

# FOOD PACKAGING DESIGN TO SUPPORT SORTING BEHAVIOUR

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# Packaging Waste

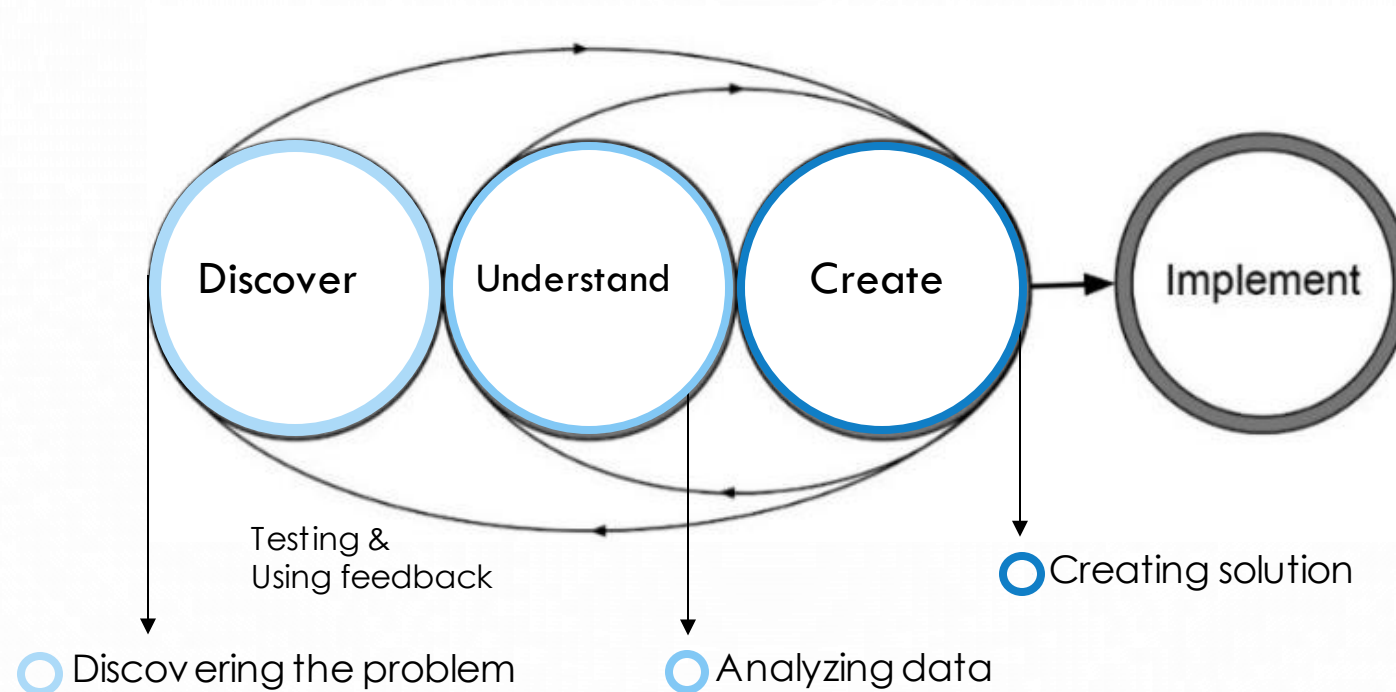
- 2 BT global municipal solid waste generation and included 30%-35% packaging waste.
- Plastic packaging contaminates oceans, aquatic and human food.
- By 2030, at least 70% of packaging waste in EU should be recycled.
- By 2035, at least 65% of municipal solid waste in EU should be recycled.
- Sorting the packaging in the right stream is the first step of recycling.
- In Sweden, more than 20% of packaging is miss-sorted.

# Research Objectives

Utilize packaging design and design-based approach to facilitate sorting food packaging waste at home

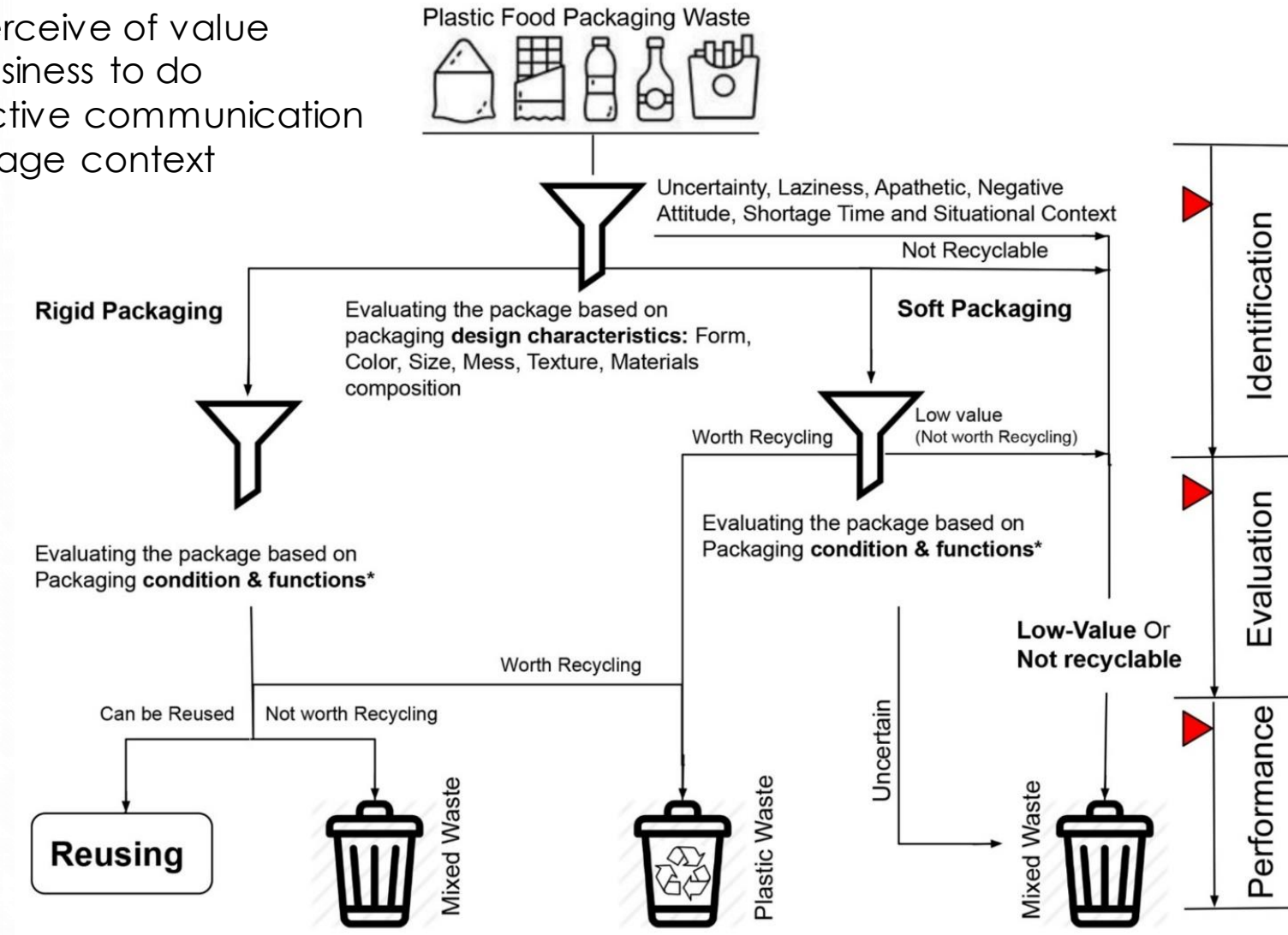


# User-centered Design Approach



# Sorting Packaging Waste at Home

- Perceive of value
- Easiness to do
- Active communication
- Usage context



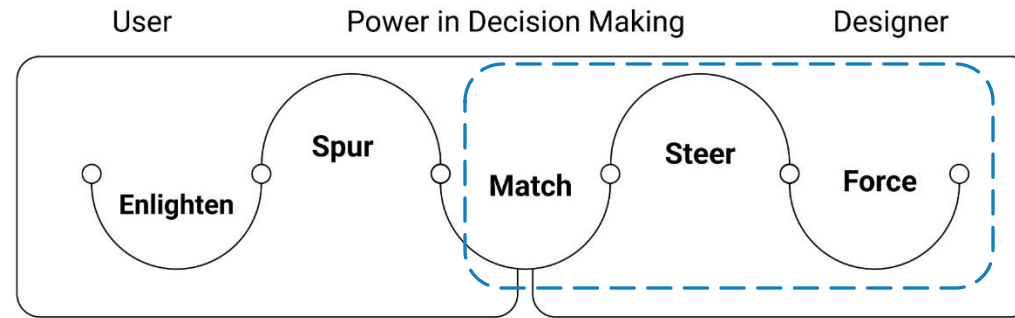
Food packaging's current way of communication is not enough to guide sorting behavior and prevent miss-sorting

**RING** Förpackningen sorteras som pappersförpackning och korken som plastförpackning.





# Design For Sustainable Behavior Approach



Behavior Adaptation  
Product Adaptation



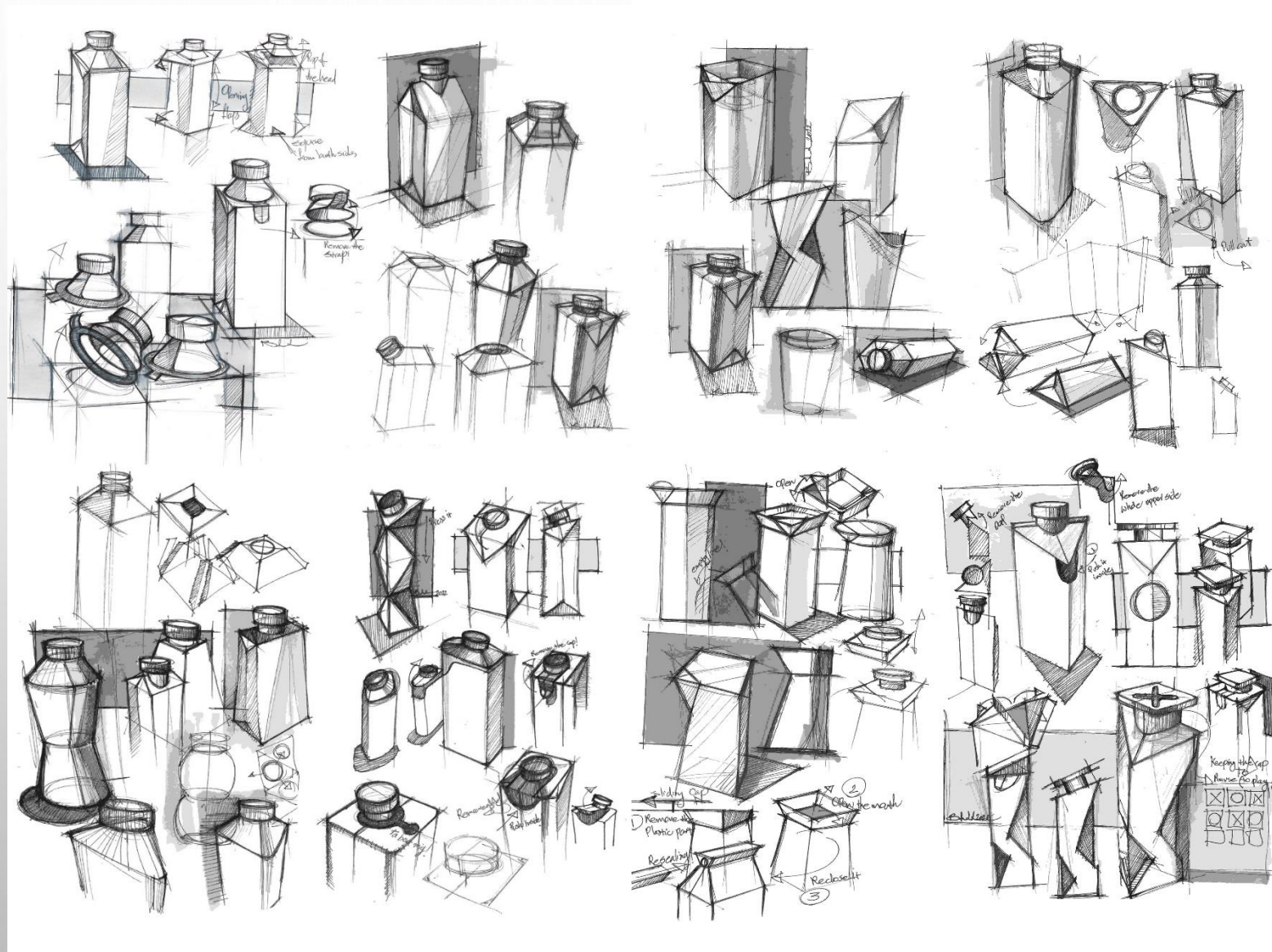
# Research Case

Direct Observation (Customer Journey)



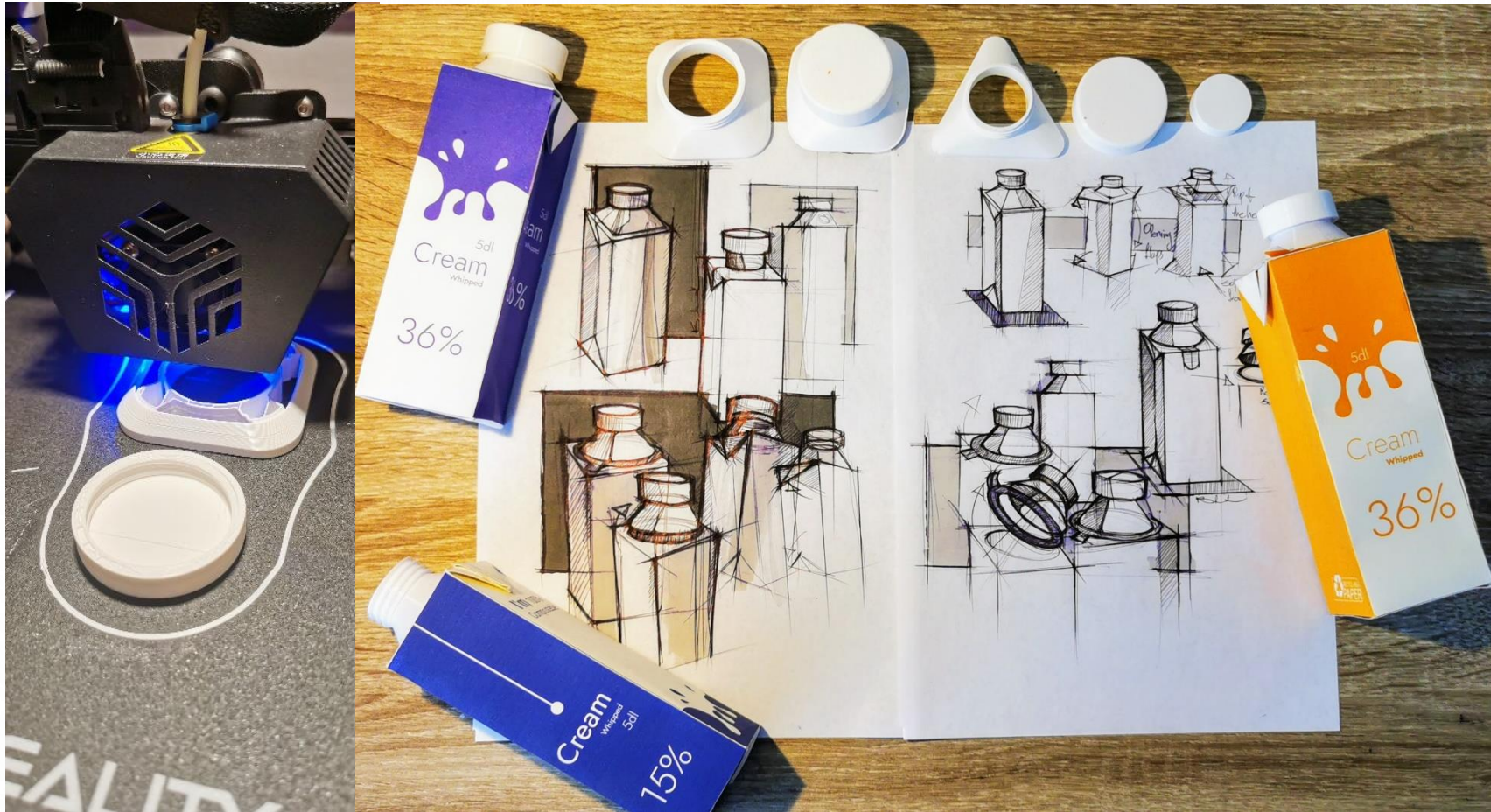


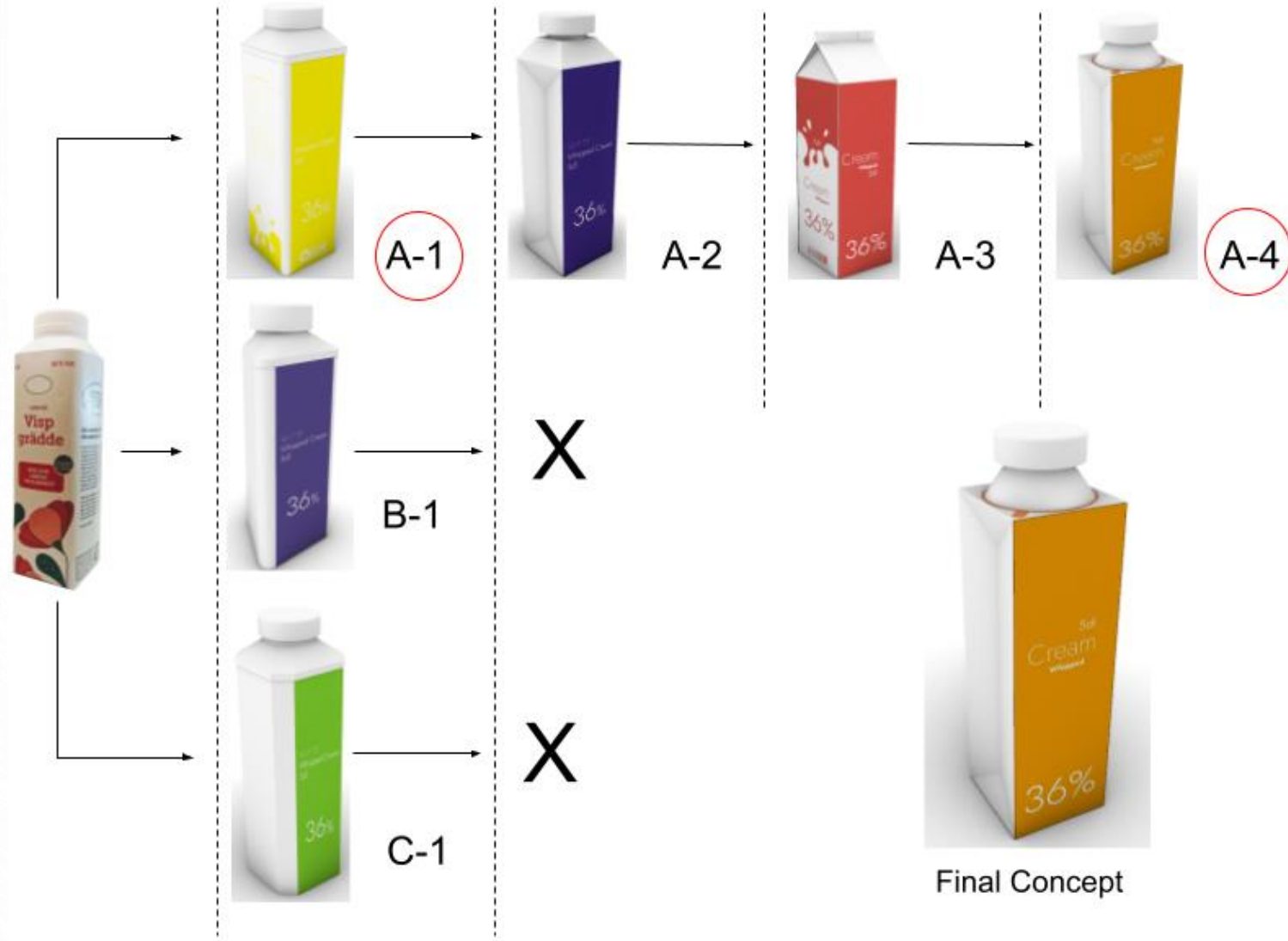
# Sketching





# Rapid Prototyping









# Final Concept

Present Package

- Easy To Fold
- Easy To Separate
- Communicative
- Texture
- Contrast
- Form





# Field Test



# Final Concept Sorting Process





- Conclusions

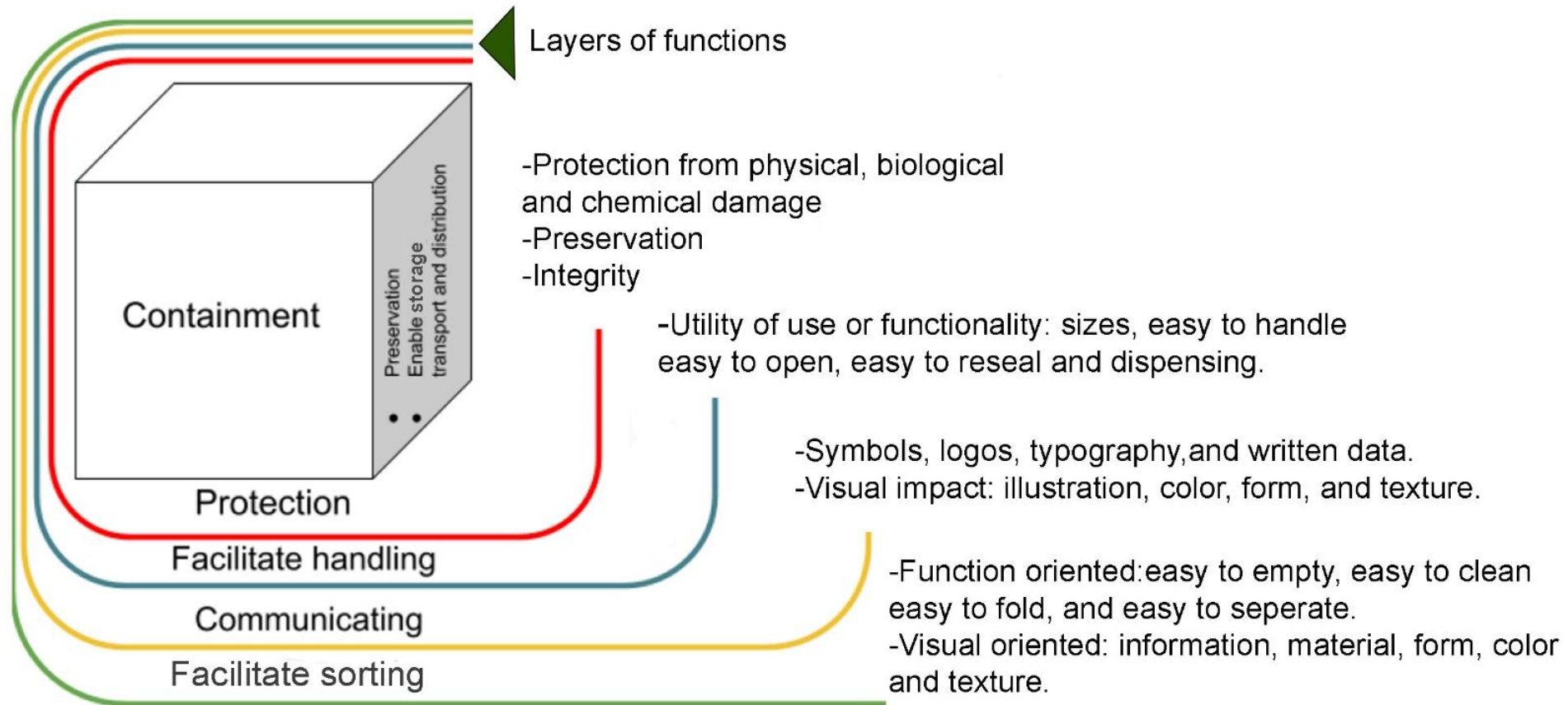
# Packaging Design To Support Sorting Behavior

- Sorting behavior is a complex issue.
- Success in designing behavior is highly dependent on tools and culture.
- Packaging design can facilitate the sorting process.
- Packaging can act as an educational tool.
- It is a new language.
- Design methodologies should be utilized as an effective approach in the waste management field.





# Packaging Can Act as A Service Provider





# Keeping Balance In Design

(Compromise Within Different Values/Objectives)



- Waste management can be divided into two distinct aspects: material recovery, which is technically oriented, and waste collection, which is service-oriented.
- Application of design in the service part is necessary to implement the gained experience or trends.

Thank You For Your Attention