

INCREASING WASTEWATER CONNECTIONS

A BEHAVIORAL DIAGNOSTIC

In Recife, Brazil, the water and sanitation utility company is responsible for constructing the public sewerage network. However, connecting a house to the available network in the street is each household's responsibility, and residents do not always choose to connect.

To understand their reasons, meet two community members who have not yet connected:



+ 1. Receiving the Information



INFORMATION OVERLOAD

LACK OF AGENCY

+ 2. Getting the Bill



UNCLEAR COMMUNICATION

HORN EFFECT

Rita decides to connect



4. Start Planning



OSTRICH EFFECT



5. Connection Work Begins



HASSLE FACTORS



6. Gets Connected



João is unwilling to connect.



Find Out Why



STATUS QUO / REACTANCE

Identifying structural and behavioral barriers that prevent households from connecting to the sewerage system is crucial to tackling health and environmental problems, as well as reversing the water utility's economic losses. Behavioral Sciences contribute to a better understanding of these psychological, cultural, social, and structural barriers.

Find out more at [worldbank.org/embed](https://www.worldbank.org/embed)

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