

AWARENESS OF HOW TO ACCESS ECO-FRIENDLY PRODUCTS / SERVICES

Indicator Phrasing

English: % of [specify the target group] who know how to access the promoted environmentally-friendly [specify: products / services]

French: % de [spécifiez le groupe cible] qui savent comment accéder aux [spécifiez: produits/ services] respectueux de l'environnement promus

Portuguese: % de [especificar o grupo-alvo] que sabem como aceder aos [especificar: produtos / serviços] amigos do ambiente promovidos

Czech: % respondentů se znalostí jak získat propagované environmentálně šetrné [určete: produkty / služby]

What is its purpose?

There are thousands of products and services whose use decreases the pressure on the natural environment, such as the use of solar lamps (as opposed to kerosene lanterns), water-saving devices, organic food, recycling services, etc. The indicator measures the extent to which the target group members (individuals, businesses ...) know how / where to access the promoted environmentally-friendly products / services.

How to Collect and Analyse the Required Data

Collect the following data by conducting individual interviews with a [representative sample](#) of your target group members:

RECOMMENDED SURVEY QUESTIONS (Q) AND POSSIBLE ANSWERS (A)

Q1 and Q2: If you have not done so yet, ask the questions that are used to assess people's awareness of a product / service – [see at this link](#) (use Q1 and Q2 only).

(ask the following questions only if the respondent is aware of the promoted technology)

Q3 if you are asking about a product: *Do you know of any place where you can buy [specify the product]?*

Q3 if you are asking about a service: *Do you know any person or company that [specify the service]?*

A3: yes / no

(ask the following question only if the previous answer is YES)

Q4: *Can you please tell me how to contact / find the [specify: seller / service provider]?*

A4:

- 1) yes, the person is able to find the seller / service provider
- 2) no, the person is not likely to be able to find the seller / service provider

To **calculate the indicator's value**, divide the number of respondents who knew how to access a product / service (i.e. answers to both Q1 and Q2 were YES) by the total number of respondents. Multiply the result by 100 to convert it to a percentage.

Disaggregate by

[Disaggregate](#) the data by gender, location, [wealth category](#) and other criteria relevant to the context and focus of your intervention.

Important Comments

- 1) If you need to assess people's **awareness of how to access several different products / services**, decide how many products / services a respondent needs to know how to access in order to be considered 'aware of how to access the promoted products / services'. When preparing the survey, use Q1 - Q2 for each of the assessed product / service. During the analysis stage, count the percentage of respondents who were aware of how to access the minimum number of products / services.
- 2) The "place" where people can buy a given product / access a service does not need to be a physical place only - it can also be an **e-shop or a social media site**. Similarly, the seller can also be a '**mobile seller**' - there is no need for a physical shop.
- 3) The enumerators need to be trained on how to conclude correctly whether the respondent is or is not able to find / contact a seller / service provider. If feasible, they should **have a list of all the sellers / service providers** where the specific product / service can be purchased. If the respondent mentions a seller / service provider, which is not listed, it is important to verify the actual availability of the technology and eventually add the seller / service provider to the list.
- 4) If there is a dedicated financial mechanism to access the given product (e.g. a possibility to pay for it in installments), it is recommended that you also assess the respondents' awareness of the mechanism.

