

SUSTAINABLE POPULATION CONSUMPTION IN A POST-PANDEMIC ECONOMY. THE PERSPECTIVE OF THREE COUNTRIES

**Sustainable consumption in three countries -
Czech Republic, Slovakia and Poland.**

Pro-ecological consumer behaviour.

**Schicht - the rebirth of the Jelen brand and its
current challenges.**

Presentation of CzechInvest activities.

PROJECT ID: 22320074



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PROJECT INFORMATION

Project leader:

University Jan Evangelista Purkyně in Ústí and
Labem, Czech republic

Project partners:

Comenius University Bratislava

University of Economics in Katowice

Period: 1. 11. 2023 – 30. 4. 2025



PROJECT GOAL

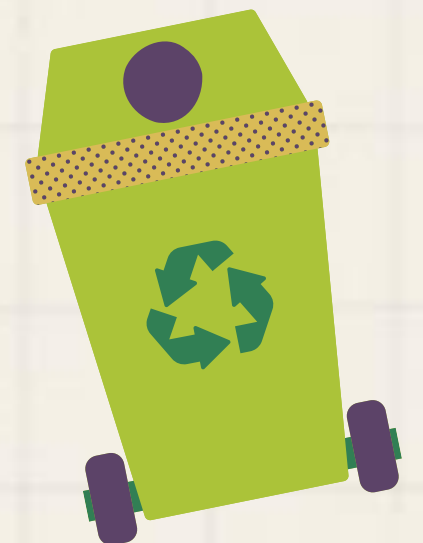
The project examines the impact of sustainable consumption through pro-environmental consumer behaviour in the Czech Republic, Poland and Slovakia.

The aim of the project will be to understand the decision-making processes of consumers in adopting sustainable consumption in a comparison of three countries (Czech Republic, Slovakia, Poland).



WHY DO WE DO IT?

There are many researches on sustainability of consumption and its impact on consumption behaviour, either at government level (ministries of agriculture, statistical offices) or with the professional community (interest groups, scientific institutions), but none has offered a comparative view of pro-environmental consumer behaviour after the COVID-19 pandemic.





HOW DO WE ACHIEVE THIS?

First: a literature survey on changes in consumer behaviour following the Covid-19 pandemic.

Second: a questionnaire survey of consumers in three countries

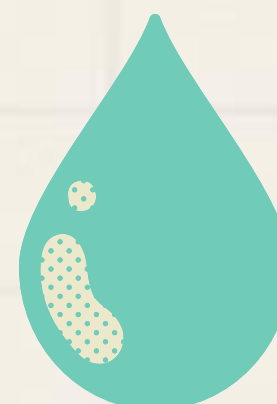
PROJECT IMPACTS



The results of this research will be presented through a workshop in the Czech Republic and online publication of scientific text.



The prepared online text will be addressed to Czech, Polish, Slovak and foreign researchers.



The recipients of our research results will also be managers of enterprises operating on the market of consumer goods and services.