

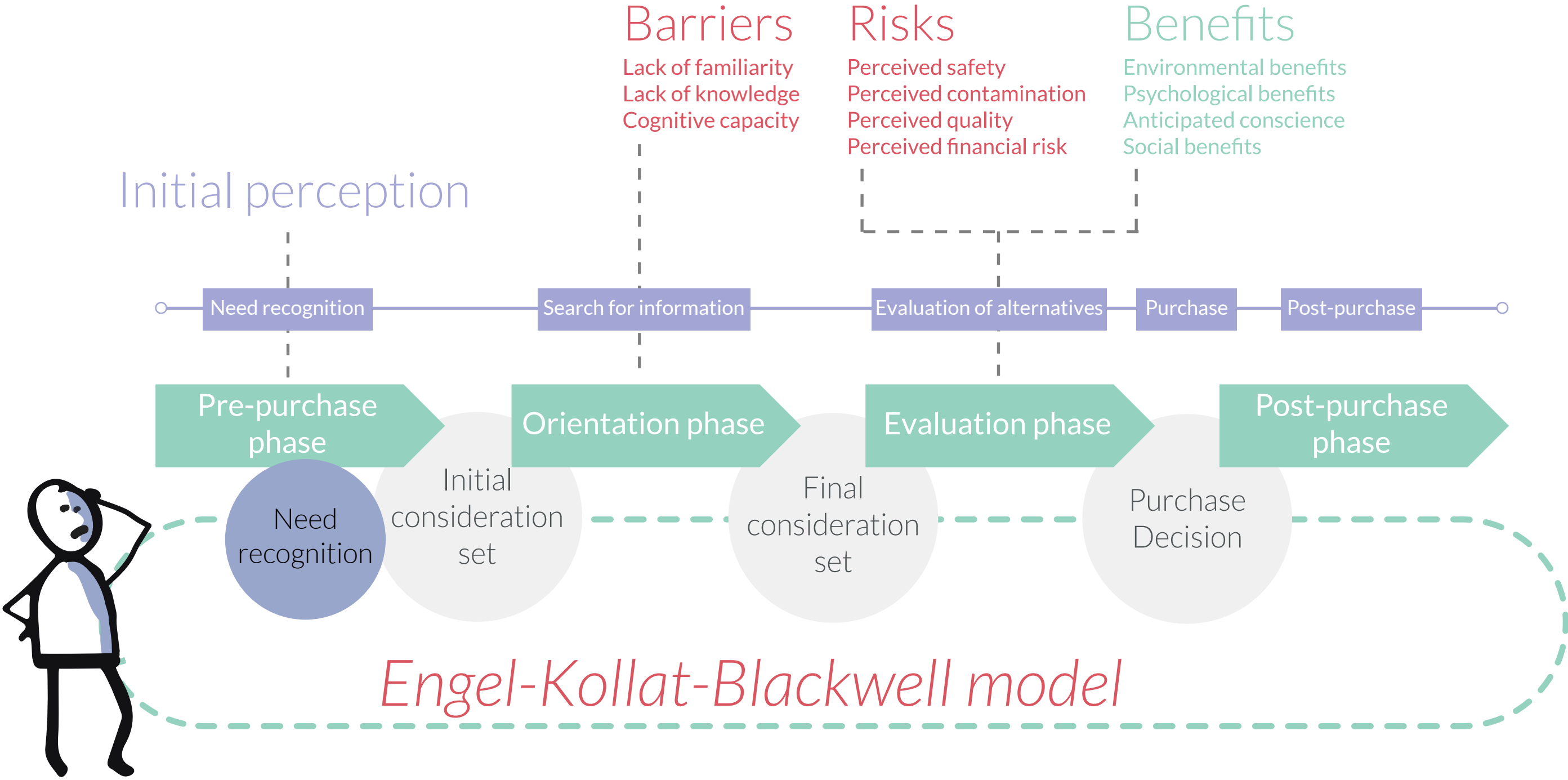
SAY NO TO VIRGIN PLASTIC

Enhancing consumers' acceptance of products made of recycled plastic

This graduation project researched how the consumer acceptance of products made of recycled plastic could be enhanced. It provided a great understanding of how products made of recycled plastic are perceived by consumers. The Engel-Kollat-Blackwell model (EKB model) was used to describe the psychological decision-making process of consumers. This gave insight in the barriers that consumers encounter and what risks and benefits they perceive with products made of recycled plastic.

Through the process of a pressure cooker, literature review and qualitative user research resulted in eight design recommendations: Inform about product detail, make it tangible, make it attractive, make it fun, create social influence, stimulate try-out, stimulate familiarity, and build trust. These design recommendations were translated in a roadmap for the specific case of the municipality of Almere and Save Plastics, both key partners of the TRANSFORM-CE project of which this graduation project is part. The roadmap provides them with a detailed process on how they can enhance the consumer acceptance of products made of recycled plastic and grow into leaders in the transition movement towards recycled plastic as the standard norm for production by making the benefits of products made of recycled plastic tangible in a fun, informative experience for people. They will be the living example of a circular municipal plastic waste stream.

This thesis makes a contribution to Goal 12, ensure sustainable consumption and production patterns, and goal 13, take urgent action to combat climate change and its impacts of the Sustainable Development Goals adopted by all United Nations Member States. By enhancing the consumption of products made of recycled plastic, the production of virgin plastic is limited, reducing the impact on the environment. Hopefully, it will make the world a better place!



Design recommendations

- Inform about product detail
- Create social influence
- Make it tangible
- Stimulate try-out
- Make it attractive
- Stimulate familiarity
- Make it fun
- Build trust.

HORIZON 1 | 2022

Creating awareness for the possibilities of products made of recycled plastic and exciting for the Floriade Expo 2022.



THE PLASTIC QUEST:
THE GREEN STRIP

HORIZON 2 | 2023

Keeping the vibe of the Floriade Expo 2022 alive by providing an immersive try-out experience with products made of recycled plastic.



POP-UP EXPERIENCE
MUSEUM

HORIZON 3 | 2026

Expanding to other cities/events and building a supportive community for the transition towards recycled plastic as the standard norm.



SCALE-UP AND DRIVERS
OF THE MOVEMENT

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Enhancing consumers' acceptance of products made of recycled plastic
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Master Thesis Strategic Product Design

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