

H2020 MSCA-ITN-2018

ReTraCE Project

Realising the Transition to the Circular Economy

Report on Milestone 12 (M4.1)

Development and release of a survey about
consumers' attitude towards the CE



Consumer survey: acceptance & use of circular economy strategies

Dear participant,

This survey is aimed at identifying your perception and beliefs towards products and systems entailed by a Circular Economy. A Circular Economy is an economic system where the concept of “end-of-life” of products is replaced by the concepts of reduce (1st), reuse, recycle and recover. It aims at accomplishing an economic state where environmental quality, economic prosperity and social equity coexist through the achievement of sustainable development. This implies, among other things, that what is currently understood as “waste” should now be regarded as a “resource” for the development of similar or other products (e.g. by recovering, melting and reusing electronic circuitry from used or disposed equipment, manufacturers can develop circuitry for new electronics equipment that you may later on purchase and use). This process is called remanufacturing and it can apply to clothes, food, furniture, cars, construction material and so on. Some other consequences, for consumers, of this definition of a circular economy include a necessary transition towards a more responsible way of consumption (“reduce”) and the engagement with new types of businesses built around the concepts and aims that define a Circular Economy. The implementation Circular Economy strategies seeks to drive a change which is necessary given the current constant raise in the demand for products globally, while the natural resources (e.g. mining outputs, in the case of electronic components) are becoming very scarce and the process of obtaining them is causing severe and irreparable environmental damage. In other words, the way of consumption entailed by our current economies is not sustainable. In such context, there is a big movement both from the industry & policy side to support Circular Economy approaches that would therefore, mitigate environmental degradation, reduce waste and help manufacturers to supply consumers with the required products.

To proceed with survey completion please read carefully the following sentences and tick the relevant boxes as appropriate.

- I confirm that I have read and understood the terms and conditions for participating in the study.
- I understand that my participation is voluntary and I am free to withdraw at any time, without giving a reason and with no foreseeable consequences.
- I agree to take part in the above study and related training sessions.
- I agree that the data gathered in this study may be stored (after it has been anonymised) in a secure storage facility and will be destroyed five years after the study ends.

This research has obtained ethical approval according to the procedures and standards of Sheffield University Management School.

This research is part of the ReTraCE project, funded by the H2020-MSCA-ITN-2018 scheme (grant agreement number 814247 (www.retrace-itn.eu)).



SECTION A. Background information

1. In which country are you based?

2. Which of the following best describes your current status?

- a) Employed in industry
- b) Employed in governmental authority
- c) Employed in academia/innovation/R&D sector
- d) Employed in the third sector (NGO)
- f) Unemployed
- g) Retired (please specify)

- h) Other (please specify)

3. Are you a student?

- a) Yes
- b) No

4. How many employees does your company have (if applicable)?

- a) Under 25
- b) 26 to 50
- c) 51 to 250
- d) More than 251

5. What is your monthly income?

- a) Under 900€
- b) 900€ - 1500€
- c) 1501€ - 2000€
- d) 2001€ - 5000€
- e) More than 5000€



6. What is your gender?

- a) Male
- b) Female

7. What is your age group?

- a) 18 to 25 years
- b) 26 to 35 years
- c) 36 to 49 years
- d) 50 to 64 years
- e) 65 years or over

8. What is the highest level of qualification you have attained?

- a) Vocational qualification
- b) Bachelor's degree (e.g., BA/BSc/BEng)
- c) Master's degree
- d) PhD
- e) Other (please specify)

9. What is your current position in your institution (if applicable)?

- a) Owner or co-founder/owner
- b) Senior manager
- c) Middle manager
- d) Non-managerial employee

10. If employed, did your institution adopt any type of technology in the last five years?

- a) Yes
- b) No

11. If employed, are you the nominated person responsible for environmental issues in your company?

- a) Yes
- b) No



SECTION B. CIRCULAR ECONOMY CHALLENGES & IMPACT

12. In your current view, how would you rate the following negative consequences of nowadays consumption brought by the lack of circular economy strategies?

1 = Not important at all, 2 = Slightly important, 3 = Moderately important, 4 = Very important, 5 = Extremely important

	1	2	3	4	5
Environmental Degradation (land, deforestation, etc)					
Pollution (water, food etc.)					
Increased waste					
Global warming					
Hazards & pesticide-pollution					
Air pollution					

13. I like the idea of...

1 = Strongly disagree, 2 = Disagree, 3 = Indifferent, 4 = Agree, 5 = Strongly agree

	1	2	3	4	5
Purchasing remanufactured products.					
Having damaged products repaired instead of disposing of them prematurely.					
Returning goods at the end of their lifetime for reuse (through remanufacture or recycling processes).					
Re-selling/exchanging underutilised possessions.					
Purchasing second hand products.					
Purchasing more durable products.					

SECTION C. PURCHASE INDICATORS

14. In deciding to buy or not buy products, how important do you rate the following factors to be?

1 = Not important at all, 2 = Slightly important, 3 = Moderately important, 4 = Very important, 5 = Extremely important

	1	2	3	4	5
Quality					
Price					
Product availability					
Delivery time					
Eco-labels (i.e. environmentally sustainable product)					



Fairtrade-labels					
Amount of time dedicated to the processes entailed by the purchase of the product (travel to shop, making a choice etc.)					
Durability of the product					
Repairability of the product					
Seller type (specialised source, non-specialised source, another consumer, on-line platform etc.)					

15.1 If companies/manufacturers were to utilise circular economy strategies to develop the products that you buy at the same quality & timeliness level, but with a slight price increase, with what frequency would you still buy them?

1 = Never, 2 = Rarely, 3 = Sometimes, 4 = More often than not, 5 = Always

1	2	3	4	5

15.2 I believe that [...] is a good idea:

1 = Definitely not, 2 = Probably not, 3 = Neutral, 4 = Probably, 5 = Definitely yes

	1	2	3	4	5
Purchasing remanufactured products.					
Having damaged products repaired instead of disposing of them.					
Returning goods at the end of their lifetime for reuse (through remanufacture or recycling processes).					
Re-selling/exchanging underutilised possessions.					
Purchasing second hand products.					
Purchasing more durable products.					

15.3 The following people who are important to me think that I should buy remanufactured products:

1 = Definitely not, 2 = Probably not, 3 = Neutral, 4 = Probably, 5 = Definitely yes

	1	2	3	4	5
Boss/superior					
Spouse					
Adult children					
Parents					
Friends					
Colleagues					



15.4 The following people who are important to me think that I should buy more durable products:

1 = Definitely not, 2 = Probably not, 3 = Neutral, 4 = Probably, 5 = Definitely yes

	1	2	3	4	5
Boss/superior					
Spouse					
Adult children					
Parents					
Friends					
Colleagues					

15.5 The following people who are important to me think that I should have damaged goods repaired instead of disposing of them prematurely or, if they have reached the end of their useful life, return them for reuse (through remanufacture or recycling processes):

1 = Definitely not, 2 = Probably not, 3 = Neutral, 4 = Probably, 5 = Definitely yes

	1	2	3	4	5
Boss/superior					
Spouse					
Adult children					
Parents					
Friends					
Colleagues					

15.6 The following people who are important to me think that I should engage in the second hand market by re-selling (or exchanging) underutilised assets or purchasing second hand goods (on-line or otherwise).

1 = Definitely not, 2 = Probably not, 3 = Neutral, 4 = Probably, 5 = Definitely yes

	1	2	3	4	5
Boss/superior					
Spouse					
Adult children					
Parents					
Friends					
Colleagues					

SECTION D. CURRENT USE AND IMPLEMENTATION INTENT OF SUSTAINABLE PRACTICES

16.1 With what frequency do you intend to implement each of the following circular-



economy-related practices in the future?

1 = Never, 2 = Rarely, 3 = Sometimes, 4 = More often than not, 5 = Always

	1	2	3	4	5
Purchasing products made from recycled materials					
Purchasing products having an eco-label (i.e. environmentally sustainable product)					
Purchasing products having a Fairtrade-label					
Purchasing products from a company that implements circular economy principles					
Purchasing and using remanufactured/refurbished products					
Returning goods instead of disposing of them at their end-of-life for use in remanufacture processes					
Purchase (or not) of products based on their durability					
Purchase and use second hand products					
Re-selling/exchanging underused assets					
Having damaged products repaired instead of disposing of them.					

16.2 Do you intend to convince your peers (friends, family, boss or colleagues) to take upon the following circular economy related actions?

1 = Definitely not, 2 = Probably not, 3 = Neutral, 4 = Probably, 5 = Definitely yes

	1	2	3	4	5
Purchasing products made from recycled materials					
Purchasing products having an eco-label (i.e. environmentally sustainable product)					
Purchasing products having a Fairtrade-label					
Purchasing products from a company that implements circular economy principles					
Purchasing and using remanufactured/refurbished products					
Returning goods instead of disposing of them at their end-of-life for use in remanufacture processes					



Purchase (or not) of products based on their durability					
Purchase and use second hand products					
Re-selling/exchanging underused assets					
Having damaged products repaired instead of disposing of them.					

16.3 With what frequency do you currently implement each of the following circular-economy-related practices?

1 = Never, 2 = Rarely, 3 = Sometimes, 4 = More often than not, 5 = Always

	1	2	3	4	5
Purchase products made from recycled materials.					
Purchase products having an eco-label.					
Purchasing products having a Fairtrade-label.					
Purchasing products from a company that implements circular economy principles.					
Purchasing and using remanufactured/refurbished products.					
Returning goods instead of disposing of them at their end-of-life for use in remanufacture processes.					
Purchase products based on the fact that they are more durable.					
Purchase and use second hand products.					
Re-selling/exchanging underused assets.					
Having damaged products repaired instead of disposing of them.					

16.4 Taking your answers to the previous question into account, to what percent would you rate your current involvement in circular economy practices?

%

16.5 How often are the following statements true in your personal experience.



1 = Never, 2 = Rarely, 3 = Sometimes, 4 = More often than not, 5 = Always

	1	2	3	4	5
I know where to buy remanufactured products.					
I have the resources to buy remanufactured products.					
I am free to decide on my own whether to buy remanufactured products or not.					
I know where to return products at their end-of-life for reuse (through appropriate remanufacture processes).					
I have the resources necessary to have damaged products repaired or return products at their end-of-lifetime for reuse (through appropriate remanufacture processes).					
I know where to buy/sell/exchange second hand products.					
I can get help from others if I need help with having damaged products repaired or returning products for remanufacture.					
I know where to have products that no longer work repaired.					
I am usually provided with the necessary resources and help to have damaged products repaired.					

SECTION E. DRIVERS AND BARRIERS

17. How important are the following drivers for purchasing & utilising products developed through a circular economy approach?

1 = Not important at all, 2 = Slightly important, 3 = Moderately important, 4 = Very important, 5 = Extremely important

	1	2	3	4	5
I will save the environment					
I will help manufacturers to better utilise the scarce resources and provide me with timely & competitively-priced products					
If the circular economy is done locally/regionally/nationally, I will help the local/regional/national economy					
I will help my region to reduce waste					
I will follow my personal beliefs in a greener and fairer world					



I will become a more conscious consumer					
I will help the government & local authorities to comply with European Union policies					
Other:					

18. How important are the following barriers to purchasing & utilising products that use a circular economy approach?

1 = Not important at all, 2 = Slightly important, 3 = Moderately important, 4 = Very important, 5 = Extremely important

	1	2	3	4	5
Remanufactured products are often more expensive than the mainstream products					
It is often more expensive to repair a damaged product than to dispose of it and purchase a new one.					
It is often more time consuming to repair a damaged product than to dispose of it and purchase a new one.					
It is often more time consuming to return goods at their end-of-life than to dispose of them.					
It is often more time consuming to re-sell/exchange underutilised assets than to dispose of them.					
Second hand products are often more expensive (vintage claim)					
It is often more expensive to purchase products that are more durable.					
I believe remanufactured products are of poor quality					
I believe second hand products are of poor quality					
I believe repaired products are of poorer quality than new products.					
I believe remanufactured products are not hygienic					
I believe second hand products are not hygienic					
I believe remanufactured products generate disgust					
I believe second hand products generate disgust					



I believe remanufactured (and second hand) products pose a social stigma.					
Remanufactured products do not give me the option to know where the primary materials came from.					
There are no tax/policy incentives for me to purchase/use remanufactured products.					
There are no tax/policy incentives for me to purchase/use second hand products.					
There are no tax/policy incentives for me to purchase/use more durable products.					
There are no tax/policy incentives for me to re-sell/exchange underutilised goods.					
There are no tax/policy incentives for me to repair damaged goods instead of disposing of them					
None of my peers utilise remanufactured products					
I do not know which products are remanufactured (i.e. there is not proper advertising or information)					
I do not know where to have damaged goods repaired (i.e. there is not proper advertising or information)					
I do not know where to return goods that have reached their end-of-life (i.e. there is not proper advertising or information)					
I do not know where to engage in the sale/exchange and purchase of second hand goods (i.e. there is not proper advertising or information)					
I do not know which products are more durable (i.e. there is not proper advertising or information)					
I believe there is no need to buy remanufactured products					
I believe there is no need to buy second hand products.					



I believe there is no need to buy more durable products.					
I believe there is no need to repair damaged goods instead of disposing of them.					
I believe there is no need to return goods at their end-of-life instead of disposing of them					
I believe that remanufactured products are just a way for companies to cut costs and I see no benefit for me					

SECTION F. PERCEPTIONS

19. How much do you agree or disagree with the following statements?

1 = Strongly disagree, 2 = Disagree, 3 = Indifferent, 4 = Agree, 5 = Strongly agree

	1	2	3	4	5
Utilising remanufactured products will be easy.					
Utilising second hand products will be easy.					
Having damaged goods repaired will be easy.					
Returning goods at their end-of-life for reuse (remanufacture or recycling) will be easy.					
Utilising products of higher durability will be easy.					
Re-selling/exchanging underutilized assets will be easy.					
It is easy for me to engage in the purchase remanufactured products.					
It is easy for me to engage in the purchase second hand products.					
It is easy for me to have damaged goods repaired.					
It is easy for me to engage in the purchase of more durable products.					
It is easy for me to return goods at their end-of-life for reuse (through remanufacture or recycling)					
It is easy for me to re-sell/exchange underutilized goods.					
Utilising remanufactured products instead of traditionally manufactured products (from primary resources) will bring me the same levels of satisfaction					
I plan to buy & utilise remanufactured products					
I believe that my peers (friends, family, colleagues, boss) will buy remanufactured products					
I am planning to convince my peers (friends, family, colleagues, boss) to buy remanufactured products					
I have a positive attitude towards purchasing remanufactured products					



19. Would you like to stay informed?

- I would like to receive the aggregated results of this survey
- I would like to participate in any related future event

Please input your email if you checked one of the above boxes:

THANK YOU VERY MUCH FOR COMPLETING THIS SURVEY!
IN CASE OF FURTHER QUESTIONS PLEASE CONTACT US!

