

FACTS & FIGURES

EUROPEAN ATTITUDES TOWARDS SUSTAINABILITY

UN CLIMATE CHANGE CONFERENCE 2021 (COP26)

56 %
ARE AWARE
of the conference
taking place



37 %
AREN'T AWARE
of the conference
taking place

EUROPEAN DISSATISFACTION: CLIMATE AND ENVIRONMENTAL POLICY

30 %
ARE
SATISFIED

57 %
ARE NOT
SATISFIED

Over 60 % of
18- to 34-year-olds
are dissatisfied

PURCHASING DECISION: PRICING VS. SUSTAINABILITY



53 %
say the price of
a product is important



32 %
say the sustainability of
a product is important

**GOOD
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
ENERGY

PARIS 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 plans

SPOTLIGHT 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.