

# TIME TO WASTE

ENABLING AND MOTIVATING PASSENGERS OF SCHIPHOL AIRPORT TO DISPOSE OF PASSENGER SOLID WASTE CORRECTLY TO SUPPORT SCHIPHOLS' GOAL TO BECOME ZERO WASTE.

## GOAL

The escalating solid waste issue is a societal concern, with waste ending up in landfills, oceans, or incinerators. In the Netherlands, residual waste is incinerated after a post-sorting process. However, improving waste separation at the source reduces the contamination of waste and decreases the incinerated amount. Reducing residual waste at the source is complex, particularly for large entities like airports. Airports struggle due to millions of passengers who produce waste and lack waste separation knowledge. The EU's TULIPS consortium targets airport emissions, including consumer and passenger waste. Schiphol is collaborating with TU Delft on creating and testing green innovations for TULIPS, to reach their goal to be zero-waste by 2030 and fully circular by 2050.

This project aims to improve PSW separation behaviour at Schiphol Airport to reduce the amount of residual waste being collected and incinerated.

## PROCESS

With the insights from a context analysis, including the current bin attributes, waste mapping, and the user ecosystem, the project established a foundation for informed design decisions. Building upon these findings, the project drew design conclusions that aligned FF3 bin elements with Dutch recycling standards, enhanced signage visibility, accommodated diverse waste types, prioritised effective separation for specific streams, and considered users' perspectives. Stakeholder interviews and interactions with relevant organisations like other airports and bin manufacturers provided further insights. Employing the FOGG behaviour model, behavioural aspects were analysed, resulting in strategies that enhanced passengers' motivation and ability for waste separation.

## RESULT

The Design Proposal is called: 'Time To Waste'. The proposal consists of three elements, a new skin for the already existing FF3 bins, a campaign containing 'Time To Waste' posters to gain awareness about waste separation and projectors that display indications for waste disposal at the gates where passengers have time to waste.



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## NO TIME TO WASTE

A GUIDE TO REDUCING THE AMOUNT OF RESIDUAL WASTE BY IMPROVING WASTE SEPARATION BEHAVIOUR THROUGH DESIGN

The steps I executed throughout this graduation project can also be applied to other organisations which want to improve their waste separation behaviour. This is why, all steps are combined into a 'No Time To Waste' Brochure, which can help other organisations and companies to reduce their residual waste.



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Improving passenger waste separation behaviour through design at Schiphol Airport  
31-08-2023  
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