

To buy is to vote

Already fifty years that “degrowth” or other movements regarding consumption made their apparition however, it is only recently that we can assist to some changes in people’s habits alongside with countries or cities banning single-use objects and other environmental initiatives.

Facing all these impacting ecological speeches with which we deal daily, we often know truly little about how to act properly other than the classical advices we all know concerning water, electricity and heat consumption.

Full of good faith, these advices can participate in major changes if applied by everyone concerned but are yet only the beginning of the solution.

The real matter lies mainly where industrials keep producing objects we were used to. By producing single-use objects, industrials leave for responsible individuals and governments of the material carcass they decided to acquire. The industry is the one who wastes the material to market it but is obviously not the only culprit as supply regulates demand and vice versa.

The real solution resides in consumption. We buy what is disposed on the shelves but what do we truly need ? By buying smartly, we can show the way to go, this is why “to buy is to vote”.

C2C

Recycling is definitely a great thing and should be encouraged as tons of unused materials are being left over. However even though it is a good practice it isn’t sustainable.

The only way to truly make use of plastic sustainably is by following the cradle to cradle theory, which is basically recycling an object or part of it into the exact same object or part. By doing so, we would truly recycle and not downcycle the material.

Designing a chair out of recycled bottles is fun but then we still need raw materials to produce the actual bottles. So, yes, in a way downcycling can be useful but is no solution to the real problem.

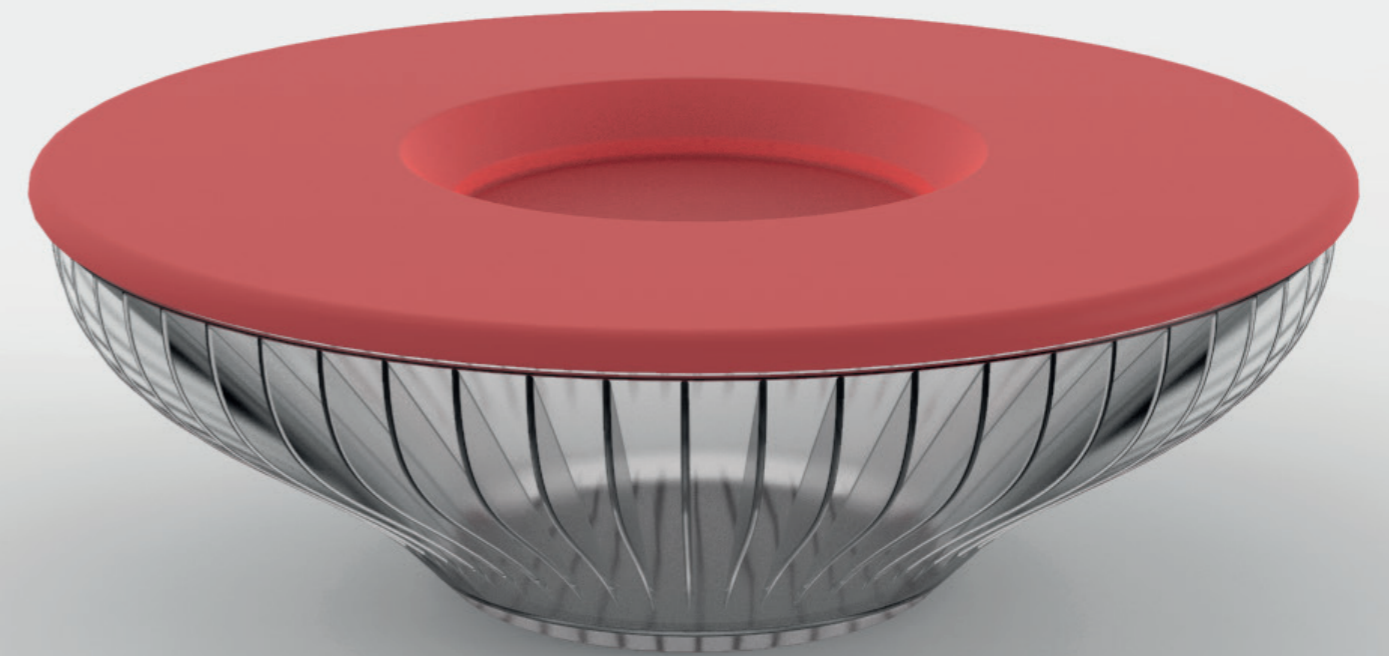
Plastic is a durable material with incredible properties so it should never be used for single-use objects as it will soon be a noble material.

Strength of habits

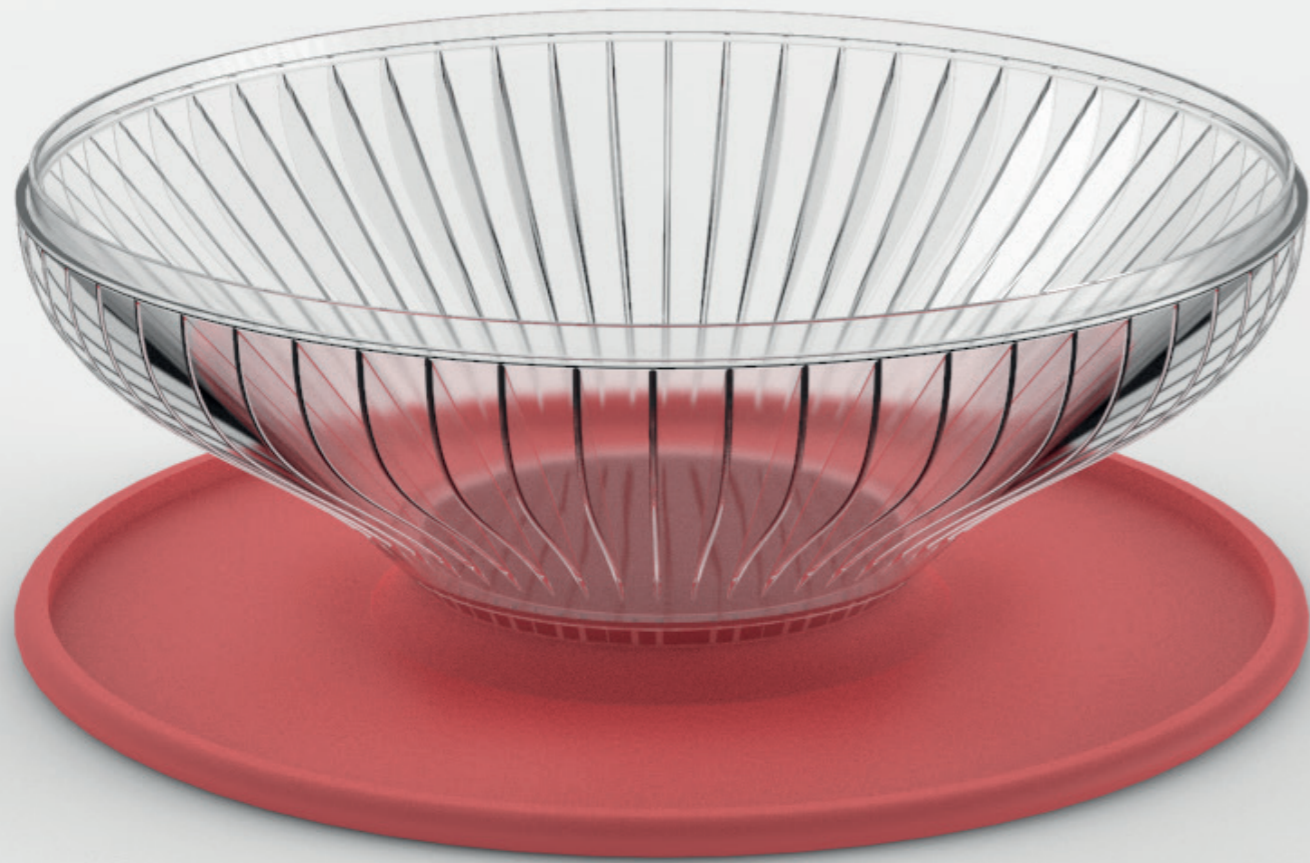
Habits, taking years to evolve (take the exemple of the “telephone” icon on the iPhone represented by a real phone at a time where they don’t exists anymore...) need to be accompanied by design. Radical objects are meaningful in terms of statement but are rarely adopted by the consumers.

The take-away market produces today enormous amounts of wastes everyday and it isn’t a practice that will change soon as it has been done for millennia. Obviously the ideal would be for everyone who wants to eat out to possess and use their own doggy bags but as said earlier, habits takes time to change. This is, what I think, a good starting point for a guiltless plastic project.

The idea behind this project is to take the same concept as returnable glass we find in festivals and adapt it to the “eat-out” and “take-away” market. Most of the food we buy is over-packed, especially for take-away which is a crucial problem when we think this is a daily habit for most of us.



For most lunchboxes, whether they're foldable or not the lid is quite awkward and unpractical. In some cases the lid takes too much space on the surface we eat (as when eating out or at the office we often have small spaces available) and in other we just don't know what to do with them. Here, the top part turns into an under plate in order not to take up too much space.



This lunchbox would work just as returnable glasses, it would be given in exchange of a small fee that would be returned afterwards. People would buy as usually their food but instead of sending the box to trash twenty minutes later they would take it back to the store / food-truck / food court or plainly use it for themselves.

Not only the plastic can be used, washed and reused several times, but also when it comes to recycling this specific product, by returning it to the place you bought it, You leave the responsibility to the seller of taking care of sending it back to factory to produce a new one with the same material following the cradle-to-cradle principle.

