

Behaviour change strategies for higher return of PET bottles and cans at Schiphol



Why?

PET bottles and cans waste are common as drink containers. This is also the case at a location such as Schiphol. To address the EU's green deal, TULIPS, Schiphol and TU Delft work together to innovate towards Schiphol's aim to be zero-waste in 2030. This project addresses the PET bottles and aluminum waste, and proposes a design which should lead to higher return rates of PET bottles and cans by behaviour.

What?

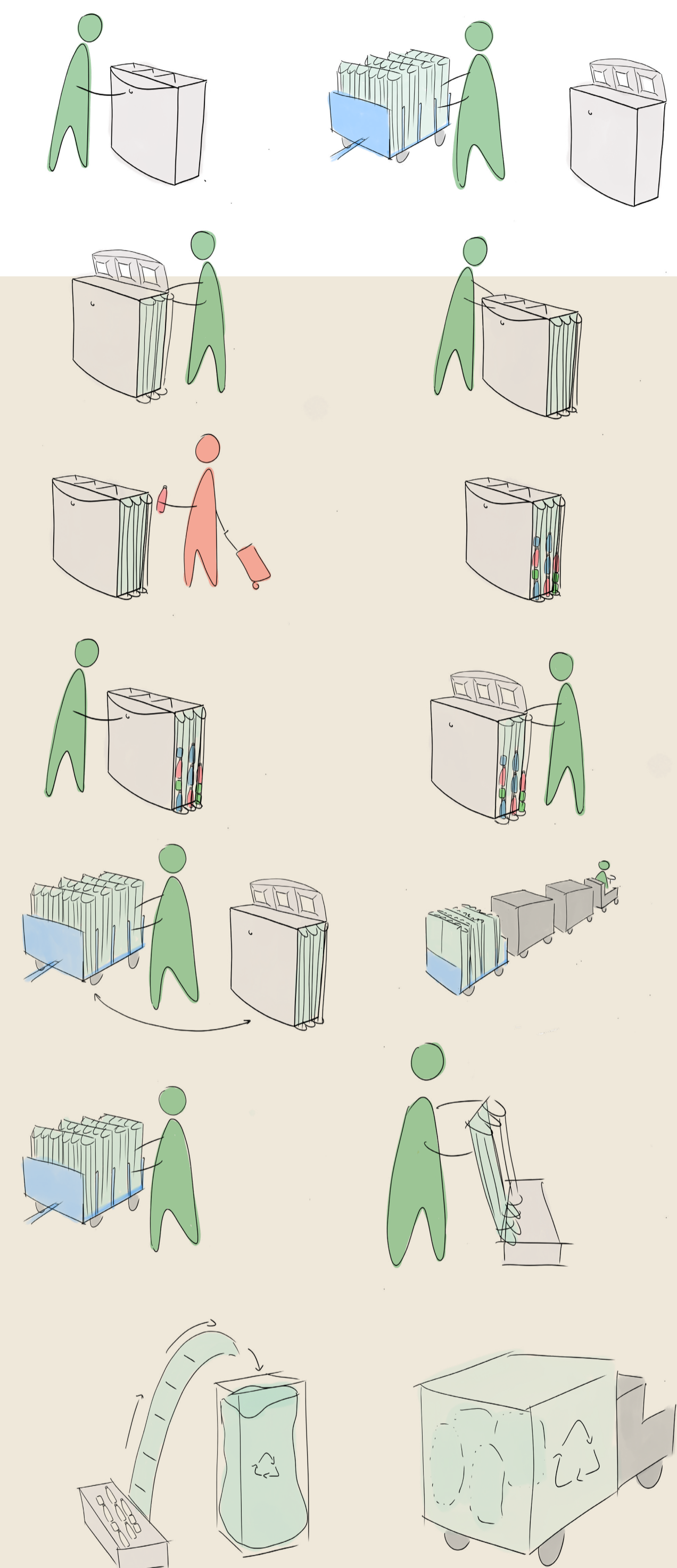
The outcomes of the ideation phase showed that an approach to the current situation could be to place add-ons on the current waste bins. This provides passengers with more and clearer places to return their empty PET bottles and cans. Next to this, a campaign is proposed which uses Fogg's principles of behaviour.

Potential impact*

The annual amount of PET bottles and cans that could potentially be saved lies around 5,11 million. This is a significant amount which brings Schiphol one step closer to circularity.

Next to this, the amount of collected deposit money for charity would therefore lie around 766.500 euros per year.

* based on Rotterdam The Hague Airport validation study



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