



FACTS & TRENDS
where action is needed




DRIVERS OF UNSUSTAINABLE CONSUMPTION

- While poverty and deprivation still exist, there is significant consumerism, materialism which do not positively correlate with well-being and happiness
- Crisis of trust in society; Hungary has the lowest consumer trust from among sixty countries
- Absent, imperfect and/or misleading information and education for consumers, while households do not have adequate sustainability and financial-related knowledge and skills
- **Small proportion of sustainable, conscious consumers**
10% of LOHAS - Lifestyle of Health and Sustainability; 30% of LINC's – Low Income No Culture, and 20% are subjectively poor
- Low variety of affordable, available and reliable sustainable products and services
- Appr. 150 billion HUF is spent on media advertising, but only a fraction of it involves sustainability-related messages




UNBALANCED LIFESTYLES

- Healthy living strategies and practices are entirely absent or inadequate
- Only **15%** of the population do sport or exercise on a regular basis, while calorie intake is relatively high
- Two-thirds of adults struggle with being overweight/obese
- 64 178 people died because of cardiovascular illnesses, which accounts for **49,6%** of all deaths
- Increasing work-related stress



ENVIRONMENTALLY POLLUTING LIFESTYLES

- The carbon footprint per capita is 4.6 tons / year, while the sustainable rate is appr. 2 tons / year
- 67% of municipal waste is disposed of in landfills; slightly over 20% of municipal waste is collected selectively, less than half of all packaging waste is recycled (the EU average is 65%)
- Low proportion of public transportation:

 - 67% car
 - 20 % bus
 - 10 % rail transport
 - 3 % tram and underground
- Buildings with zero or low energy demands are rare: 70% of the 4.3 million flats do not meet modern heating technology standards

CONFUSION ABOUT WHICH INFORMATION SOURCES ARE RELIABLE THAT LEADS TO
MISSALLOCATION OF RESOURCES AND POOR DECISION-MAKING

OVERCONSUMPTION: HUNGARY'S ECOLOGICAL FOOTPRINT IS 3.57 HA PER PERSON AND
IS CONTINUOUSLY INCREASING, WHILE BIOCAPACITY PER CAPITA IS CURRENTLY 2.2 HA
AND DECREASING

GOALS 2020
business contributes to

FOSTERING SUSTAINABLE CONSUMPTION THROUGH ENSURING ADEQUATE
DEMAND AND SUPPLY OF SUSTAINABLE GOODS AND SERVICES AND
REBUILDING TRUST AMONG STAKEHOLDERS BY PROVIDING RELIABLE
INFORMATION WHICH LEADS TO A BETTER QUALITY OF LIFE WITHIN
ECOLOGICAL BOUNDARIES



Provide an adequate variety of sustainable products and services which are affordable and available for the majority of the population

Empower consumers to increase their demand for sustainable products and services by providing reliable, actionable, user-friendly consumer information, communication and education

Measure and decrease negative environmental impacts from cradle to grave to decrease the consumption footprint

Promote healthy living and health-supporting choices to enhance balanced lifestyles and wellbeing