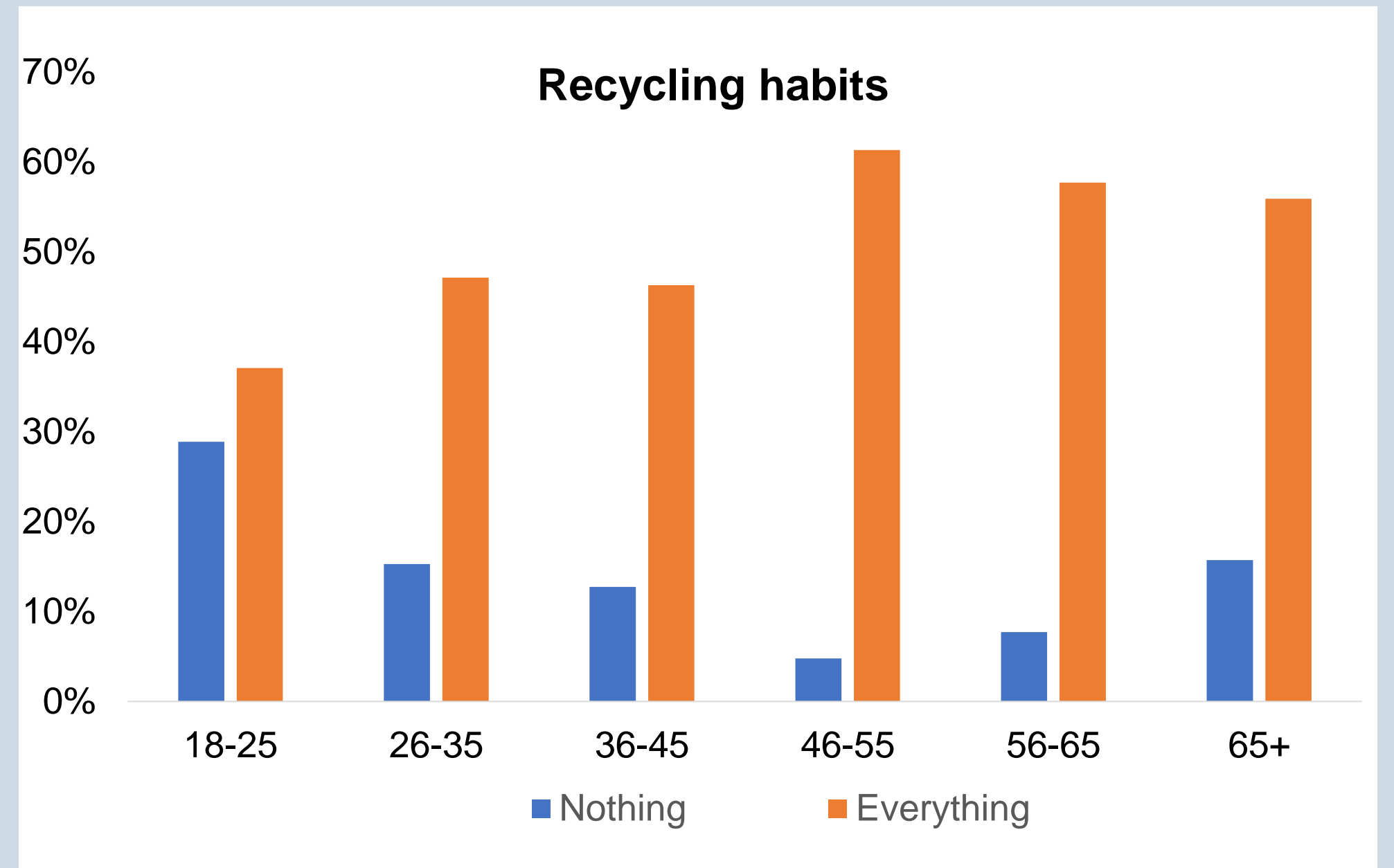


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Older age, more than higher education, improves recycling habits.

While people in all age groups are well informed about plastic's negative effects on the environment and human health, younger people tend to recycle less than other age groups. 29% of people aged 18-25 do not recycle waste compared to 5% of 46-55 years. Only 37% of people aged 18-25 recycle everything compared to 61% aged 46-55.



Introduction

Latvia must reach a municipal solid waste recycling target of 55% by 2025 and a plastic waste recycling target of 55% by 2030. In 2021, Latvia recycled only 42% of plastic waste. Achieving this goal requires changing public behaviour and active participation in sorting and reducing plastic waste.

The **aim** of this study was **to fill the knowledge gap** about the **factors that affect recycling habits** in Latvia to achieve the recycling goals.

Survey Design

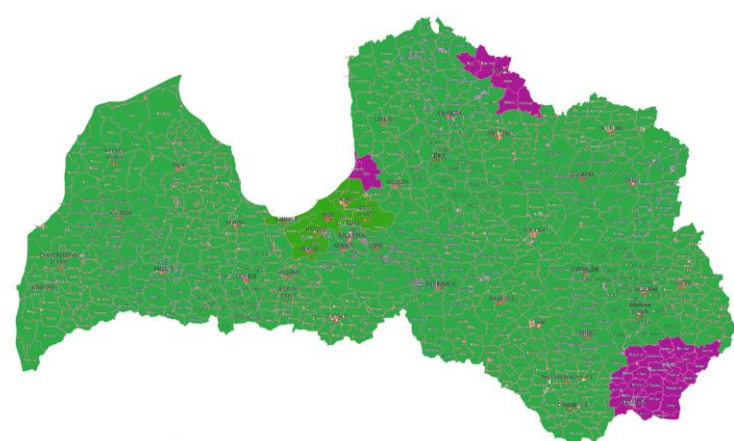
72 questions in 10 categories: General information; Income; Education; Knowledge about the environment; Sustainability at study/workplace; Recycling habits; Deposit system; Biowaste recycling; Shopping habits; Zero waste/sustainable shopping.

Online survey in February 2024 followed by an offline survey for 2 weeks in March 2024.

Results

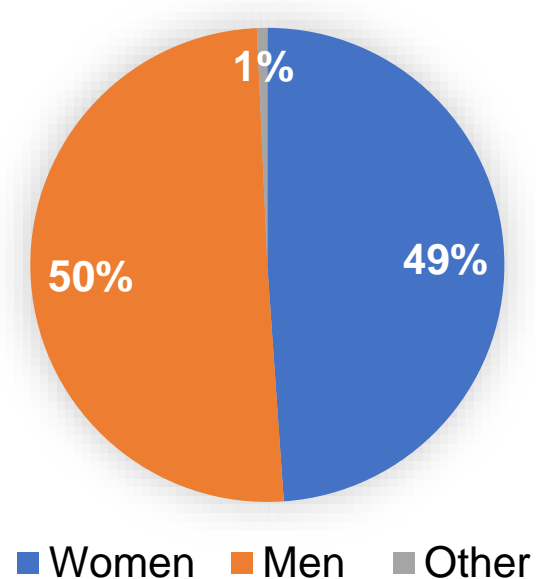
General information:

45 of the 81 cities and 33 of the 36 municipalities.

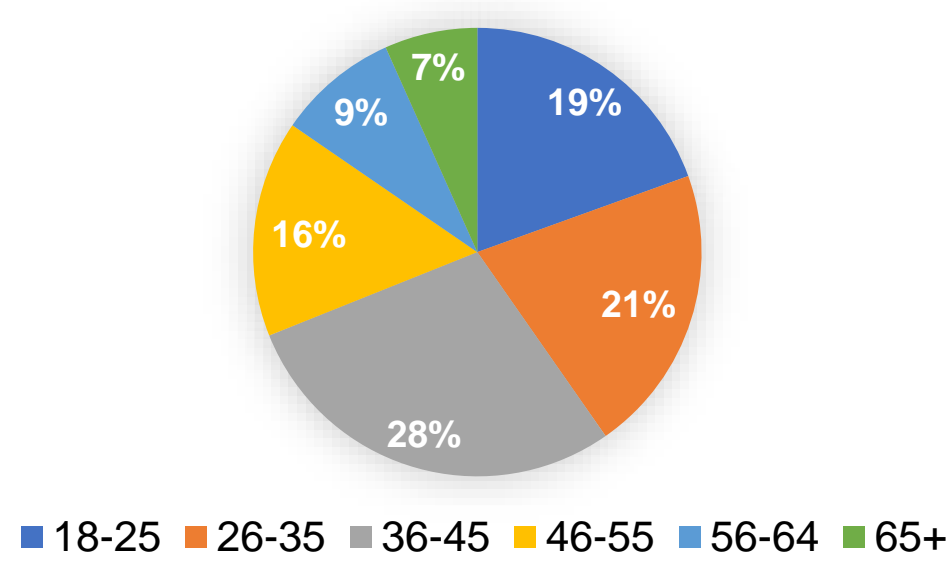


1039 participants; 985 valid answers.

Gender distribution



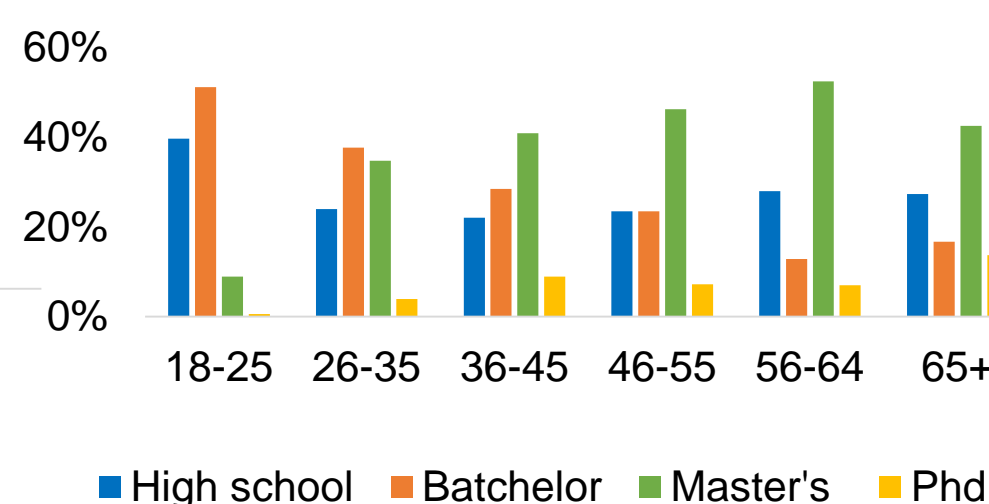
Age distribution



Type of housing

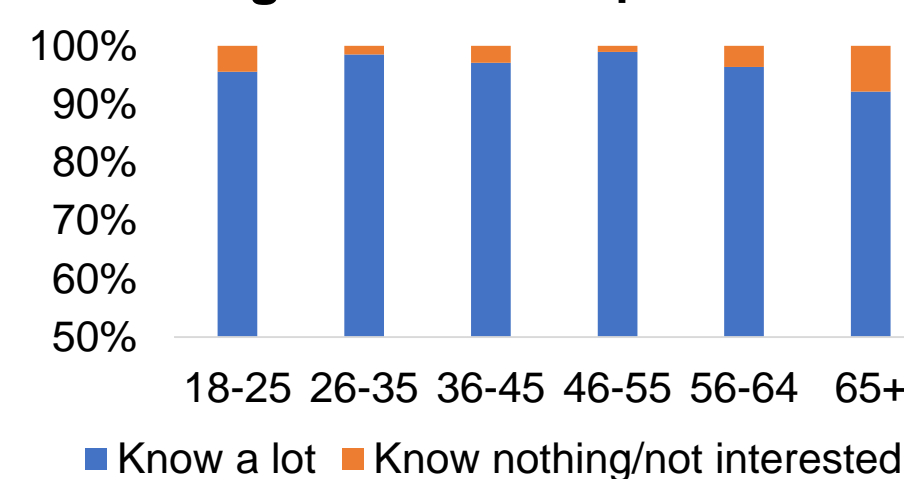


Level of education

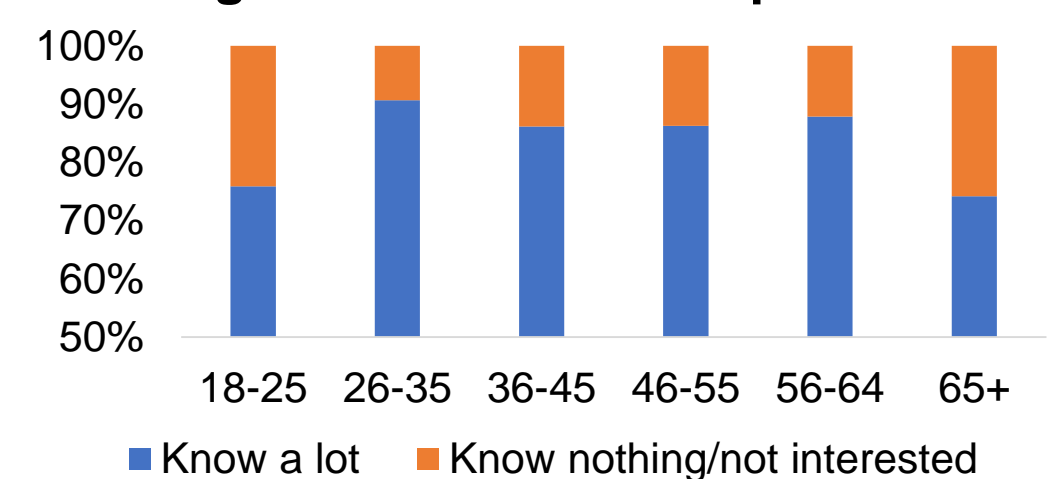


People are **well informed** about plastics and microplastics **negative effect** on human health and the environment.

Negative effect of plastics



Negative effect of microplastics



Higher education means fewer people who do not recycle. **Age more than education affects recycling habits.**

Recycling habits

