

Action E1.2 Public Opinion Research and Focus Groups

DELIVERABLE E1.D2

Report on the outcomes of the 1st wave of public opinion research

Beneficiary Responsible: MEEN

Summary

The 1st wave of the public opinion research was conducted at national scale, aiming to collect data about the level of awareness of citizens on CE issues, as well as their familiarity with recycling and reuse systems. The research results will become a useful tool for creating a targeted capacity building programme, to boost active citizenship and commitment to the concepts of CE, recycling and reuse.

The following conclusions came out of this research in an aggregated manner:

- Citizens are not aware of the concept of Circular Economy and hence they are not familiar with its implementation.
- A large percentage of citizens are informed about recycling systems such as composting or green centres and actively take part in waste separation.
- The lack of bins or overflowing bins is a registered obstacle in the minds/consciousness of citizens. A number of them does not believe that recycling truly takes place.
- Citizens are familiar with recycling bins and consider them as an effective tool/method for recycling waste, as it is widely established & the oldest operating system and there is a good level of information, particularly in small towns.
- The Greek households are willing to collect more streams separately such as food waste and to hand in recycled and used objects to green centres. This observation leads us to conclude that the available recycling systems are not adequate and there should be more advanced systems for separate collection for recycling, separate bins for food waste and green centres.
- Consumers of the Greek market are familiar with the concept of using repaired products and recycled materials, with no significant consideration or influence by the price, instead of buying new products and prefer to donate instead of throw away.
- A significant number of citizens prefer long-lasting, durable or easily repairable products which somehow contradicts economic factors, for example their aversion in increased prices for the purchasing of such products.



- A large number of citizens are not aware of the systems 'Pay-as-you-throw' or 'Deposit-refund-system' though they declare a positive stance towards the implementation/ benefits of such systems.
- Citizens declare that they encourage their friends and relatives to participate in reuse, repair and recycling activities. In order for them to understand and implement the concept of CE, they believe that the role of enhanced dissemination and awareness raising campaigns is critical.

The transition towards a Circular Economy requires a focus in reuse , repair and recycling practices for existing products and/or materials and the concept of turning waste into resources. It also requires absolute commitment from a variety of social groups and individuals, with citizens and business enterprises playing a pivotal role towards social change. The results of this research can boost business acumen in order to seize new opportunities, from the extended life-cycle of products and the launching of competitive products that will last longer. Designing products with circular qualities is the starting point for every product or service in a circular economy. Cars, computers, household equipment, packaging and many more products could be designed with the concept of durability, reusage, repairing, reconstruction and recycling, in mind.