

Circular Economy

The background features a sunset sky with a silhouette of hands holding a glowing infinity symbol. The symbol is composed of white lines and is surrounded by a network of glowing nodes connected by thin lines, creating a digital or network-like aesthetic.

Trend Report 5/2021

LAB8

Haaga-Helia

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Introduction	3
Special Features and Definitions	4
Megatrend Matrix	5

6 Trends and Insights	6
------------------------------	----------



Eco Air Travel	7
The future of air travel is more sustainable and eco-friendly	



Zero Homes	9
Net zero homes are becoming more accessible with modular construction designs	



Solar-Powered Retail	11
Solar energy is increasingly utilized by the retail and restaurant industries	



Recycled Accessory	13
Recycled luxury jewellery is becoming popular as a sustainable alternative	



Geotarget Packaging	15
Companies are shedding light on local businesses through packaging initiatives	



Embodied Carbon	17
New building designs consider the environmental cost from start to end-of-life	



Hospitality Panel Research	19
Review of Trends	

Specific Examples	21
Relevant Ideas & Case Studies	

LAB8 TRENDS What we offer	46
------------------------------------	-----------

Introduction

This trend report is an exploration into emerging solutions and business models that reduce waste, use of plastic and lean into circular practices.

Customers are becoming more environmentally conscious than ever before and therefore gravitate towards companies with shared values. Companies are catering to this necessity through practices such as reduced packaging and using alternative sustainable materials, in an attempt to contribute to an overall circular economy.



Understanding Content Classification & Article Scoring

Below, you'll find an overview of the different types of content featured in the trend report, as well as a breakdown of the scoring system that's used to evaluate the performance of the content in your report.

Customer Insights: The what and why of major industry shifts. customer Insights are split into two sections: the trend section and the insight section.

Specific Examples: Carefully selected individual innovations to provide more in-depth analysis.

Clustered Lists: Collections of related examples to broaden your perspective and expose you to adjacent opportunities.

8.8
Score



Demographics:
The target audience. This value is determined by the researcher, not by site statistics.

Freshness:
The relative newness of an article.

Activity:
The amount of people interacting with an article, including scrolling through images and sharing on social media. Something, like a bacon cupcake, might not be Popular, but could score high on Activity if people share it a lot.

Popularity:
Scoring of appeal based on how many people choose an article when given other options in the same category or cluster.

Overall Score:
All scores translate into percentiles (8.8 = 88th percentile) and overall score is the average of Popularity, Activity and Freshness.

Megatrend Matrix

Each trend relates to one or more of 18 megatrends defined by TrendHunter.
The megatrends are categorized under 6 patterns of opportunity (A-F)

 <p>A) Acceleration 1. Perfecting One Thing 2. Aspirational icon 3. Exaggerated Feature 4. Reimagined Solution</p>	 <p>Prosumerism From user-generated content to maker culture, today's customers are content creators and experts</p>	 <p>B) Cyclicity 1. Retro . Nostalgia 2. Generational 3. Economic. Seasonal 4. Repetitive Cycles</p>	 <p>Nostalgia Fond memories fuel a desire to bring the past into the present, especially with respect to one's formative years</p>
 <p>Catalyzation Businesses have taken a role of accelerating the personal development of customers</p>	 <p>AI We are entering a transformative new era, denoted by an exponential growth in data, RAM and intelligence.</p>	 <p>Naturality The desire for sustainable products. Including local, organic, recyclable and pronounceable ingredients.</p>	 <p>Youthfulness The world is becoming more playful, driven by generations not ready to grow up, including Boomers who desire a more active, enriched life</p>
 <p>C) Reduction 1.Specialization 2. Fewer Layers + Efficiency 3. Crowdsourcing 4. Subscription</p>	 <p>Instant Entrepreneurship New services make it easier than ever to conceptualize, fund launch and companies</p>	 <p>D) Redirection 1. Refocusing 2. Reversing 3.Surprising 4.Gamifying</p>	 <p>Tribalism Allegiant groups are more readily formed around specific interests, causes and even brands.</p>
 <p>Curation Hyper-targeted offerings, services, subscriptions and recommendations to simplify lives with better things.</p>	 <p>Simplicity In a fast-paced, cluttered world simplicity stands out, resulting in focused businesses & clean design.</p>	 <p>Gamification The application of game dynamics to real-world problems results in a world that's more competitive and engaging</p>	 <p>Experience In a world abundant with stuff, experience becomes a more important currency and life priority.</p>
 <p>E) Convergence 1. Combining + Layering 2. Adding value 3. Co-Branding 4. Physical + Digital</p>	 <p>Multisensation Tech, AR and interactive experiences are raising our expectations in the realms of entertainment, retail –even food.</p>	 <p>F) Divergence 1. Personalization, Customization 2. Status + Belonging 3. Style + Fashioning 4. Generational Rebellion</p>	 <p>Authenticity Social media and a resistance to traditional advertising have created a desire for authenticity and reality.</p>
 <p>Co-Creation Businesses, products, services and customers are increasingly co-creating an interdependent world.</p>	 <p>Hybridization Lines are blurring as business models, products and services merge to create unique concepts and experiences</p>	 <p>Personalization Small batch production technologies and more personalized media are creating an expectation for personalized</p>	 <p>Many-to-Many A mass proliferation of sellers and media creators has shifted the world to a many-to-many economy</p>

Trends & Insights

Overlooked Opportunities & Examples

The global customer trends and insights highlight the what and why of major industry shifts.

They are split into two sections:

1. **the trend section**, which identifies a new opportunity in a given industry, and
2. **the insight section**, which explores the specific target customer's motivations, attitudes, beliefs and ultimately tension behind that opportunity.

They are built on a foundation of Trend Hunter's crowdsourced trend examples, clustered together by underlying patterns.

Eco Air Travel

The future of air travel is more sustainable and
eco-friendly



Trend - Concerns about climate change and factors like carbon emissions that accelerate it worsen. Therefore, air travel companies are looking to reduce their carbon footprint, or the footprint of their customers, by offering eco-friendly options and carbon offsetting solutions.

Insight - Climate anxiety is worsening among customers as they increasingly recognize the negative impact that big businesses have on the environment. Now, more people expect that businesses live up to their environmentally-friendly values.



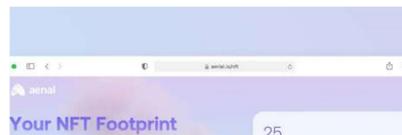
Net-Zero Airline Flights

Easyjet Announced It Will Offer Customers Net-Zero Carbon Flights



Eco-Conscious Flight Bookings

Google Flights Will Now Show a Flight's Carbon Footprint



NFT Offset Initiatives

Aerial Helps Users Offset Their NFT Footprint



Eco-Friendly Airplane Meal Trays

The Zero Eco Meal Tray Concept Brings Awareness to Waste

7.1
Score

Popularity

Activity

Freshness



Hybridization

4 Featured, 36 Examples

74,000 Total Clicks

URL: [Hunt.to/462771](https://hunt.to/462771)

Advisor Pick

8

Zero Homes

Net-zero homes are becoming more accessible
with modular construction designs



Trend - Construction businesses are making net-zero homes more accessible with modular and prefab designs. These homes are created without producing any carbon emissions through renewable energy and recycled materials.

Insight - The devastating effects of climate change are now well documented, and many customers accept that human activities are to blame. As a result, many feel a responsibility to the environment and are looking to reduce their ecological footprint in both their day-to-day activities and large-scale purchases. Thus, companies that offer accessible and affordable products designed to "do no harm" will appeal to eco-conscious customers.



Modular Net Positive Homes

S2A Modular Creates Cost-Effective, Eco-Friendly Modular Homes



Net Zero Housebuilding Strategies

Architects Propose New Eco-Friendly Building Concepts



Net-Zero American Showhomes

LG Electronics Created Two State-of-the-Art Net-Zero Homes



Luxury Net Zero Homes

Sifton Properties to Build a Net Zero Home in London, Ontario

7.9
Score

Popularity

Activity

Freshness



Simplicity

Personalization

4 Featured, 35 Examples

107,807 Total Clicks

URL: [Hunt.to/451900](https://hunt.to/451900)

10

Solar-Powered Retail

Solar energy is increasingly utilized by the retail and restaurant industries



Solar-Powered Retail

Solar energy is increasingly utilized by the retail and restaurant industries

Trend - Retail and dining establishments are moving brick-and-mortar spaces that are fully powered by solar energy. In doing so, companies are successful in minimizing harmful energy use, while simultaneously catering to the concerns of the eco customer.

Insight - Many customers—especially Millennials and Gen Z—are conscious about the state of the environment, and the threat of pollution and climate change. As such, individuals are continuously emphasizing the importance of sustainable decisions and are taking it upon themselves to hold companies accountable. Through this activism, customers are experiencing peace of mind for taking care of the environment, and as a result, are drawn to businesses that reflect similar values.



Solar-Powered Beauty Stores

SoulTree in India Sets a Precedent as a Sustainable Flagship



Solar-Powered Restaurants

The McDonald's Restaurant at Disney World is First-of-its-Kind



Tree-Inspired Solar-Powered Shopping Centers

This Marketplace is Made with Biomimicry Technology



Growing Cannabis Acquisitions

Pure Harvest Successfully Acquires SKM Wellness Products

6.9
Score



Naturality
Catalyzation

4 Featured, 45 Examples
74,997 Total Clicks
URL: Hunt.to/447827

Recycled Accessory

Recycled luxury jewellery is becoming popular
as a sustainable alternative



Recycled Accessory

Recycled luxury jewellery is becoming popular as a sustainable alternative

Trend - Jewellery brands with products made from recycled materials are increasingly common as customers look to become more eco-friendly. These items prioritize sustainability while still offering the perception of luxury that customers want from their accessories.

Insight - Eco-conscious customers are increasingly looking to change various aspects of their lifestyles in order to accommodate more sustainable ways of living. These changes cover everything from the food they eat to what they wear, as more people become aware of how their purchase decisions impact the environment.



Recycled Solid Gold Jewelry

Merci Maman's Collection Précieuse is Designed to Last a Lifetime



Luxury Scandinavian-Designed Accessories

Linjer Rejects Fast Fashion and Supports Sustainability



Recycled Conflict-Free Jewelry

The Logan Hollowell x WildAid Collection Debuted on Earth Day



Recycled Silver Jewelry Lines

Loveness Lee Launches the Recycled Silver Collection

6.5
Score

Popularity

Activity

Freshness



Curation

Naturality

4 Featured, 35 Examples

37,885 Total Clicks

URL: [Hunt.to/451239](https://hunt.to/451239)

14

Geotarget Packaging

Companies are shedding light on local businesses through packaging initiatives



Geotarget Packaging

Companies are shedding light on local businesses through packaging initiatives

Trend - Some companies are leveraging marketing tactics to bring awareness to other local businesses and initiatives during the pandemic (which, so far, has proven to be a turbulent time for small businesses). This is done through unique packaging concepts such as QR codes that directly connect local businesses, recycling programs, and more.

Insight - The current economic climate has impacted many businesses, but independent businesses have suffered greatly in particular. As a result, customers have become more mindful of how they shop and seek ways to support local businesses. These customers tend to be those already immersed in social good; for many in this group, their goal is to keep the human element of the economy afloat.



Interactive Bottle Caps

SharpEnd Partnered with Guala Closures Group to Grow Its Connected Caps



Scannable Responsible Packaging

Lumi ID Helps Customers Properly Dispose of Product Packaging



Chromatic Artistry Seafood Branding

This Conceptual Canned Seafood Branding is Locally Focused



Geotargeted Chip Bags

Stacy's Pita Chips Uses QR Codes to Share a Women-Owned Business Directory

5.6
Score



4 Featured, 36 Examples ★ Advisor Pick

37,663 Total Clicks

URL: [Hunt.to/439651](https://hunt.to/439651)

Embodied Carbon

New building designs consider the environmental cost from start to end-of-life



Review of Trends by Hospitality Panel Research

Most of the panellists who responded to the survey work in the education and restaurant industry. The Hospitality Panel Research was also attended by professionals in the fields of accommodation and marketing, among others.

According to the panellists, the most important trends presented in the report in Finland are **Embodied Carbon** and **Eco Air Travel**, of which both are based on minimizing the carbon footprint.

Geotarget Packaging and Solar-Powered Retail weren't considered a significant trend in Finland.

In the comments, many panellists mentioned recycling, electric cars, reducing food waste and responsibility. Some had not observed any trends of circular economy at all.

Do you want to hear more about the results of the Hospitality Panel Research or use our professional panel as part of your research?

[Click here to get in touch, let's figure out how we can best help you!](#)

How are the trends seen in Finland?*

Trend 6: Embodied Carbon

3.1

Trend 1: Eco Air Travel

3.0

Trend 4: Recycled Accessory

2.8

Trend 2: Zero Homes

2.7

Trend 3: Solar-Powered Retail

2.5

Trend 5: Geotarget Packaging

2.5

** n=36, scale 1-5, : 1 = does not affect at all, 2 = not much, 3 = somewhat affects, 4 = affects quite a lot, 5 = affects very much*

We asked the panellists what kind of circular economy trends they have noticed in Finland. The panellists' responses focused on the following themes:

recycling, recycled materials, responsibility, food waste and waste reduction

The most prominent theme was **waste reduction**. It was mentioned by several panellists.

Responsibility divided opinions. Some panellists felt that responsibility is visible in their workplace, while some feel that it is talked about a lot at the strategic level, but in practice, it is not the case.

According to the answers, **carbon neutrality** is at least the goal mentioned in the workplace strategy, but in many cases, efforts are also made to promote it: one panellist's workplace uses solar power, another has noticed an increase in the popularity of electric cars.

According to several panellists, **recycling** and **utilizing recycled materials** is commonplace in their work. Restaurant equipment is recycled, goods are rented, and recycled material is preferred.





Specific Examples

Relevant Ideas & Case Studies

These ideas and case studies can consist of anything from campaigns, concepts, products, services and more.

This section offers a more detailed exploration into those individual standout innovations that relate to the circular economy.

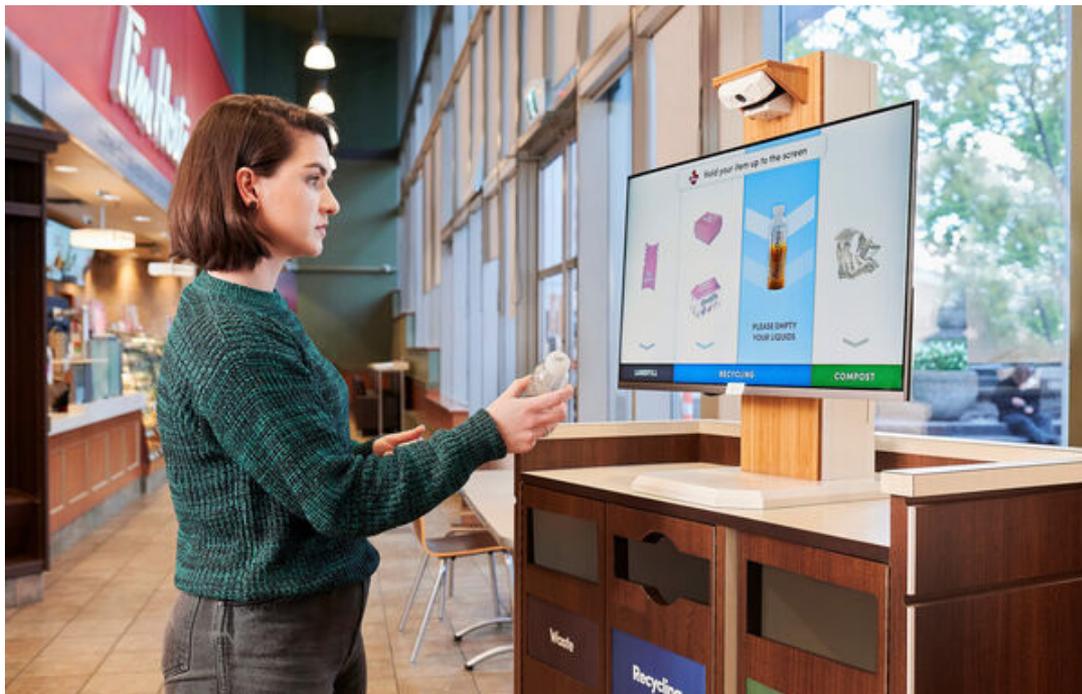
AI-Powered Waste Bins

Tim Hortons is Introducing Smart Waste Bins with Image Recognition Tech

For Waste Reduction Week, Tim Hortons is introducing several new initiatives, including the trial of a new hot beverage cup that's compostable and recyclable, as well as smart waste bins to help guests properly dispose of the packaging. There are 12 Tim Hortons restaurants across Canada that are receiving this technology, which will help guests identify packaging items with image recognition technology. On-screen, customers will be able to see whether or not their items can be recycled, thrown out or properly sorted into the compost.

The AI-assisted recycling technology will help to support the new test cups, which are made with up to 20% post-customer recycled content and are both compostable and recyclable.

Additionally, Tim Hortons is exploring a pilot project with zero-waste platform Loop featuring packaging that is reusable and returnable.



7.8
Score



9 Related

3,070 Total Clicks

URL: Hunt.to/463248

★ Advisor Pick

22

AI-Powered Recycling Technologies

Metaspectral is Developing Waste-Sorting AI for Better Recycling

Metaspectral, a Canadian technology company specializing in artificial intelligence and sustainable development, has been awarded over \$300,000 in grant funding by the B.C. government to support the development of its AI-powered recycling technology.

Metaspectral plans to combine AI, computer vision, and robotics to create a one-of-kind, waste-sorting technology that's aim is to increase efficiency in material processing and "improve the quality of post-customer recycled plastic." The technology is being designed to do a job that is near impossible for humans: to differentiate between clear plastics and indistinguishable materials in real-time.

The new technology will support the circular economy for plastics and improve local processing capacities. Certainly, this is a potentially revolutionary technology and one that is sure to be utilized considering the ambitious recycling goals Canada's government has just put into place in 2021.



7.0
Score



9 Related
38,835 Total Clicks
URL: [Hunt.to/456974](https://hunt.to/456974)

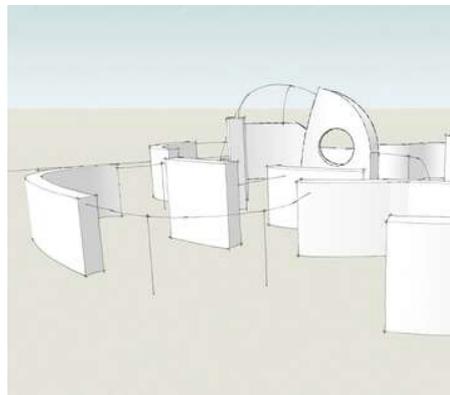
★ Advisor Pick

3D-Printed Recycled Playgrounds

Buřinka Designed the World's First 3D-Printed Parkour Playground

The Czech Republic welcomes the world's first 3D-printed parkour playground. Made with recycled concrete, the playground was designed by Buřinka. The company was also responsible for the country's first 3D-printed house, adding to its list of 3D construction innovations.

Spanning 14 by 12 meters, the parkour playground is a joint project between the private sector, the public sphere, and research ventures. To create the structures, obstacles were printed out of recycled concrete, known as "rebetong." The playground is set to open at the end of September 2021 in a new leisure area at Kupecky Elementary School in Prague. The parkour park is designed for children and adults. It works uniquely with rounded shapes in the hopes of reviving parkour culture.



6.6
Score



9 Related

5,644 Total Clicks

URL: [Hunt.to/459393](https://hunt.to/459393)

★ Advisor Pick

24

Curated Second-Hand Shopping Experiences

Galleries Lafayette Explores the Circular Economy Model

The Galleries Lafayette launched its second-hand clothing store to support its ongoing sustainability initiative.

After studying how the pandemic has affected department stores, the Galleries Lafayette directors felt it was time to offer something new to its returning loyal customers. To celebrate the reopening of the Galleries Lafayette, a series of second-hand boutiques have been placed around on the department store's second, third, and fourth floors. These spaces now offer a curated approach to purchasing pre-loved garments. The stores will feature various luxury designers such as Zadig & Voltaire, Maje, and Navy Paris.

Buying and merchandising director Marianne Romestain, explains "it's not just about having secondhand, it's about offering different visions and approaches of pre-loved and second."



8.1
Score

Popularity



Activity



Freshness



9 Related

4,313 Total Clicks

URL: [Hunt.to/460814](https://hunt.to/460814)

Climate-Positive Fashion Exhibitions

Pangaia & Galeries Lafayette Created an Immersive Experience

Ethical clothing brand Pangaia and Galeries Lafayette teamed up to create a temporary exhibition at the luxury department store that expresses the company's commitment to "high-tech naturalism." The immersive pop-up space is the first physical company experience from Pangaia and it is making a mark as a climate-positive space since the carbon footprint of the space is offset.

The space boasts a circular format and upon entering, guests are welcomed right into a peppermint garden. This portion of the interior tells the story of the company's Pprmint trademarked technology, which keeps clothing fresh with fabric fibre that contains peppermint oil. The company also tells its story through eco-friendly construction and educational messaging. On-site guests also have the chance to see three new colourways from Pangaia.



8.7
Score



9 Related

8,873 Total Clicks

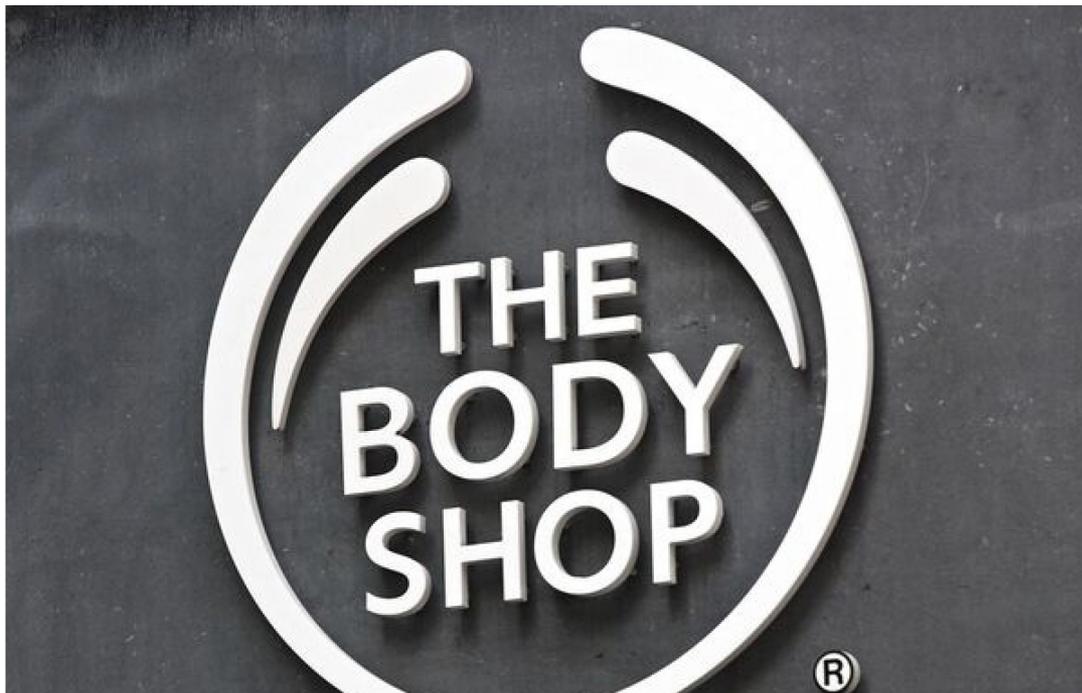
URL: Hunt.to/463690

Hard-to-Recycle Packaging Programs

The Body Shop Recycling Program Processes Cosmetic Packaging

The Body Shop recycling program is being launched in partnership with MyGroup and Scan2Recycle in a bid to help keep recyclable packaging out of the landfill. The program is intended to help process and recycle packaging to eliminate the occurrence of it simply being thrown into the garbage. The recycled material is then used by ReWorked to create shelters, furniture, shop fittings, bins and more.

Managing Director UK & Ireland at The Body Shop Linda Campbell spoke on the new recycling program saying, "Our founder Anita Roddick pioneered the philosophy that business can be a force for good, and this belief is still The Body Shop's driving force. We're constantly looking at ways to develop and improve our sustainability and create positive change."



8.0
Score

Popularity



Activity



Freshness



8 Related

7,011 Total Clicks

URL: Hunt.to/458854

Recycling Reward Campaigns

Coca-Cola is Rewarding Recyclers with Bikes and E-Scooters

Coca-Cola is launching a recycling initiative in partnership with Lime, the world's leading provider of shared electric vehicles. To celebrate the nationwide availability of the soda company's Sip Sized bottles made from 100% recycled plastic material (rPET), Coca-Cola rewards people committed to recycling.

The two companies are offering more than 40,000 free bike or e-scooter rides to people who purchase and pledge to recycle their Sip Sized bottles. As the demand for micro-mobility skyrockets, especially among Gen Z, Coca-Cola and Lime's partnership aims to make zero-emission modes of transportation more accessible. This will help reduce the impact of transportation on the environment. Coca-Cola's 13.2 oz Sip Sized bottles are part of its commitment to the World Without Waste initiative.



6.9
Score

Popularity



Activity



Freshness



8 Related

8,555 Total Clicks

URL: [Hunt.to/459156](https://hunt.to/459156)

28

Customer-Friendly Recycling Initiatives

Bulldog Skincare Makes Returning Old Products Effortless

To top its business's sustainability presence, the grooming brand Bulldog Skincare has announced its new recycling initiative. Bulldog Skincare is known for its sustainable grooming products such as bamboo razors. The company has decided to take its sustainability game one step further by partnering with recycling specialists First Mile.

Essentially, this new initiative invites customers to return their empty skincare tubes to Bulldog, which will then be recycled into new packages. The company will use a microwave pyrolysis technique that breaks down plastics into oil which can then be refined to make new plastic. Customers can also return razor blades which will be recycled into renewable energy used to power businesses and homes.

Customers can return their products free of charge - making this sustainable effort hassle-free and straightforward.



4.5
Score



9 Related

5,844 Total Clicks

URL: Hunt.to/459082

Tech Company Sustainability Commitments

Samsung 'Galaxy for the Planet' is Future-Thinking

The Samsung 'Galaxy for the Planet' initiative is a new commitment being launched by the tech company to help eliminate the use of single-use plastics from all its product packaging in the near future. The commitment will see the company shifting to recycled materials across all its new mobile products by the year 2025. The company will also push to minimize the amount of waste generated at mobile worksites to divert all waste from going to the landfill by 2025.

President and Head of Samsung Electronics' Mobile Communications Business TM Roh explained the new Samsung 'Galaxy for the Planet' initiative further saying, "We believe that everyone has a role to play in providing innovative solutions that protect the planet for generations to come. Samsung understands our efforts need to match our scale, our influence, and the magnitude of the entire Galaxy ecosystem around the world. Galaxy for the Planet is an important step in our journey toward creating a more sustainable world, and we will do so with the openness, transparency, and collaboration that drives everything we do."



3.7
Score



9 Related

3,336 Total Clicks

URL: [Hunt.to/458969](https://hunt.to/458969)

Eco Water Packaging Pledges

Icelandic Glacial Will Launch New Sustainable Packaging

Bottled water producer Icelandic Glacial specializes in "naturally alkaline, super-premium spring water" that is offered at an accessible price point. Addressing growing customer desires for sustainable bottled water alternatives - a result of ongoing plastic pollution - the company recently launched a new initiative that aims to reduce plastic production with two new packaging formats.

By 2021, Icelandic Glacial is planning to replace all existing PET packaging with "50% post-customer recycled plastic (rPET)" while also launching aluminum can packaging for both its still and sparkling water products. The company is also planning to launch a "new 3-liter packaging option for the refrigerator or counter along with a 20-liter packaging option for food service," all aiming to reduce the company's environmental footprint and bringing it closer to carbon neutrality.



The **Purest** Tasting **Water** On E

4.1
Score



9 Related
4,742 Total Clicks
URL: Hunt.to/446042

Sustainable Progressive Industrial Fashion

BLUE SKY LAB Inspires Viewers at Shanghai Fashion Week

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NIO Life, a design lifestyle label unveils its sub-label BLUE SKY LAB at Shanghai Fashion Week 2021. BLUE SKY LAB is its own branch of sustainable fashion, exploring functional design that comes from an industrial angle. The collection of goods uses recycled vehicle-grade fabric materials.

This includes the likes of seat belts, airbags, and even haptex BASF leather materials (ecological synthetic leather) sourced from automobile manufacturing. The label launches 59 sustainable pieces that are broken off into three different chapters: starting with Urban, followed by Energy, finalized by Exploration. The company continues to search for environmentally friendly materials while working with fashion designers from all over the world for its plans for the upcoming future and the designs to come.



7.5
Score



9 Related

2,777 Total Clicks

URL: [Hunt.to/463377](https://hunt.to/463377)

Naturally Cooling Pavilions

Carlo Ratti Associati's Pavilion Investigates Reusable Materials

Carlo Ratti Associati's pavilion at Dubai Expo 2020 investigates the use of reusable materials for a sustainable design. The Italy Pavilion also utilizes material with natural cooling properties to reduce the economic and environmental strain of air conditioning.

Architects Matteo Gatto and Italy Rota designed the pavilion to include three boat hulls in collaboration with multidisciplinary studio F&M Ingegneria. The boats are located on top of the structure, surrounded by a curtain made from 70 kilometers of rope made from recycled plastic. Italy Pavilion is formed from 150 slender vertical steel pillars. The architects intended to portray how temporary structures can avoid wastefulness. Future builders can use this ideology for expositions, Olympic buildings, and others of the like.



5.7
Score



9 Related

5,880 Total Clicks

URL: [Hunt.to/461875](https://hunt.to/461875)

Solar Panel Canopies

Grimshaw Studio Designed the Terra Pavilion to Generate its Own Energy

The Terra Pavilion is topped with a 135-meter-wide solar panel that spans the building's entire canopy. UK-based Grimshaw Studio is the brainpower behind its design. The firm created the pavilion to anchor the sustainability district at the Dubai Expo.

Terra is located at one of the main entrances to the site. Its sustainable design allows it to generate its own water and energy. The building is the main permanent structure within the sustainability district. It contains 6,000 square meters of exhibition spaces, mostly embedded in the ground. In keeping with the sustainable initiative, the exhibition spaces are covered with earth roofs and shaded with a sizeable tree-like canopy made from 97% recycled steel. Moreover, the canopy supports over 1,055 solar panels.



7.6
Score



9 Related

3,031 Total Clicks

URL: [Hunt.to/462052](https://hunt.to/462052)

Circular Beauty Brands

Ace of Air Lets Customers Buy The Product & Borrow The Package

Ace of Air is a circular beauty brand that's designed to be fully zero-waste and it distinguishes itself with clean products and a "Buy the Product & Borrow the Package" model. The company is preparing to introduce eight skincare and supplement products that are free from harsh ingredients such as fillers, allergens, parabens, silicones, sulfates, formaldehyde and more.

Some of the ingredients that can be found in the products include fair trade Moringa from Haiti to wild-harvested Kahai Oil from Columbia, and these are just a few of the company's ingredients that are sustainably and ethically sourced to support both people and the planet.

With Ace of Air, customers can choose the products they want to receive in their Boomerang Box and send back empty product packaging.



6.9
Score



9 Related

8,080 Total Clicks

URL: [Hunt.to/445943](https://hunt.to/445943)

Conversation-Starting Eco Designs

Delo's New 3D-Printed Chair is Designed to Spark Dialogue

Delo, a Russian design studio, has given waste a new meaning with the launch of its 3D printed seat. Made from recycled plastic yoghurt cups, the 'Rechair' boasts a sleek design and eco-aware design.

The 'Rechair' is made of two separate pieces - a metal frame and a 3D-printed seat. Delo used a 3D printer by EBURET studio, which specializes in recycled plastic. The 3D-printed seat has a textured finish which adds depth to the overall design and aesthetic.

The project aims to normalize the use of recycled plastic as an elevated building material. The design team explains, "what we want to emphasize is that the objects made from recycled plastic are not an abstract or distant idea, but a new part of the reality we live in." The chair is designed for mass production and sparks conversation surrounding sustainability and design.



7.3
Score



9 Related

3,526 Total Clicks

URL: [Hunt.to/462487](https://hunt.to/462487)

Reusable QSR Food Containers

This Reusable Tupperware Supports Loop Partner Tim Hortons

Tupperware designed and produced a custom reusable Tupperware container for Tim Hortons, one of Loop's business partners, to support circular reuse. The one-of-a-kind returnable packaging solution was created for Tim Hortons food menu items that can be ordered at select locations across Burlington, Ontario.

This test pilot with Tim Hortons marks Tupperware's first foray into the market as a part of its partnership with TerraCycle's zero-waste Loop platform. This kind of packaging has the potential to reshape the quick-service industry and reduce the reliance on single-use packaging. The red container features a QR code so that customers are aware of how they can help to reduce both food and packaging waste with this pilot program.

In the future, more packaging solutions made by Tupperware will be available to Loop's business partners.



7.9
Score

Popularity



Activity



Freshness



9 Related

18,992 Total Clicks

URL: [Hunt.to/463763](https://hunt.to/463763)

Solar-Powered Floating Pods

This Pod Offers Opulent & Eco-Friendly Entertainment On Dubai's Waters

Aquatic Architects Design Studio, an architecture services company that's dedicated to crafting developments that float on water, has teamed up with Innovative Marine Ventures to create a high-tech floating pod that is designed to provide an eco-friendly and stylish way to experience and enjoy the pristine waterways of Dubai.

The 'AP EX1' floating pod comprises a platform that measures in at 45 square meters and includes amenities including an outdoor lounge, dining area, kitchen, bathroom and a jet ski module. The pod utilizes the considerable sun available in Dubai by making use of solar panels that are more than sufficient to take care of the pod's energy needs.

Available for rentals to individuals and tourism companies alike, the 'AP EX1' floating pod is a fine example of luxury meeting sustainability in the leisure market.



7.3
Score



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Refillable Glass Cosmetics

Lumson Launches a Refillable Scheme with its RePlace Glass Jars

Lumson's new RePlace glass jars are part of its new campaign to raise awareness around sustainable and recyclable packaging in the beauty industry. To accomplish its sustainability mission, the company launched a refill system.

Its new glass "rechargeable" glass jars are equipped with an inner refill cup. Eco-conscious customers looking for products with an element of customization will benefit from the new circular design. The company's in-house team designs the glass to ensure users can easily remove the inner cup and replace the product without difficulty. Moreover, Lumson aims to accommodate the market's new and increasing sustainability demands by offering a quality-oriented refillable product. While the new packaging is eco-friendly, the design remains classy and elegant.



6.3
Score

Popularity



Activity



Freshness



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Recycled Material Smartphone Cases

The Google Pixel 6 Phone Case Comes in Three Colors

The Google Pixel 6 Phone Case is an eco-friendly take on the essential smartphone protector. It will provide users with a way to enjoy a premium style that is achieved with recycled materials.

The case has a construction achieved using 30% post-customer recycled materials and thermoplastic elastomer to make it a sustainable option to pair with the latest generation handset. The case has a dual-layer design that is ideal for absorbing shocks and has raised edges to protect the smartphone with daily use.

The Google Pixel 6 Phone Case comes in three colour options including Light Rain, Cotton Candy and Stormy Cloud, which are both available for preorder now. The case is designed to maximize the beauty of the smartphone rather than hide it.



8.2
Score



9 Related
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Sustainable Dairy-Free Spreads

The Flora Plant B+tter Spreadable is Vegan-Friendly

The Flora Plant B+tter Spreadable is a 100% plant-based spread for customers seeking out a dairy alternative that is perfect for enhancing their favourite dishes and recipes. The butter alternative spread is completely plant-based to make it suited for vegetarian and vegan customers alike, while also being great for customers with a sensitivity to dairy or lactose. Crafted with 100% natural ingredients, the spread has no artificial colours or flavours and has a low-carbon footprint that is reported to be 70% lower than traditional butter.

Marketing Director at Upfield UK & Ireland Alan Black spoke on the new Flora Plant B+tter Spreadable saying, "Offering healthy, tasty and plant-based products that are more sustainable is one of our principal objectives here at Upfield. This is why we have launched Flora Plant B+tter Spreadable. The desire for more sustainable, vegan products is rising, and so we wanted to provide customers with a spreadable alternative to dairy butter that is made with 100% natural ingredients, and could be fully recycled, but still had the creamy, delicious taste of butter. The launch of Flora Plant B+tter Spreadable is a great step towards our brands committing to providing plant-based, sustainable products to customers, and we look forward to hearing feedback on the new spread."



5.1
Score



9 Related
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Plastic Produce Packaging Bans

France Has Announced a Plastic Packaging Ban for Fresh Items

It's commonplace to visit a grocery store or market and find fruits and vegetables wrapped in plastic, but a new plastic packaging ban is being implemented in France to help combat the use of single-use plastics.

The French government has published a list of roughly 30 fruits and vegetables that will no longer be permitted to be packaged in plastic once the ban comes into effect starting on January 1, 2022. The ban comes after research estimates that 37% of fruits and vegetables are sold in plastic packaging that, once eliminated, could save more than one-billion unnecessary plastic packaging items each year.

The France ministry spoke on the plastic packaging ban in a statement cited by Reuters which said, "We use an outrageous amount of single-use plastic in our daily lives. The circular economy law aims at cutting back the use of throwaway plastic and boost its substitution by other materials or reusable and recyclable packaging."



6.9
Score

Popularity



Activity



Freshness



9 Related

5,232 Total Clicks

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Recyclable Frozen Food Packaging

This New Walki Recyclable Tray Packaging is Convenient

These Walki recyclable tray packaging examples have been unveiled by the company to provide customers with a convenient yet eco-focused way to enjoy premium meals from the comfort of home.

The packaging comes in the form of the Walki Pack Tray PET and the Walki Pack Tray UR, which are both suited for being recycled in paper streams. The packaging is ideal for ready-made or frozen meals thanks to its ability to be heated in the oven for up to 60-minutes. The third addition to the company's portfolio is the Walki Pack Food Service Trays that are high-fiber and easy to recycle.

The new Walki recyclable tray packaging comes as part of the development of eco-focused packaging solutions that also maintain attention to convenience.



8.6
Score



9 Related

2,506 Total Clicks

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Nature-Inspired Biodegradable Fibers

Werewool Seeks to Contribute to a Circular Economy

The use of sustainable fibres in clothing is important, given the growing consequences of climate change. Many designers continuously seek out to work with eco-conscious, flexible, and performance-driven materials. Werewool is one such innovation that works to mitigate the industry's environmental impact.

Werewool has been working on a new "revolutionary fibre development platform to create biodegradable fibres with tailored aesthetic and performance properties." The team behind the groundbreaking textile is taking inspiration from nature and utilizing the tools of biotechnology to reach an actionable result. The fibres are being designed "at the DNA level" and the developers are keeping the demands of today's customers in mind—from aesthetic values such as colour to more functional conveniences such as moisture management and stretch.



6.3
Score

Popularity



Activity



Freshness



9 Related

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Identify future trends and scenarios

LAB8's trend report provides an overview of the hottest topics in the service industry, taking a peek at rising and hidden trends. Our customized workshops delve into trends and future scenarios important for your business.



LAB8's Trends Workshops:

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Our guided trend workshop uses the Consumer Trend Canvas tool to find trends important for your company. Identifying trends is an important part of finding innovation opportunities.

2. Guided scenario workshop

Led by LAB8's specialists, the workshop helps your company develop and test scenarios by making assumptions about future prospects and changes.

TRENDS



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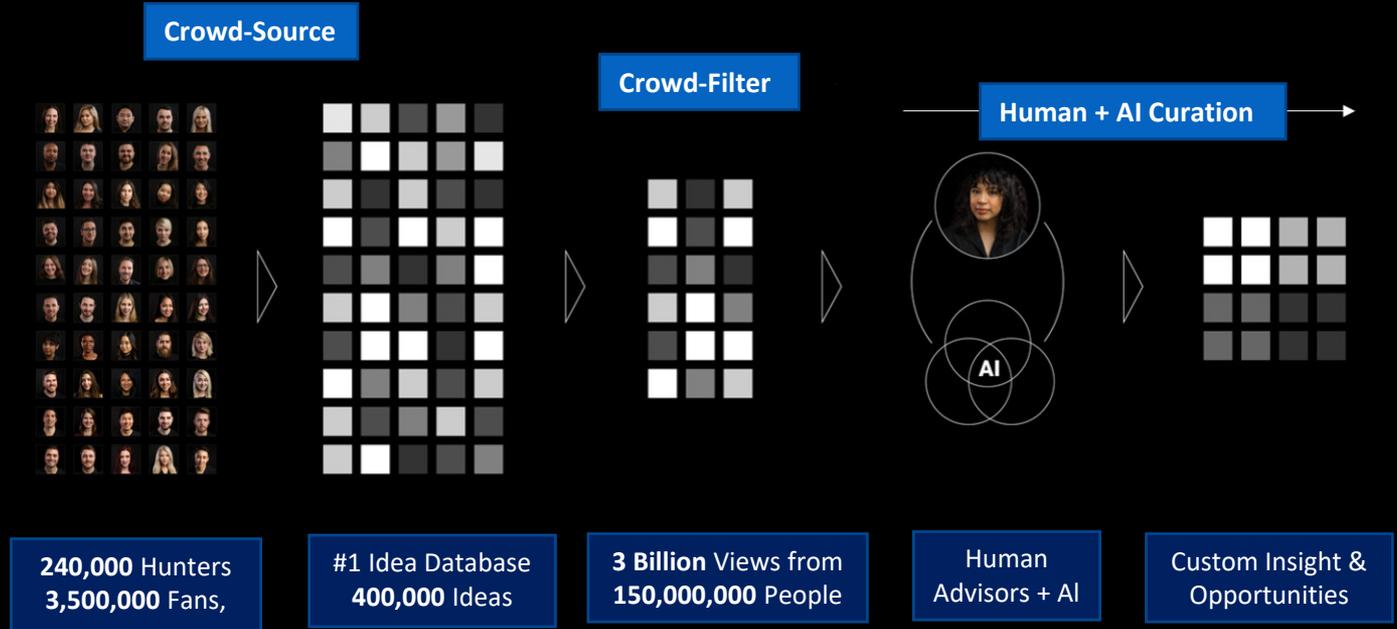


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