



## Co-create with all customer groups

E-Seniors Association

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# Listen what the customers have to say about your innovation ideas!

- Education and information campaigns targeting consumers about the right packaging recycling habits is crucial, but beyond that all consumer groups should be involve in co-creating the sustainable packaging that they would be motivated to use and recycle.
- Early engagement in the innovation process could be a key for the customers' motivation to re-use and recycle packing, since their needs and expectations regarding the packaging design and the usage would be assessed.

# Problem today: Lack of active involvement, varied communication and willingness

- Regular citizens, and even more often seniors that keep their old habits, are not well aware of the right recycling process. The recycling instructions vary on a local level and, for instance, some plastics can be recycled other not - and rarely this done correctly. Due to this, many persons give up with recycling since it adds mental burden into their daily lives.
- Moreover, consumers living in the urban environments can prefer to use less packaging since they dispose less space to produce waste than someone living in a rural environment that has storage space.
- Also, the well-educated urban consumers can be more easily sensible about the sustainable packing than the less-earning ones.
- The problem is to how to understand and to motivate the different groups from varied ages and socio-economic backgrounds.

# New Situation

- The co-creation with customers (citizens) in different countries could result concrete recommendations for innovators and business about the adapted sustainable packaging and easy ways to recycle, upcycle and reusing it. There could be local customer user groups that the businesses and innovators consult on a regular basis and that provide assessed recommendations for the varied customer groups.
- These co-creators would be proactive and spread the word about the sustainable packing innovation in their local networks and directly to the other citizens / customers.
- Behavioural change does not happen over a night but by raising the public awareness and engaging citizens on a regular basis, things might change more easily!

# Thank you for your attention!

*If you wish to discuss more project ideas with me, please contact me*

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