

TRAVEL POUCH: ZERO WASTE INNOVATION OF COURIER BAG

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1. INTRODUCTION

The use of plastic bags today is seen to be increasing. The increase in the population of the earth has caused a high demand for plastic bags. Just look at today, with the state of the world plagued by an epidemic of covid-19 disease everyone is forced to sit at home for a long period. Most sectors of the economy cannot be physically opened. However, they are turning to online shopping, such as Shopee, Lazada, Zalora, and many more. Therefore, the days will be when there will only be people who shop online causing the demand for parcels to increase until there is a dumping of courier bags. Garbage plastic is also one of the garbage that takes the longest time to decompose. Typically, discarded plastics take up to 1000 years to decompose. While plastic bags take between 10 to 1000 years. As for plastic bottles, the time taken to decompose is more than 450 years (Negara, 2016). To reduce the dumping of courier bags, an idea to use recycled items was undertaken. Our group had planned to make a travel pouch using a courier bag that we got while giving away items online. Ideas like this come when one sees so many unused courier bags after buying goods. Therefore, the travel pouch that we inspired from second-hand items provides many benefits not only to the people around but also to the environment itself.

2. OBJECTIVE

One of the objectives of our innovation is to create awareness among the citizens about the need and the importance of recycling. This awareness needs to be spread because according to (Aksan, 2019) societies with little environmental consciousness are one of the primary causes of environmental problems. It is important to ensure that awareness is spread and raised to decrease plastic pollution. The next, objective is to spread creativity towards recycling. It is because we are using the courier bag that people always throw it away right after they received their parcel when doing online shopping. We want to prove that even with a courier bag you can still be creative and innovative to turn a courier bag into a more useful thing like a travel pouch. The third objective is to keep our environment clean. As we all know, during this COVID-19 pandemic, people often do online shopping since they are asked to stay at home. There will be lots of courier bags will be used. So, with our innovation, it will help to reduce the amount of courier bags that will be thrown away and will keep the environment clean since we recycle them to become a travel pouch. Other than that, we can also do a creative and colorful design to attract a younger generation to buy our product. Last but not least, is to practice zero waste. According to (O'Connor, 2018) zero waste is a movement that aims to minimize how much people consume and, as a result, waste away. One of the most sustainable ways of life is to live a Zero Waste lifestyle. By avoiding resource extraction, lowering the number of materials transported to the landfill or incinerator, and minimizing pollution caused by the production, transportation, and disposal of materials, Zero Waste lifestyle choices have an impact on all environmental sectors. Our innovation is practicing zero waste since it helps to reduce the amount of courier bags that is consequently thrown away.

3. CHARACTERISTICS

As we know, our major concern is regarding the amount of courier bags and the usage of bubble wrap used to protect the parcels. Hence, it also applies the same to our travel pouch. Firstly, our travel pouch

is made up of plastic which is typically waterproof and relatively lightweight (Chmiel, 2015). Hence, this travel pouch can withstand our tropical weather in Malaysia from being damaged due to rain. This also can keep mold from growing in the pouch as it would not be damp and trigger mold growth compared to the common pouch which is usually made from fabric. This also gives benefits as the pouch may hold many important things such as a driving license, face mask, cosmetics products, and even money as it will not be damaged. Moving forward to the second characteristic which is this travel pouch is portable in many ways. This is because, this pouch is made from plastics, and it is very lightweight and can be carried by every stage of age even heavy thing being put in the travel pouch. Other than that, it is portable as this pouch can be flip for easy storage and can be used as an additional pouch or backup pouch when needed just by putting it in the main pouch. This also means the pouch can be used and can be store easily. Other than that, it is safe as there is a button to secure the pouch and some pouches can come with a zipper and their slings.

4. FUNCTIONS

One of the functions of this product is to reduce the waste products which are plastic that has been one of the major pollutants in the country. This product has a better value because we produced three unique designs for varied uses and conditions that are appropriate for our culture and friendly to society. The purpose we create a variety of designs for this product is to ensure it can be used by all generations. The first design, which is a sling bag, allows users to bring their belongings and place them all in one bag including their money and phone. Then, for the second design, we are focusing more on girls and women. This is because our second travel pouch design is appropriate for a variety of occasions. After all, it appears glamorous despite being made of recycled materials such as beautiful beads. Next, for the last design, we come out with a colorful design that will be more attractive to the buyers, and to be more specific we are focusing on the younger generation. All the designs can be used by all generations and the best is it will bring a high demand for our product. Otherwise, it not just will give benefits to us but it also will give benefits to the environment because we recycle the plastic bags that come from the courier bags. By doing that, we also can spread positivity to society by recycling the plastic bag to the new products that can be used instead of eliminated. The main purpose of this product is to urge society to recycle the plastic bag that comes from the courier bag to minimize air pollution in our country and to aid in the reduction of environmental pollution caused by the disposal of plastic bags.

5. COMMERCIALIZATION

Commercialization can be defined as the process of bringing new products or services to market. Production, distribution, marketing, sales, customer support, and other important services critical to the commercial success of a new product or service are all part of the commercialization process. It is necessary to improve our development as commercialization provides the creation of new products by expanding their range and ensuring the improvement of the quality of products. Travel pouch has potential for commercialization since it can be used by all walks of life. It can also be used to attain its objectives and functions to reduce waste products that have been one of the major pollutions in the country. This product has higher value since we had created three special designs that are designated for various usage and conditions that suited our society. The design comes in variety as the courier bag comes from various types of companies that use a different colour for their courier bag. This will have a matter of attraction towards the consumer that will purchase our products. Some accessories may be added depending on the need or special occasions of the bag.

6. DESIGN



Design 1 - As for our first design of travel pouch, we focus on those who love to carry a sling bag as it is user-friendly and suitable to be used anywhere. It is specifically designated for placing personal items such as mobile phones and small wallets. In addition, our first design also included a small compartment that can be used to place coins. The advantage of this first design is that it is waterproof. Therefore, if the user is a tough person, then it will protect the user's items from being exposed to water.



Design 2 - The next travel pouch is designated for girls or women. This is because our second design has beautiful beads that can attract customers, especially women to use our travel pouch. It is not only attractive but also environmentally friendly. In addition, our second design of travel pouch is suitable for various events because it looks glamorous even though it is made from used materials. Other than that, this product is sold at a reasonable and affordable price to ensure that all users can use our travel pouch. It also can fit several items such as car keys, cardholders, and mobile phones.



Design 3 - The special features that are included in the third design of our product are colourful which can attract the younger age and more customers to buy our product. It is because the color is frequently the only motivator for someone to buy a product. According to (Burst,2021) research done by the Seoul International Colour Expo's secretariat, 93% of customers are concerned with visual appearance and over 85% said that color is a major factor that contributes to their purchasing decisions.

7. CONCLUSION

The innovative travel pouch from a used courier bag has many objectives that can help reduce environmental pollution because of plastic bag dumping. Among the objectives that can be observed while making this project can create awareness among the citizens about the need and the importance of recycling. Next is, to spread the creativity towards recycling, and lastly is, to keep our environment clean. All of the objectives seen that there are a lot of benefits for the environment. Zero Waste lifestyle choices have an impact on all environmental sectors. Our innovation is practicing zero waste since it helps to reduce the amount of courier bags that is consequently thrown away. The next point is we can commercialize our products in the market. This is because it is not only an empty courier bag, but we have added aesthetic value to recycled items so that it looks more attractive and more modern in line with the expensive bags sold in the market. We can use it to go to the supermarket or anywhere. With its small size, it is easy to carry and store. Therefore, buy recycled items that have been commercialized in the market to help the country in reducing the rate of environmental pollution.

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