

FACTS & FIGURES

EUROPEAN ATTITUDES
TOWARDS SUSTAINABILITYUN CLIMATE CHANGE
CONFERENCE 2021 (COP26)

56 %

ARE AWARE
of the conference
taking place

37 %

AREN'T AWARE
of the conference
taking placeEUROPEAN DISSATISFACTION:
CLIMATE AND ENVIRONMENTAL POLICY30 %
ARE
SATISFIED57 %
ARE NOT
SATISFIEDOver 60 % of
18- to 34-year-olds
are dissatisfiedPURCHASING DECISION:
PRICING VS. SUSTAINABILITY

53 %

say the price of
a product is important

32 %

say the sustainability of
a product is importantGOOD
TO KNOW

Respondents who live in rural areas pay less attention to product prices than respondents in urban areas do. When making purchasing decisions, 54 % of the latter believe that pricing is more important. In contrast, 49 % of survey participants from rural areas hold this opinion.

3 MAIN REASONS
FOR PURCHASING PRODUCTS

54 %

saving
PLASTIC

53 %

saving
WASTE

51 %

saving
ENERGYPARIS AGREEMENT:
LIMITING GLOBAL WARMING TO

15 %

believe that their
country will achieve
this goal

47 %

don't think the goal
can be met

24 %

aren't aware of their
country's climate
policy plansSPOTLIGHT ON!
THE COUNTRY SPECIFICS

DENMARK

Danes have the highest awareness of saving CO₂ emissions during the purchasing process.



UNITED KINGDOM

Together with the French and the Dutch, Brits are the most pessimistic that the 1.5 degree target can still be achieved.



RUSSIA

Climate issues are much more important to Russians living in rural areas than to urbanites.



GERMANY

Germans pay the most attention to avoiding waste and plastic waste.



FRANCE

When making purchasing decisions, the French pay the most attention to a product's sustainability of all respondents.



ITALY

Italians are the most dissatisfied with climate policy in their country.



THE NETHERLANDS

The Dutch are most convinced that companies have the greatest influence in sustainability transformation.