

GRAND DÉPART



Le
de TOUR
France

UTRECHT 2015



Gemeente Utrecht

SUPPORTER VAN
SCHOON^{NL}

TOUR DE FRANCE UTRECHT 2015



Fred Nuwenhuis
Henk Klein Teeselink

CEN congres 19 april
Brussel 2016



Gemeente Utrecht



CHALLENGE

A professional cyclist in a yellow and blue jersey is riding a road bike down a city street. The cyclist is surrounded by a massive, dense crowd of spectators on both sides of the road. Many people are reaching out to touch the cyclist or taking photos with their smartphones. In the background, another cyclist in a red and white jersey is visible. A large flag with red, white, and blue stripes is partially visible in the upper right corner. The scene is set on a paved city street with buildings and trees in the background.

A clean start with
1.000.000 visitors

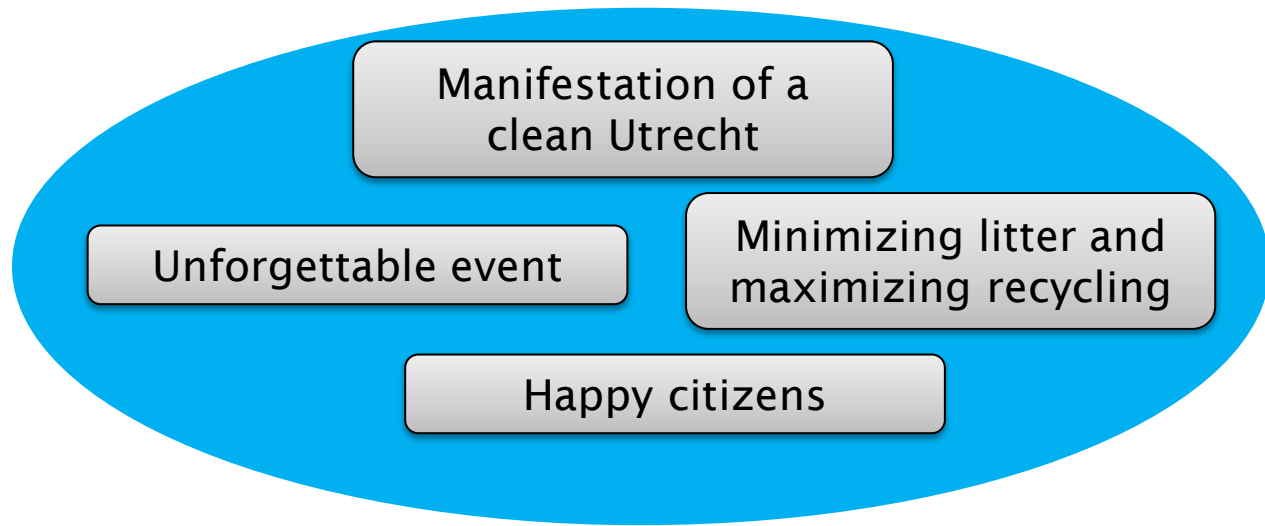
Imagination



Cooperation



Practice



Minimizing litter and maximizing recycling

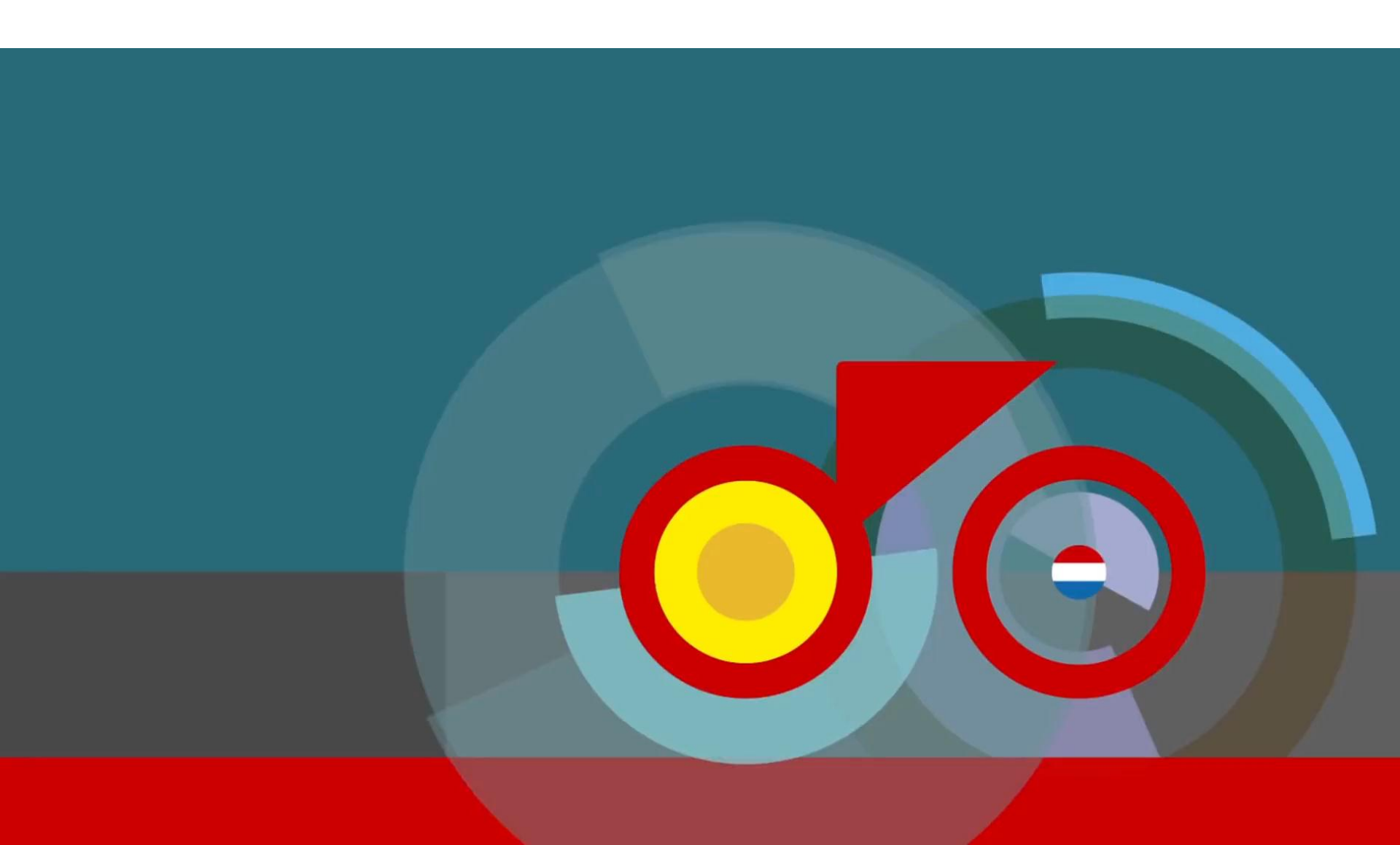
Happy citizens

Lots of side events

Nederland Schoon

ASO (Tour de France)





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The Power

Communication of the social norm “clean and recycling” through:

- Bins and recycling islands
- Visible cleaning



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Practical points

- Use of bags in containers “recycle islands”
- Bags with various colors according to the collected materials
- Locations of “recycle islands” directly at the route
- Briefing of visible cleaning



Results

- 1 million visitors
- 4000 m³ “waste” → visitors separated well for recycling
- Clean streets
- Lots of compliments: visitors, citizens, politics, ASO, employees (they got applause of the visitors)

Re-use of experience and means:

- Other festivals (Utrecht is a festival city)
- In the city parks
- At busy shopping areas





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