

Main driving forces for sustainable and unsustainable consumption in **Housing** sector:

Driving forces for unsustainable consumption	Driving forces for sustainable consumption
1. Fossil fuels prices, taxes	1. City planning and quality of neighborhood
2. Individuality, public values and understanding of well-being	2. Funding availability for energy efficiency measures in buildings
3. Comfort level (heating/cooling)	3. Standards for buildings efficiency
4. Personal incomes	4. Availability of infrastructures
5. Low energy efficiency in dwellings	5. Availability of information and prices

Main driving forces for sustainable and unsustainable consumption in **Food and drinks** sector:

Driving forces for unsustainable consumption	Driving forces for sustainable consumption
1./2. Speed of life	1./2. Understanding of organism needs and wishes
1./2. Subsidized food import	1./2. Knowledge in environmentally friendly consumption
3./4. The price of organic food	3. Availability of specific markets
3./4. Traditions, society habits	4. Care for family, health
5./6. Friends, neighbors' example	5. Availability of organic food and information

Main driving forces for sustainable and unsustainable consumption in **Transport** sector:

Driving forces for unsustainable consumption	Driving forces for sustainable consumption
1. Individual transport as status indicators	1. Availability and comfort of public transport
2. Individuality and following the public values	2. Knowledge and understanding of environmentally friendly transport
3. The price of fuels	3. Cycling infrastructure
4. /5. Traditions for living in country side	4. Parking costs
4./5. Fashion	5./6. Communication collaboration
4./5./6. Daily need for mobility	5./6. Environmental awareness