



FRANCESCA NERVICK, MAC SNIDER, BRE JUDGE, ANDERSON WHITE

IDUS-215-01 | Fall 2021

Table of Contents

01 INTRODUCTION

Team Members

Eliminating Global Waste & The Circular Economy

Description of the Phenomenon

02 PROJECT INVESTIGATION

Hunt Statement

Mind Mapping

Assumptions

02

03 SECONDARY RESEARCH

Research Ecosystem Map

Secondary Research Overview

Research Matrix

Stakeholder Map

04 PRIMARY RESEARCH

Recruiting Participants

Interviews 1-8

Interview Affinization and Takeaways

Social Cue Affinization

05 INTERVENTIONS

Methods and Rational

Journey Map

Interventions

01 - Introduction

- **Team Members**
- **Eliminating Global Waste & The Circular Economy**
- **Description of Phenomenon**

Team Members

04



Francesca Nervick

B.A Advertising and Branding
Minor Graphic Design
Toronto, ON



Mac Snider

B.A Advertising and Branding
Minor Fashion Design
Maple City, MI



Bre Judge

B.A User Experience
Minor Graphic Design
Bossier City, LA



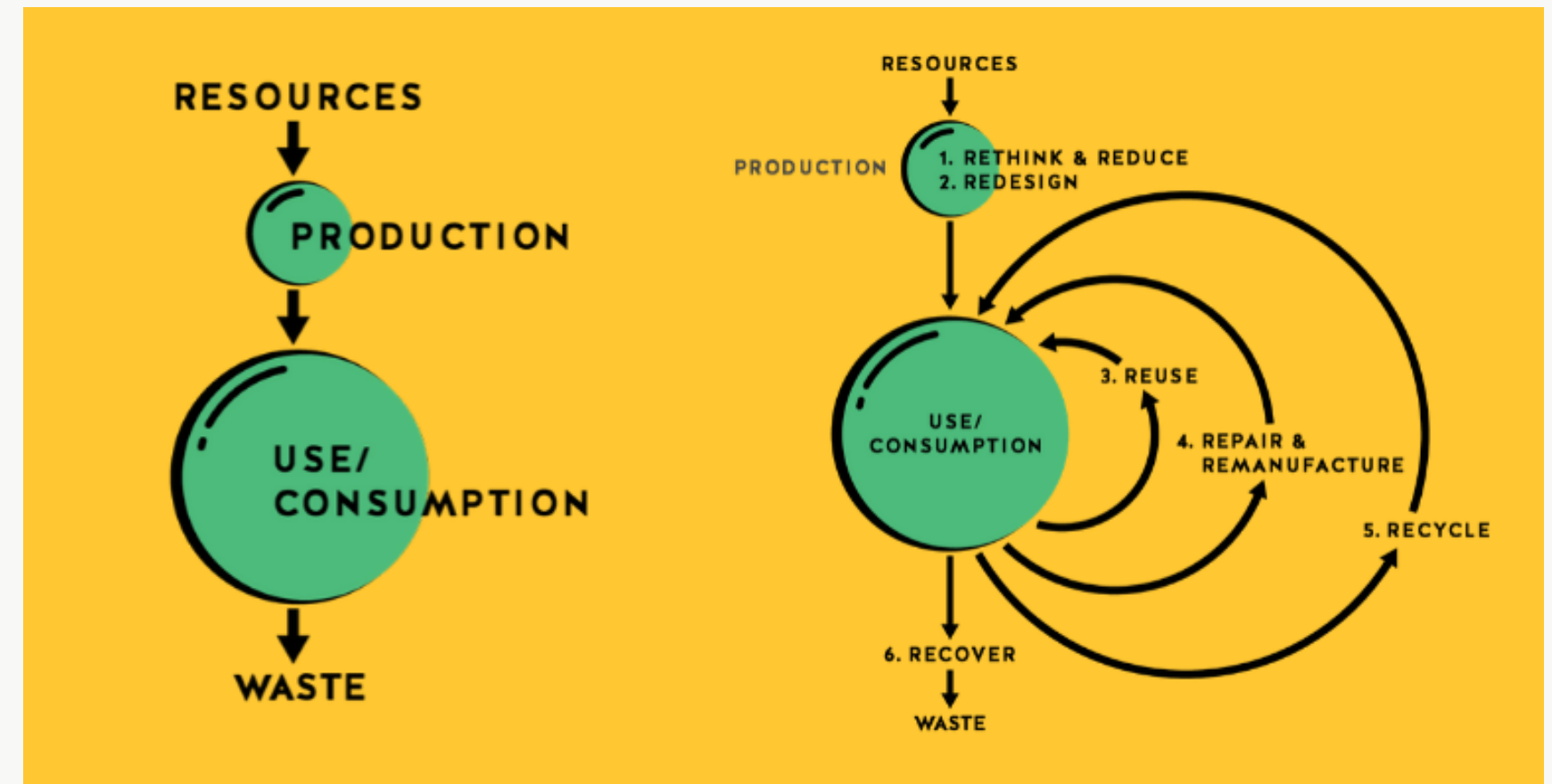
Anderson White

B.A Industrial Design
Minor Product Design
Chattanooga, TN

05

Eliminating Waste & The Circular Economy

Our world is being faced with a wide variety of crises which are responsible for the downfall of our ecosystems, infrastructures and futures. Understanding these weaknesses within our world is a crucial part in creating positive change in the future. The utilization of a circular economy will help to create a system which is regenerative by intention and design.





**2.1 billion tons of waste
affect 64 million people**

RoaringEarth.com

07

Sculpture made from ocean trash

IDUS-215-01 | Fall 2021



02 - Project Investigation

08

- Hunt Statment
- Mindmapping
- Assumptions about the Phenomenon
- 5 C's



Hunt Statement

Our goal is to create a brand that utilizes trash collected from Tybee Beach and Hilton Head to create a surfboard that uses the waste as the core for the board, while also invoking a sense of community, bringing to light the amount of trash left on our beaches, and staying within the guidelines of circular economy.



<https://expressdigest.com/shocking-images-show-surfer-paddling-through-mounds-of-plastic-trash-in-mexico/>

Surf Culture

10

Every surfer knows it is not about the the way you dress, the amount of salt in your hair, or whether or not you have a board under your arm. It's about the mindset, the commitment you have to the ocean, and accepting the fact that almost everything needs to take second place the instant the waves start to roll in.



Mind Mapping

11



List of Assumptions

- People will be weary of the quality of a surfboard made of trash
- People will want to buy a recycled surfboard
- People will want to support a product which is benefiting the environment
- People are unaware of how much harm global waste has been done to our oceans and beaches
- The younger generation wants to embrace new forms of innovation to better our world
- It just makes sense to turn the worlds waste into

5 C's

13

CATEGORY

Water Sports / Beach necessities

COMPANY

New/ In partnership with existing brands

CONSUMER

Surfers/ Eco-conscious beach goers

COMPETITIVE NETWORK

Existing beach brands, innovative surf companies

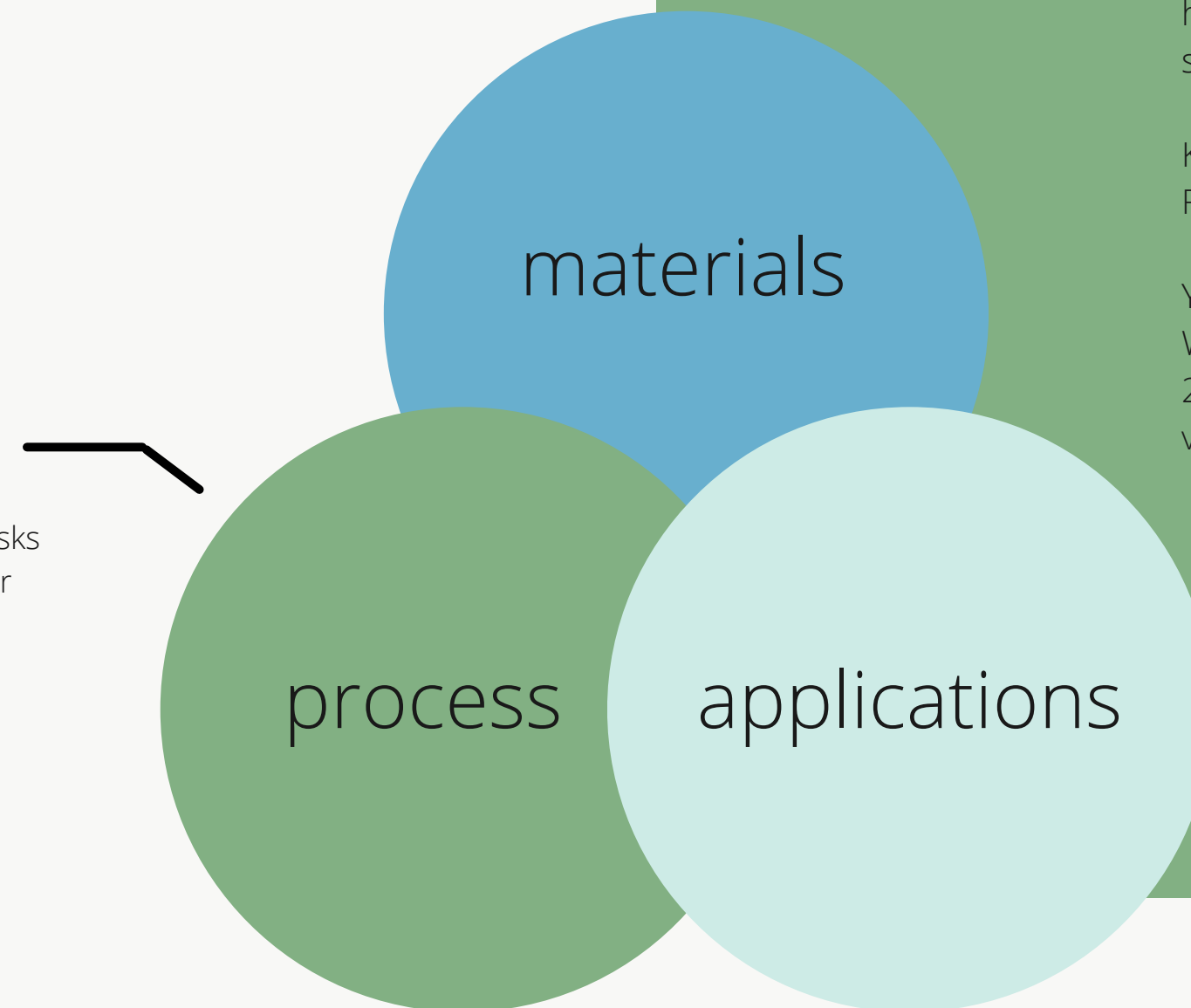
CUSTOMER

Eco-friendly surfers/ beach brands

03 - Secondary Research

- Research Ecosystem Map
- Secondary Research Overview
- Research Matrix
- Stakeholder Map

Research Ecosystem Map



Kooks News. (2018). No hard feelings. Spooked Kooks. Retrieved October 11, 2021, from

YouTube. (2020). This Surfboard Made of Used Masks Will Benefit the Ocean. YouTube. Retrieved October 11, 2021, from https://www.youtube.com/watch?v=B6rj5DgRARo&t=3s&ab_channel=TheInertia.

Earth Technologies. (2021). Ry harris shapes. Earth Technologies. Retrieved October 11, 2021, from <https://earthtechsurf.com/pages/ry-harris-shapes>.

Nelson, K. (2017, June 18). Recycled foam surfboards. i quit plastics. Retrieved October 11, 2021, from <https://iquitplastics.com/blog/2016/8/7/recycled-surfboards>.

Kooks News. (2018). No hard feelings. Spooked Kooks. Retrieved October 11, 2021, from

YouTube. (2020). This Surfboard Made of Used Masks Will Benefit the Ocean. YouTube. Retrieved October 11, 2021, from https://www.youtube.com/watch?v=B6rj5DgRARo&t=3s&ab_channel=TheInertia.

Earth Technologies. (2021). Ry harris shapes. Earth Technologies. Retrieved October 11, 2021, from <https://earthtechsurf.com/pages/ry-harris-shapes>.

Recycled plastic surfboard fins - 100% recyclable - Adaoz Wave. (2021). Vimeo. Retrieved October 11, 2021, from <https://vimeo.com/438170468>.

16

Secondary Research

CUSTOM ORDER

RY HARRIS SHAPES



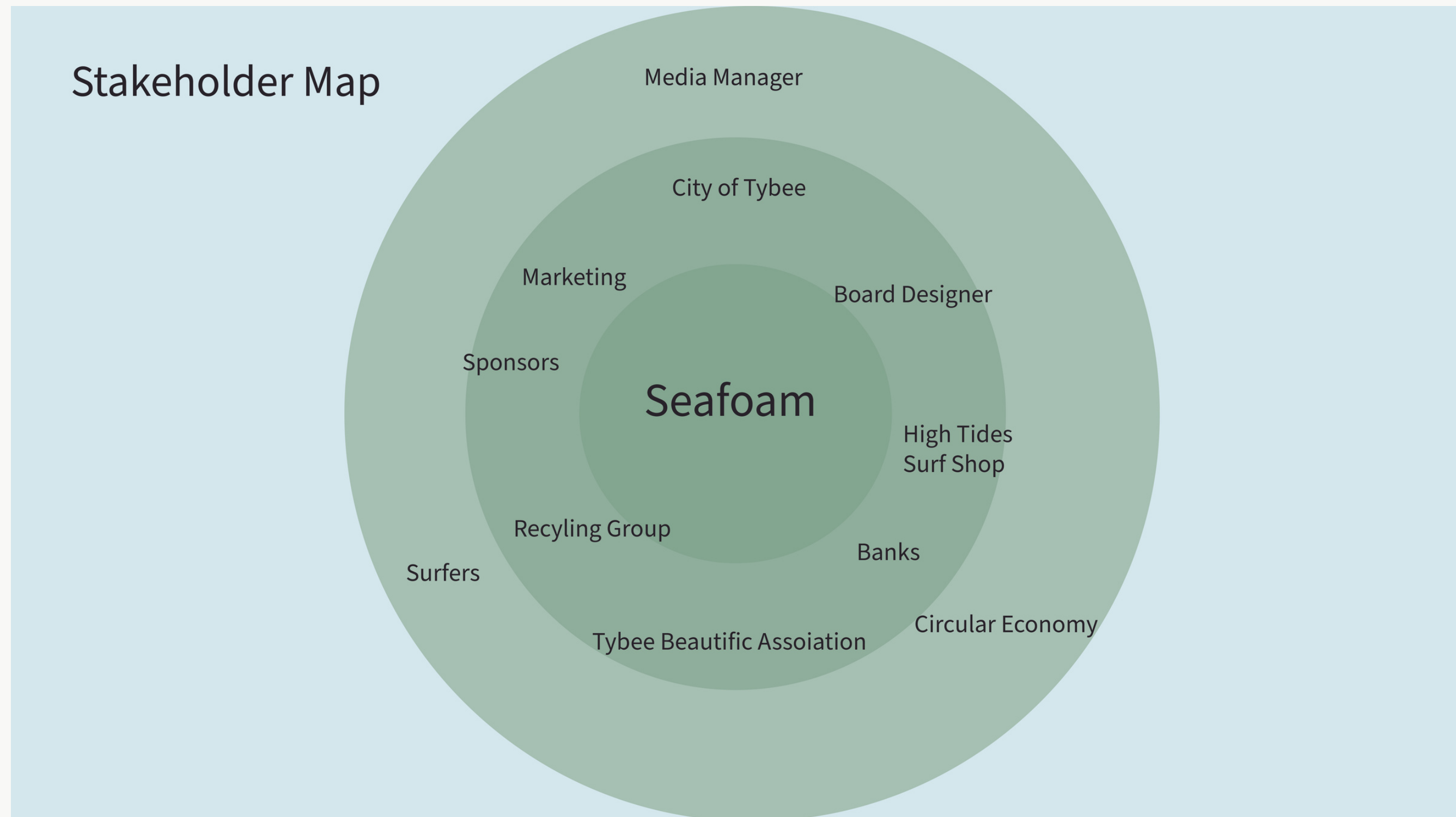
Research Matrix

Will turning Beach and Ocean waste into a surfboard be an effective way of saving our oceans and lakes?

IDUS-215-01 | Fall 2021

	What do we need to know?	Why do we need to know it?	What kind of data will answer this question?	Where can we find this data?	What research methods should we use?	Who can we contact for access?	When do we need to get a hold of this data?	What will we learn from this data?	What might we be missing?
Materials	What materials are possible	To create the best recyclable board	Secondary Research	Online	Use text and video resources to gather a wide range of ideaas	Online retailers	Prior to phase 3	What materials to recycle for making the boards	The costs related to recycling certain materials
Process	How are these materials recycled into a surf board	To understand the fessibility of recycling into surf boards	Secondary Research	Online	Use text and video resources to gather a wide range of ideaas	Custom board craftsmen	Prior to phase 4	What process to use for recycling	Alternative methods of alleviating waste in the surfing community
Application	What are the possible applications of recycled boards	To best apply recycling materials into boards for water sports	Secondary Research	Online	Use text and video resources to gather a wide range of ideaas	Inventors of custom recycled boards	Prior to phase 3	How we might best apply these boards in a business context	The supply and demand for recycled boards

Stakeholder Map



04 - Primary Research

- Recruiting Participants
- Interviews 1-8
- Interview Affinization and Takeaways
- Social Cue Affinization

Recruiting Participants

PART 1:

Starting off with social media and in person interview recruitment.

PART 2:

Following up with the people that wanted to have interviews.

PART 3:

Use the information we gain from our interviews and research for further use.

Interview 1

In the first interview we decided to focus on finding people that would be willing to invest in our brand. Which then led our team having a zoom interview with Kyle and Chet.

Key Takeaways

- If someone is already recycling trash into surf boards then why not partner with them rather than compete with them?
- How are you going to "collect" the trash?
- Have you thought about getting grant funding?
- Is recycling ocean waste into surf boards going to save our ocean?
- What else can you recycle the trash into?



Interview 2

Cathy J Sakas

- Board member at Tybee Marine Science Center
- Marine Biologist and expert in Coastal Ecology



Key Takeaways

- Explained existing beach cleanup efforts
 - Keep Tybee Beautiful
 - Waste Exhibit
- Detailed types and sources of waste
- Expressed interest in selling and purchasing a board

Interview 3

Graciella Robert

- Student currently residing in Savannah
- Grew up with outdoors and conservation being a huge part of her life

Key Takeaways

- explained her personal experiences with the beach
- Talks about the importance of eliminating waste at the beach and her beach essentials



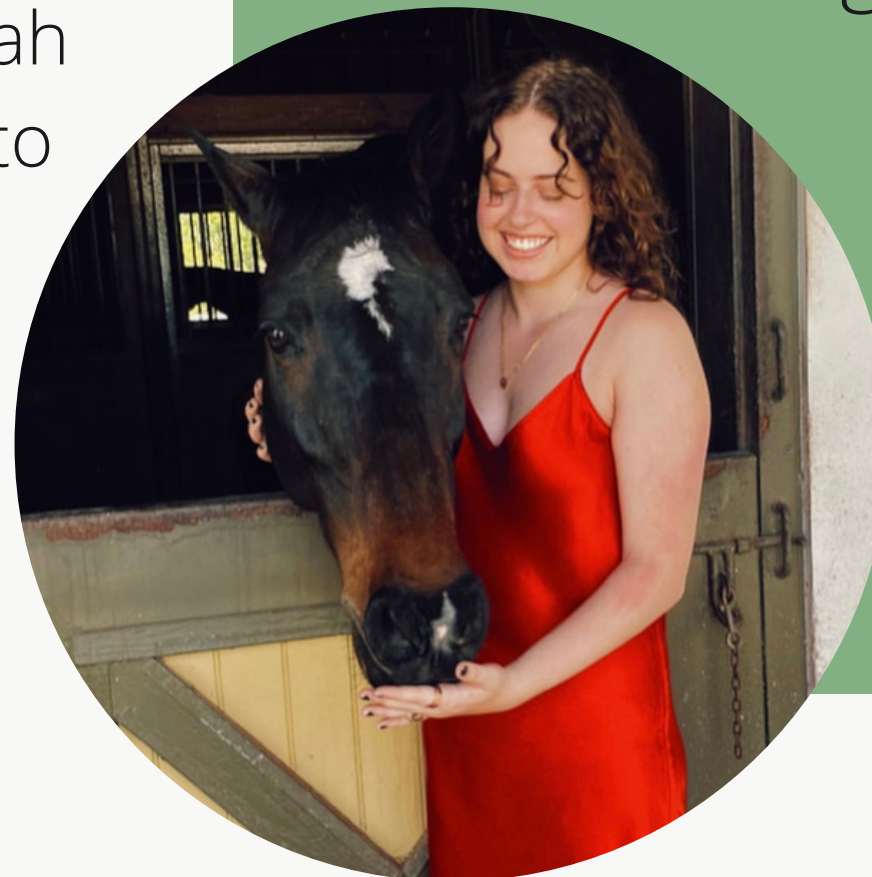
Interview 4

Carly Vujakovich

- Student currently residing in Savannah
- Grew up surfing and regularly going to the beach

Key Takeaways

- explained her personal experiences with the beach
- Talks about her experiences with trash at the beach and surfing



Interview 5

James Brunner

- Currently residing in Savannah
- Works within Savannah however makes regular trips to Tybee

Key Takeaways

- Talks about his experiences with trash at Tybee
- Interest in surfing and how to utilize trash to create beach items

Interview 6

Alex Grant

- Currently residing in Savannah
- Works in hospitality industry within Savannah, makes regular trips to Tybee

Key Takeaways

- Talks about his experiences with waste
- How beach goers can be effected by waste

Interview 7

Jake Colclough

Key Takeaways

- Current SCAD student
- Makes frequent trips to Tybee

- Talks about his experience with trash at Tybee
- His frequently brought beach items and thoughts about utilizing recycled materials



Interview 8

Kyle Waddell

IDUS-215-01 | Fall 2021

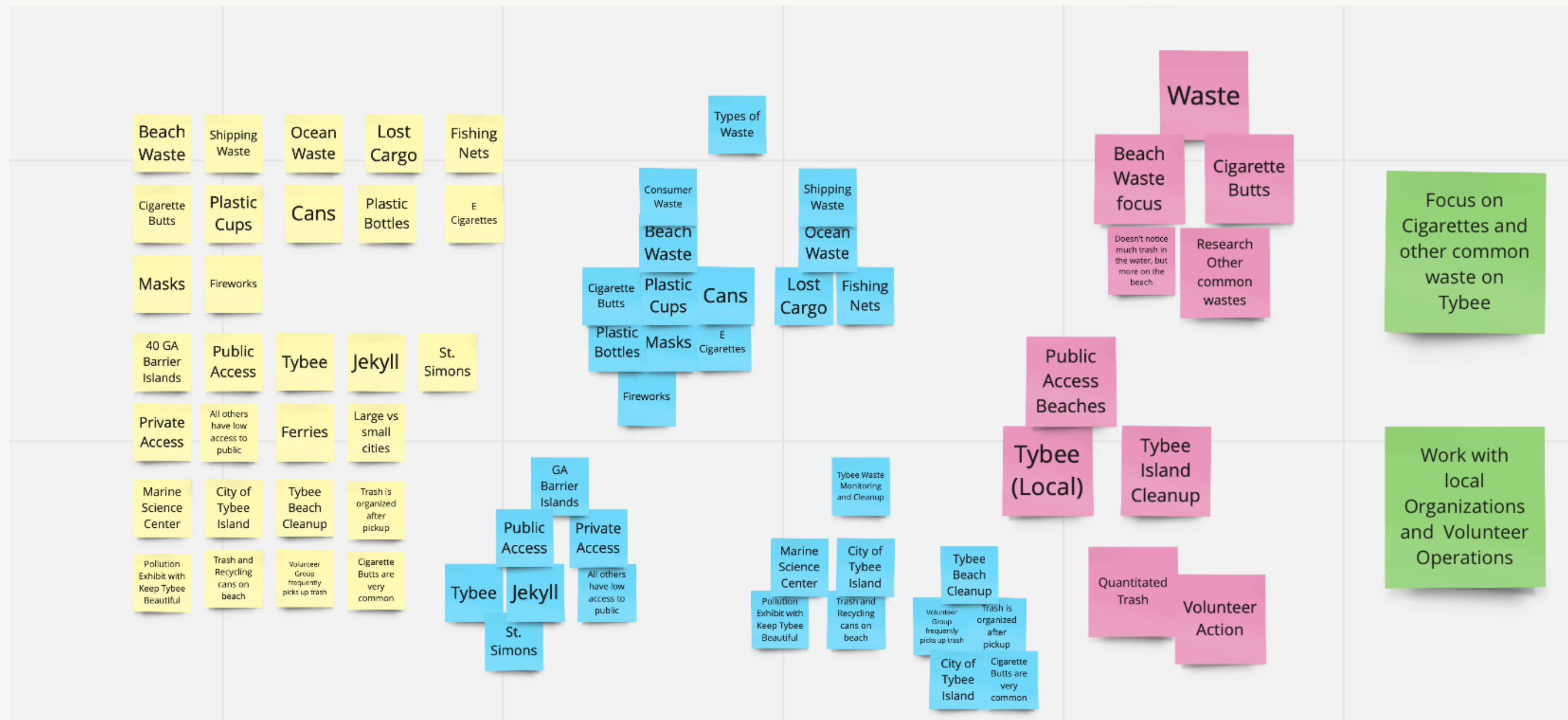
- Has been surfing since he was 13
- Growing more and more concerned with pollution in the ocean



Key Takeaways

- Pollution is getting worse in the oceans
- Would love to support a company that helps the environment
- Feels that more should be done to prevent pollution

Interview Affenitization



Interview Affenitization

Key Takeaways

- Working with local organizations with preexisting waste cleanup efforts is beneficial
- Waste has a personal impact on beachgoers
- People are willing to support a brand that reduces waste and informs others
-

Social Cue Affenitization



05 - Final Interventions

32

- **Methods & Rational Justification**
- **Working Wall**
- **Value Proposition**
- **Eisenhower Matrix**
- **Journey Map**
- **Interventions**
- **Impact**

Methods & Rationale

Justification

33

- **Method 1: Instagram Story Questions**

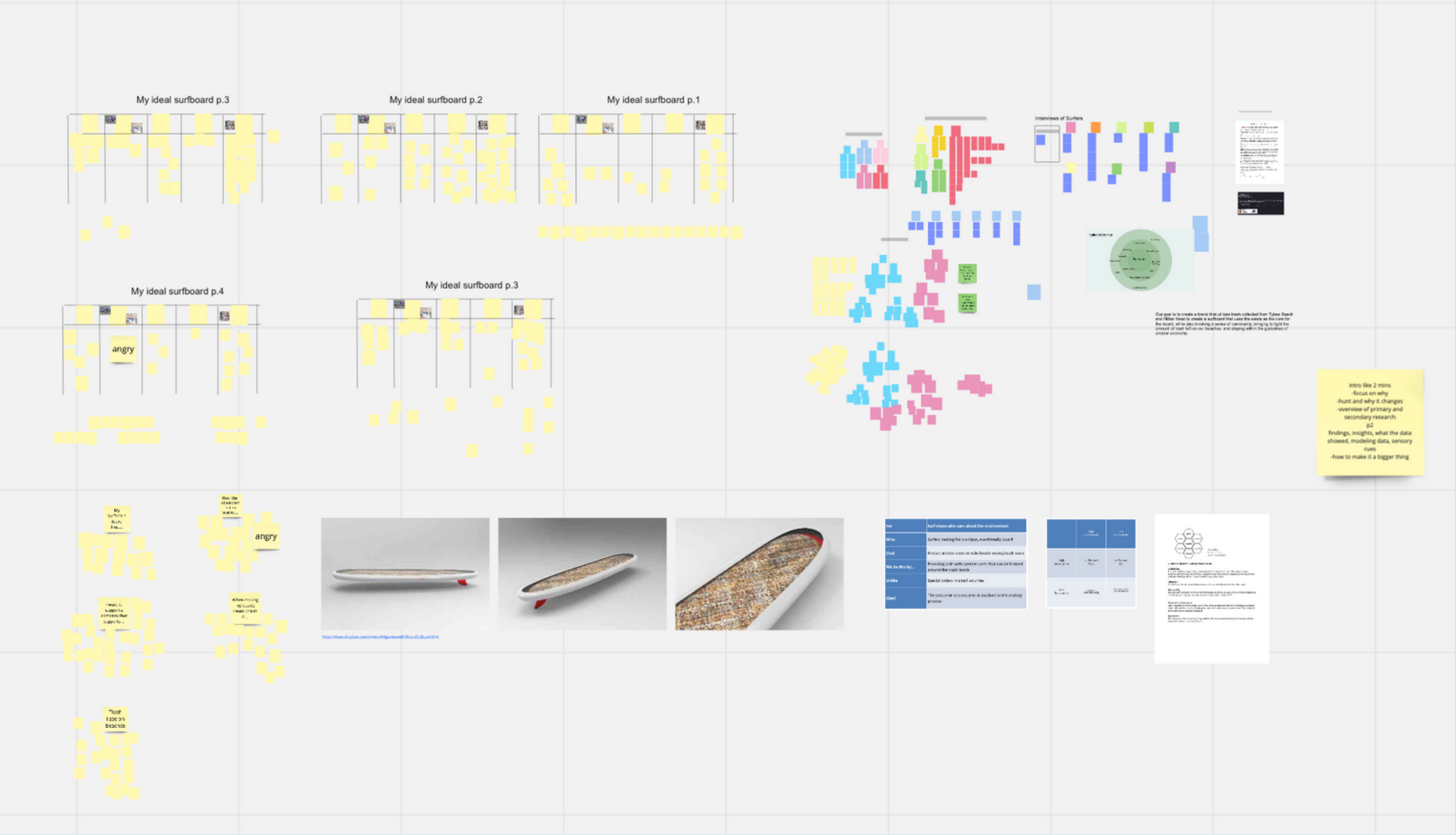
Instagram stories are an amazing way to gather information from people that I am close with and have similar interests as me.

- **Method 2: Interview**

Interviews are an amazing way of finding out more information on a deeper level with your subject.

Working Wall

34



Value Proposition

35

For
Who
Our
By
Unlike
Our

eco-friendly surf Shops

want to encourage ocean stewardship

product encourages beach cleanup

using collected waste as the inner stock

generic mass produced surfboards

product allows surfers and shops to
craft a unique surfing experience

36

Eisenhower Matrix

	High Complexity	Low Complexity
High Relevance	Surfboard Mold	Surfboard Kit
Low Relevance	Custom Manufacturing	New Waste Collection

Journey Map

37



Intervention #1: Specialized Disposal Bins

38

- The Sea Foam Specialized Disposal Bins are the size of real surfboards to inspire people to have a goal of taking a surfboard amount of beach waste out of the ocean.



Intervention #2: Surfboard Mold

39

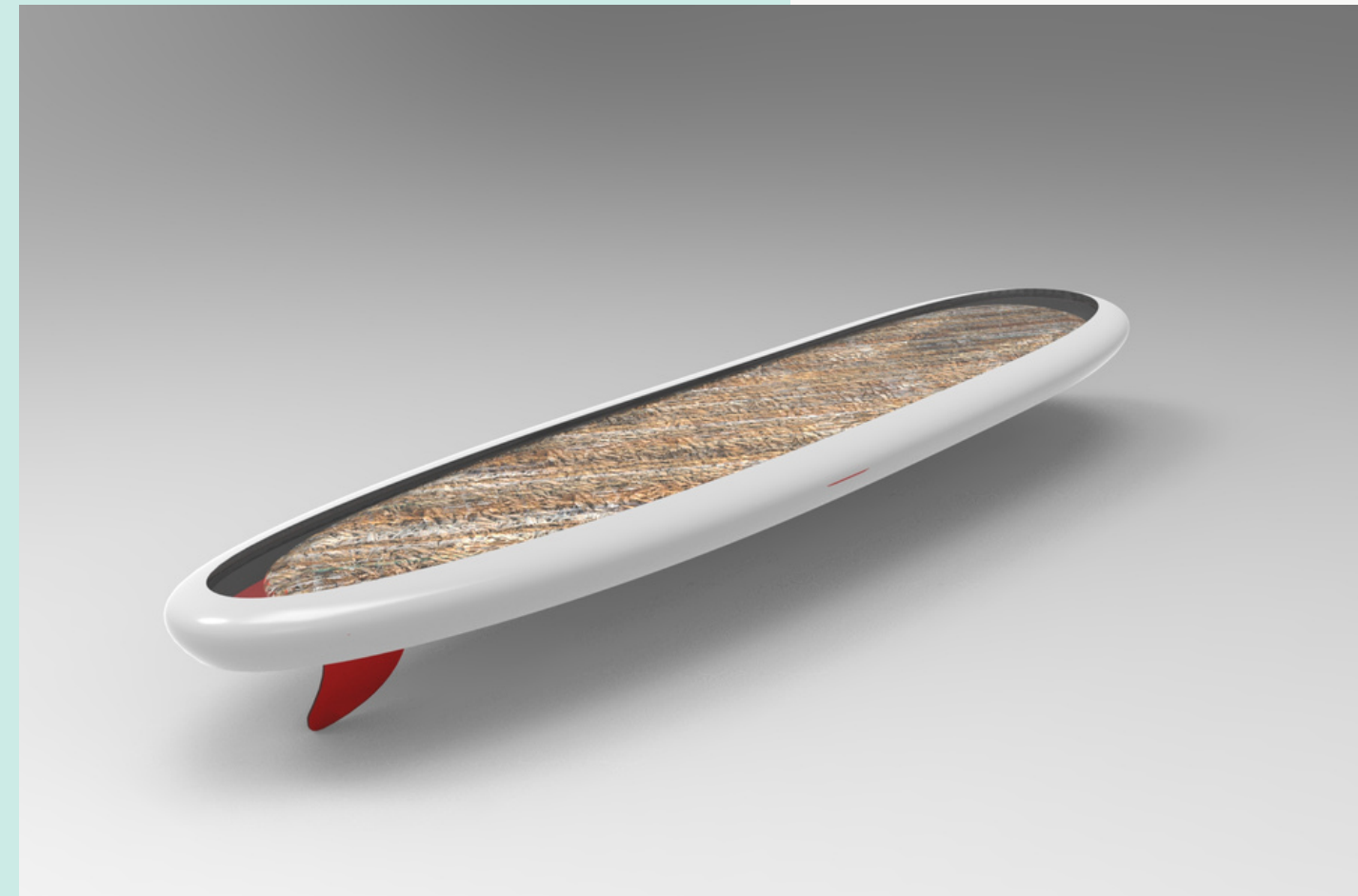
- - The Sea Foam Surfboard Mold is mainly made up of the white rim being melted down recycled plastic. The clear center will be filled with the compressed recycling, then sealed in fiberglass.



Intervention #3: Surfboard Kit

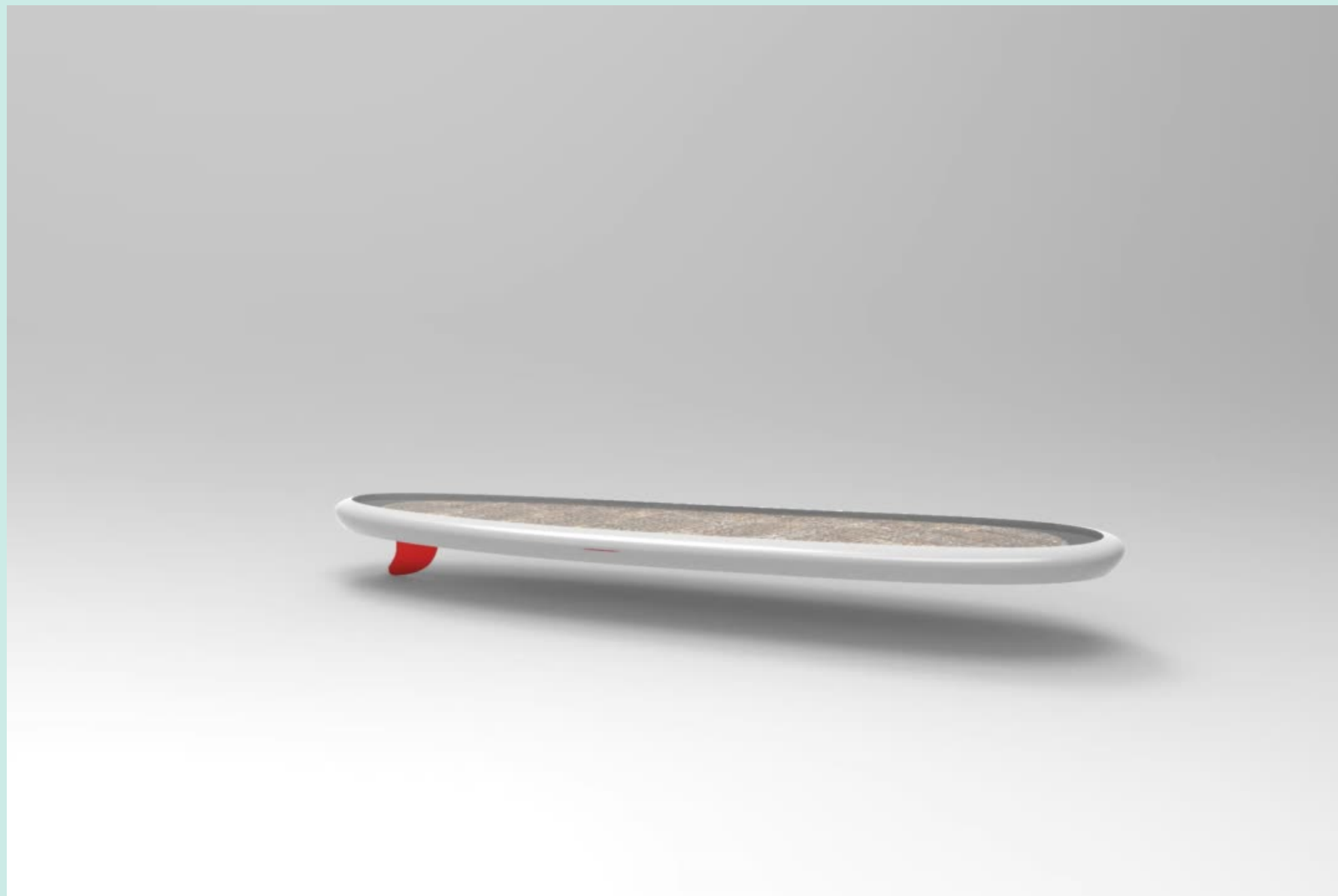
40

- The surfboard kit is a semi DIY set which allows for custom infill of collected beach waste. Surf Shop owners will work with consumers to create a unique board from the trash they collect.



Intervention #3: Surfboard Kit Demo

41



Impact

42

What we hope to acheive

- Raise beach waste awareness
- Inspire creative approaches to reusing waste materials
- Help keep the beach and ocean clean for everyone



Thank you!

**LET US KNOW IF YOU HAVE
QUESTIONS OR CLARIFICATIONS.**