Waste Sorting



How can people be encouraged to sort their waste?

Interviews with 26 people across Estonia showed that the current waste-sorting system is fragmented and inconvenient.

We tested new ways to encourage people to sort their waste. A waste-sorting experiment in Kuressaare showed that nearly one quarter of people who had not previously sorted their waste were willing to start if the process was made easy for them.

All three packaging recovery organisations operating in Estonia have since adopted standardised waste labels and sorting guidelines.

Project duration: 2019

The project was implemented as part of the Innovation Programme.

Read more (in Estonian):
Prügi_sorteerimine - lõpuesitlus.pdf | 6.82 MB | pdf

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