

# Design thinking for innovation

## Plastic Waste Reduction Campaign

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### **Introduction:**

While trying to increase the pressing issue of plastic waste pollution, an environmental organization has launched a campaign to reduce plastic waste in a local community. This project seeks to apply design thinking steps to develop innovative solutions for addressing the problem of plastic waste and teaching our local community how and why it is important to practice how to keep our environment sustainable. The goal of the campaign is to raise awareness, implement recycling programs, and encourage businesses to reduce their usage of plastic.

### **Goal/Objective:**

The objective of the plastic waste reduction campaign is to create a enough and lasting impact on our local community by reducing the amount of plastic waste generated and promoting environmentally friendly practices. By collaborating with stakeholders, implementing effective communication strategies, and developing alternative packaging solutions, the campaign aims to create a sense of sustainability and allow individuals to take action against plastic pollution.

### **Design Thinking Approach:**

**In this project, I used the following design thinking steps to create a solution:**

#### **1. Identifying Community Needs:**

I began by identifying key stakeholders, including community members, businesses, and local authorities. Through empathy mapping, I understood their perspectives, concerns, and motivations regarding plastic waste reduction.

## **2. Collaborative Ideation Sessions:**

I organized ideation sessions to brainstorm creative and effective communication strategies. By creating a collaborative environment, I encouraged diverse perspectives to generate innovative ideas for engaging the community in the plastic waste reduction campaign.

## **3. Prototype Development and Feedback:**

Using the design thinking steps, I initiated the prototyping phase to develop alternative packaging solutions. Through rapid iterations and feedback loops, I created prototypes, ensuring they were both environmentally friendly and practical for businesses to adopt.

## **4. Sustainable Landscaping Integration:**

To involve the community in the transition to a plastic-free environment, I executed a community engagement plan. This involved organizing workshops, events, and educational programs to raise awareness, create a sense of ownership, and encourage active participation in recycling initiatives.

## **5. Continuous Community Engagement:**

Recognizing the importance of business involvement, I collaborated with local businesses to encourage and support their efforts in reducing plastic usage. Additionally, I established a monitoring system to track the implementation of recycling programs, ensuring continuous improvement and the overall success of the plastic waste reduction campaign.

## **Solutions:**

**The solutions for plastic reduction are:**

**Awareness Campaign Kick-off:** We can launch a big event to raise awareness about plastic waste's environment through presentations, exhibits, and interactive activities.

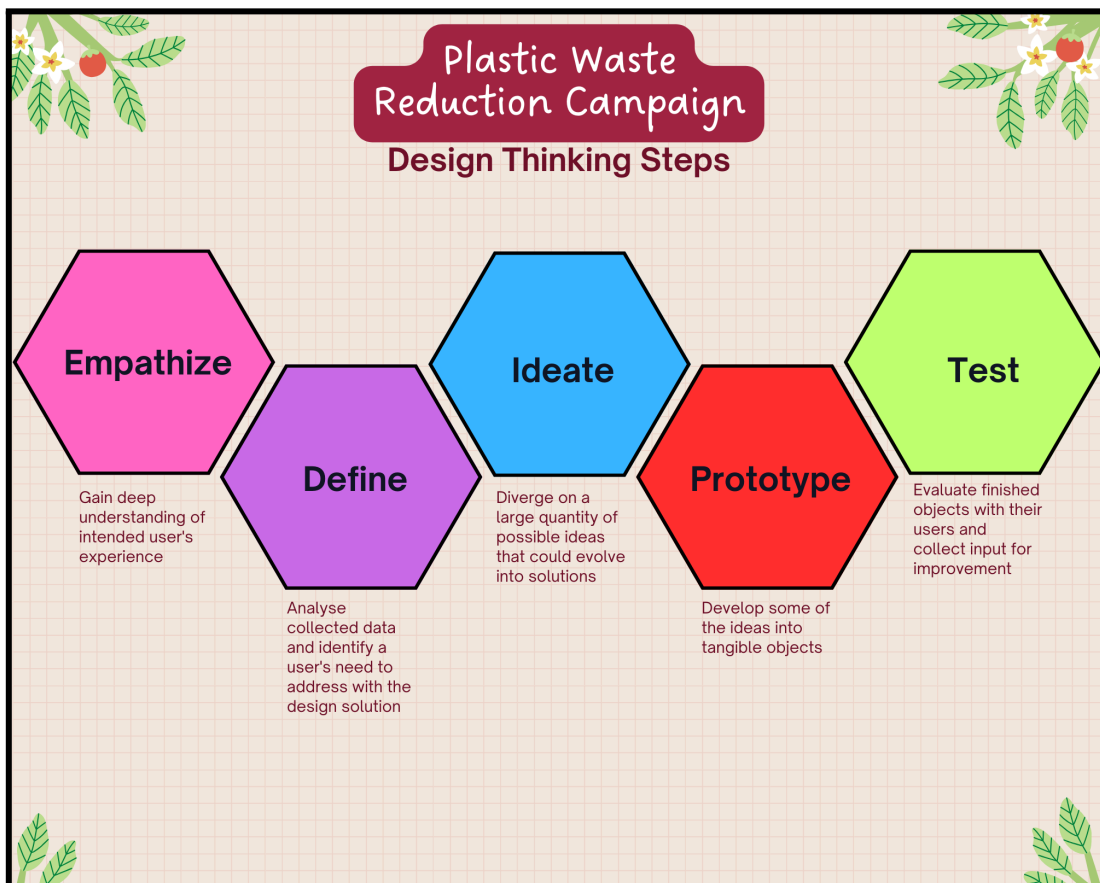
**Recycling Hub Introduction:** We can establish a central recycling hub for convenient access to recycling facilities and educational resources for proper recycling practices.

**Eco-friendly Business Practices Workshop:** We can host a workshop to educate local businesses on learning eco-friendly practices and reducing plastic use, promoting cost savings and sustainability.

**Community Art Project:** We can initiate a community art project to creatively repurpose plastic waste, engaging residents in raising awareness about plastic pollution through art illustrations and sculptures.

**Local Leaders' Pledge:** We can invite local leaders to publicly pledge to reduce plastic use and promote sustainable practices, inspiring others to follow their example.

## Storyboard:



**Conclusion:**

In conclusion, the application of design thinking steps has been very useful in the plastic waste reduction campaign. By prioritizing community engagement, collaboration, and innovation, the campaign has made significant progress toward reducing plastic waste and promoting sustainability in the local community. Moving forward, continued efforts will be needed to sustain the environment and achieve a long-term impact in the fight against plastic pollution.

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