

The **BAROMETER** of **ECOLOGICAL TRANSFORMATION**

2<sup>nd</sup> edition - April 2024



# ECOLOGICAL TRANSFORMATION: Are we (still) ready?

EUROPEAN UNION RESULTS

ELABE

VEOLIA



# EDITORIAL

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We are at a crossroads. Faced with the climate wall, radical action and ecological pause are pitted against each other. Both present major social, economic and ecological risks. **Veolia proposes a third way: an ecology that transforms our economies to protect mankind.**

At a time when the health, economic and social cost of ecological inaction far outweighs that of action, *GreenUp*, Veolia's new strategic program, sets out the Group's guidelines until 2027 to accelerate the decarbonization of our economy, the depollution of our ecosystems and the regeneration of our resources.

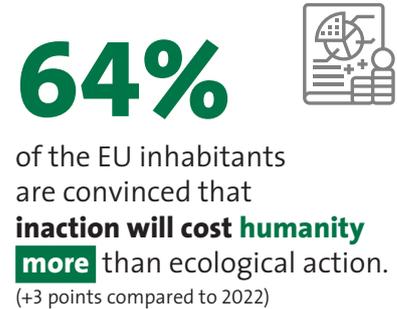
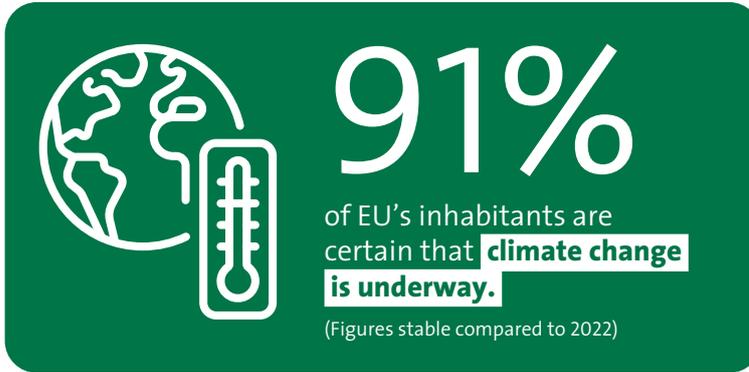
**Ecological transformation cannot, and must not, be achieved without the citizens of the world.** Solutions must be explained if they are to be understood and accepted. Solutions may require changes in representations, slight additional costs for the consumer, or the adaptation of practices and habits handed down from generation to generation.

Listening to the world's citizens means understanding their concerns and needs in order to identify the levers for a transformation that is not only acceptable, but also desirable, in order to find meaning and motivation for change in the construction of a sustainable future.

**The results of the second edition of the Ecological Transformation Barometer bear witness to a world public opinion poll resolutely focused on action.** Everywhere, the world's inhabitants are experiencing increasingly harsh living conditions, health risks and material losses, all of which are driving home the conviction that there is more to lose by doing nothing than by taking action. **Expectations are high for the implementation of accessible, fair solutions that protect health from pollution and preserve our territories from extreme climatic phenomena. Solutions that regenerate resources to which access is often vital.**

An ecology that protects human health and our living conditions, leaving no one behind: this is the lesson that will guide our steps in the years to come, and enable us to meet the greatest challenge facing our world today: ecological transformation.

# THE ECOLOGICAL TRANSFORMATION BAROMETER IN BRIEF IN THE EUROPEAN UNION



**97%**



of those surveyed believe that **health rather** than cost is the **top priority** when it comes to decisions on **water, waste and energy.**

**2/3**



think that a **solution that promotes their health** would encourage them to change their habits or accept a **slightly higher cost.**

# THE BAROMETER'S METHODOLOGY

## COUNTRY SELECTION

A survey conducted in 26 countries (including 9 EU countries) on 5 continents, with over 29,500 people (between 1,000 and 2,000 per country). Overall, these countries represent nearly 60% of the world's population, 67% of global GHG emissions and 77% of global GDP.

## DATA COLLECTION AND FIELD DATES

An online survey was conducted from October 17 to December 6, 2023.

## REPRESENTATIVE OF THE SAMPLE

For each of the 26 countries, a representation of residents aged 18 and over was selected. Representation was ensured using the quota method applied to the following variables: gender, age, socio-professional category or income (depending on the country) and region of residence.

## “WORLD OPINION” RESULTS

To compile the “world opinion” results, equivalence between countries was used (each country counts as 1, weighted according to population size). This choice was made to ensure that the diversity of countries was represented. The “world opinion” is the average of the results of the countries.

## MARGINS OF ERROR

The sample size of 29,500 individuals makes it possible to have very low margins of error, ranging from between 0.3 and 0.6 percentage points. At national levels, for a sample of 1,000 individuals, the margin of error is between 1.4 and 3.1 percentage points. For a sample of 2,000 individuals, it is between 1 and 2.2 percentage points.

## BAROMETER FREQUENCY

The Barometer is published every 18 months. This is the 2<sup>nd</sup> edition. The questions are common to both two editions that show significant changes (+/- 2% points) are indicated.

# A GLOBAL SCOPE

## BAROMETER SET

Number of people surveyed

29,500

including 9,000 people in 9 EU countries

Share of global population

59.2%

Share of global GHG emissions

67.0%

Share of global GDP

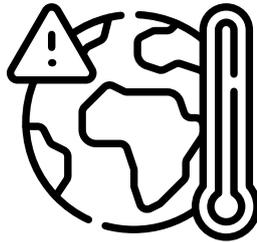
77.0%



# ECOLOGICAL FEAR SWEEPS THE EU

Record temperatures are accelerating, accompanied by loss of life, damage to health and property caused by extreme weather events.

In the European Union, men and women now fear for their health and living conditions.



# 2/3

of EU's inhabitants feel **exposed and vulnerable to a risk linked to climate change or pollution.**

## Up to 80%

of EU inhabitants feel threatened and confess to a strong **«ecological fear»**. The countries of Southern Europe feel the most exposed (Italy and Spain).



In most countries of the EU, **women and young people (aged 18–35)** feel more exposed and vulnerable to the threat of climate change.

## 65%

feel exposed and vulnerable to **health risks.**

(Including 66% of being in poorer health and 58% of having mental health problems)

## ECOLOGY: STOP OR CONTINUE?

Climate change is a reality for the entire human population, yet climate denial is on the rise. Ecological fatigue affects the most vulnerable sections of the population.

Faced with the complexity of the challenge, fatalism and fear threaten the fight against climate change.



# 91%

of the EU inhabitants are certain that **climate change is underway.**

**25%** of the world's inhabitants **deny or minimize man's responsibility for climate change.**

(+3 points in 18 months)

**45%** **doubt** that we still have **the possibility of reducing** climate change and limiting pollution.

(+2 points vs 2022)

# PUBLIC OPINION IN SEARCH OF A DESIRABLE FUTURE

Despite the absence of a concrete action plan that feeds climate denial and ecological fatalism, the public is convinced that action will cost less than inaction.

Private and public players must reverse this trend and offer citizens the solutions they demand.



## 68%

have **difficulty imagining** what their daily lives would be like **after the ecological transition.**

## 64%

are convinced that **inaction will cost humanity more** than ecological action:



- Because the seriousness of the **health threat** is a **certainty** for **73%** of those polled in the EU.



- Because **mass poverty** is a **credible** threat for **77%** of the EU's population.

# TAKING ACTION TO CHANGE THE GAME

In response to criticism of inefficiency and to generate commitment to ecological transformation, it is essential to show how ecological transformation can be beneficial for all.

Combining technology and sufficiency for the benefit of health and quality of life depends on the ability of each one of us to work together, each with a duty to take action and responsibilities.



## 64%

believe that they would change their habits or accept a slightly higher cost if a solution would **benefit their health.**

MORE  
THAT **1** IN **2** PEOPLE



in the EU believe that ecological action must combine **technologies and sufficiency.**



## 9 OUT OF 10 PEOPLE IN THE EU

are convinced that we need **local authorities, companies, governments, global bodies and individuals** to find and implement **solutions.**

## 90%

consider it necessary to combine **planning, changes in laws and regulations, innovation and information** to **achieve successful ecological transformation.**

# DECARBONIZING, DEPOLLUTING AND REGENERATING RESOURCES

Health and quality of life systematically produce a trade-off in favor of action, even when it requires additional financial costs or changes in behaviour.

The good news is that the solutions for depolluting, regenerating our resources and decarbonizing our economy exist: they are unanimously accepted!

As for public opinion, people are ready to assume the costs and changes required to deploy them on a large scale.



## DECARBONIZE

More than **7** out of 10 people in the EU are willing to **pay a little more for locally produced energy** from **non-recyclable waste and biomass** in order to:

**secure** their country's **energy supply**

and **reduce CO<sub>2</sub> emissions** generated by **energy production**.

## DEPOLLUTE

**81%** are prepared to **pay a little more** for water, and

**76%** for **fruit and vegetables**, to finance solutions to deal with **water and soil pollution** (including 28% and 24% without hesitation).

### Health risks

are deemed **unacceptable**. They motivate a decision in favor of **eliminating micropollutants** from water and cleaning up agricultural soils.

## REGENERATE RESOURCES

**81%** are willing to **consume food** from **agriculture that uses recycled water**, in cases where water reuse reduces the risk of water shortages for consumption, agriculture and the country's economy.

**65%** (+12% compared to 2022) are prepared to **drink water** produced by **recycling wastewater** to reduce the risk of water shortages.

**More than 7 out of 10 of EU's inhabitants** are prepared to **pay a little more** for **electrical and electronic appliances** if the battery and the appliance are recycled, and to limit pollution linked to the extraction of rare metals.



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