

Press release

International study: Germany is only average in green ranking

- **Study on sustainable attitudes and everyday habits surveyed people in 13 countries**
- **Germany came out seventh in the international ranking**
- **Significant room for improvement regarding energy consumption and consumer behaviour**

Remscheid, 26 January 2016 – Germans are champions when it comes to avoiding plastic bags, saving water and separating rubbish. This was revealed by an international study conducted by Vaillant, in cooperation with the market research institute TNS Infratest. A total of 13,500 people from 13 countries were asked about their eco-friendly behaviour for the study. The respondents' green intelligence quotient, or "green IQ", was calculated on the basis of more than 100 questions concerning mobility, shopping habits, and energy-use and heating habits, among other things. "As a provider of energy-saving heating technology, we wanted to know how green people's everyday habits really are, and what differences there are between countries," says Dr Andree Groos, Managing Director for Vaillant Group Sales, Marketing and Service. "In addition, we wanted to raise awareness of the topic of sustainability and show that every one of us can contribute to protecting the environment and saving resources." German is seventh in the international ranking. Turkey and Austria top the list, while Poland comes last. The full results of the study and a test for calculating your own green IQ can be accessed at www.mygreenIQ.com.

A mixed bag of results for Germany

Germans are the most conscientious nation at avoiding plastic bags, with 82 per cent of people in this country using reusable baskets or bags to carry their grocery shopping. That is a higher rate than in any other country. Germans are also leaders when it comes to conserving water, according to the study. The majority (83 per cent) turn off the tap

while cleaning their teeth. And Germans are also exemplary when it comes to separating their rubbish: almost 85 per cent do so, a rate beaten only by the Belgians. On the other hand, just 19 per cent of Germans know what the energy consumption level of their home is. And consumer behaviour in Germany also leaves a lot to be desired: just nine per cent of respondents said they would be prepared to pay more for products with a fair trade label. Another interesting result from the study is that women generally have a higher green IQ than men do. Although German men seem to have a more eco-friendly attitude, the country's women are streets ahead in terms of actual behaviour.

About the study

Sustainability is one of the most frequently used buzzwords of our time. Nowadays everything is required to be as environmentally friendly as possible, from bananas, to holidays, to jeans, to cars. But how do people in eastern, western, northern and southern Europe really think and behave? How much energy do they consume, what are their shopping habits and what mobility options do they use? The heating technology specialist Vaillant and the market research institute TNS Infratest surveyed 13,500 people in 13 countries. The full results of the study and a test for calculating your own green IQ can be accessed at www.mygreenIQ.com.

About Vaillant

Vaillant offers its customers worldwide eco-friendly, energy-saving heating and ventilation systems that make increasing use of renewable energies. Its product portfolio encompasses solar-thermal and photovoltaic systems, heat pumps, pellet boilers, ventilation systems for low-energy buildings, combined heat and power stations, high-efficiency heating systems using fossil fuels, and intelligent controls.

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Caption: Vaillant und TNS Infratest conducted an international study with 13,500 participants in 13 countries and calculated their green intelligence quotient. Germany only came out average in the green behaviour ranking.

Image credits: Vaillant