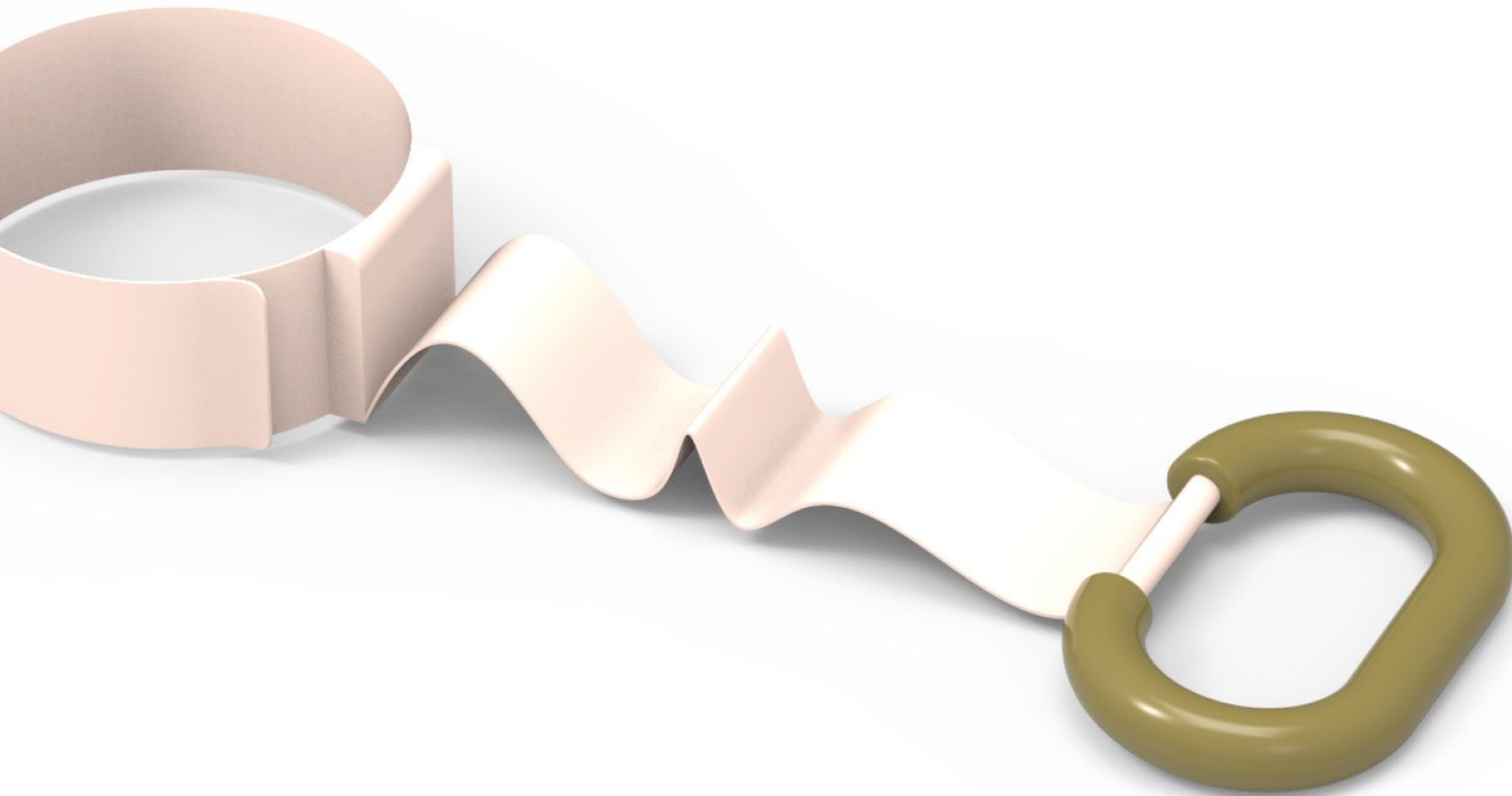


TRI COLO

make recycling sexy again !



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NOTE OF INTENT

Faced with the resolution to limit the planet's average global temperature to a maximal growth of 2°C by 2050, Think El Group led a reflection about the waste management cycle in its integrity, from the production of garbage in households to its recycling process, with the intention to tackle some of its weaknesses. Our focus was directed to consumers' behaviour in private households rather than waste generation by businesses. Indeed, calling on governments and industries to change their current functioning system to encourage sustainability appears as a necessity, but this transition will be time consuming and therefore our chances to make a quick and efficient impact were limited.

Thus, we identified another core issue: the lack of engagement of people in recycling, leading to a blatant lack of efficiency in selective sorting. We thus decided to look inwards people's contribution to global warming, focusing on waste and recycling by private users. In France, averagely 56% of citizens do not recycle systematically their waste production, including 13% of them who do not recycle at all. Youngsters aged between 15 and 24 represent 18% of those non-recyclers. Recycling is generally associated with a non-attractive image and perceived as a constraint, resulting in non involvement and disinterest. We concluded that transforming the perception that people have of selective sorting would be a great start to empower people to adopt behavioural and lifestyle changes that will in term make a difference in slowing global warming.

How can we turn recycling, a non-glamorous practice perceived as constraining, into an instinctive reflex among a desensitized population?

After identifying a lack of education as a major factor in this situation, we decided to target the segment of population that felt the less concerned about the recycling issue -young people and students- despite paradoxically being the very first generation to have been confronted to the impact of pollution on the acceleration of global warming. In addition, people living in apartments are also less likely to proceed to recycling, an issue to which parisian students living in studios are no strangers. The young generation is more concerned with problematic surrounding appearance and lifestyle, characterised by an important presence on social media such as Instagram, where posting pictures of every aspect of daily life has become an automatism. It appears pretty clearly that recycling is not really "instagrammable". Our idea was to literally associate recycling, a practice that should be a reflexe, to the constant search for aestheticism that is already a reflexe. In a sense, "make recycling sexy again" through a communication campaign based on self derision and targeting young people to change their mentalities, with the ultimate purpose to make a reflexe out of selective sorting.

There is no financial gain to this action. It is an ecological awareness project, in fact the only expected gain from such a campaign would be an increase in the percentage of citizens sorting their waste. In 2015, 67% of the household packaging produced was recycled. Thus, 33% of packaging remains to be recycled. Our campaign's primary goal is to raise awareness of recycling and thereby increase the percentage of packaging that is recycled. More generally, by working in this way, we reduce our ecological impact, our use of raw materials and our energy consumption.

Thus, to carry out our action, and implement a powerful message of ecological awareness we decided to rely on the trendiness of social medias, the cult of the perfect image and the perfect body. Assuming that recycling is not perceived as "sexy" (yet) and that practices and perceptions won't change without any incentives we tried to associate a reward with the action of recycling beyond the sole fact that it is good for the environment. Thus we came up with the idea to associate the trendiness of body building and healthy behaviors like going to the gym with recycling in order to associate the trendiness of one with the other. Since people need incentives to change we tried to incentivize the action of recycling by allowing people to cultivate their cult of the perfect body while recycling. Which translates to our pixilated campaign that allows people to recycle while doing their daily sport routine thus engaging in a truly healthy way of living.

For this association of sport and recycling we decided to associate ourselves with actors from the public and private sectors.

At the level of private partners, we have targeted different actors. As our campaign combines sport and ecology, we wanted to rely on large companies that provide sports equipment such and pursue strong CSR policies such as Go Sport or Decathlon.

Also, and because we target young populations, we have partnered with Internet influencers followed by a young audience: Hugo Décrypte (250k subscribers on YouTube) and My Better Self (208K subscribers on Instagram). As influencers they could easily help us in our desire to influence more healthy and environmental friendly behaviors throughout their respective communities.

At the level of public actors, we have targeted actors such as the Paris City Hall, which has been promoting green policies for several years now and which would be a formidable vector for our awareness campaign.

By making partnerships with various actors from different backgrounds and conducting an awareness-raising campaign in a humorous way, we want to raise not only a feeling of responsibility about selective sorting among the younger generations but also break the common perception of recycling as a burden in our everyday life.