

ATTITUDE TOWARDS SUSTAINABLE ENTREPRENEURSHIP AMONG STUDENTS: SURVEY IN LATVIA AND LITHUANIA

Dear Respondents!

Please, make your contribution to the research aimed at evaluating students' attitudes towards sustainability, environment and sustainable entrepreneurship.

We understand sustainable entrepreneurship as an activity of entrepreneurs to “start a business to serve both self-interests and collective interests by addressing unmet social and environmental needs”.

RESPONDENT PROFILE

Gender

- ☐ Male
☐ Female
☐ Other

Age

Country of residence:

Field of education:

- ☐ Education, pedagogy
☐ Humanities and arts
☐ Economics, finance
☐ Management, marketing, law
☐ Natural sciences, mathematics, information technologies
☐ Engineering, manufacturing, construction
☐ Agriculture
☐ Medicine, social well-being
☐ Other

- ☐ Below minimal wage level (2022: Lithuania – 730EUR; Latvia - 500EUR)
☐ Between minimum and average salary level (average in 2022: Lithuania – 987EUR; Latvia - 886EUR)
☐ Above average level
☐ I cannot/do not want to answer

QUESTION 1. ENVIRONMENTAL ATTITUDES. Please, evaluate the statements, using the 5-point scale:

1 – absolutely DISagree; 5 – absolutely agree

Statements	1	2	3	4	5
I am ready to reduce the use of single-used plastics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am ready to reduce the amount of new products and goods I buy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am ready to reduce my air travel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would rather choose brands that have environmentally sustainable practices/ values	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am ready to stop purchasing certain brands or products if I have ethical or sustainability related concerns about them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am ready to make an effort to cut down on the amount of electricity I use in order to save energy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Statements	1	2	3	4	5
I am ready to reduce heat at my house in the winter in order to save electricity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am ready to use a bike or mass transit (if available) rather than a car to get to work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People should change their buying habits and way of life to solve our environmental problems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Government should take action to solve our environmental problems even if it means that some of the products we now use would have to be changed or banned.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Government should place higher taxes on products that cause pollution in their manufacture or disposal, so that companies will be encouraged to find better ways to produce them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Government should take steps to deal with our environmental problems, even if it means most of us pay higher prices or taxes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Question 2. ATTITUDES TO SUSTAINABLE ENTREPRENEURSHIP. Please, evaluate the statements, using the 5-point scale: 1 – absolutely DISagree; 5 – absolutely agree

Statements	1	2	3	4	5
I have preliminary sustainable business idea	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I intend to start a sustainable business in the future	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am ready to start a sustainable business within five years after graduation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I want to start a sustainable business to solve environmental problems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I want to start a sustainable business to solve social problems (gender equality, reducing unemployment)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I want to start a sustainable business to get profit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

QUESTION 3. Even if you do not have any interest in sustainable/circular business, imagine the situation that you should do it, and answer this question. IF YOU DECIDED TO START A SOCIAL BUSINESS IN THE FIELD OF CIRCULAR ECONOMY, WHAT IT WOULD BE? (examples of social enterprises)

Use the 5-point scale:

1 – never, the lowest probability; 5 – the highest probability

Social business	1	2	3	4	5
PRODUCTION FROM WASTE, USED PRODUCTS Example: Enerkem , turning trash into clean fuels and chemicals https://enerkem.com/company/					
CLOSED-LOOP PRODUCT DESIGN and PROTOTYPING Example: Details, producing design items https://detales.design/					
PRODUCTION OF ECO-PRODUCTS, ENVIRONMENT-FRIENDLY PRODUCTS Example: Phone covers production, Pela https://pelacase.com/ LastSwab Reusable Swab https://lastobject.com/					

COLLECTION OF PRODUCTS FOR RECYCLING Example: Terracycle , collection of waste, reuse and recycling https://www.terracycle.com/en-US/ TriCiclos , builds and operates recycling stations https://triciclos.net/en/triciclos/					
COLLECTION OF WASTE Example: Every city has its own waste disposal company. Waste Connections , solid waste collection, transfer, recycling and disposal services, along with recycling and resource recovery https://www.wasteconnections.com/company/about-us/					
CO-WORKING SERVICES Example: Co-working places, shared offices: https://www.coworker.com/latvia/riga/double9 https://wrkland.com/ , https://www.industriousoffice.com/					
COLLECTION and RE-SELLING (incl. selling of used products) Example: Marketplaces https://www.facebook.com/marketplace/ ; https://poshmark.com/ ; https://dev.gadgets salvation.com/buy/ ; https://geebo.com/ Second-hand shops; charity shops https://www.andelemandele.lv/ https://www.otraelpa.lv/					
SHARING SERVICES Examples: car sharing https://www.uber.com/ ; https://www.zipcar.com/ ; https://turo.com/ https://citybee.lv/lv/citybee/ , https://carguru.lv/about					
PROVIDING PRODUCT-AS-A-SERVICE (PAAS) OR INFRASTRUCTURE-AS-A-SERVICE (IAAS) where the product remains in the ownership of the company but consumers can pay for access or performance Example: Amazon Web Services (AWS), cloud computing models https://aws.amazon.com/ https://azure.microsoft.com/en-us/overview/what-is-iaas/					