

POLYTECHNIC OF TORINO
FACULTY OF ARCHITECTURE 1
Degree in Eco-compatible Product Design
Honors theses

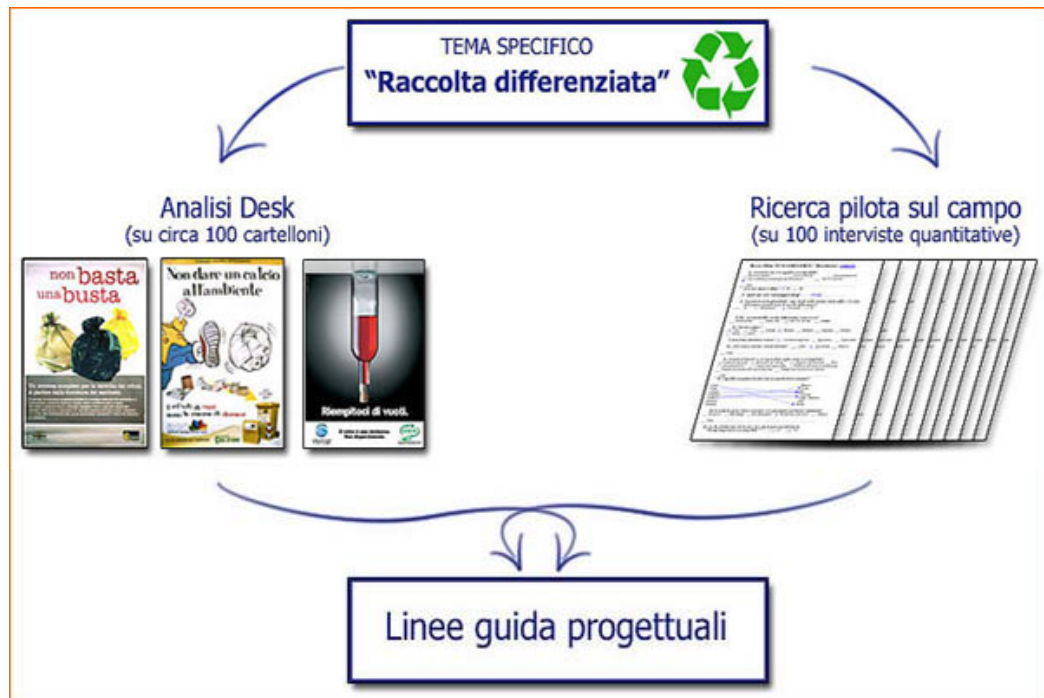
Attitude and inducement of the citizen.

Design analysis of ecology communication.

by Luca Bar

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This final work for the second level degree in “Ecodesign” has been made to explore the field of ecological communication. Particularly to fix the research field and operate with real subjects the research has been limited to the recycle communication. The work has been developed in two direction, to permit at the end of the analysis, to cross two kind of data and determinate appropriate guidelines.



1-The first research is a desk analysis, made with a quality method, on over 80 “awaking campaign” about separated waste recycling. The research has been limited to the street posters from year 2000 or more recent. Usually public administrations and big companies have produced, with good and bad implication, more elaborated works, while small town’s administration and counties administration used a more simple or even ingénué communications. We needed a categorization:

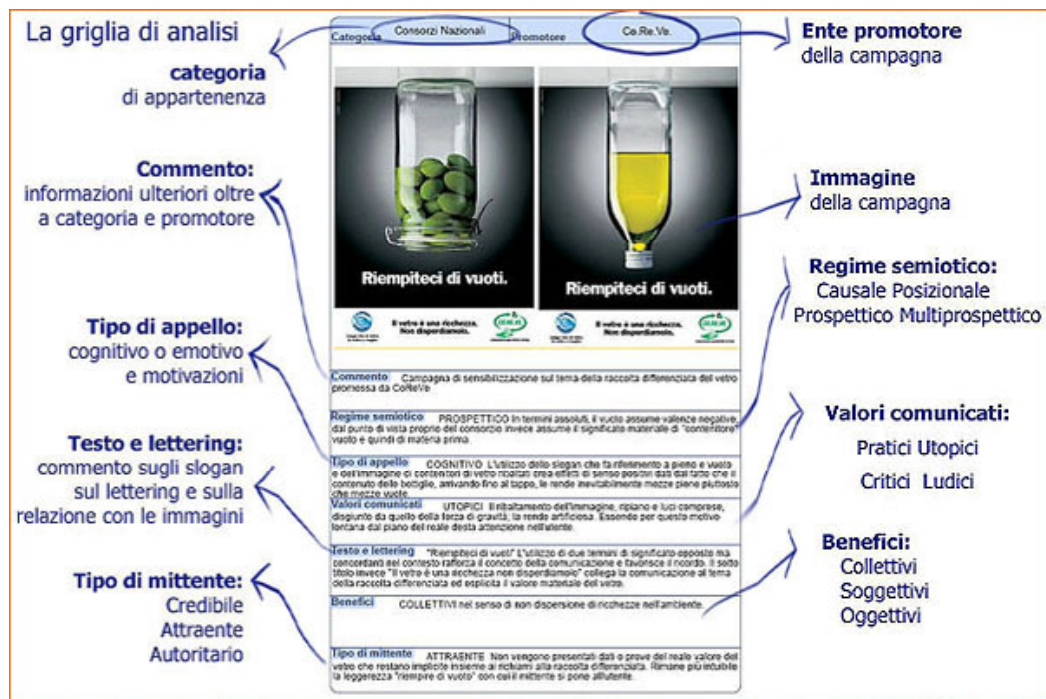
- National association
- Public administrations
- Harvesting companies
- Town administration

- Graphic contest for the WAD '04

To manage the huge number of posters we have needed to build an analysis chart, made of the image, a comment and other seven tags about the components of a communication:

- Semiotic system
- Kind of appeal
- Communicated value
- Text and lettering
- Kind of sender

The subjects we used to analyze the material from the research are: psychology, that studied the processes and the elements of communication and semiotics that allowed us to deconstruct a complex text in his components.



2- The second analysis is based on a "preliminary research" on the field, with a quantity method, made of hundred interviews, statistically not representative, divided on five groups of citizens. Twenty scholars of a primary school, twenty students of an high school and twenty pensioners, we thought that with a lot of free time the people of this group could represent the best recyclers. Last two groups are made of twenty consumers each, coming out from a traditional mall and from a "bio-supermarket". It looked interesting to study the possibility that a *bioconsumer* could be more or less sensitive to the treated themes.

3- The data collected evidence that 80 of the interviewed usually separate the waste and do recycle, this represent a general agreement of the citizens in different layers

of population. Crossing this data with the analysis of the awaking campaigns we can do some consideration.

First of all the name “sensitization campaigns” (literal translation) lifted many of the communication to the field of pure “sensitization” without producing enough contact with the reality.

1st Guideline: Give to the citizens, whenever the public opinion is sensitive, the tools to make them improve their knowledge and the efficiency of their actions.

Most of the problems that came out from the interviews can be defined by the logistic component, at the same time the communications are usually based on the concept “*do separate the waste for recycle collection*” without consider the real existence of the needed infrastructures. We have to consider that all the people who have the recycle bin “by home” declare to do recycling always.

2nd Guideline: Redesign the placement of the recycle bins in the residential zone, promote the door by door collecting method and rearrange the street furniture.

A lighter problem is about connecting the recycle bin’s colors with the specific waste, anyway some bins are easily recognizable by their shape, as the *bell* for the glass or the *cupboard* for used clothes.

3rd Guideline: Use shape difference to characterize the recycle bins making unusefull the chromatic distinction.

A particularly alerting data, is given from the 25% of the Italians, who says to “don’t believe or don’t know”, about product made in recycled materials. Rarely a producer declare a recycled material on his manufacts, it’s still believed that the recycled are worst materials. Consumers at the same time thinks that a recycled based product should cost less than a virgin based one, creating a price politic that favour products made with new materials.

4th Guideline: Promote the explicit use of recycled materials, debuilding the common idea of low quality materials, giving to the product the right added value.

We believe that reached the goal of sensitized audience it’s time to go forward from responsible citizen to fully conscious people.

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