MÜNSTER

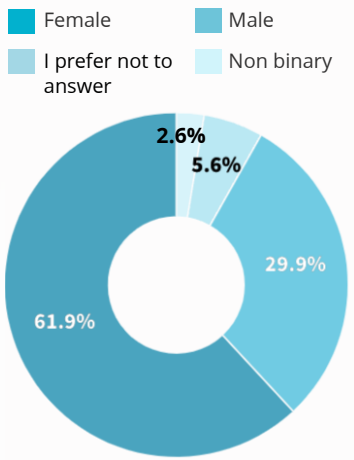
STUDY RESULTS

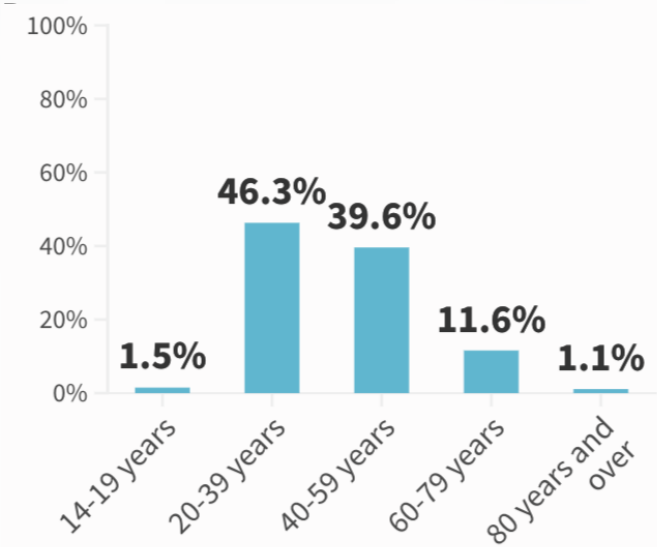
EDUCATIONAL GAME TO TACKLE THE COMPLEX CHALLENGES OF CIRCULARITY

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





HOOP TRAINERS PLAYERS

268

PERIOD

01/03/2023

31/08/2023

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

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

MÜNSTER

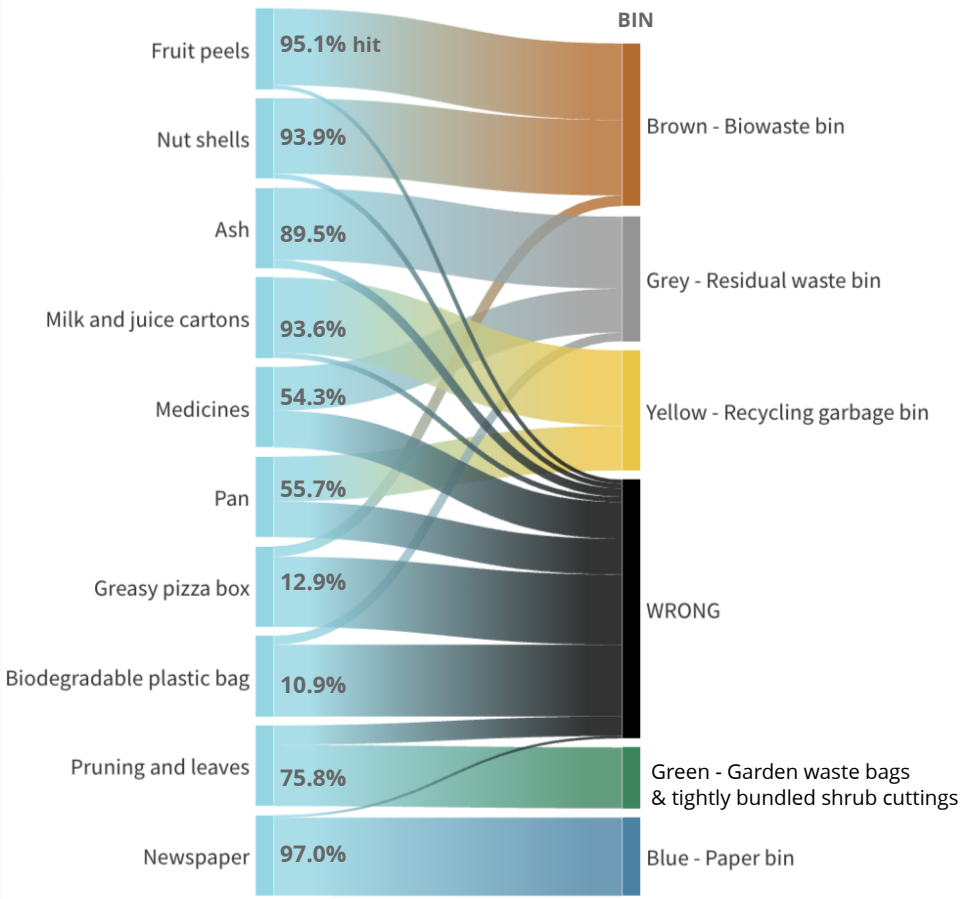
MISSION 1

OBJECTIVE: Properly sort 10 waste items into their respective bins

268
PARTICIPANTS

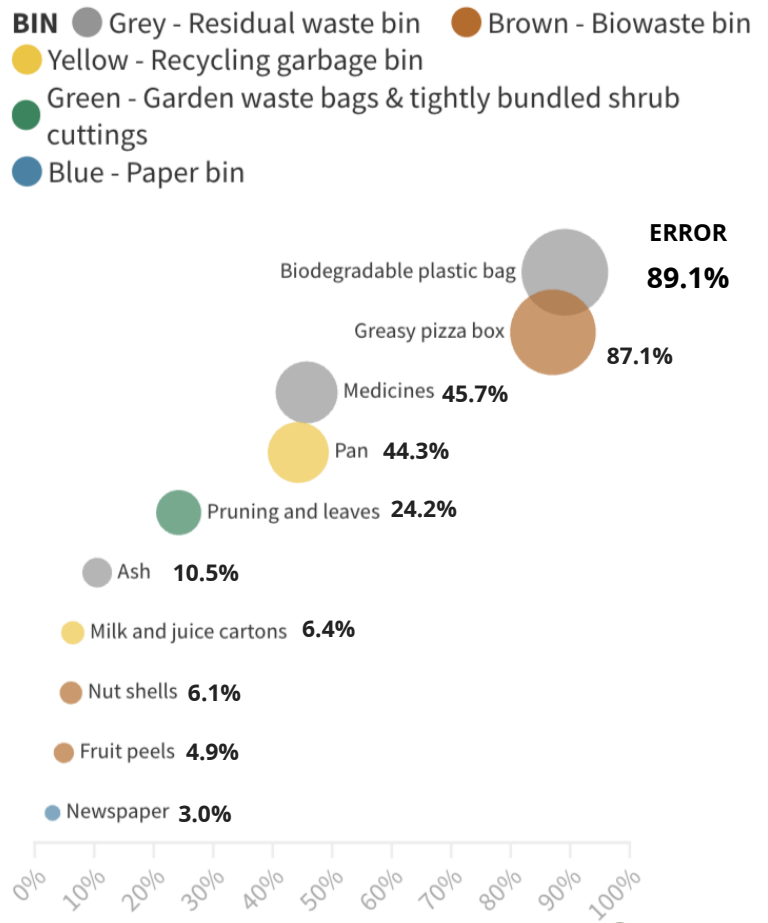
Hits and misses by waste item

% ON EACH WASTE ITEM



Waste items that raised the most doubts

RANKING BASED ON THE % OF ERRORS



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Science for Change

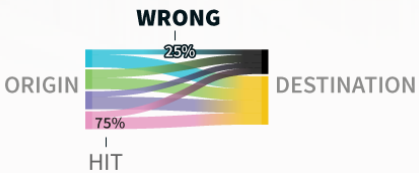
MISSION 1

OBJECTIVE: Properly sort 10 waste items into their respective bins

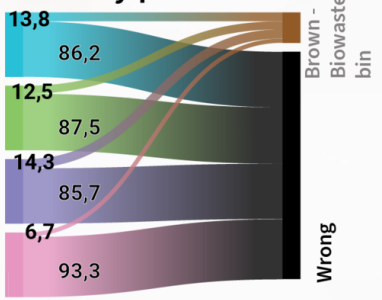
Hits and misses by waste item

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

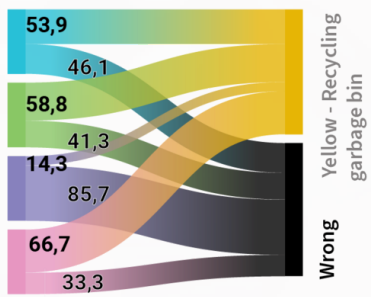
- Female
- Male
- Non binary
- I prefer not to answer



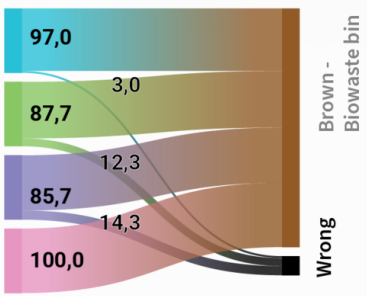
Greasy pizza box



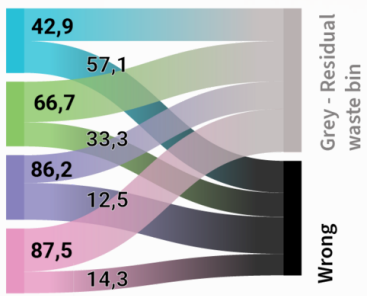
Pan



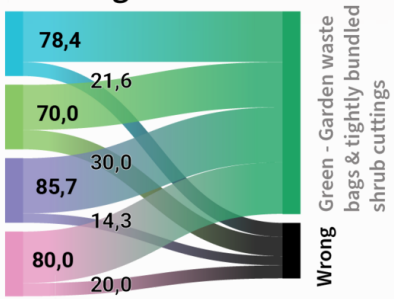
Nut shells



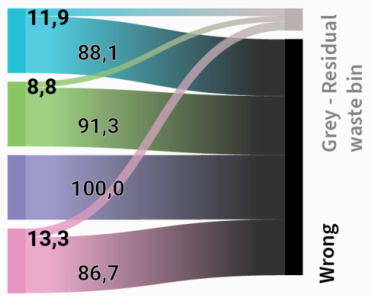
Medicines



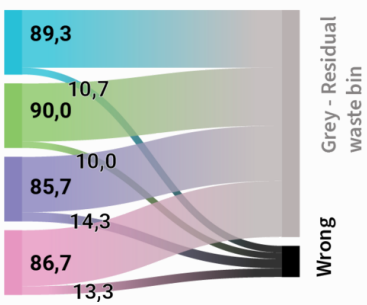
Pruning and leaves



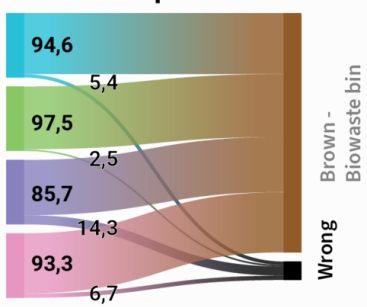
Biodegradable plastic bag



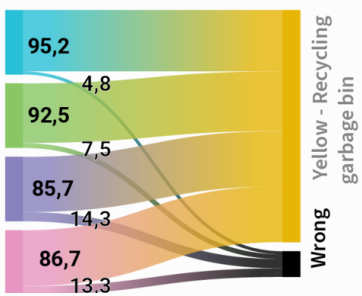
Ashes



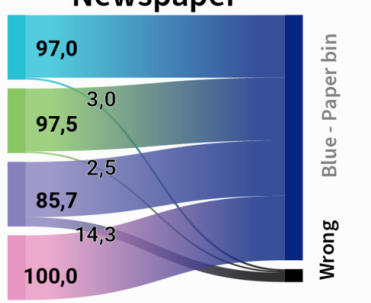
Fruit peels



Milk and juice cartons



Newspaper



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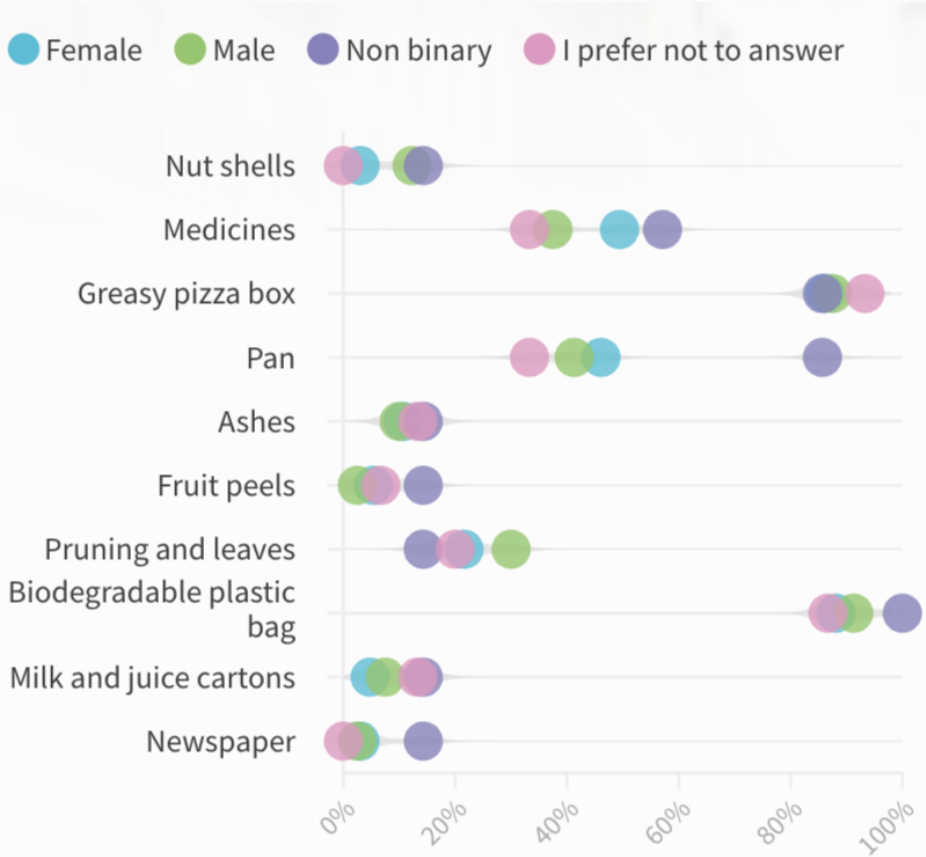
MISSION 1

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



The median age based on the provided responses

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MÜNSTER

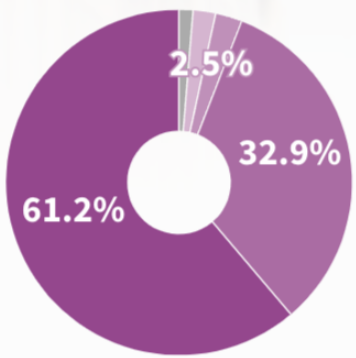
MISSION 2

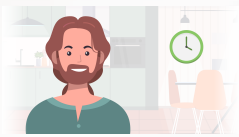
OBJECTIVE: Opinions on 4 questions regarding domestic waste separation

237
PARTICIPANTS

1 Key motivations behind separate waste collection

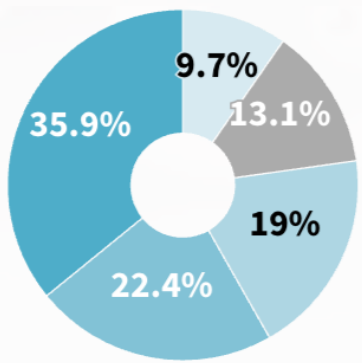
- **Turn biowaste into useful products**
- Reduce the environmental impact of biowaste
- The practical tips that I've received
- Opportunity to pay less taxes
- None, I'm not motivated enough to separate the biowaste

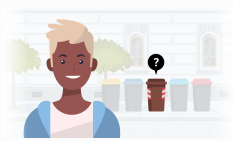




2 Primary obstacles to waste separate collection indicated by users

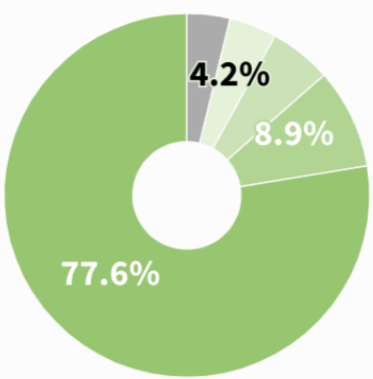
- **The separation process takes more effort**
- They won't take full advantage of separation (distrust)
- Paper biowaste bags are too dirty and fragile
- Due to advanced separation processes private pre-separation is not necessary
- None of the above

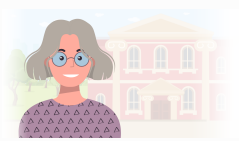




3 Channels for obtaining information on waste collection

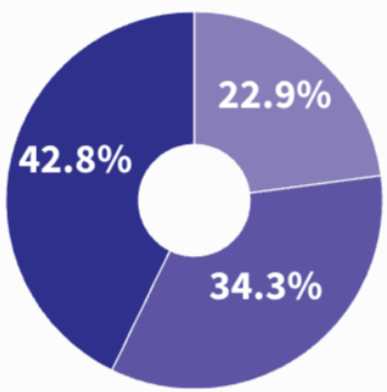
- **Local waste management website**
- Social networks
- Press - Campaigns
- Telephone contact
- I don't know where to find it





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

- **Provide practical tips to make the waste sorting process easier**
- Enhance positive behaviours
- Raise awareness campaigns



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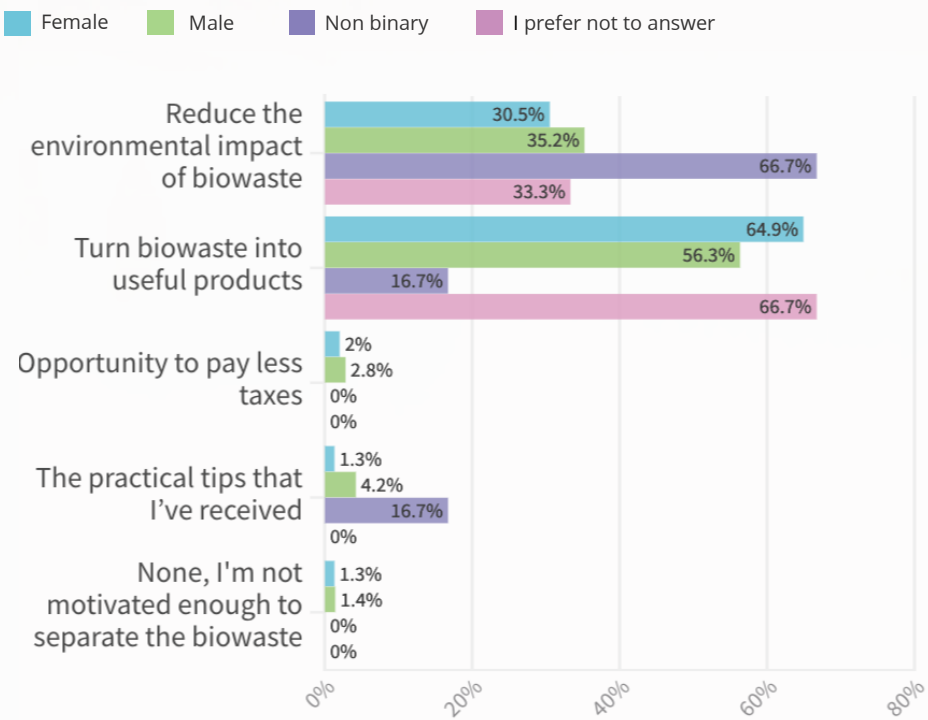
MISSION 2

OBJECTIVE: Opinions on 4 questions regarding domestic waste separation

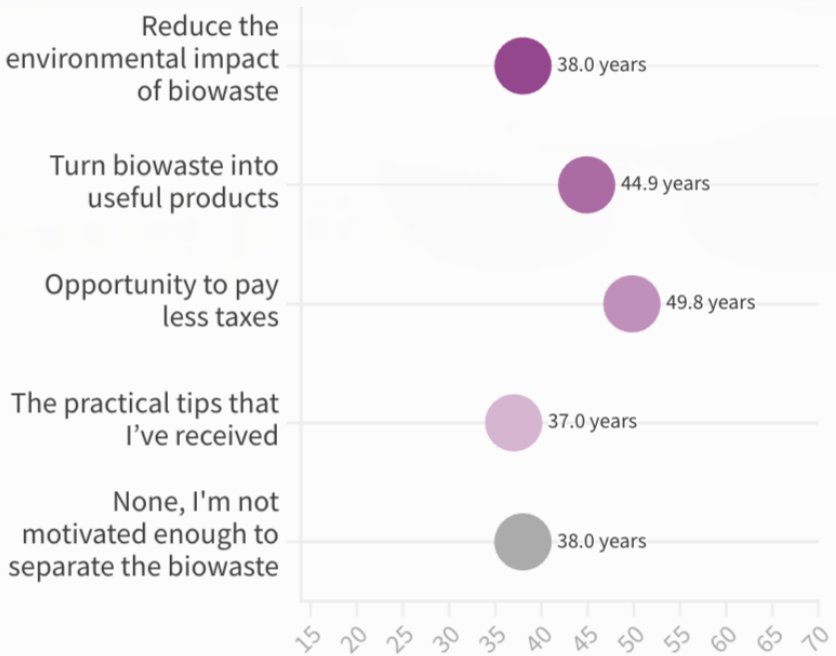
1 Key motivations behind separate waste collection

Answer preference based on gender

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



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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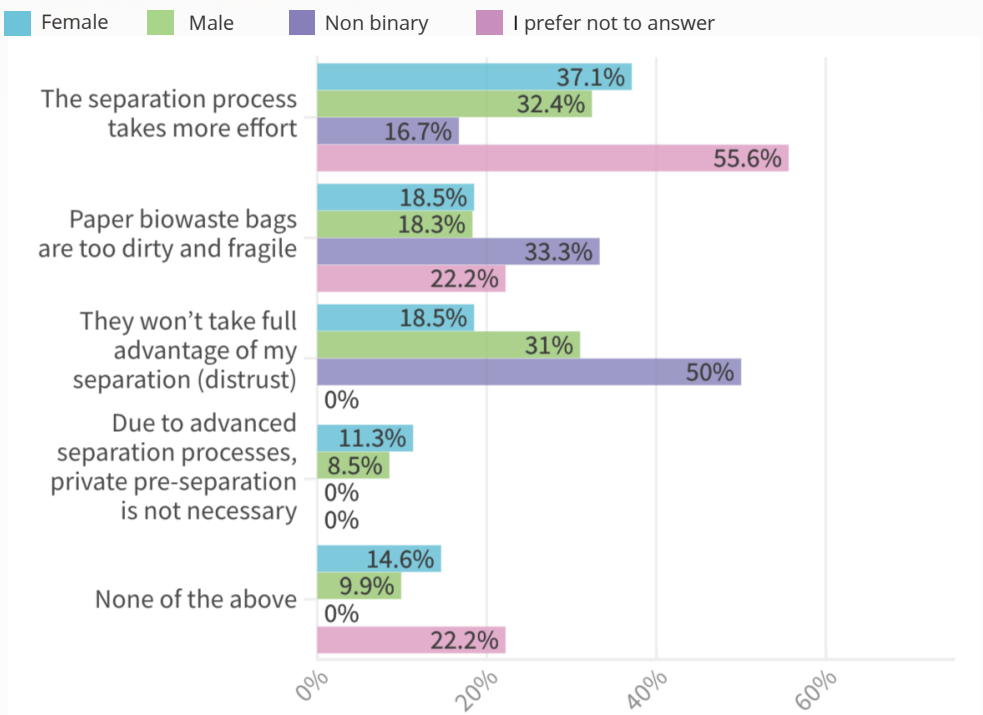

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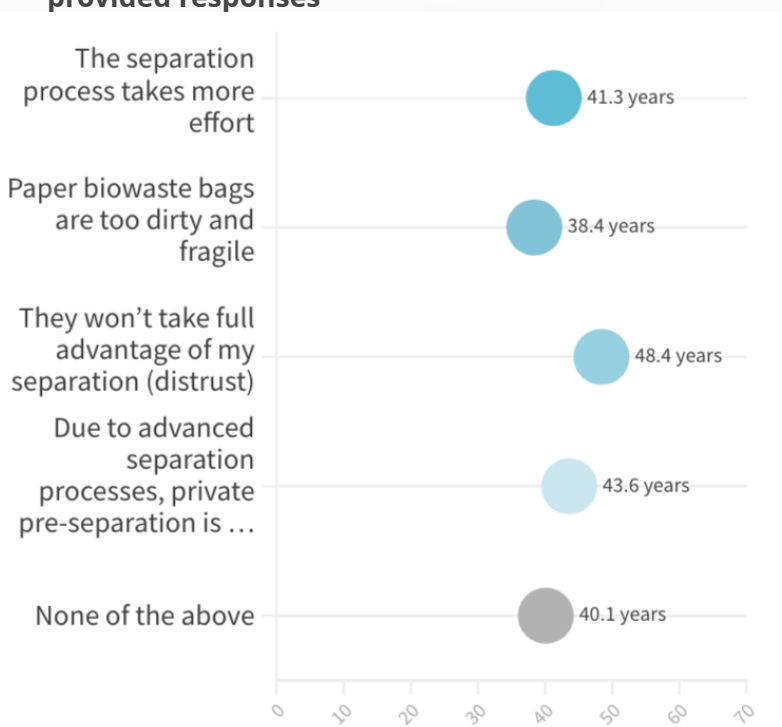

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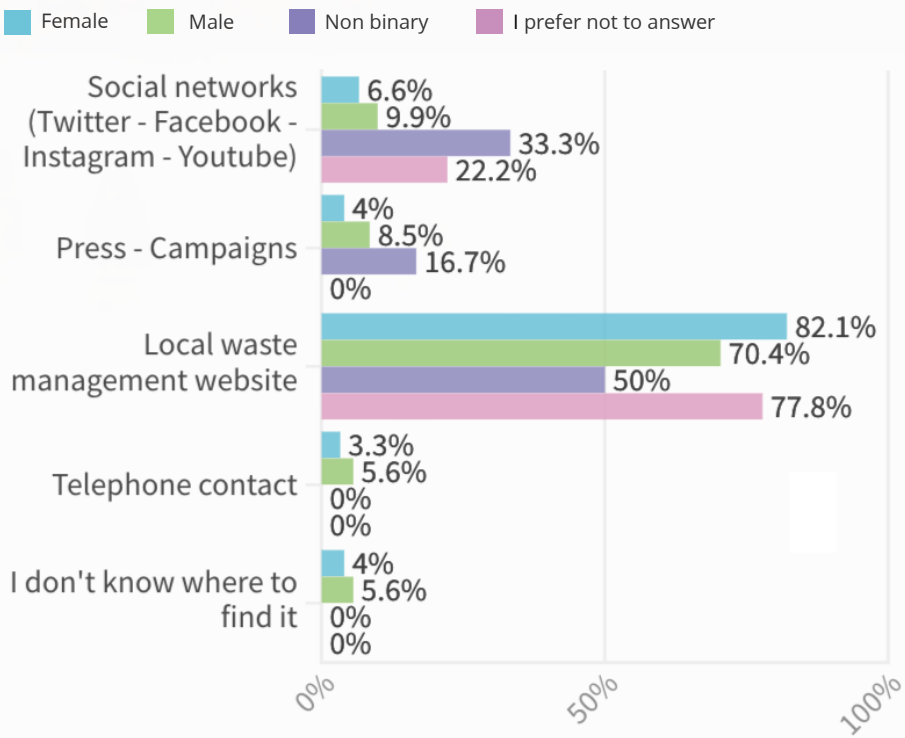
MISSION 2

OBJECTIVE: Opinions on 4 questions regarding domestic waste separation

3 Channels for obtaining information on waste collection

Answer preference based on gender

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



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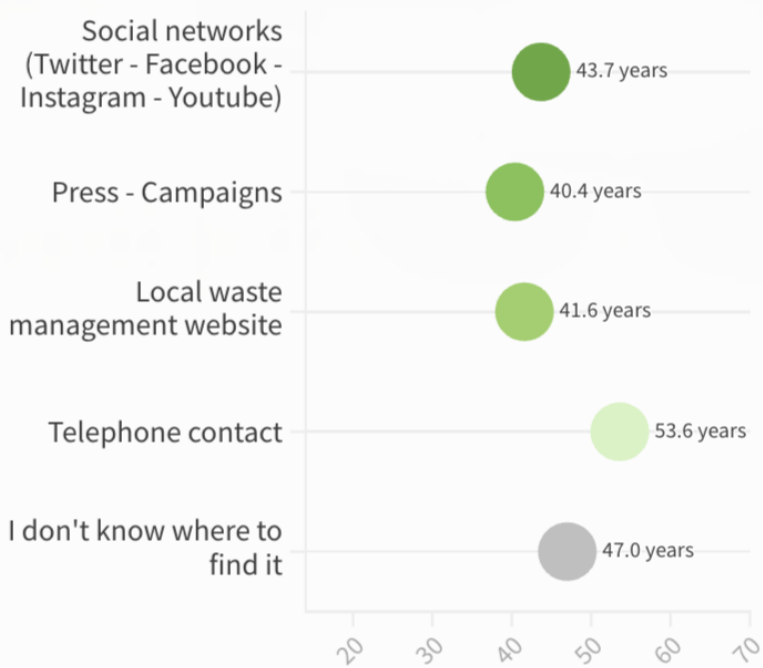

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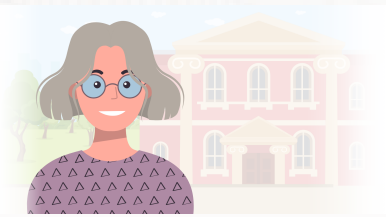

4 Areas which waste managers should prioritize to optimize the sorting of organic waste

Answer preference based on gender

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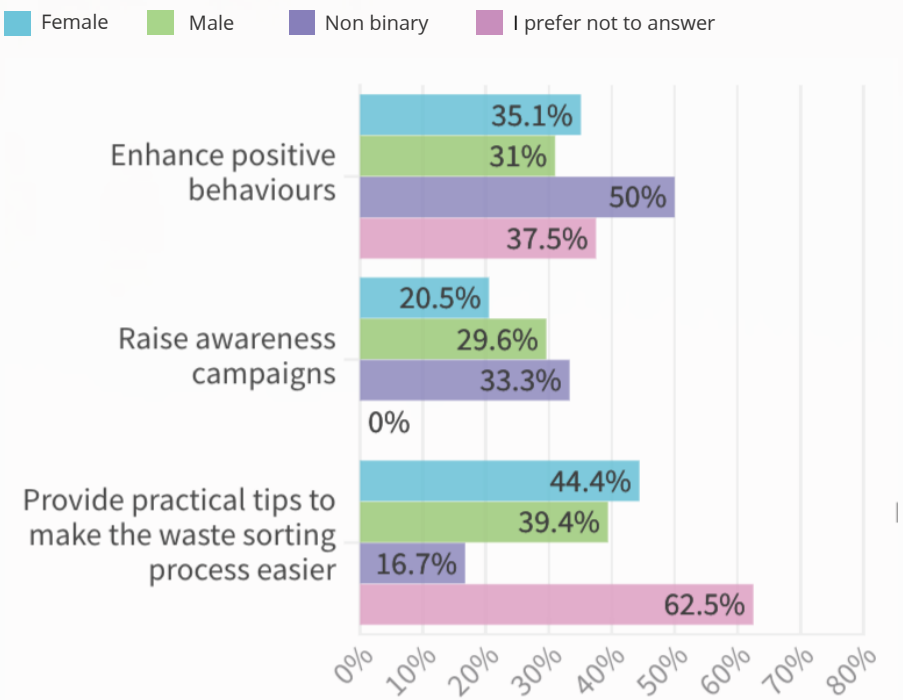

The median age based on the provided responses

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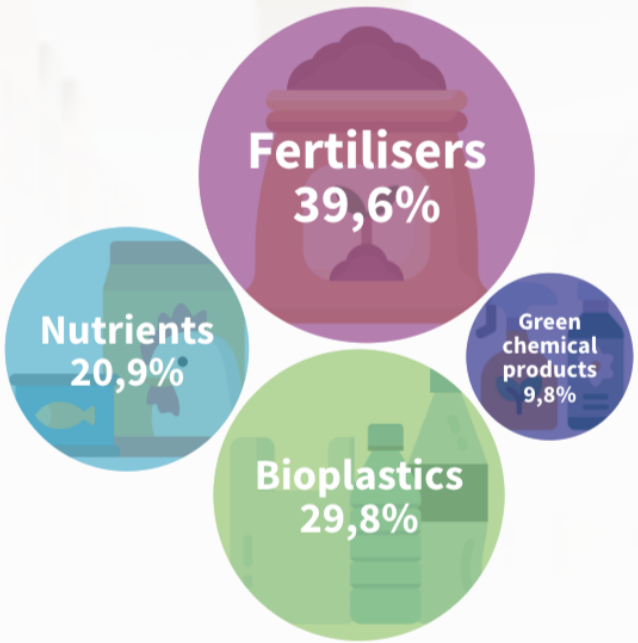
MÜNSTER

MISSION 3

OBJECTIVE: Select one bioproduct type from four proposed options

235
PARTICIPANTS

- Fertilisers
- Nutrients
- Bioplastics
- Green chemical products



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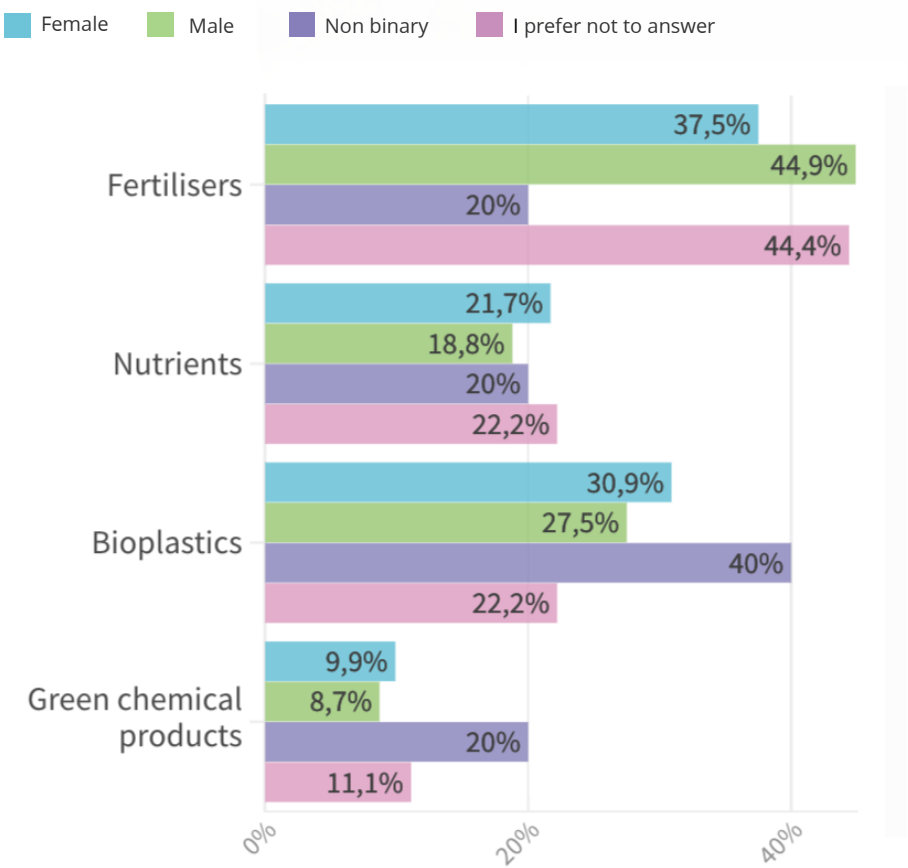
MISSION 3

OBJECTIVE: Select one bioproduct type from four proposed options

Answer preference based on gender

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



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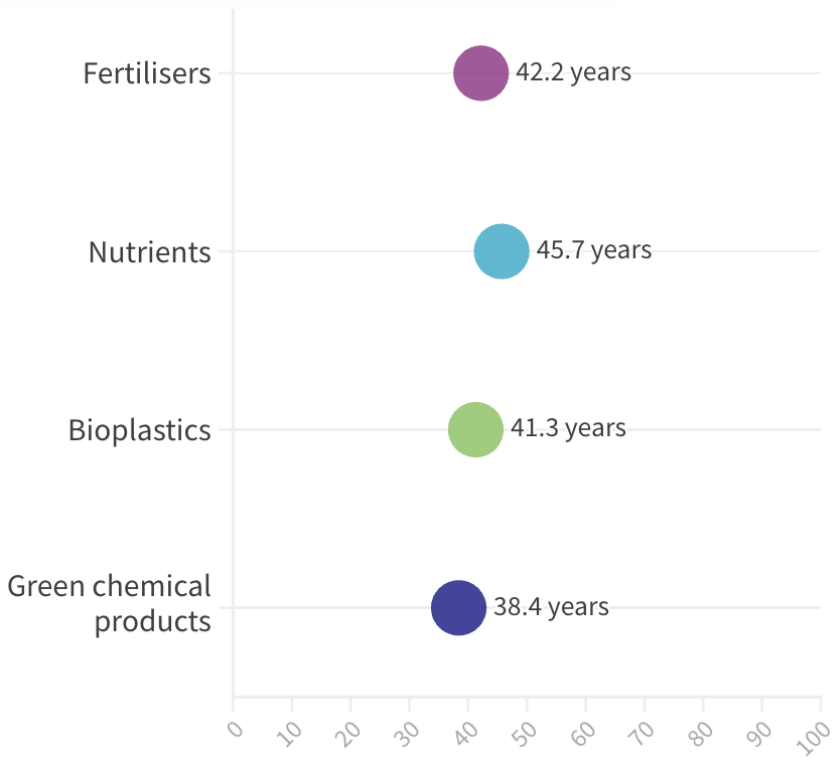

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