

HORIZON 1 | 2022

HORIZON 2 | 2023

HORIZON 3 | 2026

FUTURE VISION

GOAL

THE PLASTIC QUEST: THE GREEN STRIP

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

POP-UP EXPERIENCE MUSEUM

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

SCALE-UP AND DRIVERS OF THE MOVEMENT

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

PRODUCT



The Plastic Quest: the Green Strip



Update Plastic Quest

Opening pop-up museum



Themed Plastic Quests

Expand to other cities and events

Co-designed pop-up experiences

Ambassador program

MARKETING

Campaign by municipality

Announcing ambassador program

Creating Instagramable moments

Opening by celebrity

Opening by celebrity

Co-branding experiences

Community of advocates

RESOURCES

Social media expert: Instagram & Facebook

Game developer

Game developer

Experience designer(s)

Ambassador community manager

“The municipality of Almere and Save Plastics will be drivers and frontrunners in the transition to a circular plastic waste stream of repurposing local plastic waste into new valuable products; Through community building, the acceptance of products made of recycled plastic is enhanced, ensuring sustainable consumption and production of plastic.”

This vision will be reached by “making benefits of products made of recycled plastic tangible in a fun, informative experience to the broader public, making recycled plastic the standard norm.”