Bin2Bean

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Practice abstract 29

End-User Acceptance and Willingness to Pay for Biowaste Collection Systems throughout the Bin2Bean Living Labs

Understanding citizen acceptance is essential for the successful deployment of innovative biowaste collection solutions. Within BIN2BEAN, Living Lab activities assessed residents' preferences, acceptance, and willingness to pay (WTP) for different collection concepts across three pilot locations.

In **Hamburg**, the study results were presented to the Hamburg Living Lab, providing insights into user expectations regarding convenience, collection logistics, and service design.

In **Egaleo** (Greece), a discrete choice experiment was expanded from the municipality to the wider Athens area due to limited participation, resulting in 457 respondents. Results showed a clear preference for convenient collection systems, especially street-side or near-home options. A free kitchen bin was the strongest driver of acceptance, while digital information was preferred over printed materials. Feedback mechanisms and pay-as-you-throw schemes received moderate support.

In **Amsterdam** (Netherlands), data were collected from 519 residents living in high-rise apartment buildings across the five largest Dutch cities: Amsterdam, Rotterdam, The Hague, Utrecht, and Haarlem. Residents favoured simple collection concepts based on a kitchen bin combined with outdoor collection containers, while systems requiring kitchen grinders or dry–wet sorting were less attractive. Monthly cost was identified as the most important decision factor. Information provision proved influential: respondents who received factual information about biowaste processing were willing to pay an additional €0.45 per month for compost production, whereas waste treatment outcomes had little effect on preferences among uninformed respondents.

Overall, the studies show that convenience, low effort, and effective communication are key drivers of user acceptance. Providing practical collection equipment and targeted information can significantly increase participation in circular biowaste management solutions.

Project partners

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