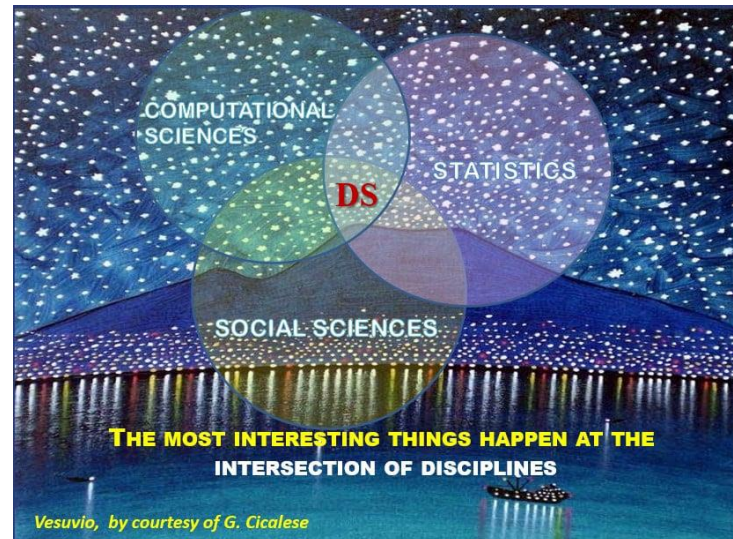


The definition of sustainability for Italian stakeholders: evidences from a survey

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Agenda

- The Sustainability concept
- Objectives, data collection and analysis process
- The Main results
- The Decision tree output
- Conclusions

What is Sustainability?

- Sustainability consists of **fulfilling the needs of current generations without compromising the needs of future generations**, while ensuring a balance between economic growth, environmental care and social well-being.
- Sustainability is a broad concept that goes beyond environment embracing:
 - **Environmental sustainability** focuses on the conservation of biodiversity without foregoing economic and social progress.
 - **Economic sustainability** refers to the organization's ability to manage its resources and responsibly generate profits in the long term.
 - **Social sustainability** has the goal of strengthening the cohesion and stability of specific social groups.

Agenda 2030- The Sustainable Development Goals

SUSTAINABLE
DEVELOPMENT
GOALS



NO
POVERTY



ZERO
HUNGER



GOOD HEALTH
AND WELL-BEING



QUALITY
EDUCATION



GENDER
EQUALITY



CLEAN WATER
AND SANITATION



AFFORDABLE AND
CLEAN ENERGY



DECENT WORK AND
ECONOMIC GROWTH



INDUSTRY, INNOVATION
AND INFRASTRUCTURE



REDUCED
INEQUALITIES



SUSTAINABLE CITIES
AND COMMUNITIES



RESPONSIBLE
CONSUMPTION
AND PRODUCTION



CLIMATE
ACTION



LIFE
BELOW WATER



LIFE
ON LAND



PEACE, JUSTICE AND
STRONG INSTITUTIONS



PARTNERSHIPS
FOR THE GOALS

The Survey Background

- During the latest years, the concept of sustainability has been one of the most cited and discussed topic in the public debate linked to personal commitments and public and private initiatives to be taken to achieve the goals of the 2030 Agenda
- In this context, the industry has undertaken a series of investments in production and communication in recent years
- The survey has the objective to monitor over time the level of understanding of the sustainability concept level and the perception of the role played by the industry in this field among the Italian population

Data collection and analysis

- Two waves survey on the Italian population carried out on a quota sample of about 1000 individuals per wave, representative of the adult population (18+ years old)
 - First wave in July 2022
 - Second wave in July 2023
- The interview was administered through a 10-minutes CAWI questionnaire.
- Analyses were performed by combining the data set from the two surveys. Data was weighted to perfectly replicate the pattern of the Italian population by gender, age and geographic area
- Total sample for the analysis presented today is 2007 individuals
- Segments were identified applying the Decision Tree method. The decisional rule used to obtain the nodes was the CHAID (Chi-squared Automatic Interaction Detection) method

Why The Decision Trees

- They are widely used as prediction tools or simply as exploratory tools
- Their interest lies mainly in the capacity to detect and account for nonlinear effect on the response variable.
- Their primary objective is to gain better knowledge about how the outcome variable is linked to explanatory factors
- They represent an alternative to the restriction of the linear model in which the effects of the explanatory variables are basically additive
- Social sciences is one of the best field of application as normally interactions between variables are very complex and not additive

Classification trees with categorical variables

- For constructing the decision tree, we used the Kass method (1980) for categorized dependent and independent variables based on a chi-square test statistic (CHAID)
- Kass's algorithm is like sequential cross-tabulation. For each predictor:
 1. cross tabulate the m categories of the predictor with the k categories of the dependent variable
 2. find the pair of categories of the predictor whose $2 \times k$ sub-table is least significantly different on a chi-square test and merge these two categories
 3. if the chi-square test statistic is not "significant" according to a preset critical value, repeat this merging process for the selected predictor until significant chi-square is found for a sub-table
 4. pick the predictor variable whose chi-square is largest and split the sample into subsets, where l is the number of categories resulting from the merging process on that predictor
 5. continue splitting until "significant" chi-squares result.

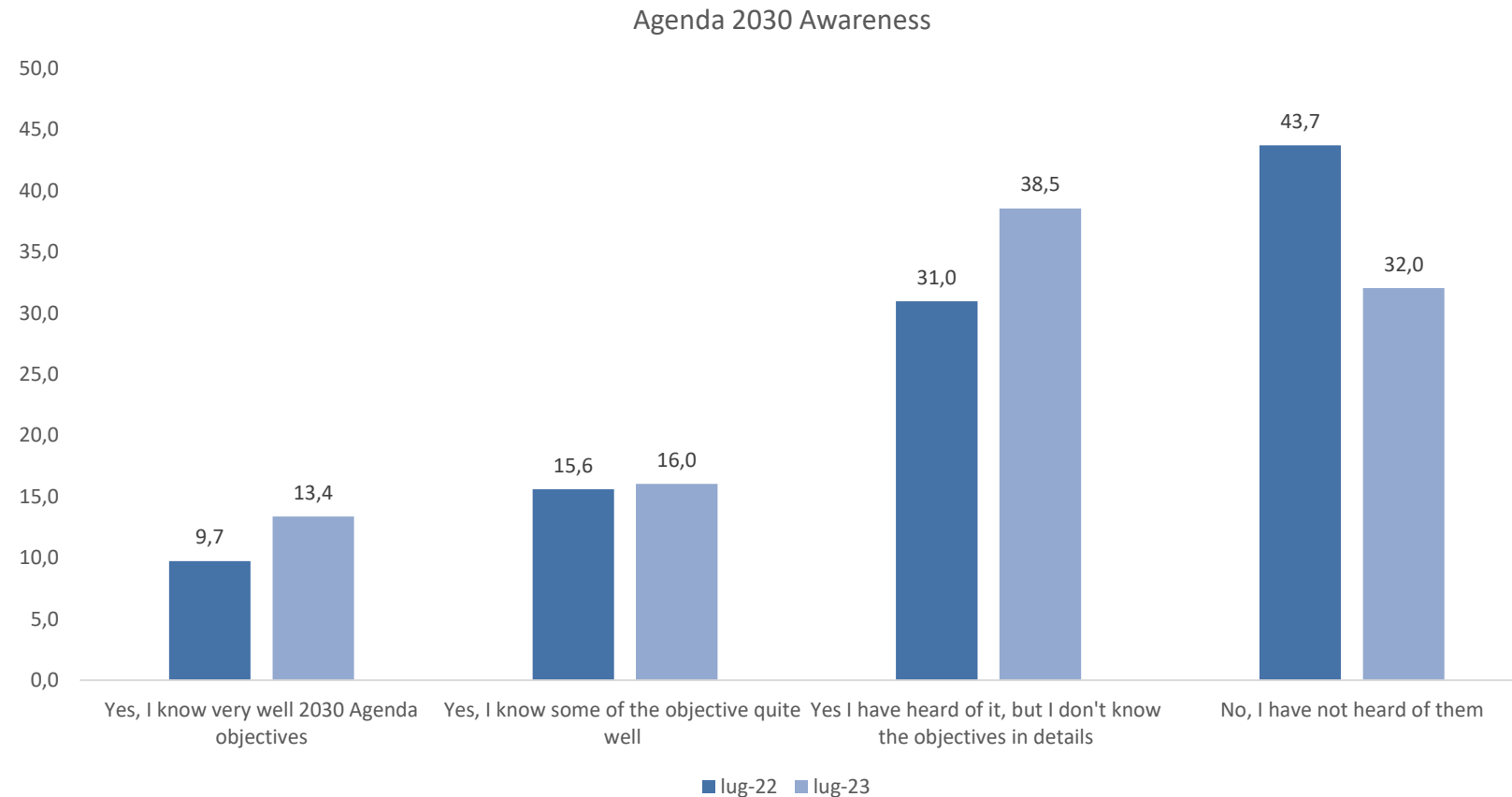
What did we learn from the first survey?

For the majority of the Italian population, the concept of sustainability appears not yet fully defined. The study returns the image of Italians with:

- Low level of information on the 2030 Agenda SDGs and action taken by companies about sustainability
- an idea of sustainability linked mainly to climate impact and very little to economic development or ethical principles and social responsibility
- with an open attitude to support companies that are committed to sustainability, but at the same time skeptical in considering their commitment

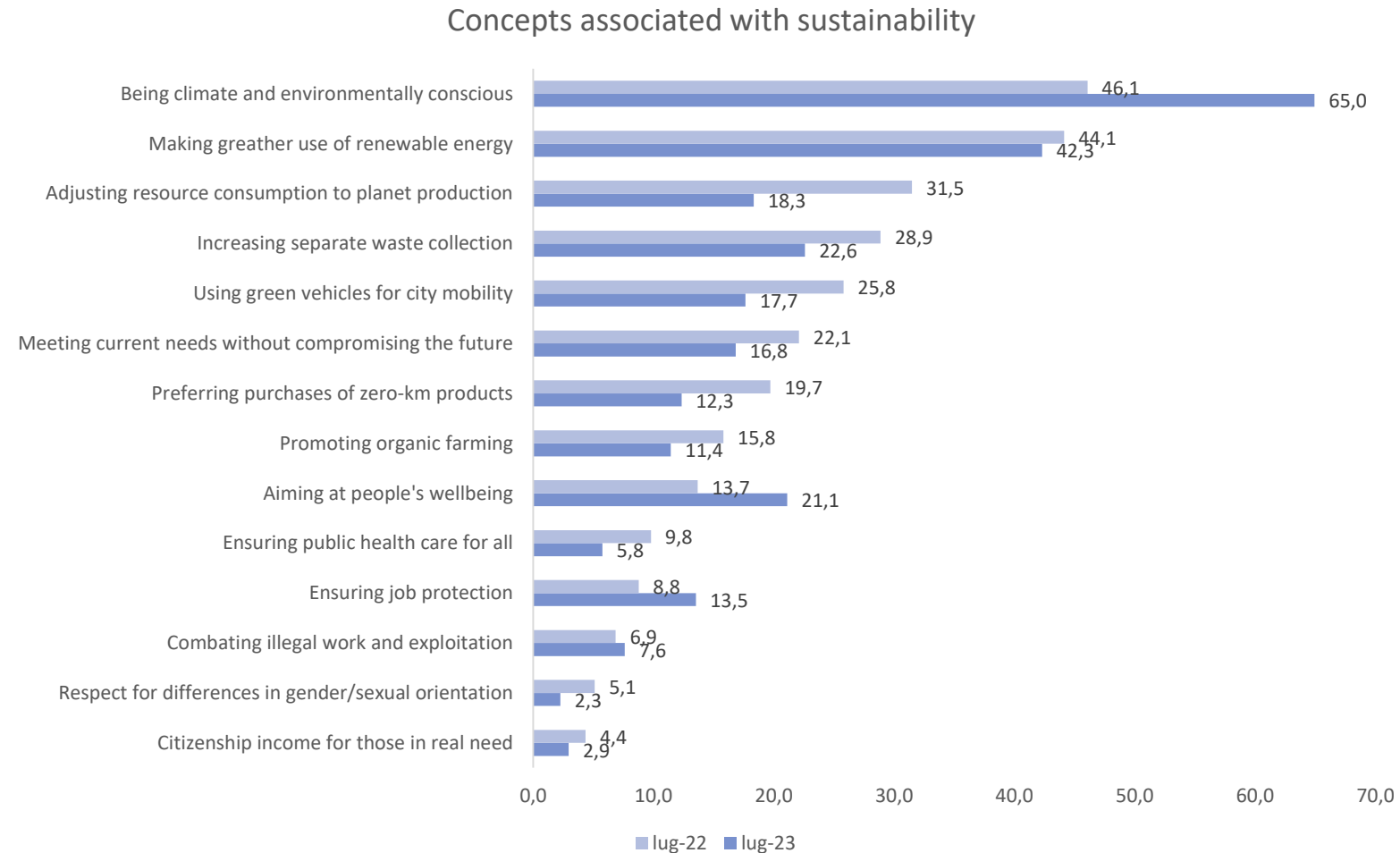
Still limited, but growing knowledge of 2030 Agenda and its SDGs

- Only 29% of Italians declare to know the 2030 agenda and at least part of its objectives



The broad concept of sustainability is not well defined for a large part of Italian population

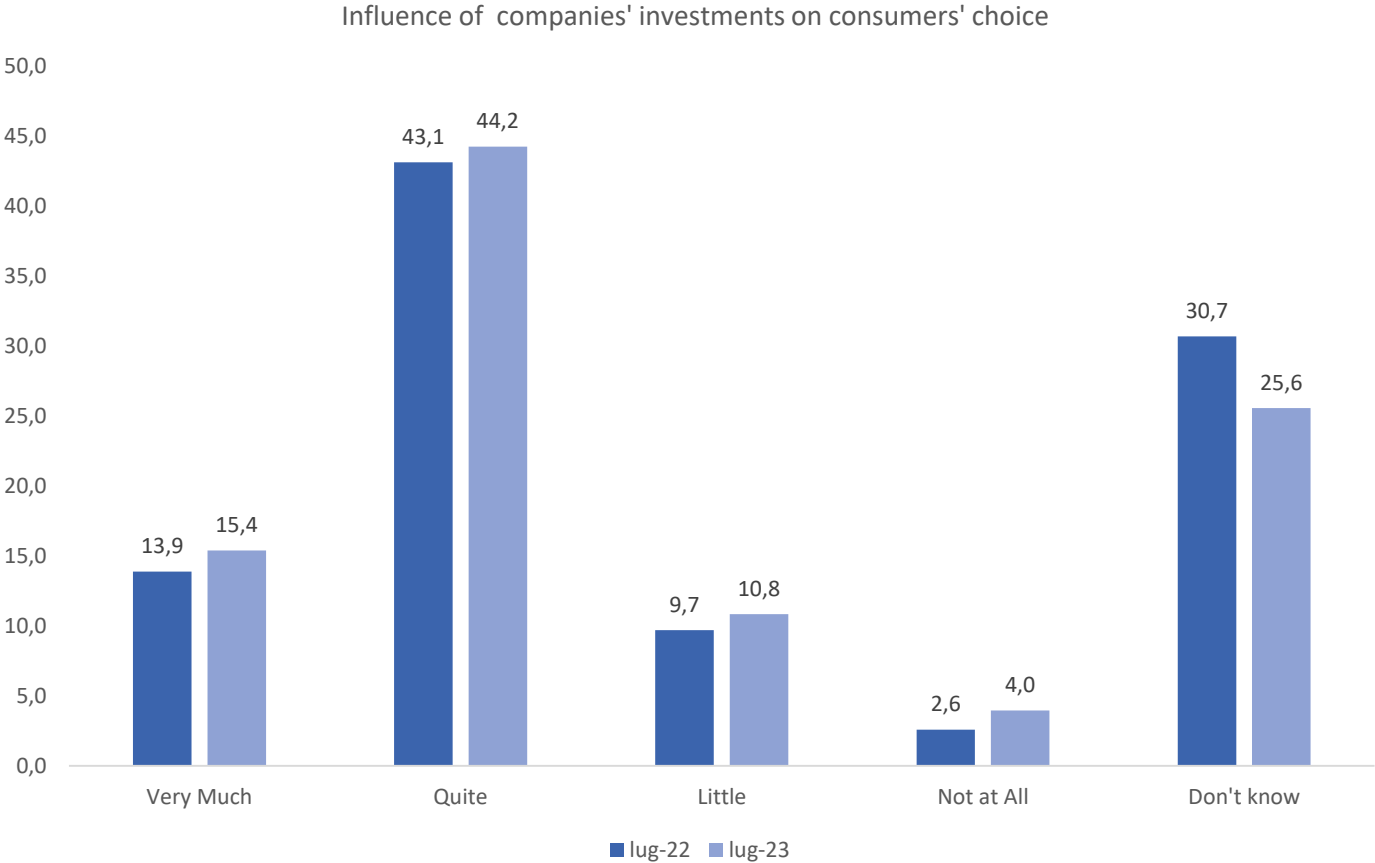
- The subject is mainly reduced to the topics most discussed in the public debate such as climate consciousness and renewable energy



Italians believe that firms' commitment may have an effect on consumers' choice

- About 60% of respondents say their choices could be influenced by the behavior of companies

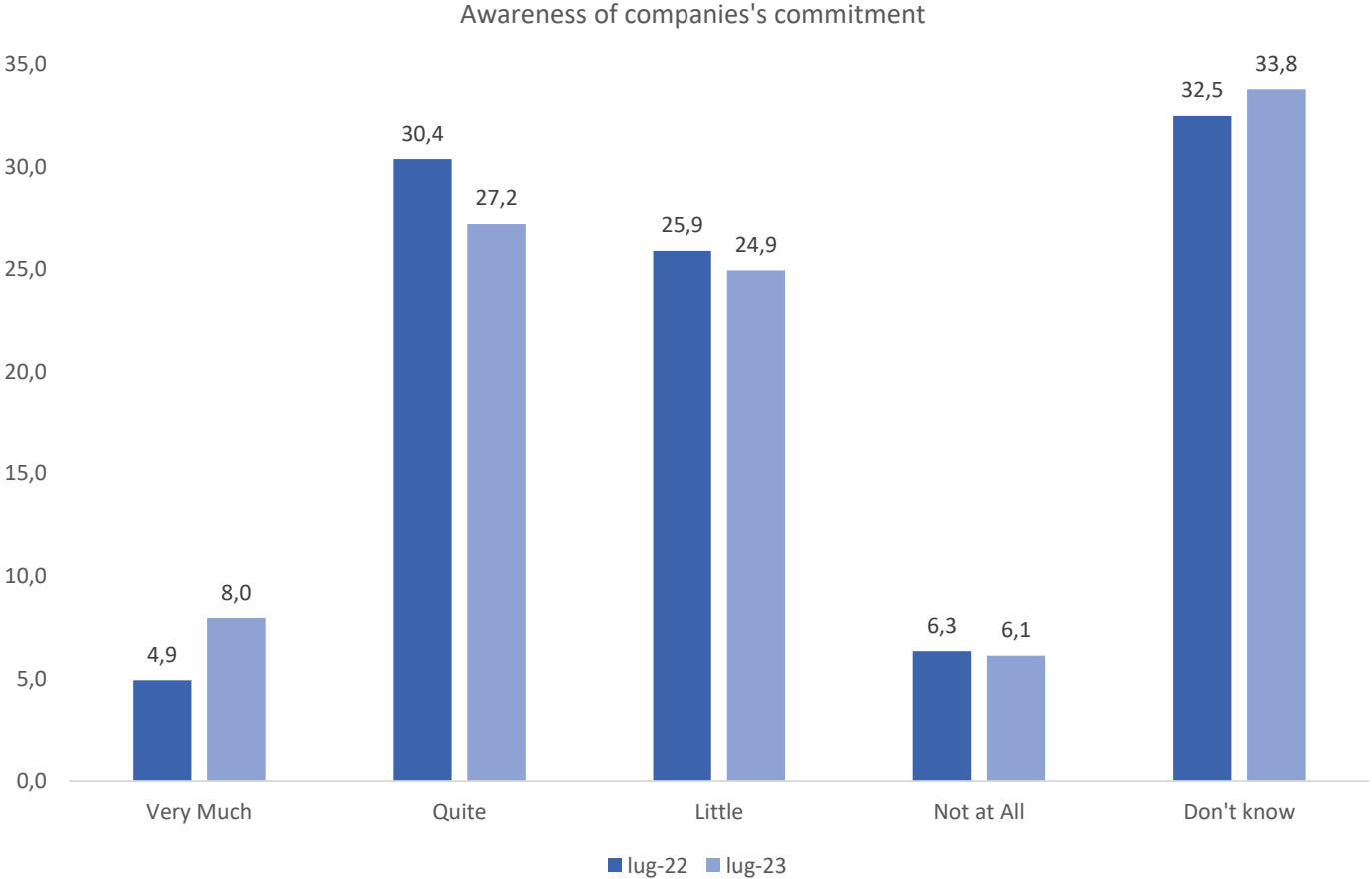
To what extent will the concrete commitment of companies to achieving the sustainability goals of the 2030 Agenda influence future consumer choices?



Little awareness and limited recognition of firm's commitment

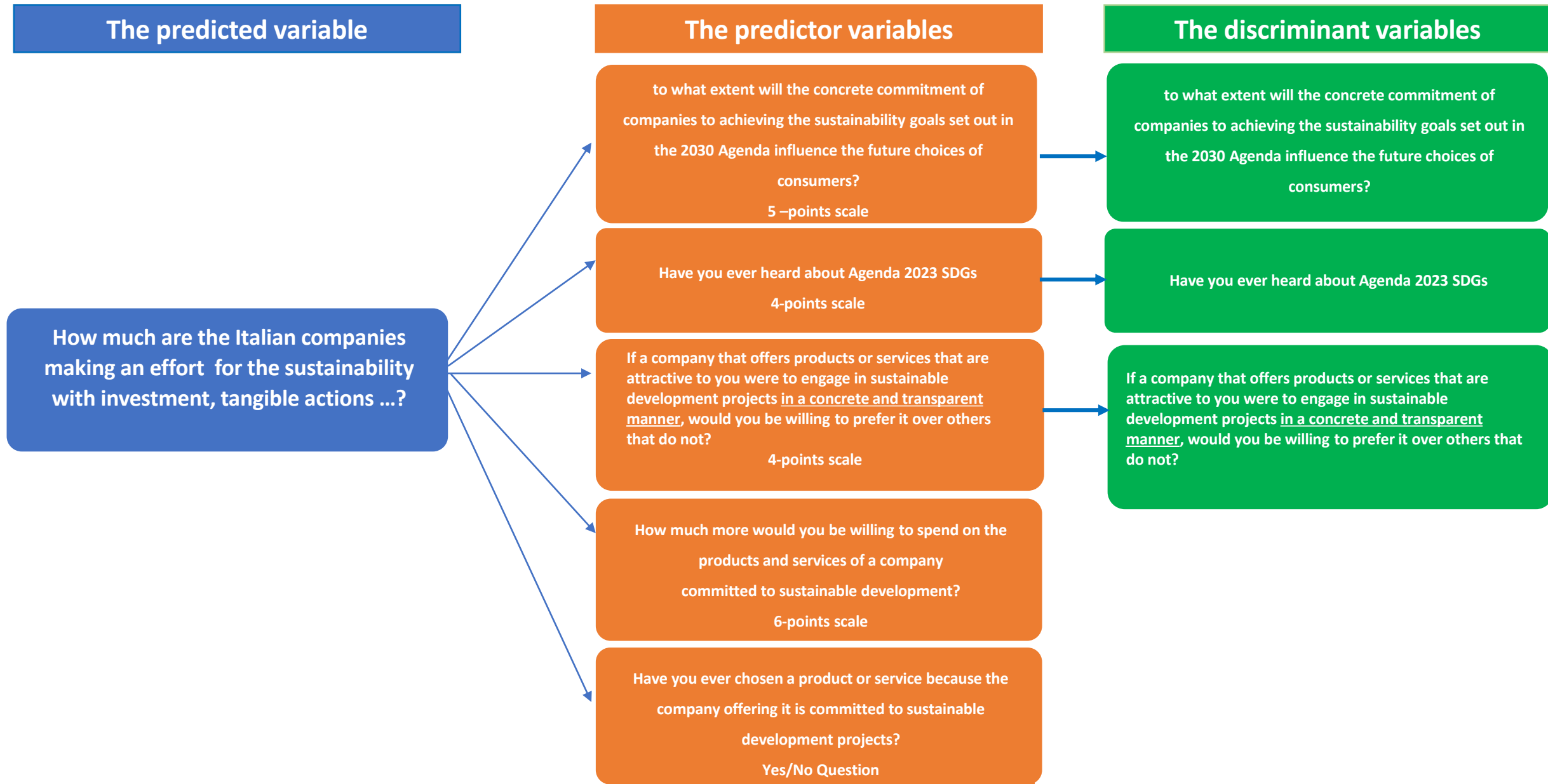
- About 40% is not informed about corporates' initiatives

To what extent do you think Italian companies are committing to sustainability and achieving these goals with investments, concrete actions and targeted initiatives?

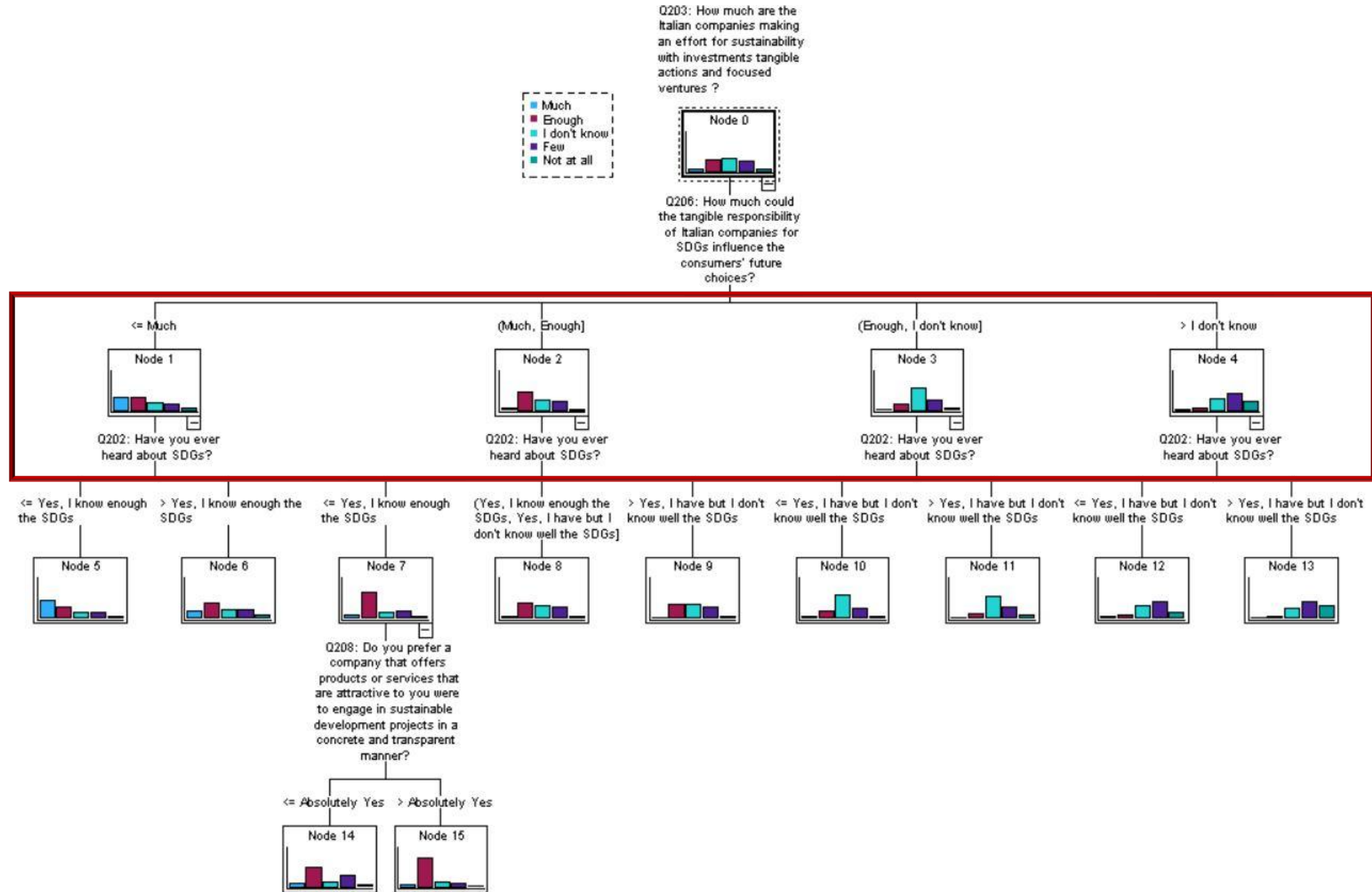


Base: total weighted interviews = n2007- percentage values ; Source Desmoskopea's survey

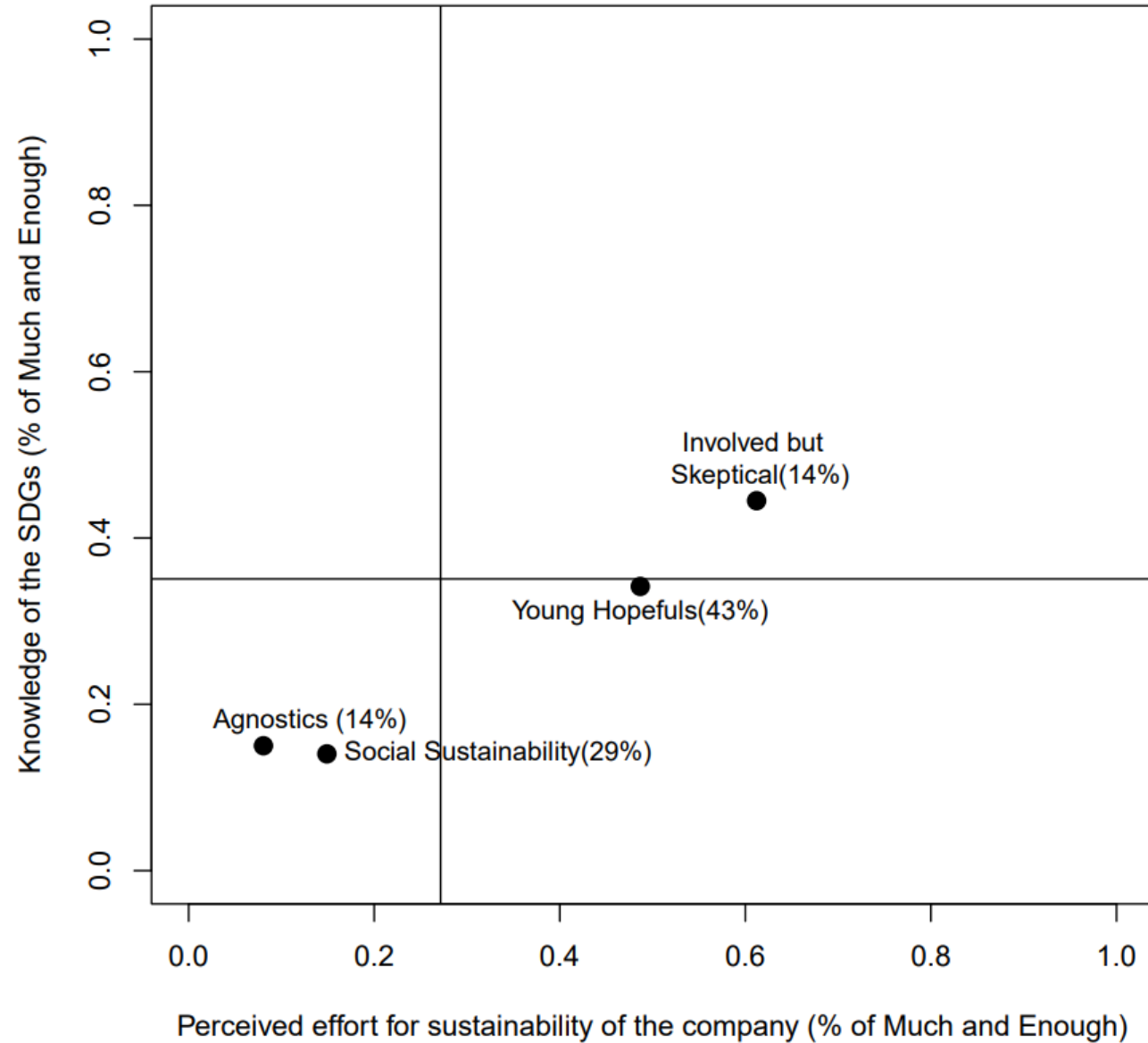
The Decision Tree: The considered variables



The Decision Tree



The Four Nodes by 2030 Agenda Knowledge





“The Skeptical Involved”

14% of Population

Planet
Future
Generations

ambiente
rispetto
futuro
sprego
vivere
natura
generazioni
impatto
riciclaggio
energia
attenzione
fare
mondo
terra
produzione
sviluppo
grado
evitare
trattamento
energia
evitare
trattamento
senza
ecologia
sprecare
risorse
essere
ambienale
riciclo
risparmiare
sicurezza
meno
riduzione
danneggiare
bisogni
compromettere
future

ABOUT

Age: 65+ y.o.

Area: S/I

Income : Medium/High

Marital Satus : Empty nester

SUSTAINABILITY

- Use green vehicles for city mobility
- Adjusting resources consumption to planet production
- Ensuring health care for all
- **No: Citizenship income**

THEIR APPROACH

They are well aware of the SDGs and willing to support “sustainable” companies even if they have to pay more. Towards companies they present a twofold attitude. On the one hand, they recognize their own commitment to sustainability and that this can have an effect on their choices. On the other, they are skeptical about whether this commitment is truthful. Expectations about companies’ role are very high: they are expected to fight climate change, ensure a sustainable patterns of production and consumption, protect the ecosystem and reduce inequalities



“The Hopefuls Y”

43% of Population



ABOUT

Age: Up to 34 y.o.

Education: High

Income: Medium/High

SUSTAINABILITY

- Respect for differences in gender
- Use green vehicles for city mobility

THEIR APPROACH

They are fairly informed about the SDGs and the actions taken by companies that they consider to have impact on consumer choice. They are willing to sustain companies committed to sustainability even if they have to pay more. They expect companies to focus their efforts on the safeguard of water resources, to foster sustainable cities and communities and a sustainable industrialization, to ensure gender equality



“The not Involved”

29% of Population

Respect of the planet



ABOUT

Area: N/O

Education: Low

Marital Status: Married with children at home

SUSTAINABILITY

- No: Respect for differences in gender/sexual orientation
- No: Meet current needs w/o compromising the future
- No: Ensuring public health care for all
- Promoting organic farm

THEIR VALUES

They are poorly informed about the 2030 agenda, its goals and the actions taken by companies to achieve them. They have a poor understanding of the concept of sustainability centered around organic farm. They have limited awareness and trust about the companies' efforts for sustainability together with expectations regarding their limited role in providing decent jobs and economic growth and fostering inclusive communities



“Social Sustainability”

14% of Population



ABOUT

Age: 45-54 y.o.

Gender: Men

Education: Low

Income: Medium/Low

Area: N/E

SUSTAINABILITY

- Aiming at people's wellbeing
- Combat illegal work
- Citizen income
- Meeting current needs without compromising the future
- Ensuring job protection

THEIR APPROACH

They have little knowledge of the SDGs and for them sustainability is associated mainly with social protection measures such as citizen income and public health. They tend to have little confidence in the sustainable behavior of companies and believe that their commitment in this field is very limited. Companies' commitment should mainly focus on providing economic growth, reducing inequalities, overcoming poverty, fostering peace and justice and quality education. They are the least interested in combating climate change.

Conclusions

- The results of the two surveys show the need to intensify the communication effort to create a widespread and deep culture on sustainability
 - Although awareness of the 2030 agenda and its SDGs appears to be growing, it is still low.
 - For many Italians, the concept of sustainability still seems vague and uninviting, linked mainly to climate impact and very little to economic development or ethical principles and social responsibility
 - There is a large part of the population (43%) with a lukewarm but open attitude to sustainability and to the role that businesses can play in this area
- Businesses, so far, have failed to effectively communicate their commitment to sustainability and gain the confidence of a large proportion of the population about their real commitment
- Companies can play an important role in developing the sustainability culture, provided they are able to define a relevant message and communicate it clearly to consumers avoiding deceptively use of it. The “Hopeful Young” seem to be the target audience on which to focus communication efforts the most



Q&A





Thanks!

