Voluntary Carbon Offsetting and Air Travellers

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Executive summary

This thesis investigates why only 1% of air travellers buy voluntary carbon offsetting when flying, by examining with whom the responsibility for this low percentage of purchasing lies.

This is done by;

- Evaluating the air travel industry and six airlines representative of this, to define what the industry does to promote this product.
- Reviewing the theory behind: Consumer Behaviour, Green Consumerism, Marketing of Green Products, Sustainability and finally Stakeholder and Shareholder theory. Thus providing the thesis with a theoretical foundation for discussing the managerial as well as psychological aspects of the product and problem.
- Conducting three interviews with experts on the subject, offering knowledge and information on the consumers as well as the industry and allowing them to deliver their inputs into the discussion. As well as conducting a survey exploring the Danish consumers knowledge and views regarding VCO and green consumption, to gain information on how customers think, feel and act in relation to VCO.
- Reviewing international studies on the subject to see how respondents from different parts of the world view this issue, and if there are any general consumer tendencies to be found.

After having collected knowledge, information and understanding from the methods above, it is then possible to analyse and discuss these, to attain an understanding of the variables that affect this problem. Based on the investigations above it is possible to conclude that the customers have little knowledge of the possibility to purchase VCO, which, for some part, removes the responsibility of the low degree of purchase from them. Furthermore it shows that the degree of environmental responsibility in a society is closely linked to the general level of development, thus suggesting that the cultures researched in this thesis is not yet developed enough to be environmentally interested to the point were customers would demand the option of offsetting the CO$_2$ emissions from flying. The study of the companies and the theory concerning them show that they have problems addressing the issue of CO$_2$ emissions to their customers with out hurting their core product, the airfares, and their competitive advantage at the same time.

The thesis finally concludes that the more responsibility an airline takes for offering VCO by promoting it more than they do now, the higher the potential becomes for the consumers to take and demand responsibility as well.
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1 Introduction

1.1 Introduction to the Problem
During the last 5-10 years it has become more and more popular among airlines to offer Voluntary Carbon Offsetting (VCO) vouchers to their customers when they buy airplane tickets. These vouchers offer the customers the possibility to reduce the CO₂ emissions an airplane fare makes, by supporting projects which aim to reduce the worlds overall CO₂ emissions. This is either done through supporting projects that help third-world country-production facilities to reduce their emissions, or simply by supporting projects that help plant more trees and thus increase the level of oxygen produced in the world, while at the same time they help to absorb some of the carbon dioxide produced by man. While, as mentioned above, this has become increasingly popular for airlines to offer, very few of their customers take advantage of it. Overall only 1% of airline customers, world wide, buy these vouchers, and this number is more or less the same for all airlines offering them (Martin Porsgaard, SAS, Appendix 1).

While Danish consumers generally perceived them selves to be among the most environmentally conscience in the world (Torben Chrintz, Concito, Appendix 3), it is easy to assume that the number of passengers that purchase VCO vouchers in Denmark would be higher than the rest of the world, but this is not the case. According to the SAS and other airlines servicing Denmark, the 1% is also the perceived amount here, which according to Martin Porsgaard, Manager Environment and Sustainability, SAS, is a puzzle to them as well. As he explained, they offer the VCO vouchers for the sake of the customers that could be interested in purchasing them and not for the sake of promoting SAS’s own beliefs. But if so few customers are interested in a product, how can the company continue to promote it?

Is the problem with the low percentage of customers that purchase VCO vouchers in fact that the companies are not really interested in selling them, or cannot figure out how to incorporate them into their strategic goals? Offering VCO for a company must be seen to be a part of their CSR programme, but during it has been proven difficult for the companies to attain real value from their CSR programmes (Porter & Kramer, 2011) so it might be possible for the companies to change their views on CSR and then benefit from better results. Based on these thoughts this thesis address these problems through the following problem formulation and sub questions.
1.2 Problem formulation

“The aim of this thesis is to investigate with whom the responsibility of the low degree of VCO purchasing in the worldwide airplane traveller industry lye. Is it the customers’ lack of knowledge and interest in reducing carbon emissions or the company’s lack of promotion and sense of responsibility?”

By comparing international studies regarding consumers and VCO, this thesis investigates the aforementioned problem formulation. This will further be researched using the following questions:

- How well acquainted are the Danish and the international consumers with VCO?
- What are the Danish and the international consumers’ thoughts on flying and reducing CO\textsubscript{2} emissions?
- What are the airlines currently doing when it comes to CSR and VCO?
- What are the airlines opportunities and risks when it comes to promoting VCO to their customers?

1.3 Delimitations

In this thesis the concept of Voluntary Carbon Offsetting will only reference to the Voluntary Carbon Offsetting schemes offered privately for the sake of private consumers wanting to purchase them. Thus will the airlines own purchases of Carbon Offsetting vouchers from, for instance, the European Trading scheme not be included here.

There is not yet one standard for calculating CO\textsubscript{2} emissions, until a such standard is set, it must be acceptable to trust the ways the companies choose to do so, even though various methods can lead to variances sometimes doubling the amount of CO\textsubscript{2} being emitted (Concito, Report on Carbon Footprint, 2012). Most companies only include the CO\textsubscript{2} that is directly linked to the manufacturing of that specific product, but leaves all of the un-allocated costs of the company out of the calculations, even though they, in some way, must be perceived to be a part of the production of that one product. The differences in the calculations, when it comes to for instance flying, can give variations from 7 tonnes of emitted CO\textsubscript{2} to an actual amount of 6-7 tonnes, on a return trip to Thailand (Concito, Report on Carbon Footprint, 2012:8). For this thesis the specific amount of reduced CO\textsubscript{2} pr. VCO voucher is irrelevant as the focus is on the purchase and knowledge of the voucher, regardless of size.
1.4 Definitions
For this thesis Carbon Footprint and CO₂ emissions stand for, and count as the same thing, however CO₂ emissions will be the term most often used. Green House Gas (GHG) emissions will be used as a term that encompasses all the various emissions on, for instance, a flight, including CO₂.

1.5 Structure of Thesis
The structure of the thesis is presented below in fig. 1.1.

![Thesis Structure Diagram]

**Fig 1.1: The Thesis Structure**
Author, 2012
2 Methodology

This chapter describes how the chosen philosophy of science has influenced the choices of methods for data collection, processing and analysis while at the same time describing some of the challenges the chosen methodology provides.

2.1 Methodological choices

This section will describe the chosen methodological approaches, chosen in this thesis, to enable a more thorough explanation and understanding of the qualitative and quantitative methods applied.

2.1.1 Research philosophy

The research philosophy adopted for a study describes important assumptions about how the world is viewed by the person/persons conducting the study (Saunders et al., 2009:108). Understanding the philosophy behind the research will enable the reader to fully comprehend the analysis and conclusions based on the results of the study, due to a more thorough understanding of how the conductor of the study perceives the world and the interactions between people in this worldview. Saunders et al. (2009) describes four different research philosophies; Pragmatism, Interpretivism, Realism and Positivism (Saunders et al., 2009:108). For this thesis Interpretivism is most relevant, as this philosophy emphasises that human behaviour, and thus social studies, cannot be entirely defined by numbers and statistics, but should rather be seen and evaluated through their actions within the context that they are in.

2.1.2 Research approach

There are two main approaches when it comes to research, the deductive and the inductive approach. One approach will most often be chosen, based on the nature of the research philosophy, but they can be combined if this is thought to be most advantageous for the study (Saunders et al., 2009). This thesis mainly uses a deductive research approach, where a hypothesis is posted and by the usage of theory and other empirical sources of data as the inspiration for definitions of concepts and generalisations. However the inductive approach is also applied when it comes to analysing the semi-structured interviews in the examination of the findings in from the interview study. By combining the two approaches it is possible to answer the research question without having to compromise neither the findings from the secondary data and the survey, nor the findings from the qualitative research, as both will be handled with the approach that is most appropriate for its kind.
2.1.3 Research strategy

When choosing a research strategy, the main goal of the study has to be taken into consideration. For this thesis, which is, as was mentioned earlier, based on the interpretivism as its research philosophy, both a deductive and inductive approach was taken. The inductive approach was applied in the usage of primary data, the interviews, to achieve an in depth understanding of why consumers choose as they choose, and not purely a to get a sense of how the consumers choose. And the deductive approach was taken in the analysis of secondary data sources and in the usage of the other primary data source, the survey. Providing this thesis with opportunity to have a more general and quantifiable approach to some of the problems posed in this thesis. Because of this, the research strategy for the collection of primary data in this thesis will be both qualitative and quantitative. The qualitative approach will provide an understanding of the consumer and how they act and think, without needing to make it quantifiable (Bloomberg et al., 2008).

Qualitative data has begun to be more and more widely recognised in the world of marketing investigations, as it is being appreciated for its ability to provide more in depth information on why consumers do as they do, and not only how they do it (Kvale, 2006). Collecting quantifiable data was initially dismissed as a research strategy for this thesis, as green consumers and their habits are not easily measurable and cannot be determined by classical segmentation. However to attain primary knowledge regarding this, a survey was constructed. The survey and the theory regarding the segmentation of green consumers will be explained in the theory section about green consumerism in which this hypothesis will be justified based on findings from empirical sources from both primary and secondary data.

As explained above this thesis will consist of the use of both qualitative and quantitative data, and it will also include a theoretical aspect. Therefore it is relevant to use the term of triangulation, which for this thesis deals with, interviews, survey and the use of relevant theory on the subject. By combining these three methods it is hoped that it will provide the thesis with a solid foundation of facts and theories to build an analysis on (Saunders et al., 2009) (Andersen, 2008).

2.2 Qualitative and Quantitative methods

2.2.1 Interviews

Three interviews were conducted to give answers and understanding to the problems posed by this thesis. Interviews, both semi-structured and unstructured were chosen for different reasons.
The unstructured interview was chosen and conducted as an informant interview in the early stages of the study. This was chosen because of its attributes when it comes to providing initial knowledge about a field of study and the mechanisms that take place with it (Andersen, 2008). The semi-structured interviews were preferred later, as they could provide an uniform line of thinking in the attempt to gather information about the area of study, while being able to utilise the theory and knowledge that has already been gathered regarding it. The semi-structured interviews also allowed for the respondents to answer freely without being limited by a strict structure that is essential when trying to attain information regarding the person’s views on life (Andersen, 2008).

2.2.1.2 Survey

A survey was designed to provide insight into whether or not it is possible to generalise when it comes to green consumerism and to provide information regarding the Danish consumers and their relationship and feelings towards VCOs. Surveys is a good tool for gaining quantitative data on general and easily comprehendible subjects, thus it compliments qualitative interviews very well, as it then is possible to achieve two different angles to a subject and problem (Andersen, 2008). The survey was designed with a lot of attention to both design and the formulation of the questions, making it inviting to look at while at the same time ensuring that the questions were all easily understandable as well as kept in the same sort so that the respondents did not have to use more time than needed for understanding the question (Anderson, 2008).

2.3 Research design

2.3.1 Studies performed for this thesis

Here the actual design of the two studies will be evaluated. Firstly the research design of the interviews will be evaluated and secondly the research design of the survey will be evaluated.

2.3.1.1 The interviews

Three interviews with experts within consumer behaviour, green consumption and travelling and tourism were made to provide a more general knowledge about the tendencies with in the industry. The expert respondents were chosen based on their involvement and knowledge about the industry and their consumers. The selection of the respondents and the style of interview that took place are discussed below.
Expert interview with Martin Porsgaard, Director Environment & CSR Infrastructure, SAS

Two interviews were conducted with Martin Porsgaard. The first was an unstructured, informant interview, through which, initial information regarding the industry and its consumers was provided. This interview was based on a number of questions that became the initial starting point for the conversation, however the interview became more a conversation regarding the subject, and is thus classified as unstructured. This interview was conducted on the telephone on March 1\textsuperscript{st} 2012 and a resume of the interview can be seen in appendix 1.

The second interview was a semi-structured interview with the purpose of providing accurate knowledge about SAS’s relationship to their consumers and how they perceive that the customers think and act when it comes to VCOs. This interview was conducted over the telephone as it merely consisted of a few clarifying questions, questions that had risen during the course of the master thesis writing process. This interview was conducted on the 10\textsuperscript{th} of July 2012, and the transcript of this interview can be seen in appendix 2.

Expert interview with Torben Chrintz from Concito, den Grønne Tænketank

This interview was conducted on June 28\textsuperscript{th} 2012, and was created as a semi-structured interview, where a set of questions were made before the interview but the interview it self became a conversation based on the questions. The interview was hereafter transcribed and can be found in appendix 3.

2.3.1.2 The survey

The survey was conducted as a web-based survey, because of its many attributes. Web-based surveys are easily distributable because they only require Internet access for the sender as well as the respondents (Blumberg et al., 2008). And with the study being conducted in Denmark, where Internet access must be perceived to be easily accessible for anyone, this is an appropriate approach. Furthermore a web-based survey provides the respondents to answer in their own time, they are not forced to answer when the conductor of the survey is available. The survey was distributed to anyone who could be interested in taking it, and focus was put on distributing it as widely as possible, to as many different Danes as possible. The questions included in the survey can be seen in appendix 4 as well as the distribution of the answers to the survey and the some statistics based on it in appendix 4. The survey was conducted in Danish, as it was perceived to allow the largest amount of responses and the highest level of understanding from the respondents who were Danish as was the target audience for this survey. It was split into four parts, the first three of these,
offering insight into the subjects discussed in this thesis and the final part, providing general
demographic information regarding the respondent, enabling segmentation of the respondents into
demographic subgroups.

The first part included questions regarding the respondents flying experience, and their experiences
regarding buying VCO vouchers. This part provided information regarding the amount of the
respondents who had experiences with VCO and what measures they assumed that they would be
influenced by, when it comes to buying VCO vouchers in the future. This was included in the
survey as it would be valuable information when it comes to assessing what the possibilities are for
VCO in the future, and provided information on Danish consumers views on VCO, which were
unavailable previous to this survey.

The second section sought to provide information regarding the respondents’ general habits when it
comes to environment-friendly consumption and their views on green consumerism. This section
was included in the survey as it, combined with the first part, would give a good understanding
about how the customers view their own green habits. This section also provided information
regarding whether or not the respondents viewed them selves as green consumers and answered
questions regarding how they perceived a green consumer could be defined.

The third part provided intelligence on how the respondents perceived the question about who has
the responsibility for ensuring a sustainable future. This gave answer to whether or not they thought
it to be a government responsibility, the responsibility of the firm or the consumers. This section
also gave the respondents the possibility of including their own opinions on the subject.

2.3.2 Data analysis method

In the analysis section of this thesis the findings from both the data collection will be presented. The
findings will be analysed according to appropriate, current methods, described below.

2.3.2.1 Qualitative data

Kvale (2006) described five methods for analysing qualitative interviews. These include: meanings
condensation, meanings categorisation, narrative structuration, meanings interpretation and creation
of meaning through ad-hoc methods. In the analysis of the interviews in this thesis the method of
meanings condensation was applied, as it allows the original meaning of the respondent to be
presented, without compromising it too much by the subjectivity of the researcher. This is relevant
in this type of research as the interviews are not used to describe the research problem from a
general point of view, and the answers from the interviews are not meant to be equally comparable, but rather the interviewees expert opinion (Kvale, 2006).

2.3.2.2 Quantitative data

For the analysis of the quantitative data, collected, the data was studied using both a univariate analysis method as well as a cluster analysis method. These methods allowed for the data to be analysed and approached according to the type of answer that the respondents had provided, without forcing the statistical material to be dependent on other answers, if they were not meant to do so. The univariate analysis method is an analysis method for quantitative data that only focuses on one question, or research unit, at a time. This method is purely descriptive, and can only provide numerical answers to the one question, or describe that one question (Anderson, 2008). This method was useful when it came to questions that were not linked to any of the other questions, and that gave direct information with data that was useful for the research questions posed in this thesis. The cluster analysis method permits the researcher to link reply’s from one question to those of others, showing a connection between the two tendencies. This analysis method can be criticised for unintentionally combining questions and tendencies that might not be interrelated, or have other causes than the one suggested in the study (Anderson, 2008). This was attempted avoided by only connecting answers and questions that had proper cause for association. The cluster analysis method is often used in market research in the attempt to find patterns in consumers habits (Anderson, 2008:195) and was also used as such here, because it provides the opportunity for the researcher to see tendencies among the answers of the respondents, but not forcing the researcher to do so.

2.3.3 Existing empirical material

Both primary and secondary studies and literature was used to provide the thesis with a both theoretical as well as practical point of departure. Articles and studies were found in books, journals, and industry reports and through previous reports and studies. This material is utilised as the focal point for the theoretical base and section of this thesis as well as the secondary reports and studies are used as the primary dataset for analysing consumer habits around the world alongside the survey and interviews conducted for this thesis. The studies are each of very different character with a great amount of variety in the way that they have been conducted, as well as the number of respondents. The suitability of the studies for the purpose of this thesis has therefore been carefully considered for each of them and the findings will thus be analysed bearing that in mind.
2.4 Research validity and reliability

Reliability
The research performed in this thesis was produced to provide more thorough information on the subject and the research question posed in the thesis. When conducting multiple studies, here, both interviews and a survey, in relation to writing a master thesis, some natural restraints are posed which can affect the reliability of the results. These include: restraints on time, due to the length and terms of the master thesis writing schedule, personnel resources as the author is expected to perform all of the data collection themselves, an economic resource restraint as the project is not supported by any other funds than the one the student has and finally a restraint in the means the student have for reaching respondents, if they are not connected to them via a company or organisation (Kvale, 2006:231). For this thesis these restraints presented themselves in the amount and style of respondents to the survey, as this was sent out using personal network and the networks of those connected to the first network. This means that there is an overrepresentation of respondents on Sjælland and in the age group of 25 – 36 years of age. When it comes to quantitative research and surveys main threads to the reliability of the answers lye in the risk of misunderstanding of the questions, annoyance with questions or the length of the survey or the simple ignorance with in the field of the study. These threads were sought avoided as explained in section 2.3: Research Design (Bloomberg et al., 2008).

For qualitative research, there is always the likelihood of the researcher subjectivity manipulating the outcome of the research. This possibility must be sought avoided by the researchers always questioning the favourite ideas and concepts in the research process (Anderson, 2008). Furthermore there are some of the same risks as with the survey, these include the interviewees misunderstanding of the questions or annoyance with the interviews. These risks were attempted circumvented by the cautious and careful design of the interviews.

Validity
When discussing validity in relation to both quantitative and qualitative research, the object is to ensure that all of the chosen method of study is appropriate and investigates the matter of interest in the appropriate way (Kvale, 2006:232). In both qualitative as well as quantitative methods this entails examining every stage of the research to see if there are any weaknesses that can threaten the outcome of the study, as well as fact checking all responses and outcomes that seem surprising or contradictory to information that has already been obtained.
3 The airline industry and Voluntary Carbon Offsetting

3.1 The airline industry

The current global airline industry consists of more than 2000 airlines, operating more than 23,000 commercial aircrafts in more than 3700 airports worldwide. During 2007 more than 2.2 billion passengers were transported on more than the 29 million scheduled flights (Belobaba et al., 2010:2). The annual growth in air travel has on average been approximately 5% during the last 30 years, this has however been affected by sudden incidents and the economic changes in the world. Worth mentioning is the beginning of the first gulf war which affected the numbers of airline passengers in 1991 and the terrorist attack on 9/11 2001, which could be seen in the decline in airline passengers for a while afterwards (Belobaba et al., 2010).

The airline industry was, until the deregulation of the American airline industry in 1978, heavily influence by government regulations, which affected profitability and competition. With the deregulation in 1978 the industry changed in USA and this spread to most of the western world, opening up the industry for increase competition and thus lower prices and low budget airlines (Belobaba et al., 2010). With the deregulations the increase in competition gave way to airlines growing in size and possibilities, thus hurting some of the smaller airlines. This lead to an increase in the wishes to merger with other airlines utilizing economics of scale, however international concern about industry consolidation introduced new regulations, which made mergers and acquisitions across boarders more difficult. This lead to the vast increase in “global” alliances, and partnerships that connects airlines from different parts of the world as we know them to day ensuring even small airlines to offer long distance routes to a variety of cities (Belobaba et al., 2010). The main focus for the future of the industry is, and has since 9/11, been on safety and security, especially when it comes to airports and airport security. These regulations are beginning to take their toll on the competitiveness and liberalisation of the industry, much like it was seen in the beginning of the century. At the same time the market for air transportation continues to grow at the same pace as it has during the past 30 years, while new markets open up, as former developing countries continue to advance and thus creating new routes and customers (Belobaba et al., 2010), (Dickinson & Vladimir, 2004). Because of the rapid growth with in the industry, and the deregulation competition has increased rapidly during the last 30 years, and with the introduction of the low cost budget airlines, ticket prices in the industry has been forced so low that many
companies struggle to survive. This has meant that many airlines have been forced to seek new ways of doing business (Belobaba et al., 2010).

3.1.1 The airline industry and the environment

While the airline industry currently struggles with increased competition and most likely will continue to do so in the future, the recent years debate about GHG emissions and the air-travel industry’s contribution to this, is beginning to become an issue for the industry. Recent numbers have shown that the total population of the world produces a little over 30 million k/t of CO₂ each year (The World Bank, 2012). Of these 30 million, aviation accounts for about 3,4% worldwide (Gössling & Peeters, 2007). Belobaba et al. (2010) suggests that the future demand for air travel is likely to grow faster than the development of new technologies on the fuel and emissions-reduction area which, most certainly, will lead to more constraints on the subject in the future. These constraints will force the industry to develop and adopt new aircraft technologies however many airlines might not be able to afford this transition and will then suffer from this development (Belobaba et al., 2010).

It is possible to identify three ways of limiting the impact of aviation on the environment, from the aviation industry’s point of view. Operational changes (limiting flight hours and requiring aircrafts to fly in narrowly defined tracks), technological changes (inventing engines that are less noisy and have a lower degree of CO₂ emission) and policy changes (which include land-use controls around airports, financial measures such as landing fees, emissions taxes and emissions trading), (Belobaba et al., 2010:407). While technological changes occur as a natural consequence of the technological development, this is primarily, currently, focused on decreasing fuel consumption, with the environmental benefits as an extra advantage, as mentioned above this development could be made faster if the right incentives are there. The same goes for the operational changes that currently take place to cut extraordinary expenses, and not to reduce the CO₂ emissions that are the consequence of longer flights. The two main selling points of airline tickets are time and price, and thus environmental performance is not rated as an attribute airlines can benefit from sharing, even so when customers desire information regarding environmental performance this can be hard to obtain (Belobaba et al., 2010). For policy changes and other governmental regulations, both the USA and the EU have their own specific bodies to regulate. In the USA the Environmental Protection Agency (EPA) is responsible for the establishment and enforcement of US environmental standards and the Federal Aviation Administration (FAA) is, among other things, responsible for setting
different aviation emissions standards, in Europe, the EU monitors and limits emissions, by means of directives, issued by the Environmental Council.

3.1.2 The airlines and CSR

Most airlines have a CSR programme designed to communicate how they fight for the environment. When looking into these CSR programmes, they, very often include a well thought out plan of how they want to save the environment. This section will take a brief look at some of them to provide some information on how the airlines view their responsibilities towards the environment and their CSR policies and thus give might help provide an answer to how they see VCO in relation to this policy and with whom they feel the responsibility for a better environment lye. The review of the airlines and their CSR politics will also include a small brief regarding how easy it is to find the information on their websites, as this will provide an insight into how the company assess the need for openness about the issue in the relation to their customers need for it. The airlines chosen for this overview has been chosen as they represent various aspects of the airline industry and are thus used as characteristic examples of the trends that lye within that type of airline. The airlines were chosen by selecting some of the big players in a geographic area by random, though according to the criteria mentioned below, they were chosen by random before it was investigated what their CSR and environmental policies were, to ensure the randomness of the selection. The first three airlines chosen, Scandinavian Airlines (SAS), Delta Air Lines (Delta), China Eastern are big international airlines, with a focus on service and business travellers, where time is of great value and the price is reflective of that service. The tree remaining airlines, Southwest airline, Easyjet and Air Asia were chosen based on the fact that they were low-cost airlines, catering primarily to tourists and a few business clients, focussing on many departures and a no frills, low cost service. At the same time all of the airlines were chosen as they represent a part of the world, providing this evaluation with aspects from different parts of the world. SAS and Easyjet mainly operate in Europe. Delta and Southwest airlines primarily operate in North America and China Eastern and Air Asia mostly operate within Asia. These three distinct geographical areas were chosen as they represent airline passengers from three different cultures and thus value sets as well as different stages in economic development, had a specific underdeveloped area been chosen, such as Africa, the information might have been different. The same goes for some developed areas such as New Zealand and Australia, in which Carbon Offsetting is, for some products, a little further developed than most of the western world (Torben Chrintz, Concito, Appendix 3).
3.1.2.1 SAS

By browsing SAS’ website it does not take much investigation to find a section on SAS and the environment, and one about SAS and CSR, indicating that SAS estimates that it is to their advantage to be as open about their CSR policy as they can. When entering the sections about SAS and the environment and their CSR politics, it becomes clear that SAS has been working quite a lot on this, and on making it easy for the customer to understand. On the websites it is possible to read about the goals the company has for the future, and how they plan to reach this most of the goals and the environmental issues mentioned is regarding GHG emissions and how to reduce them. SASs overall goal for CO₂ emissions is that they own emissions are reduced by 20% in 2015 compared to the numbers from 2005. On the SAS Group websites it is possible to find their Sustainability Report from 2011, in this report it is possible to read about many of the actions they have taken during the past years, but also see what SAS intends to do in the future, here it is possible to read that SAS would like to be seen as the most environmentally friendly airline in Europe and be among the first airlines to use alternative fuel blends, once they are improved, and many other environmental targets and goals. From SAS’ plans it is possible to see that their have divided their efforts into two main areas, describing what they as a company can do for the environment, by supporting science and efficiency and describing the general tendencies with in the industry and those that affect it, including how SAS welcomes these changes. When it comes to VCO vouchers it does not take much effort, if you are searching for it, to find a description of how you can offset your flight, and this is also included as an elective when you purchase your ticket for flights with in Europe. SAS is working with ‘The carbon neutral company’, to offer these offsets, and for flights with in Europe there is a set price of 20 kr. For flights outside Europe you have to calculate the offset and purchase is through a website linked to SAS’ (www.sas.dk and www.sasgroup.net both on July 13th, 2012).

3.1.2.2 Delta Air Lines

When you enter Deltas website it only takes a little investigation to find a section regarding Delta and the environment. Most of this information is regarding recycling and using the least amount of disposable things on their flights, but it also describes how Delta was the first airline to offer a carbon-offsetting programme in 2007 and that they currently are working with a company called the Nature Conservatory in offering VCO vouchers. A little further investigation will lead to a 2011 Corporate Responsibility report and lists of their goals and targets for the future. Whereas SAS remarked that aviation’s 2-3% of the collective GHG emissions for the world was a noticeable share
for one industry, Delta notes it as being quite small. Their targets and goals include statements like: “We will establish a baseline greenhouse gas inventory, set a reduction goal and track performance annually” and “We will develop a customer-based, climate change program to help our customers reduce their CO2 emissions when traveling with Delta”. Both statements that indicate their devotion to the issue with out having sat any definite criteria’s to live up to, in their 2011 Corporate Responsibility report it does, however state that among their 2011 environmental performance goals was: “Establish a carbon emissions goal”, this status of the performance of this goal is, in the report “Delta will soon be announcing their 2015 GHG emissions goal” (Delta, Corporate Responsibility Report, 2011). With this lack of concrete criteria’s to live up to, it could be suggested that Delta has set these goals, and intend to live up to them, but do not see any necessity in making them quantifiable in a way that could be difficult to live up to. On their website it is not easy to find any information regarding their VCO scheme other than the name of the company that they are working with and the information that it is possible to buy the offset when you are buying the tickets, this in the shape of an “extra” that you click on while performing the purchase (www.delta.com on the 14th of July 2012).

3.1.2.3 China Eastern

By browsing first the website for China Eastern and hereafter searching the internet in general for information on the subject, it has not been possible to discover anything regarding a CSR policy or environmental policy for China Eastern, nor has it been possible to find anything on VCO relating to China Eastern. From this it can only be concluded that if China Eastern has a CSR programme it is not something that they would like their customers to have easy access to, or any need of (http://hk.ceair.com/muovc/main/en_HK/index.html, on June 22nd 2012 and July 14th 2012).

3.1.2.4 Southwest airline

It does not take much investigation on Southwest’s website to find something about their relationship towards the environment and what their passions regarding it are. Like Delta Air Lines Southwest airlines focus on recycling as one of their main environmental issues and a point where they set themselves apart and do a good job. They are also keen on describing that they strive to comply with all of the laws and regulations on the area, and pride themselves of having had zero fines for environmental regulations violation in 2011. When it comes to GHG emissions it is easy to find numbers of their emissions and an explanatory text describing why the numbers are as they are. On this page it is also possible to see their future plans for the reduction of CO₂ though not in detail
or with references to how this is attainable, mostly it just mentions that they plan on living up to, and following industry approved standards. When it comes to VCO vouchers it is not possible to buy them with a ticket for an Southwest airlines flight, and nothing can be found regarding it on their website, but by browsing the internet it was possible to find an article that included an interview with the vice president of Southwest Airlines, Bob Jordan, and in this interview he was asked whether or not they intended to offer this in the near future, to this question, he answered that they had considered it, but had found it to be gimmicky and by looking at the European airlines who offered these, with limited success, they did not think that it would be a success for them either (http://www.economist.com/blogs/gulliver/2011/05/carbon_offsets, on July 16\textsuperscript{th} 2012) (www.southwest.com on July 14\textsuperscript{th} and July 16\textsuperscript{th} 2012).

3.1.2.5 Easyjet

On Easyjets website, it is easy to find something regarding sustainability and their environmental goals. Very quickly you are presented with their three main objectives that are: To be environmentally efficient in the air, To be environmentally efficient on the ground and To lead in shaping a green future for aviation, for example, carbon offsetting and shaping future aircraft designs. On this page it is also possible to read about their Carbon Offsetting program, and how you as a customer can contribute, as well as how the money helps. Easyjet has made a great effort to make it easily understandable, as well as they are providing concrete goals that they have to live up to. Underlining that they see it as one of their primary goals and responsibilities to help improve the environment and that they understand that some of their customers will expect this from them, making the easy communication a primary tool in seeking the understanding from their customers. The VCO vouchers offered by Easyjet support UN-certified carbon offsetting projects, offsets that Easyjet them selves buy, with no NGO acting as the middleman (www.easyjet.com on July 16\textsuperscript{th} 2012).

3.1.2.6 Air Asia

Air Asia’s primary focus is to enable everyone that wish for it, to fly, and keeping very low costs is the overall goal. By examining Air Asia’s website, it is not possible to find any links or recommendations of the CSR programme or their environmental policies. Thus it must be determined that they do not have one, or at least that they do not think it important to inform the public and their customers about their CSR strategy. Either way, this must be seen as an indication that they do not think that it is relevant or interesting for their customers to see, and CSR is
Voluntary Carbon Offsetting and Air Travellers

therefore not considered, by Airasia, to be at all interesting marketing wise. It is, furthermore, not possible to find any information on VCO or in general on how to offset your flight on the website (www.airasia.com, on the 22nd of June 2012 and on July 13th 2012).

3.1.2.7 The airlines and CSR in sum

Overall it is possible to see general similarities between the geographical location of the airlines. What is important to notice here is that even though it might be easy to find the CSR and VCO information from the airlines that offered these, it is always up to the customers to search for this information and the VCO voucher was for every airline offering them, something that the customer had to be attentive to add, not something they were made easily aware of.

3.2 Voluntary Carbon Offsetting

Voluntary Carbon Offsetting is a term used to describe a market that enables companies, public bodies and individuals to reduce their carbon footprint through the purchase of credits either directly reducing the overall carbon emissions in the world or from preventing the emissions in the first place. It is a voluntary act of trying to lower greenhouse gasses with the equivalent carbon dioxide saving (Davidson, 2008).

3.2.1 Understanding the different VCO schemes

The voluntary carbon offset market is linked to the regulated offset market in that way that many of the carbon credits sold in the voluntary offset market originates from compliance market projects, those that do not, comes from voluntary projects that are not necessarily regulated. The difference between the regulated market and the voluntary market is that the credits generated in the voluntary offset market does not have to meet any legally binding reduction targets and can thus not be traded in the regulated market.

The carbon offsets offered on the voluntary markets can come from both regulated market sources or sources that do not have to comply with regulation standards. In the voluntary offset market there are two types of offsets. Verified Emissions Reductions (VER) and Non-Verified Emissions Reductions (NVER) (Davidson, 2008). The VERs are projects that are verified through an external auditing program, and NVERs are projects that are only verified through self-developed standards, often made by the organisation it self. The VERs can be counted as national emission reduction, unless the projects are carried out in countries not obliged to reduce emissions under the Kyoto Protocol. For both the regulated market as well as the voluntary market organisations and companies can choose to buy credits through retailers from carbon offset suppliers, or they can
implement their own projects and sell emissions reductions exceeding their own demand to other organisations (Gössling et al., 2007). It is also worth mentioning that it is possible to buy regulated carbon offsetting vouchers in the voluntary market, but as soon as they have been “outside” the regulated market, it is not possible to sell them back. So it is not possible to buy offsets from the regulated market, trade them in the VCO market and resell them as a part of the European Trading Scheme.

3.2.2 Weaknesses and criticism of VCO

Gössling & Peeters (2007) mentions several implications of one of these being that the schemes needs to ensure that the benefits measured are additional, and would not have been created, had it not been for the financial support of the carbon-offsetting scheme. Besides this Gössling & Peeters (2007) also discuss the fact that the money generated through carbon offsetting schemes are never used to lower the CO₂ emissions generated by aviation but often instead from afforestation and renewable energy. This is a problem as it would be impossible for the world, in the future to attain zero% CO₂ emissions if the airline industry, and other industries that cannot by them selves achieve zero% CO₂ emissions due to physical and economic constraints. The physical limitations appear in various shapes, one of them being that the afforestation takes place, and would also in the future, take place mostly in developing countries where the local population would have little to say in the matter, and could thus, not use the land for anything else, this then ending up being the opposite of sustainability (Gössling & Peeters, 2007).
4 Theory

This chapter will outline the theoretical foundation of the thesis. This section is subdivided into two main parts, one describing and explaining the theory that will be used to analyze the consumers and their situation and one describing and explaining the theory that will be used to analyze the airlines and their situation.

4.1 The Consumers

This part of the theory section, will begin with describing general Consumer Behaviour theory. Then an description regarding theories about Green Consumerism will follow, which will include selected theories on how the green consumers are defined and what their preferences are.

4.1.1 Consumer Behaviour

Consumer Behaviour consists of many different things and themes, that all try to explain why consumers do what they do. Marketers are dependent on these information’s, regardless of what product they are trying to sell and how they want the market to react. In this thesis it is relevant to study some aspects of consumer behaviour to explain how the consumers think and act when it comes to VCO, and thus, a brief review of three of the main theories of consumer behaviour is included. These are presented below.

4.1.1.1 Maslow’s hierarchy of needs

To help explain why people do what they do, and thus, buy what they buy, the psychologist Abraham Maslow devised a hierarchy of needs. This hierarchy is often used in Consumer Behaviour, as it easily describes how consumers are influenced by their situation in life, to react to various products that they might have a need for. To understand the basic concept of the hierarchy this will now be evaluated briefly, with an increased focus on the parts that are the most relevant for this thesis and the consumers involved with this type of product. Looking at fig. 4.1 below, it is possible to see the build up of the hierarchy. The bottom tier represents the pure basic needs that a person needs covered, the second bottom tier, represent the needs that follow when the primary needs are met and so forth.
On the hierarchy of needs it is possible to see where the product that you want the consumers to buy fits in, and even more it is possible to discuss on which tear the consumers that you target is placed (Solomon, 2007). The majority of people living in the western world, today, have the needs fulfilled on the bottom three tears, quite easily. It is not a problem to secure a roof over their heads at night, nor for them to insure this roof, so that safety and security needs are met. Neither is it difficult for most, to be able to afford products and services that allow them to be a part of the community and to feel like they belong in this world. So the primary focus, both for the consumers and the companies here to offer products that speak to the top two tiers of this hierarchy, or products that “upgrade” the basic levels of the hierarchy, here meaning that an expensive house could both fit in the tier called EGO needs, as well as that called physiological, as the basic need of having somewhere to sleep is met, but at the same time it is an satisfaction of the need to express a status in society. For VCO vouchers, a green product that is not a necessity; it currently belongs in the top tier, appealing to those customers who use an environmentally friendly image to feel a need for self-actualisation. But it is not settled that this product, or any product like this one, will belong there, forever. It could be suggested that if it, at some point, becomes more prestigious to buy green products, and thus provides consumers a sense of accomplishment, it will then shift and belong in the fourth tier, EGO needs. And if that development continues it could even move down into the tier of Belongingness, implying that in the modern society Voluntary Carbon Offsetting on a airfare is an elementary part of contributing and belonging to society. As Maslow’s hierarchy of needs is a very popular tool in depicting basic consumer behaviour, it has been translated and adopted into
many different areas; one has been made accommodating to environmental needs, created by Winsemius and Guntram (2002). This model will be reviewed in section 4.1.2 Green consumers.

4.1.1.2 Motivational conflicts

As seen in Maslow’s hierarchy of needs, consumers buy certain products to obtain specific goals that satisfy their needs. These goals can be either positively valued, or negatively, depending on the goal. The positively valued goals are those that consumers seek to obtain to ensure a positive outcome, the negative ones are those that consumers need to obtain to avoid a negative outcome.

For many products it is however not as simple as to say that there is only a positive outcome, when this is the case, it is called a motivational conflict, and there are three types of motivational conflicts, these are:

**Approach – Approach conflicts.** In which the consumer has to choose between two positive outcomes, such as: choosing between two movies to watch in the cinema, or which type of holiday to go on.

**Approach – Avoidance conflicts.** In which the positive outcome product that the consumer desires comes with a negative outcome as well. This could be buying a product from a certain company, knowing that the company uses child labour or not buying the product at all.

**Avoidance - Avoidance conflicts.** Where the consumers have to choose between to negative outcomes. For instance, spending money fixing the old car or spending even more money by getting a new one, conflicts in which the consumer have no choice, but there isn’t a positive outcome (Solomon, 2007).

Exemplifying a conflict above: the consumers ending up buying VCO vouchers have found themselves in an Approach-Avoidance conflict because they otherwise felt bad about flying, and has thus found a way out of the conflict, by buying the VCO voucher. But this moves focus to another part of the issue, because the consumers that don’t know about the negative impacts of emitting CO₂ when flying, or those that do not care about the effects will never find themselves in this dilemma, and will consequently not buy the voucher.

4.1.1.3 Stages in consumer decision making

As seen above, consumers seek to solve a problem when buying a product or service, the problem being that they have a need they want to have met, and the solving being that they buy a product that can accommodate that need. The process of buying a product can be divided into five different stages, the stages of consumer decision-making. These can be seen in the figure below:
As it can be seen in the figure, the process starts with recognition of a problem and then information search follows to find the alternative solutions to this problem. These alternatives are evaluated and the best is selected, which leads to a choice of one specific product. The product is purchased and applied, and then finally evaluated. The evaluation of one product can then lead to recognition of another products, which will then lead to an entire new consumer decision, and thus a new consumer decision-making process. The problem with this process, when it comes to VCO’s, can be that the problem is not even recognised, and thus there is no need to go through the following stages. However, if the problem is recognised, the limited amount of information on the subject, and the reduced amount of alternatives, could also be an issue that affects product choice and in the end evaluation. If the product is of the kind, that is not a necessity, is thought to difficult to obtain, the next possible outcome of the decision making process could just as likely be that the customer, simply does not buy it.

4.1.1.4 Consumer behaviour in sum

By evaluating these three theories of consumer behaviour, it is now possible to understand the basic needs and emotions experienced by the consumers when they are facing a problem that needs to be solved. But even though VCO does fit into Maslow hierarchy of needs quite easily, the motivational conflict theory afforded problems for the normal stages in consumer decision making, as there, with green products in mind, must be an increased focus on some of the stages, and the outcome can differ from what marketers normally depend upon. Trying to understand this, it is now relevant to seek an understanding of the green consumers.

4.1.2 Green consumers

The green consumer is a relatively new concept, but as the product, focused on in this thesis, is a “green” product, it is relevant to investigate how the green consumers and their habits deviate from “regular” consumer habits. But the green consumers are not that easy to define and perhaps not very easy to market towards. In “Golden goose or wild good? The hunt for the green consumer”, Ken
Peattie (2001), talks about the problem thus: “Marketing practitioners and academics are attempting to identify and understand green consumers and their needs, and to develop market offerings that meet these needs. So far there is little consensus about the identity and nature of green consumers, except that they have been something of a disappointment to the marketers who have pursued them” (Peattie, 2001). Furthermore, McDonald and Oates (2005) provide the same conclusion, stating that: “Marketers have not been alone in this approach to understanding green behavior, nor in their failure to uncover consistent relationships with demographic variables” (McDonald & Oates, 2005).

With this in mind, this part of the thesis will evaluate green consumers as a customer group, and hope that the discoveries made in this section will be beneficial when it comes to analysing the consumers and their habits as they are discussed in relation to this product. Before discussing the specific attributes and challenges of green consumers, the emergent need for understanding green consumerism will be described; this will be done by portraying the world and its views on the environment, through the environmental hierarchy of needs.

4.1.2.1 Environmental hierarchy of needs

In “A Thousand Shades of Green” the authors Pieter Winsemius and Ulrich Guntram describe how they develop Abraham Maslow’s ‘Hierarchy of Needs’ to fit an environmental profile rather than the ‘normal’ human profile. The called their result ‘The Environmental Hierarchy of Needs’ (EHN) and created it for the purpose of describing how people and communities act in relation to the environment based on their current level of living. They created the model to illustrate how companies could and should understand how they should perceive their customers current needs for environmentally friendly products, as they would go on to explain how the company could become more environmentally friendly, further on in their book. This model, ‘The environmental hierarchy of needs’ can very easily be used to explain just what the levels of environmentally friendly consumerism are caused by and how societies as a whole respond to their surroundings and environment depending on their level of development and thus their “tier” in the pyramid. Therefore it is very applicable here to explain the level on environment friendly consumerism the Danish consumers must be expected to be at Winsemius & Guntram (2002).

The environmental hierarchy of needs is composed of five tiers, just as Maslow’s was. Like Maslow’s it should be analysed from the bottom and up. The bottom tier represents the absolutely necessities and, in this case what people and how they act about and towards the environment, when they are in that state of living situation. The five tiers in the environmental hierarchy of needs (EHN) consist of:
Bottom tier: Food, clothing and shelter. The bottom tier in the EHN represents, more or less, the same needs as the bottom tier in Maslow’s hierarchy of needs. The basic necessities that humans need to survive. For humans to obtain this, in the world to day, it is, for most people, quite easily done. However the appreciation for what the earth is providing us with is still recognisable in some societies, and the protection of it, obvious. The environmental concern in this category could be the lack of food available to everyone.

Fourth tier: Safety and security. People who have their basic needs met will, like in Maslow’s hierarchy of needs, then move up, one step, and begin to focus on safety and security. In the EHN this has more to do with safety from pollution and other poisons that might come from industrialisation rather than security and safety in the situation in life. The challenges here also include clean drinking water and protection from bacteria’s from sewage systems etc. As mentioned above these environmental problems arise from the industrialisation that comes with improved societal living conditions. Thus people in who find themselves in this tier of the EHN might at some point feel the need to create recreational areas, romanticising times before the industrialisation, fulfilling the need of being closer with nature.

Middle tier: Quality surroundings. The third tier is where most of the people living in the western world will find them selves. This is a continuation of the development mentioned in the fourth tier, the need for green and pollution-free surroundings, but instead of it being a local need in the fourth tier, for countries in the third tier it is more extensive than that. Instead of focus just being on the local environment it is moved to a greater area surrounding the country. This could be cleaning
Europe or Asia for poisonous lakes. And companies are to a greater extend, required to take responsibility for their actions.

**Second tier: Quality ecosystems.** In this tier it is beginning to be understood that people are a part of the ecosystem and must act as such. It is here understood that everyone, companies, NGOs, governments, and consumers must act together with nature to best preserve it. Here it will be visible that societies begin to take distance from the industrialisation that put them in the wealthy position to begin with.

**Top tier: Sustainability.** The top tier represents the outmost perfect relationship people can have with nature. To be sustainable, living in a way that none of the actions taken by humans diminishes the environment that provides supplies for the action. This stage can only be accomplished if all need economic, environmental and social are met at the same time. To be able to be fully sustainable take an enormous amount of planning and knowledge while at the same time demanding an extremely high level of corporation between societies and cultures in the world (Winsemius & Guntram, 2002).

By examining the environmental hierarchy of needs it is now possible to suggest where the Danes, and the western civilisations are, consciousness-wise currently, while at the same time suggesting where they might be, when and if, something like VCO should stand a chance of being successful. This has also helped to explain why people feel a need to begin focussing on green consumption. For most Danes, and westerners quality surroundings and quality ecosystems are where they and their society belong.

4.1.2.2 The mystical green consumers

There have been several attempts, during the past 25 years to define green consumers, researchers have tried to segment green consumers based on demographic characteristics, with both success and lack of the same. However all of this research is, up until now deemed inconclusive, as very few of the studies point in the same direction (Peattie, 2001).

Furthermore it can be difficult to search for the green consumers like it is normal to search for a group of consumers or a consumer pattern. In many situations you would look at the consumption pattern by evaluating the products that the consumers buy, and the way they go through and what they think, in the stages of consumer decision-making, but as green consumption is much more that buying new environmentally friendly products, this can be difficult. The reason for this can be found in the fact that green consumption can just as well be found in the products that the consumers do not buy. Here the evaluation of alternatives might just as well end up with having the
product that the consumer already owns repaired or by ignoring the need for it, because the approach –avoidance conflict ended for the benefit of not buying the good at all (Peattie, 2001).

4.1.2.3 The green purchase perception matrix

Peattie (2001) suggests that instead of trying to understand the green consumer as a purchaser, it might be more valuable to try to understand each “green” purchase. For the sake of this, he has created the green purchase perception matrix, in which there are four types of purchases, classified by the degree of comprise that it takes for the consumer to use this product instead of the “original” one and the degree of confidence that displays the level of confidence the consumer has in the environmental benefits gained by using the greener version of the product. The green purchase perception matrix can be seen below, in figure 4.4.

**Degree of Confidence**

As seen above the matrix is built up concerning the degree of compromise and the degree of confidence the consumer feels about the product. Why Bother ? Purchases are thus, purchases in which the degree of compromise is high, meaning that the green alternative is much more difficult to use that the normal product, and the degree of confidence is low, meaning that they consumers conviction regarding how much better the product is for the environment is little. This represents one of the main issues that can be related to marketing a green product. The degree of confidence is
not only related to whether or not the consumer believes in the environmental benefits of the product, but it is also linked to the concern regarding the environmental issues involved are real problems, and whether or not the green product that is offered by the company is improving these conditions, to a greater extend than its competitors. As this thesis is dealing with a non-necessity product, but an add-on, these are very central concepts to discuss. But the discussion of these will, like it or not, also lead to a discussion regarding the necessity of the main product (the airline fares) itself, which could lead to considerations regarding buying that product and flying at all.

4.1.2.4 Green consumers in sum

By evaluating the presented theory on green consumers, it is now obvious that there is less of a need to discuss actual green consumers, but that it instead should be considered as the green purchases made by ordinary consumers. From the EHN it was even further presented that the level of environmentally friendly consumerism is based and affected by the level of development experienced in the society the consumers find themselves living in. This is incremental for the understanding of why green products and the marketing of these has proven difficult in the past, as the understanding of values that drives green consumerism previously has been tried to be included in the way consumers are normally segmented, instead of being understood as a part of every consumer, and not a consumer group itself.

4.2 The companies

After having evaluated how consumers and green purchasing should be understood, it is now relevant to see how the green products can be marketed, for the companies to achieve the best result, thus marketing of green products will be reviewed in the beginning of this section. Hereafter the companies internal situation and dilemmas will follow, in the sense that business sustainability will be studied as well as the current theories on stakeholder/shareholder concepts, is investigated. This will lead to a discussion on modern day CSR policies and the new player on the field, Creating Shared Value (CSV).

4.2.1 Marketing green products

As seen above, it is not easy to define the green consumers, if they are at all, meant to be defined, a case could be made, arguing that, as seen in the environmental hierarchy of needs, it depends on where in the pyramid the society the consumer lives in, is situated, and thus, at some point in a developed country, every citizen might at some point become “a green consumer”. But no matter how green the consumers are, the products still need to be marketed and, as seen in the sections
above, the consumers might not, necessarily respond to green products, as they would to “normal” products, it is necessary to investigate how it might be possible to market green products.

### 4.2.1.1 The Green marketing strategy mix

Before a company can decide how much they want to invest in marketing towards consumers choosing green products, they must first turn to evaluate how “green” they perceive them selves, and the product that they are about to market. Ginsberg & Bloom (2004) has devised “The green marketing strategy mix” that can help illustrate the various levels of green a company and product can value them selves as being, and thus, what their green marketing efforts should be in context with this. In figure 4.5, you will see the Green marketing strategy mix.

As seen in the figure above Ginsberg & Bloom (2004), created four different shades of green that a company could belong to, depending on the level of Substantiality of Green Market segments (SGMS) and the level of Differentiability on Greenness (DG). The Lean Green companies are those with who is positioned in a market with a low level of SGMS, and a low level of DG. These companies have an environmental policy, and seeks to do well when it comes to being good corporate citizens, however, they do not want publicise this for the fear of then being held up to much higher standards than the ones they have established for them selves, if the four P’s of the original marketing mix was applied here, the focus would be solely on product. The Defensive Green companies have a high level of SGMS and a low level of DG. They will initiate...
sustainability and environmentally protective projects and ensure an adequate amount of marketing will publicise it, ensuring most possible positive revenue from it. These companies do so to gain competitive advantages, and even though the projects that they invest in are good natured and solid, they are not likely to engage in these unless there is a possibility of taking advantage of the situation, marketing wise. These companies have an even share of focus on the product as well as promotion of it, when launching a green product. The shaded green companies are those that invest heavily in developing environmentally friendly products, for the sake of the competitive advantages these offer, though most often not with promotion in mind. These companies produce sell and develop products where the environmental aspect is an added bonus to the product, they are low on SGMS and high on DG, here the P’s that are in focus is product, promotion and also price, as it is the costs for the customers that are the competitive advantage the product is developed to add value to. The final category of companies is the Extreme Green companies. These companies have a high level of SGMS and DG, with a traditional marketing focus evenly split on each of the four original P’s, product, price, place and promotion. These companies are the ones for which being green is an essential part of the company’s structure, and have most often been such since the day the company was created. These companies think green and a core value is to produce products that are green for the sake of both the customer and the world in general.

When it comes to VCO vouchers and the selling of these it could be said that there are both shaded green or lean green companies involved as well as, most often, extremely green companies involved. The shaded green companies are the airlines that use VCO as a way to gain competitive advantage, but who would not normally offer VCO vouchers if not it was expected of them, and the extremely green companies are the NGO’s and the companies who sell VCO vouchers, for the sake of protecting the environment.

4.2.1.2 The five I’s of green marketing

In “The green marketing manifesto” John Grant (2008), seeks to exemplify how marketers must work in order for them to be better at selling green products. For this purpose he has devised “The five I’s of green marketing” that encompass the traits of marketing that marketers must emphasize in order for them to market green products, contra “regular” products. Below is provided an introduction to the five I’s of green marketing.

**Intuitive**, refers to the fact that the green products must be made easier to grasp and more readily available. The green products must be made as “normal” as the regular products; implementing easily understandable green expressions into the everyday life of consumption could do this.
Integrative, means integrating different aspects of sustainable behaviour with that of commerce, so that one does not take place of the other.

Innovative, deals with how innovative solutions can improve this field immensely; an example here is the use of Internet services to, FX. Match up buyers and sellers of used products, thus integrating new technologies and ideas with the needs of the green products.

Inviting, making the green products as attractive, or even more attractive than the “regular” ones, so that the customers do not feel that the degree of compromise is to great.

Informed, refers to the increased need and use of information and knowledge with in green marketing (that has been mentioned above as well). Emphasising that the need for communication and information is greater when it comes to marketing green products, rather than ordinary products.

4.2.1.3 Marketing green products in sum

As seen above, there are some things companies can do to improve their possibilities, when it comes to marketing green products. First of all deciding why the green product is important to the company, i.e. what shade of green they are, according to the green marketing strategy mix can help them successfully limit them selves to only focusing on the core benefits of the product, and not all of the things that surround this. And from the five I’s of marketing it was possible to see the potential pitfalls of where the company could and should differ their marketing efforts because of the nature of the product.

4.2.2 Sustainability

This section offers a foundation for the general discussion of sustainability provided throughout this thesis. It is meant to provide information on how sustainability is viewed in the business world and how the thoughts of sustainability are analysed in a business context.

Outside the business world, sustainability needs to be defined in terms of what industry or area it is related to, but when it comes to the business point of view sustainability should be seen as the companies guidelines of conduct, that is, to see them as guidelines for how they should plan and strategize for the future.

To help define sustainability, and how sustainability affects our future Senge et al. (2008) presents three guiding ideas that stand out as essential for creating a more sustainable future:

1. There is no viable path forward that does not take into account the needs of the future generations
2. Institutions matter, business and stakeholder, and the outside world are interdependent not enemies. We need NGO’s, Governments and Businesses to succeed.

3. All real change is grounded in new ways of thinking and perceiving (Senge et al., 2008, p. 9).

The necessity for planning a sustainable future for companies can be described by borrowing an idea from stakeholder theory, stating that for companies to be successful in the current they also need to ensure that they can continue to be successful in the future, and for them to do so they must help ensure that they have a future to operate with in. This can also be said as such: “Leaders want to learn how to ride the wave of sustainability innovation into the future while still maintaining a healthy and viable business in the present” (Senge et al., 2008:119).

Senge et al. (2008) ties sustainability and its importance for companies together in the “The four elements of Shareholder Value” (see fig. 4.6) and describes that a company must be successful in all four elements of the model for it to succeed, and create long term value for its shareholders, and before this is done, it cannot create value for its many other stakeholders as well. Sustainability is thought into this model in the values of tomorrow, both internally and externally. “Focusing on only one or two quadrants can spell poor performance or at the very least can lead to many missed opportunities and failure to build long-term future value (Senge et al., 2008:121).
Innovation and repositioning refers to how a company must seek to keep innovating themselves and their products, in order for them to keep up with the current trends in the industry, and thus not lose competitive advantages. Growth Path and Trajectory refers to the external appearance and the future, where is the company going, in relation to the industry. Reputation and Legitimacy ensures that the company is constantly applying itself to be represented in the best way externally, not loosing validity in the work it is doing currently. And cost and risk reduction refers to how the company constantly creates value for its shareholders by minimising costs and risks in its every operations. As mentioned above, this means, that a company must focus on securing the future by not exploiting the present, and thus they must also remember to focus on the sustainability of their efforts and plans to ensure that they have a future. But this must also be on a level that is easily comprehendible for the employees, Senge et al. (2008) refers to this as: “If managers and employees are apathetic about their organisation’s sustainability efforts, it is most likely because they don’t see how it ties in to business goals” (Senge et al., 2008:122)

For VCO this becomes interesting to investigate as the airlines have to include reduction of their CO2 into their plans for the future, and by doing so they might help to ensure their own futures, by “allowing” people to fly, even though it is hurting the environment, where as people might choose not to fly, as a consequence in the future. So for the airlines, offering VCO can be a way of sustaining their foundation for doing business, and thus continue to create value for their shareholders. So this might also be a reason for the airlines to ensure that all parts of their corporation is aware of this, making them all motivated to perform their best in the aspect.

4.2.2.1 Sustainability in sum

As seen above, sustainability can almost serve as a theory of how companies should implement the plans for the future into their plans for the current. Here it will, however, primarily serve as the foundation for how companies should think and act in relation to their CSR programmes and their relationship with their stakeholders and shareholders.

4.2.3 Stakeholders and Shareholders

Stakeholder theory is relevant to investigate, as it is the foundation for CSR, because stakeholder theory is about creating value for the various stakeholders as well as shareholders without compromising the environment or situation of any of the stakeholders. CSR on its own will be discussed in section 4.2.3.2 CSR. Firstly stakeholder theory will be discussed, as the bases for this section and then shareholder theory will be used to evaluate and discuss stakeholder theory.
Hereafter CSR will be discussed and the idea of Creating Shared Value will be included as a part of this discussion. But besides it being the foundation of CSR, it is also interesting to discuss stakeholder vs. shareholder theory, as some responses to the investigations made in this thesis will point in the direction that perhaps stakeholder theory is not a thing of the past.

Freeman and Phillips (2002) describes the basic thought of stakeholder theory like this: “The central idea is that an organisation’s success is dependent on how well it manages the relationship with key groups such as customers, employees suppliers, communities, financiers and others that can affect the realization of its purpose” (Freeman & Phillips, 2002:333)

As companies create value globally, it is not possible to trust individual government solutions when it comes to reaching the company’s purpose. Thus the company, itself, has a responsibility not only to their shareholders but also to all of the stakeholders. (Freeman & Phillips, 2002)

To demonstrate how stakeholder theory works, for the companies, Donaldson & Preston (1995) illustrated like this:

![Stakeholder model diagram](image)

**Fig. 4.7: The Stakeholder model**  
Adopted from Donaldson & Preston (1995)

Freeman & Phillips (2002) states, in “The principle of Stakeholder Responsibility” that: “Parties to an agreement must accept responsibility for the consequences of their actions. When third parties are harmed, they must be compensated or even a new agreement must be negotiated with all of those parties who are affected”. (Freeman & Phillips, 2002:342). From this we can reason that the responsibility goes both ways meaning that it is not only the company’s responsibility to ensure that
they act conscientiously but also the various stakeholders that have an obligation to act responsibly when dealing with the company. Thus the employees must also ensure that they act accordingly to the company’s principles. In the Stakeholder model using the double-ended arrows represent this.

4.2.3.1 Shareholder theory as the counterweight

Stakeholder theory is a managerial tool; in the sense it recommends that courses of action for managers deal at once with normative, instrumental and descriptive claims. (Donaldson & Preston, 1995) The controversy between Freeman and Friedman arises from the issue of Friedman declaring that CSR has no place in the business world, by proclaiming that the only thing companies should be interested in is making a profit for its shareholders because a profit for the shareholders will mean an increase in the living standards and an improved possibility for governments to regulate and act according the wishes of the people. This idea is what is known as shareholder theory. Thus companies should focus on doing their jobs, and the government elected should do theirs, to ensure that the populations’ wishes are being properly handled (Friedman, 1970). But as stakeholder theory, since then, have begun to be the predominantly theory on this matter, some of the leading experts on the area, were unwilling to completely neglect Friedman’s theory, and thus it is often included many places, which was also seen above in the discussion regarding sustainability and companies. Freeman (2002) attempted to explain how shareholder theory and stakeholder theory is interdependent by saying that: “To maximise shareholder value over an uncertain timeframe, managers ought to pay attention to key stakeholder relationships” (Freeman & Phillips, 2002:337) Thereby saying that one cannot exist with out the other, and that they instead should be used together. They furthermore, provided two other business principles to guide from.

The principle of continuous creations, which suggests that:

“Business as an institution is a source of the creation of value. Cooperating with stakeholders and motivated by values, businesspeople continuously create new source value” (Freeman & Phillips, 2002:343).

And the principle of emergent competition that states that:

“Competition emerges from a relatively free society so that stakeholders have options. Competition emerges out of the cooperation among stakeholders rather that being based on the primal urge to “get the other guy” (Freeman & Phillips, 2002:344).

These two principles underline the fact that stakeholders and their interests are what sets apart a business as well as motivates it to do better, and by doing so they add value for the shareholders,
thus one does not survive without the other, however it can still be debated whether or not shareholders are the sole purpose of a company or if the stakeholders have equal value as well.

4.2.3.2 CSR (Corporate Social Responsibility)

The theory behind CSR has emerged, as a part of Stakeholder theory, dealing with how companies should act responsibly towards their stakeholders and to what degree they should be involved. As seen above the responsibility towards the stakeholders will help increase sustainability for the company, which in the end will be profitable for shareholders, so regardless of whether or not shareholder or stakeholder theory is predominant, CSR is essential for a company acting in the western world today. Porter & Kramer (2006) distinguishes between responsive CSR and strategic CSR, meaning whether or not the company is dealing with their CSR because their customers “push” them to do so, or do they do it because they have a drive to do it based on their moral values. Porter & Kramer (2006) described four prevailing justifications for using CSR in companies:

1. Moral obligation – doing the right thing
2. Sustainability – supporting the future for the world that the company operates in
3. License to operate – keeping up with regulations to secure the right to run their business
4. Reputation – using CSR in image and brand strengthening to improve value of perception of company

CSR in companies is rarely as productive as it could be because: 1. Business are pit against society as competitors instead of interdependent which they in fact are. 2. CSR in companies is pressured to be generic when they should be appropriate to each firm’s strategy. (Porter & Kramer, 2006:78)

This means, that for many companies, the benefits of doing CSR is far smaller than the efforts put into it.

4.2.3.3 Creating Shared Value

As a reaction to the problems they saw with modern day CSR strategy, Porter and Kramer (2011) began discussing the principle of Creating Shared Value (CSV) in stead, they stated that: “Companies must take the lead in bringing business and society back together” and that “most companies remain stuck in a ‘social responsibility’ mind-set in which societal issues are at the periphery, not the core” (Porter & Kramer, 2011:64).

A very direct hit on shareholder theory, as CSV is not about creating better conditions for stakeholders, but about companies taking direct responsibility for the environment and the earth. The solution to this, they felt was CSV and they described this as such: “The solution lies in the
principle of shared value, which involves creating economic value in a way that also creates value for society by addressing its needs and challenges” (Porter & Kramer, 2011:64).

While introducing how companies ought to view CSV as an opportunity to improve their own value over time, they provide this view of how companies now view CSR: “Solving social problems has been ceded to governments and to NGOs. Corporate responsibility programs—a reaction to external pressure—have emerged largely to improve firms’ reputations and are treated as a necessary expense. Anything more is seen by many as an irresponsible use of shareholders’ money.” (Porter & Kramer, 2011:65) Once again taking distance from the shareholder theory and also the resent views on CSR and how companies tend to apply it for the wrong reasons. They continue to discuss how, by implementing CSV into the company’s core ideas, society benefits in more ways than one: “Society’s gains are even greater, because businesses will often be far more effective than governments and non-profits are at marketing that motivates customers to embrace products and services that creates societal benefits, like healthier food or environmentally friendly products” (Porter & Kramer, 2011:67). They back up their CSV theory and how it helps the companies to grow, by stating that: “Profits involving a social purpose represent a higher form of capitalism – one that will enable society to advance more rapidly while allowing companies to grow even more” (Porter & Kramer, 2011:75). Saying that a company acting in a healthy society will have a possibility to grow more and thus, partly backing up the sustainability theories, stating that companies who invest in saving the future will be able to profit from the fact that there is a future to operate in. Finally Porter & Kramer (2011), reflex on the fact that companies should not seek to benefit society in all aspects possible, but that the best ways for CSV is by hitting as close to home as possible: “Inevitably, the most fertile opportunities for creating shared value will be closely related to a company’s particular business” (Porter & Kramer, 2011:75).

Whether or not the theory behind CSV will develop into becoming the new way of doing CSR, or simply, the new CSR is still hard to say, but the theory does lean more of the theories of sustainability rather stakeholder theory, and with the growth and increased understanding and adaptation of the sustainability theory in companies, CSV might be a useful tool in achieving this.

4.2.3.4 The potential pitfalls of having a green strategy

As most of the theoretical section of this thesis has discussed the green development with in companies, as a positive development, there are some pitfalls a company can fall into, besides moving focus from, the directly value-adding business. Here is a brief overview of the two most dominant ones.
Greenwashing or looking like it

Is a relatively new term, and is therefore included as a separate section, as it can be tied together with CSR but ought to be seen on its own for the sake of not completely attaching it to CSR as a given. The term Greenwashing describes the process through which a company seeks the opportunity to spin its, more or less flaw filled environmental policy, into the appearance of them being leaders in the industry (Laufer, 2003). This could be the case for some companies operating as defensive green companies, as their efforts on marketing might accuse them of Greenwashing, and even though they might not be, the accusation in itself is enough to hurt the product and the company instrumentally.

Damaging the current products

One of the potential risks for companies, wanting to offer a greener alternative to their normal product, or, as it is in this case, a green “extra” is that they, in order for them to sell the green product, they have to explain and illustrate the negative effects the product might otherwise have on nature. And since they are they ones also offering the less green product, there is a chance that consumers might, instead of being positive towards the green product, end up gaining negative impressions of the normal variant. However done right, the company can, by offering a greener alternative be seen environmentally responsible and thus exploit the benefits that they originally sought when the initiated the green alternative (Peattie, 2001).

4.2.3.5 Stakeholders and shareholders in sum

Reviewing stakeholder and shareholder theory, including CSR and CSV, provides information on what the problems with CSR might have been caused by, and how this can be attempted to be prevented in the future. By focusing on solely what helps them internally, a company might benefit more from acting sustainable, rather than trying to do what you think the outside world might like you to do, thus benefiting the shareholders and in the long run, the environment as well. By including the potential pitfalls of having a green strategy into this mind set, companies will have a better chance at acting responsible with success, regardless of whether or not they are working from a sustainable, CSR or CSV point of view.
5 Presentation of findings

This section will present the main findings from the studies analysed in this thesis. Firstly the findings from the three interviews and the survey will be presented, followed by the findings from the international studies on the subject, that were performed by various experts around the world.

5.1 The interviews

From all three interviews, different aspects became clear, the main findings from these interviews will be presented here, by a short review of the interview as well as a presentation of some of the statements made during them. The order in which the interviews are presented below is according to the dates that they were conducted to ensure a better understanding of the level of knowledge of the interviewer and responses during the interviews. The full resume and transcription of these interviews can be found in appendix 1-3.

Interview with Martin Porsgaard on March 1st 2012

The first interview with Martin Porsgaard was designed to provide some initial information regarding the subject, and to hear more about how SAS perceives the product and the customers. The main findings from this interview were;

- That the VCO vouchers are offered to any customer who might desire it, but that they are keen to keep it is an “extra” with the same low key profile as their other extra services (like for instance choosing business class over coach), to ensure that none of their customers are reminded of the things they have not been willing to pay extra for.
- That around 0,5 – 1 % of their customers purchase VCOs, which is only accurate for the online purchase.
- That SAS is aware of the fact that the procedure of purchasing VCO on their website is currently ineffective and complicated as you have to provide your credit information twice.
- That SAS has no current goals for VCO purchasing.
- That Martin Porsgaard him self wonders why sales of VCO vouchers is so low.
- That the SAS sales department refuses to include the price of the VCO voucher into the regular price of a ticket, due to the extreme price sensitivity there is on airplane tickets these days.
- That research shows that approximately 50% of customers state that they would be willing to pay extra to have their CO₂ emissions compensated.
Interview with Torben Chrintz on June 28th 2012

This interview was conducted to provide some general knowledge about the Danish consumers and their green habits. The interview was not specifically angled around VCO but more the general habits and the mind set of the consumers.

- That the Danes are among the countries in the world that has the highest level of GHG emissions pr. Capita in international studies. However this is not the picture that is presented to the Danes due to differences in the way the emissions are calculated. Danes believe that they are amongst the most climate friendly citizens in the world because of the way they are talked about both by the government and the media.

- That a rule of thumb is that roughly 10% of the consumers respond to environmental campaigns and products with the greater good in mind. The rest only respond with economical and/or personal welfare in mind.

- That it is very difficult to tell people that they need to change their ways when it comes to some products, with Danes it is very hard to tell them not to eat as much meat and fly less. It is, however, okay to tell them not to smoke. But if you tell them to fly less or stop eating as much meat they are personally offended.

- That the concept of purchasing VCO vouchers in Denmark had gotten a bit of a bad reputation, some NGOs have been calling it buying “good conscience” instead of just not flying at all. But the problem is, nevertheless, that we sometimes need to fly, and when we fly, it would be better if we bought VCO vouchers to ease the impact on the climate.

- That it is a joint responsibility divided between the consumers, politicians and companies, to reduce GHG emissions. And that people should trust the politicians to act on the tendencies they see in the world, when it comes to climate changes, in stead of punishing them for increasing taxes on the matter.

- There has been a change during the past 30 years, instead of having vacations in Spain and Greece, we travel to New York and Thailand, as if it was the most normal thing in the world, habits like these, once they are established, are very hard to get people to understand that they need to change.

- That it is peculiar that the prices on airplane tickets do not reflect the impact and costs it has on the climate and thus society.
That a green consumer is someone who is very conscience about the use and waste of resources, someone who chooses the environmentally friendly products, and who buys new things buy used or in a really good quality that last for a long time.

That he believes that the only thing that can change our behaviour now is for adults, and increase in charges and fees on for instance flying, an with change in focus on educating children and young people it might be possible to change the behaviours of people in the future.

**Interview with Martin Porsgaard from SAS, on the 10th of July 2012**

This, the second of two interviews with Martin Porsgaard from SAS, was made as a final way of getting answers to questions that might have risen in the process of writing this thesis. Here are the main findings from this interview:

- SAS has already had good experiences with simplifying the process of buying VCO, when they changed the procedure where the customers had to initially calculate how much CO₂ they were emitting and then compensating that specific amount, to one where it was a fixed amount paid, regardless of the length of the trip they experienced a 4% increase in the amounts purchased, going from 0,5% to 4,5% for that time period.

- That SAS is very careful not to make it seem like people are paying for their sins, when buying VCO voucher but rather that they can choose to fly even though it is hurting the environment.

- That it is necessary for the individual companies that all extra taxes and fees on the area is order and made mandatory from an official institution or government, such as the EU or FNs ICAO (International Civil Aviation Organisation) because it is essential that the companies all follow the same guidelines, otherwise it will end up being distortionary to the competition with in the industry. The problem with creating worldwide regulations is that the burden will be very different from developed countries to developing countries. But ICAO is working on something, though it will probably not be applied fully for many years, but we will see more changes, like the EU trading scheme in the near future.

**5.2 The Danish survey**

As mentioned in section 2.3 Research design the questionnaire was divided into four parts, the first asking about the respondents flying habits, the second asking about the respondents green consumer habits, the third examining the respondents thoughts about with whom the responsibility ensuring a
sustainable future lye, and fourthly a set of demographical questions, to enable segmentation based on demographics in the analysis. Next an outline of the main findings from the survey will be presented, in depth figures and answers is included in appendix 4.

About the flying habits and knowledge of VCO

Of the 212 respondents to the survey conducted in relation to this thesis, 210 had experience with air travel. Of these 210 respondents 12 had offset their CO₂ once or more for an airfare, this amounts to 5.72% of the respondents who have had the opportunity to purchase a VCO voucher had done it. This is a little more than 4% higher than what is the estimate of purchases of VCO vouchers worldwide, this can be the consequence of the group of respondents, to whom the questionnaire was distributed. Among those who said that they had purchased VCO in the past, the reasons were all similar, “it was the right thing to do”, “to help the environment”, one respondent even so far as to say: “It felt like the right thing to do, even though flying is so bad for the environment every little thing helps.

Out of the total 212 respondents 116 had heard about VCO, leading to the conclusion that 54.7% of the respondents new of voluntary carbon offsetting, but only 5.6% (the number of respondents who had purchased VCO out of the total number of respondents) had done it. The respondents who new about VCO but who had not purchased one gave several different reasons for not buying VCO vouchers, some of the answers were very similar, so they have been joined here for the sake of the analysis, the full set of answers can be seen in appendix 4. Fig. 5.1 presents an overview of the distribution of answers.
As it can be seen in the figure almost one third (27.8%) of the respondents did not think about it when they bought the ticket. Another third of the respondents (20.2% and 11.5%) did not think about it when they bought the ticket, or know that the product existed at the time. Another group of respondents were sceptical about the product and those who sell it (22.1%) and 7.7% thought it difficult to figure out how to buy it. These numbers indicate that for this group of respondents there was a very low share of those who actually knew of the product at the time of the purchase, and who were positive towards it, who chose not to buy it because of the price. Most responses go towards the fact that it was difficult to figure out or that they were not reminded during the time of purchase.

For the group of sceptics, it can be difficult to define whether or not information about the systems or how it works could make a difference. One respondent answered that he or she had not bought a VCO voucher: “Because it wouldn’t limit the CO₂ emissions from my flight, the climate suffers anyway”. Statements like these could either be the result of lack of information about the product, or be based on the person’s belief. Many of the respondents in the sceptics group (who either answered: “I don’t believe that it stops the problem” or “I don’t trust that companies who offer the product” can be the symbol of wanting to refrain from the actual problem, and distancing oneself...
from the problem by removing focus on something else, and thus avoid having to face the fact of why they chose not to act in favour of the environment.

After the initial questions regarding the respondents air travel habits and their knowledge about VCO those who did not know of it before were informed about what it is and how it works. Following that everyone were asked if they would buy VCO vouchers in the future.

![Fig. 5.2: Would you buy VCO in the future](Author, 2012)

As it can be seen on the graph above, a little more than 25% of the respondents would buy a VCO voucher next time they were to buy airplane tickets, some of them depending on how easy it would be and the price, but overall positive towards the idea. 40% of the respondents were sceptical, but only towards price and accessibility not towards the product, so it can be assumed that they would purchase a VCO voucher if it were easily done and the price was relatively low. 22.5% said a definite no, some due to a lack of interest in the problem and product and some because they do not trust the product, or believe that one should fly less if one wants to reduce ones carbon footprint. 11% of the respondents would not remove a VCO voucher if it was already included in the ticket, but gave no other response or reason for whether or not they add a VCO voucher to their ticket in the future. As a sub question to this question the respondents had the opportunity to add if they, in general would remove a VCO voucher if it were included in the ticket to begin with. Almost 25% responded that they would not remove a VCO voucher from their ticket, if it was already included in it.

When asked about what could get the respondents to buy VCO in the future, there were many different answers. More than half answered that more information and a greater awareness would
induce them to purchase it in the future. Some also answers that better prices would induce them to purchase VCO in the future, however this must be seen as their lack of knowledge about the current prices. Some respondents would like to see it included in the price as a tax, or that the air tickets in general were more representing of how harmful towards the environment they are, when comparing airfare ticket prices to those of, for example, train tickets.

On green consumerism and habits

The consumers were asked about their green habits, here the findings about the respondents green habits will be presented lightly to help see the general state of “green consumerism” in Denmark. In appendix 4, it is possible to see the exact places in which the respondents try to limit their use of electricity, heat and water. From the questions regarding the respondents’ use of electricity, heat and water it is clear that they in general, as individuals are conscious about their consumption. For each of these questions more than 90% say that they are very conscious about their use or that they try to limit it as best they can. When it comes to transportation the choice of “green transportation” (here defined as walking, biking and public transportation) versus using cars or taking taxis, is a little more varied. For this question, 44% answered that they most often used green forms of transportation, 29% answered that they use it often, but not all the time and 28% answered that they most often use their car, rather than walking, biking or taking public transportation. This difference in answers when measuring it against the answers in the usage of resources (electricity, heat and water) and what it might be on a general national level, could be the result of the distribution of the questionnaire as well as the purpose of the transportation. It might be assumed that on a general national level the number of people who uses their cars, as their preferred method of transportation is higher because their need for it cannot be met by any other form of transportation. This questionnaire was circulated amongst students and the younger residents in urban areas, whom rarely can afford a car and does not have a need for it in their every day lives. Had the questionnaire mainly been circulated in the rural part of the country to families with one or more children the results from this question might have been different. When it comes to buying organic food and products 50% of the respondents answered that they regularly buy organic, 25% said that they bought as often as they could, but only if the products were not to expensive and 14% answered that they bought organic every chance they had. Only 10% said that they chose not to buy organic, either because organic products are more expensive than others or because they do not believe that it has any value, see detailed graph in appendix 4.
The final questions in the sections regarding green consumers and green consumer habits related to how green consumers could be defined and whether or not the respondents saw themselves as green consumers. When asked how they would define a green consumer almost 60% replied that a green consumer is someone who most often choose the environment-friendly alternative, 35% said that a green consumer is someone who always chooses the environment-friendly alternative when they can, only 0.94% that a green consumer is someone who chooses the green alternative sometimes. 2.36% said that they did not know, and another 2.36% said that a green consumer is someone who is conscious about their choice of products and way of life, a more in depth graph can be seen in appendix 4. After having to provide the definition of a green consumer the respondents were to answer if they saw themselves as green consumers, for this question they were only given the opportunity to answer, yes, no or do not know, here are the results in %:

As it can be seen almost half, 45.28% did not regard themselves as green consumers, 33.02% did and 21.70% had difficulties answering the question. By looking at how the respondents answered the question regarding their consumer habits and how they defined the green consumers this result might be unusual as there was a clear tendency towards the sustainable products and because many defined green consumers as someone who most often chose the green alternative, but that is not what is apparent in this result. This could be caused by the fact that it, for the ordinary consumers is equally as hard to define green consumers as it is for the experts whom have still to produce a cohesive definition.
Who is responsible for ensuring a sustainable future?

The respondents were asked, in the third section of the questionnaire, with whom the responsibility lies for producing products that will enable and secure a more sustainable future. Here are the shares in %.

As it can be seen above, in fig. 5.4, 66.04% answered that it is a joint responsibility, ensuring a sustainable future. And the remaining 33.6% divided the responsibility quite evenly on the rest of the possible groups. As a final question the respondents were given the opportunity to offer their opinions on how a more sustainable future can be supported. Almost 70% chose to use the opportunity to provide their own views on the subject. The answers varied from increase in the level of information and forcing the companies to produce more environmentally friendly, to reducing or increasing prices on the products depending on level of “greenness” the product was produced on.

Overall demographics of the survey

Looking at the overall demographics from the survey, it can be seen that almost two thirds of the respondents were women (67%) and one third male (33%). When it comes to age the majority of the respondents were young adults, from 16 to 35 years (74%), only one respondent under 15 (0.47%) and the remaining (25.5%) were 36 years or older. Asking about the highest level of education of the group showed that 45% had completed a longer formal education, 34% had completed a formal education of medium length, 12% had completed a shorter formal education, 7.5% had completed a youth education and 1.5% had completed 9th or 10th grade.
Who does and thinks what?

Looking more carefully at the survey, some general tendencies can be seen. These will be presented here. Out of the 12 respondents who had purchased a VCO prior to the survey, 66% (8 in total) were female, and thus 33% male. This can be a sign that either women are more prone to act environmentally friendly or it is representative of the variety of the group of respondents in which there were 67% women to 33% men, leaving the distribution of the purchases of VCO vouchers to be equal to that of the sexes. The same can be seen when it comes to how it is divided in the different age groups. For the 12 who had purchased a VCO voucher, eight were between 25 and 36 years old, one was between 16 and 25 years old, one between 36 and 45 years old, one between 56 and 65 years old and one who was older than 66 years of age. This means that 75% of those who had purchased VCO was younger than 36 and 25% older than 36 years of age, which is equal to how the respondents were divided in overall age groups. It was a little bit less varied when it came to the highest level of completed education, for those who purchased VCO. Here 41.6% had completed a long length education, 41.6% had completed an education of medium length and the remaining 12% had completed a short length education, meaning that none of those who had purchased VCO in the past had been with out some form of further education and not only a youth education or 10th grade. When asked about whether or not they viewed themselves as green consumers those respondents who had purchased VCO vouchers in the past answered 25% that they did no view themselves as green consumers, 33% said that they did not know and 42% answered that they did. This is quite different than the overall responses from the group. Here the share who viewed themselves as green consumers was larger (42% instead of 33%).

5.3 The Danish consumers and a sustainable future

To establish the Danish consumers´ relationship towards environmentally friendly products and their own thoughts on this subject the first set of findings presented here will be about the tendencies with in green consumption in Denmark.

Concito Klimabarometeret, January 2012

The Danish NGO, Concito, whose main focus is creating an idea generating community among climate problem experts, regularly conducts surveys assessing how the Danish population thinks and acts when it comes to the climate issues in Denmark to day. This report is called “Klimabarometeret”, the “climate barometer” and in the edition from January 2012, some of the interesting statistics, for this thesis study, were the following:
• That a little more than 50% of the Danish population believe that the climate changes we are experiencing are made by humans, and that just about 50% also believe that it is possible for humans to do something about them (Concito, Klimabarometeret, January 2012:7).

• That the Danish population divides the responsibility for improving our climate conditions comparatively equally between: the business world, the government and the individual Dane. 58% of the respondents thought that it was primarily the responsibility to the business world, 53.2% thought it to be primarily a government responsibility and 40% thought that the responsibility belonged to the individuals in Denmark (Concito, Klimabarometeret, January 2012:8).

• That the Danish population to a larger and larger degree feels that the environmental politics are more and more important when it comes to national elections (Concito, Klimabarometer, January 2012:9).

• That 42.6% of the Danish population believe that they have enough knowledge about how they can help reduce their carbon footprint, and that 47.4% would like to obtain more information on the subject (Concito, Klimabarometeret, January 2012:11).

• That 58.9% of the Danish population is willing to change habits in order for them to reduce their carbon footprint and that the 40.7% would do it for the economical benefits, 7.1% for the benefits of the climate and 39% for both. (Concito, Klimabarrometeret, January 2012:13).

### 5.4 The International studies

Listed and reviewed below are some of the most interesting studies on this subject from other countries and performed with different goals in mind, however the main findings from these studies can be applied in this thesis, to provide insight into how the Danish respondents are similar but also different to those of the international studies. And furthermore also give information on how consumers in general think and act when it comes to climate friendly air travelling.

**How Tourism and Tourism Experts Perceive Climate Change and Carbon-offsetting Schemes**

In 2003 Susanne Becken, of Landcare Research, New Zealand performed a study on tourists and tourism expert’s feelings towards climate change and carbon offsetting schemes. The study was conducted on tourists visiting New Zealand and tourism experts at the Australian CAUTHE (Council for Australian University Tourism and Hospitality Education) conference in February 2003. This study asked tourists two questions. First if they thought that climate change was an issue for tourism and why, and secondly if they would be willing to participate in a ‘tree-planting-
scheme’ where a tree is planted for at small cost to offset some of the greenhouse gas emissions produced as a result of their travel, and why, finally the participants had the opportunity to answer unsure to both questions. Based on the answers from this survey, the tourists were segmented into five groups: Green tourists (36.1%) (Tourists who answered yes to both questions), Sceptics (15.6%) (Tourists who believed that climate change is an issue for tourism but whom were not willing to plant a tree), Uninformed willing (12.1%) (Tourists that did not believe that climate change is an issue for tourism, or who were unsure about it, but who were willing to plant a tree anyway), Resisters (21%) (Tourists that did not believe in climate change being an issue for tourism and who would not plant a tree) and finally, Undecided (27%) (Tourists who answered: unsure, to both questions). Based on the findings from the research the researchers created a set of key factors that should be addressed for promoting a carbon-offsetting scheme for each segment with success.

<table>
<thead>
<tr>
<th>Group</th>
<th>Campaign builds on…</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green tourists</td>
<td>Understanding, facts, cognition, taking of responsibility, attachment to nature</td>
</tr>
<tr>
<td>Uninformed willing</td>
<td>Appeal to nature conservation in general, emotions, affection, fun and entertainment, a “good” thing to do</td>
</tr>
<tr>
<td>Sceptics</td>
<td>Simple explanations of relationships between tourism and climate change, and the concept of a carbon sink, increase sense for personal responsibility.</td>
</tr>
<tr>
<td>Undecided</td>
<td>Provide very simple information on the issue, increase general awareness of the environment</td>
</tr>
<tr>
<td>Resisters</td>
<td>Difficult: build trust and appeal to personal responsibilities of tourism</td>
</tr>
</tbody>
</table>

Fig. 5.5: Key factors for promoting a carbon-offsetting scheme, segments in order of likely success
Adopted from Becken, 2004

Exploring air travellers’ voluntary carbon-offsetting behaviour

In 2010, Judith Mair set out to investigate air travellers’ voluntary carbon-offsetting behaviour. More namely to prove or reject two hypothesis derived on themes from previous studies performed on the subject by other researchers. These hypothesis were:

\[ H_1 \text{ Those who purchases VCO will have ecocentric attitudes.} \]

\[ H_2 \text{ Those who purchases VCO will be more likely to be older females.} \]

The survey was conducted as an online questionnaire sent out to collect a sample of at least 500 responses, divided on being 50% male and 50% female, as well as 50% Australian and 50% from...
the United Kingdom. The survey was sent out and 502 were received, living up to the standards of the variation in gender as well as country of origin.

The result of the survey showed that 10% of the respondents had purchased a VCO voucher in the past, that 80% had not and that 10% were unsure. Furthermore that study showed that the profile of those who had purchased VCO in the past were most likely to be male (60.4%), in the middle to late thirties and with a less or at least a further education (52%), i.e. not under or post graduates. Of those who had purchased a VCO voucher in the past the reasons given for purchasing VCO were often: “the right thing to do”, “I don’t want to feel so guilty about flying”, “I want to make my contribution towards the environment” and “We should take responsibility for the planet”. In the end result from the study, the researchers found prove that H1 could be supported to some degree and should be researched further. And that H2 could not be supported in this research study.

Tourists’ Perception of International Air Travel’s Impact on the Global Climate and Potential Climate Change Policies

In 2007, Susanne Becken of Lincoln University in New Zealand set out to investigate how tourists perceive international air travel’s affect on climate change, and thus how tourism affects climate change. The study was performed as a number of focus group interviews, based on the responses of a 63 small interviews given at the Christchurch International Airport of New Zealand. 32 international tourists participated in the focus group interviews, of them 19 male and 13 female.

Using role-play and a introductory quiz to make the participants a little more knowledgeable about flying and GHGs, the focus group interviews set out to find out which one of three possible scenarios the participants thought most eligible to help reduce GHGs and carbon footprint of flying in the future, and whether or not even one of the three scenarios would be useful. The three scenarios were:

Scenario 1: ‘Voluntary initiatives’: both airlines and passengers engage voluntarily in initiatives that reduce emissions (e.g. carbon offsetting).

Scenario 2: ‘Global air travel tax’ emissions from aviation will be taxed and increase airfares by up to 20%.

Scenario 3: ‘Carbon Budget’ every global citizen has an annual budget of 3.5 tonnes of CO2 emissions; savings and emission trading is possible.

The focus group interviews showed that the participants’ general knowledge about air-travels influence on climate change is lacking and for some participants initial reaction irrelevant, and that when informed of the facts on the subject they were more likely to be interested in helping to
reduce their own GHG emissions. The study also showed that when discussing individual responsibility for GHG emissions, tourists distinguished between their travel (something extraordinary) and their everyday life, they did not feel the same obligation to act environmentally responsible when travelling as in the home life. When discussing the three scenarios the participants ended up agreeing that scenario 2 would be the best option, as this would be mandatory, and equal for everyone, while at the same time being easier to administer. Finally the researchers in this study concluded that the research showed a latent support for mitigation policies relating to aviation, and tourists are – when prompted – aware of the fact that air travel is ’too cheap’. It seems like everyone is waiting for someone else to do something.

**Swedish air travellers and voluntary carbon offsets: towards the co-creation of environmental value?**

In 2009 Stefan Gössling et al. investigated how well acquainted Swedish air travellers were with carbon offsetting schemes and how they felt about air travelling affecting the climate. The study was conducted in April 2007 in the second largest airport in Sweden, Gothenburg Landvetter airport. For the study they interviewed 300 air travellers at the SAS/Lufthansa gates, and asked their respondents to fill out a questionnaire at the same time. Besides the interviews with the travellers the researchers also performed three interviews with representatives of SAS, to complement the traveller perspectives. Initially the travellers were asked about their flying habits and how much they had flown during the past 12 months. The respondents were asked whether they were worried about global warming and whether they believed that air travel contributes to global warming. Furthermore they were asked about their knowledge of carbon offsetting, if they had purchased it earlier or planned to do so in the future. They were also asked if they believed that it was important for airlines to act responsible and whether or not this affected their choice of airline, and whether or not they could imagine flying less to prevent CO₂ emissions in the future. Finally the respondents were asked who they felt were responsible for solving the problem of CO₂ emissions in the airline industry. The results of the study showed that 82% of the respondents believed that flying contributed to climate change, 11.7% had opposing views and 6.3% were undecided on this question, leading the researchers to the conclusion that these findings indicate that it is a common understanding, among the northern European travellers, that air travel is harmful to the environment. When it came to the question of knowledge about VCO only a quarter of the respondents (24%) were informed about the concept, while 76% stated that they had not heard of it. Only 4.7% of the respondents knew that SAS offers carbon offsetting, which indicated that the
concept of VCOs was at that time still unknown to most air travellers. Following this set of questions the researchers informed the travellers about VCO and the possibilities. After this they asked whether or not the respondents could imagine offsetting their carbon emissions for future flights, 70.3% of the respondents confirmed this while 20.3% rejected the idea and 9.4% were undecided. Asked if they believed that carbon offsetting was a good way of dealing with the environmental impacts of flying, 54.5% thought it was a good idea, 30.4% did not support the idea and 15.1% remained undecided. The survey revealed that 2% of the respondents had offset their CO₂ emissions previously. Asked whether or not the travellers would consider flying less in the future to reduce their carbon footprint, 50% of the respondents were not inclined to fly less because of the environmental impact, 23.4% were undecided while 12.8% agree to this and 13.8% strongly agreed. For the final set of questions, the ones related to appointing the responsibility of reducing the environmental impacts of flying, the study showed that the travellers divided the responsibility as can be seen below.

As seen on the figure, only about one third of the respondents assumed any responsibility for the carbon emissions that is a result of their flying habits, many strongly agreeing that it lies with the companies that are producing aircrafts and the airlines that are flying them. By the end of the interview many of the respondents said that they would consider the airlines environmental profile when buying flights in the future, and the researchers were positive that from the results of the study it showed that it could be possible to increase air travellers interest in the area to a larger extend than seen previously.
“A convenient truth”: air travel passengers’ willingness to pay to offset their CO₂ emissions

R. Brouwer et al., performed a study in 2007, with the aim to find out whether or not air travel passenger would be interested in paying for VCO and if so, how much they would be willing to pay. As this study was conducted as a survey, in the Amsterdam Schiphol airport, among air travellers. In total more than 400 passengers were interviewed during a period of two days in November 2009. The researchers had chosen an economic valuation method called contingent valuation (CV), which is a social survey method where individuals are presented with information about specific environmental changes, and their perception, attitudes and preferences regarding these changes are elicited. In order for them to measure these changes the participants are typically asked for either there willingness to pay (WTP) or their willingness to accept (WTA) compensation for the gains or losses involved. In this study the respondents were asked about their travel behaviour and their WTP for a carbon travel tax to offset their contribution to the emissions of GHGs. The respondents were 60% male and between the ages of 18 to 83, with an average of 38 years. The national divide among the participants were more than 60% European, ca. 15% north American, less than 5% Latin American, less than 5% African and almost 20% Asian. The researchers chose to divide the participants according to geography, to gain information on whether or not there are differences in the findings compared to which part of the world the respondents come from. The study showed that passengers from the Netherlands and from the UK had the highest awareness of the environmental issues in the world, and also when it came to their concern on the subject. Among the rest of the European respondents and those from North America, there were little difference in their level of concern on the subject; however, the concern was significantly lower among the Asian, Latin American and African respondents. On principle, the study showed that, three quarters of all of the travellers were willing to pay a carbon travel tax in addition to the price of their ticket, however the Europeans were more willing to pay (80%) than the North Americans (75%), with the Asians being the least willing to pay, (59%). Only 14% of the participants were unwilling to pay. The average on WTP were found to be 60 eurocents per 100 kilometres, with the Asian respondents not willing to pay, on average, more than 20 eurocents per 100 kilometres and the European respondents willing to pay, on average, 100 eurocents per 100 kilometres. Concluding their study the research said that they found that awareness and demand for climate change mitigation to vary across aviation passengers depending on their place of origin.
“Aviation, consumption and the climate change debate: “Are you going to tell me off for flying”

This article is based on a qualitative interview study and is written by Sally Randles and Sarah Mander. The study is performed on frequent flyers and seeks to investigate the reasons that the passengers gave for flying and the values that they believed that frequent travel represents. The article generally describes how it has become more and more normal to fly, and that it is an inherent part of our hobbies and celebrations, that we can easily transport ourselves to where we want to be, it furthermore describes how people tend to take more short breaks, and travel to even more remote destinations than previously. The study described various phenomenon within modern tourism, among these were “Trophy tourism” and “Last chance tourism” two forms of tourism were the main point of visiting a place, is to be able to state that you have visited it. The study displayed the frequent flyers views on climate change and CO₂ emissions from flying and the respondent’s views on the subject. It also included their respondent’s knowledge and views on VCO.

5.5 Findings in sum

Based on the findings presented in the section above, it is now possible to combine this with the theory reviewed earlier and the information regarding the airlines and their choice to achieve a well-rounded picture of VCO, the airlines and the customers. This is done in the following section, to help answering the problem formulation presented in the introduction. However, based solely on the information provided in this section it is possible to see that the question of how air travellers perceive climate change, and what they know of VCO is something that has caught the attention of researchers around the world, and that people invested in the business, like Martin Porsgaard is also baffled about. While the research provides somewhat similar results, it is still almost impossible to, solely based on consumers surveys, provide a straight answer as to what is to be done about the problem. Based on the studies, it is easy to see that the consumers see knowledge, especially the lack of it, as one the main set back in relation to buying VCO vouchers, but that the companies are hesitant to share this.
6 Analysis and Discussion

By reviewing the materials that were brought forth in this thesis it is now possible to attempt to answer the questions posed as a part of the problem formulation. The materials brought forth in this thesis includes the theory that was reviewed, the studies, both the survey conducted for the thesis, as well as the international studies, the interviews and finally and reviews of the international airlines. Below are the sub questions once again presented and tried answered, by way of an analysis and discussion of the subject matter, on the grounds of the information brought forth in the sources mentioned above.

6.1 The consumers and Voluntary Carbon Offsetting

To gain information on how well known VCO was for the consumers the following question was posed:

How well acquainted are the Danish and the international consumers with Voluntary Carbon Offsetting?

By looking at the surveys, both the one performed for this thesis as well as the international one it was possible to provide a more or less accurate answer to this question. The survey performed for this thesis it show that 54.7% of the respondents had heard about VCO but that only a little more than 5% had purchased a VCO voucher at some point in their life. Comparing this number to the numbers provided be Martin Porsgaard from SAS and those that have been published by the industry and the international studies it should be about 1% of all airline passengers who have purchased VCO in relation to an airfare. This could indicate that among the Danish consumers the level of purchasing VCO vouchers is a little bit higher than in the rest of the world. Compared to the results from the study regarding Swedish air travellers and their willingness to offset their airfares, only 24% had heard about VCO and thus this indicates that the level of knowledge about the VCO vouchers is higher in Denmark, at least among the group that was interviewed for the study. The interview with Torben Chrintz from Concito and some of the international studies conducted, primarily in New Zealand and Australia implied that voluntary carbon offsetting is more known and acknowledge in that part of the world, and that the use of it goes far beyond flying. As Torben Chrintz said: “At some point in the near past it was almost impossible to imagine having a wedding without it being CO₂ compensated, in that part of the world” (Appendix 3). This suggests that even though VCO is known in some societies it does not
automatically mean that people associate it with flying or think that they should offset their airfares when doing so. By looking at the relatively low percentage of consumers who are acquainted with VCO and whom, because of their knowledge of them, then have had the possibility to purchase it, it is possible to see that one of the main reasons for the low degree of VCO purchasing worldwide is a lack of knowledge of them. To fully comprehend the consumers’ attitude towards the product it is thus also necessary to investigate how they, after learning about VCO then feel about the product.

6.1.1 The informed consumers’ willingness to purchase VCO in the future

In the survey conducted for the sake of this thesis, it was possible to see that after the concept of voluntary carbon offsetting was introduced to the consumers, more consumers would be interested in buying them in the future. From the study, it was seen that only 22.5% definitely would not buy a VCO the next time they had to fly, and that 25% would definitely buy one, if they remembered to, the rest were dependent on accessibility and price, comparing result from the study performed in 2003 by Suzanne Becken asking the respondents if they would be willing to invest in a tree planting scheme when to offset some CO₂ emissions the next time they were flying showed that 48.2% were willing to do this. However only 36.1% of these respondents showed interest and understanding of the issue regarding CO₂ emissions and flying. This reveals that the Danish results must be thought to be the highest, as the number of those willing to invest in the Danish study was 60%, if the price and accessibility sceptical respondents criteria were met. The result of the Danish study is quite close to that of the international study examining Swedish Air travellers’ willingness to offset their flying behaviour, in which 70.3% said that they were positive towards the idea of offsetting their CO₂ emissions in the future. This suggests that travellers in Northern Europe, in general are more willing and interested in the possibility of offsetting their CO₂ emissions, than those participating in the Suzanne Beckens study, which was nationally representative of the tourists in Christchurch New Zealand. In the study described in the article: “A convenient truth” it is confirmed that Europeans are among the most willing to pay for an offset to reduce their carbon emissions, as that study shows that out of the three quarters of respondents, whom were willing to pay the geographic variations divided on geographic demographics were that: Out of the Europeans, 80% were willing to pay, the north Americans were almost as willing to pay (75%), but that only 59% of the asked Asian respondents were willing to pay for an CO₂ reducing offset.

From all of the studies, both the one performed for this thesis, as well as the international studies, it is established that more than 25% of the asked airline customers would be willing to offset their CO₂ emissions from flying, if that new about it and it was easier, which is a lot more than the 1% of
VCO that the airlines currently sell. To this point it could be added that in the interview position some might have answered differently to what they would actually do in the situation, but using Torben Chrintz’s rule of thumb, even an increase of 9% should be possible, assuming that 10% of modern consumers are willing to pay extra for a product for no other reason than to help improve the environment of the earth combining this with the information from the studies it can be concluded that there is potential for quite a large increase in the numbers of customers who are willing to buy VCO vouchers if the product was easier recognisable and heavier promoted.

### 6.1.2 The VCO buying behaviour

When it comes to the reasons for why people are willing to buy VCO vouchers or not, there are some general tendencies, both for those that are willing to pay, and those that are not willing to pay. For the customers who would be willing to pay extra for reducing the carbon footprint, most of them gave reasons for this such as: “Then I feel better about flying” or “It makes me feel less guilty”. As one respondent said, in the study performed for this thesis, when asked why he had purchased a VCO voucher in the past: “To ease my bad conscience about flying. To help the environment, because it felt like: the right thing to do. Even though it is a small step towards sustainability and flying is environmentally horrible, at least it is a small step in the right direction” - Male respondent, 26-35 years old. The interesting thing is that it is many of the same arguments that those who are not interested in, or willing to, buy VCO use as their counter argument. They give reasons such as: “If people believe that flying is bad for the environment, they should stop flying, not buying their way out of it” or “You can’t buy good conscience”. As another respondent in the study performed for this thesis said, when she was asked about what could get him to buy a VCO voucher in the future she said: “Nothing, I find it hypocritical, instead I try to reduce the amount of flying I do” - Female respondent, 26-35 years old. This is a good example of the conflicting feelings there are in society, to day, regarding our way of constantly buying “good conscience” in some matters instead of investigating ways to avoid the bad behaviour.

By examining the consumer behaviour theory it is possible to see the obvious approach – avoidance conflict the dilemma of flying contra not flying, represents, for those who are informed about the CO₂ emissions bad influence on the climate. And how some of these consumers find that buying a VCO voucher helps them deal with this dilemma, where as some do not see it as an powerfull enough tool to solve the conflict that they are experiences, who then chooses to avoid the product instead. The interview with Torben Chrintz, confirmed this as he talked a lot about the tendency that buying VCO had gotten a bad reputation of customers trying to pay their way out a having a
bad conscience, and was thus seen as an expression of lack of responsibility. He agreed with Martin Porsgaard who, when asked about this tendency, said that for SAS it was not a question about giving people a good conscience about flying, but rather giving their customers an opportunity to ease whatever bad conscience they might have. As Torben Chrintz put it: “… we do it in so many of lifes other aspects, if we have unhealthy eating habits, we might try to excercise some more. I can’t see that there is anything bad in it, because the alternative is that we are not allowed to do anything.” Torben Chrintz, Interview 28th of July, 2012.

So it is clearly a matter of how you perceive “paying for your sins”, do you see it as an opportunity to improve a bad situation or a mark of your never-ending guilt of doing “something bad”? Torben Chrintz went further and pointed out that a part of the responsibility for the bad reputation of VCO came, partially from a few NGO’s who had begun to call it, paying for your sins. A few gave the negative response regarding VCO that you could not count on the organisations and where the money was spent on. A problem that arose in the early days of VCO in which some did take advantage of the product and the companies. This is, however a rare thing now a days, and at least not for the bigger companies, and those that the main airlines corporate with.

Some of the respondents who had a negative attitude towards offsetting their flying were quite on defensive of their choices. In the study performed by Suzanne Becken in 2003 regarding tourists and tourism experts views on climate change and voluntary carbon offsetting, some of the responses given in the by those who were not interested in offsetting their CO₂ emissions were: “It would make no difference”, or that “being on vacation is about relaxing, not worrying about the climate”. The researchers who experienced these types of defensive responses, saw them as a contribution to the theory of people wanting to deny their bad conscience, a tendency that was very clear when it came to respondents feelings about climate change and tourism in general, this will be further discussed in the following section, section 6.2.

According to Maslow’s hierarchy of needs there might also be another aspect influencing the customers level of bad conscience when it comes offsetting their CO₂ emissions, as most products we purchase are influenced by the level in the hierarchy that we seek to have our needs met at. For those who purchase a VCO voucher when flying, or who intend to, they will, for most part, have a self-actualisation need that needs to be met, they will purchase the VCO voucher to indicate to themselves that have the personal surplus, both mentally and economically, to do something extraordinary good for the environment. Where as the consumers who choose to meet the concept of VCO with a defensive response might see their need to fit in and have their safety or EGO needs
met, will see their flying as the primary goal to accomplish this, and cannot see how purchasing a VCO voucher should have any positive benefits for them. For those consumers who are not defensive of why they do not purchase VCO voucher but who choose to fly less instead, it is the same needs they see met, when choosing not fly, as those who choose to buy VCO see met, the need for self-actualisation, here the approach-avoidance conflict simply just ends in avoidance, but this will still mean that the need for self actualisation is met, even though it didn’t mean a purchase. Which is the aspect that sets consumer behaviour in a new situation when it comes to green products, because of the shift of values in the stages of consumer decision-making. As mentioned in the theory part of the thesis, the big shift when it comes to green products, vs. “regular” products, lies in the information search and evaluation of alternatives, where the result, for green purchasing, might often be not to buy a new product at all, with the consumer feeling that his needs are still met, and that he handled the motivational conflict in a matter that he was comfortable with, just not one that marketers might be able to account for.

6.1.3 The consumers and VCO in sum

Judging on the information discussed and analysed in this section, it can easily be concluded that there is still some work that needs to be done if the full potential for VCO in the airline industry can be met. As the initial answers showed, only about 25% of the consumers new of VCO vouchers when they bought airline tickets previously and out of the 1-5% had purchased one, so there is great potential for growth. And by analysing the responses given by the respondents, after having been informed of the possibilities for VCO when flying, there are many whom could be interested in buying one in the future, however they also provided information on the problems and pitfalls they could see connected to it. The lack of information and transparency of the schemes was what most of the consumers requested and more of a reminder when buying the airplane tickets. This information became even more evident when discussing the green consumer literature and experts answers on the subject. Finally the section furthermore explained the consumers needs for green products through the environmental hierarchy of needs, that illustrated how it might, at some point be easier to sell green products as the society will be more ready for them on a higher level of development.
6.2 The consumers thoughts on flying and CO₂ emissions

To see the potential for growth, with in VCO and the air travelling and to explain how the consumers viewed the problem with high emissions of CO₂ from the airline industry, the following question was posed.

What are the Danish and the international consumers’ thoughts on flying and reducing CO₂ emissions?

To be able to discuss whether or not airlines should reconsider the positioning of VCO and as a result also some of their CSR policy, it is relevant to take a look at the airline passengers thoughts on air travel and climate change, and in depth, whether or not it is something that they are aware of and think that it is the company’s responsibility to act on. As seen in the section above, regarding air travellers thoughts and feelings towards VCO it is possible to see that the consumers them selves believe that there can be quite an increase in selling these vouchers, if only the awareness about them is spread. But it can be questioned whether the problem just regarding CO₂ emissions or if the customers think of it as a more general problem, and thus something that could change the way people buy airplane tickets. Torben Chrintz from Concito approved of VCO vouchers because they enable people to fly, even though it would be best of people did not fly at all, at the same time he expressed a concern with the way we travel to day, as people do no longer see it as privilege but rather as a necessity, regardless of the impacts it has on the climate. And with airplane tickets becoming as cheap as they are, he also put a lot of emphasis on the fact that Danes no longer journey only to Spain or Greece, but often travel as far as Thailand or New York, destinations that are so far away that the CO₂ emitted on a flight that length is the equivalent of what is the desired emission for one person for a year, for a single flight a statement that is also supported in the article regarding ‘Aviation, consumption and the climate change debate’. So from his point of view, currently the understanding of the climate changes caused by tourism and the travel industry is inadequate among most of the consumers in the world, at least among the Danish consumers, whom he knows best. The interesting aspect here is to look at this with the environmental hierarchy of needs in mind. According to the environmental hierarchy of need a community as a whole will respond to their current level of development with an increased interest in the environmental situation that surround them. In relation to VCO and the consumers it must then be assumed that currently the consumers in the western world to not consider the environmental issue of flying as being something that they focus enough on to force the airlines to take a greater responsibility for
this. If the western societies were at a higher developmental level, in the environmental hierarchy of needs, consumers would demand that the airlines would take a greater interest in reducing CO₂ and themselves buy VCO vouchers to meet their own needs in the environmental development. At the same time, a higher level of development on the environmental hierarchy of needs would also mean that the companies themselves and the government would take a greater interest in the reduction of CO₂ emissions. In the study regarding ‘Swedish air travellers and voluntary carbon offsetting’, the respondents were asked whether they believed that flying contributes to climate change. 82% of all the travellers agreed, only 11.7% disagreed and 6.3% were undecided, describing that the awareness regarding air travelling’s bad influence on the climate is know much wider than the VCO. In the same study the respondents were asked if they could be willing, or interested in flying less in the future, to avoid CO₂ emissions and as seen in the description of the study, about half of the respondents could not see themselves flying less, while 12.8% agreed and 13.8% strongly agreed. These numbers are bigger than Torben Chrintz’s assumption regarding that only 10% are willing to change behaviour only on account for the greater good, but the interesting point here is that about half of the respondents could not see them selves flying less, indicating that they think that the amount they fly, currently, is the absolute minimum that they could be asked to fly. If about 80% of the respondents thought that air travel was bad for the environment, and only 27% would agree to fly less, it must be assumed that the remaining 53% of those respondents, those that believe in the harmfulness of flying on the environment, would either be willing to buy VCO vouchers to ease their conscience, or be accused of not taking part in the joint responsibility improving the environment is. As mentioned in the previous section, some of the responses regarding the unwillingness to buy VCO vouchers was assumed to be related to the consumers taking distance from the issues at hand, and so could some of the responses given here also be seen. One guy in the Swedish study gave the reason for his not wanting to fly less that he had just bought a summerhouse in Thailand and thus he ironically commented: “Cycling to Thailand – how much fun is that?”.

Others had pointed out that they flew seldom anyway, or simply that they just wanted to fly cheap and often. Once again indicating that modern consumers take flying as and everyday good, and see the prices as an example of this.

In the article called ‘Aviation, consumption and the climate change debate’, the subtitle: “Are you going to tell me off for flying?” is an even stronger representative of this trend. The subtitle is a quote from the study performed for the article, expressed by a woman they interviewed. In the article main emphasis is put on the fact that the frequent flyers, who were interviewed for the study,
in general saw the problem of how air travelling affected the environment, they would not, however change their behaviour, most of them saw it as their “right”, to fly when they wanted. The same woman who asked if she was to be told of for flying made this statement further into the study: “I will have a conscience but I won’t not fly to Miami” - Frequent Flyer Study: Helen.

In both studies, however, most of the respondents said that they would consider the environmental impact, the next time they were flying, so it could be suggested that the awareness of the problem will be raised, if just consumers had the small amount of information regarding the issues, as the respondents have received through the studies they have participated in. Whether or not they, from the point of the study, have chosen to fly on more environmentally friendly air lines, or reduced their flights, is hard to determine, according to Belobaba et al., (2010) it is unlikely, as: “Passengers in general do not consider environmental performance important in selecting an airline – concerns such as on-time performance, availability of direct flights, and ticket price tend to trump environmental performance.” (Belobaba et al., 2010:407). This backs up the theory that consumers, currently, do not take the environmental aspect into account, when thinking about flying, and even more so, they can even be found punishing both politicians but also airlines if they try to make the decisions for them. Torben Chrintz mentioned that, as Klimabarometeret also showed, Danish voters claimed that they are more aware and sensitive to politicians environmental campaigns now, than they have ever been before, but as soon as the elected politicians began demanding the consumers to pay more for their environmentally harmful habits, they were punished by the voters. The same goes for the airlines, where, as Martin Porsgaard said, if they raise the airline tickets to offset the GHG emissions with an inclusion in the price, customers simply chose to purchase their tickets somewhere else. Once again backing up the statement that the consumers are not, currently, ready to handle this type of responsibility them selves, as their need for environmental benefits is not at that stage, yet.

For the sake of this thesis, the respondents in the survey were asked whom they thought the responsibility for reducing CO₂ emissions on airfares belonged to. From the survey performed for this thesis, 66.4% believed that it was joint responsibility, that the consumers, the airlines and the governments were to blame for the development and should thus share the responsibility. However, when asked about what they thought there should be done about the issue more than half of those that chose to respond, 70% (in total) answered that taxes should be increased, that companies and consumers should be forced to act responsibly and similar answers, indicating that the consumer might not, right now think that it is a governmental responsibility for the state of the matter that the
world is in, but that it is their responsibility to fix it. This is also confirmed by looking at responses on the Concito Klimabarometer report in which it could be seen that the share of responsibility was almost equally divided by the three, companies, individuals and the government, even though companies and governments’ share were somewhat higher than that of the individuals. From the study regarding Swedish air travellers’ willingness to change behaviour, it can be seen that the respondents in that study divided the responsibility between the aircraft producers (the largest amount), the airlines (second largest), governments (third) and some where down the line, the consumers.

6.2.1 The consumers thoughts on flying and CO₂ emissions in sum

In the overall picture, the consumers do not see them selves as those who are responsible for reducing emissions, but rather that it is something they want their governments and companies to care about for them. However it is notable that the consumers, questioned for the study for this thesis, mainly saw changes coming from governments and that the respondents in the Klimabarometer report put an increase emphasis on the politicians environmental believes, when it comes to elections. This can only indicate that the Danes believe that in order for the world to become more environmentally friendly, governments must see to it that the habitants and companies of the country behaves in a more environmentally friendly manner. Most of the consumers, however, did believe in the climate changes caused by flying, and some were willing to change their behaviour, but it can be safe to say that from the consumers point of view, air travelling is something of a right in the modern day western world.

6.3 The airlines, CSR and Voluntary Carbon Offsetting

After having dealt with the consumers point of view it was interesting to investigate how the airlines think and how they act in relation to the environmental issues connected to their industry, thus the following question was posed and sought answered.

What are the airlines currently doing when it comes to CSR and VCO?

To get an understanding of the initiative and possibilities that exist in the airline industry, the airlines initiatives will here be analysed and discussed with the modern theories of CSR in mind. This analysis and discussion will divide the companies according to regional positions, to see if there are any resemblances and correlations between the geographically sorted airlines.

The investigation of the Asian airlines and their CSR policies proved to be difficult as there was very little, to be exact none, to be found. Based on the theory regarding the environmental hierarchy
of needs, this would indicate that the Asian airlines do not estimate that information regarding the airlines impact on society and environment and especially how the airline seeks to help solve these problems, as anything their customers could be interested in knowing. Or that it in any case could be something the customers demand knowledge about. This being the case the countries in which the Asian airlines primarily consist of societies that are situated in the lower part of the environmental hierarchy of needs, implying that they as a community currently do not have the additional capacity that enables them to begin thinking more about their environment and how they can save it.

Looking at the North American companies it was very easy to find information regarding the CSR and environmentally friendly programmes. Both companies had found it important to have this information readily available for their customers, which can only mean that they believe that it strengthens their competitiveness to communicate to and with their customers regarding the climate changes their as an industry and the customers as users of this industry are responsible for, thus indicating a higher level of commitment to environmental needs in society than that, which was seen in Asia. However it was interesting that the American airlines had two different approaches to VCO. Delta airlines had been amongst the frontrunners and are still very committed to offering it to their customers and Southwest airlines had deliberately chosen not to include VCO as a part of their CSR offerings as they rather believed in using the resources elsewhere. This could be a sign that Delta is committed to their VCO programme because of two things, either because they truly believe in the case or because they believe in the promotional benefits that it brings to the company. In either case it is certain that there here, is talk of some “shade of green” company, but the shade differs, depending on which of the two situations there is the case. If it is a matter of Delta airlines being committed to the case and believes that it can help improve their business in the future they are, what Ginsberg & Bloom (2004) would define as a shaded green company, doing it for the product, the promotion and the price (symbolising that the environmental and company-improving qualities surpass the expenses related to it. If they, however primarily do it to promote themselves as a green company, Ginsberg & Bloom (2004), would define them as a defensive green company. Whether they are one or the other is hard to say, without having more knowledge of their commitment to the problems and this goes for both Delta airlines as well as Southwest air, but keeping in mind that for both companies’ goals and the achievement of these seemed rather undefined and mostly just mentioned for the sake of mentioning it, it could be a strong indication
that they first and foremost do it for appearances sake, and less for the sake of the environment, making both companies defensive green.

The European and the North American airlines are not very different in the accessibility and communication of their CSR programmes as well as the VCO schemes. So it can be assumed that they reasons are very similar. But there are some apparent differences though. First of all both Easyjet and SAS offers the customers the possibilities to buy VCO vouchers directly on their websites, committing to that program and not disregarding it as Southwest air had done. And secondly both in terms of the goals and the ways to reach them, the European airlines were much more specific. This could be indicative of the fact that the European consumers are more demanding and expecting of their companies, and would not settle for a programme in which one of the goals were to “set a goal for this during 2012”. Therefore it could be concluded that would lean more to the shaded green companies, rather than the defensive green.

6.3.1 The future for CSR

To be able to discuss the next question it is relevant to evaluate the current status of CSR, both in terms of reasons for why the airlines doing what they do, but also to understand what the trends and tendencies are in the future, in relation to what the customers expect of the airlines.

From the theory section it was possible to see that CSR comes from stakeholder theory and as such is an expression for the need there has been, in recent times, for defining the roles a company plays for its various stakeholders. But with the recent discussion of whether or not CSR actually has the acclaimed effect and if it is the correct way for companies to focus on their surroundings, it is ideal to use this opportunity to see if the thoughts behind CSR actually is what is holding back the good results of CSR. It is especially relevant to discuss, in a thesis such as this, as VCO must be seen to be a part of modern day CSR policies but has yet to provide palpable positive outcomes.

From the surveys both conducted and evaluated as a part of this thesis, and the results from the Klimabarometer, it is evident that the consumers expect that they elected politicians will rise to act if something life threatening occurs, as for example climate change as a result of companies bad behaviour. However, if this is the case, it is not relevant to discuss stakeholder theory, as stakeholder theory defines the companies duty to serve their stakeholders (including their surroundings) and not only themselves, but consumers then instead depend upon shareholder theory. If the people in a country does not trust the companies to act responsible unless be forced to be so by the government, it cannot be relevant for the companies to try to act responsible before they are asked to, but instead, going by shareholder theory, focus on making a profit, paying the
correct amount of taxes at let the politicians, whom are elected by the people, act as they have promised their voters. Ensuring that the people’s power and thoughts are carried out, as they want them, and not defined by what a company thinks is right. But if the case is that companies should act completely on their own accord, and not pay any attention to the negative effects of it there is something wrong with the environmental hierarchy of needs saying that communities as a whole will begin to be more invested in their surroundings, which is true for what many respondents also replied in the studies. The respondents moreover said that they, expected governments to handle bad situations but also expected that companies would enable a better future for them selves and the world, so the question is what the companies then should do/follow, if it is not CSR theory, to accommodate both their own as well as their customers expectations.

For the companies the goal must be to ensure that they have a future to operate in and thus secure im pending revenue, like the theory of sustainability suggests. So by acting responsibly to day they might have secured their own survival in the future, a theory that is very applicable for the airline industry as they, by reducing and focusing on reducing their customers CO₂ emissions in the present they might avoid a future in which flying is very limited, due to the lack of early control on emissions. Looking at the airlines CSR programmes they are currently focusing on this but being very aware of the fact that if they act alone, it might, and will probably, damage their competitive advantages. But as the companies are investigating this as CSR – something they are doing for the stakeholders, it might limit them in seeing the possibilities that might present themselves, if they were primarily thinking about how it would benefit their shareholders in the long run. Right now, as Martin Porsgaard explained, they are all waiting for the restrictions being tightened from the EU, but if they were acting for them selves, and making it a part of their focus on innovation and repositioning they might be able to push both the EU but also the ICAO to act faster, for everyone’s sake. In their attempt to free companies of CSR thinking Porter and Kramer (2011) also focused on the problems with CSR as being something that have been pushed on the companies from outside, not something they felt were necessary internally, once again attacking this aspect of stakeholder theory. They, like the theory of sustainability, focus on companies finding the motivation for acting more responsible in activities that will benefit them as well as society, so it does not, like CSR sometimes does, look like an “externally expected” waste of shareholders money. This can also be tied into the theory of the environmental hierarchy of needs, where the company act sustainable to secure a future, by improving their own chances of future success, that will enable a move into the “Sustainable” tier in the pyramid.
6.3.2 The airlines, CSR and VCO in sum

As seen from the analysis and discussion above there are very big differences when it comes what the airlines see important depending on the situation of their surroundings. From this analysis it is obvious that there is no need to discuss how the Asian airlines are currently handling their CSR programmes and VCO because they are non-existent. Whereas both the North American and the European airlines are much more appropriate because they actually have CSR programmes and for three out of four's sake, have VCO as a product offering. For these companies the research regarding modern day CSR showed that it could be beneficial for the airlines to focus on their internal gain from acting sustainable instead of reacting to external pressure, thus disregarding CSR but instead focusing on CSV and sustainability.

6.4 Risks and opportunities by offering VCO to customers

By evaluating the current effort from the airlines when it comes to VCO, it is now interesting to see what the opportunities are, and also what the threads might be, before it is possible to place the responsibility anywhere.

What are the airlines opportunities and risks when it comes to promoting VCO to their customers?

Answering this question will need a basic analysis of the type of consumerism that the airlines deal with, in this matter; thereafter promoting the VCO vouchers and problems with them is discussed.

6.4.1 Defining the green consumers

As seen in the theory section, regarding green consumers and green consumption, experts have, with in the last 10 to 15 years begun to discuss green purchasing, instead of green consumers, based on the difficulties there have been found, with trying to define a green consumer. From the environmental hierarchy of needs, it could be seen that the way individuals feel the need for their society to be more environmentally friendly is very dependent on what level of development this society is experiencing. From other theories regarding green consumption, it was possible to see a tendency for all of the experts that they all saw education and information as a vital need in both understanding environmental issues and also when marketing a greener alternative. Thus it can be concluded that a combination of societal development combined with the education level of the citizens will provide a scale on which the “greenness” of the consumers living and acting in that society. To see if this is the case, it is possible to compare this allegation to the findings from the international studies, as well as looking at the airlines, whose CSR policies were reviewed as a part
of this thesis. From the international studies it was clear that those whom were most interested in the environment and whom were more passionate about VCO were among the respondents from Europe and North America, continents from the western world, who must be considered to have the most developed countries and societies in the world. From these studies it became clear the Asian respondents were among the least favourable to buy offsets for their air travelling, however they were still included in the study. Indicating that their living standards allowed them to fly internationally, however there was a smaller concern for the environment, which, according to the environmental hierarchy of needs would indicate that they should be considered to be on a lower level of development, than those of Europe and North America. The discoveries made in the small review of the various airlines, provided the same indication. The Asian airlines did not offer any insight into their thoughts and feelings about CSR or environmental policies, indicating that they did not see this as being valuable for their customers to know of, and the European and North American airlines felt the opposite. Once again indicating that the level of development a country and society is living in is also indicative of their views on green consumption, and their need to preserve nature and at some point become sustainable.

In the interview with Torben Chrintz, he was asked to provide his definition of a green consumer, this he did by saying that a green consumer is someone who is always aware of his or her consumption and who chooses the environmentally friendly alternative whenever they have the opportunity. 95% of the respondents in the Danish study agreed with Torben Chrintz on this definition, however they were hesitant to call themselves green consumers even though they matched their own definition. This underlines the fact that it might be possible to define green consumers as an extreme consumer group but when it comes to integrating that group of consumers and defining them by other measures than behavioural it is difficult to find exact variables to base this on. From the theory reviewed in this thesis, which was mentioned above, green consumers have proven difficult to define, and if those consumers who do purchase green products would not classify them selves as green consumers, then there is reason to agree with Peattie (2001) and conclude that it is not relevant to discuss green consumers as a consumer group but green purchases in stead.

6.4.2 Promoting green products

As stated above it is not, for this thesis, relevant to discuss green consumers, but green purchasing should instead be the focus for analysing the consumers’ behaviour in regard to purchasing airplane tickets. This can also provide answers for how this development could be influenced in the future.
When studying the theories on consumer behaviour, together with the information on green marketing and the responses from both the interviewees as well the respondents in the various studies it is very obvious that because successful marketing of green products include a vast amount of information being delivered to the customer as a part of the stages of consumer decision making, this is where the actual selling of the VCO vouchers is determined. Regardless of which VCO voucher you wish to buy connected to whatever flight you choose, it is instrumental that you are aware of what VCO is, and just as importantly, why it is necessary. As there are no direct tangible benefits of purchasing VCO voucher (except a better climate in the future), it is necessary that the consumers feel that their need is met with a purchase that is high on the degree of confidence and, for most people, low on the degree of compromise, a “Feel-good purchase”. This is obtained through, as mentioned above, increase in communications, “you want feel like you have made a difference, if you do not know that there was a difference to be made”. Thus, from the consumers’ point of view, it is necessary that the companies put increased focus on this area, if sales of VCO vouchers are to increase in the future, and the consumers then will know that they are taking responsibility for their environment.

In the theory section of this thesis, it was mentioned that a company needs to, before focusing on how to market their green products, determine why they are offering these products, by, as also mentioned above when it comes to what the airlines are currently doing, determining what “shade of green” they are, according to Ginsberg and Bloom’s (2004), Green marketing strategy mix. As it was suggested when it came to the companies, it was not currently meaningful for the Asian airlines, as they do not offer VCO or any type of other green product, but the European and north American airlines were somewhere between defensive green and shaded green in their marketing of green alternatives. From this discussion and analysis section, it was furthermore recommended that the companies start focusing on sustainability and CSV from a competitive advantage point of view, which would direct them to viewing themselves as shaded green companies, instead of defensive ones, as this would be more valuable in the future, and could help them in more ways than just giving them a good reputation.

So when the companies have decided to which extend of green they see themselves and how the green products can benefit them, it should now be possible for them to being marketing their products to the consumers, in order for them to do so, it is necessary to remember that while the stages of consumer decision-making, the regular marketing mix and many of the other normal marketing tools are applied, there are some differences to remember. These are encompassed in the
5 I’s of green marketing, and by incorporating these into a normal marketing process, some of the main pitfalls of marketing green products can be avoided. For marketing VCO vouchers the main I’s to consider are Intuitiveness – the VCO be made as “normal” in appearance as any other add-on, Inviting – making the VCO voucher attractive to the customers (for example by prompting the positive benefits of being able to give back to society without compromising your own needs) and finally Information – referring to the increased demand for knowledge that surrounds green alternatives, and as seen in the studies in this thesis, also exists when it comes to VCO. Keeping these things in mind it should be possible for them to have more positive experiences with VCO than previously however, the pitfalls of green strategies must be remembered if they are to be avoided, and especially as some airlines have already, as stated both by Martin Porsgaard, and by Torben Chrintz, been accused of some form of Greenwashing, when it comes to offering VCO vouchers it is incremental that they seek to avoid this in the future. Furthermore they must also remember, as Martin Porsgaard also said that they are currently struggling to do, that by upping the information on VCO’s and why they are important, they must be very careful not to damage their main product, the airfares. So the promotion of the VCO vouchers needs to be more aggressive than it is currently, while still encouraging the customers to fly.

6.4.3 Risks and opportunities by offering VCO to customers in sum

The consumers and experts on consumerism indicated that perhaps it was correct, what Peattie (2001) had indicated, that it was not as much a matter of green consumers as it was instead a matter of green consumption of certain products. This made the theory regarding the environmental hierarchy of needs even stronger. Bearing this in mind, it was possible to suggest that the companies should focus their efforts on promoting VCO to all customers and not focus on targeting those that could be presumed to be green. By investigating the relevant theories on green marketing it became evident that their focus should be on firstly determining why they want to sell VCO vouchers, and secondly that promoting these will take an increased effort in information and communication to become successful. While at the same time not being accused of green washing or diminishing their main product, the airfares.
7 Conclusion

By evaluating the conclusions from the previous section, Analysis and Discussion, it is now possible to answer the problem formulation.

“The aim of this thesis is to investigate with whom the responsibility of the low degree of VCO purchasing in the worldwide airplane traveller industry lye. Is it the customers’ lack of knowledge and interest in reducing carbon emissions or the company’s lack of promotion and sense of responsibility?”

By investigating the consumers point of view, and the development within green consumption and the society it can be concluded that the consumers interest in the product, or lack there of, originates partially in their current societal level of development, that both accounts for their interest in green products and for the information and education on the subject provided by their community, and partly from their own situation in life and their goals and needs. Thus explaining why some of the consumers justify their lack of VCO purchasing with the fact that they either did not know about the product, or that they did not know of the severity of the problem.

If the customers live in a society that is very developed, according to the scale of the environmental hierarchy of needs, there will be more information regarding CO₂ emissions and what to do about it, available through both the airlines and the culture itself. This will lead to an increase in the need for VCO vouchers and a consumer demand for the availability of this product. However, in the society and the culture in the current developed countries provides a challenge for this development, as the airlines, whether they want to or not, have big problems addressing this issue with out it hurting their competitive advantages. This leads to them neglecting to inform about the product and problem because the responsibility does not pay off, instead of being rewarded they are being punished.

Therefore there is a lack of information on the subject, as those who knows the most about it, the airlines, have little interest in communicating this knowledge forward. While the consumers at the same time, expect their governments, or the airlines to handle issues like these if they become too serious. However the voters might punish their politicians if the solution is to make them pay thus giving the politicians little incentive to act on these issues, like they do the airlines.

The airlines, having acknowledged that there is little to gain compared to what they lose, when focusing on VCO and responsible flying, deliberately choose not to make to grand gestures because they know that acting on their own will damage their competitiveness compared to the other
airlines. They are waiting for the world community, through policies and governments, to force the industry into handling this problem collectively. At the same time, the airlines are facing a problem addressing the issue that, their CSR policies are not working as they would like them to, but that they need to show their customers that they are responsible, because whether or not they take part in the responsibility the customers expect a modern day, western, company to have a CSR policy. The companies furthermore have an interest in helping the earth survive as to secure a future for them to operate in, thus acting sustainable can only benefit them in the long run. So they need to figure out how to make acting responsibly and sustainable into a value-adding business for them in more aspects than just pleasing the customers, as it seems the focus is on now. They must do this while at the same time understand how to market these products to the consumers, without appearing to green wash, or hurt their core product. The increase level of information is vital to the successful marketing of green purchasing products while at the same time avoid these pitfalls.

This means that, in the world to day, the responsibility is shared between the companies and the customers. If the airline industry, as one force, begin to inform about and act on the high levels of CO₂ emissions from their industry, the customers would have to, and might also be ready to, understand their influence and some, at least 10%, would choose to buy VCO’s when buying airfares, thus taking their share of the responsibility. Fig. 7.1 illustrates this:

![Fig. 7.1: Responsibility divided among Airlines and Customers for VCO.](Author, 2012)
It could be explained by stating that: The customers, as world citizens have a responsibility towards the earth, the companies have a responsibility towards their shareholders of remaining sustainable, so they must enable their customers to act responsible. If the situation ends up being ignored for too long it could have the consequence that no one will be able to or allowed to fly, which will end up hurting both customers and companies. So the airlines must, either on their own initiative or by being forced by governments and institutions, take the responsibility and increase focus on the selling of VCO vouchers, if the customers are to have a chance at taking their share of the responsibility and offset their CO₂ emissions from flying.

7.1 Future studies

In future studies it could be interesting to investigate how are we as a world going are to change this VCO behaviour keeping in mind that with the increase in the welfare for some of the developing countries, more and more people are beginning to fly. Thus the questions becomes: how do we ensure that there is no skewing in the way this issue affects customers worldwide, and that the issue is handled all over the world at the same time?
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Appendixes

Appendix 1

First Interview with Martin Porsgaard on March 1st 2012, Director Environment & CSR Infrastructure, SAS,

About the interview:

The interview was conducted as a semi-structured telephone interview with a number of ready-made questions but in the shape of a normal discussion, so that all of the questions were answered, but not necessarily in the order that they were prepared. This method ensured that some answers got more elaborated than the questions would have enabled them to be, and the questions prepared ensured that none of the subjects that should be included were forgotten.

Overall deductions from interview with Martin Porsgaard

- SAS has two approaches to the subject.
  - First of all are they very persistent in ensuring that VCOs are offered to any customer who could be interested in purchasing it, but in this situation, as in all inconsistencies in SAS customer handlings, they do not attempt to differentiate those customers from the rest. As they do not differ between those customers that travel on business class and those who travel in coach.
  - SAS’s company policy is that all SAS business travels are co2 compensated. No matter what the trip is and where.

- Around 0.5 to 1 % of their customers purchase VCO’s. This is only accurate for the online ticket purchases.

- Currently SAS admits that the way of purchasing VCO’s on their website, when offering tickets is not ideal and this might frighten away some customers. You have to insert your credit card information twice.

- SAS has no clear goals for VCO purchasing other that it should be offered and possible for all that wish to travel with them

- SAS are very determined to help and corporate in green studies and projects, as they are keen to establish a “green image”
- Minimum 50% of the SAS customers are business clients and a lot of the large companies have their own co2 compensation programme or scheme, thus their VCOs will not appear in a statistic such as this.
- The company customers that desires information about their specific co2 emissions get it on request
- He also wonders about why people does not buy VCO’s
- The Sales department is very set against offering VCOs as a fixed price on all of the airline tickets. The industry must be so price sensitive that every penny counts.
- Research shows that around 50% of consumers’ state that they would be willing to pay extra to have their co2 emissions compensated.
- People chooses where to engage and help. Maybe they don’t think this is the right battle?
Appendix 2

Second Interview with Martin Porsgaard on July 10th 2012, Director Environment & CSR Infrastructure, SAS,

C: Over halvdelen af de forbrugere jeg har snakket med siger at mere synlighed ville kunne få dem til at købe CO2 kompensation, næste gang de flyver, tror du at det ville svare til antallet af dem der ville købe det hvis I gjorde mere ud af synligheden?

M: Det er skægt du siger det, andre har lavet tilsvarende undersøgelser, og det lyder meget sandsynligt. Göteborg undersøgelse sagde at nogle af 60% sagde det samme. DR har lavet lignende undersøgelse, som også viste over 50% men TV2s viste kun omkring 20%. Han tror på at forbrugeren siger sådan, men spørgsmålet er om de faktisk ville gøre det. Hvis vi havde en meget tydeligere tilgang til det. De kan dokumentere at da de startede på deres co2 kompensation skulle man selv regne på det, men efterfølgende ændrede de det så det var et fast beløb, det ændrede at folk købte mere. 5% købte mere da det blev nemmere.

C: Kunne man overveje i fremtiden at det var et tilkøb man ”klikkede” af?

M: Det er ikke lovligt i DK, det skal være et aktivt tilvalg. De har overvejet det, da de startede det op. Man bruger det i UK, men EU laver nu regler om at det skal være aktivt tilvalg.

C: Hvis det blev mere “accepteret” at købe aflad, I det her tilfælde kompensation ved flyrejser, ville I så skilte mere med det?

M: Vi har løbende markedsført uden at tænke på den dimension, de vil ikke markedsføre det som aflad, det er ikke det det handler om. Man må acceptere folks ønsker og valg om at flyve, og give dem mulighed for det. Sådan skal man ikke se det. De synes ikke at det er aflad.

C: Nogle eksperter mener at priserne på flybilletter burde afspejle de faktiske omkostninger ved flyrejser, her inkl. CO2 kompensation, hvad tror du at det ville gøre for forbruget og branchen?

C: Kan det lykkedes globalt?


C: Hvis man spørger Concito, og flere andre NGOer vil de sige at den måde hvorpå I udregner CO₂ udledningen fra en flyvetur ikke er svarende til den faktiske udledning, hvad siger du til dette?

M: De bruger en multiplikator, vi udregner den reelle belastning, de regner ud på baggrund af brændstofudregningen, Aiata, branche organisationen godkender denne, Ikao (FN) anerkender den også. EU's beslutning om at indføre en CO2 kvote ordning baseres også på samme måde, så derfor holder de sig til det. Men man kan også vælge en anden betragtning ved at sige at man har en højere klimabelastning i højere luftlag, og derfor når de frem til en højere belastning. Derfor bruger de en multiplikator model som beregner klimapåvirkning og ikke co2 udledning. Og så kan man stille spørgsmål ved multiplikatoreffekten om den er rigtig, nye undersøgelser viser at deres multiplikator er forkert. Der er stor usikkerhed om hvordan det skal beregnes. De mener at når der kommer en videnskabelig forklaring på hvordan det skal være regner de på faktuelle co2 udledning derefter altså med den videnskabelige forklaring ændrer de det gerne.
Appendix 3

Interview with Torben Chrintz on June 28th 2012, Concito

Koder:
C: Christiane Rosenkjær
T: Torben Chrintz
….: ehhh, åhh….

Kursiv generel info

Interview:
C starter med at introducere emnet og baggrunden for interviewet, og forklare hvad interviewet kommer til at handle om.

C: Hvor klimavenlige er danskerne, i forhold til hvor klimavenlige vi tror vi er, for vi tror jo at vi er nogle af de bedste i verden.
T: Ja.
C: Er vi det?
T: Nej.
C: Nej, vel?
T: Vi er nogle af de værste. Det har noget at gøre med at vi er rige, og vi danskere har jo et skattesystem hvor serviceydelser og en kultur generelt og restauranter er enormt dyrt, imens det er købe nye ting og ting og sager er billig og det er også billig for os at rejse, det er fordi Danmark er et dyrt land så det er lige før at det kan betale sig at flyve et eller andet sted hen og holde ferie i fjorten dage og flyve hjem igen. Som forbrugere bruger vi faktisk rigtigt mange af vores penge på klimabelastende ting og sager, som gør at vi ligge i top hvad angår udledning af klimagasser, i verden som forbrugere. Og det ved politikerne sådan set godt, men øh… men det er mere behageligt at sidde og regne på den udledning der sker indenfor Danmarks grænser. Og der har vi jo, altså vi bliver meget italesat, fordi vi gerne vil være det her bæredygtige land, og det virker som om det er vigtigere at italesætte det end det er faktisk at være det. Hvis vi tager et eksempel så påstår vi i Danmark at vi har afkoblet væsentlig af vores energiforbrug. Og noget af det vi har gjort i Danmark de sidste tyve år, det er at meget af den tunge industri, den er røget til Asien, dvs. At meget af den klimabelastende industri er røget til Asien. Det er ikke ensbetydende med at vi ikke køber de produkter. Mange af de danske indtægter kommer fra skibsindustrien, hvor du så har indtægterne med, men skibsindustrien har du ikke med i udledningen. Og dvs. at jo mere vi sådan set outsourcer produktionen og jo mere skibsindustrien fylder i vores økonomi, det mindre er vores udledning. Det er mere det der betyder noget, at vi afkøbler det end at vi faktisk har nogle vindmøller eller ej.
C: Øhm, ja, for nogle af de ting jeg dels kunne læse i en artikel inde på jer es hjemmeside (Concitos hjemmeside) om beregningen af CO2 udledning på flyveture mm. Og sådan er det vel generelt for mange produkter, altså at vi beregner hvad der sker når det kommer til landet, nu har jeg researchet lidt om fx stofbleer i øjeblikket og folk påstår at det stort set går op med engangsbleer i udledning, men jeg tænker at der har du jo ikke alt hvad der sker udenfor Danmarks grænser med, og sådan er det vel generelt med vores produkter eller hvordan?
T: Ja, og vi producere jo ikke ret mange, altså hvis du går hjem i dit hus og så prøver at finde ud af, hvad er der her der er "made in Denmark", det er ikke ret meget.

C: Nej.

T: Så vi importere simpelthen flere og flere ting, og det er jo fint nok, men det betyder at det ikke giver et fair billede af vores udledning, når vi bare kigger på den udledning, når vi bare kigger på den udledning der har været internt i Danmark og det er også derfor at, når Verdens Naturfonden og andre rangere Danmark, så ligger vi jo fint i bunden, altså den sidste opgørelse her, der var vi verdens fjerdte mest ressource forbrugende land, og det stemmer ikke ret godt overens med at vi render rundt og snakker om bæredygtig udvikling og at vi har løsningerne. Altså, hvordan kan man rende rundt og sige at vi har løsninger, når vi er verdens fjerdre mest ressource forbrugende land, det er jo absurd.

C: Det må man sige. Fokus er jo nu, meget begyndt at dreje sig om madspild og vores forbrug af kød og sådan noget generelt, kan I se herinde at det gør en forskel at man er begyndt at snakke om det? Altså gør det det en forskel når der kommer fokus på et område?

T: Ja, i hvert fald gør det en politisk forskel, jeg tror faktisk at der er en del borgere der, hvis de virkelig får at vide hvor miljøbelastende mange af de ting som vi omgiver os med er, det kunne fx være kød, at de lige tænker sig om en ekstra gang. Altså en eller anden indflydelse har det for forbruget, og det der med madspild, det har jo den fordel at folk kan godt se at man skal ikke smide mad ud. Så har der også været nogle beløb om at man kan spare 10.000kr om året, hvis vi tænker os om, at vi smider mad ud for 10.000, og det begynder så lige pludseligt at have en effekt. Men det er ikke sådan så at der er målinger der kan sige at nu er madspildet faldende i Danmark, det har vi i hvert fald ikke lavet.

C: Jeg har lavet en meget lille forbrugerundersøgelse og jeg kan se at de steder hvor folk de siger at de spare, fx på el og vand, er jo også de steder hvor folk får en økonomisk gevinst, er vi bedre til at spare hvis vi tjener penge på det?

T: Ja.

C: Meget?

T: Ja, vi gør stort set ikke, altså hvis du er ude og appellere til en handling på baggrund af folks samvittighed, og hvad man burde gøre, så siger man som tømmelfingerregel at du appellere til 10% af befolkningen, og det er de samme 10% der nede i supermarkedet reagerer på om noget er svanemærket eller ej. Rigtigt mange af dem der køber økologiske produkter, gør det fordi de er bange for pesticider, altså det er igen et eller andet med at det er "mig, mig, mig", det er meget få der handler ud fra hvad der nu er bedst for os alle sammen, det er højst 10%.

C: CO₂ kompensationen som jeg jo lidt er faldet over, giver jo selvfølgelig lidt en splittelse, for vi burde jo slet ikke flyve, men gør det en forskel hvis vi køber det når vi flyver?

T: Ja, det synes jeg at det gør. Det er klart at der er nogle ting som du har folk der har meget meget svært ved at acceptere; overhovedet ikke at skulle spise kød, de fleste vil også have svært ved at skulle acceptere at vi slet ikke skulle flyve, altså der er stor forskel på slet ikke at flyve og så flyve noget mindre, det er der rigtig, rigtig stor forskel på, både i livskvalitet men også i forhold til at få folk til rent faktisk at gøre det. Det samme med kød, altså vi behøver ikke at snakke om at enten så er du vegetar eller også er du en kødspiser, der er massere… hvis vi rigger på det etiske køkken, hvor de spiser lidt kød, men godt. Hvor kød er tilbehør til det andet, så.. I Danmark der er et andet jo tilbehør til kødet og bare sådan nogle tankegange kan ændre noget. Sådan er det også med flyvning. Så man bør jo flyve så lidt som muligt, og når man så flyver så er det, alt andet lige, ok og kompenserere. Det er bare rigtigt svært at forstå fordi folk de har den holdning at man køber aflux, der er sådan lidt skærsilden over det. Hvor man så bliver befriet for sine synder i gamle dage ved at betale noget til kirken, det er lidt den aura det har, det er sådan set ikke helt fair fordi der er i
princippet ikke noget galt med at kompensere den udledning du lavet på en anden måde. Og man kan sige at hvis ikke vi på en eller anden måde åbner op for det, så bliver det rigtigt rigtigt svært at få hele verden ind på det her spor.

C: Jeg synes at mange af dem jeg har snakket med om dels stiller sig op og siger at så skal man slet ikke flyve, og at det så er alt eller intet. Men der er også mange der siger at hvis det var sådan et stort problem ville regeringen jo gøre noget eller så ville virksomhederne gøre noget mere. Hvor ligger ansvaret?

T: Jamen, det er jo et rigtigt godt spørgsmål, jeg tror at ansvaret er nogenlunde fordelt lige mellem forbrugeren og virksomhederne og staten. Og denne her med at hvis det var så slemt så ville nogen jo gøre noget, nu har jeg været i et ministerium, og jeg kan godt love dig for, at sådan er det ikke. Det er et argument jeg hører tit, hvis der var et eller andet, så ville nogen gøre noget, det passer simpelthen ikke. Det argument det er ikke rigtigt. Inde i ministerierne tænker man: hvis det er alt for vanskeligt så skal man ikke røre ved det. Og det nok det der gør sig gældende omkring flyvning. Du kan se den nye regering her, den havde jo et meget meget mildt forslag om en 75 krs afgift, og der kom jo rammaskrig fra alle mulige også fra forbrugere, flyselskaber og luftfart, Dansk industri og Dansk erhverv, så det måtte man simpelthen stoppe, selv om 75 krs overhovedet ikke er det hvis den skulle afspejle sin miljøbelastning. Også i ministerierne tænker man: hvis det er alt for vanskeligt så skal man ikke røre ved det. Og det nok det der gør sig gældende omkring flyvning. Du kan se den nye regering her, den havde jo et meget meget mildt forslag om en 75 krs afgift, og der kom jo rammaskrig fra alle mulige også fra forbrugere, flyselskaber og luftfart, Dansk industri og Dansk erhverv, så det måtte man simpelthen stoppe, selv om 75 krs overhovedet ikke er det hvis den skulle afspejle sin miljøbelastning. Altså ud fra en ren socialistisk synspunkt burde det jo være okay, men ud fra et rent ultra-liberalt synspunkt, et markedsøkonomisk synspunkt så bør varen faktisk afspejle hvad den samlede omkostning af varen var, det er simpelthen en markedsfejl at det ikke gør det. Så både højere og venstre side af folketinget burde egentlig synes at det var helt fint at varen afspejlede den rigtige pris, og derfor så bør en flybiljet jo i princippet være inklusiv CO2 kvoten. Det burde være helt lige så inklusivt som moms og alt muligt andet.

C: Men finder vi os i det når det gælder, vi har jo nogle af de højeste grønne afgifter på biler, finder vi os kun i det fordi at det nu er blevet bestemt at det er sådan det er?


C: Jeg vil sige at flere af de internationale undersøgelser jeg har læst igennem viser også at når man spørger folk: hvor de vil skære ned henne og sådanne noget med flyvning, at der er mange som, lige når det gælder ferier, og lukksusvarer, at det har man krav på. Det kan godt være at du i hverdagen kan gøre nogle små ændringer, men lige så snart det gælder… Der var en svensk fyr der havde udtalt sig i en stor undersøgelse de havde lavet i Arlanda sammen med SAS, hvor der var en svensk fyr der havde sagt: "nu havde han lige købt et feriehus i Thailand, hvad havde man så forventet, at han skulle cykle dermed?"

T: Det er fordi der sker et eller andet skred der, for 30 år siden, da jeg var barn, der var det meget normalt at vi tog på ferie til Spanien, og det var rigtigt fint, men nu kan man så flyve til Kina i stedet for, og Thailand, så der er åbnet et eller
andet. Og hvis så vi om tyve år kan flyve til månen og jeg køber et sommerhus på månen, er det så min ret at flyve frem og tilbage til månen, så det jeg mener det er at vi kunne jo sagtens vælge at holde vores ferie primært i Sydeuropa i stedet for at holde den Thailand, og alene det valg vil jo skære enormt meget ned på vores flyvning. Så en del af den merudledning var har på flyvning, det er jo fordi vi flyver længere og længere. Og det er heller ikke blevet unormalt at tage en forlænget weekend til New York og købe julegaver, hvis du havde sagt det til nogen for 20 år siden, så ville det jo have været fuldstændigt dekandent. Så vi har svært ved at skælne imellem hvad der er en rettighed og hvad der er dekandance og der går det lidt den forkerte vej, fordi det lige pludseligt er blevet okay at købe sine julegaver i New York.

C: Nu har jeg jo siddet og beskæftiget mig med det i et halvt års tid, og jeg er blevet meget… man bliver virkelig bevidst af at beskæftige sig med det, men samtidig vil jeg jo så også sige at, at jeg føler lidt nogle gange at jeg skal undskyde det lidt. Når jeg siger til folk hvad jeg skriver speciale om siger jeg at man ikke burde flyve så meget, men jeg kan også godt mærke at jeg skal forsøge at i flyvning, at selvfølgelig må man gerne flyve nogle gange for ellers kommer folk helt op på barrikaderne hvis jeg nu fortalte at man ikke kunne tillade sig at flyve på ferie…

T: Ja… og man gør det ikke nemmere for folk ved at flybilletterne overhovedet ikke afspejler miljøbelastningen. Lad os nu sige at det kostede 20.000 at flyve til New York, og hele tiden havde gjort det, så havde der sådan set ikke været noget problem. Det var det det kostede for en 15-20 år siden. Så havde folk jo ikke tænkt se end end at det jo bare er dyrt at komme om på den anden side af jordkloden. Hvis nu en tur til månen kommer ned i 5.000 kr, så bliver det rigtigt svært at lave det om.

C: Jeg kan også godt have svært ved at forstå når folk flyver indenrigs. Det synes jeg er enormt problematisk her i Danmark fordi vi har så kort rundt omkring, men jeg kan også godt se at mine venner der har familie i Ålborg som kan tage derop for 450 kr. for en returbillet, og de spare halvdelen af tiden, hvordan skal man gå ud og fortælle dem at de skal tage toget i stedet? Kan man det?

T: Det kan man vel godt, men altså igen, det er jo igen et udtryk for at, når vi snakker Ålborg så er toget jo tit dyrere end flyet, og så er det rigtigt svært som forbruger at reagere på det. Og der har du et politisk ansvar for at der er den rigtige prisprofil, og igen så ville det løse sig hvis bare prisen på produktet afspejlede sin miljøbelastning. Så det er nok den vej vi skal gå, for vi kan ikke gå ud og sige til folk: "I må ikke flyve”, eller: "I må ikke ditten og datten”. De skal bare have lov til at betale for det.

C: Køber du CO₂ kompensation når du flyver?

T: Ja, det gør jeg faktisk.

C: Er det noget folk generelt gør her?

T: Det tror jeg ikke, jeg gør det helt personligt, fordi jeg synes at det er okay. Jeg køber så lige pt. Ikke de europæiske kvoter, jeg køber mine nede i Australien, for det synes jeg er bedre, på nettet, jeg flyver ikke derned og køber dem. Men nu er der jo så sket at det at det Europeiske kvotesystem at flyvninger i EU er kommet ind under det kvotesystem så det langsomt ændre sig. Så jo mere du flyver jo mindre får kraftværkerne lov til at udlede så må de selv konkurriere om hvem der kan reducere CO₂ billigst. Og det er sådan set positivt at flyvninger er kommet ind under der, så det er den rigtige vej at gå, for så vil det langsomt… så vil flyprisen, og man ellers lader markedet være, og der ikke er for mange kvoter på markedet, så vil flyprisen langsomt stige til det niveau den skal.

C: Jeg snakkede med Martin Porsgaard fra SAS som er deres CSR manager, og han sagde at ud fra hans synspunkt, altså deres afdeling ville de jo allerhelst have at kvoterne var indbygget som en del af salgspriserne, men det lokker
ikke, salgsafdelingen vil ikke være med til at røre ved deres priser og deres kompensationer er jo enormt billige, altså
dem de tilbyder.
T: De er heller ikke fair.
C: Nej, men man kan jo sige det er jo så trods alt…
T: Det er fordi SAS påstår at de har en meget mindre udledning end de faktisk har. Altså når jeg regner på udledning fra
fly så er der meget langt fra det jeg ser på SASes hjemmeside. Den er faktisk tre gange højere end det SAS påstår. Og
alligevel kan de ikke sælge deres kvoter. Og det er fordi folk opfatter det som et svindelnummer. De opfatter det lidt
som når du skal købe en eller anden konkursforsikring, og når du skal købe en flybillet kan du købe alt muligt mystiske
ing og sager som i bund og grund bare er nogle gebyrer. Og det er jo lidt flyselskabernes egen skyld, at det har sådan
lidt indtrykket af gebyr. Plus at nogle af de grønne organisationer faktisk har været ude og bruge det her ord omkring at
man køber aflad. Og det er lidt synd. I bund og grund er det lidt synd faktisk.
C: Jeg spurgte ham hvorfor det var… det er jeg en af de her utallige ting du ”klikker” på når du først har købt billetten,
så sagde han at deres holdning var at man ikke ville ”pådutte” folk noget. At man ikke ville give folk dårlig
samvittighed, ligesom at man ikke ville fortælle folk at de ikke fløj på første klasse altid. Hvis det blev mere oplagt at
købe, hvis det blev mere synliggjort tror du så at folk ville være tilbøjelig til at købe det?
T: Ikke alle, der er nogen der ville være fuldstændigt ligeplade, men jeg tror godt at du kan få de der 10% jeg snakkede
om før, og de er jo ikke 10% i dag.
C: Nej, det er mellem en halv og en hel procent.
T: De der 10% kunne du godt få til at købe det, men det kræver også at samfundet siger at det er okay at de her kvoter,
altså så har folk hørt at der har været en masse momssvindel med kvoterne og hvad ved jeg. Jeg er så meget inde i det,
så jeg køber bare nogle andre kvoter, det man kunne ønske sig det var flyselskaberne, måske, gik mere sammen og
lavede et eller andet, for de der kvoter de sælger, jeg synes også at de er meget meget dyre, i forhold til det kvoteprisen
den faktisk er.
C: I min research er jeg faldet over nogle kvotesalgsider, hvor man også kunne kompensere for fx sit bryllup eller lign.
Tror du at det er en tendens der vil være større og større? Nu kunne jeg se at de sider jeg faldt over primært var New
Zealandske og Australiske.
T: Det er faktisk ret udbredt i nogle andre lande, at man kompensere ting. Og grunden til at bryllupper er med er fordi at
man på et tidspunkt nærmest ikke kunne holde et bryllup, med mindre man havde kompenseret det, i nogle dele af
verdenen. Og så kostet sådan et bryllup 15 tons CO₂ eller noget i den stil, og ja… På den ene side kan man sige: ja så
køber folk bare aflad, men på den anden side er der jo så også nogle der synes at nu skal vi ikke holde bryllupper
længere på grund af klimaet, så jeg synes faktisk at det er en okay ide at gøre det, altså nu gør vi det i alle andre af livets
sammenhænge, hvis vi gør et eller anden som er sådan lidt dumt så køber vi nogle blomster dagen efter, eller hvis vi har
nogle usunde vaner kan det være at vi dyrker noget mere motion. Jeg kan ikke se at det er galt på nogen måde, for
alternativet er at vi ikke må noget som helst.
C: Jeg kan se at andre studerende tidligere, på lignende områder har gjort deres specialer CO₂ neutrale. Det er vel også
et spørgsmål om at hvis vi kan købe flere kvoter, bliver vi gjort mere bevidste om at vi udleder CO₂ hele tiden. Det er
vel også et bevidsthedsspørgsmål, man tænker ikke over at købe brugt tøj i stedet for nyt tøj.
T: Det har jo noget at gøre med at folk de opfatter det som en slags svindelnummer, det der med at købe CO₂ kvoter. På
et tidspunkt kunne man også købe dem til en ågerpris nede hos Skousen når man købte hvidevarer, så kunne man CO₂
kompensere sin vaskemaskine, og det er nok lige, altså det er for smart, på en eller anden måde, jeg synes at det er okay at det er på de ting som er rigtigt belastende, og i princippet kan man jo også godt sige: ”Nu køber jeg 30 tons, så har jeg til et års tid”, i princippet er der ikke noget galt i det, man skal bare ikke gå rundt og sige: ”jeg er CO₂ neutral” du har fået nogle andre til at være det, eller noget andet til det, du er det ikke selv vel? Og der har det været misbrugt lidt i markedsføringen, også når du kan købe en CO₂ neutral sodavand fx altså sodavanden er jo ikke CO₂ neutral, de har betalt nogle andre for at være det og det bliver lidt for smart ik? Og hvis SAS solgte flyvetur med CO₂ kompensation, så ville det altså være falsk markedsføring at kalde flyveturen for CO₂ neutral, for det er den altså ikke.

C: Men vi udleder så bare på verdensplan lidt mindre CO₂?

T: Ja, du har betalt nogle andre for at udlede mindre, men det er ikke ensbetydende med at du er CO₂ neutral. Men det bliver det hurtigt i markedsføringen.

C: Jeg så inde på klimabarometerat at det fylder mere og mere i folks bevidsthed når de stemte til folketingsvalg, altså klimaområdet, men som du jo selv var inde på, nu har vi haft en regering som ville indføre en lille afgift på klimatrafikken. Tror du at folk generelt i sådanne situationer ser til deres regering for at løse den slags problemer?

T: Jeg tror at der er mange danskere der er positive overfor at vi skal have mere vedvarende energikilder og sådan noget, men lige så snart det begynder at gå ud over folk person…. Du kan jo se, nu havde betalingsringen om København, ikke så meget med klimaet at gøre, men den havde noget med adfærdsregulering at gøre, lige så snart at du er inde og prøver at adfærdsregulere så er det en politisk tabersag, man kan godt leve med at have nogle store afgifter på rygning for rygere er blevet noget andet, men det øjeblik du sætter afgifter på fx sukker, som man også er begyndt på, eller man kunne forestille sig at man satte afgift på fx kød, ville det jo være en frygtelig politisk tabersag. Og det er derfor de ikke rigtigt tør gøre det. Nu er vi jo også et landbrugsland så der er mange der synes at der skal nogle afgifter på andet end lige kød. Selv om man burde afgiftsbelægge det ud fra sin miljøbelastning.

C: Når jeg kommer ned i Netto og jeg ser grønne vindruer i marts, fra Chile, kan jeg jo ikke lade være med, og det skyldes nok at jeg har beskæftiget mig med emnet, lade være med at tænke på hvordan de er kommet herop. Har vi afgifter på import?

T: der er nogle lande der har noget told for at komme ind i EU, men det er rent handelsmæssigt, det har ikke noget med transport at gøre, og der kan man sige, at det kan godt være at du tænker sådan med vindruerne fra Chile, men hvis du nu købte det danske svinekød skal du jo tænke på at en rigtig stor del af foderet, 30%, er importeret fra Sydamerika, så du kan jo sige, en dansk gris er jo ikke engang dansk. Fordi rigtigt meget af foderet er kommet fra Sydamerika. Så umiddelbart vil jeg da sige at det er bedre at købe vindruer fra Chile end det er at købe dansk svinekød, hvis du tænker på miljøbelastningen?

C: Jeg tror bare at det er, når man står og køber frugt, at man er bevidst, når man står og kigger på jordbær og du kan få danske og du kan få spanske, rent bevidsthedsleveligt er der jo en forskel, men det bliver jo heller ikke afspejlet i prisen, der er det jo fuldstændigt ligebyldigt.

T: Nej, det bliver overhovedet ikke afspejlet, og når man er på grøntsags siden, er det bedste man kan gøre jo at købe efter hvordan det varierer med årstiden. Og det er ikke frygteligt mange år siden at man ikke kunne få jordbær i Danmark i februar, det kunne simpelthen ikke lade sig gøre. Jeg tror heller ikke at folk havde lyst til det fordi det ikke hørte til der, men nu skal man åbenbart kunne lave noget med jordbær året rundt.

C: Ofte smager de jo så også derefter…. Da jeg spurgte folk om grønne forbrugere, jeg har lede efter en definition af en grøn forbruger, fordi der er stor variation i hvad folk mener en grøn forbruger er, og så spurgte jeg i min
spørgeundersøgelse om hvad de mente en grøn forbruger det er, og mange, jeg mener det var omkring 70% at en grøn forbruger er en der som regel eller altid køber det mest miljøvenlige produkt. Eller som udgangspunkt køber det produkt de ved er miljøværligt. Og når jeg så spurgte dem om de selv var grønne forbrugere så selv om de havde svaret at de i virkeligheden sparede på tingene ville de ikke klassificere sig selv som en grøn forbruger, er en grøn forbruger blevet lidt for meget en "hippie"?

T: Der er ingen tvivl om at det er blevet et image. Hvis du kigger på en almindelig dansker, kan du tage en "cafelatte-københavner" som føler sig meget grøn, fordi han kun køber økologisk og sådan, hvis du helt nøgternt målte ham op mod Bjarne nede fra Brøndby som lever nede på pubben og går til fodbold hver weekend så er det sjove at Bjarne fra Brøndby de facto er mere grøn end cafelatte-københavneren, og det har noget at gøre med at Bjarne fra Brøndby, dels er han lidt fattigere, men så bruger han faktisk også sine penge på pubben altså services og han går til fodbold, igen, han bruger sine penge på noget kultur og hvis han endelig tager på ferie så tager han på en busrejse til Harzen eller en flyrejse til Bulgarien eller et eller andet, han ligger ikke og flyver til New York, Santiago og Rio de Janeiro og alt det der. Det gør cafelatte københavneren. Så når jeg er inde og kigge på de to typer, så er der den hopper højest omkring når det gælder udledning og klima er typisk en som har sådan et rimligt eksklusivt forbrug, som rejser rigtig, rigtig meget, og det er netop det sjove i dette her, at netop ham som man kigger ned på i den her sammenhæng og som selv er fuldstændig ligeglad med klima og miljø, de facto er det faktisk ham der lever mest klimavenligt. Og det er lidt absurd. Og det er typisk fordi han ikke har samme købekraft og det interesserer ham heller ikke. Men han bruger faktisk rigtig mange penge på kultur, fordi han bruger dem på sport, så mens cafelatte københavneren siger: "se hvor miljørigtig jeg er, nu har jeg brutt mine penge på en aften i det kongelige teater, så bruger Bjarne faktisk væsentligt mere på kultur, fordi han bruger dem på sport. Men det er ligeså godt som teater, når vi snakker miljøvenlighed. Fordi det er en serviceydelse.

C: Hvordan vil du definere en grøn forbruger?


C: Men den her bevidsthed omkring forbruget, nu har jeg jo nævnt det flere gange selv at jeg er blevet væsentligt mere bevidst om mine egne vaner efter jeg er begyndt at undersøge dette, hvor skal den komme fra, altså bevidstheden?

T: Det er en statslig opgave, dels synes jeg at det er utroligt at alle snakker om at nu skal vi have en bæredygtig udvikling, og at det er vigtigt for at hele verden kan overleve, det er stort set alene om. Men det er jo ikke noget du underviser i, stort set, i folkeskolen og i gymnasiets kultur- og oldtidskundskab meget mere. Et ressourcespild er, det er enormt ineffektivt at flyve, eller du har et stort madspild eller du køber en hel masse ting og tænker: "ej, det var ikke noget". Så ressource-bevidsthed. Det er faktisk kodeordet for en grøn forbruger. Og at du omsætter din rigdom i serviceydelser og i kvalitetsting og ikke i flere ting.
siger til dem at det er det slet ikke så bliver de alle sammen, uden undtagelse, vildt overraskede. Du har fx OBS i fjernsynet, hvor man får alt muligt at vide. Og der er jo ikke et ord om den her slags ting. Der er masser af kampagner om grøntsager og motion, men der er ingen oplysning om hvad et bæredygtigt forbrug det er. Og der synes jeg at staten har en opgave som de sviuger. Og i virkeligheden er staten ikke interesserede i at vi bliver bæredygtige forbrugere fordi vi, i det øjeblik vi er bæredygtige forbrugere og mere bevidste så køber vi nok noget mindre og det ville jo ikke være godt for væksten. Det er i virkeligheden det der er problemet. Staten kunne jo godt gå ud i nogle reklamekampagner og sige: "Er du klar over at flyvning forårsager…” Ligesom de gør med cigaretter og alt muligt andet, det kunne de jo godt hvis de syntes at det var vigtigt.

C: Man kan jo sige at staten burde jo have en erhvervsøkonomisk interesse i etpromovere danske produkter.

T: Men det er jo også det vi siger til dem: "Hvis danskerne bruger flere penge på service, at få repareret ting og gå på restaurant og sådan", der er jo langt flere arbejdspladser pr krone i service, end der er hvis jeg køber en ny iPad ude i Kina. Men alligevel så kan det ikke rigtigt… man kommer for tæt på. Af en eller anden grund må man gerne sige at folk ikke må ryge men helst ikke snakke om det andet.

C: Men det har jo også taget 80 år at nå til der hvor man gerne må fortælle folk at de ikke må ryge.

T: Vi har faktisk temmelig travlt efterhånden, hvis vi skal nå de der mål vi har sat. Vi skal jo være en ultra-bæredygtig verden om 38 år, så vi skal jo langt langt længere de næste 38 år end vi har været bare i nærheden af nogensinde.

C: som en del af min perspektivering sad jeg og studsedes over at en ting er at vi fortæller danskerne at de ikke må flyve helt så meget som de gør, men på verdens plan er det helt store problem jo at fortælle, ja amerikanerne er jo altid et problem, men specielt kineserne og indere… Der er jo et international aspekt, en ting er hvad vi gerne vil lovgive omkring herhjemme, men at få resten af verdenen med, bliver måske virkelig en udfordring?

T: Nu snakker vi meget om hvad skal vi leve af, os danskere, og vi snakker om at vi gerne vil være et bæredygtigt samfund, det kunne være interessant hvis vi konkluderede at nu skal Danmark være verdens mest bæredygtige forbruger, at det skulle være vores brand. Så du med det gode eksempl kan vise, hvad er et bæredygtigt liv, og hvad indeholder det. For det kan godt være at du ikke må flyve, men så får du nogle andre ting til gengæld. Jeg plejer at bruge det eksempl om at der står en familie her, på fire mennesker der skal til Thailand, hvad er alternativet? Alternativet for denne her familie, der for alle fire udleder en 20-25 tons CO₂ for den samme pris kunne de alle fire gå på en rigtig god restaurant her i Danmark. Og for rigtigt mange familier ville summen, lykkefølelsen være rigtig stor for at gå på restaurant 52 gange end tage de her 14 dage. Når jeg fortæller folk det, er det omkring halvdelen der siger at det kan de godt se. De går aldrig på restaurant fordi det er for dyrt, så det kunne godt være at for denne her familie kunne det godt være et alternativ. Og går de på restaurant udleder de stort set ingenting fordi det går som erstatning for et måltid de alligevel skulle have. Der kunne man så spare 24 tons og det svare trods alt til næsten 50 års elforbrug for en gennemsnits dansker. Men der er jo også begyndt, altså marketing har enormt meget magt, vi snakker meget om at "rejse er at leve“ og hvis du skal måle din lykke, så for nogle er det hvor meget og hvor langt de rejser. Så de er lige pludselsigt blevet et lykke-indeks. Og det er noget der bliver spillet rigtigt godt på i markedsføringen af rejser. Både den bevidste og ubevidste markedsføring.

C: Tror du at det kan lykkedes at få danskerne til fx at spise mindre kød?

T: Kun hvis prisen afspeler det. Det der kunne lykkedes ville nok ikke være hos de nulevende voksne, det er noget andet... så skal du simpelthen undervise i det. Helt nede fra bunden af. Så hvis nu vi forsøgte at opdrage vores unger igennem undervisning, så de bliver mere bevidst forbrugere, så tror jeg godt at du kunne, for det er jo kulturbetinget.
Danmark er nogle af de mest kødspisende folk i hele verden. Og det er jo igen fordi vi er et landbrugsland og det er her du "dumpers" landbrugsvarer. Og så kan du lige pludselig købe et kg flæskesteg til det samme som et kg appelsiner koster, så vi vænner os til at kød er et junk produkt der er billigt. Skal du spise billig, køber du junkfood med en masse kød, vi er blevet vænnet til at vi spiser kød med noget til. Og ikke omvendt som i mange andre lande. Men det umuligt at lave den om, netop hos Bjarne fra Brøndby som vi nævnte før. Men hvis han havde fået det at vide i løbet af sin skolegang, hele vejen, lidt ligesom man gør med rygning i dag og alkohol og stoffer. Men på nuværende tidspunkt mener jeg kun at det er prisen der kan gøre en forskel.

C: Så det er undervisning og regulering?
T: Ja, og det er det samme med flyvning. Men det er enormt svært at forhindre med de priser der er nu, når tog er så meget dyrere end fly. Men det jo også det vores samfund har tilrettelagt sig efter. Nu kan du se med en sommer som den vi har nu, så flyver alle så sydpå. Og det er altså et nyt fænomen, at man bare lige sætter sig op i en flyvemaskine og flyver et eller andet sted hen på jordkloden hvor vejret lige nu er bedre. Det er meget meget svært at forhindre det med et bæredygtigt forbrug. Og som med andre ting, når først vi har åbnet op for det er det rigtigt svært at lave om. Men hvis man aldrig havde åbnet op for det, hvis flybilletterne altid havde været dyre, havde vi ikke have noget problem. Og det er derfor jeg nævner det med månen. Lige nu har vi ikke noget problem med ikke at holde ferie på månen, men åbner vi op for det går det måske hen igen og bliver en menneskeret at holde ferie på månen og så er det næsten umuligt at lave om.

C: men det handler vel også om at købe brugt fremfor nyt, selv om nogle brugte ting har et bad image?
T: Sådan har det i hvert fald været, man kan sige med krise har det måske ændret sig lidt. Det er blevet lidt mere trendy at købe brugt. Den blå avis er jo blevet afsindig populær på det seneste.

Interviewet afsluttes.
Appendix 4

Results from Survey: CO₂ kompensationer og flyrejser

![Chart showing survey results](chart.png)

**Hvor ofte flyver du?**
- Under 1 gang om året: 61 (29%)
- 1-4 gange om året: 112 (53%)
- 4-10 gange om året: 27 (13%)
- Over 10 gange om året: 12 (6%)

**Hvornår har du sidst været ude og flyve?**
- I 2012: 103 (49%)
- I 2011: 75 (36%)
- I 2010: 21 (10%)
- I 2009: 6 (3%)
- I 2008: 2 (1%)
- I 2007: 2 (1%)
- Det er længere til siden end 2007: 5 (2%)

**Hvordan skaffer du dine flybilletter?**
- Jeg køber dem direkte hos flyselskaberne på internettet: 165 (79%)
- Jeg køber dem direkte hos flyselskaberne dog uden at bruge internettet: 2 (1%)
- Jeg køber dem via et rejseselskab på internettet dog ikke som en del af en pakkeferie: 46 (22%)
- Jeg køber dem hos et rejseselskab, dog ikke som en del af en pakkeferie og uden at bruge internettet: 4 (2%)
- Jeg køber dem via et rejseselskab på internettet som en del af en pakkeferie: 58 (28%)
- Jeg køber dem hos et rejseselskab som en del af en pakkeferie, dog uden at bruge internettet: 6 (3%)
- Mit firma sørger for flybilletterne når jeg skal ud og rejse: 30 (14%)
- Other: 12 (6%)

Der kan vælges flere afkrydsningsfelter, så der kan tilføjes procenter på op til mere end 100%.
Næste gang du skal ud og flyve, kunne du så finde på at købe CO2 kompensation i forbindelse med din rejse?

Ja, hvis jeg husker det 32 16%
Ja, helt bestemt 12 7%
Måske, det kommer an på hvor nemt det er 39 22%
Måske, hvis det ikke er for dyrt 58 32%
Nej, jeg er ikke overbevist om at det har nogen effekt 32 16%
Nej, jeg synes at det er for mange penge at bruge 7 4%
Nej, det interessere mig ikke 8 4%
Hvis det var inkluderet som standard ville jeg ikke vælge det fra 49 27%
Nej, jeg synes at man i stedet bør undlade at flyve, hvis man synes at det udleder for meget CO2 15 8%
Og andre 4 2%

Der kan vælges flere afkrydnelingsplaner, så der kan tilføjes procenter på op til mere end 100 %

Næste gang du skal ud og flyve, kunne du så finde på at købe CO2 kompensation i forbindelse med din rejse?

Ja, hvis jeg husker det 29 31%
Ja, helt bestemt 8 9%
Måske, det kommer an på hvor nemt det er 19 20%
Måske, hvis det ikke er for dyrt 24 26%
Nej, jeg er ikke overbevist om at det har nogen effekt 11 12%
Nej, jeg synes at det er for mange penge at bruge 2 2%
Nej, det interesse mig ikke 6 6%
Hvis det var inkluderet som standard ville jeg ikke vælge det fra 24 26%
Nej, jeg synes at man i stedet bør undlade at flyve, hvis man synes at det udleder for meget CO2 4 4%
Og andre 4 4%

Der kan vælges flere afkrydnelingsplaner, så der kan tilføjes procenter på op til mere end 100 %

Køber du økologiske varer?

Ja, altid, hvis jeg kan 36 17%
Ja, som regel, men kun hvis det ikke er alt for dyrt 58 27%
Alt og til 90 42%
Ja, kæd og maskerprodukter 21 10%
Ja, græskager 17 8%
Nej, det synes jeg er for dyrt 17 8%
Nej, jeg tror ikke at det er bedre 9 4%
Nej, jeg køber af princip ikke økologisk 1 0%
Og andre 18 8%

Der kan vælges flere afkrydnelingsplaner, så der kan tilføjes procenter på op til mere end 100 %

Er du bevidst om dit elforbrug?

Ja, jeg er meget ... 77 36%
Ja, jeg forsøger ... 120 57%
Kun når jeg lige ... 6 3%
Nej, jeg bruger så meget som det passer mig 11 5%
Og andre 4 2%

Der kan vælges flere afkrydnelingsplaner, så der kan tilføjes procenter på op til mere end 100 %
Voluntary Carbon Offsetting and Air Travellers

Er du bevidst om dit vandforbrug?

- Ja, jeg er meget...
- Ja, jeg forsøger...
- Kun når jeg lige...
- Nej, jeg bruger så meget som det passer mig
- Other

Der kan vælges flere afkrydsningsfelter, så der kan tilføjes procenter på op til mere end 100 %

Er du bevidst om dit varmeforbrug?

- Ja, jeg er meget...
- Ja, jeg forsøger...
- Kun når jeg lige...
- Nej, jeg bruger så meget som det passer mig
- Other

Der kan vælges flere afkrydsningsfelter, så der kan tilføjes procenter på op til mere end 100 %

Hvordan kommer du fra sted til sted? - Jeg cykler eller går

- Offent
- Nogle gange
- Selvstændigt
- Aldrig

Kun hvis jeg skal...

Hvordan kommer du fra sted til sted? - Jeg tager bil

- Offent
- Nogle gange
- Selvstændigt
- Aldrig

Kun hvis jeg skal...

Hvordan kommer du fra sted til sted? - Jeg tager bussen

- Offent
- Nogle gange
- Selvstændigt
- Aldrig

Kun hvis jeg skal...
Voluntary Carbon Offsetting and Air Travellers

![Diagram showing education levels and associated percentages.]

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
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<tr>
<td>Folkeskolen</td>
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<td>2%</td>
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<tr>
<td>Ungdomsuddannelse</td>
<td>17</td>
<td>8%</td>
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<tr>
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<td>25</td>
<td>12%</td>
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<tr>
<td>Melemlang videregående uddannelse</td>
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<td>34%</td>
</tr>
<tr>
<td>Lang videregående uddannelse</td>
<td>95</td>
<td>45%</td>
</tr>
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</table>

Der kan vælges flere afkringingsfelter, så der kan tilføjes procenter på op til mere end 100 %.