

Household waste separation

Field experiment to improve household waste separation in Trelew, Argentina. Experiment design and results.

Waste management system in Trelew

- Separation into only two categories, "dry" (recyclable) and "wet" (residual) waste.
- Daily curbside collection from Monday to Saturday, Thursdays: dry waste collection.
- Classification and processing of dry waste in local waste management plant.

Target behaviour of households

1. Waste separation into dry and wet,
2. On Thursdays: bringing **only** the dry waste out to the kerbside for collection.

Project implementation

November 2018 baseline survey

- Basic information on household features, attitudes, and behaviours (369 households)

March 2019 intervention

- Distribution of materials to ~5000 households clustered in 400 street segments
- Random allocation of interventions to street segments, all households in one street segment received the same intervention

March 2019 short term data collection (wave 1), September 2019 long-term data collection (wave 2)

- Waste collection from random households in selected street segments (3.5 tons)

November 2019 scale-up to 20.000 households

Baseline survey results (Nov 2018)

- 1 out of 3 households state that they separate.
- 1 out of 25 households state that they separate **and** know that Thursday is the day of dry waste collection.
- **Opportunities for improvement**
 - Removing informational barrier (Thursday), helping households remember to bring out their dry waste,
 - Motivating households to separate by using appeals to environmental protection or helping the separation plant workers.

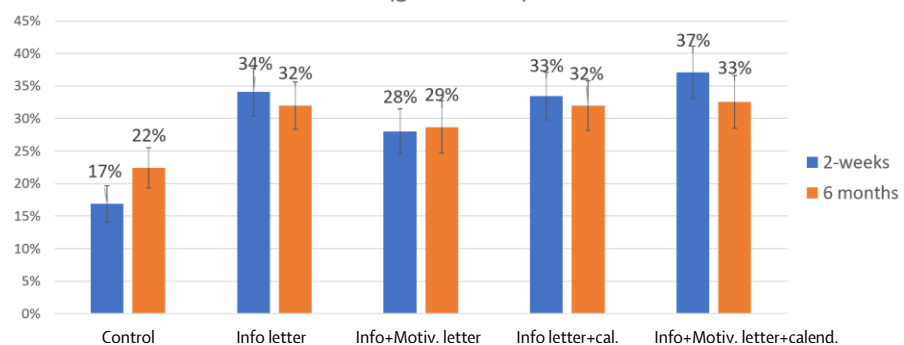
Randomized controlled trial design

- 4 intervention groups + 1 control group (2x2+1)
- Content: information x motivation
- Format: Letter x letter plus magnetic calendar

	Information	Plus motivation	
Information	Group 1: - Information - Material: letter	Group 2: - Information - Motivation - Material: letter	Control group (received nothing)
Plus reminder	Group 3: - Information - Reminder - Material: letter and magnetic calendar	Group 4: - Information - Motivation - Reminder - Material: letter and magnetic calendar	

➤ Waste data results: Household waste separation after treatments

Percentage collection points with dry waste only, per streetblock (given waste)



N=669 (number of streetblocks, both waves)
Only those collection points which contained waste were analysed.
Errorbars represent standard errors of the mean.

In cooperation with

eMBed
Mind, Behavior, and
Development Unit

decision
context

Deutsches Institut für
Entwicklungspolitik

German Development
Institute

