

# HOW TO MAKE A DIFFERENCE

A GUIDE TO THE KIND OF  
COMMUNICATION THAT  
HELPS THE PLANET



Hanze  
University of Applied Sciences  
Groningen  
School of Communication, Media & IT

EnTranCe  
CENTRE OF EXPERTISE ENERGY

# HOW TO MAKE A DIFFERENCE

A GUIDE TO THE KIND OF  
COMMUNICATION THAT  
HELPS THE PLANET

## The Editors

This booklet was published on the occasion of the 2019 Graduation Experiment Celebration event.

School of Communication, Media & IT  
Bachelor International Communication  
Professorship of Communication, Behaviour & the Sustainable Society  
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## The UN Global Goals



In 2015, world leaders agreed to 17 goals for a better world by 2030. These goals have the power to end poverty, fight inequality and stop climate change. Guided by the goals, it is now up to all of us, governments, businesses, civil society and the general public to work together to build a better future for everyone.

- [globalgoals.org](http://globalgoals.org)

# Foreword

IT TAKES  
**500 YEARS**  
FOR PLASTIC TO  
DEGRADE  
IN NATURE



**100  
MILLION**  
PLASTIC BOTTLES  
THROWN AWAY  
EVERYDAY

**80%**  
OF PLASTIC BOTTLES  
THROWN AWAY  
IN CANADA  
ARE NOT RECYCLED

**3 LITRES**  
OF WATER  
WASTED  
1 PLASTIC BOTTLE

**ONLY 1 IN 5**  
PLASTIC BOTTLES  
THROWN AWAY  
IN CANADA  
ARE RECYCLED

**IT  
STARTS  
WITH  
US.**

SMALL ACTION  
**LARGE IMPACT.**

**Wim Elving**

Professor of Sustainable Communication

It is an honour to present this booklet as the result of an experiment offered by our Professorship of Communication, Behaviour & the Sustainable Society (CBSS) to the students of International Communication. The Professorship of CBSS was able to offer them inspiration for completing their thesis on topics relevant for the establishment of a sustainable society.

The global challenges, operationalized in the United Nations' Sustainable Development Goals (SDGs), bring difficult tasks for students that connect them to society. It is wonderful to notice that so many enthusiastically took this challenge and present their contribution in this publication.

The project has not been possible without the cooperation and trust of many. Lumi Stoica deserves all the credit for her persistence and her “never give up” attitude. She was able to convince Ritva to facilitate this experiment and without her it would not have existed. Also, the coaches, Ken Drozd, Cor Schoonbeek, Antonia Hein, Teodora Voaides, Lumi Stoica and the involved CBSS researchers Susan Veldstra, Tania Ouariachi, Astrid Berg, Marloes Nieuwenhuis and Carina Wiekens, and the EnTranCe colleagues Steven de Boer and Ronald de Vrieze, were important for the success of this innovation lab as well as all the student supervisors.

This experiment is the first of what the CBSS wants to establish: accelerating the energy transition and laying the foundations of the sustainable society by using communicative and behavioural interventions. A total of 29 students have made this experiment to a complete success. Of course, there are improvements possible, and we will evaluate this and improve our next lab. The good news is that we formally have a theme on Communication & Behaviour within the IWP Energy Transition starting next year, so that certainly will help in making the next one even better than the current one.

In the end we need to thank the students. Though not all of them submitted their thesis, we can say that all of them helped in making this experiment a huge success. In this book you will find an overview of the projects that have been done by the students!

I hope you all enjoy this publication with a selection of the work of the students. I enjoyed being part of this successful experiment. We truly show that we already have started!  
#No-time-to-waste!

Groningen, June 24, 2019



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FOR PLASTIC TO  
DEGRADE IN CANADA



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# Part 1

The making of the CBSS Experiment

What Design Research can do for Communication

Becoming an International Communication Professional

IT TAKES  
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1 PLASTIC BOTTLE

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PLASTIC BOTTLES  
GET RECYCLED

**IT STARTS WITH US.**

SMALL ACTION  
**LARGE IMPACT.**

**Lumi Stoica**

Senior Lecturer & Graduation Coordinator

## The making of the CBSS Graduation Experiment

*“Students, research-lecturers and partners in the professional field work together on solutions to issues close by and far away.” (Hanze UAS 2020 vision on education)*

No less than 29 sustainability-minded International Communication students started their graduation journey with us. Lacking the ‘infrastructure’ for such a project, we created one. Thus, the CBSS Graduation Experiment in a new living lab set-up was born.

We explored the set-up together with 15 organisations from four countries. Our challenge was to integrate a stronger research and interdisciplinary component into the students’ work, while staying true to the Hanze UAS 2020 vision on education.

Inspired by the SDGs, students dove into relevant themes, from plastic and waste management and e-mobility, to energy poverty and sustainable buildings. They did so with their clients, graduation supervisors, CBSS researchers, topic coaches and CBSS client supervisors. CBSS researchers inspired with theories and models. Topic coaches steered, focusing on particular subjects: design research, client relationships, media tools, copywriting and intercultural communication. Graduation supervisors and CBSS client supervisors guided and helped to focus on client needs.

One might say, ‘What luxury, having access to all this brain power during a graduation project.’ We say, ‘How else are we going to innovate?’ Exposure to multiple experts, disciplines and perspectives on sustainability increases the chance for novel solutions to emerge. Our students created new customized communication products for their clients.

Thank you, clients, students, lecturers and researchers. Your hard work and commitment paid off. Thank you, Professor Wim Elving and the dedicated people at CBSS for daring to explore with us. Thank you, our International Communication programme manager, Ritva Laurila, who believed in this endeavour from the beginning together with our wonderful support staff. Last, but not least, thank you Digital Society Hub for all the help and flexibility. Those involved in the experiment are listed at the end of this booklet.

Thank you all!



## What Design Research can do for Communication

**Design research is an essential part of the experimental collaboration between the International Communication graduation programme and the Professorship CBSS.**

Design research combines the pro-active, goal-directed processes from complex problem solving, the product design principles from Lean UX, the innovative techniques of design thinking and the logic and precision of business research methods into an interdisciplinary approach to communications research.

Our graduation students, who took part in this experiment, began their assignments passionate about sustainability and motivated to work with supervisors, coaches and researchers to produce meaningful results. Our students impressed us with their creative and innovative ways of using design research to transform their ideas into reality and their dedication to producing meaningful high-quality communication products. We are genuinely proud of and inspired by their work and we congratulate them on jobs well-done.



## Becoming a Junior Communication Professional

**The Bachelor International Communication team is proud to present a selection of communication products by students who have chosen to graduate at the CBSS Living Lab.**

For four years these students studied to become junior communication professionals. They started out with uncomplicated professional projects, skills training and theory in the first year, gained in depth experience in their second year and developed a fully international perspective during 'the third year abroad'. After their specialization in the final year, they demonstrated their final Bachelor level by their work for the CBSS Living Lab: a challenging integration of real-world communication assignments, research and education. Congratulations to the students and a thank you to all organizations, researchers and lecturers who have been involved in this Living Lab.



# Part 2

The Kind of Communication that helps the Planet

Students in the Spotlight

Behind the Scenes

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**LARGE IMPACT.**

**Astrid Berg**

Senior Lecturer

## The Kind of Communication that helps the Planet

**Communicating about sustainability is not easy. Most sustainable development goals are unknown and are still far removed from people's daily lives.**

### What do 17 CBSS projects teach us about the kind of communication that helps the planet?

- Local campaigns will sensitize people of different cultures, and get them engaged in achieving sustainability goals, one footprint at a time.
- Communication that overcomes people's barriers to behaviour change is easy, social, attractive, entertaining and adapts to people's values and environments.
- Engaging in public conversation will lead to a more positive understanding of the global issues involved.
- Compelling messages, stories and visuals will win people's hearts and minds and get people to take action.
- The voices of young communication leaders will promote innovative ways of engaging audiences in taking care of our environment (and help to realize the SDGs).







## Anna Schön

- 📍 Germany
- 🎓 Specialization: Public Affairs
- 🏢 Client: The Municipality of Groningen, The Netherlands

### Design Research Challenge

How can communication support the Municipality of Groningen in reaching its organizational goal of becoming a zero-waste city by 2025?

### Solution

“My communication product consists of a multichannel campaign plan that provides a detailed description of the design of media products as well as an implementation plan, in an easy understandable and visually attractive manner. Included are requirements for the creation of online and offline media products, involving the design of posters and a supporting website.

The campaign plan will result in the promotion of more sustainable behaviour among citizens and will establish a base for implementing an expansion of a deposit-refund system for PET-bottles of smaller sizes at a local, and national level.”



### Why am I passionate about sustainability?

“Sustainability is the key to preserve our precious resources for future generations. We must start acting more environmental conscious and value beautiful landscapes, oceans as well as our finite biodiversity, which might be gone sooner than we think.”



# IT STARTS WITH US.

### SMALL ACTION LARGE IMPACT.

Together we can level-up local recycling and start creating a long-lasting environment. Return your plastic bottles now.

# IT STARTS WITH US.

### SMALL ACTION LARGE IMPACT.

IT TAKES **500 YEARS** FOR PLASTIC TO DEGRADE

**100 MILLION** PLASTIC BOTTLES ARE USED WORLDWIDE EVERYDAY.

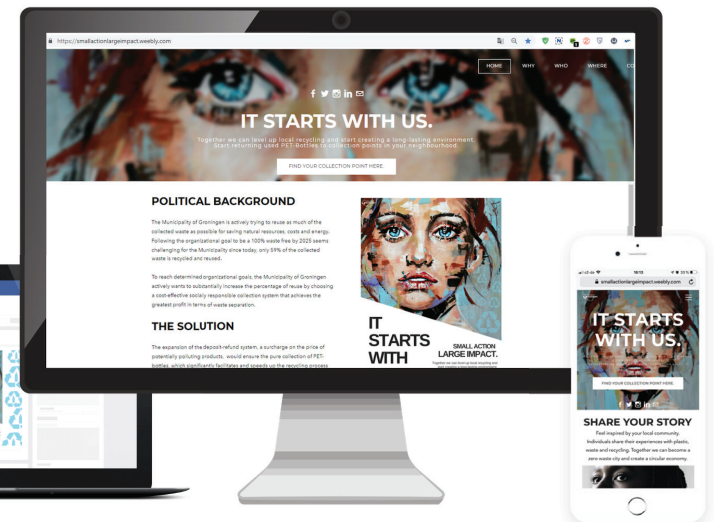
**80%** OF USED PLASTIC BOTTLES END UP IN OUR LANDFILL OR OCEANS.

IT TAKES **3 LITRES** OF WATER TO MAKE 1 PLASTIC BOTTLE.

**ONLY 1 IN 5** PLASTIC BOTTLES ARE RECYCLED.

Elkenlaan 19/27, 9741 EK Groningen, Netherlands

For more information please visit [www.municipalityofgroningen.nl](https://www.municipalityofgroningen.nl)





## Alica Olsson

- Germany
- Specialization:  
International Business Communication
- Client:  
The Municipality of Texel,  
The Netherlands

### Design Research Challenge

How to design a communication campaign that increases sustainable tourist behaviour on the Texel beaches?

### Solution

"The overachieving slogan for the communication campaign is 'One island. One goal. Let's keep Texel clean.' A campaign approach that is attractive and fun and has a meaningful outcome. The concept is shaped around a Bingo game, a trash can banner and nudging installations, to facilitate sustainable behavior and to engage tourists in beach clean ups without giving them the feeling of being instructed or having to do chores."



### Why am I passionate about sustainability?

"Sometimes when a problem seems overwhelming, we feel as if there is nothing we can do in the face of its enormity. But saving the environment is a collective task and starts with us and the decisions we make. I strongly believe that we all need to act in order to keep the earth alive, not only for us but also for next generations. I am passionate about it, because I feel that we all have an impact, no matter how big the challenge."

# ONE ISLAND. ONE GOAL.



LAAT JE VOETAFDRIJVEN ACHTER.

NIET JE AFVAL.

**ÉÉN EILAND.  
ÉÉN DOEL.**

Laten we Texel schoonhouden

## STRAND BINGO

Deel je succes #CleanTexel

VERPAKKING	GLAZEN FLES	BLIKJE
VISNET	JOKER	RIETJE
PLASTIC BEKER	PLASTIC ZAKJE	PLASTIC FLESJE

Naam: \_\_\_\_\_



<b>6</b> OMDAT JIJ aan het milieu en het eiland!	
<b>4</b> 97 % van alle stormvogels heeft plastic in zijn maag	<b>5</b> Een plastic fles zweemt ca. 850 jaar in de zee, voordat deze volledig is afgebroken
<b>3</b> 80 % van het plastic afval komt van het vaste land	
<b>2</b> Gemiddeld vind je 712 stukken afval op 100 meter strand	
<b>1</b> WAAROM jij jouw vuilnis altijd zorgvuldig moet weggooien?	



## Natalie Ndlovu

- 📍 Zimbabwe
- 🎓 Specialization:  
Public Affairs
- 🏢 Client:  
The Municipality of Groningen,  
The Netherlands

### Design Research Challenge

How can the Municipality of Groningen maintain a litter-free environment during and after festivals and events?

### Solution

“The solution to the problem involves retelling the narrative of plastic waste. I created a storyboard for a video. In my research I discovered that the target group felt as though they were the only ones to blame for the cause of plastic waste. The storyboard shows that their contribution to society matters. The storyboard focuses on the festival culture (where people come together and unite despite their cultural background). The storyboard reflects unity and collectivism. The storyboard also shows how the target group can make their contribution.”



### Why am I passionate about sustainability?

“Because the earth is my home. We were put here so that we could live together in harmony, but people have trashed the whole place (literally!). We have begun to pollute the oceans, which is now causing an imbalance in our ecosystem because we over indulge without thinking of the consequences of our actions.”



## Klara Pietsch

- 📍 Germany
- 🎓 Specialization: International Business Communication
- 🏢 Client: Wijkbedrijf Selwerd, Groningen, The Netherlands

### Design Research Challenge

How to create awareness about a community project aimed at separating local trash and turning it into local benches and how to engage international students living in the neighbourhood?

### Solution

- Trash cans that will be placed in the kitchens of student houses with actionable messages written on them. They will function as collection points for the reusable plastic and thus directly stimulate participation in the project.
- An infographic about the trash project and which steps to take to join the project.
- A landing page with information about how to manufacture the benches.
- An email aimed at recruiting international student ambassadors who will be in charge of informing their fellow residents about the project and who mediate between the community center and the participants.



1. Trash cans

## Build something that lasts forever!

Join the Plastic Factory Project to recycle your plastic trash



For more information contact the student ambassador in your flat, or visit [www.Plasticfactory.nl](http://www.Plasticfactory.nl)



2. Infographic



### Why am I passionate about sustainability?

“Sustainability is the key to preserve our precious resources for future generations. We must start acting more environmentally conscious and value beautiful landscapes, oceans as well as our finite biodiversity, which might be gone sooner than we think.”



## Thijs Meeuwissen

- The Netherlands
- Specialization:  
Public Affairs
- Client:  
Professorship of CBSS,  
Groningen, The Netherlands

### Design Research Challenge

To develop a European campaign to increase public support for hydrogen-powered housing in local neighbourhoods that have been targeted by a change initiative from their current natural gas plan to hydrogen instead.

### Solution

"I designed four different products:

- A festival storyboard to visualize informative, fun and engaging activities that would be part of a festival. Wrapped in a blanket of music, food and a festival-like feel, the activities will include lectures, demonstrations, dialogue and games for children.
- An informative brochure to provide the target audience with information about the project, the pros and cons of hydrogen and climate change in general.
- A festival poster to motivate people in the neighborhood to join the festival.
- An informative infographic that will be placed at the festival."



### Why am I passionate about sustainability?

"Sustainability is an important value in my personal life. I sense the global urgency to act and want to be a part of it in some way; big or small. My next step will therefore be to find work in the field of sustainability communication."





## Justus Madaus

- 📍 Germany
- 🎓 Specialization: International Business Communication
- 🏢 Client: Professorship of CBSS, Groningen, The Netherlands



### Design Research Challenge

How can the Professorship of CBSS effectively provide content on the energy transition for international students in Groningen?

### Solution

“I created a communication strategy to facilitate the collaboration between the CBSS and Hanze’s social media department.

The bottom line of the strategy was to use Hanze’s Instagram account to publish sustainability content, for example through Instagram takeovers. I created an Infographic and I made the hashtag #SustainableSaturday, with posts on sustainable lifestyle tips as well as post templates to support the launch of the collaboration.”



### Why am I passionate about sustainability?

“When I look at the state of our planet, it is something pretty important to be passionate about.”





## Abrar Almehdar

- 📍 Saudi Arabia
- 🎓 Specialization: International Business Communication
- 🏢 Client: Professorship of CBSS, Groningen, The Netherlands

### Design Research Challenge

## How to increase energy-awareness among the Arab Community in Groningen?

### Solution

"I developed a campaign to increase the energy-awareness among the Arab Community in Groningen, and awareness of the energy coaching group. The campaign is also directed at advising the Arab community on how to consume less energy and how to contribute to realising a sustainable society."

The campaign materials consist of:

- A poster that will be published both online and offline.
- Visual tweets.
- A video, featuring a well-known person of the Arab community as an ambassador."



### Why am I passionate about sustainability?

"I believe in a green world for future generations."





## Ningna Xie

- 📍 China
- 🎓 Specialization: International Business Communication
- 🏢 Client: The Municipality of Groningen, The Netherlands

### Design Research Challenge

How can the Municipality of Groningen inform international students about the recycling policy and increase their knowledge about waste separation?

### Solution

“My campaign concept ‘Sort & Drop’ represents happiness in reducing the perceived effort for waste separation. The video depicts waste separation in a student flat from the fun and educative side. The infographic functions as a complete offline guideline that is aligned with the municipality’s recycling policy; informs international students about the do’s, don’ts and gives tips about waste separation.”



# WASTE SEPARATION



### Why am I passionate about sustainability?

“Sustainability management gives us a vision to think, makes our cities more clean, comfortable and efficient.”



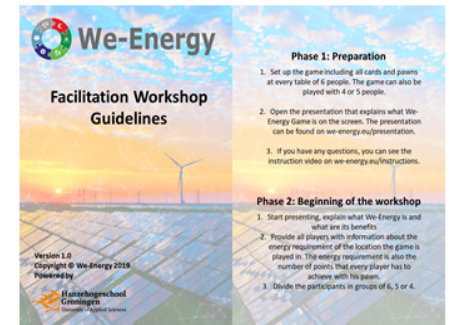
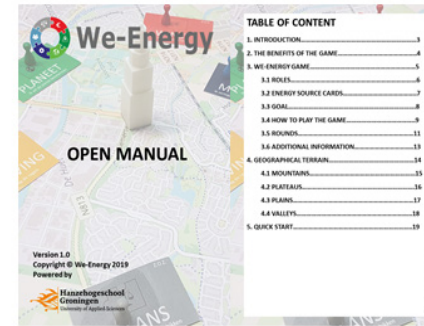
**TOGETHER WE ARE GOING WASTE-FREE**





## Theodoros Mazarakis

- Greece / The Netherlands
- Specialization:  
International Business Communication
- Client:  
Professorship of CBSS,  
Groningen, The Netherlands



### Customised We-Energy Game Form

This form will help with the creation of the customized We-Energy Game for you. Could you please fill in the following information? We will use the answers to create the form please feel free to send an email to [tm2@psb.nl](mailto:tm2@psb.nl) Thank you!

**\*Required**

Email address \*  
Your email address: \_\_\_\_\_

Name \*  
Your answer: \_\_\_\_\_

Occupation \*  
Your answer: \_\_\_\_\_

Country \*  
Your answer: \_\_\_\_\_

Could you please shortly describe the geographical terrain of the city and village you want to use for the We-Energy Game? For example, mountains, plateaus, or plains. \*  
Your answer: \_\_\_\_\_

## Design Research Challenge

How can the We-Energy Game help to create awareness about the energy transition among selected stakeholders in UNIDO countries?

## Solution

“Four communication products have been created for this graduation assignment:

- A brief video to explain the We-Energy Game, its benefits and how to use it.
- An online form for users to be able to create a customized We-Energy Game.
- A manual that describes how to play the game, its benefits and short descriptions of all the customized versions of the We-Energy Game.
- Facilitation workshop guidelines: A set of guidelines to help people in other countries to facilitate the We-Energy Game.”

## Why am I passionate about sustainability?

“Working on projects that create a better world is my way to help the world to become a better place.”





## Michelle Ipema

- The Netherlands
- Specialization:  
International Business Communication
- Client:  
Hanze UAS  
Marketing & Communication  
Department,  
Groningen, The Netherlands

### Design Research Challenge

To raise awareness about three areas which are negatively impacted by single use plastic beverage packaging.

### Solution

“To make an online awareness campaign, which will be implemented on both the Instagram and the Facebook accounts of Hanze UAS. The awareness campaign focused on single use plastic beverage packaging.”



### Why am I passionate about sustainability?

“The climate is changing and it is noticeable. I think it is important to take care of the place we are living in and try to be as sustainable as possible in our daily lives.”



*find your reason to change your behavior regarding single use plastic waste and **change now***

**3,714,172 tons of plastic waste dumped in the ocean, globally, this year.** ”

share your talent. move the world.



## David Zubricky

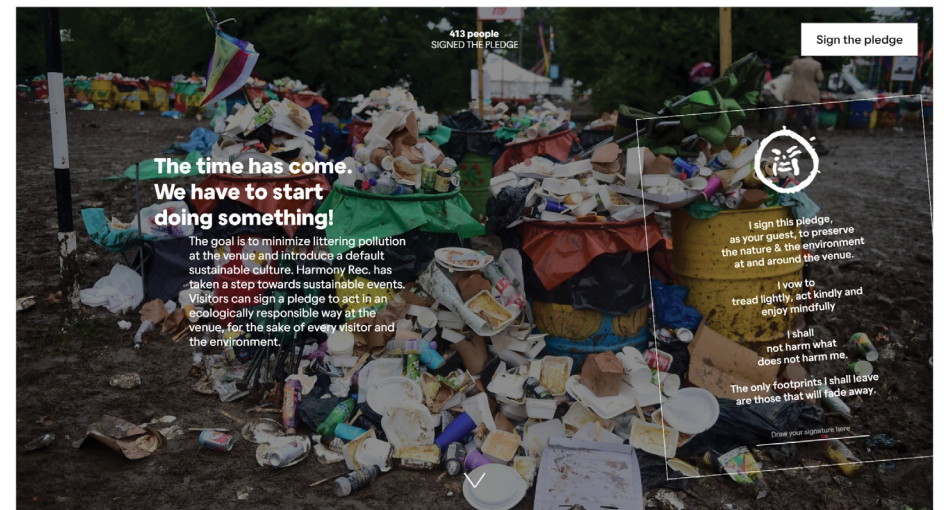
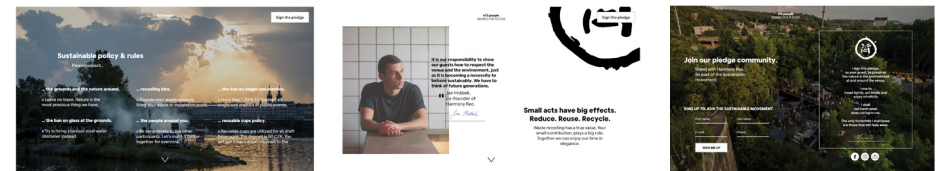
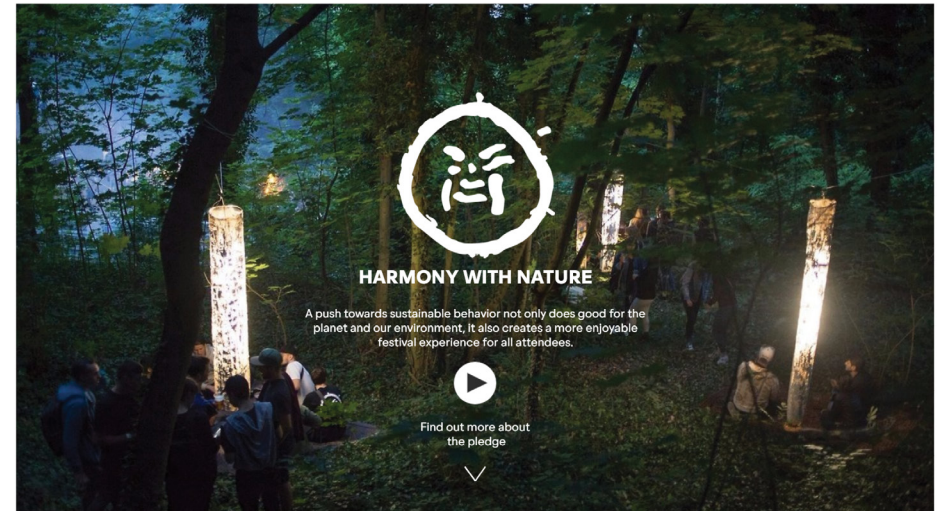
- 📍 Czech Republic
- 🎓 Specialization: International Business Communication
- 🏢 Client: Harmony Records, Prague, Czech Republic

### Design Research Challenge

How can communication help Harmony Rec. to have cleaner outdoor venues, preserve nature and improve environmental sustainability of their outdoor events?

### Solution

“The communication product I came up with was a sustainability campaign called ‘Harmony with Nature’, and will be communicated via a website with an introductory video and a sustainability guide infographic/poster which revolves around a sustainability pledge that the visitors can sign to join the sustainable community and engage into behaving more environmentally friendly.”



### Why am I passionate about sustainability?

“I am very passionate about sustainability because the world needs it. We are in a difficult phase of transition to a more sustainable world. It is a long-term job but any steps of moving towards a sustainable future are good steps. We need to motivate and persuade people to move into this direction as well. Especially the young generation. Because this generation will be crucial in this transition.”



## Daphne Visser

- The Netherlands
- Specialization:  
International Business Communication
- Client:  
The Municipality of Noordoostpolder,  
The Netherlands

### Design Research Challenge

How to design communication products that motivate Central- and Eastern European migrant workers to leave less litter in the streets?

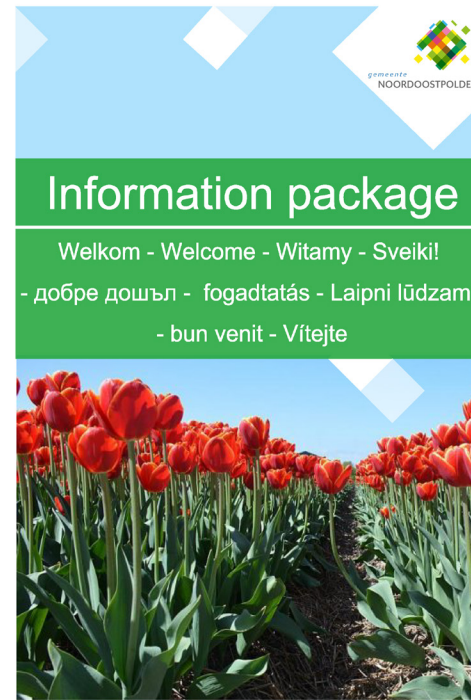
### Solution

- "I designed a communication strategy consisting of:*
- An information package to inform migrant workers about the municipality and about waste management in the municipality.*
  - A trashcan poster and nudging footsteps stickers to motivate the target group to throw away their waste in a trashcan.*
  - An information point where migrant workers can go with their questions and concerns and how to implement and organise this."*



### Why am I passionate about sustainability?

"I believe we need to take action now, or it soon will be too late. I believe that if we do start to changing out behaviour- if only just a little bit- we could make a difference."



Municipality of Noordoostpolder:  
**What can we do for you?**

This page describes what the municipality can help you with. You are always welcome to come by and ask questions at the reception of the building, or you can make an appointment. For more information about this, please visit the website: <https://www.noordoostpolder.nl/>

Building and residence	(Health)care and support	Youth, education & sports	Report something
Management and organisation	Passport, ID card, driving license	Municipal taxes	
Birth and death	Permits	Declarations and excerpts	Income, work, and welfare
Entrepreneurship	Marriage and divorce	Waste management	

For more information about the different topics, please visit <https://www.noordoostpolder.nl/>

## Information Point Migrant Workers

Recently moved to the Netherlands? Come to the Information Point Migrant Workers with your questions and concerns. Get advice from specialised people and expand your network!

**Every Thursday · 18:00-21:00 · \*location\***

Information about:  
Language courses · C.A.O. · Illness and accident · Labour law · Unemployment · Residence (dependent & independent living) · Financing (bank & retirement) · Family · Government

Questions? Contact us via: +31 (0) 527123456 [adde@mailhere@email.com](mailto:adde@mailhere@email.com)

Ins and outs on:  
**Waste Management**

**Waste management in the Netherlands**  
Waste management might work differently in the Netherlands then what you are used to. In the Netherlands we have coloured labels that specify what kind of waste should go into which container or trashcan. The colour **orange** stands for plastic, **green** for vegetables, fruit and garden waste (also known as GFT), **blue** for paper and carton, **yellow** for glass, and grey for residual waste. All other waste should be brought to the Milieustraat, which is a place where containers for different kinds of waste can be found.

On the next page you can find an overview of what you should throw in which container.

**Did you know that a banana peel on average already takes 1 year to decay?**  
Imagine how long it takes before for example a soda can dissolves in nature. So, if you have some food packages or something else, please throw it in a nearby container or take it with you. Curious how long commonly used items take to dissolve in nature? Take a look below:

Minimum of 2-13 years	Minimum of 20 years	Minimum of 50 years	∞
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**Overview of trashcans used in the Noordoostpolder**



## Luisa Peplow

- 📍 Germany
- 🎓 Specialization: International Business Communication
- 🏢 Client: The Municipality of the East Frisian Island of Langeoog, Germany

### Design Research Challenge

How can the tourist administration of Langeoog motivate tourists to decrease single-use plastic consumption, without putting a strain on resources, reputation, visitor numbers and without limiting the tourist experience?

### Solution

*"To offer an effortless and community-based concept to raise awareness and to create and promote a sharing community on the island. Services and products will be shared in order to help the tourists decrease their single use plastic consumption. The products aim to promote the concept and educate the tourists."*



### Why am I passionate about sustainability?

"I want to contribute something meaningful to our society and I believe that we all can have a say in our future. My aim is to minimize negative environmental and societal impacts as best as I can. The assignment helped not only an organization, but also the society and community I live in. Involving other people and making them aware of their impact and contribution is important to me."



# Let's Swap!

Einweg ist kein Weg

A communication strategy to decrease plastic consumption of tourists

**EINWEG IST KEIN WEG**  
*Let's Swap!*

**PLASTIK? NICHT MIT UNS**  
Findet ihr nicht auch, dass wir weniger Einwegplastik verursachen könnten? Unsere Touristen finden das auch! Deshalb wollen wir gemeinsam Plastik den Kunstf einengen und unsere Gäste motivieren weniger Plastikmüll zu verursachen.

**LASS UNS TEILEN**  
Alternativen müssen hier und teilen ist das Stichwort! Wir wollen eine sharing economy gründen, in der wir gemeinsam Güter teilen und Dienste anbieten, um so den Plastik im Umlauf zu verkleinern.

**WARUM MITMACHEN?**  
Positionierung als innovatives und umweltbewusstes Unternehmen, Verantwortung zeigen  
Weniger Plastikmüll, Langfristig weniger Ausgaben für Kaffeebecher

**AUFFÜLLEN BITTE**  
In Deutschland werden stündlich 1,9 Millionen Einweg-Plastikflaschen verbraucht. Durch das Anbieten von kostenlosem Leitungswasser wollen wir diese Zahl verringern und zum Auffüllen von Trinkflaschen motivieren.

**EINMAL MIT PFAND**  
RECUF bietet wiederverwendbare Pfand-Kaffeebecher zum kleinen Preis. Die Pfandbecher kosten nichts, gezahlt wird lediglich eine Systemgebühr und der Pfandbetrag (14), den ihr von eurem Kunden zurück erhaltet.

**TSCHÜSS PLASTIKTÜTE**  
Eine Plastiktüte wird im Schnitt 23 Minuten verwendet. Eine kurze Zeit dafür, dass es 100-500 Jahre dauert bis sie zerfällt. Wir wollen das Angebot auf Leihenbeutel und Alternativen fokussieren.

Langeoog  
Info@langeoog.de

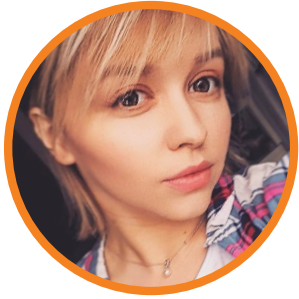
FÜR MEHR INFORMATIONEN UND ZUR ANMELDUNG BEI DER KURVERWALTUNG MELDEN.

*Let's Swap!*  
Einweg ist kein Weg

Im Schnitt wird eine Plastiktüte nur 24 Minuten benutzt.

Für mehr Informationen besucht uns bei allen Stellen der Kurverwaltung.

Langeoog



## Gabrielė Žalėnaitė

- Lithuania
- Specialization: International Business Communication
- Client: Professorship of CBSS & the Centre of Expertise Energy, Groningen, The Netherlands

### Design Research Challenge

“How can the professorship and the Centre of Expertise Energy create a social media sustainability campaign, that facilitates the exchange of knowledge, increases awareness and changes target group behaviour?”

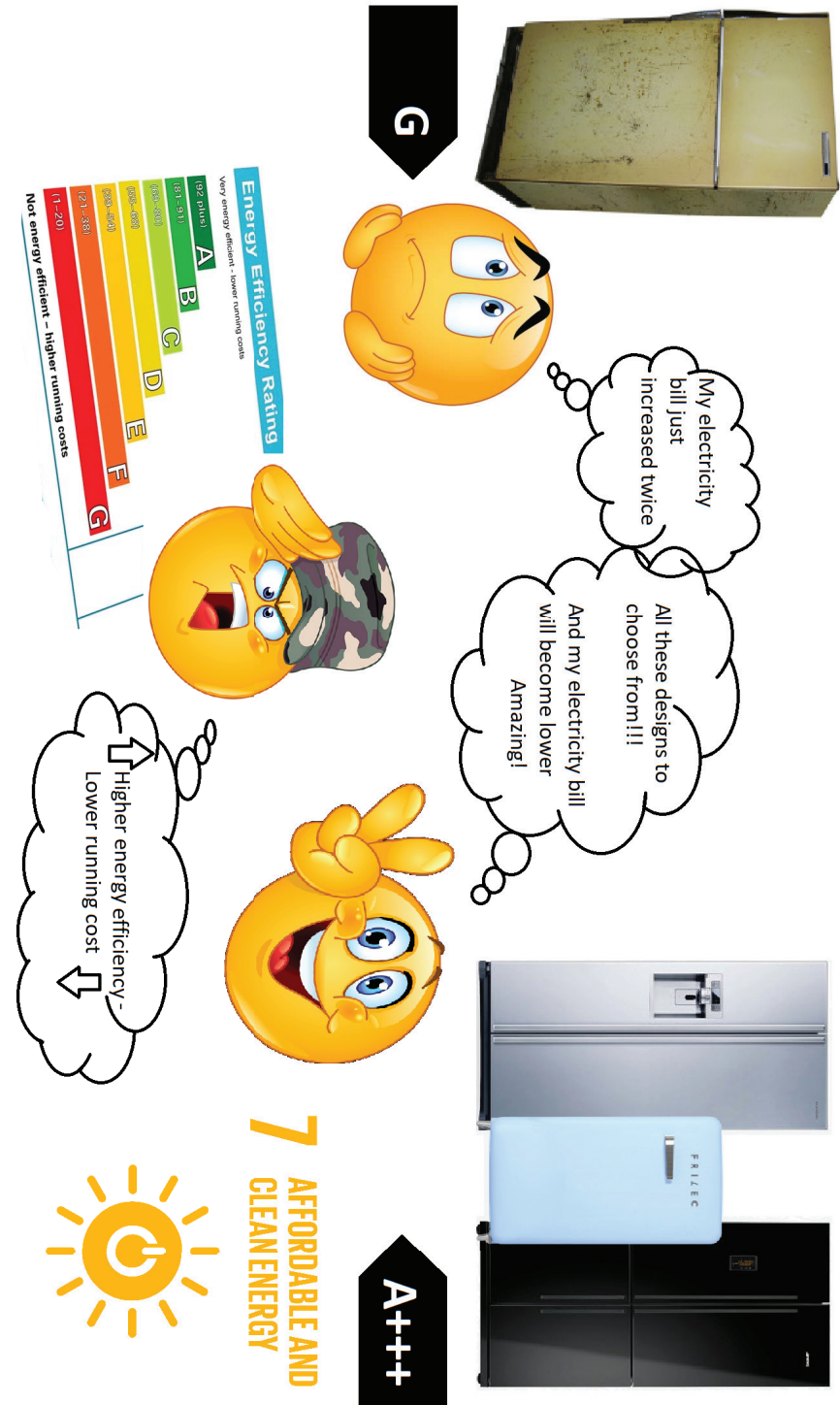
### Solution

“I decided to create a story board for a video and an infographic. The story board the video and an infographic contain almost the same message - to inform and to educate! They will all show the differences in spending when choosing to buy for example an old fridge and a new, more expensive one.”



### Why am I passionate about sustainability?

“Sustainability has always been important to me. I started recycling and cleaning the surroundings around me, and saved money in deciding what products I really needed. I choose efficient appliances to create the least amount of waste. And - OF COURSE – Student Life! Student life has taught me that choosing used furniture and bringing it a new life at my place instead of buying new furniture from IKEA, will not just save me money, but I will create less waste in the world.”





# Matt Sabbatini

- 📍 France / Italy
- 🎓 Specialization: International Business Communication
- 🏢 Client: The Municipality of Groningen, Waste Management Department, The Netherlands

## Design Research Challenge

How to involve young citizens of Groningen in the waste-free city transition so that municipality and citizens can cooperate together towards the same sustainable objective?

## Solution

“The existing functional mobile app (where users could locate nearby bins and find waste collection dates) was enhanced with communication functions, with the aim of raising awareness and facilitating behaviour change towards waste so that citizens reduce, re-use and recycle more.”

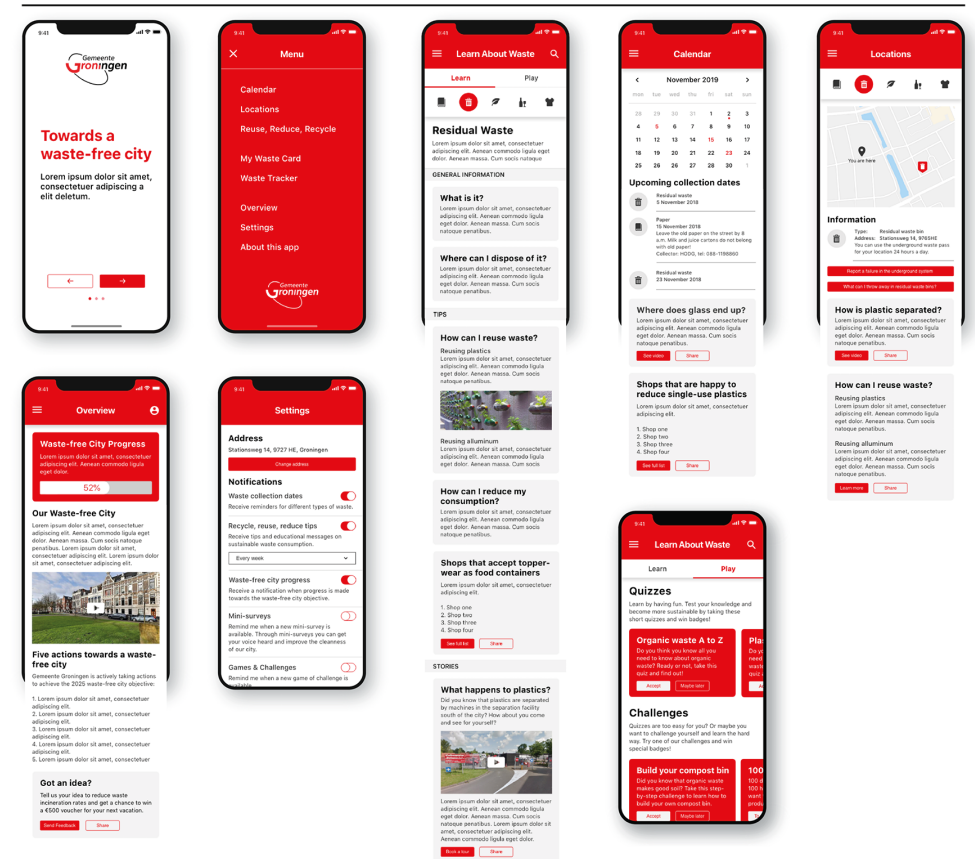
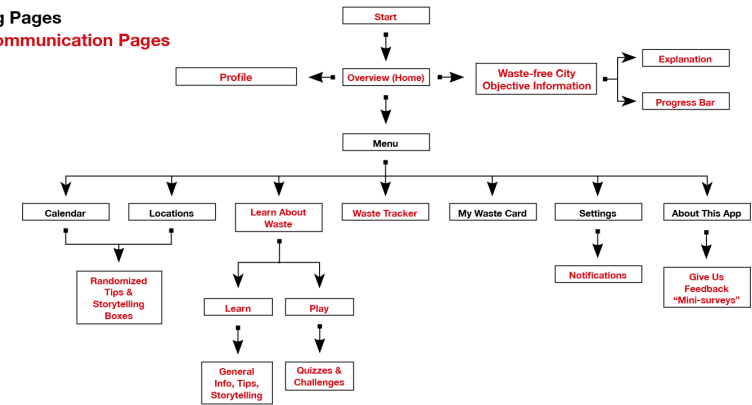


## Why am I passionate about sustainability?

“I believe that sustainability is the main issue of our generation and therefore feel the need to contribute to society.”

# A Digital Solution For A Waste-free City

- Existing Pages
- New Communication Pages





## Florian Felix Schäfer

- 📍 Germany
- 🎓 Specialization: Public Affairs
- 🏢 Client: Energy Academy Europe, Groningen, The Netherlands

### Design Research Challenge

How to design a lobbying strategy to promote the expansion of the charging infrastructure for electric powered vehicles within the European Union beyond 2020?

### Solution

*"I designed a lobbying strategy that needs to be implemented together with a partner that is well known in the automotive industry. It is a mix of classic lobbying techniques such as position paper and framing information that is to be communicated via Twitter to European decision makers."*



### Why am I passionate about sustainability?

- 🌿 It saves our planet
- 🌿 It creates new professional fields
- 🌿 It creates new jobs
- 🌿 I want to contribute to a more future oriented planet
- 🌿 It helps to create new technologies that are beneficial to various business fields

**EXPANSION OF THE EUROPEAN CHARGING GRID BEYOND 2020**

#chargeyourfuture  
Europe drives into the 21st century

**ADDITIONAL INVESTMENTS**

The European Commission needs to invest in charging stations all around Europe, especially in less heavily trafficked regions by the means of the CEF-T or structural development fund

**GET RID OF LEGAL BOUNDARIES**

The EU Commission needs to make it easier to invest in charging stations for home owners and companies. Today many of them face legal boundaries if they want to invest in charging stations

**INVESTMENT IN GRID UPDATES WITH DG ENERGY**

In some European regions the increased number of chargers and E-Cars will increase the demand for electricity. That requires an upgrade of the European electric grid to meet the need for energy

For more information follow #chargeyourfuture and see our position paper





## Charlotte Fischer

- 📍 Germany
- 🎓 Specialization:  
Public Affairs
- 🏢 Client:  
Füllbar – Verpackungsfrei Einkaufen,  
Witten, Germany

### Design Research Challenge

How can Füllbar push a more sustainable lifestyle into the mainstream, changing the shopping behaviors of individuals to the concept of zero waste, considering both, the company's need to generate enough revenue, as well as the fact that there is only a limited number of zero waste stores?

### Solution

"I've made a PR campaign in which zero waste stores in Germany, Austria, and Switzerland collaboratively inform about zero waste consumption to increase awareness, change attitudes towards zero waste shopping, and cause changes in the society's shopping behavior. It consists of two parts: offline and online."



### Why am I passionate about sustainability?

"Because we occupy this planet only for a short period, take everything we want from it and leave behind a mess that future generations may not be able to clean up. I believe we have a responsibility to preserve our environment on which we so much depend and would like to envision myself a future in which we don't have to face all the terrible issues predicted by scientists."



# Behind the Scenes

IT TAKES  
**500 YEARS**  
FOR PLASTIC TO  
DEGRADE IN NATURE



**100 MILLION**  
PLASTIC BOTTLES  
EVERYDAY

**80%**  
OF PLASTIC BOTTLES  
ARE RECYCLED

**3 LITRES**  
OF WATER  
IN 1 PLASTIC BOTTLE

**ONLY 1 IN 5**  
PLASTIC BOTTLES  
ARE RECYCLED

**IT STARTS WITH US.**

SMALL ACTION  
**LARGE IMPACT.**

## Meet the Clients

A

B

C

D

E

F

**Füllbar**  
Germany

G

**Greenpoint**  
The Netherlands

H

**Hanze UAS**  
Facility Management Department  
The Netherlands

**Hanze UAS**  
Marketing and Communication Department  
The Netherlands

**Harmony Records**  
Czech Republic

**HYDROGREENN Initiative**  
The Netherlands

I

J

K

L

**Municipality of Langeoog**  
Germany

**Municipality of Groningen**  
The Netherlands

**Municipality of Noordoostpolder**  
The Netherlands

**Municipality of Texel**  
The Netherlands

N

O

**Professorship of CBSS**  
The Netherlands

Q

**Rhumaa**  
The Netherlands

S

T

U

**Veenkoloniaal Museum**  
The Netherlands

**Volkswagen (EU)**  
The Netherlands

**Wijkbedrijf Selwerd**  
The Netherlands

X

Y

**Zernike Campus**  
The Netherlands

Z

## Meet the Team

Name	Role 1	Role 2	Role 3	Role 4	Name	Role 1	Role 2	Role 3	Role 4
Abrar Almehdhar	Student				Marije Bijma	IC support			
Alicia Olsson	Student	Booklet work			Marloes Nieuwenhuis	CBSS researcher	CBSS client supervisor		
Anna Schön	Student				Mart Wegman	Supervisor			
Anna-Lena Blaauw	Student				Mathieu Przybyla	CBSS client supervisor			
Antonia Hein	Topic coach	HSD			Matteo Sabbatini	Student			
Astrid Berg	CBSS researcher	CBSS client supervisor	HSD	Booklet	Michella Ipema	Student			
Benedict Schäfer	Student				Natalie Ndlovu	Student			
Carina Wiekens	CBSS researcher	CBSS client supervisor	Professor		Nejla Karabulut	Supervisor	Second examiner		
Charlotte Fischer	Student				Nico Barning	Supervisor	Second examiner		
Chris de Meer	Supervisor	Second examiner			Ningna Xie	Student			
Cor Schnoonbeek	Topic coach	Supervisor	Second examiner		Ninka Brand	CBSS support			
Daphne Visser	Student				Noya Hartendorp	Student			
David Zubrycky	Student				Peter Pratley	Supervisor	Second examiner		
Ellen Hegelsom	DSH project leader				Philipp Merten	Student			
Esmee Dekker	DSH support				Pieter Swieringa	Supervisor	Second examiner		
Eugenie Jessen	Supervisor	Second examiner			Ritva Laurila	IC programme manager			
Fahirden Yusan	Student				Roland Hiemstra	DSH programme manager			
Florian Felix Schafer	Student				Ronald de Vrieze	CBSS researcher			
Gabriele Žalėnaitė	Student	Booklet work			Sofia Strod	Student			
Giuseppe Raudino	Second examiner				Stacey Hodge	Student			
Julia Ebelthite	Student				Steven de Boer	CBSS researcher	CBSS client supervisor		
Justus Madaus	Student				Stijn Bergman	Student			
Keanu Dirks	Student				Susan Veldstra	CBSS researcher			
Ken Drozd	Topic coach	Supervisor	Second examiner		Tabea Clarius	Student			
Klara Pietsch	Student				Tania Ouariachi	CBSS researcher	Supervisor	Second examiner	
Linda Gehring	Student				Teodora Voaides	Topic coach	Supervisor	Second examiner	
Linda Prins-Boddeus	IC support				Theodoros Mazarakis	Student	Booklet work		
Luisa Peplow	Student				Thijs Meeuwissen	Student	Booklet work		
Luminita Stoica	Coordinator	Topic coach	Second examiner	HSD	Tjeerd Schat	Supervisor	Second examiner		
					Wim Elving	CBSS researcher	CBSS client supervisor	Supervisor	Professor

## Meet the Team



**share** your talent. **move** the world.