



Vänersborgs kommun

How Location Shapes Behaviour

Vänersborg is testing two collection methods in a vulnerable neighborhood where waste management has historically struggled with engagement and proper sorting. Vänersborg wants to understand how location and context influence participation and sorting quality.

Laundry Room collection explores whether placing textile collection in a familiar, everyday space associated with clothing care could improve trust and ease of use. The pilot is examining how this setting affects what residents choose to hand in and whether it reduces contamination with non-textiles.

Recycling Room collection tests the opposite environment, a traditional "waste space." Here, the goal is to see if the association with refuse disposal influences behaviour, participation, or the accuracy of sorting.

This is Vänersborg



Population
40 041



Households
18 992

Mix of single-family homes and multi-family buildings

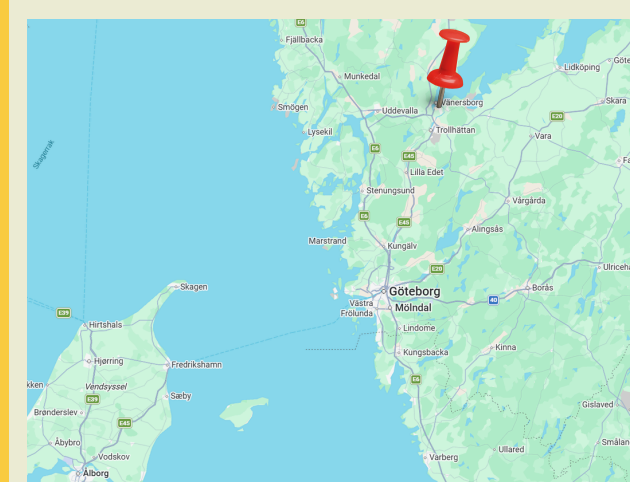


Area: 898,8 km²



Population density:
62 inh/km²

Vänersborg is a municipality where urban and rural landscapes meet. The central town is complemented by three additional localities, together forming the wider Vänersborg municipality.



Collection Tests



Laundry Room

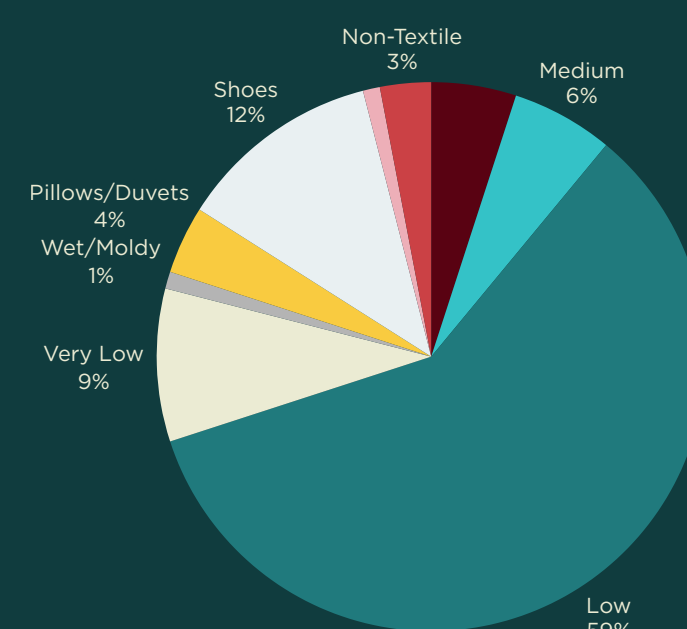


Recycling Room

Recycling Room

778 kg collected & analysed

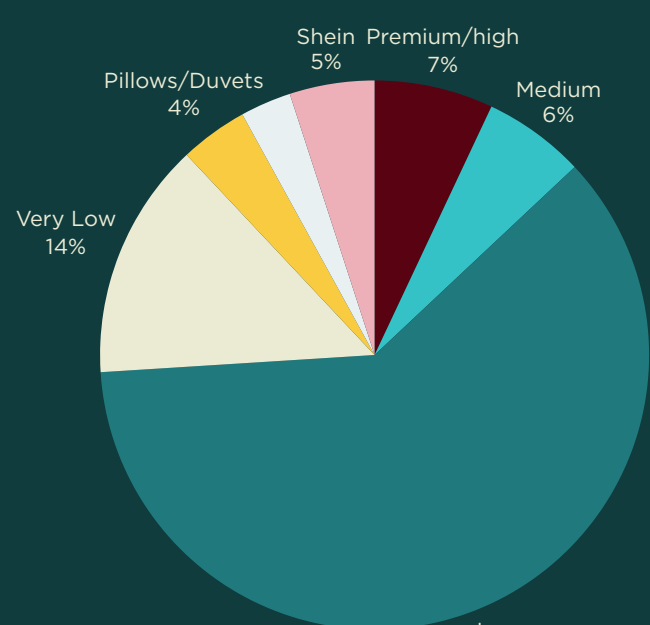
- Premium/high 5%
- Medium 6%
- Low 59%
- Very Low 9%
- Wet/Moldy 1%
- Pillows/Duvets 4%
- Shoes 12%
- Shein 1%
- Non-textile 3%



Laundry Room

657 kg collected & analysed

- Premium/high 7%
- Medium 6%
- Low 61%
- Very Low 14%
- Wet/Moldy 0%
- Pillows/Duvets 4%
- Shoes 3%
- Shein 5%
- Non-textile 0%



Interreg



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