

WOOD PRODUCTS CUSTOMER – CONSUMER OR CITIZEN?



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Objective

Theorem Premise

- ✓ Wood-based industry should be successful in encouraging customers to replace consumer goods with goods made from wood.
- ✓ How are civic attitudes and activity reflected in environmentally motivated purchasing decisions?

Understanding citizenship

- ✓ Citizenship is a fundamental principle of participatory democracy

BUT

- ✓ Citizens can “participate in, identify as, and belong to our communities” even without legal entitlements
- ✓ **Environmental citizenship** is the “responsible pro-environmental behavior of citizens who act and participate in society as agents of change in the private and public sphere, on a local, national and global scale, through individual and collective actions, in the direction of solving contemporary environmental problems, preventing the creation of new environmental problems, achieving sustainability, as well as developing a healthy relationship with nature”

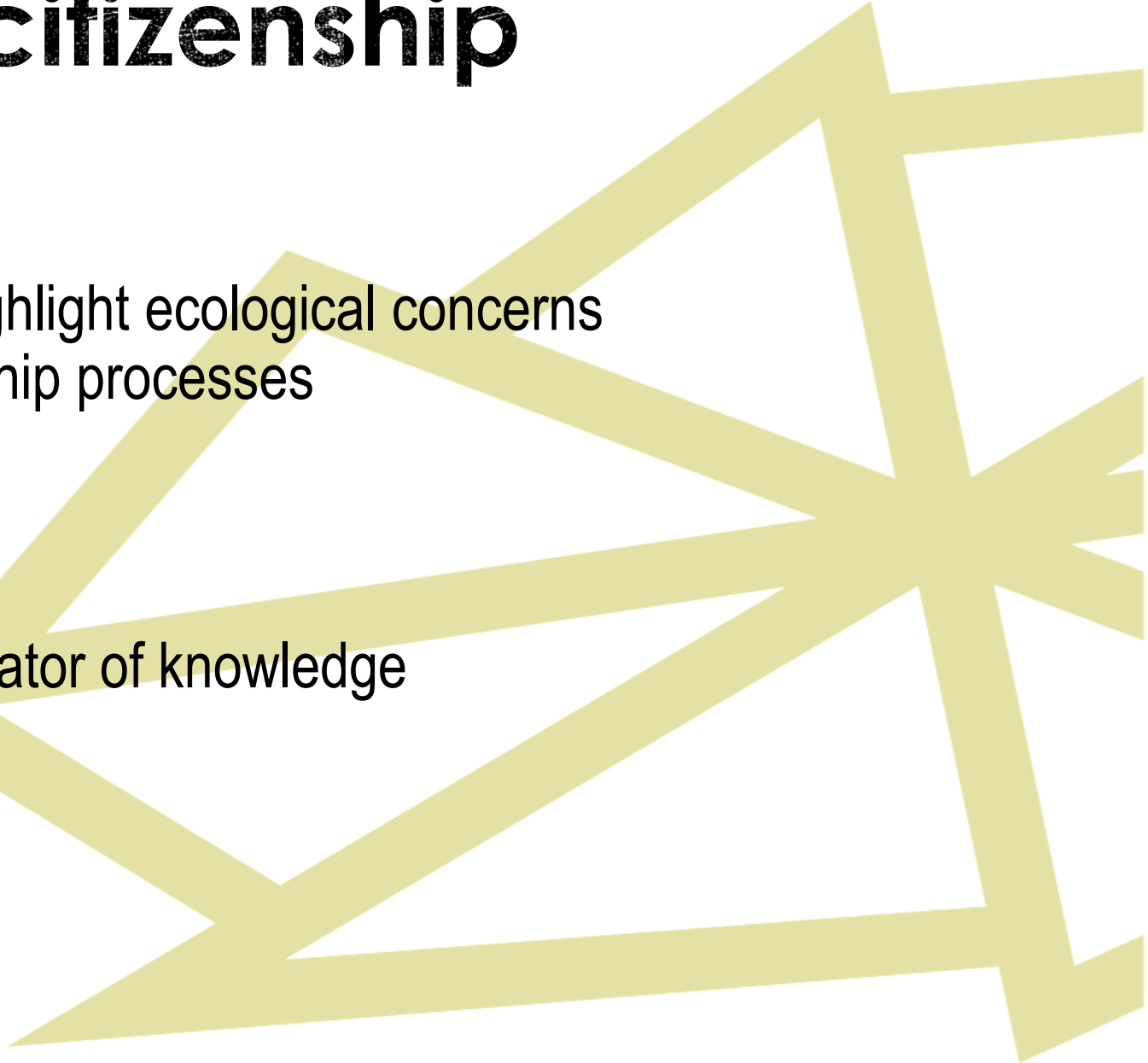
(ENEC 2018)

<https://link.springer.com/book/10.1007/978-3-030-20249-1>

<https://enec-cost.eu/conceptualizing-environmental-citizenship-for-21st-century-education/>

Understanding citizenship

- ✓ Studies of environmental citizenship highlight ecological concerns and activism as major drivers in citizenship processes
- ✓ The citizen is both consumer and generator of knowledge



The issue

- ✓ Almost 70% of the planet's greenhouse gas footprint depends on which products customers choose and whether they use and dispose of them in a sustainable manner (White et al. 2019 - Harvard Business Review–The Elusive Green Consumer) <https://hbr.org/2019/07/the-elusive-green-consumer>
- ✓ Our paper points to the complex issue of the manifestation of a person's civic attitudes in his shopping behavior

Green Product (ecological product / eco-friendly product / sustainable product)

- ✓ In essence, a green product has two main characteristics: reducing waste and maximizing resource efficiency

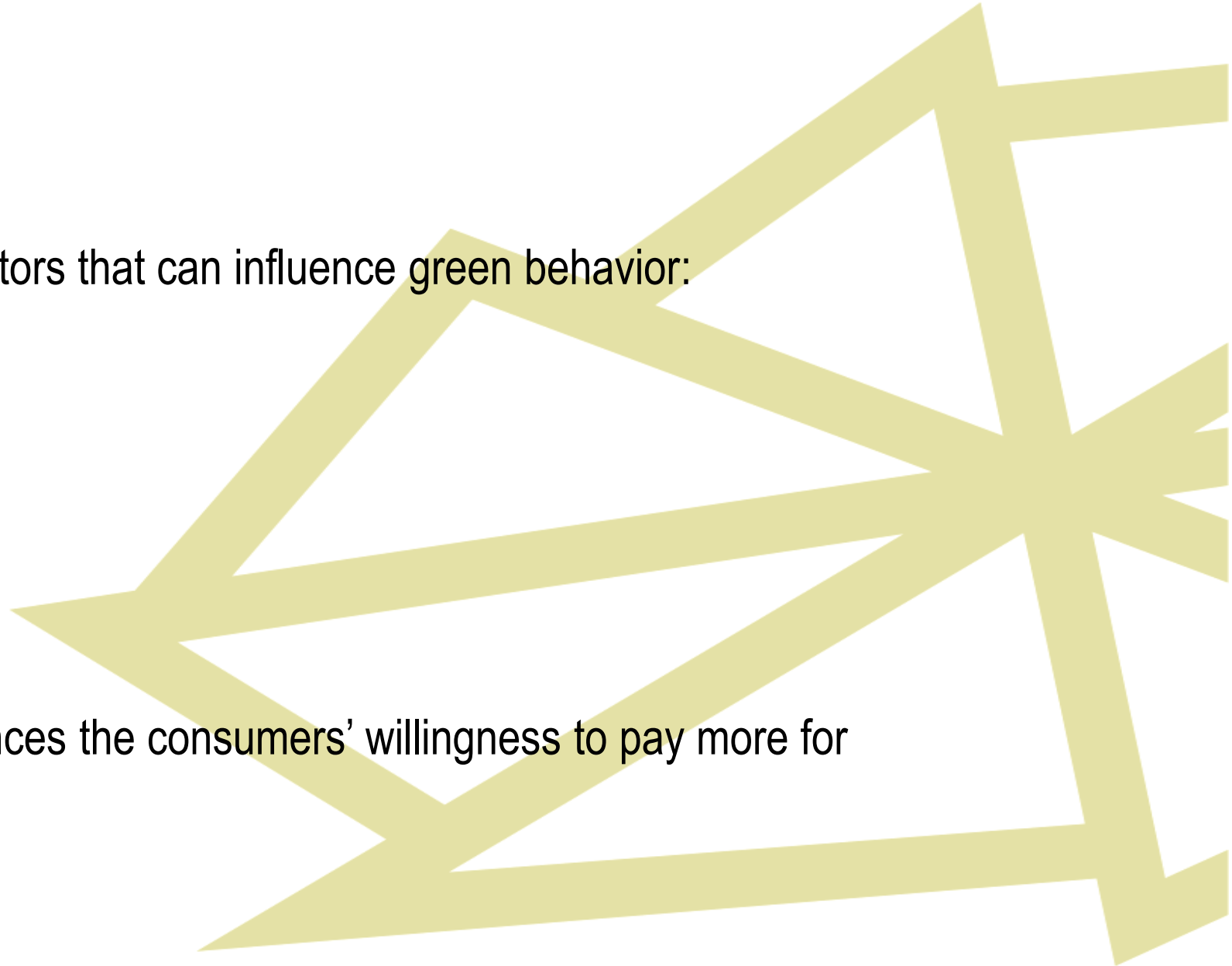
Green Consumer

- ✓ individual who adopts environmentally-friendly behaviors and buys green products rather than standard products

Consumer

Sociodemographic characteristic - factors that can influence green behavior:

- age
- gender
- education
- number of children
- place of residence
- financial situation (income) - influences the consumers' willingness to pay more for green products / price premium



Consumer

Perceived consumer effectiveness

- consumer's belief that the efforts of his/her actions can make significant differences in solving environmental problems

Trust

- institutional trust affects consumer risk perception and attitudes
- challenge to prevent greenwashing

*Ordinary man is significantly influenced by society's actions regarding pro-environmental issues and **the way society presents normality** in this context.*

- field for education

To conclude:

Distinction between citizens and consumers

The key distinction lies in their roles and responsibilities

- **Citizenship** involves broader social and civic obligations and rights
- **Consumerism** focuses primarily on individual preferences and consumption choices
- Citizenship encompasses active participation in the democratic process, advocating for social and environmental issues, and contributing to the well-being of society
- Consumers exercise their purchasing power to fulfill their individual needs and desires

To conclude: Impact of citizen and impact of consumer

- **Citizen**

- Impact at the level of municipality, government...
- Shaping regulatory framework
- Challenge for us as citizens: *to act as citizens*

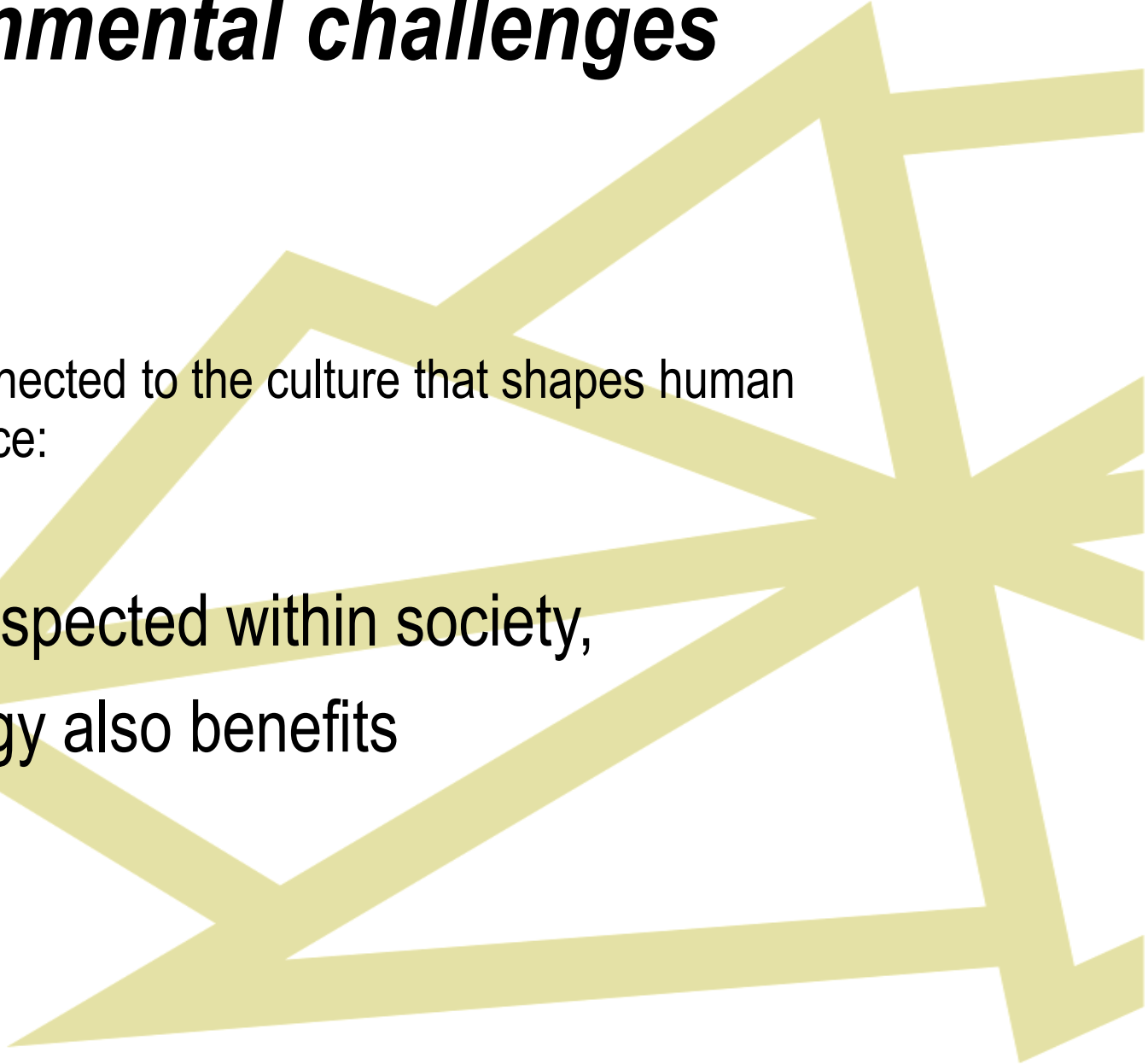
- **Consumer**

- impact at the level of markets, supply chains, corporates...
- Shaping supply
- Challenge for us as consumers: *to reduce consumption (not only practice green purchase)*

Social context in environmental challenges

The deterioration of nature is in fact closely connected to the culture that shapes human coexistence:

When “human ecology” is respected within society,
environmental ecology also benefits



Ďakujem za pozornosť

