

ACTION ON PACKAGING



Packaging collection at Avans University of Applied Sciences (The Netherlands)

In 2019, Avans University of Applied Sciences was the first university in the Netherlands to launch a major campaign to collect PET bottles, with a discount on catering as an incentive. On average, more than 1,000 drinking bottles are sold every day at Avans. After use, some of these bottles end up in plastic waste bins, however, the rest ends up as residual waste or even as litter. All 12 Avans sites now have PET bottle machines, some in the form of a large bottle-shaped collection bin. Students and staff receive a 10-cent discount for every PET bottle returned. This allows them to save for great prizes or spend the extra discount within the catering establishments at Avans locations.



Sustainability Action Plan

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