

# WASTED ANNUAL REPORT

## 2017

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### 2017 Highlights

- As part of a sustainability-oriented communications strategy to bring the Dutch National Opera performance of 'Little Dog's Heart' to life, WASTED hosted a series of workshops, which led to the creation of a giant shark made out of plastic waste. Through this activity, WASTED helped to educate the audience about environmental challenges caused by plastic waste.
- WASTED has been transformed from an analogical to digital platform, with the help of the Amsterdam Municipality. As a result, WASTED redeveloped its website and recreated its visual identity, which makes receiving and redeeming coins an increasingly time efficient activity.
- WASTED expanded the scope of the rewards system to include new recycling streams. In addition to plastics; glass, paper, and textiles can also be recycled.
- The WASTED approach makes use of existing infrastructure. By putting QR codes on every regular recycling container down the street, WASTED is accessible to all people in Amsterdam Noord to participate in the scheme.
- Together with BAM, a research project was developed to explore Dutch and international modular building designs. The goal of this research has been to provide the first study into the opportunities that can be realised through existing modular building walls, with the view to utilising recycled plastics in construction.
- The launch of the 3rd WASTED PUBLICATION: The WASTED City: Approaches to Circular City making - This book argues a clear case: citizens drive urban change—no matter how big or how small. From cities and their small communities to nations and their governments, today we need to anticipate and adapt to change in order to drive positive change for the long-term.



*"The Wasted City puts forward the core concept of circular urbanism and its mobilizing potential to bring a future vision within reach. Ignoring the classic bottom-up and top-down dichotomy in a journey through neighbourhoods, cities and nations, the book not only primes our imagination for necessary, systemic circular change, but does so while taking a sharp look at the key judgements and actions of the pioneers of circularity"*

– Maarten Hajer

- The WASTED team has been invited to take part and share the work methodology and experiences in a number of international conferences & events: Cities and Circular Economy conference in Maribor, Slovenia; the Circular Economy Symposium in Barcelona, Spain; the City to City meeting in Barcelona, Spain; the Economy, People & Planet Conference in Copenhagen, Denmark; the Disruptive Innovation Festival online and many more national events.
- The #Glassvember campaign was launched in collaboration with Nedvang to educate the community about glass processing and reprocessing, in order to improve glass recycling rates. To celebrate the glass separating achievements of our community members, a further partnership has been established with TOMS, who are presenting an award to the best separators and joining the WASTED initiative as a rewarder.

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### Buren Zonder Stigma 'Neighbours without Stigma'

Through WASTED's collaboration with the Poverty Reduction Department of Municipality, WASTED activities have been focused to further stimulating social inclusion and integrating distanced communities. Key successes include the growth of new collaborations with 6 local neighborhood community centres, and translating WASTED community activation campaign guidelines into Turkish and Arabic. Through engaging with the initiative, interactions between different socioeconomic groups have been able to occur with a greater frequency, as each group is able to access a shared pool of local products and services.

- 34% increase in number of subscribers between August and December 2017.
- 88% increase in the total number of separated bags of waste in the same period.

Figures 1 & 2 indicate the sharp increase in the number of subscribers to WASTED between August-December 2017, and corresponding increase in the number of bags of separated waste.

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### WASTED TIMES NOORD

WASTED's ambition to support social cohesion, has been encouraged by BankGiro Loterij. This collaboration has resulted in WASTED hosting workshops with sustainable design innovators including Nienke Hoogvliet (textile-paper-organic); Polimeer (plastic), Klass Kuiken (glass), Brightloops (textile) and Wooja Lee (paper) to the WASTED community and friends. WASTED TIMES NOORD promotional strategy has been enhancing the level of social inclusivity by introducing waste upcycling workshops. The strategy has been supported through the collaborative work with the Poverty Reduction Department.

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### Community response

- WASTED achieved an average score of 97% in terms of honest the subscribers perceives the scheme to be in relation to provision of coins, about available rewards, and the effectiveness of waste separation.
- 78% of subscribers are satisfied-completely satisfied with the starter kit and information they received when joining WASTED.
- 87% of WASTED subscribers see the system as a means to improve separation rates in Amsterdam Noord.
- 85% believe that the WASTED system has the potential to be rolled out across the whole of Amsterdam.



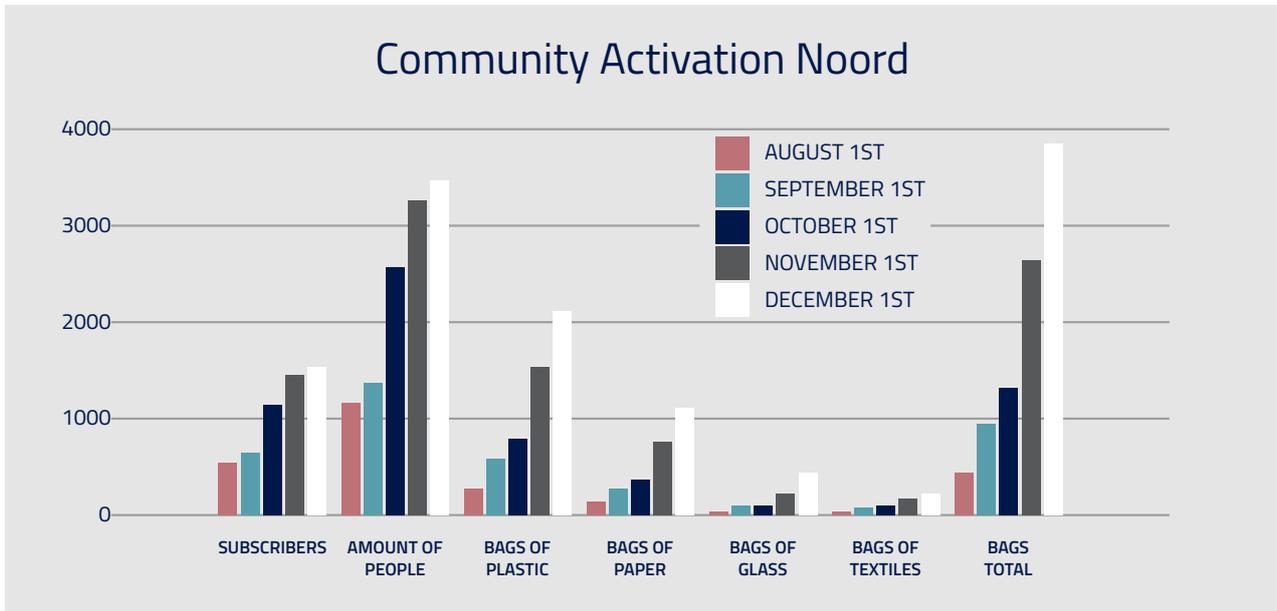


Figure 1 An overview of the range and results of the savings system between 1st August and 1st December 2017

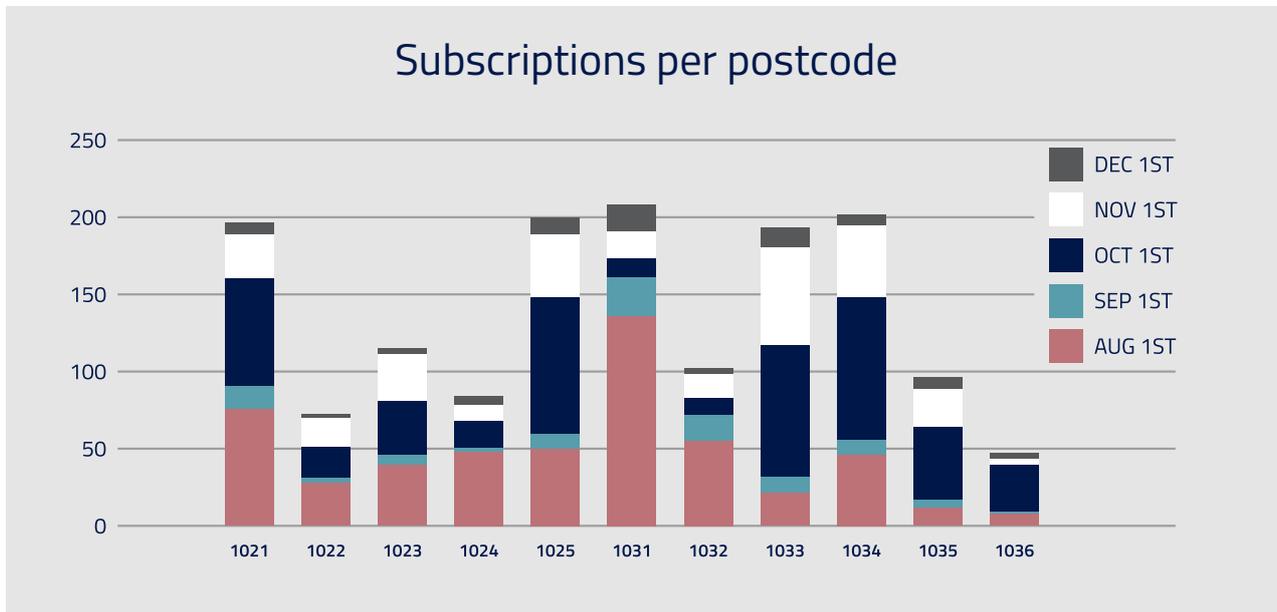


Figure 2 The number of subscriptions per postcode between 1st August and December 1st 2017



## WASTED Mission 2018

### Hyper-localization

- Further strengthen WASTED's collaboration with the Municipality and the Poverty Department of Amsterdam.
- Deepen WASTED's connection with the neighborhood community centers.
- Improve communities' response to the WASTED system.
- Initiate series of workshops connecting local community centers, designers and neighbors on plastic, paper, glass and textiles upcycling, stimulate open-source fabrication processes and generate open-source knowledge on waste upcycling.
- Empower communities through practical expertise and knowledge on waste environmental impact, missed opportunities and potential of upcycling.

*"WASTED has substantial potential to become a 'glocal' currency that gathers together environmentally conscious entrepreneurs and neighbours globally. Locally specific, yet global WASTED generates multiple benefits for communities and hence is universally relevant. Even though, implementation of WASTED is a lengthy process as it is geolocally specific and depends on different build, social and physical infrastructures as well as is based on co-designing and co-creating together with communities. - we've been already endorsed by multiple municipalities in Europe and abroad.. For us it is a great indication of the necessity of community-based circular solutions that stimulate behavioral change and quality of life."*

– Ieva Punyte, CITIES Foundation

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### Deepening the impact

- Connect with more local businesses to become WASTED rewarders and improve the redemption process making it easier for subscribers to redeem the rewards.
- Increase levels of online and offline communication with current rewarders and subscribers.
- Conduct further research on potential ways and opportunities to improve the system
- Connect with other cities in the Netherlands and beyond to implement incentives for waste separation at source.

