

Curso

Mestrado

Linha de Pesquisa

Design: Processos e Linguagens

Trilha

Achados recentes da pesquisa em design

Caio Dutra Profirio de Souza

Designer e mestrando em Design pela Universidade de São Paulo (USP), possui especialização em Cultura Material e Consumo pela mesma Instituição. Possui interesses de pesquisa em aspectos culturais e sociais do design, design sistêmico e design para economia circular.

e-mail caiodutra@usp.brlattes lattes.cnpq.br/8044564847355346ORCID [0000-0002-9558-4058](https://orcid.org/0000-0002-9558-4058)**Cyntia Santos Malaguti de Sousa**

Designer e Doutora, é Professora Titular do Departamento de Tecnologia da Universidade de São Paulo (USP). Realiza pesquisas sobre sustentabilidade, estudos futuros e cultura material.

e-mail cyntiamalaguti@usp.brlattes lattes.cnpq.br/2565400330040398ORCID [0000-0001-6339-587X](https://orcid.org/0000-0001-6339-587X)**Referências**

Coelho, P. M., Corona, B., ten Klooster, R. and Worrell, E. .2020. Sustainability of reusable packaging: Current situation and trends. In: Resources, Conservation & Recycling, n. X, v. 6, 100037.

EMF – Ellen MacArthur Foundation. 2020a. The Global Commitment: 2020 progress report. In: Ellen MacArthur Foundation. <<https://www.newplasticseconomy.org/assets/doc/Global-Commitment-2020-Progress-Report.pdf>>, 20/10/2021.

EMF – Ellen MacArthur Foundation. 2020b. Upstream innovation: A guide to packaging solutions. In: Ellen MacArthur Foundation. <<https://emf.thirdlight.com/link/agy3es34kjk2qe8a/@/preview/1?o>>, 20/10/2021.

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Haffmans, S., Gelder, M., Hinte, E. and Zijlstra, Y. 2018. Products that flow: Circular Business models and design strategies for Fast-Moving Consumer Goods. BIS Publishers, Amsterdam.

Panorama do design de embalagens reutilizáveis em modelos business-to-consumer (B2C) no mercado de produtos de consumo de alto giro

Caio Dutra Profirio de Souza, Cyntia Santos Malaguti de Sousa

design de embalagem; reúso; economia circular

A maioria das embalagens plásticas é programada para uso único, perdendo imediatamente 95% do seu valor material, ou até US\$ 120 bilhões anuais, valor que poderia ser reduzido em US\$ 10 bilhões se apenas 20% fossem substituídas, globalmente, por alternativas reutilizáveis (EMF, 2020a; HAFFMANS et al., 2018). Projetar embalagens para reúso envolve repensar não apenas o design da embalagem (formato, componentes e material), mas também o design do produto (formulação, conceito e tamanho) e o design do sistema (modelo de entrega e fluxos de receita) (EMF, 2020b). Embora o reúso já seja uma estratégia adotada em escala em aplicações business-to-business (B2B) (p. ex. embalagens de transporte), soluções no nível business-to-consumer (B2C), em que os usuários finais reabastecem um recipiente durável com consumíveis ou o devolvem à cadeia produtiva por meio da logística reversa, permanecem menos exploradas. Esta pesquisa exploratória traça um panorama sobre os atuais desenvolvimentos de embalagens reutilizáveis em modelos B2C no mercado de bens de consumo de alto giro, incluindo alguns parâmetros de design que podem contribuir para o desenvolvimento de soluções de contenção multiuso em sintonia com a Economia Circular. Inferências gerais a partir de dados obtidos por meio de revisão da literatura, entrevistas com usuários e questionário virtual indicam que as características dos materiais e os elementos estruturais das embalagens são fundamentais para a implantação de sistemas de reúso; além disso, a aceitação pelo usuário final depende principalmente da facilidade de limpeza e armazenamento em casa. As conclusões destacam que tal abordagem pode ajudar a entregar embalagens funcionalmente e esteticamente aprimoradas e adaptadas às necessidades dos indivíduos, permitindo-lhes escolher e misturar sabores, fragrâncias e quantidades desejadas de produtos, em um sistema que pode melhorar convenientemente a fidelidade à marca por meio de assinaturas e esquemas de recompensa (COELHO et al., 2020; EMF, 2019).

Course

Master's Degree

Line of Research

Design: Processes and Languages

Trail

Recent design research findings

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References

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Haffmans, S., Gelder, M., Hinte, E. and Zijlstra, Y. 2018. Products that flow: Circular Business models and design strategies for Fast-Moving Consumer Goods. BIS Publishers, Amsterdam.

Panorama of business-to-consumer (B2B) reusable packaging design in the Fast-Moving Consumer Goods market

Caio Dutra Profirio de Souza, Cyntia Santos Malaguti de Sousa

packaging design; reuse; circular economy

Most plastic packaging is developed to be used only once, immediately losing 95% of its material value, or up to US\$ 120 billion annually, an amount that could be reduced by US\$ 10 billion if only 20% were replaced, globally, by reusable alternatives (EMF, 2020a; HAFMANS et al., 2018). Designing packaging for reuse involves rethinking not only the packaging design (format, components and material), but also the product design (formulation, concept and size) and the system design (delivery model and revenue streams) (EMF, 2020b). While reusable packaging is already adopted at scale in business-to-business (B2B) applications (e.g. companies reusing their transport packaging), solutions in a business-to-consumer (B2C) approach, where final users either refill a long-lasting packaging with consumables themselves or return it to the supply chain through reverse logistics, remain less explored. This exploratory research provides an overview regarding the current developments on B2C reusable packaging in the fast-moving consumer goods market, including some design guidelines that may contribute to the development of multi use containment solutions in line with the Circular Economy. General inferences drawn on data obtained by review of the literature, interviews with users and web survey show that characteristics of the materials and structural elements of packaging are critical for the implementation of reuse systems; moreover, the acceptance by the end user depends mainly on how easy it is to clean and to store at home. The conclusions highlight that such approach can help deliver functionally and aesthetically improved packaging adapted to individuals' needs, allowing them to choose and mix flavors, fragrances and desired quantities of products, in a system that can conveniently improve brand loyalty through subscriptions and reward schemes (COELHO et al., 2020; EMF, 2019).