

Circular Economy In Action

A1.1 Mapping the status of zero-waste lifestyles in Partner Countries

Report

June 2023





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Introduction

This document reports the results of the questionnaire the project partners have developed as part of the Circular Economy in Action project. The main objective of this questionnaire is to assess and map the current status of zero-waste lifestyles among youth in partner countries of the project.

The questionnaire has been designed to gather essential information specifically from young individuals. Its primary focus is to understand their engagement with zero-waste practices and their level of awareness about sustainable living.

The data obtained will be instrumental in developing targeted initiatives and educational resources to promote sustainable practices and encourage a circular economy mindset among young people. This report will include direct input from youth that will be used for the development of the Guide.

Furthermore, the information gathered from the questionnaire will provide valuable insights to the Circular Economy in Action project and contribute to the overall efforts in promoting and advancing sustainable practices among youth in partner countries as well as in the partners' organisations.

Goals

The goal of work package 1, activity 1 was a report with defined needs and competence gaps regarding zero waste lifestyle and ecological consciousness in youth, based on research conducted with over 120 young respondents from 3 countries.

Methodology

To ensure the most meaningful and comprehensive results, a mixed-method approach was adopted, incorporating single-choice, multiple-choice, open-ended and scaling questions in the questionnaire. The questions were designed to assess three main areas:

- Knowledge about zero waste and circular economy
- Adoption of zero waste habits and lifestyle choices in everyday life
- Challenges and barriers faced in implementing zero waste practices, as well as general beliefs about eco friendly living.

The questionnaire was distributed to youth participants across partner countries, with translations provided in the respective national languages for better understanding. Approximately 120 young individuals were surveyed, ensuring a diverse representation from each partner.

To maintain anonymity and encourage honest responses, the questionnaire was conducted anonymously, with participant names and personal information kept confidential. Any information collected was solely used for internal communication within the partner organisations.

Upon completion of the survey, the results were compiled and transferred to an Excel spreadsheet. Data from the single-choice and multiple-choice questions were graphically presented to facilitate better visualisation and interpretation. The open-ended questions were carefully analysed and then categorised to ensure an accurate understanding of the respondents' perspectives.

The results

Metrics

The participants can be divided into three age groups. The study involved participants from three distinct age groups: 11 to 20, 21 to 25 and 25 to 35, with 20, 44, and 57 participants, respectively. The biggest age group that took part in the study represents the answers from young adults.

Participants shared that they belong to activist groups: one person participates in the Communist Party, and the second one in a neighbourhood council. Additionally, other activist groups represented in the study include FRIENDS OF THE EARTH (2), Avli (2), Scouts System 283, Green Monday Cyprus, Kiperountas youth board, Eco Shops Cyprus, Tree Planting Initiatives, Preservation of Natural Areas, and Save Akamas. 70 email addresses of participants have been collected. 41 participants were Greek, 40 were Polish and 40 of them were from Cyprus.

Questions 5-19 by country

Question 5 – Do you know what zero waste means?

COUNTRY	ANSWERS
POLAND	An overwhelming majority (93%) of people declared knowing the meaning of zero waste.
GREECE	47% of people declared that they don't know the meaning of zero waste. 53% of people said otherwise, resulting in quite a balanced ratio.
CYPRUS	According to the results, 78% of respondents are familiar with the concept of zero-waste, while 23% are not.

Question 6 – If yes, can you provide a short description?

COUNTRY	ANSWERS
POLAND	<p>The majority of respondents (48%) defined zero waste as producing as little waste as possible. This aligns with the concept of minimising waste generation throughout the entire process. Another significant proportion (15%) emphasised the importance of extending the lifecycle of products and resources, suggesting a focus on reuse, repair, and recycling. Sustainable consumer practices based on the Circular Economy (CE) approach were mentioned by 8% of the respondents. A smaller percentage (5%) described zero waste as products that limit waste and plastic generation, such as biodegradable alternatives. Similarly, another 5% mentioned the use of 9R methods like upcycling. The remaining 3% had different interpretations of zero waste, while 15% did not provide an answer.</p>
GREECE	<p>In this set of responses, 24% of the participants defined zero waste as producing as little waste as possible. Only a small percentage (5%) mentioned the importance of product and resource lifecycle extension. Sustainable consumer practices based on the Circular Economy (CE) approach and the use of 9R methods like upcycling were each mentioned by 2% of the respondents. 2 people emphasised the environmental protection aspects of zero waste. Another 5% described zero waste as products that limit waste and plastic generation. The remaining 2% had different interpretations of zero waste, while the majority (54%) did not provide an answer.</p>
CYPRUS	<p>The survey revealed a diverse range of perspectives on the definition of zero waste among the respondents. For 28% of the participants, zero waste meant producing as little waste as possible. Meanwhile, 15% emphasised the significance of extending the lifecycle of products and resources, reflecting a focus on reuse, repurpose and/or repair. Additionally, 10% of respondents associated</p>

	<p>zero waste with sustainable consumer practices based on the Circular Economy approach, like choosing quality products, buying less or more sustainably. Another 15% described zero waste as the implementation of 9R methods like upcycling or recycling. Interestingly, 5% linked zero waste to environmental protection. On the other hand, 28% of the participants did not provide an answer at all.</p>
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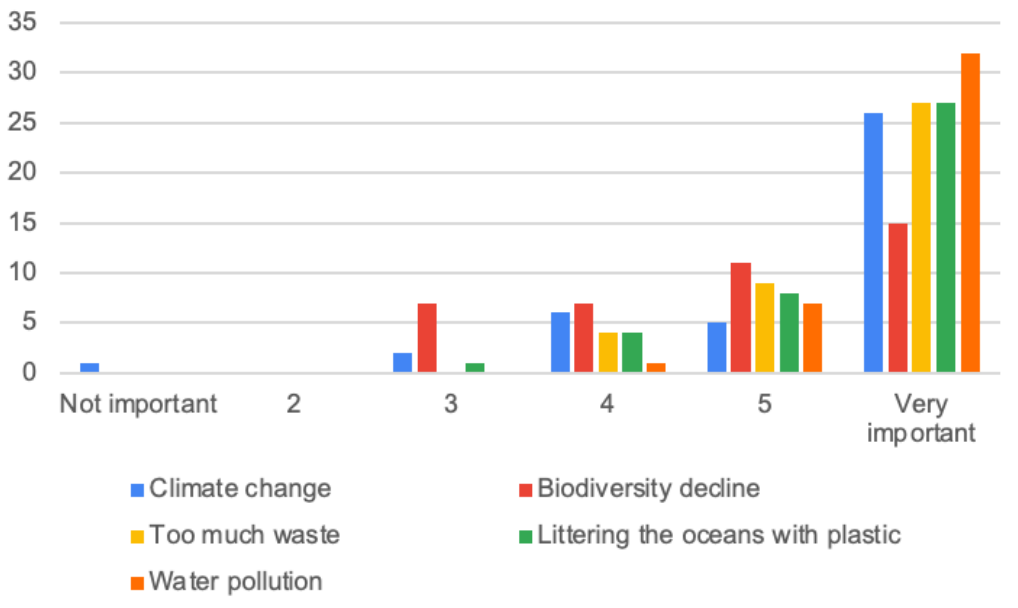
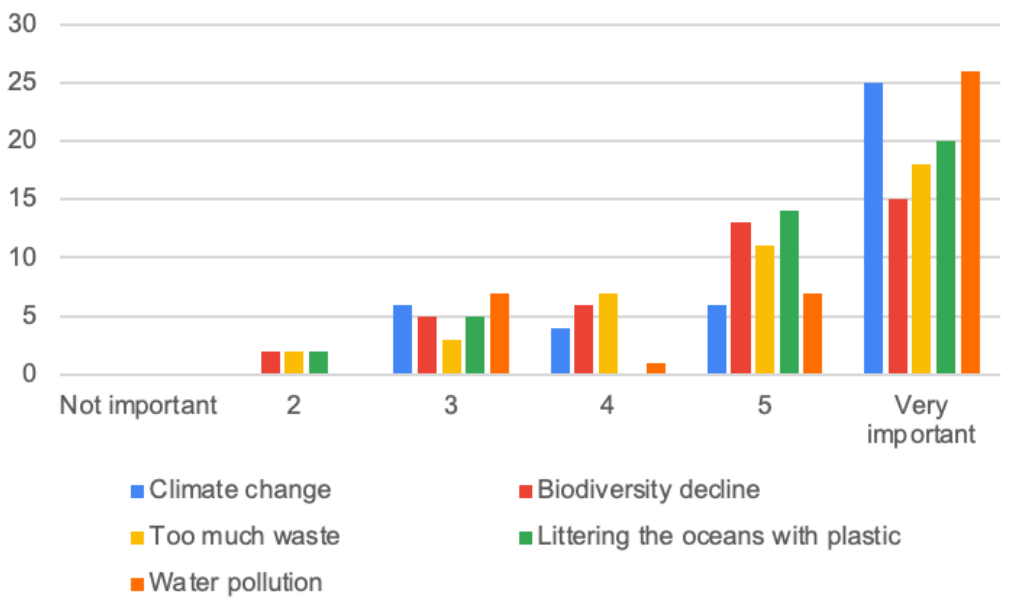
Question 7 – Have you ever heard of the circular economy?

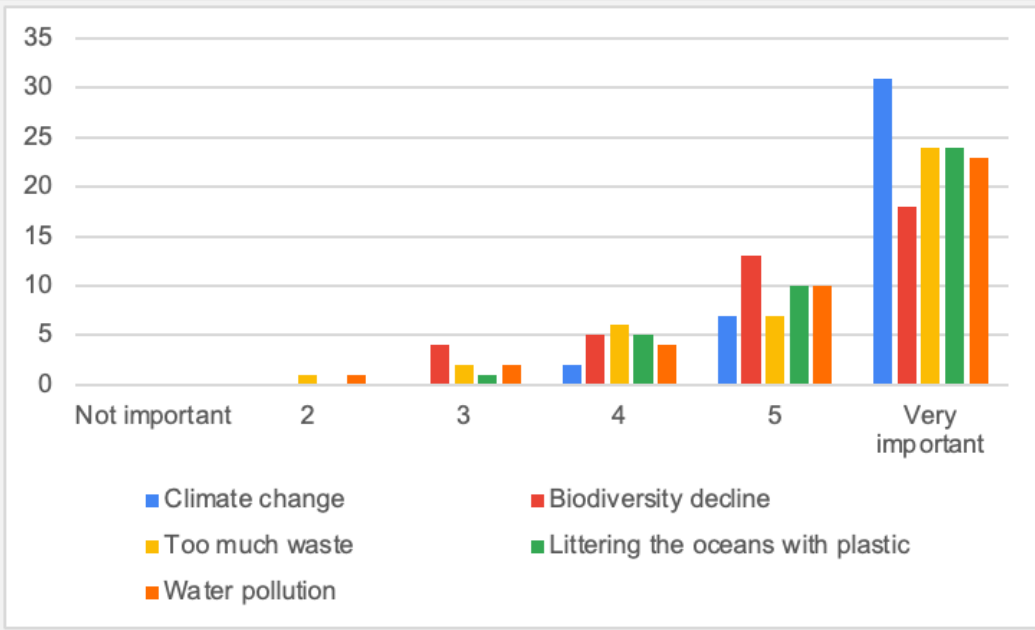
COUNTRY	ANSWERS
POLAND	45% were familiar with the concept of circular economy, while 55% were not.
GREECE	73% of people are familiar with CE, while 27% are not.
CYPRUS	A majority of respondents (65%) have heard of the circular economy, indicating a relatively decent level of awareness about this concept.

Question 8 Why do you think zero waste and a circular economy lifestyle are important? (Multiple choice)

COUNTRY	ANSWERS
POLAND	<p>Saving resources: 17%</p> <p>Limiting production of plastic: 18%</p> <p>Reducing carbon footprint: 14%</p> <p>Saving money and limiting consumption: 16%</p> <p>Limiting waste through reuse: 22%</p> <p>Encouraging sustainable practices among big companies: 12%</p> <p>The results seem quite even, with the reuse factor gaining the biggest amount of answers.</p>
GREECE	<p>Saving resources: 27%</p> <p>Limiting production of plastic: 12%</p> <p>Reducing carbon footprint: 14%</p> <p>Saving money and limiting consumption: 10%</p> <p>Limiting waste through reuse: 19%</p> <p>Encouraging sustainable practices among big companies: 14%</p> <p>According to these results, the most commonly chosen reasons are saving resources (27%) and limiting waste through reuse (19%). Other factors like limiting plastic production (12%), reducing carbon footprint (14%), promoting sustainable practices among big companies (14%), and saving money/limiting consumption (10%) also received notable percentages of support.</p>
CYPRUS	<p>Saving resources: 18%</p> <p>Limiting plastic production: 17%</p> <p>Limiting carbon footprint: 17%</p> <p>Making us buy less and save money: 16%</p> <p>Reusing and limiting waste: 17%</p> <p>Encouraging sustainable practices in big companies: 14%</p> <p>Not sure: 3%</p>

Question 9 Which environmental problem do you consider the most important? To what extent?

COUNTRY	ANSWERS
POLAND	 <p>(1 – not important at all, 6- Extremely important) Overall, the table suggests that the respondents placed a high level of importance on all of the problems, with the most apparent being water pollution. The least level of importance was assigned to Biodiversity decline, but the levels of concern are still relatively high.</p>
GREECE	 <p>Based on these ratings, water pollution received the highest number of "Very important" ratings (26). Therefore, among the given environmental issues, water</p>

	<p>pollution is the biggest concern according to the survey respondents. Climate change is the second biggest concern, ranked 25 times as a “very important” problem. The problem that was set as a priority by most of the respondents was too much waste, as shown by the biggest amount of positive answers.</p>																																										
CYPRUS	 <table border="1"> <caption>Importance of Environmental Issues in Cyprus</caption> <thead> <tr> <th>Issue</th> <th>Not important</th> <th>2</th> <th>3</th> <th>4</th> <th>5</th> <th>Very important</th> </tr> </thead> <tbody> <tr> <td>Climate change</td> <td>0</td> <td>0</td> <td>0</td> <td>2</td> <td>7</td> <td>31</td> </tr> <tr> <td>Biodiversity decline</td> <td>0</td> <td>0</td> <td>4</td> <td>5</td> <td>13</td> <td>18</td> </tr> <tr> <td>Too much waste</td> <td>0</td> <td>1</td> <td>2</td> <td>6</td> <td>7</td> <td>24</td> </tr> <tr> <td>Littering the oceans with plastic</td> <td>0</td> <td>0</td> <td>1</td> <td>5</td> <td>10</td> <td>24</td> </tr> <tr> <td>Water pollution</td> <td>0</td> <td>1</td> <td>2</td> <td>4</td> <td>10</td> <td>23</td> </tr> </tbody> </table> <p>The respondents showed the biggest concern for climate change. There was overall a high amount of concern expressed for all 5 problems.</p>	Issue	Not important	2	3	4	5	Very important	Climate change	0	0	0	2	7	31	Biodiversity decline	0	0	4	5	13	18	Too much waste	0	1	2	6	7	24	Littering the oceans with plastic	0	0	1	5	10	24	Water pollution	0	1	2	4	10	23
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Question 10 Would you describe yourself as a person who belongs to any environmental movement or feels inspired by one?

COUNTRY	ANSWERS
POLAND	83% of people do not belong to any environmental movement nor feel inspired by one.
GREECE	80% of people do not belong to any environmental movement nor feel inspired by one.
CYPRUS	40% of respondents described themselves as belonging to or feeling inspired by an environmental movement, while the majority (60%) indicated that they did not.

Question 11 If so, which one?

COUNTRY	ANSWERS
POLAND	2 people said that they are inspired by the movement of zero waste. Another belongs to

	an ecological foundation. There is also one person from the Extinction Rebellion.
GREECE	One person expressed that he/she belongs to a general environmental protection movement
CYPRUS	10 people shared their commitment to different environmental movements and initiatives. Several environmental organisations are mentioned, such as Greenpeace, Global Footprint Network, Save the Planet, Planet Hour, Friends of the Earth International, Earth Day, and Conservation International.

Question 12 Do you take zero waste activities on a daily basis?

COUNTRY	ANSWERS
POLAND	88% declared doing zero waste activities daily.
GREECE	41% declared doing zero waste activities daily, while 59% do not take up zero waste activities.
CYPRUS	75% of respondents reported engaging in zero waste activities on a daily basis, while 25% stated that they do not.

Question 13 Do you take part in ecological events/environmental/activist actions?

COUNTRY	ANSWERS
POLAND	93% of people do not take part in any ecological events or activist actions.
GREECE	76% of people do not take part in these events or actions, while 24% do. This indicates a higher level of activism in Greece respondents, compared to Polish respondents.
CYPRUS	60% of respondents reported taking part in ecological events, environmental initiatives, or activist actions, while 40% stated that they do not. Actions mentioned by respondents involve participation in various organisations and groups with a bi-communal character, such as Home of Cooperation and Friends of the Earth Cyprus. Additionally, some of the respondents are actively engaged in environmental awareness campaigns, recycling initiatives, lobbying for climate justice, and participating in parliamentary events related to the environment. Some also engage in beach clean-ups, preservation of natural areas, plastic-free initiatives, and planting trees to promote sustainability. Several participants are associated with organisations like Zero Waste Cyprus, Eco Shops Cyprus, and AKTI Project and Research Centre

Question 14 Do you follow a fun page, a TikTok, or an Instagram account on the topic of zero-waste or belong to zero-waste groups/forums on the internet?

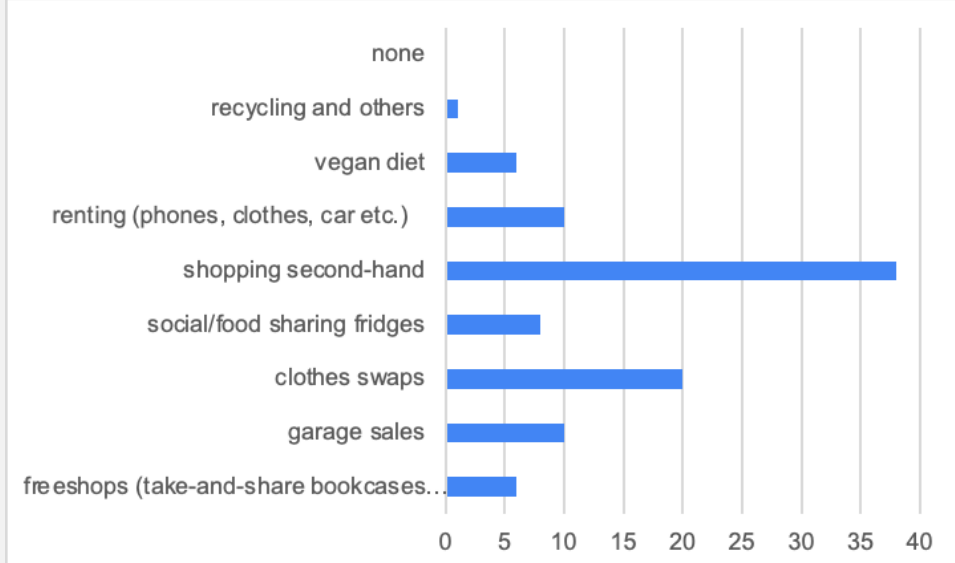
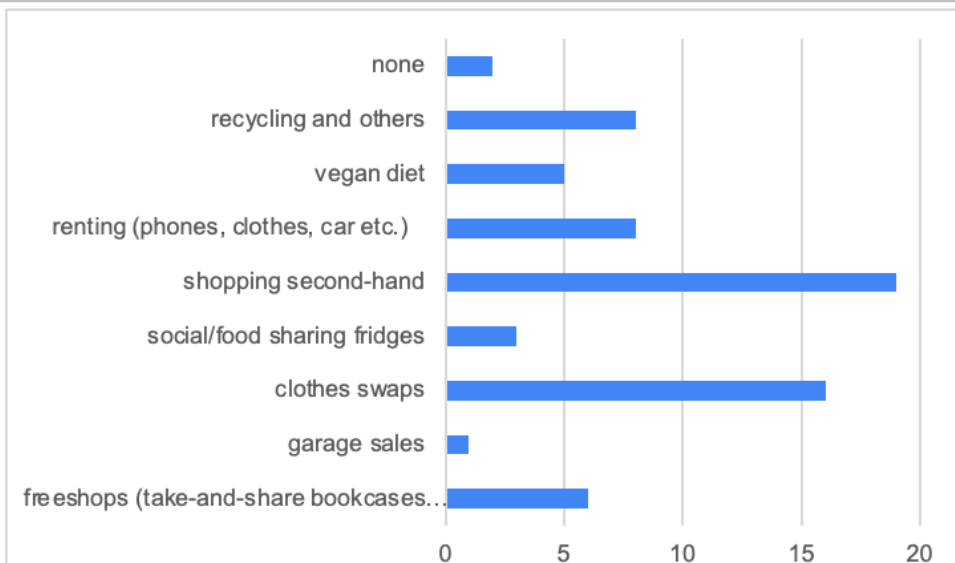
COUNTRY	ANSWERS
POLAND	78% do not follow any content creators or groups on the topic of zero waste. 22% do.
GREECE	85% do not follow any content creators or groups on the topic of zero waste while 15% do.
CYPRUS	35% answered positively, while 65% did not. This suggests that the majority of the surveyed individuals are not actively engaging with zero-waste content or communities on social media platforms, potentially indicating a lower level of interest or exposure to such topics online.

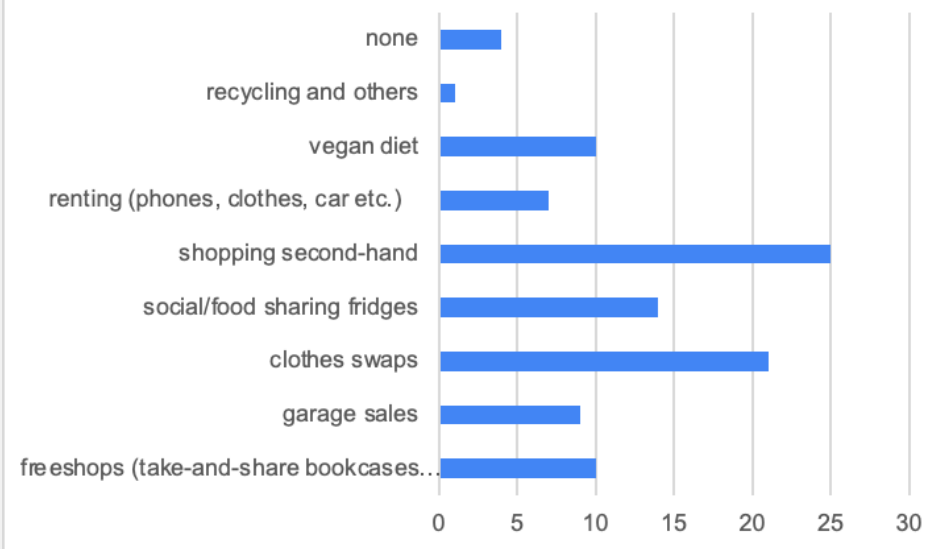
Question 15 Which ones? Is there something you have learnt because of it?

COUNTRY	ANSWERS
POLAND	<p>People mentioned the following fun pages/creators:</p> <ul style="list-style-type: none"> - Anna Gamma Youtube channel (zero waste) - GoBeEco app - Good Environmental News - Eco Paulina Górska <p>What they have learnt:</p> <ul style="list-style-type: none"> - DIY cosmetics - DIY cleaning supplies - Saving water - Saving waste in the kitchen - Sharing and bringing things back to the loop - Upcycling - Basic understanding of zero waste
GREECE	<p>One person follows Greenpeace fun pages on social media.</p>
CYPRUS	<p>The individuals mentioned following online pages and social media accounts related to environmental sustainability, zero waste, and eco-friendly living. Some of the accounts include:</p> <p>Zero Waste Cyprus Friends of the Earth Cyprus BirdsLife Cyprus Tik-Tokers discussing environmental topics YouTubers for entertainment purposes Zero Food Waste Cyprus Sustainably Vegan Queer Brown Vegan</p> <p>Various Instagram accounts: @thezerowasteguide, @zerowastehome, @wastefreeplanet, @ZeroWasteCollective,</p>

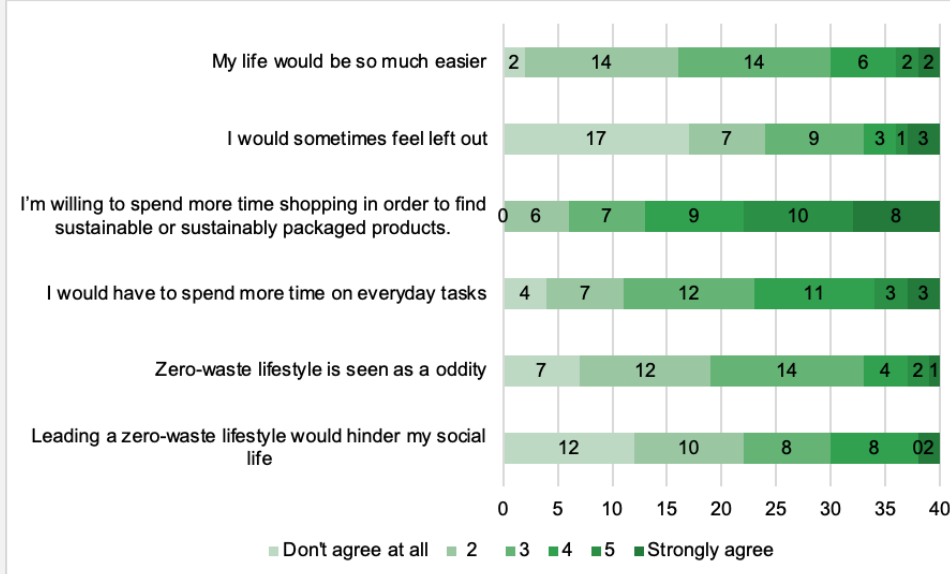
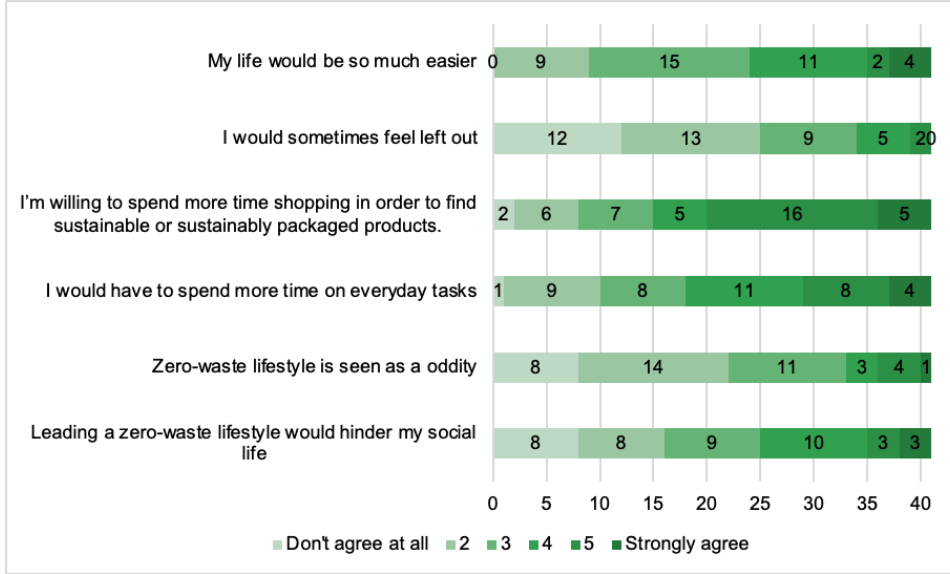
	<p>@going.zero.waste, @UpcycledCreations, @ethicalinfluencers</p> <p>Hashtags: #ZeroWaste, #EcoFriendlyHacks, #SustainableLiving, #UpcycledCreations, #ZeroWasteRecipes</p>
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Question 16 In which of the following actions do you participate? (Multiple choice)

COUNTRY	ANSWERS																				
POLAND	 <table border="1"> <caption>Participation in Sustainable Actions - Poland</caption> <thead> <tr> <th>Action</th> <th>Number of Respondents</th> </tr> </thead> <tbody> <tr><td>none</td><td>0</td></tr> <tr><td>recycling and others</td><td>1</td></tr> <tr><td>vegan diet</td><td>6</td></tr> <tr><td>renting (phones, clothes, car etc.)</td><td>10</td></tr> <tr><td>shopping second-hand</td><td>38</td></tr> <tr><td>social/food sharing fridges</td><td>8</td></tr> <tr><td>clothes swaps</td><td>20</td></tr> <tr><td>garage sales</td><td>10</td></tr> <tr><td>freeshops (take-and-share bookcases...)</td><td>6</td></tr> </tbody> </table> <p>Participants from Poland gave overall 99 answers. Overall, the chart indicates a varied level of participation in different actions. The highest participation was reported in shopping second-hand (38 respondents) and clothes swaps (20 respondents), suggesting a significant interest in sustainable consumption practices.</p>	Action	Number of Respondents	none	0	recycling and others	1	vegan diet	6	renting (phones, clothes, car etc.)	10	shopping second-hand	38	social/food sharing fridges	8	clothes swaps	20	garage sales	10	freeshops (take-and-share bookcases...)	6
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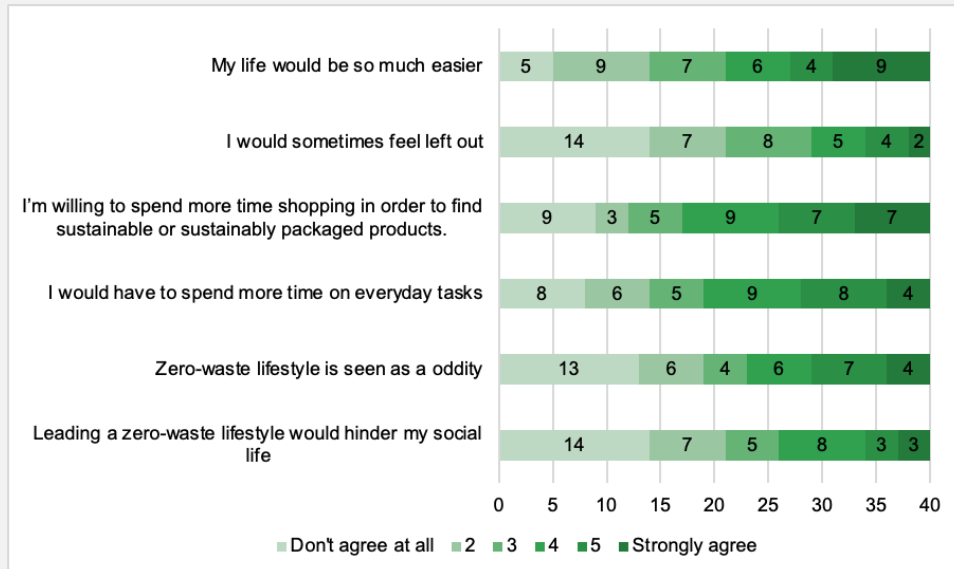
	<p>Participants from Greece gave over all 68 answers, which indicates that there is lower participation in the mentioned action in participants from Greece than in Poland. The highest participation was reported in shopping second-hand (19 respondents) and clothes swaps (16 respondents), indicating a continued interest in sustainable consumption practices. It's worth noting that the number of respondents participating in garage sales, social/food sharing fridges, and a vegan diet is relatively lower.</p>																				
<p>CYPRUS</p>	 <table border="1"> <thead> <tr> <th>Action</th> <th>Number of Respondents</th> </tr> </thead> <tbody> <tr> <td>none</td> <td>4</td> </tr> <tr> <td>recycling and others</td> <td>1</td> </tr> <tr> <td>vegan diet</td> <td>10</td> </tr> <tr> <td>renting (phones, clothes, car etc.)</td> <td>7</td> </tr> <tr> <td>shopping second-hand</td> <td>25</td> </tr> <tr> <td>social/food sharing fridges</td> <td>14</td> </tr> <tr> <td>clothes swaps</td> <td>21</td> </tr> <tr> <td>garage sales</td> <td>9</td> </tr> <tr> <td>freeshops (take-and-share bookcases...)</td> <td>10</td> </tr> </tbody> </table> <p>Participants from Cyprus gave 101 answers. Among the most popular actions were shopping second-hand and clothes swaps. Renting, garage sales and freeshops noted a low amount of answers.</p>	Action	Number of Respondents	none	4	recycling and others	1	vegan diet	10	renting (phones, clothes, car etc.)	7	shopping second-hand	25	social/food sharing fridges	14	clothes swaps	21	garage sales	9	freeshops (take-and-share bookcases...)	10
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Question 17 Please mark on the scale how much you agree with these statements about zero-waste lifestyle

COUNTRY	ANSWERS																																																	
POLAND	 <table border="1"> <caption>Poland Agreement Data</caption> <thead> <tr> <th>Statement</th> <th>1</th> <th>2</th> <th>3</th> <th>4</th> <th>5</th> <th>6</th> </tr> </thead> <tbody> <tr> <td>My life would be so much easier</td> <td>2</td> <td>14</td> <td>14</td> <td>6</td> <td>2</td> <td>2</td> </tr> <tr> <td>I would sometimes feel left out</td> <td>17</td> <td>7</td> <td>9</td> <td>3</td> <td>1</td> <td>3</td> </tr> <tr> <td>I'm willing to spend more time shopping in order to find sustainable or sustainably packaged products.</td> <td>0</td> <td>6</td> <td>7</td> <td>9</td> <td>10</td> <td>8</td> </tr> <tr> <td>I would have to spend more time on everyday tasks</td> <td>4</td> <td>7</td> <td>12</td> <td>11</td> <td>3</td> <td>3</td> </tr> <tr> <td>Zero-waste lifestyle is seen as a oddity</td> <td>7</td> <td>12</td> <td>14</td> <td>4</td> <td>2</td> <td>1</td> </tr> <tr> <td>Leading a zero-waste lifestyle would hinder my social life</td> <td>12</td> <td>10</td> <td>8</td> <td>8</td> <td>0</td> <td>2</td> </tr> </tbody> </table>	Statement	1	2	3	4	5	6	My life would be so much easier	2	14	14	6	2	2	I would sometimes feel left out	17	7	9	3	1	3	I'm willing to spend more time shopping in order to find sustainable or sustainably packaged products.	0	6	7	9	10	8	I would have to spend more time on everyday tasks	4	7	12	11	3	3	Zero-waste lifestyle is seen as a oddity	7	12	14	4	2	1	Leading a zero-waste lifestyle would hinder my social life	12	10	8	8	0	2
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<p>Overall, the results show that the majority of respondents do not believe a zero-waste lifestyle would hinder their social life or be seen as an oddity. They also do not believe they would have to spend significantly more time on everyday tasks, but at the same time, they are willing to spend more time shopping for sustainable products. Furthermore, they do not expect to feel left out. They do, however, feel that their life would be overall harder in a zero-waste lifestyle.</p>																																																		
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Leading a zero-waste lifestyle would hinder my social life	8	8	9	10	3	3																																												
<p>The respondents are more likely to agree that a zero-waste lifestyle would make their life easier, however only a few of them agreed strongly. They are willing to spend more time shopping for sustainable products.</p>																																																		

However, they are less likely to believe that leading a zero-waste lifestyle would hinder their social life, be seen as an oddity, or require more time for everyday tasks.

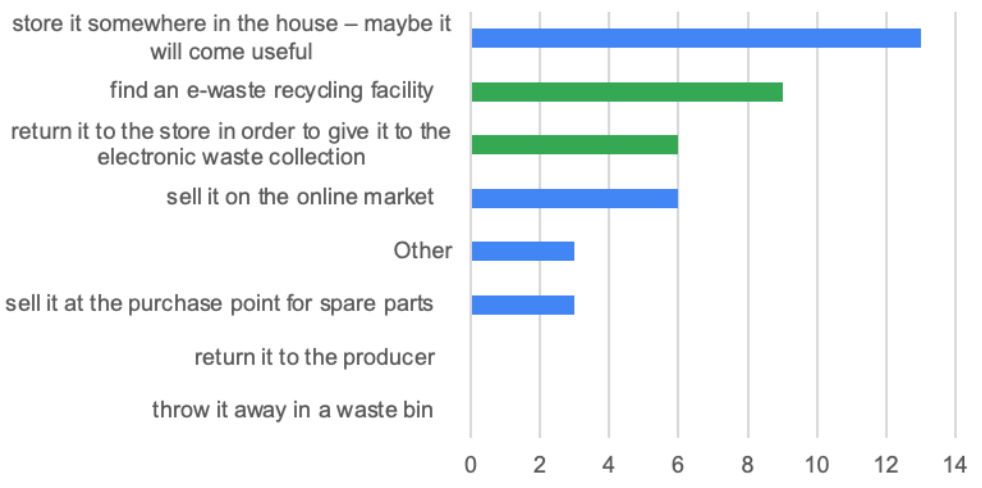
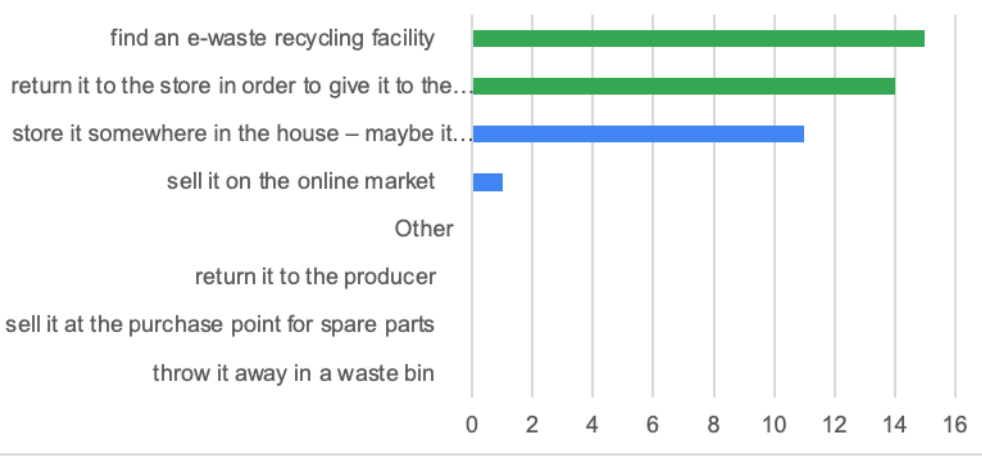
CYPRUS

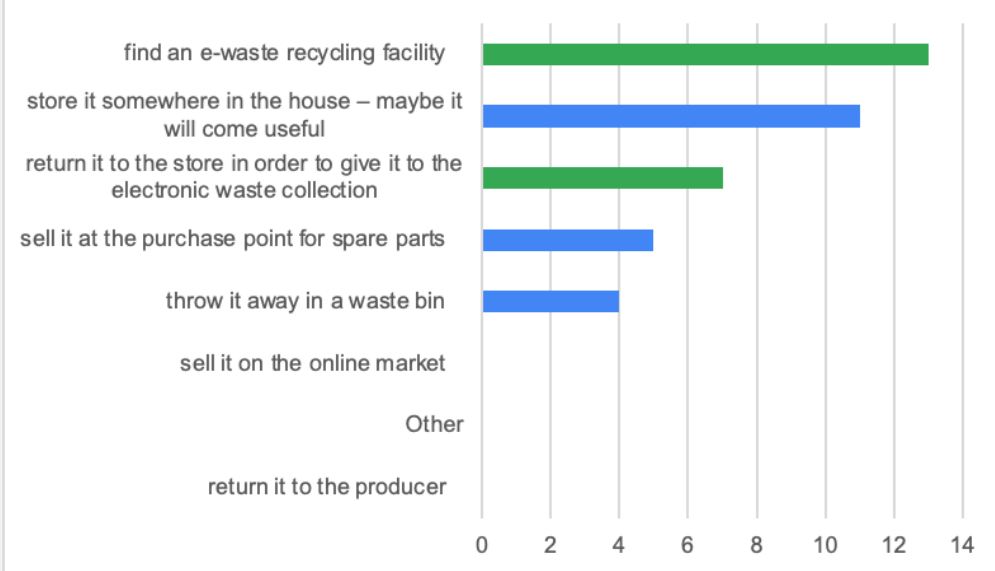


Overall, the responses indicate that there is some variation in opinions about a zero-waste lifestyle. While some respondents strongly believe that a zero-waste lifestyle would be easier and are willing to spend more time shopping for sustainable products, others are more sceptical, feeling it might hinder their social life or require more time on everyday tasks. Some respondents also see a zero-waste lifestyle as something odd or unusual.

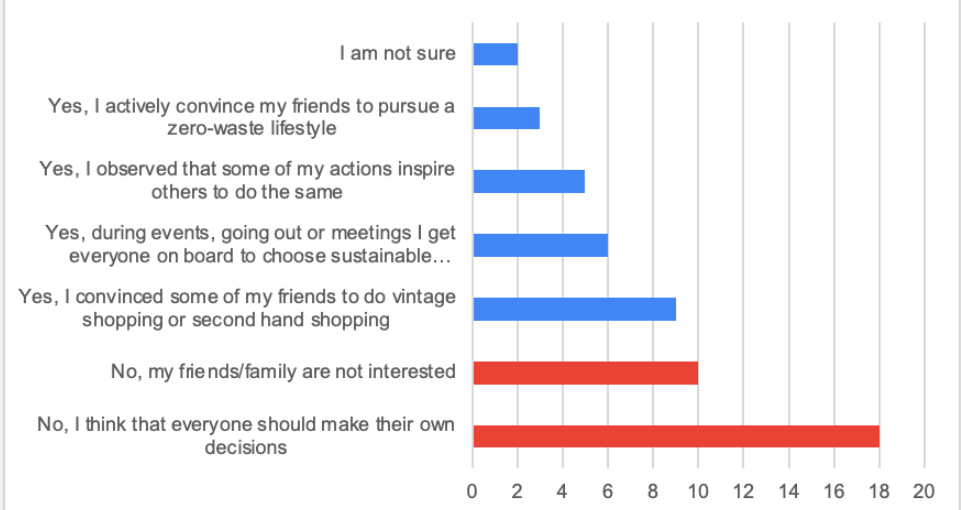
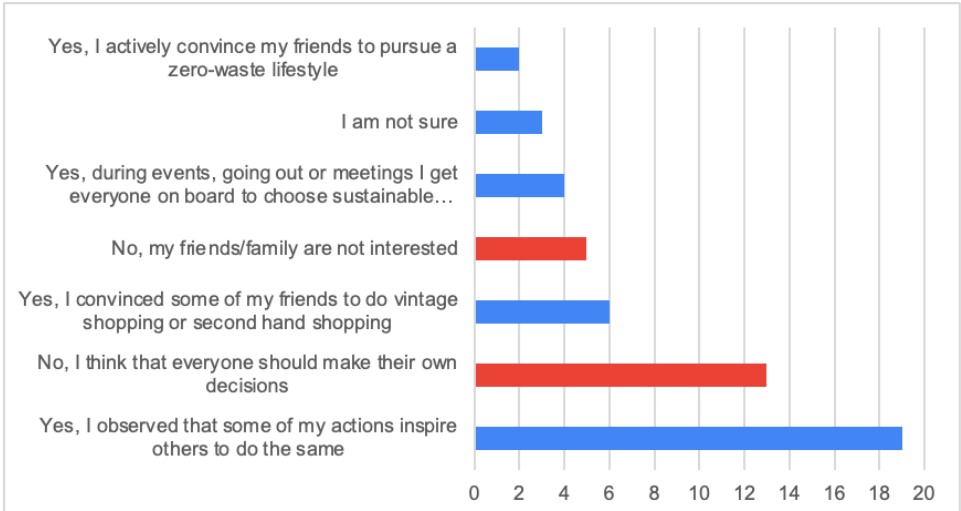
Question 18 What would you do if your laptop broke and you want to get rid of it?


(Single choice answer)

COUNTRY	ANSWERS
POLAND	 <p>Responses correct from the ecological standpoint have been marked in green. The highest number of respondents (13) indicated that they would store the broken laptop somewhere in their house, potentially in the hope that it might be useful in the future. This suggests a tendency to hold onto items for possible future use or to avoid contributing to waste. 9 respondents stated that they would seek out an e-waste recycling facility to dispose of the broken laptop. This shows an awareness of the importance of recycling electronic waste and choosing an appropriate facility for disposal. Options such as selling it for spare parts, selling it on the online market, returning it to the store for electronic waste collection, and finding an e-waste recycling facility are also popular choices among the respondents.</p>
GREECE	 <p>15 respondents stated that they would seek out an e-waste recycling facility to dispose of the broken laptop. This shows a bigger awareness of the importance of recycling electronic waste in comparison to Poland. 14 respondents mentioned that they would return the broken laptop to the store for electronic</p>

	<p>waste collection. This demonstrates a responsible disposal option where the broken laptop can be properly recycled or disposed of through an electronic waste collection program at the store. Storing the broken laptop in the hopes of future use is also a common choice among the respondents. Few respondents mentioned selling the broken laptop online, suggesting a lesser inclination towards that option.</p>																		
<p>CYPRUS</p>	 <table border="1"> <thead> <tr> <th>Disposal Method</th> <th>Number of Respondents</th> </tr> </thead> <tbody> <tr> <td>find an e-waste recycling facility</td> <td>13</td> </tr> <tr> <td>store it somewhere in the house – maybe it will come useful</td> <td>11</td> </tr> <tr> <td>return it to the store in order to give it to the electronic waste collection</td> <td>7</td> </tr> <tr> <td>sell it at the purchase point for spare parts</td> <td>5</td> </tr> <tr> <td>throw it away in a waste bin</td> <td>4</td> </tr> <tr> <td>sell it on the online market</td> <td>0</td> </tr> <tr> <td>Other</td> <td>0</td> </tr> <tr> <td>return it to the producer</td> <td>0</td> </tr> </tbody> </table> <p>While some respondents considered conventional methods like throwing it away in a waste bin or selling it on the online market, these options garnered minimal interest. Others contemplated returning the laptop to the store to be included in electronic waste collection, displaying a responsible approach towards proper disposal. A few participants saw potential in selling the broken laptop for spare parts at the purchase point. Interestingly, a significant number of respondents opted to store the broken laptop in their homes, hopeful that it might serve a purpose in the future. However, the majority of participants recognized the importance of environmentally responsible practices, with the highest number choosing to find an e-waste recycling facility.</p>	Disposal Method	Number of Respondents	find an e-waste recycling facility	13	store it somewhere in the house – maybe it will come useful	11	return it to the store in order to give it to the electronic waste collection	7	sell it at the purchase point for spare parts	5	throw it away in a waste bin	4	sell it on the online market	0	Other	0	return it to the producer	0
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Other	0																		
return it to the producer	0																		

Question 19 Do you manage to encourage others to a zero-waste lifestyle? (Multiple choice)

COUNTRY	ANSWERS																
POLAND	 <table border="1"> <caption>Data for Poland</caption> <thead> <tr> <th>Response</th> <th>Count</th> </tr> </thead> <tbody> <tr> <td>I am not sure</td> <td>2</td> </tr> <tr> <td>Yes, I actively convince my friends to pursue a zero-waste lifestyle</td> <td>3</td> </tr> <tr> <td>Yes, I observed that some of my actions inspire others to do the same</td> <td>5</td> </tr> <tr> <td>Yes, during events, going out or meetings I get everyone on board to choose sustainable...</td> <td>6</td> </tr> <tr> <td>Yes, I convinced some of my friends to do vintage shopping or second hand shopping</td> <td>9</td> </tr> <tr> <td>No, my friends/family are not interested</td> <td>10</td> </tr> <tr> <td>No, I think that everyone should make their own decisions</td> <td>18</td> </tr> </tbody> </table> <p>The highest number of respondents (18) expressed the belief that everyone should make their own decisions regarding a zero waste lifestyle. This indicates respect for individual choices and a belief in personal autonomy when it comes to sustainability practices. A lot of responses mentioned that their circle is not interested in the topic of zero waste. A minority of answers pointed out some success in convincing others' consumption behaviour.</p>	Response	Count	I am not sure	2	Yes, I actively convince my friends to pursue a zero-waste lifestyle	3	Yes, I observed that some of my actions inspire others to do the same	5	Yes, during events, going out or meetings I get everyone on board to choose sustainable...	6	Yes, I convinced some of my friends to do vintage shopping or second hand shopping	9	No, my friends/family are not interested	10	No, I think that everyone should make their own decisions	18
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GREECE	 <table border="1"> <caption>Data for Greece</caption> <thead> <tr> <th>Response</th> <th>Count</th> </tr> </thead> <tbody> <tr> <td>Yes, I actively convince my friends to pursue a zero-waste lifestyle</td> <td>2</td> </tr> <tr> <td>I am not sure</td> <td>3</td> </tr> <tr> <td>Yes, during events, going out or meetings I get everyone on board to choose sustainable...</td> <td>4</td> </tr> <tr> <td>No, my friends/family are not interested</td> <td>5</td> </tr> <tr> <td>Yes, I convinced some of my friends to do vintage shopping or second hand shopping</td> <td>6</td> </tr> <tr> <td>No, I think that everyone should make their own decisions</td> <td>13</td> </tr> <tr> <td>Yes, I observed that some of my actions inspire others to do the same</td> <td>19</td> </tr> </tbody> </table> <p>A significant number of respondents (19) expressed that their actions serve as inspiration for others, highlighting the positive influence they have on those around them. On the other hand, some respondents (13) believe that everyone should make their own decisions when it comes to adopting a zero waste lifestyle, emphasising the importance of personal autonomy and individual choices. A smaller group of respondents (6) reported successfully convincing their friends to participate in sustainable</p>	Response	Count	Yes, I actively convince my friends to pursue a zero-waste lifestyle	2	I am not sure	3	Yes, during events, going out or meetings I get everyone on board to choose sustainable...	4	No, my friends/family are not interested	5	Yes, I convinced some of my friends to do vintage shopping or second hand shopping	6	No, I think that everyone should make their own decisions	13	Yes, I observed that some of my actions inspire others to do the same	19
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	<p>practices such as vintage shopping or second-hand shopping. This indicates a more positive impact of people in their circle, compared to Polish respondents, and a more collective and social behaviour in changing habits.</p>																
<p>CYPRUS</p>	 <table border="1"> <thead> <tr> <th>Response Category</th> <th>Number of Respondents</th> </tr> </thead> <tbody> <tr> <td>I am not sure</td> <td>4</td> </tr> <tr> <td>No, I think that everyone should make their own decisions</td> <td>6</td> </tr> <tr> <td>No, my friends/family are not interested</td> <td>11</td> </tr> <tr> <td>Yes, during events, going out or meetings I get everyone on board to choose sustainable options (like vegan food, reusable cutlery, and recycling...</td> <td>12</td> </tr> <tr> <td>Yes, I convinced some of my friends to do vintage shopping or second hand shopping</td> <td>12</td> </tr> <tr> <td>Yes, I actively convince my friends to pursue a zero-waste lifestyle</td> <td>13</td> </tr> <tr> <td>Yes, I observed that some of my actions inspire others to do the same</td> <td>14</td> </tr> </tbody> </table> <p>A significant number of participants (14) reported that their actions have inspired others. Additionally, many respondents actively engage in encouraging their friends to pursue a zero-waste lifestyle (13) or try vintage/second-hand shopping (12). Moreover, during events or gatherings, they have successfully persuaded others to choose sustainable options such as vegan food, reusable cutlery, and recycling waste (12). On the other hand, some respondents reported that their friends or family are not interested in adopting such practices (11). A smaller number of respondents mentioned that they believe everyone should make their own decisions (6), respecting individual choices. Lastly, a few participants were unsure about the impact of their actions (4).</p>	Response Category	Number of Respondents	I am not sure	4	No, I think that everyone should make their own decisions	6	No, my friends/family are not interested	11	Yes, during events, going out or meetings I get everyone on board to choose sustainable options (like vegan food, reusable cutlery, and recycling...	12	Yes, I convinced some of my friends to do vintage shopping or second hand shopping	12	Yes, I actively convince my friends to pursue a zero-waste lifestyle	13	Yes, I observed that some of my actions inspire others to do the same	14
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Summary

The research has shown that there are certain gaps in knowledge about zero waste and a moderate awareness of zero waste practices within the target group. In Greece nearly 53% of respondents mentioned that they don't know the meaning of zero waste. This indicates a significant knowledge gap that needs to be addressed. Moreover, 55% of Polish respondents were not familiar with the concept of circular economy. It highlights a need to raise awareness about the circular economy model.

Respondents from all 3 countries provided diverse interpretations of zero waste, indicating a lack of a unified understanding of the concept. In all three countries, a notable percentage of participants emphasised the importance of producing as little waste as possible, with Poland (48%) and Cyprus (28%) showing the highest agreement on this aspect. However, Greece had a slightly lower percentage (24%) associating zero waste with waste reduction. On the other hand, the focus on product and resource lifecycle extension differed among the countries, with Poland (15%) and Cyprus (15%) displaying a more significant emphasis compared to Greece (5%). Sustainable consumer practices and the use of 9R methods were mentioned by a small percentage of respondents in each country. Interestingly, Greece had a unique aspect, with two participants specifically emphasising the environmental protection aspects of zero waste. There were also a lot of blank answers, indicating that respondents didn't know the correct definition of zero waste. To improve zero waste education, it is essential to provide a comprehensive definition that encompasses all the aspects of a zero waste lifestyle.

Majority of respondents in all three countries (83% in Poland and 80% in Greece, with slightly lower percentage: 60% in Cyprus) do not belong to any environmental movement or feel inspired by one. There is a need to explore ways to engage and motivate youth to actively participate in environmental movements and initiatives. Moreover, a significant portion of respondents in both countries (93% in Poland and 76% in Greece) do not take part in ecological events or activist actions. There was however an increase in positive answers from Cyprus, indicating that 60% of respondents are actively seeking and participating in such initiatives.

Water pollution and climate change are consistently identified as significant environmental concerns in all three countries. In Poland, water pollution is particularly

emphasised, and respondents express relatively high levels of concern for all the listed environmental problems, including biodiversity decline. In Greece, water pollution is also a major concern, but climate change follows closely as another top priority. Additionally, overproduction of waste stands out as the problem considered most urgent by respondents. In Cyprus, climate change takes precedence as the most important environmental issue, signifying a strong focus on addressing its effects. The respondents exhibit high levels of concern for all the listed problems.

A large percentage of respondents in all three countries (78% in Poland, 85% in Greece, 65% in Cyprus) do not follow any content creators or groups on the topic of zero waste on the Internet. Again, there was a bigger positive feedback from Cypriot respondents. There is an opportunity to enhance our online presence and provide educational resources through our project.

While a high percentage of respondents in Poland (88%) and Cyprus (75%) reported engaging in zero waste activities daily, only 41% of Greek respondents indicated the same. There is a need to encourage and provide practical guidance on adopting daily zero waste practices to bridge this gap.

In all countries, storing broken electronic devices for future use (“just in case”) was a popular choice for respondents when asked about what they would do if their laptop broke. There is a need to educate individuals about the importance of proper e-waste recycling and disposal methods to ensure they understand the environmental and health hazards associated with improper e-waste management.

Overall, the respondents from all three countries generally have positive perceptions of a zero-waste lifestyle, particularly regarding its impact on their social life and their willingness to adopt sustainable shopping habits. However, there are differing viewpoints on how a zero-waste lifestyle might affect daily tasks and overall life, with some expressing concerns about its practicality and potential challenges. There are, however, some knowledge gaps and differences that need to be addressed by this project.

Annex A. Questionnaire template

CE In action Activity 1 Resources



A1.1 : Mapping the status of zero-waste lifestyles in partner countries

Questionnaire for surveying the level of knowledge of the concept of zero-waste among youth in their countries (Poland, Cyprus, and Greece), as well as if zero-waste rules are known and followed by youth in partner countries.

In the EU-funded Project CE in Action, the consortium consisting of 3 Partners from 3 EU countries focuses on creatively engaging with youth in adopting a zero-waste lifestyle and supporting their creative and meaningful participation in their community (active citizenship).

Mapping the state of youth zero waste knowledge and understanding: The survey will assist partners in understanding the level of knowledge and behaviour of youth in terms of following the zero-waste approach. The finding will be used to raise awareness about youth lifestyles and practices while also laying the groundwork for the following tasks.

We would appreciate your responses to the questions below, which will be used to build a zero-waste learning tool for Youth and for providing further insights to the European Commission. Filling out the survey should take only a couple of minutes and provides a basis for the success of the CE in Action.

Data security notice:

While your contact data is collected in the survey, for any publications resulting from the collected data no names or other identifying information will be included in any publications or presentations based on this questionnaire, and your responses will remain confidential. All collected data will be stored locally and only accumulated and anonymized data will be published.

Our evaluation will include answers without your company being specifically identifiable. The aim is to obtain general insights into the specific needs of medium-sized companies. You agree to the processing in the aforementioned sense, by providing us with your contact details.



General Questions

Name:

Age:

School:

Activist group (optional):

Contact email address:

Country:



Q1: Do you know what zero-waste means?

- Yes
- No

If yes, please give your definition or example:

Q2: Have you heard of the **circular economy**?

- Yes
- No

If yes, please give your definition or example:

Q3: Why do you think zero waste and a circular economy lifestyle are important? (Multiple choice)

- It helps to save resources
- It limits the production of plastic
- It limits our carbon footprint
- Makes us buy less and therefore save money and limit consumption
- It makes us reuse things and make do with what we already have, therefore limiting waste
- It forces big companies to switch to more sustainable ways of producing and distributing
- Other: _____

Q4 Which environmental problem do you consider the most important? To what extent?

(1-not so important, 6- very important)

Climate change 1 2 3 4 5 6



- Biodiversity decline 1 2 3 4 5 6
- Too much waste 1 2 3 4 5 6
- Littering the oceans with plastic 1 2 3 4 5 6
- Water pollution 1 2 3 4 5 6

Q5: Would you describe yourself as a person who belongs to any environmental movement or feels inspired by one?

- Yes
 No

If so, which one?

Q6: Do you take zero waste activities on a daily basis?

- Yes
 No

Q7: Do you take part in ecological events/environmental/activist actions?

- Yes
 No

If so, specify which ones.

Q8: Do you follow a fun page, a TikTok, or an Instagram account on the topic of zero-waste or belong to zero-waste groups/forums on the internet?

- Yes
 No

Which ones?

Q9: In which of the following actions do you participate? (Multiple choice)

- freeshops (take-and-share bookcases etc.)
- garage sales
- clothes swaps
- social/food sharing fridges
- second-hand shopping
- renting (phones, clothes, car etc.)
- vegan diet
- Other: _____

Q10: Please mark on the scale how much you agree with these statements about a zero-waste lifestyle:

(1- don't agree at all, 6- strongly agree)

- Leading a zero-waste lifestyle would hinder my social life 1 2 3 4 5 6
- Zero-waste lifestyle is seen as a oddity 1 2 3 4 5 6
- I would have to spend more time on everyday tasks 1 2 3 4 5 6
- I'm willing to spend more time shopping in order to find sustainable or sustainably packaged products. 1 2 3 4 5 6
- I would sometimes feel left out 1 2 3 4 5 6
- My life would be so much easier 1 2 3 4 5 6

Q11: What would you do, when your laptop broke and you want to get rid of it? (Single choice answer)

- sell it on the online market
- throw it away in a waste bin
- return it to the store in order to give it to the electronic waste collection
- store it somewhere in the house – maybe it will come useful
- sell it at the purchase point for spare parts
- return it to the producer



- find an e-waste recycling facility

Q 12: Do you manage to encourage others to a zero-waste lifestyle? Give an example. (Multiple choice)

- No, my friends/family are not interested
- No, I think that everyone should make their own decisions
- Yes, I observed that some of my actions inspire others to do the same
- Yes, I actively convince my friends to pursue a zero-waste lifestyle
- Yes, during events, going out or meetings I get everyone on board to choose sustainable options (like vegan food, reusable cutlery, and recycling waste)
- Yes, I convinced some of my friends to do vintage shopping or second waste shopping
- Yes, other _____

Thank you for taking the time to fill out the survey in the name of the whole CE in action consortium!
Please send the filled out survey via email to the following address: d.lukasinska@ekopotencjal.pl

We aim to support small and medium enterprises in the course of their sustainable packaging transition. If you have any questions about the project or the survey, please reach out to us.