

Those who are impacted

Those who are responsible

How can we enable **WHO** to do **WHAT WITHOUT**?

Key actor			Desirable state		Preventing factor			How can we enable consumers to shop with minimal packaging as a matter of course, without disregarding the regulations governing sales?
	Consumers in society Key actors involved		Example: Packaging- neutral shopping is widespread and simply regulated		Example: Packaging regulations favor portioning and a convenient purchase			 enable consumers to choose reusable packaging without making the shopping experience complicated and stressful? enable consumers to reduce their packaging waste in day-to-day life without
e c								making portions too large and shopping inconvenient?
IIIOSE MIIO ALE IIIIDACC								Joker question: How can we enable consumers to reduce their day-to-day packaging waste by understanding and using the point of purchase as a "packaging transaction zone"?
IIIOSE MIIO AIE LESPOIISIDIE		·					→	How can we ?



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