



**Non-profit Joint Stock Company "Toraighyrov University"**

**Faculty "Economics and Law"**

**Department of "Economics"**

**Results of sociological survey (online questionnaire)**

within the framework of the project AP19676924 “Development of technology and promotion of ecological branding of the industrial complex of the region”

Prepared by the research group of the project

Pavlodar, 2023

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## **1. Expressing gratitude. Observance of confidentiality rules**

This report is the result of work carried out within the framework of implementation of the plan of state budgetary research AP19676924 "Development of technology and promotion of ecological branding of the industrial complex of the region" (contract No. 241/23-25 dated 03 August 2023 between Toraighyrov University and the Committee of Science of the Ministry of Science and Higher Education of the Republic of Kazakhstan).

All participants of the project team took part in the work on the report.

We express our gratitude to the heads and leading specialists of enterprises, institutions, small and medium-sized businesses, research and public organisations who responded to our official appeal and took part in the survey. Representatives of the public sector of economy; financial institutions; small, large, medium enterprises of industrial and agro-industrial sphere; education; trade and service; construction; backbone companies of clusters of coal mining and energy, metallurgy, petrochemistry and outsourcing took part in the survey. By territorial location: representatives of Pavlodar, Kyzylorda regions and Astana city.

Names of respondents' organisations, e-mail addresses, received during collection and processing of statistical information, are confidential and are used exclusively for statistical purposes. The questionnaire and the report do not contain information constituting state secrets, as well as official information of restricted distribution.

The results of the sociological study will be of interest to researchers and experts in the field of sustainable development, ESG-transformation, regional development, public relations, etc. The report is of analytical value for economists, managers, sociologists, ecologists, heads of economic entities, central and local executive bodies, non-governmental organisations, public associations, media representatives, financial institutions, partners working and implementing sustainable development projects in the regions of Kazakhstan and other countries.

We will be glad to have an open dialogue on interpretation, identification and discussion of cause-and-effect relations, interconnections, trends, and development of ways to solve the identified problems.

## **2. Information on the procedure for conducting the survey**

The questionnaire was distributed online, by sending a formal request to the email addresses of potential respondents represented by representatives of the business community from various sectors of the economy, local authorities, non-governmental organisations and the public.

The questionnaire for filling out is presented as a Google form.

Respondents' answers were analysed using different methods. Frequency analysis was conducted for questions where respondents were presented with several answer options to choose from. Questions presenting a scale score were analysed by the mean values of all scores.

### 3. Results of the sociological survey (questionnaire)

#### 1 Indicate the group of entities to which your organisation belongs (one answer choice)

Answer choice	Frequency	Percentage
Commercial legal entities	17	37,8%
Non-commercial legal entities	8	17,8%
Branches, representative offices of Kazakh legal entities	3	6,6%
Branches, representative offices of foreign legal entities	0	0%
Small and medium-sized enterprises	13	28,9%
Subjects of individual entrepreneurship	4	8,9%

#### 2 Specify your region (one answer choice)

Region	Frequency	Percentage
Pavlodar region	40	88,89%
Astana city	2	4,44%
Kyzylorda region	3	6,67%

#### 3. Indicate the form and type of ownership of your organisation (one option)

Answer choice	Frequency	Percentage
Public	6	13,3%
Private	32	71,1%
Private with state participation (without foreign participation)	4	8,9%
Private property of joint ventures (with foreign participation)	3	6,7%
Foreign	0	0%

#### 4. What legal form of ownership does your organisation belong to? (one answer choice)

Answer choice	Frequency	Percentage
Public institution	5	11,1%
Partnership of any form	19	42,2%
Joint Stock Company	11	24,4%
Individual entrepreneur	8	17,9%
Non-profit organisation	2	4,4%

#### 5. Indicate the class of entities to which your organisation belongs according to the average annual number of employees (one answer choice)

Answer choice	Frequency	Percentage
Small business entities (up to 100 persons)	18	40%
Medium-sized enterprises (from 101 to 250 persons)	6	13,3%
Large business entities (over 250 persons)	21	46,7%

**6. What industry does your organisation belong to? (one - two answers)**

<b>Sectoral affiliation of the organisation</b>	<b>Frequency</b>	<b>Percentage</b>
Agriculture, forestry and fishery	6	13,3%
Mining and quarrying	5	11,1%
Manufacturing industry	4	8,9%
Electricity, gas, steam, hot water and conditioned air supply	4	8,9%
Water supply	1	2,2%
Construction	4	8,9%
Wholesale and retail trade	4	8,9%
Transport and warehousing	2	4,4%
Accommodation and catering services	1	2,2%
Financial and insurance activities	2	4,4%
Operations with immovable property	1	2,2%
Professional, scientific and technical activities	2	4,4%
Administrative and support services activities	1	2,2%
Public administration	2	4,4%
Social security	1	2,2%
Education	2	4,4%
Health care	2	4,4%
Arts, entertainment and recreation	1	2,2%
Other services	12	26,7%

**7. Is your organisation's activity connected with negative environmental impact? (one answer choice)**

<b>Answer choice</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	16	35,6%
No	24	53,3%
Difficult to answer	5	11,1%

**8. What is the public opinion about your organisation's environmental impact? (one answer choice)**

<b>Answer choice</b>	<b>Frequency</b>	<b>Percentage</b>
Positive	14	31,1%
Neutral	19	42,2%
Negative	1	2,2%
Difficult to answer	11	24,4%

**9. In the course of procurement activities, do you impose special requirements to environmental standards of purchased resources for production and economic activities? (one answer choice)**

<b>Answer choice</b>	<b>Frequency</b>	<b>Percentage</b>
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Yes	23	51,2%
No	11	24,4%
Difficult to answer	11	24,4%

**10. Name the most pressing environmental problems in your region** (several answer options)

Answer choice	Frequency	Percentage
Pollution of water resources	16	35,6%
Increase in the volume of household waste	21	46,7%
Increase in hazardous waste emissions from industrial enterprises	30	66,7%
Increase in carbon dioxide emissions into the atmosphere	21	46,7%
Low level of greening of territories	21	46,7%
Forest fires or drought	10	22,2%
Other (specify): - The enterprise does not keep records of statistical data on the region.	1	2,2%

**11. Do you think there is a development of such an innovative phenomenon in the market of your region as "new generation eco-consumer"?** (one answer option)

Answer choice	Frequency	Percentage
Yes	18	40%
No	14	31,1%
Difficult to answer	13	28,9%

**12. In your opinion, what attributes are characteristic of the behaviour of a "new generation eco-consumer"?** (several answers)

Answer choice	Frequency	Percentage
Conscious endeavour to reduce the negative environmental impact of production and economic activities	36	80%
Purchase of products made from recycled materials	18	40%
Assistance in collection of secondary raw materials ("separate" waste) for further processing and production of environmentally friendly products	27	60%
Application of international environmental safety standards by the organisation	25	55,6%
Fostering moral values in society through the example of a responsible producer and consumer	24	53,3%

**13. Are you, your organisation familiar with the term 'Environmental Branding'?**

Answer choice	Frequency	Percentage
Yes	26	57,7%
No	12	26,7%

Difficult to answer	7	15,6%
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**14. In your opinion, what actual attributes are characteristic for the development of "Environmental Branding" in your region? (several answer options)**

Answer choice	Frequency	Percentage
Implementation of international environmental management standards by enterprises and organisations	27	60%
Creation and development of low-carbon industries	11	24,4%
Promotion of information and knowledge on production and sale of eco-products	23	51,1%
Advertising support, stimulation of sales of ecologically qualitative goods	12	26,7%
State support for the development of "Ecological Branding".	21	46,7%
Other (specify):		
- Introduction of the best available technologies	1	2,2%
- Difficult to answer.	1	2,2%

**15. In your opinion, what instruments, mechanisms can influence the development of export potential of products with "Ecological brand"? (several answer options)**

Answer choice	Frequency	Percentage
Product certification, management system in accordance with international environmental standards	36	80%
Official ecolabelling on product packaging	21	46,7%
Recognition of eco-products by the international expert community	22	48,9%
Functioning and development of international online trading platforms for the sale of eco-products.	16	35,6%
Functioning of trade pavilions, showcases for the sale of products with the "Ecological brand"	8	17,8%
Other (specify):		
- Low consumption of resources per tonne of products manufactured	1	2,2%
- Difficult to answer	1	2,2%

**16. Which type of product must meet high environmental standards? (several answers)**

Answer choice	Frequency	Percentage
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Foodstuffs	41	91,1%
Household chemicals	29	64,4%
Cosmetics, body care	31	71,1%
Clothing and footwear	24	53,3%
Children's goods	30	66,7%
Goods for construction and repair	25	55,6%
Petrol, diesel fuel	24	53,3%
Products of metallurgical industry	20	44,4%
Electricity	18	40%
Agricultural products	32	71,1%

**17. What should manufacturers of industrial products pay attention to first of all? (several answers)**

Answer choice	Frequency	Percentage
Energy saving	24	53,3%
Ecological packaging of finished products	17	37,8%
Environmentally friendly raw materials	30	66,7%
"Ecological culture of employees	15	33,3%
Waste-free production	32	71,1%
Implementation of a cross-impact environmental management system	26	57,8%

**18. What specific results have been achieved through your environmental activities? (several answers)**

Answer choice	Frequency	Percentage
Reduction of harmful emissions	14	31,1%
Reduction of energy consumption	17	37,8%
Improved production processes	14	31,1%
Increased resource efficiency	18	40%
Increased sustainability	11	24,4%
Other (specify):		
- None	2	4,4%
- Increased landscaping area	2	4,4%
- On paper there is, in fact there is not	1	2,2%
- Separate collection of plastic and rubbish	1	2,2%
- Difficult to answer	1	2,2%

**19. What activities or programmes do you undertake to engage with the community, customers and stakeholders in the context of environmental responsibility? (multiple answers)**

Answer choice	Frequency	Percentage
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Environmental education programmes	11	24,4%
Public participation in environmental events and initiatives	22	48,9%
Donations for environmental purposes	6	13,3%
Volunteer activities with an environmental focus	13	28,9%
Social media and online environmental campaigns	8	17,8%
Other (specify):		
- Difficult to answer	2	4,4%
- None, nothing, we do not conduct	8	17,6%
- Conducting induction briefings on environmental issues during employment	1	2,2%
- Implementation of environmental programme activities	1	2,2%
- Publications about the company's environmental activities in mass media, corporate websites, social networks of the Partnership	1	2,2%
- Carrying out tour routes, Environmental projects competition among students of RK universities, publication of information on the website of the Aarhus Centre, stocking of rivers and lakes, planting of green areas.	1	2,2%

**20. Which activities are most likely to promote an environmental brand? (multiple answers)**

<b>Answer choice</b>	<b>Frequency</b>	<b>Percentage</b>
Ecolabelling of the product production chain from raw materials to product consumption and utilisation	25	55,6%
Increased requirements to the environmental characteristics of finished products (goods, services)	34	75,6%
Variety of information signs (storage conditions, product transport, recycling)	17	37,8%
Updating the database on technical regulations in accordance with the requirements of environmental legislation	19	42,2%
Discussing the problems of using and developing the Ecological Brand with the involvement of partner companies, government agencies, and the public	23	51,1%

**21. What is the maximum risk of self-declaration of environmental performance of products / services? (one answer choice)**

<b>Answer choice</b>	<b>Frequency</b>	<b>Percentage</b>
The risk of loss of business reputation after a manufacturer makes independent claims about high	26	57,8%

environmental standards of products that have not been verified by an independent party		
Unintentional "greenwashing", as an environmentally friendly positioning of a company, product or service without sufficient justification.	9	20%
High costs to cover legal claims from consumers	3	6,7%
Significant decrease in the effectiveness of labour discipline, departure of key employees for moral and ethical reasons	4	8,8%
Bankruptcy, business closure	3	6,7%

**22. What can be attributed to the new trends in "ecological" business transformation?**  
(several answer options)

Answer choice	Frequency	Percentage
Dissemination of information about the Ecological Brand, formation of its value through reference groups	18	40%
Stimulating dialogue between researchers and marketers and consumers to identify potential needs and insights	12	26,87%
Introduction of artificial intelligence technologies to adapt communications to micro-segments (dynamic advertising of eco-products and services).	9	20%
Transparency, visibility, honesty of the technological process and sales chain	28	62,2%
Other (specify): - Difficult to answer.	1	2,2%

**23. To what extent are the criteria of the candidate's professional achievements important when hiring environmental branding specialists (engineers, marketers)?** (score ranging from "1 - most important" to "8 - most insignificant")

Answer option	Average score	Frequency							
		1	2	3	4	5	6	7	8
Reputation, popularity of the university that issued the diploma of higher professional education	4,2	7	3	9	8	2	4	3	9
Answer option	Average score	Frequency							
Proficiency in the latest generation of computer programmes	4,6	6	7	6	4	5	3	2	12
A set of courses, disciplines	4,6	5	7	7	3	4	7	4	8

specified in the diploma appendix									
References (recommendations) from previous jobs, providing a guarantee for the candidate	4,1	11	5	5	7	3	2	3	9
Certificates of completion of training courses, internships in leading companies of related industries	4,2	9	10	5	2	4	0	4	11
Certificates of completion of foreign language courses, international certificates in the field of quality management, digital marketing.	4,2	11	7	2	5	3	2	7	8
Assessment of the level of basic knowledge based on the results of interviews and tests.	4,6	11	7	2	2	3	1	7	12
Personal characteristics	4,9	9	7	3	2	1	4	2	17

**24. To what extent does your organisation comply with the principles of the circular economy (4R model)?** (score "1 - fully complies", "2 - partially complies", "3" - does not comply", up to "4 - will never comply")

1. Refuse - refuse unnecessary (including unnecessary parts in the production of packaging - bags, film, disposable dispensers, cardboard holders).
2. Reduce - reduce the amount of waste produced (including electronic document management).
3. Reuse - reuse (recycling of containers, reuse of resources within the organisation).
4. Recycle - recycling, sorting and subsequent transformation of waste into new materials or items.

Answer option	Average score	Frequency			
		1	2	3	4
Refuse	2,2	15	14	9	7
Reduce	2,0	15	17	10	3
Reuse	2,1	14	17	9	5
Recycle	2,2	14	15	11	5

**25. Rank the benefits of developing the marketing of the Eco-Brand in order of importance?** (score between "1 - most significant" and "5 - most insignificant")

Answer option	Average score	Frequency				
		1	2	3	4	5
Strengthening the brand by taking	2,4	18	9	8	3	7

care of consumers and the environment						
Opportunity to introduce new products to the market and develop the existing product range	2,4	15	14	7	3	6
Support of the brand by a growing number of groups orientated towards eco-conscious consumption concept	2,4	16	10	10	3	6
Development of new competitive advantages for the brand's products	2,3	19	9	7	5	5
Building a base for the development of advertising on the concept of eco-branding (advertising, PR, BTL, Internet, etc.)	2,6	11	13	10	4	7

**26. Do you have information about ESG principles ("E" - "Environment", responsible attitude to the environment; "S" - "Social", social policy, high social responsibility; "G" - "Governance", corporate governance; high quality of corporate governance)? (one answer)**

Answer choice	Frequency	Percentage
Yes	19	42,2%
No	18	40%
Difficult to answer	8	17,8%

**27. What grade would you give for your organisation's work in the area of "Environment"?**  
(one answer)

Answer choice	Frequency	Percentage
Very high	4	8,9%
High	8	17,8%
Sufficient	13	28,9%

Medium	9	20%
Weak	5	11,1%
Difficult to answer	6	13,3%

**28. What grade would you give for your organisation's work in the area of "Social (social policy)"? (one answer)**

Answer choice	Frequency	Percentage
Very high	5	11,1%
High	10	22,2%
Sufficient	13	28,9%
Medium	9	20%
Weak	3	6,7%
Difficult to answer	5	11,1%

**29. What grade would you give for your organisation's performance in the area of Governance? (one answer choice)**

Answer choice	Frequency	Percentage
Very high	5	11,1%
High	9	20%
Sufficient	16	35,6%
Medium	6	13,3%
Weak	4	8,9%
Difficult to answer	5	11,1%

**30. Is your Organisation a member of the ESG Club - "a platform where representatives of business, government and the public can share knowledge, experience and best practices in the field of sustainable development"? (one answer)**

Answer choice	Frequency	Percentage
Yes	7	15,6%
No	25	55,6%
Difficult to answer	13	28,9%

**31. What do you see as the prospects for "ecological" growth of your organisation? (one answer choice)**

Answer choice	Frequency	Percentage
Environmental branding	9	20%

Technological integration of cleaner production facilities	13	28,9%
"Green marketing	6	13,3%
Environmental management	10	22,2%
"Green investing	1	2,2%
Other (specify):		
- Cumulative work in all of the following areas;	1	2,2%
- Implementation of environmental policy;	1	2,2%
- None;	2	4,4%
- Difficult to answer.	2	4,4%

**32 Do you have any negative expectations or barriers that may arise when promoting the "Ecological brand" of your organisation's products, services? (several answer options)**

Answer choice	Frequency	Percentage
Lack of investment	14	31,1%
Technical complexity	12	26,7%
Lack of experience in promoting an environmental brand	30	66,7%
Other (specify):		
- No new product launch is foreseen;	1	2,2%
- It will not be possible to fulfil the full implementation;	1	2,2%
- Difficult to answer	2	4,4%

**33. Have you used state support in the production and sale of environmentally friendly products, provision of services? (several options)**

Answer choice	Frequency	Percentage
Yes, in the form of reimbursement of costs	3	6,7%
Yes, during the procedure of trademark (brand) registration and on electronic trading platforms	4	8,9%
Yes, covering the costs associated with the procedures for obtaining authorisation to use exclusive rights objects (franchising) abroad	1	2,2%
Yes, in the form of covering the costs associated with passing foreign certification, accreditation, inspection of entities	3	6,7%
Yes, in the procedure of confirming compliance of goods with the requirements established by technical regulations, standards, including abroad	5	11,1%
Answer choice	Frequency	Percentage
Yes, when producing a specialised catalogue (development, translation into foreign languages)	3	6,7%
Other (specify):		
- No, not used;	29	64,3%

- Normally will not be able to accomplish full implementation;	1	2,2%
- Release of products is not foreseen;	1	2,2%
- Difficult to answer.	2	4,4%

**34. Do you relate to green tools and technologies? (several options)**

Answer choice	Frequency	Percentage
Obtaining financing through green bonds	4	8,9%
Obtaining finance through green loans	3	6,7%
Providing green bonds	5	11,1%
Providing green loans	3	6,7
Experience in providing green mortgages	2	4,4%
The organisation has facilities in place that meet green standards	8	17,8%
Other (specify):		
- Implementation of the best available technologies;	1	2,2%
- Implementation of environmental protection measures;	1	2,2%
- None;	29	68,8%
- Difficult to answer.	3	6,6%

**35. What prospects, in your opinion, opens the development of technology and promotion of ecological branding of the industrial complex of the region? (several answer options)**

Answer choice	Frequency	Percentage
Increasing competitiveness in the market	16	35,6%
Improvement of image and reputation	19	42,2%
Expansion of sales markets	18	40%
Reduction of environmental risks and negative impact	29	64,4%
Access to government support and financing	15	33,3%
Development of an "environmental" culture	24	53,3%
Other (specify):		
- None;	1	2,2%
- Difficult to answer.	1	2,2%

**36. Indicate the possibilities of starting, expanding your co-operation with Toraigyrov University in order to develop and promote the technology of ecological branding of goods, services (several answer options)**

Answer choice	Frequency	Percentage
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Participation in the development of professional standards	14	31,1%
Holding joint round tables, trainings, seminars, courses	24	53,3%
Development and submission of documentation for participation in competitions for commercialisation of "green" technologies and "Ecological brand"	11	24,4%
Organisation of internship, practice at the enterprise, in the organisation	18	40%
Other (specify):		
- No, no opportunity;	5	11%
- Difficult to answer;	1	2,2%
- In order to introduce new technologies.	1	2,2%