

Schone start

Activating household waste separation behaviour in high-rise Rotterdam



Rotterdam's waste separation challenge

Rotterdam counts many high-rise buildings, where waste separation forms a challenge. In 2017 only 28,4% of Rotterdam's household waste was separated (CBS, 2018). Activating the waste separation behaviour of high-rise residents is crucial for achieving the city's ambitious goal of 40% household waste separation by 2020 (City of Rotterdam, 2017).

Schone start for high-rise residents

Schone start triggers high-rise residents to start a waste separation habit in the first month after moving, by providing the means to set-up an in-home system for waste separation. Pro-active information providence combined with basic facilities lower the required effort to start separating.



1 RECEIVE High-rise residents receive *Schone start* upon registering with the municipality



2 SET-UP Residents create their waste separation system based on their preferences



3 CONSULT Residents can press out the Waste guide or Waste map to consult when needed



4 SEPARATE A dedicated physical place hints residents to separate their waste

WASTE GUIDE Showing what waste types to separate, including separation guidelines



STICKERS Waste icon stickers in Rotterdam's standard waste colours to dedicate the received waste facilities to a specific waste type



WASTE FACILITIES Large waste box, medium waste bag and small waste bin providing the opportunity to start waste separation right away

WASTE MAP Neighbourhood specific map indicating the routes to the closest containers and waste disposal points

SUGGESTIONS Instruction booklet containing suggestions for the use of the received waste facilities

CBS (2018). *Huishoudelijk afval per gemeente per inwoner*. Retrieved December 13, 2018 from <http://statline.cbs.nl/Statweb/publication/?DM=SLNL&PA=83452NED&D1=0&D2=a&D3=396&D4=a&HDR=T,G3&STB=G2,G1&VVW=T>

City of Rotterdam (2017). *Rotterdam gaat voor circulair*. Retrieved November 7, 2018 from <https://www.rotterdam.nl/wonen-leven/circulaire-economie/>

I.M. (Iris) Groot Koerkamp
Activating household waste separation behaviour in high-rise Rotterdam
May 15th, 2019
MSc Integrated Product Design

Committee Ir. R.J.H.G. van Heur
Dr. ir. J.I.J.C. de Koning
Company City of Rotterdam
Ir. S.G.M. Schuurmann

