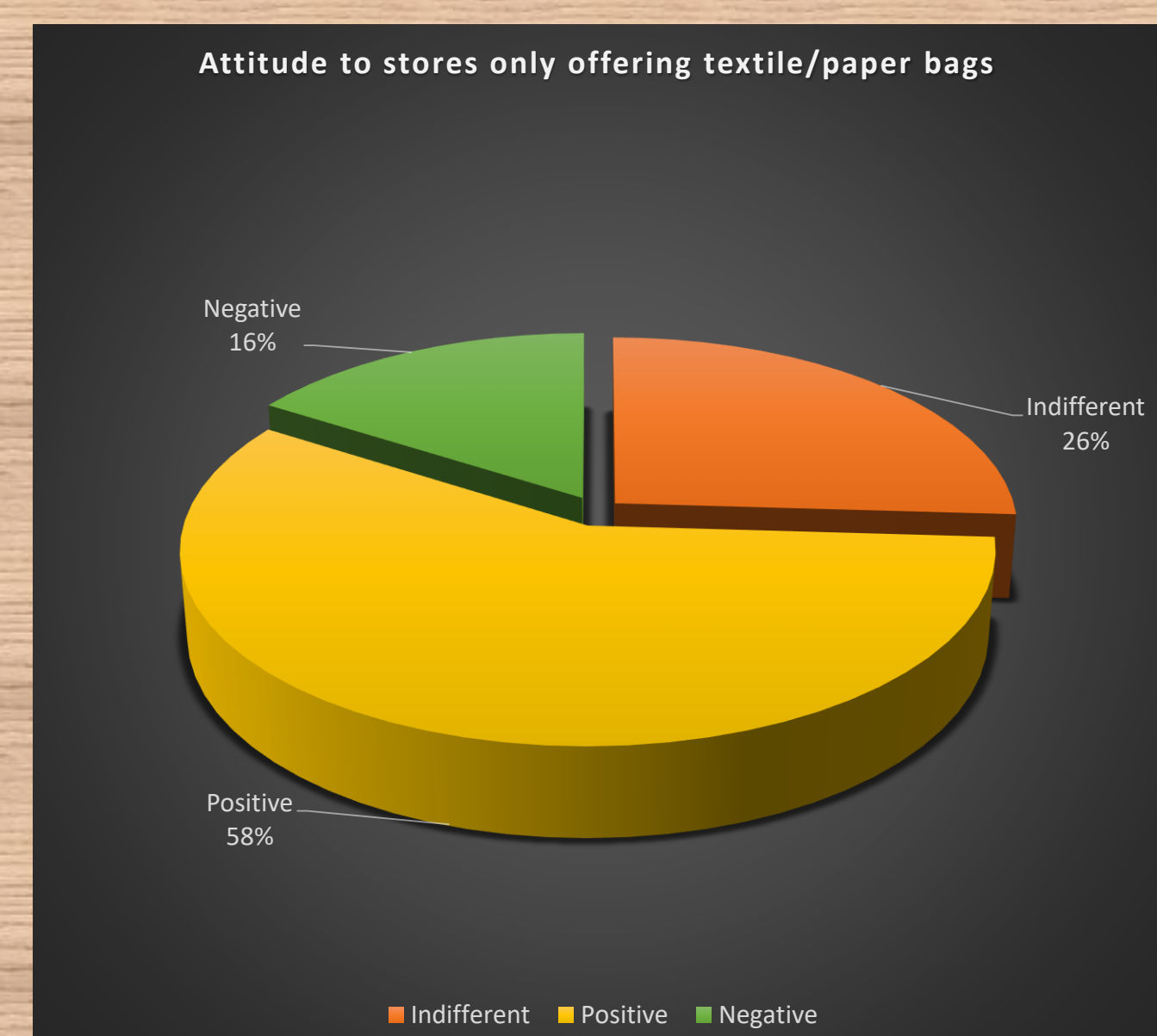
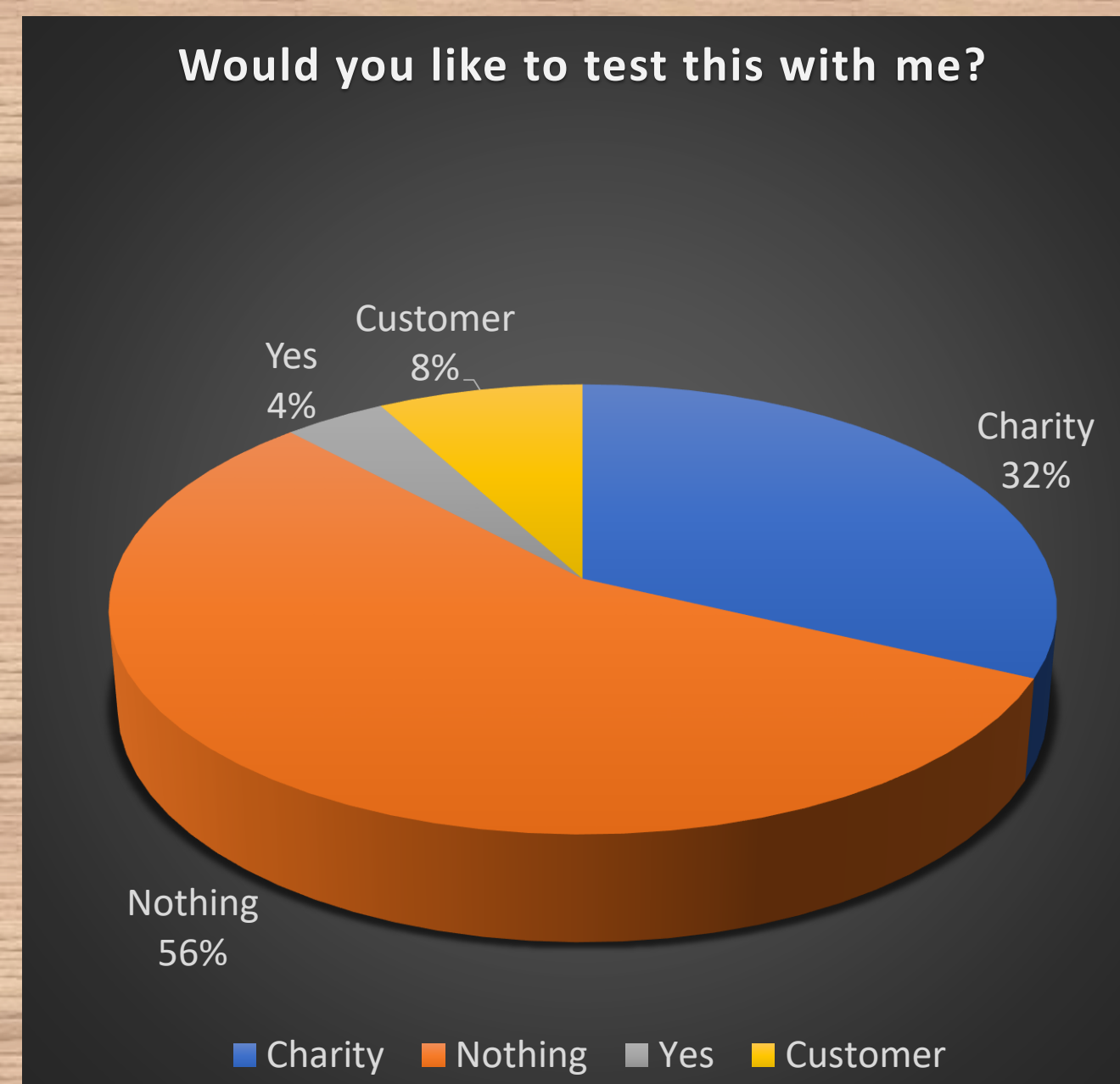
Our contact person at PantaMera explained how the old returglas system relied on uniformity among the bottles. The same thing goes for the current container deposit system for plastic and aluminium bottles. Without it the task of designing a system that can handle all sorts of plastic bags is too complicated.

Initial approach



Second approach:

1. People are buying plastic bag out of habit.
2. What should we do about it?
3. We should break the habit?
4. How?
5. By removing the possibility of exercising the habit.



Result of stakeholder analysis:

Those who have the influence lack the interest and vice versa. This effectively prohibits change.

How can we change this?

Government/authority have power to change. Whereas individual customers do not.



Reflections:

Prejudice: Environmentally beneficial work cannot be a core activity. It is more like charity.

Contact: Although hard to prove, email might not be the best way to contact.

Group dynamic: It is necessary to have a group environment where all members are comfortable enough to say what they want.

Picture credits (downwards)

- SVT
- Reddit user
- Huffington post