A close-up photograph of a piece of weathered wood, showing distinct concentric growth rings and a rough, textured surface. The wood is light brown with some darker, charred areas, particularly along the grain lines. The image is partially obscured by a white rectangular box containing text.

“THERE IS
NOTHING
CALLED WASTE
ONLY RESOURC-
ES IN WRONG
PLACES”

Walter Stahel

sustainable waste sorting solution

Anna Bella Jäppinen

A photograph of a dense forest. In the foreground, a large, dark tree branch extends from the left side towards the center. The background is filled with a thick canopy of green trees, partially obscured by a soft, white mist or fog. The overall lighting is dim and atmospheric.

inspiraatio

vanha

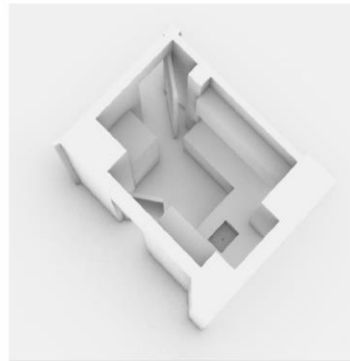
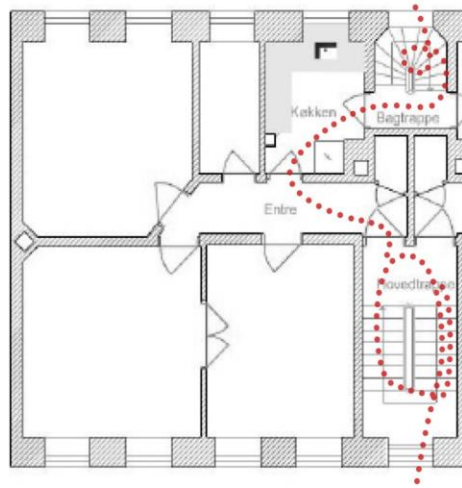


uusi

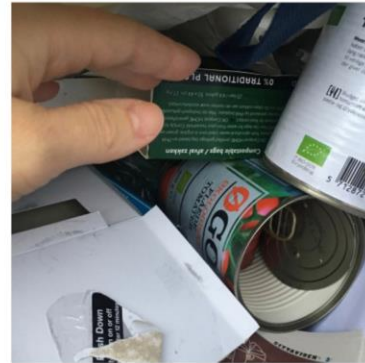
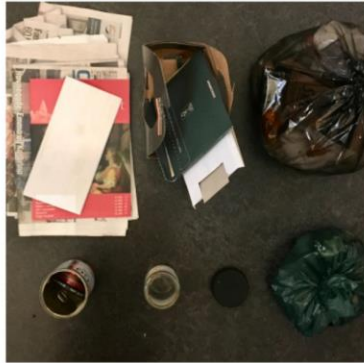


mitä prosessi opetti

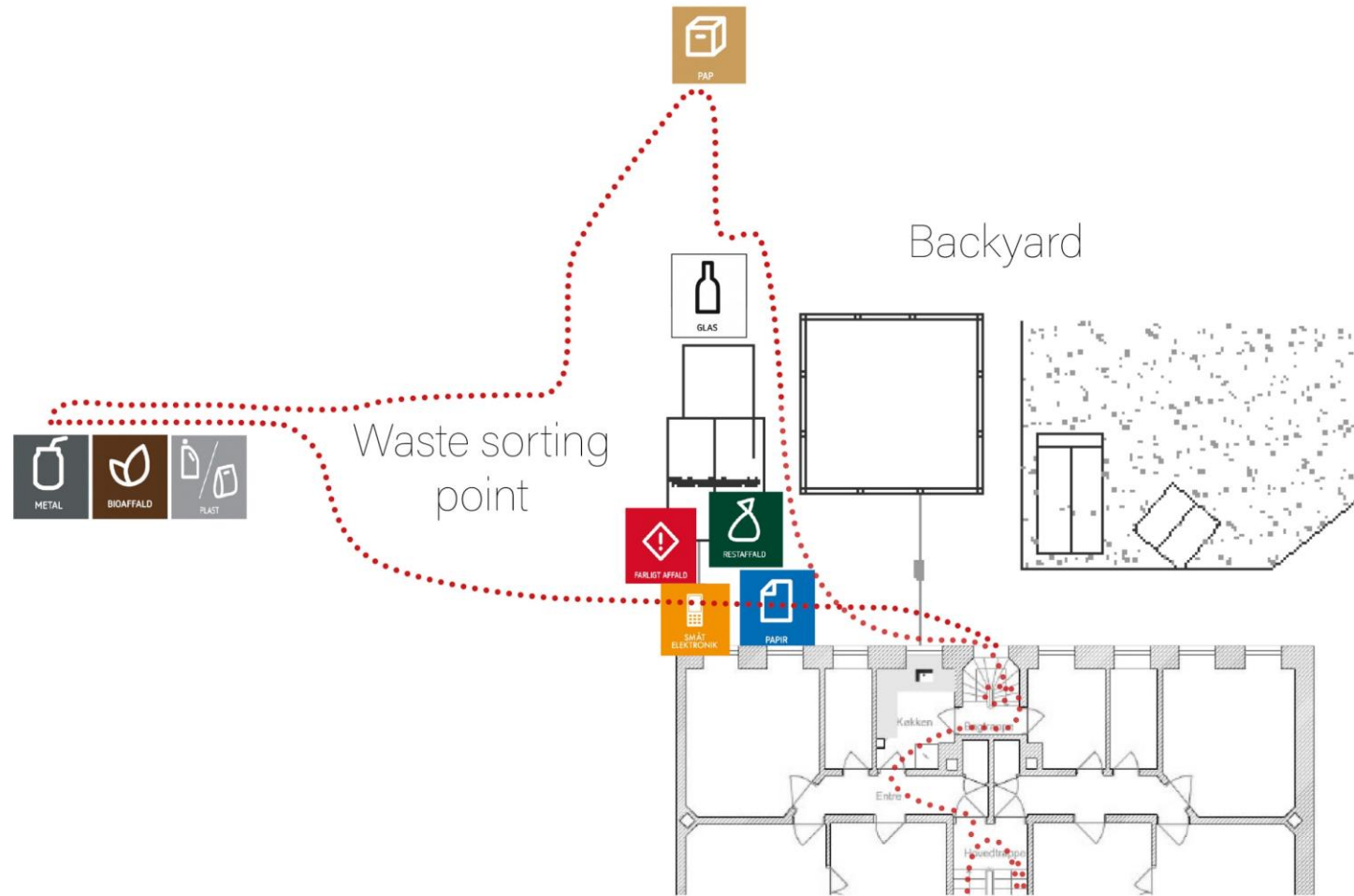
tapaustutkimuksia



materiaalien matka



tila-analyyseja



lajittelupäiväkirja



oma kroppa mittarina



markkinoilla olevien ratkaisujen analyysi

Expanding bags



Advantages

- Fits into a small space under a sink
- Flexible - sections shrink and expand according to the amount of waste put in
- Can be closed (lid function)

Disadvantages

- Small openings (waste is difficult to put in)
- Bags are relatively small
- Collecting waste misses a flow

Bins under sinks



Advantages

- Sturdiness & lid
- Big opening, waste easy to put in

Disadvantages

- Won't fit under every sink
- Rigidness (takes the same amount of space regardless how little waste it contains)
- Collecting waste misses a flow

Bag holders



Advantages

- Simplicity
- Fits into a small space

Disadvantages

- No lid (Smell and flies)
- Fragile biodegradable bags can leak, as this solution does not have a bottom
- No flow

Vertical modules



Advantages

- Aesthetics
- Clarity, waste easy to sort
- Accessibility, waste easy to put in + lid function
- Good use of vertical space

Disadvantages

- Rigid
- Costly
- Won't fit in every home
- Collection of waste misses a flow

Classic bins



Advantages

- Sturdiness & lid
- Have a big opening, waste easy to put in

Disadvantages

- Rigidness (takes the same amount of space regardless how little waste it contains)
- Collection of waste misses a flow
- Takes a lot of space if used in bulk

Simple bags



Advantages

- The advantages of the simple bags are their simplicity and mobility.

- The disadvantage is that from the spatial point of view, this solution can easily create a messy, restless atmosphere.

tavoitteet

Simplicity

Goals

- easy to set,
- easy to use
- compact
- sustainable
- cost efficient

Mobility

Goals

- waste is easy to collect and to take out in one go and then put back again

Accessibility

Goals

- waste is easy to put into the bins

Maintenance

Goals

- can in contact with different kind of waste including wet waste
 - easy to clean
 - durable

Flexibility

Goals

- sections shrink and expand according to the amount of waste that is put in

Compactness

Goals

- The solution is compact in size

Lightness

Goals

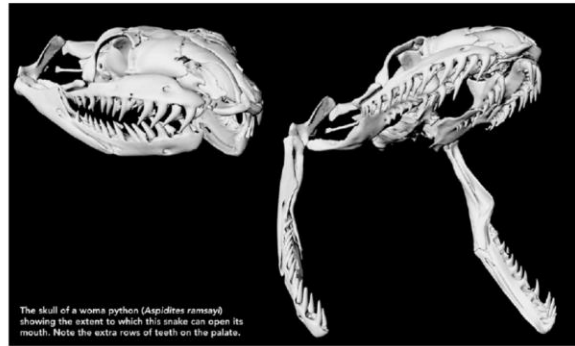
- The solution has light construction and is light to carry

Aesthetics

Goals

- minimalistic
 - poetic
 - tactile

inspiraatio



The skull of a worm python (*Aspidier remayi*) showing the extent to which this snake can open its mouth. Note the extra rows of teeth on the palate.

(www.australasianscience.com.au)



uusi arkipäivä

arkipäivän muotoilu



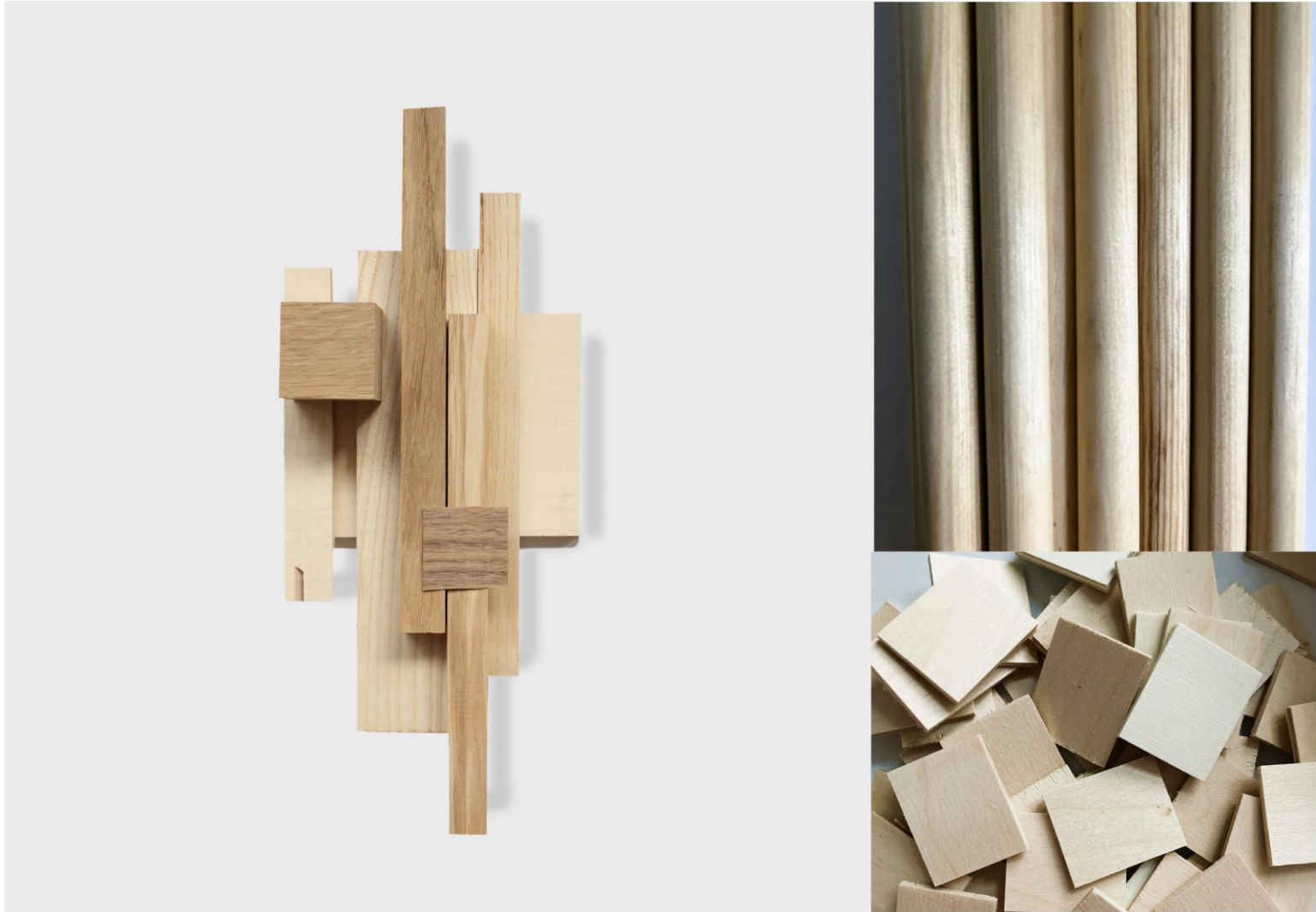
uusi kokemus



paradigman muutos



jätteen tuotanto



kierrätetyt materiaalit



mieleenpainuvat värit

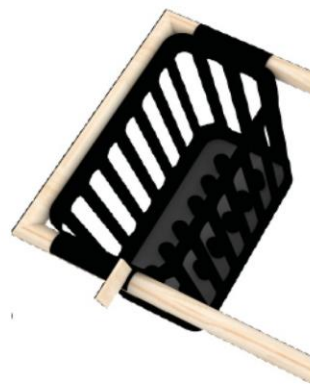


the colours

The research strongly suggests that we remember different categories best when we link them to colours. The visual language of the product is kept simple to emphasize the colours of the official Danish sorting pictograms

the bio bin

To prevent bio waste from smelling, the bin is allowing air from all sides. It is made in recycled plastic and can be washed in a dishwasher.



puhdistus



skaalautuva tuoteperhe

(vain tuomaristolle)

matière
COPENHAGEN



Awards



red**dot** award 2022
winner



1st prize



1st prize

team



Advisor
Signe Sigyn Christensen

VISUAL IDENTITY
STRATEGIC DESIGN &
BRANDING



Founder
Anna Bella Jäppinen

DESIGN
MARKETING
BUSINESS STRATEGY
ESTABLISHING PRODUCTION
CUSTOMER RELATIONS
& SALES



Advisor
Båbak Eftekhari

BUSINESS &
MARKETING STRATEGY
ADMINISTRATION
LEGAL MATTERS



Advisor
Maria Jäppinen

WASTE MANAGEMENT
RESEARCH &
POLICIES

team



Advisor
Maria Bull

PRODUCT DEVELOPMENT
FURNITURE PRODUCTION
CARPENTRY & TECHNICAL
DRAWING



Advisor
Heta Kupsala

PATTERN DEVELOPMENT
TEXTILE PRODUCTION
FASHION INDUSTRY
& TECH PACK



Advisor
Morten Karlstrøm

EUROPEAN TRADEMARK &
DESIGN PROTECTION



Advisor
Anne-Mette Bak Nielsen

IPR STRATEGY &
FOUNDING



Advisor
Frederik Hinz Andersen

STARTUP &
PRODUCTION



Advisor
Miia Ebbesen

WEBSHOP CODE
ONLINE ADS

A photograph of a dense forest with a large, dark tree branch in the foreground. The background is filled with lush green foliage and a misty atmosphere. The text "simple act, big impact" is centered in the lower half of the image.

simple act, big impact

simple act, big impact



annabellajappinen

+45 21 14 24 21