

UNIVERSITY OF LJUBLJANA
FACULTY OF ECONOMICS

MASTER'S THESIS

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**THE IMPORTANCE OF SUSTAINABILITY IN CONSUMER CHOICE
IN SLOVENIA AND THE UNITED KINGDOM**

Ljubljana, January 2014

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INTRODUCTION

“Unless we change direction, models show that the profit of the entire consumer goods sector could be wiped out by 2050.”

Paul Polman, CEO of Unilever

The modern concept of sustainability gives rise to feelings of concern, apprehension and uncertainty, which pictures an indistinct vision of a new and better world. In just under four decades it is estimated that the global population will increase by 30% (World Business Council for Sustainable Development (WBCSD), 2010, p. 4; Engelman, 2013, p. 24). While this is good news for existing businesses at the current rate of consumption our planet cannot even sustain current consumption patterns for over two decades (Engelman, 2013, p. 33).

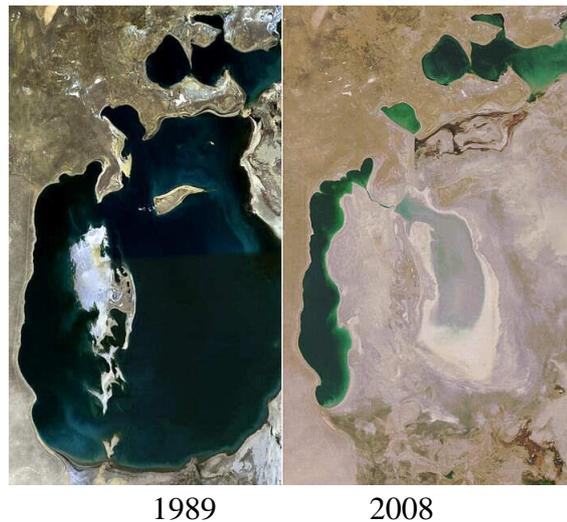
Just over one hundred years ago western consumer consumption and spending was significantly less complex. In 1900 only a quarter of western homes had running water, even less people owned their homes, and only one-twelfth of households had gas or electric lights. One-twentieth had telephones, one-in-ninety owned a car, and nobody owned a television. A typical Western family would spend 43% of their monthly income on food and all in all 80% of a family's income would be spent on food, clothing and housing (Chao & Utgoff, 2006, p. 5). Now over 100 years later, our consumer reality is a stark contrast to simplicity. The costs of food and apparel have fallen from 43% to just 17% (Chao & Utgoff, 2006, p. 42). While food production has become more efficient, the making of apparel has been offshored to countries with cheaper labour (Luz, 2007, p. 449) and the cost of apparel has shrunk from 14% to just 4%¹ (Chao & Utgoff, 2006, p. 42). A century ago, 80% of families rented their homes and nobody owned a car. Today, more than 60% of families are homeowners, and almost everybody owns a car (Thomson, 2012; Strasser, McGovern & Judt, 1998).

In the last century, extraordinary innovations, inventions and discoveries have been made such as radio, television, car, x-ray, airplane, the World Wide Web, penicillin, genetic fingerprinting, Deoxyribonucleic Acid (DNA) sequencing techniques, jet engines and much more (Smil, 2006, p. 27). However these technological, medical and societal advancements have also greatly increased consumer consumption, which is creating irreparable damage on the planet that caters for us. Despite numerous agreements to create a more sustainable future (The United Nations (UN) Framework Convention of Climate Change (1992), The Kyoto Protocol (1997), The Millennium Development Declaration (2000)) the reality of the situation appears bleak (UN, 2012, p. 6). For instance, as evident from Figure 2 annual global carbon dioxide (CO₂) emissions have increased significantly. Estimates have been made that emissions have increased approximately 38% between 1990 and 2009 (UN, 2012, p. 17); further estimates have been made that there will be insufficient water resources to feed the global population in 25 years' time (International Water Management Institute, 2013); fuel combustion has increased by 40% between 1990 and 2009 and the world is “loosing forest cover at an alarming rate” (UN, 2012, p. 17). One of the effects of overexploitation is also

¹ It must also be taken into account that the size of a typical western families wardrobe has also greatly increased in size.

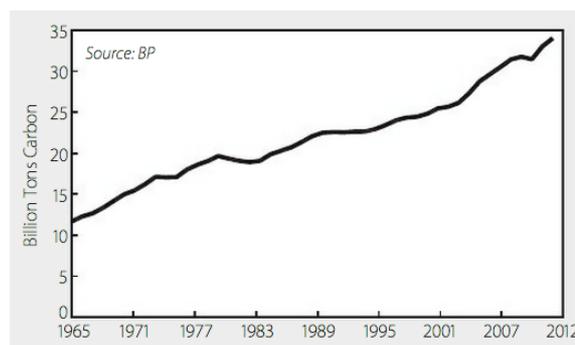
depicted by the shrinking Aral Sea, shown in Figure 1. The once fourth largest lake in the world is shrinking into depletion due to a farming project, which converted desert into cotton and other farming crops, devastating the Aral Sea in the process. The lake not only decreased in volume by 90% but also, the lake levels have fallen 23m, the area shrunk by 74% and the salinity grew from 10 to over 100g/l, creating what has been deemed one of the “planet’s most shocking environmental disasters” by UN Secretary General (Micklin, 2007, p. 47; Telegraph, 2010).

Figure 1: The Shrinking Aral Sea



Source: Earth Observatory, *Shrinking Aral Sea*, 2012.

Figure 2: Fossil Fuel-Based Carbon Dioxide Emissions, 1965-2011



Source: The WorldWatch Institute, *Is sustainability still possible?* 2013, p. 30.

In essence, these indicators point to the obvious. We are consuming more than we have. As stated by Engelman (2013, p. 9), “if Ecological Footprint calculations are even roughly accurate, humanity is currently consuming the ecological capacity of 1.5 Earths,” meaning that the earth, at the current consumer consumption rate, can only cater for 4.7 million people. The aim of this master’s thesis is to analyse how individual households in developed countries can contribute to begin approaching environmental sustainability. This will be done by examining the various elements of consumer household spending and analysing where the

greatest changes could be made to minimize the impact on the surrounding environment. The research findings will assist in creating a model semi-sustainable household.

Major Issues

“Earth provides enough to satisfy every man’s need, but not every man’s greed.”

Mahatma Gandhi

Since 1987, numerous attempts have been made by many different interest groups to achieve more sustainable societal behaviour (Casimir & Dutilh, 2003, p. 316). Improvements have been made in the fields of science, technology, legislation and consumers have been encouraged to change purchasing behaviours. While improvements have also been made in certain areas of consumer behaviour, these changes have not been enough to make realistic progress in terms of sustainable consumption (UN, 2012, p. 6; Casimir & Dutilh, 2003, p. 326). The progress has been neither fast nor deep enough, and the growing need for greater change is more and more urgent by the day (UN, 2012, p. 6). It seems that consumers are not aware of how severely unnecessary consumption is destroying our planet. Perhaps it is even more shocking to find that despite millions and millions spent on marketing the notion of sustainability over the past decade, only 28% of people know what terms such as “sustainable,” “responsible,” “eco-friendly” and “green” really mean (The World Economic Forum, 2012). The research methods will evaluate the knowledge of the term sustainability in Slovenia and in the United Kingdom (UK) to provide a comparative framework.

Another fundamental issue in the modern consumption society is its “adverse effect on sustainability” (Casimir & Dutilh, 2003, p. 325). In today’s society, the consumption of goods and services is considered a major component of economic wellbeing and is, as such, considered “a primary indicator of living standards” (Organisation for Economic Co-operation and Development (OECD), 2013, p. 102). Wealth and income are seen as tools to support consumption, and “a person with a higher level of consumption is regarded as having a higher level of economic wellbeing than someone with a lower level of consumption (OECD, 2013, p. 103).” Thus, the status that is attached to consumerism is considered as something to aspire to, rather than something to restrain from. The qualitative and quantitative research will analyse consumer purchase behaviour and observe where the most significant changes could be made.

A further concern is the growing issue of greenwashing. Greenwashing is defined as “the act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service” (Terrachoice, 2013). Although numerous products claim to be *green*, *eco-friendly*, *earth or planet friendly*, or even *sustainable* it appears that the word sustainable is (too) often used as a marketing tool (Worldwatch Institute, 2013, p. 21). However, according to the Terrachoice Report (2010, p. 5), consumers are “offering companies both a carrot and a stick”. They both praise green product innovation and encourage its growth by purchasing products while also condemning various forms of

greenwashing. The 2010 Terrachoice Report even goes as far to say, “Consumers are creating a gradually greener retail world” (2010, p. 6). Yet the definition of these *green* products remains dubious as is shown through the concept of the seven sins of greenwashing in Table 1.

Fundamentally, everything comes down to the survival of the human race. At the current pace a climate change study, taking into account 34 indicators of climate change measures estimates that by 2030 up to 100 million people will die due to a combination of carbon and climate factors such as drought, wildfires, air pollution, oil spills, malnutrition, diseases and further estimates global gross domestic product (GDP) will fall by 3.2 % unless climate change is sufficiently addressed (DARA, 2012; Worldwatch Institute, 2013, p. 21). What is more, the water supply on earth is being overexploited and the current supply will only suffice for the next 25 years. As a result of deforestation, climate change, illegal wildlife trade, infrastructure and oil and gas developments, many species have become extinct or are currently identified critically endangered (16), endangered (50) or vulnerable (15) (International Union for Conservation of Nature (IUCN), 2013; WWF, 2013). Experts are currently estimating that the loss of species we are witnessing today is between 1,000 and 10,000 times higher than the *natural* extinction rate and that we are in fact in a “very serious biodiversity crisis” (WWF, 2013). Although such facts and statistics are often reiterated, most people do not take them to heart or even brush them off as untrue, brainwashing or even as a marketing theory (Dispensa & Brulle, 2003, p. 100). A number of methods have been identified to reduce this negative human impact, such as environmental management, management of human consumption of resources, sustainability restructuring, social welfare programmes but these areas have not seen as much response as necessary (Wost, 2007, p. 766). Throughout the master’s thesis a number of methods will be identified on how to optimise household consumption and utilises environmental resources.

The purpose of this master’s thesis is to provide an insight into the sustainability of consumer attitudes, behaviour and purchase decisions with a specific focus on the Slovenian and UK markets. The topic of sustainability is becoming more and more crucial to our lives and the thesis will explore how we can create changes to contribute to progress. Slovenia and the UK have been chosen for this comparative framework in order to construct a comparison between one of the smallest and one of the largest European markets. Moreover, the two countries have also been chosen, as they both have a key interest in becoming *greener* according to the Environmental Performance Index (Yale Center for Environmental Law and Policy (YCELP), 2012, p. 10), where the UK ranks 9th and Slovenia 28th. The master’s thesis attempts to identify key household spending areas where the most significant changes could be made in order to improve the environmental impact of households in the UK and Slovenia. Moreover the study examines to what extent it is possible to behave sustainably and make sustainable purchasing decisions in the Slovenian and UK capitals, Ljubljana and London. This is tested through an experiment inspired by Beavan (2009), the No Impact Man, who tried to reduce his own consumption and carbon footprint on a yearly scale in New York City. A similar concept was applied in both capital cities and a country comparison is made between the sustainable product availability within the two markets.

The underlying **research question** amalgamates the above-mentioned objectives by asking:

“How sustainably can one live in the UK and Slovenia and where are the biggest gaps between consumer attitudes, behaviour and purchases?”

Through the use of a pluralistic methodology, quantitative and qualitative research techniques will assess to what extent a consumer can incorporate sustainable decision making into their purchase behaviour, analyse the impact of a typical households carbon footprint, assess how important sustainability is to individuals and explore the gap between sustainable attitudes, sustainable behaviour and purchase decisions.

1 CONSUMER SUSTAINABILITY

1.1 Sustainability Defined

“We’re seeing a broad gap in the way consumers and companies think about and approach sustainability. That very few consumers today can name a sustainable company underscores the fact that so many Corporate Social Responsibility (CSR) and sustainability activities go relatively unnoticed by consumers” (Hartman Group, 2013, p. 1).

Laurie Demeritt,
Chief Executive Officer (CEO),
Hartman Group

Sustainability has become a somewhat trendy catch phrase and nowadays most larger companies have a sustainability department, a Chief Sustainability Officer (CSO), a sustainability strategy, plan or permanent sustainability agenda (Eccles, Ioannou, & Serafeim, 2012, p. 2). Engelman (2013, p. 22) even goes as far to say we live “in an age of sustainababble, a cacophonous profusion of uses of the word sustainable to mean anything from environmentally better to cool.” As the term has become so loose, it is problematic for consumers to distinguish a truly sustainable product or objective from a non-sustainable one. A recent study found that most CEOs and CSOs, find sustainability to be closely connected with the financial goals of the company, and that when reporting within Corporate Responsibility (CR) Reports they often report gaining financial value from their CR initiatives (KPMG, 2011, p. 19). As noted by Satterthwaite, (1997, p. 1667) applying the broader definition of sustainability means that environmental, economic, social, political, demographic, institutional and cultural goals are all part of “sustainable development.” However applying such wide definitions also means that the true aspects of sustainability lose focus and meaning. If such broad definitions should be considered as validly sustainable then every organisation can genuinely claim that their strategy and products are contributing to long-term sustainability (Kates, Parris & Leiserowitz, 2005, p. 20).

To understand the meaning of true sustainability its future and direction one must look to the past to find its definition and origin. The word sustainability is derived from the Latin word *sustinere* meaning to hold up (Morwood, 2005, p. 214). In the times of Ancient Romans, the adjective was defined as “capable of being maintained in existence without interruption or diminutions” (Engelman, 2013, p. 22; Gove & Webster, 1981). However the concept of sustainability started appearing more profoundly in environmental literature in the 1970s (Kamara & Wayne, 2006, p. 2). Traditionally, sustainability and sustainable consumption have been viewed through the lens of environmental impact (Droge, Calantone, Agrawal, & Mackoy, 1993; van Dam & Apeldoorn 1996; Thøgersen & Ölander, 2002; Jackson, 2005) and it is only more recently that sustainability has “become a desired goal in most areas of human activity and endeavor” (Jones, Clarke-Hill, Comfort & Hillier, 2008, p. 124).

Generally, sustainability can be defined narrowly or broadly. Narrowly it is seen in terms of environmental stasis, system maintenance, and in terms of our actions impacting the Earth. More widely, however, sustainability is viewed in terms of balancing economic, ecological, and social goals and consequences (Elkington, 1998; Schaefer & Crane, 2005, p. 77). A well renowned *sustainability* definition was created by The World Conservation Union (IUCN), United Nations Environment Programme (UNEP) and the World Wide Fund For Nature (WWF) defining it as “improving the quality of human life while living within the carrying capacity of supporting eco-systems” (IUCN, UNEP & WWF, 1991, p. 54). Moreover, one of the earliest and most recognised definitions of *sustainable development* was established by the World Commission on Environment and Development² in 1987, which states:

"Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. It contains within it two key concepts:

- the concept of *needs*, in particular the essential needs of the world's poor, to which overriding priority should be given; and
- the idea of *limitations* imposed by the state of technology and social organization on the environment's ability to meet present and future needs" (Brundtland, 1987, p. 41).

Although numerous subsequent definitions of *sustainability* and *sustainable development* have been made those defined in *Our Common Future*, are still the most commonly cited and well known.

1.2 The Broadness of Sustainability

Although sustainability and sustainable consumer behaviour are terms which are increasingly present in our everyday lives, academic literature and consumer choice, the uses of the terms have become much more elusive than they were in the outset. To validate this vagueness,

² Also known as the Brundtland Commission or Brundtland Report

sustainability was recently recognised as one of the top “jargoniest jargon” words, with Advertising Age referring to the term as “a good concept gone bad by mis- and over-use” (Advertising Association, 2010). The phrase *sustainability* is now often replaced by the word *green*, an “equally vague and unquantifiable” concept (Engelman, 2013, p. 22). One of the greatest problems within sustainability, green behaviour and sustainable consumption is just that, the *unquantifiability*. This is problematic on several levels. Firstly, companies commonly make claims about their sustainable efforts, and sustainability of their products however, rarely are these claims explained or justified. How much has actually been done by changing the packaging of a product? Has it decreased the carbon emission within the production line and if so, by how much? Or has it actually increased emissions due to making the production more complex. Secondly as companies have started to excessively label products and overuse phrases such as sustainable, green, eco-friendly and environmentally friendly these words loose meaning and impact and it is hard for the consumer to distinguish between truly sustainable products and products making sustainable claims in order to differentiate and increase sales (Engelman, 2013, p. 23). Thirdly and most importantly the consumers understanding of sustainability and sustainable behaviour is extremely vague. For example, a recent survey in Slovenia found that 92.68% of Slovenes say they are socially responsible, however a significant proportion of these respondents did not even know what social responsibility actually entails (Prešeren, 2009, p. 43), which was also a significant finding the Edelman Goodpurpose Community Report for the UK and other Western societies (2007).

1.3 Defining Sustainability Related Terms

1.3.1 Carbon Footprint

A carbon footprint is a measurement of the impact human activities have on the environment in terms of the amount of greenhouse gases produced, measured in units of carbon dioxide.³

1.3.2 Eco

Eco is the commonly used abbreviation for environmentally friendly and ecological. There are a wide variety of eco terms ranging from broader terms such as eco-friendly, to more specific industries such as eco-tourism and eco-trade. Primarily eco-terms deal with environmental concerns.

1.3.3 Green

“Green is a difficult word. It’s evocative and powerful” says the Terrachoice report (2010, p. 8). Both consumers and companies are attracted to it and increasingly more companies are using it within their product strategies. The number of products claiming to be green increased by 74% between the years of 2009 and 2010 (Terrachoice report, 2010, p. 6-8). The main problem with the term is its vagueness as it means something different to each consumer.

³ Carbon dioxide is a colorless, odorless noncombustible gas with the formula CO₂ that is present in the atmosphere. It is formed by the combustion of carbon and carbon compounds (such as fossil fuels and biomass), by respiration, which is a slow combustion in animals and plants, and by the gradual oxidation of organic matter in the soil.

So much so that a whole litany of new words have entered its arena. Despite the vagueness and contradistinctions behind the words meaning, one of its qualities is certain, green products are those which offer a certain environmental benefit over other products is commonly acknowledged by consumers. Below Table 1 defines some of the most common *green* derivatives. For additional informative sustainable terms see Appendix B in the appendixes.

Table 1: Green Derivatives Explained

NEW GREEN DERIVATIVES	EXPLANATION
Greenapsis	The process a company goes through in order to become a green (environmentally sustainable) company.
Green building	The practice of using eco-friendly building materials, and the designing of energy efficient homes and businesses all of which mainly relies on solar and wind power.
Green collar	Jobs that focus on implementing sustainability in business, including jobs in the alternative energy field.
Green energy	Also termed renewable energy, green energy is not derived from traditional, non-renewable resources such as coal, oil and natural gas but rather from resources that are continually replenished, such as, rain, geothermal heat, rain, sunlight tides and waves. In 2010 green energy accounted for 17% of total energy consumption and the future trend is even higher.
Greenhouse gases	Gases in our atmosphere contributing to global warming.
Green generation	The teenagers of today (1990-2000) are often referred to as generation green.
Green lifestyle	Living a lifestyle, which is primarily based on making decisions with the benefit of the environment in mind and trying to maintain the smallest carbon footprint possible. Usually the 3rs, reduce, reuse and recycle are a big part of such a lifestyle.
Green technology	Is devoted to the conservation of energy. Examples include green building, soil health and smart electricity.
Green tags	These are also known as renewable energy certificates or carbon offsets which usually refer to credits that can be purchased to neutralize an activities carbon emissions. An example of green tagging is paying for air travel carbon emission or paying for friendlier energy with some electricity providers.

Source: Terrachoice, *Ecomarkets*, 2009; *European Commission*, 2006; L. Sivertsen & T. Sivertsen, 2008, *Generation Green: The Ultimate Guide to Living an Eco-Friendly Life*, 2008, p. 10.

1.3.4 Greenwashing

Greenwashing is defined as “the act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service” (Terrachoice,

2013). Although numerous products claim to be *green, eco-friendly, earth or planet friendly, or sustainable* it appears that these words are (too) often used as a marketing tool (Worldwatch Institute, 2013, p. 21). Products that claim to be environmentally friendly can look significantly less so once the list of ingredients is reviewed or the entire product lifecycle is taken into account (Strange & Bayley, 2008, p. 2)

Such companies that exploit sustainability essentially endanger the validity of the efforts other fundamentally sustainable companies have taken as once consumers find out they have been cheated they will most probably begin to undermine their truthfulness and motives of sustainable companies as well. This was also mentioned as a strong feature among the Slovenian consumer society by Zvorc Morris (2013), who claims that Slovenian consumers are much more sceptical and distrustful of products than any other nation she has done business with.⁴ From a different point of view however the fact that more consumers and businesses recognise and wish to capitalise on the realisation of green points towards a growing mass of sustainability. Nonetheless, if sustainable practices are to be implemented by the company this should be done transparently and honestly as losing customers trust can be fatal for any company. The Terrachoice report found the currently over 95% of the green products on the market make at least one of the seven sins of greenwashing. The greenwashing sins are defined below in Table 2. In spite of this high figure significant progress has been made, as it appears the percentage of sin free products has increased significantly. In 2007 the report identified 1% of the products as entirely sin free, in 2009 they identified 2% of the products as sin free and in 2010, 4.5% of the products were identified as free of sin (Terrachoice report, 2010, p. 6).

Table 2: Seven Sins of Greenwashing

GREENWASHING SINS	
SIN	DESCRIPTION
Hidden Trade Off	Suggesting a product is green only by using one criterion. i.e. writing paper is green because it is sustainably harvested, while the supply chain is far from sustainable.
No Proof	Environmental claims where there is a lack of proof for claim i.e. tissue products claiming various percentages of post-consumer recycled content without providing evidence.
Vagueness	So poorly defined or broad that its real meaning is likely to be misunderstood. “All-natural” is a clear example where for example arsenic, uranium, mercury, and formaldehyde are all naturally occurring, but poisonous.
Irrelevance	Making an environmental claim that may be truthful but is unimportant or unhelpful for consumers seeking environmentally preferable products. “Chlorofluorocarbon (CfC)-free” is a common example, since it is a frequent claim despite the fact that CfCs are banned by law.

To be continued on following page

⁴ The level of high distrust in Slovenia may be correlated with the high level of corruption the public feels they have been cheated and lied to. The Slovenian corruption level has been estimated as one of the highest in the European Union (Commission for the Prevention of Corruption, 2013; Euronews, 2013).

...continued

Lesser of Two Evils	Claims that might be true within the product category but are harmful on the whole i.e. organic cigarettes and fuel efficient sports cars.
Fibbing	Making false environmental claims – for example, products falsely claiming to be energy Star certified or registered.
Worshipping False Labels	A product that, either through words or images, gives the impression of third-party endorsement where no such endorsement actually exists i.e. fake labels.

Source: Terrachoice report, *The Sins of Greenwashing*, 2010, p. 10.

1.4 Sustainable Development

The term sustainable development entered the wider public arena in the 21st century and has now been incorporated into our everyday language through media, high level discussions, political platforms, corporate and social websites and to some extent even at home (Strange & Bayley, 2008, p. 22). It is no longer confined to political or academic genre but is a commonly used term. Some of its uses include the following:

- "spreading the benefits of economic growth to all citizens;
- turning brownfields into ecologically sound urban housing projects;
- increasing educational opportunities for both girls and boys;
- innovating industrial processes to be more energy-efficient and less polluting;
- including citizens and stakeholders in policy-making processes (Strange & Bayley, 2008, p. 25)".

Development is defined as the act or process of developing, growth or progress. On similar lines, sustainable development essentially defines development that meets the need of the present without compromising the ability of future generations to meet their own needs (Strange & Bayley, 2008, p. 22). Predominantly it is about integrating and developing in a way that synchronizes through sectors across borders and between generations meaning that our actions should take into account our impacts on society, the environment and the economy. Throughout our lives and within society many of our activities are seen as independent and isolated of one another instead of as a whole. For instance, within our education years, we have different subjects where we learn about one topic independently of one another, then later in life we divide our time between work, home, leisure, family time and friends. But rather, perhaps a shift should be made towards seeing the bigger picture and acknowledging the entire life cycle. How we perform and feel at work will also reflect other areas in our life, such as our home time, family time and leisure time and vice versa. The same applies on a global scale as a consumer. If one decides to purchase a jumper for \$10 one should also look at the bigger picture and acknowledge the environmental, social, ethical and economic impact this has for the worker, the producer, the distributor, the retailer, the surrounding environment, other species and the Earth. In essence our lives and actions should

not be looked as independent acts but rather as a continuous flowing motion much like clockwork.

When reviewing the extensive literature on the subject there is a wide debate as to whether sustainable development should be seen as a guiding principle or as a tangible goal, which can be defined and measured. While Strange and Bayley (2008, p. 29) argue there is no need to decide between the two it seems that the prevailing opinion begs to differ. Just as every high performing company has a strategy, so should individuals when concerning sustainable behaviour and development. Indeed, as pointed out by the Brundtland report (1987) "sustainable development it not a fixed state of harmony but rather a process of change." If we know specifically what damage we are doing to our environment then we should have an obligation towards repairing this damage, otherwise future generations will be deprived of numerous luxuries and basic needs that we have exhausted. Although it is not possible to accurately measure the total consumption of environmental resources, approximations have been and can be made (see chapter 2). More importantly the point is not only about the specific measurements and actions taken but also about the journey, which involves multiple experiments, learning, failures, mistakes, constant effort at adapting and refining methods and improvements (Strange & Bayley 2008, p. 32). Another way of looking at sustainable development is looking at what it sets out to achieve (Kates, Parris, & Leiserowitz, 2005, p. 12) and look towards what needs further developing as is evident from Table 3.

Table 3: Elements of Sustainable Development

NEED OF SUSTAINING	FOR HOW LONG	NEED OF DEVELOPMENT
NATURE Earth Biodiversity Ecosystems		PEOPLE Child survival Life expectancy Education Equality Equal opportunity
LIFE SUPPORT Ecosystem Services Resources Environment	LINKED BY Only Mostly But And Or	ECONOMY Wealth Productive sectors Consumption
COMMUNITY Cultures Groups Places		SOCIETY Institutions Social capital States Regions

Source: U.S. National Research Council, *Board on Sustainable Development, Our Common Journey*; W. Kates, M. Parris & A. Leiserowitz, *What is Sustainable Development*, 2005, p. 11.

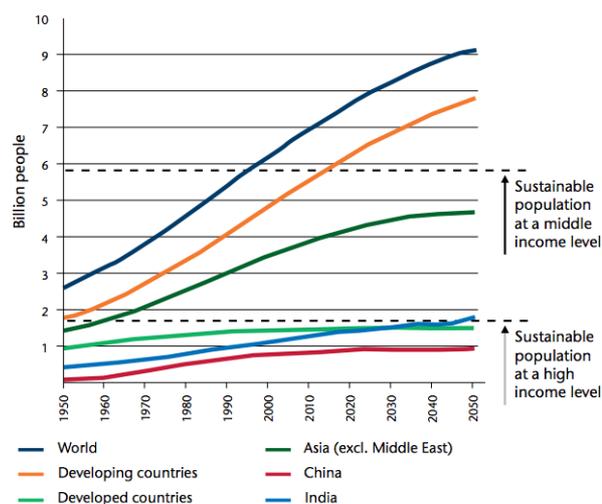
1.5 Sustainable Consumers and the Problem

With the increasing use of the term sustainability and with the rise of various new types of consumerism, the term sustainable consumption also brought about a wave of new green products (Heiskanen & Pantzar, 1997; Black & Cherrier, 2010; Blackwell, Miniard & Engel, 2001).

Within literature reviews sustainable consumption has been viewed through several diverging views. Passuello identifies two broader schools of thought, the traditional perspective and the systematic perspective. Firstly, the traditional perspective where consumers have been abstracted as rational utilitarian decisions makers who are motivated by their beliefs, values, perceptions and attitudes where the consumer decision making is also aligned with this belief (Passuello, 2010, p. 13). Secondly, the systematic perspective holds that changes on an individual level are insubstantial and that rather changes at a macro-level are needed to “empower and foster sustainable consumption” (Passuello, 2010, p. 14). This school of thought also believes that consumers should not be blamed for their unsustainable lifestyle because the macro environment does not match their efforts. This environment, consisting of the government and businesses constrains consumers by not providing them with enough freedom or choice to act sustainably and are thus a major cause of the current situation (Thøgersen, 2005, p. 144; Passuello, 2010, p. 14).

However, why has consumption become such a prevailing problem? There are two basic reasons for this. The first is demonstrated by Figure 3, the growing global population, which is estimated to reach between 8.9 billion (UN, 2004 p. 4) and 9.3 billion or 9.7 billion by 2050 (Duncan & Wilson, 2004, p. 4; Population Reference Bureau, 2013, p. 2).

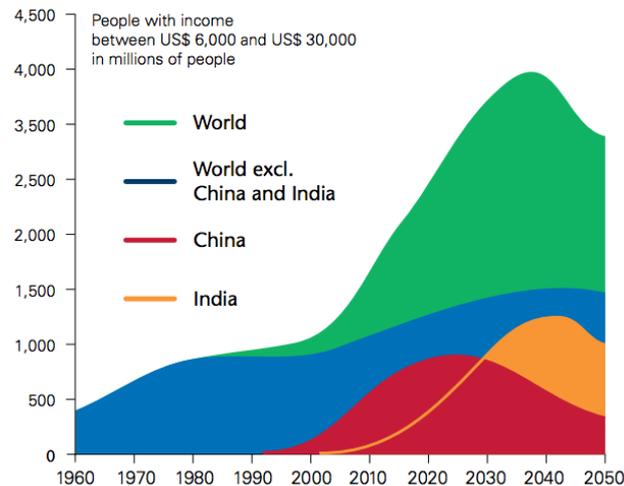
Figure 3: World Population Projections for 2050



Source: World Business Council for Sustainable Development, *Sustainable Consumption Facts and Trends*, 2008 p. 8.

The first problem is intrinsically linked to the second problem, which is increased consumption. As the population rises so does consumption and this is a gigantic problem, which is especially relevant for the growing Asian economies (OECD, 2013). Figure 4 below gives an approximate idea of what we are facing and this issue is further addressed in Section 2.4.

Figure 4: Middle Classes in Developing Countries Projected to Grow by 300% by 2030



Source: World Business Council for Sustainable Development, *Sustainable Consumption Facts and Trends*, 2008 p. 8.

1.6 Sustainability Product Labelling and Certifications

The increasingly prevailing concept of product labeling has been in existence for some time. The concept of labeling emerged in the United States in 1906 with the adoption of the Pure Food and Drug Act (the Wiley Act), which was aimed to ascertain food product safety (FDA, 2008). An ecolabel recognises a product that fulfils a range of environmental criteria or standards (Golden, 2010, p.14). These are most commonly developed by governments, manufacturers, charities and other third-company organisations, which voluntarily approach environmental certification practices worldwide. Such labels do not just provide *green symbols* or *sustainable* claims but are rather given to products, which have met an array of specific environmental benchmarks. An eco-label is identified as a form of “legally protected label that is applied to a product or service, warranting that it complies with certain pre-determined and social criteria” (Naumann, 2001, p. 3) and in essence provides a positive statement about the environmental aspects of a product (Naumann, 2001, p. 4). In 1978 the first eco-label, Blue Angel, was created and recognised as the first worldwide environmental standard (The Blue Angel, 2013). In the past decades, with the increase in information and awareness regarding social and environmental issues, problems such as unethical behavior, unjust pay systems, pollution, water scarcity, climate change, resource depletion have become more and more topical. As most of these have arisen due to accelerated production, consumption and waste a rise in a variety of product types combating these issues has also arisen. Therefore closely following the Blue Angel a stream of eco-labels emerged in in the

fields of energy and fuel and since then the global growth of ecolabels has been rapid. In the 1990s there were 12 established ecolabel programs, however in 2010, the Eco label index (2013) identified 300 labels and in 2012, researches identified over 420 eco-labels worldwide (Delmas, Birch, & Balzarova, 2012, p.2; Bogdan, 2010) marking products “within nearly every category” (Golden, 2010, p. 8). As consumer interest is gaining momentum companies have been under pressure to create transparent and sustainable strategies and as a result a proliferation of green trademarks in the form of standards, codes, labels, certifications and brands have arisen (Golden, 2010, p. 10).

Consumer product types such as organic, fair trade, green, ethically sourced, Oxfam, animal friendly consumption, vegan and a number of others are slowly increasing their market shares and widening their ranges on market shelves. Some of the most recognised are presented in Figure 5 below. For example, the Fairtrade foundation, originating from the UK, has topped product sales estimated at £1 bn. (1.17 bn. eur) (Fairtrade Foundation, 2013).

Figure 5: Well Recognised Sustainability Certificates



Source: *Oxfam, 2013; Fairtrade Foundation, 2013; Forest Stewardship Council, 2013; European Commission, 2013.*

With the increase in genetically modified food, use of chemicals, preservatives and man made materials an increasing numbers of customers are seeking “assurances that the products and services that they buy, and the organization’s activities that produce them, are beneficial to society or minimize adverse impact on it” (Simmons 2009, p. 689). Nevertheless, this movement it slow paced and change is sluggish. There are still many barriers limiting the development of sustainable consumption practices within all retail sectors (Passuello, 2010, p.9). One of these issues was brought up by Bianca Zorc Morris owner of sustainable fashion line BeeZee EkoKid (2013). When they tried to minimize the impact of material waste, they decided to make toys out of leftover fabrics, however soon after the first toys were made, the company was faced with the toy inspection, which told them they need to buy a separate additional certification, to ascertain the toys are safe and child friendly.⁵ This is just one example of how the system does not yet support or encourage the minimization of waste but is rather seen through an economic, materialistic lens.

⁵ This same certification body also vouches for toys, which are made of plastic that contains numerous chemicals and harmful ingredients for the children.

Demanding Brands

The slow pace of sustainable consumption or rather unsustainable consumption has led some brands to take initiative themselves and as a result have become *demanding brands*. By definition, demanding brands alienate some consumers and only cater for those who are willing to back their efforts (Trendwatching, 2013a). Demanding brands are “switched-on brands that are embarking on the journey towards a more sustainable and socially-responsible future will demand that consumers also contribute. Even if that means some pain – financial or otherwise – for their customers” (Trendwatching, 2013). Essentially this means that with these types of brands the tables have turned, rather than trying to satisfy and reward consumers at every step of the way, demanding brands *require* positive action, engagement, support and collaboration from consumers. But in order for consumers to trust demanding brands transparency is key. The customers have to really believe in the brand's vision and in what the brand is doing. London based organic refill grocery store Unpackaged is such a brand, where the shop requires customers to bring their own containers, reuse these containers and eventually recycle them. Their objective is to minimize unnecessary waste and provide more sustainable choices (Unpackaged, 2013). The Slovenia health food shop Vita Care has also taken some initiative to reduce packaging waste within their stores (Vita Care, 2013).

1.7 Worldwide Sustainability Organisations

Recognizing the urgent need for change a number of local and global organisations have formed in the last decade to tackle the pressing issue of sustainable development. The degree to which these organisations tackle sustainable problems ranges from organisation to organisation and consequently some have been more successful than others. Some of the biggest organisations are mentioned below and described in further detail in Appendix C.

Table 4: Worldwide Sustainability Organisations

Organisation	Main Activities	Website
Accounting for Sustainability	Organisation aimed at developing practical guidelines and tools for embedding sustainability into decision-making and reporting processes	accountingfor-sustainability.org
Business in the Community (BITC)	Develops frameworks for responsible business committed to building resilient communities, diverse workplaces and a sustainable future	bitc.org.uk
Business for Social Responsibility (BSR)	Including 250 of the world's most influential companies work closely with companies to improve capabilities on a range of sustainability issues to catalyze progress, lead business collaborations and perform grant-supported research within sustainable business.	bsr.org
Carbon Trust	Assists businesses and organisations to reduce carbon emissions, save energy and become resource efficient.	carbontrust.com
The European Business Network for	With over 5000 enterprises CSR Europe shares CSR and innovation best practices. The network encourages collaborations in order to innovate and shape the	csreurope.org

CSR (CSR Europe)	business and political agenda on sustainability and competitiveness within Europe.	
The European Business Network for CSR (CSR Europe)	With over 5000 enterprises CSR Europe shares CSR and innovation best practices. The network encourages collaborations in order to innovate and shape the business and political agenda on sustainability and competitiveness within Europe.	csreurope.org
Global Reporting Initiative (GRI)	The most widely adopted sustainability-reporting frameworks, which reports on economic, environmental and social aspects of the company as well as the organisations value and governance model. The model also incorporates ecological footprint reporting, environmental social governance reporting, triple bottom line reporting and CSR reporting.	globalreporting.org
Organisation for Economic Co-Operation and Development (OECD)	The OECD publishes numerous reports on the sustainability of OECD economies, BRIIC economies, Argentina and Saudi Arabia. It annually also organizes sustainable development and policy making conferences.	oecd.org
United Nations Division for Sustainable Development (DSD)	Supports UN intergovernmental processes, analyses policies and development, creates knowledge management communication and outreach and coordinates capacity development at a country and inter agency level. Regular sustainability themed conferences are also held by DSD, with Rio+20 being the most recent.	sustainable-development.un.org
The World Business Council for Sustainable Development (WBCSD)	Creating economic growth, ecological balance and social progress is WBCSD's primary aim within every business aspect. It focuses on sector projects, systems solutions and capacity building as well as publishing reports such as Vision 2030 and Vision 2050.	wbcd.org
World Green Building Council (WorldGBC)	With members from 90 countries the council's aim is to create a comprehensive strategy to deliver construction carbon emission reductions. Currently one hundred thousand buildings are registered.	worldgbc.org

Source: *Accounting for Sustainability*, 2013; *BITC*, 2013; *BSR*, 2013; *Carbon Trust*, 2013; *EOS*, 2013; *GRI*, 2013; *DSD*, 2013; *OECD*, 2013; *WorldGBC*, 2013.

Sustainability of Sustainable Organisations

There seems to be a common trend among the presented organisations. Apart from a handful of exceptions, these worldwide *sustainability* organisations largely focus on economic sustainability.⁶ Supposedly “the role of business is to create and deliver products and services in a way that treats people fairly, meets individuals’ needs and aspirations within the boundaries of our planet, and encourages market and policy frameworks that enable a

⁶ While there is nothing wrong with making a healthy profit from product or service sales, this should not be the main goal of a sustainable business but rather a byproduct.

sustainable future” (BSR, 2013). But how many of these leading, high performing organisations (HPOs) are really doing this, and how many of these are exploiting people, the environment and the market where they operate? Do Abercrombie & Fitch, H&M, McDonalds, Ikea Services AB, Monsanto, Pepsi and Primark Stores Ltd really have sustainable strategies, strategies that incorporate the environmental and social pillars of sustainability? By reviewing the companies’ products, services and sustainability strategies it appears that economic sustainability remains at the forefront of such strategies and unless the environment and society are put in first place it appears a turnaround is unlikely (Gray, 2010; Gray & Milne, 2002)⁷. Similarly, how can CSR Europe’s platform be deemed sustainable or socially responsible when some of its members are among the most unsustainable existing corporations? Taking Nestle’ as a prime example, on the one hand it has committed to provide a youth employment initiative across Europe offering 20,000 jobs and internships across Europe (CSR Europe, 2013), when on the other hand it is exploiting drinking water in Pakistan and pushing other global citizens back into poorer conditions⁸? The solution is not a solution, if a problem is being solved on one end and created as a result on the other. Rather, the economic, social and environmental principles should work together, harmoniously. Until these three pillars are aligned it is difficult to expect consumers will fully trust and buy wholeheartedly from such companies under a sustainability pretense. Considering these are some of the worlds most prosperous companies and someone has to be supporting these companies for them to be positioned where they are today. Therefore the focus in Chapter Two is re-shifted towards the drivers of such companies, the consumers. More specifically, the household consumption and consumerism within Slovenia and the UK are evaluated.

2 CONSUMERISM IN SLOVENIA AND THE UK

In order to review the current sustainability performance and future trends within the Slovenian and UK markets, we have to first evaluate consumerism in the countries in general. Slovenia and the UK are both considered “high consumption countries” (Engelman, 2013, p. 27) meaning that their carbon footprint is significantly higher than in other economies. The UK has considerably higher household final consumption expenditure than Slovenia, with the UK ranking 5th and Slovenia ranking 56th in 2009 (UN Statistics Division (UNSD), 2013). A macroeconomic overview of the countries’ economies will be provided followed by a review of household consumer behaviour, spending and performance.

⁷ Some of these companies also heavily exploit both environmental resources and breach social conduct while simultaneously claiming to be sustainable.

⁸ In a new petition by global corporate watchdog, SumOfUs.org, more than 340,000 people worldwide are demanding Nestlé to immediately stop draining groundwater from villages in Pakistan to make its Pure Life bottled water, and take steps to ensure that the people of these villages have access to safe, clean drinking water. As a result of Pure Life bottled water being filtered in Pakistan, “children are getting sick from the foul-smelling sludge they’re forced to choke down. Dirty water, like that in Pakistan, kills more children around the world than AIDS, malaria, war, and traffic accidents combined,” explained Rob Wohl for SumOfUs.org (SumOfUs, 2013).

2.1 Slovenian Profile

Positioned as the most southern country of central Europe, The Republic of Slovenia, with a population just over 2 million, is one of the smallest economies of the European Union. It has a GDP of € 35,466 billion for 2012, which is slightly lower than the GDP of €35.6 billion in 2011 and €35.7 billion in 2010 and significantly lower than the GDP of €38.2 billion recorded in 2008 (Statistical Office of the Republic of Slovenia (SORS), 2013; Euromonitor, 2012, p. 1). Ljubljana, with 272.220 inhabitants is both Slovenia's largest city and the capital. The total geographic area of Slovenia is 20, 273 m². The predominant fields within the economy are services, industry and construction and as the Slovenian economy is small and export oriented it is greatly susceptible to the international arena (Republic of Slovenia, 2013; OECD, 2013; Banutai, 2011, p. 5). This is also a partial cause of Slovenia taking a huge plunge during the economic crisis in 2009. The manufacturing sector suffered significantly and to date, Slovenia has not yet recovered. In fact, in 2013 Slovenia entered a double dip recession and the country is currently being referred to as "the new Greece" (Alexander, 2013; The Guardian, 2013).

Due to higher unemployment and financial instability Slovenian consumers have had to suffer through periods of economic sluggishness, stagnant wages and rising unemployment which is predicted to be the case until late 2014 or even 2015 (Euromonitor, 2012, p. 3). Within the past year Slovenia has recorded one of the highest increases in unemployment within the EU28 from 9.3% in 2012 to 11.2% in 2013, with just two member states experiencing a greater increase in unemployment (Eurostat, 2013, p. 1). Since January 2011, the gross minimum wage in Slovenia has been set at €748.10, or €572.27 net. The average monthly wage of € 1,000.21 (SORS, 2013a) is comparatively lower than the EU 27⁹ average of € 1,537 (Eurostat, 2013b).

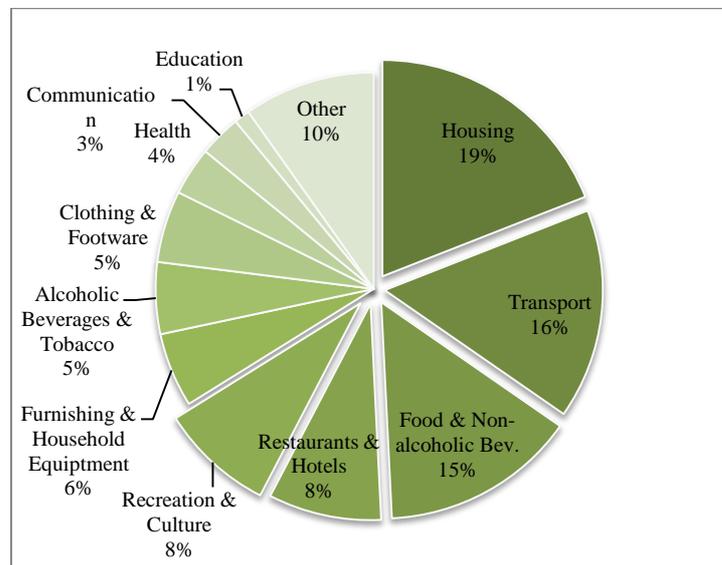
Slovenian Consumerism

Within developed and developing societies consumption is defined as "a key indicator of citizens' wellbeing" (Gerstberger & Yaneva, 2013, p. 1) and the more the society is consuming, the better off its citizens are considered (Jackson, 2005, p. 29). In Slovenia, housing, energy, transport and food account for approximately half of the total household expenditure, which is also typical among the EU 28 (Eurostat, 2013). As a result of the economic downturn, both consumer spending and private consumption began to decrease in real terms in 2011. Many consumers are tightening their belts and cutting back on discretionary spending. Regardless, a recent survey revealed that approximately half of the Slovenian consumers' claim they will spend as much in 2013 as they did in 2012 and 13% claim they will spend even more (Euromonitor, 2012). Another survey by the Marketing Association Slovenia (DMS, 2013) found that 44% of surveyed consumers (1026) have not decreased consumption within any product categories as a result of the recession. In 2010, Slovenian households spent 13.9% of their assets on transport and 15.2% on food and non-

⁹ The data found was configured before the entry of Croatia into the EU, thus being applicable to the EU27.

alcoholic beverages (SORS), 2012), while in 2012, 16.1% were spent on transport and 14.9% on food and non-alcoholic beverages and 19.5% on housing. Figure 6 below depicts the average Slovenian household spending for 2011.

Figure 6: Slovenian Household Consumer Spending, 2011



Source: Eurostat, *Household Consumption Expenditure*, 2013.

In regard to **housing** Slovenians are among the nations with the highest homeownership, with 80% of the population owning their own homes, 8% renting and 12% living in free housing (Europa, 2013). This is significantly higher than the EU-28 average of 73.5% of the population owning their homes (Europa, 2012). Slovenian households on average spend 20% of their gross adjusted disposable income on keeping a roof over their heads, which is slightly below the OECD average of 21%. While there are currently not too many environmentally friendly and sustainable dwellings in Slovenia, the demand for these is slowly rising, as the cost of traditional construction is even more expensive. Slovenia has a number of companies, which offer environmentally friendly housing solutions, all of which operate on the international market, as the demand in the domestic market is too small. These are Kager hiša (kager house), Jelovica, Lumar IG, Marles hiše Maribor, (*eng.* Marles houses Maribor) Rima hiše, (*eng.* Rima houses) Rihter and Riko hiše (*eng.* Riko houses) (Finance, 2013). However, although the demand for private sustainable dwellings is fairly small¹⁰, a great step towards the development of low-energy and passive construction has been made by the Slovenian government, which has adopted a regulation, which forces investors for public buildings to comply with basic environmental requirements on the use of sustainable and environmentally friendly materials, and effective use of energy and water (Finance, 2013; SPLMS, 2013). Through the programme Eko Sklad (2013), the government is also providing financial incentives to reward sustainable construction and households. The Slovenian Environmental

¹⁰ This is also partially true as the supply is currently large enough to meet the demand and it does not seem there will be a significant increase for housing demand in the near future.

Public Fund, Eko Sklad, is the largest financial institution dedicated to promoting environmental investments in Slovenia.

In terms of **transport** the most common method of commuting to and from work is the passenger car. At the beginning of 2011, 1,375,556 passenger cars were registered in Slovenia (Euromonitor, 2012, p. 51)¹¹. Currently there are 518 cars per 1,000 inhabitants and the number of cars rose by 1% in 2011. Renault Clio was the highest selling car with 298 units sold and a 6.6% market share. When Slovenians are buying a car the most important features are price, fuel consumption, insurance cost and comfort. Due to the economic recession, currently many people opt for basic features such as parking sensors, climate control, and fog lights, which ensure safety and basic comfort and additional accessories, such as navigation, leather seats, and top audio systems, are not really a current priority (Euromonitor, 2012, p. 51). In Slovenia, a passenger car is not only the preferred mode of transport but it is also seen as a status symbol (Euromonitor, 2012, p. 15). In 2010, 16,200,000 passengers were recorded to travel by Slovenian rail with 15,300,000 passengers travelling on local routes. The national statistics reveal that, between 2010 and 2011, the number of passengers on local routes decreased by 1%, while the number of passengers on international routes has been increasing during the last several years (Euromonitor, 2012, p. 51). In 2011, the average Slovenian travelled 7,896 km by car, 443 kilometers by air and 401 km by rail (Euromonitor, 2012, p. 53). Since 2006 the average consumer travelled more in 2011 than five years before.

Regarding **Food and Drink** Italy's proximity and Slovenia's membership in the Austro-Hungarian Empire greatly influenced the Slovenian cuisine. Numerous pizza, pasta and pastry recipes feature in almost every household and are commonly found restaurants in both cities and villages. The Austro-Hungarian influence is evident through the number of pork and beef dishes and the Balkan influence is evident through the number of grilled dishes (Euromonitor, 2012, p. 18). The typical Slovenian consumer annually consumes approximately 230 liters of milk, 12.5kg of cheese, 4.0 liters of ice cream, 101 eggs, 38.6 kg of bread and pastries, 6.7 kg of pasta products, 2.4 kg of rice, 18.2 kg of apples, 30.4 kg of potatoes, 10.7 kg of lettuce, 1 kg of honey, 10kg of seafood and 88.3 kg of meat including 26.5 kg of poultry and 39.5 kg of pork (SORS, 2012; Food and Agriculture Organisation (FAO), 2013). While the annual average world consumption of meat stands at 41.9 kg per capita, the Slovenian annual meat consumption per capita stands at 88.3 kg per capita¹².

2.2 UK Profile

Positioned between the North Atlantic Ocean and the North Sea the landscape of the United Kingdom stretches over 243,610 square kilometers covered by forest (10%), pastures (46%) and agriculture (25%). The United Kingdom of Great Britain and Northern Ireland (UK) consists of the island of Great Britain, the north-eastern region of the Irish island and a

¹¹ If the Slovenian youth is deducted from the equation this means that on average 79% of the adult population owns a car.

¹² This calculation also includes meat that is wasted.

number of smaller islands. The UK comprises of four countries: England, Northern Ireland, Scotland and Wales and 14 overseas territories.

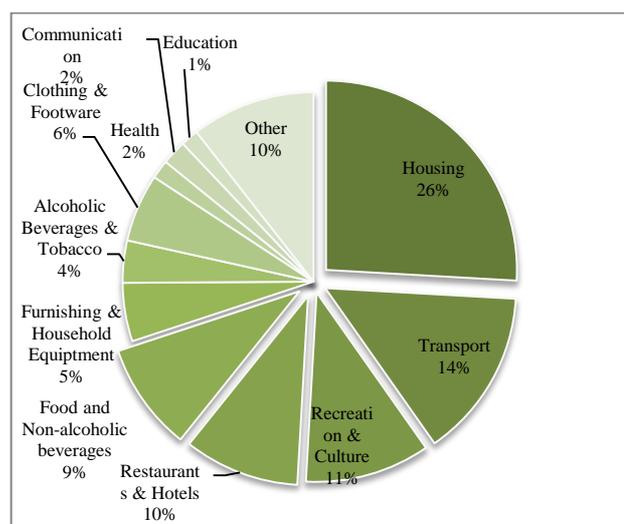
Once one of the greatest colonialists, the UK has a GDP of 2,435 trillion USD and is one of the largest economies, currently the sixth largest by nominal GDP and eight largest by purchasing power parity (OECD, 2013; IMF, 2013; Euromonitor, 2013). The population of the UK is the third largest within the European Union with approximately 63,182,000 approximately 8.5 million of these live in London (UK National Statistics, 2013). As 80% of the population live in cities the optimization of sustainable practices is even more important. Currently, the UK population is made up of 87.1% white ethnic group, 2.1% Indian, 1.9% Pakistani, 0.7% Bangladeshi, 7.0% Asian, 3.0% Black and 2.0 British mixed race (UK National Census, 2011).¹³ The rising British cultural diversity is also reflected in many minority communities across the country, a wide variety of culinary dishes, cultural events and festivities and a diversified workplace. Politically, the UK is a democratic constitutional monarchy governed by the head of state, the Prime Minister, currently David Cameron, and Her Majesty Queen Elizabeth II. The UK is a permanent member of the United Nations Security Council, the European Union the Commonwealth of Nations, Council of Europe, the G7, G8, the G20, NATO, the OECD and the World Trade Organization (WTO).

UK Consumerism

The UK average household net-adjusted disposable income is \$ 26 904 \$ a year, which is higher than the OECD average of \$ 23 047 a year. But there is a considerable gap between the richest and poorest – the top 20% of the population earn nearly six times as much as the bottom 20%. Figure 7 below shows the average UK household spending for 2012. In terms of health the UK level of atmospheric PM10 is 13 micrograms per cubic meter, which is significantly lower than the OECD average of 21. In general there is a fairly strong sense of social obligation as the UK is worldwide also one of the most charitable nations, ranking sixth worldwide (Charities Aid Foundation, 2013, p. 8).

¹³ This is currently the latest available data monitored within the UK using the UK Census.

Figure 7: UK Household Consumer Spending, 2012



Source: Eurostat, *Household Consumption Expenditure*, 2013.

The cost of **housing** is a hugely controversial issue in the UK. Gaining a mortgage is a relatively challenging issue and many younger consumers are finding it increasingly difficult to get on the first step of the “housing ladder” without parental support. The average age of first-time home purchasers is now approaching 40 years and many are delaying starting a family as a result. This concern is particularly acute in London and the South East of England, where housing values have continued to rise in spite of the relatively weak national economic situation. Another fundamental impediment to any effort to bring down the cost of housing is the fact that housing values are a key driver of the “feel good” factor among home owners and have a significant knock-on effect on consumer expenditure (Euromonitor, 2013; OECD, 2013). In 2012, there were 19.19 million home-owning households in the UK, of which 8.85 million were mortgage holders. Between 2005 and 2012, the number of single-person households grew from 8.8 million to 9.6 million, while the number of two-person households increased from 8.3 million to 9.1 million. In terms of sustainability this means that households are moving towards lesser sustainability rather than greater. The majority of homes in the UK have five or more rooms. Overall, prices fell by approximately 9 % within the years of 2007-2012, however this does not apply to the area of greater London where prices have been rising significantly (Euromonitor, 2013, p. 15). Concerning **transport** the UK National Travel Survey found that on average British residents make 958 trips and travel 10,982 km per year (Euromonitor, 2013, p. 55). Between 1997 and 2011 the use of private transport has decreased by 13% while the use of public transport has increased by 3%. All in all however 89% of all trips were made by private transport modes (Euromonitor, 2013, p. 50).

In relation to **food and drink** the UK is slowly merging into an obesity epidemic (Department of Health, 2013). In 2013, the “Academy of Medical Royal Colleges published a report containing ten recommendations on how to fight this and on of the recommendations included a one-year trial of a 20% tax on sugary drinks” (Euromonitor, 2013, p. 31). Consumption of sports drinks has risen from 7.4 liters to 9.9 liters between 2007 and 2012 and brands such as

Red Bull, Boost, Powerade, Emerge and Monster, are driving such growth (Euromonitor, 2013, p. 30). A significant part of the impact can also be attributed to sports events such as marathons and the London 2012 Olympics. Surprisingly in spite of growing health concerns consumption of carbonated drinks rose from 81.1 liters to 84.3 liters between 2007 and 2012 (Euromonitor, 2013, p. 31).

Figure 6: UK Consumer Expenditure for Food and Drink, 2000-2015

Consumer Expenditure (£ per capita, at constant prices)	2000	2005	2010	2011	2012	2015
Food	1,182	1,249	1,286	1,257	1,252	1,262
- Bread and cereals	193	204	218	217	218	222
- Meat	277	292	294	286	283	276
- Fish and seafood	49	55	58	52	53	54
- Milk, cheese and eggs	167	172	186	178	177	183
- Oils and fats	28	26	25	29	29	30
- Fruit	90	117	112	110	109	110
- Vegetables	193	195	200	194	194	196
- Sugar and confectionery	155	154	152	150	148	148
Coffee, tea and cocoa	40	42	43	43	44	46
Mineral waters, soft drinks, fruit and vegetable juices	114	136	129	132	132	134
Alcoholic drinks	223	270	250	242	242	240
- Beer	64	65	55	56	57	58
- Spirits	59	74	74	70	69	66
- Wine	100	130	121	116	116	116
Catering	1,255	1,424	1,296	1,275	1,240	1,204
Availability of fruit and vegetables (kg per capita per year)	172.7	223.7	216.0	214.5	210.8	203.5

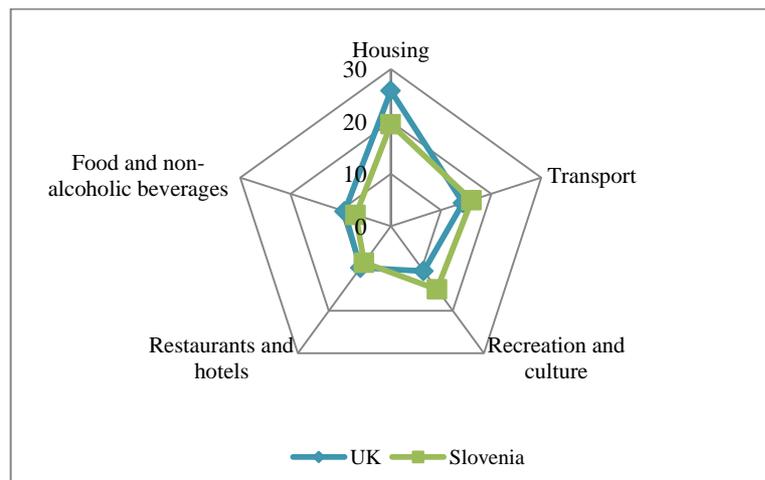
Source: Euromonitor, *Consumer Lifestyle in the United Kingdom*, 2013, p. 31.

Per-capita consumption of fruit in the UK fell from 46.3kg to 41.9kg between 2007 and 2012, while the consumption of vegetables declined only marginally, from 60.3kg to 59.9kg. However, meat consumption was stable, with the per-capita figure standing at 84.2 kg in 2012 (FAO, 2013). UK consumers are also eating slightly more fish and seafood as per-capita consumption grew from 12.5kg to 12.8kg between 2007 and 2012. Between 2007 and 2011 they Typical UK household saved 6.8% of grocery funds by trading down to cheaper products (Euromonitor, 2013, p. 27).

2.3 Country Comparison

Slovenian and UK household consumption varies in the sense that UK consumers spend notably more for housing costs, slightly more for food and non-alcoholic beverages and an approximately equal share of consumer spending for restaurants and hotels and recreation and culture.

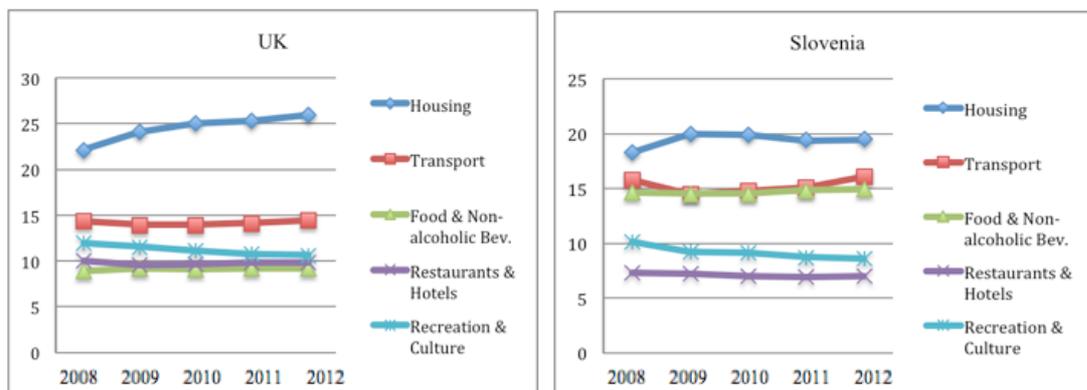
Figure 7: Slovenian and UK Household Consumption Comparison 2012 (in percent)



Source: Eurostat, *Household Consumption Expenditure*, 2013.

However in terms of recreation and culture and dining out, it must also be taken into account that outdoor activities and the cost of going to restaurants and hotels is more inexpensive in Slovenia than in the UK so whilst the nominal amount spend within these category is higher the frequency of use could be potentially higher. Moreover, the fact that UK consumers spend significantly more on housing than Slovenian Consumers may also be one of the reasons why the younger population is having difficulties joining the property ladder. The impact of the economic downturn seems to have the greatest effect in 2011 in both countries, as housing prices were most significantly reduced. Moreover the impact of the crisis is most evident in the categories of recreation and culture both in Slovenia and the UK spending in the category has decreased and in Slovenia slightly more significantly than in the UK.

Figure 8: Household Consumption Fluctuation Comparison, 2008-2012



Source: Eurostat, *Household Consumption Expenditure*, 2013.

2.3.1 Human Development Index (HDI) Comparison

Since 1990 the HDI assesses 187 countries worldwide on an annual basis. It provides as an alternative to conventional measures of national development, such as level of income and the

rate of economic growth. The HDI takes into account a broader range of well-being factors and provides a composite measure of three basic dimensions of human development: a long and healthy life, access to knowledge and a decent standard of living (UNDP, 2013a, p. 1).

Slovenia's HDI is 0.892, which gives the country a rank of 21 out of 187 countries with comparable data. In comparison, the rank of United Kingdom's HDI for 2011 based on data available in 2012 and methods used in 2012 was 26 out of 187 countries (UNDP, 2013b).

Table 5: Comparative HDI Values

Country	HDI value	HID rank	Life Expectancy	Expected years of schooling	Mean years of schooling	GNI per capita (PPP, \$US)
Slovenia	0.892	21	79.5	16.9	11.7	23,999
UK	0.875	26	80.3	16.4	9.4	32,538
OECD	0.888	/	79.7	15.7	11.2	30,765
High Performing HD countries ¹⁴	0.905	/	80.1	16.3	11.5	33,391

Source: HDI, *Human Development Report*, 2013.¹⁵

2.3.2 Country Consumption Metrics

A study carried out by Moore and Rees (2013, p. 65) evaluates specific consumption measures and creates a framework by which we see the levels, which consumption needs to reach the levels the world is consuming at an average rate and the level high consumption economies are reaching. Slovenia and the UK have been added for a comparative framework.

Table 6: Consumption Metrics Compared

Consumption measure	Sustainable fair share world	World average (1.5 earths)	High consumption economies (3 earths)	Slovenia	UK
Daily calorie intake	2,424	2,809	3,383	3,220	3,440
Yearly meat consumption	20	40	100	88.3	84.2

¹⁴ The countries ranked, as high performing are the following: Norway, Australia, Canada, New Zealand, Ireland, Lichtenstein. For a full list please see UNDP (2013).

¹⁵ "To ensure as much cross-country comparability as possible, the HDI is based primarily on international data from the United Nations Population Division, the United Nations Educational, Scientific and Cultural Organization (UNESCO) Institute for Statistics (UIS) and the World Bank." (HDI, 2013b, p. 1)

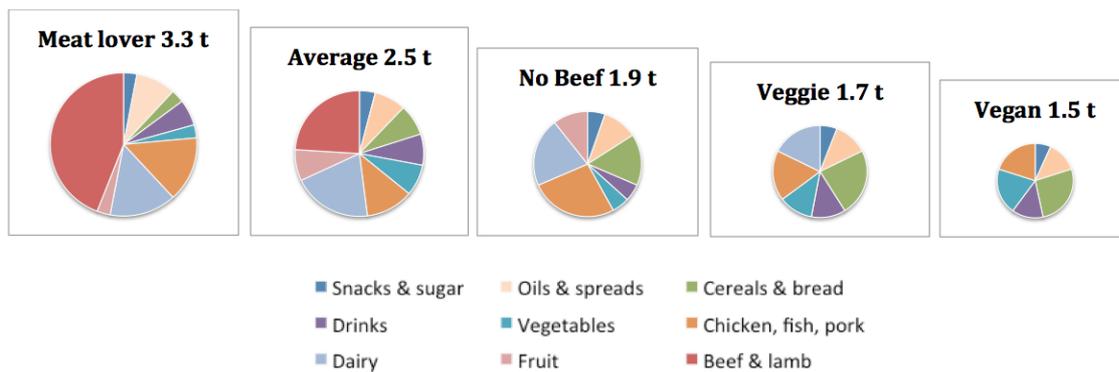
People per household	5	4	3	3,85*	3.5*
Motor vehicle ownership	0.004	0.1	0.5	0.92*	0.54*
Motor vehicle travel (km/year)	582	2,600	6,600	17,220*	12,552*
Carbon dioxide emissions (t/year)	2	4	14	8.5	8.5
Life expectancy	66	67	79	79.5	81

Source: *Own survey data calculations, 2013; Moore & Rees, 2013, p.65, FAO, 2013; Defra, 2013; Euromonitor, *Consumer Lifestyles in Slovenia*, 2012, p. 53.

Both Slovenia and the UK fall within the high consumption economies category as they consume the same or even more than the indicative factor. After reviewing the amount of emissions High consumption economies are creating and considering that larger nations, predominantly Asian and South American nations are rapidly following this trend it seems that only reducing carbon emission will not be enough to save the planet from future devastations. Climate change, loss of diversity and the nitrogen cycle have already exceeded existing capabilities and it is only a matter of time until factors such as chemical pollution, ocean acidification and global freshwater follow (Folke, 2013, p. 44).

One area, which can significantly reduce carbon emissions, is *the diet that we maintain* and food consumption, as shown below (Dagevos & Voordouw, 2013, p. 61; UN Environmental Programme, 2013). Typically, a keen meat eater contributes 1.6 tones more carbon emissions per year than a vegetarian and 1.8 tones more than a vegan.

Figure 4: Carbon Footprint of Different Diet Types

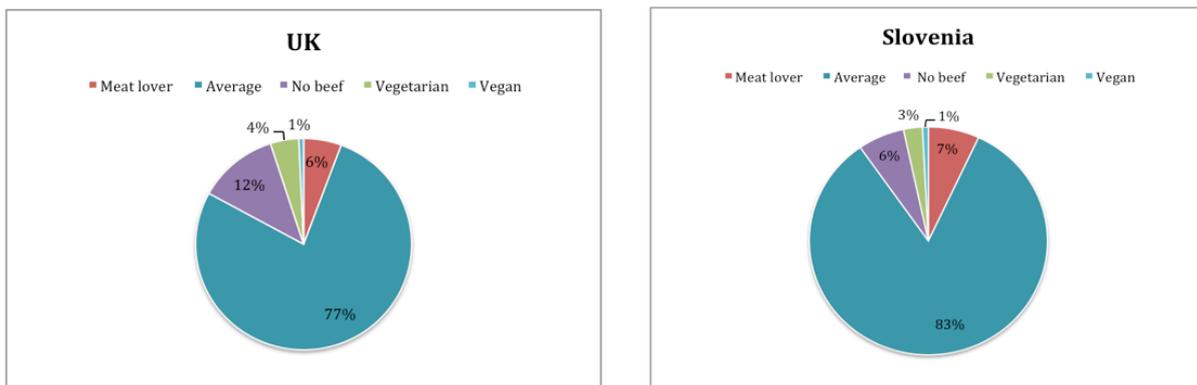


Source: Weber & Matthews, *Food-Miles and the Relative Climate Impacts of Food Choices*, 2008, p. 3511.

Within Slovenia the popularity of vegetarian and vegan restaurants is slowly growing, however this change is very slow paced. Slovenia is classed as a meat-eating nation and dining out predominantly caters for omnivores (Euromonitor, 2012). Similarly British

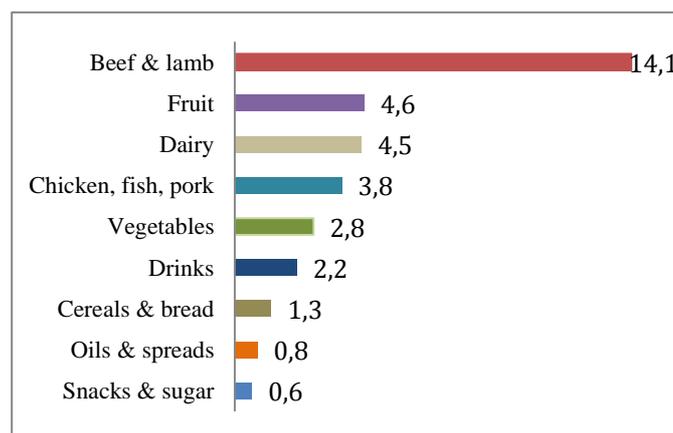
consumers are also keen meat eaters, however the percentage of vegetarians is higher across the nation and vegetarian and vegan alternatives are readily available in supermarkets, corner shops and restaurants. Perhaps this can partially be contributed to British Indians who are of Indian decent or have Indian ancestors, as it is estimated that there are approximately 1.2 million British Indians residing in the UK (Office for National Statistics, 2011). Quorn has become increasingly popular among Brits as a meat alternative as quorn sales have soared in recent years (Finningan, 2010, p. 4; Euromonitor, 2013, p. 43).

Figure 5: Nutritional Profiles of Slovenian and UK Consumers Based on Own Survey Data, (2013)



The carbon intensity of red meat is significantly higher than that of white meat, fish or even pork. By eliminating beef and lamb from a diet carbon footprint is reduced by 800 kg per year (USDA, 2013).

Figure 6: Carbon Intensity of Different Food Types in g CO₂e/kcal



Source: Weber & Matthews, *Food-Miles and the Relative Climate Impacts of Food Choices*, 2008, p. 3511.¹⁶

¹⁶ The figures are calculated in grams of carbon dioxide equivalents per kilocalorie eaten (g CO₂e/kcal). The intensities also include emissions for the total food supplied which includes emissions from consumed food as well as consumer waste and supply chain loss. These figures are based on USA food production, however it should be noted that UK and European food productions have similar principles and both USA and the UK have a food waste of just over 30% (UNEP, 2013).

Another way we can significantly contribute to reducing emission is by changing our *transportation mode*. While in Slovenia taking public transport is not always a viable option, *carpooling* could be introduced at a more significant scale, which would not only save the environment but would also significantly reduce costs. Similarly in the UK, public transport is a much more sustainable alternative and better use of it should be made in areas outside of London or the South East.

Organically Managed Land and Sustainable Food Consumption

Slovenia has one of the highest percentages of organically farmed areas in Europe in proportion to the size of the country. As shown in Figure 9, in 2007 117, 117 ha were cultivated organically, which represents more than 10% of the entire agricultural land, while in England the percentage is between 1-5 percent with 619,852 ha (Willer & Yussefi, 2007, p. 113). Within the European and global scale, Slovenia is considered as an emerging market in organic production (Padel & Foster, 2004, p. 24). However, in 2010 SORS observed that the increase in the number of organic farms is actually slowing down (Suvorov, Rutar & Žitnik, 2010, p. 11). Between the period of 2004-2008 the surface of utilized agricultural areas with organic farming increased by almost 77%, however in comparison to the total amount of utilized agricultural areas this share remains low. Together with utilized agricultural areas this represented approximately 6% of total utilized agricultural areas (Suvorov, Rutar & Žitnik, 2010, p. 14). However in 2012 the increase in organically farmed agriculture seems to be stagnating in Slovenia, while in the UK the conversion of conventional farms to organic farms is soaring and is fundamentally encouraged by public schemes and subsidies (Defra, 2013).

Figure 9: Organically Managed Land in Europe



Source: H. Willer & M. Yussefi, *The World of Organic Agriculture Statistics and Emerging Trends*, 2007, p. 133.

In terms of sustainable and socially responsible food sales, despite the economic downturn expenditure on ethical and fairtrade food sales in the UK grew in 2010, 2011 and 2013. As displayed in Figure 10, in 2010 ethical food and drink expenditure increased by 5.1% and fairtrade sales grew by 36%. Furthermore, the sale of sustainably sourced seafood also grew by 16.3%. However sales of organic food on the whole were down 10% and actually decreased by 23% since 2008 (Cooperative, 2011, p. 3).

Figure 10: Sustainable Food and Drink Sales UK, 2000-2010

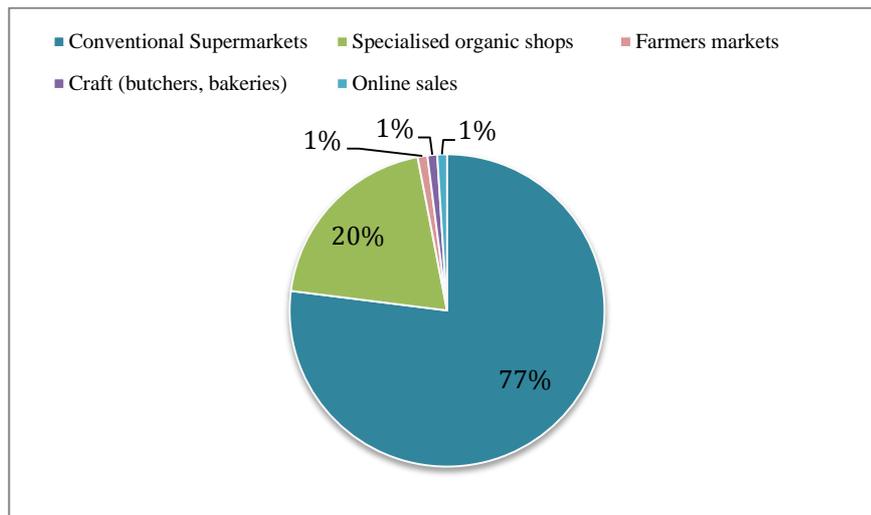
SUSTAINABLE FOOD AND DRINK	2000 £m	2009 £m	2010 £m	% Growth (2009-2010)
Organic	605	1,704	1,527	-10.39%
Fairtrade	33	749	1,017	35.78%
Rainforest Alliance	-	1,076	1,198	11.34%
Free range eggs	182	448	483	7.70%
Free range poultry	44	174	174	0.00%
Farmers markets	142	220	220	0.00%
Vegetarian products	479	549	541	-1.46%
Freedom foods	-	122	127	4.10%
Sustainable fish	-	178	207	16.29%
Food and drink boycotts	587	1040	1084	4.23%
Total	2,072	6260	6578	5.07%

Source: Cooperative, *Ethical Consumerism Report*, 2011, p. 4.

The Slovenian organic, fairtrade and sustainable food and drink consumption is slightly different. The Slovenian agricultural sustainability market is fairly young, however it is steadily growing. In 2009 organic market sales in Slovenia was estimated at € 34,5 m (Slable, 2009, p. 6). The products are predominantly sold in conventional stores such as Mercator, Spar and Tuš as there are only approximately ten specialised organic shops in the whole of Slovenia.¹⁷ The domestic supply does not cover the demand for organic food or drink especially not in terms of fresh food. Below Figure 11 shows the organic production of sustainable food and drink market shares shows that 77% of all production is produced for conventional supermarkets, demonstrating supermarkets' dominant position within the market. By 2015 the organic farm share is predicted to reach 15% and a 20% share of utilized agricultural area (UAA) under organic control (Klopčič & Pohar, 2005, p. 10).

¹⁷ The International supermarket Hofer has also acknowledged the importance of locality, which Slovenians value, and has introduced a line of products, which carry the symbol of the heart and "Kakovost iz Slovenije" [Quality from Slovenia] slogan (Hofer, 2013).

Figure 11: Sustainable Food and Drink Market Shares



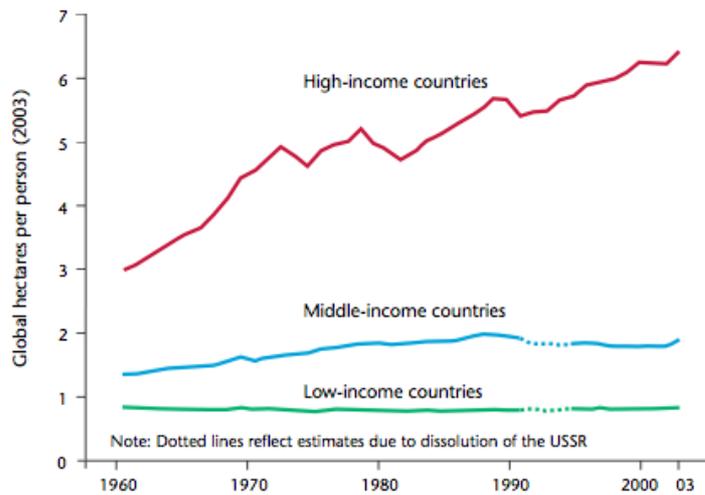
Source: M. Klopčič, J. Pohar, *Organic Production in Slovenian*, 2005, p. 7.

Yet the main obstacle of making such land conversions remain both in Slovenian and UK markets and worldwide, the uncertainty of economic performance i.e. if the price premium can compensate for the decrease in productivity (Slabe, 2009, p. 11). Moreover, perhaps an even more important global issue is whether converting all conventional farming to sustainable farming could in fact cater for the existing demand and sustain the population of the globe.

2.4 The Global Picture of Sustainable Consumption

Although this report predominantly focuses on the UK and Slovenian market the issue of sustainability should also be observed on a global scale. After all, there are more than three billion consumers that are expected to enter the middle class market by 2050, a vast majority of whom originate from developing markets (IMF, 2013, p. 3) and who are currently not considered as the predominant green players. It is groups of consumers such as these that be focused on and as stated by World Economic Forum Director, Sarita Nayyar “the time for action is now [and]...critical actors in growing sustainable consumption are consumers themselves (IMF, 2013, p. 4).” A shift has been made from looking at how the supply of sustainable goods and services needs to be improved and made more attractive (Ottman, Stafford & Hartman, 2006; Lee, 2008; Kincaid, 2012), to the demand side, the consumers themselves (Black, 2010, p. 403; Durning, 1992). In order to greater the greatest impact it is important that emerging markets and developing (also known as middle income and low income) markets do not follow in the footprints of high-income countries but rather surpass these extravagant consumertistic trends as is shown in Figure 12.

Figure 12: Comparison of Per Capita Carbon Footprint of All Income Classes



Source: WWF, *Living Planet Report*, 2006.

Shifting Focus

So in order to predict the direction sustainability will take it is important to identify, who tomorrow's key consumers are and which of their attitudes, motivators and behaviours have to be used in order to encourage sustainable behaviour (IMF, 2013, p4.). In IMF's intensive investigation the policymakers found millennials to be the key focus for sustainable consumer behaviour and as stated by the *Engaging Tomorrow's Consumer* report "millennials present the greatest opportunity for engagement. Millennials are people born between 1981 and 1995. They are receptive to and engaged in global issues, and they enjoy growing influence and incomes, especially urban Asian millennials" (IMF, 2013, p. 4). Millennials are identified as potential environmental saviors as these individuals are generally most involved in global issues. It is the millennials who represent 25% of the population and are projected to be the world's wealthiest generation and subsequently the world's most influential shoppers (IMF, 2013, p.6; Yarrow & O'Donnell, 2009; Rose, 2013, p. 21). It is also estimated that millennials shop between 25-40% more than the average consumer and they "carefully consider their purchases and loyalties and search for collaboration and partnership with brands and retailers" (Yarrow & O'Donnell, 2009, p. 12).

More importantly however, the focus will also move geographically. While in the last decade the focus has been on the US and Europe, the targeting should be redirected to Asia, as 61% of the millennials and 37% of the 1.7 billion millennials live in Asia, India or China, respectively (IMF, 2013, p. 8). In addition, the vast majority of tomorrow's millennials will live in urban or suburban areas, as 67% of the world's population is expected to live in an urban area by 2050. The urban population in Asia is projected to grow by 1.4 billion people" (IMF, 2013, p. 8). Thus the main consumer burden will fall onto these consumers. Another fairly recent study by BBMG, GlobeScan and SustainAbility (2012) found that 2.5 billion consumers (one third of the global consumer class) fall into the category of aspirational

consumers. “These consumers are defined by their love of shopping (78%), desire for responsible consumption (92%) and their trust in brands to act in the best interest of society (58%).” However, Trendwatching (2013) identifies that consumers are beginning to feel guilty about what their consumer choices are bringing to themselves, society and the planet. However, it also identifies that real redemption only comes in the form of consuming less, which is not considered as an option by 99% of consumers or brands.

Different countries around the world are in different stages of development and each of these faces unique sustainability challenges, as depicted below in Table 7.

Table 7: Global Consumption Sustainability Challenges by Economy Type

Type of Economy	Countries	Main Challenges
Consumer	US, UK, Slovenia, Japan	Dramatically lowering resource use while maintaining economic output (“Factor 10”)
Emerging	China, South East Asia	Leapfrogging to sustainable structures of consumption and production without copying western examples first
Developing	Africa, partially South America	Developing dedicated solutions for the “low-income segment of the population”; providing a basis for sustainable growth

Source: Sustainable Consumption Research Exchanges (SCORE!), *System Innovation for Sustainability*, 2008.

Looking at consumption realistically, it does not seem consumers are going to sacrifice their consumer amenities for the greater good and especially not within an emerging Asian society where consumer goods are status symbols. Therefore the required action to change consumers’ mentality will need to be momentous in order to be adequate, yet these changes are usually gradual processes and do not happen overnight.

2.5 Sustainable Urban Living

“Current global consumption patterns are unsustainable...It is becoming apparent that efficiency gains and technological advances alone will not be sufficient to bring global consumption to a sustainable level; changes will also be required to consumer lifestyles, including the ways in which consumers choose and use products and services.”

World Business Council on Sustainable Development, 2008, p. 8.

Sustainable lifestyles have be defined as lifestyles which minimize the use of planet Earth’s “natural resources, reduce energy use and levels of pollution and waste, whilst still meeting basic needs and providing a better quality of life for ourselves and future generations” (Sustainable Lifestyles Taskforce, 2011; Timmer, Peinet & Moore, 2012, p. 2). As a response to the high consumption economies exceeding the biospheres existing supply by 50% a

growing number of experiments have emerged in an attempt to reduce overconsumption and adopt sustainable lifestyles that shrink ecological footprints of high consumption individuals (Timmer, Peinet & Moore, 2012, p. 1). Some experiments, such as Sustainable Lifestyles 2050, have even gone as far as drawing different scenarios of what 2050 will look like in order to make the reality of the current situation more physically imaginable (Lähteenoja, Neuvonen & Groezinger, 2012, pp. 4-6). One important trend is the transition from agricultural based activities to mass industry, technology and service based activities which means the proportion of people moving to cities is on the rise. As cities gain near 60 million new urban residents per year 7 out of 10 people are predicted to live in cities by 2050, the global urban population will almost double from approximately 3.4 billion in 2009 to 6.4 billion in 2050 (World Health Organisation, 2013). Therefore, with this new wave of urbanisation it is of key importance that sustainability features in this transition. To evaluate to what extent it is possible to live sustainably in Slovenian and UK cities a Sustainability Urban Living Experiment was conducted, which is evaluated within Section 3.2 below.

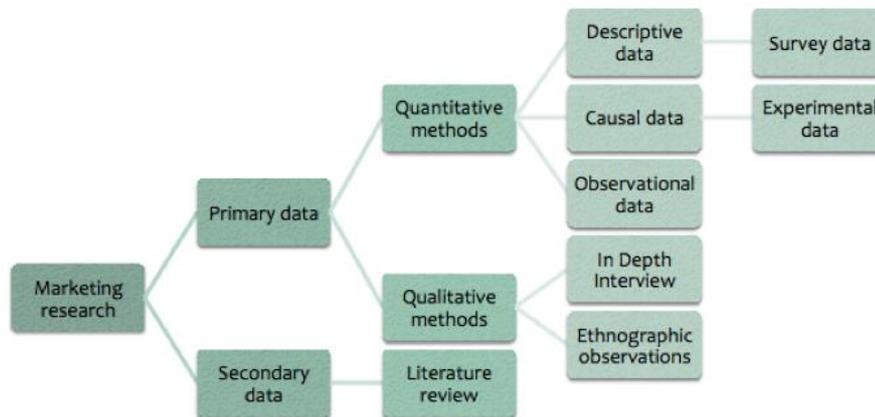
3 SLOVENIAN AND UK EMPIRICAL RESEARCH REGARDING SUSTAINABLE BEHAVIOUR, ATTITUDES AND CONSUMPTION

3.1 Methodology

The qualitative techniques explore to what extent it is possible to make greener choices on a day-to-day basis, which will be analysed through the use of an in depth interview and a joint observational technique and experiment. An observational technique is a qualitative method of collecting and analysing information obtained through directly or indirectly watching and observing others in natural or planned environments (Abrams, 2000, p. 61). It is commonly the first step in developing a marketing plan or project. Social research techniques and observational research methods may be done covertly or overtly to obtain the most efficient results (DeWalt & DeWalt, 2011, p.21; Abrams, 2000, p.62) and this research can be complemented by participating in the experience to create a more informed report, which was the case in this experiment (Dickie, 1997). The observational technique was complemented by the experiment, Sustainable Urban Living, whereby a lot of the time the observed products were also purchased by the researcher. Field research or fieldwork is the collection of information outside of the workplace setting (Zikmund & Babin, 2007, p. 94; Ross & Morrison, 2004). To create a realistic framework of how developed and widespread green products are, the field research was carried out whereby the consumer tried to choose the greener alternative in every retail purchase or household consumption. In order to create a comparative framework the field research was carried out in Slovenia and in the UK. Based on the qualitative findings the questions for the online survey for the quantitative method were defined. The survey was applied in both the UK and in Slovenia so that a data comparison could be created between the two markets. The survey was created through an Internet survey tool. To guarantee that the survey is understandable and clear it will be tested on a sample of candidates before its launch (Rodgers, 2003, p. 13; Zikmund & Babin, 2007, p. 187; Atkinson & Hammersly, 1994). The gathered data was analysed through the Statistical

Product and Service Solutions (SPSS Statistics) and univariate and bivariate analysis methods were used for the descriptive statistics (Zikmund & Babin, 2007, p.237).

Figure 13: Marketing Research Framework



3.2 Research Hypothesis

To evaluate how to best implement new sustainability decision-making patterns certain hypothesis needed to be tested.

Gender Hypothesis Set

In order to comprehend how household patterns and consumption can be changed and to make the greatest possible impact the primary household purchaser must be determined. By determining the prime household consumer the marketing target is also defined. In relation to gender purchasing, academic literature is divided. Some researchers claim most of the household shopping is done by the female within the household (Wright and Thomson, 2009, p.13; Knobler, 2008, p. 274), whilst other research claims consumer spending is divided equally (Sarg, 2012, p.34). Thus as behaviour and attitudes are most commonly correlated the following lines of hypothesis were developed:

H1a: Sustainable behaviour between women and men is different.

H1b: Sustainability attitude is higher amongst women than men.

H1c: Sustainable purchases are more frequent amongst women than men.

Generation Hypothesis Set

On similar lines a wide variety of research claims that it is they younger generation that we depend and some even coin generation Y and Z as *generation green* (Peattie, 2001, p. 136). Whilst it is true consumers have a wider selection of choice in terms of green products it seems unlikely that the younger consumers are greener in their decisions making. The validity of this claim will be tested through the following hypothesis:

H2a: Generation green (1980 and under) behaves more sustainability than the older generation (1979 and above).

H2b: Generation green (1980 and under) is more sustainability aware than older generation (1979 and above).

H2c: Generation green (1980 and under) makes more sustainable purchase choices than the older generation (1979 and above).

Self-perception Hypothesis Set

Numerous studies have come across a gap between consumers claimed greenness and their actual green behaviour. In a number of instances consumers claim to be green when in fact their behaviour does not replicate this pattern. Along these lines a 2011 European Commission survey finds that 72% of European respondents were willing to purchase green products however in actual fact only 17% of the respondents made a sustainable purchase decision (European Commission, 2012). Similarly, within sustainability surveys a number of individuals feel they make sustainable behavioural decisions when in fact this does not prove to be the case (Survey findings, 2013). Premised on the above, the following hypothesis was tested:

H3a: Self-claimed green consumers behave more sustainably than conventional consumers.

H3b: Self-claimed green consumers are more sustainability aware than conventional consumers.

H3c: Self-claimed green consumers make more sustainable purchases than conventional consumers.

Country Comparison Data Set

The UK is considered one of the most developed nations in the world as well as one of the largest economies worldwide (OECD, 2013; EBRD, 2012). Moreover, the British are considered as one of the most compassionate nations raising the largest amount of money for charity in the world (UN, 2010). Premised on the fact that higher wellbeing should result in more educated decision making (Pril, 2010; OECD, 2011) the following hypothesis was tested:

H4a. Consumers in the UK are more aware of sustainability issues than consumers in Slovenia.

H4b. Consumers in the UK purchase more sustainable products than UK consumers.

However, considering the UK is the seventh largest economy worldwide, the consumption and expenditure is also significantly greater than in Slovenia, the 75th largest economy.¹⁸ As the household disposable income is notably smaller in Slovenia, household expenses are also carefully planned (Eurostat, 2013). Consequently, it is implied that Slovenian households

¹⁸ However, per capita consumption is more leveled with GB ranking 34th and Slovenia 46th (Index Mundi, 2013).

have more sustainable household behaviour than British consumers. Thus the hypothesis follows:

H4c. Consumers in the UK have less sustainable household behaviour than consumers in Slovenia. The hypothesis will primarily be tested based on the quantitative research.

3.3 Qualitative Research

The qualitative research comprises of an observational experiment carried out both in Slovenia and the UK and an in depth interview conducted with the CEO of BeeZee EcoKid, Bianca Zvorc Morris (2013). As explained above the purpose of the Sustainable Urban Lifestyle experiment was to asses to what extent it is possible to live sustainably either in Slovenia or the UK and the primary purpose of the interview was to see how many people in Slovenia follow Sustainable consumer trends.

3.3.1 Sustainable Urban Living Experiment

The experiment was initially inspired by The No Impact Project (Beavan, 2009) whereby a family attempted a one year long experiment trying to live an environmentally zero impact live within New York City. Soon after the experiment The No Impact International Project was founded. Essentially, The No Impact Project supports individuals and communities with guidelines to living and testing a low impact life, “to buy as little as possible and to use only what is necessary” (Timmer, Peinet and Moore, 2012, p.7). By doing so the benefits of doing a no impact week improve behaviour and purchase decisions in terms of “climate change, food, water, clothing, transportation, community building, improving health, having more quality time with friends and family, and saving money” (Timmer, Peinet and Moore, 2012, p.9).¹⁹ Within this context the Sustainable Living Experiment was carried out in Ljubljana and in London to seek inspiration and test to what extent it is possible to live sustainably in these cities and to see how obtainable sustainable products in fact are. Within the experiment all consumer and household decisions were made as sustainable as possible and the alternatives available were evaluated.

Table 8: Sustainable Urban Living Experiment Specifics

Sustainable Urban Living	Slovenia	UK
Where?	Ljubljana and Bled	London
When?	1.2.2013-15.2.2013	8.1.2013-14.1.2013
Why?	To test to what extent the abovementioned cities support, encourage and accommodate sustainable living	
How?	By applying the Four R principle and choosing the most sustainable viable option possible	

¹⁹ For the effects of the No Impact Experiment please see Appendix E.

Where sustainable choices or purchases could not be made, the least harmful route or product was chosen (such as local product, low carbon footprint certified, supporting minority groups, product from the region, materials sourced sustainably despite unsustainable production etc.). While the No Impact experiment works as a process, where individuals slowly reduce their purchase choices to what they need, this experiment entirely eliminated unnecessary expenses from day one and sustainable decision where incorporated at every step of the way.

3.3.1.1 Main Sustainable Living Findings and City Comparison

Waste Reduction

By choosing products without excess packaging, the packaging reduction within two weeks was significantly reduced. Within a week approximately 500g of waste was produced in Slovenia and 900g in the UK. Compared to average non-sustainable consumption the waste production was halved. The main active contributor was re-thinking and re-designing consumer habits. Questions such as, where can I shop to minimize waste, how big is the carbon footprint of the product, what are the alternatives and how can this be changed, what can I do to change this, do I need this product? Just by addressing some of these questions waste was significantly reduced and within the second week of the experiment waste reduction behaviour already became natural. Comparing the Slovenian and UK markets, it was much easier to purchase groceries directly from the farmer in Ljubljana than in London, as the proximity of the farms are much closer in Ljubljana than in London. However on the other hand farmers markets were held in London three times per week less than 10km away.

Sustainable Shopping

In terms of clothing, accessories, gift giving and other sustainable product locating both Ljubljana and London are limited. In London, by merely browsing the shops it was relatively easy to find shops with one or two items of sustainable clothing, but to find entire shops was a challenge. After carrying out extensive research, a total of 139 sustainability-oriented shops were discovered across the UK (The Guardian, 2013). In contrast in Slovenia the majority of sustainable products can be found on market stalls and seldom in shops. BeeZee EcoKid is an exception and without its online foreign support it would not be able to remain in Slovenia.

Slovenian pharmaceutical shops have a wider variety of environmentally friendly products that UK shops

In Slovenia, the shops DM and Muller, supplied more environmentally friendly products than its equivalent Boots, Holland and Barrett in the UK. When shopping for personal care products (shampoo, conditioner, mascara, toothpaste and body lotion), environmentally friendly and vegan products were found in all of the product categories. The most common was DMs own brand of products, but other brands were available as alternatives as well. The fact that these products are available in Slovenia can also be attributed to the Austrian and German markets, which buy some of the highest percentages of organic products worldwide. In addition, these products were comparatively cheaper on the Slovenian market than on the

UK market, which is surprising considering the market sizes of each. Commonly the opposite principle applies, as UK products are more standardised and ordered in larger quantities, therefore making them more price accessible.

Eating Out

In terms of dining out maintaining a vegetarian diet in the UK was relatively easy, as vegetarian, gluten free and even vegan options are available in a variety of restaurants, grocery stores and coffee shops. On the contrary, in Slovenia in a lot of restaurants vegetarian options are commonly limited to the vegetarian platter. Dairy free options are extremely difficult to come across in conventional restaurants and coffee shops in Slovenia whereas in the UK this did not pose a problem. Despite the limited options available in Ljubljana in the past two years there has been a significant increase in vegetarian and even a few vegan restaurants in the capital.²⁰

The Slovenian Lifestyle Encourages a More Proactive Lifestyle

Partially attributed to Slovenia's geographic proximity and diversity, during the two-week experiment, physical exercise was encouraged more among Slovenian peers than UK peers. While going out for coffee was a commonly suggested activity, doing physical activity was the second most suggested leisure activity. In contrast, only once was physical activity initiated during the UK experiment. Other more popular suggested activities were, "going to see a movie", "meeting for a drink", and "going out to eat." As the peers in Slovenian and the UK are of similar demographics, education and income level it appears that physical activity is a greater part of Slovenian's lifestyle than British, which also coincides with findings by Euromonitor International (2013).

Transport Comparison

Public transport, primarily rail, underground and bus are a primary mode of transport in London, as more than 1.5 million people use London transport services on a daily basis. The frequencies of the transport services make it very easy to commute however the congestion on these services is getting very severe and the Transport for London is encouraging people to walk. As part of this effort they are improving pedestrian paths in several areas (Transport for London, 2013)²¹. The primary modes of transport chosen during the experiment were metro, rail and bike. The Slovenian bike routes felt much safer and more organised than London routes, where most days cycling around London felt like living life on the edge. Both cities provided rent-a-bikes and both services were very efficient. In terms of self-sustainability the

²⁰ For a full list of vegetarian restaurants in the UK see: <http://www.timeout.com/london/restaurants/londons-best-restaurants-for-vegetarian-food> and for a list of vegetarian restaurants in Ljubljana see: <http://www.vegan.si/ziveti-vegansko/prehrana/restavracije/>

²¹ The first areas Transport for London is working on are: Wanstead High Street, Cheapside in the City of London, Portobello Road and Square in Kensington & Chelsea and Ruckholt Road in Waltham Forest.

primary choice of transports would be: bike for Ljubljana and underground for London. Below Table 9 sums some of the main Sustainability Living Experiment findings.

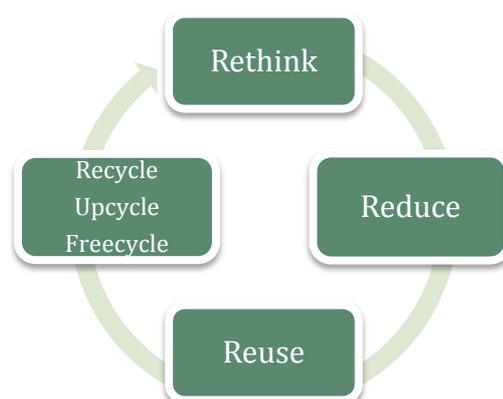
Table 9: Sustainable Living Experiment Opportunities, Challenges and Trends

Sustainable Living Findings	Slovenia	UK
Opportunities	Tapping Online market	Performing outdoor activities and connecting with nature
Challenges	<ul style="list-style-type: none"> • Public Transport • Following a vegetarian diet in restaurants 	<ul style="list-style-type: none"> • Getting sustainable items within a certain proximity • Doing outdoor sports
Observed Trends	<ul style="list-style-type: none"> • Connecting with nature (camping, Eco resorts, adventure parks) is advertised • Teenagers and children still spend some time outdoors • A growing number of vegetarian and vegan societies and fairs (vegan.si, Katarina and Kamala, fullblissliving,) 	<ul style="list-style-type: none"> • New cuisines (vegan, gluten free, raw) • Sustainable fashion becoming more mainstream (M&S, Tesco, H&M, People Tree) • Wave of sustainability oriented displays, expos, shows and movements (Time Out London, Vegan Society, Freecycle)

3.3.1.2 Sustainable Living Cycle

Currently cities, planning processes, community, household or individual behaviour do not sufficiently reflect the requirements and necessity for urban transitions towards sustainability in practice (Reimer, McCormick, Nillson & Arsenault, 2012, p. 4; Bulkeley & Betsill, 2005; Ernstson et al., 2010). The No Impact Week project was put to a longer test by extending it to a two-week experiment in order to look for a model, which would help reduce our environmental footprint in terms of commuting, socialising, dining and purchasing. Based on the three R concept of Reduce, Reuse, Recycle (Mannion, 2005; Scott, 2007), the four R concept emerged.

Figure 14: New Consumer Sustainability Purchase Behavior Model



Just as corporations are doing on a national and global scale, closed loop recycling can be applied within a household by applying the Four R Principle. The four R principles is an extension of the Three R's and the four components are described below.

Re-think

Is that product or accessory really needed? Think about the impact this product will have on yourself, your immediate surrounding and your wider surrounding. Sleep on it and review your decision rather than make an impulse purchase. Research shows that the longer a consumer spends in the store, the higher the likelihood of making impulse purchase and the more money will be spent in store. The UK National Employment Savings Trust (NEST) recently found the UK consumers spend £1.24 billion (1.5 billion eur)²² on impulse purchases (NEST, 2013). To avoid making impulse purchases an alternative is to shop online, as the likelihood of making such purchases is significantly smaller. A survey of European shoppers conducted by Information Resources Inc. (IRI) discovered 73% of shoppers spend more time planning their shopping to avoid making non-essential purchases due to the recession. However, Liu, Li & Hu (2013, p.834) find well designed and user friendly websites in fact increase shopping experience and generate more online impulse purchases. Essentially, to some extent impulse purchases are bound to happen, as we often tend to reward ourselves with them. However these can be contained through two approaches: one is by adding an impulse purchase to the shopping list within a predetermined budget, or by replacing impulse purchases with non-material rewards such as going for a walk, watching a favorite programme or reading a good book (Kacen, Hess and Walker, 2012, p. 549). Another component of the re-think process is the impact the purchase decision will have or in other words, the whole picture. Where was the product made? How expensive or inexpensive is the product? Do you feel workers were paid fairly for this product or did someone suffer in the process so you can gain an economic benefit. Re-think, which product alternative will do the least harm to your immediate and surrounding environment? Rethinking as a concept is also aimed at reflecting on our lives and on our impact on others through the purchases we have made. Often we look at our shopping choices independent of others when in fact they are closely linked to lives of others around the globe and with our choices we directly vote for environmentally friendly or environmentally harmful, ethical or unethical and socially encouraging or discouraging. In essence, re-thinking provides a way of redesigning our consumption patterns to contribute to a more sustainable environment, society and economy.

Reduce

Reduce refers to using fewer resources in the outset. Often the hardest because culturally it is perceived that there is a need to give something up. However instead it could be seen as a process optimization (Bemporad, Hebard & Bressler, 2012). Reduce the items you do not need. E.g. reduce the amount of shopping bags you take into the store. Reduce the amount of

²² For the purpose of this research an annual average conversion rate for 2013 was used.

packaging you use by buying reffills, single fruit and vegetables. Look for alternatives without excess packaging and refuse aditional bags in shops.

Table 10: Tips and Hints for Reducing Consumption

Tips and Hints for Reducing
Buy durable items
Support local
Do not follow the latest fashion, look for classic looks
Buy products made from post-consumer recycled materials
Reduce meat and fish conception
Buy products made from post-consumer recycled materials
Reduce water usage by applying water shaving shower and tap heads

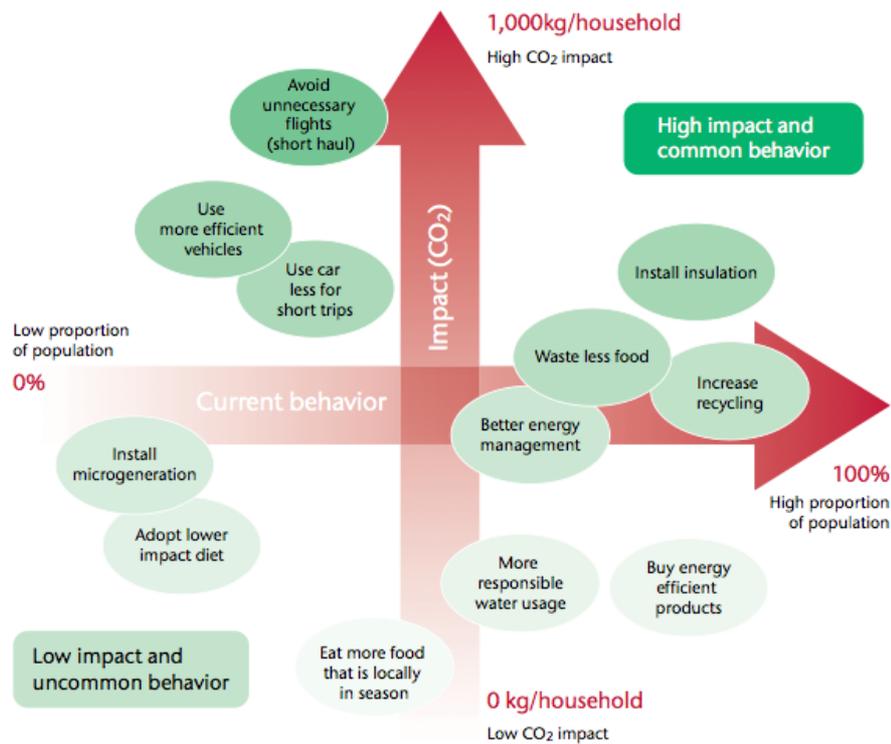
Reuse

Instead of throwing things away look for ways of reusing the items. Reuse plastic containers, shopping bags. Food scraps can be composted, opened envelopes can become shopping list, and an old shirt turned into a pyjama top. Reusing prevents new recourses from being used a little longer and old from entering the waste stream.

Recycle/Free-cycle/Up-cycle

With so many recycling programes in place, the process has become very straightforward. Each municipality has its own rules and the only compelx part is following the individual rules. The concept of giving away a product which you wish do dispose of but is still fully functional and can be useful for someone else is known as freecycling. Freecycle.org is a popular tool used in the UK which has over 3 million members (Freecycle, 2013). Up-cycling is the process of converting waste materials or useless products into products of better quality of for a better environmental value. By applying this principle, the personal level of wasted was halved in a week from approximately 1.2 kg to 600g, which on an annual level reduces individual waste by over 31kg. Bellow a number of high and low impact behaviours are shown in order to portray low and high impact emissions. Keeping these in mind may encourage us to re-think certain choices.

Figure 15: A Household Pro-Environmental Framework



Source: Defra, *A Framework for Pro-Environmental Behaviours*, 2007.

3.3.2 In Depth Interview With Bianca Zvorc Morris from BeeZee EcoKid

In terms of sustainable products the Slovenian market, public opinions and media influences are all fairly new and undeveloped. However, we still managed to find a little gem under the name of **BeeZee EcoKid**; a company with true sustainability at heart. BeeZee EcoKid was established in 2010 by Bianca Zvorc Morris. Since its foundation BeeZee EcoKid has come a long way. The product range has expanded greatly and BeeZee EcoKid has also expanded into sustainable solutions outside of the clothing industry, from sustainable architectural solutions to sustainable events management. Not to be mistaken however, this growth has not been driven by market demand, but rather, by innovation, creativity and the capability to expand into new solutions. As Bianca Zvorc Morris is a graduate of the faculty of Architecture, providing sustainable interior design solutions is just one of the competencies of the innovative creator. At the heart of BeeZee EcoKid lies an environmentally friendly clothing, home-jewellery and toy line, which strives to inspire and support children and parents. BeeZee EcoKid's goal is "to spread love for animals, nature and to celebrate arts as an expression of nature's beauty" (BeeZee EcoKid, 2013).

The idea of creating a truly sustainable company came from a number of factors. Morris explains that after working with a German marketing agency on sustainability campaigns for larger fashion brands such as Zara, H&M and C&A she "started looking into the sustainability fashion industry and discovered all sorts of skeletons in the closet." After doing

a lot of research, and visiting the manufacturers in China she decided to take matters into her own hands. "I did not wish to contribute to such industries," she explains. Further factors, which motivated her towards establishing a sustainably company were: the unemployment of Mura and Escada workers, her life in New York, where she felt a strong disconnection with nature and had numerous 16-hour days. Another piece in the puzzle was her love for drawing. "When I was doing my postgraduate in New York, I was always doing drawings of animals and kids during classes and even back then my lecturer, Tim Burton, said I should pursue my talent. I didn't really think anything off it. However when I was working on these marketing campaigns in Germany everything fell into place and I decided to pursue this path." BeeZee EcoKid came about in Slovenia because of a passion for nature and environment and a desire to help the local community. Morris recalls "they say if you can make it in New York, the big apple, you can make it anywhere. Maybe Slovenia is an exception. At the time of starting up I received several offers. I had an offer to cooperate with someone in the US, however as the US market is much larger I would have to cover the costs of a couple 1000 garments and as I was just starting out, I couldn't afford such a risk. If the same offer reoccurred maybe I would act differently today. I also received an offer for financing from a businessman in London, however his funding was available under the condition that I outsource the labour elsewhere. Of course the differences between the labour costs are great, a seamstress in Bangladesh or India ears around 0.4€ per hour, in Pakistan 0.3€ and in Slovenia approximately €10 per hour. However that is the point, until we do not start supporting our own local economy, then we cannot expect the economic situation to get better." Morris also mentioned that she finds doing business in Slovenia the hardest out of all of the countries where she operates (currently approximately 15).

With a desire to create a truly sustainable company Morris also talks about the importance of the materials the company uses. Generally, organic clothing is a tangible way to support healthier living. It is not only better for people but also for the environment. The fabrics that are used are only treated with natural methods and natural, water-based dyes. Cotton is the most treated plant on this planet and herbicides, pesticides and insecticides are used in order to gain the greatest amount of crops possible. In addition, the dyes that are used on traditional cotton are extremely toxic to humans. Not only is this unsustainable and harmful to the environment but these people who are exposed to these materials and dies on a daily basis work in extremely dangerous working conditions for minimal wages, most often without adequate health care. As these products travel on ships where pests and rodents are presents the garments are once again treated with chemicals. Another factor that is greatly important is the health of those wearing the clothes. Zvorc Morris explains that everything we put on our skin (our larges organ) enters our bloodstream within 6 minutes. Clothing and bedding, are something we are in contact with at least 8 hours a day. So while some believe that what we put in our body is a significant determinant of our health she also believes that clothing and cosmetics are equally important. By choosing organic, air and water pollution are reduced compared to fabrics grown with pesticides and other chemicals. The company also uses production and labour resources from their own local communities and the materials sourced from Africa are fairtrade, ensuring the workers receive adequate pay, a supportive living environment and adequate health benefits. So in the end you therefore wear clothes that are

free from harmful chemicals, toxic dyes and fabric treatments and are essentially supporting the local economy. To handle all of the business BeeZee EcoKid employs two full time employees, and the manager, however people employed at BeeZee EcoKid excluding the manager. In total the company cooperates and works with approximately 70 people.

In line with its principles the slogan for BeeZee EcoKid is Natural Beauty of Ecological Fashion. The logo, with the bear the bunny and the dog represents several values the company follows. The bear represents power and the butterfly positive transformation. The bunny is symbolic for health, the dog symbolizes loyalty and the bird freedom and peace.

Figure 16: BeeZee EcoKid Logo



Source: *BeeZee EcoKid*, 2013.

The product line initially only focused on baby clothes. Then the company started to use the scraps to create toys, but after a recent inspection they were told a special license was needed in order to sell the toys, to ensure adequate health and safety regulations, despite the number of existing regulations. For this the company would need to pay a high margin, which would not be sustainable, in the long run so unfortunately the toys needed to be discontinued from production. After establishing the baby line the woman’s ware was added and more recently a few items have been added into the menswear. The company also does some home decor and bed linen, which they plan to expand in the near future. Approximately 30% of the items are available online, as a lot of the clothing is tailor made for customers and Zvorc Morris is very time constrained so the entire collection has not been uploaded to the online shop as of yet. Currently there are several categories available on the website: baby clothing and accessories, children’s clothing, women’s clothing, men’s clothing, home wear, jewelry, bags and art.

Table 11: BeeZee EcoKid Product Clothing Categories

Clothing category	Products
BeeZee EcoBaby	Clothing for leisure, play time and sports, knitted items, hats, slippers, jackets, t-shirts, onesies and toys.
BeeZee EcoHome	Bedding, wall decorations, decorative pillows, quilts, children's furniture is made of recycled cardboard and paper, baby crib, knitted blankets and towels.
BeeZee EcoWoman, BeeZee EcoMan	Clothing for leisure, work and sports activities, eveningwear, T-shirts, underwear, hats, gloves, scarves, shoes, knitwear and coats.
BeeZee EcoJewelry	Animal silver sets - Trinity puppy charm, Danaja Dee line of jewelry from natural seeds, hemp, silver and semi-precious stones.

Source: *BeeZee EcoKid*, 2013.

On occasion other items are also offered such as, custom illustrations and designs, depending on customers' requests. Some projects include interior design, decorating apartments and houses with natural healthy materials and home products. Currently BeeZee EkoKid is co-organising a wedding, where the Bride, the groom, the bride's mother will all be wearing BeeZee EkoKid and the decorations, table clothes, hand woven wedding album will also be arranged by BeeZee EkoKid using only environmentally friendly materials and processes.

Starting out, gaining appropriate materials and certificates was one of the greatest challenges. Bianca recalls: "it took me eight months to find a company that supplies the right material with all the appropriate certificates. Another great challenge was finding appropriate people with the right mix of skills and compatibilities. As I did not know much about fashion design I had to teach myself most of the things I needed to know. Of course this takes time and effort and perhaps if I had someone with this knowledge I could have focused on building the business more. A lot of the time it is like running a one-man band." She further remembers that starting out was also difficult in terms of being accepted by the public. "I received a lot of negative feedback from people such as emails doubting the authenticity of the organic labels, the media also did not accept me in a positive light and to some extent I feel I have been ignored in this aspect. Although, I had an interview on a program called Prava ideja (eng. The Right Idea) which was apparently viewed the most times in the whole four year history of the programme, so I believe that this also brought some brand recognition amongst Slovenians worldwide. Most Slovene people lack education on healthy clothing and responsible consumerism." However Internationally BeeZee EcoKid has been received more positively. It has gained three international awards: The Most Sustainable Company in The European Union SEA (2012), The Best Green Fashion Brand Modepalast in Austria (2012) and The 10 best Eco Fashion Designers in Germany (2013) and international media have been much keener to do interviews with the owner than Slovenian media. In regard to marketing activities the growth has been driven by Zvorc Morris however being a one man band gaining sufficient recognition proves a challenge. Nonetheless, the people that are most aware of these issues also support the cause and vision of BeeZee EcoKid and have supported it from the start. The regular customers typically have a very similar mind-set to the BeeZee EcoKid vision. They care about the environment are typically well educated, love animals and primarily enjoy a vegetarian or vegan diet. A lot of them are also pet owners themselves. "I think about 90% of our clients are either vegetarian or vegan, which I find is very high, however the correlation between nutritional health and cosmetic and clothing conscientiousness is apparent. Approximately 90% of our clients are women from 12 to 85, so we have a very wide demographic profile of clients. **The target group** is generally very loyal, compassionate people who are ecologically advanced and strive for a better tomorrow. As you can imagine, this is a very narrow target group." However, when new customers see and feel the garments, they notice the immediate difference. The materials are softer on the skin, and they look more natural. Often the garments are not coloured at all but rather come in their natural coloring, such as the colour of flax or bamboo, therefore making them healthier for the skin. Overall, the people who buy BeeZee EcoKid products are very satisfied with them. However Zvorc Morris also notes that, "a lot of our customers, around 70%, initially found or

contacted us via the social media site Facebook” which just goes to show how influential and important the presence within social media is.

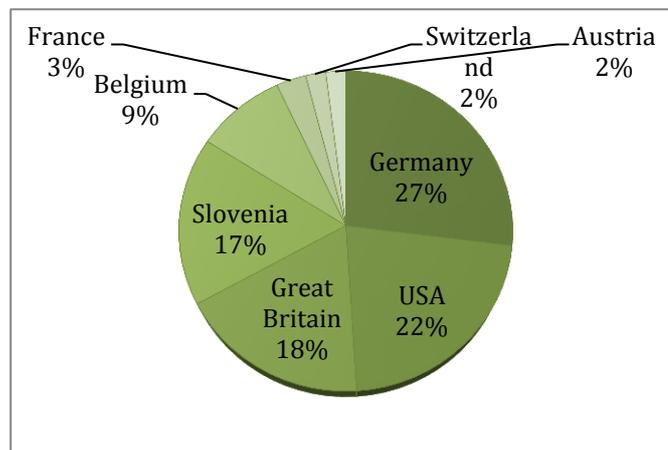
Despite all the benefits of ethically sourced and environmentally friendly clothing, some customers are not prepared to pay a premium price for healthier clothes, as a lot of the time people prefer to have a large wardrobe. Each individual makes his or her own choices in life, notes Zvorc Morris. “As society has become more consumption oriented, often quantity is preferred over quality. Health is often considered one of the greatest assets and it is an uncommon practice to pay a greater price in the short term to prevent illness and undesired effects. In the long term these items are much cheaper, as they prevent diseases and they are more durable and sustainable. For instance, organic cotton is much more durable and resistant than conventional cotton, not to forget that by purchasing these products we support fair trade and enable families to lead better lives rather than support the exploitation of children and women. By purchasing such products consumers also support the ethical and environmental balance globally. So if only look at the product through price then sure, these products are deemed more expensive. However looking at the bigger picture these products as more than worth their while.”

Another problem, which makes operating on a larger extremely challenging, is retailers’ willingness or unwillingness to offer BeeZee EcoKid products, even in the capital city. When retailers realize that their profit margins will be very small then they either want to raise the price of the products or they are unwilling to sell the items. Therefore it is very difficult to enter the high street shopping arena. Within the international market it is not possible to supply retailers with the current number of stock and in order to enter foreign markets the production size would need to be increased, which would reduce the price of the products. Still, Slovene labour is about 20 times more expensive than Asian labour so competing with existing clothing companies is extremely challenging. A small number of BeeZee EcoKid products are supplied in a shop in Prekmurje, where the shop primarily specializes in healthy sustainable food and lifestyle.

As a market, Zvorc Morris finds Slovenia to be one of the most challenging markets and she has experienced several difficulties operating in Slovenia. She also finds Slovenian women to be the most challenging segment. She elaborates: “the amount of skepticism and distrust that I have received from Slovenian customers has been very high. When I first started I was receiving emails from people I did not know criticizing and doubting the validity of the materials’ certificates and the products. When I receive orders from abroad these are usually larger than the ones I receive from Slovenia. Sometimes Slovenian people are quite cheeky and ask for freebies and additional discounts, which does not happen with other market customers.” Yet the role of the Slovenian market is fairly small. Although some of the clients have been supportive from the very beginning, this client base is fairly small considering sales are usually highest, where the company is present. Around the world there is also a Slovenian client base of approximately 20 customers. However within the country itself, the response has been fairly poor, especially now with the economic situation. The best customers are from

Germany, Austria, UK and the US. Slowly the company is also entering new markets such as Croatia.

Figure 17: BeeZee EcoKid Online Sales



Source: C. Malnar, *Prava Ideja*, 2011.

In relation to sustainability awareness and purchases Bianca Zvorc Morris estimates that the Slovenian market is fairly undeveloped. “In comparison to the international arena, the Slovenian public, media and even health practitioners are very ill informed. Although most people recycle and do not waste food (as is done in some other western countries) they do not go out of their way to act sustainably and are still very consumer driven. In regard to health issues, the vegan community is extremely unwelcome, despite significant research being done into the health benefits of the plant-based diet. Being vegan in Slovenia is almost considered criminal and most health practitioners advise against a plant-based diet. Moreover, the media and subsequently the public are very hostile towards what may be considered more radical by some. Slovenians are a meat-loving nation and the majority is unaware of the environmental damage that is done within this industry. Most clients have no idea that this is the biggest pollutant in the world and consider meat to be health. I believe the awareness of sustainability is highest in Germany and Austria when reviewing my existing client base.”

This is also part of the reason BeeZee EcoKid has a very limited future if it remains based in Slovenia. Morris comments “in order to succeed in the international market, I will have to move BeeZee EcoKid outside of Slovenia. This is due to a combination of factors. My client base in Slovenia is relatively small and thus it would be better for the business to move to Germany where the target market is much more appropriate. Similarly, the amount of bureaucracy that is present in Slovenia and the amount of time I loose doing paperwork makes it impossible to focus on my core activities. I have found that doing business in the US or Germany much more straightforward and simple than running a business in Slovenia, which is extremely difficult and very expensive. Sadly most people lack professional culture (the kind that I experienced in New York). They do not consider deadlines, ignore verbal agreements and do not like to help each other. Therefore we are moving our show room to

Germany and opening shops with similar companies (or similar concepts) in London and Vienna.”

3.4 Quantitative Research: Sustainability Attitudes, Behaviour and Consumption Survey

3.4.1 Survey design

Any study, where data is collected by asking individuals questions, is classed as a survey (Cambridge, 2013). The survey was chosen to provide a comparative framework between the Slovenian and the UK market and to examine the popularity or scarcity of a sustainable consumer. The survey about Consumer Attitudes, Behaviour and Purchase Decisions, was quantitative in nature and was carried out online between 28.10.2013 and 13.11.2013, through the use of the Slovene online survey tool Ika.²³ This tool was chosen for both the UK and Slovenian survey, as this would enable a better data analysis and comparison through the use of the statistical program Statistical Package for Social Sciences (SPSS). The survey was designed with predominantly closed questions in order to augment the comparison of the two surveys with other already existing surveys. The survey consisted of 28²⁴ questions and was divided into five sections; household characteristics, transportation choices, consumer purchases, consumer attitudes and awareness, and demographic characteristics. The survey incorporated factual questions, attitudes and opinions. A variety of scales were used, the most common being the five and seven point Likert scales for attitudinal and behavioral dimension. Several principles were followed in order to ensure a higher quality of responses. Some of these were providing short and unambiguous responses, eliminating leading questions, starting with simple questions and proceeding to more difficult ones and using closed questions. With the option to respond openly to a question, if desired also ensured a higher quality of responses (Bryman & Bell, 2003, 240). In order to decrease automatic acquiescence, one of the scales was reversed.

Several of the questions were based on National Geographic and GlobeScan's Greendex Consumer Choice and the Environment – A Worldwide Tracking survey (2013). Using existing questions enables the possibility of comparing data through time and space and indicates the nature of the changes, which have taken place since the last survey (Bryman & Bell, 2003, 242; Isikli, 2003, p.91).

3.4.2 Pilot Testing

Both surveys were tested on ten respondents for the following elements: suggestions for improvement, critical feedback, overall understanding and clarity of survey, length of survey and grammatical and spelling errors. The pilot testing revealed that some of the respondents

²³ The surveys were active from the following hyperlinks, the Slovenian survey from, <https://www.ika.si/a/31494>, and the UK survey from <https://www.ika.si/a/31519> (Ika, 2013)

²⁴ After being amended from 32

had “trouble staying engaged for the entire survey duration” due to the length of the survey and the amount of attitudinal questions (Survey respondents, 2013).” After numerous reviews, four of the questions were eliminated thus shortening the survey to 28 questions and reducing the length of the questionnaire by 1,5 minutes. In addition, to increase the participants’ engagement, several interesting facts were added to the survey. To enhance respondents’ motivation, a financial stimulus was included in the form of a € 30 voucher in the Slovene example and a £ 20 voucher in the UK example. To determine the winners of the prize, email addresses were collected on a voluntary basis. Regardless of the respondents consent, the data was automatically subject to the terms of the Data Protection Act in the UK (Cambridge, 2013). In addition, limitations were also set on the demographic characteristics and household characteristics in order to moderate the impact of outliers. To ensure that no demographic group was over represented in the quantitative survey, quotas were made for education, age and gender.

3.4.3 Survey Results and Findings

Slovenian Sample

The Slovenian survey was targeted at adults over the age of 18, in order to avoid respondents without any purchasing power. In Slovenia, the current population is 2,058,152 and approximately 80% of the population are over 18 (World Bank, 2013). The Slovenian survey reached 525 valid responses.

The population was unevenly represented, with 81% female respondents 19% male. However, with numerous studies finding that women are the primary household shoppers, this provides a better insight into household behaviour. The majority of the respondents came from Central Slovenia (38%) and the Gorenjska region (27%) followed by the Savinjska region (9%) and the Podravska region (7%). Further, the survey revealed that 65% of the respondents obtained tertiary qualifications or higher and 99% of the respondents finished secondary education. At the time of the survey October, 2013 54% of the respondents worked for an employer, 19% were studying, 15 % were unemployed, 7% were retired and 5% were self-employed. In relation to net monthly earnings, 38% of Slovenian survey respondents households have a disposable income between 1000-2000 eur, 22% less than 1000 eur, 16% between 2000-3000 eur, 9% between 3000-4000 eur and 2% above 4000 eur.²⁵

UK Sample

The UK survey reached 143 valid responses. Again the population was unevenly represented by a slightly more moderate ration, with 74% of the respondents being female and 26% male. With the population of 8,635,000 and 8,147,000 (2012) the South East and London, respectively are the most populated regions in the UK (Office of National Statistics, 2012). This is also reflected within the survey, where 65% of the respondents live in the area of

²⁵ It must also be taken into account that 11% of the survey respondents did not wish to disclose this information.

greater London and 21% from the South East. Using the Legatum Prosperity Index (2013) as a point of comparison, access to education in the UK is fairly high. The average of the survey respondents was even higher as all of the respondents, 100% finished primary school and secondary school, 42% of the respondents finished an undergraduate degree or equivalent, 45% finished a master's degree or equivalent and 3% finished a PhD or doctorate degree. Thus the respondents' education level is noticeably higher than the UK average.²⁶ The higher level of education is also reflected in the respondents' households' disposable income, which was most commonly above most commonly above £4000, followed by less than £1000, between £1000-£2000 and between £2000-3000 equally with 13% and finally 10% of the respondents' household earnings ranged between £3000-£4000. Again quite a significant number of respondents, 19%, did not wish to answer this question.

Table 12: Basic Survey Characteristics

Country	Response Rate in Weeks		Primary Response Channels	Gender Ratio
	Week 1	Week 2		
Slovenia	455	70	Kulinarika (40%), Facebook (25%), Email (25%), Other channels ²⁷ (10%)	19% men 81% women
UK	118	24	Facebook (40%), Email (40%) Other channels (20%)	26% men 74% women
Total and Average	T: 667		A: Email: 32,5% Facebook: 32,5% Kulinarika: 20% Other Channels: 15%	A: 22.5% men 77.5% women

3.4.3.1 Slovenian Descriptive Statistics

In most cases in the **Slovenian household**, the woman of the household does most of the shopping. 55% of the respondents answered that they do most of the household shopping followed by 24% of respondents who do the household shopping together with their partner and in 14% of the instances the respondents' parents do the household shopping. In the remaining 2% of the cases, the respondent does most of the household shopping with their mother. On average a typical Slovenian household owns one fridge, one freezer, one dishwasher, one washing machine, and typically owns one desktop computer. Only half of the respondents' households own a drier and less than half have a tablet in their household. The majority of households have two laptops and on average they have 2 televisions. The average Slovenian household resides in a 6-room dwelling.²⁸

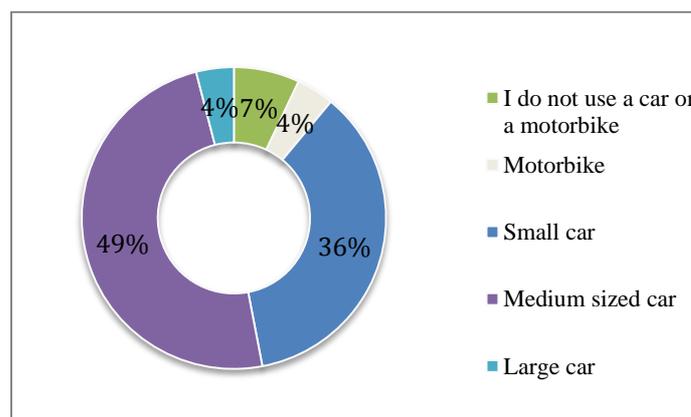
²⁶ The high education level of the respondents may be due to the fact that personal contacts were used in order to gain a sufficient number of responses.

²⁷ Mainly other people sharing via email

²⁸ For the purpose of the survey all of the rooms in the household were counted including bathrooms.

In terms of **transport** 93% of the respondents use some sort of motor vehicle, either motorbike or car. The majority of the respondents use a medium sized car, 55%, followed by respondents using a small car 38%, with 6% of respondents owning a large car or motorbike. The average car used drives approximately 17, 220 km per year. 31% of those who use cars drive alone in the car several times per day and 32% of drivers drive alone several times per week. Surprisingly only 5% of the respondents use a form of public as the main mean of their daily transport. Some 60% of respondents only use public transport a few times per year or even less. Most Slovenian respondents fly somewhere a couple of times per year or once a year with 71% of the respondents falling into this category and 27% of the respondents never fly.

Figure 18: Slovenian Automotive Use



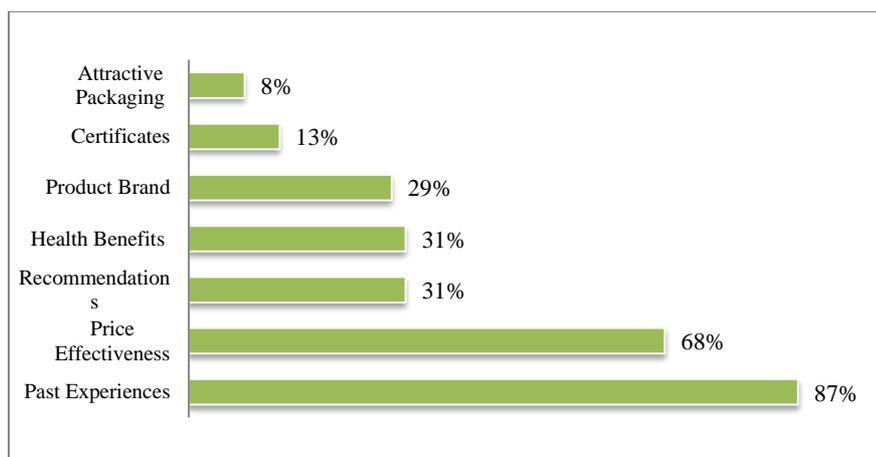
In relation to **food and drink** consumption most Slovenian respondents, 75% claim to consumer a local product at least several times per week to several times per day, however the consumer shopping behaviour in the next section indicates otherwise. 4.5% of the respondents do not eat meat or fish. When questioned the respondents, regardless of food group (i.e. vegetarian, vegan or raw vegan) predominantly answered this was a result of respect towards animals (ethical reasons). This belief was held by 57% of the non-omnivores. In contrast, the vast majority of Slovene respondents are passionate omnivores, as a majority enjoys chicken (58%), beef, pork or veal (50%) and fish (33%) at least once a week. The meat culture is still very strong in Slovenian and the sample notably eats less seafood than meat. Most commonly seafood is consumed once per month to a few times per month (41%). In regard to fruit and vegetables Slovenians are quite good as most Slovenians eat fruit and veg every day or most days (54%) or several times per day (38%) with only two percent of respondents eating fruit or veg less than once per month. Moreover the culture of producing your own food is Slovenia is fairly common as 61% of respondents consume food they have produced at least once per week and only 14% of respondents never produce their own food. In generally people rarely drink bottled water and only 5% of the respondents drink it daily or several times per day and most commonly, (54%) people only drink it a few times per year or even less. A vast majority of consumer shop in a supermarket a least once per week (91%) and supermarkets are the most popular source for household shopping. Followed closely 59% of consumers claim they enjoy food from their own source or from friends or relatives sources at least once per week and only 3% of respondents never enjoy food produced by friends or

relatives. In general health food shops (such as Kalcek and Vita Care) and the internet are rarely used for household shopping with 79% of consumers going to health food shops a few times a year or less and 89% only household shop online a few times a year or less. Farmers markets and pharmacies are most commonly visited between a few times a year (29% and 21%) and once per month (25% and 47%).

Consumer Shopping Behaviour

When questioned which are the most important factors on which consumers base their shopping choices, past experience with the product ranked highest, with 85% of respondents answering this was an important factor followed by affordability of product, 68% and health benefits of product and friend and family recommendations jointly ranking third, with 31% of respondents marking this as an important factor. However when respondents were asked to think of a specific shopping experience and the content of their shopping bag affordability of a product ranked highest, gaining an average score of 4 out of 5. Health benefits followed closely scoring an average of 3.8 of 5 and the locality of the product was also ranked highly with an average of 3.7. The product brand was supposedly the least important factor followed by fairtrade and product certificates, gaining a score of 3.1 and 3.2 respectively.

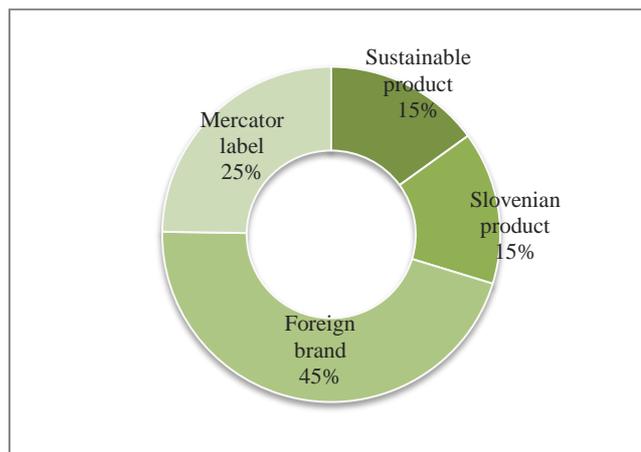
Figure 19: Slovenian Household Purchase Factors



In relation to consumer purchasing behaviour, respondents were asked to choose a product that was closest to the one they would buy in store. The products were divided into four categories: supermarkets own brand, a local product, a foreign recognised branded product and a more sustainable product (either environmentally or socially, i.e. the products were organic and in one of the examples, the coffee, the organic coffee was also fairtrade). In relation to the milk, the most commonly selected product was the supermarket Mercator's own brand, where 48% of the respondents chose this product, 28% of the respondents chose the fresh milk from a local dairy farm, 14% of the respondents chose organic rice milk and only 10% of the respondents chose the foreign owned milk. Concerning coffee, a very high percentage of respondents chose the most renowned foreign owned coffee, Barcaffe, with

75% of respondents selecting this brand.²⁹ According to Euromonitor (2013b.) this is not surprising as Barcaffe has a 60% market share in the Slovenian coffee industry. However only 10% of the respondents chose the local coffee Loka Kava with even less choosing the Mercator own brand or the organic fairtrade coffee, 7% and 8% respectively. In regard to the third question pasta, the renowned foreign owned Barilla had the largest share of respondents with 40% of respondents choosing this pasta. 22% of respondents chose the Mercator own brand of pasta followed by a 21% of respondents who chose the organic wholegrain pasta. Surprisingly only 17% of respondents chose the Slovenian pasta brand Mlinotest. Lastly, the results of the washing detergent also indicate that there is no leniency towards Slovenian consumers buying Slovene product, with only 4% of the respondents choosing the Slovenian washing detergent. The most popular product was the foreign detergent Ava, with 57% of consumers choosing this option. The second most popular product was Mercator's own washing detergent with 22% of respondents and 17% of respondents chose the more sustainable washing detergent, Ecover.

Figure 20: Slovenian Purchase Choices



Despite the fact that 75% of respondents claim they consume locally sourced products every day or most days, the *consumer purchasing* experience did not indicate this at all. On the contrary, most respondents were inclined to buy foreign product brands over local ones as foreign brands were chosen by 45% of the respondents. With only 34% of the respondents claiming they consume imported goods every day or most days it is surprising that on average, in the four product categories, foreign products were preferred over domestic ones. On average 45.25% of respondents chose foreign products vs. 19.75% who chose Slovenian products. Yet again, this points to the disparity between what consumers feel they do and what they actually do in reality.

Consumer Attitudes, Knowledge and Behaviour

²⁹ In most cases the coffee brand Barcaffe is also perceived as Slovenian as it originates from Slovenia. However, since 2010, it has actually been Croatian owned through the Altantic Grupa.

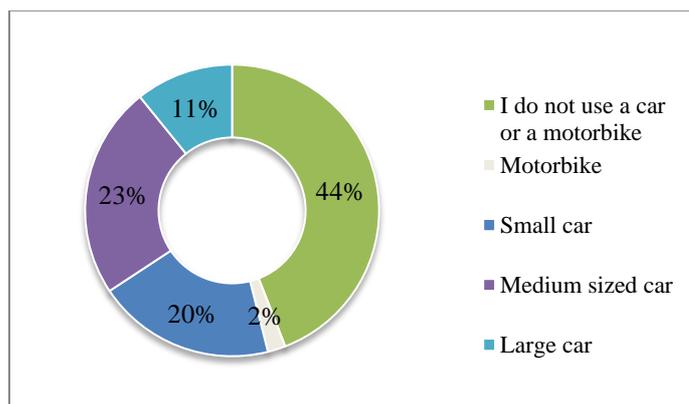
43% of Slovenian consumers describe themselves as green consumers, 26% claim they intend to be within five years' time and 31% claim they are not and obviously do not intend to be either. On a similar note, Slovenian consumers do not care too much about the packaging of a product they buy, fairtrade products or local initiatives a company engages in, all ranking the said factors as neither important nor unimportant. It appears that their attitudes towards sustainability are fairly passive and price still remains the single most important factor in purchasing decisions. When asked what the single greatest contributor of current carbon emissions was the greatest response was transport and the automotive industry with 49% of respondents believing this to be the greatest polluter. Only 16% of the respondent correctly identified the factory farming industry as the current biggest contributor to CO2 emissions. Despite the high education rate of the respondents, knowledge and awareness of the urgency of sustainable action is still not sufficiently present.

3.4.3.2 UK Descriptive Statistics

Again in the UK sample women also do most of the **household shopping**. In 20% of the cases the couple does the household shopping together and in 10% of the cases it is the parents who do the household shopping. A category which was not present in Slovenia is grocery flat sharing, where the household shopping is done by all of the people living in the house and divide equally among them. This was present in 3% of the sample.

Concerning **transport**, in comparison to Slovenia, the car usage is significantly lower in the UK sample. 44% of the respondents do not use a car or a motorbike, only 2% use a motorbike, 20% use a small car, 23% a medium car and 11% a large car.

Figure 21: UK Automotive Use



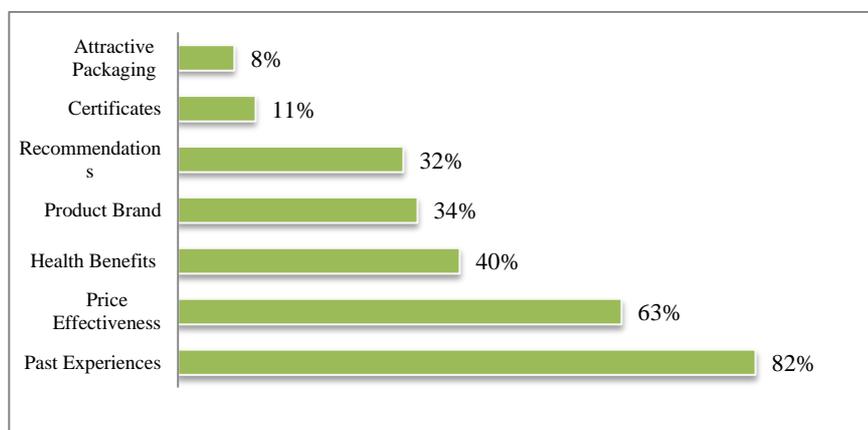
On average, the car users drive approximately 11620 km per year, which is approximately 5600 km less than the average Slovene. Most British respondents fly somewhere a few times per year, 67%, and only 6% of respondents never fly. However despite high aviation figures automotive usage is much lower. More respondents never drive in a car alone, 27%, than drive alone in the car several times per day, 15%. Only 18% of respondents drive alone in their car every day or most days and 73% of the respondents use public transport at least once a week. However, the transport results have to take into account that the majority of the

respondents reside in either London or the South East, both of which have the best public transport connections in the UK and driving in London is usually not an option the average Londoner would use as their mean of transport.

Regarding **food and drink** consumption Most British respondents, 84%, claim to eat locally grown food at least once a week and equally 82% claim to consume imported food at least once a week. 10% of the respondents are pescetarian and 6% vegetarian. 61% of the respondents never enjoy food they have grown themselves and only 12% enjoy it once a week or more. It is positive to observe that 90% of Brits enjoy fruit and vegetables most day and that 38% eat fruit and vegetables several times per day. Similarly only 1% of the respondents claim to eat meat several times a day and only 10% claim to eat chicken on a daily basis. Most commonly, omnivores enjoy chicken (62%), beef, lamb or veal (50%) and fish (54%) a few times per week. Thus it appears that the meat culture is not as strong in the UK and significantly more respondents enjoy fish on a regular basis than they do in Slovenia. Bottled water is generally consumed once per month and 48% of the respondents drink bottled water at least once per week with 15% of respondents indulging in bottled water several times per day.

Consumer shopping behaviour

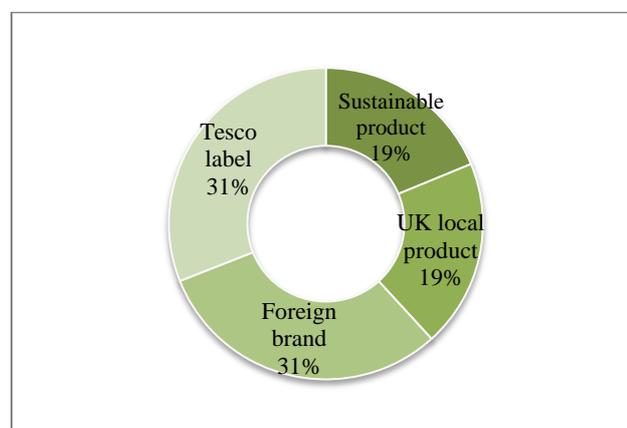
Figure 22: UK Household Purchase Factors



As shown in Figure 22, past experience with a product was again considered the most important factor when doing household shopping. This is followed by the price effectiveness of a product. Similarly to the Slovenian survey packaging and certificates are considered least relevant. As the British consumers are more overweight than most nations, it is surprising that claimed health benefits are also gaining more attention. Health benefits actually ranked the third most important factor when doing the household shopping. In relation to real consumer purchasing behaviour, respondents were also asked to choose a product that was closest to the one they would buy in store. The same product categories were used as in the Slovenian survey, with the exception of using different products. The Tesco supermarkets own brand, a local product, a foreign recognised branded product and a more sustainable product (either environmentally or socially, i.e. the products were organic and in one of the examples, the

coffee was also fairtrade). In the category of Milk, Tesco's own brand was again the strongest, with 58% of consumers choosing this product. This was followed by the British Yeo milk with 27% of the respondents choosing this product. The least popular product was the Australian owned A2 milk. The milk consumption trend is similar to the one in Slovenian and in both examples 13% of consumers chose the more sustainable milk product. In regard to Coffee, the most popular product was Nescafe Gold with 35% of the respondents choosing this product despite its price point. It was £2 more expensive than the Kenco coffee and £4 more expensive than Tesco's own coffee. The second most popular product was the Cafe direct organic fairtrade coffee, with 27% of respondents choosing this product. Fairtrade foundation is based in the UK and the Fairtrade movement is growing fairly significantly. Tesco's own coffee was the least desired among consumers with only 14% choosing this option.

Figure 23: UK Consumer Purchase Choices



Consumer Knowledge, Behaviour and Attitudes

In respect to consumer knowledge 39% of consumers believe that transport industry is the greatest producer of carbon emission followed by 20% who believe the production industry is the single highest factor, 18% believe it is something other and 15% correctly identified the factory farming industry as the cause. Only 1% of the respondents felt that the option was mining, the construction industry, the metal processing industry or battery recycling.

The gap between what people say they consume and what they actually consume was narrower among UK consumers and sustainable products were chosen more often than in the Slovenian example. Sustainable products were chosen in 19% of the cases, which is 4% higher than in the Slovenian example. Generally, a similar percentage of people claim to be green consumers, 40% of people identify themselves as green, 35% would like to be green within 5 years time and 25% are not nor want to be green. Similarly, 26% of British consumers never wash their laundry on lower settings to decrease their environmental impact and 30% of consumer rarely or never use a bicycle as an alternative mean of transport for shorter distances. However consumers do act sustainably to some extent as a 64% of respondents try to repair a product when it is broken rather than replace it with a new one

80% of the time and above. Similarly, 60% of these same respondents lower the heating or cooling settings in their office or home to save energy in 80% of the time or more.

3.5 Hypothesis Findings

The four hypothesis sets will be reviewed below: gender, generation, green behaviour and country comparison. The first three hypotheses were tested on Slovenian sample only, due to a smaller sample size within the UK group (142). All data are mean \pm standard deviation unless otherwise stated. There were 405 female and 99 male respondents within the Slovenian sample. **Sustainable behaviour** was measured through a computed variable of six different individual and household behaviour factors including walking or biking instead of driving, washing laundry on a colder setting to save energy, keeping heating or cooling setting low to save energy, paying extra for an environmentally beneficial product, repairing a product over replacing it with a new one and supporting local initiatives. The questions were measured on a frequency seven point Likert scale (Vaglias, 2006). The **sustainable attitudes** metric was computed by using seven factors in terms of how important specific factors were to the respondent and included environmentally friendly packaging, no animal testing, corporate responsibility, supporting local communities, fair trade, environmentally conscious products and local production. Finally, the **sustainable purchases** metric was computed through calculating the average of four product choices consumers made ranging from least sustainable to most sustainable within the categories of milk, coffee, pasta and laundry detergent. Independent Sample T-Tests were run to determine if there were differences in sustainable attitudes, behaviour and purchase decisions between each of the four consumer groups. The results are presented in Table 12 below.

Table 13: Hypothesis Results for Sustainable Attitudes Behaviour and Purchases

Hypothesis	N	Mean	Std. Deviation	Sig.	Result
H1a: Sustainable behaviour between women and men is not the same	504	F: 6.28 M: 5.78	F: 1.47 M: 1.72	p=0.05	Supported
H1b: Sustainability attitude is higher amongst women than men	504	F: 3.50 M: 3.29	F: 0.66 M: 0.56	p < 0.001**	Supported
H1c: Sustainable purchases are more frequent amongst women than men	504	F: 8.17 M: 7.29	F: 2.84 M: 2.47	p=0.0025	Not supported
H2a: Generation green (1980+) behaves more sustainability than the older generations (up to 1979)	504	Young: 6.19 Old: 6.17	Young: 1.52 Old: 1.54	p=0.430	Not Supported
H2b: Generation green behaves more sustainability than the older generations	504	Young: 3.38 Old: 3.54	Young: 0.63 Old: 0.65	p=0.350	Not Supported

H2c: Generation green more sustainable purchases than the older generations	504	Young: 8.02 Old: 7.96	Young: 2.77 Old: 2.81	p=0.405	Not Supported
H3a: Self-claimed green consumers behave more sustainably than conventional consumers	503	Con: 5.70 Green: 6.83	Con: 1.41 Green: 1.44	p < 0.001**	Supported
H3b: Self-claimed green consumers are more sustainability aware than conventional consumers	503	Con: 3.11 Green: 3.75	Con: 0.61 Green: 0.60	p < 0.001**	Supported
H3c: Self-claimed green consumers make more sustainable purchases than conventional consumers	503	Con: 7.31 Green: 8.66	Con: 2.48 Green: 2.87	p < 0.001**	Supported
H4a: Consumers in the UK have greater sustainability awareness than consumers in Slovenia	645	Slo:1.2 5 UK:1.3 2	Slo:0.43 UK:0.47	p=0.036*	Supported
H4b: Consumers in the UK purchase more sustainable products than UK consumers	645	Slo:2.0 0 UK:2.4 2	Slo: 0.70 UK: 0.65	p < 0.001**	Supported
H4c: Consumers in the UK have less sustainable household behaviour than consumers in Slovenia	645	Slo: 4.66 UK: 3.70	Slo: 0.90 UK: 0.59	p < 0.001**	Supported

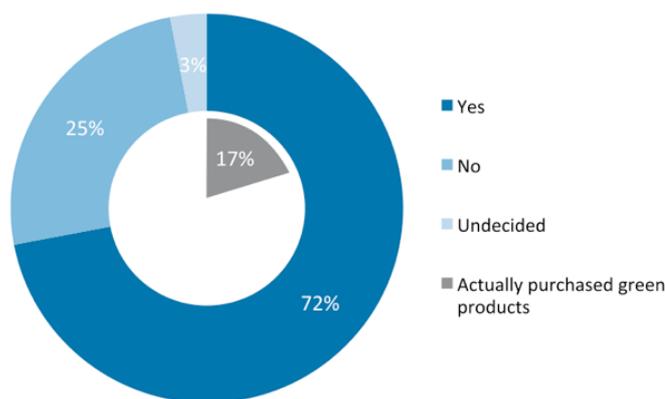
In relation to the **gender hypothesis set**, with 405 female and 99 male respondents a statistically significant difference was found between female and males attitudes and behaviour but not within sustainable purchases. Regarding the generation hypothesis set there were 250 younger and 254 older respondents. Although the younger generation has been often coined **generation green** or green teens no statistically significant difference was found within sustainable attitudes, behaviour or purchases between generation green and the older generation. Concerning the third hypothesis set relating to **self-claimed green** consumers making more sustainable purchases than conventional consumers statistically significant differences were found within all three categories (attitudes, behaviour and purchases) showing that at least those who claim to be more environmentally conscious make more sustainable choices and purchase decisions. Finally, as predicted regarding the **country comparison** Slovenian respondents score higher within sustainability behaviour, however UK respondents are more sustainability aware and make slightly more sustainable purchase choices. For more detailed results and statistical outputs please consult Appendix E.

3.6 Discussion

The concept of sustainability and consumer sustainability is relatively new and developing

within the Slovenian market, which could be a reason why sustainability patterns are not yet entirely established within the market (Suvorov, Rutar and Žitnik, 2010, p.8). The results of the research shows that sustainable awareness, behaviour and purchase decisions are more common among vegetarian and vegan consumers, who are often more environmentally educated and aware of the bigger picture (Zvorc Morris, 2013). The research results confirm the significant gap between perceived sustainable awareness and behaviour and actual sustainable behaviour whereby a link between the group of people who defined themselves as green consumer and those who did not, could not be deemed statistically significant. Despite hoping this gap would narrow these findings are in line with a number of other studies finding a significant gap between perceived consumer behaviour and purchase choices and actual consumer behaviour and purchases (European Commission, 2011; Terrachoice, 2010, p.5; Verrain et al. 2012, p. 123; The Climate Group, 2007). As shown below, a recent European Commission survey shows 72% of European respondents were willing to buy green products, however only 17% actually did so in the month prior to the survey.

Figure 24: Misalignment Between Consumer Attitudes and Purchases



Source: European Commission, *Europeans' Attitudes Towards the Issue of Sustainable Consumption and Production*, 2011.

This misalignment was a reoccurring theme within the survey findings present between the country comparison, age groups, gender, consumption behaviour, Slovene sample and UK sample. The survey findings further indicate that consumer attitudes and supposed willingness are not transferring into purchase choices or behaviour. WBCDS (2008) have identified a potential explanation for this discrepancy. The claim that despite consumers increasing concerns regarding economic, social and environmental issues and increasing willingness to act on these concerns consumers attitudes and willingness is not implemented into sustainable behaviour due to a number of obstacles such as “availability, affordability, convenience, product performance, conflicting priorities, skepticism and force of habit” (WBCDS, 2008, p.14).

However in order to accurately monitor empirical self-reported behaviour a different type of research would perhaps be more appropriate, as self-reported behavior is a poor descriptor of

real behavior which inevitably results in a data gap (WBCDS, 2008, p. 14). However as the data was partially replicated with the Greendex report, trends can be evaluated despite the data gap. Yet in this particular example this can only be applied to the UK market as similar research has not been done on the Slovenian market before.

The National Geographic Society and GlobeScan Greendex Report evaluates the sustainability consumer performance for 17 countries and is a comprehensive measure of consumer behavior in 65 areas relating to housing, transportation, food and consumer goods. In order to create a comparison between the UK market today and Greendex 2012 a number of questions from the Greendex survey were replicated. The British survey findings were very aligned with the Greendex Report. For example 28% claimed to wash their laundry on lower setting to save energy in comparison to the 25% in the Greendex 2012 report. 70% responded to eat imported products at least once a week compared to the Greendex 67%. Moreover, according to Greendex 2012 the UK is one of the least likely countries to avoid environmentally harmful products and buy environmentally friendly products. The 2012 UK average for purchasing environmentally friendly products was 26% versus all the countries average of 39%. This survey's average was closer to the total country average with 30% of British respondents claiming to pay extra for products just because they are better for the environment.

Yet, why are some consumers willing to pay more for products and others are only claiming to do so? Resolving this issue essentially leads to the root of the problem. The Greendex Report, continuously (2008-2012) come to the same conclusion. A lack of understanding towards the problem, threat or value defined as the most significant factor for why consumers are unwilling to pay more for environmentally friendly products (Greendex, 2012, p. 14). This was reflected within both the UK and Slovenian survey whereby consumers with the highest education made more sustainable purchase choices than consumers with the lowest education. However, here the assumption is made that consumers with higher education know more about environmental sustainability than those with lower education, which may not necessarily be the case. Other factors which could be a reason for discrepancies between consumers' willingness and behaviour were already outlined in chapter 1, product labels, certifications and greenwashing. Initially when green products started emerging within the market claiming environmental benefits, these products did not meet consumer expectations and as a result a certain segment of the population lost faith in green products (Nielsen, 2007). Then after the boom of green products, a segment of the population also lost faith in green products due to various types of greenwashing. Often enough the amount of information supplied by retailers and product advertising are considered overwhelming, confusing and often consumers do not know which products are better for society and which for the environment (WBCSD, 2008, p.19). Therefore it is extremely important that brands with established sustainable practices remain transparent and explain their environmental contributions in a simple and straightforward way in order to encourage and develop green consumption. Globally however, the challenge is much greater.

A significant number of scientists all over the globe are researching and looking for solutions to the global sustainability challenge. However the views that are presented are still very

diverse. Some scientists take a more utopian approach and suggest that sustainability challenges will take care of themselves while others propose that the current lifestyle will not be possible in 20 to 30 years time. The fact that the existing challenges are difficult to measure also means that people are distrustful towards such data and some have even come to the point of dismissing sustainability altogether. If planet Earth does not remain within the Holocene-like state, life on earth will not be able to develop at the current pace of today. Environmental factors such as climate change, biodiversity loss, nitrogen cycle, phosphorus cycle, stratospheric ozone depletion, ocean acidification, global freshwater use, change in land use, atmospheric aerosol loading and chemical pollution are all factors which are either at a point of no return or are very close to depletion and in order to preserve planet Earth, these issues need to be resolved (Moore & Rees, 2013, p.65).

3.6.1 Reaching Sustainability

To ensure that economic sustainability the 21% of global citizens who earn less than \$1.25 a day would require 0.2 % of the world's income to achieve this goal (Raworth, 2013, p. 54). To ensure social sustainability seven of the eight-millennium development goals laid out by the Millennium Summit would need to be achieved (UN, 2013). In terms of food and water basic social sustainability could be achieved through mere redistribution. According to the U.N. Food and Agriculture Organisation, providing the adequate calories required by the 13% of the world who are facing malnutrition would require merely three percent of the current global food supply (FOA, 2013). Taking into account that approximately 30% of all food produced is wasted post-harvest, wasted in the retail supply chain or thrown away by the end consumer means that a mere process optimization could ensure adequate food supplies for all (Raworth, 2013, p. 56). However, to achieve environmental sustainability is an entirely different issue, which involves economic, social and environmental factors, essentially proving that eradicating poverty and tackling environmental sustainability are distinctly different factors. The seventh Millennium development goal is focused on "maintaining environmental sustainability" (Folke, 2013, p. 48).

3.6.2 Environmental Sustainability Solutions

Despite the introduction of the Kyoto Protocol and regardless of commitments made on a global, regional, governmental, corporate and individual level global climate change is worsening, the number of polluters is on the rise and biodiversity is being lost at an alarming rate. The global CO₂ emissions are continuing to rise due to increasing use of fossil fuels, increased meat production and waste production (Timmer, Peinet and Moore, 2012, p. 3). By the same token, Folke (2013, p. 44) recently identifies nine planetary boundaries, depicted in Figure 25 bellow, three of which have already been crossed.

Figure 25: Nine Planetary Boundaries

EARTH CHALLENGE	PARAMETER	BOUNDARY	CURRENT STATE
Climate change	Atmospheric CO ₂ concentration	350	387
Rate of biodiversity loss	Extinction rate	10	>100
Nitrogen cycle	N of N ₂ removed from the atmosphere for human use	35	121
Phosphorus cycle	Quantity of P streaming into the oceans each year	11	8.5-9.5
Stratospheric ozone depletion	Concentration of ozone (Dobson unit)	276	283
Ocean acidification	Global mean saturation state of aragonite in surface seawater	2.75	2.9
Freshwater use	Consumption of freshwater use by humans km ³ per year	4,000	2,600
Change in land use	Percentage of global land cover converted to cropland	15	11.7
Atmospheric aerosol loading	Overall particulate concentration in atmosphere	Unknown as of yet	Unknown as of yet
Chemical pollution	Amount of chemicals emitted to global environment of persistent organic pollutants, plastics, heavy metals and nuclear waste	Unknown as of yet	Unknown as of yet pollution

Source: C. Folke, *Respecting Planetary Boundaries and Reconnecting to the Biosphere*, 2013, p. 44.

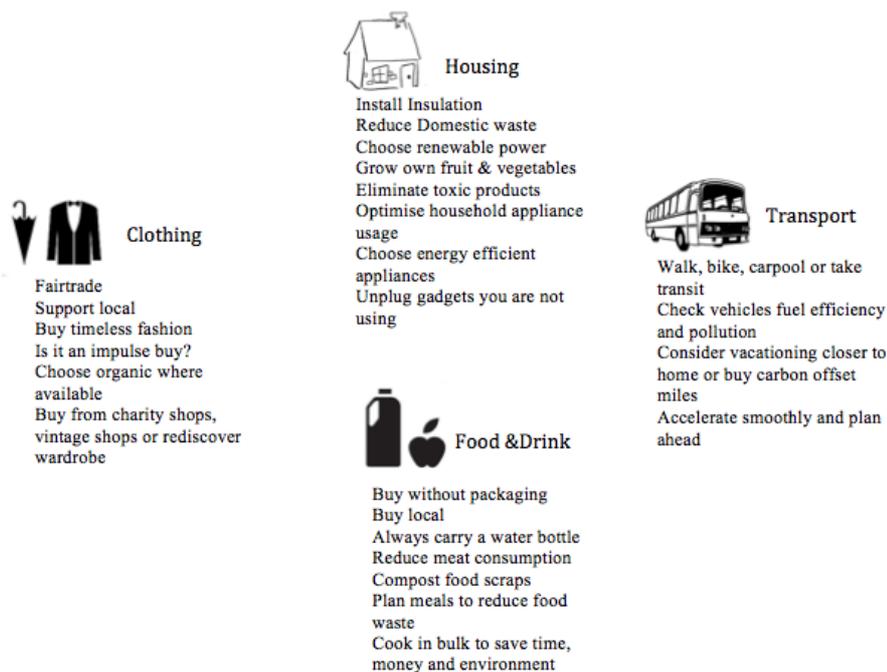
After reviewing a number of environmental potential solutions the currently most viable environmental solution appears to be the use of nuclear fuel, which does not produce any carbon emissions and has the power to significantly reduce carbon emissions worldwide, as well as sustain energy levels for the predicted population increase by 2050. The most problematic obstacle surrounding nuclear energy is the social stigma surrounding its use, its correlation with nuclear weapons. Further obstacles with the nuclear source of energy are also the possible fears and dangers of another Chernobyl, Hiroshima or Fukushima. However, in the US a number of experiments and security procedures have been developed for the nuclear plant to go into automatic shutdown when the generators overheat (which was the cause of the explosions in both Chernobyl and Fukushima). Nevertheless, regardless of security tests the existing stigma and fear surrounding nuclear energy remains very strong, especially with numerous environmental activists lobbying against the use of nuclear power. In spite of these stigmas, certain countries have already turned to its extended use. France for example currently obtains 80% of its energy resources from nuclear energy and has since significantly reduced per capita CO₂ emissions. The emissions are currently estimated to five tons per capita in comparison to ten tons per capita in neighboring Germany (Stone, 2013). After

comparing other sources of energy it seems evident that conversion to nuclear would be the fastest and most efficient way of significantly reducing CO₂ emissions without crossing any further planetary boundaries (Brand, 2010; Hansen, 2009). Another viable solution is proposed by Jacobson (2010; 2011) who rejects nuclear as a viable solution³⁰ and provides a global strategy to convert to wind, water and solar power within the next 20 years.

3.6.3 Household Sustainability Recommendations

Yet looking only at environmental solutions is not enough. This sustainability cataclysm only arose due to our over consumption and excess use from high-income economies, as is portrayed through Figure 14. Another household solution is making full use of existing green technologies. By choosing energy efficient and environmentally friendly technologies, we could reduce our carbon footprint by up to 90 % as well as reduce long term costs (Petersen & Connors, 2008). Figure 26 below shows household sustainability solutions, which were inspired through the Sustainable Urban Living experiment and Slovenian and UK market research.

Figure 26: Easily Implementable Household Sustainable Solutions



3.7 Empirical Observations, Limitation and Suggestions for Further Improvements

Regarding the in-depth interview a better framework could be ascertained by proving a comparative framework with a similar UK sustainable enterprise. However, in this example

³⁰ due to its long construction and operational times and the risk of nuclear explosions and weapon use (Jacobson, 2012)

the contacted companies were unfortunately unwilling to take any interviews primarily due to intensely hectic timetables. To accurately compare UK and Slovenian enterprises a suggestion for further research could ideally compare framework.

Upon completion, several of the respondents positively commented on the survey as “refreshing”, “surprisingly engaging”, “very interesting” and one respondent remarked that he “finally found a survey that did not contradict itself” Respondents welcomed the enclosed *did you know* information and a handful also asked for further information (Survey respondent, 2013). The survey was only published online, which limits itself to a specific demographic, namely Internet users. Despite obtaining a relatively broad sample in terms of age, an even better representation of both markets could be achieved if pensioners could have been included more significantly. Targeting pensioners in Slovenia and in the UK through the Internet is difficult, as the computer literacy is fairly low amongst the elder generations. An attempt was made to reach out to the older generation, through the UK the portal pensioners.co.uk, however unfortunately the plea to post the survey online was unsuccessful. Thus, providing a thoroughly representative sample via the Internet was a challenge and a more representative sample could be achieved through telephone questionnaires or face-to-face questionnaires. To ascertain a more valid sample the activity could be better carried out near supermarkets or on the streets. To further better the quality of the survey the sample could include an equal number of respondents from both the UK and Slovenian and would represent all regions across the nation. As the survey was conducted in Slovene and English the questions were translated and verified for understandability through pilot testing. However, within the question where respondents choose certain products (q8) the sustainability or unsustainability of the specific products was not entirely the same, as for example the sustainably coffee in the Slovenian example was organic yet in the UK survey it was both organic and fairtrade. This problem could be avoided by applying two markets where the same products are traded such as Austrian and Germany or the US and Canada. Furthermore, obtaining a fairly equal sample size would be ideal in terms of country comparison. However, this was not the case. The Slovenian sample reached 506 respondents and the UK sample 114, which restricted the data in terms of testing. By gaining access to a larger UK sample size the survey results preferred to provide greater reliability of the analyses.

CONCLUSION

The escalating global and urban population combined with growing consumption is slowly knocking on the door with a range of environmental threats. As a result an increasing number of environmental and societal violations are emerging and estimates have been made that up to 100 million lives will be endangered by 2050 as a result of planet exploitation (Downing, 2002). In light of this, this master’s thesis explores the term sustainability and its derivatives, overviews sustainable consumption and consumption patterns and looks at existing sustainability-oriented organisations. Moreover, the thesis achieved its objective through the Sustainable Urban Living experiment, where it was clearly portrayed that purely by rethinking and redefining priorities, consumer habits and thinking about the consequences of our actions, we can alter our behaviour without having to sacrifice our lifestyles dramatically

and ensure that future generations will be able to enjoy the same quality of life. What is more, by altering our behaviour and reshaping our consumption we can increase our levels of happiness as shown by the No Impact Experiment (2012, p.7) and appendix D. However, the current trend within Slovenian and UK survey respondents does not seem to reflect sustainable consumerism as great disparities are discovered between attitudes, behaviour and purchase decisions. Yet, a certain willingness to participate within the sustainability movement is evident. Another positive survey finding is the fact that participants who do not see themselves as green are in fact making certain green decisions.³¹ While consumption trends in the UK and Slovenia are currently not as sustainable as desired or needed, both empirical and theoretical research shows that by educating consumers and by presenting the benefits of green consumption, consumer purchased behaviour could alter dramatically. This is also discovered within the interview with Ethical Fashion Shop owner Bianca Zvorc Morris who consistently finds a positive correlation between higher education (rather than income) and sustainable behaviour and purchase choices. As stated by the great Winston Churchill “this is not the end. It is not even the beginning of the end. But it is perhaps, the end of the beginning.”

³¹ Although these may be motivated by other factors such as price.

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APPENDIXES

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APPENDIX A: SLOVENE SUMMARY

"Modeli kažejo, da se bo dobiček v celotnem sektorju potrošnih dobrin izničil do leta 2050, če ne bomo spremenili smeri razvoja."

Paul Polman, predsednik uprave družbe Unilever

Sodobna koncepta trajnostnega razvoja in trajnosti vzbujata občutke skrbi in strahu, ki predstavljajo negotovo sliko prihodnosti. Nedavno so bile objavljene ocene, ki napovedujejo, da se bo v slabih štirih desetletjih svetovno prebivalstvo povečalo za 30% (WBCSD, 2010, str. 4; Engelman, 2013, str. 24). Po eni strani je to pozitivno za podjetništvo in obstoječa podjetja, ki jim to predstavlja nov in večji trg, o drugi strani pa glede na sedanje potrebe našega planeta ne moremo vzdrževati niti sedanjih potrošniških navad za več kot dve desetletji, kaj šele potrebe prihajajočih generacij (Engelman, 2013, str. 33).

V zadnjem stoletju je človeštvo napredovalo na izjemne ravni z inovacijami, izumi in odkritji kot so radio, televizija, avto, x-žarki, letala, svetovni splet, penicilin, genetski prstni odtisi, deoksiribonukleinske kisline (DNK) in še veliko več (Smil, 2006, str. 27). Vendar pa so ti tehnološki, medicinski in družbeni napredki tudi znatno povečali porabe potrošnikov, ki ustvarjajo nepopravljivo škodo na našem planetu.

Kljub sklenitvi številnih sporazumov o zagotovitvi bolj trajnostne prihodnosti (Okvirna konvencija Združenih narodov o spremembi podnebja (1992), Kjotskega protokola (1997), Deklaracije Tisočletja za razvoj (2000)), izgleda, kot da so te okoljske zaobljube ostale zgolj na papirju, saj so se, kot je razvidno na Sliki 2, letne globalne emisije ogljikovega dioksida (CO₂) v zadnjem desetletju znatno povečale. Znanstveniki ocenjujejo, da so se emisije med letoma 1990 in 2009 povečale za kar 38% (OZN, 2012, str. 17). Podobni trendi pa so vidni tudi pri vodnih virih, saj ocenjujejo, da v roku petindvajsetih let zaradi izčrpavanja vodnih virov in onesnaževanja, ne bo več dovolj pitne vode za potrebe svetovnega prebivalstva ([Mednarodni Vodni Inštitut, 2013]). Medtem svet zaskrbljujoče hitro izgublja gozdne površine (OZN, 2012, str. 17). Eden od učinkov izčrpavanja zemeljskih površin je prikazan tudi z zožitvijo Aralskega morja, Slika 1. Nekoč četrto največje jezero na svetu zdaj usahuje zaradi izčrpavanja vode, ki jo izkoriščajo za kmetijstvo. Jezeru se je obseg zmanjšal za kar 90%, globina jezera se je znižala za 23m, slanost pa se je povečala iz 10g/l na več kot 100 g/l (Micklin, 2007, str. 47).

Skupek teh kazalcev kaže na očitno: porabljam več, kot imamo na voljo in kot je poudaril Engelman (2013, str. 9), "če so ekološki izračuni okoljskega odtisa vsaj približno točni, človeštvo trenutno porablja ekološko zmogljivost 1,5 Zemlje", kar pomeni da Zemlja, s trenutnim potrošništvom, lahko dolgoročno poskrbi le za 4,7 milijona ljudi. Iz zgoraj navedenih podatkov sledi cilj tega magistrskega dela, to je analizirati, kako posamezna

gospodinjstva v razvitih državah lahko prispevajo k zmanjšanju potrošnje in optimiziranju gospodinjstev ter se s tem začeti približevati okviru trajnostnega razvoja.

Magistrsko delo je strukturirano kot sledi. V prvem poglavju je predstavljen pojem trajnostni razvoj, njegove izpeljanke in razvoj trajnostnih izdelkov, kjer ugotavljamo, da je moderna definicija trajnostnega razvoja postala precej širok pojem, ki je pogosto zlorabljen z vidika trženja. Opisan in opredeljen je tudi okvir "sedmih grehov zelenega pranja" (ang. Seven Sins of Greenwashing), kjer je zeleno pranje (ang. Greenwashing) opredeljeno kot "zavajanje potrošnikov v zvezi z okoljskimi praksami podjetja ali okoljskimi koristni izdelka ali storitve" (Terrachoice, 2013). Morda je še bolj šokantna ugotovitev, da kljub več stotim milijonom porabljenih za trženje pojema trajnosti v zadnjem desetletju, le 28 % ljudi dejansko pozna pomen izrazov kot so " trajnostni ", "družbeno odgovorni", " okolju prijazen " in " zeleni" (WEF, 2012). V drugem delu prvega poglavja pa so predstavljene in analizirane organizacije, katerih primarna aktivnost je trajnostni razvoj. Glede na analizo omenjenih organizacij lahko pridemo do ugotovitve, da je popolnoma trajnostnih organizacij malo in da kljub strmenju k trajnostnemu razvoju pretežno prevladujejo ekonomski motivatorji.

V drugem poglavju je opisano trajnostno vedenje potrošnikov v Sloveniji in Veliki Britaniji, zarisana je tudi primerjava med obema trgoma. Poglavje se začne z makroekonomsko predstavitevijo obeh držav in prikazom delitve potrošnje v slovenskih in britanskih gospodinjstvih. Predstavljeni so najbolj pereči problemi obeh ekonomij ter primerjava le teh. Bolj natančno pa so tudi razdelane prehranske, prevozne in bivalne navade Slovencev in Britancev. Poglavje se zaključi z analizo globalne potrošnje in napovedjo za prihodnost.

Tretje poglavje vsebuje empirične raziskave in ugotovitve. Sprva so opisani metodologija, raziskovalni model in hipoteze, nato sledi predstavitev poskusa *Trajnostni razvoj znotraj urbanih mest* ter intervju z Bianco Zvorc Morris, lastnico podjetja BeeZee Eko Kid. Poskus *Trajnostni razvoj znotraj urbanih mest* izhaja iz projekta "No Impact Project", v katerem je družina, ki živi v New Yorku, poskušala živeti v harmoniji z okoljem, brez negativnih vplivov na okolje (Beavan, 2009). Poskus je podoben tem projektu z vidika cilja, saj oba poskusa želita racionalizirati potrošnjo, zmanjšati negativne vplive na okolje in uporabiti le tisto, kar je potrebno (Timmer, Peinet & Moore, 2012, str. 7). Razlikujeta pa se v lokaciji, času trajanja projekta in smernicah po katerih je možno optimizirati potrošnjo. *Trajnostni razvoj znotraj urbanih mest* je potekalv Ljubljani in Londonu, v obeh mestih je poskus trajal dva tedna in v obeh primerih so se ravnal po novem modelu trajnostnega nakupovanja in vedenja, predstavljenega znotraj podpoglavja 3.3.1.2. Intervju z Bianco Zvorc Morris pa je razkril, da sta slovenska miselnost in trg zaenkrat še nepripravljena za ekološka oblačila, saj je nezaupanje do teh izdelkov in podjetji, ki se ukvarjajo z ekološkimi izdelki in storitvami, zelo veliko. Skladno z gospodarskim stanjem je odziv na taka oblačila precej slab, še večji problem pa predstavlja zavedanje oziroma nezavedanje ljudstva, meni Zvorc Morrisova. Po glavnih ugotovitvah kvalitativnega dela naloge sledi kvantitativni del. Z uporabo ankete raziskujemo trajnostne odnose, vedenje in potrošnjo znotraj slovenskega in angleškega trga. Rezultati so predstavljeni v podpoglavju 3.4.3. in 3.5.

Empirični del je zaključen z raziskovalnimi omejitvami in predlogi za bodoča dela.

Magistrsko delo svoj cilj dokazuje tudi preko projekta "Trajnostni razvoj znotraj urbanih mest« kjer je bilo jasno prikazano, da lahko spremenimo svojo vedenje že samo s ponovnim premislekom in novo definicijo svojih prioritet, potrošniških navad ter razmislekom o posledicah naših dejanj. Tako lahko brez korenitih sprememb življenjskega stila bodočim generacijam zagotovimo enako kvaliteto življenja, kot ga uživamo sedaj. Poleg tega lahko s spremembo vedenja in preoblikovanja potrošniških navad povečamo našo stopnjo (osebnega?) zadovoljstva, kot so dokazali tudi v poskusu "No Impact Experiment" (2012, p.7) in dodatku D. Vseeno pa trenutni trend med slovenskimi in britanskimi potrošniki, ki so sodelovali v anketi, kaže velike razlike pri odnosu, obnašanju in nakupnih odločitvah, ki se tičejo trajnostne potrošnje. Zaznati pa je določeno pripravljenost za sodelovanje pri trajnostnem gibanju. Še ena pozitivna ugotovitev raziskave je dejstvo, da sodelujoči v raziskavi, ki sebe sicer ne vidijo kot zelene potrošnike, v bistvu živijo po principu zelene potrošnje. Čeprav potrošniški trendi v Veliki Britaniji in Sloveniji trenutno niso usmerjeni tako trajnostno, kot bi bilo potrebno, pa tako empirična kot teoretična raziskava kažeta, da lahko z izobraževanjem potrošnikov in predstavitvijo prednosti zelene potrošnje močno spremenimo njihov način kupovanja. Do enakega zaključka smo prišli tudi med intervjujem z lastnico trgovine BeeZee EcoKid, gospo Bianco Zvorc Morris, ki ugotavlja, da višja izobrazba (prej kot višji prihodki) vpliva na pozitiven odnos do trajnostnega obnašanja in nakupnih odločitev.

APPENDIX B: LIST OF ACRONYMS

BITC	Business in the Community
BRIC	Brazil, Russia, India, China
BSR	Business Social Responsibility
CFO	Chief Sustainability Officer
CO ₂	Carbon Dioxide
CR	Corporate Responsibility
CSA	Community Supported Agriculture
CSR	Corporate Social Responsibility
CSR Europe	The European Business Network for Social Corporate Responsibility
DSD	Division for Sustainable Development
EEA	European Environment Agency
EOS	European Organisation for Sustainability
FAO	Food and Agriculture Organisation of the United Nations
GDP	Gross Domestic Product
GRI	Global Reporting Initiative
GHG	Greenhouse Gas
HDI	Human Development Index
HCHV	Henley Centre HeadlightVision
IMF	International Monetary Fund
IUCN	International Union for Conservation of Nature
NEST	National Employment Savings Trust
NGO	Non Governmental Organisation
OECD	Organisation for Economic Cooperation and Development
PCC	Planning for Consumer Change Study
PM ₁₀	Particulate Matter
RGEs	Rapid Growth Economies
SCP	Sustainable Consumption and Production
SFI	Sustainable Forestry Initiative
SORS	Statistical Office of the Republic of Slovenia
STO	Slovenian Tourist Board
UN	United Nations
UNEP	United Nations Environment Programme
WGBC	World Green Building Council
WBCSD	World Business Council for Sustainable Development
WHO	World Health Organisation
WTO	World Trade Organization
WWF	World Wildlife Fund

APPENDIX C: GLOSSARY

Biodiversity	The multiplicity of living beings and organisms from all sources including terrestrial, marine and other aquatic ecosystems, as well as ecological complexes of which they are part. The aforementioned includes diversity within species, between species and of ecosystems.
Biofuels	Fuels produced from biomass crops and wastes. The main biofuels are synthetic diesels, which can be burned in compression ignition (diesel) engines, and bio-ethanol, which can be burned in spark ignition (gasoline, or petrol) engines.
Carbon capture storage (CCS)	“A long-term alternative to emitting carbon dioxide to the atmosphere is capturing it as its source of emission and storing it. Geological carbon storage involves the injection of CO ₂ into subsurface geological formations” (WBCSD, 2010, p.69).
Carbon emission	Polluting carbon substances such as carbon dioxide and carbon monoxide into the atmosphere predominantly through the use of industrial production and motor vehicles.
Carbon neutral	Carbon neutral is also referred to as net zero carbon footprint and means having zero carbon emissions. This is usually performed through balancing a measured amount of carbon dioxide added to the atmosphere and that removed from the atmosphere. The reduction is carried out through carbon-offset purchases or other campaigns such as wind farms and solar parks. The term also applies to individuals, businesses and organisations, which contribute to zero carbon emission practices. However often the term is abused by corporations marketing carbon neutral practices, which are in fact not neutral.
Closed-loop Recycling	A production system in which the waste or byproduct of one process or product is used in making another product.
Ecological footprint	A measure of human demand on the Earth’s ecosystems. It looks at human demand and the planet’s ecological capacity to regenerate. It characterizes the amount of biologically productive land and sea area needed to regenerate the resources a human population consumes and to absorb and render harmless the corresponding waste. Though the use of ecological footprint indicators it is possible to estimate how much of the Earth (or how many planet Earths) it would take to support

humanity if everybody lived a given lifestyle. Currently it is estimated that each individual should consume 850kg of carbon emission per year however the average rate is 1.5 tones thus consuming more than we have.

Freeganism

Freeganism is often termed an anti-consumerist movement and has arisen as a response to society's consumer-oriented lifestyles and over-consumption and essentially wastes of resources. "Freegans," aim to buy and consume as little as possible and to use only what they need. The term is also known within the setting of reclaiming and eating food that has been discarded.

Greendex

An annual survey carried out by National Geographic, which researches consumer choice and the environment on a global scale currently assessing 17 countries worldwide. The Greendex is a comprehensive measure of consumer behavior in 65 areas relating to housing, transportation, food and consumer goods.

**Human
Development
Index (HDI)**

The HDI is a summary composite index that measures a country's average achievements in three basic aspects of human development: health, knowledge, and a decent standard of living. Health is measured by life expectancy at birth; knowledge is measured by a combination of the adult literacy rate and the combined primary, secondary, and tertiary gross enrolment ratio; and standard of living by GDP per capita (PPP US\$).

APPENDIX D: SUSTAINABLE ORGANISATIONS DESCRIBED

Accounting for Sustainability

Accounting for sustainability is an organisation aimed at developing practical guidelines and tools for embedding sustainability into decision-making and reporting processes. It was set up by The Prince of Wales in 2004 “To help ensure that sustainability – considering what we do not only in terms of ourselves and today, but also of others and tomorrow – is not just talked and worried about, but becomes embedded in organizations” (Accounting for Sustainability, 2013).

Contact: accountingforsustainability@royal.gsx.gov.uk

Business in the Community (BITC)

BITC is a UK based organisation working to develop frameworks for responsible business. It is the largest business-led charity of its kind, which is committed to building resilient communities, diverse workplaces and a more sustainable future. They operate on a local, national and international scale and cooperate with a number of other businesses and communities. Their primary focus is on the following areas: market sustainability, education and youth, enterprise and culture, unemployment and the workplace and employees (BITC, 2013).

Contact: info@bitc.org.uk

Business for Social Responsibility (BSR)

The goal of BSR is to collaborate and cooperate with businesses in order to create a just and sustainable world. The organisation envisions a world where “everyone can lead a prosperous and dignified life within the boundaries of the Earth’s natural resources” (BSR, 2013). With more than 100 employees in eight offices in Asia, Europe, and North and South America, they aim to drive social and environmental impact through: Membership, Advisory Services, collaborative initiatives, partnerships and research. Over 250 of the world’s most influential companies are members of BSR and the scope to inform and strengthen their sustainability efforts is tremendous. The advisory services work closely with companies to improve capabilities on a range of sustainability issues to catalyze progress. BSR also leads business collaborations in order to achieve systematic progress. In addition, partnerships are facilitated among business and grant funders to enhance the impact that could not be achieved individually. Finally BSR also performs grant-supported research to progress in the field of sustainable business (BRB, 2013).

Carbon Trust

London Based Carbon Trust was founded in 2001 and is a not-for-dividend company that assists businesses, organisation and the public sector to reduce their carbon emissions, save energy and become more resource efficient. They also work towards commercializing low carbon technologies, as their mission is to develop and deploy technologies and solutions

from energy efficient to renewable power in order to create a sustainable, low carbon economy. Contact: +44 (0) 20 7170 7000 or <http://www.carbontrust.com/about-us/contact-us>

The European Business Network for Corporate Social Responsibility (CSR Europe)

Based in Brussels CSR Europe was founded in 1995 as an international non-profit organisation classified under Belgian law (AISBL). It has a platform of over 5000 enterprises. Its membership network has two different types of members, corporate members and national partner organisations, both of which are represented in the organisation's governing bodies. At present there are approximately 70 corporate members and 37 national partner organisations.

CSR's mission is to link companies, so that these share best practices in relation to CSR and innovation. The network also encourages enterprises to collaborate and innovate together in order to "shape the business and political agenda on sustainability and competitiveness in Europe" (CSR Europe, 2013). In practice, it also fosters partnerships and wishes to contribute as best as possible to the EU Europe 2020 strategy for smart, sustainable and inclusive growth. Since the launch of Enterprise 2020, it has become the main tool for companies dedicated to developing innovative business practices and creating solutions to current and developing sustainable challenges. Through the programme two of the campaigns have been the main focus for CSR Europe- the Skills for jobs campaign and the Sustainable Living in Cities.

Contact: sc@csreurope.org

European Organisation for Sustainability (EOS)

The EOS is an independent research organization founded and organized by volunteer members from around the world. It was founded in 2005 and is registered as a non-profit association in Umea, Sweden. Its primary aim is to work on a transition plan to move from today's unsustainable monetary based system to a sustainable money free system. Their goal is to build such a system through a network of not for profit organisations such as associations, companies and communities. (EOS, 2013)

Contact: board@technate.eu

Global Reporting Initiative (GRI)

The Global Reporting Initiative (GRI) is a network-based organisation, which developed one of the most widely adopted sustainability-reporting frameworks for a variety of institutions and organisation to become more sustainable and contribute to sustainable development. The framework reports on economic, environmental and social aspects of the company as well as the organisations value and governance model. GRI's aim is to incorporate sustainable reporting into a regular practice for organisations across the globe. The reporting method introduced by GRI is also known as ecological footprint reporting, environmental social governance (ESG) reporting, triple bottom line reporting and corporate social responsibility reporting.

Since its establishment, the GRI has undergone criticism by academics that the reporting approach established by GRI allows for organisations to report in a way which creates the

impression of being transparent without actually improving environmental or social performance. This seems common so a number of sustainability organisations which primarily focus on economic performance rather than social or environmental causes (Moneva, Archel & Correa, 2006, p. 132).

Contact: +31 (0) 20 531 00 00

Organisation for Economic Co-Operation and Development (OECD)

The Organisation for Economic Co-operation and Development compiles a wide variety of statistics and reports on sustainable development, including environmental indicators and outlooks. It was established in 1961 and has its headquarters in Paris. The OECD has 34 countries as its members, has 2500 staff, published 250 new titles every year and has a budget of 354 million. It publishes a number of green growth papers, studies, articles and some books, all of which are available through the organisation's website. The Green growth Index is a database compiled of a number of indicators which monitor countries' progress in achieving green growth policies and raising public awareness. Currently the database covers OECD countries, BRICS economies, Argentina and Saudi Arabia. Some of these have been reported on from the 1900 onwards. The organisation also holds an annual conference on sustainable development and policy making. This year's Green Growth and Sustainable Development Forum is titled 'How to unlock investment in support of green growth', where the pivotal discussion will focus on how "governments can improve their investment policy framework to reduce risk and attract long-term private finance in support of green growth". Ultimately, the organisation's mission is to "promote policies that will improve the economic and social well-being of people around the world" (OECD, 2013)³².

Contact: Tel.: +33 1 45 24 82 00 or contact form at: <http://www.oecd.org/contact/>

United Nations Division for Sustainable Development (DSD)

The DSD provides leadership in promoting and coordinating the implementation of the sustainable development agenda of the United Nations. The DSD core activities are: supporting UN intergovernmental processes on sustainable development; analysis of policy and development, knowledge management communication and outreach; capacity development at a country level and inter agency coordination. In addition to the main DSD department there are also two international offices, which are part of the DSD. The United Nations Centre for Regional Development (UNCRD) was established in 1971 founded on a covenant between the UN and the Government of Japan. The UNCRD has always strived to encourage sustainable regional development in developing countries with a predominant focus on development planning and management. The UNCRD also focuses on the growing global environmental concerns and their effects. The UNCRD has a research and training centre that focuses on regional development and planning, it facilitates advisory services, exchanges practical experiences and cooperates with other organisations in regional development related fields. The UN also held the 2012 United Nations Conference on Sustainable Development (Rio+20), which was considered one of the largest conferences held

³² Note how there is no mention of the third aspect of sustainability in the company's mission statement.

by the UN ever. At the conference governments renewed their political commitment to sustainable development and to promote integration and coherence of policies and implementations in social, economic and environmental areas. Governments renewed their strong political commitment to sustainable development and to promote integration and coherence of policies and the implementation of actions in the social, economic and environmental areas.

Contact: dsd@un.org

The World Business Council for Sustainable Development (WBCSD)

The WBCSD consists of over 200 international enterprises, which share a vision of creating sustainable development through “economic growth, ecological balance and social progress” (WBCSD, 2010, p.73) With members from 36 different countries the WBCSD benefits from a global network of 60 national and regional councils working towards implementing sustainable development within business. The WBCSD deals with an array of sustainable development factors in business. Primarily it deals with issues that are divided into focus areas, sector projects, systems solutions and capacity building. Sector projects are enterprises that focus on the most critical industries of today and evaluate how to make these more sustainable. System solutions are a scheme, which recognizes the overlap in sustainable challenges and a need for a more system based approach. Moreover the capacity building activities promote and support the integration of sustainable development into business practices. The WBCSD is managed by a Council, which comprises of the member companies CEO’s, their equivalent or their representatives. Currently the Companies Chairman is Paul Polman, CEO of Unilever (WBCSD, 2013).

One of the WBCSDs greatest works is the Vision 2050, a report, which outlines a pathway for how businesses must change in order be able to sustain nine billion people within the planets given resources by midcentury. The report was compiled by 29 global companies within 14 different industries and over 200 companies cooperated within the process. The WBCSD is distinctive in the sense that all of its members actively contribute towards sustainable development as is shown through the participation in the Vision 2020, Vision 2050 and Action 2020 (WBCSD, 2013). Predominantly the WBCSD’s members operate within the forestry and paper production industry, chemicals, utilities and power industry and the oil and gas industries. The focal point of these players is to create and share best practices with other members, businesses and to inspire the younger generation of business leaders (WBCSD, 2013).

Contact: info@wbcsd.org

World Green Building Council (WorldGBC)

The WorldGBC was founded in 2002 with the intention to assist industry leaders access emerging markets, and provide an international voice for green building initiatives. After five years of operation the interest and demand for green buildings was exponential and as a result the Secretariat was established. Today, The WorldGBC constitutes a network of national and international building organisations from across the globe. It is the largest international

organisation within the green building market and it has green building members in over 90 countries worldwide. Green building councils, established worldwide, are member-based organisations that aid industry leaders in transforming the local building industry towards sustainability. Currently over one hundred thousand buildings and almost one billion square meters of green buildings are registered. The World GBC is striving for much more. By increasing the profile of the green building market, the WorldGBC works with its member councils to ensure that green buildings are a part of any comprehensive strategy to deliver carbon emission reductions.

Contact: info@worldgbc.org

Rainforest Alliance

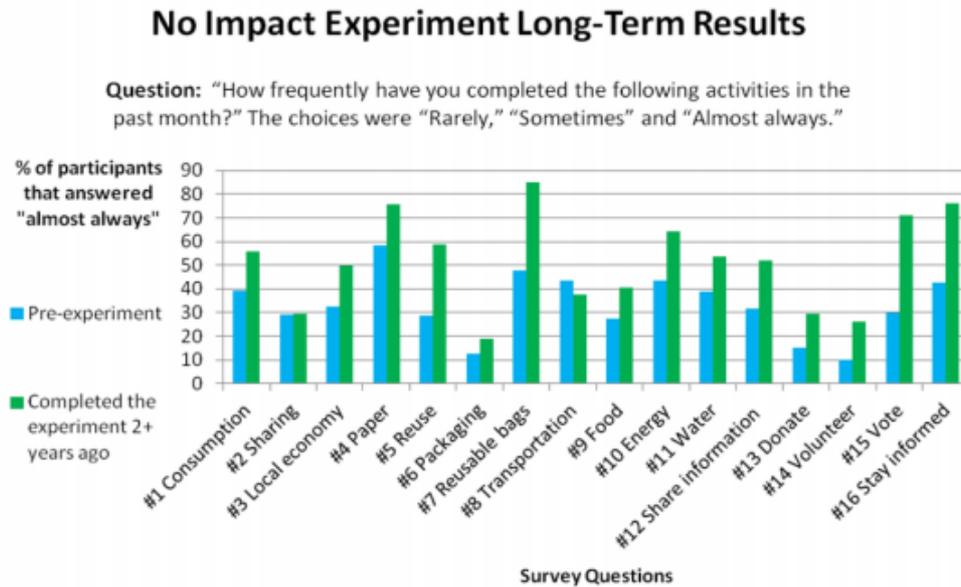
A leading international conservation organization whose objective is to protect the environment, wildlife, workers and communities by implementing better business practices for biodiversity conservation and sustainability. The organisations strategy is to sustain forests through ensuring that businesses and communities maintain a profitable standard. Essentially the rainforest alliance operates both environmentally, economically and socially. In regard to the environment it helps farmers, tourism businesses and forest managers ensure ecosystems within the operations are sufficiently protected. From a social aspect the employees are well trained, enjoy safe working and living conditions, sufficient sanitation, housing and health care.

Contact: info@ra.org

APPENDIX E: NO IMPACT PROJECT LONG TERM RESULTS

The No Impact Project had positive long-term (two years later) results in terms of participants' behaviour and many of the participants became actively involved in the environmental movement. The survey was tested on a sample of 400 participants who completed the survey two years before taking the second survey. The results speak for themselves (No Impact Experiment, 2012, p. 4).

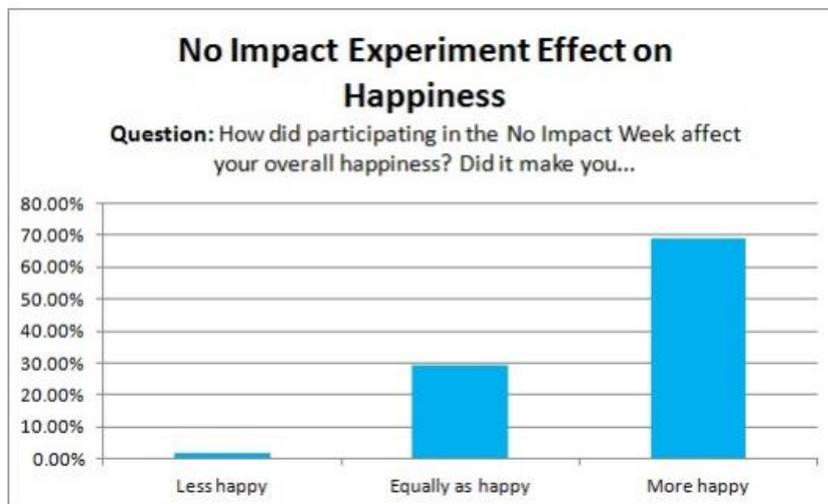
Figure 1: No Impact Experiment Long Term Improvements



Source: No Impact Experiment, *Long-Term Results Report*, 2012, p. 5.

Furthermore, an interesting, slightly unpredictable correlation was the claimed increase in happiness the experiment participants felt, with nearly 70% claiming they felt happier after doing the experiment.

Figure 2: Experiment Impact on Happiness



Source: No Impact Experiment, *Long-Term Results Report*, 2012, p. 7.

APPENDIX D: SLOVENIAN AND UK SURVEYS

UK SURVEY

Hello, I am a student of the international IMB program at the Faculty of Economics in Ljubljana and I am currently exploring the importance of sustainable development in the consumer's decision-making process. I would be grateful for your help in taking part in my survey. The survey will not take more than 15 minutes. The survey results will help me to understand consumer behaviour with regard to sustainable products and act as a basis for recommendations on how to incorporate more sustainable decisions in the household and shopping habits.

By clicking on the *Next page* the adventure begins.

Household choice

1. Who does most of the household shopping in your household (i.e. grocery shopping, DIY shopping, personal care)?

- a. Me
- b. My partner
- c. Partner and I are the same
- d. My father or mother
- f. The children
- g. Other, please specify _____

2. Please indicate how many products in the following categories your household.

Refrigerators _____
Freezers _____
Dishwashers _____
Washing machines _____
Dryer _____
Desktops _____
Televisions _____
Laptops _____
Tablets (iPad, Samsung pad, Amazon Kindle , etc ...) _____

3. How many rooms in total are there in your home or primary residence?

i.e. every separate room should be counted (bathroom, living room, bedrooms)
_____ (eg. 5)

4. When shopping what predominantly determines which product you buy?

Please select all of the options you mostly use:

There are **several** possible answers.

- a . Depending on the quality of the product
- b . Based on past experience with the product
- c . Depending on the affordability of the product
- d . Depending on product certifications
- e . Depending on the brand of the product
- f . Given the attractiveness of the product packaging
- g . Given the health benefits of the product
- h . According to the recommendation of an acquaintance / acquaintance
- i . Other, please specify _____

Means of transport

5. Do you personally use a car or motorcycle?

- a . Yes, the a motorcycle
- b . Yes, a car
- c . Yes, I use a car and a motorcycle
- d . No
- e . Other, please specify _____

5.a If selected a,b, or c above, what kind of car or motorbike do you use?

- a . Scooter
- b . To approximately 125 cca
- c . Approx 250 + cca
- d . Small car (use to 5l/100km , for example . Kia Ceed , Renault Clio , Toyota Prius, Kia Ceed)
- e . Car of medium size (consumption of 5 to 10l/100km example. Peugeot 107 , Toyota Yaris)
- f . Big car (from 10L / 100km + for example . SUV, 4X4, sports cars)

6. Please indicate how often, if ever, you use the following modes of transport.

Several times a day	Every day or most days	Once per week	Once per month	A few times yearly	Once per year or less	Never
---------------------------	------------------------------------	------------------	-------------------	-----------------------------	--------------------------------	-------

a. I drive
by myself
in a car

b. Public
transport
(train, bus,
tram)

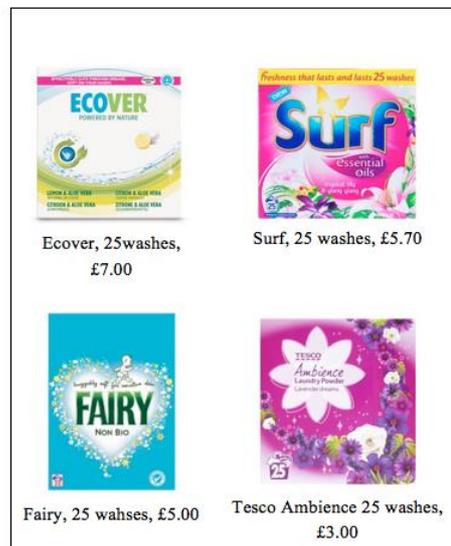
Airplane

7. Please indicate the approximate number of miles you have personally driven in the last month:

_____ (1000 miles).

8. Please choose the product, which you would also buy in the grocery store. If you would not generally purchase any of these products, please select the product, which is the closest to the one you would select. Please be as honest as possible as this is very important to the validity of the survey. The survey includes products from the Tesco range, however this is only for the purpose of the experiment and is by no means an advert or promotion for the products, this is only the representation of the supermarkets home brand.

Please choose one product from each of the categories.





9. How often, if at all, do you consume each of the following types of food and beverages?

Never Once a year or less A few times per year At least once a month At least once a week At least once a week Every day or most days Several times a day

Imported foods

Locally grown foods (from your region/state/country)

Chicken

Beef or lamb

Fish and seafood

Fruit and vegetables

Food you grow yourself

Bottled water

9.a. Choose the statement that most true for you:

- a) I'm a vegetarian
- b) I am a vegan
- c) I am a pescetarian (only fish and seafood)
- d) Other, please specify _____

Conditional sentence for those who have chosen 9a.a.

- a . I do not eat fish and meat, because I do not like the taste
- b . I do not eat fish and meat for environmental reasons
- c . I do not eat fish and meat for health

d . Other, please specify _____

Conditional sentence for those who have chosen 9a.b.

d . I am a vegan mainly for environmental reasons

e . I am a vegan mainly due to health

f . Other, please specify _____

Conditional sentence for those who have chosen 9a.c.

c . I am a pescetarian mainly for environmental reasons

d . I am a pescetarian mainly due to health

e . I am a pescetarian because I do not like meat

f . Other, please specify _____

10. Please indicate on a scale of 1-5, which of the following factors do you think are important in the purchase of household products (1 – extremely unimportant to 5 - very important).

1	2	3	4	5
Extremely unimportant	Unimportant	Neither important nor unimportant	Important	Extremely important

Quality of the product

Health benefits of the product

Environmentally friendly packaging

Sustainability of product

No animal testing

Social responsibility

Company supports local community

The product is made locally

Convenience of purchase

Fairtrade

11. Please indicate how often you do each of the following things (from 1 - never to 7 - always).

1	2	3	4	5	6	7
Never,	Very rarely	Rarely	Often	Fairly often	A lot of time	Always
0%	1-20%	21-40%	41-60%	61-80%	81-99%	100%

If distance allows walk or ride a bike to your destination

Wash laundry in cold water rather than warm or hot water specifically to save energy

Buy certain products specifically because they are better for the environment than other products

Keep the heating or cooling in your home or workplace at low settings to save energy

Avoid products packaged in excessive packaging

Repair a product when it is broken rather than replace it with a new one

Support initiatives just because they are local even though they could be done better

12. Please indicate how often you shop at the following places for household products? (For the purpose of this survey household shopping includes groceries, household cleaning

and grooming products i.e. groceries, washing detergents, hair and body care, cosmetics & make up).

	Never	Once a year or less	A few times per year	At least once a month	At least once a week	Several times per week	Every day
Grocery stores							
Farmers Market							
Local Farm							
Drug Stores (Boots)							
Whole foods, Holland and Barret)							
Your own supply							
Online							

13. Please imagine the contents of your basket at the store. Based on what do you select the items in your shopping cart?

There are **several** possible answers.

- a . Based on experience with products
 - b . Based on the visibility products
 - c . On the basis of locality
 - d . On the basis of the quality of
 - e . On the basis of discounts
 - f . Based on affordability
 - g . Based on organic certificates
 - h . On the basis of medical certificates
- Other, please specify _____

14. Would you describe yourself as a green consumer?

A green consumer is a person who avoids environmentally harmful products, reducing waste , trying to save energy and as often decide to purchase environmentally friendly products.

- a . Yes
- b . Do not
- c . Not currently, but I intend to become one within the next five years.

15. What in your opinion is the biggest cause of carbon emissions in the world?

- a . Mining and quarrying
- b . Transport and automotive industry
- c . Factory farming Industry
- d . Metal Processing Industry
- e . Industrial battery recycling
- f . Construction Industry
- g . Production industry

Thank you for your cooperation so far. There are only a few short questions left.

16. In which region do you live in the UK?



- a. Scotland
- b. Northern Ireland
- c. North East
- d. North West
- e. Isle of Man
- f. Yorkshire
- g. Wales
- h. West Midlands
- i. East Midlands
- j. South West
- k. South East
- l. London
- m. East
- n. Channel Islands

17. Select gender:

- a . Female
- b . Male

18. Enter your year of birth

_____ (eg.1976)

19. Please fill in how many members your household has (by category).

- a. Small children 0-6 _____
- b. Children 6-12 _____
- c. Teenagers 12-18 _____
- d. Adults 18 + _____

20. Select your level of education.

Completed primary school

Completed secondary school (3- year vocational school , secondary school or 4 -year vocational school)

Completed post-secondary or higher education program or university program

Completed a master's degree (science or profession)

Completed a doctorate

21. Please rate the (net) disposable monthly income of your household.

- a . less than 1000 £
- b . from 1000 to 2000 £
- c . from 2000 to 3000 £
- d . from 3000 to 4000 £
- e . 4000 or more
- f . I do not want to answer

22. Please mark your current employment status.

- a. Student
- b. Employed
- c. Self-employed
- d. Unemployed
- e. Retired

Thank you for your cooperation!

If this is an area that you are interested and would like to know the results of the survey enter your e-mail address below, to which I will send the results, main findings and recommendations in December.

SLOVENIAN SURVEY ANKETA

Pozdravljeni, sem študentka mednarodnega IMB programa na Ekonomski Fakulteti v Ljubljani in trenutno raziskujem *pomembnost trajnostnega razvoja v potrošnikovem procesu odločanja*. Zelo bi vam bila hvaležna za pomoč pri reševanju. Anketa vam ne bo vzela več kot 15 minut. Rezultati ankete mi bodo pomagali razumeti vedenje potrošnikov v zvezi s trajnostnimi izdelki in deloval kot osnova za priporočila o načinih, kako vključiti več trajnostnih odločitev v gospodinjstva in nakupovalne navade.

S klikom na *Naslednja stran* naj se pustolovščina začne.

Gospodinjstvo

1. Kdo v vašem gospodinjstvu opravlja večino gospodinjskih nakupov (npr. živilski nakupi, nakup pripomočkov za gospodinjska opravila in osebno nego itd.)?

- a. Jaz
- b. Moj partner
- c. Partner in jaz enako
- d. Moj oče
- e. Moja mama
- f. Otroci
- g. Drugo, prosim, navedite _____

2. Prosim označite, koliko izdelkov v spodaj naštetih kategorijah imate v vašem gospodinjstvu (npr. hladilnik 2, zamrzovalnik 1, televizor 3, itd.).

Hladilniki _____
Zamrzovalniki _____
Pomivalni stroji _____
Pralni stroji _____
Sušilniki _____
Namizni računalniki _____
Televizorji _____
Prenosni računalniki _____
Dlančniki (iPad, Samsung pad, Amazon Kindle itd,...) _____

3. Koliko sob imate v vašem domu oz. na stalnem bivališču?

(kuhinja, jedilnica, dnevna soba, spalnica, kopalnica itd.)

_____ (npr. 5)

4. Ko nakupujete, na podlagi česa se odločite kateri izdelek kupiti?

Izberite vse od naslednjih opcij, ki jih večinsko uporabljate:
Moznih je več odgovorov.

- a. Glede na kvaliteto izdelka
- b. Glede na pretekle izkušnje z izdelkom
- c. Glede na cenovno ugodnost izdelka
- d. Glede na certifikate o izdelku
- e. Glede na znamko izdelka
- f. Glede na privlačnost embalaže izdelka
- g. Glede na zdravstvene koristi izdelka
- h. Glede na priporočila znanca/znanke
- i. Drugo, prosim navedite _____

Prevozna Sredstva

5. Ali vi osebno uporabljate avto ali motor?

- a. Da, motor
- b. Da, en avtomobil
- c. Da, uporabljam avto in motor
- d. Ne
- e. Drugo, prosimo, navedite _____

5.a.V primeru da ste zgoraj navedli da, kakšen avto ali motor uporabljate?

- a. scooter
- b. Do 125 cca
- c. 250 cca +
- d. Majhen avto (poraba do 5l/100km, npr. Kia Ceed, Renault clio, Toyota Prius, Kia Ceed)
- e. Avto srednje velikosti (poraba od 5 do 10l/100km npr. Peugeot 107, Toyota Yaris)
- f. Velik avto (od 10L/ 100km + npr. SUV, 4X4, športni avtomobili)

6. Prosim, navedite, kako pogosto, če sploh, uporabljate vsako od naslednjih vrst prevoza.

	Večkrat na dan	Vsak dan ali skoraj vsak dan	Vsaj enkrat na teden	Vsaj enkrat na mesec	Nekajkrat na leto	Enkrat letno ali manj	Nikoli
Se vozim sam/a v osebnem vozilu							
Javni prevoz (vlak, avtobus,							

trola)

Letalo

7. Navedite približno število kilometrov, ki ste jih vi osebno prevozili v zadnjem mesecu:
_____ npr (2400km).

8. Izberite enega izmed izdelkov, ki bi ga kupili v živilski trgovini. Če ne bi kupili nobenega od teh izdelkov, prosim izberite izdelek, ki je tistemu najbližji.

Prosimo, izberite en izdelek izmed vsake od kategorij.

Raziskava zajema izdelke iz trgovine Mercator, vendar je to le zgolj za namen ankete in ne za promocijo

omenjene trgovine. V primeru, da bi navadno **izbrali drugo trgovsko blagovno znamko** (npr. Tus, S budget,...) izberite v tem primeru opcijo Mercator.

Prosimo, izberite en izdelek izmed vsake od kategorij: (npr. eno mleko, ki bi ga vi izbrali v trgovini)





9. Kako pogosto, če sploh, zaužijete naslednje vrste hrane in pijače?

Nikoli	Enkrat	Parkrat	Vsaj	Vsaj	Večino	Večkrat
	Letno	letno	enkrat	enkrat	Dni ali	na dan
	ali		letno	tedensko	vsak	
	manj				dan	

Uvožena živila

Lokalno pridelana živila (iz vaše regije ali države)

Piščančje meso

Goveje meso, svinjina ali jagnjetina

Ribe ali morske sadeže

Sadje in zelenjavo

Hrano, ki jo pridelate sami

Ustekleničeno vodo

Pogojni stavek, za tiste, ki so izbrali nikoli za piščančje, goveje meso, svinjino in jagnjetino.

9.a. Izberite izjavo, ki najbolj drži za vas:

- a) Sem vegetarjanec/vegetarjanka
- b) Sem vegan/veganka
- c) Sem pescetarian/pesceterianka (samo ribe in morske sadeže)
- d) Drugo, prosimo, navedite _____

Pogojni stavek, za tiste, ki so izbrali 9a.a.

- a. Ne jem rib in mesa, ker mi ni všeč okus
- b. Ne jem rib in mesa zaradi okoljevarstvenih razlogov
- c. Ne jem rib in mesa zaradi zdravja
- d. Drugo, prosimo, navedite _____

Pogojni stavek, za tiste, ki so izbrali 9a.b.

- d . Sem vegan/veganka , predvsem zaradi okoljevarstvenih razlogov.
- e . Sem vegan/veganka predvsem zaradi zdravja
- f . Drugo, prosimo, navedite _____

Pogojni stavek, za tiste, ki so izbrali 9a.c.

- c. Sem pescetarian/ka predvsem zaradi okoljevarstvenih razlogov
- d. Sem pescetarian/ka predvsem zaradi zdravja
- e. Sem pescetarian/ka, ker ne maram mesa
- f. Drugo, prosimo, navedite _____

Stališča potrošnikov

10. Prosim, označite na lestvici od 1-5, kateri od naslednjih dejavnikov so po vašem mnenju pomembni pri nakupu gospodinjskih izdelkov (1- izredno nepomembno do 5 - izredno pomembno).

	1	2	3	4	5
	Izredno nepomembno	Nepomembno	Niti pomembno niti nepomembno	Pomembno	Izredno Pomembno
Kvaliteta izdelka					
Zdravstvene koristi izdelka					
Okolju prijazna					

embalaža

Trajnost izdelka

Ni testirana na živalih

Družbena odgovornost

Podjetje podpira lokalne skupnosti

Izdelek pridelan/narejen lokalno ali v Sloveniji

Priročnost nakupa izdelka

Pravična trgovina

Okoljsko zavednega izdelek

Cena

11 . Prosimo, navedite, kako pogosto naredite vsako od naslednjih stvari (od 1-nikoli, do 7- vedno).

1	2	3	4	5	6	7
Nikoli, 0%	Zelo redko	Redko	Pogosto	Precej pogosto	Skoraj vedno	Vedno 100%
	0-20%	21-40%	41-60%	61-80%	81-99%	

Če razdalja omogoča se do cilja odpravim peš ali s kolesom.

Operem perilo na nižji temperaturi zato, da varčujem z energijo.

Kupim določene izdelke predvsem zato, ker so boljši za okolje kot drugi.

Imam ogrevanje ali hlajenje nastavljeno na nižjo nastavitev, da varčujem z energijo.

Izogibam se proizvodov pakiranih v prekomerni embalaži.

Plačam več za izdelek, ki je boljši za okolje.

Raje popravim izdelek, ki je pokvarjen, kot da ga nadomestim z novim.

Podprem lokalne projekte ali izdelke ker so lokalni, čeprav bi bili lahko narejeni bolje.

12. Navadno, kako pogosto pridobite gospodinjske izdelke v/na naslednjih lokacijah?

(Za namen te ankete gospodinjski nakupi vključujejo živila, čistila za dom, pralna sredstva, šampone za lasje in nego telesa, ličila in toaletne nakupe).

	Nikoli	Enkrat letno ali manj	Par krat letno	Enkrat na mesec	Enkrat na teden	Večkrat na teden	Vsak dan
--	--------	-----------------------	----------------	-----------------	-----------------	------------------	----------

V trgovini

Na tržnici

Na kmetiji

Na mlekomatu

V drogerijah (Dm/Müller/Tuš itd.)

V primarno bio trgovinah kot so Kalček, Vita care

Pridobim iz svoje zaloge npr. zelenjavni vrt, sadna drevesa, izdelam sam

Preko spleta

13. Prosimo zamislite si vsebino vaše košarice v trgovini. Na podlagi česa izberete izdelke v košarici?

Možnih je več odgovorov.

- Na podlagi izkušenj z izdelki
- Na podlagi prepoznavnosti izdelkov
- Na podlagi lokalnosti
- Na podlagi kakovosti
- Na podlagi popustov
- Na podlagi cenovne ugodnosti

- g. Na podlagi ekoloških certifikatov
- h. Na podlagi zdravstvenih certifikatov
- Drugo, prosim navedite _____

14. Bi se opisali kot zelenega potrošnik (ang. green consumer)?

Zeleni potrošnik je oseba, ki se izogiba okolju škodljivim izdelkom, zmanjšuje odpadke, poskuša varčevati z energijo in se čim bolj pogosto odloči za nakup okolju prijaznih izdelkov.

- a. Da
- b. Ne
- c. Ne trenutno, vendar to nameravam to postati v petih letih

15. Kaj je po vasem mnenju trenutno največji vzrok emisij ogljika na zemlji?

- a. Rudarstvo
- b. Prevozna in avtomobilska industrija
- c. Mesna industrija
- d. Kovinsko predelovalna industrija
- e. Industrijsko recikliranje baterij
- f. Gradbena industrija
- g. Proizvodnja industrija

Hvala za vase sodelovanje do sedaj. Do konca je le še nekaj kratkih vprašanj.

16. V kateri regiji Slovenije živite?

Regije Slovenije



- a. Osrednja slovenija
- b. Gorenjska
- c. Goriška
- d. Obala in Kras
- e. Notranjska
- f. Dolenjska
- g. Zasavje
- h. Posavje
- i. Savinjska
- j. Koroška
- k. Podravlje
- l. Pomurje

17. Označite spol:

- a. Ženski
- b. Moški

21. Vpišite vašo letnico rojstva

(npr.1976)

18. Prosim vpišite koliko članov ima vase gospodinjstvo (po kategorijah).

- Small children 0-6 _____
- Children 6-12 _____
- Teenagers 12-18 _____
- Adults 18+ _____

19. Označite stopnjo izobrazbe.

Dokončana osnovna šola
Dokončana srednja šola (3-letna poklicna šola, gimnazija ali 4-letna strokovna šola)
Dokončan višješolski ali visokošolski strokovni program ali univerzitetni program
Dokončan magisterij (znanosti ali stroke)
Dokončan doktorat znanosti

20. Prosim ocenite (neto) razpoložljiv mesečni dohodek vašega gospodinjstva.

- a. manj kot 1000 eur
- b. od 1000 do 2000 eur
- c. od 2000 do 3000 eur
- d. od 3000 do 4000 eur
- e. 4000 in več
- f. ne želim odgovoriti

21. Prosim označite vaš trenutni zaposlitevni status.

- a. Dijak
- b. Študent
- c. Zaposlen
- d. Samozaposlen
- e. Brezposelen
- f. Upokojen

Najlepša hvala za sodelovanje!

APPENDIX F: HYPOTHESIS FINDINGS AND SPSS STATISTICAL OUTPUT

For the **gender hypothesis set** there were 405 female and 99 male respondents. An independent-sample t test was run to determine if there were differences in sustainable attitudes, behaviour and purchase decisions between male and female respondents. Through the assessment, no outliers in the data were found. **Sustainability behaviour** scores for each level of gender were normally distributed. The assumption of homogeneity of variances was violated, as shown by Leven's test of equality of variances ($p = 0.002$).³³ In relation to sustainable behaviour female respondents behave more sustainably (6.28 ± 1.47) than male respondents (5.79 ± 1.72), $t(135.354) = 2.606$, $p = .010$. Therefore, as there was a significant difference between means ($p < .05$), the null hypothesis can be rejected and the alternative hypothesis accepted. As predicted, sustainable behaviour among men and women is not homogenous. Similarly, **sustainability attitude** scores for each level of gender were normally distributed and heterogeneity of variances were present through Leven's test of equality of variances ($p=.049$). The female participants have a more sustainable attitude (3.5 ± 0.66) than the male respondents (3.29 ± 0.56), $t(171.207) = 3.159$, $p = .002$ and again the null hypothesis can be rejected and the alternative accepted. Surprisingly however, this variability is not reflected among **sustainable purchases**, as the sustainable

³³ Heterogeneity of variances. When there is an unbalanced design and the difference in sample size is not substantial, the Walsh t-test is considered most appropriate (Howell, 2010.)

H1: $\sigma_1 \neq \sigma_2$

purchases between women and men is homogenous. The mean female product purchases score (8.17 ± 2.8) was higher than for the males (7.23 ± 2.4). The assumption of homogeneity of variances was met, as shown by Leven's test of equality of variances ($p = 0.159$) and there was a statistically significant difference in mean sustainable purchase score scores between males and females, with females scoring higher than males. However, as the test was not statistically significant, ($p > .05$) we fail to reject the null hypothesis, H1c.0: μ female = μ male.

Regarding the **generation hypothesis set** there were 250 younger and 254 older respondents. An independent-sample t test was run to determine if there were differences in sustainable attitudes, behaviour and purchase decisions between the younger and older generations. Through the assessment, no outliers in the data were found. In relation to **sustainability behaviour** the variability between the younger and older generation is insignificant and the sustainable behaviour between the two groups is homogenous. The mean green consumer behaviour score (6.17 ± 1.55) was only marginally higher than the mean older consumer behaviour score (6.19 ± 1.52). The assumption of homogeneity of variances was met, as shown by Leven's test of equality of variances ($p = 0.966$). As the test was not statistically significant, ($p > .05$) we must reject the alternative hypothesis and fail to reject the null hypothesis. Concerning **sustainability attitudes** the variability between the younger and older generation is insignificant and the assumption of homogeneity of variances was met, as shown by Leven's test of equality of variances ($p = 0.784$). As the test was not statistically significant, ($p > .05$) we again reject the alternative hypothesis and fail to reject the null hypothesis. Finally, in regard to **sustainable purchase choices** the homogeneity of variances was met ($p=0.760$) and we fail to reject the null hypothesis, H2b.0: μ generation green = μ older generation.

Within the survey respondents denoted themselves as either green consumers or conventional consumers. The vague definition of the Brundtland Commission of green consumer was provided as "a person who avoids environmentally harmful products, reducing waste, trying to save energy and as often decide to purchase environmentally friendly products." Based on this definition 153 respondents identified themselves and conventional consumers and 218 as green consumer and the remaining 133 were undecided. For the green consumer data are mean \pm standard deviation unless stated otherwise. The independent-sample t test was used to evaluate whether there were significant differences between the behaviour, attitudes and purchase decisions of the green consumers versus the conventional consumers. Concerning **sustainable behaviour** the green consumers behaviour score (6.83 ± 1.4) was higher than for the conventional consumer behaviour (5.69 ± 1.4). The Leven's test of equality of variances ($p=.698$) shows the assumption of homogeneity is met. As the test was not statistically significant, ($p > .05$) we fail to reject the null hypothesis. The same finding applies to **sustainability awareness** where green consumers are slightly more sustainability aware ($3.75 \pm .60$) than conventional consumers ($3.11 \pm .61$). Again the as shown by Leven's test of equality of variances ($p = 0.749$) the assumption of homogeneity was met. As a result the alternative hypothesis must be rejected. In essence, for the given sample no significant behavioral or awareness differences can be found between green consumers and conventional consumers. The only significant difference shows itself within the **sustainable purchases** where green consumers make (8.66 ± 2.8) greener purchase decisions than conventional consumers (7.11 ± 2.4) and the assumption of homogeneity of variances was violated shown by Leven's test of equality of variances ($p = 0.005$). Subsequently, as $p > .05$ the null

hypothesis can be rejected and the alternative hypothesis accepted. In essence, it may be implied that for the given sample respondents associate their greenness with sustainable purchase decisions rather than awareness or domestic behaviour.

The final hypothesis set evaluates the differences between sustainability purchases, awareness and behaviour among the **Slovene and UK sample** markets. There were 504 Slovenian respondents and 141 UK respondents and no outliers in the data were found. It was assumed Slovenians generally behave more sustainably as this factor is often also correlated with saving energy and money. Following it was also assumed the UK survey participants are more sustainability aware and make more sustainable household consumer choices as the market is larger and has more choice. Statistically significant mean difference scores for awareness and behaviour were observed. As evaluated by Levene's Test of equality of variances the assumption of homogeneity of variances was violated for both sustainability awareness ($p=.005$) and behaviour ($p=.000$). Concerning **behaviour** the Slovenian's ($2.0 \pm .7$) score higher than UK participants ($2.4 \pm .65$), $t(341.965) = 14.8$, $p=.000$. In relation to sustainability attitudes, UK participants score slightly higher ($1.32 \pm .47$) than Slovenian respondents ($1.25 \pm .43$). Consequently, There was a statistically significant difference between means for **awareness** and behaviour ($p > .05$) thus we can reject the null hypothesis and accept the alternative hypothesis. Contrastingly, concerning **purchase behaviour** there was homogeneity of variances ($p=.556$) and UK purchase mean was only 0.41 (SE= 0.66) higher than the Slovenian purchase score.³⁴

³⁴ To review the Independent Sample-T-Test-results please see appendix E.

H1a: Sustainable behaviour between women and men is not homogenous.

H1.0: $\mu_{\text{female}} = \mu_{\text{male}}$

H1.1: $\mu_{\text{female}} \neq \mu_{\text{male}}$

Where μ = population mean and μ_{female} and μ_{male} represent the male and female gender groups.

Group Statistics

		Please indicate your gender.	N	Mean	Std. Deviation	Std. Error Mean
Behaviour variable	Female		405	6.2829	1.47466	.07328
	Male		99	5.7938	1.71929	.17280

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Behaviour_variable	Equal variances assumed	9.833	.002	2.860	502	.004	.48915	.17103	.15312	.82518
	Equal variances not assumed			2.606	135.354	.010	.48915	.18769	.11797	.86034

H1b: Sustainability attitude is higher amongst women than men.

H1b.0: $\mu_{\text{female}} = \mu_{\text{male}}$

Where μ = population mean and μ_{female} and μ_{male} represent the responding gender groups.

H1b.1: $\mu_{\text{female}} \neq \mu_{\text{male}}$

Group Statistics

	Please indicate your gender.	N	Mean	Std. Deviation	Std. Error Mean
Sustainability Attitudes	Female	405	3.5033	.65963	.03274
	Male	99	3.2980	.55852	.05613

Independent Samples Test

	Levene's Test for Equality of Variances	t-test for Equality of Means								
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Sustainability_ Attitudes_	Equal variances assumed	3.821	.049	2.857	503	.004	.20530	.07187	.06410	.34651
	Equal variances not assumed			3.159	171.207	.002	.20530	.06498	.07704	.33357

H1c: Sustainable purchases are more frequent amongst women than men.

H1c.0: $\mu_{\text{female}} = \mu_{\text{male}}$

Where μ = population mean and μ_{female} and μ_{male} represent the male and female gender groups.

H1c.1: $\mu_{\text{female}} \neq \mu_{\text{male}}$

Group Statistics

	Please indicate your gender.	N	Mean	Std. Deviation	Std. Error Mean
Product_ purchases	Female	405	8.1704	2.84381	.14131
	Male	99	7.2929	2.47127	.24837

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Product_ purchases	Equal variances assumed	1.986	.159	2.820	502	.005	.87744	.31113	.26617	1.48871
	Equal variances not assumed			3.071	167.457	.002	.87744	.28576	.31329	1.44159

H2a: Generation green (1980 and younger) behaves more sustainability than the older generations (1979 and older).

H2a.0: $\mu_{\text{generation green}} = \mu_{\text{older generations}}$

H2a.1: $\mu_{\text{generation green}} \neq \mu_{\text{older generations}}$

Where μ = population mean and $\mu_{\text{generation green}}$ and $\mu_{\text{older generations}}$ represent the responding generation groups.

Group Statistics

	Generation_ Groups_	N	Mean	Std. Deviation	Std. Error Mean
Behaviour_variable	Older	254	6.1749	1.54932	.09721
	Younger	250	6.1990	1.52608	.09652

Independent Samples Test

Behaviour_variable	Levene's Test for Equality of Variances	t-test for Equality of Means								
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Equal variances assumed	.002	.966	-.176	502	.860	-.02413	.13701	-.29331	.24504	
Equal variances not assumed			-.176	502.000	.860	-.02413	.13699	-.29327	.24501	

H2b: Generation green (1980 and younger) have more sustainable attitudes than the older generations (1979 and older).

H2b.0: $\mu_{\text{generation green}} = \mu_{\text{older generations}}$

H2b.1: $\mu_{\text{generation green}} \neq \mu_{\text{older generations}}$

Where μ = population mean and $\mu_{\text{generation green}}$ and $\mu_{\text{older generations}}$ represent the responding generation groups.

Group Statistics

	Generation_ Groups_	N	Mean	Std. Deviation	Std. Error Mean
Sustainability_ Attitudes	Older	254	3.5402	.64774	.04072
	Younger	250	3.3856	.63558	.04004

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2- tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Sustainability_ Attitudes	.075	.784	2.707	503	.007	.15460	.05711	.04240	.26681
			2.707	502.88 7	.007	.15460	.05711	.04240	.26680

H2c: Generation green (1980 and younger) make more sustainable purchases than the older generations (1979 and older).

H2b.0: $\mu_{\text{generation green}} = \mu_{\text{older generation}}$

H2b.1: $\mu_{\text{generation green}} \neq \mu_{\text{older generation}}$

Where μ = population mean and $\mu_{\text{generation green}}$ and $\mu_{\text{older generation}}$ represent the responding generation groups.

Group Statistics

	Generation_ Groups_	N	Mean	Std. Deviation	Std. Error Mean
Product_ purchases	Older	254	7.9685	2.81565	.17667
	Younger	250	8.0280	2.77742	.17566

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means							
	F	Sig.	t	df	Sig. (2- tailed)	Mean Differenc e	Std. Error Differenc e	95% Confidence Interval of the Difference		
								Lower	Upper	
Product_ purchases	Equal variances assumed	.093	.760	-.239	502	.811	-.05950	.24916	-.54903	.43003
	Equal variances not assumed			-.239	501.99 7	.811	-.05950	.24914	-.54897	.42998

H3a: Self-claimed green consumers behave more sustainably than conventional consumers.

H3a.0: $\mu_{\text{green consumers}} = \mu_{\text{conventional consumers}}$

H3a.1: $\mu_{\text{green consumers}} \neq \mu_{\text{conventional consumers}}$

Where μ = population mean and $\mu_{\text{green consumers}}$ and $\mu_{\text{conventional consumers}}$ represent the responding consumer groups.

Group Statistics

	Greenness_	N	Mean	Std. Deviation	Std. Error Mean
Behaviour_variable	Conventional	286	5.6929	1.41571	.08371
	Green	217	6.8310	1.44984	.09842

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Behaviour_variable	Equal variances assumed	.150	.698	-8.837	501	.000	-1.13814	.12879	-1.39116	-.88511
	Equal variances not assumed			-8.809	459.363	.000	-1.13814	.12921	-1.39205	-.88423

H3b: Self-claimed green consumers are more sustainability aware than conventional consumers.

H3b.0: $\mu_{\text{green consumers}} = \mu_{\text{conventional consumers}}$

H3b.1: $\mu_{\text{green consumers}} \neq \mu_{\text{conventional consumers}}$

Where μ = population mean and $\mu_{\text{green consumers}}$ and $\mu_{\text{conventional consumers}}$ represent the responding consumer groups.

Group Statistics

	Greenness_	N	Mean	Std. Deviation	Std. Error Mean
Behaviour_variable	Conventional	153	3.1144	.61012	.04933
	Green	218	3.7576	.60146	.04074

Independent Samples Test

Behaviour_variable	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	.102	.749	-10.081	369	.000	-.64327	.06381	-.76875	-.51779
Equal variances not assumed			-10.055	324.361	.000	-.64327	.06397	-.76912	-.51741

H3c: Self-claimed green consumers make more sustainable purchases than conventional consumers.

H3c.0: $\mu_{\text{green consumers}} = \mu_{\text{conventional consumers}}$

H3c.1: $\mu_{\text{green consumers}} \neq \mu_{\text{conventional consumers}}$

Where μ = population mean and $\mu_{\text{green consumers}}$ and $\mu_{\text{conventional consumers}}$ represent the responding consumer groups.

Group Statistics

	Greenness__	N	Mean	Std. Deviation	Std. Error Mean
Product_purchases	Conventional	153	7.3137	2.48805	.20115
	Green	217	8.6682	2.87559	.19521

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Product_purchases	5.272	.022	-4.713	368	.000	-1.35448	.28737	-1.91958	-.78938
			-4.832	352.875	.000	-1.35448	.28030	-1.90574	-.80321

H4a: Consumers in the UK have greater sustainability awareness than consumers in Slovenia.

H4a.0: $\mu_{\text{UK consumers}} \geq \mu_{\text{Slovenian consumers}}$

H4a.1: $\mu_{\text{UK consumers}} \leq \mu_{\text{Slovenian consumers}}$

Where μ = population mean and $\mu_{\text{green consumers}}$ and $\mu_{\text{conventional consumers}}$ represent the responding consumer groups.

Group Statistics

	COUNTRY	N	Mean	Std. Deviation	Std. Error Mean
Sustainability_	Slovenia	504	1.2540	.43582	.02094
Attitudes	UK	141	1.3248	.47031	.04348

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Sustainability_	Equal variances assumed	7.791	.005	-1.531	548	.081	-.07074	.04619	-.16148	.02000
	Equal variances not assumed			-1.466	173.568	.072	-.07074	.04826	-.16600	.02451

H4b: Consumers in the UK purchase more sustainable products than Slovene consumers.

H4b.0: $\mu_{\text{UK consumers}} \geq \mu_{\text{Slovenian consumers}}$

H4b.a: $\mu_{\text{UK consumers}} \leq \mu_{\text{Slovenian consumers}}$

Where μ = population mean and $\mu_{\text{green consumers}}$ and $\mu_{\text{conventional consumers}}$ represent the responding consumer groups.

Group Statistics

	COUNTRY	N	Mean	Std. Deviation	Std. Error Mean
Purchases_	Slovenia	502	2.0035	.70347	.03140
Comparison	UK	141	2.4220	.65950	.05554

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
AVPURCHAS ES_SLOUK	.348	.046	-6.326	641	.000	-.41850	.06616	-.54841	-.28859
			-6.560	237.016	.000	-.41850	.06380	-.54419	-.29281

H4c: Consumers in the UK have less sustainable household behaviour than consumers in Slovenia.

H4c.0: $\mu_{\text{UK consumers}} \geq \mu_{\text{Slovenian consumers}}$

H4c.a: $\mu_{\text{UK consumers}} \leq \mu_{\text{Slovenian consumers}}$

Where μ = population mean and $\mu_{\text{green consumers}}$ and $\mu_{\text{conventional consumers}}$ represent the responding consumer groups.

Group Statistics

	Country	N	Mean	Std. Deviation	Std. Error Mean
Behaviour_variable	Slovenia	504	4.6653	.90827	.04042
	UK	141	3.7080	.59400	.05002

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Behaviour_variable	Equal variances assumed	21.339	.000	11.826	644	.000	.95731	.08095	.79835	1.11627
	Equal variances not assumed			14.885	341.965	.000	.95731	.06431	.83081	1.08380

