



PRACTICAL PLASTIC WASTE MANAGEMENT

2nd October 2012, 9:30 – 15:00,

Chamber of Commerce and Industry of Slovenia, Ljubljana

CONSUMER INVOLVEMENT IN CROATIA

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Content

1. Methodology and Sample
2. Environmental values and concerns
3. Selective household waste management
4. Wider context of results & conclusions

Methodology and sampling

GfK Omnibus is conducted on a representative sample of Croatian population older than 15 years, stratified by region (6 regions) and the settlement size (4 sizes of settlements), according to 2001 Census.

N = 1.000

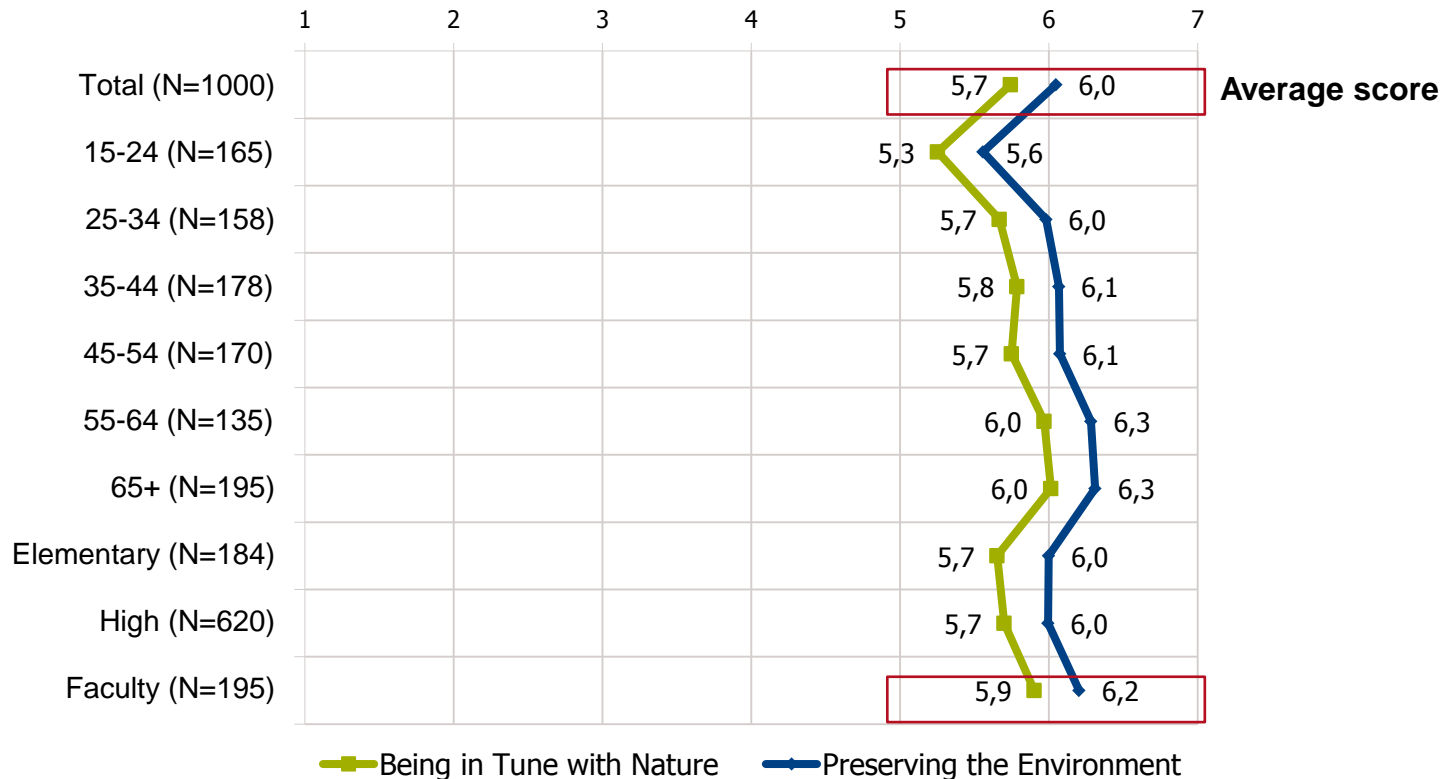
Sampling error of + / - 3.2% with a confidence level of the overall results of 95%.

Field data collection lasted from 3.02. - 03.02.2012.

Environmental concerns and values

Environmental values

Being in Tune with Nature & Preserving the Environment are important values

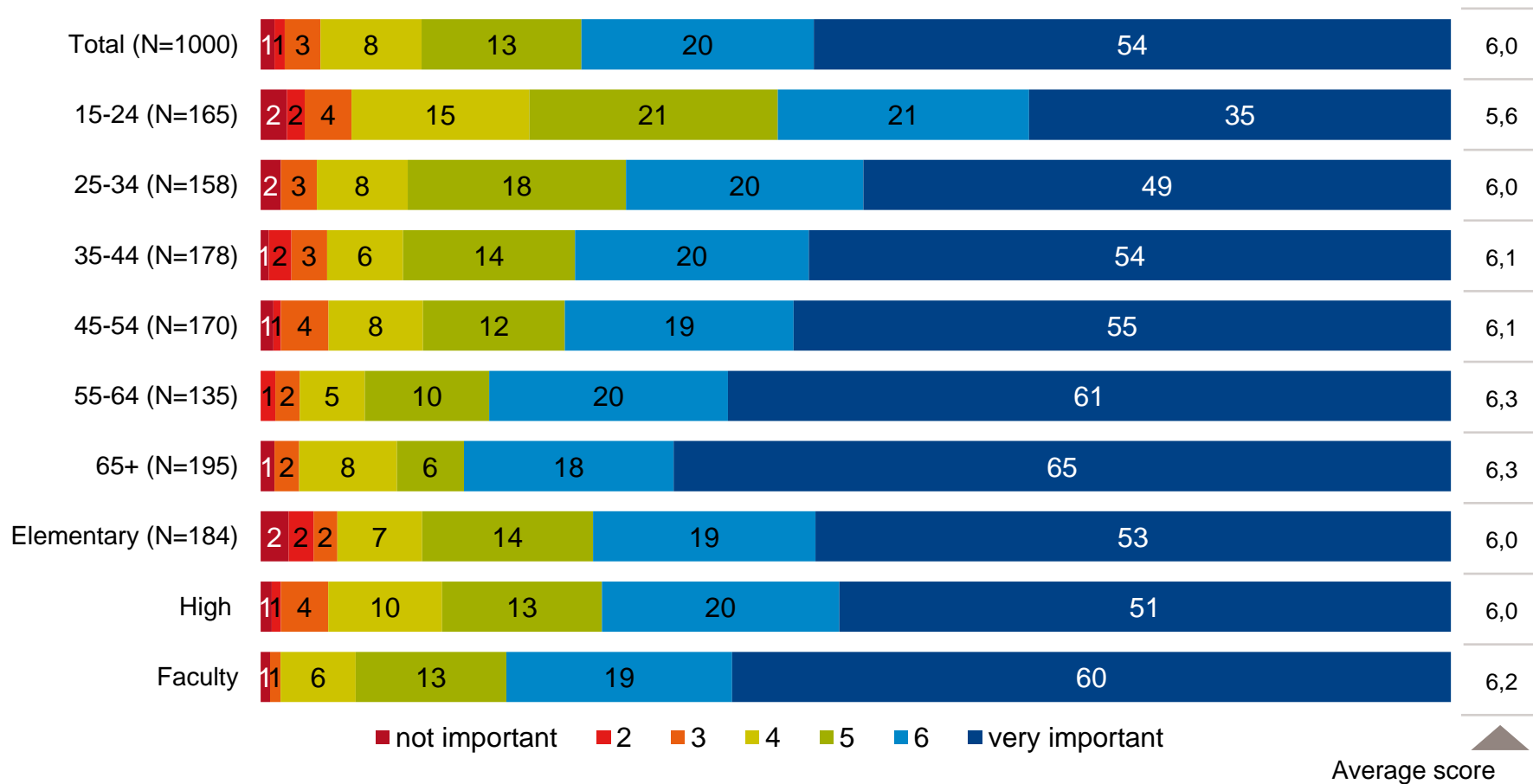


Education matters!

Nature and its protection are highly important for more educated and over 55 age groups!

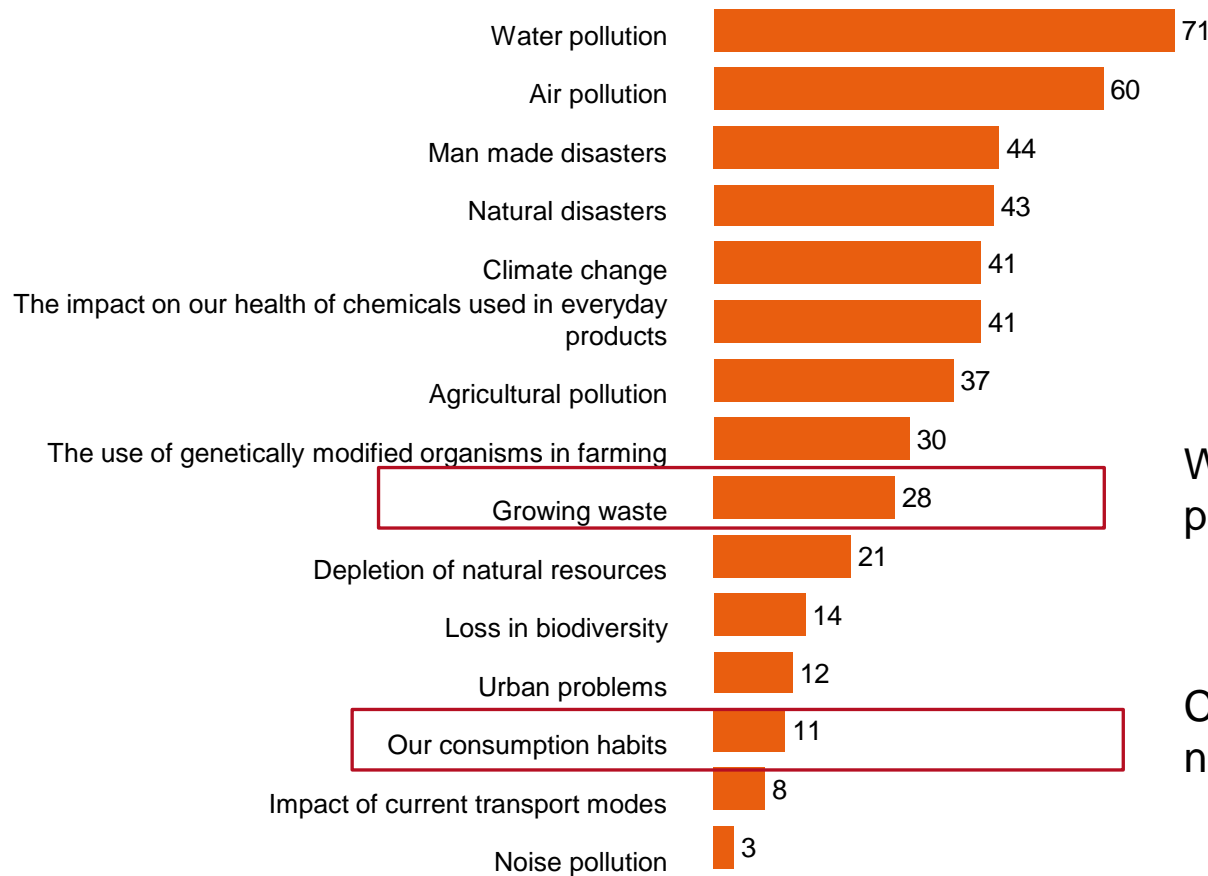


How much important in your life is protection, conservation, and participation in nature conservation?



Environmental concerns

Water and air represent major environmental concerns in a population



Waste not that much of a problem!

Consumption habits are not a problem!

Selective household waste management

Environmental behaviors

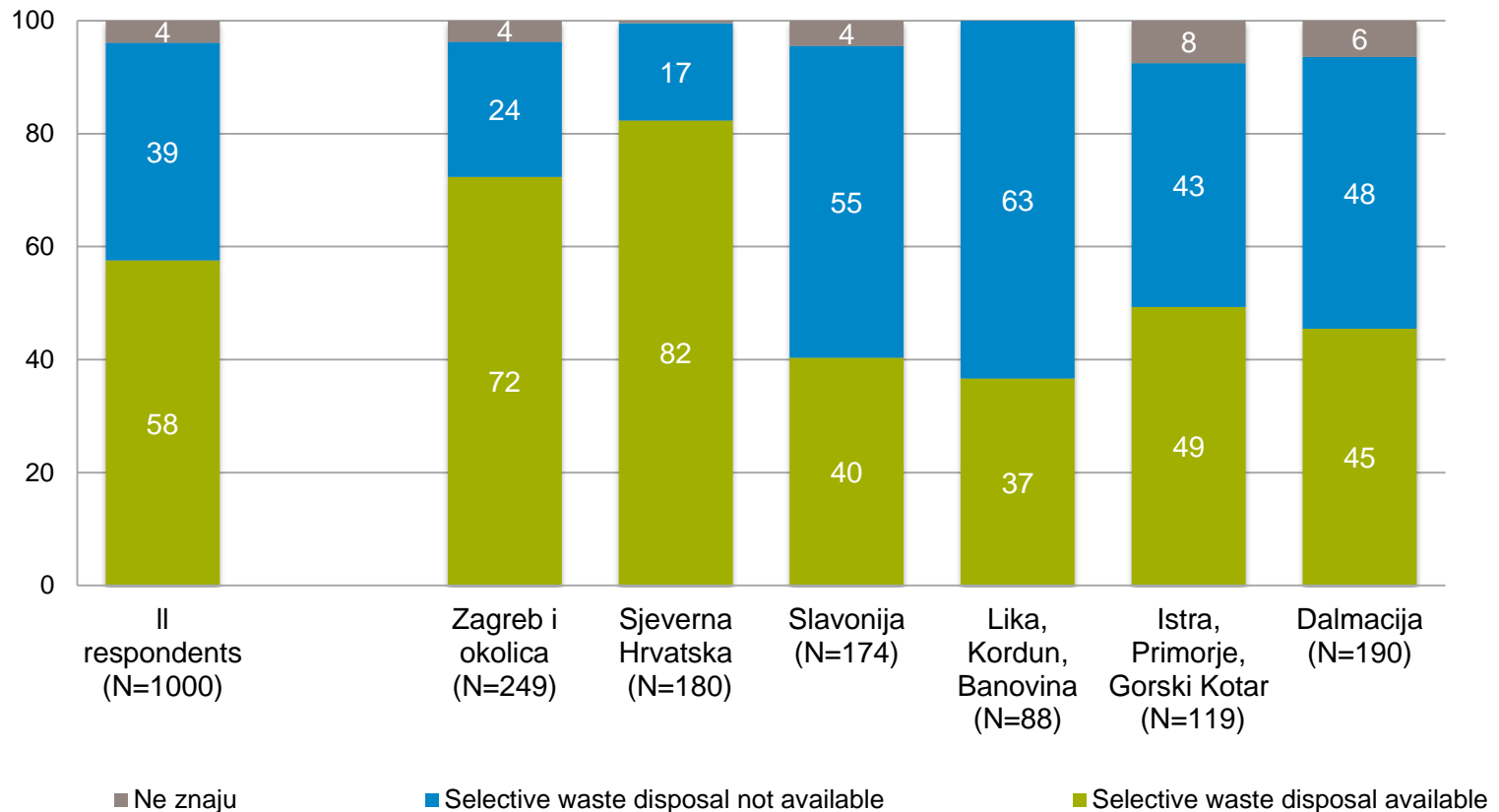
Have you done any of the following during the past month for environmental reasons?



Availability of waste separation is a crucial precondition for action!

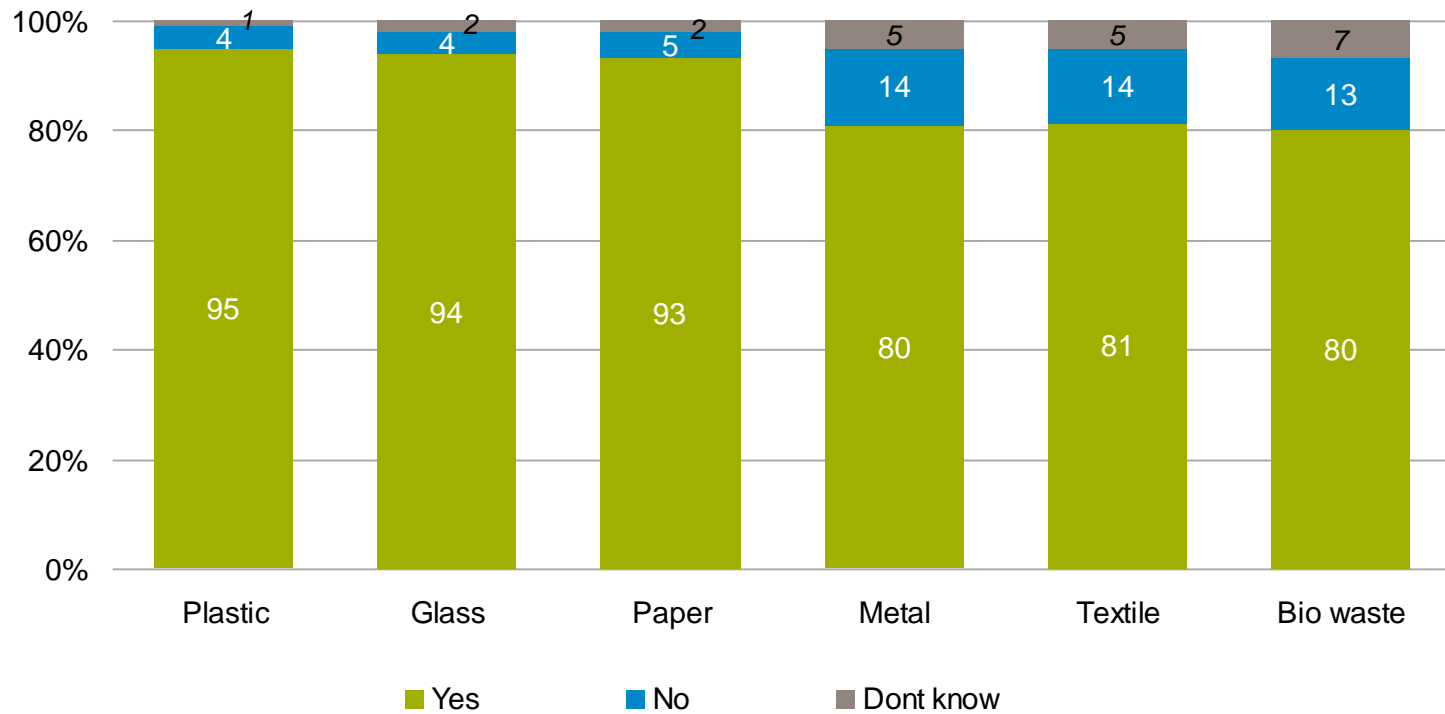


Are containers for glass and paper waste available close to your home?



People are ready to separate HH waste and recycle

Would you select waste if your utility company make waste containers available in the vicinity of the apartment / house



Wider context of results & Conclusions

Environmental Behaviors EU 27 in 2007

Environmental behaviors	%	Effort Level
Separated most of your waste for recycling	59	Low
Cut down your energy consumption (for example turning down air conditioning or heating, not leaving appliances on stand-by, buying energy saving light bulbs, buying energy efficient appliances, etc.)	47	Low
Cut down your water consumption (for example not leaving water running when washing the dishes or taking a shower, etc.)	37	Low
Reduced the consumption of disposable items (for example plastic bags, certain kind of packaging, etc.)	30	Low
Chosen an environmentally friendly way of traveling (by foot, bicycle, public transport)	28	High
Chosen locally produced products or groceries	21	High
Bought environmentally friendly products marked with an environmental label	17	High
Used my car less	17	High
None of these (SPONTANEOUS)/DK	11	High

Source: Eurobarometer 2008

Environmental Behaviors Worldwide in 2009

Environmental behaviors	%	Effort Level
Conserved Energy	57	Low
Conserved Water	54	Low
Recycled	52	Low
Took bags to shop	47	Low
Look for products/environmental packaging	20	High
Talk to others	17	High
Avoid buying products	12	High
Changed traveling behavior	11	High
Volunteered	8	High
Contribute money	6	High
Used Environmentally friendly energy supplier	6	High
Contacted business / politicians	4	High
Researched	4	High

Source: GfK 2009. Roper Report Worldwide 2009, QF1-2 (mixed mode)

Croatia is well below the averages in recycling!

Separated/recycled HH waste	World	EU 27	Croatia
	52%	59%	46%

Waste not that much of a problem (28%)!

Consumption habits are not a problem (11%)!

Nature and its protection are highly important!

Clean air and water are the most important issues!

People are ready to separate HH waste and recycle but containers are not widely available!

Conclusions

Educate, especially younger and less educated strata of population.

Use clean air and water as key motivators because they reflect also on human health.

Make recycling containers widely available to households.

Introduce fines for non-compliance!

THANK YOU FOR YOUR ATTENTION!

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