

WEEE, CIRCULAR ECONOMY AND CLIMATE CHANGE

WHAT DO ITALIANS KNOW?

Report of the study carried out on behalf of



GAME CHANGERS



CLIMATE CHANGE CLIMATE NEUTRALITY CIRCULAR ECONOMY WHAT DO ITALIANS KNOW? AND WHAT DO THEY THINK? – 1

- The vast **majority** of Italians **recognize the existence of climate change** and the **need for rapid counteraction; however, one in four citizens is sceptical and the same percentage thinks that there is a lot more that should be prioritized.**
- **Six out of ten Italians** share the **awareness** not only of the general **impact** that **human activities** have on these processes, but also of the **responsibilities of current lifestyles**. **The remaining 40%** is distributed mainly among those uncertain (about a quarter) and to a lesser extent among the sceptics (the remaining 15%).
- **Although concerned** (74% are intensely worried), **only half of Italians** are willing to take individual responsibility by **recognizing in their personal behaviour one of the causes of the emergency**; only a third of them admits their practical difficulties in adopting a sustainable lifestyle, just as only 23% have the courage to recognize that acting on their way of living to make it more sustainable is not a priority.
- For about **half of the citizens, the national and international institutions are not making sufficient efforts on this issue**, but about a fifth do not believe that this is necessary.
- The “recipe” **of initiatives needed to solve the problem is composite: support and sanctions for businesses, education and sanctions (to a lesser extent) for citizens.**
- **An effort equally shared between rich and poor countries** is the emergency approach preferred by the large majority of Italian public opinion, although four out of ten indicate rich countries as the crucial piece of the greatest effort, by effectively recognizing the greater responsibility for the crisis.

CLIMATE CHANGE CLIMATE NEUTRALITY CIRCULAR ECONOMY WHAT DO ITALIANS KNOW? AND WHAT DO THEY THINK? – 2

- In addition to the climate neutrality target set for 2050, the EU has also set intermediate targets: a reduction in greenhouse gas emissions by at least 55% has been set for 2030 compared to 1990 levels. **Considering that 2030 is only about eight years away, Italian citizens are not sufficiently aware of the concept: only one out of three know the correct definition, another third confuse it with something else and one third show a complete ignorance of the subject.**
- Slightly better for the concept of **circular economy, which is progressively gaining in understanding** among Italians: 4 out of 10 believe they know it and 60% recognize its description.
- **Still about 60% of Italians understand the benefits of adopting the circular economy principles on the environment and economy, on innovation in production processes, and on protecting the planet's resources**, whose scarcity is beginning to show signs also in our everyday life. **At the same time, however, it is highlighted the need to make the concept more easily understandable** for citizens, as the first step in promoting consensus.
- **There is still a long way to go in terms of ideal participation and development of circular behaviours:** if the separation of materials for differentiated waste collection is now an established practice among the majority of Italians (85%), other consumption style choices concern less significant proportions of the population. One Italian in two chooses to repair a broken or faulty object instead of buying a new one (53%), just under half avoid the purchase of disposable products (45%), and (44%) refrain from buying goods that are over packaged. 4 out of 10 Italians (40%) are used to buying from a short supply chain. Less widespread are the practices of the sharing economy outside the family or friends context (31%), but especially with regard to mobility (13%) or durable goods (12%).

WEEE: WHAT DO ITALIANS KNOW? AND HOW DO THEY ADJUST THEIR BEHAVIOUR ACCORDINGLY?

- Less than half of Italians (**44%**) believe they have heard of **WEEE**, but when put to the test, this percentage drops further and only **36% confirm that they are informed**. Another 35% admit that they do not know that the acronym WEEE stands for Waste Electrical and Electronic Equipment, and about a third of them are completely uninformed. Thus, **much remains to be done to achieve a robust level of knowledge and, above all, understanding of Information on the subject**.
- **In fact, if the majority of citizens know that WEEE must be disposed of according to precise procedures**, it is striking that as many as one fifth of Italians do not know about the risks associated with its incorrect disposal, and about half have only a superficial knowledge which could represent a risk, insofar as it would not act in a powerful enough way as a motivator for its correct disposal. **This is particularly the case if we observe that 21% of Italians believe that they never needed it**: a counterintuitive fact given the widespread presence of electrical and electronic equipment in Italian homes.
- **Two thirds of Italians believe that they have at least one device in their home that needs to be disposed of**: the majority of them estimate that they have at most two, fewer imagine they have between 3 and 5, and a small minority say they have more than 5. So an average of not less than two devices per family.
- **Furthermore, the provisions governing the one-for-one and one-for-zero take back services** are still largely ignored: 35% and 55% respectively of citizens have never heard of them and, in the case of the latter service, only a small minority have used it (18%), while the proportion of those who have used the former is somewhat higher (36%).

CLIMATE CHANGE

CAUSES, INDIVIDUAL RESPONSIBILITIES AND
THE ROLE OF INSTITUTIONS



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CLIMATE CHANGES: THEY EXIST AND ARE AN EMERGENCY

Percentage values



Or do they not exist?

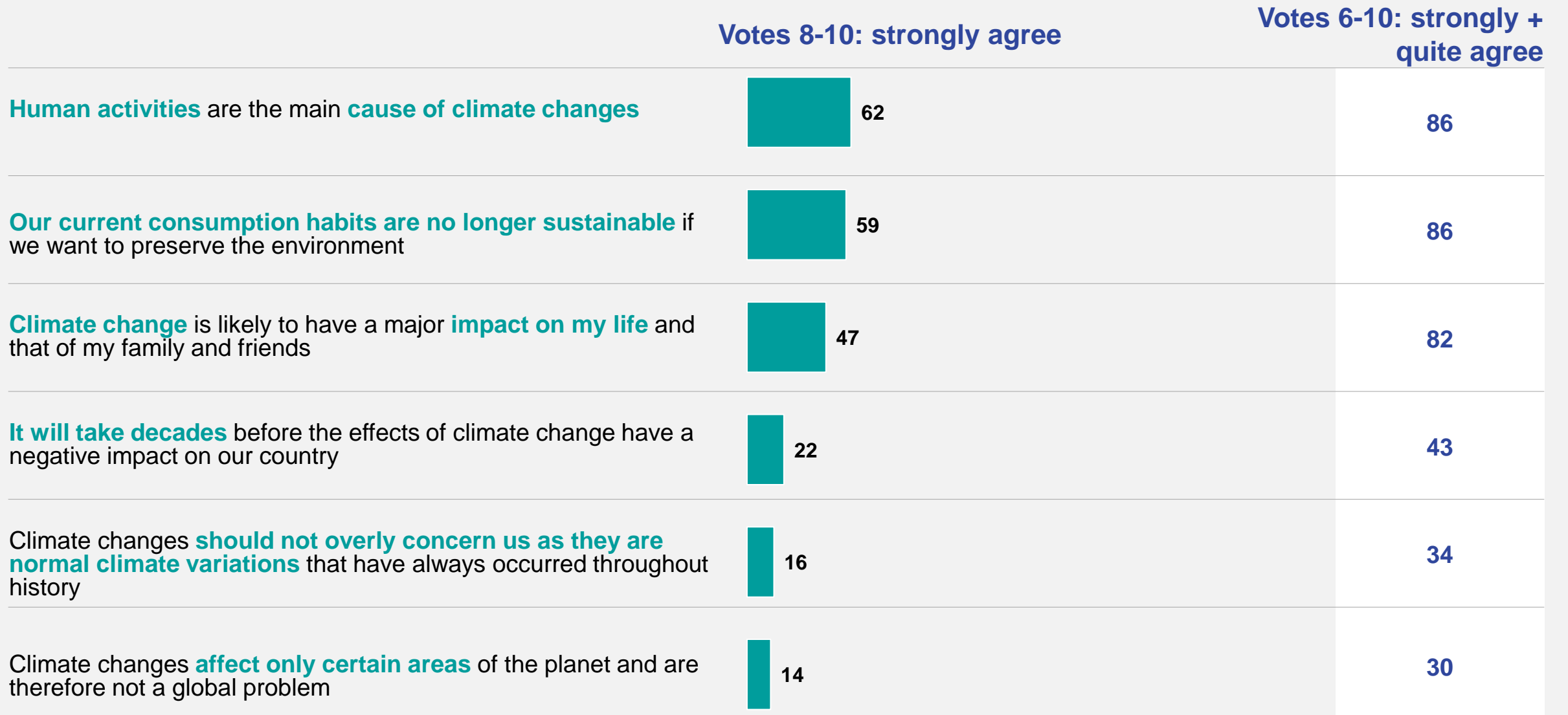


Or are there many other priorities to be addressed first?

Base: Total respondents
Q24. In your opinion, on a scale of 1 to 10, are climate changes a reality? An emergency to be addressed immediately?



HUMAN ACTIVITIES AND CONSUMPTION STYLES ARE THE CAUSES



Base: Total respondents

Q29. How much do you agree/disagree with each of the following statements?

7 – © Ipsos | 21-064194 Erion Circular Economy

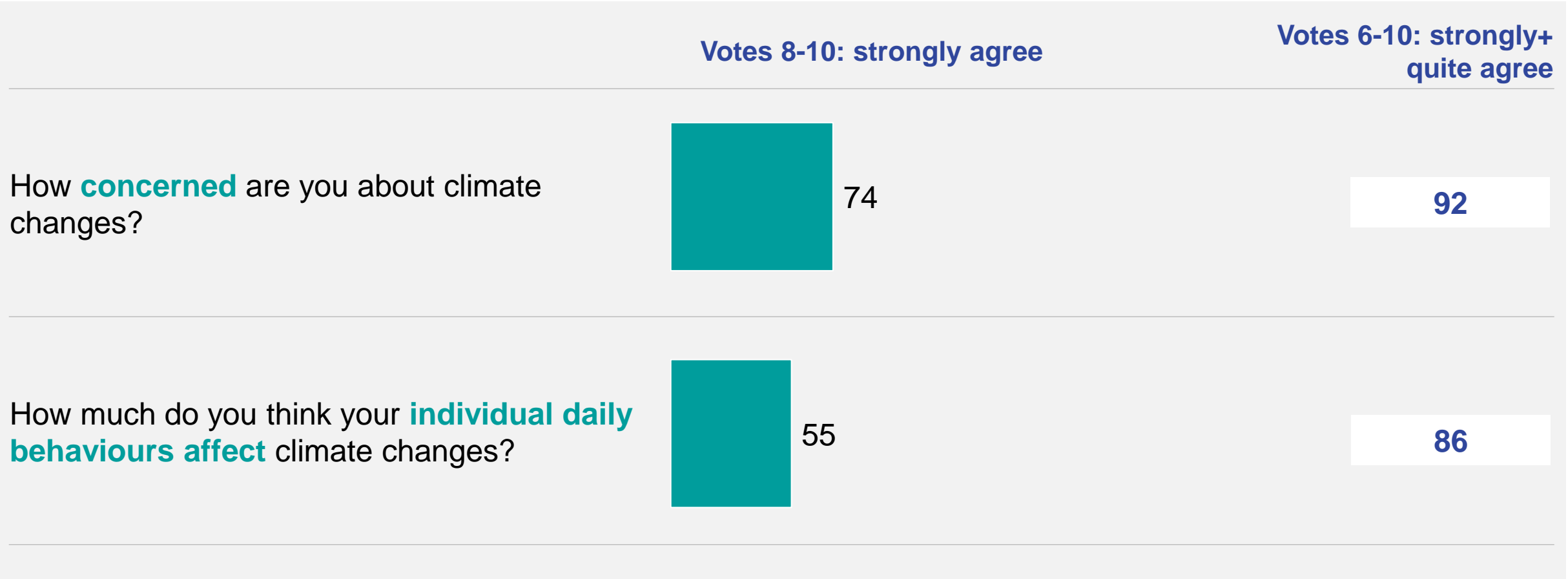
Percentage values

SCALE 1 to 10
1= Strongly disagree
10= Totally agree



ALTHOUGH DEFINITELY CONCERNED, ITALIANS DO NOT FEEL INDIVIDUALLY RESPONSIBLE

Percentage values



Base: Total respondents

Q25. How concerned are you about climate changes?

Q26. How much do you think your individual daily behaviours affect climate changes?

8 – © Ipsos | 21-064194 Erion Circular Economy

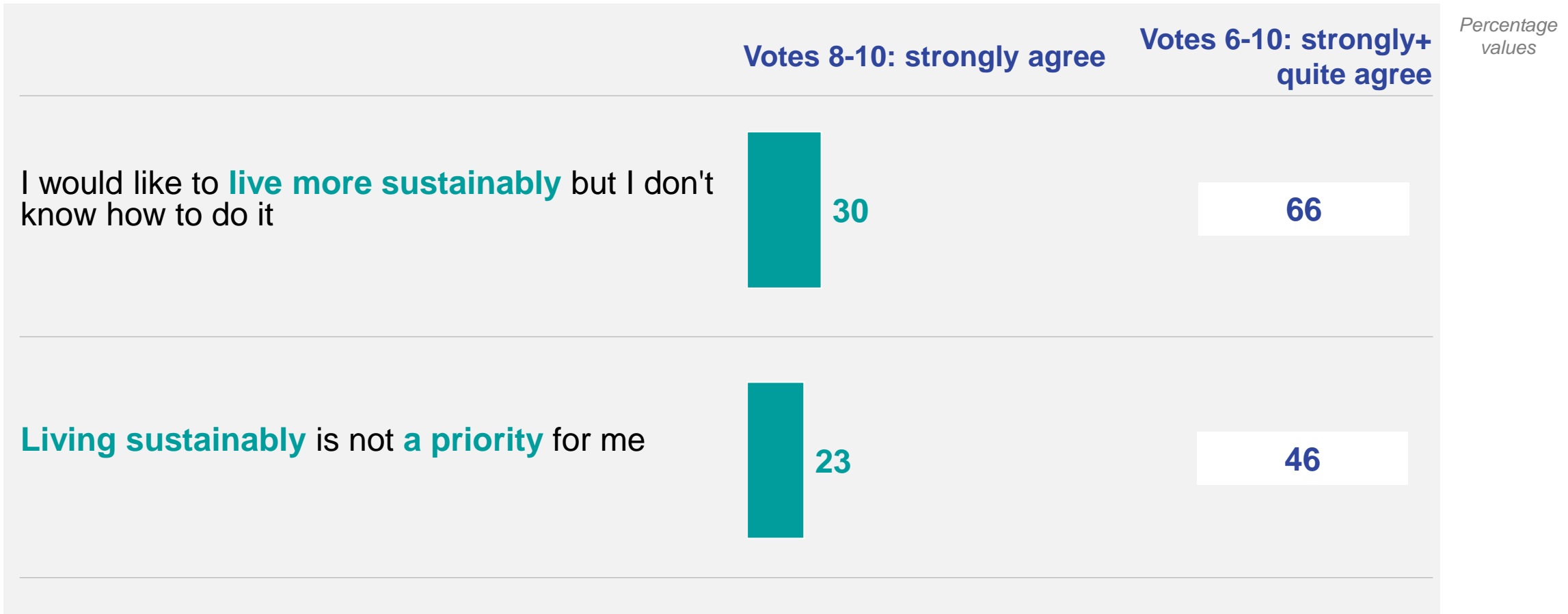
SCALE 1 to 10

1= Not at all

10= A lot



ASPIRATIONS AND REALITIES: ONLY ONE IN THREE IS AWARE OF THE DIFFICULTIES AND A QUARTER ADMIT THAT THE PRIORITIES ARE OTHERS



Base: Total respondents

Q29. How much do you agree/disagree with each of the following statements?

POOR RATING OF INSTITUTIONS BY ONE IN TWO CITIZENS

Percentage values

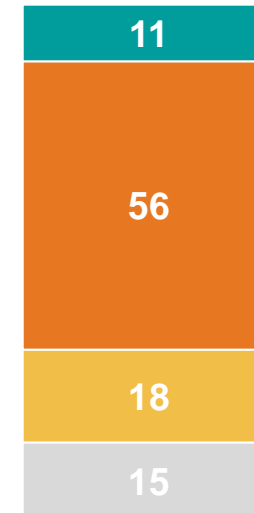
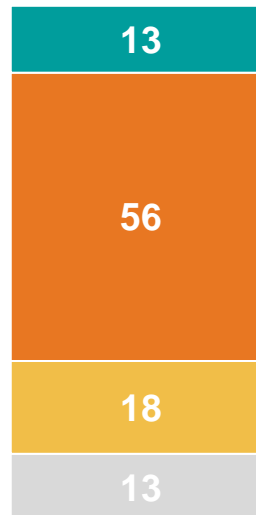


COMMITMENT OF ITALIAN AUTHORITIES



COMMITMENT OF INTERNATIONAL AUTHORITIES

- Yes
- No, they are not doing enough
- I don't think that countermeasures against climate changes are necessary
- I would not know



Base: Total respondents
Q30. In your opinion, are Italian and international authorities doing enough to combat climate changes?

A COMPLEX PROBLEM REQUIRES MULTIPLE TYPES OF INTERVENTION ON BUSINESSES AND CITIZENS

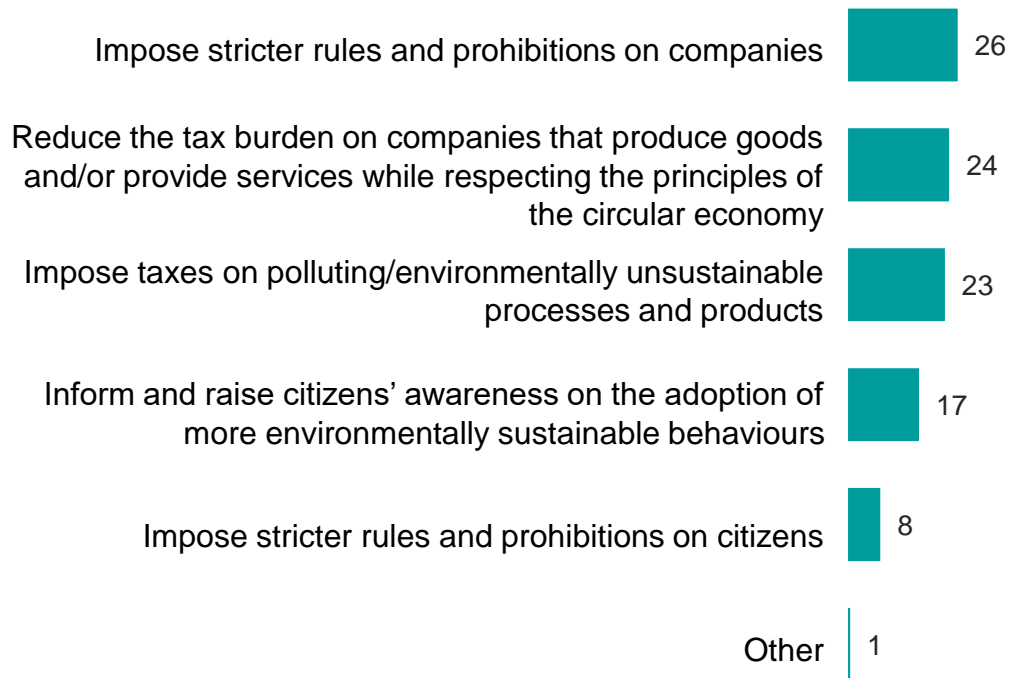
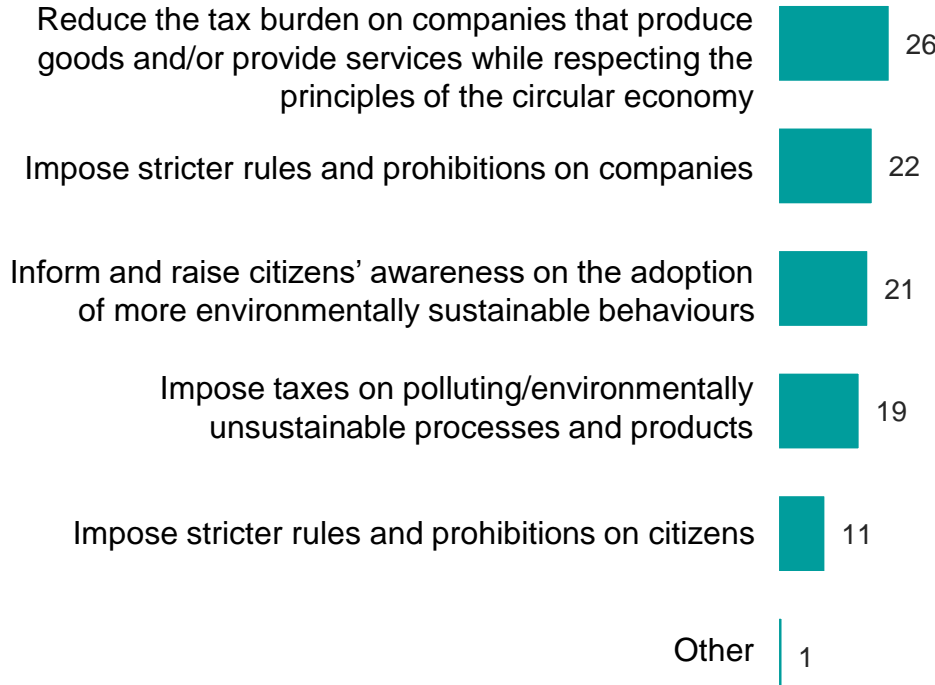
Percentage values



COMMITMENT OF ITALIAN AUTHORITIES



COMMITMENT OF INTERNATIONAL AUTHORITIES



Base: Total respondents
 Q31. In your opinion, what more effective steps should they take?

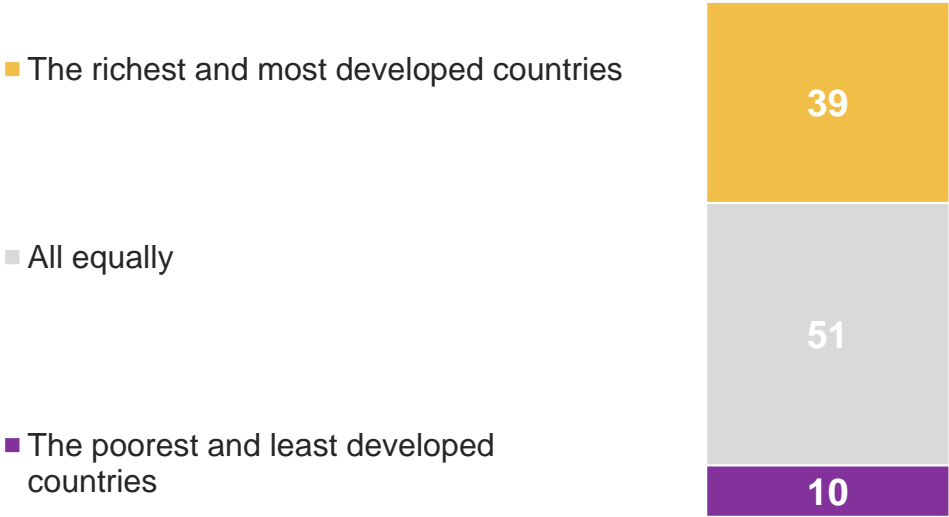


SHARED RESPONSIBILITY BETWEEN RICH AND POOR COUNTRIES, BUT ESPECIALLY THE RICH ONES MUST MAKE THE GREATEST EFFORT



RESPONSIBILITY FOR CLIMATE CHANGE

Percentage values



Base: Total respondents
Q29b. In your opinion, which countries, if any, should make the greatest economic and political effort to reduce the effects of climate change?



CLIMATE NEUTRALITY AND CIRCULAR ECONOMY

AWARENESS AND CONSENSUS



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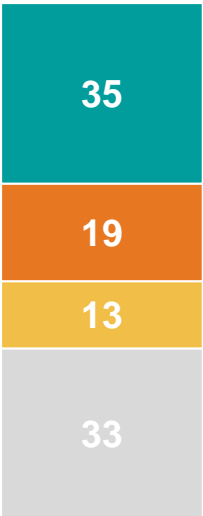
CLIMATE NEUTRALITY: A CONCEPT UNKNOWN TO MOST



CLIMATE NEUTRALITY CONCEPT: ASSOCIATION WITH ITS CORRECT DEFINITION

Percentage values

- the balance between greenhouse gas emissions and the Earth's capacity to absorb them
- a lifestyle that aims to preserve the environment
- the time when, due to climate changes, there will only be one climatic season
- I would not know



Base: Total respondents
Q27. What does the term climate neutrality mean to you?

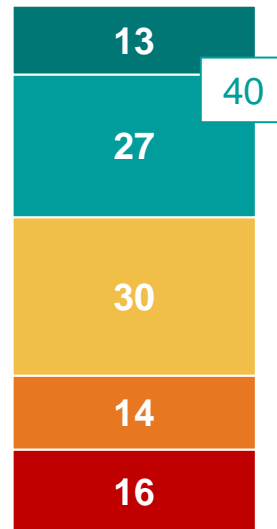
ONLY 40% KNOW ABOUT THE CIRCULAR ECONOMY OF THOSE WHO HAVE HEARD ABOUT IT, 40% DO NOT KNOW THE DEFINITION

Percentage values



KNOWLEDGE OF THE CIRCULAR ECONOMY CONCEPT

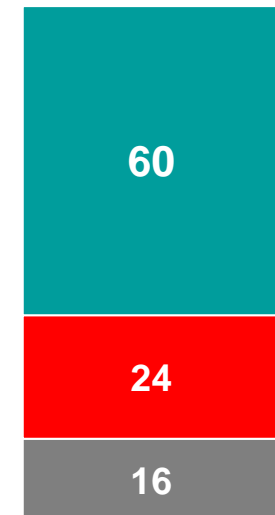
- Yes, I know it quite well
- Yes, I know it well enough
- I have a vague idea
- I've only heard of it, but I don't know what it is
- No, I've never heard of it



ASSOCIATION WITH THE CORRECT DEFINITION

- Correct definition
- Wrong definition
- Never heard of it

Base= 838 respondents







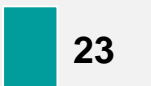


Base: Total respondents

Q17. Are you familiar with the concept of circular economy?

Q19. Which of the following definitions best describes your understanding of the circular economy?

IN A SCENARIO OF PREVAILING IGNORANCE/IDEAL PARTICIPATION TO THE CIRCULAR ECONOMY BENEFITS

	Votes 8-10: strongly agree	Votes 6-10: strongly+ quite agree
The transition towards a circular economy decreases pressure on the environment through a reduction in waste and pollution	 64	86
We will only achieve climate neutrality if we are able to adopt a truly circular style of production and consumption	 62	89
The transition towards a circular economy is an opportunity for growth and development	 61	86
The transition towards a circular economy is an inevitable process in the face of growing shortages of raw materials/resources	 61	85
The transition towards a circular economy will force companies to innovatively design their products if they want to remain competitive	 59	84
The transition towards a circular economy will enable products to be designed to last longer	 50	77
I find the concept of circular economy complicated and difficult for ordinary people to understand	 23	50

Base: Total respondents

Q21 . How much do you agree/disagree with each of the following statements?

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Percentage values

SCALE 1 to 10

1= Strongly disagree

10= Totally agree

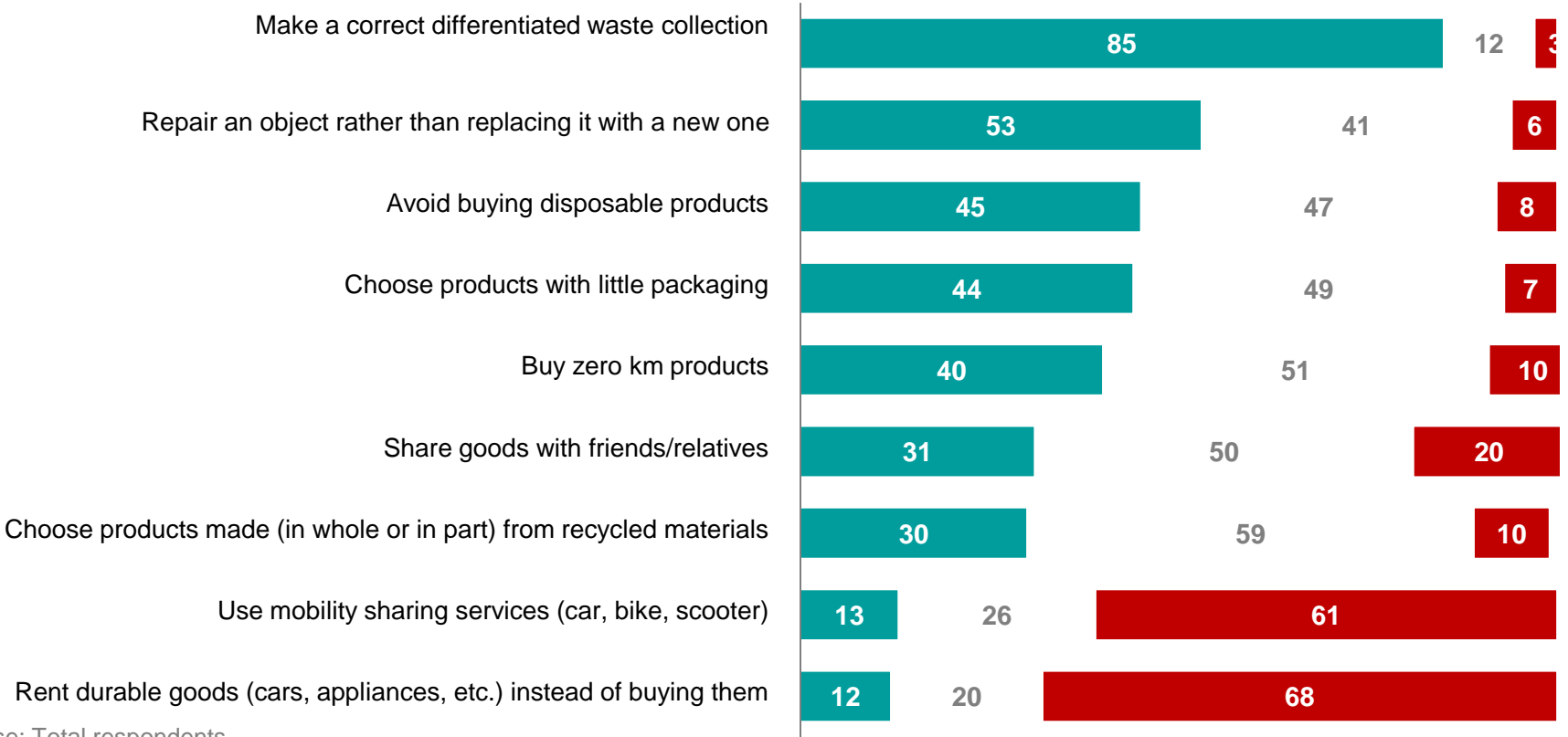


PARTICIPATION THAT RESULTS IN SPREADING GOOD PRACTICES, ESPECIALLY THE DIFFERENTIATED WASTE COLLECTION

Percentage values



■ Often Sometimes ■ Never/almost never



Base: Total respondents
 Q22. How frequently do you engage in the following behaviours?



WEEE AND RECYCLING: LEVELS OF KNOWLEDGE AND BEHAVIOURS ADOPTED



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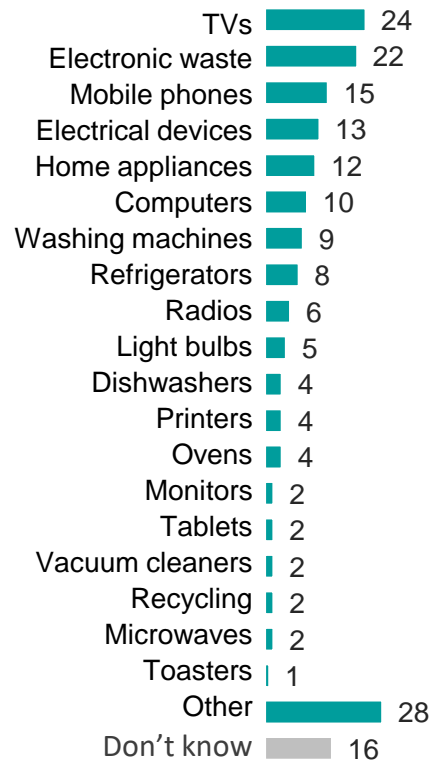


WEEE: LESS THAN HALF KNOW THE ACRONYM, ONLY A THIRD RECOGNIZE THE DEFINITION



44% have heard of WEEE

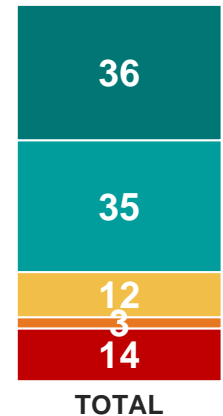
Spontaneous examples



Knowledge check

Percentage values

- Yes I know what it is and the definition is consistent with the image I had of WEEE
- Yes, but I had no idea that is what it was called
- I've heard of it, but I wasn't sure what it was
- I confused it with something else
- I've never heard of it



Base: Total respondents

Q1. Have you ever heard of WEEE?

Q2. Can you give me some examples of WEEE?

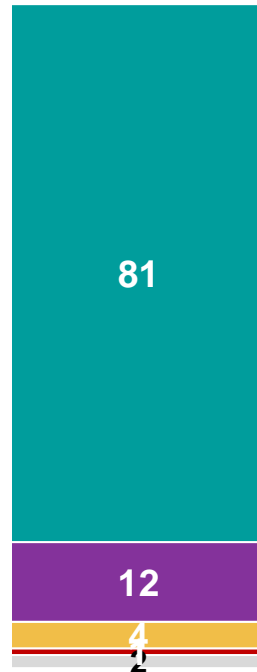
Q3. To your knowledge, which of the following is WEEE? Select from the following list all WEEE that you recognize

THE MAJORITY KNOW HOW TO DISPOSE OF IT, BUT THERE IS CONFUSION AS TO THE REAL REASONS



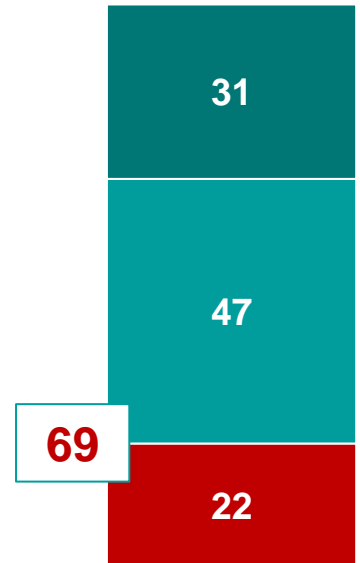
HOW SHOULD IT BE DISPOSED OF

- It should be taken to a recycling centre/municipal collection centre
- It must be disassembled and its components separated in the domestic bins of the differentiated waste collection
- It goes in the unsorted waste bin
- It goes in the plastic bin
- Other



- Yes
- I knew about the dangers of WEEE and the need for proper disposal, but I was not aware of the reasons
- No, I don't know anything about it

Percentage values



Base: Total respondents

Q6. How do you think WEEE should be disposed of? - 16 Some WEEE is hazardous due to the presence of pollutants [...] Were you aware of this?

IN TWO THIRDS OF CASES THERE IS AT LEAST ONE WEEE TO BE DISPOSED OF

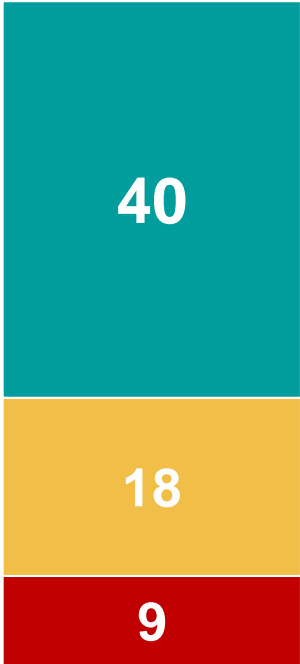


67% HAS AT LEAST ONE WEEE TO DISPOSE OF

Percentage values



- 1-2
- 3-5
- More than 5



Base: Total respondents
Q6. More or less, how much Electrical and Electronic Equipment do you have at home that needs to be disposed of because it is damaged, because you no longer use it, or because it has been replaced with something new?

KNOWLEDGE OF YOUR LOCAL COLLECTION CENTRE



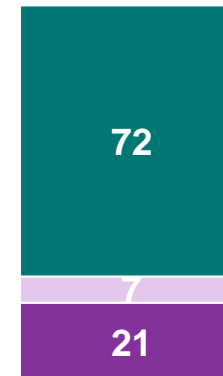
Percentage values

KNOW WHERE THE NEAREST COLLECTION CENTRE IS **77%**



HAD HE OPPORTUNITY OF DELIVERING WEEE THERE

- Yes
- No, I didn't know it had to be taken to a recycling collection centre
- No, I have never had to dispose of such items



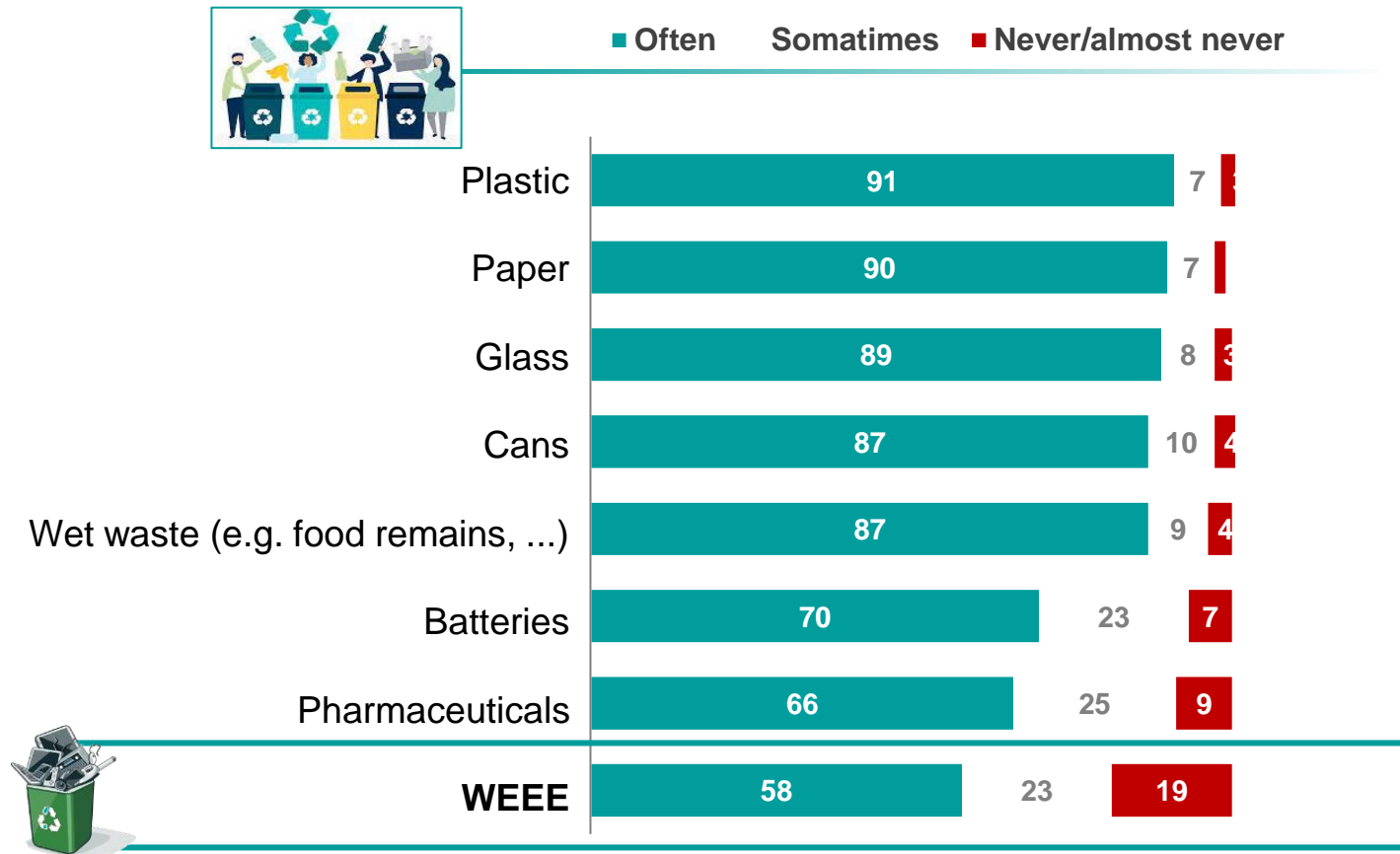
Base: Total respondents

Q10. Do you know where the nearest collection centre to your home is?

Q11. Have you ever taken some WEEE there?

DIFFERENTIATED WASTE COLLECTION

Percentage values



Base: Total respondents

Q16bis Lastly, let's talk more generally about differentiated waste collection. For each of the following products, indicate if you always/often, sometimes, never/almost never sort them separately

KNOWLEDGE OF THE TAKE BACK SERVICE

Percentage values



ONE-FOR-ZERO TAKE BACK

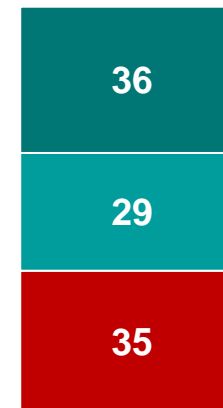
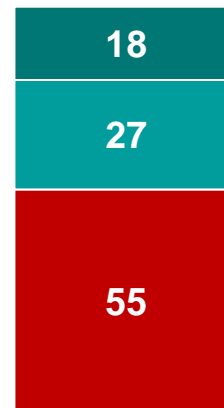
(free take back of WEEE up to 25 cm in size, without purchase of a new item)



ONE-FOR-ONE TAKE BACK

(take back of the old equipment when purchasing a new one)

- Yes, I have used this service before
- Yes, although I have never used this service
- No, I have never heard of it before



Base: Total respondents

Q12 . The 1-for-0 take back service imposes an obligation on large shops selling Electrical and Electronic Equipment (specialized chains) to take back, free of charge, WEEE up to 25 cm in size, with no obligation for consumers to buy. Had you ever heard of it?

Q12B . 1-for-1 take back obligation foresees that all citizens who purchase a new Electrical or Electronic Equipment, be it large (e.g. a washing machine or a refrigerator) or small (e.g. a PC, a hairdryer...), have the right to ask the retailer to take back, free of charge, the old equipment of the same type they want to dispose of (even from their home if the new equipment is delivered there). Have you ever heard of this?

USE OF THE TAKE BACK SERVICES IN THE LAST 12 MONTHS

Percentage values



ONE-FOR-ZERO TAKE BACK

(free take back of WEEE up to 25 cm in size, without purchase of a new item)

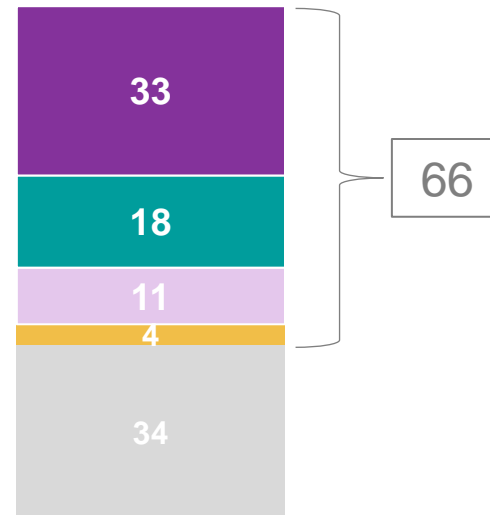


ONE-FOR-ONE TAKE BACK

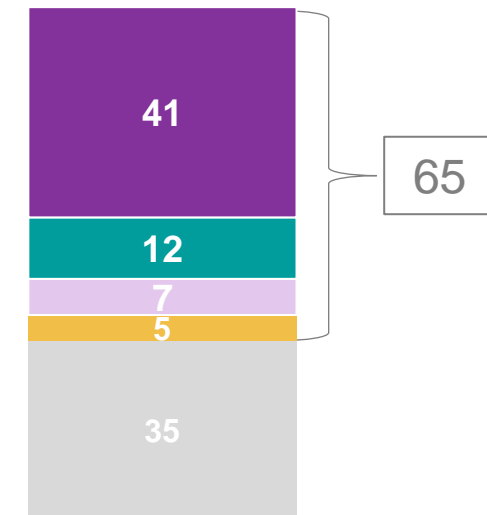
(take back of the old equipment when purchasing a new one)

- Once
- Twice
- Three times
- More than three times
- I have used this service but not in the last 12 months

Base= 184 respondents



Base= 363 respondents



Base: WEEE take back service users
Q13. How many times in the last 12 months have you used this service?

METHODOLOGY



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METHODOLOGY

REFERENCE UNIVERSE

ITALIAN POPULATION FROM 18 TO 75 YEARS OF AGE

METHODOLOGY

CAWI (COMPUTER ASSISTED WEB INTERVIEW)

COMPLETED INTERVIEWS

1000

REPORTING PERIOD

SEPTEMBER 2021

All percentage values shown in this report refer to weighted data

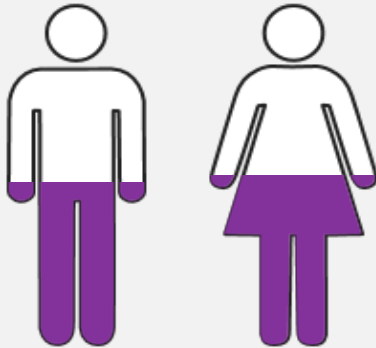
SAMPLE

Percentage values

GENDER

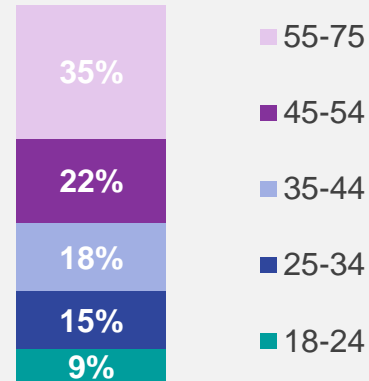
49%

51%

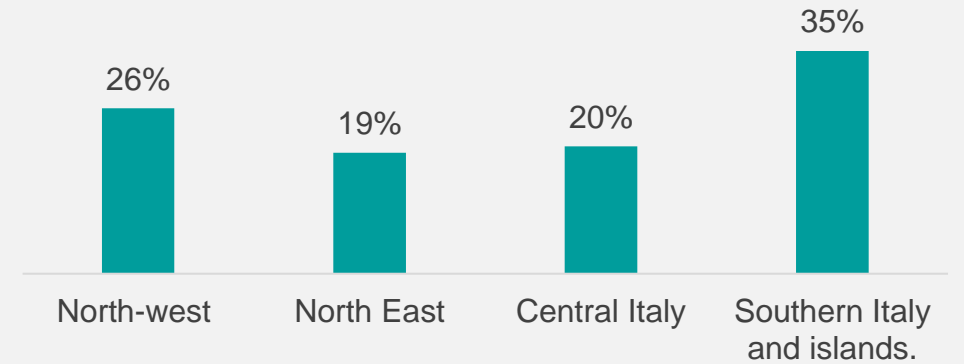


AGE

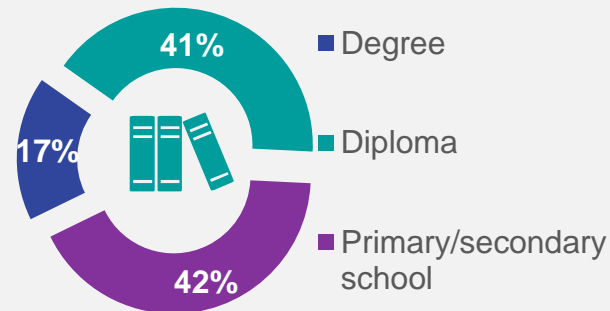
Average age: 47



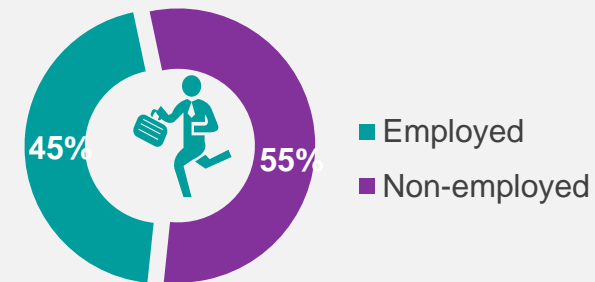
GEOGRAPHICAL AREA



EDUCATION



PROFESSION



Base: Total Sample (1000 respondents)