

# Disposal Urgency Deliverables



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# Deliverable A - Stakeholder Table

Target group	Effectiveness (Leverage)	Strategies to influence	Realism (Accessibility, feasibility)	Timeframe
Policy Makers	● Very high ▾	<ul style="list-style-type: none"> <li>Introduce disposal urgency into policy language</li> </ul>	⊖ High (bureaucratic) ▾	Long-term
Producers/ Brand owners (/clients)	● High ▾	<ul style="list-style-type: none"> <li>Introduce disposal urgency into design briefs, Reputational campaigns, ESG/Future regulation framing</li> </ul>	✎ Medium ▾	Mid-term
Packaging Designers	● Medium ▾	<ul style="list-style-type: none"> <li>Provide design heuristics (stickiness, hodability), Frame as “post-use experience” (good design), Integrate into design norms/culture</li> </ul>	✎ Medium ▾	Mid/Long-term
Design Educators (ex: universities)	● Medium ▾	<ul style="list-style-type: none"> <li>Guest lectures, Design challenges/assignments, Integrate sustainability as a bigger design consideration</li> </ul>	⦿ Medium-Low ▾	Long-term
Ecosystem actors	● Medium ▾	<ul style="list-style-type: none"> <li>Advocate for litter-risk-based fee modulation, Introduce “Disposal Urgency” into evaluation tools</li> </ul>	⊖ High (systems) ▾	Long-term
Public / Media	● Medium ▾	<ul style="list-style-type: none"> <li>Awareness campaigns, “Name &amp; Shame” litter-heavy products</li> </ul>	✓ Medium-High ▾	Short-Mid term

# Deliverable B - Public Campaign Strategy Framework

Rather than framing litter as irresponsible consumer behaviour, the campaign visualises how some packaging create post-consumption discomfort and disposal pressure.

## 1. Make the problem immediate and relatable

Focus on recognisable "moment after use" experiences rather than abstract environmental harm

Model: Overheidscommunicatie (Pol & Swankhuisen, 2020)

## 2. Visualise everyday friction

Show sticky, leaking, uncomfortable to-go packaging in public situations in visual mediums

Model: Behavioural design and anti-litter campaigns

## 3. Reframe instead of blame

Position litter partly as a packaging design issue rather than solely consumer irresponsibility

Model: Systems-oriented public communication

## 4. Repetition through simple public language

Repeated use of "Would you hold this for 5 minutes?" across media formats.

## 5. Public participation & visibility

Street-interview style public challenge videos visualising disposal pressure

Model: Dirk Groot + social media behavioural campaigns

## 6. Social amplification

Encourage audiences, creators, and public figures to share recognisable "5-minute problem" packaging examples to increase visibility and normalise discussion around disposal urgency

## Strategic Rationale

- **Making the Invisible Moment Visible:** Rather than focusing only on littering itself, the campaign highlights the uncomfortable moment immediately after consumption, where packaging may create disposal pressure before littering occurs.
- **Reframing Rather Than Blaming:** Inspired by systems-oriented behavioural campaigns, the strategy avoids portraying consumers as irresponsible and instead reframes litter risk as partly shaped by packaging design and post-consumption experience.
- **Why the Slogan Works:** The slogan "Would You Hold This for 5 Minutes?" is intentionally simple, concrete, and socially recognisable. Inspired by communication approaches discussed by Christine Swankhuisen, it encourages immediate emotional recognition rather than abstract environmental reasoning.
- **Public Participation as Visibility Strategy:** The use of street-interview and social-media challenge formats is partly inspired by the visibility strategies used by Dirk Groot, where repeated public exposure helps create awareness and recognisable discussion around specific forms of litter.

# Deliverable C - Public Campaign Poster Mock-Up

This mock-up illustrates how the “Would You Hold This for 5 Minutes?” campaign message could appear in public environments such as transit stations or as online share-able content.

## WOULD YOU HOLD THIS FOR 5 MINUTES?

If the answer is no, it will probably end up on the ground.

Some packaging is hard to hold. Sticky. Smelly. Uncomfortable. It creates the urge to get rid of it – fast.

That's **disposal urgency**.



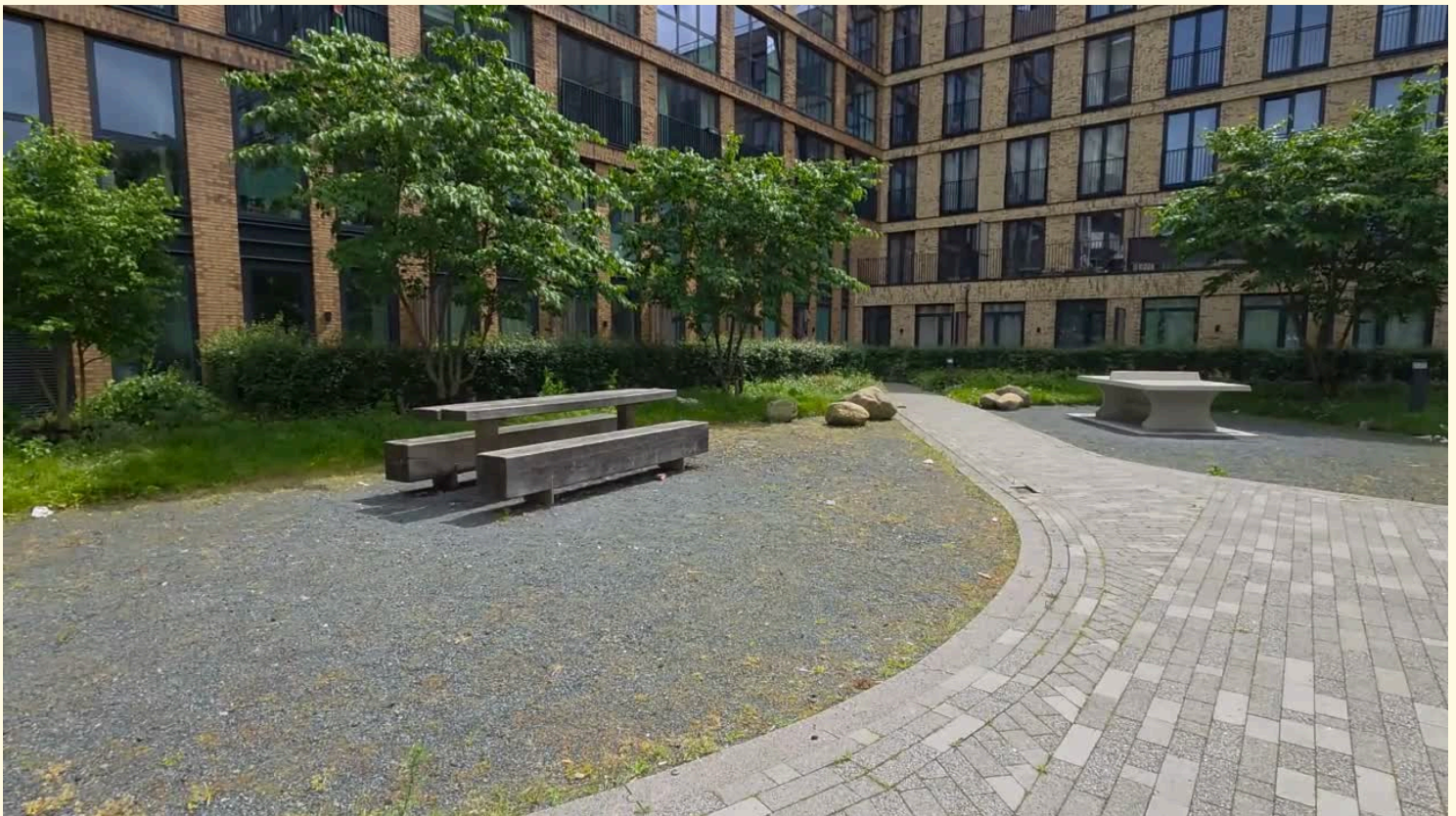
Some things are designed to become litter.



<https://canva.link/7mh7767xd2opuf4>

# Deliverable D - "Would you Hold this for 5 Minutes?" Campaign video concept

This appendix contains an example campaign video concept demonstrating how disposal urgency may be communicated through relatable post-use takeaway packaging situations. The video uses before-and-after packaging comparisons and a "5-Minute Challenge" format to visualise how certain packaging characteristics may unintentionally contribute to rapid disposal pressure and litter-prone behaviour.



[https://www.capcut.com/sv2/ZS9YHU  
24NaCgH-qwh4W/](https://www.capcut.com/sv2/ZS9YHU24NaCgH-qwh4W/)

# Deliverable E - Model Design Brief

This appendix contains the proposed design-brief intended for packaging producers and designers. The brief operationalizes the concept of disposal urgency by prompting consideration of post-consumption litter risk during product development.

## POST-CONSUMPTION EXPERIENCE BRIEF

### Packaging Design Add-On

*Intended for use during early-stage packaging ideation and briefing processes.*

**Purpose:** This exploratory design brief encourages consideration of how packaging behaves after use. Beyond branding and functionality, certain packaging characteristics may create discomfort or immediate disposal pressure, increasing litter risk in public environments. **Disposal urgency** refers to packaging characteristics that create discomfort or pressure to dispose of an item quickly after use.

**Post-Consumption Design Objective:** Reduce packaging characteristics that may unintentionally increase disposal urgency after consumption, including leakage, residue, awkward carrying experiences, or instability in public settings.

Consumption → Post-use experience → **Disposal Urgency** → Litter risk

### Post-Consumption Experience Prompts

<b>Holdability After Use</b>	Can the packaging comfortably be carried after consumption?
<b>Leakage/ Residue</b>	Does the package leak, smear, or leave residue after use?
<b>Stickiness / Wetness</b>	Does the packaging create physical discomfort after consumption?
<b>Temporary Portability</b>	Can the packaging realistically be stored temporarily until disposal?
<b>Disposal Pressure</b>	Does the packaging create pressure to dispose immediately after use?

### 5-Minute Carry Test

Would a user realistically continue carrying this packaging comfortably for five minutes after use?

### Reflection questions

Which packaging characteristics create the most discomfort after use?

At what point after consumption does disposal pressure begin?

Which design adjustments could reduce post-consumption inconvenience or rapid disposal pressure?

How does this packaging behave in public or on-the-go environments?

# Deliverable F - Model Design Brief Paragraph Add-on

\*The listed characteristics are to be solidified after the exact characteristics have been verified with metrics through Wouter van Dam's research

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## **Post-Consumption Experience Consideration**

*In addition to branding, functionality, and recyclability, this project should also consider the **post-consumption experience** of the packaging. Designers are encouraged to evaluate whether characteristics such as stickiness, leakage, smell, discomfort after use, or limited temporary portability may create immediate disposal pressure in public or on-the-go environments. Consider how the packaging behaves not only during consumption, but also in the minutes immediately after use.*

# Deliverable G - Events Calendar

This appendix presents a calendar with scheduled events that offer opportunity to spread awareness of the term “Disposal Urgency” to relevant stakeholders and consumers. The events cover variability of social media visibility, public engagement activities, and community participation strategies.

Date	Event	Location	Target Audience	Goal
3-4 June 2026	EU Green Week	Brussels	Policymakers, EU institutions, civil society	Europe's leading environmental policy conference. follow policy developments and engage.
5 June 2026	World Environment Day	Worldwide (Media)	General Public	Raise awareness on the topic worldwide
17-25 October 2026	Dutch Design Week (DDW)	Eindhoven, The Netherland	Designers and design researchers	Interacting with designers that directly shapes packaging decisions presenting the work on disposal urgency
10th - 12th November 2026	Sustainable Packaging Summit	Utrecht, The Netherland	Producers, Packaging industry professionals	Opportunity to introduce Disposal Urgency as a significant industrial criteria when designing
24 & 25 February 2027	Packaging Innovation and Empack	Birmingham, United Kingdom	Packaging Industries professionals, Big industry companies	Gain access to connect with industry actors who influence packaging design and production

# Appendix H - Contact Opportunities

## Delft Design Lab (DDL)

A platform within TU Delft Faculty of Industrial Design Engineering that connects students, researchers, and external partners around real-world societal design challenges. DDL supports in the brief approval and requirements across sub-labs.

The most relevant sub-lab: **Circular Design Lab (CDL)**, specifically focuses on circular product systems, design interventions and external stakeholder collaboration, but has a gap of focus on post-consumption experience.

### Contact pathways

- DDL General Coordinator: [delftdesignlabs-io@tudelft.nl](mailto:delftdesignlabs-io@tudelft.nl)
- CDL Coordinator **Dr. Yumiko Henneberry**: [cdl-io@tudelft.nl](mailto:cdl-io@tudelft.nl) (+31152781663)
- CDL Professor and academic partner: [C.A.Bakker@tudelft.nl](mailto:C.A.Bakker@tudelft.nl) (+31 15 27 89822)



Dr. Y.K.C. (Yumiko)  
Henneberry

## TU Delft Faculty of Industrial Design Engineering

The faculty partners with external stakeholders, including industrial organizations that create edible-product design briefs. With the faculty, there are specialized courses including *Sustainable Design Engineering* that integrate sustainability and circular design into the coursework and requirements for external-partner collaboration, but often lack product post-consumption considerations.

The Joint Master Project, which is the design project given to students twice a year, may be contacted for the list of upcoming partners for the next (half) year.

### Contact pathways

- Course Coordinator Janus Keller: [a.i.keller@tudelft.nl](mailto:a.i.keller@tudelft.nl) (+31 (0)6 22512224)

### Responsible Marketing and Consumer Behaviour (RMCB)

The RMCB section aligns with our project because disposal urgency can be understood as a design for sustainable behavior challenge: packaging characteristics influence how consumers interact with products after use, shaping disposal decisions and potential litter outcomes.

### Contact pathways

- Dr. ir. S. Wu: [S.Bakker-Wu@tudelft.nl](mailto:S.Bakker-Wu@tudelft.nl)

