



SVENLJUNGA KOMMUN

Reaching Residents Where They Are

Svenljunga joined the SorTex project to test collection solutions adapted to both rural households and multicultural apartment areas. The municipality focuses on methods that are convenient, easy to use, and simple to communicate.

Laundry room collection has been introduced in apartment buildings where many languages are spoken. By placing collection points where residents already move in their daily routines, the pilot is testing how visual communication and universal symbols can guide sorting without relying on written instructions.


Postal service collection, is being used in rural areas to trial a new door-to-door collection model. By using existing delivery routes, together with **PostNord**, the pilot explores how everyday infrastructure can support future circular flows and give households the opportunity to leave textiles directly at their mailbox.

The collection bag serves as both a container and an educational tool, with clear visual guidance printed directly on the bag. Residents book pick-up through a QR code and receive a new bag at the next delivery.

This is Svenljunga




 Population
10 747

 Households
4959

Mix of single-family homes and rural settlements

 Area: 900 km²

 Population density:
11,7 inh/km²

Svenljunga is a rural municipality where Svenljunga is the main town alongside 14 smaller villages. The area is characterised by forests, lakes and a agricultural landscape.



Collection Tests



Laundry Room

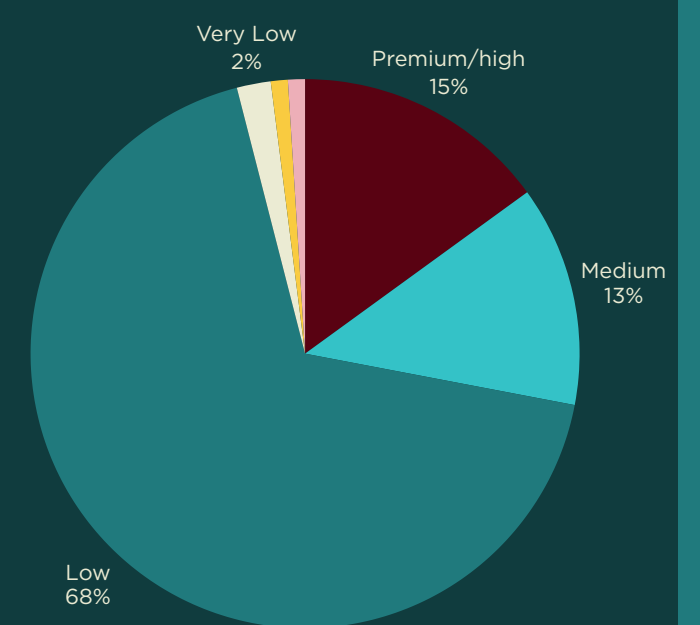


Postal Service Collection

Postal Service Collection

322 kg Textiles collected

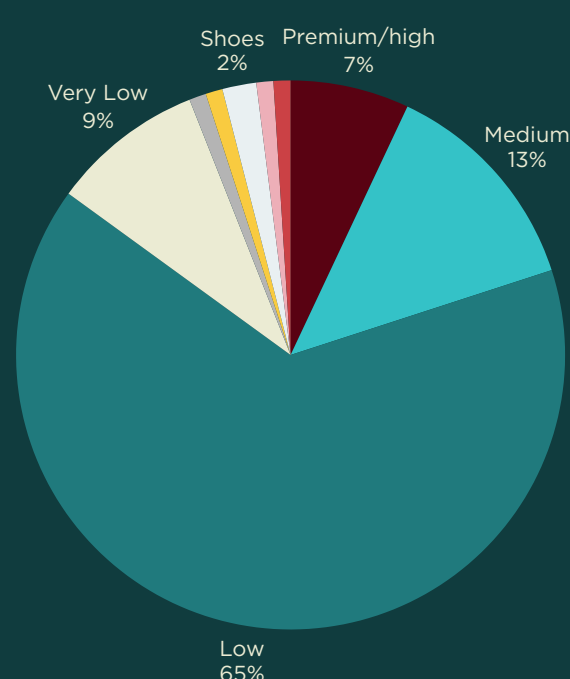
- Premium/high 15%
- Medium 13%
- Low 68%
- Very Low 2%
- Wet/Moldy 0%
- Pillows/Duvets 1%
- Shoes 0%
- Shein 1%
- Non-textile 0%



Laundry Room

146 kg Textiles collected

- Premium/high 7%
- Medium 13%
- Low 65%
- Very Low 9%
- Wet/Moldy 1%
- Pillows/Duvets 1%
- Shoes 2%
- Shein 1%
- Non-textile 1%



Interreg



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