

RE-THINK RE-USE

We use **5 trillion plastic bags**...per year! Which makes **160,000 a second**.
On average that is **700 bags** a year for every **single person** on the planet.
The **average time used is 12 minutes**. **We can do better than that.**

Adele Sveger 24319

Ebba Kjellberg 24487

Filip Karlsson 24442

Julia Herlogsson 24483

Maja Sjöblom 24493

1. PREVIOUS ACTION

There have been several actions taken by countries and organizations to decrease the use of disposable plastic bags. For example, the European Parliament has established the single-use plastic directive and has set the target goal of 40 bags per person a year. As a result, the Swedish government implemented higher taxation of single-use bags in May 2020 to an average of 7 SEK.

Legislators are acting. What stops you?

2. TARGET GROUP

Reusable bags already exist, however, the usage among young people is limited. Our data shows that 7 out of 10 students at SSE purchases a new plastic bag every time they shop. This means that the average SSE student uses 150 plastic bags per year.



Target group: SSE students.

Why students? Research indicates that students rarely re-use bags. The reasons involve inconvenience, not owning a reusable bag, and the fact that most reusable bags are "untrendy".

Our challenge: How can we make students change their behaviour?

Our aim: To create a trendy bag that students want to use in theory and in practice. Our survey indicated that students are more willing to use a reusable bag that is discrete and that they can feel a connection towards it.

3. OUR ACTION

We have developed a reusable bag in polyester. The choice of material was based on its long durability and that it only takes at most 35 usages to make up for its environmental impact. The bag comes in a discrete grey color and has a motive of the SSE building – a design that SSE students can feel associated with, making it personal. The bag is foldable and pocket-friendly, which solves the inconvenience problem with bringing it along. In partnership with Boston Consulting Group we will hand out 500 bags for free to SSE students.



OUR PROJECT JOURNEY

1

Locating the problem

We recognized the problem with plastic bags.

2

Research

Collecting data from SSE students.

3

Finding a partner

BCG became a partner and committed to sponsor 500 bags.

4

Design

Designed a bag that met the needs and demands of the SSE student.

6

Distribution & marketing

Sign-ups for the bags will be available through a Facebook-Event.

5

Finding a supplier

Found a supplier that met our preferences.

OUR INNER JOURNEY

1. CO-INITIATING

We had all identified and downloaded the problems with the disposable consumption society we live in. Coming together we came to the conclusion that we needed to make a change for the better.

5. CO-EVOLVING

Looking back at this journey, we have realized that changing our habits does not have to be a sacrifice and living sustainable is a liberation rather than a constraint.

2. CO-SENSING

We realized that change has to come from within and a change is only possible with a shift in mindset and acting. Even a small change in our everyday-life can have a large impact.

4. CO-CREATING

The ambition of our project is to make people start realizing what they can do for the environment. The "small" act of bringing a reusable bag can evidently lead to large impacts when we act collectively.

3. PRESENCING

Actually changing our pattern and way of thinking. We have to live as we learn. Producing reusable and environmental friendly bags is just one example.

4. IMPACT

The CO₂ emission of our bag is compensated after 2 usages and the breakeven concerning all environmental aspects is 35 times. If all 500 SSE students solely use our bag they will in total save 75.000 plastic bags each year. Our idea to produce reusable bags in polyester is a step towards enforcing a change in the everyday life of a student at SSE. The ambition is to create a domino-effect and establish a new mindset of a more sustainable lifestyle amongst young people and society as a whole.

5. WHAT'S NEXT

Moving forward, our goal is for the reusable bags to continue changing the behaviour of both existing and future students. We are currently in a discussion with SSE's Student Association about the possibility for them to merchandise our reusable bags at the school. We hope students can set a standard for the rest of society and make more people aware of the problem today and in the future.

Plastic bags are made from oil which is a non-renewable energy source. Using our reusable bag is an action towards lowering CO₂ emission, creating a better climate.

The reusable, foldable, trendy bag will contribute to a decrease in consumption of plastic, achieving efficient usage of natural resources.



Reduced consumption of plastic bags limits the risk of plastic in the ocean and disturbance of the natural ecosystem.

The long degradation process of plastic is damaging to wildlife in multiple aspects. Moreover, the burning of plastic in the open air leads to environmental pollution due to the release of toxic chemicals.