ZA5470

Flash Eurobarometer 315
(Attitudes of European Entrepreneurs Towards Eco-innovation)

Country Specific Questionnaire
Great Britain

FL315

Attitudes of European entrepreneurs towards eco-innovation

Flash Eurobarometer survey

Definition of eco-innovation: Eco-innovation is the introduction of any new or significantly improved product (good or service), process, organisational change or marketing solution that reduces the use of natural resources (including materials, energy, water and land) and decreases the release of harmful substances across the whole life-cycle.

D1. How many employees do you have in your company?

[READ OUT – ONLY ONE ANSWER]

- Less than 10 ..... [THANK AND TERMINATE]
- 10-49 1
- 50-249 2
- 250 or more ..... [THANK AND TERMINATE]
- [DK/NA] ..... [THANK AND TERMINATE]

D2. What is the annual turnover of your company?

[READ OUT – ONLY ONE ANSWER]

- up to £1.6 million 1
- £1.6 million to £8 million 2
- £8 million to £40 million 3
- £40 million and over 4
- [DK/NA] 9

D3. Has your company's annual turnover decreased, remained unchanged or increased over the past two years?

[READ OUT – ONLY ONE ANSWER]

- Increased 1
- Remained unchanged 2
- Decreased 3
- [DK/NA] 9

D4. What is the main activity of your company?

[READ OUT THE MAIN CATEGORIES, THAN CONTINUE WITH THE SUB CATEGORIES]

Agriculture and fishing

- Agriculture, hunting and related service activities 11
- Fishing, fish farming and related service activities 12
- Forestry and logging 13
- Fishing and aquaculture 14

Construction

- Construction of buildings 15
- Civil engineering 16
- Specialised construction activities 17

Water supply; sewerage; waste management and remediation activities

- Water collection, treatment and supply 18
- Sewerage 19
- Remediation activities and other waste management services 20

Waste collection, treatment and disposal activities; materials recovery 21

Manufacture

- Manufacture of food/ tobacco products
  - Manufacture of food products or beverages 22
  - Manufacture of tobacco products 23
  - Manufacture of paper and paper products 24
  - Manufacture of textiles, wearing apparel, leather and related products 25
  - Manufacture of furniture 26
  - Manufacture of coke and refined petroleum products 27
  - Manufacture of chemicals and chemical products 28
  - Manufacture of basic pharmaceutical products and pharmaceutical preparations 29
  - Manufacture of rubber and plastic products or other non-metallic mineral products30
  - Manufacture of basic metals or fabricated metal products (except machinery and equipment) 31
- Manufacture of machinery and equipment
  - Manufacture of machinery and equipment 32
  - Manufacture of transport equipment 33
  - Manufacture of electrical equipment 34
  - Manufacture of computer, electronic and optical products 35
  - Printing and reproduction of recorded media 36

Food services

- Restaurants and mobile food service activities 37
- Event catering and other food services 38
- Beverage serving activities 39

[ASK ALL]

Q1. What percentage of your company's total cost - i.e. gross production value - is material cost? Material cost is the cost of all materials used to manufacture a product or perform a service.

[READ OUT – ONLY ONE ANSWER]

- Less than 10% 1
- Between 10% and 29% 2
- Between 30% and 49% 3
- 50% or more 4
- [Not applicable] 8
- [DK/NA] 9

[ASK ALL]

Q2. Have material costs for your company increased or decreased in the past 5 years?

[READ OUT– ONLY ONE ANSWER]

- Increased dramatically 1
- Increased moderately 2
- Remained unchanged 3
- Decreased 4
- [Not applicable] 8
- [DK/NA] 9

[ASK ALL]

Q3. Do you expect price increases for materials in the coming 5 to 10 years?

[READ OUT– ONLY ONE ANSWER]

- Yes, material costs will increase 1
- No, material costs will remain approximately the same 2
- No, material costs will decrease 3
- [Not applicable] 8
- [DK/NA] 9

[ASK ALL]

Q4. From what regions do most of the materials you use coming / originate from?

[READ OUT– MULTIPLE ANSWERS POSSIBLE]

- Own country 1
- Other EU countries 2
- Other European countries (non-EU) 3
- Asia 4
- Africa 5
- North America 6
- South America 7
- Australia and Oceania 8
- [DK/NA] 9

[ASK ALL]

Q5. Have you implemented any changes to reduce material costs in the past 5 years?

[ROTATE - READ OUT- ONE ANSWER PER LINE]

- Mentioned 1
- Not mentioned 2
- [Not applicable] 8
- [DK/NA] 9

a. Changing business model 1 2 8 9
b. Improving the material flow in the supply chain 1 2 8 9
c. Substituting expensive materials for a cheaper ones 1 2 8 9
d. Purchasing more efficient technologies 1 2 8 9
e. Developing more efficient technologies in-house 1 2 8 9
f. Outsourcing production or service activities 1 2 8 9
g. Recycling 1 2 8 9

[ASK ALL]

Q6. Over the last 5 years, what share of innovation investments in your company were related to eco-innovation, i.e. implementing new or substantially improved solutions resulting in more efficient use in material, energy and water?

[READ OUT– ONLY ONE ANSWER]

- More than 50% 1
- Between 30% and 49% 2
- Between 10% and 29% 3
- Less than 10% 4
- None 5
- [No innovative activities] 8
- [DK/NA] 9

D5. During the past 24 months have you introduced the following eco-innovation

[READ OUT– ONE ANSWER PER LINE]

- Yes 1
- No 2
- [DK/NA] 9

a. a new or significantly improved eco-innovative product or service to the market 1 2 9
b. a new or significantly improved eco-innovative production process or method 1 2 9
c. a new or significantly improved eco-innovative organisational innovation 1 2 9

[ASK IF THE ANSWER IS "YES" TO ANY OF THE ITEMS IN D5.]

Q0. How would you describe the relevance of innovation you have introduced in the past 24 months in terms of resource efficiency?

[READ OUT– ONLY ONE ANSWER]

Less then 5% reduction of material use per unit output 1
Between 5% to 19% reduction of material use per unit output..... 2
Between 20% to 39% reduction of material use per unit output.....3
Between 40% to 60% reduction of material use per unit output.....4
More than 60% reduction of material use per unit output 5
[DK/NA].....9

[ASK ALL]

Q7. I will list you some barriers that could represent an obstacle to accelerated eco-innovation uptake and development for a company. Please tell me for each of them if you consider them a very serious, somewhat serious, not serious or not at all serious barrier in case of your company?

[ROTATE - READ OUT- ONE ANSWER PER LINE]

- Very serious 4
- Somewhat serious.....3
- Not serious.....2
- Not at all serious 1
- [Not applicable].....8
- [DK/NA] 9

a. Lack of funds within enterprise 1 2 9
b. Lack of external financing 1 2 9
c. Uncertain return on investment or too long payback period for eco-innovation..... 1 2 9
d. Lack of qualified personnel and technological capabilities within the enterprise 1 2 9
e. Limited access to external information and knowledge, including lack of well developed technology support services 1 2 9
f. Lack of suitable business partners 1 2 9
g. Lack of collaboration with research institutes and universities 1 2 9
h. Uncertain demand from the market..... 1 2 9
i. Reducing material use is not a innovation priority 1 2 9
j. Reducing energy use is not a innovation priority..... 1 2 9
k. Technical and technological lock-ins in economy
(e.g. old technical infrastructures)
..... 1 2 9
l. Market dominated by established enterprises 1 2 9
m. Existing regulations and structures not providing incentives to eco-innovate..... 1 2 9
n. Insufficient access to existing subsidies and fiscal incentives..... 1 2 9

[ASK ALL]

Q8. I will list you some drivers that could accelerate eco-innovation uptake and development for a company. Please tell me for each of them if you consider them a very important, somewhat important, not important or not at all important driver in case of your company?

[ROTATE - READ OUT- ONE ANSWER PER LINE]

- Very important.....4
- Somewhat important.....3
- Not important 2
- Not at all important 1
- [Not applicable].....8

- [DK/NA] 9

a. Technological and management capabilities within the enterprise 1 2 9
b. Secure or increase existing market share 1 2 9
c. Current high material price (as an incentive to innovate to use less material and decrease the cost)
 ..... 1 2 9
d. Limited access to materials..... 1 2 9
e. Expected future material scarcity (as an incentive to develop innovative less material intensive substitutes)
 ..... 1 2 9
f. Collaboration with research institutes, agencies and universities 1 2 9
g. Good access to external information and knowledge, including technology support services
 ..... 1 2 9
h. Good business partners 1 2 9
i. Current high energy price (as an incentive to innovative to use less energy and decrease the cost)
 ..... 1 2 9
j. Expected future increases in energy price..... 1 2 9
l. Existing regulations, including standards 1 2 9
m. Expected future regulations imposing new standards 1 2 9
n. Access to existing subsidies and fiscal incentives 1 2 9
o. Increasing market demand for green products 1 2 9