

IDEA 01

Re:Life

Responding to life

Recycling is boring

How can we create the
incentive to recycle in Ireland?

Problem

In 2019 recycling remains a problem

Confusion about recycling

Laziness around recycling

Tired of recycling schemes

Lack of incentive incentive

Solution

Fresh approach to recycling

Bring incentive to recycling

Recycling reward system

Specialised rewards card

Rebrand recycling

How does it work?



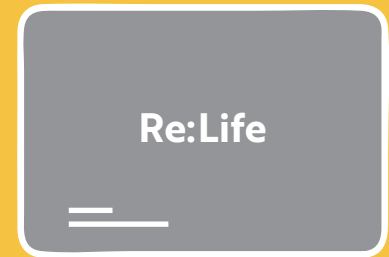
1

Collect your
recyclables



2

Recycle into
provided machine



3

Collect your
cash back

Target:

23-27 Year olds

New to independant living

Unclear about recycling rules

Not bothered about recycling

Aims:

Increase recycling in Ireland

A brand people want to be part of

An appealing movement

Give an incentive to recycle

Recycling branding:



Recycling symbol - Wikipedia
en.wikipedia.org



recycling of your existing appliance ...
appliancesdirect.co.uk



Canton, GA - Recycling
cantonga.gov



Recycle
wasteawaysystems.com



Recycling and landfill statement - MMG ...
moira.vic.gov.au



Recycling - Wikipedia
en.wikipedia.org



New recycling plant for South Kilkenn...
kclr96fm.com



Recycling
kymatech.com



University of Iceland
english.hi.is



Four Recycling Bins Illustratio...
123rf.com



Hand-drawn-Recycling-LtGrn - ...
cambrian.com



Public meetings to be held ahead of ...
new.devon.gov.uk



Recycling | Town of Peace River
peacriver.ca



Recycling pick ups over the...
bassorealestate.com.au



Recycle | journalstar.com
journalstar.com



Single Stream Recycling
bedford2020.org

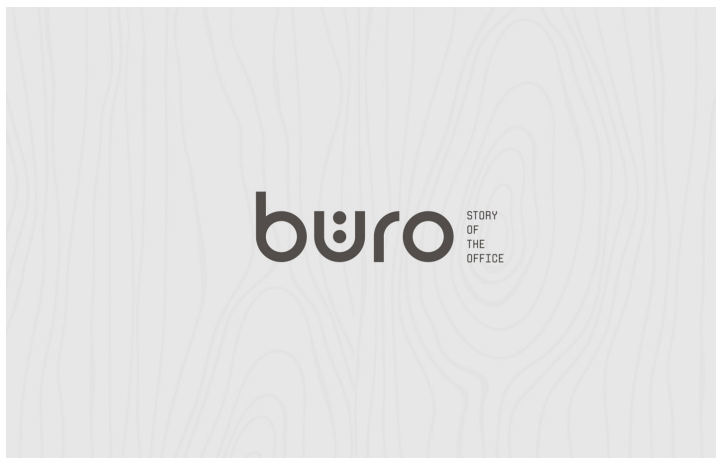


Recycling > Recycling Infor...
putnamcountyrecycles.com

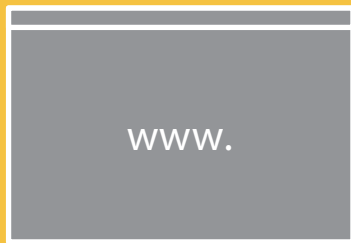


RAA Launches Nation's Largest Recycling ...
waste360.com

Modern branding:



Possible outputs:



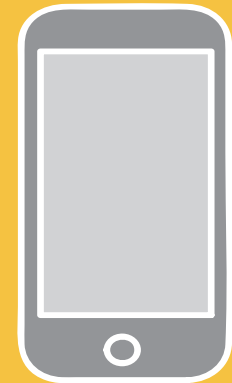
1

Order your recycling card



2

Recieve loyalty card in post



3

See your recycling and savings

IDEA 02

Foster

Supporting families

Supporting foster families

There are many support groups for foster kids but not for foster families. Families need to be better informed on the reality of how the fostering system works

Problem

Information is black and white

Lacks empathy for foster families

Family members struggle with arrival

Ignores situational factors

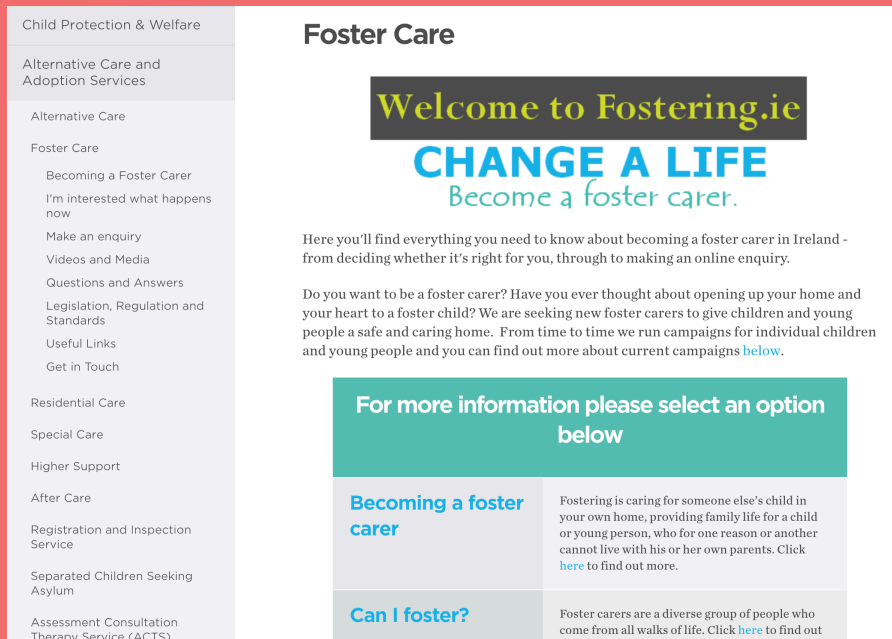
Solution

A more family orientated explanation

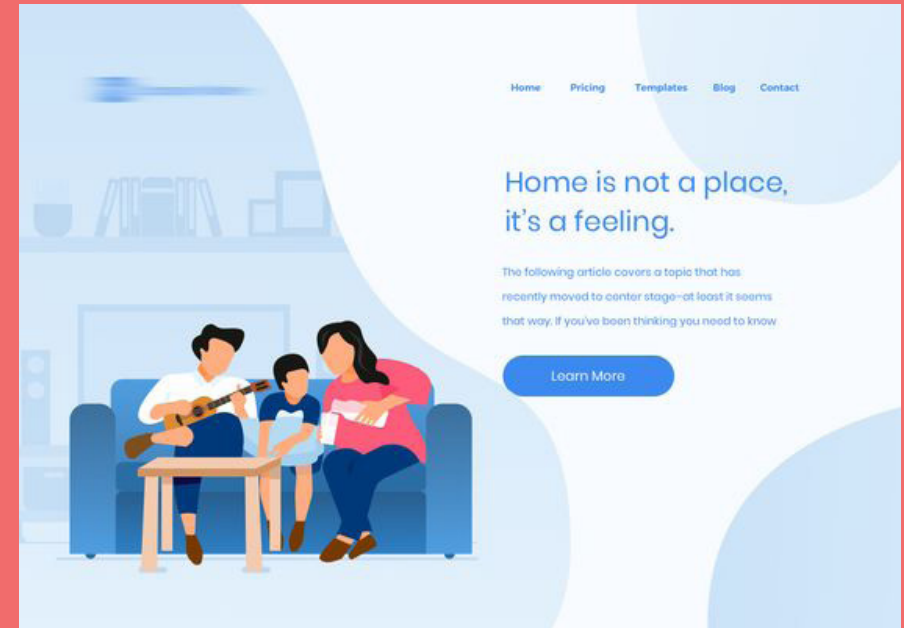
Reality of it being short-term

Support for all members of family

A fostering community



Cold, uninviting, heavy
amount of information



Warm, inviting, reassuring
and approachable

**Fostering information is not approachable
and feels very technical and laboursome.**

Target:

Families looking to foster

Aims:

Bring positivity to fostering

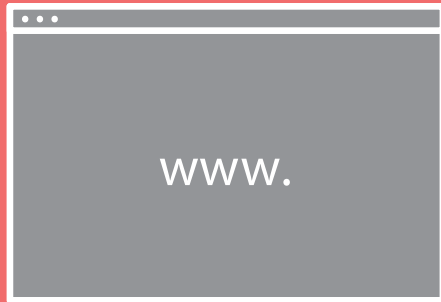
Produce an informational website

Emphasise life changing element

Show fostering can be shortterm

**Each member of the family should be
given individual support and guidance**

Possible outputs:



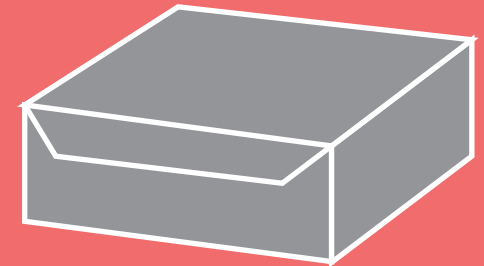
1

Informational Web



2

Welcome book



3

Kit for kids in family