



How to use the EU Structural Fund for collaborative SCP action

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Providing more funding for SCP

Civil society platform, March 2009

Sources of Finance

- CSO-government partnerships
- CSO-business partnerships
- Project related funding from foundations
- Funding for innovation in communities (social innovation)
- Self-Financing
- Other?



Activities of CSOs

WWF-Uniross partnership: Campaign on environmental benefits of re-chargeable batteries, and recycling batteries, Uniros fund several WWF initiatives especially those focused on SCP.

UK Department for Environment and Rural Affairs 'Environmental Action Fund' for voluntary & community sector groups



Funding opportunities of SCP Action Plan

- EU-DG Research, FP-7
- EU-DG Environment
- EU Structural Fund
- National resources: governmental, business,
- other Local Funds



Funding opportunities of SCP EU Structural Fund, Hungary

Project example:

Promoting health and environmental awareness of the Hungarian consumers-Greening the retailers (130 000 EUR,1 year)

Frame of the project: National SCP Action Plan
2006-2015





Project objectives

- to present the current consumption habits in Hungary
- to assess the environmental and health awareness of the Hungarian consumers
- to investigate the consumer's familiarity with eco-labels
- to present the consumers's satisfaction on the consumer's information
- to provide Environment and Health Platform/dialogue between consumers and retailers **for sustainable services**



Project methodology

- desktop research, analysis of the statistical database
- survey on the consumption patterns in three Hungarian regions which are different in their social and economic situation (Western Transdanubian Region, South Transdanubian Region, and North Great Plain Region) in 3 hypermarkets
- interview with the representatives of three hypermarket chains: Cora, Interspar, Tesco

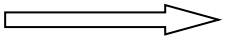
First findings

Why do you choose hypermarkets for shopping?

1 - not important at all \Rightarrow 4 - very important	1	2	3	4
wide range of goods	4,3	4,0	24,0	67,7
cheaper	9,7	20,6	33,9	35,8
quality products	13,1	29,0	40,5	17,4
close to my home	30,8	21,8	17,6	29,8
other services in place	35,1	20,5	21,5	22,9
easily accessible	13,5	17,0	27,4	42,1

First findings

What kind of information you look at first on a product?

1 - never  4 – always the first	1	2	3	4
Country of origin	19,5	22,4	22,2	35,9
Contents (E-numbers, fat etc.)	19,9	24,7	25,4	30,0
Labels on the product (like eco-label, energy label)	24,9	27,9	25,9	21,2
Price	3,2	5,6	18,9	72,3
Packaging	26,4	27,6	25,7	20,3

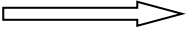
First findings

What is important when you choose a product?

1 - not important at all \implies 4 - very important	1	2	3	4
Hungarian origin	10,2	17,0	27,2	45,7
contributing to healthy lifestyle	4,1	13,8	33,3	48,8
environmentally friendly	7,7	21,8	35,3	35,3
could be repaired	7,6	10,0	25,0	57,4
energy saving product	4,0	8,5	21,8	65,7
"fair trade" product	21,5	24,4	27,4	26,6
price	1,3	5,1	19,7	73,8

First findings

How much do you think you are environmental and health aware?

Level of awareness 	1	2	3	4
Environment	6,8	23,3	46,7	23,2
Health	4,8	17,2	45,2	32,7

Conclusions I.

General consumption habits

1. 1/3 of the interviewed people do shopping in hypermarkets 2-3 times per week
3. 2/3 of these people do this by car
3. reason: wide range of products

Conclusions II.

Consumption habits from environmental and health aspects

1. Priorities for choosing products:
 - a. price
 - b. energy consumption of the product
 - c. healthy lifestyle / Hungarian origin
2. Knowledge gap on environmental labels
=>need more information and education
3. Self assessment on environmental and health awareness is more positive than the reality
=>can be improved



Environment and Health Platform/dialogue between consumers and retailers **for sustainable services**

- presentation of the survey in three Hungarian regions which are different in their social and economic situation
- multistakeholder discussion forum with consumers, CSOs, bio farmers and retailers on the sustainability aspects of consumption and consumer information



Media campaign in newspapers, TV

The goal of the campaign:

- promoting health and environmental awareness of the Hungarian consumers
- „Greening” the retailers for better and more sustainability related information for the consumers



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THANK YOU!

