

EXERCISE 3 - DESIGNING SUSTAINABLE PRODUCTS (60 MINUTES)



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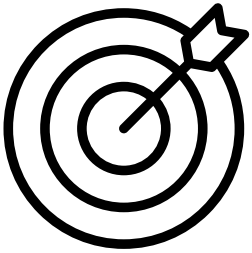


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Goal of the exercise

The goal of this exercise is to create a prototype of a product that minimizes the use of natural resources at every stage of its life cycle, incorporating principles of the circular economy. Participants will design products with a longer life cycle that are easy to recycle and reuse. This exercise aims to increase awareness of sustainable development and its economic and environmental benefits.



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Examples of existing sustainable products:



Recycled Shoes – Adidas x Parley

Adidas collaborates with Parley for the Oceans to produce shoes and sportswear made from plastic collected from the oceans. A notable example is the Adidas UltraBOOST shoes, made from recycled plastic waste collected from beaches. The company promotes ocean conservation and recycling, minimizing the use of new raw materials and helping to combat marine pollution.



Biodegradable Toothbrushes – The Humble Co.

The Humble Co. produces toothbrushes made from biodegradable bamboo, which are more environmentally friendly than traditional plastic toothbrushes. The company also emphasizes ethical production and supports oral health projects in less-developed countries. By using natural materials, the product fully aligns with sustainable development principles.



Reusable Cups – KeepCup

KeepCup is a company that produces reusable cups designed to reduce the use of single-use plastic cups. KeepCups are made from materials like glass and plastics that can be fully recycled at the end of their use. The company promotes eco-friendly habits, reducing waste from disposable products.

