International mobilities and sustainability

Survey Report, November–December 2021

Implemented by STEM/MARK exclusively for the Czech National Agency for International Education and Research
International mobilities and sustainability

Final report of quantitative survey
STEM/MARK | November–December 2021
# Table of Chapters

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research parameters</td>
<td>p. 4</td>
</tr>
<tr>
<td>Main findings</td>
<td>p. 5</td>
</tr>
<tr>
<td>Study and work periods abroad</td>
<td>p. 8</td>
</tr>
<tr>
<td>Sustainability and environmentally friendly travel</td>
<td>p. 35</td>
</tr>
<tr>
<td>Contact information</td>
<td>p. 52</td>
</tr>
</tbody>
</table>
Survey parameters

Objective of the survey
Determine the level of young people’s awareness of international mobilities, whether they use these options and their views on them
Monitor attitudes towards different aspects of sustainability and environmentally friendly travel

Target group
Czech Republic, 15–30 years
A representative sample by gender, age, highest educational attainment, self-governing region and size of place of residence

Details of the field survey
Methodology: CAWI survey
Number of interviews conducted: 1011
Data collection period: 24 Nov – 1 Dec 2021
Sampling method: quota sampling
Data: unweighted
Main findings: physical international mobilities

- A total of 23% of the respondents completed a study or work period abroad (32% in the HEI-educated group). Most of these periods abroad/international mobilities took place under the Erasmus+ programme.

- In choosing a particular programme, the most important factor is that it should be interesting and beneficial. The majority of respondents received information about their options to go abroad from their school.

- The main positives of physical mobilities include improvement of foreign language proficiency, getting to know another country and culture, as well as new experiences. Especially to those with a HEI degree, newly formed friendships are more important than newly acquired knowledge. Respondents identified travel/transport as the most complicated aspect, while a fifth also identified the language barrier. Respondents with a HEI degree also dealt with complications concerning administration and accommodation more often than average.

- Three-fifths of Czechs aged 15 to 30 years are interested in physically participating in a study/work period abroad in the future. Younger people are more likely to be interested (77% in the 15–19 age group). In terms of international mobilities, young people are most interested in work experience/placements abroad, work and language courses; they are least interested in volunteering and sports activities.

- Students often look for information about opportunities to go abroad at their school, workers at work, but everyone primarily on the internet, often also from friends/acquaintances.

- The biggest obstacles to potentially implementing a mobility include lack of funding and the uncertain situation surrounding the pandemic. Family or relationship reasons are also frequent among respondents over 25 years.

- The main reasons why two-fifths of respondents are not interested in international mobilities (study or work periods abroad) include poor foreign language proficiency, lack of time and funding.
Main findings: virtual and combined mobilities

- 5% and 3% of respondents have personal experience with virtual and combined mobilities, respectively.
- For virtual and combined mobilities, the results show that the choice available is not as wide (as for traditional physical mobilities), so the programme chosen by the respondent was relatively often selected because it was the only one available.
- The main benefits of a virtual or combined mobility, according to those who have completed them, include new experiences, new knowledge, improvement of foreign language proficiency, but also the fact that they do not have to go anywhere (saving time and money, greater convenience). The downsides of such mobilities include e.g. potential problems with internet connectivity or the demands of on-line learning in a foreign language in terms of maintaining concentration.
- Approximately half of the people in the target group are interested in participating in a study/work period abroad in the future, either virtually or in a combined form (or both). There is more interest among younger people (59% of those aged under 20 years are interested). As part of such mobilities, people would like to attend language courses, but also to work (work placements, work experience) or attend conferences, lectures, workshops, etc. More than one third are not sure what they could actually do in this type of mobility.
- 1/2 of respondents are not interested in these forms of mobilities mainly because they do not have time, they do not find them attractive, or possibly they believe that it would be better to be physically present in the given country rather than virtually.
- Virtual or combined mobilities are generally viewed as mostly positive. Overall, HEI-educated people have a more positive attitude towards these mobilities, seeing them as a good alternative in situations where physical mobilities cannot take place. 3 out of 5 people believe that these mobilities have the potential to appeal to participants who would not be interested in a physical mobility.
Main findings: sustainability and environmentally friendly travel

- Approximately 2 out of 5 respondents are aware of the issue of sustainable or responsible travel. Most often, people understand this term as travel that is ecological and nature-friendly. However, 42% of people do not know what the term means.

- When travelling, 22% of people try to reduce their negative impact on the environment and an additional 48% would like to but do not know how.

- When choosing a means of transport, nearly half of respondents consider the negative environmental impact, but only 9% of them eventually choose the most environmentally friendly option, while for the majority, other factors are more important – price, safety, comfort and speed of transport. When choosing accommodation, the environmental impact is the least important of all the attributes suggested.

- Overall, the willingness to take concrete steps towards sustainable behaviour is around 20% (percentage points) lower when travelling than at home. Compared to normal travel, the willingness to behave sustainably during study or work periods abroad is an additional 10 pp lower, yet most people state that they would like to behave sustainably during their period abroad.

- 3 out of 5 respondents would appreciate tips, recommendations and information on sustainable travel options. Women (rather than men) and students (rather than workers) are more likely to be interested in this information.

- The availability and level of promotion of information on sustainable tourism is not good. The level of promotion is the bigger problem – more than half of respondents rate it as inadequate, while nearly a third complain about it being difficult to find. The most popular sources of information on sustainable behaviour and responsible travel are social media (Facebook, Instagram), on-line websites and blogs, and YouTube videos. By contrast, today’s young generation shows little interest in printed materials.
Study and work periods abroad
Awareness of scholarships and programmes

A01. Do you know any specific study/work scholarships or programmes?
All respondents, n=1011 [%]

- Fewer than half of respondents (43%) knew a specific study/work scholarship or programme.
- Most often, respondents indicated the Erasmus/Erasmus+ programme (45% of those who knew a specific scholarship or programme). In addition, the responses often included traditional university scholarships (for accommodation, sports, merit-based).
- Awareness of specific study/work scholarships is greater among HEI-educated respondents (64%).
Awareness of the Czech National Agency for International Education and Research

Have you ever heard of the Czech National Agency for International Education and Research, a semi-budgetary organisation under the MEYS?

- Only 4% of respondents know what the Czech National Agency for International Education (DZS) is and what it does. An additional third of respondents said they had heard the name, but almost two-thirds are not aware of DZS at all.
- Awareness of DZS is slightly greater among younger people (45% in the 15–19 age group have heard of it) and among students in general (43%).

A03. Have you ever heard of the Czech National Agency for International Education and Research, a semi-budgetary organisation under the Ministry of Education, Youth and Sports?

All respondents, n=1011 [%]
A05. Have you ever heard of the current European Union programme called Erasmus+?

All respondents, n=1011 [%]

- Three quarters of respondents in the target age group of 15 to 30 years are aware of the Erasmus+ programme.
- Almost all HEI graduates (94%) are aware of Erasmus+, while “only” 3 out of 5 respondents without School Leaving Examination have heard of it.
How would you briefly describe the Erasmus+ programme?

<table>
<thead>
<tr>
<th>Description</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A programme facilitating study abroad</td>
<td>49%</td>
</tr>
<tr>
<td>A programme facilitating exchanges abroad</td>
<td>20%</td>
</tr>
<tr>
<td>A programme to meet cultures, learn language skills, gain experience</td>
<td>7%</td>
</tr>
<tr>
<td>A programme facilitating foreign mobility of persons in academia</td>
<td>7%</td>
</tr>
<tr>
<td>A scholarship programme</td>
<td>5%</td>
</tr>
<tr>
<td>A programme to support work placements</td>
<td>5%</td>
</tr>
<tr>
<td>A programme to support international cooperation within the EU</td>
<td>5%</td>
</tr>
<tr>
<td>An EU programme</td>
<td>3%</td>
</tr>
<tr>
<td>An EU education programme</td>
<td>2%</td>
</tr>
<tr>
<td>An EU programme to support education and sport</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>11%</td>
</tr>
<tr>
<td>Did not specify/not sure</td>
<td>9%</td>
</tr>
</tbody>
</table>

People perceive Erasmus+ primarily as a programme facilitating study (or exchanges) abroad.

In their open-ended responses, few respondents indicated directly that it was a scholarship programme or e.g. that it was connected to the EU.

Overall, Erasmus+ is perceived much more as a study opportunity than a work opportunity.
The reach of Erasmus+ and DZS promotion

In the past 12 months, have you noticed any promotion of the Erasmus+ programme or the Czech National Agency for International Education and Research?

- Yes: 15
- No: 85

A07. In the past 12 months, have you noticed any promotion of the Erasmus+ programme or the Czech National Agency for International Education and Research? All respondents, n=1011 [%]

In what form have you experienced such promotion?

- In social media: 58
- At an educational event: 35
- In a public space: 19
- On TV: 8
- At an informal event: 6
- In transport vehicles: 6
- Other: 19

A08. In what form have you experienced the promotion of DZS or Erasmus+? Respondents who have noticed promotion, n=155 [%]

- Approximately 1/6 of respondents have noticed the promotion of Erasmus+ or DZS in the past 12 months. Most often in social media and at educational events.
A09. In the last 12 months, have you noticed any promotion of the European Solidarity Corps programme? All respondents, n=1011 [%]

- Yes: 95%
- No: 5%

A10. In what form have you experienced the promotion of the European Solidarity Corps?

- In social media: 57%
- On TV: 29%
- At an educational event: 18%
- In a public space: 16%
- At an informal event: 8%
- In transport vehicles: 6%
- Other: 4%

Respondents who have noticed promotion, n=49 [%]

- 5% of respondents have noticed the promotion of the European Solidarity Corps in the last 12 months. Most often in social media and on TV.
Experience of a study/work mobility

A11. Have you ever completed a study or work mobility? You can indicate multiple responses. All respondents, n=1011 [%]

- In total, 23% of respondents have completed a physical study or work period abroad (32% if the HEI-educated group), 5% have personal experience of virtual mobility and 3% of combined mobility.

- Almost three quarters of young people have never completed a (study or work) period abroad.
Programmes under which mobilities take place

Under which programme did you complete this period abroad (this mobility)?

- **Erasmus+**: 38 (47)
- **EEA funds**: 6 (6)
- **AKTION**: 3 (9)
- **European Solidarity Corps**: 2 (8)
- **AIA**: 2 (0)
- **CEEPUS**: 2 (5)
- **Other programme**: 26 (47)

- Most study/work periods abroad and virtual or combined mobilities take place under the Erasmus+ programme.
- Within the “Other programme” response, the most frequent responses included secondary school exchanges and employer-organised work placements.

---

A12. Under which programme did you complete this period abroad? (multiple responses are possible)
A17. Under which programme(s) did you complete this combined mobility/activity? (multiple responses are possible).

Respondents who have completed a mobility, n=234 (physical), n=66 (virtual or combined) [%]
In choosing a specific programme, the most important factor is that it should be interesting and beneficial.

In the case of physical mobilities, it is also crucial for them to be directly offered and available (price, location, etc.).

For virtual/combined mobilities, the results show that the choice is not as wide, so in 15% of cases the programme was chosen by the respondent because it was the only one.
Sources of information on mobilities abroad

Where did you get information about your mobility options?

- School: 70%
- Fellow students or colleagues: 30%
- Social media: 18%
- Family and friends: 18%
- DZS website: 7%
- DZS leaflets: 2%
- Other: 5%

- Physical mobilities
- Virtual/combined mobilities

Approximately two thirds of respondents received information about mobility options (virtual or combined mobilities) from their school, 30% from fellow students or colleagues.

7/8% of respondents looked for information on the DZS website, while only a handful of respondents had accessed the DZS leaflet.

A14. Where did you get information about your mobility options? (multiple responses are possible)
A19. Where did you get information about your options for virtual or combined mobilities/activities? (multiple responses are possible)

Respondents who have completed a mobility, n=234 (physical), n=66 (virtual or combined) [%]
Physical mobility – the main positives

What do you see as the main positives of your going for a period abroad?

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improvement of foreign language proficiency</td>
<td>37%</td>
</tr>
<tr>
<td>Getting to know another country, culture</td>
<td>36%</td>
</tr>
<tr>
<td>New experiences</td>
<td>25%</td>
</tr>
<tr>
<td>Friendships, contacts</td>
<td>16%</td>
</tr>
<tr>
<td>New knowledge</td>
<td>13%</td>
</tr>
<tr>
<td>Self-reliance</td>
<td>5%</td>
</tr>
<tr>
<td>Personal development</td>
<td>3%</td>
</tr>
<tr>
<td>Financial benefits (better salary)</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>16%</td>
</tr>
<tr>
<td>Did not specify/not sure</td>
<td>3%</td>
</tr>
</tbody>
</table>

A15. What do you see as the main positives of your mobility? (open-ended question, coded)
Respondents who have completed a mobility, n=234 [%]

- According to the respondents, the main positives of physical mobilities include mainly improvement of foreign language proficiency, getting to know another country/culture, as well as new experiences.

- Especially to those with a HEI degree, newly formed friendships are more important (21% ) than newly acquired knowledge ( 7%).
Physical mobility – the greatest challenges

What was the most challenging thing about your mobility?

- Travel, transport: 28%
- Language barrier: 18%
- Getting used to other environment: 9%
- Administrative (visas, documents): 7%
- Arranging accommodation: 5%
- Isolation: 3%
- Obtaining funding to go abroad: 3%
- Concerns: 1%
- Did not specify/not sure: 6%
- Other: 17%

In connection with their period abroad, respondents indicated that the most challenging thing was the travel/transport itself, and one fifth also indicated the language barrier.

Respondents with a HEI degree also dealt with challenges concerning the administrative burden (17%) and arranging accommodation (10%) more often than average.
# Virtual and combined mobility +/-

**What do you see as the main positives of your virtual and combined mobility?**

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>New experiences</td>
<td>20</td>
</tr>
<tr>
<td>New knowledge</td>
<td>17</td>
</tr>
<tr>
<td>No need to travel</td>
<td>17</td>
</tr>
<tr>
<td>Foreign language improv.</td>
<td>15</td>
</tr>
<tr>
<td>Friendships, contacts</td>
<td>9</td>
</tr>
<tr>
<td>Getting to know another country, culture</td>
<td>8</td>
</tr>
<tr>
<td>Self-reliance</td>
<td>5</td>
</tr>
<tr>
<td>Work experience</td>
<td>2</td>
</tr>
<tr>
<td>Other</td>
<td>20</td>
</tr>
<tr>
<td>Did not specify/not sure</td>
<td>12</td>
</tr>
</tbody>
</table>

According to those who have completed them, the main benefits of a virtual or combined mobilities include new experiences, new knowledge, improvement of foreign language proficiency, but also the fact that they do not have to go anywhere (saving time and money, greater convenience).

According to respondents, the downsides of such mobilities include e.g. potential problems with internet connectivity or the demands of on-line learning in a foreign language in terms of maintaining concentration.

---

A20. What do you see as the main positives of your virtual or combined mobility? (open-ended question, coded)

Respondents who have completed a virtual or combined mobility, n=66 [%]
Would you be interested in physically participating in a study/work period abroad in the future?

- Yes: 60
- No: 40

Three-fifths of Czechs aged 15–30 years are interested in physically participating in a study/work period abroad in the future.

Younger people are more likely to be interested (77% in the 15–19 age group).

A22. Would you be interested in physically participating in a study/work period abroad in the future?
All respondents, n=1011 [%]
In terms of international mobilities, young people are most interested in work experience/placements abroad, jobs and language courses, they are least interested in volunteering and sports activities.

Studying is more appealing to younger students, volunteering to women (60%), and seminars and conferences to HEI-educated respondents (82% answered definitely yes or probably yes).
Information about mobility options

Where do you look for information about your mobility options?

- On the internet: 69%
- At school: 49%
- From friends and acquaintances: 38%
- At events (trade fairs, conferences): 17%
- From a family member: 13%
- At work: 13%
- None of the above: 9%

Students often look for information about opportunities to go for a period abroad at their school, workers at work, but everyone primarily on the internet, often also from friends/acquaintances.

A24. Where do you look for information about your mobility options? (multiple responses are possible)

Respondents who are interested in a physical mobility in the future, n=609 [%]
Expectations from a period abroad

What do you expect from a mobility?

- New experiences: 45
- Foreign language improvement: 31
- New knowledge/education/skills: 23
- Getting to know another country, culture: 18
- Friendships, contacts: 15
- Personal development: 9
- Fun, adventure, variety: 6
- Better conditions (e.g. at work): 5
- Financial benefits (better salary): 4
- Work experience: 4
- Independence, self-confidence: 3
- Other: 11
- Did not specify/not sure, nothing: 5

In general, women turned out to have higher expectations from completing a period abroad than men. While men “settle” for new experiences and possibly knowledge, women are much more likely to also want to improve their language skills and get to know a different culture.

A25. What do you expect from a mobility? (open-ended question, coded)
Respondents who are interested in a physical mobility in the future, n=609 [%]
Potential obstacles to implementing a mobility

What obstacles could possibly complicate your mobility?

- Lack of funding: 54%
- Uncertain situation due to the pandemic: 49%
- Inadequate language skills: 31%
- Family or relationship reasons: 29%
- Concerns about unfamiliar environment abroad: 20%
- Despite my interest, I won’t be selected: 17%
- I would have to go alone, without any other friends: 16%
- Fear of failure to fulfil study obligations in the CR: 15%
- Fear of failure to fulfil work obligations in the CR: 9%
- The mobility did not take place as originally scheduled: 5%
- None of the above obstacles: 1%

Respondents over 25 years are significantly more likely to indicate family or relationship reasons (44%), while lack of funding is more dominant among young people under 20 years of age (62%).

A26. What obstacles could possibly complicate implementing your mobility? (multiple responses are possible)
Respondents who are interested in a physical mobility in the future, n=609 [%]
The main reasons why two-fifths of respondents are not interested in (study/work) periods abroad include poor foreign language proficiency, lack of time and lack of funding.
Interest in a virtual/combined mobility in the future

Would you be interested in participating in a study/work period abroad in a virtual/combined form?

- Yes, I would be interested in both types (17)
- Yes, I would be interested in a virtual mobility/activity (15)
- Yes, I would be interested in a combined mobility/activity (17)
- No (51)

A28. Would you be interested in participating in a study/work period abroad in a virtual or combined form in the future, either virtually or in a combined form (or both).

- Approximately half of respondents are interested in participating in a study/work period abroad in the future, either virtually or in a combined form (or both).
- Younger people are more likely to be interested (59% of those under 20 years), and overall, students more likely than workers.
## Virtual/combined mobility activities

**What specific activity would you be interested in as part of a virtual or combined mobility/activity?**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Language course/study, language improvement</td>
<td>14%</td>
</tr>
<tr>
<td>Work (work placements, training, work experience)</td>
<td>11%</td>
</tr>
<tr>
<td>Conferences/lectures/workshops</td>
<td>10%</td>
</tr>
<tr>
<td>Study, education</td>
<td>7%</td>
</tr>
<tr>
<td>I don’t mind, anything</td>
<td>5%</td>
</tr>
<tr>
<td>Getting to know the given country</td>
<td>4%</td>
</tr>
<tr>
<td>Sport</td>
<td>3%</td>
</tr>
<tr>
<td>A study period, study abroad</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>18%</td>
</tr>
<tr>
<td>Did not specify/not sure</td>
<td>35%</td>
</tr>
</tbody>
</table>

- Within virtual or combined mobilities, people would mostly like to attend language courses, but also to work (work placements, work experience) or attend conferences, lectures, workshops, etc.

- More than a third do not know what they could actually do in this type of mobility.
Expectations from a virtual/combined mobility

What do you expect from a virtual/combined mobility?

- New experiences: 34%
- New knowledge/education/skills: 25%
- Improvement of foreign language proficiency: 24%
- Meeting new people: 11%
- Getting to know another country, culture: 10%
- Personal development: 5%
- Financial/work benefits (better salary...): 4%
- Work experience: 4%
- Fun, adventure, variety: 3%
- Other: 13%
- Did not specify/not sure: 10%

Respondents’ main expectations from this form of mobility include new experiences, new knowledge, and also improvement of foreign language proficiency.

Women (31%) are more likely than men (18%) to want to improve their foreign language proficiency. Getting to know new people is primarily expected by HEI-educated respondents (21%).
Reasons for lack of interest in these forms of mobility

What are the reasons you are not interested in virtual or combined mobilities/activities?

- Physical presence in the country is better, I don’t like spending time virtually: 20%
- I don’t want to, I don’t find it appealing: 20%
- Little time / too much work: 19%
- There is no benefit, no point (less experience, information...): 11%
- Family, children: 7%
- I don’t know or understand what this is: 7%
- Poor language proficiency: 5%
- Lack of funding: 2%
- Other: 12%
- Did not specify/not sure: 8%

Approximately half of the people in the target group are not interested in these forms of mobility, mainly because they do not have the time, they are not interested or they believe that it would be better to be present in the given country physically rather than virtually.

Older women are more likely than average to indicate family reasons.
In your view, what role should virtual or combined mobilities/activities play in the future?

- As the primary option, physical mobilities will gradually disappear: 8%
- As separate and equally important mobilities/activities that exist alongside physical mobilities: 18%
- As an activity that overlaps and complements physical mobilities: 36%
- As an alternative option if physical mobility cannot be implemented: 38%

Two-fifths of respondents view virtual and combined mobilities as an alternative option when traditional physical mobility cannot be implemented. By contrast, a similar proportion of people view them as an activity that overlaps and complements physical mobilities.

8% of respondents see these forms of mobility as the primary option, and they expect physical mobilities to disappear altogether in the future. Older and less educated respondents are more likely to hold this opinion.
Agreement with statements about virtual/combined mobilities

Virtual and combined mobilities are viewed mostly positively. Overall, HEI-educated respondents have a more positive attitude towards them.

3 out of 5 people believe that these mobilities have the potential to appeal to participants who otherwise would not be interested in a physical mobility.

To what extent do you agree with the following statements about virtual or combined mobilities/activities?

<table>
<thead>
<tr>
<th>Statement</th>
<th>Definitely yes</th>
<th>Probably yes</th>
<th>Probably no</th>
<th>Definitely yes</th>
<th>Cannot say</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virtual and combined mobilities/activities provide mobility options even for those, who could not participate physically</td>
<td>40</td>
<td>37</td>
<td>9</td>
<td>2</td>
<td>11</td>
</tr>
<tr>
<td>Virtual or combined mobilities/activities will be increasingly used in the future</td>
<td>21</td>
<td>51</td>
<td>11</td>
<td>3</td>
<td>14</td>
</tr>
<tr>
<td>Virtual and combined mobilities/activities will also appeal to those who would not be interested in physical mobilities</td>
<td>17</td>
<td>43</td>
<td>19</td>
<td>5</td>
<td>16</td>
</tr>
</tbody>
</table>

A33. To what extent do you agree with the following statements about virtual or combined mobilities/activities?
All respondents, n=1011 [%]
Interest in personal information directly in the region

Would you appreciate the opportunity to obtain – in person and directly in your region – information about the portfolio of education and work experience opportunities available abroad?

- Definitely yes: 42%
- Probably yes: 22%
- Probably no: 18%
- Definitely no: 3%
- Not sure/not relevant: 15%

Nearly two-thirds of respondents would appreciate the opportunity to obtain information about the portfolio of education or work experience opportunities, which are available abroad, personally and directly in their region, more often students (72%).

A34. Would you appreciate the opportunity to obtain – in person and directly in your region – information about the portfolio of education and work experience opportunities available abroad?
All respondents, n=925 (the question was added later) [%]
Sustainability and environmentally friendly travel
B01. Are you familiar with the issue of sustainable or responsible travel?

- Yes, I am actively interested in these issues: 33%
- Yes, but I'm not actively involved in these issues: 25%
- No, but I would like to obtain additional information: 36%
- No, and I am not interested in any additional information: 5%

- Approximately 2 out of 5 respondents are aware of the issue of sustainable or responsible travel.
- Most often, people understand this term as travel that is ecological and nature-friendly. However, 42% of people do not know at all what the phrase means.
When travelling, do you try to reduce your negative impact on the environment?

- Yes: 22%
- No: 30%
- I’d like to, but I don’t know how: 48%

When travelling, 22% of people try to reduce their negative impact on the environment and an additional 48% would like to but do not know how.

In this respect, more educated people and Prague residents are more environmentally friendly.
Environmental friendliness and choice of means of transport

Do you consider the negative impact on the environment when choosing your means of transport for travel?

- Yes, and I usually opt for the most environmentally friendly option (36%)
- Yes, but I usually decide based on other factors (25%)
- No, but I’d like to be interested if I had more information (9%)
- No, I am not interested (30%)

When choosing a means of transport, nearly half of respondents consider the negative environmental impact, but only few of them (9%) eventually choose the most environmentally friendly option, while for the majority, other factors are more important.

A quarter state that they would be more interested in the entire issue if they had more information, the remaining 30% admit that they are not interested in the environmental impact of their travel at all.
Factors for choosing the means of transport

How important do you find the following factors when choosing your means of transport when travelling?

Please rank each item from the most important to the least important. *lower value = higher importance*

- Price (3.1)
- Safety (3.8)
- Convenience (4.0)
- Shortest time spent on the way (4.3)
- Flexibility of means of transport (4.9)
- Sharing a journey with a friend (6.0)
- Habit (6.2)
- Environmental impact (6.3)
- Visual experience from travel (6.4)

B05. How important do you find the following factors when choosing your means of transport when travelling? Please rank each item from the most important to the least important. All respondents, n=1011 (average ranking)
Factors for choosing accommodation

How important do you find the following factors when choosing your accommodation when travelling?

Please rank each item from the most important to the least important. -> average ranking is presented -> lower value = higher importance

- Price
- Location
- Reviews and recommendations
- Convenience
- Range of services offered
- Owner (locals, foreign chains...)
- Environmental impact

B06. How important do you find the following factors when choosing your accommodation when travelling? Please rank each item from the most important to the least important. All respondents, n=1011 (average ranking)
Availability of information on sustainable tourism

Do you feel that information on sustainable tourism is easy to find and adequately promoted?

- Yes: 15%
- Cannot say: 23%
- No: 20%
- Easy to find, inadequately promoted: 34%
- Adequately promoted, difficult to find: 9%

807. Do you feel that information on sustainable tourism is easy to find and adequately promoted? 
All respondents, n=1011 [%]

- Only 15% of respondents feel that information on sustainable tourism is both easy to find and adequately promoted. The level of promotion is the bigger problem – more than half of respondents rate it as inadequate, and almost a third complain about it being difficult to find.

- More negative responses were received from older and HEI-educated respondents.
**Sustainable behaviour – 1) at home**

What steps are you willing to take in terms of sustainable behaviour? (AT HOME)

- Sort waste: 87%
- Reuse shopping bags: 84%
- Prevent wasting food: 84%
- Keep using things that are used yet still functional: 78%
- Conserve natural resources – water, energy: 78%
- Minimise waste: 77%
- Eliminate plastic: 74%
- Buy recycled/recyclable products: 70%
- Buy local and seasonal food: 69%
- Prefer products with recycled/recyclable packaging: 67%
- Buy "pre-owned" things (e.g. clothes, books): 66%
- Buy environmentally friendly body care products: 63%
- Avoid printing documents where possible: 54%
- Purchase fair trade and/or organic products: 48%
- Environmentally friendly transport: 41%
- Volunteering in the local community: 38%
- Reduce meat intake: 36%
- Offset individual carbon footprint: 35%

B08. What steps are you willing to take in terms of sustainable behaviour? All respondents, n=1011 [%]
Overall, the willingness to take concrete steps towards sustainable behaviour is around 20% (percentage points) lower when travelling than at home.

The biggest drop was found in buying “pre-owned” things (−37%) and using old things (−35%).
### Sustainable behaviour – 3) during a mobility

**What steps are you willing to take in terms of sustainable behaviour? (DURING A STUDY/WORK PERIOD ABROAD)**

<table>
<thead>
<tr>
<th>Sustainable Behaviour</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sort waste</td>
<td>52%</td>
</tr>
<tr>
<td>Prevent wasting food</td>
<td>48%</td>
</tr>
<tr>
<td>Reuse shopping bags</td>
<td>47%</td>
</tr>
<tr>
<td>Minimise waste</td>
<td>47%</td>
</tr>
<tr>
<td>Conserve natural resources – water, energy</td>
<td>45%</td>
</tr>
<tr>
<td>Eliminate plastic</td>
<td>39%</td>
</tr>
<tr>
<td>Buy recycled/recyclable products</td>
<td>38%</td>
</tr>
<tr>
<td>Keep using things that are used yet still functional</td>
<td>37%</td>
</tr>
<tr>
<td>Prefer products with recycled/recyclable packaging</td>
<td>37%</td>
</tr>
<tr>
<td>Avoid printing documents where possible</td>
<td>33%</td>
</tr>
<tr>
<td>Buy local and seasonal food</td>
<td>33%</td>
</tr>
<tr>
<td>Environmentally friendly transport</td>
<td>28%</td>
</tr>
<tr>
<td>Buy environmentally friendly body care products</td>
<td>27%</td>
</tr>
<tr>
<td>Buy “pre-owned” things (e.g. clothes, books)</td>
<td>26%</td>
</tr>
<tr>
<td>Volunteering in the local community</td>
<td>24%</td>
</tr>
<tr>
<td>Reduce meat intake</td>
<td>23%</td>
</tr>
<tr>
<td>Buy fair trade and/or organic products</td>
<td>22%</td>
</tr>
<tr>
<td>Offset individual carbon footprint</td>
<td>21%</td>
</tr>
</tbody>
</table>

**B08. What steps are you willing to take in terms of sustainable behaviour? All respondents, n=1011 [%]**

- Compared to conventional travel, the willingness to behave sustainably during study or work periods abroad is an additional 10 percentage points lower.
- This is especially true for the willingness to use environmentally friendly transport (−17%) or to buy local/seasonal food (−13%).
Indicated willingness to behave sustainably during a study or work period abroad

If you went for a study or work period abroad, would you be willing to follow the principles of sustainable behaviour during your period abroad?

- More than three quarters of respondents who are interested in a physical mobility in the future have indicated that, as part of the mobility, they are willing to behave in line with the principles of sustainable behaviour; these are more often women and students aged 15–19 years.

Respondents who are interested in a physical mobility in the future, n=609 [%]

- Yes: 77%
- No: 5%
- Not sure: 18%
Arguments required for behavioural change

What would make you change your behaviour in a sustainable way during your period abroad?

- Specific examples of how to behave sustainably: 39
- Stronger motivation: 37
- Less demanding sustainable behaviour: 32
- More information about sustainable lifestyles in general: 27
- Like-minded colleagues/friends: 27
- Arguments/explanations as to the purpose of such behaviour: 19
- A public appeal for sustainable behaviour that I can join: 7
- Other: 3
- None of the above – I don’t believe sustainable behaviour is needed: 1
- None of the above – I have no interest in changing my behaviour: 13

▪ Others might be best persuaded to change their behaviour in a sustainable way by presenting specific examples of how to behave sustainably, or by greater motivation in general.

B10. What would you make you change your behaviour in a sustainable way during your study or work period abroad?

Respondents who are not willing (or do not know) to behave in line with the principles of sustainable behaviour during their mobility, n=139 [%]
Would you appreciate tips, recommendations and information on sustainable travel options?

- 3 out of 5 respondents would appreciate tips, recommendations and information on sustainable travel options.
- Women (rather than men) and students (rather than workers) are more likely to be interested in such information.

### B11. Would you appreciate tips, recommendations and information on sustainable travel options?

<table>
<thead>
<tr>
<th>Category</th>
<th>Yes</th>
<th>No</th>
<th>Not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>53</td>
<td>25</td>
<td>22</td>
</tr>
<tr>
<td>Women</td>
<td>65</td>
<td>15</td>
<td>20</td>
</tr>
<tr>
<td>I study</td>
<td>67</td>
<td>15</td>
<td>18</td>
</tr>
<tr>
<td>I study and work</td>
<td>60</td>
<td>26</td>
<td>14</td>
</tr>
<tr>
<td>I work</td>
<td>54</td>
<td>23</td>
<td>22</td>
</tr>
</tbody>
</table>

All respondents, n=1011 [%]
### Information resources on sustainable tourism

**What information source would you find convenient to get information on responsible travel and sustainable behaviour?**

<table>
<thead>
<tr>
<th>Information Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media (FB, Instagram)</td>
<td>66%</td>
</tr>
<tr>
<td>On-line source (web, blog)</td>
<td>60%</td>
</tr>
<tr>
<td>Video (Youtube)</td>
<td>53%</td>
</tr>
<tr>
<td>Information via e-mail (newsletter, booklet)</td>
<td>35%</td>
</tr>
<tr>
<td>Smartphone apps</td>
<td>34%</td>
</tr>
<tr>
<td>TV, radio</td>
<td>19%</td>
</tr>
<tr>
<td>Printed brochure, leaflet</td>
<td>19%</td>
</tr>
<tr>
<td>Travel agent/agency, carrier</td>
<td>15%</td>
</tr>
<tr>
<td>Periodicals (newspapers, magazines)</td>
<td>9%</td>
</tr>
<tr>
<td>Other source</td>
<td>1%</td>
</tr>
</tbody>
</table>

- The most sought-after sources to get information on sustainable behaviour and responsible travel are social media (Facebook, Instagram), on-line websites and blogs or Youtube videos.
- By contrast, today's young generation shows little interest in printed materials.

B12. What information source would you find convenient to get information on responsible travel and sustainable behaviour? (multiple responses are possible)

Respondents who are interested in tips and information on sustainable travel, n=596 [%%]
Is climate change a source of concern for you?

- Definitely yes: 28%
- Probably yes: 43%
- Probably no: 24%
- Definitely no: 5%

Climate change is a source of concern for 71% of respondents, more often women and HEI-educated respondents.
What do you think is causing climate change?

- 9 out of 10 respondents believe that humans are at least partly responsible for climate change (42% blame humans alone, while 47% attribute climate change to a combination of human activity and natural processes).
Responsibility for combating climate change

Who do you think should take responsibility for implementing changes to combat climate change?

- Governments: 65%
- International organisations: 54%
- Individual people: 52%
- Companies, corporations: 50%
- Communities, interest groups: 23%
- Non-profit organisations: 19%
- Higher education institutions: 18%
- Other: 2%

- Governments and international organisations (such as the UN) should take the main responsibility for combating climate change, but individuals and corporations should also get involved.
Czech National Agency for International Education and Research (DZS)
Na Poříčí 1035/4, 110 00 Prague 1, Czech Republic
📞 +420 221 850 100
✉️ info@dzs.cz

www.dzs.cz

Facebook
www.facebook.com/dumzahranicnispoluprace
www.facebook.com/erasmusplusCR
www.facebook.com/mladezvakci
www.facebook.com/studyincz

Instagram
www.instagram.com/dzs_cz/

Twitter
twitter.com/dzs_cz