

Sustainability Challenge: Intermediate

# Zero-Waste Personal Care



The personal care industry is notorious for its single-use plastics and non-biodegradable materials. From shampoo bottles to toothpaste tubes, the waste generated is substantial. This challenge not only addresses a significant sustainability issue but also offers a potential path to entrepreneurship. The focus on zero-waste meets a growing consumer demand for sustainable options in personal care, where a subscription model could provide recurring revenue.

## Objective

Design a zero-waste subscription service for personal care products that eliminates or significantly reduces packaging waste while still delivering high-quality, effective products.

## Constraints

1. The products must be as effective as traditional personal care items.
2. The solution must adhere to health and safety regulations.
3. The solution must be cost-competitive to encourage widespread adoption.

## Design Thinking Steps

1. Empathizing: Interview consumers to understand their personal care routines, needs, and concerns about sustainability. Learn more about material science and waste management.
2. Re-defining to understand: Identify the key issues contributing to waste in the personal care industry. Create a human-centered problem statement focused on reducing or eliminating this waste.
3. Ideating: Discover potential innovative solutions for a subscription service focusing on product containers and packaging. Consider a Circular Economy approach.
4. Prototyping: Develop prototypes of the products and the subscription model.
5. Evaluating: Share your prototypes with a diverse group of stakeholders. Collect feedback/feedforward and iterate your design.
6. Implementing: Draft a plan for starting a business around the subscription service, taking into account manufacturing, distribution, marketing, and customer service.