

Run4Life Innovation Workshop

Fertiliser products from nutrients
recovered by domestic
wastewater treatment

EU GREEN WEEK 2021 PARTNER EVENT

3rd June 2021, online

ZERO #EUGreenWeek
POLLUTION
for healthier people and planet

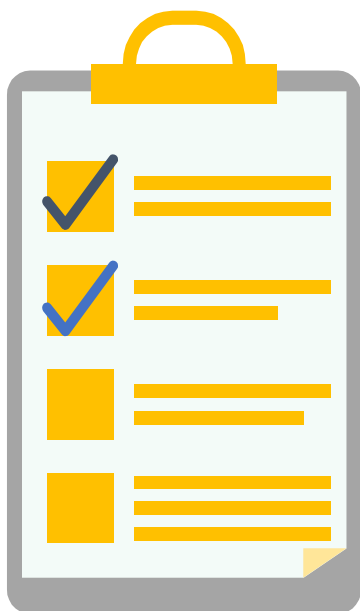


EU Horizon 2020 Research and
Innovation Programme. **GA 730285**

Overview of the results from social perception investigations about nutrient recovery acceptance

Beatriz Medina, Josefine Nytofte (WE&B)

Outline



The team working on perceptual research

Why social perception matters

Factors shaping acceptance of nutrient recovery

Our process

Key tools

Key messages from stakeholders

Next steps

The R4L team on psycho-social research



Social Psychology Department (CRETUS)
Santiago Compostela University (USC)

Social Sciences



Socio-environmental consultancy
WE&B

Site Coordinators



Sneek, NL



Helsingborg, SW



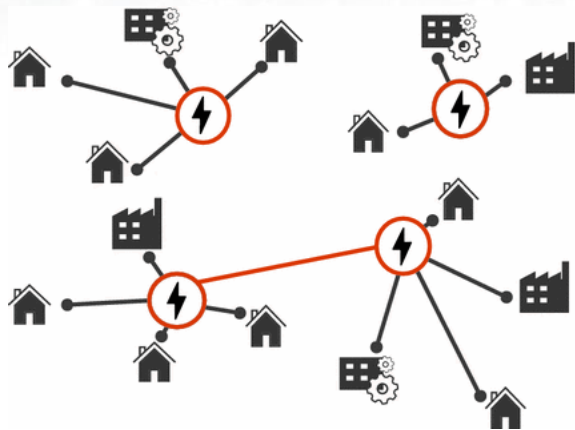
Vigo, SP



Ghent, BE



Why Social Perception matters?



The technological advantages of decentralized systems can result in:

- New installation, maintenance, and location-based **costs** (*Mankad & Tapsuwan, 2011*)
- Need of new **understanding** in functioning of those systems
- Need to generate **coordination** among organisations that could not have it before



Reluctancy to install these technologies



Traditional resistance to change
(Petty et al. 2003)

Factors shaping acceptance of nutrient recovery

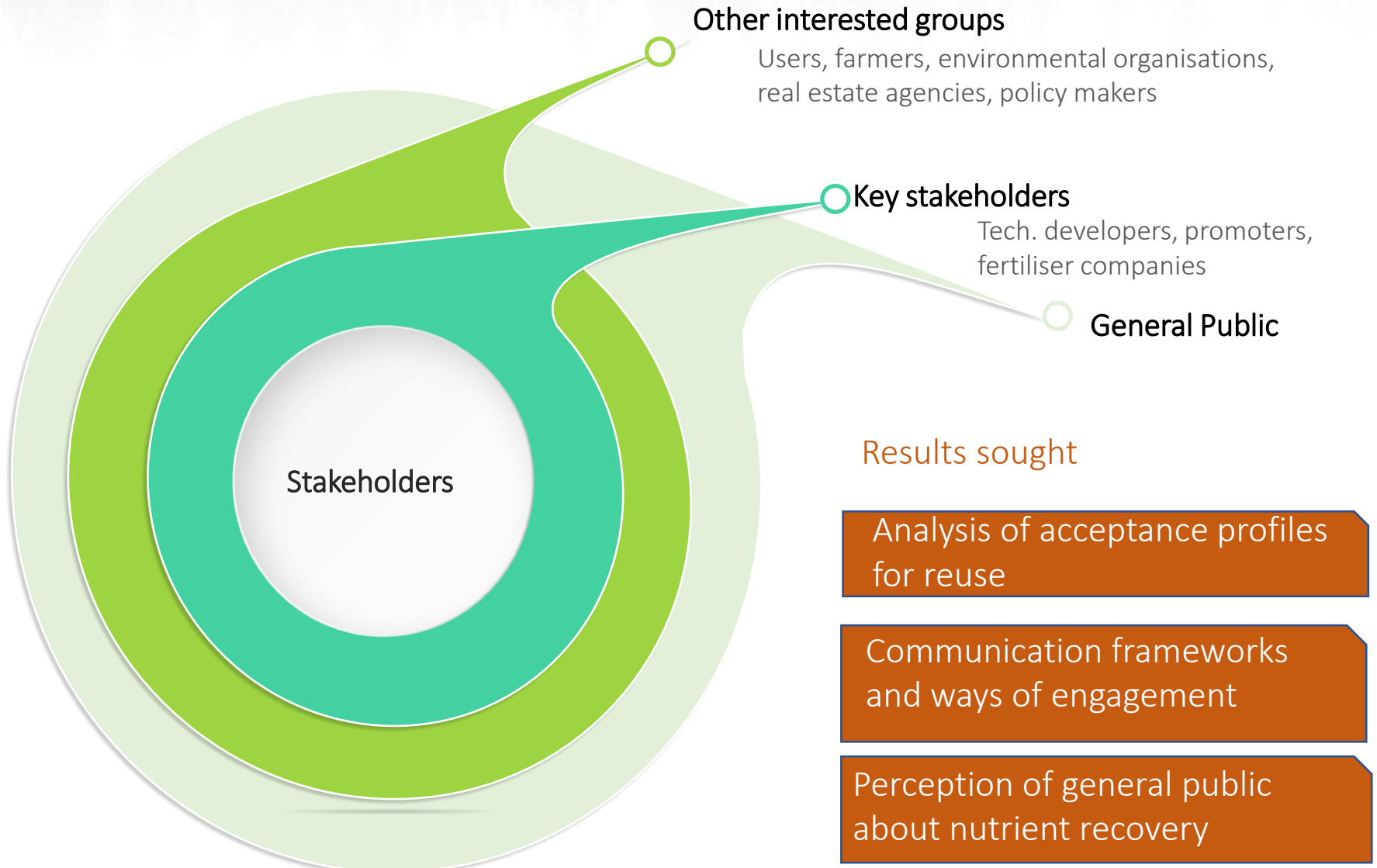
Perceived main risks of nutrient recovery

- Poor product quality
- Energy efficiency
- Pathogens and micro-pollutants contamination
- Marketability of the product to the consumers
- Getting full cooperation from end-users
- Public rejection
- Concern about contagious spread
- Expensive and non-efficient processes



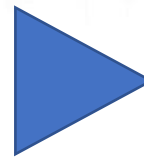
The process of gathering results

Targets of the analysis



Useful tools from R4L

How to analyse “general public opinion”?



Sample standard template of questionnaire for analysing perceptions of nutrient recovery

In progress

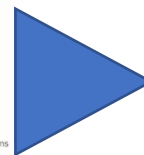
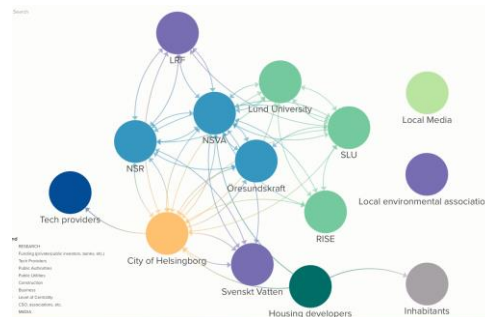
How to create successful engagement strategies?



Engagement recommendation for acceptance of water and nutrient recovery

In progress

How to identify relevant players and make better use of your network?



Stakeholder network maps based on Social Network Analysis
Available at <https://run4life-project.eu>.

Key messages from stakeholders

Key take-aways

Nutrient recovery should

- Have economic profitability for farmers
- Have optimal quality levels
- Address environmental issues
- Be transparent across the supply chain
- Communicate all factors clearly



Farmer in Vigo

“It depends on the **economic profitability** of the farm.

As much as we talk about carbon footprint, [or] efficiency, [or] how much I earn per litre of milk produced”

“But if technology really achieves **optimal quality levels** for consumption...

What is the problem?”

Key messages from stakeholders

“In Vigo, with the first treatment plant, there was a lot of mobilization that **no one wanted** to have **a sewage treatment plant nearby.**”

“**Savings...**

If it is a facility that in the long run **helps us save.** That element is going to be key.”

Key take-aways

Nutrient recovery should

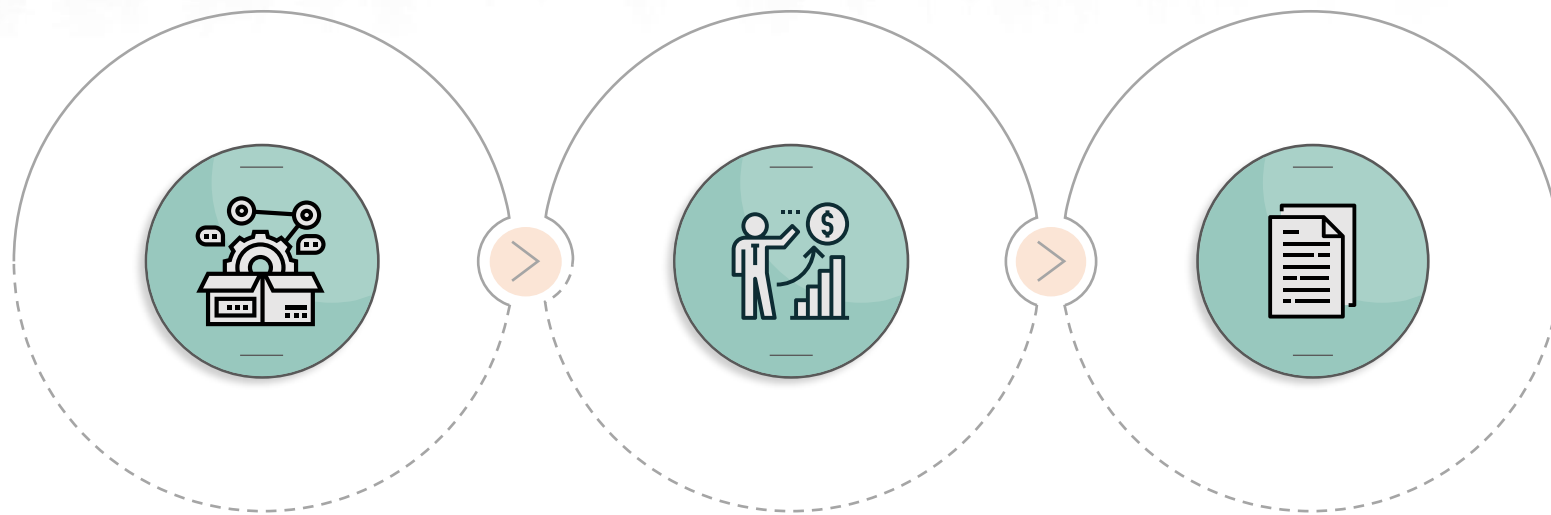
- Have economic profitability for end-users
- Have optimal quality levels
- Product use should not require change



Fertiliser professional in Vigo

“If the product was fertilized with **animal excrement ...** that would have a lot more **acceptance.**”

Next steps



Finishing implementing the questionnaire about **social perception on nutrient recovery** in Sneek, Helsingborg and Vigo

Report collecting the evidence about the **acceptance profiles** from target groups

Recommendation of best **communication framework** to raise awareness about these products

Thank you!

Beatriz.medina@weandb.org

Josefine.nytofte@weandb.org



EU Horizon 2020 Research and
Innovation Programme. **GA 730285**

EU GREEN WEEK 2021 PARTNER EVENT