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Seeking territorial differences in predicting pro-environmental attitudes for a Circular Economy

In the last decades EU became a key global actor in environmental issues launching new initiatives, policy tools, cooperation in order to move towards circular economy. (As an example) a major amount of waste (22.8% in the EU (2014)) created in the household sector, therefore, for an efficient movement, besides the change of economic actors' and public stakeholders' behaviour citizens pro-environmental attitude and their actions are crucial.

Research on environmentally relevant behaviour often focuses on social psychological, socio-cultural and socio-economic constructs such as attitudes, values, social norms, and social identities. Besides, a wide range of geographical, economic and sociological perspectives have also been applied to understand motivations.

The aim of the recent paper is threefold. Firstly the author will revise and categorise the approaches of pro-environmental behaviour focusing on the viewpoint of waste sensitivity and circular economy. Secondly, using secondary analysis, the author will reveal the potential usability of major surveys (e.g. EUROBAROMETER, World Value Survey, European Social Survey) in the prediction of pro-environmental behaviour in relation to circular economy. Thirdly, for discussion, adapting Ajzan's (1991) theory, the author presents a structure for predicting pro-circular economy behaviour that can allow to make territorial differences based on citizens pro-environmental attitudes, subject norms, perceived behavioural control and intention.

The paper concludes by arguing that datasets behind (international) surveys provide a good chance for territorial analyses, however it is hard to forecasting. Based on factor analysis (and on other research results) we can see that pro-environmental behaviour is different in different environmental scopes (e.g. waste treatment, climate change, environmental friendly transportation) due to the different influencing factors. On the other hand, based on analysis, there is not unambiguous correlation between pro-environmental intention and action due to the lack of Ajzan's (1999) theory's elements. Therefore it can be crucial to test all the elements simultaneously in order to assess pro-circular economy behaviour of citizens and make comparison in territorial sense. The empirical part will be elaborated under the framework of H2020 REPAiR project.

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