Rewarding good waste avoidance and separation behavior

Waste Flow

Several waste (organic waste, plastic waste and other family waste)

Impact on PESTEL categories Social, Technological, Environmental.

Location of the good practice District of Altona, Hamburg

Stakeholders involved

Retailers, Altona district, Free and Hanseatic City of Hamburg, Stadtreinigung Hamburg, Quarter Service Centers, Students from universities in Hamburg, tree nurseries and horticultural businesses,

Keywords

Supply chain, selective waste, protect health

Description

Too much food that still could be used is thrown away and too much of the unavoidable bio waste is disposed in the residual waste bin instead of the bio bin. The solution wants to raise awareness among citizens with three measures. The ØWaste App and the TRASH/manual offer easily accessible and understandable information on how to avoid respectively how to correctly separate waste. During the seasonal WASS Plant Festival citizens are informed about the benefit of bio waste separation and composting together with gardening tips. As a gratification seasonal plants are given for free.

Objective

The long-term aim is to convince citizens of avoiding waste and if it cannot be avoided of correctly separating their waste. The ØWaste App aims at showing how easy for example food waste can be avoided by offering alternative dishes and recipes to use the food that you have bought. The usage of the App could be rewarded with e.g. vouchers from retailers. The TRASH/manual wants to help with easily understandable information on correct sorting and recycling. The WASS Plant Festival attempts to involve citizens in local activities in order to convince them of the benefits of bio waste separation.

For further information Link to D5.7 Eco-innovative solutions Hamburg



