SUSTAINABLITY SCENARIO SCRIPT

INTRO Given the uncertain life expectancy of a cycling helmet, reducing the amount of waste produced is essential for maintaining a long term, sustainable business model.

PART SUPPLY

Recycled polymers will make up the core components of the helmet , reducing the need for raw materials. The more complex, electrical components are externally sourced and delivered overseas to the manufacturing facility.

MANUFACTURING

The materials are then transported to the facility by road, the helmet is manufactured locally to the market of operation, reducing the carbon footprint and eliminating the need for long distance deliveries.

DISTRIBUTION

Once manufactured, the helmets are distributed to retailer storefronts, where the shelf presence will allow the product and its innovations to stand out to casual riders.

PRODUCT USE

The helmet is expected to retain its standard in impact protection for at least 3 years, or until the user has crash and damages the helmet. In either case the helmet is ready to be disposed of.

END OF LIFE Recycling (green line)

The user would dispose of the helmet at their local recycling centre where the helmet is broken down along with other helmets creating a closed loop for the material supply. This is feasible due to the use of materials common to the cycling helmet industry and the modular design of the helmets components enables an easy recycling process.

Landfill (red line) jumps to blue collection line

The remaining components will end up in landfills. However, a collection service can reduce the number of components going to waste. By offering users a discounted replacement, the components can be redistributed back into the manufacturing process.

The returned helmets will have their crash data analysed which will direct new design developments which can be smoothly implemented into the manufacturing process thanks to its local nature.

(blue Line going from manufacture factory to man on bike)

A new helmet is then delivered directly to the user's home. This action limits waste, whilst also improving the brands image, creating a loyal consumer base who will be more inclined to upgrade to future models.

OUTRO zoom out to reveal whole diagram

The initial start-up operations will have the biggest impact on the environment, but as the business grows, the need to outsource components will no longer be required, and once a strong brand image is established, introducing the ability for the user to create a custom design that's sent directly to them will allow for an even more airtight circular business model.