



# Teddy bag

**INDEX: Design for Education**

**Ane Eguiguren & François Verez**

# HI!

## FRANÇOIS VEREZ

23 YEARS OLD

FRANCE

PRODUCT DESIGN ENGINEER

WORKING IN DECATHLON (FRANCE)



## ANE EGUIGUREN

24 YEARS OLD

SPAIN

PRODUCT DESIGNER

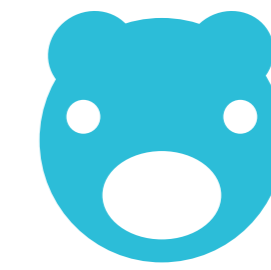
WORKING IN EXPERIENTIA (ITALY)



# FIRST PROPOSAL

**NOVEMBER 2010**





# WHERE THE IDEA COMES FROM

## A CHILD'S SOUVENIR

**ENCOURAGE CHILDREN TO GO TO SCHOOL**

**OBJECT THAT INCLUDES THE FIRST  
NECESSITIES AT SCHOOL AND WHICH HAS  
AN EMOTIONAL BOND WITH THE CHILD**

**STUDYING EQUIPMENT RELEVANCE**

**START WORKING FROM A SCHOOL BAG**

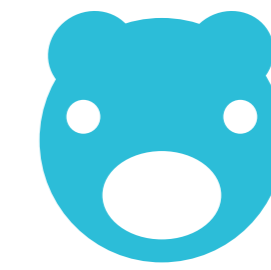






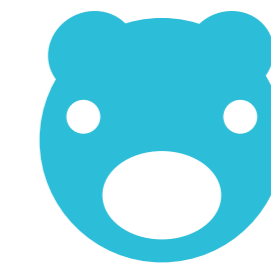
# IDEA GENERATION PROCESS





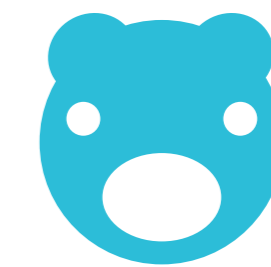
# IDEA GENERATION PROCESS



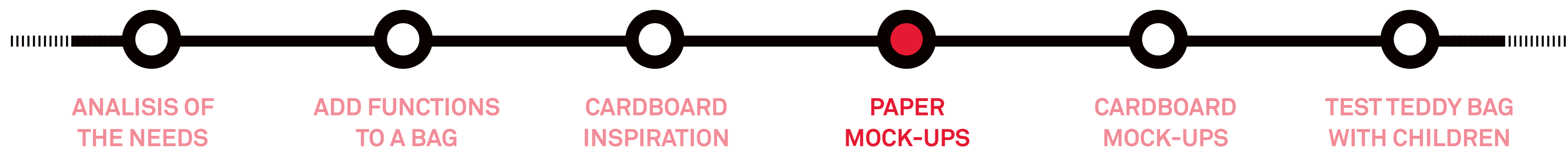


# IDEA GENERATION PROCESS





# IDEA GENERATION PROCESS







# IDEA GENERATION PROCESS







# IDEA GENERATION PROCESS







# RESULT

**SCHOOL BAG  
DESK**



**CARDBOARD  
EASY PRODUCTION**



**WORK AT SCHOOL  
WORK AT HOME**





# JURY'S FEEDBACK

**ERGONOMICS**

**ALTERNATIVE MATERIALS**

**RECYCLING ASPECTS**

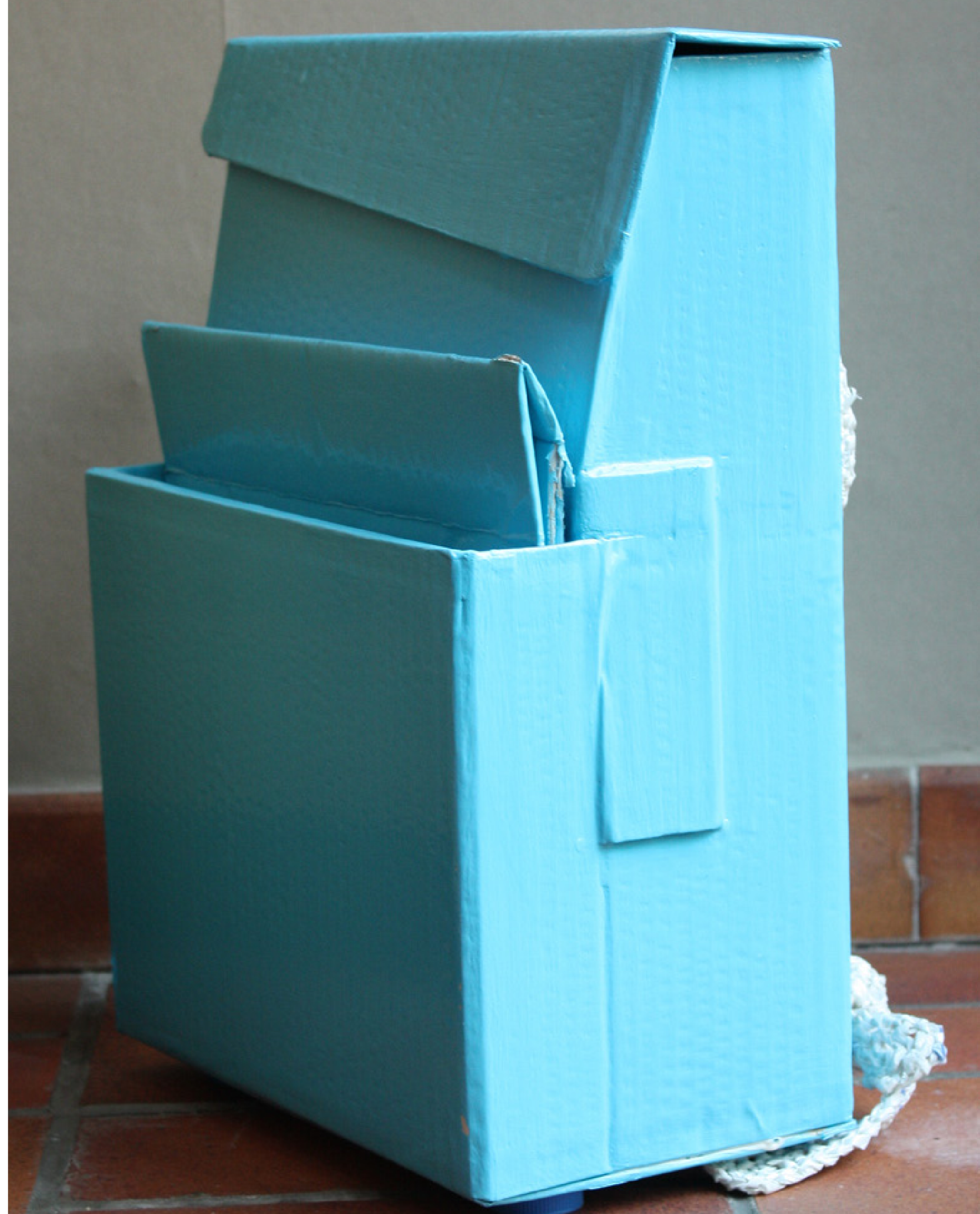
**FLOORING SOLUTION**

**PERSONALIZATION OPTION**

**RE-ENFORCE FOLDING AREAS**

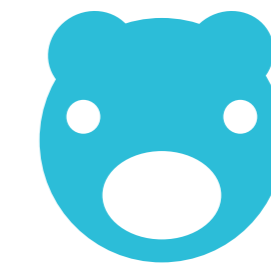
**WATER RESISTANT**

**EASIER TO BE ASSEMBLED**



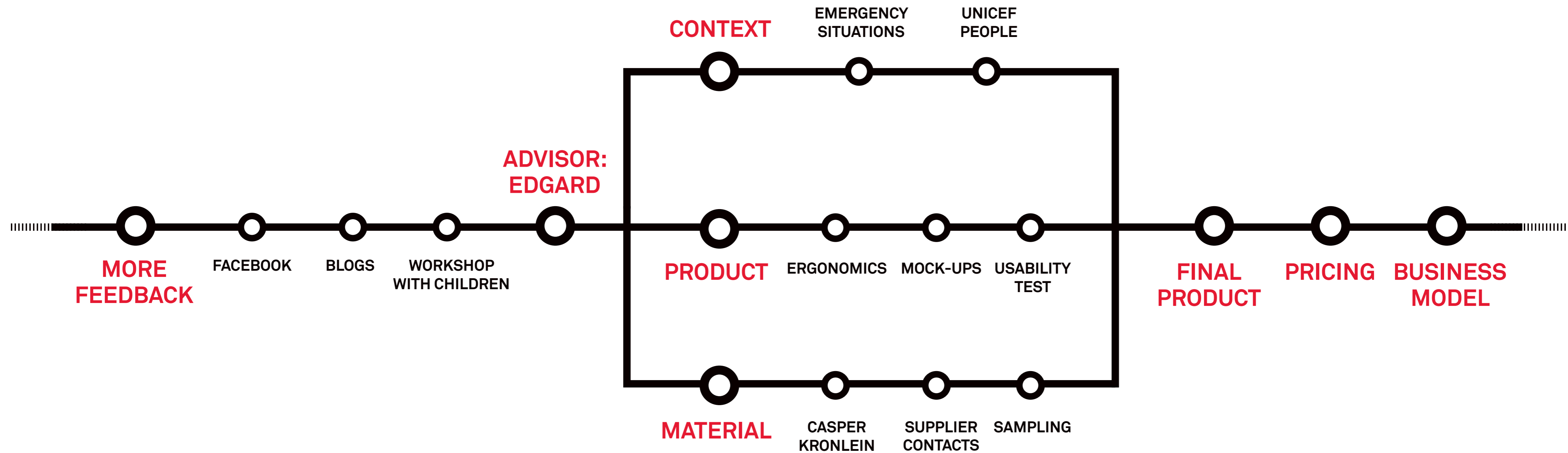
**AND,**

**WHAT TO DO NOW?**

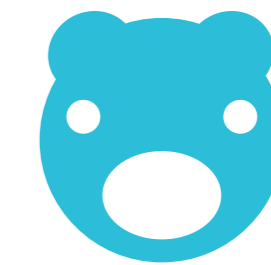


# STRATEGY OF THE PROJECT

## COLLABORATIONS





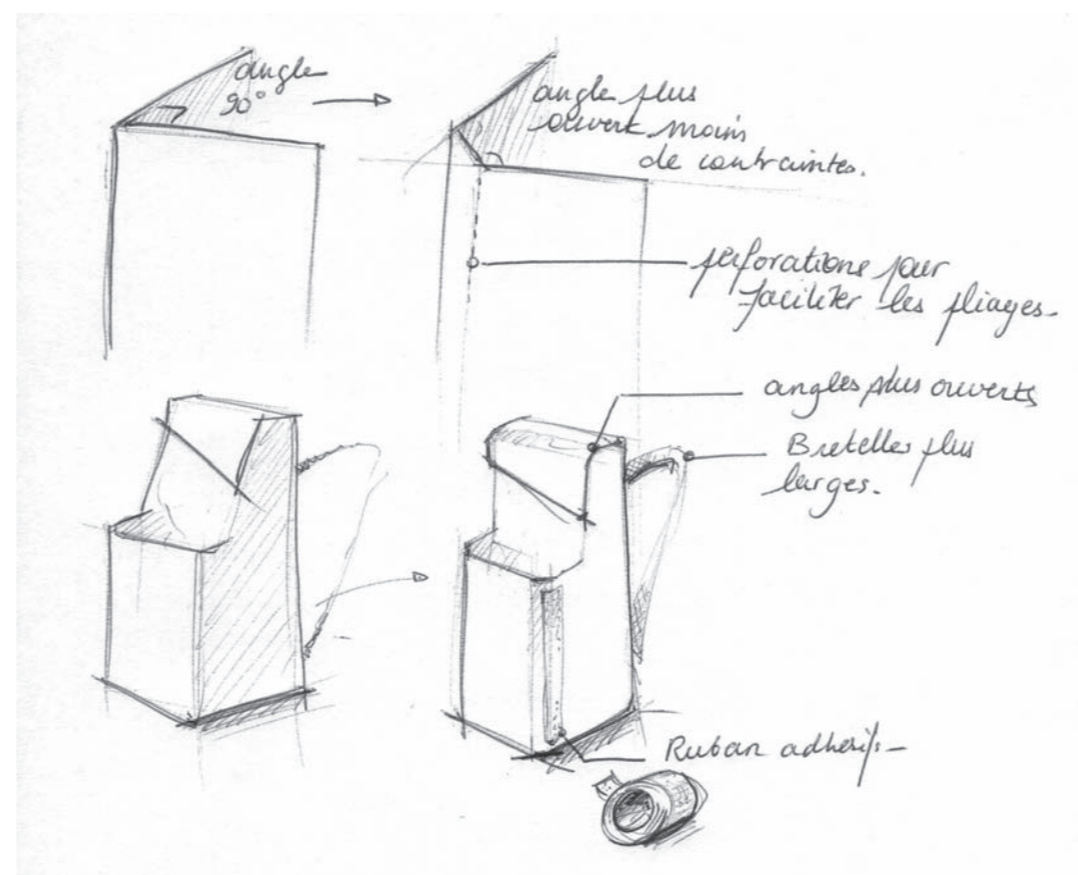


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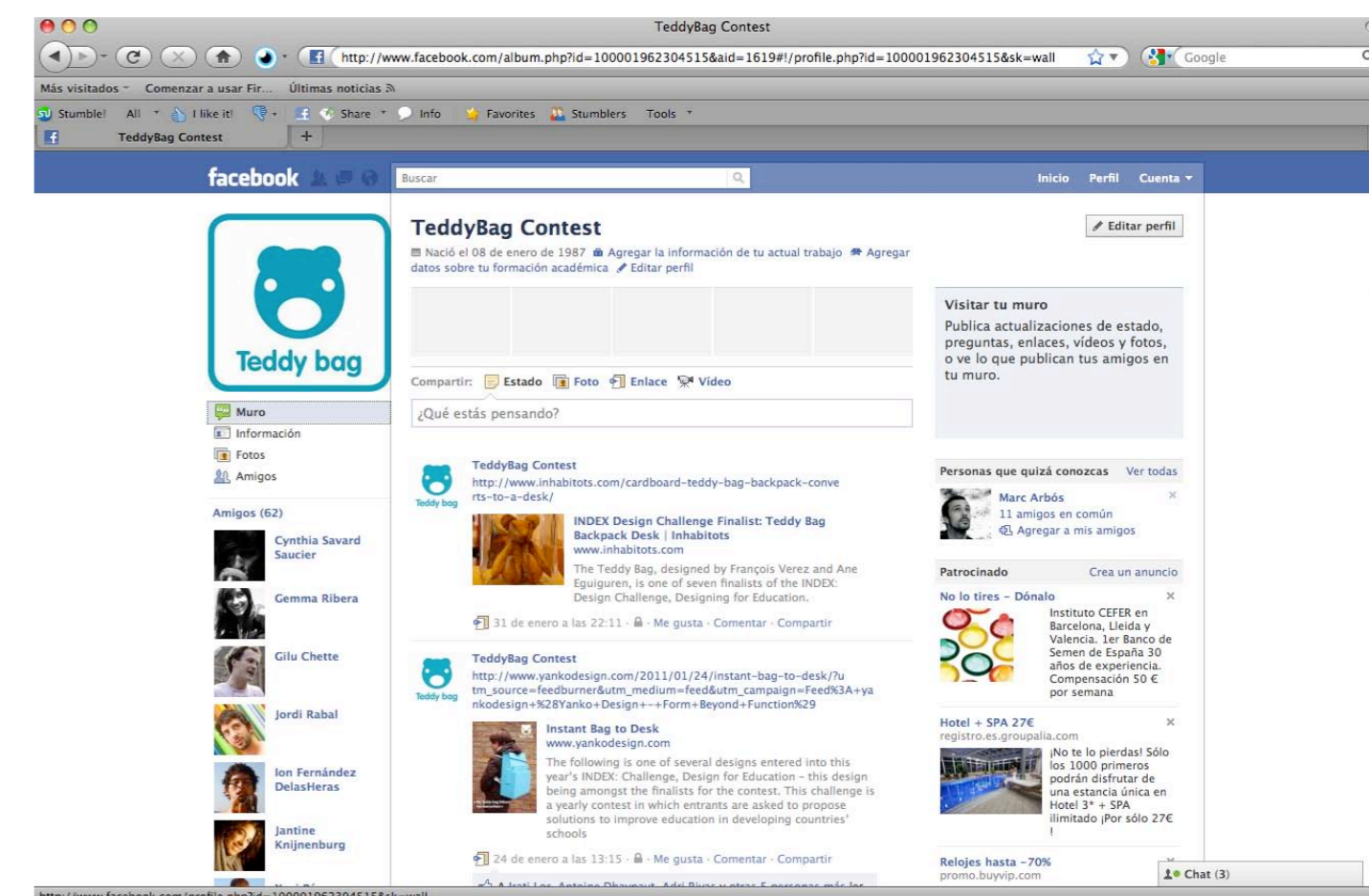
# MORE FEEDBACK

## FACEBOOK

62 FRIENDS  
 MORE THAN 5 NACIONALITIES  
 MORE THAN 50 COMMENTS



Ellyn's drawings



- ERGONOMICS
- WATER RESISTANT
- CUSTOMIZATION
- SLATE
- HANDLES
- ENVIRONMENT
- PLASTIC USE
- LOW COST
- EASY PRODUCTION PROCESS







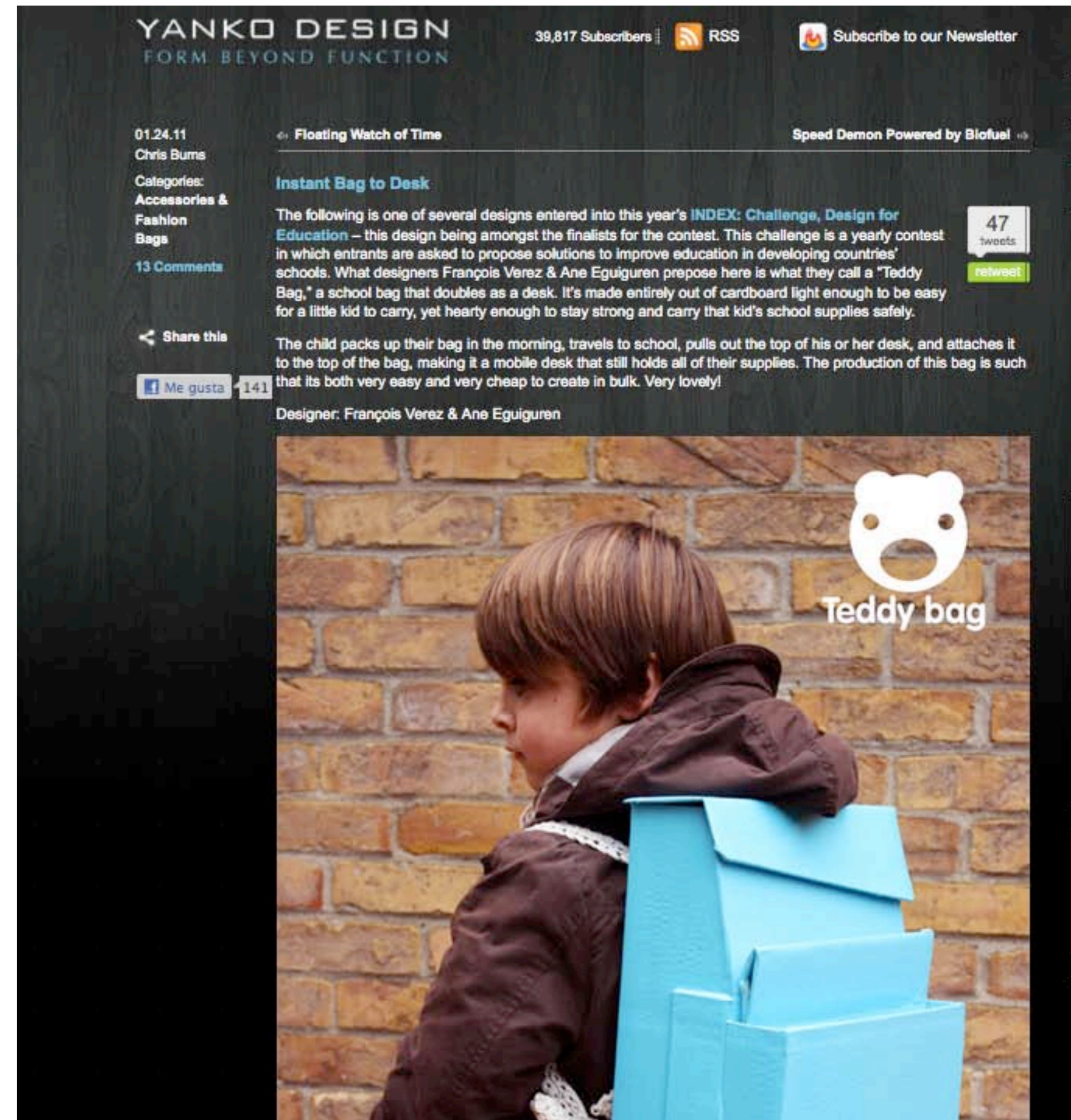
# MORE FEEDBACK

## BLOGS

**MORE THAN 10 BLOGS:  
YANKO DESIGN  
SCIENCE OF THE TIME  
INHABITOTS  
...**

*“This portable desk, that is easy to be carried by a little kid, is a clever design that you should have at home.”*

*“You could get better ergonomics & weight ratios with plastics. Cardboard wouldn’t be useable, not water/weatherproof and not usable as a seat.”*







# MORE FEEDBACK

## WORKSHOP WITH CHILDREN

2 SCHOOLS

4 CLASSROOMS

98 CHILDREN

### CHILDREN'S VIEW

#### LIKE

PERSONALIZATION  
CONSTRUCTIBLE

#### DISLIKE

COLOR IS MISSING

#### ADD

LIGHT  
SLATE  
IDEA OF SHARING

...





# MORE FEEDBACK

## WORKSHOP WITH CHILDREN



**TEDDY BAG**

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FEBRUARY 2011



Nombre: Lucia Ekintzova

Edad: 7 años







# ADVISOR

EDGARD SEIKALY



**THINK ABOUT THE CONTEXT**

**DO YOU KNOW WHAT THE PP  
FLUTE IS?**

**THE PROCESS AND PRICE  
ARE IMPORTANT**







# RESEARCH

## CONTEXT

### WHAT IS AN EMERGENCY SITUATION?

HUMAN CAUSES (WARS AND CONFLICTS)

NATURAL CAUSES (EARTHQUAKES, HURRICANES...)

BUT IT'S ALSO A COUNTRY IN A DIFFICULT SITUATION  
THAT NEEDS HELP FOR ITS DEVELOPMENT

E.G.: HAITI







# RESEARCH

## CONTEXT

### WHAT DOES UNICEF DO WHEN THERE IS AN EMERGENCY SITUATION?

#### FIRST DAYS: BASIC NEEDS (PHYSICAL)

- DRINKABLE WATER
- MEDICAL HELP
- HYGIENE
- NUTRITION

#### 100 DAY PROGRAM (MORAL)

- EDUCATION
- CHILDREN'S PROTECTION
- HEALTH







# RESEARCH

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- EDUCATION**
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# RESEARCH

## CONTEXT

**HALF OF HAITI'S SCHOOLS AND ITS THREE MAIN UNIVERSITIES WERE DESTROYED OR BADLY DAMAGED IN THE EARTHQUAKE**

**OTHER SITUATIONS:  
PAKISTAN**







# RESEARCH

## CONTEXT

### WHY ARE SCHOOLS SO IMPORTANT?

KIDS GO BACK TO EVERYDAY LIFE

SAFE ENVIRONMENT

HELP CHILDREN OVERCOME TRAUMA

EDUCATION IS INDISPENSABLE TO FACE  
THE FUTURE

*"Education is at the core of Haiti's recovery  
and is the key to Haiti's development."*







# RESEARCH

## CONTEXT

### HOW DOES UNICEF BUILD THE PROVISIONAL SCHOOLS?

#### TENTS

#### FURNITURE:

NO STOCK

PRODUCED IN NEIGHBOUR COUNTRIES

SEND: LAND CROSSING/ HELICOPTERS

#### SCHOOL KIT:

SCHOOL BAG

RULED PAGE BOOK (A5 SIZE)

EXERCISE BOOK (A5 SIZE)

COLOURING PENCILS

ERASER

PENCIL HB

PENCIL SHARPENER

BLUE PEN







# RESEARCH

## MATERIAL

### PP FLUTE

INVESTIGATION PROCESS

CASPER KRONLEIN+ TWO SUPPLIERS

PRODUCTION PROCESS  
(VERY SIMILAR TO CARDBOARD)

SAMPLING







# DEVELOPMENT OF THE PRODUCT

## THREE MOCK-UPS

1

**3 -6 YEARS OLD**  
**ERGONOMICS**  
**NOT REAL DESK**  
(ADJUSTABLE TABLE)





1







# DEVELOPMENT OF THE PRODUCT

## THREE MOCK-UPS

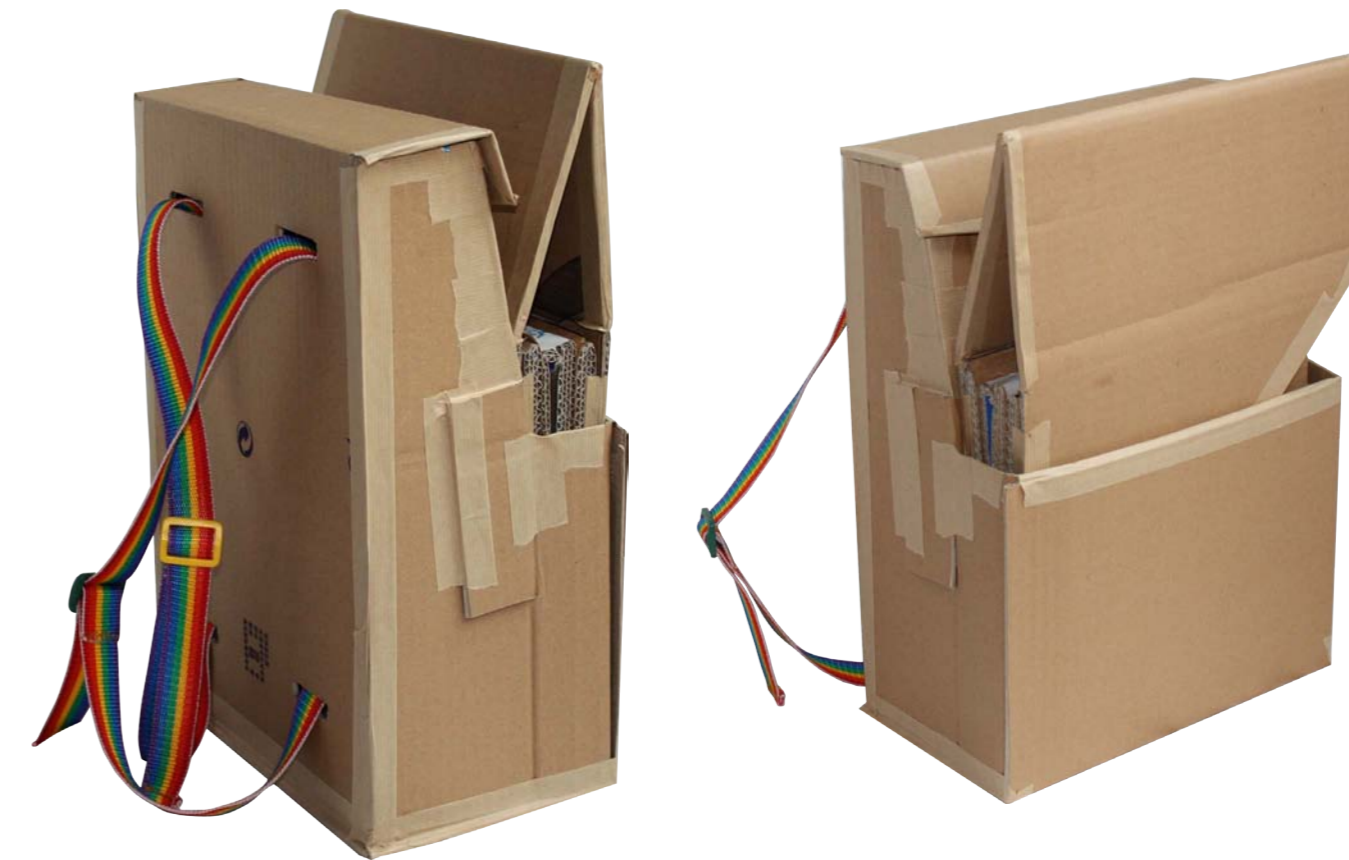
1

3 -6 YEARS OLD  
ERGONOMICS  
NOT REAL DESK  
(ADJUSTABLE TABLE)



2

6 -9 YEARS OLD  
ERGONOMICS  
CROSS LEGGED





2

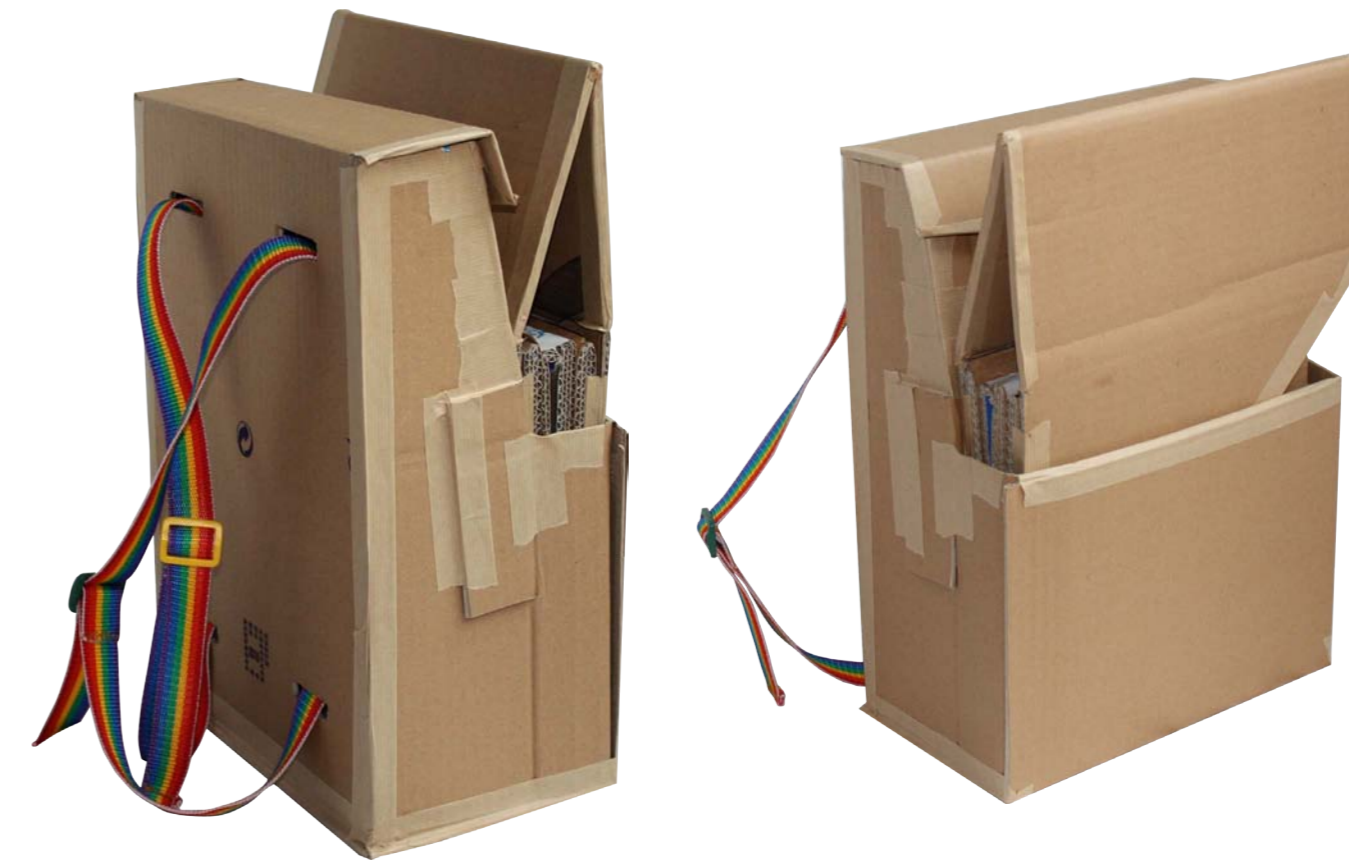






# DEVELOPMENT OF THE PRODUCT

## THREE MOCK-UPS



1

3 -6 YEARS OLD  
ERGONOMICS  
NOT REAL DESK  
(ADJUSTABLE TABLE)



2

6 -9 YEARS OLD  
ERGONOMICS  
CROSS LEGGED



3

6 -9 YEARS OLD  
ERGONOMICS  
TABLE BETWEEN  
LEGS





3







# USABILITY TEST

## CHILDREN'S FEEDBACK SAMPLE

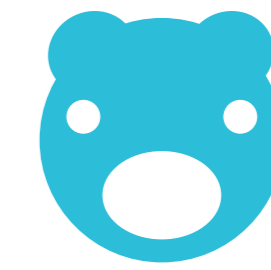
 VIDEO



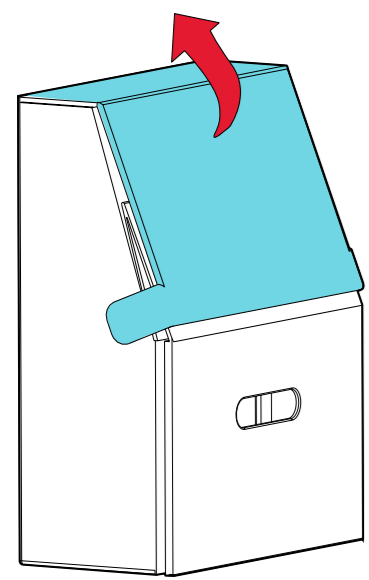


# TEDDY BAG

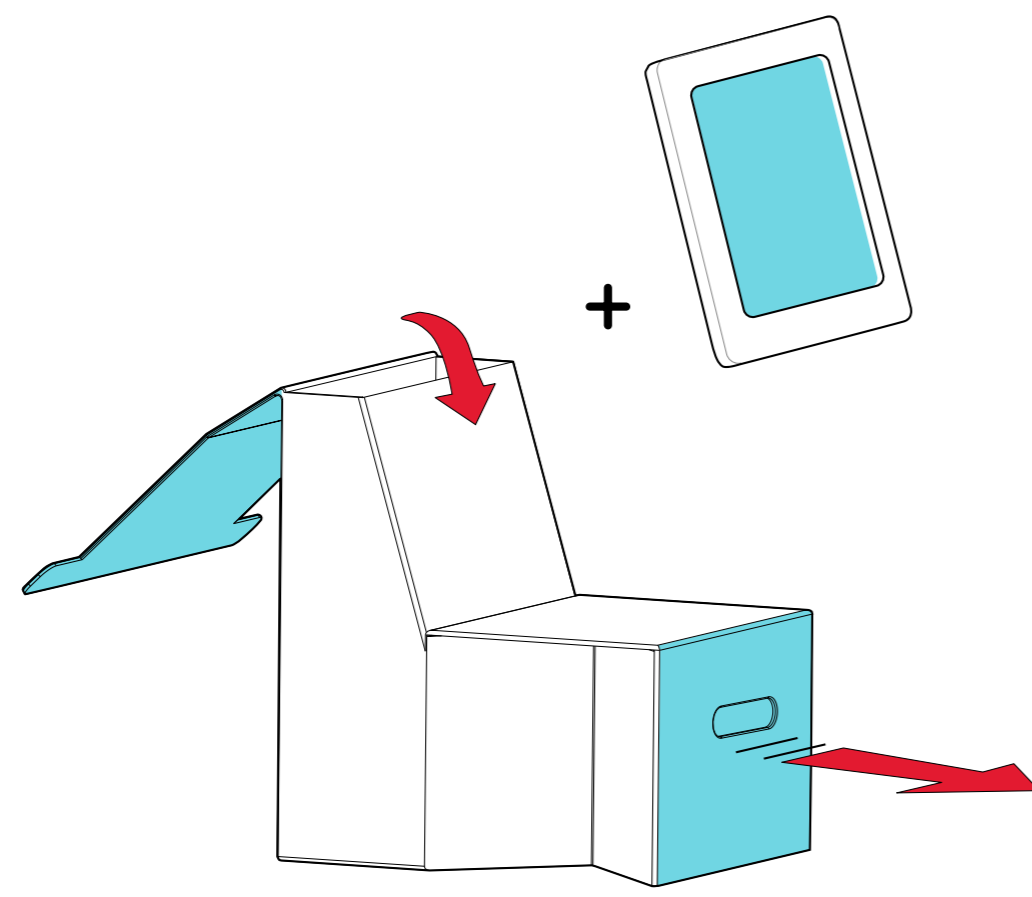
FINAL PROPOSAL



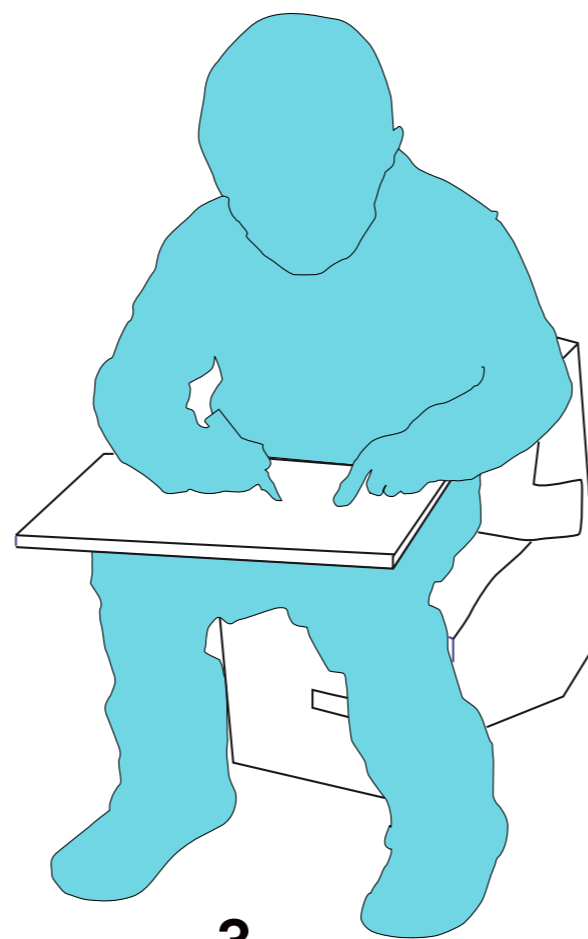
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1



2



3





# TEDDY BAG

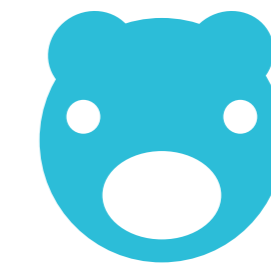




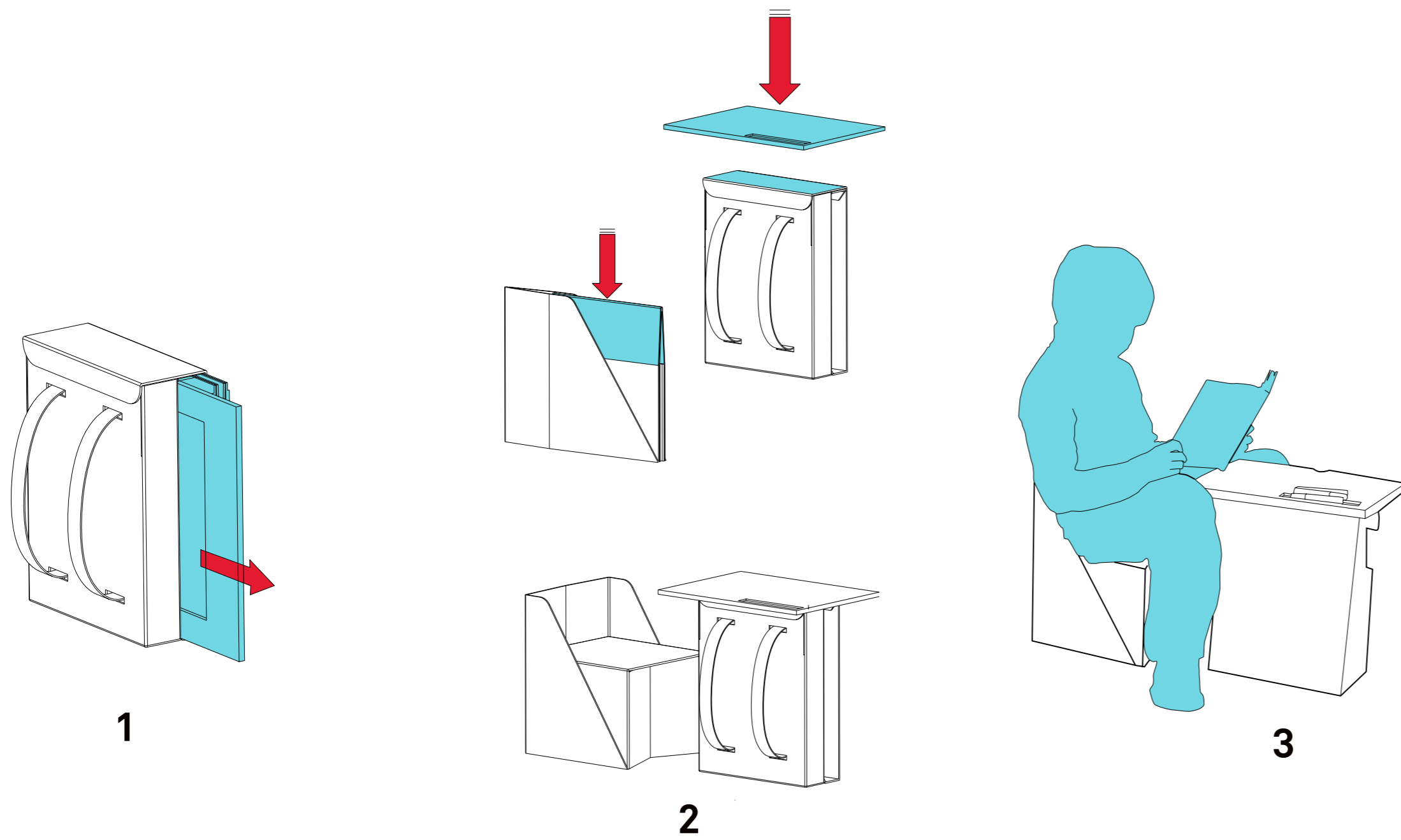
# TEDDY BAG



## FINAL PROPOSAL

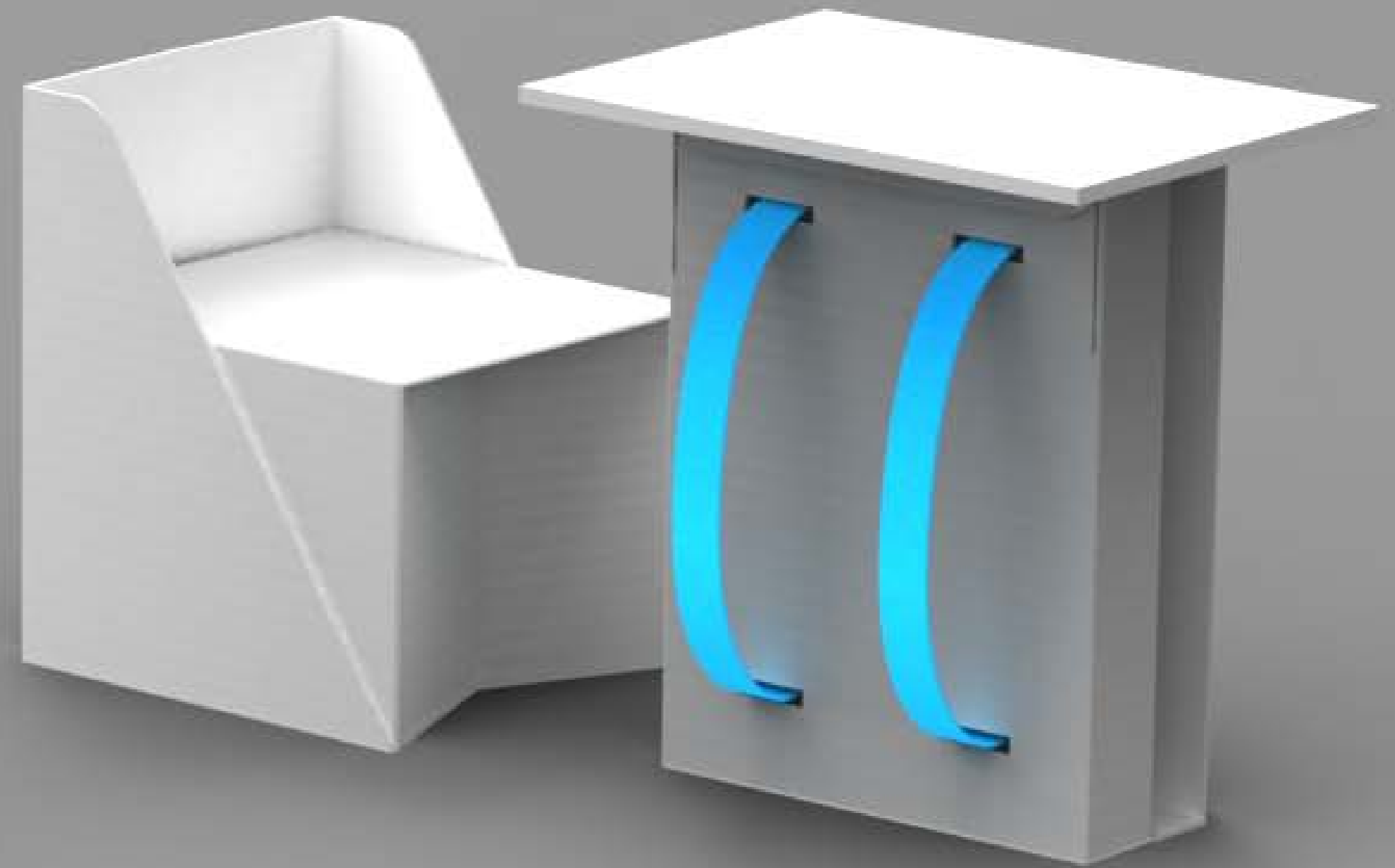
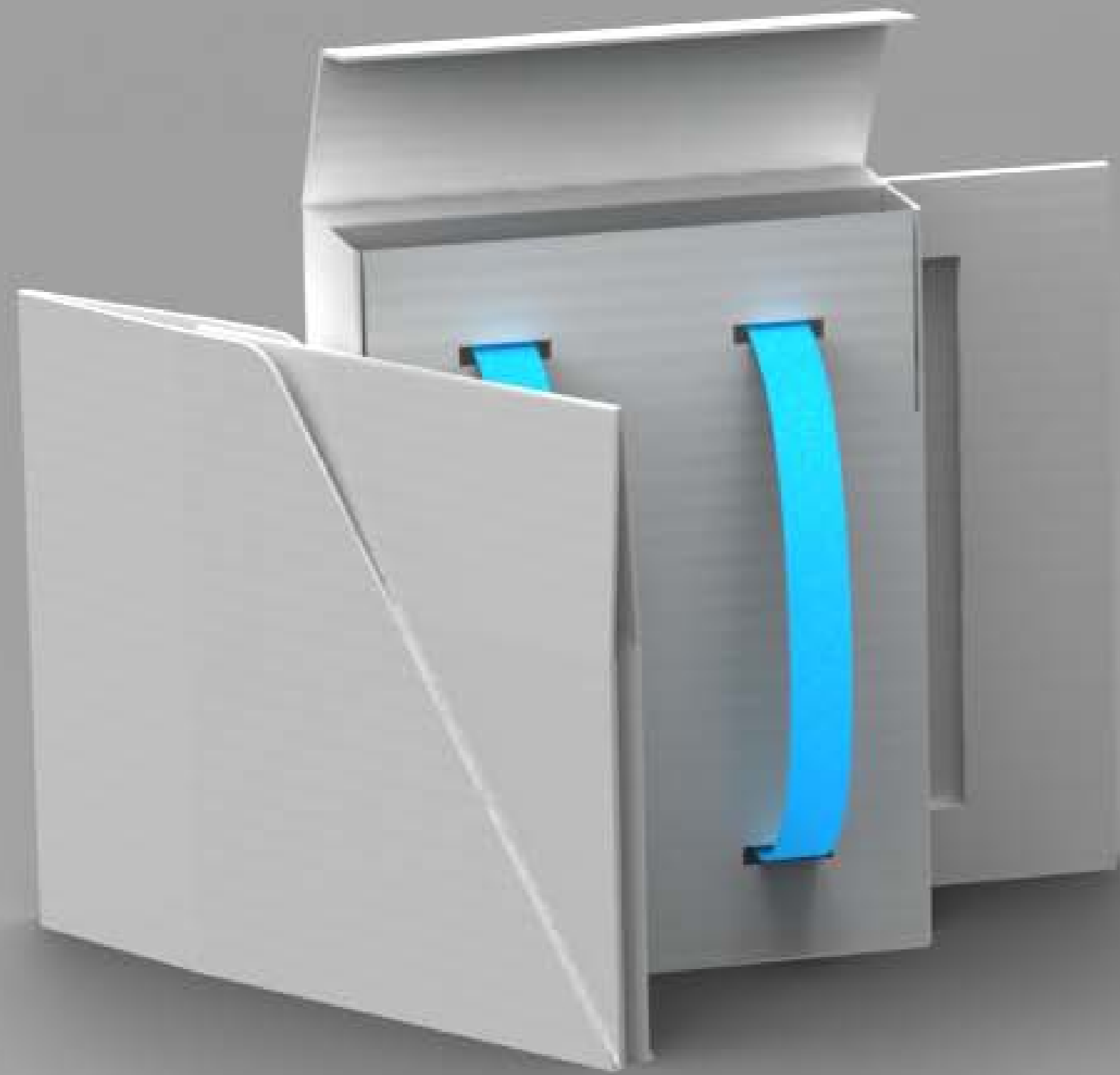


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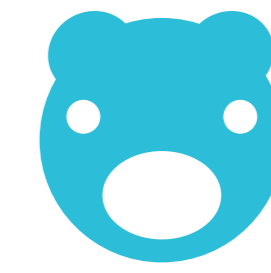


# TEDDY BAG





# COLORAMA



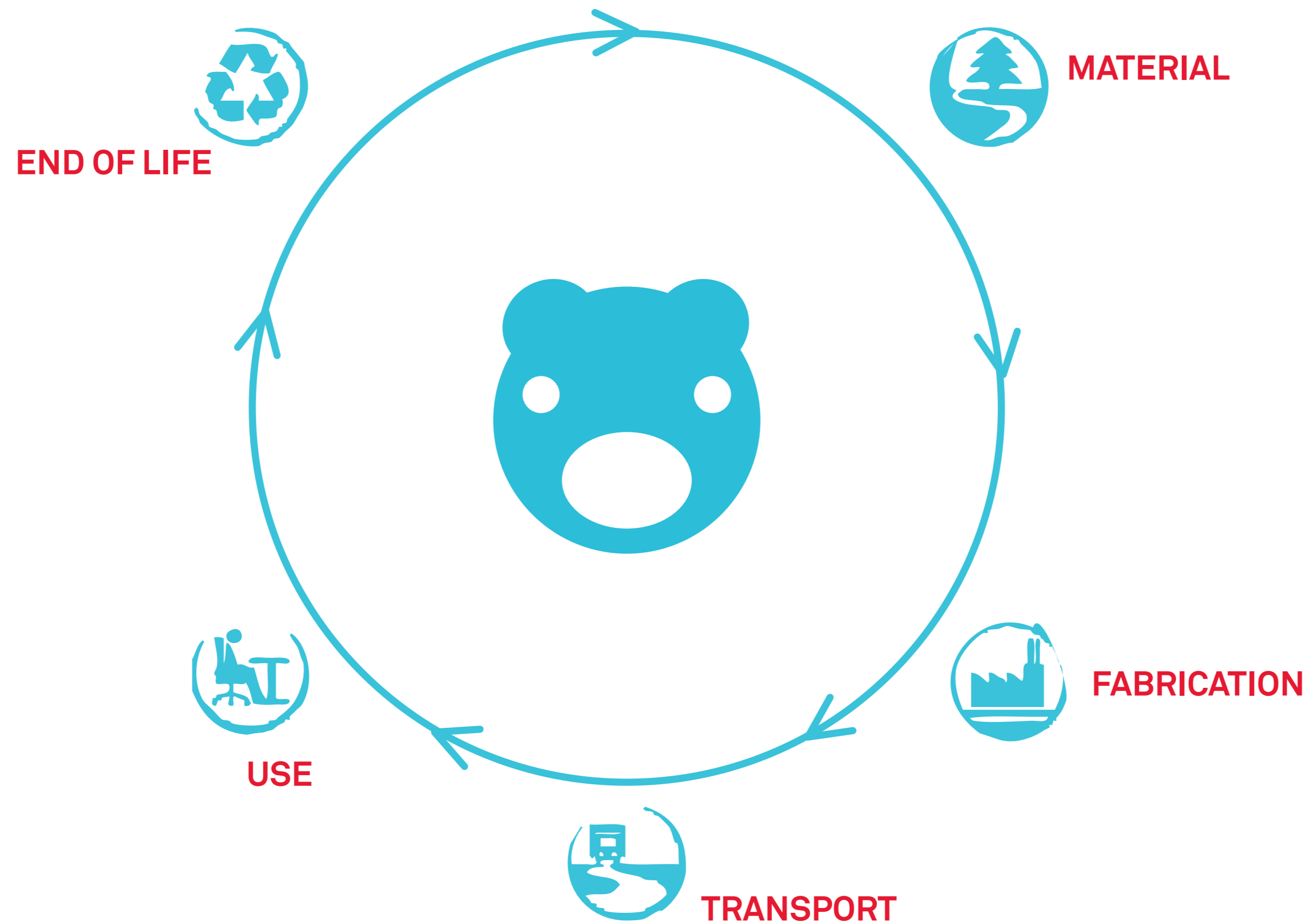
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# VALUE CHAIN ANALYSIS & LIFE CYCLE







# MATERIAL

## PP FLUTED

**55% NATURAL MINERALS, 45% POLYPROPYLENE**

**NON TOXIC MATERIAL**

**APPROVED FOR FOOD CONTACT**

**LIGHT WEIGHT BUT REALLY GOOD STRENGTH**

**WATER RESISTANT AND TEMPERATURE  
FLUCTUATION RESISTANT**

**CAN BE CLEAN UP (WITH WATER)**

**HIGH LIFE EXPECTANCY**







# FABRICATION

## PACKAGING PROCESS

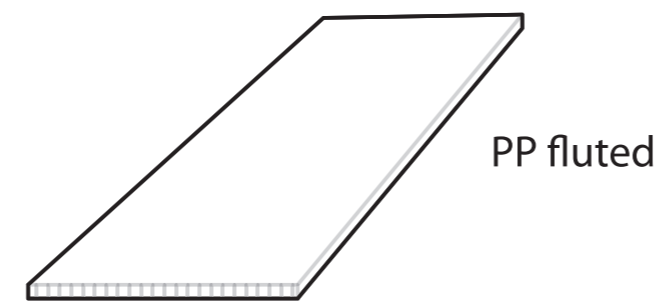
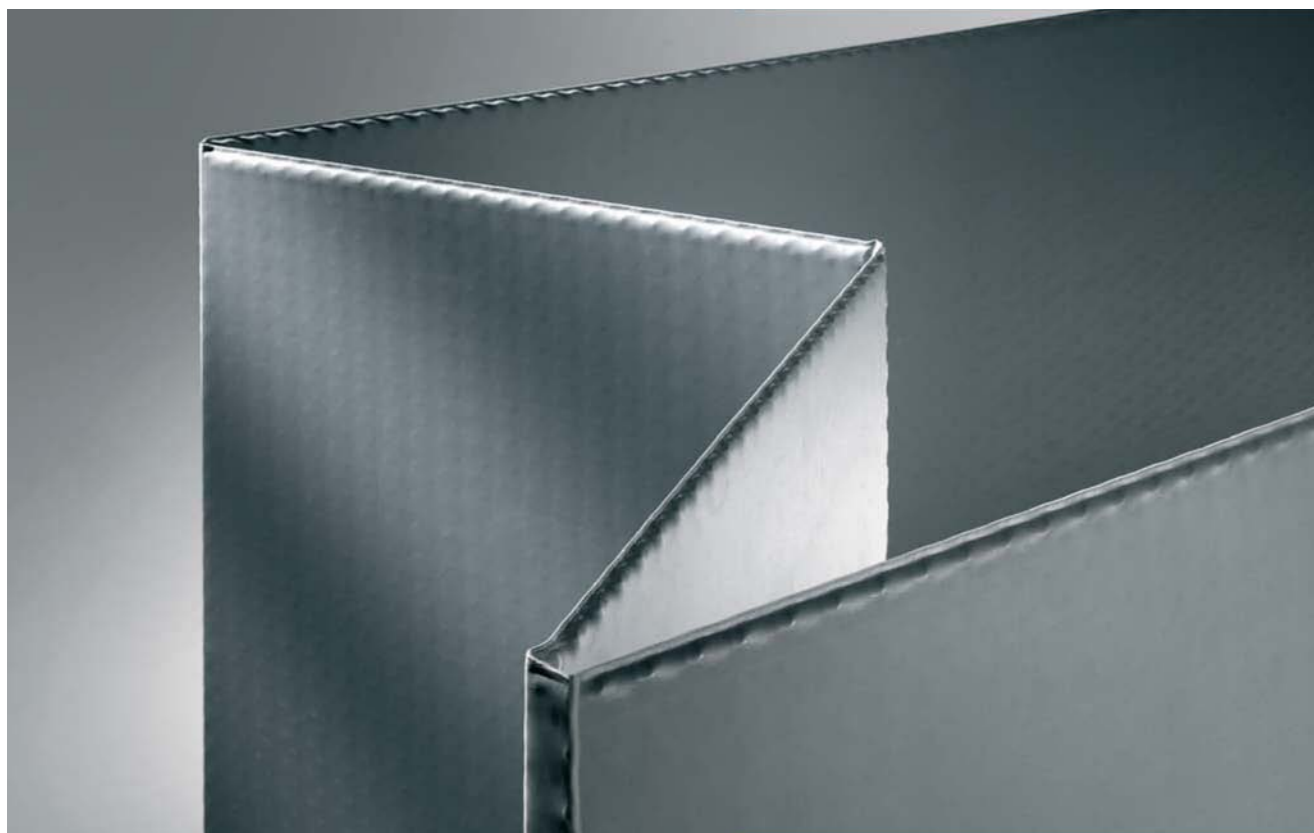
**CHEAP, FAST AND EASY PRODUCTION PROCESS**

**NO HIGH TOOLS INVESTMENT**

**PRODUCTION CAN BE MADE IN DIFFERENT COUNTRIES**

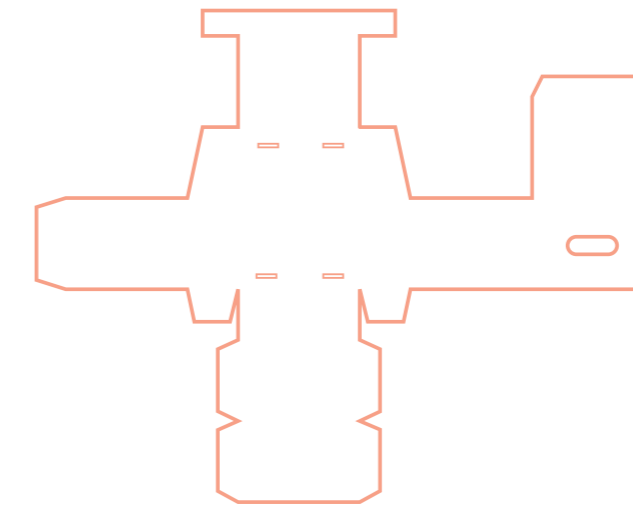
**4-6 WEEKS FOR PRODUCE 10.000 PCS OF THE SAME BAG (WELLPLAST, IN SWEDEN)**

*Thermoforming example*

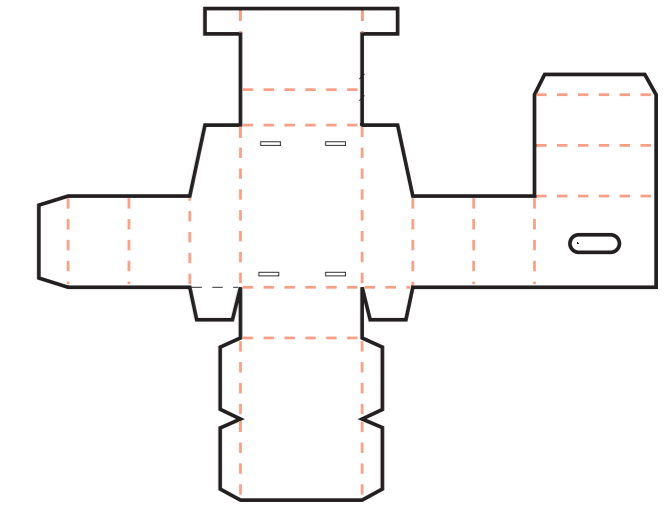


PP fluted

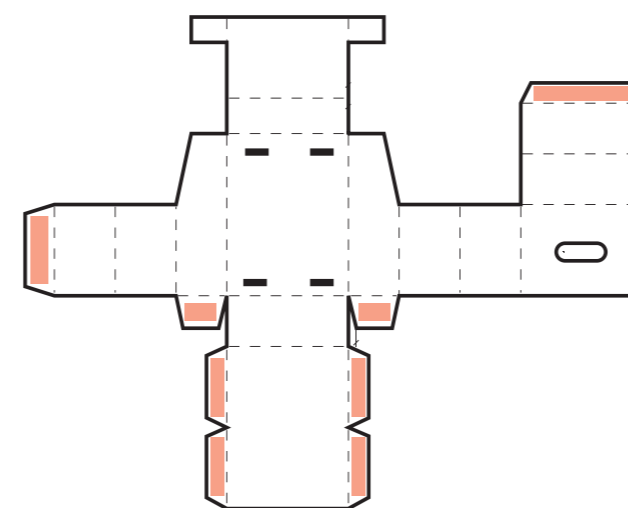
Standard size: 2500x1200x3,2 mm  
Max.size: 4000x1280 mm  
Min.size: No limitations



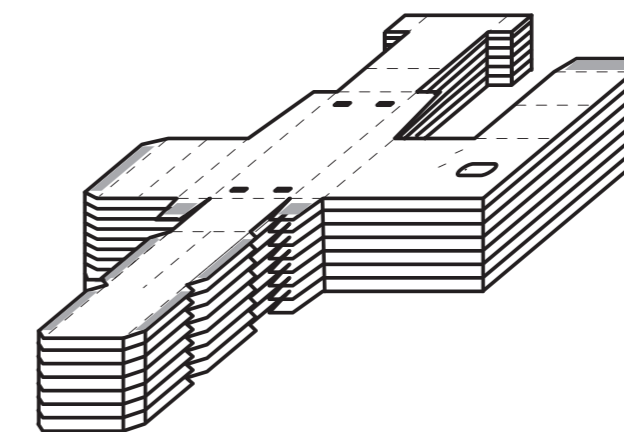
Cutting of the shape  
The spare material is directly recycled



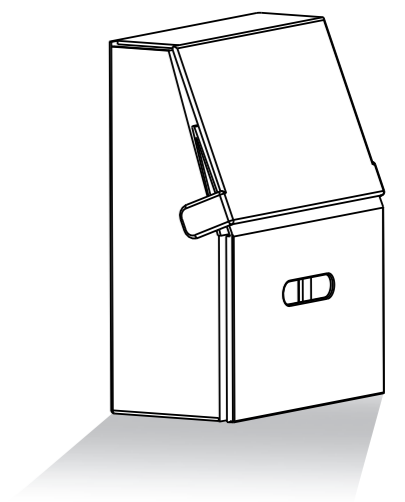
Thermoforming process  
for the folding part



Doble faced scotch  
Velcro



Send in flat pack



Build in the country

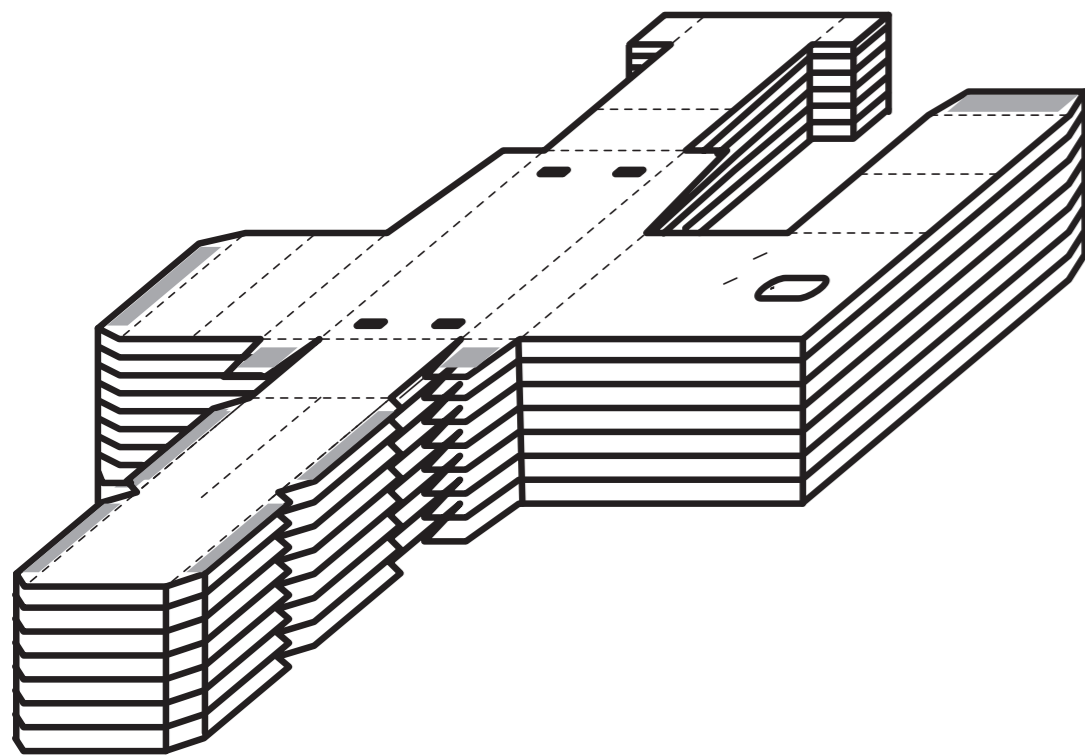




# TRANSPORT PACKAGING PROCESS

ALL CAN BE SEND IN FLAT PACK

THE PRODUCT IS ASSEMBLED WITHOUT TOOLS







# USE

## VERSATILITY

**QUICK TO GET BACK TO A EVERYDAY LIFE  
IN THE SCHOOL**

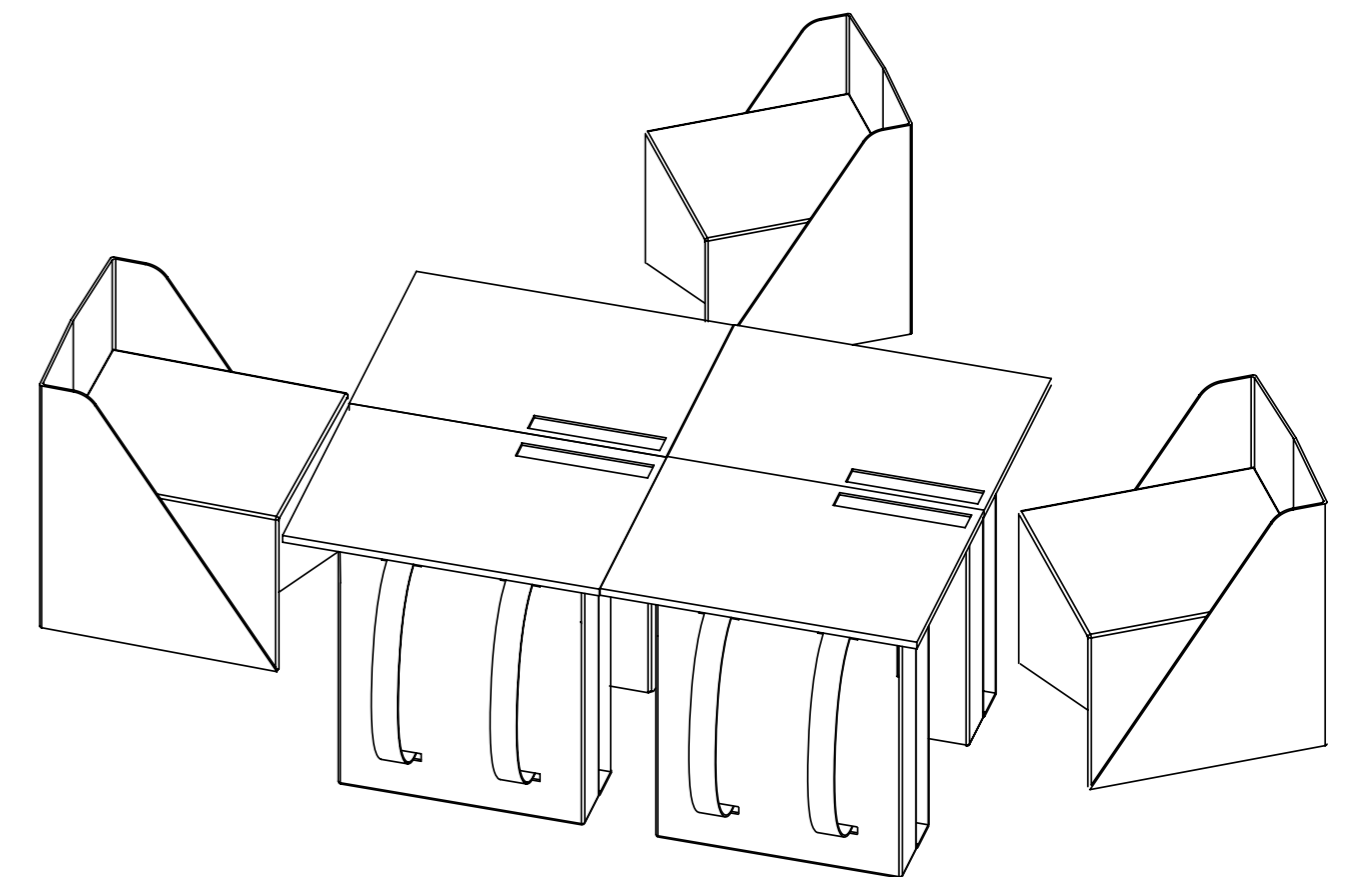
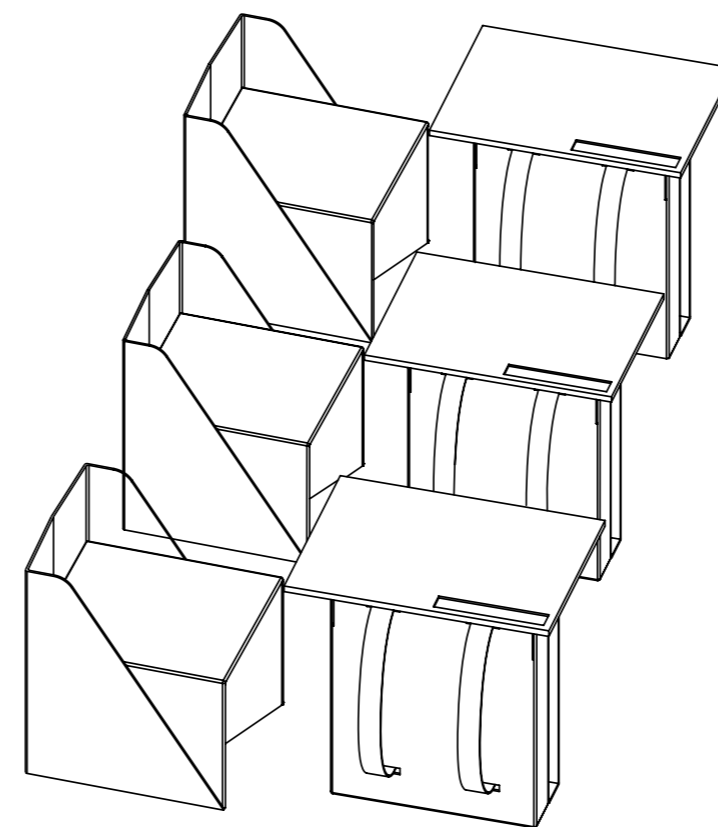
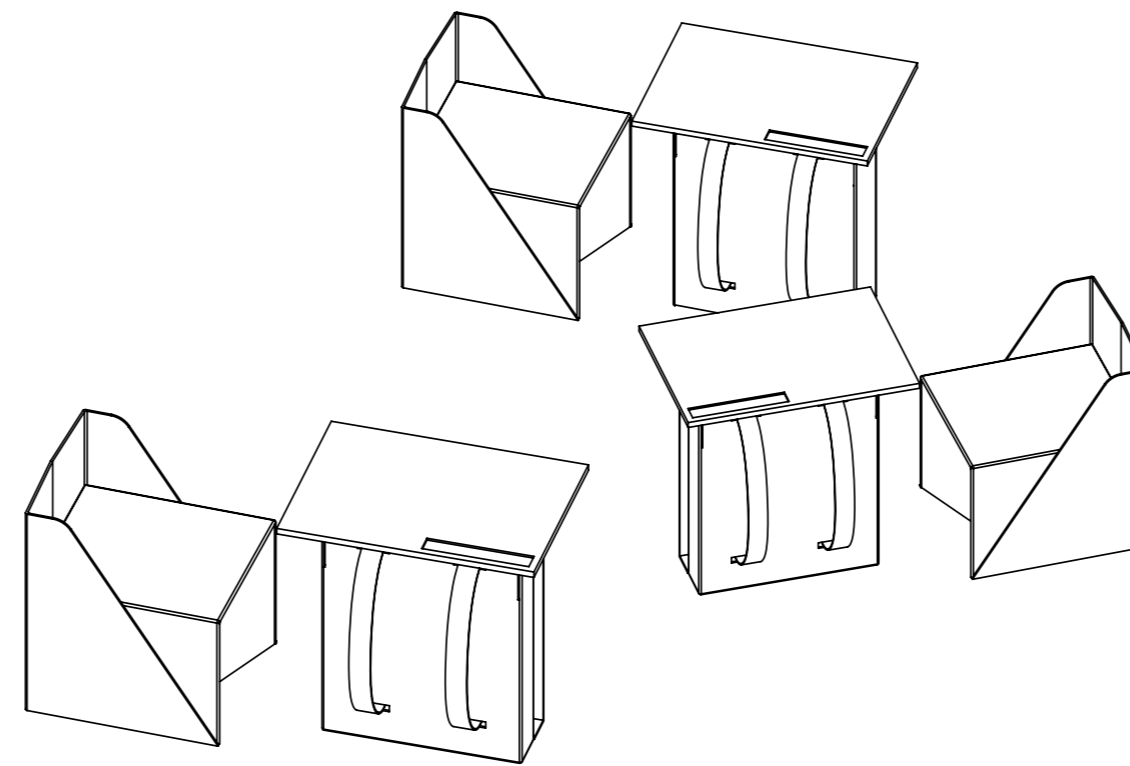
**BELONGS TO THE CHILDREN**

**EDUCATION ATMOSPHERE AT HOME**

**AT SCHOOL EVOLUTIVE BECAUSE EASY  
TO MOVE AND ORGANIZE**

**AT HOME TO READ, TO WORK.**

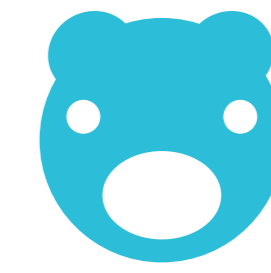
**CUSTOMISATION REAL OBJECT THAT THE  
CHILDREN WILL TAKE CARE**



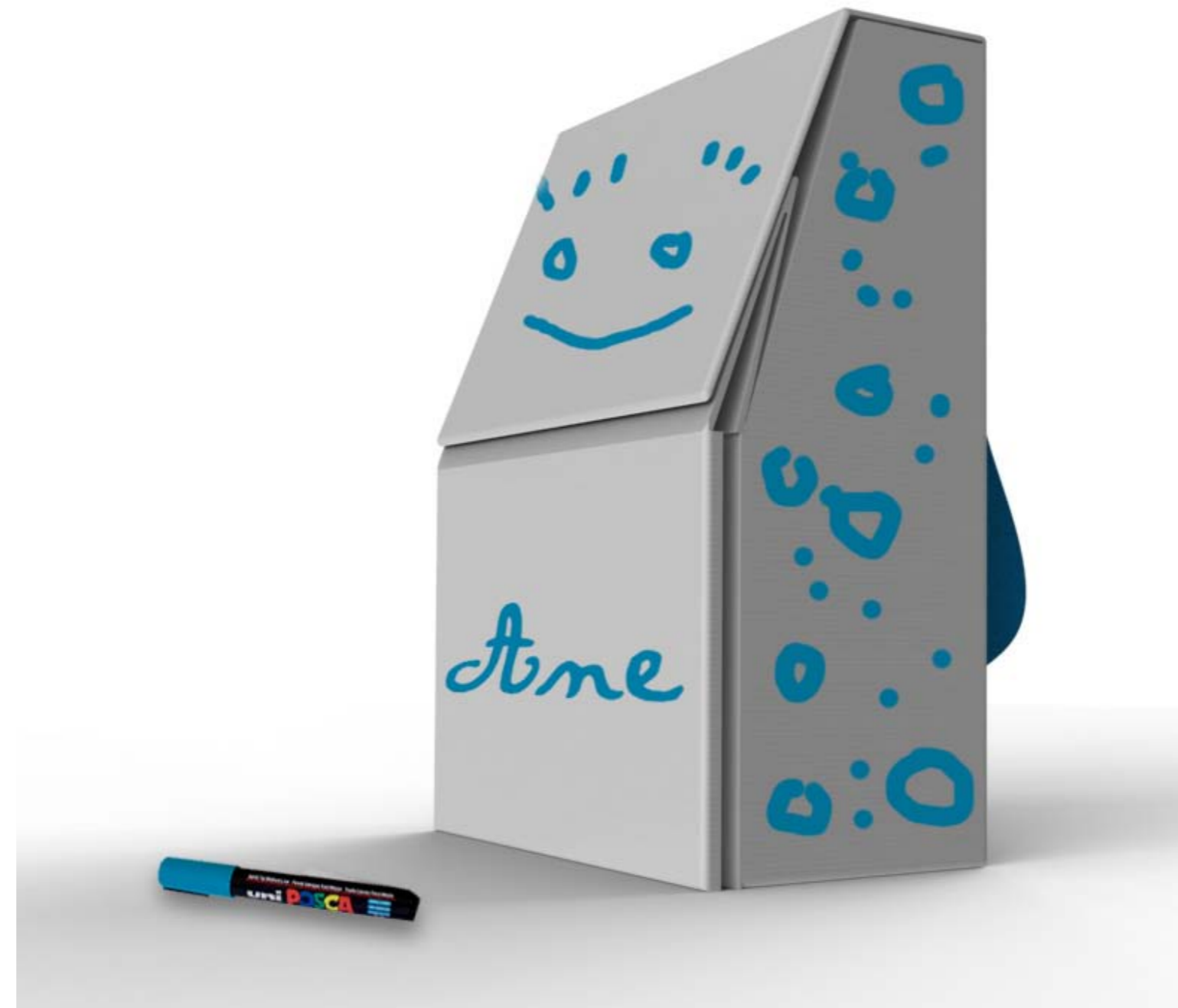


# USE

## PERSONALIZATION



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# END OF LIFE

**100% RECYCLABLE**

**CRADLE TO CRADLE**

**FROM THE WASTE TO A NEW  
PLASTIC GRANULE**







# ROUGH QUOTATION

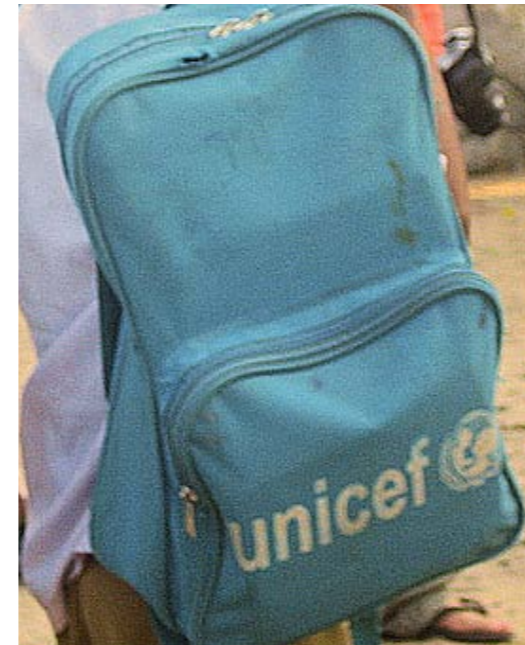
## WELLPLAST COMPANY

PP with fabrication process from Wellplast--> 4€.kg<sup>-1</sup>

Two material for our product

Wellplast WPE 30 690,0 g.m<sup>2</sup>

Wellplast WPE 30 HD 1215,0 g.m<sup>2</sup>



**UNICEF BAG**  
**PRICE: 1,25 €**

### TEDDY BAG S

Bag area	0,494m <sup>2</sup>	
Bag weight (WPE 30)	341,1g	0,3411kg
	Prix	1,42 €

Table area	0,071m <sup>2</sup>	
Table weigh (2 sheet of WPE HD30)	173,3g	0,1733kg
	Prix	0,72 €

Bag S	2,1433 €
Strap	0.10 €

**TOTAL: 2,25 €**

### TEDDY BAG L

Bag area	0,449m <sup>2</sup>	
Bag weight (WPE30)	309,9g	0,3099kg
	Prix	1,29 €

Table area	0,095m <sup>2</sup>	
table weight (3 sheet of WPE)	195,6g	0,1956kg
	Prix	0,82 €

Chair area	0,058m <sup>2</sup>	
Chair weight (wpe)	341,3g	0,3413kg
	Prix	1,42 €

Bag M	3,5285 €
Strap	0.10 €

**TOTAL: 3,62 €**

### ACCESORIES

SCHOOL KIT

**TOTAL: 1,47 €**

### TRANSPORT

COPENHAGEN-HAITI:

10.000 PCS IN A 20' CONTAINER,

BY AIR: 2.435 €

**→ 0,24 €/PCS**

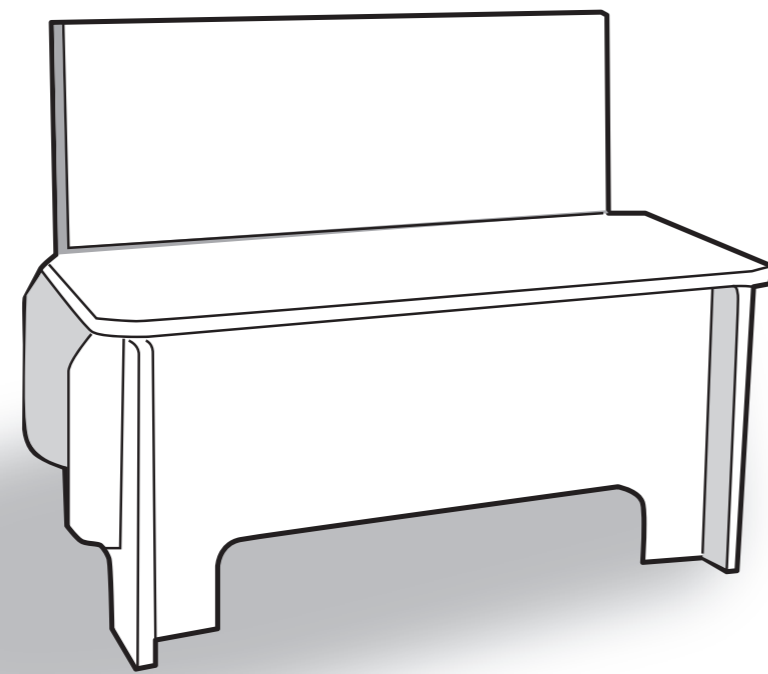
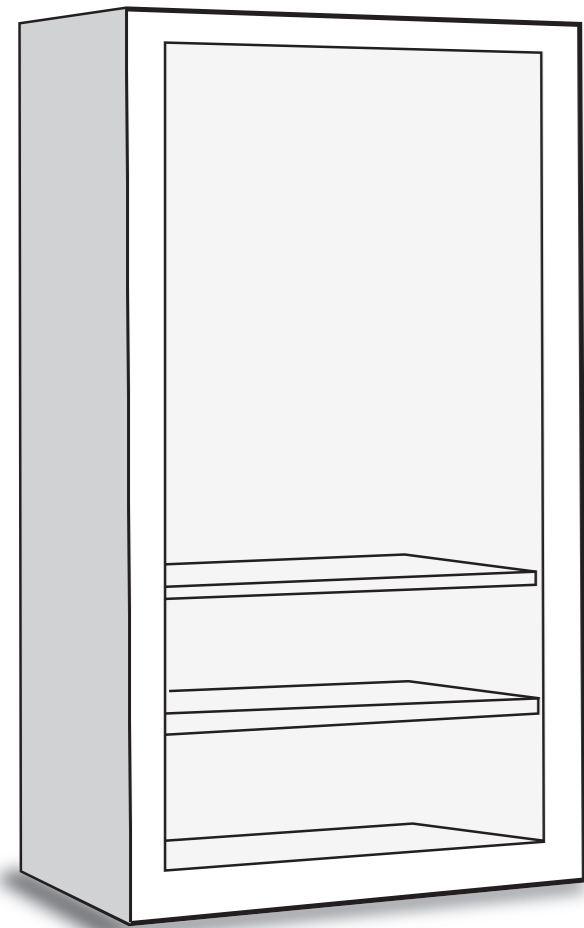




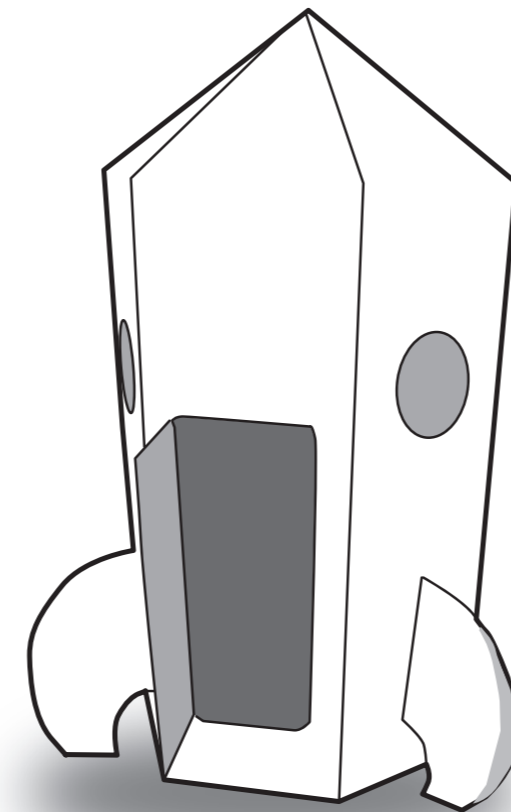
# PRODUCT EXTENSION

## RELATED PRODUCTS

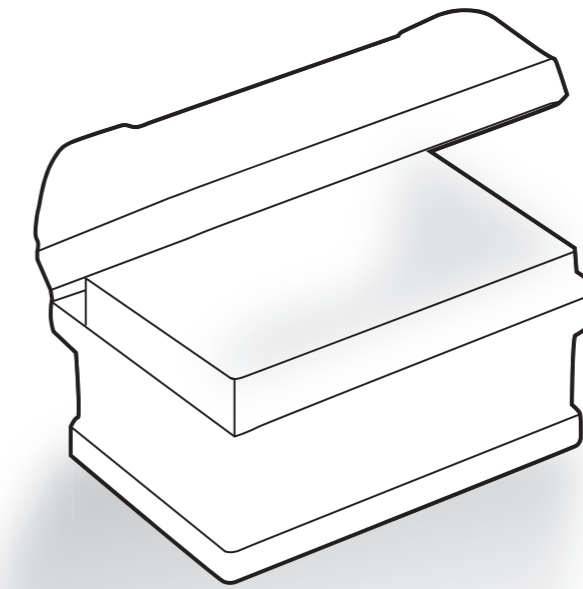
### FURNITURE



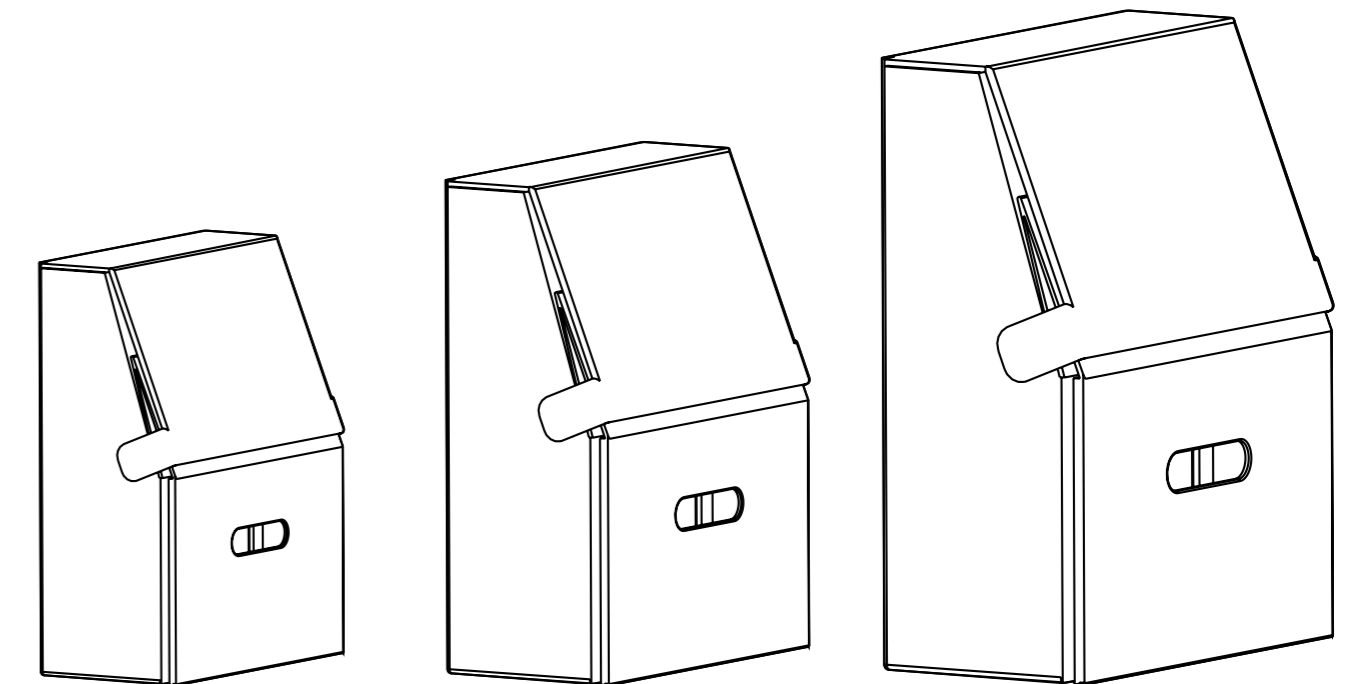
### TOYS



### ACCESORIES



### DIMENSION ADAPTABILITY







# SWOT

## ANALYSIS

### STRENGTHS

Easy to produce & cheap

Fast provisional alternative

Real needs in emergency situation.

Brings something new in education in poor country.

It can improve the situation of a lot of children all over the world

### OPPORTUNITIES

Product extension (range of PP flute products)

### WEAKNESSES

Style of the product

There aren't PP fabrication industries in every country

Guarantee the recycling

### THREATS

Check the life expectancy (different environments)

Acceptation of the children





# NEXT STEPS

## BARRIERS, NEGATIVE ASPECTS AND HOW THEY COULD BE OVERCOME

**Life expectancy not evaluated**

**Tiredness tests in different environments (very warm, humidity...)**

**Children acceptation (plastic aspect)**

**Usability and perception tests with the real product**

**Fabrication limits**

**Find packaging production companies and try them to produce Teddy Bag**

**Recycling feasibility**

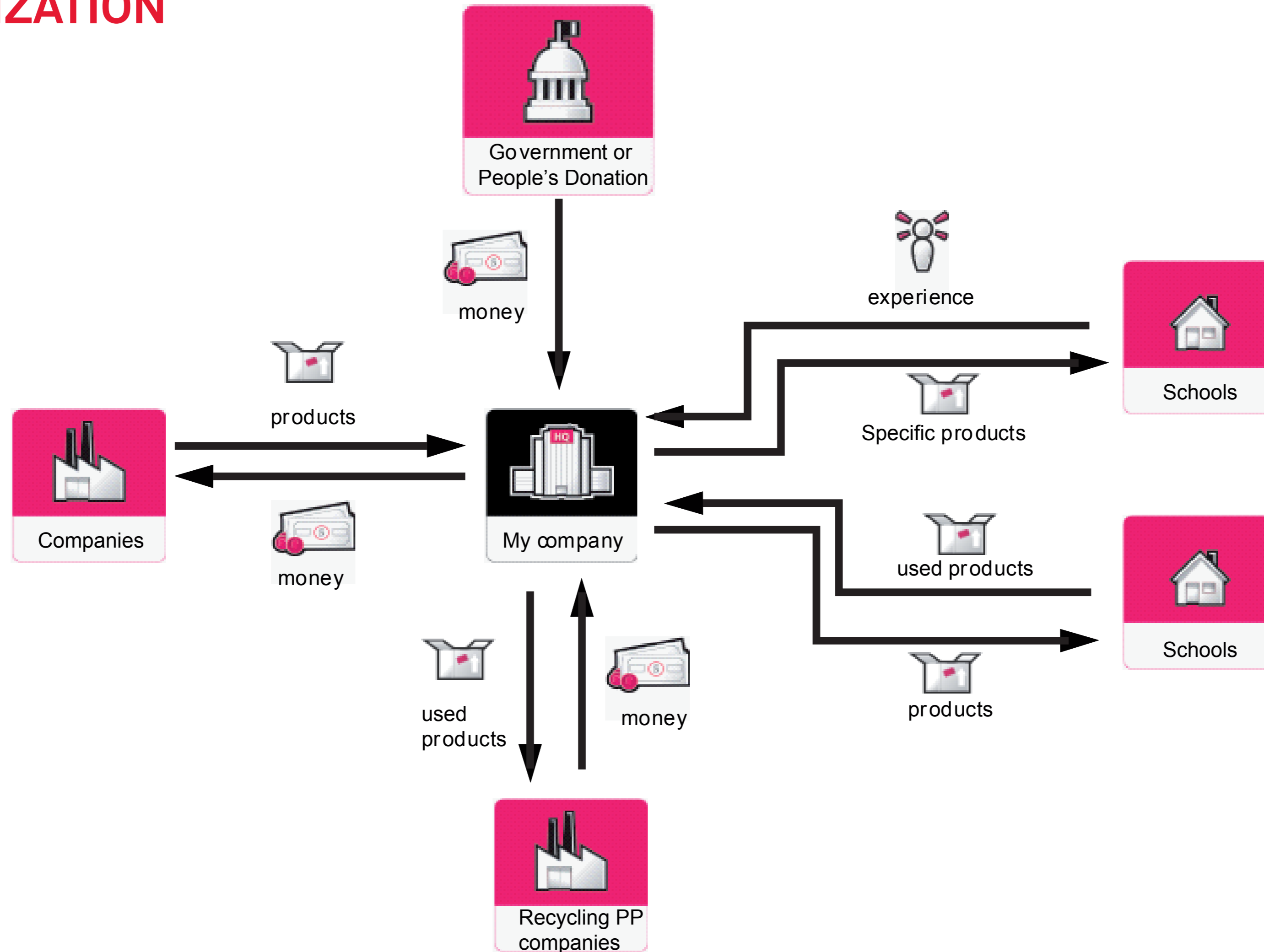
**Know how can we recover used bags and where can they be recycled**





# BUSINESS MODEL

## POSSIBLE ORGANIZATION

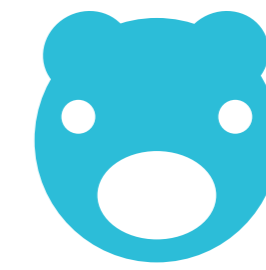




# TEDDY BAG

**FRANÇOIS VEREZ**  
**verezfra@gmail.com**  
**0033 687 05 74 74**

**ANE EGUIGUREN**  
**aneeguiguren@gmail.com**  
**0034 635 70 68 52**



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