

Willingness to Adopt Survey for Hamburg, Germany (English Version)



This document is shared under Creative Commons Attribution 4.0 International License (CC BY 4.0).

Cite as: de Schutter, L., Lazaro, A. & Wensing, J. (2026). Willingness to Adopt Survey for Hamburg, Germany. Bin2Bean project - Boosting the market deployment of safe, effective and sustainable innovations for soil improvement from bio-waste, towards regenerative soil systems

[Introduction to the survey]

Welcome, and thank you for participating in this survey!

The EU project [Bin2Bean](#) supports cities and citizens in better recycling of organic kitchen waste into compost. Compost from your kitchen waste supports healthier soils in agriculture and urban green spaces. As part of this effort, Stadtreinigung Hamburg (SRH), in partnership with Wageningen University (The Netherlands), developed this survey. Your input will help us understand how you can separate more of your organic kitchen waste. This will help improve waste separation in Hamburg, ensuring they align with people's needs and preferences.

Please read all instructions carefully and answer as honestly as possible. Participation in the survey is voluntary. **All your answers are anonymous** and cannot be traced back to you. To participate in this study, you must live in Hamburg and be at least 18 years old.

The survey consists of 4 parts, and answering all the questions will take approximately 10 minutes. You are free to stop anytime and for any reason, but a completed survey would be of most value. If you have questions about the survey or the Bin2Bean project, contact xxx.

Informed consent

By participating in this research, you understand that:

- You allow the project partners in Bin2Bean to use your answers for research purposes.
- Participation is voluntary, and you are free to stop anytime without giving a reason.
- The information you provide will be completely anonymous and kept securely following the guidelines of Wageningen University.

Continuing with this survey confirms that you agree with the statements above.

- Yes – I understand and agree to participate
- No – exit the survey

[Part 1: Organic kitchen waste sorting experience]

In this section, we want to learn about your experiences sorting organic kitchen waste.

1. Do you separate your organic kitchen waste at home?

- ☐ Yes
- ☐ No

[If no, skip the next 3 questions]

2. Do you have a kitchen bin specifically to collect organic waste separately from other waste streams?

- ☐ Yes
- ☐ No

3. Do you carry out composting at home?

- ☐ Yes
- ☐ No

4. Please indicate to what extent you agree with this statement.

- ☐ I am confident that I sort organic kitchen waste correctly.
- ☐ I am never sure in which bin to put the organic kitchen waste
- ☐ Most of the time, I am unsure in which bin to put the organic kitchen waste
- ☐ Most of the time, I am sure that I put the organic kitchen waste in the green bin
- ☐ I am always sure to put the organic kitchen waste in the green bin

5. Do you separate other types of waste (e.g., paper, plastic, or glass)?

- ☐ Yes
- ☐ No

6. What type of biowaste collection system is available in your neighborhood?

- ☐ Underground container
- ☐ Above-ground container for multiple households
- ☐ Above-ground container for my household
- ☐ Other

7. What motivates you to separate and collect organic kitchen waste at home? [You can select multiple answers]

- ☐ It is mandatory
- ☐ I am used to separating organic kitchen waste
- ☐ It is good for the environment

- It helps reduce my waste disposal fees
- Influence of family and friends
- I want to support more healthy soils with compost from organic kitchen waste
- Other (specify any other reasons): _____

8. What hinders you from separating organic kitchen waste at home? [You can select multiple answers]

- It is inconvenient (e.g., smell, flies)
- It takes too much time/ effort
- I am skeptical that organic kitchen waste is actually recycled
- I don't have the space for separate organic kitchen waste collection in my kitchen
- There is no biowaste bin/ collection point close by
- I don't know why I should collect organic kitchen waste separately
- I don't know what to put in the organic kitchen waste bin
- Other (specify any other reasons): _____

Part 2: Choice experiment

[Introduction to the choice experiment]

[Scenario description]

Imagine you need to separate your organic kitchen waste better. You now have the opportunity to let us know what helps you to achieve that. **Below is a list of possible features that can be changed to support better organic kitchen waste separation. Please read it carefully.** All other features not mentioned below, such as frequency and times of waste collection, the type of collection system in your neighborhood, etc., are the same for all options. **Please focus only on the characteristics mentioned below.**

[Explanation of the attributes and levels]

1. **Access to sorting information.** To help you sort your waste better, you can receive guidance on correctly separating your organic kitchen waste. This information is available through different channels:
 - a. **Online** – you can access organic kitchen waste separation guidelines (e.g., flyers, stickers) online through a website or dedicated app.
 - b. **Available at the collection point** – organic kitchen waste separation guidelines (e.g., flyers, stickers) can be picked up at the waste collection points.
 - c. **Printed version by mail** – a printed version of organic kitchen waste separation guidelines (e.g., flyers, stickers) is sent to your home.

2. **Access to paper bags.** To support a better quality of compost made from your organic kitchen waste, you need paper bags to collect your organic kitchen waste. These bags can be made available for free, or you have to buy them. These are the options:
 - a. **Free paper bags** – you can get free paper bags at every public waste collection point in the city.
 - b. **Discounted paper bags** – you can download a coupon from the SRH website and purchase paper bags at a discount at a specific location.
 - c. **Paid paper bags** – you can purchase your own paper bags at a location of your choice.
3. **Access to compost.** To support healthier soils, you can get user vouchers for the compost from your collected organic kitchen waste. The vouchers may be used in the following ways:
 - a. **Buy compost at a reduced price** – you can receive a voucher to buy compost for a reduced price at one of the waste collection stations in the city.
 - b. **Free compost provided on demand** – with the voucher you can ask for compost, free of charge, at the SRH or through your home rental agency.
 - c. **Donate your compost voucher** – you can donate your compost voucher to a local farmer to support regional soil health and sustainable agriculture.
 - d. **No compost voucher** – you do not receive a compost voucher.
4. **Monthly costs.** Every month, you have to pay waste collection fees: the more organic kitchen waste you separate correctly, the lower your total waste management costs can become. These fees have the following values:
 - a. €15.86/month
 - b. €20.78/month
 - c. €36.70/month

[Choice experiment tasks]

Time to choose!

We will now ask you a few times to choose between different waste collection systems (called “Option A”, “Option B”, and “Option C”). The options are identical in every aspect except for the characteristics explained earlier. **Please indicate which option you would prefer if you had to choose one.**

You may feel inclined to “cherry-pick” one characteristic from Option A and another from Option B or C to design your own system. Unfortunately, this is not possible. **If you do not like any of the options, please pick the one you dislike the least.**

Please remember that this is a hypothetical scenario, and most people experience difficulties answering hypothetical questions. Studies show that people often respond to a survey in one way but act differently in real life. **We kindly ask you to make your choices in this survey as if you were making real decisions for your household.**

[choice questions]

Which option would you prefer? Please think carefully and answer honestly because the results of this research will be shared with SRH and may influence the future of waste collection systems in Hamburg.

Part 3: Debriefing questions

We want to know about your experience answering the questions.

1. How difficult was it to answer the questions?
 - ☐ Very easy
 - ☐ Easy
 - ☐ Neither easy nor difficult
 - ☐ Difficult
 - ☐ Very difficult

2. What do you think about the characteristics of the waste separation scenarios?
Please rank them starting from the one you find most important to the least.
 - ☐ Access to compost
 - ☐ Access to paper bags
 - ☐ Access to information
 - ☐ Monthly costs

3. Was there any characteristic that you ignored when making the choices?

- ☐ No
- ☐ Yes

3.1. If yes, which? [Selecting multiple options possible]

- ☐ Access to compost
- ☐ Access to paper bags
- ☐ Access to information
- ☐ Monthly costs

Part 4: Socio-demographic questions

To understand the background of the people who participate in our study, in this part, we will ask for some information about yourself. We will start with some questions about your individual beliefs. **Please indicate to what extent you agree with the statements.**

[5 point Likert scale]

[Beliefs and attitudes (related to the treatments)]

- I am confident that correctly sorting my organic kitchen waste helps create compost that benefits soils in and around Hamburg.
- I believe that compost from organic kitchen waste helps reduce the need for chemical fertilizers and supports soil health.
- I think my efforts in sorting organic kitchen waste for high-quality compost support sustainable farming and healthy food production.
- I think separating organic kitchen waste is what most people do in Hamburg.
- By sorting my organic kitchen waste, I feel that I contribute to a shared goal..
- I believe that people around me would approve of me sorting my organic kitchen waste.

[Demographics]

We now want to ask you about yourself and your household.

1. How old are you? [Numeric text entry]
2. Which gender do you identify with?
 - ☐ Female
 - ☐ Male
 - ☐ Other
3. What is the highest level of education which you have completed?
 - ☐ No school completed
 - ☐ Primary school
 - ☐ Secondary school
 - ☐ Vocational school / technical college
 - ☐ Bachelor's degree
 - ☐ Master's degree
 - ☐ PhD
4. How many people live in your house? (including you) [Numeric text entry]
5. How many of them are children (below 18 years old)? [Numeric text entry]
6. How do you feel about your household's income nowadays?
 - ☐ Living comfortably on present income
 - ☐ Coping on present income
 - ☐ Difficult on present income
 - ☐ Very difficult on present income
 - ☐ Don't know
7. Where do you live?
 - ☐ Hamburg-Mitte
 - ☐ Altona
 - ☐ Eimsbüttel
 - ☐ Hamburg-Nord
 - ☐ Wandsbek
 - ☐ Bergedorf
 - ☐ Harburg

8. Which of the following characterizes your living situation?

- ☐ Single-family house (detached house)
- ☐ Reihenhause
- ☐ Apartment complex (ground floor)
- ☐ Apartment complex (not ground floor)
- ☐ Studio
- ☐ (student) room
- ☐ Other

9. Do you have a garden where you live?

- ☐ Yes, a personal one
- ☐ Yes, a shared one
- ☐ No

10. Do you use compost?

- ☐ Yes
- ☐ No

[Open question]

11. What do you need to help you separate your organic kitchen waste better?

[Comments]

We would love to hear your opinion! If you have any questions or comments about this survey, please feel free to share them with us below.

[Last page]

Thank you for participating in this survey!

We appreciate you taking the time to answer our questions. If you still have questions about the research, you can contact xxx