

BEHAVIOURAL DESIGN

PUT PLASTIC BACK IN ITS PLACE

Fair & Lovely

Fair & Lovely

BACKGROUND

6 million tonnes of plastic remains un-recycled in India. Of this 50% is single use and throw plastic. Though the Indian government has taken many steps towards creating a cleaner country with its Swachh Bharat initiative, plastic recycling remains a concern.

Unilever is committed to making packaging sustainable for a better future. However, our role doesn't end at just making packaging recycle ready but goes beyond to educate consumers to become protagonists in the recovery of used plastic, which is often the biggest bottleneck for the recycling industry.

Unilever wants to lead a campaign of consumer led plastic recovery, through one of its most loved brands, Fair & Lovely.

CHALLENGE

Skin Care in India produces 14,000 tonnes of plastic, of which 85% is recycle ready. Of this, 500 tonnes consist of low-cost sachets, primarily for Fair & Lovely. All sachets are recyclable. However, they still end up in landfills and are not recycled/reused.

There are 2 major challenges. The first is the difficulty in recovering used plastic from consumers and the second is the lack of an industrial infrastructure to recycle this plastic. Recovery of small pieces of sachet plastic is a challenge because the only way of disposal currently is to throw away sachets with the rest of the garbage. Neither are consumers aware or concerned about the impact of throwing recyclable plastic along with other waste, nor is the size of the waste large enough to reach the regular "kabariwala".

The brief is to inspire and incentivize consumers to participate in the recovery of recycle ready plastics.

AUDIENCE

The Fair & Lovely sachet consumer. She lives in either urban slums, smaller towns or rural areas in India. Though aware of the importance of cleanliness and Swachh Bharat, she is not very aware of the ill effects of plastic on the environment, and her future.

Her family has a low income and using Fair & Lovely is one of the few luxuries she spends her money on. She is always looking for ways to save money for her household budget.

DELIVERABLES

1. A mechanism of recovery/collection that can be implemented as a pilot in a village.
 - What will the process look like? (A flowchart – from consumer to the recycle/reuse point)
 - What will be the mechanism to re-use the plastic, in the absence of recycling infrastructure- these could be functional, artistic or design solutions.
 - Who will be the stakeholders in this process?
 - How will this be made scalable?
 - How will the mechanism be communicated to the local community?
2. Communication that will inspire the audience to return used plastic (Please focus on audio (radio/Mobile OBD) and packaging as key channels to reach consumers)
 - What will we say to them?
 - How can it make it worth their while?

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*Fair &
Lovely*

Fair & Lovely

WHAT WOULD SUCCESS LOOK LIKE?

When users of low cost sachets stop throwing these out with their regular garbage, and instead have the awareness, incentive and mechanism to deposit this used plastic at a local level.

KPI's such as (% recovery, number of consumers who participated) achieved in a pilot (in a place like Hyderabad), which would lead to a scale up.

SUBMITTING YOUR ENTRY

- Post 1-4 A2 Presentation Boards or
- Upload a PDF
- For audio submissions, upload .mp3 files.

Your entry should include a written document guide, and Google Drive or Dropbox links to any research source material

Please review the submission guide for more information on formats, supporting materials, etc before submitting your entry.

IMPORTANT DATES

Entry collection opens	12 July 2019
Entry deadline	30 August 2019 (Online) 30 August 2019 (Physical)
Jury session	7 September 2019
Awards ceremony	21 September 2019

[DOWNLOAD SUPPORTING MATERIAL HERE](#)

KYOORIUS YOUNG BLOOD AWARDS: TERMS & CONDITIONS

This contest is organised by Kyoorius Communications Pvt. Ltd. having its offices at 2nd Floor, Kohinoor Estate, 165 Tulsi Pipe Road, Lower Parel, Mumbai 400013 hereinafter referred to as "Kyoorius".

Eligibility Criteria

Young working professionals or full-time design students aged 28 and below i.e. born after 1 July 1991 can enter the Kyoorius Young Blood Awards.

1. Entering the Contest

- 1.1 Entry is open to individuals working alone or in groups of up to 2 persons working as a team.
- 1.2 All members of a team must meet the eligibility criteria outlined above. If you enter as a team, the winning entitlements will be handed to the primary entrant.
- 1.3 Entrants should register on the Kyoorius Young Blood Awards site, download a brief, generate a response to that brief and submit their work digitally in accordance with the deliverables as laid out in their chosen brief and in accordance with the Submission Guide.
- 1.4 Entrants can download and respond to as many briefs as they wish; they may also submit more than one response per brief. Each response is considered a separate entry.
- 1.5 All Responses must be the original work of the entrants. Entrants who incorporate any images, writing, music, or other creative material belonging to someone else must obtain the other party's permission. Entrants may be asked to evidence their ownership of the response and should keep dated records of all working materials.
- 1.6 All Entries must be submitted via our online entry system, hosted at awards.kyoorius.com. Physical work where relevant, may be submitted as supporting material only. Kyoorius accepts no responsibility for lost or undelivered entry material. Proof of postage does not guarantee that work has been received by Kyoorius.
- 1.7 In order to assist Kyoorius in promoting the winning work after judging, all entrants are asked to provide or confirm credits for each entry. These must include:
 - a. Full names of entrant(s), including all team members
 - b. All contact details of entrant(s) – mobile, postal & email address
 - c. Full names of tutor(s) (as applicable)
 - d. All contact details of tutor(s) if applicable – mobile, postal & email address
 - e. The name & address of the college, university or company
- 1.8 Contact details of winning & nominated entrants will be passed to sponsors, in order to help promote the winning work.

2. Sponsors' Logos and Names

- 2.1 Sponsors may submit their own branding or that of the sponsors' clients for the purpose of inviting responses. The logos issued to the entrant may not be used for any commercial or republication purposes.
- 2.2 All sponsors operate strict controls on the use of their names, trademarks and logos. Any misuse of sponsors brands by an entrant will lead to the disqualification of all that entrant's responses and may expose the entrant to legal liability and subsequent legal claims.
- 2.3 By submitting a response, entrants agree to use the sponsor branding only in accordance with these terms and conditions, and any prevailing sponsors' terms and conditions.
- 2.4 The sponsors permit entrants to use the submitted branding for the sole purpose of responding to the brief sponsored by that sponsor.
- 2.5 Entrants may:
 - a. Only use sponsor branding on Responses submitted to the Kyoorius Young Blood Awards 2019.
 - b. Include a submitted Response in their personal portfolio after the winners have been announced, in exactly the same format as that submitted to the Kyoorius Young Blood Awards 2019.
- 2.6 Entrants must not:
 - a. Use sponsor branding on any other material or for any other purpose;
 - b. Upload their submitted Response to any Online location before the Nominations have been announced, whether as part of an open or access-restricted site, unless all sponsor branding is first removed from the uploaded version of the response;
 - c. Denigrate sponsors or sponsor branding, subject sponsor branding to derogatory treatment or otherwise bring the sponsor and /or its brands into disrepute;
 - d. Do anything to suggest that the entrant is endorsed, associated or otherwise affiliated with the sponsor;
 - e. Provide or make available sponsor branding to any third party for any purpose whatsoever.
- 2.7 For the avoidance of doubt, the sponsors for the Kyoorius Young Blood Awards 2019 are as listed on the briefs page on awards.kyoorius.com
- 2.8 For the avoidance of doubt, the sponsor clients for the Kyoorius Young Blood Awards 2019 are as detailed on the individual briefs
- 2.9 Entrants who submit a response that contains any trademark or logo, or other branding other than those specifically submitted by the sponsors, may be asked to re-submit their work without such branding trademark or logo, or other branding other than those specifically submitted by the sponsors, may be asked to re-submit their work without such branding.

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3. Ownership of Your Work

- 3.1 Entrants retain ownership of their responses submitted into the contest, but where such work incorporates sponsor branding entrants may only use the work for personal references and promotion as part of a portfolio.
- 3.2 By submitting a response, entrants grant Kyoorius and the relevant sponsor an exclusive license for the duration of copyright protection to reproduce or reproduction of their entry in all media in order to promote, or act as a historical record of, the Kyoorius Young Blood Awards or a sponsor's involvement with the Kyoorius Young Blood Awards; or as part of any Kyoorius publication (whether online or offline).
- 3.3 Entrants agree that, should a sponsor wish to develop or use a response for commercial purposes, the entrant will enter into negotiations with that sponsor to agree terms for such development or usage before negotiating with any other party in relation to the response.
- 3.4 No additional agreement will be needed for the winning entry. The sponsor of the brief can use the winning entry for commercial purposes.

4. Judging the Contest

- 4.1 Kyoorius will appoint a jury that shall be composed of judges who, in Kyoorius' sole discretion, have the appropriate qualifications to judge the work. Responses will be considered in accordance with the awards selection criteria. These are:
 - a. An excellent creative idea
 - b. Great craft or execution
 - c. Answers the brief
- 4.2 Each jury will award a select number of the responses whom the jury considers, in its sole discretion, to be the best responses.
- 4.3 The jury is not limited in the number of responses it can award, and similarly there is no guarantee that a jury will grant an award in each brief, if they do not feel that work is of the standard required.
- 4.4 The jury has the right to edit pieces submitted as part of a response and to ask for only certain parts of the response to be displayed or promoted.
- 4.5 General feedback will be gathered from the jury, and may be made available to view on the Kyoorius Young Blood Awards website when the nominations are announced. Individual feedback will not be available.
- 4.6 If Kyoorius is made aware of any concerns that a response does not constitute the original work of the entrant, Kyoorius will contact the entrant and ask for evidence that proves the entrant's assertion to be the creator of the work.
- 4.7 Kyoorius will also contact credited tutors for further information if applicable.

5. Prizes

- 5.1 The prizes to be awarded to the winning entry are:
 - a. One Red Elephant Trophy
 - b. Right to use the relevant Red Elephant Mark
 - c. Entry in the Kyoorius Awards Annual 2019
 - d. A fully paid trip to London Design Festival 2020 for the entrant team, subject to:
 - Return economy-class fare to London
 - Rs 50,000 per team towards boarding, lodging and local expenses, subject to team's confirmation of travel
- 5.2 The prize awarded to the nominated entries is:
 - a. Entry details in the Kyoorius Awards Annual

6. General Points

- 6.1 Kyoorius reserves the right to make changes to these Terms and Conditions, if necessary, from time to time.
- 6.2 The Terms and Conditions are subject to Indian law and any dispute that is not resolved by consultation between the parties shall be referred to the courts of India.

For enquiries relating to the Kyoorius Young Blood Awards, email awards@kyoorius.com