



TULIPS



Schiphol

## BEHAVIOR CHANGE STRATEGIES FOR HIGHER RETURN OF PET BOTTLES/CANS

### Graduation project for circular airports

#### Background

This graduation thesis will be part of Tulips. Tulips is a European H2020 project on demonstrating lower polluting solutions for sustainable airports across Europe and will run for 4 years. As part of the approach, it will demonstrate how 'zero-waste' can be achieved in an encapsulated airport environment, based on the following three principles: 1) Circular design principles, 2) Closed loop, and 3) Reuse and upcycle. By designing out waste and pollution, keeping products and materials in use, and regenerating rather than degrading natural systems, the circular economy represents a powerful contribution to achieving global climate targets.

For more information on Tulips visit the website: <https://tulips-greenairports.eu> or reach out to [e.tschavgova@tudelft.nl](mailto:e.tschavgova@tudelft.nl)

#### Assignment

Only a fraction of PET bottles are currently returned for recycling on the premises at Schiphol. Your assignment is on the one hand to analyze the current state of the PET bottle collection strategies at Schiphol. And on the other hand, to introduce and test behavior change strategies, which lead to a higher return rate of PET bottles and drinking cans. The aim is to understand how passengers can be nudged to return their PET bottles which eventually will be recycled. In the bigger picture, your work will contribute to our knowledge of the controlled recycling of limited resources and get us a step closer to a circular airport.

First, you will be provided with existing data from Schiphol, which need revision and will be your base for the upcoming research at the airport. At Schiphol, you zoom into the current collection of PET bottles intending to back up the problems of bottle collection with data, as well as map a customer journey and assess what can be learned from the current state. This will be your base to identify potential opportunities for behavior change strategies.

Next, you will conduct literature research on behavior change strategies and develop interventions and strategies to improve the collection of PET bottles. In consideration of feasibility from Schiphol's side and your graduation timeline, one behavior change strategy will be tested and the impact evaluated.

Conduction of interviews, observations, and evaluations of your ideas will be essential during this project.

#### We are looking for

We look for a Master's student, preferably DFI or SPD, who has an explicit interest in circular economy and sustainable behavior change. It is important to be open-minded and curious. Familiarity with the Dutch language is not required but can be of advantage.

#### We are offering

The position will be a collaboration between Schiphol and TU Delft. Since it is required to test behavior change strategies at Schiphol, there will be support from the Schiphol facilities to conduct your research and tests.

#### Contact and more information

Start: January/February

If you are interested, please send us a short motivation e-mail and your curriculum vitae. You can send this to Elisabeth Tschavgova ([e.tschavgova@tudelft.nl](mailto:e.tschavgova@tudelft.nl)) and Sonja van Dam ([S.S.vanDam@tudelft.nl](mailto:S.S.vanDam@tudelft.nl))

For more information on the project, you can contact Elisabeth Tschavgova.