

**Project Acronym: Cradle-Alp**  
**Project number: ASP0100003**

## **D.1.2.2**

# **Transnational survey on the consumers' perspective on C2C in the AS**

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## Executive Summary

The results of the international consumer survey on circular economy products are documented in this deliverable (D1.2.2). The survey was mainly carried out by BOKU University, but all project partners were contributing, e.g. in pre-testing or translation.

The focus of the online consumer survey was on the circular economy, and the survey was carried out in Austria, France, Germany, Italy, Slovenia, and Switzerland. It was conducted in four languages and in total there were 3,858 participants of the Alpine Space. With the help of this survey, the preferences of the society regarding alternative business models were analysed. Answering the survey took about 12 minutes and all the information was kept strictly confidential and processed anonymously.

In the survey there were six different scenarios, three based on buying and the others on renting three different products. According to these scenarios, the participants were asked questions about their expectations of products and personal behaviour.

The results clearly showed that there is a higher intention to buy a product than to rent one. The survey displayed that the type of product does not significantly influence the results. Additionally, the data indicate that participants are generally open to get products, whether new or made of reused parts, recycled materials, or previously used. Finally, it is worth noting that there is higher awareness of circular economy compared to cradle to cradle, but the familiarity of both concepts was relatively low and most people understand the circular economy to mean recycling.

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## 1 Introduction to the consumer survey

The Cradle-ALP project is focusing on implementation of circular economy and cradle to cradle in SMEs in the Alpine region in the sectors polymers, chemistry, wood/furniture, textiles and packaging. Circular economy can be divided in different strategies, the so-called 10Rs (Figure 1), which prioritise narrowing the material flow (R1-R3) followed by slowing down the material flow (R4-R8) and closing the material flow (R9-R10).

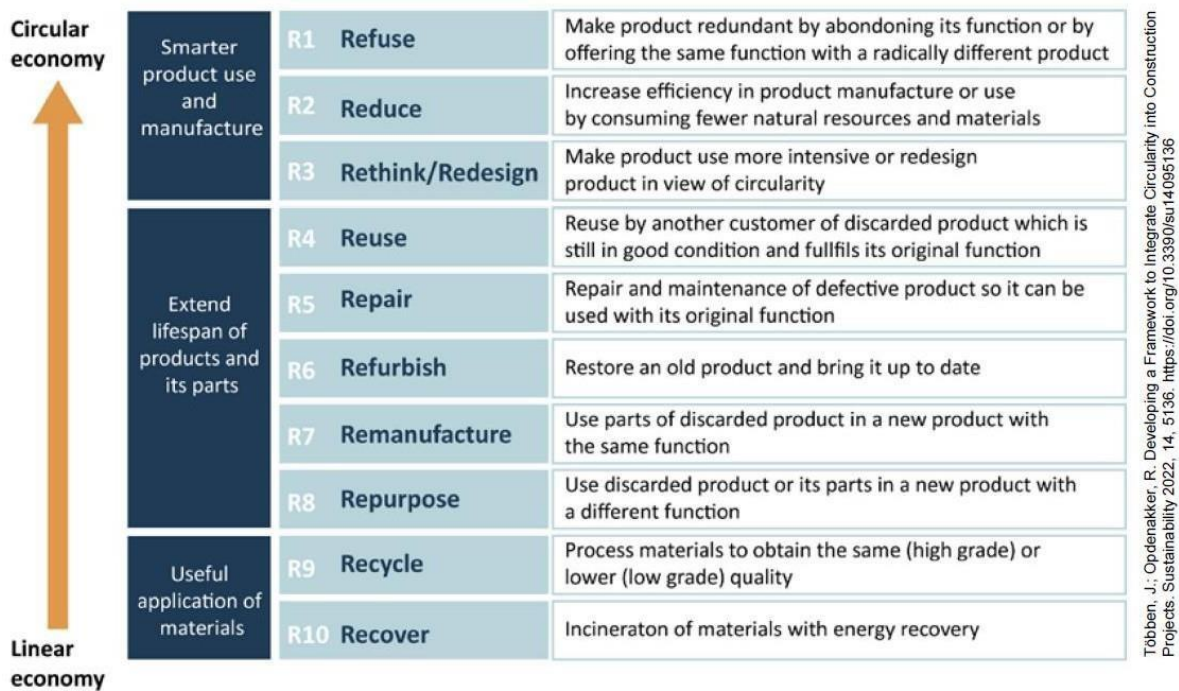


Figure 1: 10R strategies for a circular economy.

Beside to the production side within companies also consumers play an important role in the implementation of these strategies. From a production-based perspective circular design in the product development phase and the integration of circular business models are relevant. When considering the consumer perspective these business models can be divided into ownership-based and product service-based business models. Product service systems are business models that are a mixture of pure products and pure services. Therefore, the product itself and the related service play a major role. A distinction is made between three different product-service systems. Product oriented product service systems are closest to the pure product, but there is a product-related service included, e.g. insurance, consultancy. In result-oriented product service systems the focus is on the service, e.g. payment per service unit. Between these two options there are the use-oriented product service systems, e.g. product lease, product renting.

Within the transnational consumer survey conducted within the Cradle-ALP project, the acceptance of circular business models was tested in the Alpine Space. The survey was divided into three parts, questions related to the scenario, general questions and demographics.

## 2 Method

The central research question of the survey was “Which factors jointly influence consumer acceptance of circular business models?” Two different business models were tested, an ownership based one, where consumers purchase the product (1) and a product service scenario, where consumers rent the product (2). In scenario 1 the consumers pay the entire price of the product in the beginning and when the end of life is reached or the product is not needed any more, it is their responsibility to return the product. Based on the conditions of the product the consumer will get part of the money back, which acts as incentive to return it. In scenario 2 the consumers pay a regular fee to use the product and when the product is not needed any more, they can return it and quit the service contract. This approach promotes the reuse of entire products, individual parts, or the material, contributing to the closure of the resource cycle.

These business models were then combined with exemplary products from the furniture, packaging and textiles sector. The chosen product was a cabinet, a storage tin and a jacket and there was a scenario for purchasing (1) and renting (2). Each participant of the survey got one of these six combinations as scenario and then there were scenario-based questions, general and demographic questions.

Figure 2 shows the description of the scenario “purchase cabinet” and which was followed by scenario-based questions, which were related to the scenario. The items in the different parts of the survey are displayed in Figure 3. The questions were a mixture of open questions, where the participants type their answers in a text field and closed questions with pre-defined questions. For the closed questions there was mainly used a 7-point likert scale, with 1 is “I strongly disagree” and 7 “I strongly agree”. Additionally, the survey structure included an attention check following the scenario and a manipulation check in the middle. The attention check makes sure that only participants who read the scenario properly can proceed in the survey, whereas the manipulation check ensures that the participant is reading the questions properly and that the questionnaire is done by a human. The questionnaire with all details was inserted in the annex of this document.

Imagine you want to have a cabinet. You go into a shop and decide to buy a cabinet. You pay the purchase price as usual. The cabinet becomes your property, it is now yours and you can use it as you wish. A new business model is used to save on raw materials. When you no longer need the product, you return it and get part of the purchase price back. Depending on the condition of the product, the entire product is reused, individual parts are reused, or the material is recycled. Depending on this, you will receive part of the purchase price back. By returning the product, you help to close the resource cycle.

Figure 2: Example for the description of the scenario "purchase cabinet" in the survey.

BOKU developed the questionnaire based on literature in English and then it was translated to German, French, Italian and Slovenian. The survey was conducted in Austria, Germany, France, Italy, Slovenia and Switzerland, as the project partners are located in these countries. The German survey was first transferred to Lime Survey, the software that was used to run the online survey. Then there was the pre-test phase, where it was checked, if the survey with all the questions is comprehensible. After the pre-test slight adjustments were implemented and then the survey was sent to the project partners for translation in their language, since the survey was conducted in the official languages in all six countries. The translated survey was then again transferred to Lime Survey, so that the survey was available in 4 different languages and the participants could choose. There was a short pre-testing phase again, to make sure that also the translations are clear for the participants.

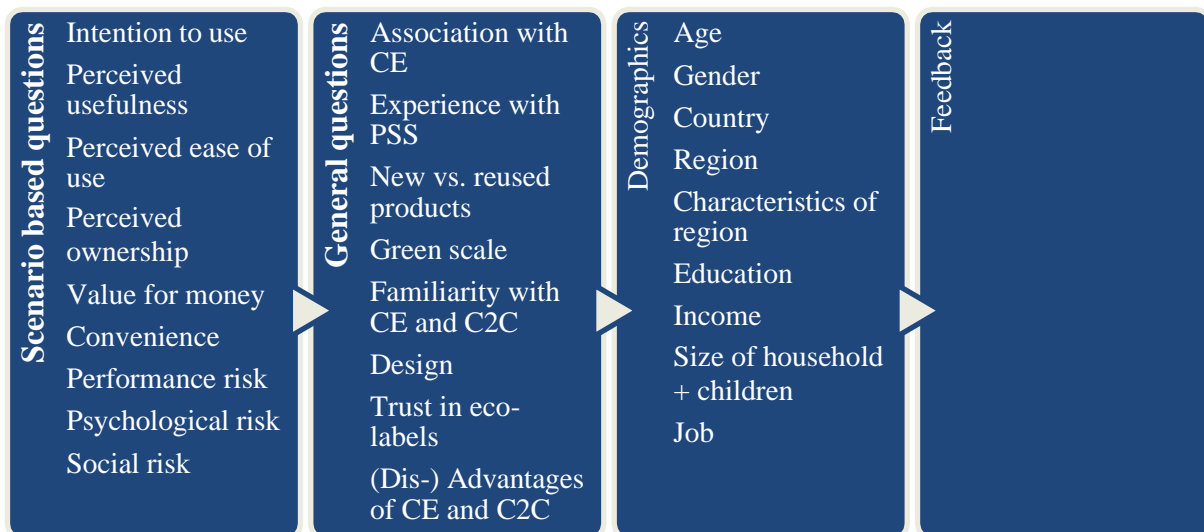


Figure 3: Items and structure of the survey.

The participants were representative for age and gender in the six countries and in total 3,858 participants completed the survey. The target group of the survey were adults with an age of 18 to 69 years. To guarantee these quotas the survey was conducted in cooperation with a panel provider.

When data collection was finalized a data quality control was conducted. This step was done to check if there is any data that must be excluded and there was found a mistake in the conditions of the scenario “renting jacket” in Germany, because the condition in the manipulation check was wrong. Therefore, in Germany this scenario was repeated, because in the first run participants who choose the right answer in the manipulation check were accidentally kicked out of the survey.

Two different methods were used for data analysis, on the one hand descriptive statistics and on the other hand a fuzzy-set qualitative comparative analysis (fsQCA) was done. The qualitative analysis was the focus for the project, whereas the fsQCA will be used in a scientific article, that will be published later. The fsQCA is a method to find different pathways that lead to a certain result. These pathways are combinations of different factor items and the method can be used to find the relevant factors that a certain action, e.g. renting of a product, is carried out. They can also indicate leverage points, to reach a certain action of the consumers. Some pre-results of the fsQCA can be found in the results section, but all the details and the scientific information to the survey will only be included in the scientific article.

### **3 Results and discussion**

This section gives an overview of the most interesting results of the consumer survey. The chapter is structured in demographics (3.1), scenario-based questions (3.2) and general questions (3.3). The results were presented in the public event on 5<sup>th</sup> March 2024, which was embedded in the partner meeting at BOKU. Due to the large amount of data, it was not possible to show all the details of the results here. If you are interested on specific results, please contact Christof Falkenberg (BOKU, [christof.falkenberg@boku.ac.at](mailto:christof.falkenberg@boku.ac.at)), because he is also working on the scientific publication of the survey.

#### **3.1 Demographics**

The targeted quotas for gender and age were reached with a maximum deviation of 5%, with the exceptions for participants aged between 18 and 29 in Germany and Switzerland. Figure 4 shows the number of the participants in the different countries and the age distribution of all participants in the Alpine Space. From each participant more demographic data is available, i.e. gender, region, education, income household and job. It could also be linked to certain questions, to understand how the demographics influence the behaviour of the participants in relation to circular economy. Detailed analysis of the demographics was not conducted, because of the amount of data, but if specific questions arise during the project, these data can be used to analyse these questions.

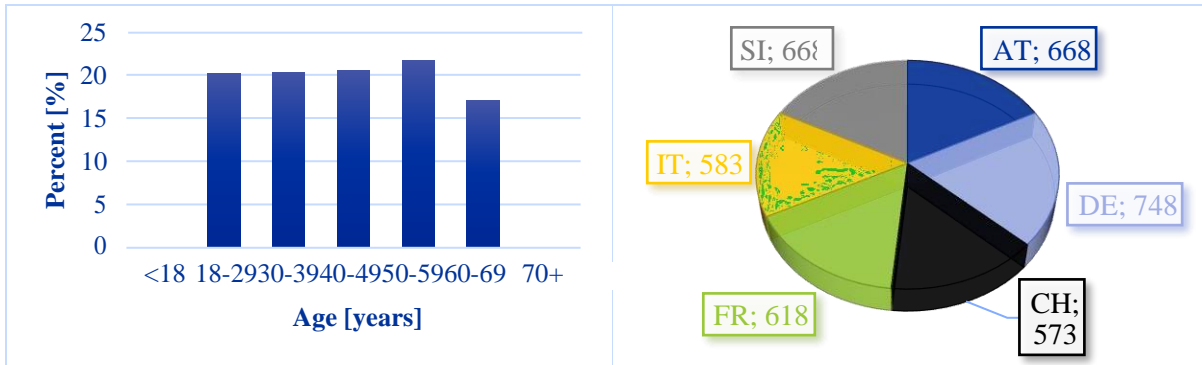


Figure 4: Demographical data.

### 3.2 Scenario based questions

The intention to use (differentiated according to “very likely”, “neutral” and “unlikely”) rental-based scenarios was significantly lower than ownership-based systems (Figure 5). There was no significant difference between the type of product and the participants from the DACH region (consisting of Germany, Austria and Switzerland) seem to be more conservative than France, Italy and Slovenia.



Figure 5: Intention to use the product that was described in the scenario.

The perceived usefulness of rental based scenarios was significantly lower than for ownership-based systems (Figure 6). For rental systems it was close to neutral whereas for ownership-based systems it was clearly above neutral.



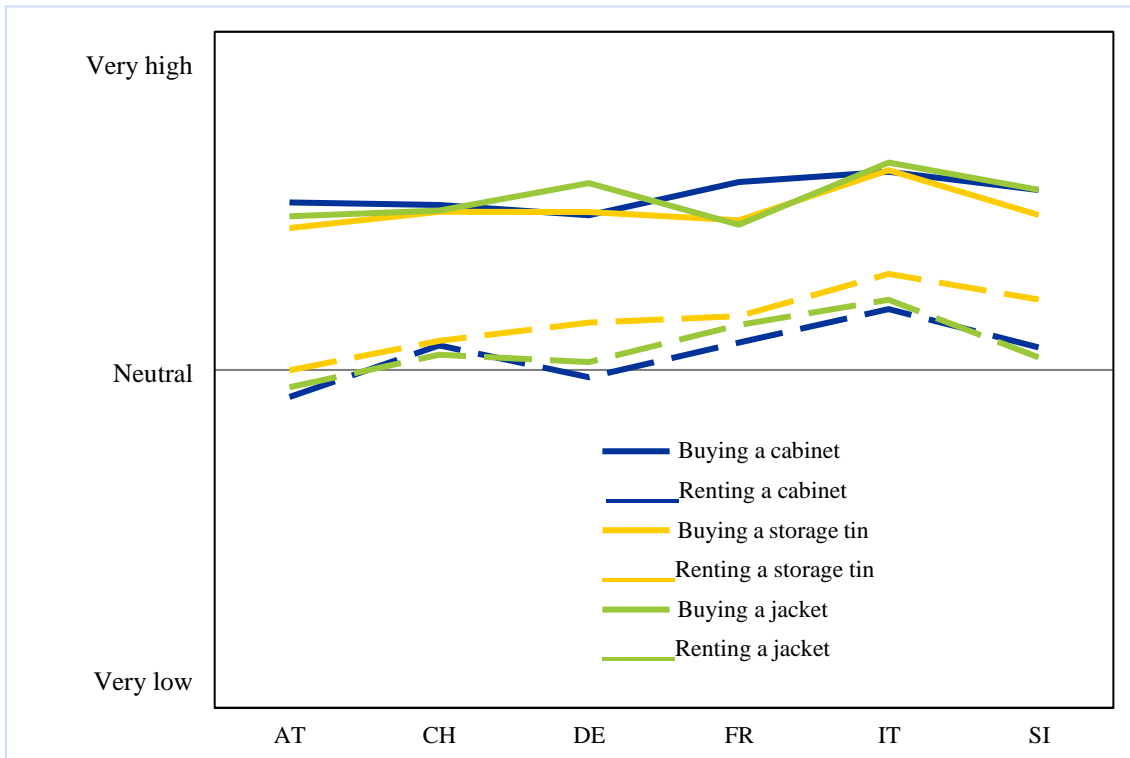


Figure 6: Perceived usefulness of the described product.

The perceived ease of use for rental based scenarios was significantly lower than for ownership-based systems (Figure 7). The perceived ease of use was above neutral for both systems. There was no significant difference between the different types of products and the country.

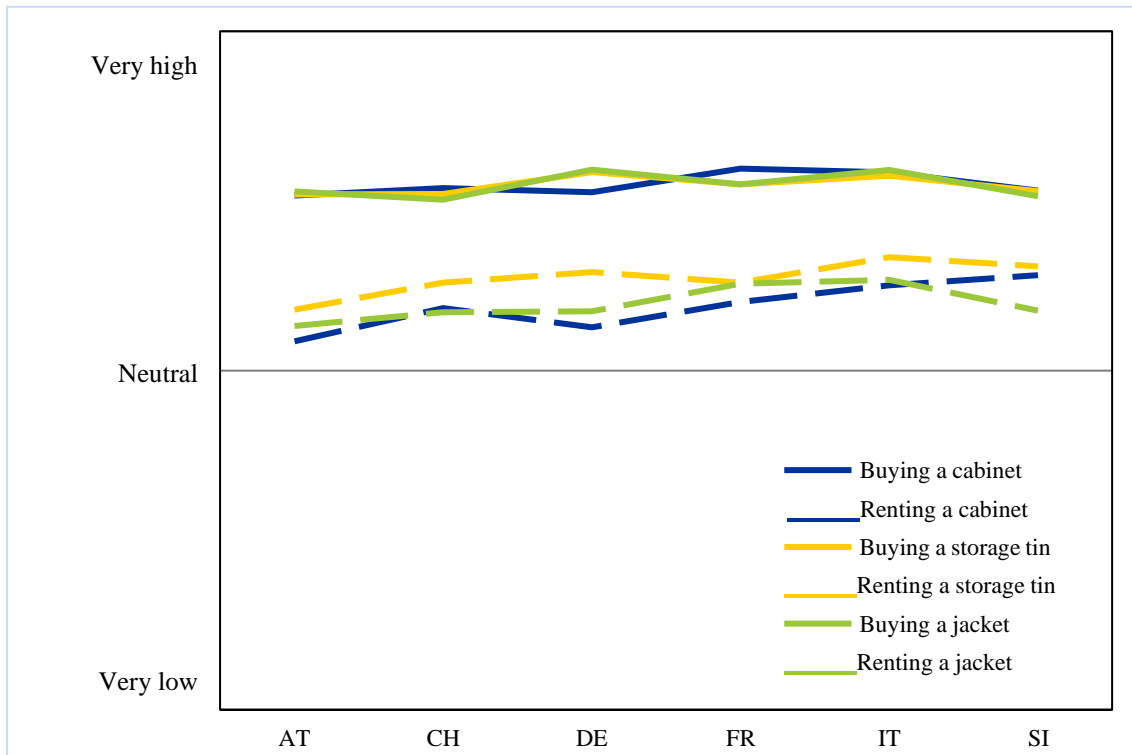


Figure 7: Perceived ease of use of the describes product.

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Perceived ownership was, except for Italy, below neutral for the rental-based systems, whereas the ownership-based systems had a perceived ownership clearly above neutral (Figure 8). There was no significant difference between the type of product.

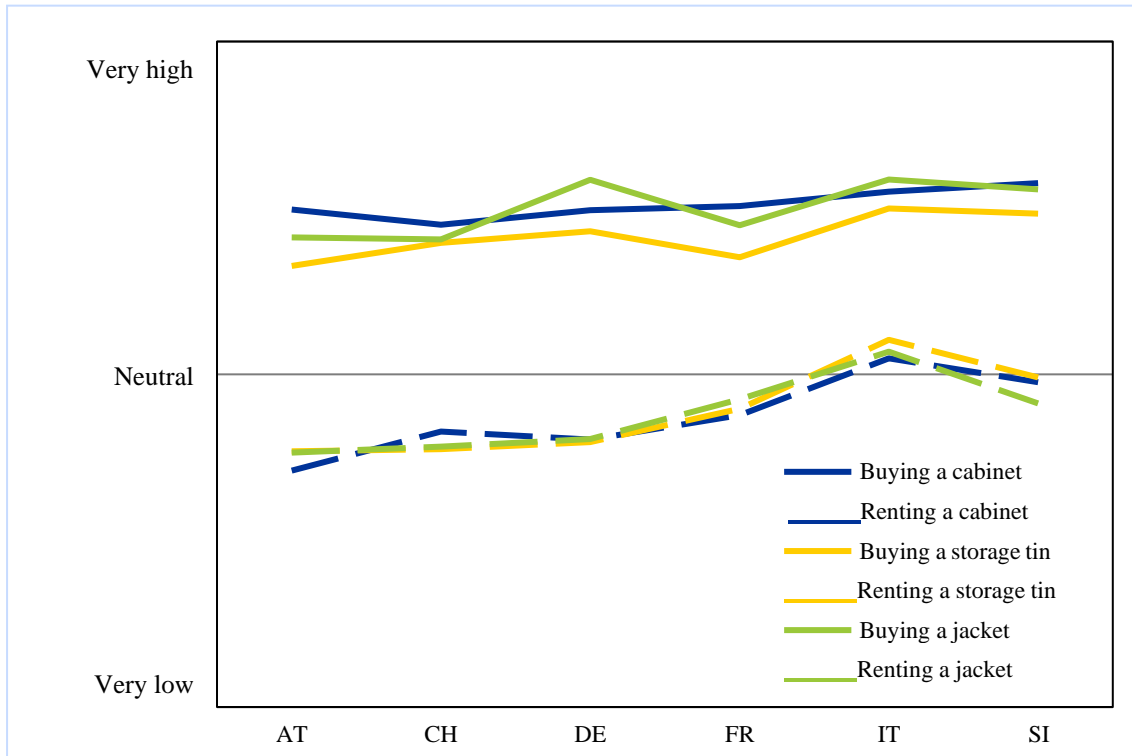


Figure 8: Perceived ownership of the described product.

The value for money of the rental based scenarios was significantly lower than for ownership-based systems (Figure 9). For the rental based scenarios, the value for money was close to neutral, whereas the ownership-based systems showed clearly positive value for money. The type of product had no significant influence on the value for money.

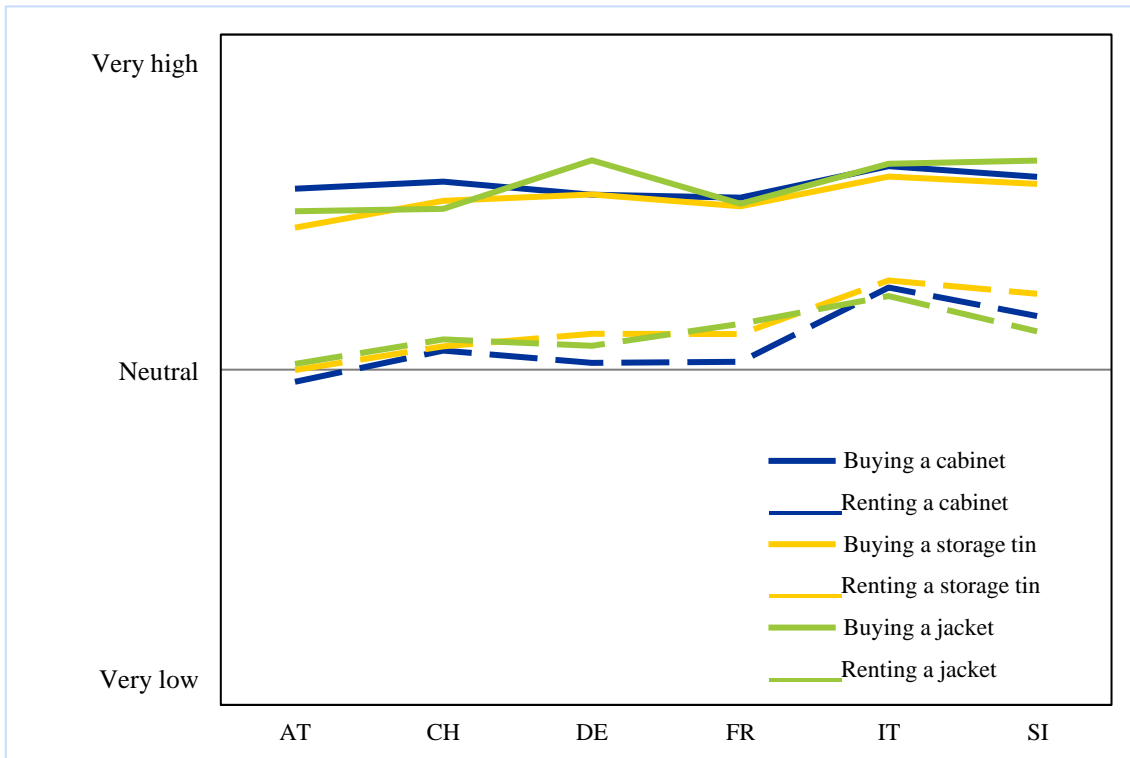


Figure 9: Value for money of the described product.

The convenience of the described product in the scenario was significantly higher for buying a product compared to renting a product (Figure 10). However, in general the convenience was between neutral and very high. There was no significant difference between the different products.

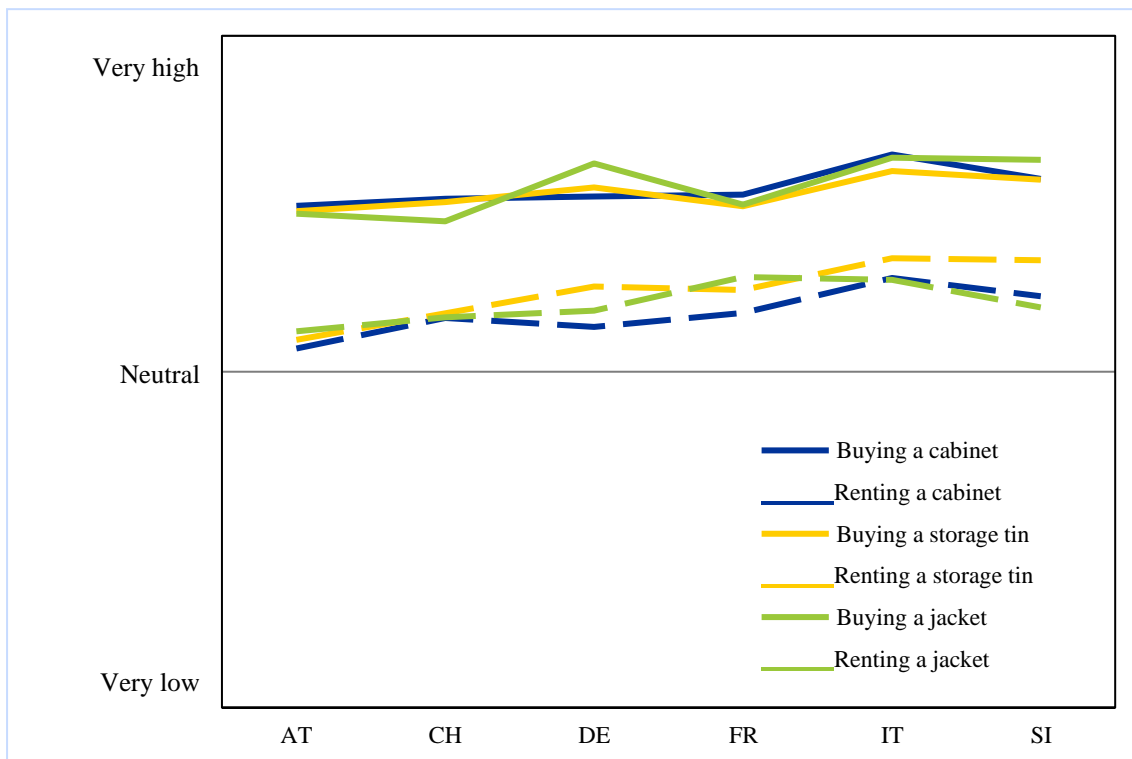


Figure 10: Convenience of the described product.

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The type of business model and the type of product had no significant influence on the risk types tested in this survey (Figure 11, Figure 12, Figure 13). The tested risks were performance risk, psychological risk and social risk. The performance risk (Figure 11) was most present, followed by the psychological risk (Figure 12) and the social risk (Figure 13) being least present.

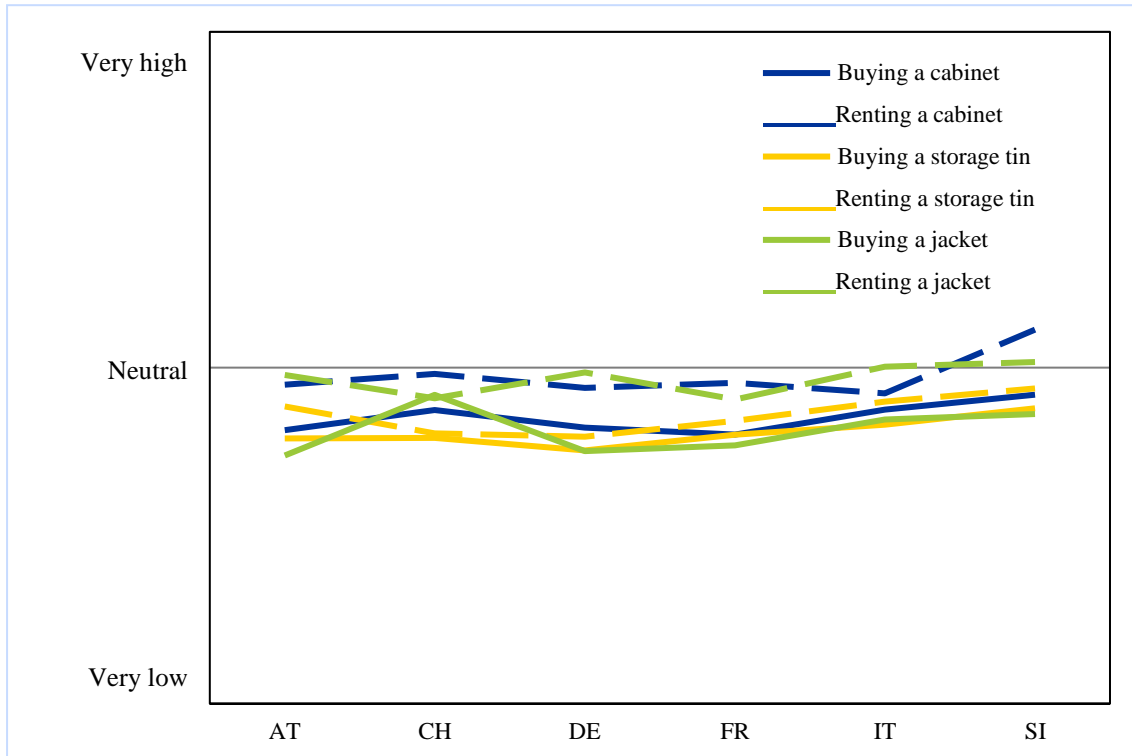


Figure 11: Performance risk of the described product.

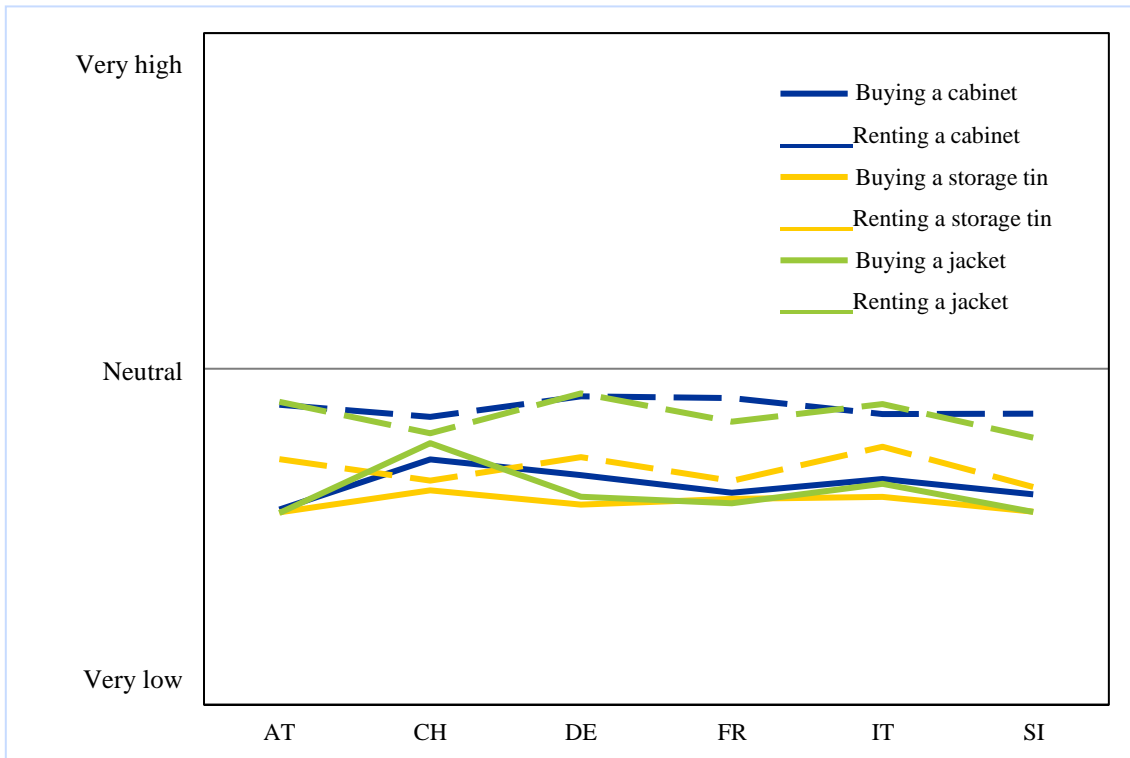


Figure 12: Psychological risk of the described product.

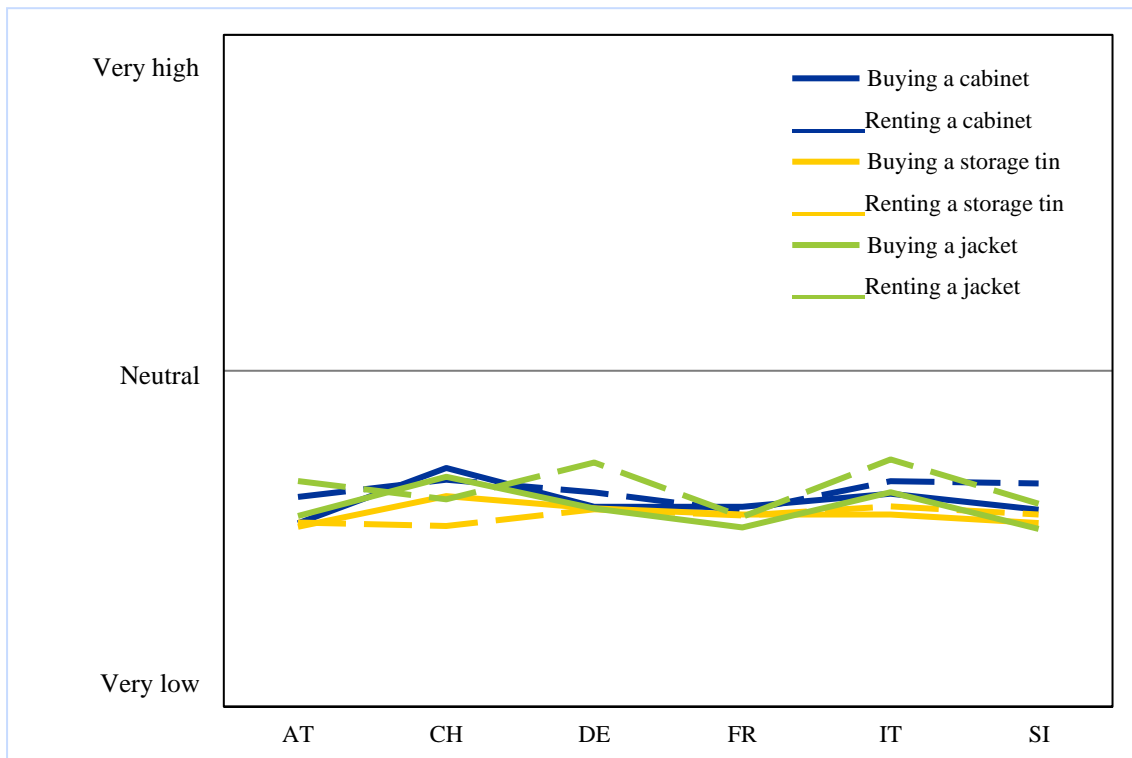


Figure 13: Social risk of the described product.

The results of the scenario-based questions showed that the rental-based systems were seen as more critical from different perspectives. This could be related to the fact that most business models in the linear economy are based on ownership of products and if the product does not perform any more, it becomes waste, and the company can sell a new product. In the linear economy, there is no incentive for companies to produce long-lasting products, as this extends

the period in which a consumer does not buy a new product. As a result, customers are used to own products instead of renting them. In terms of resource efficiency in a circular economy there is a big potential for product service systems, because they allow companies to produce long-lasting products and they will get the product back, when the customer does not need the product anymore. Depending on the state of the product different R-strategies (Figure 1) can be applied then.

### 3.3 General questions

The association with circular economy showed that in the Alpine Space “recycling” was number one followed by “I don’t know” and “sustainability”. However, there were slight differences between the countries, but “recycling” and “I don’t know” was always in the top three (Figure 14).

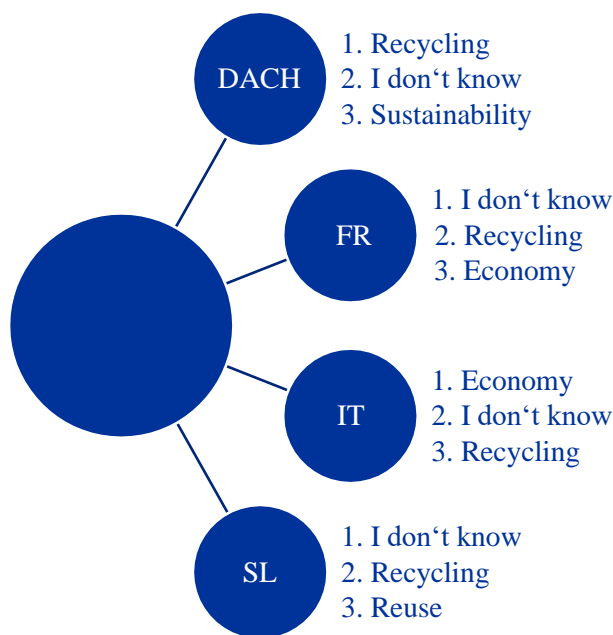


Figure 14: Association with circular economy.

Most participants never used product service systems before and only less than 15% use product service systems often or very often (Figure 15). Approximately 50% never used use-oriented product service systems, e.g. leasing or renting tools/car/scooter/bicycle. The order of familiarity with different kinds of product service systems was highest for product-oriented systems followed by result-oriented systems and least by use-oriented systems.

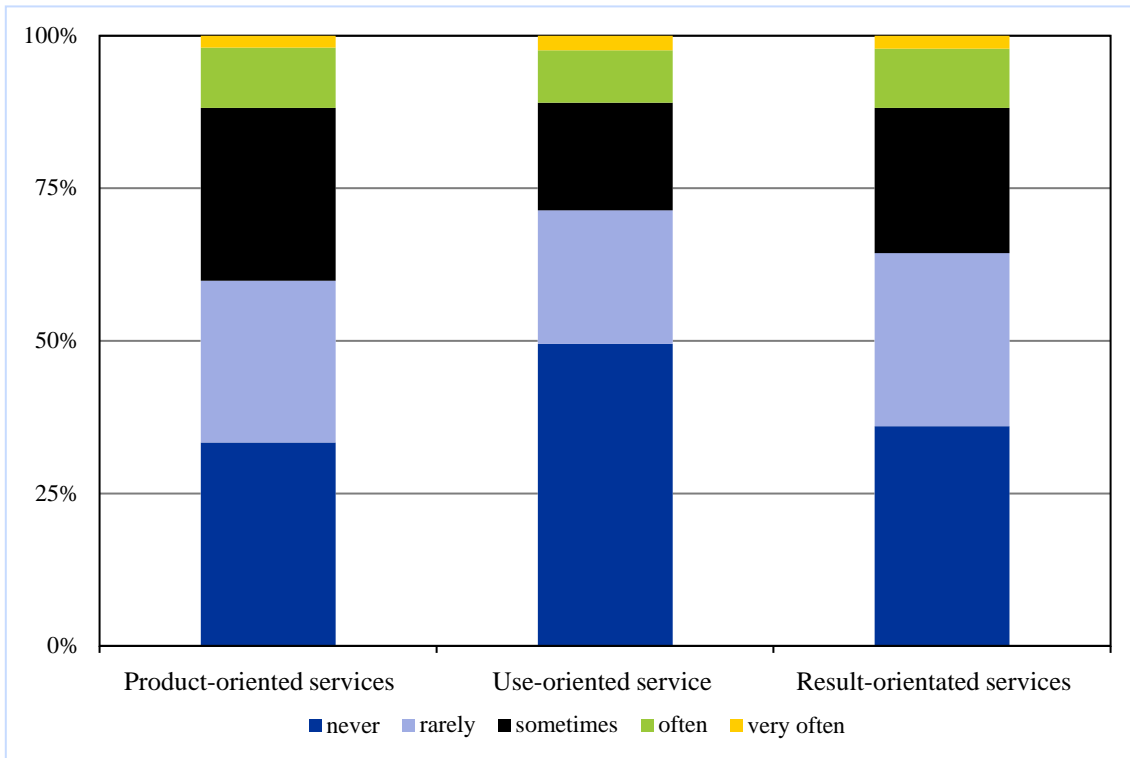


Figure 15: Experience with product service systems.

Interestingly the willingness to buy products made of recycled materials was in all tested countries, except France, higher than the willingness to buy new products (Figure 16). Acceptance of reused products was lowest, followed by products made of reused parts. The willingness to buy new products was lowest in Switzerland.

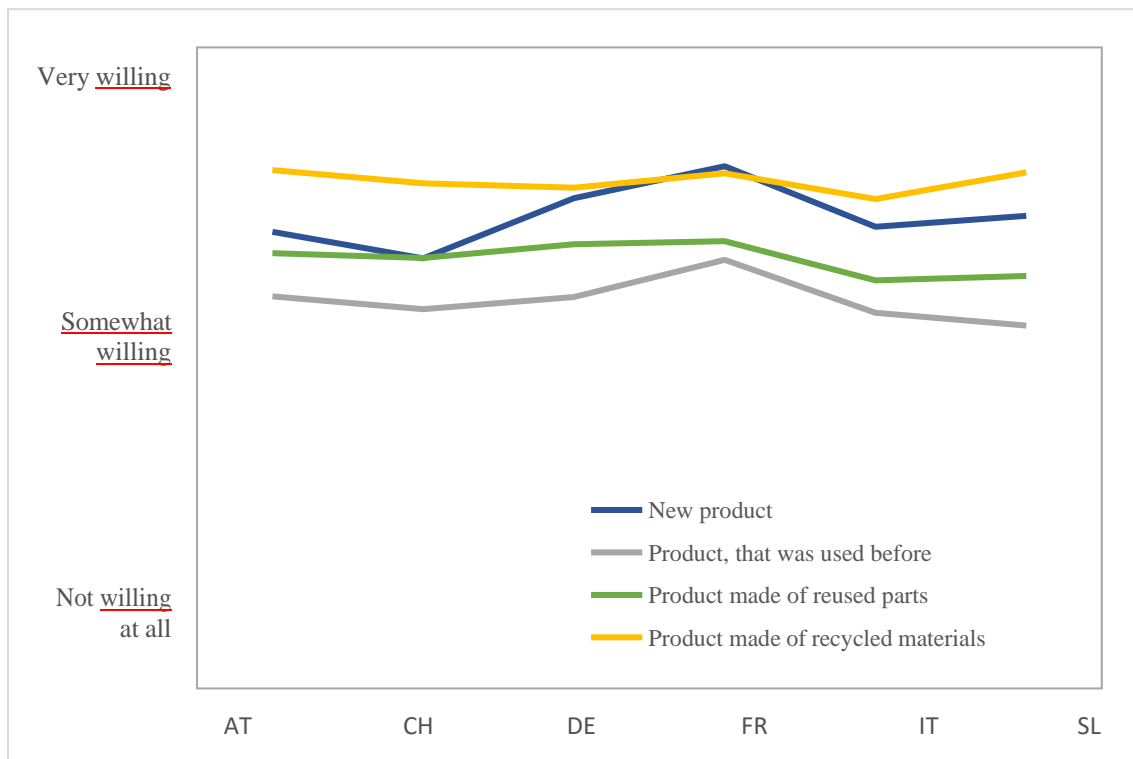


Figure 16: New vs. reused products.

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The familiarity of the participants with both circular economy and cradle to cradle was low (Figure 17). However, the familiarity with cradle to cradle was significantly lower compared to the circular economy. These results showed a low level of education in the society in the Alpine Space on these topics.

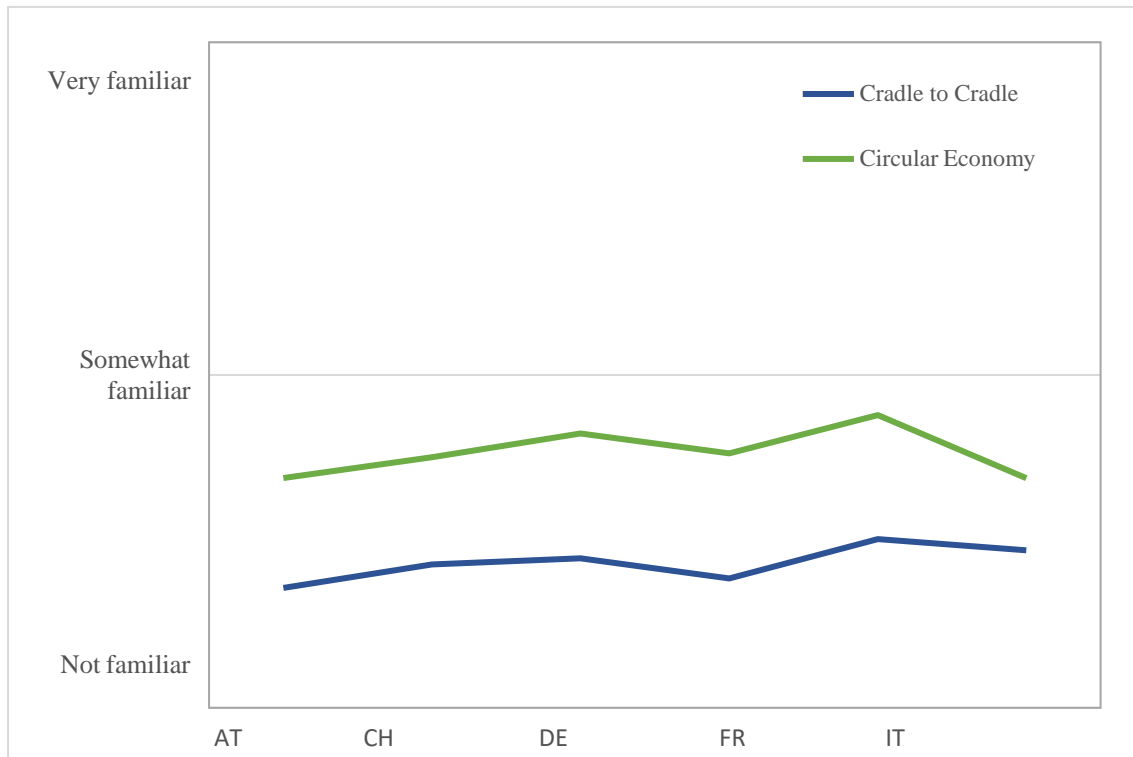


Figure 17: Familiarity with circular economy and cradle to cradle.

In the end of the survey the participants had the opportunity to leave feedback and approximately 15% used this opportunity. The replies were very positive for all the countries with “interesting”, “thank you” or “good” being mentioned in more than half of the answers (Figure 18).



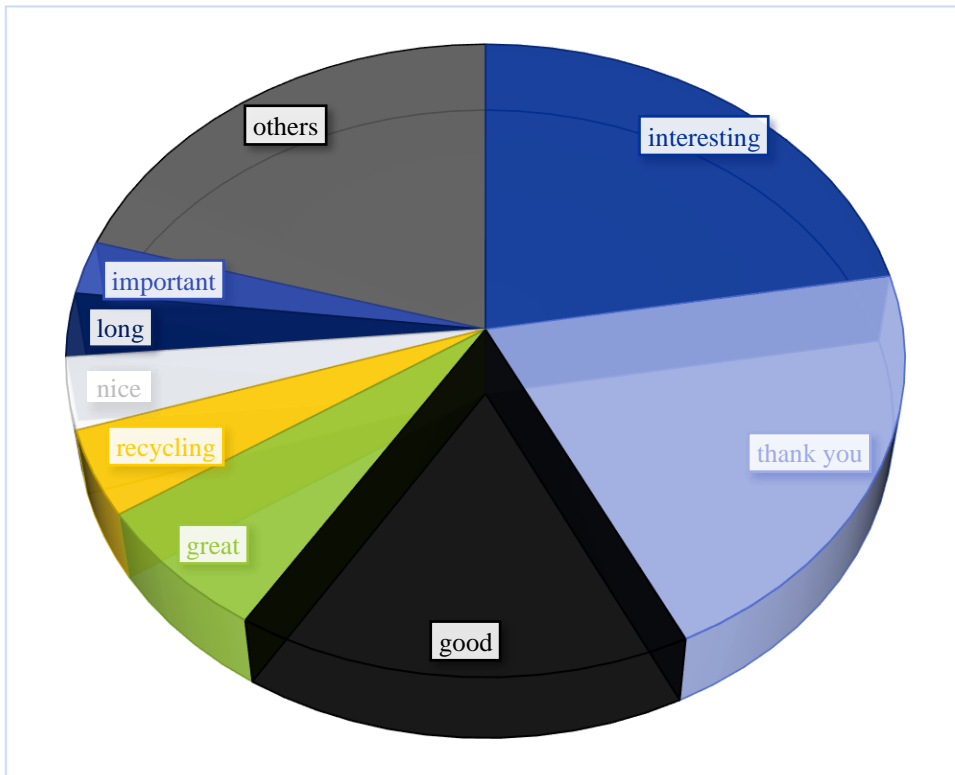


Figure 18: Feedback of the participants.

The main result from the general questions was that familiarity with circular economy and cradle to cradle is very low. The participants mainly associated circular economy with recycling. According to the 10R (Figure 1) recycling should be the second last option when implementing circular economy. This shows the need for communication of circular economy with the 10R strategy, so that it becomes obvious that circular economy is much more than recycling. Especially the importance of narrowing the material flow, slowing down the material flow and closing the material flow should be communicated. A basic understanding of limited resources might be crucial to understand the hierarchy of the 10Rs.

## 4 Conclusions

The results showed that there is a lack of information, so communication seems to be a key to implementing the circular economy, as it is much more than recycling. The other option is, that the consumers see an added value for themselves, when using a product that follows the principles of circular economy. These two results are especially relevant for the Cradle-ALP project and should be considered in the implementation of the project.

## 5 Annexes: questionnaire

### Products of the circular economy

Dear participants,

The focus of this survey is the circular economy. It is addressed to all persons with main or secondary residence in Austria, France, Germany, Italy, Slovenia or Switzerland. With the help of this survey, the wishes and preferences of the population regarding alternative business models are to be recorded.

The survey includes questions about expectations of products, personal behavior, and your expectations. This survey is funded within the framework of an Interreg project (Cradle-ALP) and carried out by the University of Natural Resources and Life Sciences, Vienna. Answering the questions will take about 12 minutes. Your information will be kept strictly confidential and processed anonymously. No personal data will be stored.

We thank you very much for your participation!

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Cradle-ALP

This project is co-funded by the European Union as part of the Interreg Alpine Space programme.

### Privacy policy

You must be at least 18 years old to participate in the study. If, for any reason, you wish to terminate the study prematurely, you can do so at any time without giving reasons.

To analyze the data, the information you provide will be recorded and stored. This is done in anonymized form so that the data can no longer be linked to you personally. No personal data is passed on to third parties.

The protection of your personal data is of particular concern to us. We therefore process your data exclusively on the basis of the statutory provisions (GDPR, TKG 2003). In this data protection information, we inform you about the most important aspects of data processing on our website. When you visit our website, the start and end of the session is recorded for the duration of this session. This is for technical reasons and therefore constitutes a legitimate interest within the meaning of Article 6(1)(f) GDPR. Unless otherwise specified below, we will not process this data any further.

## Cradle-ALP – Regional ecosystem analysis

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Please let us know what you associate with the circular economy:

(Please enter **one** thought in keywords per field. New fields will be added automatically.)

### Scenario 1

To help you answer the following questions, we will first present you with a scenario. Please read it carefully and imagine that you are in this specific situation. On the following pages you will be asked to answer the following questions based on the scenario.

Imagine you want to have a cabinet. You go into a shop and decide to buy a cabinet. You pay the purchase price as usual. The cabinet becomes your property, it is now yours and you can use it as you wish. A new business model is used to save on raw materials. When you no longer need the product, you return it and get part of the purchase price back. Depending on the condition of the product, the entire product is reused, individual parts are reused or the material is recycled. Depending on this, you will receive part of the purchase price back. By returning the product, you help to close the resource cycle.

### Scenario 2

To help you answer the following questions, we will first present you with a scenario. Please read it carefully and imagine that you are in this specific situation. On the following pages you will be asked to answer the following questions based on the scenario.

Imagine you want to have a cabinet. You go to a shop and decide to rent a cabinet. You pay a monthly fee. The cabinet remains the property of the shop, but you can use it as you wish. A new business model is used to save on raw materials. When you no longer need the product, you return it and get part of the fee back. Depending on the condition of the product, the entire product is then reused, individual parts are reused or the material is recycled. Depending on this, you will receive a portion of the fees back. By returning the product, you help to close the resource cycle.

### Scenario 3

To help you answer the following questions, we will first present you with a scenario. Please read it carefully and imagine that you are in this specific situation. On the following pages you will be asked to answer the following questions based on the scenario.

Imagine you want to have a storage tin for leftover food. You go into a shop and decide to buy a storage tin. You go into a shop and decide to buy a cabinet. You pay the purchase price as usual. The storage tin becomes your property, it is now yours and you can use it as you wish. A new business model is used to save on raw materials. When you no longer need the product, you return it and get part of the purchase price back. Depending on the condition of the product,

the entire product is reused, individual parts are reused or the material is recycled. Depending on this, you will receive part of the purchase price back. By returning the product, you help to close the resource cycle.

### **Scenario 4**

To help you answer the following questions, we will first present you with a scenario. Please read it carefully and imagine that you are in this specific situation. On the following pages you will be asked to answer the following questions based on the scenario.

Imagine you want to have a storage tin. You go to a shop and decide to rent a storage tin. You pay a monthly fee. The storage tin remains the property of the shop, but you can use it as you wish. A new business model is used to save on raw materials. When you no longer need the product, you return it and get part of the fee back. Depending on the condition of the product, the entire product is then reused, individual parts are reused or the material is recycled. Depending on this, you will receive a portion of the fees back. By returning the product, you help to close the resource cycle.

### **Scenario 5**

To help you answer the following questions, we will first present you with a scenario. Please read it carefully and imagine that you are in this specific situation. On the following pages you will be asked to answer the following questions based on the scenario.

Imagine you want to have a jacket. You go into a shop and decide to buy a jacket. You pay the purchase price as usual. The jacket becomes your property, it is now yours and you can use it as you wish. A new business model is used to save on raw materials. When you no longer need the product, you return it and get part of the purchase price back. Depending on the condition of the product, the entire product is reused, individual parts are reused or the material is recycled. Depending on this, you will receive part of the purchase price back. By returning the product, you are helping to close the resource cycle.

### **Scenario 6**

To help you answer the following questions, we will first present you with a scenario. Please read it carefully and imagine that you are in this specific situation. On the following pages you will be asked to answer the following questions based on the scenario.

Imagine you want to have a jacket. You go to a shop and decide to rent a jacket. You pay a monthly fee. The jacket remains the property of the shop, but you can use it as you wish. A new business model is used to save on raw materials. When you no longer need the product, you return it and get part of the fee back. Depending on the condition of the product, the entire product is then reused, individual parts are reused or the material is recycled. Depending on this, you will receive a portion of the fees back. By returning the product, you help to close the resource cycle.

## Cradle-ALP – Regional ecosystem analysis

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**Who owns the product described in the text?**

Me (Buyer)	Business	No information in the text
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**What happens to the described product when it is no longer needed?**

I dispose of it	I return it	No information in the text
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### Transition 2

After you have read the scenario, we ask you to share your preferences. Answer the following questions according to your personal feelings. Always refer to the scenario described above.

### Intention to use

Scale: 1 = Strongly disagree, 7 = strongly agree

	1	2	3	4	5	6	7
I am likely to consider to buy this product in the future.							
I am likely to request a brochure with further information about this product.							
I am likely to visit the website of this product.							
I am likely to buy this product given I was to plan such a purchase and had the necessary time and money.							

### Perceived usefulness

	1	2	3	4	5	6	7
Using this product is compatible with all aspects of my life.							
I think that using this project fits well with my needs.							
Using this product fits into my life style.							

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### Perceived ease of use

	1	2	3	4	5	6	7
Using this product is be easy for me.							
Using this product is not be a problem for me.							
Using this product is not a challenge for me.							

### Perceived ownership

Scale: 1 = no, definitely not, 7 = yes, definitely

	1	2	3	4	5	6	7
I feel like this is <b>my</b> product							
I feel a very high degree of personal ownership of this product.							
I feel like I own this product.							

### Value for money

Scale: 1 = Strongly disagree, 7 = strongly agree

(“made for circular economy” means that the 10R strategy was considered in product development in order to keep the resources in a loop)

	1	2	3	4	5	6	7
When getting this product made for the circular economy, I feel I would be getting my money's worth.							
If I got this product made for the circular economy, I think I would be getting good value for the money I spend.							
I feel that getting this product made for the circular economy, meets both my quality and price requirement.							

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### Benefit convenience

Scale: 1 = Strongly disagree, 7 = strongly agree

	1	2	3	4	5	6	7
I was able to get the benefits of the product with little effort.							
The product solved my needs without creating other problems.							
The time required to receive the benefits of the product was reasonable.							

### Performance risk

Scale: 1 = Strongly disagree, 7 = strongly agree

	1	2	3	4	5	6	7
The decision to use this product involves high risk.							
This product has the same chance as regular products of not performing as expected.							
The likelihood of this product performing as expected is significantly lower than the likelihood of standard product performing as expected.							

### Psychological risk

Scale: 1 = Strongly disagree, 7 = strongly agree

	1	2	3	4	5	6	7
The thought of using this product makes me feel psychologically uncomfortable.							
The thought of using this product gives me a feeling of unwanted anxiety.							
The thought of using this product causes me to experience unnecessary tension.							
I would worry a lot when using this product.							

## Cradle-ALP – Regional ecosystem analysis

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### Social risk

Scale: 1 = Strongly disagree, 7 = strongly agree

	1	2	3	4	5	6	7
My friends and coworkers' opinions about this product would cause me to feel concern.							
The thought of using this product service causes me concern because some friends would not think of good of me.							
The use of this product would cause me to be thought of as being foolish by some people whose opinions I value.							

### Transition 3

Before we continue with the questionnaire, we would like to test your attentiveness. This test ensures that you are a human being and not a bot (computer programme).

Please mark the centre (4) of the scale shown below.

1	2	3	4	5	6	7
---	---	---	---	---	---	---

What is your favourite colour? Please do not answer the question, instead tick "Umami"!

Orange	Red	Umami	Turquoise	Yellow	Green	Blue
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### Transition 3

Thank you for sharing your thoughts on the given scenario with us. Now we would like to ask you some more general questions on the topic of the circular economy, in order to capture further aspects.

### Experience with PSS

<i>How often did you use one of the following services over the last 3 years:</i>	<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Often</i>	<i>Very often</i>
Product oriented services (e.g. maintenance contract or insurance for purchased products such as electrical appliances)					
Use-oriented services (e.g. leasing or renting tools/car/scooter/bicycle)					



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Result-orientated services (e.g. laundry service, cleaning service, taxi service/Uber)							
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### New vs. reused products

	1	2	3	4	5	6	7
Willingness to get a new product.							
Willingness to get a product, that was used before (e.g. reuse, repair, refurbish).							
Willingness to get a product made of reused parts (e.g. remanufacture, repurpose).							
Willingness to get a product made of recycled materials.							

### Green scale

Scale: 1 = Strongly disagree, 7 = strongly agree

	1	2	3	4	5	6	7
It is important to me that the products I use do not harm the environment							
I consider the potential environmental impact of my actions when making many of my decisions.							
My purchase habits are affected by my concern for our environment.							
I am concerned about wasting the resources of our planet.							
I would describe myself as environmentally responsible.							
I am willing to be inconvenienced in order to take actions that are more environmentally friendly.							

### Familiarity with circular economy

Scale: 1 = Strongly disagree, 7 = strongly agree

	1	2	3	4	5	6	7
My associates would describe me as something of an expert for circular economy.							
I know a great deal about circular economy.							
I am quite familiar with circular economy.							

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### Familiarity with cradle to cradle

Scale: 1 = Strongly disagree, 7 = strongly agree

	1	2	3	4	5	6	7
My associates would describe me as something of an expert for cradle-to-cradle.							
I know a great deal about cradle-to-cradle.							
I am quite familiar with cradle-to-cradle.							

### Design

<i>When thinking of a product made for circular economy I think of something:</i>	1	2	3	4	5	6	7
1. Offensive / enjoyable							
2. Poor-looking / nice-looking							
3. displeasing / pleasing							
4. unattractive / attractive							
5. bad appearance / good appearance							
6. ugly / beautiful							

### Trust in eco-labels

	1	2	3	4	5	6	7
The labels are genuinely committed to environmental protection.							
Most of what labels say about its products is true.							
I think some of labels' claims are exaggerated.							
If the label makes a claim or promise about its product, it's probably true.							

### Advantages and disadvantages

*What do you see as the advantages and disadvantages of the circular economy:*

(Please enter one thought per field. A maximum of 3 fields are available.)

The circular economy is a model of production and consumption in which existing materials and products are shared, leased, reused, repaired, refurbished and recycled for as long as possible. In this way, the life cycle of products is extended.

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*What do you see as the advantages and disadvantages of the cradle to cradle:*

(Please enter one thought per field. A maximum of 3 fields are available.)

Cradle to Cradle (C2C) is a design principle for healthy and recyclable products for people and the environment. Products are developed either for the biological or the technical cycle. The materials are used in such a way that they can be reused for new products.

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### Transition 5

Thank you for taking the time to answer our questions. Before we come to the end, we would like to ask you for some more information about yourself. These questions are designed to give us a better understanding of our target group. (Questions marked with \* are mandatory).

**How old are you?**

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**How do you identify yourself?**

Female	male	Non-binary	Prefer to self-describe:	No answer
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**Where do you live?**

Austria	France	Germany	Italy	Slovenia	Switzerland
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**In which federal state/region/canton do you live (select from list)?**

Austria (states)

Burgenland, Kärnten, Niederösterreich, Oberösterreich, Salzburg, Steiermark, Tirol, Vorarlberg, Wien
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France (regions)

Île-de-France, Auvergne-Rhône-Alpes, Nouvelle-Aquitaine, Hauts-de-France, Provence-Alpes-Côte d'Azur, Bretagne, Centre-Val de Loire, Pays de la Loire, Grand Est, Normandie, Bourgogne-Franche-Comté, Okzitanien, Korsika
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Germany (states)

Baden-Württemberg, Bayern, Berlin, Brandenburg, Bremen, Hamburg, Hessen, Mecklenburg-Vorpommern, Niedersachsen, Nordrhein-Westfalen, Rheinland-Pfalz, Saarland, Sachsen, Sachsen-Anhalt, Schleswig-Holstein, Thüringen

Italy (regions)

Abruzzo, Valle d'Aosta, Puglia, Basilicata, Calabria, Campania, Emilia-Romagna, Friuli-Venezia Giulia, Lazio, Liguria, Lombardia, Marche, Molise, Piemonte, Sardegna, Sicilia, Trentino-Alto Adige, Toscana, Umbria, Umbria

Slovenia (region)

Pomurska, Podravska, Koroška, Savinjska, Zasavska, Posavska, Jugovzhodna Slovenija, Primorsko-notranjska, Osrednjeslovenska, Gorenjska, Goriška, Obalno-kraška

Switzerland (cantons)

Zürich, Bern, Luzern, Uri, Schyz, Obwalden, Nidwalden, Glarus, Zug, Freiburg, Solothurn, Basel-Stadt, Basel-Landschaft, Schaffhausen, Appenzell Ausserrhoden, Appenzell Innerrhoden, St. Gallen, Graubünden, Aargau, Thurgau, Ticino, Vaud, Wallis, Neuchâtel, Genève, Jura

**Which describes your geographical location best?**

Rather rural area (less than 10,000 inhabitants)	Rather suburban/small town (between 10,000 and 40,000 inhabitants)	Rather medium-sized town (between 40,000 and 100,000 inhabitants)	Rather large city (more than 100,000 inhabitants)
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**What is the highest level of education you have completed?**

Secondary school leaving certificate (compulsory school leaving certificate)	Vocational training or apprenticeship	University entrance qualification (Abitur, Matura or equivalent qualification)	University degree (college, university or university of applied sciences degree)	Other:
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**What is your approximate average monthly net income?**

Less than 500 €
501 - 1500 €
1501 - 2500 €
2501 - 3500 €
3501 - 4500 €
4501 - 5500 €
5501 - 6500 €
6501 - 7500 €
More than 7500 €

**How many people live in your household?**

**How many of those are children (under 18 years)?**

**What best describes your current situation?**

Retired	Job seeker	In training (student, pupil, trainee)	Care-work (Raising children, caring for relatives)	Employee (full-time)	Employee (part- time)	self- employed
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### **Feedback**

Is there anything else you would like to tell us?

Thank you very much for your participation and your valuable contribution to the Cradle-ALP project!

Further information to the project can be found on this website:

<https://www.alpine-space.eu/project/cradle-alp/>

## Cradle-ALP – Regional ecosystem analysis

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Cradle-ALP

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