delterra | The Circulate Initiative

THE RETURN ON INVESTMENT OF SPREADING THE RECYCLING HABIT

Our insights source: Delterra's programs in three global South settings

Informal settlement

Barrio Mugica, Buenos Aires, Argentina

Mid-sized city

Olavarría, Argentina

Urban districts

Bali, Indonesia

Behavior change as part of launching recycling service

Common behavior change approach and data tracking

Different program tactics, recycling prices, and landfill fees

Building Blocks of Recycling Behavior Change

SUPPORTING INFRASTRUCTURE

- Collection schedule
- Collection logistics
- Community materials

ENGAGEMENT

- "Top-down" mass media campaigns
- "Bottom-up" face-to-face interactions
- Ongoing support resources

How we suggest defining and measuring the Recycling Behavior Return on Investment

FOCUS OF OUR ANALYSIS

Direct costs (e.g. printing)
and benefits (e.g. recyclables revenue)

+

Local resource use (e.g. staff time)
and cost savings (e.g. landfill fees)

+

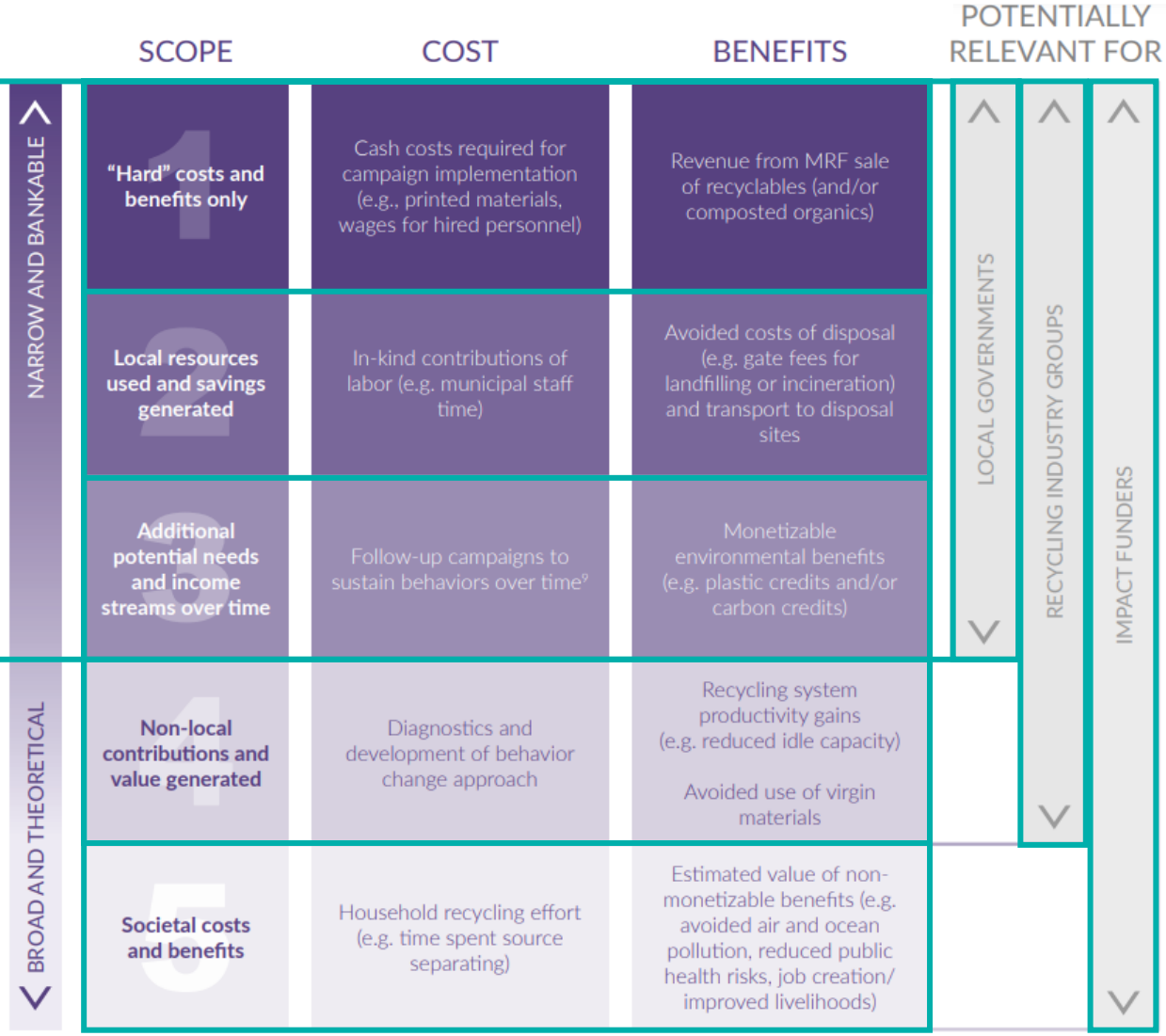
Potential later costs (e.g. follow-up campaigns)
and income (e.g. carbon credits)

+

Circular economy costs (e.g. program design) and benefits (e.g. recycling supply)

+

Societal costs (e.g. citizen effort) and benefits (e.g. public health)

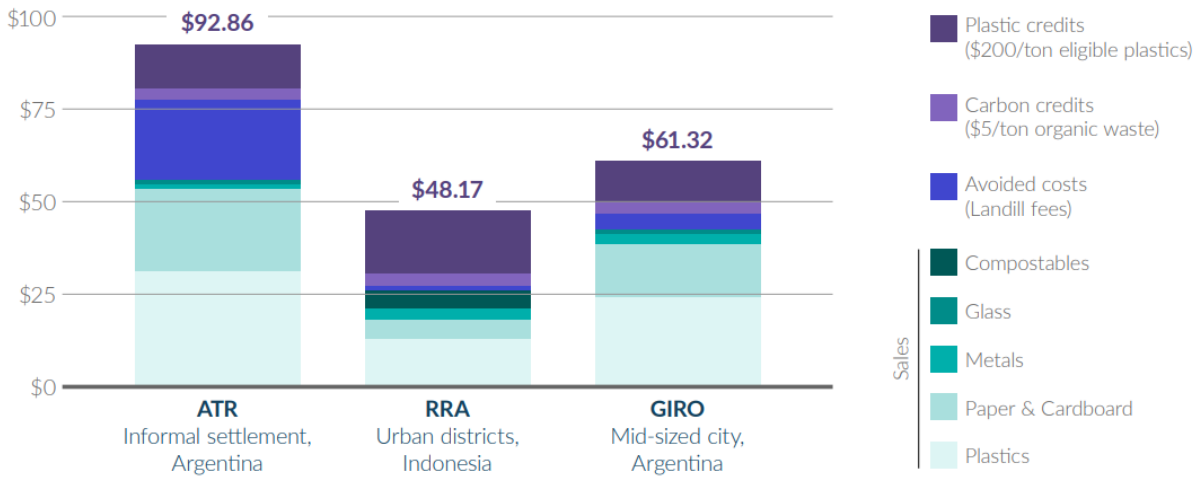


KEY FINDING #1

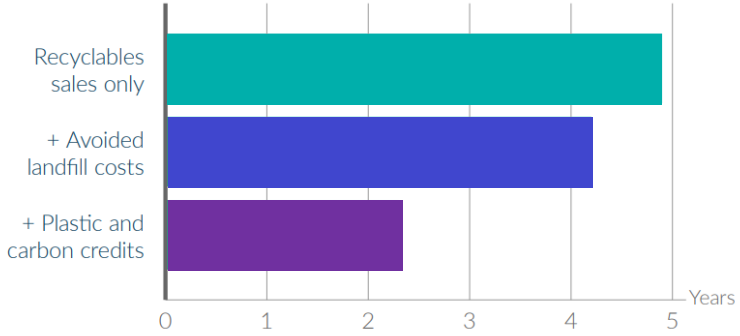
Promoting recycling behavior can pay back quickly, especially when prices reflect environmental impacts

BEYOND SALES REVENUE, EACH TON OF RECOVERED WASTE GENERATES SIGNIFICANT VALUE IN AVOIDED COSTS AND ENVIRONMENTAL BENEFITS

USD per ton per year

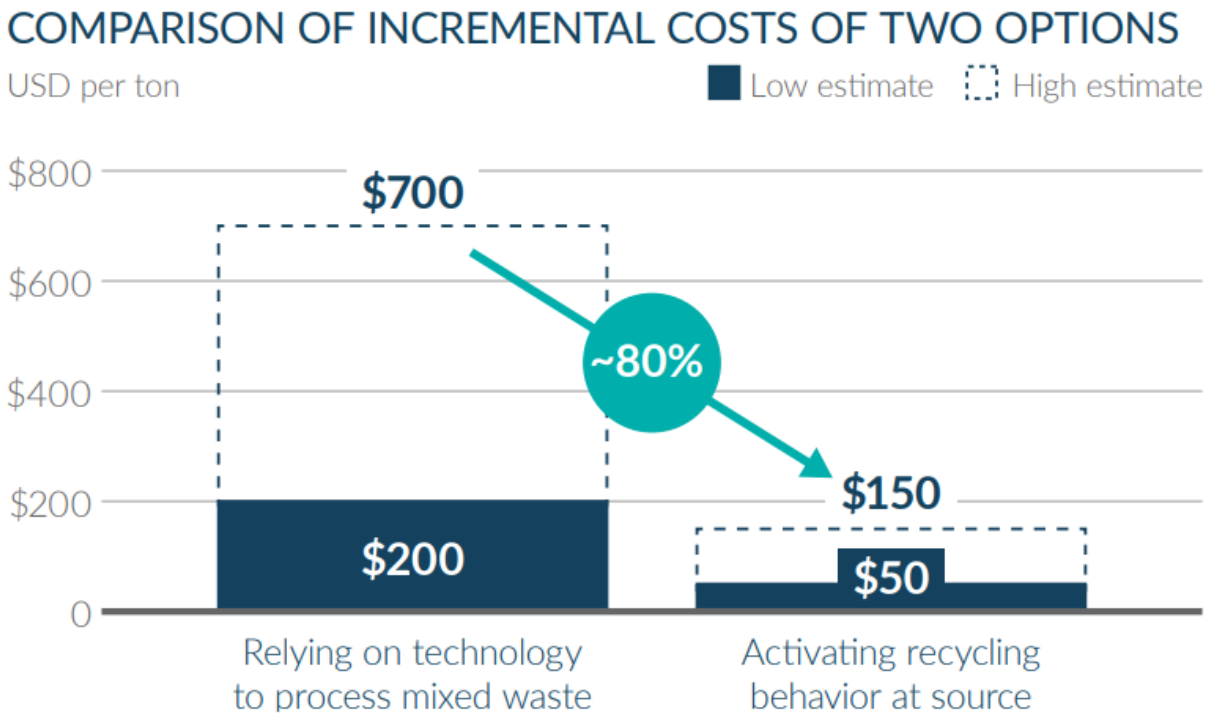


PAYBACK PERIOD BY LOCATION AND SCOPE OF BENEFITS CONSIDERED



KEY FINDING #2

Recycling behavior change costs less than technology-based alternatives

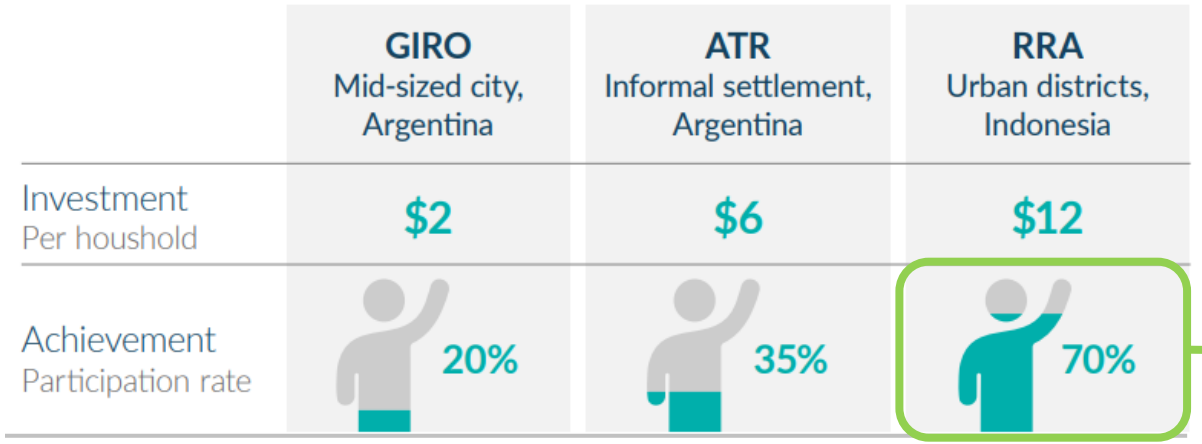


KEY FINDING #3

Deeper investment in community engagement may correlate to higher recycling rates, however, we are still experimenting to find the right level of investment

PARTICIPATION RATE AND INVESTMENT BY PROJECT

	GIRO Mid-sized city, Argentina	ATR Informal settlement, Argentina	RRA Urban districts, Indonesia
Investment Per houshold	$2	$6	$12
Achievement Participation rate	20%	35%	70%
Investment Per ton recyclables recovered annually	$44	$150	$116



High participation rates needed to meet recycling goals