

# STUDY RESULTS

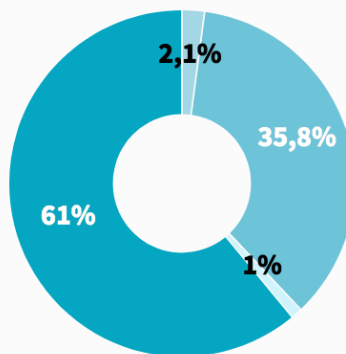
## EDUCATIONAL GAME TO TACKLE THE COMPLEX CHALLENGES OF CIRCULARITY

By analyzing users' decisions throughout the HOOP Trainers game, we aim to gain a deeper understanding of the citizens' perspectives on biowaste separation, their acceptance of products derived from it, and their recommendations for constructing greener and more circular cities and regions.

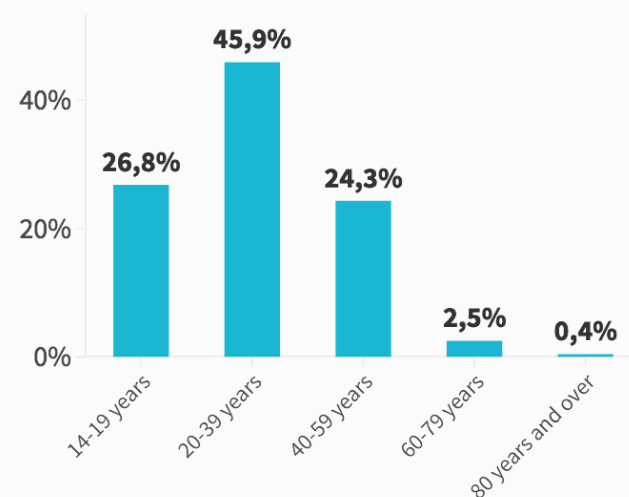


### PARTICIPANT PROFILE

#### By gender



#### By age



HOOP TRAINERS PLAYERS

469

PERIOD

8-2-2023 to  
20-5-2023

Presented below are the results obtained in Western Macedonia, which can be analyzed within the Biowaste Club of Kozani. These findings serve as a basis for transforming data into actionable improvement proposals, fostering collaborative efforts to co-create a more circular municipality.



# MISSION 1

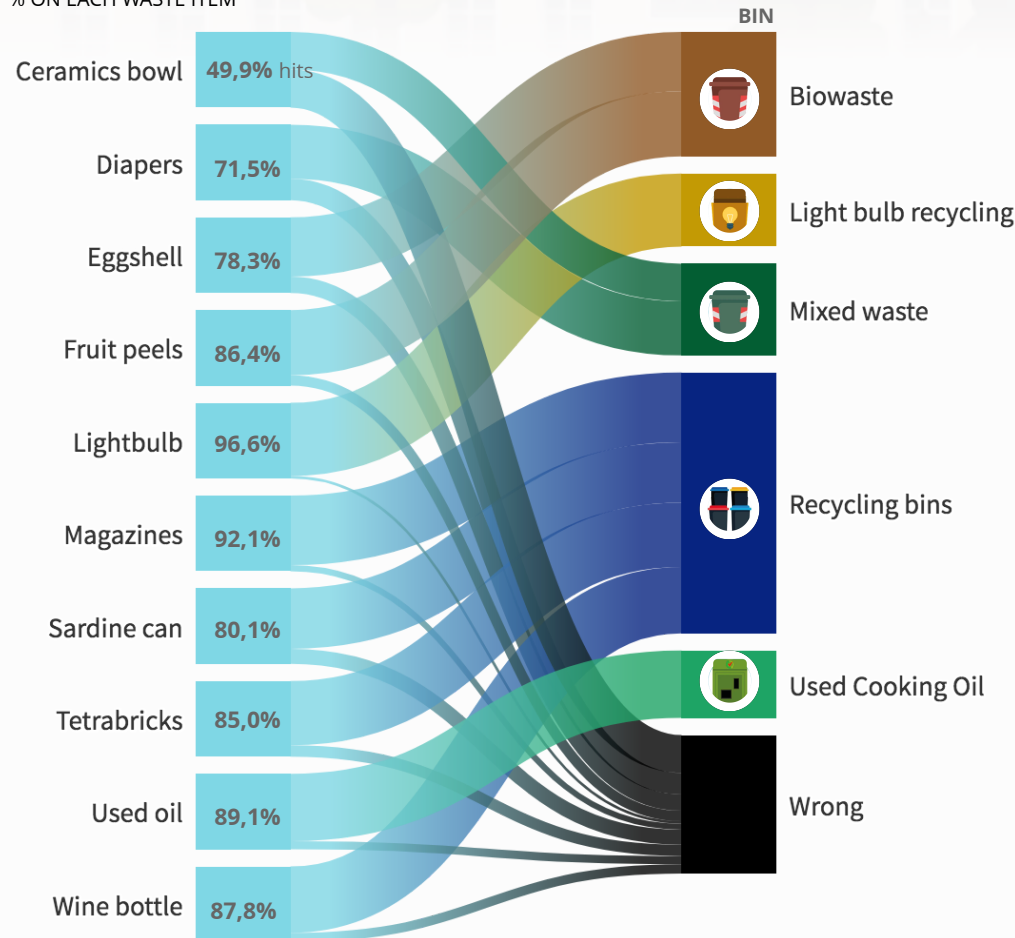
**OBJECTIVE: Properly sort 10 waste items into their respective bins**

469

PARTICIPANTS\*

## Hits and misses by waste item

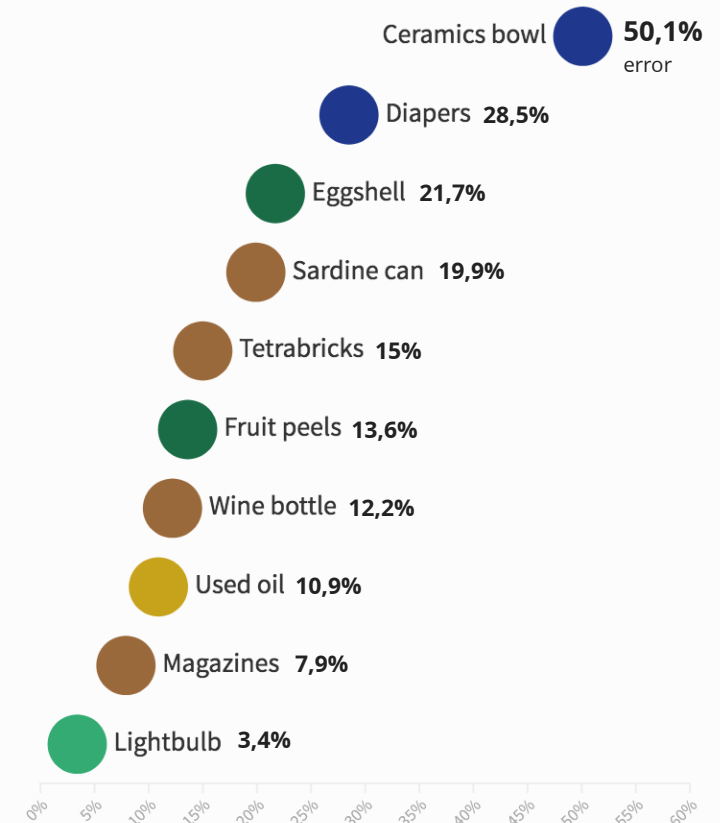
% ON EACH WASTE ITEM



## Waste items that raised the most doubts

RANKING BASED ON THE % OF ERRORS

**BIN** ● Mixed waste bin ● Biowaste bin ● Recycling bins  
● Used Cooking Oil bin ● Light bulb recycling bin



HOOP project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°101000836



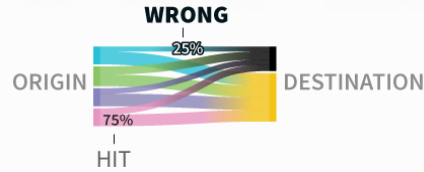
# MISSION 1

**OBJECTIVE: Properly sort 10 waste items into their respective bins**

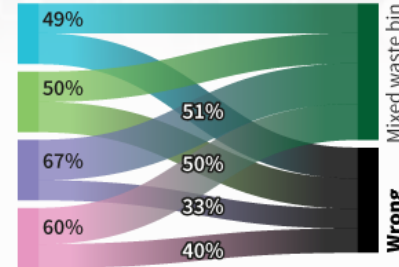
## Hits and misses by waste item

DATA IN % WITH RESPECT TO THE TOTAL OF THE SAME GENDER

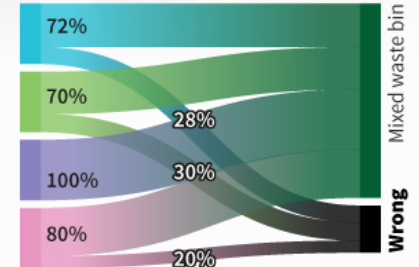
- Female
- Male
- Non binary
- I prefer not to answer



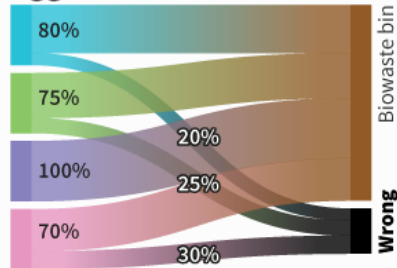
**Ceramics bowl**



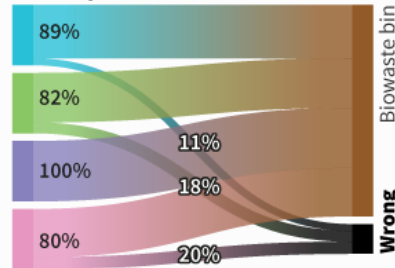
**Diapers**



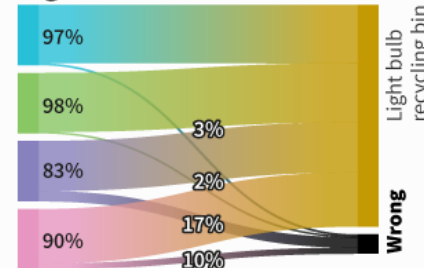
**Eggshell**



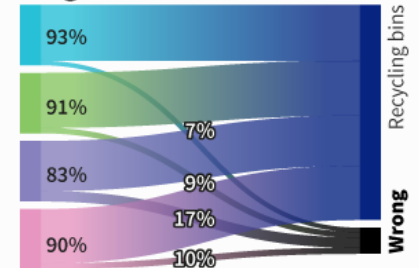
**Fruit peels**



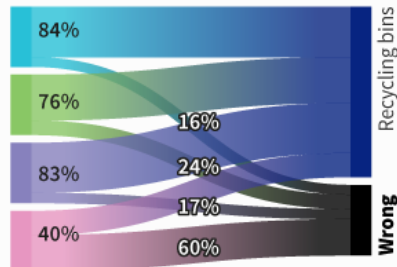
**Lightbulb**



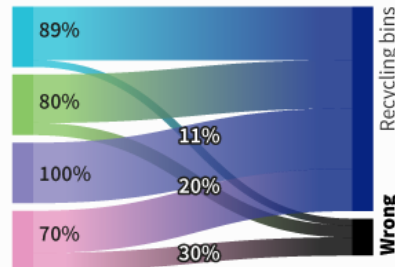
**Magazines**



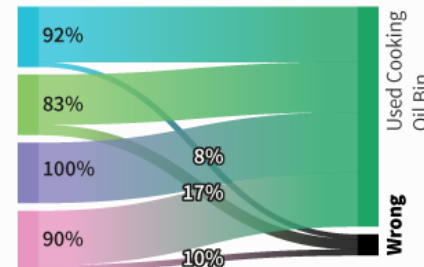
**Sardine can**



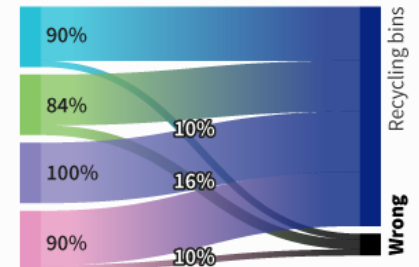
**Tetrabricks**



**Used oil**



**Wine bottle**



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# MISSION 1

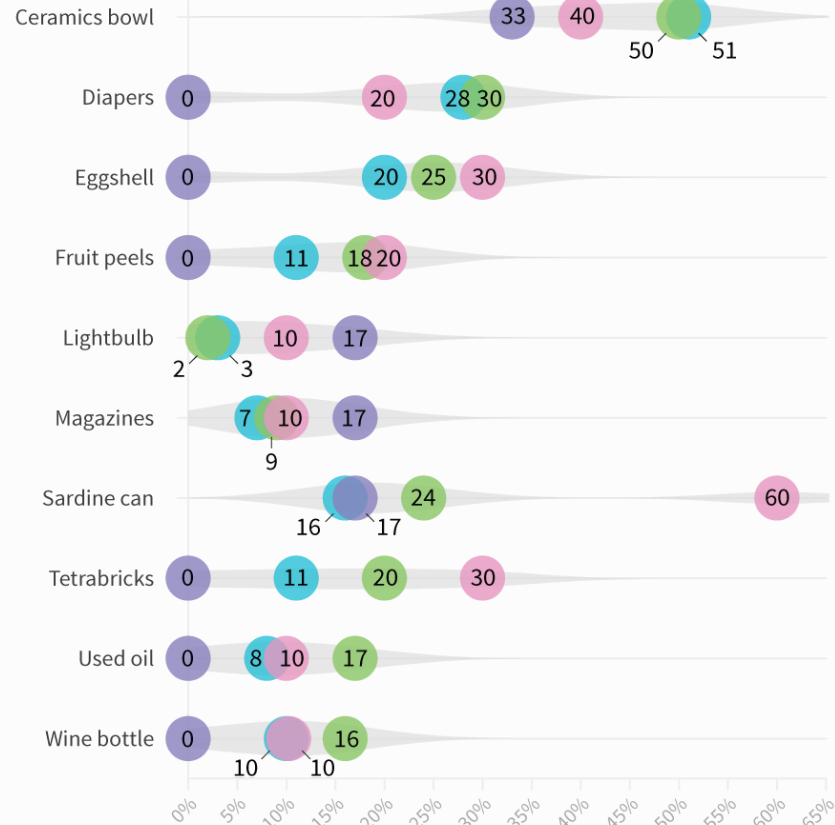
**OBJECTIVE: Properly sort 10 waste items into their respective bins**

## Wrong answer based on gender

DATA IN % WITH RESPECT TO THE TOTAL OF THE SAME GENDER

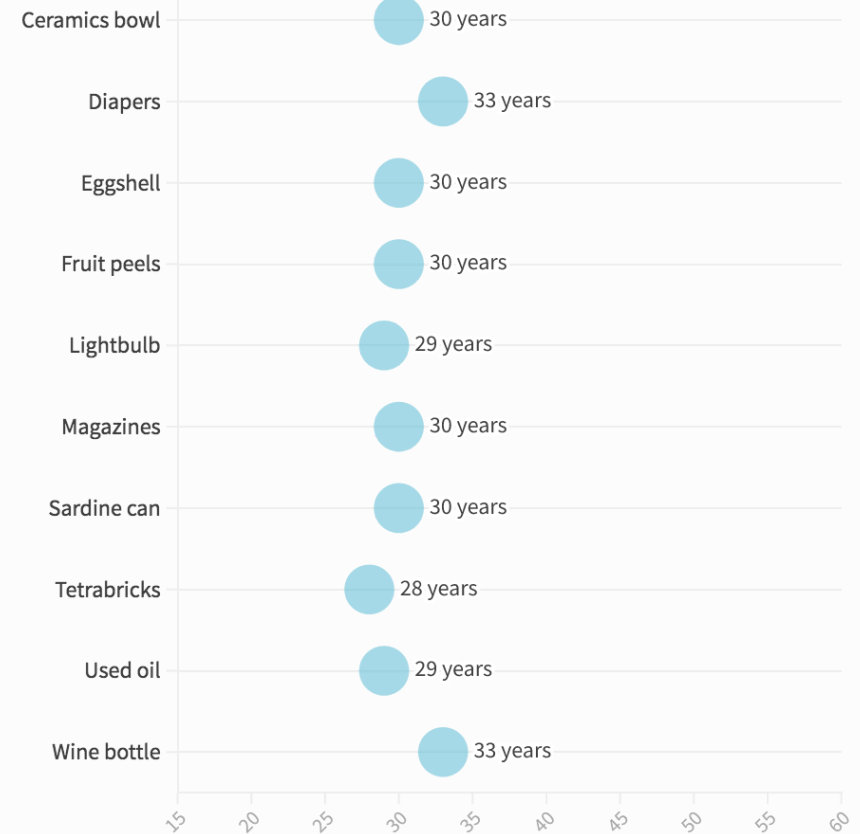
● Female ● Male ● Non binary ● I prefer not to answer

ALPHABETICAL ORDER



## The median age based on the provided responses

ALPHABETICAL ORDER



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# MISSION 2

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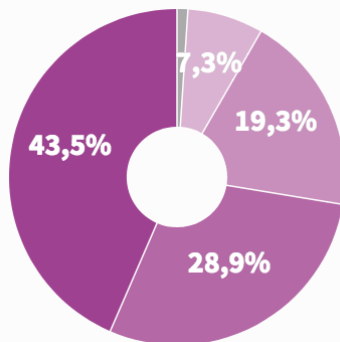
PARTICIPANTS

OBJECTIVE: Opinions on 4 questions regarding domestic waste separation



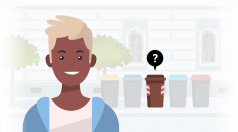
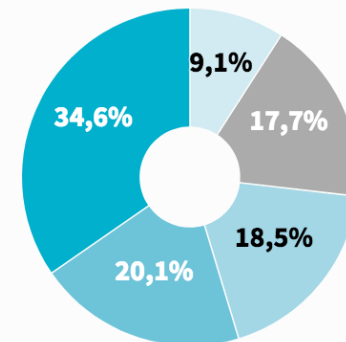
## 1 Key motivations behind separate waste collection

- Reduce the environmental impact of waste
- Turn waste into useful products
- Keep our city beautiful
- Pay less taxes
- None, I'm not motivated enough to recycle



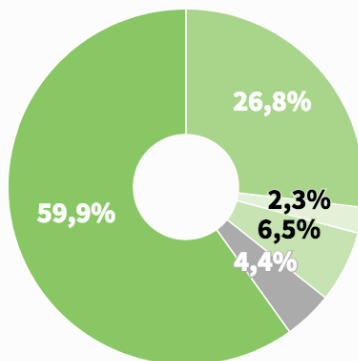
## 2 Primary obstacles to waste separate collection indicated by users

- Lack of information
- Lack of space at home
- Distrust, all the waste is mixed
- Lack of time
- None of the above



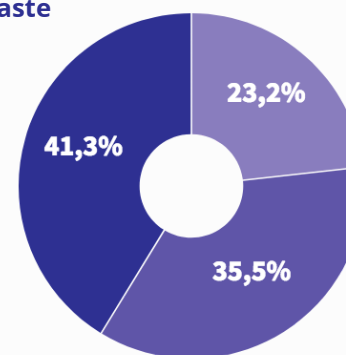
## 3 Channels for obtaining information on sorting organic waste bins

- Social networks
- Website of the municipality
- Press
- Telephone contact
- I don't know where to find it



## 4 Areas which the municipality should prioritize to optimize the sorting of organic waste

- Finding incentives and promoting environmental education
- Facilitating the biowaste management in the neighbourhood
- Providing more information on proper biowaste separation



# MISSION 2

OBJECTIVE: Opinions on 4 questions regarding domestic waste separation

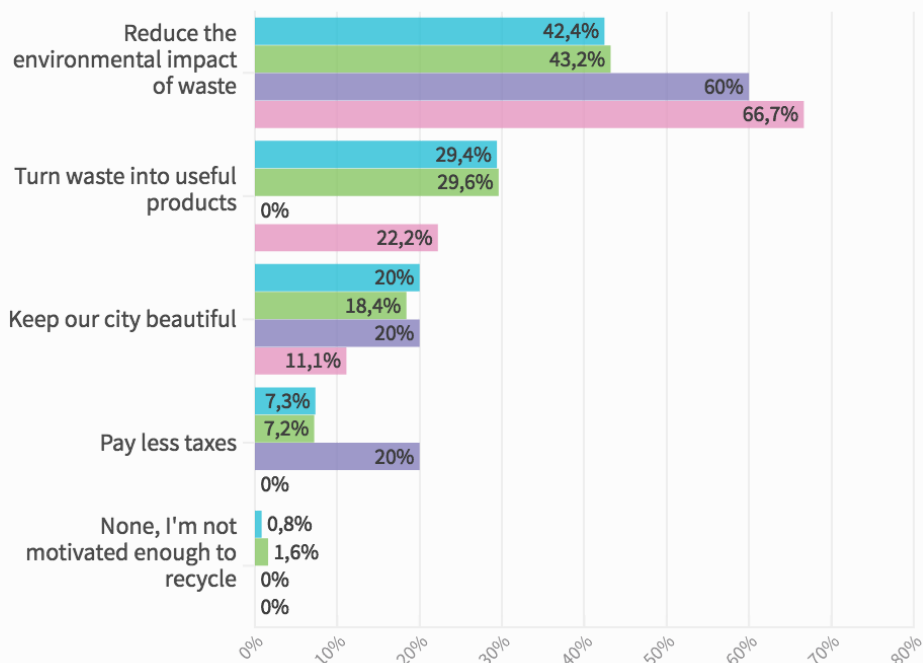


## 1 Key motivations behind separate waste collection

### Answer preference based on gender

DATA IN % WITH RESPECT TO THE TOTAL OF THE SAME GENDER

Female Male Non binary I prefer not to answer



### The median age based on the provided responses



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# MISSION 2

OBJECTIVE: Opinions on 4 questions regarding domestic waste separation

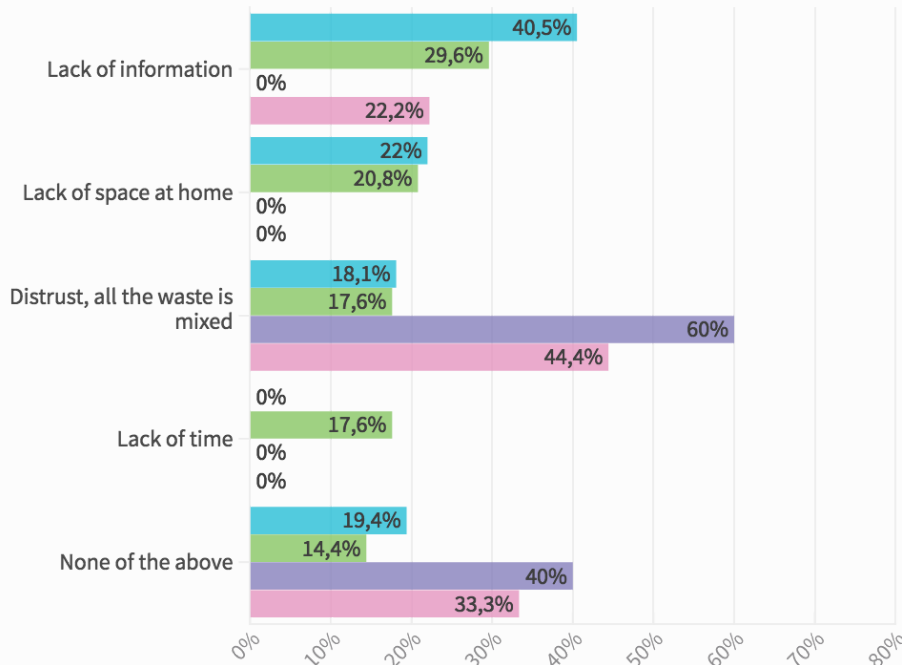


## 2 Primary obstacles to waste separate collection indicated by users

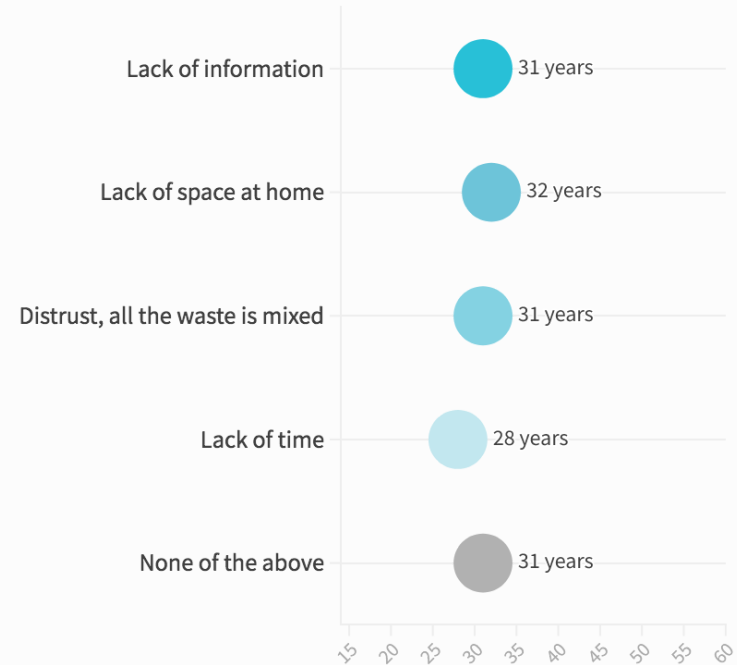
### Answer preference based on gender

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### The median age based on the provided responses



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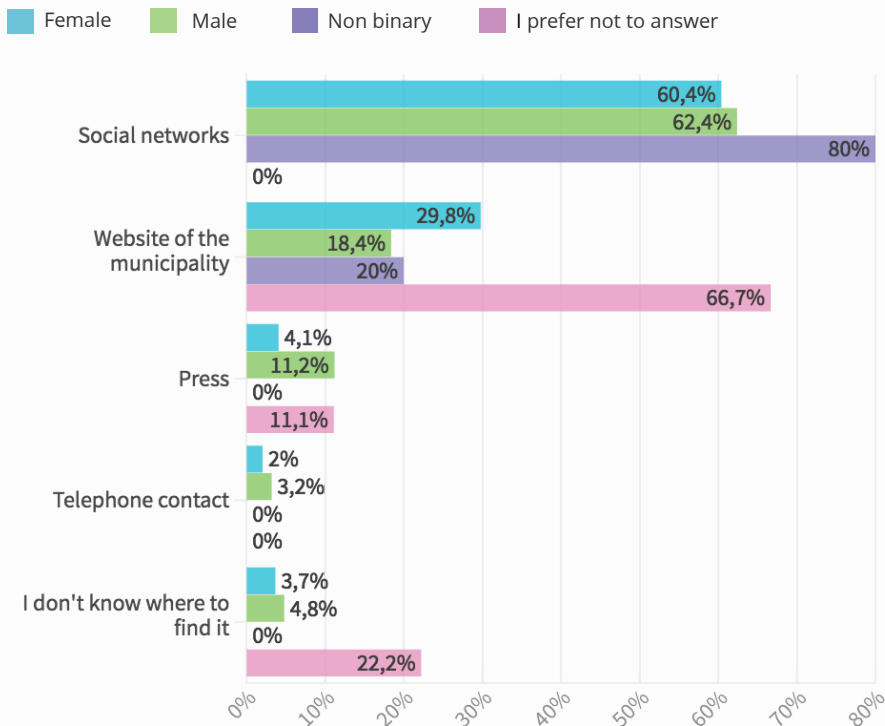
OBJECTIVE: Opinions on 4 questions regarding domestic waste separation



## 3 Channels for obtaining information on sorting organic waste bins

### Answer preference based on gender

DATA IN % WITH RESPECT TO THE TOTAL OF THE SAME GENDER



### The median age based on the provided responses





# MISSION 2

OBJECTIVE: Opinions on 4 questions regarding domestic waste separation

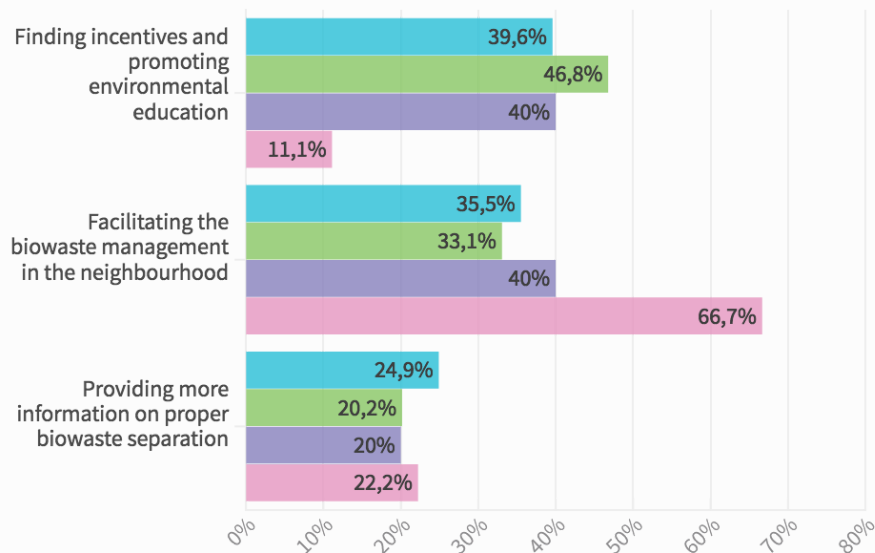


## 4 Areas which the municipality should prioritize to optimize the sorting of organic waste

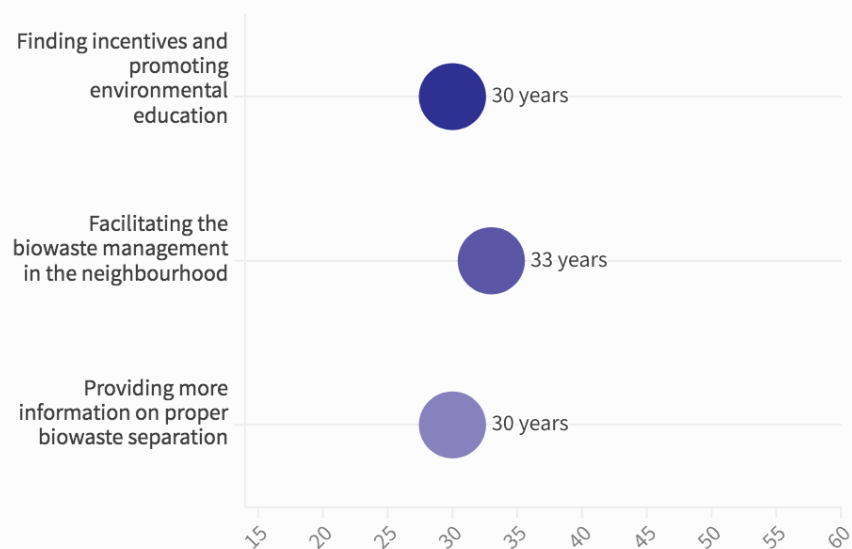
### Answer preference based on gender

DATA IN % WITH RESPECT TO THE TOTAL OF THE SAME GENDER

Female Male Non binary I prefer not to answer



### The median age based on the provided responses



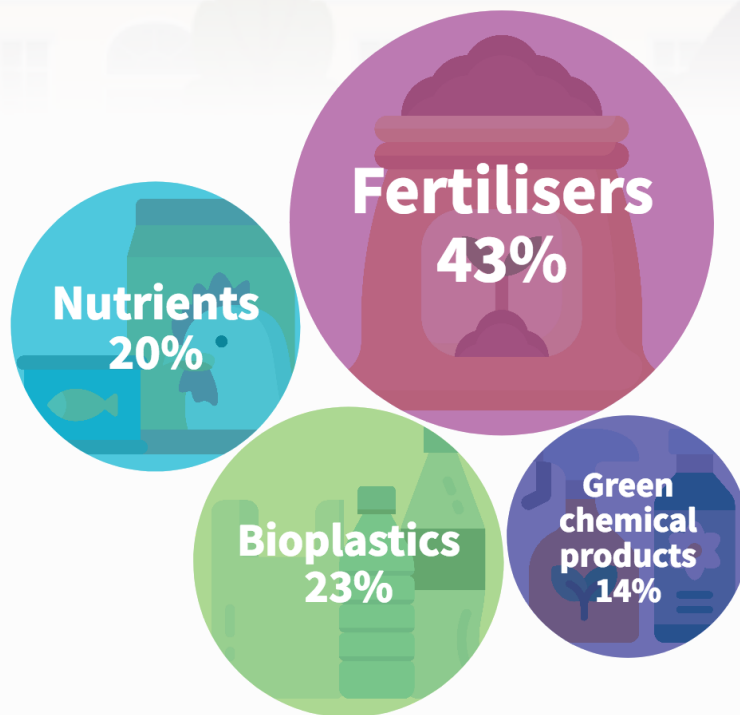
# MISSION 3

OBJECTIVE: Select one bioproduct type from four proposed options

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PARTICIPANTS

- Fertilisers
- Nutrients
- Bioplastics
- Green chemical products



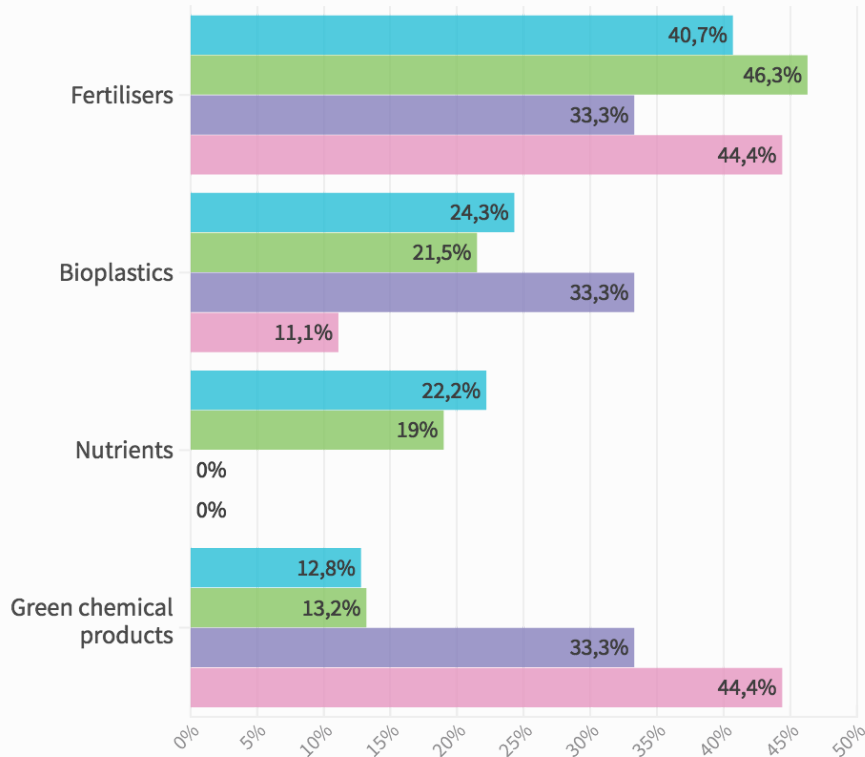
# MISSION 3

**OBJECTIVE:** Select one bioproduct type from four proposed options

## Answer preference based on gender

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Female Male Non binary I prefer not to answer



## The median age based on the provided responses

