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Eco-innovation Action Plan ([/environment/ecoap/index\\_en.htm\\_en](/environment/ecoap/index_en.htm_en)) Societal behaviours ( )

# ECO-INNOVATION

at the heart of European policies



NEWSLETTER ([HTTP://ECOAPWEBSITE.EU/](http://ecoapwebsite.eu))

[Circular Economy Indicators \(/environment/ecoap/indicators/circular-economy-indicators\\_en\)](/environment/ecoap/indicators/circular-economy-indicators_en)

[Sustainable resource management \(/environment/ecoap/indicators/sustainable-resource-management\\_en\)](/environment/ecoap/indicators/sustainable-resource-management_en)

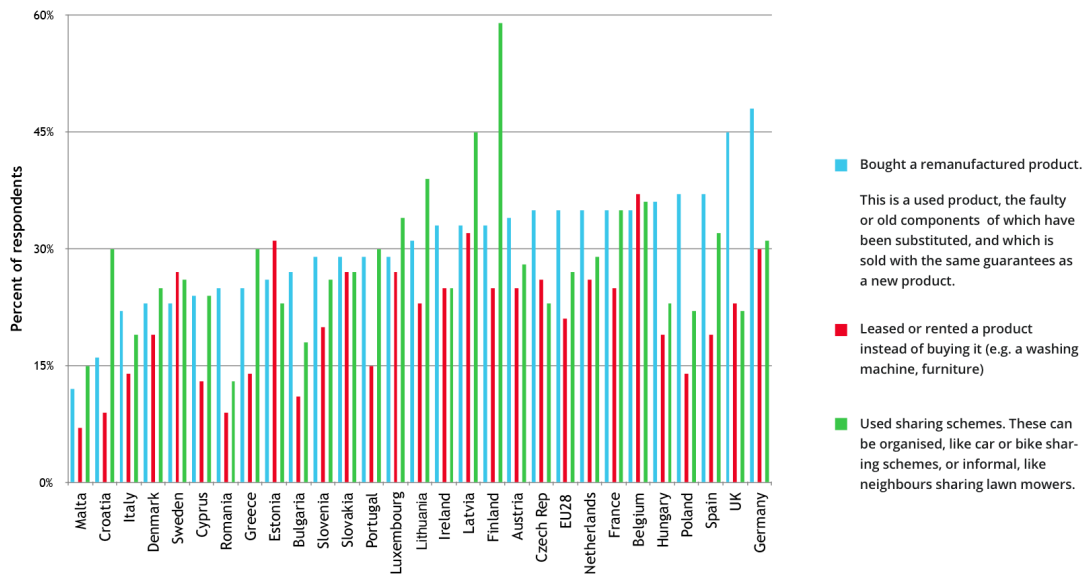
[Societal behaviours \(/environment/ecoap/indicators/societal-behaviours\\_en\)](/environment/ecoap/indicators/societal-behaviours_en)

[Business operations \(/environment/ecoap/indicators/business-operations\\_en\)](/environment/ecoap/indicators/business-operations_en)

## SOCIETAL BEHAVIOURS

Citizen engagement, behaviour change and social norms are integral to the success of a circular economy transition. This means that people participate in new forms of consumption (e.g. sharing, product-service systems, willingness to pay more for durability), re-use (requiring changed mindsets regarding repair and refurbishment), and disposal (separating waste streams and bringing "waste" to remanufacturing/recycling/sorting sites). This set of indicators presents levels of citizen engagement and participation in the circular economy (bottom-up indicators).

### **CITIZENS WHO HAVE CHOSEN ALTERNATIVES TO BUYING NEW PRODUCTS**



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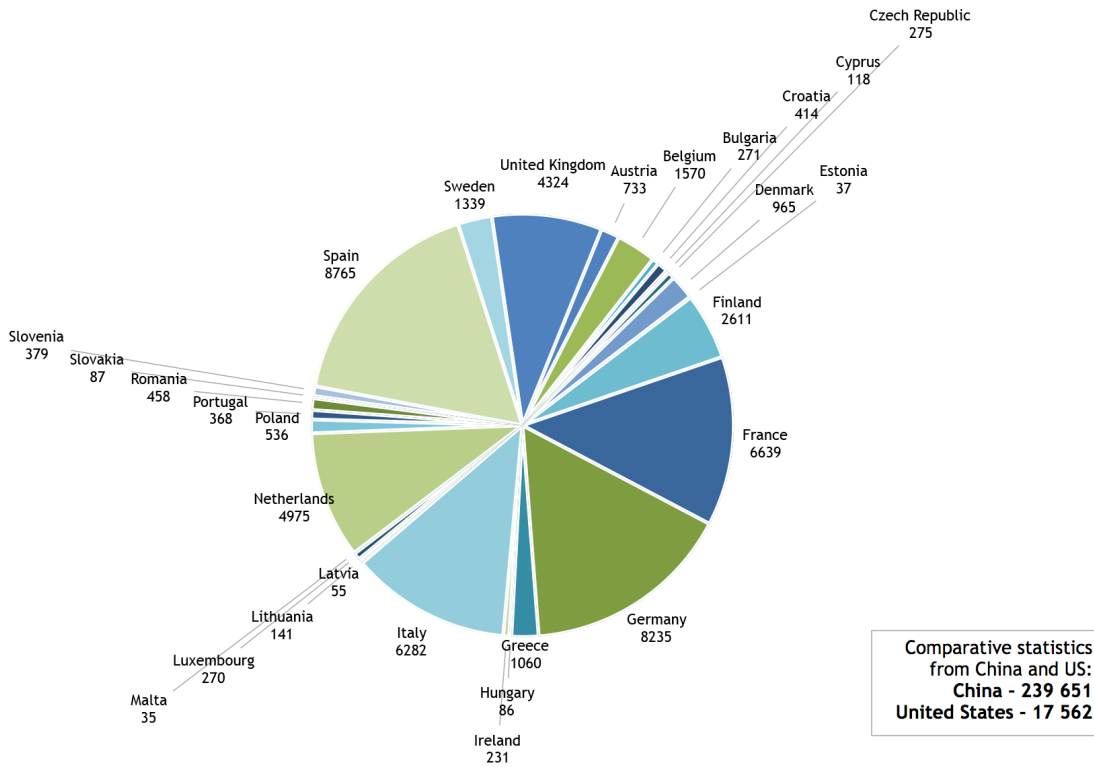
([https://ec.europa.eu/environment/ecoap/sites/ecoap\\_stayconnected/files/societal-1.xlsx](https://ec.europa.eu/environment/ecoap/sites/ecoap_stayconnected/files/societal-1.xlsx))

The circular economy will depend on citizens willing to engage in alternative forms of "consumption". This chart shows the share of respondents to a 2013 survey who have already engaged in circular economy practices such as buying remanufactured products, leasing or sharing. In UK and Germany Buying remanufactured products is more common, while in Malta and Croatia it is a rare practice. In Belgium, Estonia and Latvia people seem to use leasing instead of buying the products more often, while sharing schemes seem to be more popular in Finland, Ireland and Latvia.

**Source:**

- Flash Eurobarometer 388 (Survey in 2013)

**COVERAGE** OF THE CIRCULAR ECONOMY TOPIC IN ELECTRONIC MASS MEDIA IN 2016,  
N OF ARTICLES PUBLISHED



↓ [Download Data Set](https://ec.europa.eu/environment/ecoap/sites/ecoap_stayconnected/files/societal-2.xlsx)

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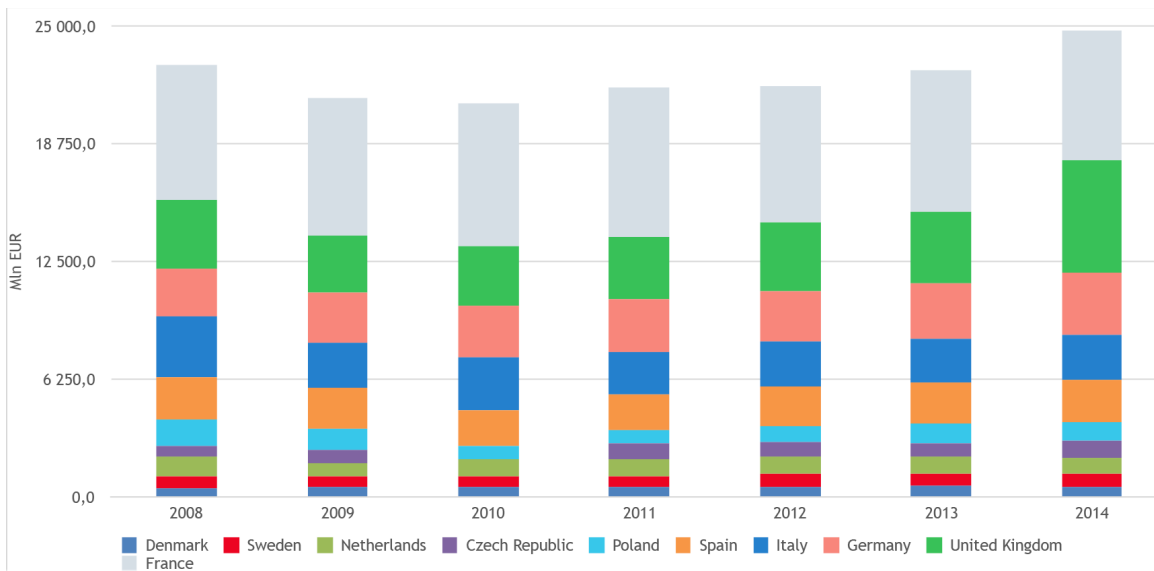
Today the electronic mass media has become the most important channel of news. They pick any important developments in any topical areas and can be truly seen as one of the indicators of these developments. By looking at the trends in covering circular economy topics in mass-media of different countries we are able to have an idea on how actively the topics present in the policy, research, business areas, as well as learn about any success stories that have taken place.

This figure shows how popular was the topic of circular economy across EU28 in 2016. It is not surprising to see that the large countries like Spain, Germany, France, and Italy show the highest records (over 6000). Among the smaller states the Netherlands stands out with close to 5000 articles, followed by Belgium with around 1000 news articles on the topics. The chart also presents the statistics from China and the US, that shows the extreme popularity of the Circular economy topic in China.

**Source:**

- EIO, based on the data from Meltwater

**TURNOVER** IN REPAIR OF COMPUTERS AND PERSONAL GOODS: TOP 10 EU COUNTRIES 2008-2014



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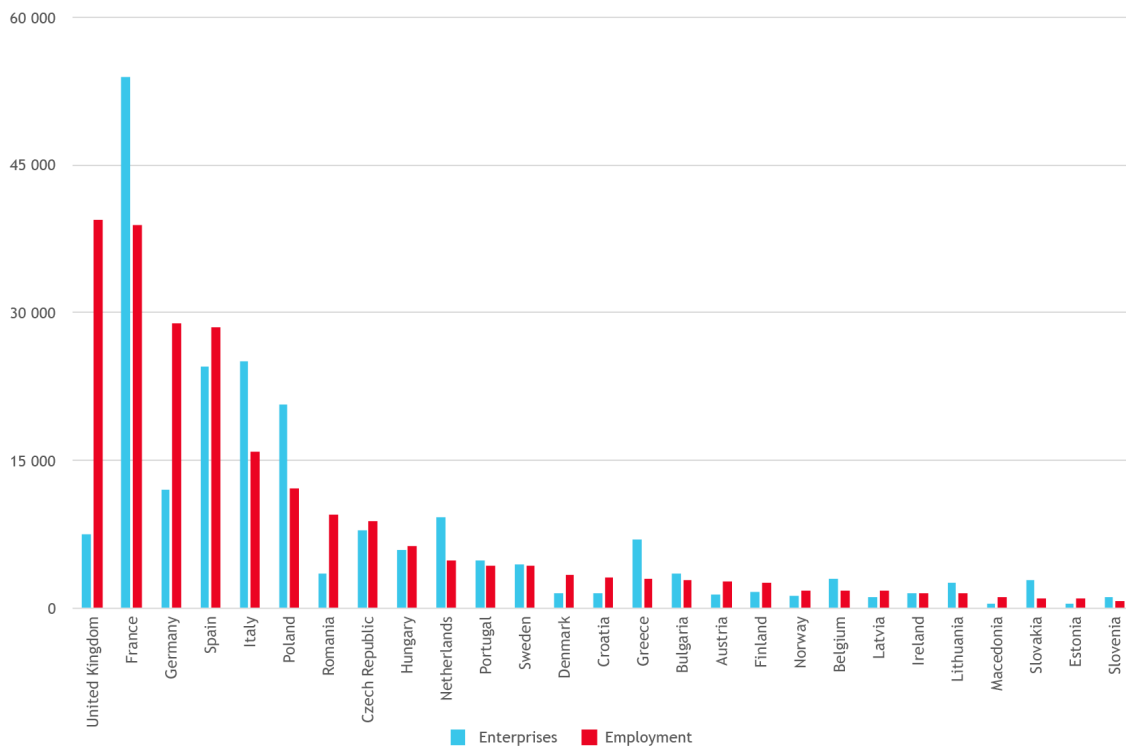
([https://ec.europa.eu/environment/ecoap/sites/ecoap\\_stayconnected/files/societal-3.xlsx](https://ec.europa.eu/environment/ecoap/sites/ecoap_stayconnected/files/societal-3.xlsx))

Repair is an important component of the Circular economy. Repair activities promote sustainability via extending the lives of the products, thus reducing the need for new raw materials, reducing waste and all associated with it negative environmental impacts, and finally creates economic and job opportunities through establishment of the repair services. Eurostat monitors the activities of the industry in area of repair of computers and personal and household goods. This figure shows the turnover in this sector in the countries with the highest turnover. The overall turnover in this sector has seen a decline in 2009 and 2010, after which the economic activities in these companies have slowly started to increase and in 2014 the overall turnover was slightly higher than in 2008.

**Source:**

- Eurostat: Annual detailed enterprise statistics for services

**NUMBER OF ENTERPRISES AND EMPLOYMENT IN REPAIR OF COMPUTERS AND PERSONAL AND HOUSEHOLD GOODS ACROSS EUROPEAN COUNTRIES 2014**



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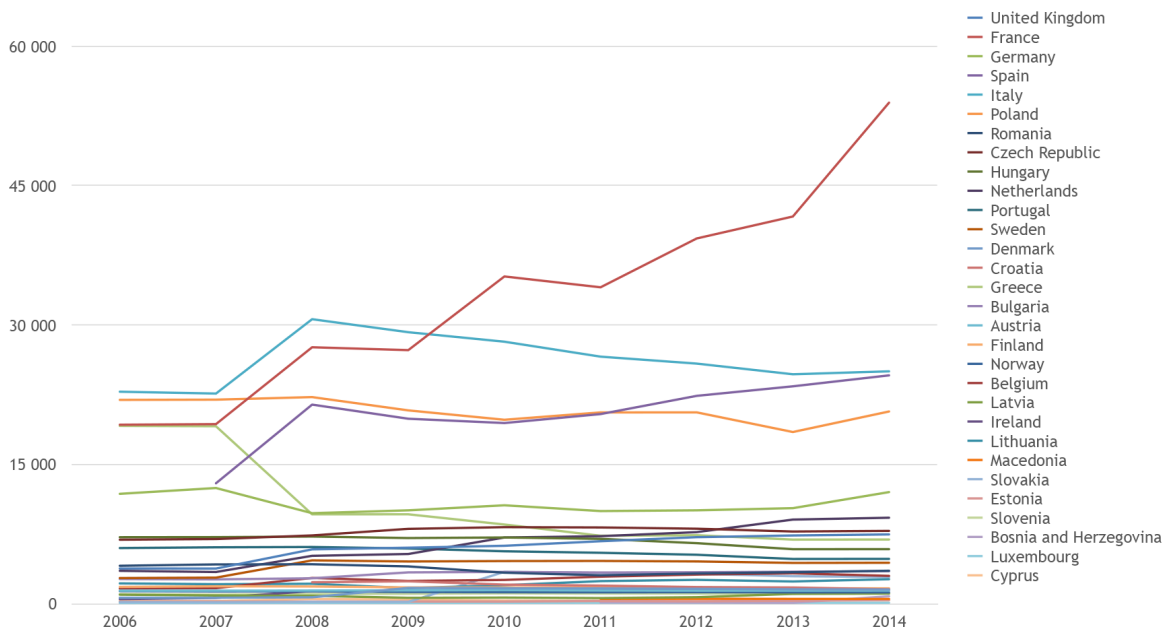
**([https://ec.europa.eu/environment/ecoap/sites/ecoap\\_stayconnected/files/societal-4.xlsx](https://ec.europa.eu/environment/ecoap/sites/ecoap_stayconnected/files/societal-4.xlsx))**

The numbers of enterprises and people employed in the repair of computers and personal and household goods in 2014 were highest since 2011. France had the largest number of registered enterprises (53,9 thousand), while interestingly the number of employees involved in this sector has seen a decline from 42,7 thousand to 38,8 thousand. The UK with its relatively low number of enterprises had a high number of people employed in this sector.

**Source:**

- Eurostat - Annual detailed enterprise statistics for services

**NUMBER OF ENTERPRISES IN REPAIR OF COMPUTERS AND PERSONAL AND HOUSEHOLD GOODS ACROSS EUROPEAN COUNTRIES, 2007-2014**



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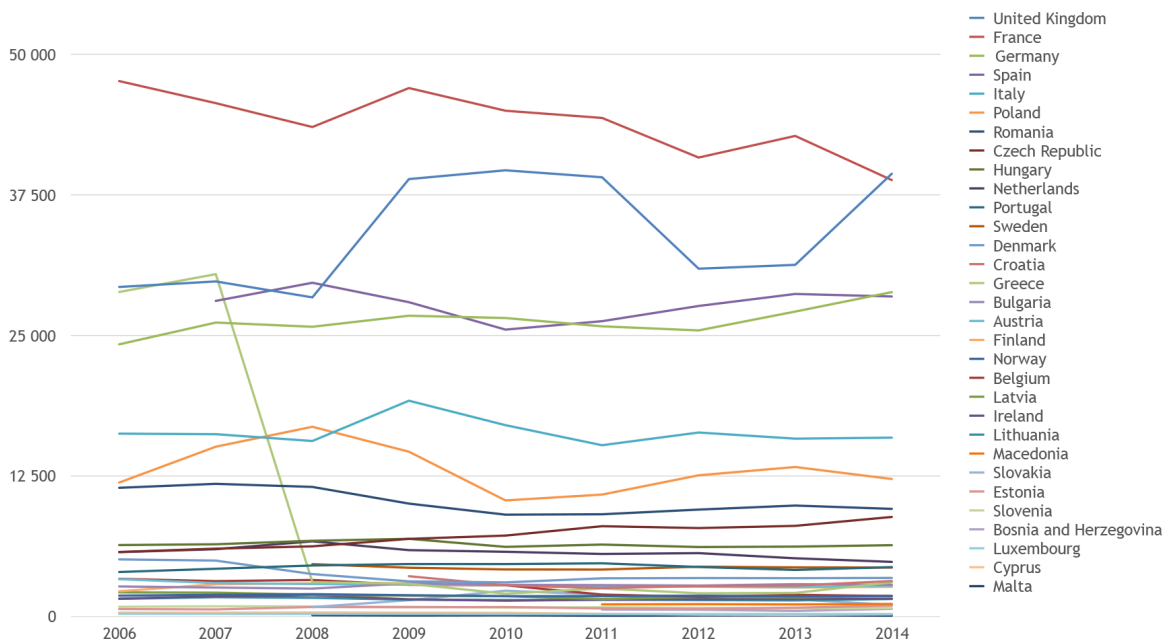
([https://ec.europa.eu/environment/ecoap/sites/ecoap\\_stayconnected/files/societal-5.xlsx](https://ec.europa.eu/environment/ecoap/sites/ecoap_stayconnected/files/societal-5.xlsx))

The numbers of enterprises in the repair of computers and personal and household goods in majority of countries has seen a small increase in 2007-2008. Greece after a sharp decline in 2008, has gained a small increase only in 2014. The numbers for France show different patterns: there has been an increase from less than 20 thousand in 2007 to 53,9 thousand in 2014. Other countries that have seen higher growth over the longer time period are Spain and the Netherlands.

**Source:**

- Eurostat: Annual detailed enterprise statistics for services

**NUMBER OF EMPLOYEES IN REPAIR OF COMPUTERS AND PERSONAL AND HOUSEHOLD GOODS ACROSS EUROPEAN COUNTRIES, 2007-2014**



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The number of employees across the EU involved in the repair of computers and personal and household goods had some fluctuation over the years. There was a sharp decline in 2008 from 255 to 227 thousand, since then the numbers largely stayed within 220-230 thousand since. Greece had seen a sharp decline in 2008. Interestingly in France, while the number of enterprises has been constantly increasing, the number of people had been declining over the years.

**Source:**

- Eurostat: Annual detailed enterprise statistics for services

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