Sustainable Transient Stay

The sustainable use of household products in the young transient group.

Glasgow School of Art
Innovation School
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Introduction

This project focuses on the sustainable use of household products in the young transient group in Glasgow. Young Transient Group means People are leaving for college and exploring the world post-graduation (Eric Klinenberg, 2012).

With the process of globalization, short-term migration has become convenient. In the Migration and Its Impact on Cities published by the World Economic Forum in 2017, it mentioned that adults planning and preparing to migrate are more likely to be young, single, and living in urban areas. As the youngest place in Scotland (David Ottewell, 2018), Glasgow has a large amount of YTG.

Under this trend, cities also provide a wide client base for YTG to market their products and services. However, In a current economic model, a household product is manufactured and sold to a customer (Thomas Wastling, 2018). YTG is an excellent customer for enterprises because their movability means their continuous consumption of household products. Such short-term consumption did stimulate the growth of the local economy, but it also caused a massive waste of household products.

According to the Scottish Household waste – summary data 2018 from the Scottish Government, Glasgow generated 245,318 tons of household waste in 2018 the whole year, 69% of which were buried. Young people have a great responsibility for it, because they do not have sufficient knowledge about waste segregation in their own area, neither about the waste processing machines (Monika Stępień, 2013).

This colossal waste of household products from YTG poses a challenge to the sustainable development of the city. Therefore, this project will focus on researching how to make YTG obtain and process household products more sustainably.
However... I also did a lot of research to find this topic!!! And the following is the story of me and my project.

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"Nearly 50% house in Glasgow are occupied by one person. Living alone become a global trendy, which is really unsustainable!"

"The annual survey by the National Registrars of Scotland revealed the number of people living on their own has risen by almost 20 per cent in the past 14 years. Nearly 900,000 households out of 2.4 million are home to just one person, compared to 722,000 in 2001."

"Figures published today by the National Records of Scotland (NRS) show that the total number of households in Scotland is projected to increase by a sixth over the next 25 years to 2.78 million."

"Living alone means more energy consumption and individual waste. According to the Guardian, people who live alone consume 38% more products, 42% more packaging, 55% more electricity, and 61% more gas per person than an individual in a four-person household in 2006."

"A lot elder in Govan are living alone."
Research

Phase 1
**Desk Research**

Selections of the population that are most likely to go solo:

- Children are leaving for college and exploring the world post-graduation.
- Divorcing couples.
- Surviving spouses.

From a report published in the journal "Environment, development and sustainability", it said one-person householders are the biggest consumers of energy, land and household goods.

Reasons for the trend of living alone:

- Cult of the individual
- Rising status of women
- The growth of cities
- Advances in communication
- Increases in life expectancy

Related fields between sustainability and living alone: responsible consumption & production, sustainable cities & community, and renewable energy.

**Engagement --- Open Conversation**

With the overall insight in mind, I started to have open conversation with people. The target group I chose in this open conversation is the main group living alone based on desk research.

**Ethical Thinking**

According to the GSA’s Research Ethics of Practice 2016, regulation 7.1 and 8, I informed every participant before the open conversation. Pei, Tom, and Lorry are unwilling to publish their images in my outcomes and want to remain anonymous. After communicating with other participants, I decided not to use the participants’ pictures and names in this session.
### Analyze --- Designed Field Notes

Since there are many research elements, I need to use different intervals and colors to distinguish the results. At the same time, I found that this method allows me to identify which group has more pain points in which research interval.

#### Found

Living alone has a lot of **financial pressure**, especially for young people.

Most people have a **strong environmental awareness**, so they **avoid the waste** of energy and food.

Living alone during lockdown is very lonely, but under normal circumstances, there is **no apparent connection between living alone and loneliness**.

Young people realize that their lives are **not particularly stable**, which means that they may leave Glasgow soon, so they will avoid buying expensive household items. But at the same time, they care about the quality of life. Therefore, they choose household products that can make them more enjoy their life. Thus, shopping malls like IKEA, which sell **cheap but beautiful items**, are the first choice of most young people.

Divorcing couples have relatively stable lives. Among them, Marry enjoys his current state very much. Pei is the opposite. He faces serious emotional problems and feels very lonely.

The elderly also have a relatively stable life, and **loneliness and health problems** are the most worried about them in the process of living alone.

### Engagement --- Interview with Experts

**Found**

- People underestimate the **importance of community and family**.
- We should pay attention to the **positive part**, such as how to change the **community** to create more interaction between people to make people’s lives more harmonious and united.
- The **interaction between generations** is being lost.
- The **diversity** of the community is valuable, and maybe borders should not exist in the future.
- We need to **give people a reason to stay** in Glasgow, not let them leave.

**Reflection**

In this interview, I didn't make good use of these hard-won interview opportunities to get more practical information. After reflection, I think there are two main reasons.

First, due to language limitations, I didn't introduce my project to the experts in a clear way, which resulted in some misunderstanding.

Second, I prepared a few open questions in advance to diverge the thinking of experts for getting more knowledge. However, the questions were too open, and I didn't make a structure for the interview, which led to the experts to tell me a lot of exciting but less related information.

Therefore, for the interview in the next stage, I made some improvements.
Reflection Of Choosing Segment Targeted Group and Topic

I realized that even if the researcher has identified the targeted group before starting the project research, such as people living alone, it is always necessary to subdivide the targeted population in the subsequent research process.

I am taking my project as an example. After completing the first round of research, I obtained three potential segmented target groups and three vast content areas related to sustainability. Different groups have different needs, even if the investigation starts with the same topic.

At the same time, I realized that as a personal project that only lasts two months and will be assessed, I need to narrow the target group’s scope as soon as possible to promote the development of the project.

But this raises another question worth thinking about: In the research process, how do researchers choose the segmentation target group?

I spent a lot of time hesitating. I gained a lot of insights from talking with young transient people. At the same time, I found some pain points in the self-disclosure of divorced groups. Older adults living alone also have difficulties. But what should be the reason for choosing the segmentation target group? In other words, why young transient people's struggles are more important than the other groups?

The confusion in completing the selection of segmented target groups is not only present in my project. In communication with my peers, I found that everyone has similar questions. Especially when researchers and participants establish empathy, which is considered an essential part of human-centered design, choices are more complicated to make.

The emergence of this problem seems to be attributed to the researcher's difficulty in choosing, but I think this is a manifestation of human-centered design. To be precise, because each group's plight is worthy of attention, we cannot calmly give up any of them.

But finally, considering to 4 elements: 1, I need finish it in 2 months. 2, It need to be easy to find stakeholders in lockdown. 3, it need have challenge. 4, I want to have fun. I finally chose YTG with household products.
Non-participant Observation

- Due to growing pressure to meet recycling targets set by the UK central government, it is becoming increasingly important for local authorities to understand the characteristics of recycling behaviour and the factors that influence them.

- The analysis showed that young people do not have sufficient knowledge about waste segregation in their own area, neither about the waste processing machines. They have not acquired enough knowledge about current alteration in this topic as well. However, young people still try to protect environment and have positive attitude towards the issue of waste segregation.

- Recycling habits must improve to avoid contaminated waste and those aged 18 to 34 are the worst offenders.

From Acorn, I found an area where young professors gathered, according to the website:

- Over two thirds of adults will be aged under 25 and very few children will live in the same streets. Most will be single. Unsurprisingly most people will have A levels or a first degree. The majority will not earn enough to pay tax. Most will not have a car, or have a credit card. Some might be having problems with debt.

- A significant number of users will use their smartphones to participate in online auctions and purchase goods, but few involve government services through the Internet.

Reflection

I think the results of my observation are not very convincing in some respects. First of all, in the follow-up research, I found that Glasgow City Council provides free recycling services for small households, and Glasgow also has other waste recycling agencies. However, due to the impact of COVID, many recycling workers have stopped working, resulting in a lot of households waste abandoned in the street recently.

And then, due to the epidemic, I didn't have enough interaction with the residents, so the observation of the two elements of people and interaction is not very comprehensive.
I invited four participants to complete this household goods’ Journey Map with me. I tried to encourage people to share their stories by co-creating the map.
Found

- The young transient group likes to go to furniture stores like IKEA, NOZ to buy cheap but good-looking household items.
- They do not mind using second-hand products, but they do not trust the source of the products.
- They care about the quality of life.
- They generally have an awareness of sustainability development, but they still throw away many things when they move out.
- The unstable life makes some people choose a minimalist lifestyle.

Reflection

I used Miro to interact with participants, in the process of co-creation, I have the following reflections:

Using online platform software, we need to inform participants on how to use the software in advance to ensure the success of the research. The testing of the engagement tool is significant. Due to the lack of testing, I temporarily modified the tool during the interaction with the first participant, which showed unprofessionally. When introducing the project, it is best to use simple vocabulary rather than academic terms to avoid misunderstandings. For example, "the young transient group" in this practice brought misunderstandings to my participants. It is necessary to give a demonstration, but the researcher also needs to be a flexible facility to help participants complete the exercise in their own way.

Critical thinking for the application of technology in the research process:

such an online cooperation platform is particularly convenient. In the co-creating process, both participants and researchers can leave notes to ensure the research records' authenticity and integrity. At the same time, the form of collaboration inspired participants to share more stories with researchers. An important point for this project is that the online cooperation platform's application makes it feasible to participate in research during the COVID time. However, on the other hand, the use of technology also brings many concerns. First of all, not all groups can use the Internet and computers at any time. Will we ignore many potential target groups in technological intervention, which makes the research results too one-sided? Also, the Internet poses a challenge to data security. From Information Risks & IAB Strategies for Technologies Used in Research: A Guide for Researchers, IT, and IRBs, a report from the havard clinic and translational science center, mentioned that the method of data storage can affect the risk that the data will be lost, stolen, or viewed by unauthorized parties. Although my research did not involve too much sensitive content, I still verbally informed the participants of the potential security risks of online collaboration in advance.

Engagement Tool --- Interview Handbook

Targeted Group

"Young" Transient Group: People leaving for college and exploring the world post-graduation.

Research Topic

The sustainable use of household items in the "young" transient group.

Engagement Tools

What effect does this phenomenon have on the following four elements?

People

Environment

Community

Society
Found

- Landlords and student apartments should provide young people with more shared items.
- The local community should encourage reuse business.
- The service of the local reuse business is not convenient for many consumers.
- People need access to more opportunities to obtain items.
- Perhaps the government needs to consider how they can encourage people to stay instead of leaving. Scotland needs population growth.
- Glasgow City Council provides free waste collection services, but many people do not know when the staff will collect them, so they usually discard household goods on the street at the wrong time and leave them damaged by the sun and rain.

Reflection to Handbook

About academic terms:
When preparing the handbook, I did not realize that academic terms would also bring misunderstandings to the experts. Therefore, it is vital to communicate with all participants in simple, concrete terms.

About the visualization:
Due to language barriers, the storyboard can better explain what the researcher wants to express. However, in the course of practice, image testing is necessary because the participants' understanding may deviate from the researcher's expression, which leads to the one-sidedness of the collected information. For example, the images I showed this time focused more on the student group than the actual targeted group. Therefore, during the research process, the experts misunderstood the targeted group and paid more attention to the student group.

About engagement map:
The most significant advantage of this map is that it uses open, abstract vocabulary to introduce the topic and provides experts with ideas for storytelling. However, on the other hand, giving a framework to a certain extent will lead to experts' ideas being guided by researchers, and the research results are not comprehensive and objective.

About ethical issue:
I did not directly give any hints about the ethical issue in the handbook, but verbally asked the participants for their opinions before the interview started. I do this because my project does not involve many sensitive groups or topics, so I hope to respect the opinions of participants and let them decide whether they want to remain anonymous. However, in the course of practice, I realized that it is essential to inform any participants about the handling of ethical issues in writing in advance. Even if the last-minute verbal statement is often not rejected, this approach is not conducive to establishing a trusted connection between the researcher and the participant.
Desk Research -- Household Provide and Recycle In Glasgow

**Government**
- Glasgow City Council provides a paid Bulky Waste Collection service.
- Glasgow City Council provides recycling bins for the community to recycle daily waste such as paper, plastic bottles and glass bottles.
- People can send household waste to the four recycling centers in the city.
- Glasgow City Council provides a paid commercial waste collection service.
- All waste needs to be sorted by users according to the classification regulations of Glasgow City Council.
- Ultimately, all waste will be sent to the waste recycling center for centralized processing.

**Enterprise**
- Charity shops
  They acquire their stock through people coming in with bags of donations. Some shops also do collections from houses, businesses and schools.
  Books and records can also be sold on to commercial collectors in this way. Other items, such as glass, furniture or wood can also be recycled.
  Some charities sell items online.
- There are enterprise, like concept furniture provide household products hire service, but the price is high.
- Some company, like sublime furnishing provide accommodation/flat package.
- Markets, like IKEA, John Lewis and other furniture shops provide available household products for purchase.
- Online platforms, like Gumtree, ebay, Amazon, etc.

Open Conversation -- with Volunteers in Charity Shops
I went to two charity shops, the British Heart Foundation on Sauchiehall St and Emmaus on Dumbarton Road. Due to COVID-19, I only had simple communication with the store staff.
- Charity shop provides convenient services to deal with people’s donated items, sorted according to the quality of the items, and resell those with use-value.
- Many young people are big fans of charity shops.
- However, the service of charity shop has not been popularized. Many people do not know where the charity shops are and where they are, especially those YTGs from other countries.
- Charity shops sell many high-quality second-hand products.

Engagement --- Activity Book for Participant

**Activity Book**
From David Jiang

**Introduction**

So much thanks for being teachful in this great and caring about sustainability. All of you are a warm-hearted source to shine for the future!

Thank you for the help, Community Engagement Team and Volunteers (named).
Your experience to these exercises will surely become a memorable experience. Furthermore, the activity has the potential to work on your real life and the best possible environment.

**Target Group**

Group 1: People leaving for college and exploring the world after graduation.

Research Topics:
- How people in Group 1 acquire items for their houses.
After the second round of research, I got some insights. In order to verify the accuracy of insights, I did qualitative research. I sent this activity book to people around me who meet the target group and ask them to spread it to others. In the end, I got a total of 11 effective responses.
**Found**

- **IKEA is the first choice** for most people to buy household products because it is cheap and convenient.
- Young transient groups prefer to live in rooms that have been furnished, so they do not need to buy large furniture such as beds and tables. However, they will worry about the cleanliness and reliability of the household products provided by the landlord.
- Most people do not mind using second-hand products, but they worry about the quality of the products.
- Many people (especially non-British people) do not know which ways to buy high-quality second-hand products. They may have never heard of trading platforms such as Gumtree before coming to the UK.
- People feel guilty about discarding items that are still of good quality, and they try to avoid such behavior.
- Most people do not know who can help the recycling of large products, such as tables, chairs, mattresses, etc. There is an information gap between recycling services and users.
- People are willing to donate household goods to charity shops to avoid material waste. However, many people mentioned that moving is like a nightmare for them. They usually need to leave in a short period. Therefore, it is still tough to deliver the products to the appropriate charity shop.
- Before they moved in, they did not know what furniture the landlord or student apartment provided for them, so after check-in, they need to buy the necessary household products within a short time.

**Reflection to the Activity Book**

Improvement (based on previous experience in Engagement Tool design)

In this visual information, I conducted a test so that participants can clearly understand the subject of my project.

I used the most straightforward language to avoid the understanding of barriers caused by academic language.

I gave examples in the exercises to help participants complete the exercises.

Critical thinking about Participant Bias in finding targeted group

Lockdown poses a challenge for researchers to find targeted groups, which made me rethink the importance of social interaction.

Fortunately, the targeted groups I looked for were very kind. They not only completed the exercises I designed but also helped me pass them on to other potential participants.

However, I realized that the targeted group invitation method I chose would lead to participant bias.

Obviously, the activity book was spread step by step, so the first group I contacted was my friends. It means as a researcher, I and some of the participants are familiar (this is why they are willing to help me as much as possible), which means they potentially know my interests in sustainability.

Dr. Shivanee Shah said in her article 7 Biases to avoid in qualitative research that “Acquiescence bias or friendliness bias occurs when the participant chooses to agree with the moderator or researcher.” I realized that even if I try to avoid reflecting any personal opinion of the researcher in the activity book, participant bias will still occur.

Why do I still choose this target group invitation method even I know that there will be participant bias?

To be honest, considering my followers on social platforms, I don’t think that post invitation information on Twitter or Facebook will help me have enough participants. Taking into account that I need to complete the project within the prescribed time, qualitative research can be carried out smoothly by disseminating the activity book one-to-one through friends.

What efforts have I made to avoid participant bias?

For most familiar participants, I conducted a separate interview to ensure the objectivity of the results.

**Engagement --- A “failed” online workshop**

As shown in the Activity Book, I originally arranged an online workshop and invited all participants to make a co-creating map. However, the workshop did not succeed in the end.

Most participants will ignore the information about the workshop after completing the exercise. Some participants who noticed the workshop said that they are not free to participate in the workshop. In the end, there were only two participants in the workshop.

I chose to complete the co-creating map with these two participants separately instead of an online workshop.

**Reflection of the “failure” in online workshop**

Although it did not happen in the form of an online workshop, I never think it was a failure. On the contrary, as a researcher, I am pleased that participants have completed most of the exercises in the Activity Book. Working remotely is a challenge for researchers, and I remember Mafalda said in a talk, “Try it, this is just an experiment.”

Also, in this experiment, I realized that perhaps putting too much information in an activity book is not friendly to participants. Unfortunately, I do not have time to research and verify whether this conclusion is correct, but planning further research in the future.

**Engagement --- Interview with Experts**

| Stephen Boyle | Manager in Zero Waste Scotland |
| Kirsty Cuthbertson | Sustainability Coordinator at Multiplex |
| Alejandro Moreno Rangel | Environmental & Well-being Experts |

**Found**

- The consumption of the young transient group is good for the growth of the local economy.
- The recycling and rent model is beneficial for the sustainable use of materials.
- Producer responsibility, user behavior, and user responsibility play a significant role in the sustainable use of products.
- The government has many funds to support local businesses to recycle and reuse household goods.
- The Scottish government and some organizations have established quality standards for recycled products, and product quality testing and classification are essential for any reusing, rent models.
In this engagement book, I have improved academic terms, visual images, and ethical issues warning.
Well... It is just showing how all research founds contributes to the key insights.
Analyze – Creating Personas

After conducting research, I analyzed my segmentation group under the young transient group and created three personas.

Name: Tina
Age: 23
Status:
- Student, final year in undergraduate
- Live in a student apartment and share the kitchen and living room with six roommates
- From a non-UK country
- Have strong environmental awareness and actively participate in sustainability-themed activities
- Low financial pressure, care about quality of life

Name: Peter
Age: 25
Status:
- Student, postgraduate
- Live in a rented shared flat with another two friends, have individual bedroom
- From England
- Have strong environmental awareness and actively participate in sustainability-themed activities
- Care about quality of life, but have bit financial pressure

Name: Ann
Age: 28
Status:
- First year working in Glasgow
- Live in a rented flat by herself
- From Non-UK country
- Have strong environmental awareness and actively participate in sustainability-themed activities
- Care about quality of life, but have bit financial pressure

Analyze – Co-creating Storyboard with Key Insights

I invited two participants (who did the activity book exercise) to draw the storyboard with me. My role is to be a recording (drawing) facility.

Rent a flat
- I do not know what household products the landlord or student apartment provides me.

Sign a contract

Arrive in Glasgow
- I lack of necessary household products, need to shop as soon as possible.

Move into Flat
I am leaving soon. Apart from throwing away, reselling and giving them to friends, is there any other convenient and sustainable method?

YTG chooses a more sustainable way to obtain household products and properly handles them when they are not needed.

The landlord tries to provide YTG with most household products to avoid the short-term consumption of YTG.

YTG is aware of the protection of household products to extend the life of the products.

Support companies who provide recycling services.

Introduce reasonable waste quality classification rules and popularize them to enterprises who provide recycling services, such as charities, etc.

Glasgow City Council provides people with more convenient recycling services.

Increase the accessibility of recycling service to people

Increase the accessibility of recycling service to people

Encourage people to be responsible for the products they own to increase the service life of the products.

Change the concept that the higher the sales volume, the better.

Responsible for recycling and reusing the products they sell, reducing material waste, and encouraging circular economy.

Develop new business models such as recycling, sharing and renting products, and being responsible for the sustainability of materials and energy.

The student community can provide YTG with shareable household products.

The student community can provide YTG with convenient and sustainable services to get rid of household products.

The community provides YTG with convenient and sustainable services to get rid of household products.

Household goods shopping

Enjoy life

Dispose of household products that cannot be taken away

Prepare to leave and organize household products

Analyze – System Map
Ideation -- Based on analogies and association Combine with What if...

Let us remember a good service in a restaurant.

What if the landlord/student accommodation provides some necessary household products like tablewares in the restaurant to share?

What if someone will help YTG sort all the products and dispose of them?

What if the landlord/student accommodation provides some necessary household products like tablewares in the restaurant to share?

What if make recycling service more friendly to YTG? They just ask someone to collect or give the waste to reception.

What if provide a handbook with all different types of household selling and recycling platform’s information, like Gumtree, charity shops and IKEA, with contract to YTG in advance?

What if give YTG a household list when they sign the rent contract to let them know in advance what important household products are provided and what they need to get by themselves after arrive?

They are all existing business models in Glasgow, but HMW increase the accessibility to the YTG?
I've always recorded all new ideations occurred in my mind in every research phase.
Ideation -- Pick and Integrate Ideas

From the very beginning of the research, I have had ideas coming out of my brain. These ideas will be selected and iterated as the research process progresses, and gradually become apparent during the analysis phase.

An Green Guide Map

- It is provided to YTG when they rent a house and sign the contract. Even if not in Glasgow, they can still know various ways to obtain or get rid of household products in advance.

A temporary locker

- People can still sell their products even they are not in Glasgow. they can rent a locker before leaving, put the product in the locker and publish it to the second-hand trading platform, and tell the locker address and password when someone wants to buy it.

Waste sorting service

- People can hand over their waste household good to the student apartment reception or directly to community charity shops, which will help classify the quality of the products and transfers them to different organizations, such as waste treatment centers, etc.

Rental model

- Target user groups can rent certain household products from certain organizations or community service centers for a short period of time.
Prototypes

All key insights are considered in the screening and integration of ideas.
Due to time reasons, I did not finish a complete outcome, this is a prototype I made.

**Market**

0: IKEA  
Location: 99 Kings Inch Dr, Glasgow G51 4FB  
Website: https://www.ikea.com  
Tel: +442036450000

**Charity Shops:**

0: Glasgow’s Golden Generation Charity Shop Partick  
Location: 185 Dumbarton Rd, Partick, Glasgow G11 6AA  
Website: http://glasgowgg.org.uk/  
Tel: +441412371588

1: Sense Scotland Charity Shop  
Location: 168 Dumbarton Rd, Partick, Glasgow G11 6XE  
Website: http://www.sensescotland.org.uk/  
Tel: +441413349675

2: British Heart Foundation  
Location: 217 Byres Rd, Glasgow G12 8UD  
Website: http://www.bhf.org.uk  
Tel: +441413397273

3: Barnardo’s  
Location: 250 Great Western Rd, Glasgow G4 9EJ  
Website: http://www.barnardos.org.uk/shop/glasgow-great-western-road  
Tel: +441413311272

**Furniture Shops**

0: Furniture etc.  
Location: 15 Jardine St, Glasgow G20 6JU  
Website: https://furnitureetcglasgow.business.site  
Tel: +447584650980

...
Household Products Green Guide -- Charity Shops

**Best for clothes: Shelter (Botanics)**
With an excellent collection of scarves by the window and great selections of both men's and women's clothing, this branch of Shelter is a go-to for garments. It has a cosy feel to it, and on top of clothing, it also has a well organised book section and a good number of records.

**Best value: Barnardo's (Dumbarton Road)**
Nearly everything in this branch of Barnardo's is 99p, and it's not hard to get some good finds if you take a close look at what they've got on offer. Despite being a small shop, they have a great range of clothes, always with great variety.

**Best for furniture and electricals: British Heart Foundation Furniture and Electricals (Dumbarton Road)**
This branch of British Heart Foundation shows that there's more to charity shops than just clothes. It has a nice selection of reasonably priced furniture, which is great if you need to furnish a flat. But what really gets me excited about this shop is its excellent range of kitchen items and other electrical goods. I once bought a bread machine here for £5, and they have great deals on everything from hairdryers to food processors. While you might be wary about buying electrical items second hand, there's no need to worry: everything has been tested before it gets put on the shop floor, and they have a lenient returns policy in case things stop working.

**Best for variety: Emmaus (Dumbarton Road)**
This shop is the place to go if you've just moved into a new flat and need to buy a new cupboard and a wardrobe. And, once you've bought them, you're in the perfect place to stock out that cupboard with glasses, plates and bowls, and to buy some clothes to put in your wardrobe.

Household Products Green Guide -- Furniture Rent

Concept Furniture Hire deliver a large range of furniture rental products in Glasgow such as chair hire, stool hire, table hire and sofa hire for exhibition & event Furniture Hire in Glasgow for same day or next day delivery.

Tel: 0844 822 1424
Email:sales@conceptfurniture.co.uk
Website: https://www.conceptfurniture.co.uk/glasgow/

Household Products Green Guide -- Online Shopping

British online classified advertisement and community website. Although predominantly a free listings website, Gumtree provides users with paid promotional options for increased advert visibility, such as going to the top of the listings.

Website: https://www.Gumtree.com

Household Products Green Guide -- Waste Collection

Glasgow City Council provides a paid Bulky Waste Collection service.
Website: https://www.glasgow.gov.uk/bulkywaste

Waste Collection Service
Website: https://www.clearabee.co.uk/
Prototypes -- Necessary household products list

The items you buy by yourself can be sorted and handed over to waste recycling collection or donated to charity shops when you leave.
Prototypes -- Storyboard

**YTG Actions**

- Find a flat or student accommodation
- Sign contract
- Check necessary household lists
- View household products green guide
- Get products online
- Or do according the Green Guide do an offline shopping
- Enjoy life
- Household waste for waste collection
- Household product for donating
- Dispose of all waste properly according to the green guide

- According to the green guide and lists, order or buy some products online in advance
- Move in flat or student accommodation
- Household waste for waste collection
- Household product for donating
- Dispose of all waste properly according to the green guide
Testing – Ask Feedback from Experts and Participants

In fact, due to time constraints, I emailed participants and experts about the feedback, but I haven’t received any response yet.

Future Planning

As the previous research shows, Governmental organizations, as well as business representatives, report increasing pressure on our global resources and the climate due to human activity. (Nancy MP Bocken, 2015) In developed economies, the necessity of extending the lifetime of products (for instance through repair or refurbishment) is widely recognized. (Ruth Mugge, 2019)

The Ellen MacArthur Foundation regards extending the service life of products as an important principle of circular economy. However, in a circular economy where the aim is to circulate products at their highest level of value, the customer’s behavior can become an important part of the system. (Ruth Mugge, 2018)

As shown in this project, YTG’s treatment of household products almost determines whether there is a chance for the product to be reused. Therefore, I would like to research how to increase the service life of products by influencing user behavior in the future.

Thanks

I would like to thank all tutors for their hard work and the participants and experts who helped me with the project. At this challenging time, it was their kindness that allowed me to complete the graduation project successfully. And then, I also want to thank my own efforts. Although this project is not perfect, I have tried my best.

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