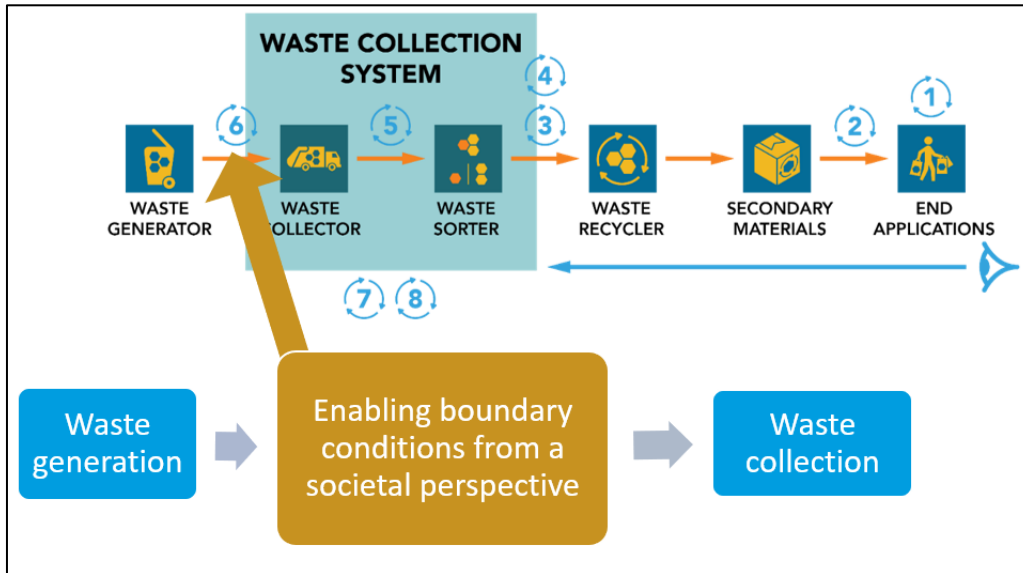


Waste collection system from a societal perspective

COLLECTORS final conference
17/11/2020

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Zero Waste Europe





Deliverable 2.5
Report on implemented solutions and key elements in selected cases for societal acceptance

TASK 2.3: Assessment of implemented solutions in the 12 selected case studies for societal acceptance – in dialogue with citizens.
ZWE, LDE, WEEE Forum

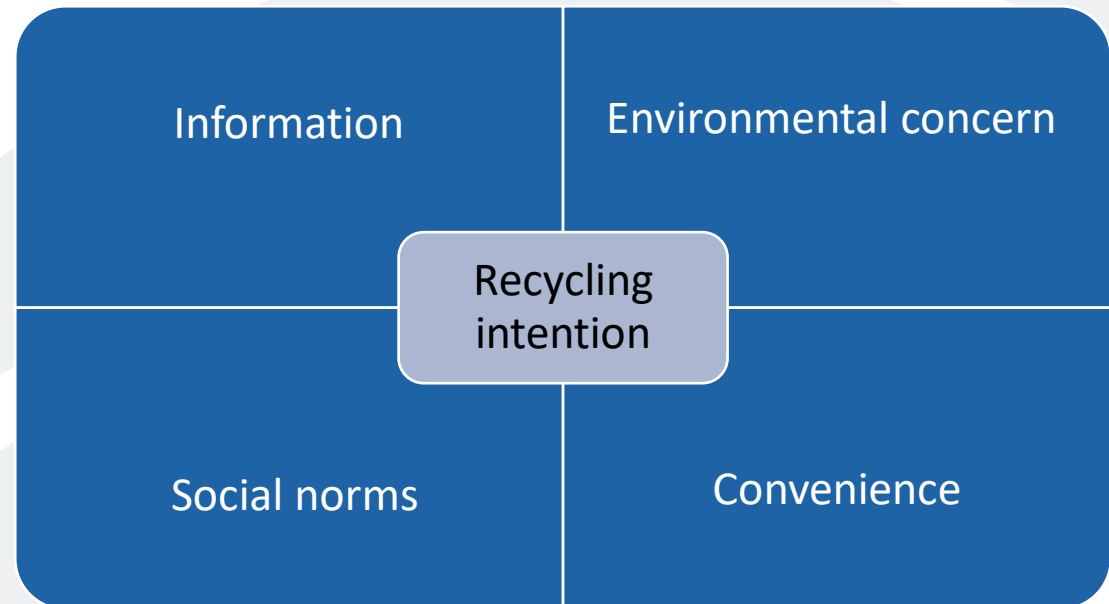
- What make citizens participate or not in waste collection systems? And how?
- What are local authorities implementing to involve citizens in waste sorting?

Approach & Methodology

- **What make citizens participate or not in waste collection systems? And how?**
- **What are local authorities implementing to involve citizens in waste sorting?**

Based on:

- 4 factors are detrimental regarding the recycling habits
- 3 focus groups meetings (Semi-directed interviews with 10-15 citizens) in PL, ITA and FR
- Analysis 10 case studies across Europe via questionnaire sent to local authorities



Main findings regarding dialogues with citizens

- To citizens, **information** means 2 things:
 - Sorting guidelines
 - General information about the recycling process and its outcome
- As a way to improve the sorting behaviour, information is at the same time, a **necessary prerequisite** (sorting guidelines) **but also a strong driver** (information about the process as a whole)
- To citizens, **environmental concern** is an essential factor. However, if it is not seen as a prerequisite but rather a driver only

Main findings regarding dialogues with citizens

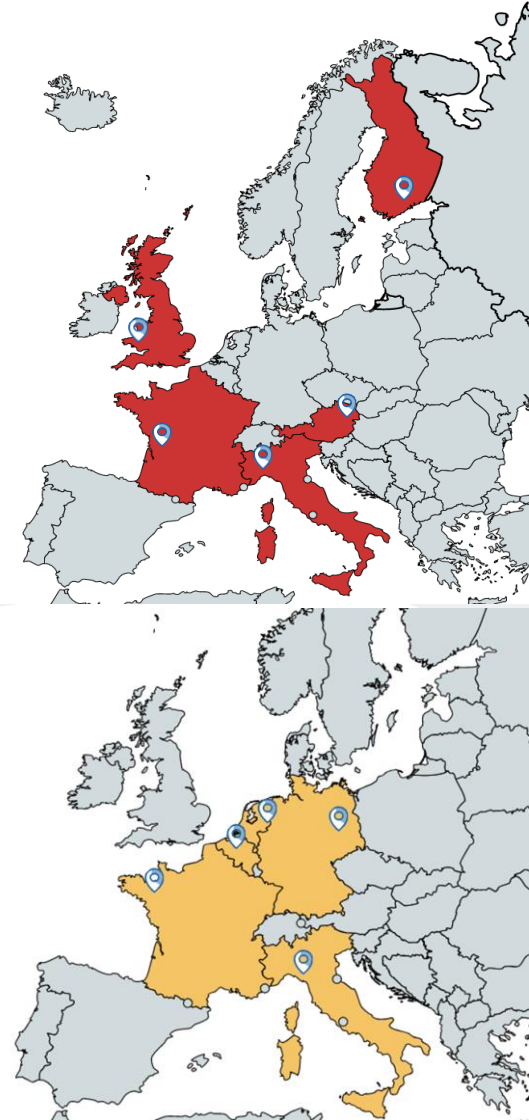
- To citizens, **convenience** is obviously key and can act as a strong deterrent. The main factors linked to perceived convenience are: *space/type of housing, additional time and efforts, access to civic amenity sites or bring points*
- Participants did not feel **social norms** had a strong impact. However, some participants mentioned the local context, where everybody is sorting, acts as a driver for them
- **Economy** is key for participants and seen as a **strong driver** although not a necessary prerequisite
- Financial incentives such as pay-as-you-throw or deposit-return-schemes are positively considered by the respondents

Main findings regarding the cases

Information			
Type of action	Implementation	Efficiency	Specificity
Public communication about how the system is running (Flyers, advertisement in streets...)	Yes	Yes	<p>Tools:</p> <ul style="list-style-type: none"> • Flyers • Ads in streets, newspapers, radio and TV <p>For every transformation, letter signed by the mayor to families and business to explain:</p> <ul style="list-style-type: none"> • Goals of zero waste • How the system works
Civic agents in the streets or civic amenity site	Yes	Yes	Each time there is a change in the neighbourhood, an information site is placed to distribute information, brochures and the necessary material (such as bins and bags)

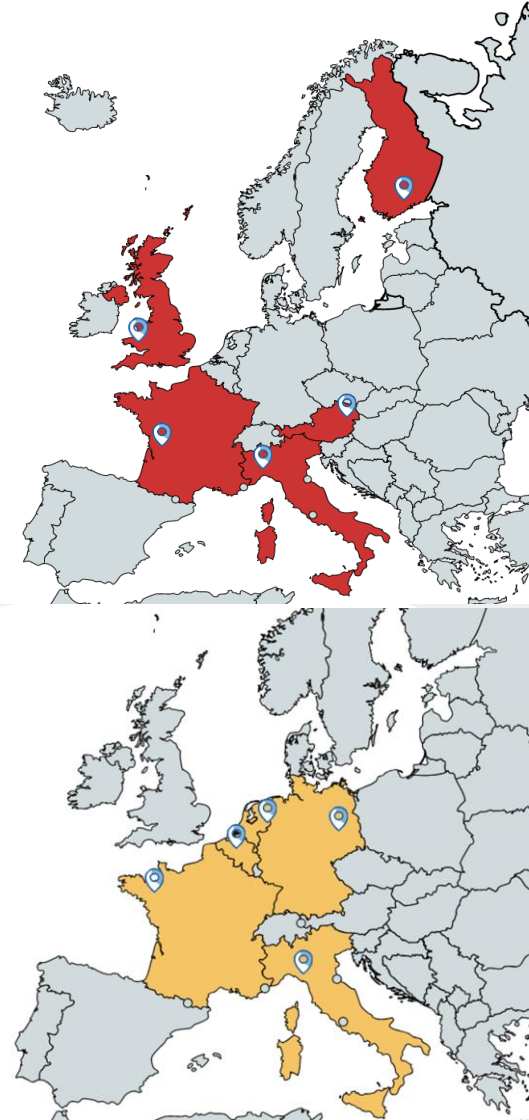
Main findings regarding the cases

- When it comes to societal acceptance, there are no strong differences between PPW and WEEE
- Local authorities/PRO have little or no information regarding the efficiency of the implemented measures
- Convenience is stimulated via regular analysis of the system, yet often not involving inhabitants directly



Main findings regarding the cases

- Information is the factor the most stimulated via wide communications campaigns also including stimulation of the environmental concerns factor;
- However, this is mostly done via public communication and not through proactive measures such as door-to-door;



Main conclusions

- To citizens, information is about the **how** (guidelines) but also the **why** (outcomes of the recycling system)
- To citizens, labels on products are highly confusing
- **Financial incentives** are perceived as an efficient solutions to improve the separate collection habits
- Local authorities do not assess the perception of their measures by the measures
- Most often, there is a **lack of alignment between the measures implementing by local authorities/PRO and the citizens' expectations**

Recommendations

- When disseminating information, ensure it is **available everywhere, widely distributed** in a proactive, clear, and **adapted** to the type of public it targets
- The informational content should not be limited to the sorting guidelines but **should also contain information on the waste collection system.**
- If possible, the implementation of **financial incentives** positively encourages citizens to sort their waste.
- In order to evaluate the waste collection systems and the various measures implemented for increasing societal acceptance, **monitoring and further assessment of the measures implemented is crucial.**

OUR CONSORTIUM



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Thank you!

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For more info about the project visit the COLLECTORS website at www.collectors2020.eu

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