

# Adequate educational materials and information dissemination as prerequisites of attitude change required for improved resource efficiency performance

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Continuous economic growth results in an increased demand and competition for finite and sometimes scarce resources and has a negative impact on the environment. The competitiveness of Europe on the global scale depends partially on its success in making better use of resources. This need has been reflected in various policies and initiatives undertaken by the European Union.

The current effort has been to change a linear model based on the assumption that resources are abundant, available, easy to source and cheap to dispose of into a more circular economic patterns. In spite of changes on the policy levels, the existing business models, together with the established behaviour and attitudes keep economies 'locked-in' to the linear model.

There are several factors that hinder the shift towards a resource efficient economy. These include, for instance, the lack of information, confidence and capacity among the decision makers, planners, designers, constructors and frequently also the permitting authorities.

Education and information dissemination play an important role in the process of attitude transformation. Education promoting material efficiency should be started early so that it would have effect on the behavioural patterns of the whole society. In the context of technical universities, good quality and reliable educational material is scarce or sometimes not existing. Moreover, there is also a need for good quality and reliable information for various stakeholders involved. This includes well documented demonstration projects with follow-up activities proving the quality of the recycled and secondary materials.

The aim of this paper is to present the results of focus group discussions with stakeholders in various fields related to resource efficiency and the use of secondary materials in infrastructure construction. Also observations and lessons learned during carrying out various projects on the EU and Baltic Sea level are included, with the main focus on the UPACMIC LIFE+ (Utilisation of by-products and alternative construction materials in new mine construction) and the SIMM-Center (Baltic Sea Region Inert Material Management) projects and the results of "Knowledge and Attitude Study" and the "Stake Holder opinion assessment" conducted in their framework. The paper provides also some comparison of the situation in Finland, Sweden, Estonia and Poland.

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