

QUANTIFYING THE GENERATED EEE WASTE IN ROMANIA

A GfK data collection project ran for Ecotic

Bucharest, 10th of November, 2015

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Situation

Ecotic & GfK ran a market research study in order to quantify the quantity of WEEE generated in Romania, with logistic and financial support from Innovation Norway and UNU-IAS.

For Romania, this consumer survey is aiming to help the defining of national specific parameters of the Weibull function representing lifespan profiles for different UNU-KEYs

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Objectives

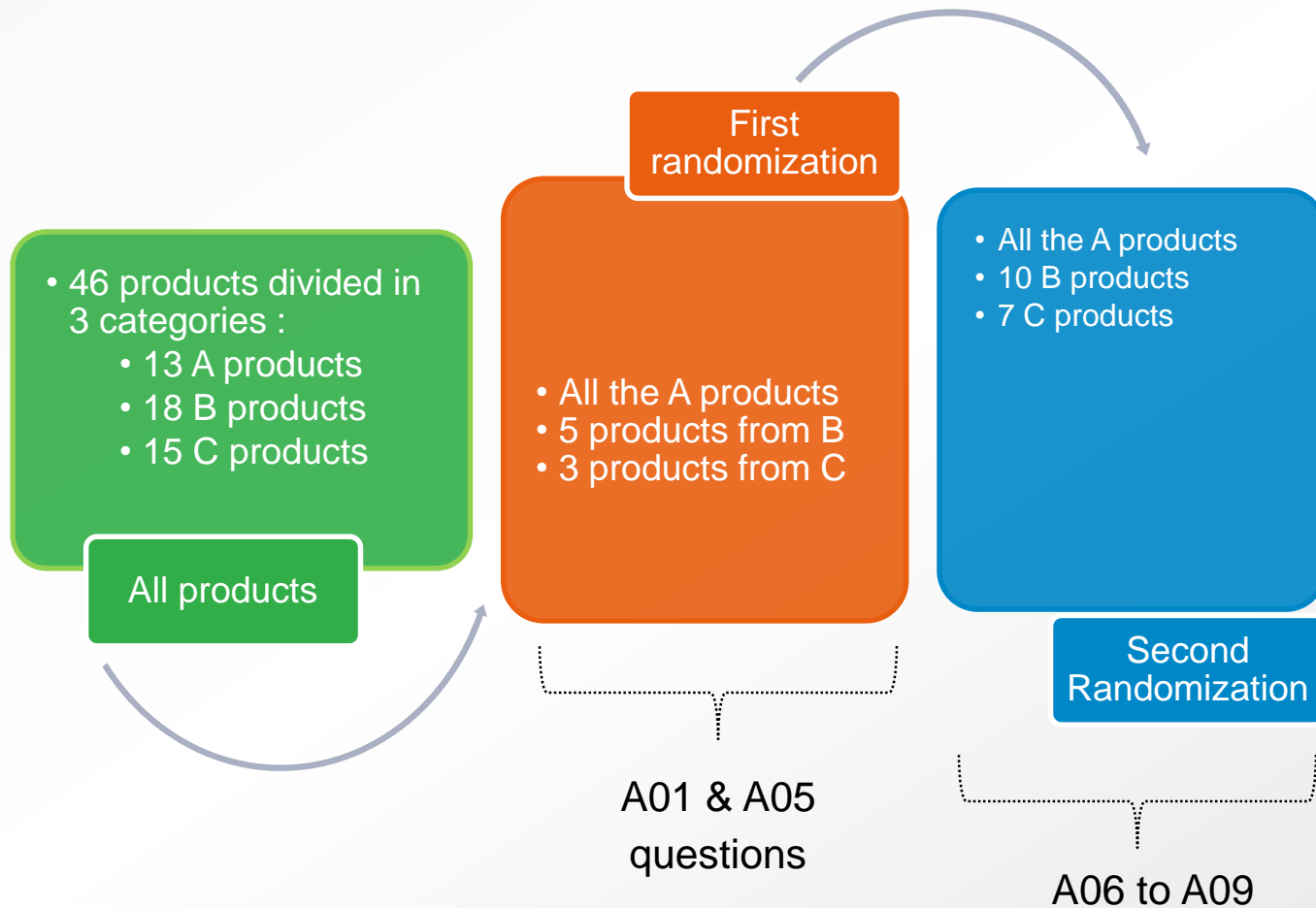
- Data from households to mathematically create life-time profiles for selected UNU-KEYs
- Qualitative mapping of discard patterns for UNU-KEYs
- Current stock of EEE in Romanian households
- Average age of EEE in stock
- Quantitative discard patterns and the average ages of the discarded EEEs
- Demographic profiles of the respondents

Sample Size & Structure

3

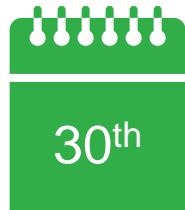
- ✓ 1650 Respondents
- ✓ 18 to 70 years old
- ✓ Sample was be designed to be representative for Romania on region, urbanization degree, age, household size etc. , based on official information from INS;
- ✓ The proposed sample size guaranteed a sample error of maximum 2,3 % for the categories incidence module.

Questionnaire development & Programming

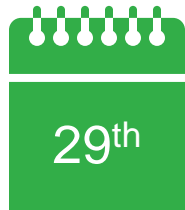


The story

Fieldwork period



June



July



Max. quota
per operator



10
Fieldwork Coordinators

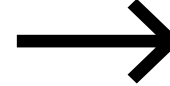


142
Fieldwork Operators



3 years

Minimum experience



6 years

Average experience



Statistical
Step

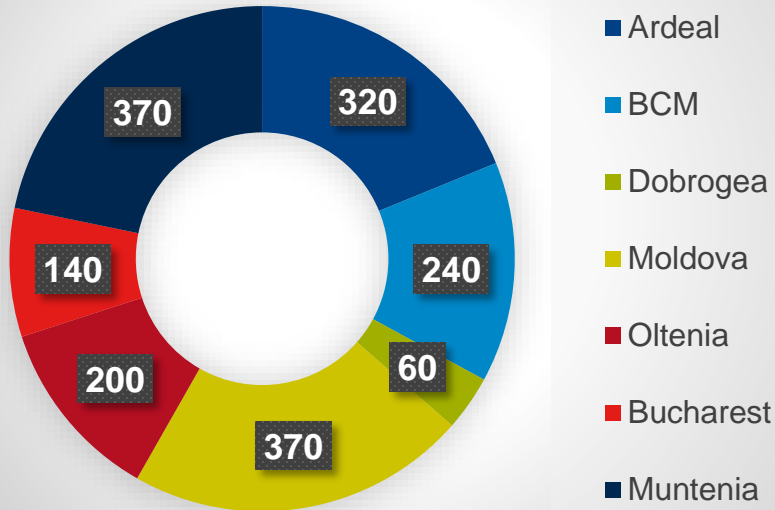


Monday to Friday:
After **16:00** in **urban** areas
All day long in **weekends** and in **rural** areas

Sample Structure

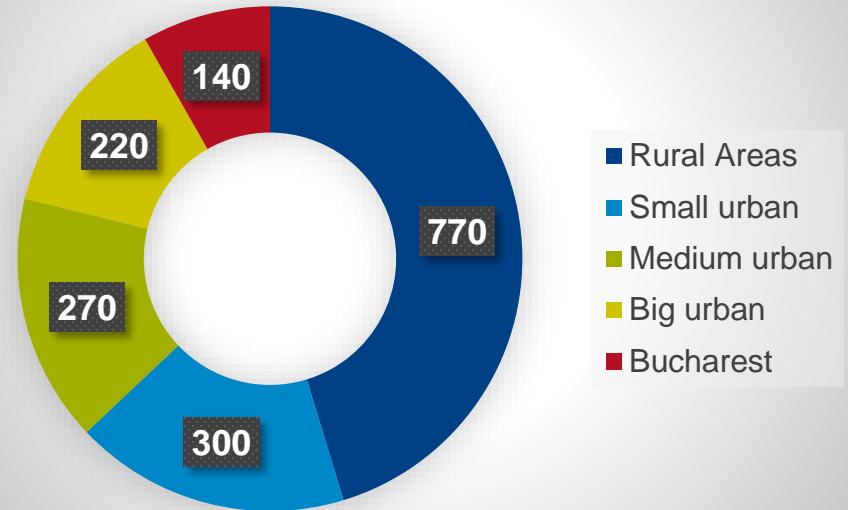
N= 1700
(including reserves)

Regional split



2,37%
Maximum
sample error

Locality size



20%
Of the questionnaires
Were checked

GfK' s Experience for studies with household representative sample



Sample Size: 3.000 HHs Nationwide Representative
(Urban & Rural)



Region

Banat-Crisana-Maramures 14%
Ardeal 20%
Moldova 21%
Muntenia-Dobrogea 25%
Bucharest 10%
Oltenia 10%



Community Size

Bucharest 10%
>150 ths. 13%
50-150 ths. 16%
<50 ths. 15%
Rural 46%



Age of Household Head

Up to 29 ys 7%
30-39 ys 15%
40-49 ys 18%
50-59 ys 31%
60 ys & more 29%



Household Size

1 person 26%
2 persons 28%
3 persons 21%
4 persons 14%
5 persons & more 11%



Presence of Children up to 14 ys.

With children up to 14 ys 26%
Without children up to 14 ys 74%

The coordinating, research & data processing teams



Adrian Taculescu

Account Manager

Adela Miu

Project Manager

Bogdan Manole

Fieldwork Coordinator

Gabriela Radu

Executive Researcher

Teodora Loghin

Senior Researcher

Daniela Ionescu

Executive Researcher

Ciprian Mandricel

Scriptwriter

OneGfK

Catalina Gavrila

Data Processing

HISTORY

- GfK Romania was established in 1992 (Research Team Romania).
- In 1996 became a member of GfK Group.
- **Leader of market research industry in Romania since 2001**
- 16,6 mil. Euro turnover in 2014
- 500 full-time staff in 2014
- Bucharest and Iasi Head-Quarters

AWARDS AND AFFILIATIONS

- Member of ESOMAR, MSPA (Mystery Shopping Providers Association) and partner of IAB Romania
- GfK Romania Customized Research wins „ Best Supplier“ within GfK CEE in 2011
- Silver Award for Excellence “PR for marketing” category at PR Award 2011
- IAB Europe Award, Social Media Category for the campaign ran with Facebook
- Best Practice Award 2007



300,907 INTERVIEWS IN 2014

CATI (Computer Assisted Telephone Interviews)	147,101
CAPI / TAWI (Computer Assisted Personal Interviews)	94,895
CAWI on-line	39,658
PAPI (Pen and Paper Assisted Interviews)	19,253

EXPERIENCE

In the past four years GfK Romania has constantly invested in developing new data collection methods, from CAPI via laptops and tablets to online panels and communities and Eye Tracking.

Certificates and Recommendations



EUROPEAN COMMISSION
DIRECTORATE GENERAL
ECONOMIC AND FINANCIAL AFFAIRS
Policy strategy and co-ordination
Economic situation, forecasts, business and consumer surveys

Brussels, 14/06/2013
ECFIN/A/4/2

DG ECFIN

14. 06. 2013

ares 2134408

To whom it may concern

This is to confirm that 'GfK Romania' has been conducting, since 2001, the monthly consumer survey in Romania as part of the Joint Harmonised EU Programme of Business and Consumer Surveys. The survey is co-financed by an annual grant from the European Commission.

There is good cooperation between the European Commission and 'GfK Romania', data are sent on time and are used in day-to-day analysis and monthly press releases. The collaboration should continue at least until April 2015 since 'GfK Romania' has been selected in 2011 for conducting the consumer survey for a period of four more years (from May 2011 to April 2015).

Christian GAYER

Head of Sector
Business and Consumer Surveys
and short-term forecast

Why TAWI Research?

TAWI (tablet assisted web interview) methodology has unique advantages one will not find in other methods:

- **Better research organization**, all the data is gathered on a unique server, without manual input
- Possibility to **use all types of stimuli** – pictures, videos and text notes can be included and visualized in the questionnaire
- **Field status in real-time**
- The **devices** are small, light, **easy to carry and manipulate**
- **Time effectiveness** – no input required thus the time necessary for data processing can be reduced
- This innovative survey method and device makes **people (respondents) more interested**, and therefore they are **more willing to respond**.

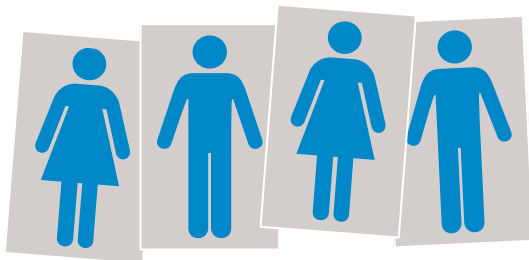


GfK Romania Capabilities & Resources

TAWI (Tablet Assisted Web Interviews)



Human Resources



5 Project Managers located in Bucharest with at least 5 years in market research responsible with coordinating fieldwork activities.
10 Regional Coordinators with at least 8 years experience in market research.

Operational Resources

151 PC tablets and 155 laptops with mobile internet already tested and prepared for CAPI usage

SPSS Dimensions is the software used **for data collection using TAWI**

Project Flow

After final questionnaire is approved, the DP team starts the scripting phase and releases a test link that is being checked by all team members.

The fieldwork team conducts dedicated briefing with Regional Coordinators and interviewers about project specifics and allocates resources.

During data collection, fieldwork reports are being issued following a preset schedule and structure. Any corrections needed can be signaled and implemented along the way.

Quality control teams operate both during fieldwork and after its completion.

The final data is checked according to quality procedures and processed accordingly as to deliver the agreed deliverables (database, tables, report, presentation etc).

We have conducted...

29,0502 TAWI / CAPI interviews registered until May 2015

94,895 TAWI / CAPI interviews in 2014

We have...

368 interviewers

and...

151 tablets used for TAWI interviews

Fieldwork Team

The fieldwork force consists of **368 interviewers**, out of which approximately 40% have at least 3 years experience in our team.



Quality Control

Separate Quality Control Team with 1 Coordinator located in Bucharest and 6 Telephone Checkers and 10 Field Checkers able to cover the entire country.

Quality control is focused on two directions:

- respondent identity and eligibility
- the correct usage of methodology and project materials (questionnaire, showcards etc.) by interviewers

GfK Romania face-to-face interviews: Checking and Control Procedures



Our checking procedures are oriented towards two main directions:

Fieldwork control procedure:

At least 20% of all respondents will be checked by telephone and at least 10% on the field. GfK Romania has a dedicated, independent control team and all interviewers' work is cross-monitored for all projects they are involved in (clear rules for penalties or collaboration ending as well as bonuses system).

The following facts are controlled:

- Did the interview take place?
- Did the interview take place with the right respondents?
- Respondents basic demographic data/if met the screener requirements.
- Completeness of questions asked.
- Possible participation of other persons.
- Possibility of asking respondents only some selected sections or questions from the questionnaire.
- Duration and place of the interview.
- Date of the interview.

Client representatives are invited to take part in the control of data collection developed by the GfK Romania.



Software based control procedures:

When using CAPI/ TAWI, **our software allows us to ensure 100% logical control**, which refers to:

- correctness of respondents selection to the particular section of the questionnaire.
- compliance with the instructions (mainly skip rules).
- completeness of the questionnaires and percentage of no answers.
- correctness (no abuse) of using „special codes“ reserved for answers: „don't know“, „difficult to say“, etc.
- identification of any patterns of answer (any suspicion is checked back to fieldwork, removed from the data file and replaced if any reason of possible fraud)

Besides the above mentioned aspects, we pay **particular attention to questionnaire length and more precisely, to the time spent on answering for each question.** We can compare individual cases with sample average and thus identify, check and eventually exclude any outliers.

Own
the
future

Adrian Taculescu

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