

# PATH TOWARDS THE DESIRED FUTURE

## 1. PRODUCT

- Single use products were regarded during the workshop

### ACTION

- "create" motivations

### ACTION

- take unsustainable choices completely from the market

### ACTION

- find appropriate instruments for prevention, reductions, proper management -> regulations that do not stick at old business models; -> push through regulations & financial incentives

## 2. CURRENT SITUATION

- single use items (To-Go-cups) are available at low costs or free of charge
- single use items used in / sold in high numbers
- single use items often littered
- growing "To-Go" culture
- current linear economic model leads to unsustainable consumption
- infrastructure for waste management is at different level
- "look" is more important than "taste" (=quality)
- lack of responsibility

## 4. WRONG DIRECTION: UNDESIRED FUTURE

- ecosystem functions are severely impacted by litter
- continue "business as usual"
- new single use convenient items enter the market
- more items end up as marine litter
- low reuse and recycle rates
- low public awareness
- package "everything"
- no acceptance (of alternative solutions)

## 5. ACTION

- include externalities costs in single use plastic items

### ACTION

- awareness from childhood, school projects, clean-up actions, art exhibitions
- education

### ACTION

- create a good consumer information system
- labelling
- motivations

## 3. GOAL

- sustainable consumption
- avoidance of waste being littered
- no single use items on the market
- design for re-use
- apply circular life thinking by all designers
- existing deposit and return schemes

## 7. SYSTEMIC ISSUES THAT SHOULD BE ADDRESSED & RELEVANT ACTORS (to be addressed, to be part in the work)

- market competition and freedom of choice is a challenge
- research (particularly on materials)
- governmental incentives
- new business models are possible -> frameworks should enable new, alternative business models
- relevant actors: designers & academics; producers & packaging recyclers; recyclers; brand-owners; private und municipal enterprises; producers in general; certification companies; public enforcing authorities, research institutions, retailers

## 6. BARRIERS & HOW TO OVERCOME THE BARRIERS

- people (consumers, but also retailers) are not willing to change to new alternatives or deviate from long established consumption patterns
- logistics (for deposit system)
- technological limits (for deposit systems, recycling)
- people do not use deposit systems
- hygienic aspects (single use packaging vs. multi use and unpackaged items)
- handling/recycling biodegradable waste - needed "economy of scales"
- single use items are convenient
- people (consumers, but also retailers) are not sufficiently informed about the consequences
- no alternatives available so far for different consumption situations which are environmentally sound
- costs for developing strong environmental standards are initially high