

Plastic ≠ Fantastic

The team

You are a **team of developers** working on a new product. Because of the increasing amount of plastic in the ocean, you were asked to design and develop a body scrub that replaces the bits of plastic used to scrub your skin. Together with your team, you will come up with an alternative to this plastic. What can you use instead? Can you find that material locally?

Procedure

Together with your teammates, you will **come up with two alternatives** with a local replacement of plastic: one with materials for each country. What are the requirements for the scrub bits? Make a sample of the product. Do the branding of the new product, think of a name, advertisement, maybe a video? Think about the universality of the idea; is it transferrable to other parts of the world or does it need adjustments in that case?

Thoughts

The growth of the plastic soup in the ocean is a life-threatening problem to many fish and birds. Studies show that approximately 90 percent of all seabirds have plastics in their stomachs. Replacing plastic with biodegradable alternatives could help solve this.

“Plastic will be the main ingredient of all of our grandchildren’s recipes.”

- Anthony T. Hincks



school 1
product designer



school 2
product designer



school 1
product designer



school 2
product designer

Outcome/aim

Make the scrub and present it in class. If your project fails, explain what went wrong.