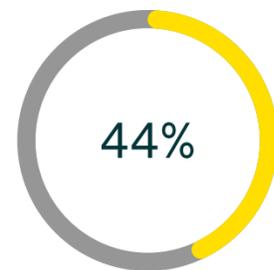


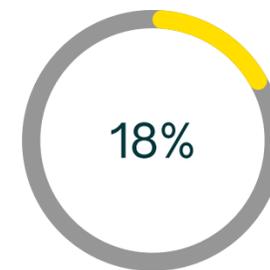


# WHY ROMANIANS DO NOT RECYCLE E-WASTE?

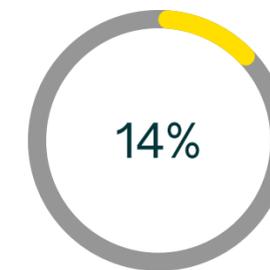
According to statistics, Romanians are increasingly concerned about the environment, sustainability, and having a healthy and environmentally friendly lifestyle. And yet, why is Romania at the bottom of the European rankings in terms of selective collection and recycling rates?



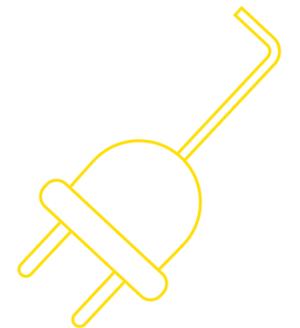
**NOWHERE TO TAKE IT**



**don't know how**



**consider they must be rewarded**



# RESEARCH OBJECTIVES

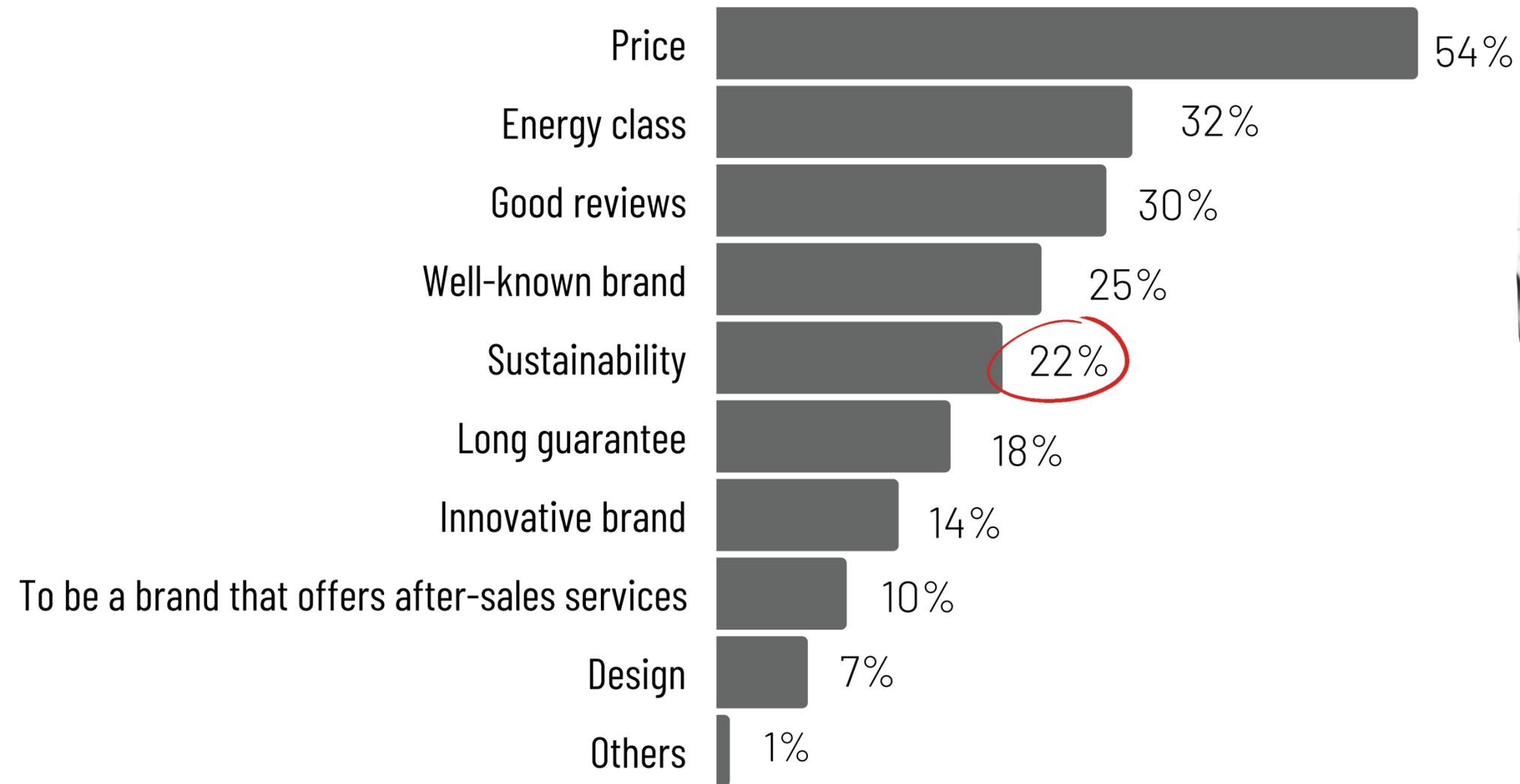
The main purpose of this research was to identify the behavior of Romanians regarding electrical equipment by understanding in depth their habits.



- How often do Romanians change the products from this category
- What are the motivations for changing this products
- The criteria used when choosing a particular product
- What Romanians do with the old equipment
- Why they don't recycle more often

# CRITERIA IN CHOOSING ELECTRICAL EQUIPMENT

Q1: Which of the following criteria is important to you when choosing an electrical equipment?



# CRITERIA IN CHOOSING ELECTRICAL EQUIPMENT

**Q1: Which of the following criteria is important to you when choosing electrical equipment?**

**Top 3 important criteria in choosing an electrical equipment are the price (54%), the energy class (32%) and a brand with good reviews (30%).**

Women give more importance to brands offering products with good reviews (36%), while men prefer innovative brands (19%).

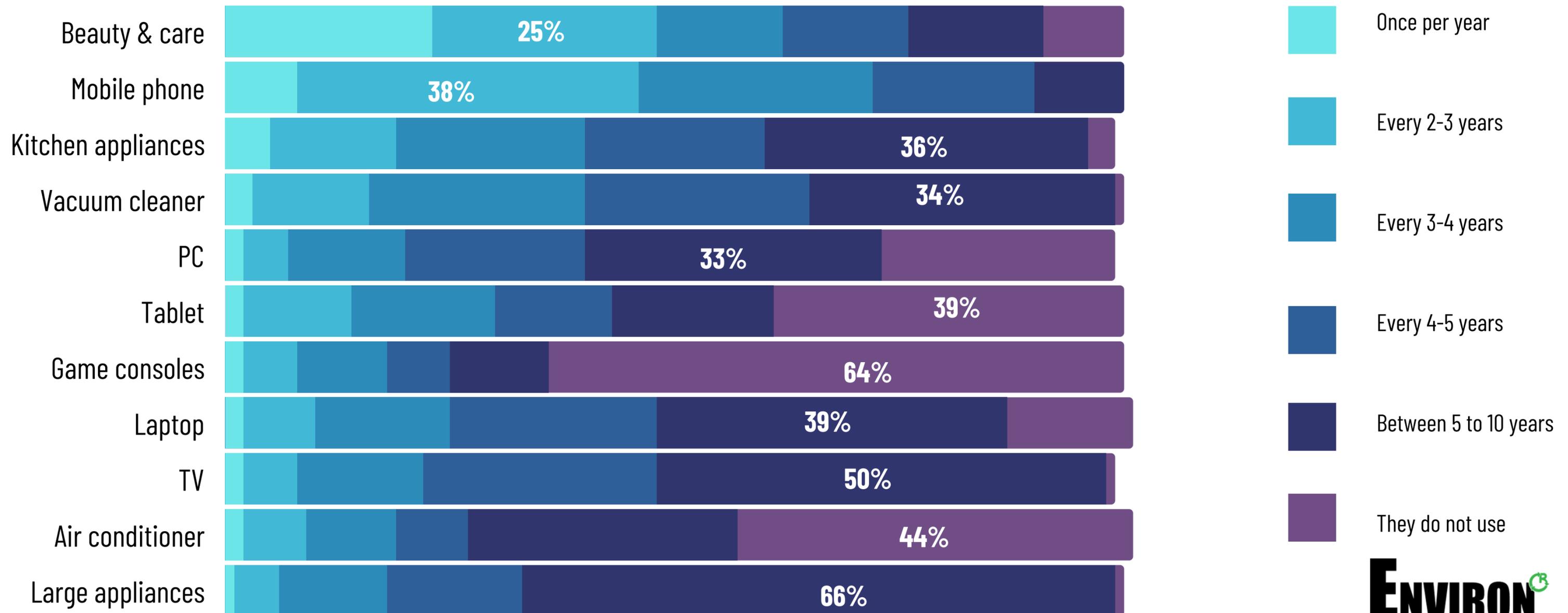
For adults without a partner (67%), retired seniors (62%) and young professionals the price is the first criterion in choosing an electrical equipment, traditional families consider the energy class more important (57%).

**Sustainable environmentally friendly brand**

Woman	Men	Urban	Rural	Millennials without partner	Young professionals	Modern families	Traditional families	Adults without partner	Seniors
26%	17%	25%	18%	15%	26%	28%	0%	14%	17%

# FREQUENCY OF ELECTRICAL EQUIPMENT REPLACEMENT

Q2: How often do you replace the following electrical equipment?



# FREQUENCY OF ELECTRICAL EQUIPMENT REPLACEMENT

Q2: How often do you replace the following electrical equipment?

38% of respondents say that they replace their phone once every 2-3 years, while the beauty & electrical equipment is replaced once a year in a percentage of 23%.

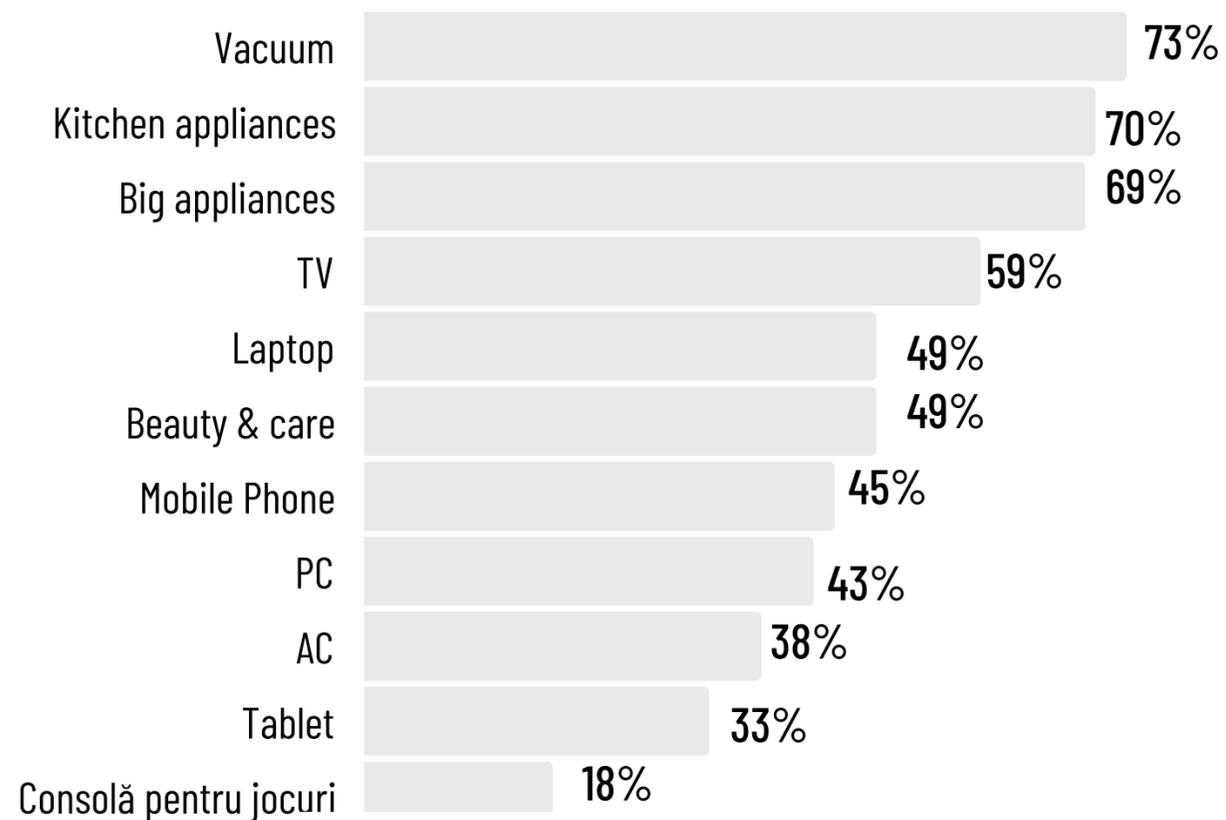
**Large appliances (refrigerator, oven, washing machine) are replaced on a 66% rate between 5 and 10 years.**



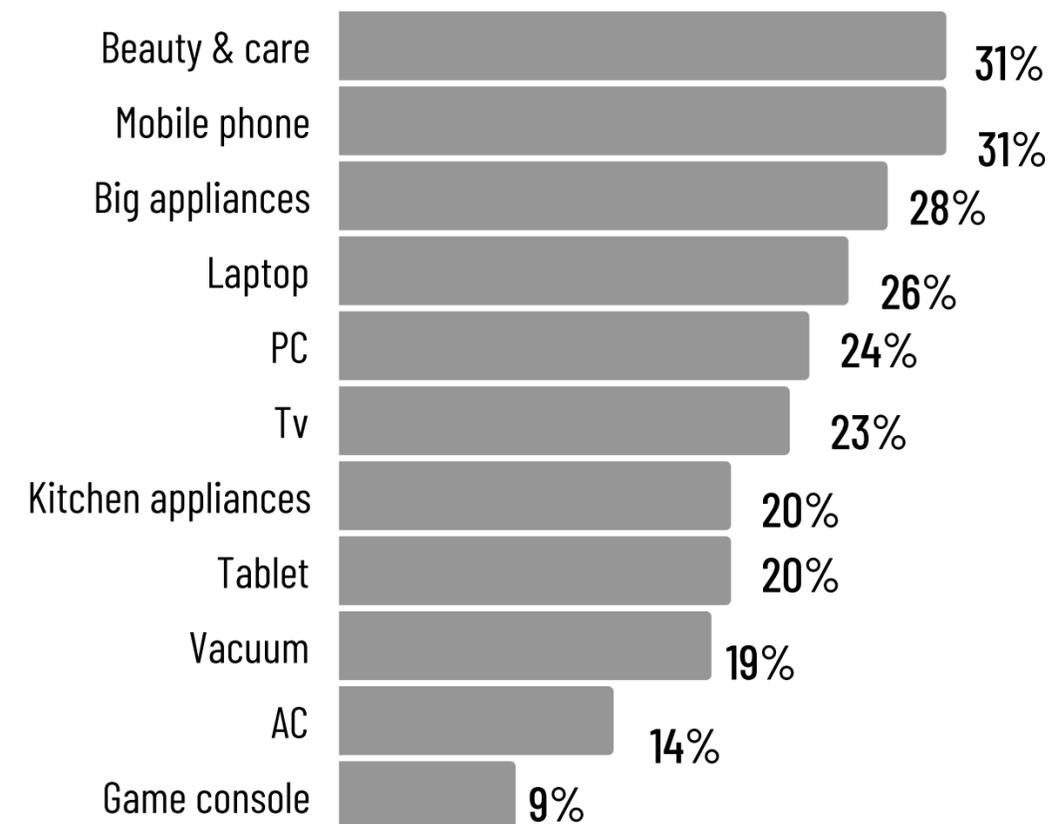
# MOTIVATIONS FOR REPLACEMENT OF ELECTRICAL EQUIPMENT

Q3: What makes you change the following electrical equipment?

## When it breaks



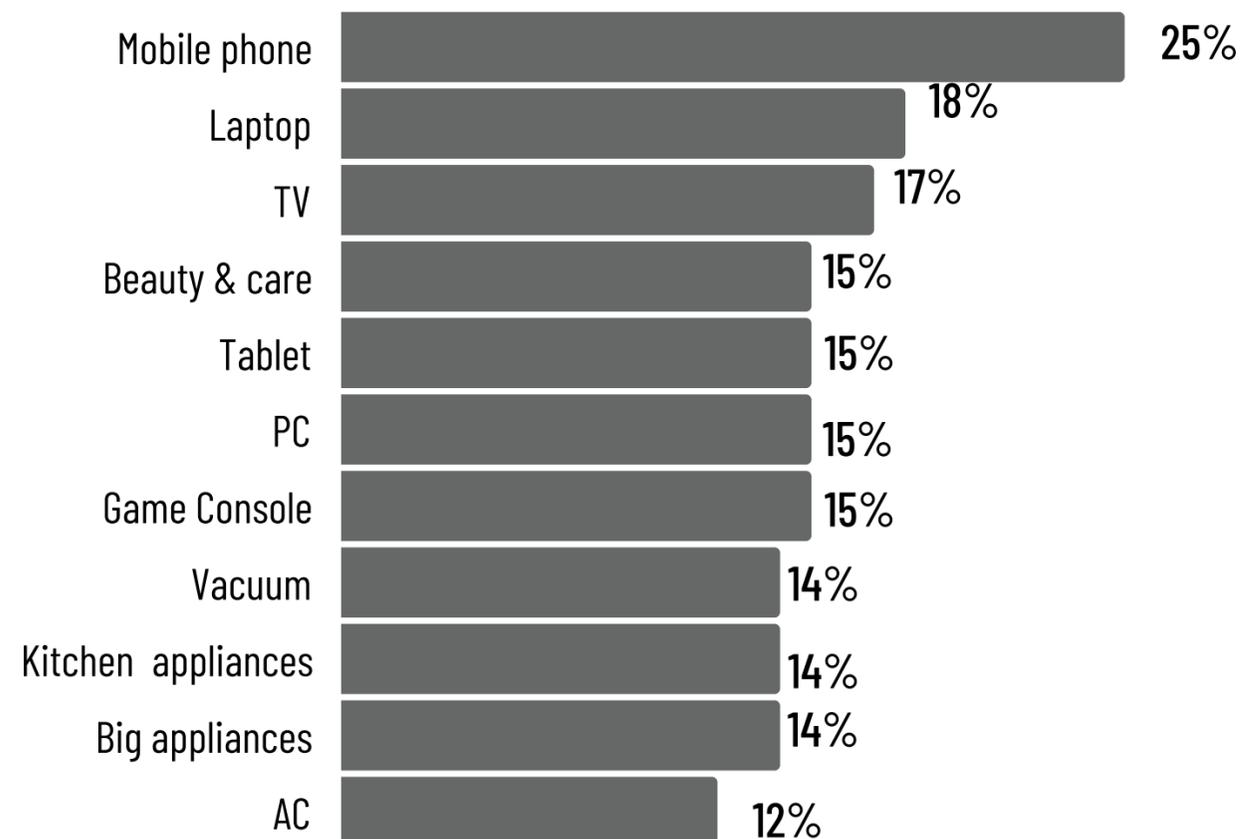
## When is too old



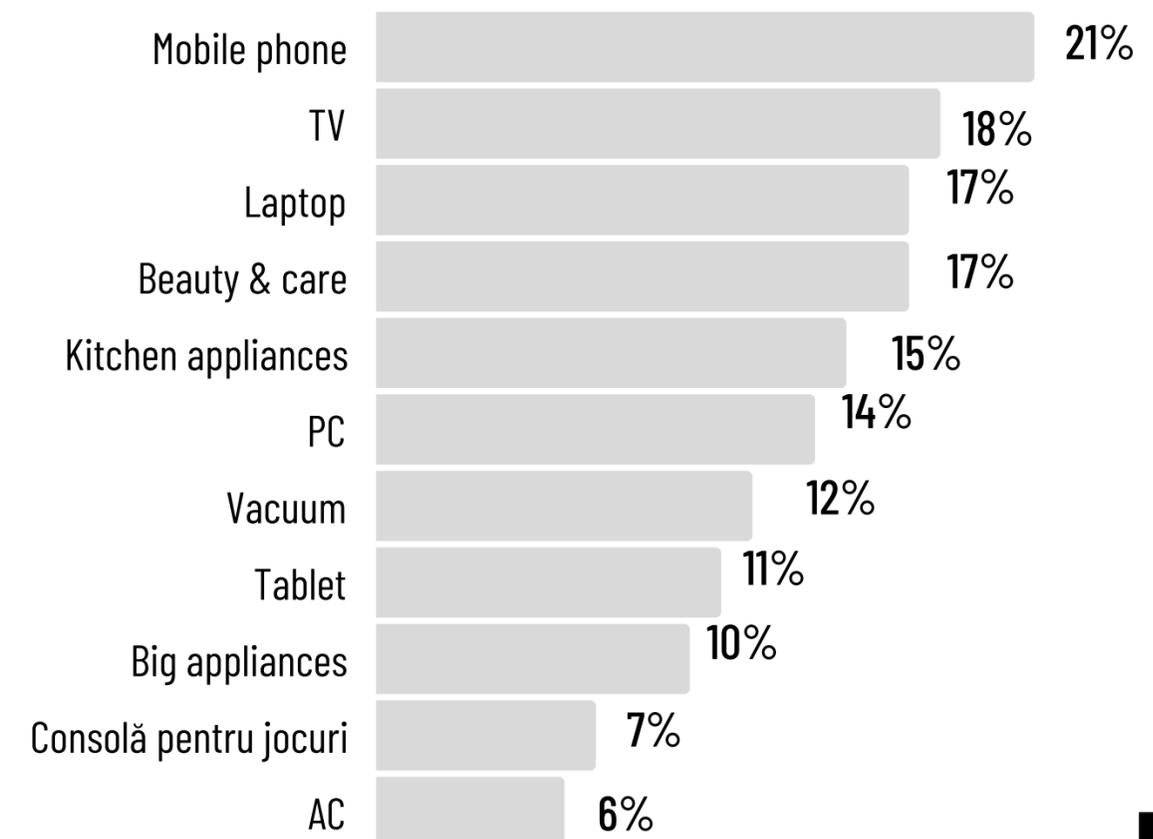
# MOTIVATIONS FOR REPLACEMENT OF ELECTRICAL EQUIPMENT

Q3: What makes you change the following electrical equipment?

## When a new technology comes along



## When finding an attractive offer



# MOTIVATIONS FOR REPLACEMENT OF ELECTRICAL EQUIPMENT

Q3: What makes you change the following electrical equipment?



*when it breaks*

**vacuums (73%)**  
**kitchen appliances (70%)**  
**small appliances (69%)**



*when is too old*

**beauty & care equipments (31%)**  
**mobile phone (31%)**  
**big appliances (28%)**



*when a new technology comes along*

**mobile phones (25%)**  
**laptops (18%)**  
**TVs (17%)**

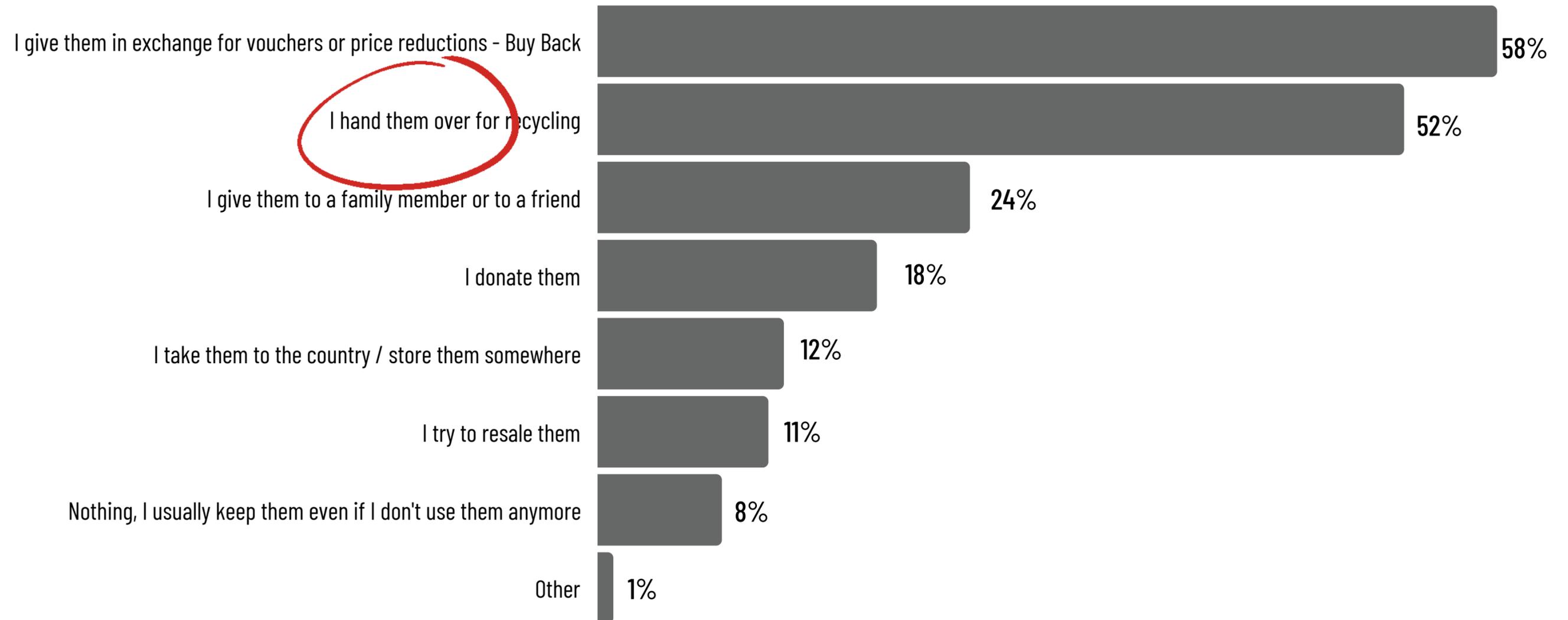


*when finding an attractive offer*

**mobile phones (21%)**  
**TVs (18%)**  
**laptops (17%)**

# OLD HOUSEHOLD APPLIANCES

## Q4: What do you do with old appliances ?



# OLD HOUSEHOLD APPLIANCES

## Q4: What do you do with old appliances ?

58% of respondents say they exchange old appliances for vouchers or price reductions in stores that have Buy-Back programs, and 52% say they hand them over for recycling.

Recycling is preferred especially by young professionals (64%), men (59%) and adults without a partner (57%).



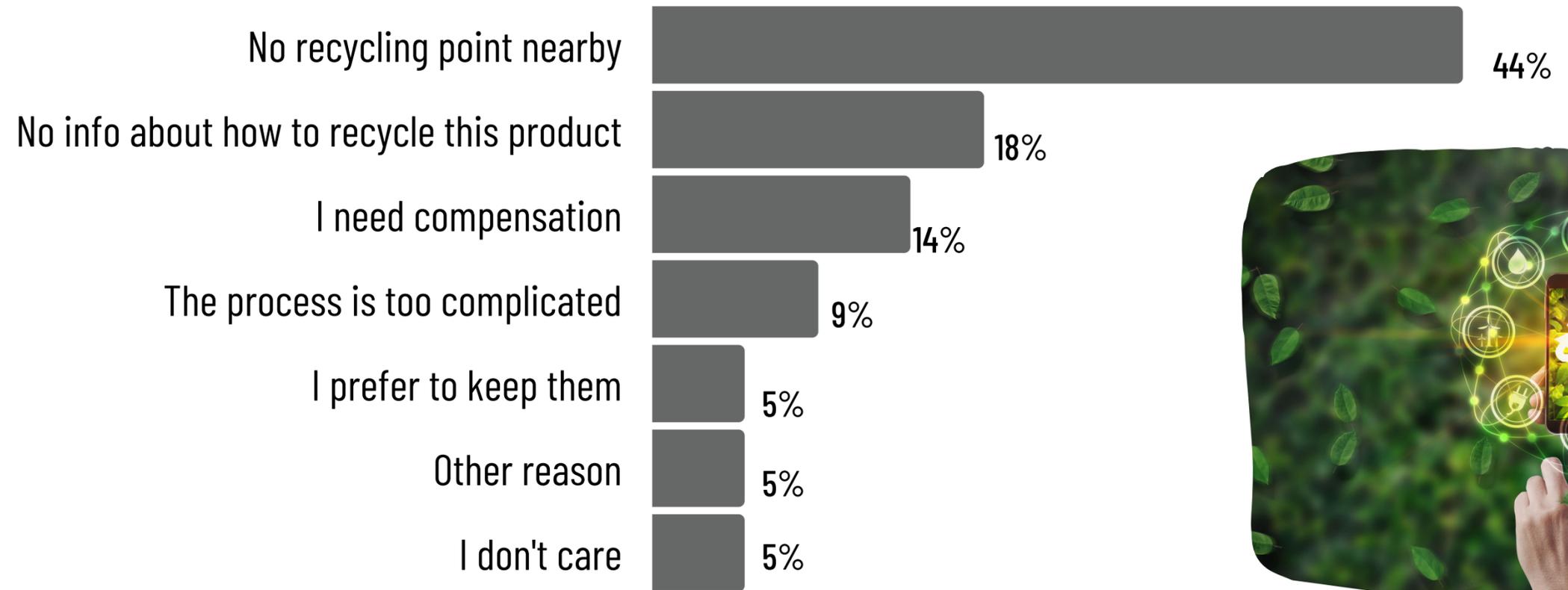
Give it away for recycling

Woman	Men	Urban	Rural	Millennials without partner	Young professionals	Modern families	Traditional families	Adults without partner	Seniors
48%	59%	52%	53%	41%	64%	51%	6%	57%	49%

# BARRIERS IN RECYCLING



## Q5: Why don't you recycle (more often)?



# BARRIERS IN RECYCLING



## Q5: Why don't you recycle (more often)?

**44% of respondents say that the reason they do not recycle more often is that they don't have recycling points nearby. This is especially true of traditional families (63%) and young professionals (50%).**

Adults without a partner say in a higher proportion that they do not recycle more often because they don't have information on how to recycle (32%) and are not interested in this aspect (10%), and modern families don't recycle more often because they think they should be rewarded (19%)

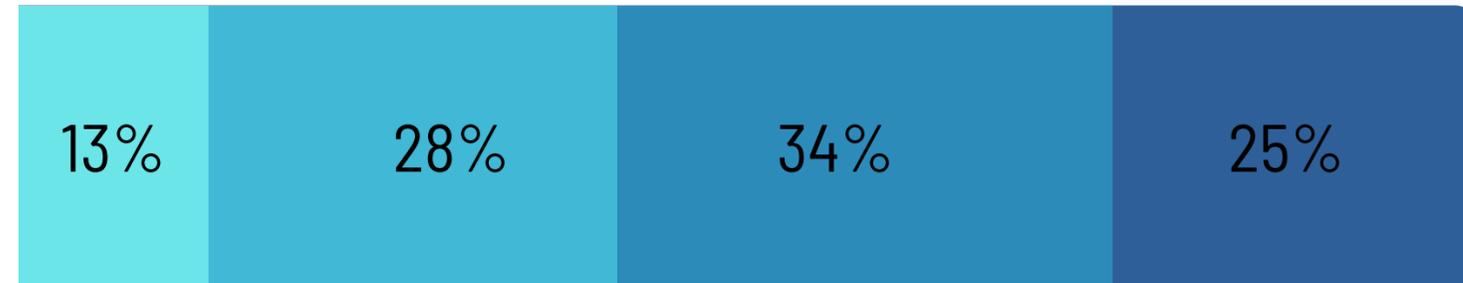


	Woman	Men	Urban	Rural	Millennials without partner	Young professionals	Modern families	Traditional families	Adults without partner	Seniors
No recycling points nearby	48%	39%	43%	45%	46%	50%	46%	63%	31%	44%

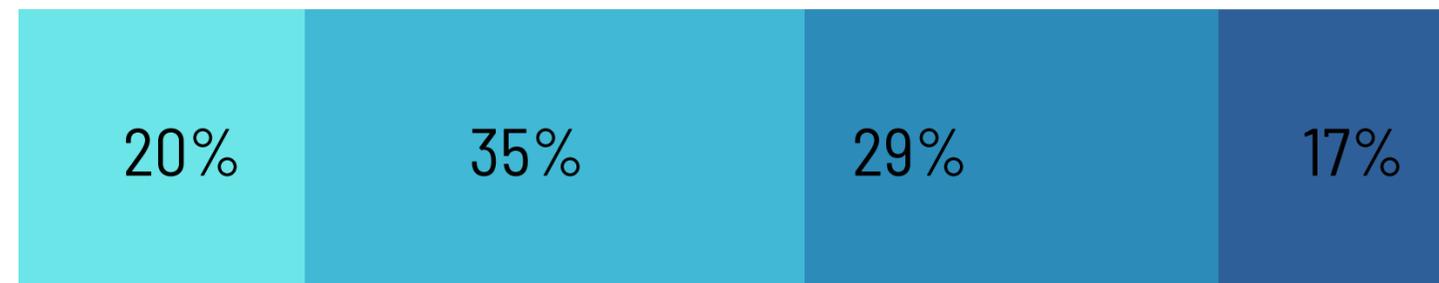
# COLLECTION SYSTEMS

Q6: How familiar are you with what collection systems means?

Free uptake of large WEEE when purchasing a new product in a 1:1 system



Collection systems that require free delivery of small WEEE in retail stores without the obligation to buy a new product



# COLLECTION SYSTEMS

## Q6: How familiar are you with what collection systems means?

34% of respondents say that they have heard and can say that they are familiar with the 1:1 collection system, and 25% say that they or someone they know has used this method of collection.

This is stated most by young careerists (35%).

Men (22%) and modern families (21%) state in a higher percentage compared to the total sample (17%) that they or someone they known used the method of collecting by free delivery of small WEEE in retail stores without the obligation to to buy a new product.



# RESEARCH METHODOLOGY



*nationally  
representative  
sample*  
1004 interviews  
CAWI



*METHODOLOGY*  
Self applied  
online  
Questionnaire



*TARGET GROUP*  
Men and women over  
the age of 18  
Internet users

Sampling error: +/- 3%

## **millennials** **10%**

- 18 - 30 yrs old
- single
- no children
- high education sau  
still studying
- all income  
categories

## **young professionals** **12%**

- 25 - 35 yrs old
- married or in a  
stable relationship
- no children
- high education
- medium - high  
income

## **modern families** **25%**

- 25 - 44 yrs old
- married/divorced
- with children up to  
14 years in the  
household
- secondary education
- medium - high  
income

## **traditional families** **27%**

- 30 - 54 yrs old
- married
- with children  
under 18 in the  
household
- primary education
- low - medium  
income

## **adults with no partner** **10%**

- 35 - 55 yrs old
- single
- no children
- from all  
categories of  
income and  
education

## **seniors** **16%**

- 55+ yrs old
- married
- with children, but  
not in the household
- from all categories  
of income and  
education

*Low incomes 800 - 2249 lei*

*Medium incomes 2450 - 4499 lei*

*High incomes 4450 - 8999 lei*

# FEATURES OF THE SAMPLE

## Gender

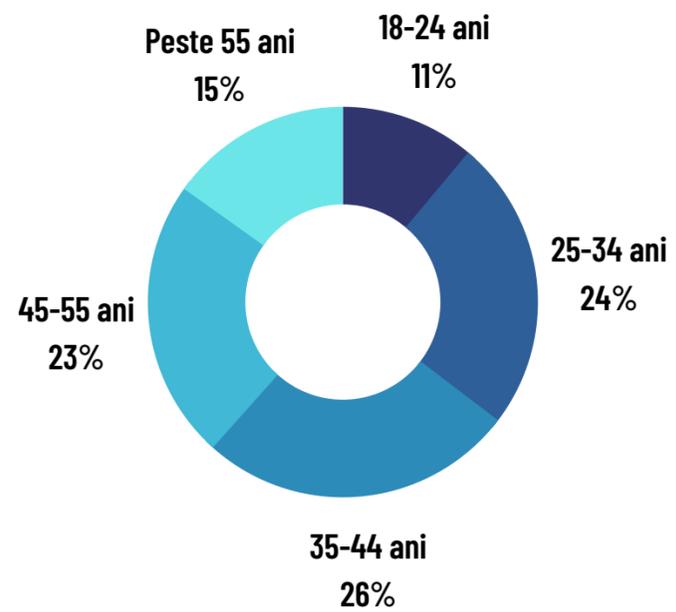


51%

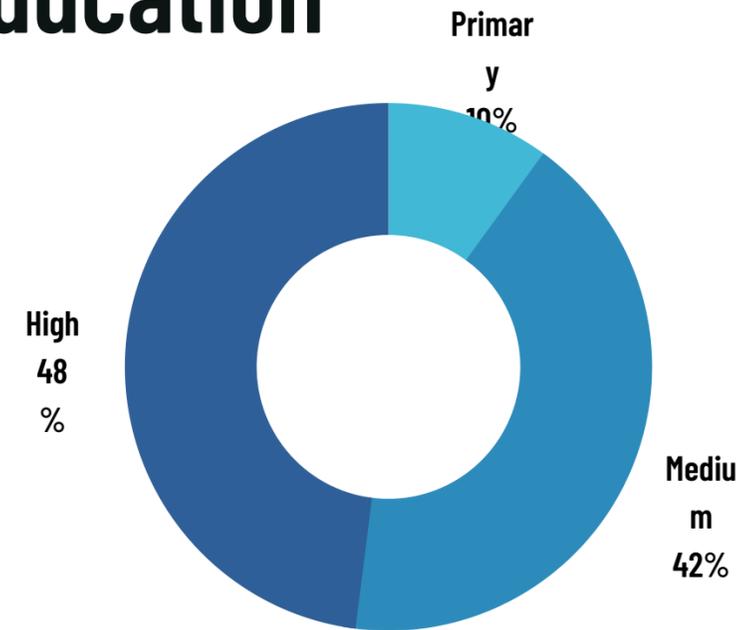


49%

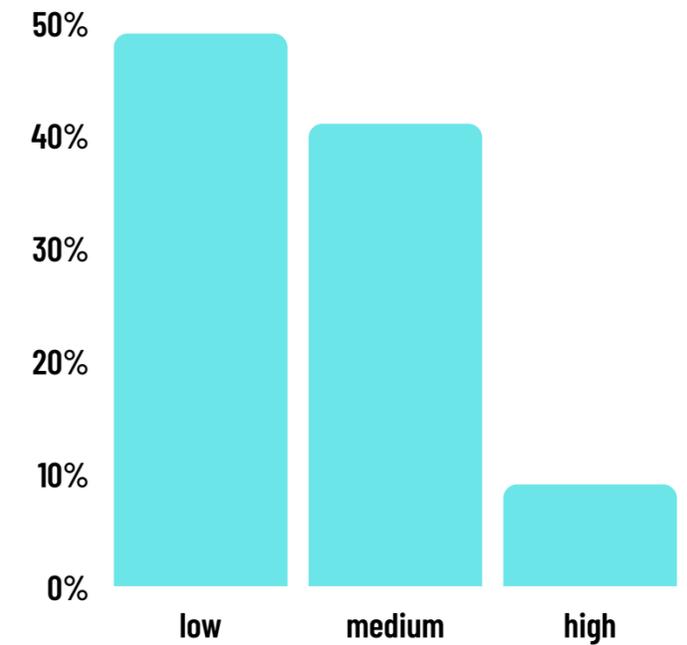
## Age



## Education



## Incomes



## Environment

Urban 56%

Rural 44%

## Martital status



\_\_\_\_\_

# Omnibus study conducted in November 2021 by Reveal Research for Environ.

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