

# The Sustainable Consumer Quiz

LAC Project by Evdoxia Kouraki and Gabriele Schliwa

Our project objective is to identify the common barriers in green buying and to promote sustainable consumption of products of everyday life. Consumer behavior has a high impact on the environment considering our carbon footprint, a sustainable resource use, fair trade and the reduction of environmental pollution. Enabling the consumer to take informed decisions based on environmental criteria thus is very important. With our LAC project examine the consumer's knowledge, attitudes and beliefs toward environmentally-friendly products, habits and eco-labeling. At the same time we provide and clarify information on sustainable consumption and also learn how to address this issue and to improve our communication abilities via analyzing the feedback given by the participants.

To combine both, the research and the informative character of our project, we have compiled a quiz with appropriate multiple choice questions. While doing the quiz, the participants are brought to reflect critically on what they consume. For further information and other actions undertaken for this project (e.g. the

participation in a demonstration against agri-industry), we have created a website. There we published the right answers of the quiz as well as further information on sustainable buying.

Please find the homepage and the quiz here: <https://sites.google.com/site/lacquiz/home>

To distribute the quiz we forwarded the link on social media, via mailings, friends and colleagues to ensure a high participation and get as many different viewpoints as possible. When analyzing the quiz results we can find out if the consumers' self-assessment matches the knowledge and thus identify important lacks of information.

For further impressions visit our homepage! The quiz will be inactive, but the results and final presentation are available under "Quiz Solutions". You are also welcome to drop us a line with comments to: [ourlacproject@googlemail.com](mailto:ourlacproject@googlemail.com).

## Abstracts from the Homepage and Participants' Reactions:

### About this Project

This project is part of the Learn Apply Communicate (LAC) module of the Master's Programme Environmental Management and Policy (EMP) at Lund University, Sweden. Every year EMP students design and manage different multi-disciplinary projects to apply what they have learned and to make a difference within their environment.

Amongst other LAC projects in 2012, "The Sustainable Consumer Quiz" is realized by Eva Kouraki, Gabriele Schliwa and YOU!



**Evdoxia Kouraki**  
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Was a pleasure to share the link! Sounds exciting your project! Do we get the results?



**Gabriele Schliwa**  
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Lund University

I found I have no idea of sustainability, sad, sad. Good luck with your project and greetings from Mannheim!

Very funny indeed! Good job!



I found it sometimes a bit strange to guess numbers, where I had no idea, e.g. how many Euros are thrown away in the UK annually. Other questions where you have a chance to get it through thinking about it would have been better.

Very good questions, in most cases you really don't think about the problems!

### "Farms instead of Agri-Industry" Demonstration in Berlin

posted May 11, 2012 4:01 AM by Gabi Eva [ updated May 15, 2012 5:21 AM ]

In January Gabi took part in a demonstration pro farms and against agri-business. She talked to the demonstrators and caught some impressions, thoughts and statements for those of you who couldn't be there - enjoy!

*"We have had enough - Farms instead of Agri-Business!"*  
This was the title of the demonstration on 21 Jan. 2012 in Berlin.



About 23.000 people went on the street to demonstrate for more sustainable agriculture.



Kati and Gabi in front of the Berlin Central Station, start of the demonstration with about thousands people!