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
2. Getting the Bill
3. Will they Connect?

- Rita is willing to connect
- João is more reluctant
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