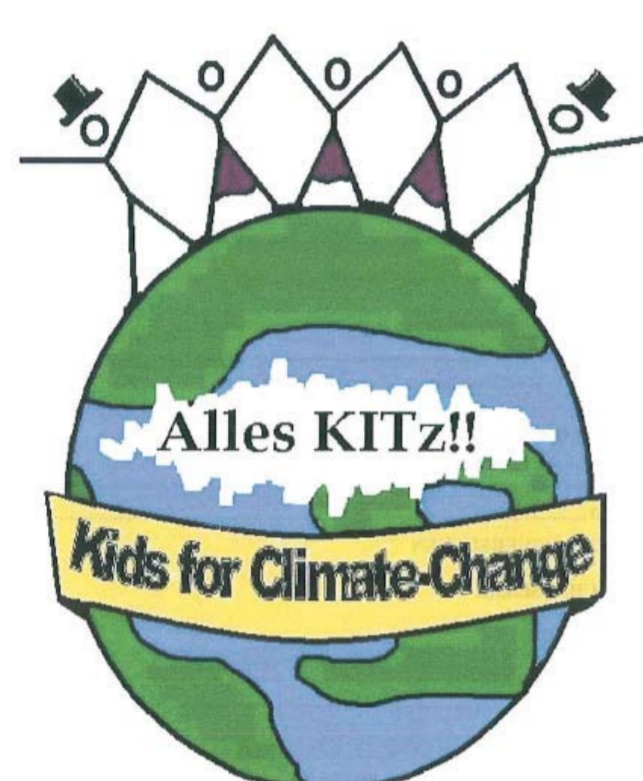


Kids for climate change

IMPROVING WASTE MANAGEMENT IN THE CITY CENTRE OF ROTTERDAM



Gemeente Rotterdam



van Gansewinkel



The Kids for Climate Change did a project for a Dutch waste collecting and processing company, called Van Gansewinkel. They were asked in an official letter from the mayor of Rotterdam, to give advice on how to improve the waste separation in the central shopping area and to research the idea of a wasteless shop. The students presented their advice to the company.

In order to improve the waste separation, the group of students used surveys to question 45 shop owners in Rotterdam on their opinions and on recycling and waste separation behaviour. The second part of their project was to research the idea of a wasteless shop: a place just outside the city centre

of Rotterdam where all packaging materials are taken off the products so these materials do not have to be recollected from every shop in the city centre. The students found the optimal place for such a wasteless shop and calculated the savings regarding money, energy and CO2.

Presenting the advice

RESEARCH QUESTION

In a final presentation the students presented their advice to their client: the Van Gansewinkel company. Based on the results from the survey they advised the company to give more information to the shop owners, since they wanted to act sustainably but did not know how to

do it. And they advised the company to provide the shop owners with information on sustainable behaviour in general: how much they can save by turning computers off, duplex printing and using mugs instead of plastic cups. In addition the students presented their ideal choice of the wasteless shop; including the different savings.

KEY CONCEPTS

Teamwork
Stimulate research skills (literature/ internet research)
Train presenting skills

Related to students daily behaviour and choices (duplex printing of their report)
Societal involvement

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