

## CONSUMPTION OF MORE AND LESS ENVIRONMENTALLY FRIENDLY PRODUCTS HOUSE 7

Some products are more environmentally friendly: their life cycle consumes less material and energy, generates less waste and/or results in fewer discharges and emissions of pollutants into the environment. Buying these products instead of conventional products helps reduce environmental pressures.

### Conscious consumers

According to a GfK<sup>1</sup> survey conducted in 2016:

- a little more than half of Walloon households (55%) say they consider the environmental impact of products when making a purchase;
- Just under half of Walloon households (43%) say they trust eco-labels such as organic label or "ecolabel" when making a purchase.

### Significant room for improvement

The GfK consumption surveys can be used to estimate the consumption level of a large number of products. According to the results of the last survey<sup>2</sup>:

- plastic water bottles, conventional detergents, household wipes and disposable batteries were purchased at least once in 2015 by 92%, 70%, 45%, and 43% of households respectively. In terms of the frequency of purchases, plastic water bottles are also at the top of the list of products considered (18 purchases, on average, per household in 2015).
- Rechargeable batteries, water bottles in returnable packaging, environmentally friendly laundry detergents and detergents, are still not very popular. These products were purchased by less than 10% of Walloon households in 2015, with an average of 7 purchases per household for bottles of water in returnable packaging and less than 3 purchases for the 3 other products.

Conversely, 91% of Walloon households bought foods organic labelled<sup>3</sup> at least once in 2015 (+19% compared to 2008). They are also the products most often purchased among those considered to be more environmentally friendly (16 purchases on average per household in 2015).

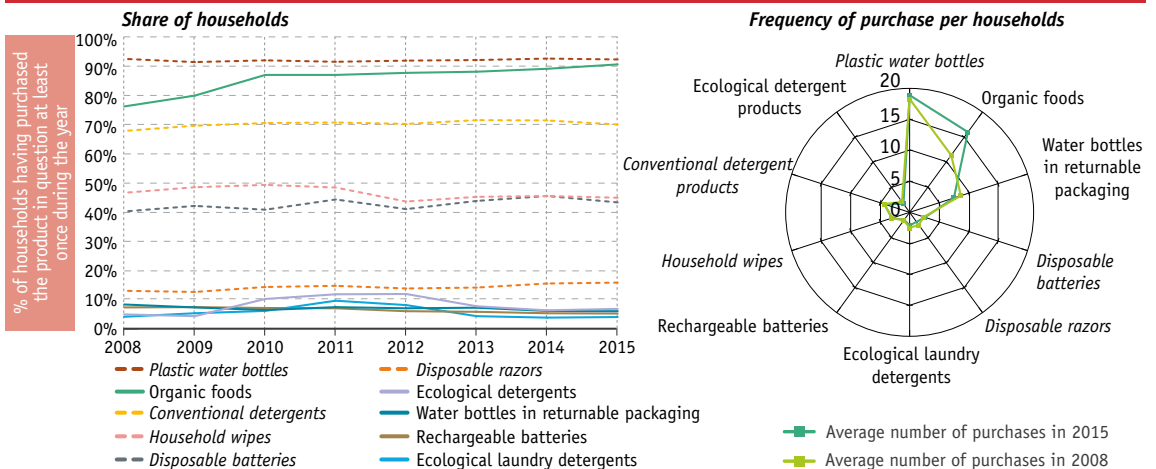
### Towards more environmentally friendly products in business

As part of the forthcoming Walloon Waste-Resources Plan (*Plan wallon des déchets-ressources - PWD-R*)<sup>4</sup>, Wallonia wishes to put in place an ambitious policy to promote sustainable buying for Walloon consumers, with a view to encouraging eco-consumption. In particular, the PWD-R plans to implement actions in order to:

- participate in the design, development and implementation of branch agreements, in particular by integrating elements relating to waste prevention and sustainable consumption;
- increasing the supply and visibility of sustainable products in the distribution sector;
- promoting labels recognised by public authorities.

[1] GfK, 2016b | [2] Survey carried out among a panel of households representative of the Walloon population for a closed list of 10 products (current leading consumption products selected for their sustainable/unsustainable character) (GfK, 2016a) | [3] → HOUSE 6 | [4] PWD-R: enacted by the Walloon Government on 16/06/2016

Fig. HOUSE 7-1 Purchase of more and less environmentally friendly\* products by Walloon households



\* Products considered less environmentally friendly are shown in italics and represented by dotted curves.

SOERW 2017 – Source: SPW - DGO3 - DEMNA (annual GfK surveys)