

The concept of KAYT – Know As You Throw

LIFE RethinkWaste

Michele Giavini – ARS ambiente, Italy

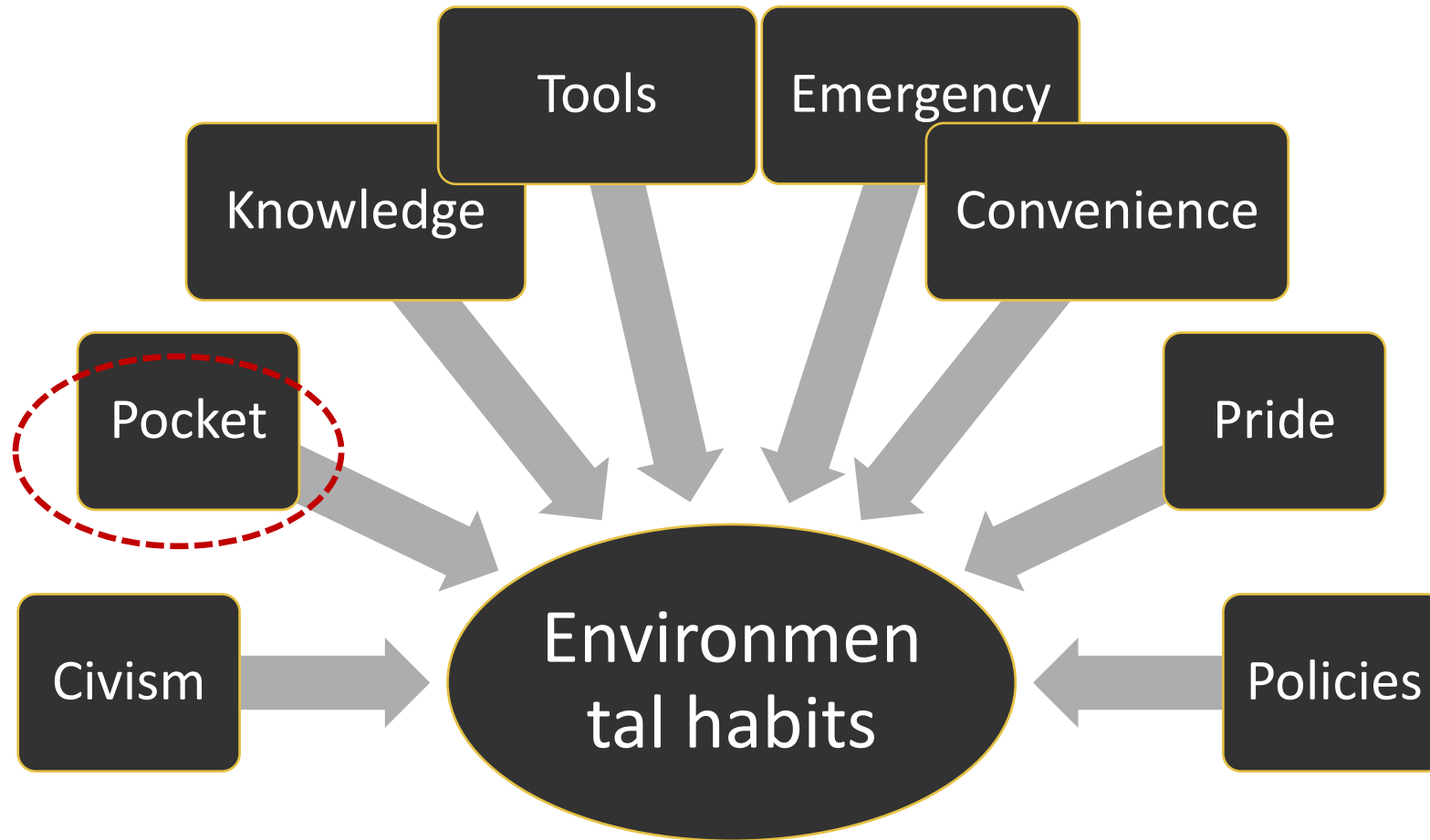
ARS | 20
AMBIENTE | YEARS

RethinkWaste

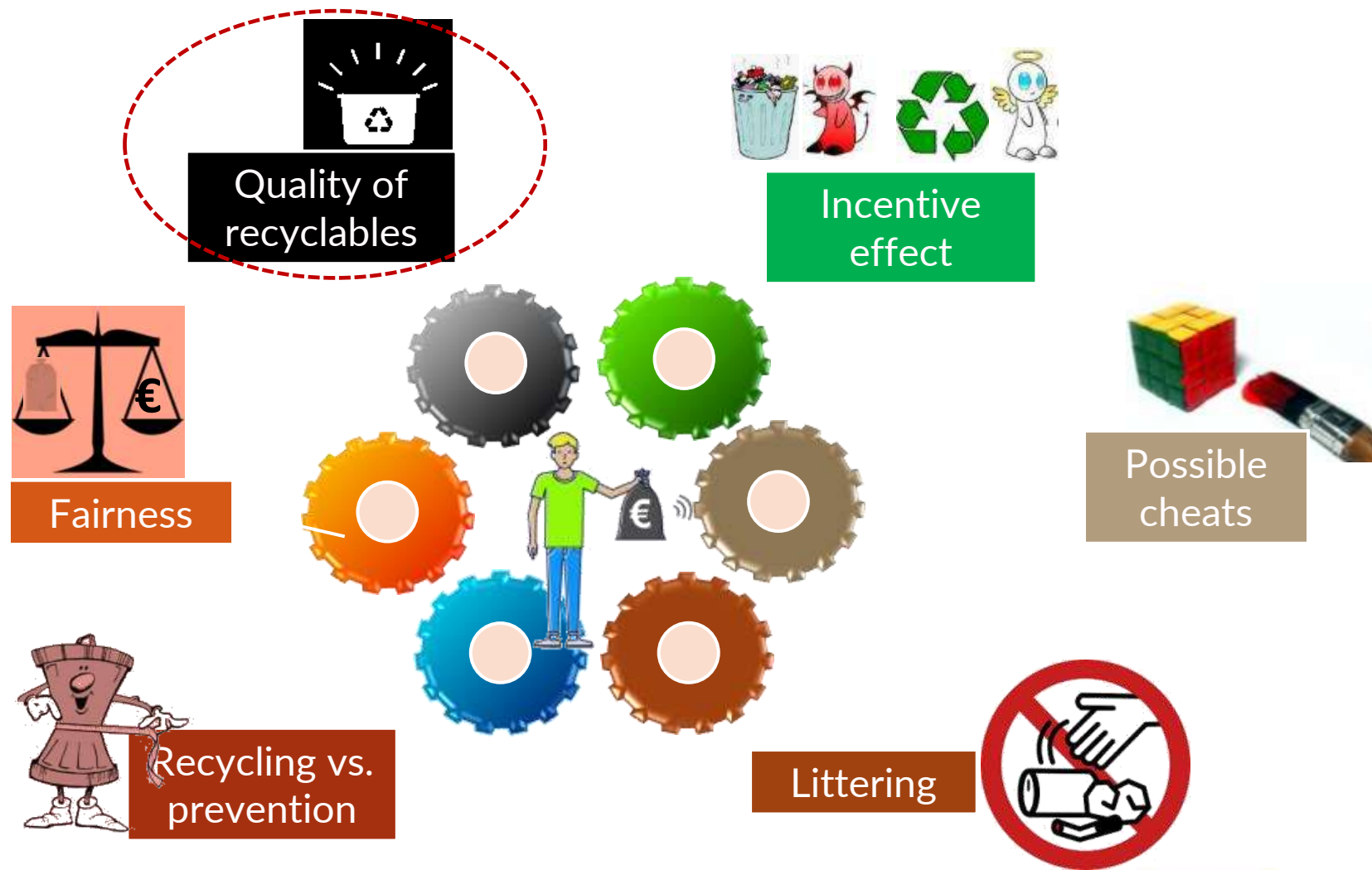
- 2019-2022
- Leader: ETRA (Veneto, Italia)
- 4 pilot areas (5000 inhabitants)
 - ETRA
 - Varese
 - Sant Just Desvern
 - Bitetto
- Governance partners
 - ARPAV Ag. Reg. Protez. Ambientale Veneto
 - Agència de Residus de Catalunya
 - ATO 2 Ancona
- Technical partners
 - ARS ambiente
 - LCA consultants 2.0
- Dissemination partners
 - IFEL Istituto per la Finanza Economia Locale
 - ACR +



PAYT, one of the (many) tools



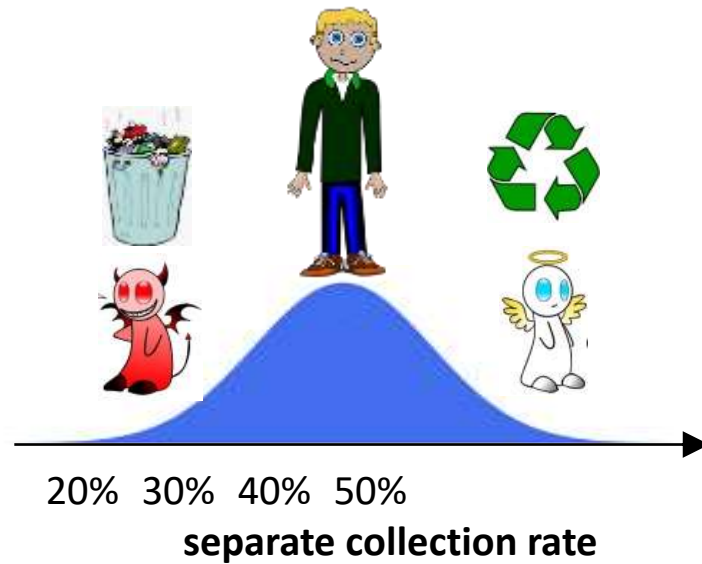
PAYT, delicate balance



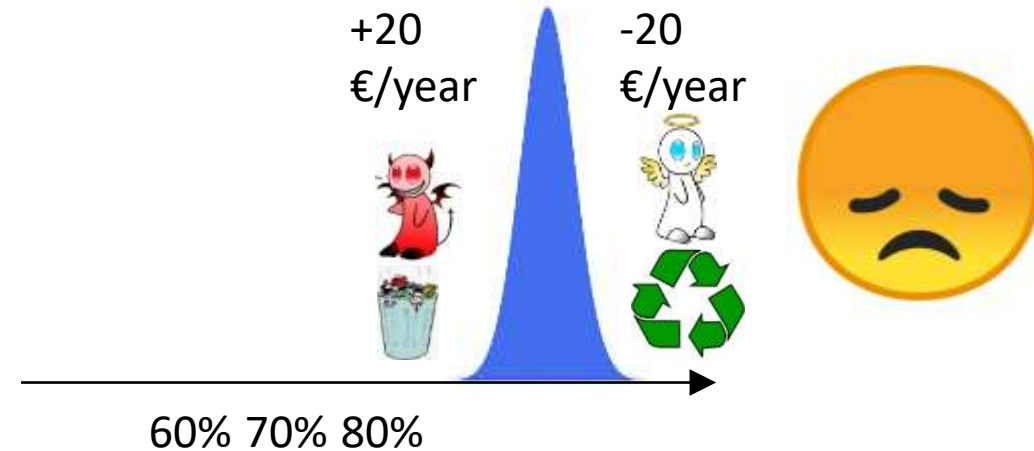
PAYT and Perception of the costs



Incentive
effect



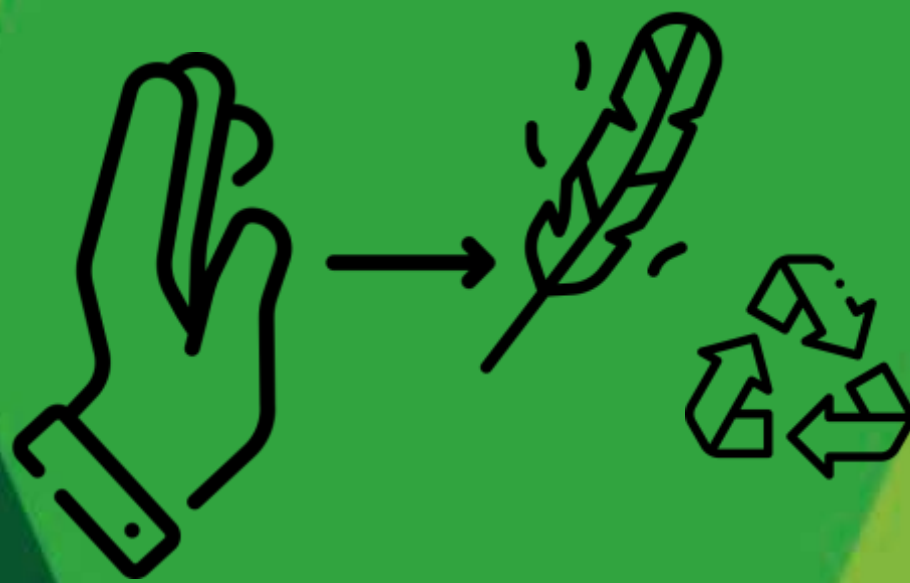
Evolution stage:



Advanced stage
(with PAYT):

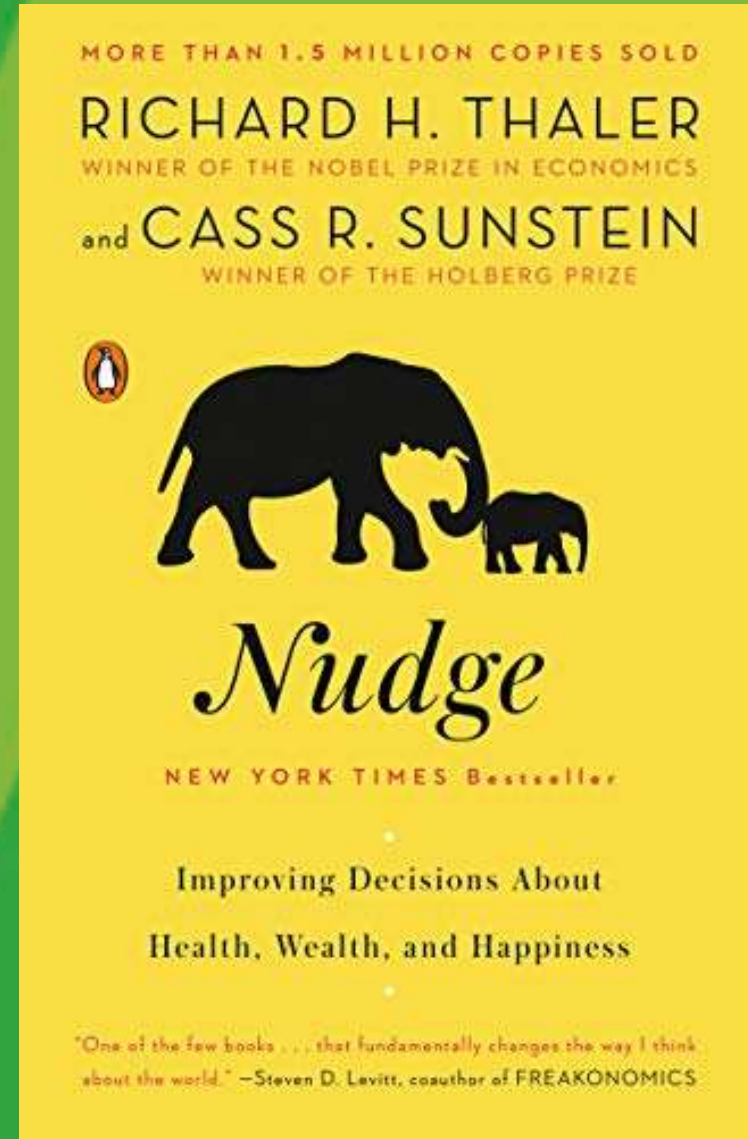
KAYT = Know as you throw

- PAYT usually provides info **once per year (invoice)**
 - **Many don't realize**
- KAYT = Give **individual**, detailed, **frequent** feedbacks
 - Citizens feel **monitored** and improve their habits accordingly
 - real time data access
 - Specific and **individual sensitization campaigns**
 - Don't give only negative feedbacks

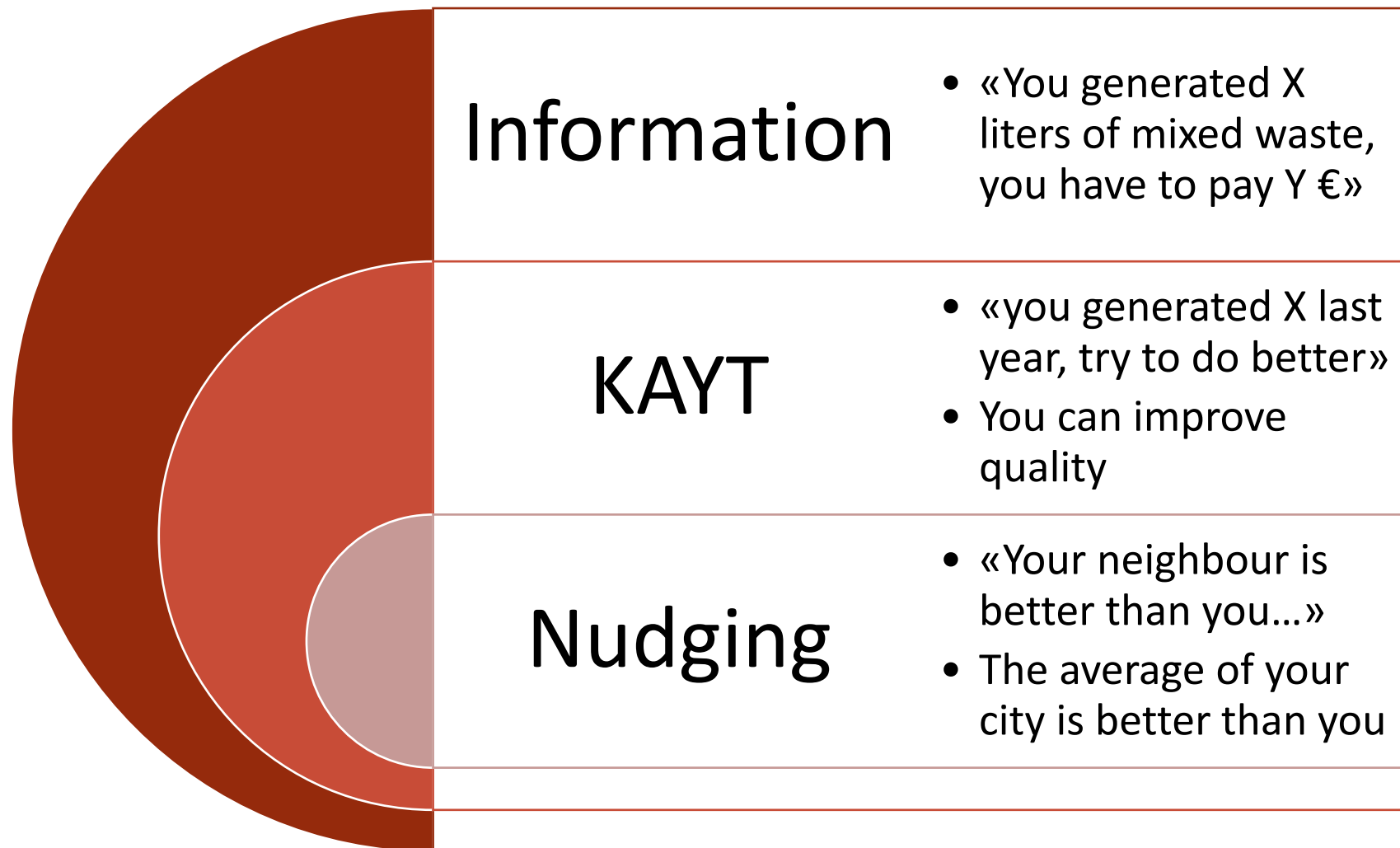


Nudging

Positive and constant recommendations



Type of messages



PAYT or KAYT = KNOW AS YOU THROW



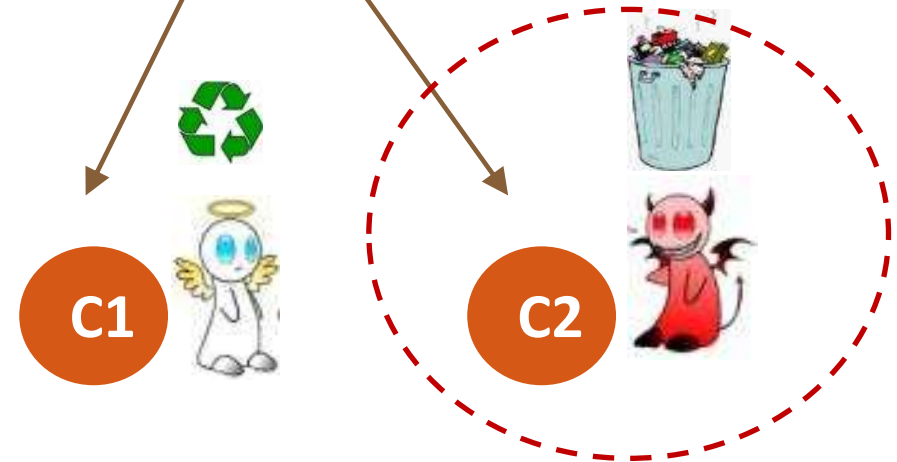
A



B



C

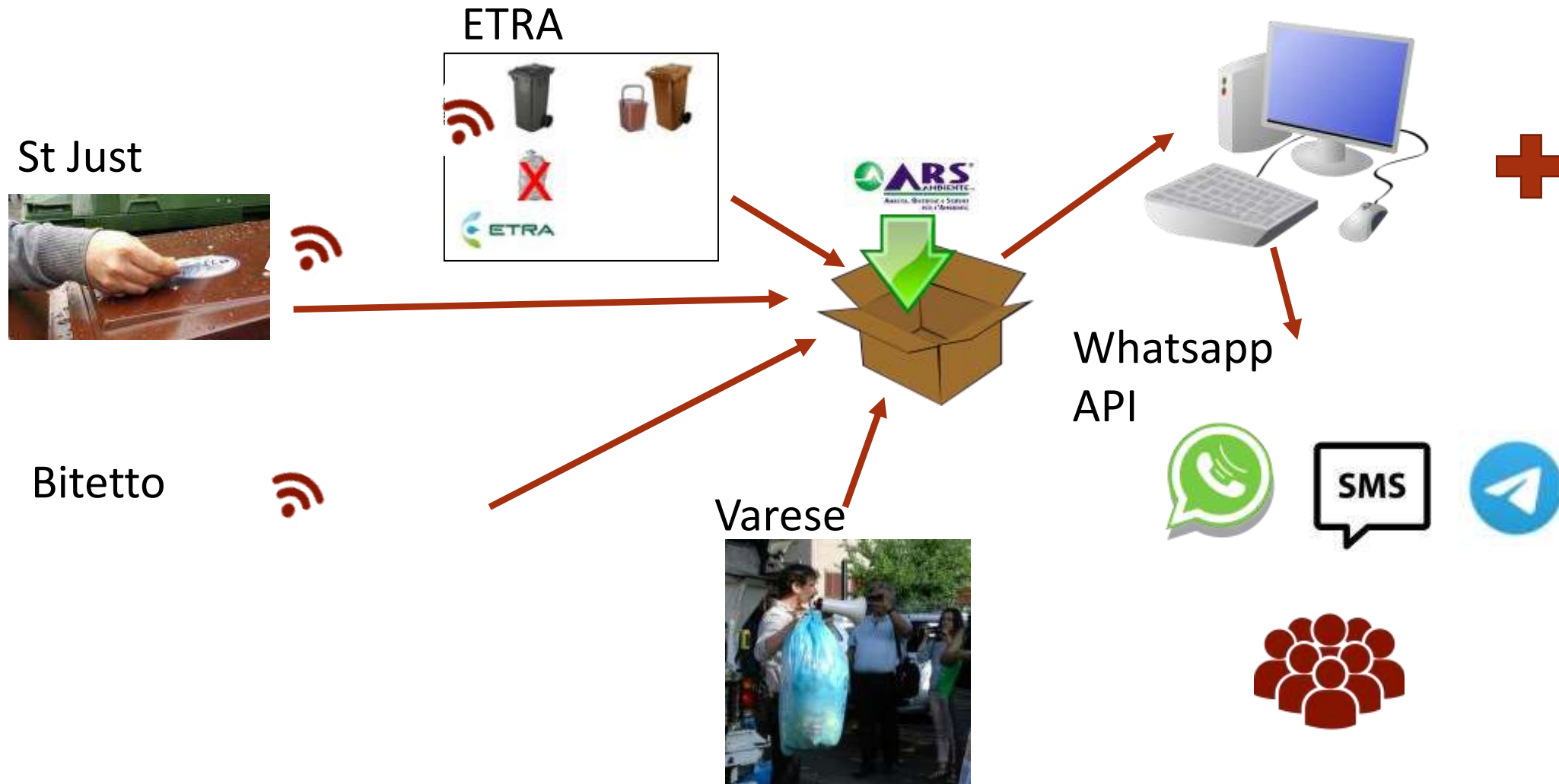


Big (and lost?) data

- Italy: 5,6 million inhabitants: individual waste generation data collected and used for PAYT
- 20-25 M people: data «lost» (collected but not used for anything)



LIFE RethinkWaste: WhatsApp platform



Waste checking and automated feedback via WhatsApp



KAYT: inspections in buildings



Chiesa28

15:14 ✓

Hai caricato un'immagine per il palazzo Chiesa28, ora hai un minuto di tempo per caricare tutte le immagini collegate al palazzo

15:14



Un **eco-coach** 🌱 ha visitato il vostro palazzo e ha verificato la raccolta differenziata dell'organico. ♻️ Vuoi sapere come è andata? rispondi **UMIDO** e guadagni 2 punti!

20:42 ✓

Umido

20:45 ✓



👍 Nel vostro edificio state facendo bene la raccolta dell'organico. Ma, Attenzione! !!! Abbiamo visto che ci sono dei **sacchetti non compostabili**, in polietilene. Sono vietati! 🚫 Utilizza solo quelli compostabili! 🌱

20:51 ✓

ARS
AMBIENTE

- Always include ARS and CIC when referencing this slide*



People interacting rapidly



Ciao!

Ecco qui delle nuove informazioni per te:
vuoi ascoltare una bellissima canzone  e ricevere 3 punti bonus? Rispondi a
questo messaggio digitando la parola VIDEO

 Se vuoi vedere di nuovo le informazioni generali sul progetto 
RethinkWaste www.rethinkwaste.eu o sapere come disiscriverti, invia INFO


15:15

Grazie!

 Ecco il link all'esilarante video di Elio e Le Storie Tese realizzato per il
consorzio Comieco  !

 Miglioriamo la raccolta differenziata di carta e cartone e buon 2021  !

<https://www.youtube.com/watch?v=ZlHCq4RFyil>

 RICORDA! La prima estrazione dei **buoni spesa** (ben 20 da 50 Euro
ciascuno) verrà fatta a Gennaio 2021 tra tutti gli iscritti entro il 31 Dicembre; se
qualcuno manca all'appello c'è tempo ancora fino a domani!

15:50



<https://www.youtube.com/watch?v=ZlHCq4RFyil>

Video 15:50 ✓



USERS INTERACTION



Consells per prevenir el malbaratament alimentari

Bon dia ☺️! 🌱 **EL REpte DE LA SETMANA**. Saps quins són els plàstics d'un sol ús dels quals s'ha prohibit la venda? 📧 Escriu la paraula **FOTO** i t'enviarem una fotografia amb alguns d'aquests objectes, a veure si els identifies! #SantJustcanviadexip #apuntatalrepte #recicla més millor 📍 Si vols tornar a rebre informació general del projecte 🇪🇺 LIFE RethinkWaste, envia INFO El teu codi d'usuari és dmx7h5

📍 Si vols tornar a rebre la informació general del projecte 🇪🇺 LIFE RethinkWaste envia INFO



Example of messages

Bon dia, vols veure una foto de com es trobava ahir l'àrea d'aportació que fas servir habitualment? Escriu FOTO abans de dilluns, rebràs 2 punts i tindràs oportunitat de guanyar dos punts més.

El teu codi d'usuari és chld6r

📌 Si vols tornar a rebre la informació general del projecte 🇪🇺 LIFE RethinkWaste envia INFO

07:45 ✓

FOTO

08:34 ✓



Oi que trobes residus fora del lloc on haurien de ser-hi? Escriu VEIG, seguit d'allò que està fora de lloc i a on hauria d'acabar, abans de dilluns, i guanyaràs 2 punts més. Gràcies per seguir participant!!

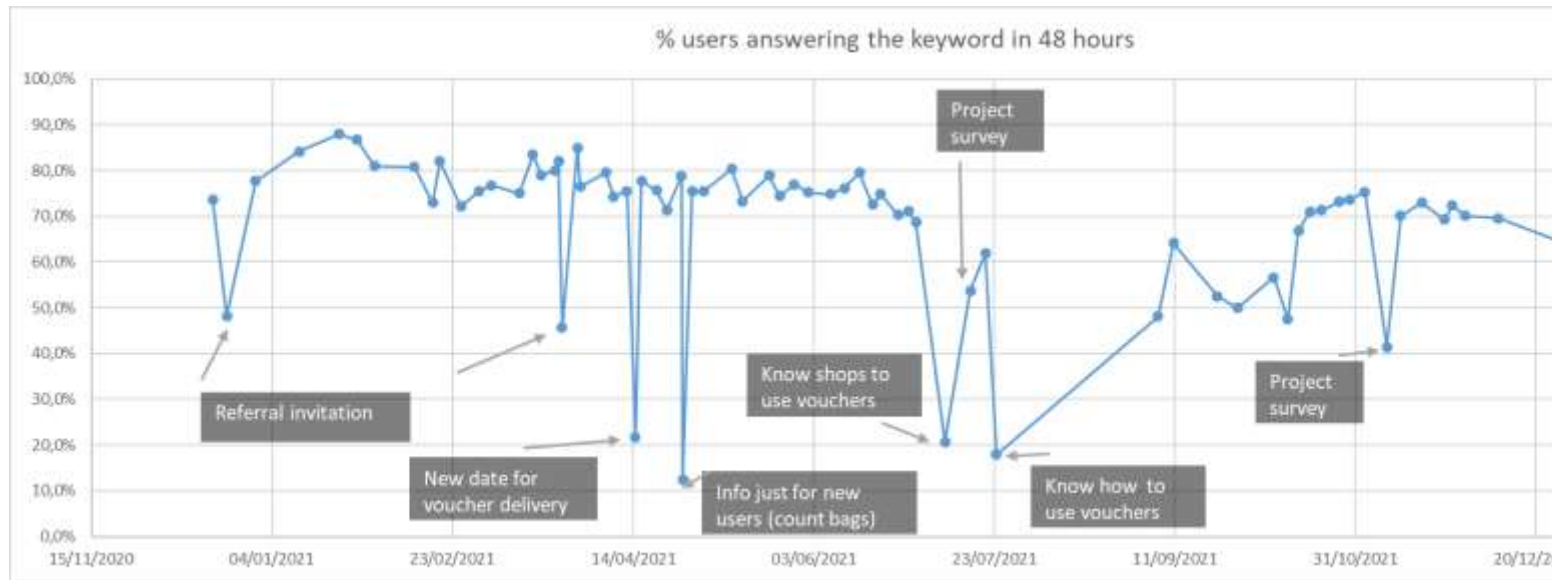
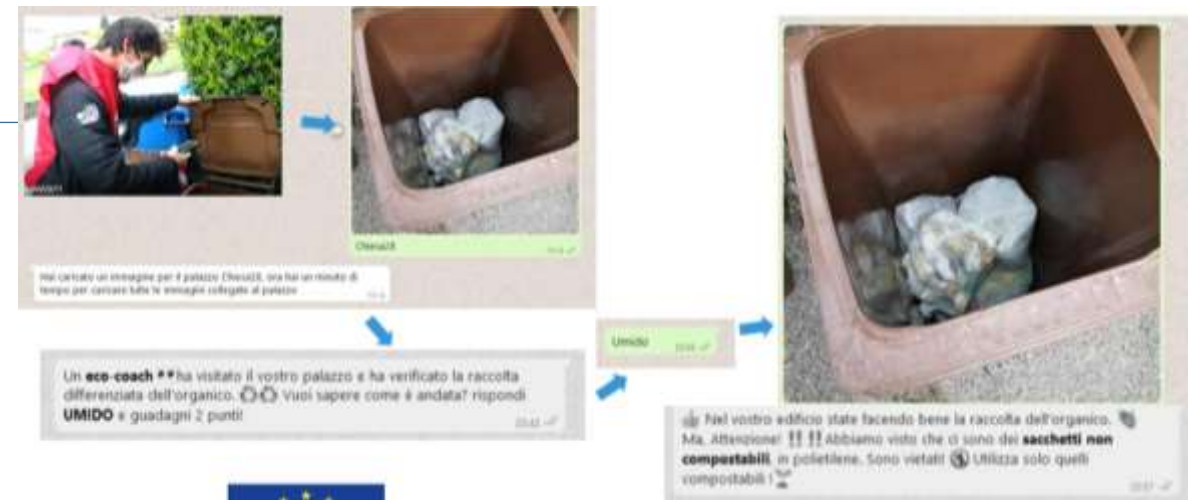
07:50 ✓

Veig els quadres, els sacs mig plens i la bobina de fusta que haurien d'anar a la deixalleria.

09:16 ✓

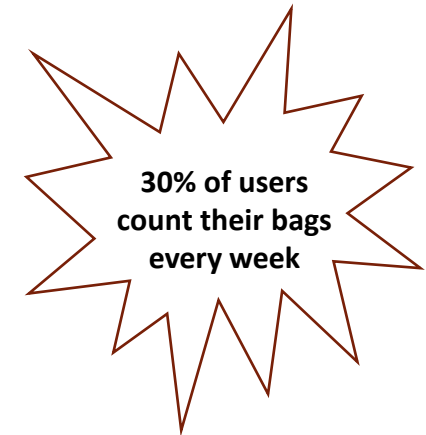
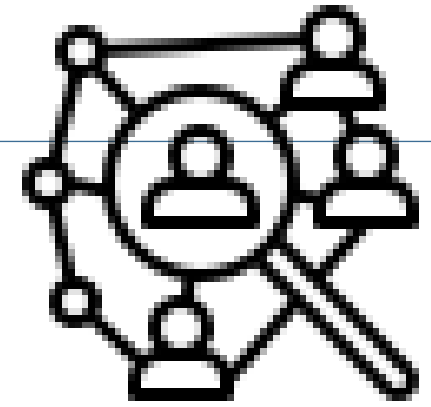
USERS INTERACTION - Varese

- 94 messaging campaigns, of which
- 20 individual KAYT campaigns (from May to December)
- 105.329 total messages sent to users
- 38.639 messages sent by users (37% of the total)
- 75% of users interact within 24 hours
- 60% of users answer correctly



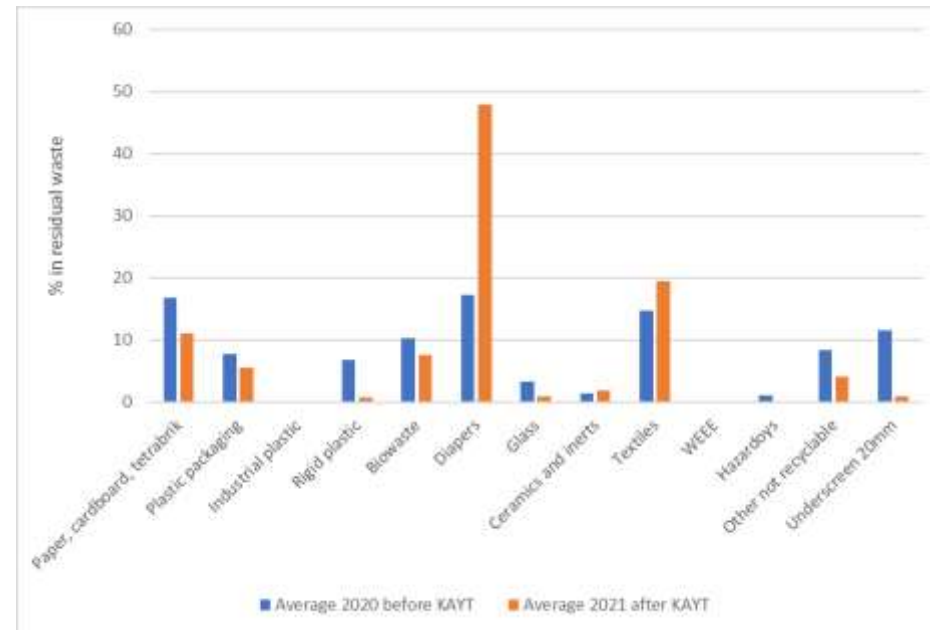
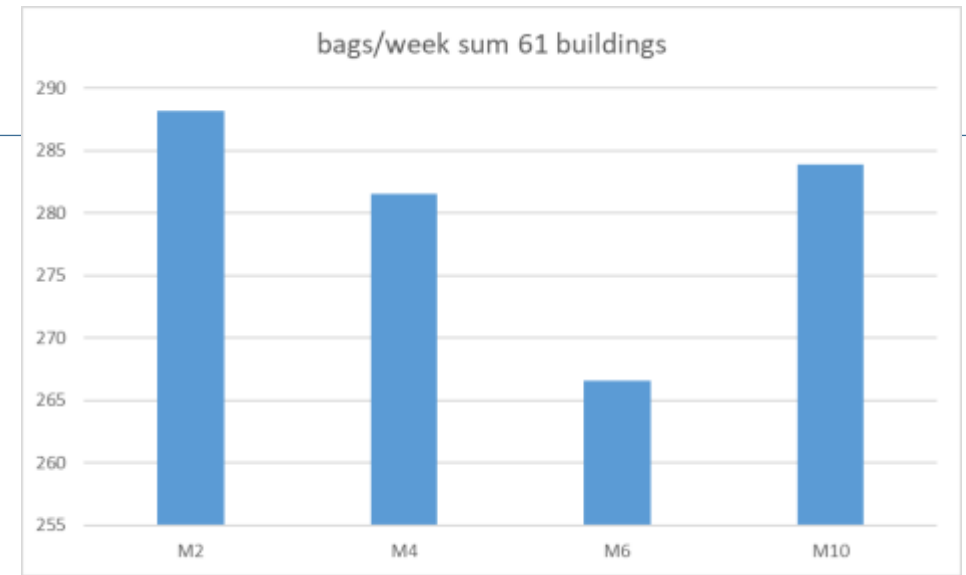
Varese: Citizen science

- No RFID bags
- We ask citizens to count the residual waste bags in front of their buildings... And they get more points



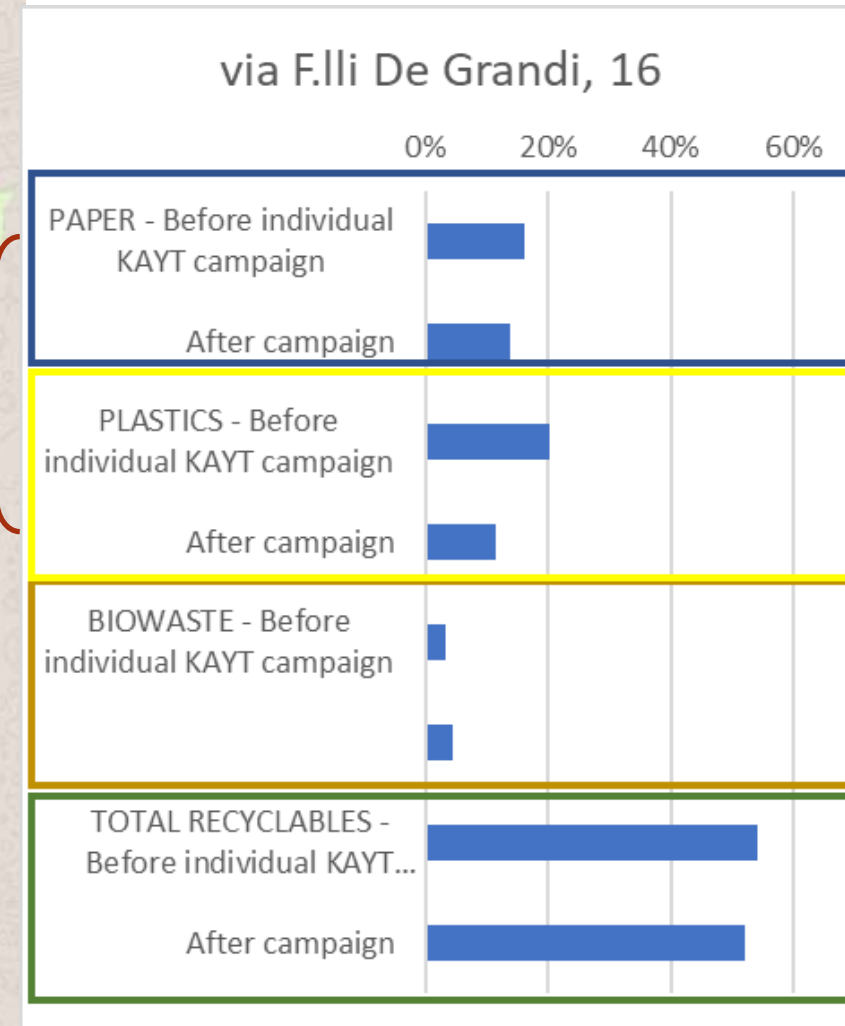
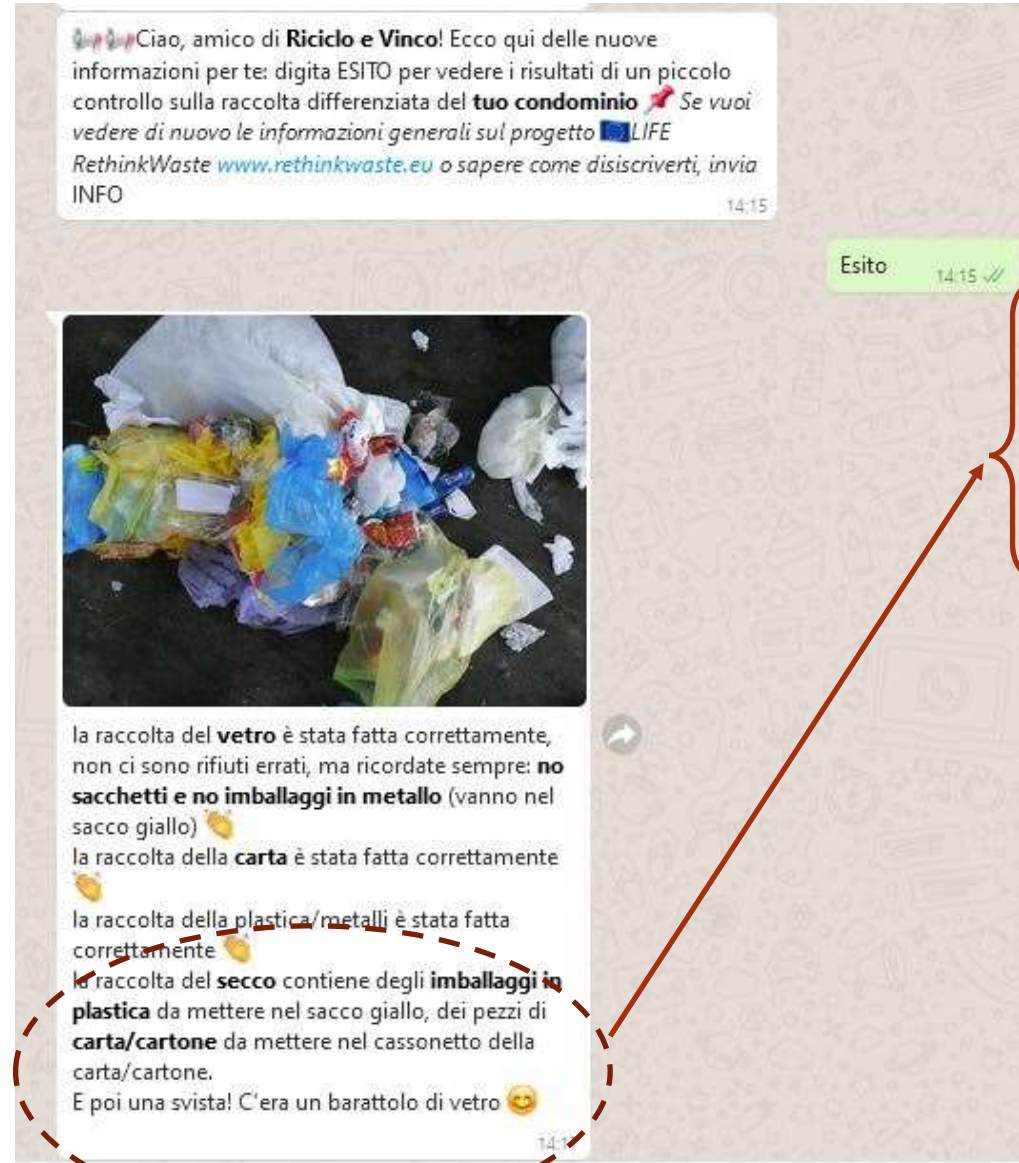
Varese: results

- Separate collection increased from 70.2% to 71.0%
- Residual waste bags reduced -12% in the first KAYT period (-1% long term)
- Waste quality improved



Example of improvement in an individual KAYT campaign

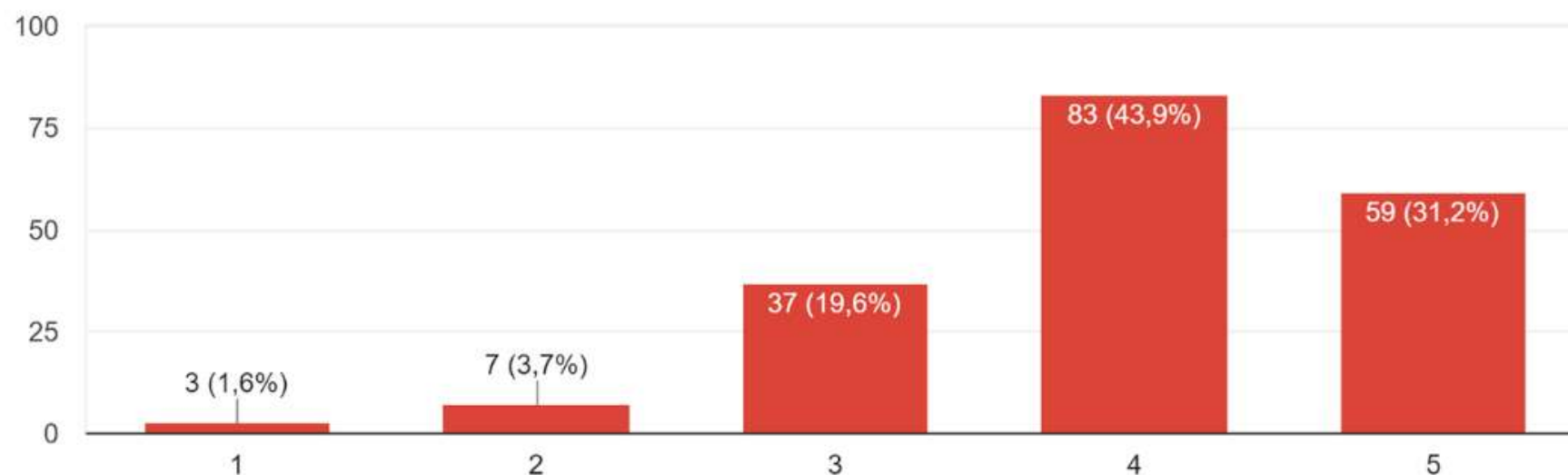
- Plastics and paper in residual waste reduced after the campaign



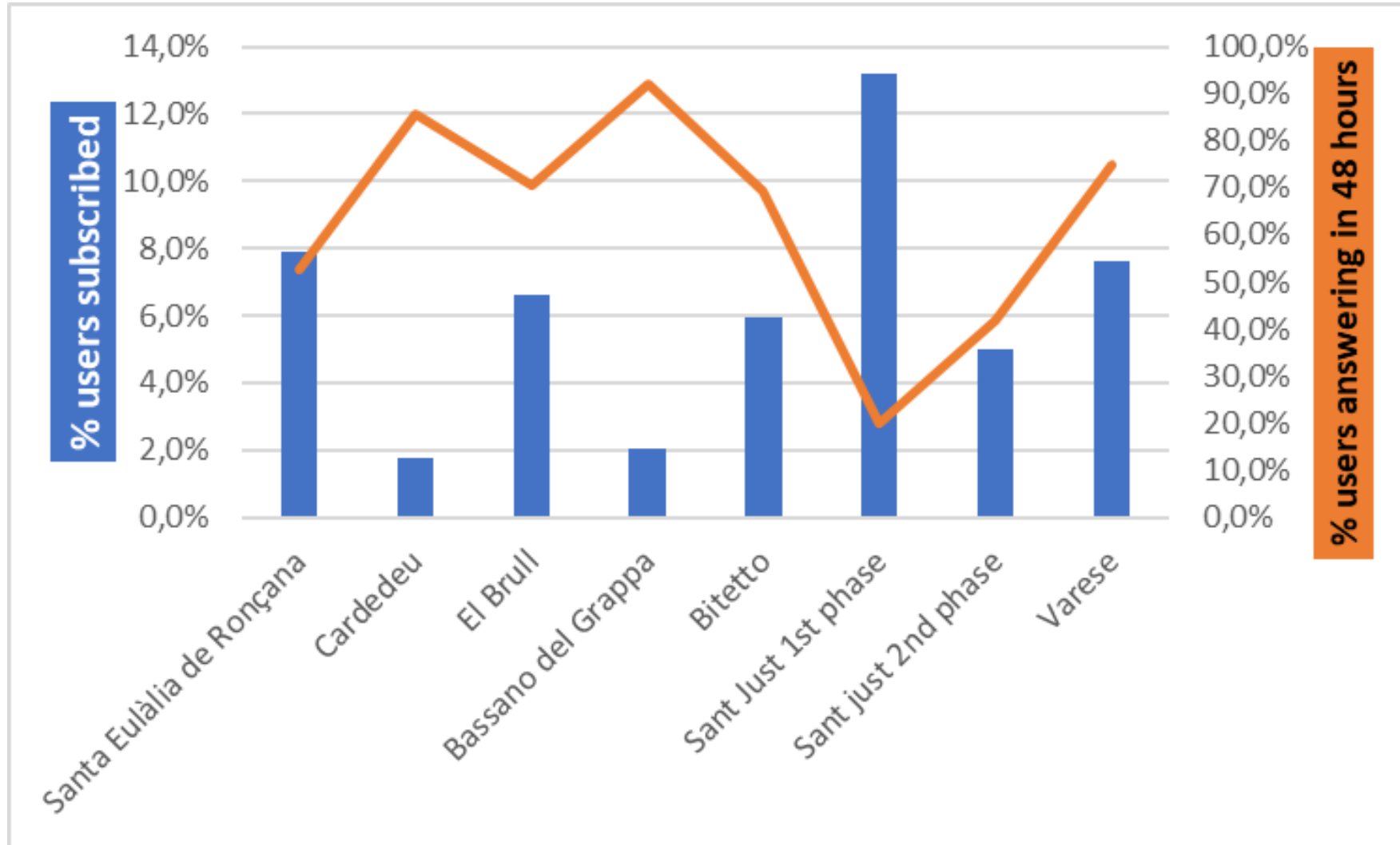
Change of behaviour

Quanto è cambiato il suo grado di attenzione alla raccolta differenziata dopo l'esperienza con Riciclo e Vinco?

189 risposte

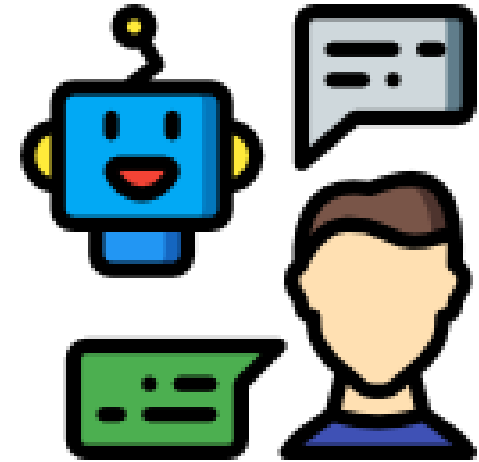


USERS SUBSCRIPTION AND INTERACTION: COMPARISON



KAYT – perspectives

- *Nudging* approaches like KAYT – Know As You Throw are becoming spotlighted recently, as a positive tool, individually, along with PAYT or prior to its introduction
- Rewarding citizens for their habits is not always necessary (low cost KAYT approaches got to the same % of subscribers)
- Citizens like when they feel part of a competition in which they can do better than the others
- Getting the “bad guys” engaged is very difficult
- *Don't forget that citizens are not machines... And waste containers are not so “intelligent” if they generate billions of “lost” data*





ARS ambiente, via Carlo Noè 45
21013 – Gallarate (VA)
Telefono: (+39) 0331777991
Email: info@arsambiente.it
Pec: postmaster@pec.arsambiente.it
SDI: W7YVJK9!

Thanks

Michele Giavini
giavini@arsambiente.it

www.rethinkwaste.eu