

KYMENLAAKSO UNIVERSITY OF APPLIED SCIENCES

International Business/ International Marketing

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SOCIAL MARKETING CONCEPT IN KOTKA-KYMI PARISH UNION'S
ENVIRONMENTAL AGENDA

Bachelor's Thesis 2011

SUMMARY

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KOKKO, NANNI	Social Marketing Concept in Kotka-Kymi Parish Union's Environmental Agenda
Bachelor's Thesis	42 pages + 4 pages appendices
Supervisor	Arja Sinkko, Development Engineer
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This thesis examines planning of the environmental agenda of Kotka-Kymi parish union (Finnish Evangelical Lutheran Church) from the social marketing point of view. The social marketing concept uses traditional marketing tools, but the target is in desired behaviour change. Basic background material was gained by examining parish union's field of activities, but the main data for this research was collected from the employees' and counsellors' attitudes towards environmental issues.

Kotka-Kymi parish union is transforming its functions towards environmental friendly working culture, via the environmental diploma process of the church, which is based on standards ISO 14 001 and EMAS. Acceptance of new behaviour is desirable as the diploma's criteria extend to employees' daily duties. The present thesis considers barriers between the attitude and desired behaviour, and this inconsistency challenges the reliability of the results.

According to attitude analysis, target audience is open to church's environmental agenda, although personal habits were not noticeable environmental friendly. The study recognizes the need of development in working society, easing the barriers of desirably acting and more effective and reliable information.

TIIVISTELMÄ

KYMENLAAKSON AMMATTIKORKEAKOULU
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KOKKO, NANNI	Sosiaalisen markkinoinnin konsepti Kotka-Kymin seurakuntayhtymän ympäristöohjelmassa
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Tämä opinnäytetyö tarkastelee Suomen evankelis-luterilaisen kirkon, Kotka-Kymi seurakuntayhtymän ympäristöohjelman valmistelua sosiaalisen markkinoinnin näkökulmasta. Sosiaalinen markkinointi on konsepti, jossa perinteisiä markkinoinnin välineitä käytetään tarkoituksena saada aikaan haluttu käyttäytyminen kohderyhmässä. Tutkimuksen taustamateriaali on koottu seurakuntayhtymän ympäristökartoituksessa, mutta tutkimuksen keskeinen tietoaineisto kerättiin työntekijöiden ja luottamushenkilöiden ympäristöasennekartoituksella.

Kotka-Kymin seurakuntayhtymä mukaillee toimintojaan ympäristöystävällisemmäksi välineenään kirkon ympäristödiplomi, joka perustuu ympäristöstandardeille ISO 14 001 ja EMAS. Ympäristöjärjestelmä tuo muassaan uudet toimintatavat työyhteisöön. Opinnäytetyö pohtii asenteen ja toivotun käyttäytymisen esteitä, ja näiden ristiriita aiheuttaa haasteen tutkimuksen luotettavuudelle. Kohdeyleisö suhtautui positiivisesti kirkon ympäristöohjelmaan, vaikka henkilökohtaiset käyttäytymistavat eivät olleet liiemmin ympäristöystävällisiä. Tutkimuksessa paljastui tarve työyhteisön kehittämiseen ja ympäristöystävällisen käyttäytymisen esteiden madaltamiseen, sekä tehokkaaseen ja luotettavaan viestintään.

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13.5.2011 Nanni Kokko

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CONCEPTS AND TERMS

In this thesis the following terms has been considered:

Attitude	Person's emotion, feeling towards a target (Erwin 2002)
Communication	Message transmission between sender and receiver (Åberg 1997)
Environment	All living and non-living surroundings
Environmental protection	Protection of the environment for nature's and human's benefit
Environmentally friendly	Causing little or no harm to environment
Environmental problem	Hazardous to human and nature
Nature	The environment without lifeless constructions of Human (Oksanen 1997)

1 INTRODUCTION

The Finnish Evangelical Lutheran church introduced environmental diploma in 2001. The certificate is based on international environmental standards ISO 14 001 and EMAS. In addition, the church has taken an active role and joined to the struggle against global warming. In 2008, church declared its own climate agenda.

This study presents Kotka-Kymi parish union's environmental agenda and the beginning of environmental diploma process.

Kotka-Kymi Parish union got interested in having its own certificate, and contacted Kymenlaakso University of Applied sciences during spring 2009, making an agreement with me, to start a survey of parish union's field of activities and how they are related to environmental issues. For the background information of the agenda's implementation, environmental attitudes assessment was made in May-June 2010.

The present thesis examines what attitudes employees and counsellors of the parish union have and how they match to the intention to realise environmental friendly working environment and working manners. As attitudes and behaviour differ sometimes significantly, the thesis will consider how attitudes originate, how to affect them and behaviour, and how to sustain desired behaviour.

The Thesis considers how marketing tools can be utilized in implementation of environmental agenda, and introduces term "social marketing", which is designed to marketing cases, where the most significant beneficiary is the individual and the whole society. Although the tools are similar as in commercial marketing, the purpose differs from getting profit to the narrow sector. Social marketing aspires to affect the behaviour of the target audience, thereby that they will voluntarily accept new behaviour. Social marketing concept is mainly used in health, safety and environment cases.

Social marketing is closely related to education and communication has major role in the implementation. For the Kotka-Kymi parish union as well, effective marketing campaign for employees and counsellors will ease the adaption of agenda, and

via them, will reflect to the whole society, whilst the major beneficiary is the whole living earth.

2 ENVIRONMENTAL CHALLENGES

In 2007, Intergovernmental Panel of Climate Change, IPCC, announced their fourth report, which at last brought climate change threat to the big audience and to media.

Knowledge of the environmental threats has spread among common people during recent years, however there are still lots of people who do not believe in the existence of the climate change, or the effect of the human on it.

Life style of the post-industrialized world is unsustainable. For example, per year a Finn uses natural resources four times an amount, which is considered to be sustainable consumption. Finland is a country with long distances and cold climate, which causes a challenge for energy issues.

2.1 Major environmental problems

There are two major environmental threats that can be considered the most fatal for the living creatures of the Earth: climate change and nature's diminishing diversity. The climate change hides also the threat for the diversity in it, but consequences of nature's diminishing diversity itself is disastrous, however it hasn't gain so much visibility in the media.

The climate change is a result of greenhouse gases (e.g. H₂O, CH₄) accumulating into atmosphere, and overheating the ground of Earth. This will cause melting of the poles, Greenland and glaciers, rise of the sea level, desertification, lack of sweet water, extinction of species and a mass of refugees. (The Worldwatch Institute, 2009)

Healthy ecosystem produces us food and sweet water. Relationships between species are fragile, and from the network of living creature's entity, it is impossible to

guess the importance of one species for the whole system. For example, lack of pollinator insects will collapse our food production. (Hiedanpää, Suvantola, and Naskali 2010)

3 SOCIAL MARKETING CONCEPT

In 1971 Philip Kotler and Gerald Zaltman introduced the term “social marketing” in the article in Journal of marketing. The idea of social marketing has been used earlier but this was the first time it got official status.

Social marketing concept consists of a mix of economic, communication and educational strategies, having propulsion from sciences, technology and law. Thus the marketing idea and tools come from traditional commercial marketing, instead, missions, motives, means and markets differ significantly. Social marketing has a focus on changing behaviour of the target audience: to accept new behaviour, reject a potential one, modify current or abandon old behaviour. (Kotler et al. 2002)

Kotler et al. (2002): describe the term “*Social marketing is the use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify, or abandon behaviour for the benefit of individuals, groups, or society as a whole.*” (Kotler et al. 2002: 5)

The core focus is on knowledge, on education and information. However, also people’s beliefs with their attitudes are examined objects, seeing that the purpose is to affect their behaviour. In order to be effective, behaviour change should always be based on voluntary compliance.

Social marketing uses the common marketing tools: customer orientation, marketing research, target markets, clear objectives and goals and marketing mix, which are 4 P’s: product, price, place and promotion.

Social marketing’s product is behaviour change. A beneficiary is individual as well as the whole society. That makes the challenge for marketing message, because often, behavioural change to more altruistic direction, at the same time, is a lack of

personal good: needing more efforts, money, time etc. Therefore, the competitor in this concept is the behaviour that a target market is using or preferring.

Kotler (ibid: 195) describes three levels for a product. **Core product** is a final level, a goal, where the benefits of the marketing efforts are seen. **Actual product** is changed, desired behaviour of the target group. **Augmented product** is all services and products, which support the process aiming desired behaviour change. Instead of other two levels, augmented products are tangible (ibid: 195.). These levels are presented in Figure 1.

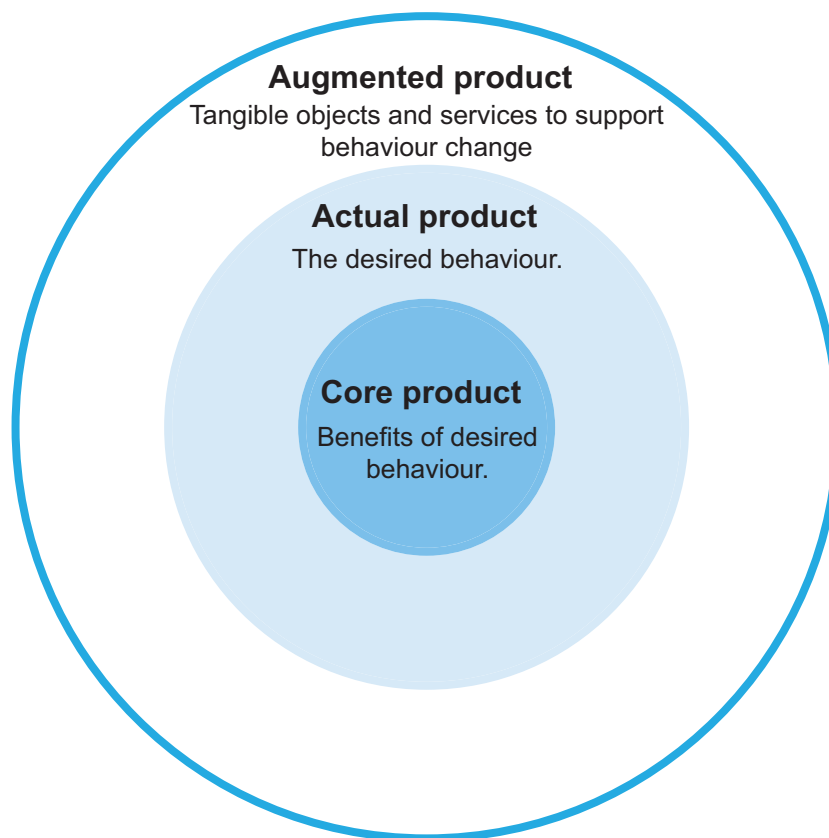


Figure 1. Social marketing product has three levels. (Kotler et al. 2002: 196)

Social marketing creates image for its product similarly to traditional marketing, using customers' perceptions, feelings and impressions. The message is more easily acceptable when it is told funnily, it is understandable without too much effort and easily, and when it can be considered to be popular among big audience. (ibid.)

Social marketing mix's price is mostly intangible. It is a cost of changed behaviour, which of course in augmented product level is often higher price of a recommenda-

ble product or service, but in actual product level, it is used time, effort, or energy, which is involved from customer.

Also psychological risks are included in a price category. Those are the feelings, such as embarrassment, rejection, fear and losses, and in the final end, physical discomfort, and loss of pleasure. Those are crucial, so it is essential to focus to decrease these “costs” and increase benefits. (ibid.)

Social marketing is talking about marketing mix’s “place”, when target audience’s desired behaviour is about to realize in their life. This may as well, be a purchase situation, when a person is choosing between products or services, values of one option being those supporting the mission while values of the other one is not. So, as mentioned before, that there are many crucial barriers between desired behaviour (mission) and preferred behaviour (audience), it is important to make selection situations convenient and pleasant for the audience.

Promotion is a phase, where communication has a great role, when messages are created and delivered to the audience. An effective communication plan originates with the good, five marketing questions: what, how, where, when and to whom. Social marketing communication relates to meaningful, believable and distinctive messages.

3.1 Connection between attitudes and behaviour

There are many possibilities to try to influence public behaviour. Technology, economics, policymaking and laws have supportive and restrictive means. Instead, education is closely related to social marketing. Certain behaviour depends on several factors: values, attitudes, beliefs etc. Social psychology is the science examining them. In this thesis, the focus is on attitudes.

In the whole entity, there are numerous affecting factors, which may compete against each other and affect attitudes. Kotler et al.(2002: 100) describes affecting factors in book Social marketing, which are seen in Figure 2.

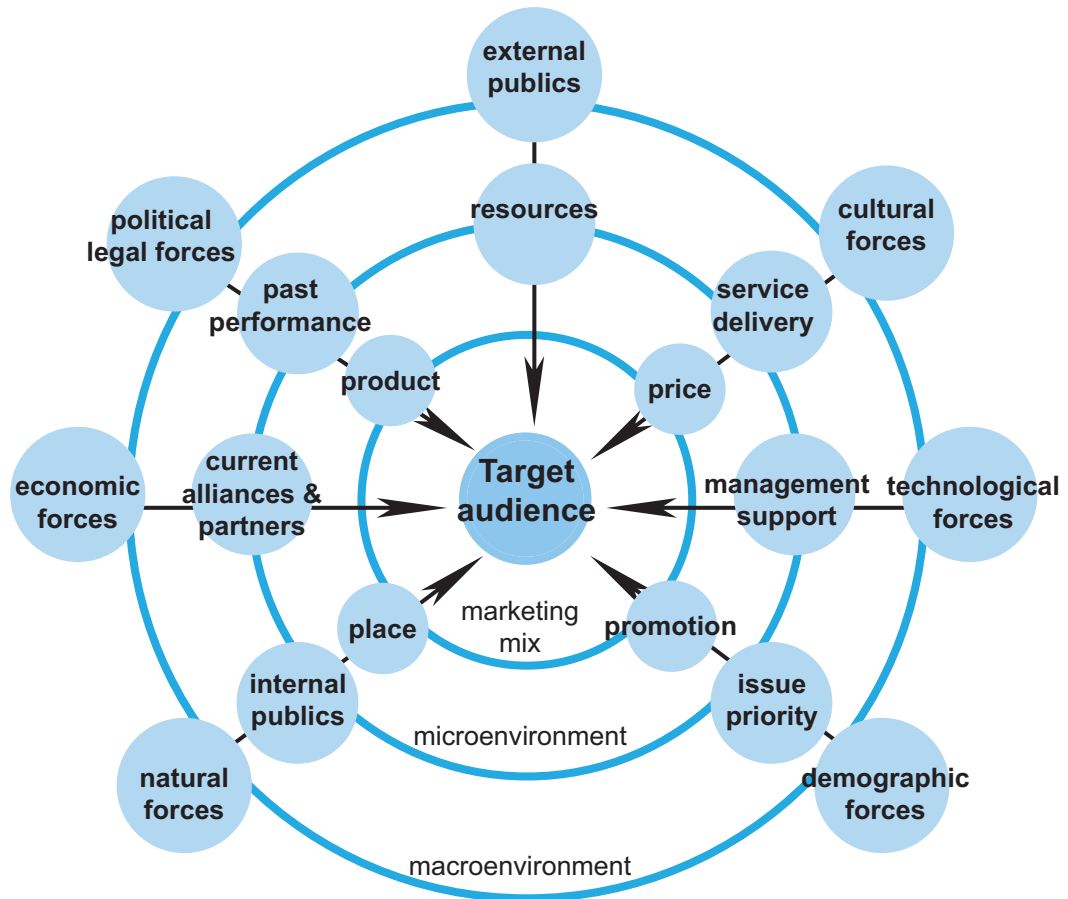


Figure 2. Macro environment, microenvironment and the 4 P's of the marketing mix affecting to the target audience, according to Kotler. (Kotler et al. 2002: 100)

Many studies have investigated the connection between attitudes and behaviour, and the results have been inconsistent. The most enthusiastic attitude may not lead to the desired behaviour and vice versa (Erwin 2001).

In this thesis, the possibility that the connection between attitudes and behaviour may be weak has been taken into account. However, the result gives some guidance to which direction to go.

Researchers have been examining the formation of attitude. In three-component model (Figure 3.), attitude is said to consist of three components: affect, behaviour and cognition. Affect, feeling towards something, can be either positive or negative. Cognition is relationship between things, which may affect to attitude, and the third component, behaviour itself. (Erwin 2001: 22)

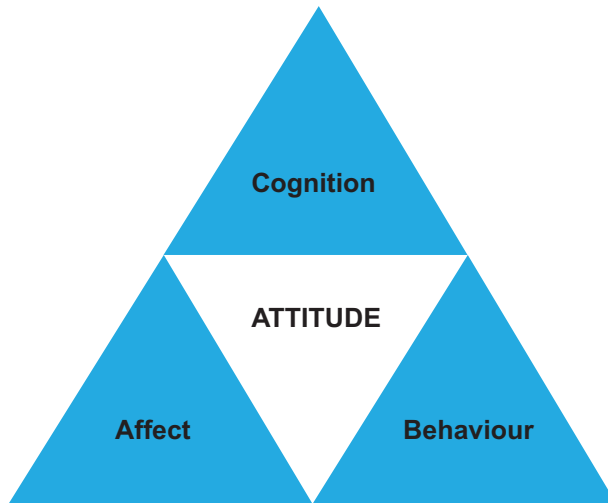


Figure 3. Formation of attitude according to classical three-component model.

The three-component model has gained a lot of criticism because it is not evident/clear that in every case attitude consists of all these three components. The simple, one-component model (Figure 4.) has all three components, but they all do not include in attitude. Instead, they can appear before or after an attitude exists.



Figure 4. Formation of attitude

Relation of attitude and behaviour is not simple. An attitude may be strengthened or weakened, or predict the following behaviour. Attitudes may depend on situation. Also it is common that one particular topic has several competing attitudes. For example, a person may have strongly environmental friendly attitude, but depending on personal or particular situation, behaviour may be the opposite. Behaviour needs an effort. If this person does not have time, money or something else, which is needed to fulfil certain behaviour, he, however, knows he is doing against his attitudes; it is possible, that he will not act according to it. (ibid.)

In addition, there are some variables, which come between behaviour and attitude and affect the correlation. Personal experience and feelings affect strongly our behaviour. Also, it is common, that one's own benefit comes often first. (Erwin 2001: 86)

Freeloader is common term, when environmental attitudes are examined. Nature and its use cannot be restricted from anyone, so freeloader is acting for his own benefit, though he understands his action's effect on nature. Freeloader may think, that his efforts means nothing, because all the others may not do a thing, or, everyone's doing so he does not need to. This person has a feeling that he should make some kind of sacrifice, time, money etc. to behave desirably.

Social pressure is also a factor that affects behaviour. According to the Theory of planned behaviour (Ajzen 2002), which is presented in figure 5, people consider how behaviour will affect later on, how society expects they should behave and what beliefs, possibilities and restrictions this may have, and they behave according to these expectations. (Erwin 2001: 140)

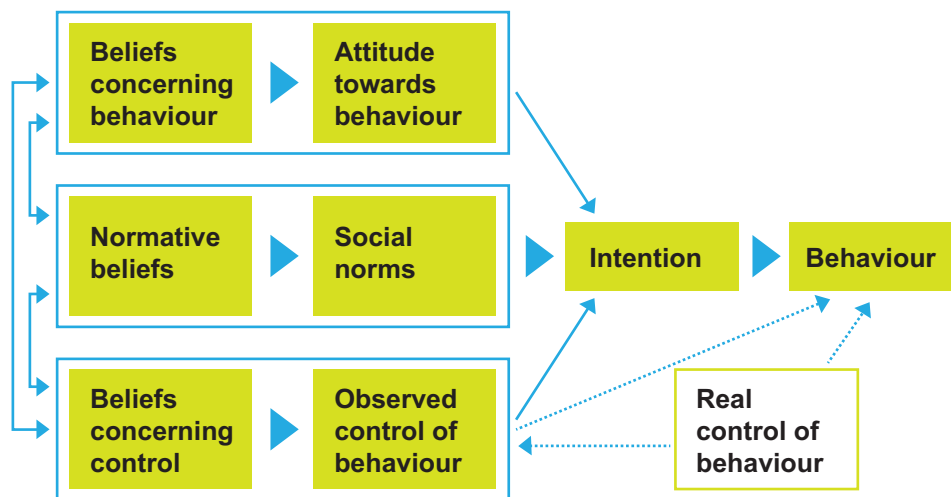


Figure 5. Ajzen's Theory of planned behaviour. (Erwin 2001: 140)

In addition, behaving against attitudes has been researched to cause eventually behaviour according attitudes. Acting against one's own self causes stress and unpleasant feeling, so the person will transform her behaviour to avoid this. (Erwin, 2001.)

4 CHURCH'S ENVIRONMENTAL VALUES

Almost 80 per cent of Finland's population belongs to Evangelical Lutheran church. The amount has been higher, only during recent years it has started to decrease. The

church has had a strong contact to the Finns, and still nowadays, it is closely connected to the state.

Finnish Evangelical Lutheran church defines nature to be “saint”. According to eco theological view, human is a part of the nature, and got request to cultivate and to protect the creation of the God. Human does not own land. Instead, he is considered to be a steward. (Suomen evankelis-luterilainen kirkko. 2011)

According to Finnish eco theologian Pauliina Kainulainen, moral and spiritual disorder between human and nature has caused on-going ecological crisis. This has roots in 1700-century’s Age of Enlightenment and in materialistic philosophy, when nature was not considered to be sacred anymore and natural resources were dominated under usage (Kainulainen 2010). Kainulainen is one of the Finnish church’s frontline environmental opinion leaders.

Church has noticed the importance of regeneration of its message and functions, as the knowledge of the environmental threats has spread among big audience.

Church with its local parishes work closely with people, and has faced the mission of being a good example and doing their part with this enormous challenge.

4.1 Environmental certificates

The environmental diploma of the Finnish Evangelical Lutheran church is based on the two systems. The first of them is the most known international environmental certificate standard is ISO 14 001. It is designed to help the administration and implementation of environmental functions and is easily adaptable for different organisations.

The second is EMAS (the **E**co-**M**anagement and **A**udit **S**cheme), a voluntary system for companies and organizations in European Union economic region, based on ISO 14 001 standard. While ISO 14 001 does not require a public environmental statement, in EMAS it is compulsory and therefore it deepens organization’s environmental agenda. The both systems require continual improvement of environmental performance. The structure of standards is presented in the figure 6.

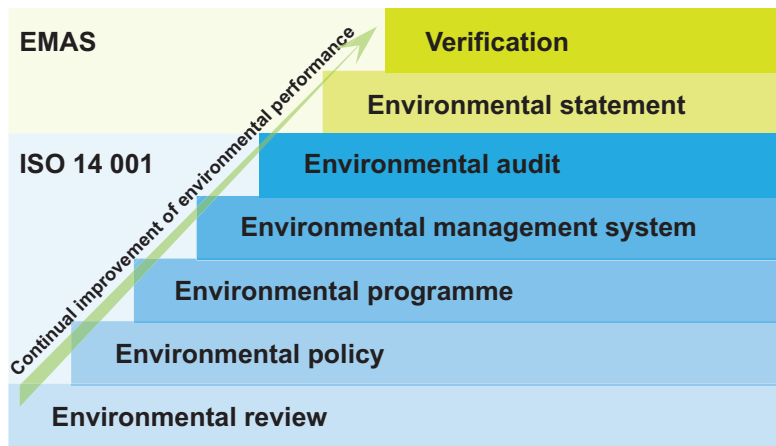


Figure 6. The structure of environmental standards ISO 14 001 and EMAS. (Ympäristöhallinto 2010)

5 KOTKA-KYMI PARISH UNION'S ENVIRONMENTAL AGENDA

Finnish Evangelical Lutheran Church has declared its climate agenda in 2008 and its environmental diploma program already in 2001. Over 100 parishes and parish unions have got the environmental diploma, which is directly based on international environmental certificates ISO 14 001 and EMAS standards and is strictly supervised by (kirkkohallitus) and evaluated by chapter's educated auditors.

Kotka-Kymi parish union started its preparations for diploma process at the beginning of the year 2009, when hiring the Kymenlaakso University of Applied Sciences student, me to make a review of environmental issues fulfilled. The diploma consists of all the areas of the church's duties: administration and economy, education, maintenance, waste management, cleaning, canteens, office work, graveyards and parks, summer camp and educational centres, forestry and transportation. The data was collected by interviews and visiting in different locations.

In addition, in May-June 2010, I made a survey of parish union's employees' and counsellors' environmental attitudes, which are announced to be a voluntary work, however will gain extra value according to diploma criteria. In this thesis, the environmental attitudes survey is considered to be a main research data.

Before the year 2009, Kotka-Kymi parish union has not significantly concentrated on environmental issues, which was noticed when information for the environmental survey was collected. However, they have followed municipal instructions, for example, in collecting organic waste.

Some individual workers, who have personal interests in environmental issues, have implemented sustainability in their duties. However, for employees, diploma agenda of the church will bring certain changes for their working habits.

5.1 Research method

The environmental attitude survey was made for to give an idea, what the employees and counsellors thought about diploma agenda. Interviews, which were made for the environmental analysis, indicated that all employees did not react positively. They were not sure what was the meaning of the diploma and how much extra work it will cause. Some did not understand, why the church needed to take care about environmental issues, as its role is religious.

So the attitudes analysis as being a descriptive research, will give guidance for implementation, and is good base for later on evaluations, have the attitudes lead to desired behaviour.

5.2 Universe and sample

The universe of the survey was all the 240 employees and counsellors of Kotka-Kymi parish union. 163 persons answered, so the sample is 68 per cent of the total amount of the employees and counsellors.

The figure 7 shows the share of responding employees and counsellors of the total universe:

Respondents of the total

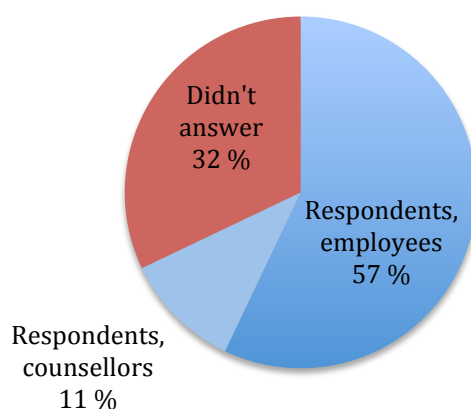


Figure 7. Amount of the respondents and the share of employees and counsellors of the total.

5.3 Survey

Environmental attitudes survey consists mainly of multiple-choice questions. In addition, there are three written parts/ comment areas. It can be divided to eight parts, which all concentrate on different information. Some of the questions (6h), (7a-7g) are observing only employees' behaviour at work, sample being then 137, as counsellors' answers were not taken into account.

Questions 1 – 4 collect the basic information of a respondent: gender, age, education and duties in parish union. Question 5 asks personal interest in environmental issues and environmental protection.

Questions 6a – 6i examines behaviour of the respondent in daily life; purchasing habits of energy saving and eco-labelled products and organically produced food, recycling, preferred food and transportation ways. Questions 7a – 7g concentrate on personal behaviour at work. 7g gives an opportunity to a written answer.

Questions 8a – 8c ask for influence in financial cost and its consequence for personal life style, and questions 9a – 9f, who is responsible or has an influence in environmental problems and their solving.

Question 11 asks an opinion, if environmental issues are part of church's duties. Questions 12-13 concentrate on Kotka-Kymi parish union's environmental agenda, and there is also some space for a comment.

Question number 10 is missing by accident.

5.4 Implementation

The survey was launched in mid-May 2010, and the answers were about to return by the end of May, but the time was extended one week, giving total three-week time to respond.

Because of the great amount of 50+ and 60+- respondents, the survey was implemented with paper research forms instead of online survey. Secretaries of Kotka-Kymi parish union delivered surveys to every employee of three parishes, and for counsellors it was given and advised to fill in the beginning of counsellors' meeting. The method was discussed with administration manager Jorma Korpela before launching.

Secretary of the parish union administration department took care of collecting forms and delivering them for me. With a lottery of a basket full of organically produced food, the respondents was persuaded to answer, and with amount of 68 per cent respondents from the universe of 240 persons, the sample can be considered successful and reliable.

6 RESULTS

The results didn't reveal any big surprises. However, it showed the support of the employees and counsellors for the parish union's environmental agenda.

Personal behaviour of the target audience, how they operate in their daily life, was predictable modest. Good result when asked about recycling, in contrast to the result of car usage, may tell about the difficulties of individuals to see what is significant behaviour, and at the same time, what is the effect of convenience. The result

shows quite clearly that attitude may be positive, even personal enthusiastic towards environmental issues can be real, but when it turns out to behaviour, personal preferences strongly affect to it.

6.1 Target audience: church's working society

In this thesis, the target market audience is employees and counsellors of Kotka-Kymi parish union, and their attitudes towards environmental issues are under identification and examination. Kotka-Kymi parish union's process aim to get successfully Church's environmental diploma, which has strict terms and rules. This will require an acceptance of new behaviour and abandon old habits, thus these may be preferred among employees and counsellors. It is important to try to find out the reasons why the old behaviour may be preferred, in order to find a solution how to commit people behind to the new one. Answers and tools for the effective implementation of environmental agenda are being searched via the social marketing concept. The final core product is definitely benefit for nature and besides it, to humans, when Kotka-Kymi parish union executes sustainable development in its fields of activities.

This survey does not examine attitudes of all members of the parish and all stakeholders, but via the target group the effect will be noticeable among them, so they are taken into account when analysing the results and generating ideas for marketing planning strategy. That secondary target audience consist of the members of the whole church society, children in day clubs, youngsters in confirmation school, all the retailers and renovation companies selling products and services to parish union etc.

Working environment of parish union is similar to ones everywhere, although expectably it has stronger Lutheran values. The amount of women is large and in this survey, 64 % of the respondents, 104, were women and 24 %, 39 were men. 20 persons who were 12 % of the total did not want to tell their gender. This can be seen in Figure 8.

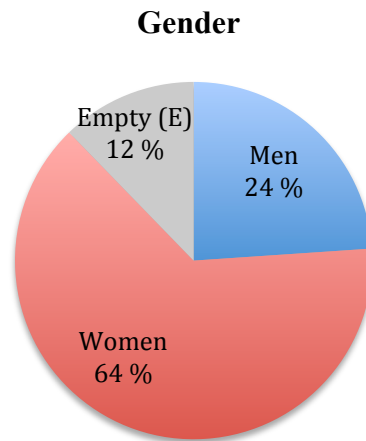


Figure 8. Gender of the respondents, percentage. (1)

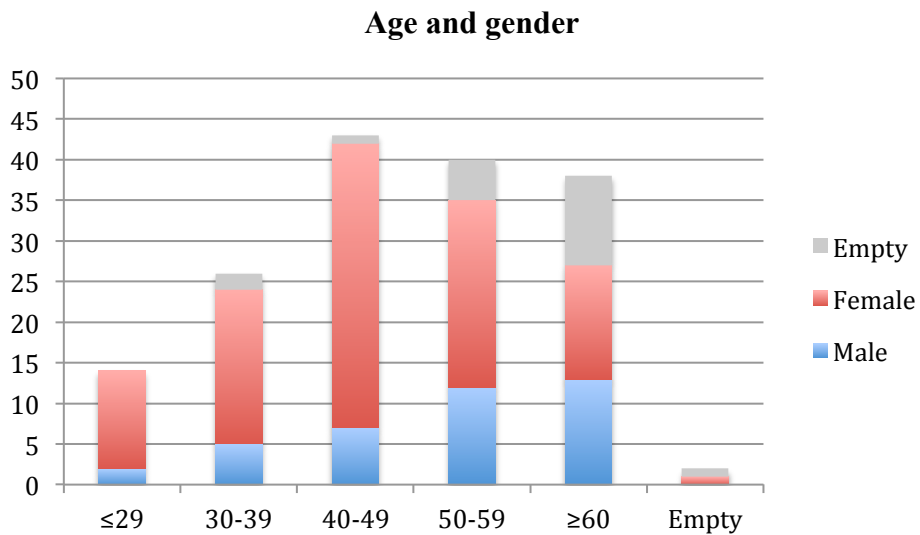


Table 9. Age. (1+2)

The counsellors' age average is high, which is quite common in Finnish parishes. In this survey over half of the 60+ respondents are counsellors (figure 9).

37 % of the respondents have high school and 29 % have university diploma (figure 10). Most of those respondents are working in the fields of clergy and education.

Education

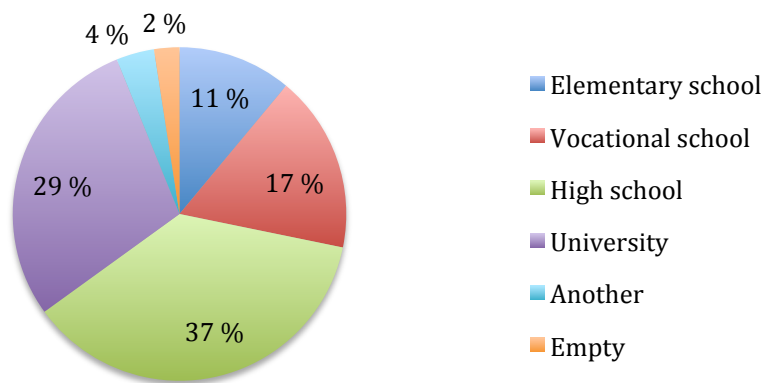


Figure 10. Education. (3)

This research covers nicely employees from the different sectors of parish union, which creates reliability when making further planning of implementation (figure 11).

Duties of the respondents

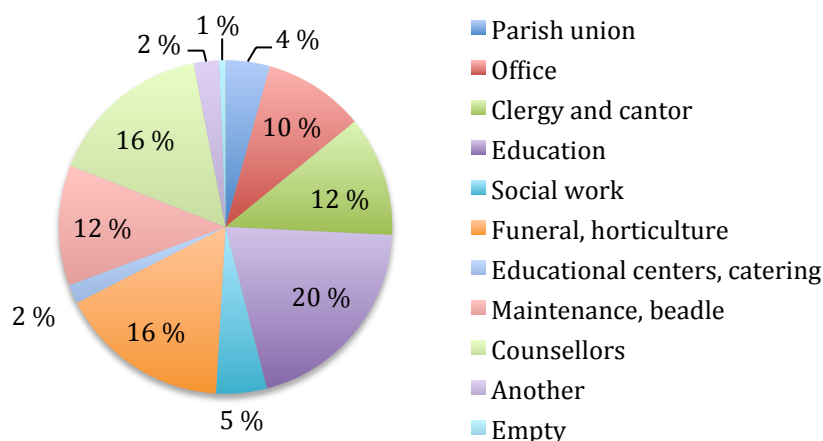


Figure 11. Duties of the respondents in parish union. (4)

6.2 Attitudes towards environmental issues

The result for the question “How would you describe your interests in environmental issues?”, figure 12, can be considered promising from the church’s agenda’s point of view. No one answered, “I am not interested”. 40 per cent of respondents answered to be “highly interested and 58 per cent “interested a little”.

Personal interest in environmental issues and nature protection

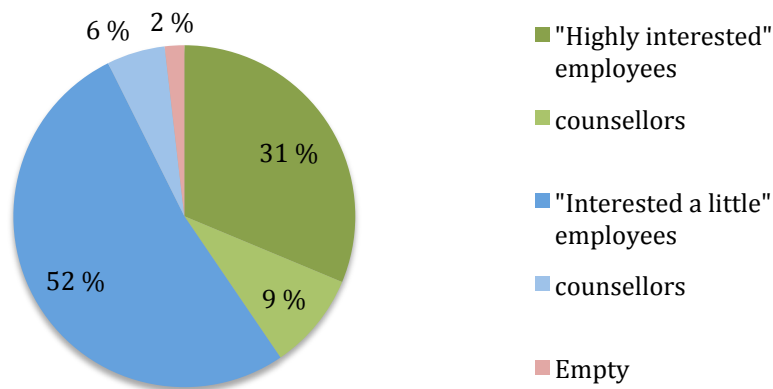


Figure 12. How would you describe your interest in environmental issues and nature protection? (5)

When asked about eagerness to lower living standard to diminish personal carbon footprint from “highly interested” persons (figure 13), amount of those who thought that they are able to low it “a lot” is low, and amount of those that will not be able to lower it “at all”, is similar. The Majority was able to lower it “moderately”

I am highly interested (5) and able to low my carbon footprint (8a). N = 66

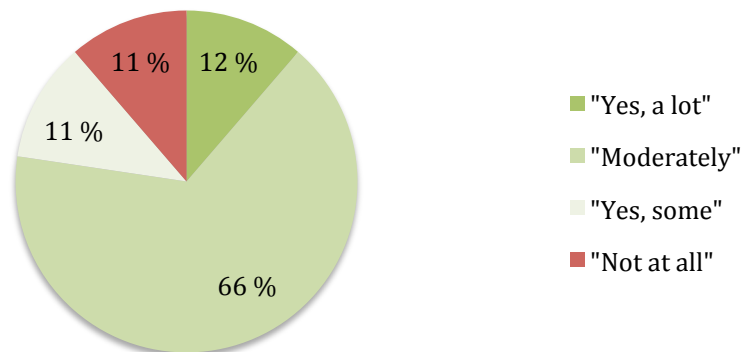


Figure 13. I am highly interested in environmental issues and nature protection and able to low my carbon footprint. (5 + 8a)

When we look at those who are “interested a little” and the same question (figure 14), those who are able to lower it “moderately” is smaller than before, and the

majority answered that they can lower footprint only “somewhat”. Also the amount of those willing to low it “a lot” is smaller and “not at all” is bigger among the respondents.

I am interested a little (5) and able to low my carbon footprint (8a). N = 94

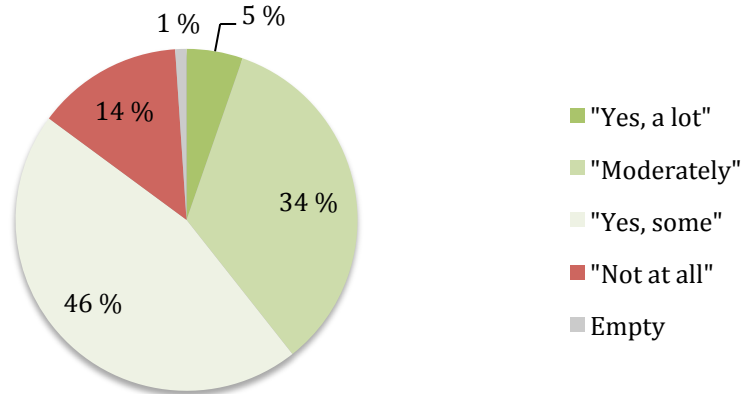


Figure 14. I am interested a little in environmental issues and nature protection and able to low my carbon footprint. (5 + 8a)

In figure 15, the amount of people rising taxation according to amount of polluting is surprisingly high. It can be interpreted that they may not think themselves as polluters, when driving their own car, consuming different goods etc. It can be presumed that they consider industry a polluter.

Should taxation be higher, related to amount of polluting?

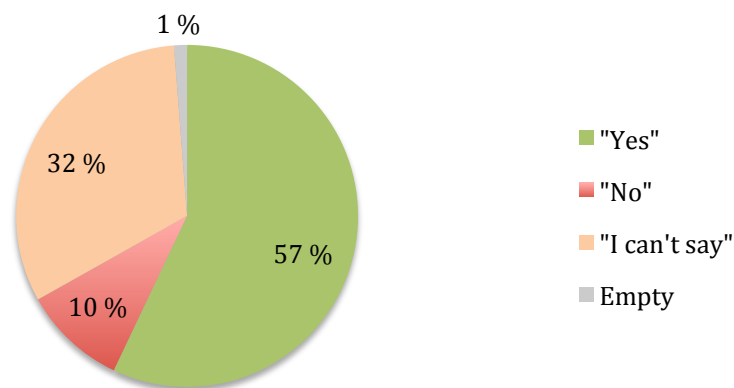


Figure 15. Should taxation be higher, related to amount of polluting? (8c)

Responsibility of environmental protection is mostly state's and municipality's issues?

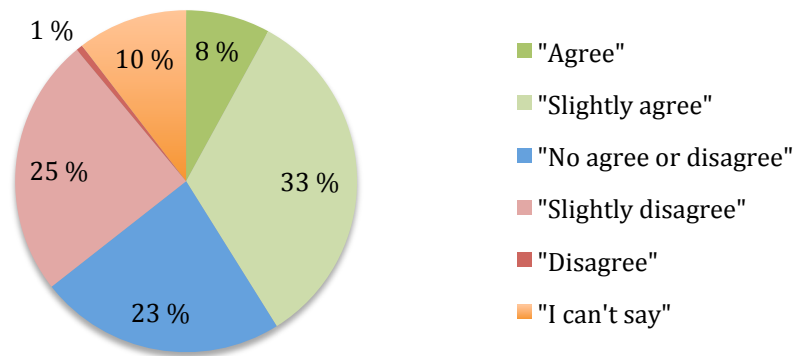


Figure 16. Responsibility of environmental protection is mostly state's and municipality's issues? (9a)

Individual acts has no influence in the condition of nature?

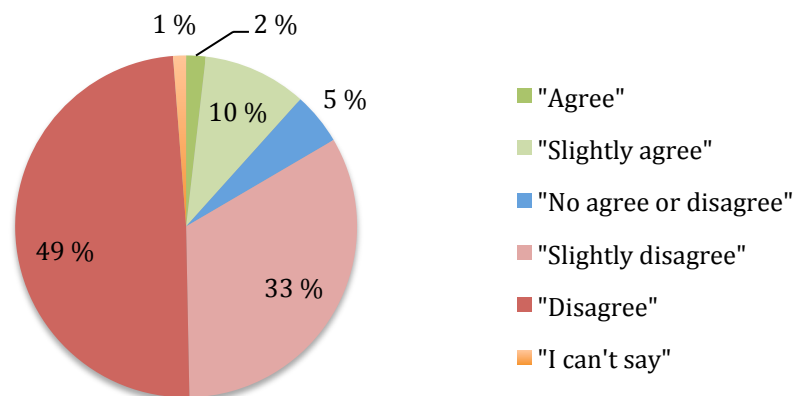


Figure 17. Individual acts have no influence in the condition of nature? (9b)

Figure 17 is seeking for freeloaders. Half of the respondents disagree and 33 per cent slightly disagree, when is asked, if individual acts do not have an influence on the condition of natural environment. However, over half thought that environmental protection is mostly task/problem of the industries (figure 18).

Responsibility of environmental protection is mostly industry's issue?

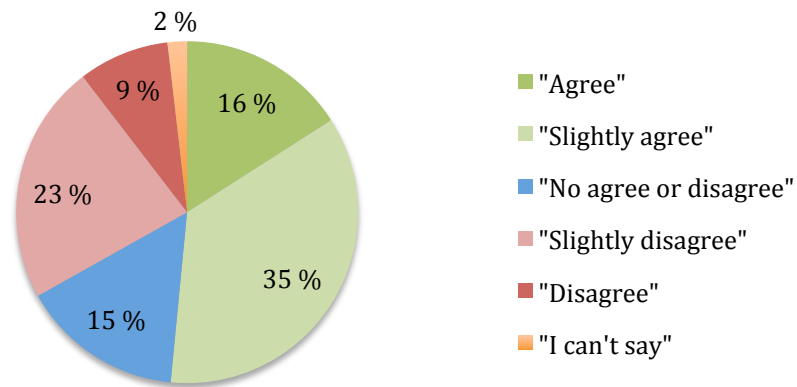


Figure 18. Responsibility of environmental protection is mostly industry's issue? (9c)

When asked, if more Finns should be concerned with the condition of nature, 62 % answered "agree" and 29 % "slightly agree".

More Finns should be concerned about the condition of nature?

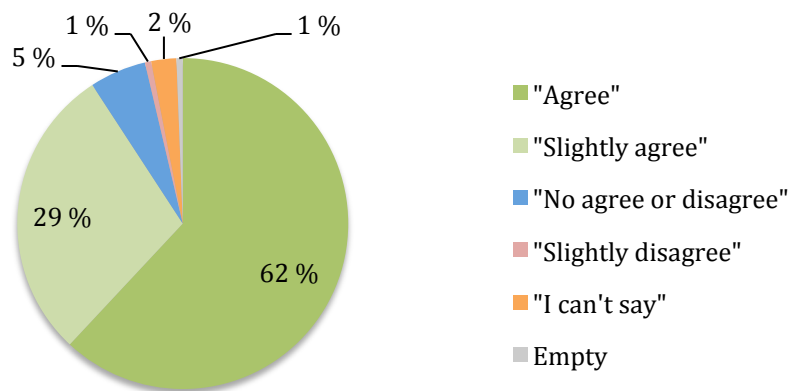


Figure 19. More Finns should be concerned about the condition of nature? (9d)

41 % believe that environmental problems will be solved at least partly with science and technology. Only 1 per cent disagrees, whereas 25 % "slightly disagree".

Environmental problems will be solved with science and technology?

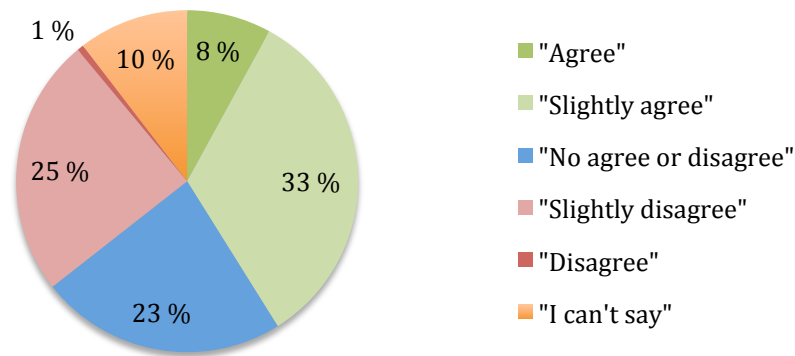


Figure 20. Environmental problems will be solved with science and technology? (9e)

Only 4 % of all respondents think (figure 21.) that they should not change their life style towards more environmental friendly direction, which is a good basis, when parish union start to implement environmental agenda. The result is promising.

Should you change your life style towards more environmental friendly direction?

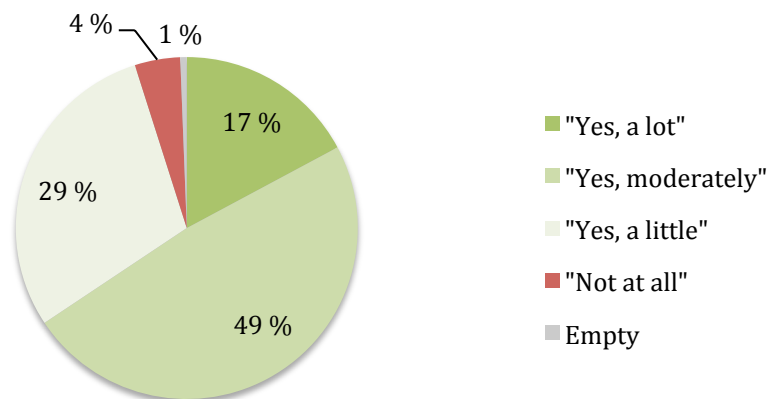


Table 21. Should you change your life style towards more environmental friendly direction? (9f)

6.3 Behaviour at work and during free time

People do not choose their environmentally friendly efforts according to importance or influence, as can be seen in following pie charts which are explaining personal behaviour. Presumably, they do not know which has significant effects, or they based on their behaviour just in according to convenience. The Finns environmental burden consists mostly of habitation, alimentation and transportation (Koskela 2010).

Only 17 % tells that they use eco-certificated electricity (figure 22.). However, 30 % announce energy consumption affects “significantly” their buying decision, and only 9 % say it has not an influence at all. (figure 23.)

Do you use eco-certificated electricity?

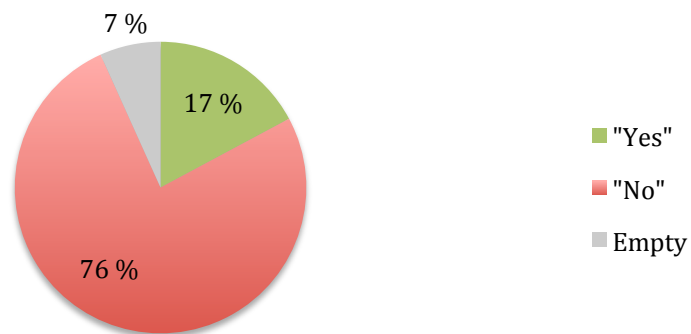


Figure 22. Do you use eco-certificated electricity? (6a)

Does product's energy consumption affect to your buying decision?

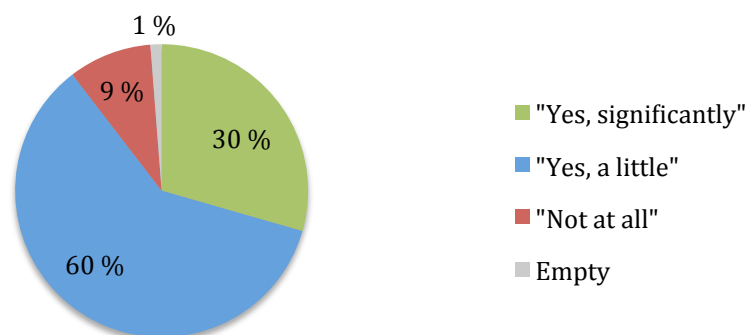


Figure 23. Does product's energy consumption affect to your buying decision? (6b)

The huge 85 % of the respondents state that eco-certificate of the product or the production method affects their buying habits (figure 24.). Products without packages and re-fill packages are popular among respondents (figure 25.).

Do you prefer eco-certificated products and products made with recycled materials?

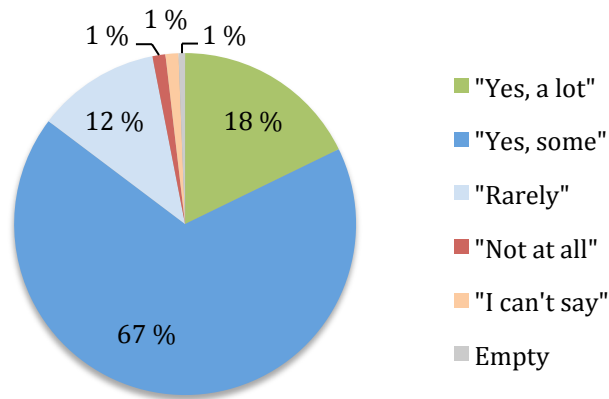


Figure 24. Do you prefer eco-certificated products and products made with recycled materials? (6c)

Do you prefer products without packages and re-fill and re-use packages?

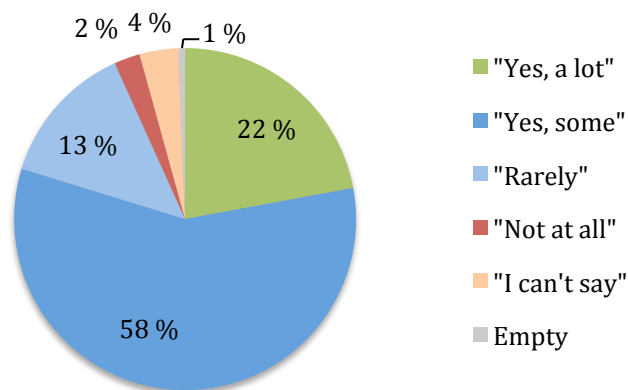


Figure 25. Do you prefer products without packages and re-fill and re-use packages? (6d)

The success of organically produced food depends on price. Only 4 % report that they use organically produced food a lot, when 9 % do not buy it at all and 53 % says its share is minor.

What is a share of organically produced food of your grocery shopping?

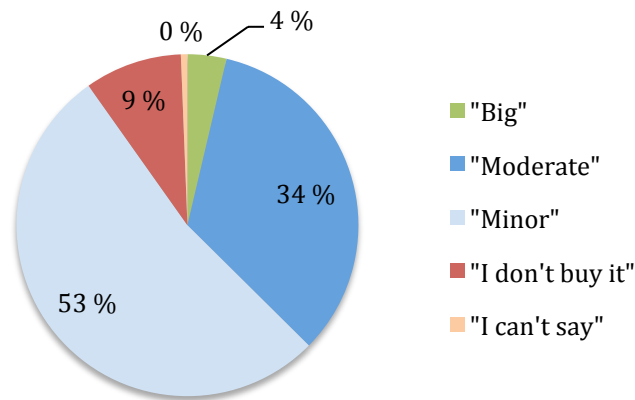


Figure 26. What is a share of organically produced food of your grocery shopping? (6e)

4 % of the respondents are vegetarian, who are using milk and egg products. 64 % tell they are omnivore. Vegetarian diet would be easy way to lower carbon footprint, but its importance may not be clear to the audience. In church's climate agenda, there is a recommendation to diminish usage of meat products and prefer vegetarian diet.

What is the share of vegetarian meals of all your meals?

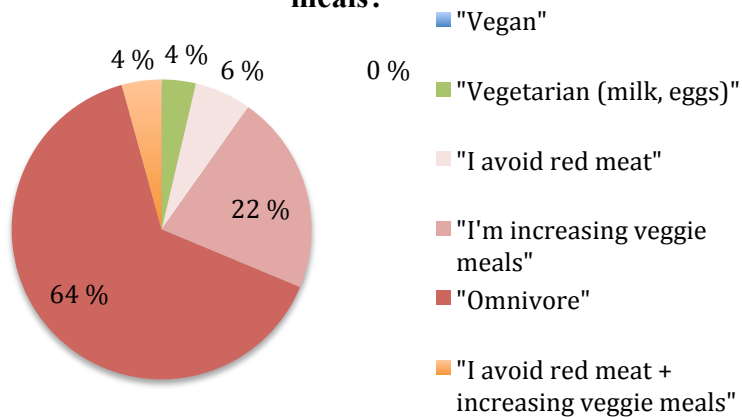


Figure 27. What is the share of vegetarian meals of all your meals? (6f)

When asked about recycling, only 3 % said they do not do it at all, whereas 42 % recycled all that is possible in Kotka region. 54 % answered they recycle something, answers varying between one particle to almost all possible particles.

In some point, environmental friendly behaviour is connected to recycling, and people feel when they recycle, they are acting environmental friendly way, however their other efforts can be minor.

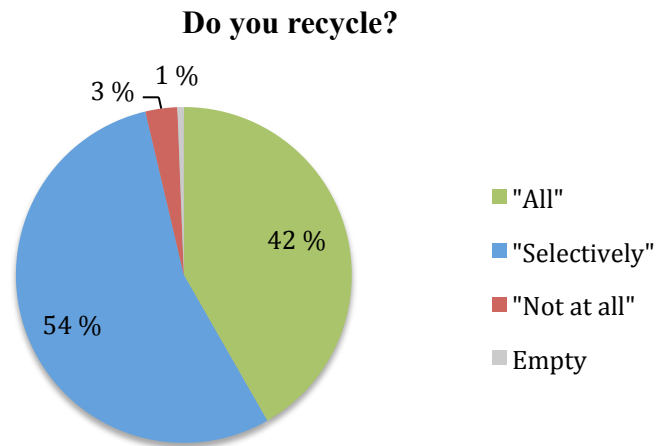


Figure 28. Do you recycle? (6g)

In figure 29, transportation behaviour was asked. 64 % goes to work by his own car. The result was similar when asked about habits in free time. Therefore, time may not be significant factor, when deciding what method to use. Some persons wrote that they need to use their own car during workday. This was mentioned mostly in clergy's responses. Supposedly, inconvenience of local public transportation may partly cause the big amount of private car usage.

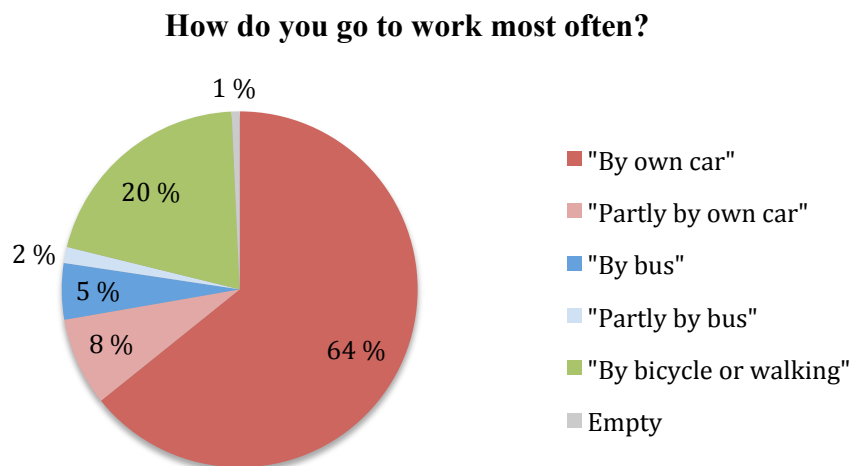


Figure 29. How do you go to work most often? (6h)

Counsellors' answers have been taken away from figures that concern working behaviour, as well as answers "not including in to my work".

The attitude survey was launched at the time, when the first energy and paper saving guidance came to the offices, so it will be good basis information for the further researches.

Do you switch-off computer, when you are not using it? N = 99

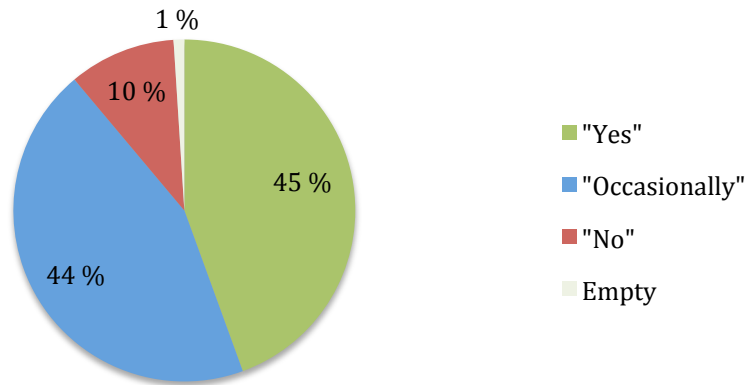


Figure 30. Do you switch-off computer, when you are not using it? (7a)

Do you switch-off all equipment after working hours? N = 98

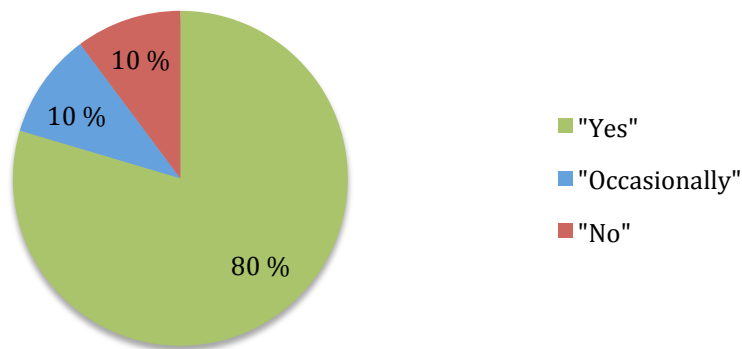


Figure 31. Do you switch-off all equipment after working hours? (7b)

Figure 32, shows the importance of education in behaviour. 32 per cent of employees say they can't use energy saving modes in computers and other equipment.

Can you use energy saver modes and do you use them? N = 99

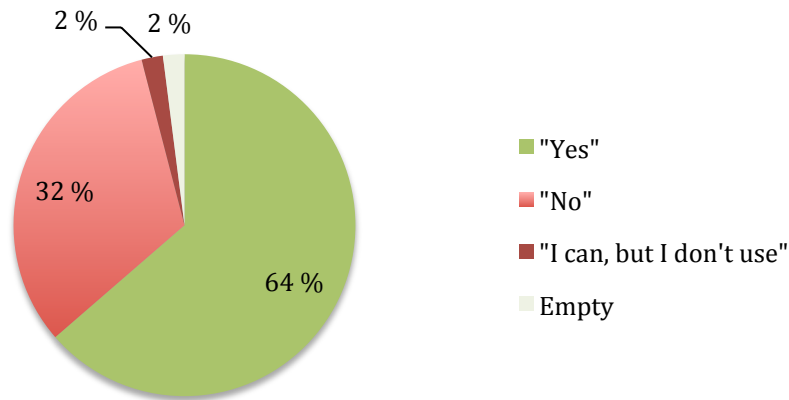


Figure 32. Can you use energy saver modes and do you use them? (7c)

One reason for the huge amount of double-sided printing not being in use (figure 33.) was lack of equipment. Recently parish union bought new printers and they are now examining the usage of printer paper.

Double-sided printing is automatically chosen. N = 92

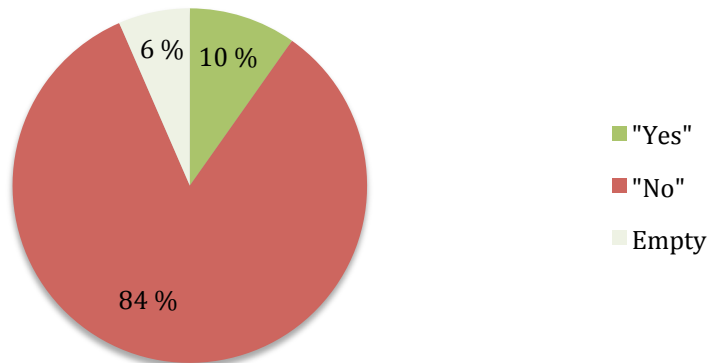


Figure 33. Double-sided printing is automatically chosen. (7d)

Figures 34 and 35 present answers to questions about the working environment and what is the possibility of environmental friendly habits at work and how work society relates to those issues. It is significant that numerous respondents answer that parish union manages only "moderately" of those things, answers "badly" being high as well.

Do you have a possibility to act environmental friendly at work?

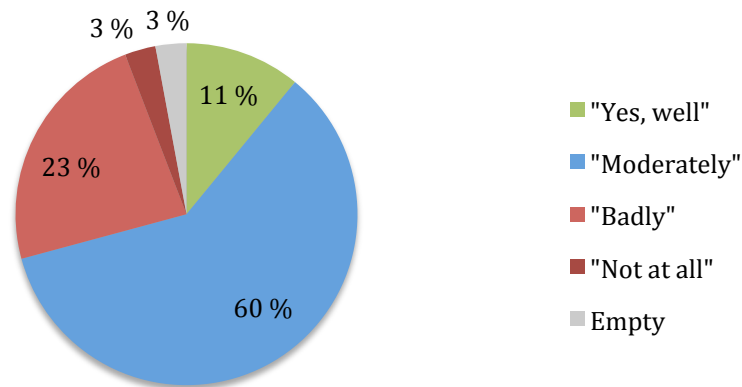


Figure 34. Do you have a possibility to act environmental friendly at work? (7e)

How your work society relates to environmental friendly working habits?

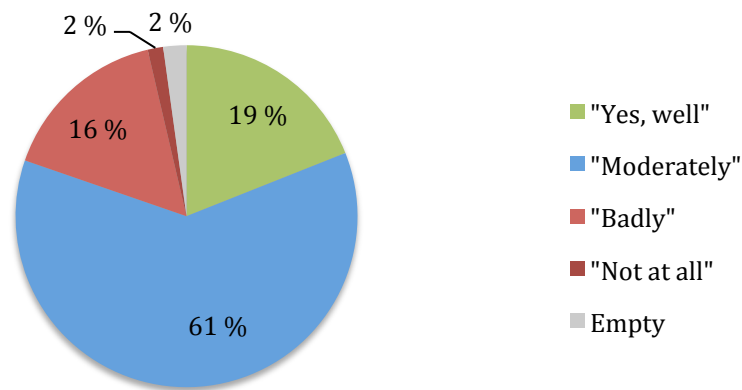


Figure 35. How your work society relates to environmental friendly working habits? (7f)

6.4 Church's duties: does environmental protection belong to it?

The respondents feel strongly, that environmental protection belongs to the church (figure 36.). 84 % of answers were "yes", about one tenth being "no". However people act in their daily lives, they are assuming that the society will be responsible. Still, this is a great result for implementing environmental agenda.

Does environmental protection belongs to church?

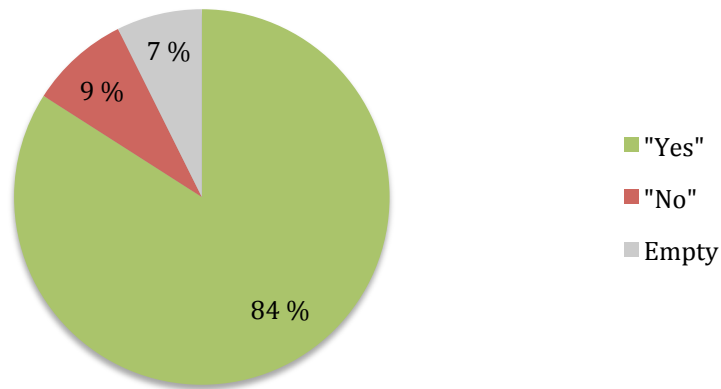


Figure 36 Does environmental protection belongs to church? (11)

Figure 37 asked about parish union's functions, environmental issues performance was considered to work moderately, 58 %, when 21 % of respondents have been answered that they do not know about it. 13 % have been answered "badly".

This supports the former question of how work society relates to environmental issues and what are the possibilities of the respondent to act environmental friendly at work. In parish union's agenda, there are major changes to do, to increase communication of diploma process and to create working environment pleasant and supportive for environmental actions.

Does parish union consider environmental issues in its functions?

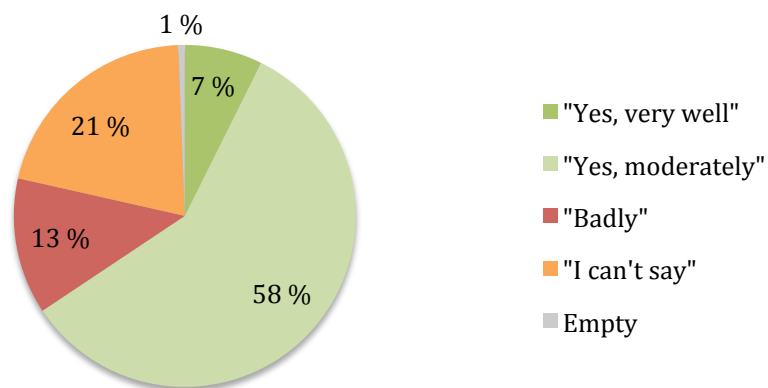


Figure 37. Does parish union consider environmental issues in its functions? (12)

Relieving is the amount of 84 % of the respondents, who think parish union's diploma process is recommendable, and only 6 % will not recommend it (figure 38.).

What do you think about parish union's diploma project?

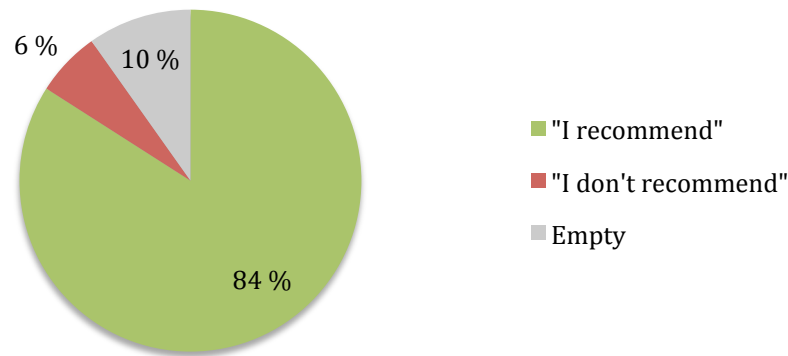


Figure 38. What do you think about parish union's diploma project? (13)

7 ANALYSIS AND CONCLUSIONS OF THE SURVEY

Parish union has started to implement its agenda. Some development has been gained in cemeteries, for example, when they try to avoid hazardous pesticides and fertilizers. A Neat lawn is hard to keep tidy manually, so areas of lawns have been diminished.

Waste management has been analysed and rationalized. Parish union recycles almost all what is possible in Kotka region. Also office duties have been examined, and printer paper usage is monitored continuously. New printer has an option for double-sided printing.

Some employees have been trained in the eco project of Kotka municipality. These persons will be support persons in their working communities in environmental issues. They will train and give guidance to their colleagues.

Kotka-Kymi parish union has taken the first step in their diploma process, and later on, it will pass all the fields of activities. When diploma is gained, after every four

year it will be analysed, that it is still taking care of it and deepen the performance towards more sustainable way.

Figure 39, SWOT-analysis contains some current and future's features, that may support or harm environmental agenda implementation. In strengths-opportunities column, there is mentioned Eko Kotka project, which is Kotka municipality's environmental agenda. Parish union and municipality will get major synergy advantages, while both are implementing similar agendas. It covers partly "alliances and partners" as in both organizations they are almost same.

	Strengths	Weaknesses
Opportunities	<ul style="list-style-type: none"> • Administration manager has been implementing diploma process in Orimattila parish • Eko-Kotka project • Current eco-trend • Knowledge • Alliances and partners 	<ul style="list-style-type: none"> • Common habits • Lack of public transportation
Threats	<ul style="list-style-type: none"> • Communication • Social pressure • Competing behaviour and attitudes • Own benefit • Policies 	<ul style="list-style-type: none"> • Weak connection between attitudes and behaviour • Freeloaders • Own benefit • The price of eco-labelled and organic goods

Figure 39. SWOT-analysis of Kotka-Kymi parish union's environmental diploma

7.1 Validity and reliability of the studies

The amount of the respondents is relatively good, 68 % of all the employees and counsellors. New counsellors were chosen in elections in autumn 2010 and some of the employees were working part-time in the cemetery during the spring-summer 2010.

However, implementation will eventually target to the parish union's society as a whole, so this will not affect to the planning process.

Because of the gap between attitude and following behaviour, the result should be considered only directionally.

7.2 Results and conclusions of the studies

The ground of attitudes is receptive for the agenda implementation. However, there was not significantly environmental friendly behaviour among respondents. Main common attitude towards environmental issues is positive. The next step is to think how to lower the barriers between attitudes and behaviour. It is hard to track the connection between attitude and behaviour, what people say they might not do, however it seems that the attitude towards environmental agenda is receptive.

This survey shows that the parish union should take care of the working environment and ease personal efforts to act environmentally friendly at work, according to the respondents (see figure 6.3.13.) (7e).

Situation is similar when asked about the relationship to environmental friendly working habits in the working community was asked about (Table 6.3.14.). The results announced it has succeeded mainly moderately, but also many have been defined it badly.

Communication has essential role in implementation. Remarkably many of the respondents wrote in the comment area, that they do not know about diploma project, they have not heard about it. Some respondents suggest that diploma is just a merit and not affecting to anything, so clearly, the process of continuous improvement of environmental performance wasn't familiar.

We know have we met the goal after evaluation of implementation.

7.3 Deliberation and further topics for studies

The planning and implementation of the social marketing concept in Kotka-Kymi parish union's environmental agenda would be naturally interesting to accomplish.

After environmental agenda implementation, it would be necessary to make an evaluation have we met the goal. Results and analysis from the field, what has been changed, have positive attitudes changed into behaviour and does working environments feel that common attitude is good and eco working habits are easily fulfilled.

Information background from this survey will be a good basis for later surveys, concerning Kotka-Kymi parish union, other Finnish parish unions or other attitude analysis'.

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1 Mies Nainen

2 Ikä

≤ 29 30–39 40–49 50–59 ≥ 60

3 Koulutus

Peruskoulu Ammattiopisto/lukio Joku muu
 Ammattikoulu Korkeakoulu

4 Tehtävä seurakuntayhtymässä

Yhtymän yhteiset työalat Diakoniatyö Kiinteistönhoito ja kirkon palvelutyö
 Toimistotyö Hautaustoimi Luottamushenkilöt
 Papisto ja kanttorit Kurssikeskukset ja ruokahuolto Muu
 Kasvatustyö

5 Miten luonnehtisit kiinnostustasi ympäristöasioihin ja luonnonsuojeluun?

Kiinnostaa paljon Kiinnostaa jonkin verran Ei kiinnosta lainkaan

6 Oman toiminnan vaikutukset

a. Ostatko ympäristömerkittyä sähköä? (ent. Norppasähkö, nyk. Eko-energia)

Kyllä Ei

b. Vaikuttaako tuotteen energiankulutus ostopäätökseesi? (Energiansäästöä ilmoittaa tuotteessa esim. Energy saver –merkki, tai muu mainittu tuotteen energiansäästöominaisuus)

Kyllä, merkittävästi Kyllä, jonkin verran Ei vaikuta lainkaan

c. Suositko tuotteita, joilla on ympäristömerkki? (Joutsenmerkki, Bra miljöval, EU-kukka, Reilu kauppa) ja uusiotuotteita?

Suosin paljon Jonkin verran Harvoin En lainkaan En osaa sanoa

d. Suositko vähemmän pakattuja tuotteita, sekä uudelleentäytettäviä ja -käytettäviä pakkauksia?

Suosin paljon Jonkin verran Harvoin En lainkaan En osaa sanoa

e. Mikä on luomutuotteiden osuus elintarvikeostoksistasi? (luomu = luonnonmukaisesti tuotettu)

Suuri Kohtalainen Vähäinen En osta luomua En osaa sanoa

f. Mikä on kasvisaterioiden osuus aterioistasi?

Syön vain kasvisperäistä ruokaa (vegaani) Syön kasvisruokaa & maito- ja muna tuotteita Vältän punaista lihaa Pyrin lisäämään kasvisaterioiden osuutta Syön kaikkea

g. Lajitteletko kotitalousjätteet? (Voit valita useita)

- | | |
|-----------------------------------|---|
| <input type="checkbox"/> Biojäte | <input type="checkbox"/> Lasi |
| <input type="checkbox"/> Paperi | <input type="checkbox"/> Ongelmajäte (paristot, energiansäästölamput ym.) |
| <input type="checkbox"/> Kartonki | <input type="checkbox"/> En lajittele lainkaan |
| <input type="checkbox"/> Metallit | |

h. Kuinka useimmiten kuljet työmatkasi?

- | | |
|---|---|
| <input type="checkbox"/> Omalla autolla | <input type="checkbox"/> Polkupyörällä tai kävellen |
| <input type="checkbox"/> Linja-autolla | <input type="checkbox"/> Muu, mikä: |
- Työmatkan pituus, km:

i. Kuinka liikut vapaa-ajalla?

- | | |
|---|---|
| <input type="checkbox"/> Omalla autolla | <input type="checkbox"/> Polkupyörällä tai kävellen |
| <input type="checkbox"/> Linja-autolla | <input type="checkbox"/> Muu, mikä: |

7 Omat toimintatavat työpaikalla

(Mikäli kysymys ei koske sinua, valitse "ei koske työtäni" -vaihtoehto oikealla)

a. Sammutatko tietokoneen aina, kun sitä ei käytetä?

- | | | | |
|--------------------------------|------------------------------------|-----------------------------|---|
| <input type="checkbox"/> Kyllä | <input type="checkbox"/> Toisinaan | <input type="checkbox"/> En | <input type="checkbox"/> Ei koske työtäni |
|--------------------------------|------------------------------------|-----------------------------|---|

b. Suljetko laitteet valmiustilasta työpäivän päätteeksi?

- | | | | |
|--------------------------------|------------------------------------|-----------------------------|---|
| <input type="checkbox"/> Kyllä | <input type="checkbox"/> Toisinaan | <input type="checkbox"/> En | <input type="checkbox"/> Ei koske työtäni |
|--------------------------------|------------------------------------|-----------------------------|---|

c. Osaatko käyttää tietokoneen virransäästötoimintoja ja käytätkö niitä?

- | | | | |
|---------------------------------------|--|---|---|
| <input type="checkbox"/> Kyllä, osaan | <input type="checkbox"/> En osaa käyttää | <input type="checkbox"/> En käytä, vaikka osaan | <input type="checkbox"/> Ei koske työtäni |
|---------------------------------------|--|---|---|

d. Tulostimessa on kaksipuolisuus oletusarvona?

- | | | |
|--------------------------------|-----------------------------|---|
| <input type="checkbox"/> Kyllä | <input type="checkbox"/> Ei | <input type="checkbox"/> Ei koske työtäni |
|--------------------------------|-----------------------------|---|

e. Onko työpaikallasi luotu mahdollisuudet toimia ympäristöä säästäen?

- | | | | |
|--------------------------------|--|-----------------------------------|--------------------------------------|
| <input type="checkbox"/> Hyvin | <input type="checkbox"/> Kohtalaisesti | <input type="checkbox"/> Huonosti | <input type="checkbox"/> Ei lainkaan |
|--------------------------------|--|-----------------------------------|--------------------------------------|

f. Miten työyhteisössäsi suhtaudutaan ympäristöä säästäviin toimintatapoihin?

- | | | | |
|--------------------------------|--|-----------------------------------|--|
| <input type="checkbox"/> Hyvin | <input type="checkbox"/> Kohtalaisesti | <input type="checkbox"/> Huonosti | <input type="checkbox"/> Ei toteuteta lainkaan |
|--------------------------------|--|-----------------------------------|--|

g. Millä tavoin voisit omassa työssäsi toimia ympäristöystävällisemmin? (Esimerkkejä: energiansäästö, materiaalivalinnat, työtavat jne.)

8 Valmius taloudellisiin uhrauksiin

a. Oletko valmis alentamaan elintasoasi pienentääksesi omaa, henkilökohtaista hiilijalanjälkeäsi? (Esim. Luopumaan autosta, lomalennoista jne.)

- Kyllä, paljon Kyllä, jonkin verran Kyllä, hiukan En lainkaan

b. Oletko valmis maksamaan enemmän tuotteesta, joka on valmistettu ympäristöystävällisemmällä tavalla?

- Kyllä, paljon Kyllä, jonkin verran Kyllä, hiukan En lainkaan

c. Tulisiko ympäristöä saastuttavasta toiminnasta verottaa ankarammin?

- Kyllä Ei En osaa sanoa

9 Vastuu ja vaikutusmahdollisuudet

a. Vastuu ympäristönsuojelusta kuuluu ensisijaisesti valtiolle ja kunnille?

- Samaa mieltä Ei samaa eikä eri mieltä Täysin eri mieltä
Jokseenkin samaa mieltä Jokseenkin eri mieltä En osaa sanoa

b. Yksittäisen henkilön teoilla ei ole vaikutusta ympäristön tilaan?

- Samaa mieltä Ei samaa eikä eri mieltä Täysin eri mieltä
Jokseenkin samaa mieltä Jokseenkin eri mieltä En osaa sanoa

c. Vastuu ympäristönsuojelusta kuuluu ensisijaisesti teollisuudelle?

- Samaa mieltä Ei samaa eikä eri mieltä Täysin eri mieltä
Jokseenkin samaa mieltä Jokseenkin eri mieltä En osaa sanoa

d. Useampien suomalaisten tulisi olla huolissaan ympäristön tilasta?

- Samaa mieltä Ei samaa eikä eri mieltä Täysin eri mieltä
Jokseenkin samaa mieltä Jokseenkin eri mieltä En osaa sanoa

e. Tieteen ja tekniikan avulla pystytään ratkaisemaan ympäristöongelmat?

- Samaa mieltä Ei samaa eikä eri mieltä Täysin eri mieltä
Jokseenkin samaa mieltä Jokseenkin eri mieltä En osaa sanoa

f. Tulisiko sinun mielestäsi muuttaa elintapojasi ympäristöystävällisempään suuntaan?

- Kyllä, paljon Kyllä, jonkin verran Kyllä, hiukan En lainkaan

11 Kuuluuko ympäristönsuojelu mielestäsi kirkon tehtäviin? Perustele.

- Kyllä Ei

Kommentti:

12 Ottaako Kotka-Kymin seurakuntayhtymä ympäristöasiat huomioon toiminnassaan?

Erittäin hyvin

Kohtalaisesti

Huonosti

En osaa sanoa

13 Mitä mieltä olet Kotka-Kymin seurakuntayhtymän ympäristödiplomihankkeesta?

Kannatan hanketta

En kannata

Kommentti:

Palautetaan viimeistään 28. Toukokuuta. Kiitos ajastasi!