



WHAT WE CREATED

This backpack is designed to deal with ecological pollution of the seas, as we used materials from plastic waste thrown into the sea and fishing materials based on plastic.

The basic materials used were:

- Acrylic or Polymethyl Methacrylate (PMMA)
- Polycarbonate (PC)
- Polyethylene (PE)
- Polypropylene (PP)
- Polyethylene Terephthalate (PETE or PET)
- Polyvinyl Chloride (PVC)
- Acrylonitrile-Butadiene-Styrene (ABS)

A Backpack 100%
made of sea plastic
waste.

STATISTICS

According to a new analysis published in the journal Nature Sustainability, plastic items dominate garbage in the ocean. Funded by the BBVA Foundation and Spanish science ministry, it focused on identifiable items bigger than 3cm, excluding fragments and microplastics. Single-use plastic bags accounted for the highest share of garbage items documented across seven aquatic ecosystems at 14.1 percent. Plastic bottles were the second most common item at 11.9 percent while food containers and cutlery followed with 9.4 percent. The study listed other common waste items in the oceans as wrappers (9.1 percent), synthetic rope (7.9 percent), fishing gear (7.6 percent) and plastic caps or lids (6.1 percent). Shorelines near coasts and seashores tended to have

OUR INNOVATION

Looking for solutions to the plastic waste that the seas have and how we can use them, we thought to invest time and experience in creating backpacks, designed to give a second life to this waste.

Focusing on creating high design backpacks, we used basic weaving techniques and innovative ways of joining two different plastics.

Another feature of this idea is that, one can store plastic waste and collecting about 5 kg of plastic can send it to the service that has been created and make a backpack for free which will be unique.

So in this way we can create a relationship of trust and creation with stakeholders but also with nature itself. We cultivate creation and empathy through exchange and sustainability.



As a **design and innovation consultancy**, we did the followings:

- customer journey
- business plan
- brainstorm for the backpack design
- 20 ideas
- 8 concepts
- 2 CAD designs



WE AT ORANGE-CIRCLE

Creating a professional model like this and understanding the need for environmental protection, we designed a service exchange system between the company and the users where any large and small company can adopt

CREATIVE

Creativity and innovation go hand in hand to provide:

- user and market research
- product innovation and design
- UX and technology
- ideation workshop
- design execution

BUSINESS

With innovation as our guide we offer the following:

- local market research
- product strategy
- technology research
- employee workshop
- project execution

LET' S TALK!

We are an award winning innovation consultancy that creates solutions powered by creativity and business acumen.

Whether you're a multinational company, small business, or start-up, we can bring your projects to life.

INNOVATION SERVICES

CONTACT US
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The founders combined management consulting and design to create ORANGE-CIRCLE. We believe that innovation and creativity (ORANGE) should have no boundaries or borders. Therefore, we bring the best to our clients from our global network (CIRCLE)