**Schone start**

Activating household waste separation behaviour in high-rise Rotterdam

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**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 provision combined with basic facilities lower the required effort to start separating.

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**Diagram**

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

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

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

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

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