

12-6-2024

De HER - Rotterdam

Waste recycling and circular centre

Jurn Quadt

Municipality of Rotterdam

Project leader Communication, Education and Interior design





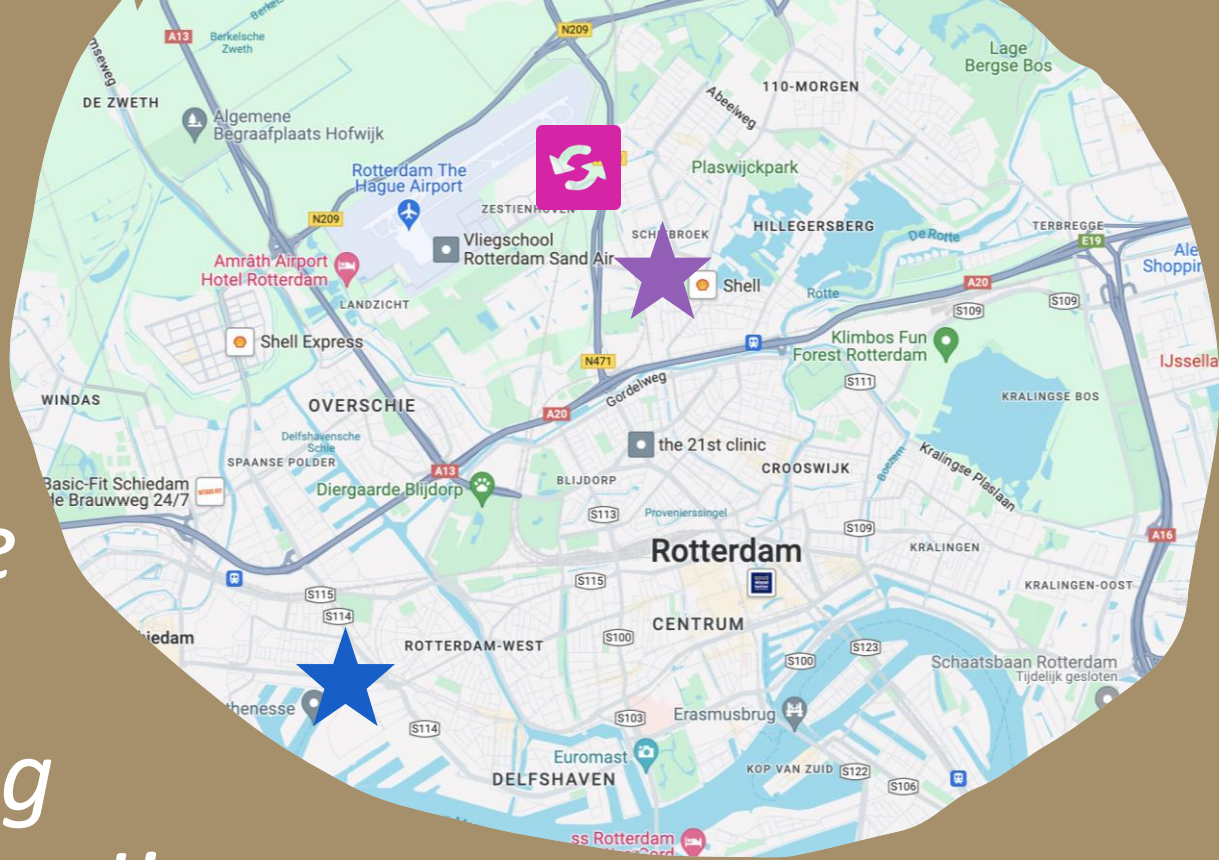
What is
De HER?

Three large, hand-drawn style brown question marks are positioned around the central text: one in the top-left, one in the top-right, and one in the bottom-left.

Some context:

How did it all start?

“Let’s build the most circular waste recycling centre in Europe!”



Adding an Upcycle Mall

- Inspired by the world's first recycling mall in Ekilstuna, Sweden
- A donor building was found...
- ... and moved from Delft to Rotterdam
- Goal is to finish construction with 85% re-used materials



Goals

De HER aims to make the circular transition visible and tangible and thereby bringing it closer to Rotterdam's residents. We do this by:

1

Stimulating circular craftsmanship and helping to inspire and create the circular designers and makers of the future.

2

Stimulating circular awareness and behaviour in Rotterdam's residents in order to ultimately reduce the environmental impact of bulky household waste.

Operational elements

- 21 spaces for circular designers and makers
- Varying from small studios (12 m²) up to larger workshops (130 m²)
- Shared machine workshop
- Meeting space
- Lunchroom
- Store





The Boxes

- Original climate chambers moved to new TNO location
- Design contest for replacement boxes
- Challenge: no standardised values or certificates for re-used materials
- Result: additional time and cost for research and testing
- Permit for temporary use



Educational programme

- Together with local schools and educational organisations
- Under the direction of a community manager
- Dedicated educational space
- Internships
- Exhibitions
- Events and tours



12-6-2024

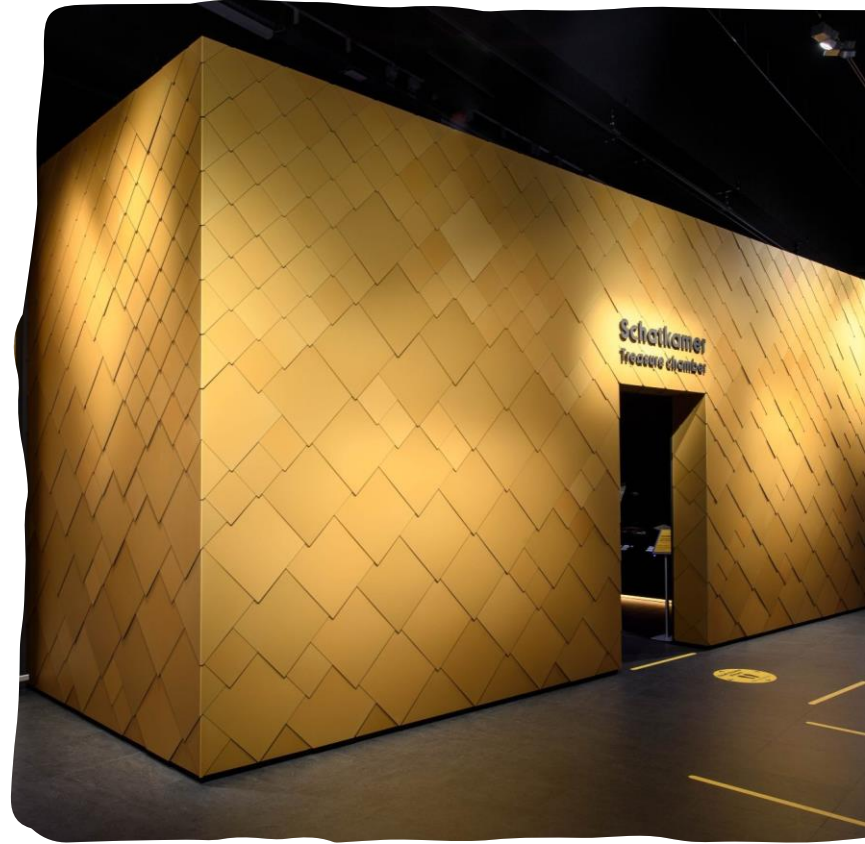
Storytelling through used materials





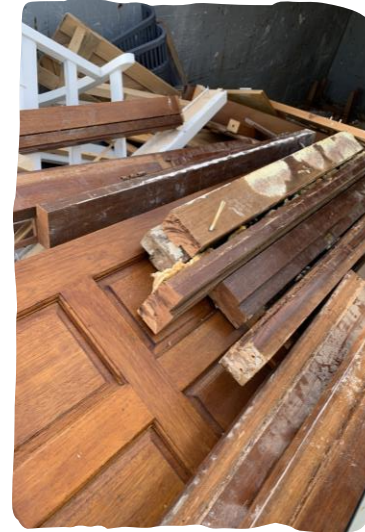
Example: The Staircase

- Aluminium shingles from the Naturalis Museum for Biodiversity in Leiden
- Steps from local trees that have reached the end of their lifespan



Example: Student built meeting table

- First educational project with local carpentry school
- Trial run: residents donated raw material
- Start of intensive cooperation





Example: The Good Floor

- Terrazzo design floor from plastic litter
- Both aesthetically pleasing and a good story
- Opportunities for community engagement and education





END



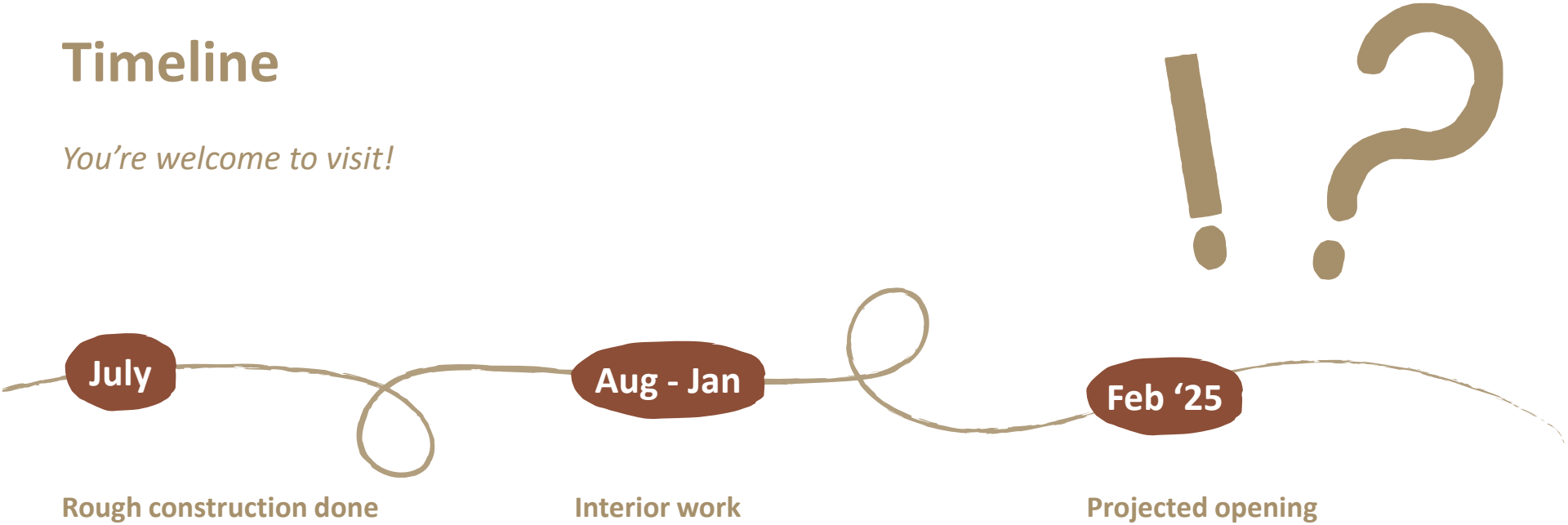
Example: Archaeological refuse

- Wood from archaeological excavation dating back to the origins of Rotterdam
- Circular thinking: nothing new under the sun
- If we can re-use 700 year old material for the third time, what excuse have *you* got to throw away your five year old table?



Timeline

You're welcome to visit!





[Rotterdamcirculair.nl/de-her](https://rotterdamcirculair.nl/de-her)
j.quadt1@rotterdam.nl



Thanks for your time!



Looking forward to your
questions!

