

EYES ON A SUSTAINABLE FUTURE

ESG priorities and challenges: European Citizens Perception

Survey results



Survey sample

7,500 interviews
18-74 yo citizens



Italy



France



Germany



Poland



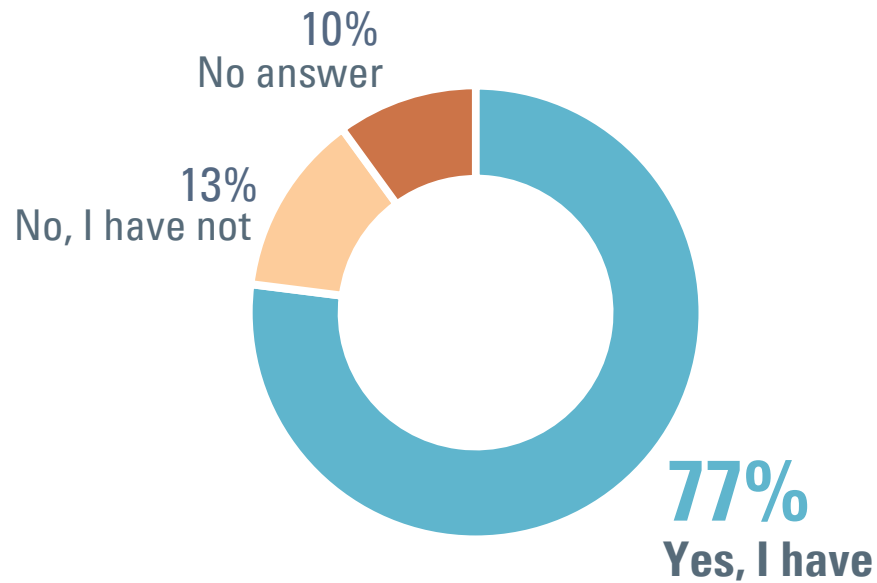
Spain

67% of the EU's population

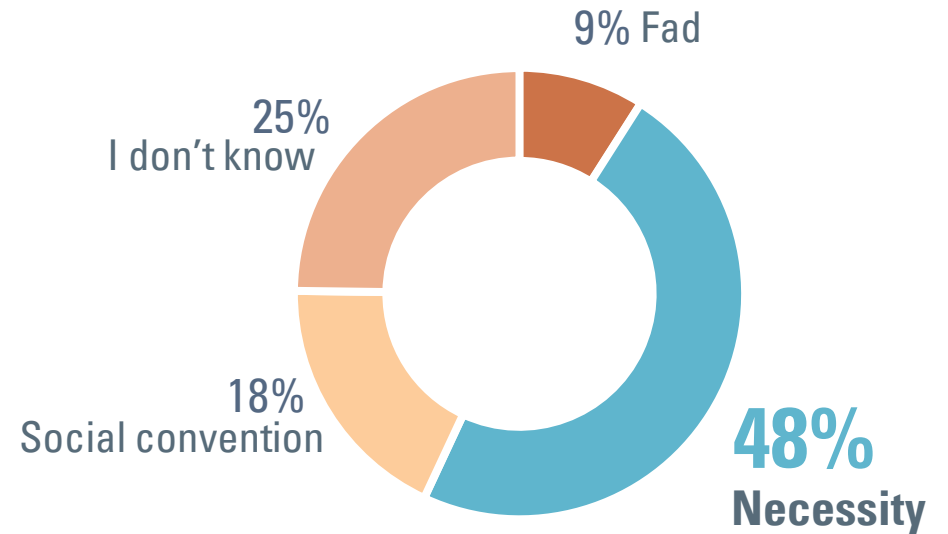
66% of the EU's GDP

Improving knowledge about sustainability is increasingly seen as a necessity by European citizens

Have you ever heard of environmental and social sustainability topics?

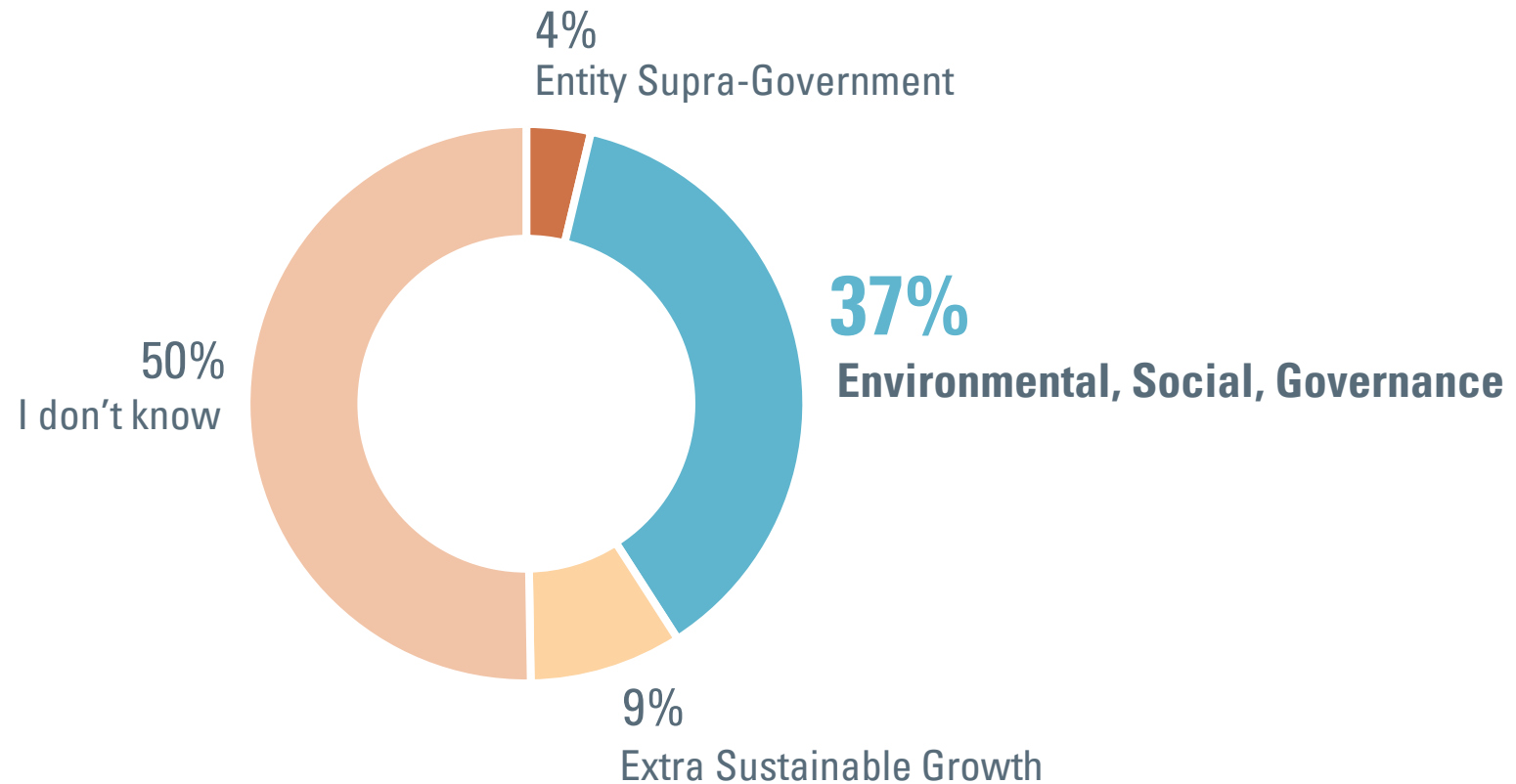


Is the compliance with environmental and social sustainability principles a...?



...although there is still not a clear understanding of ESG dimensions

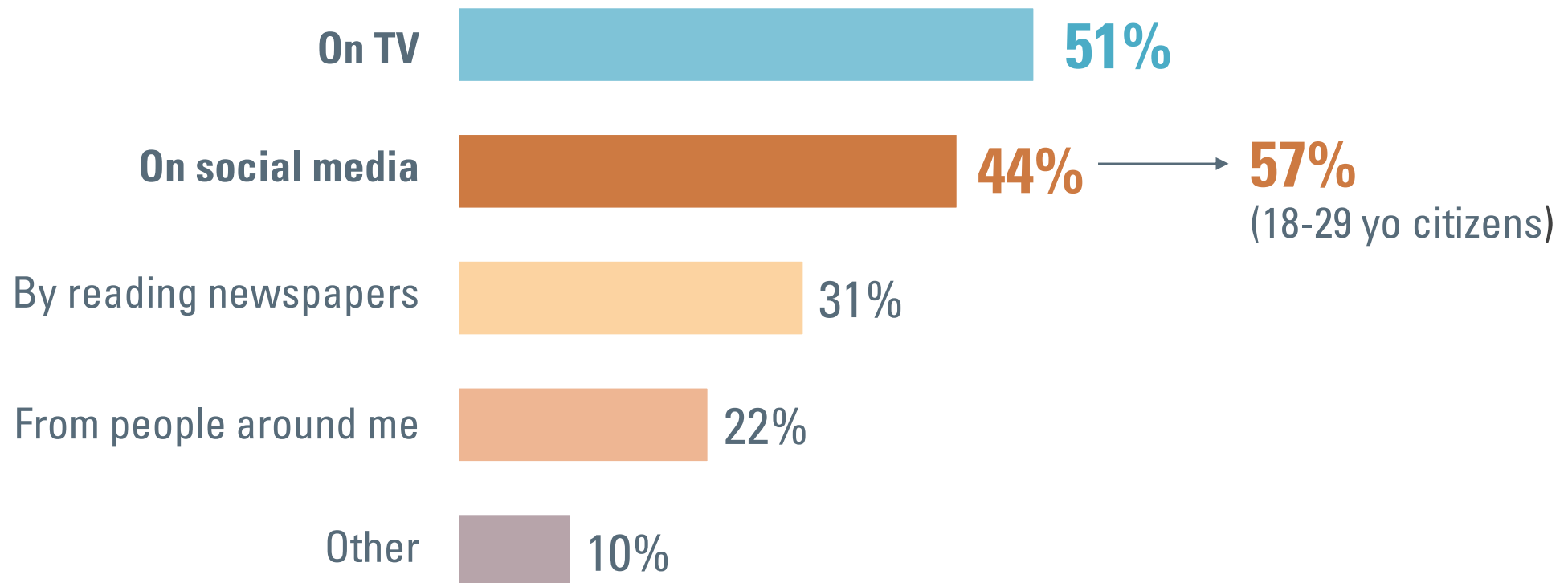
Do you know what ESG means?



Base: total (7,500)

Media play a key role in spreading sustainability awareness

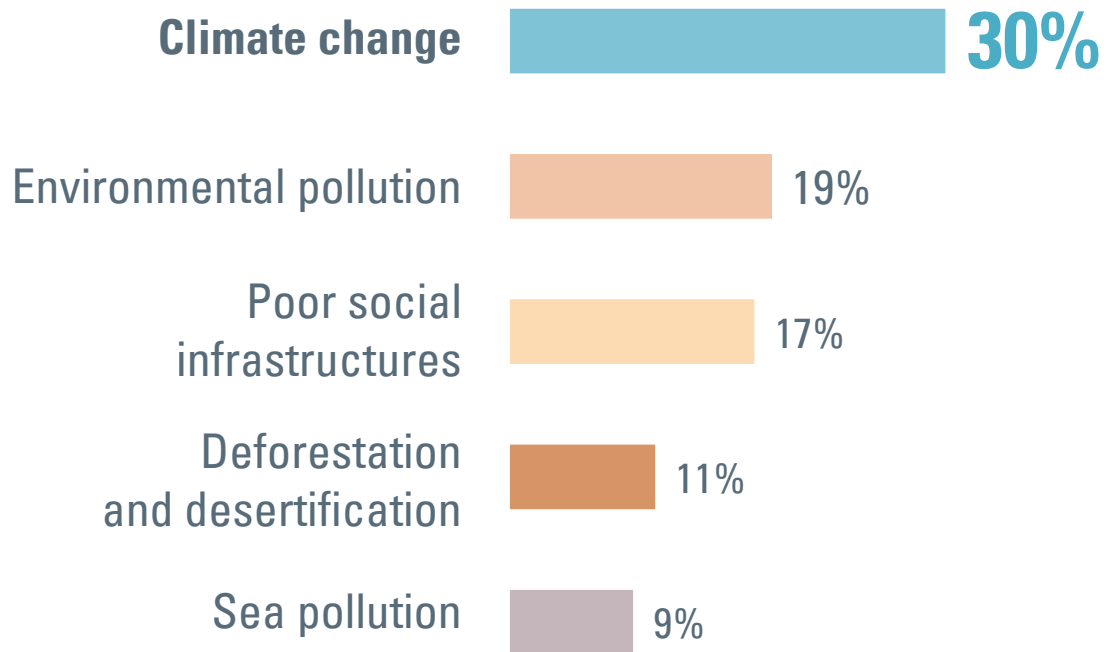
Where did you hear of environmental and social sustainability topics?



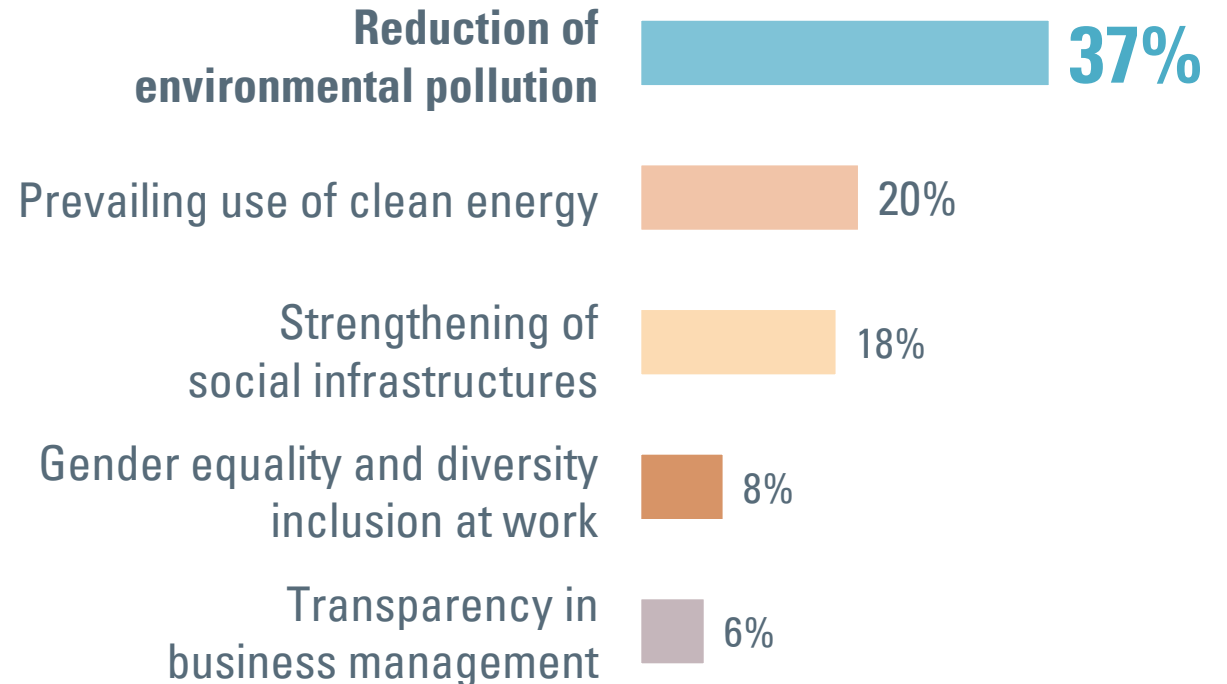
Base: people aware of environmental and social sustainability (5,775)

Climate change and related issues are the main concerns and priorities, but the importance of the "social" dimension starts to emerge

Main concerns

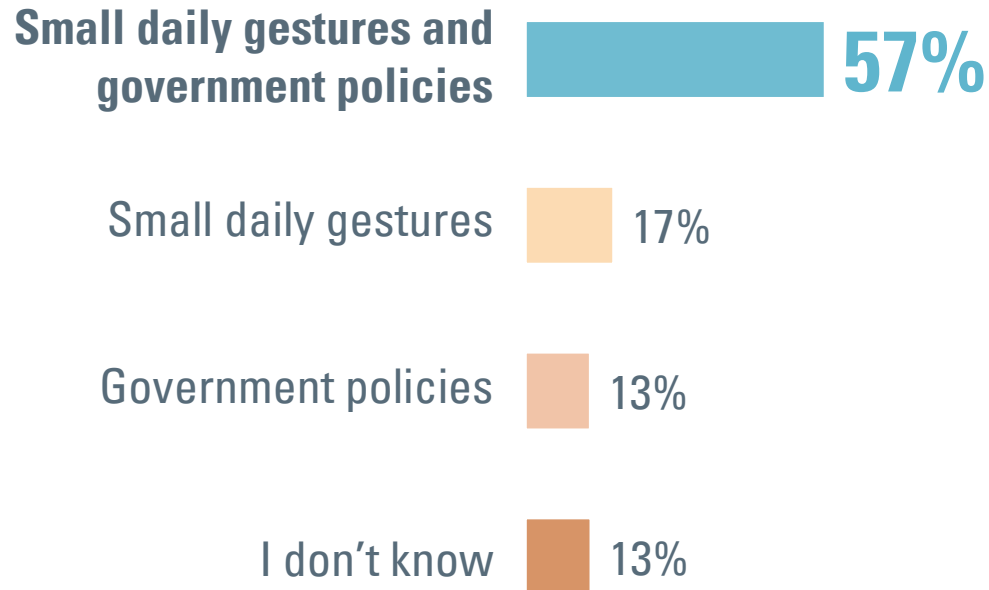


Main priorities

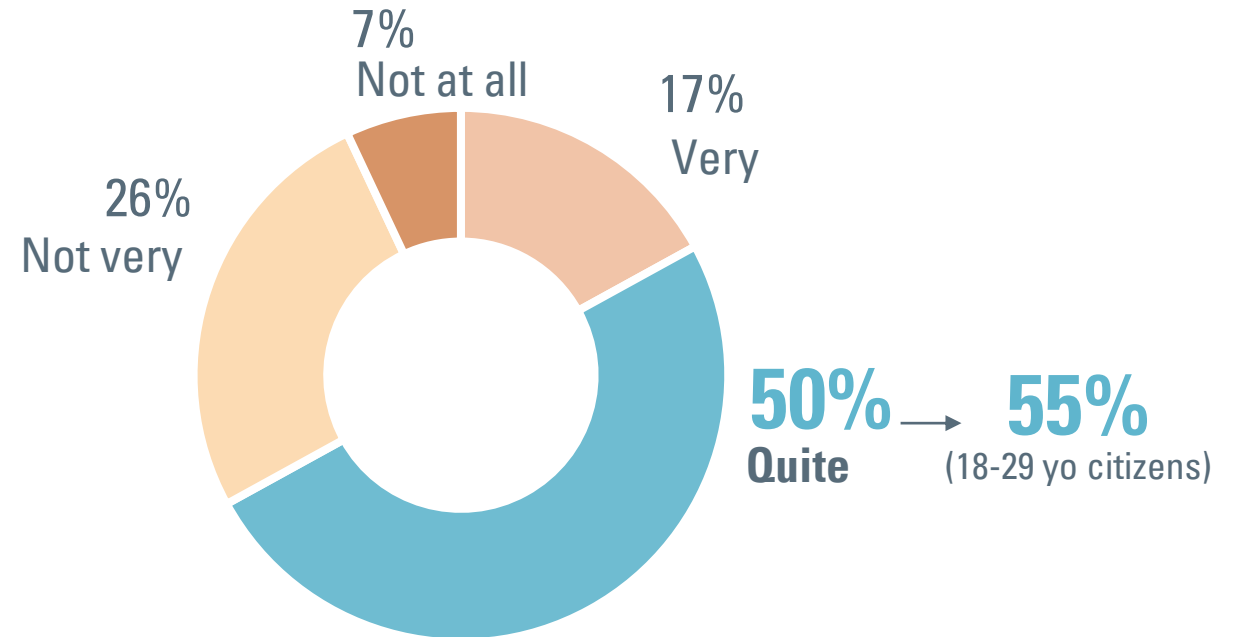


Sustainability challenges can only be addressed through a pact between Governments and citizens

How can sustainable development be best promoted through?

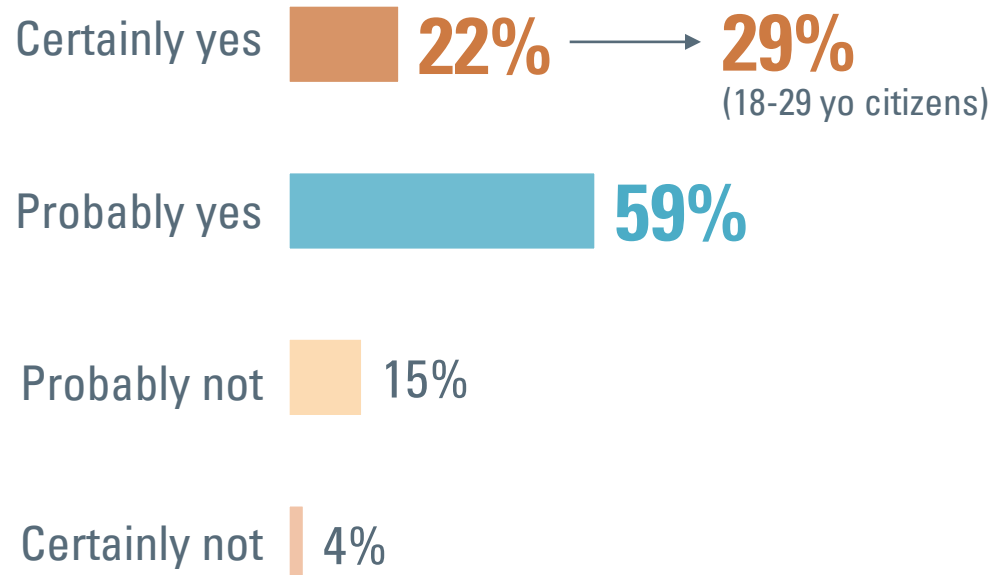


How committed are you to the environment, the territory, and the community you live in?



The increase in awareness and sustainable behaviors is reflected in positive judgments on sustainable investments and purchases

Would you be ready to accept to gain profits in a longer time because of sustainable investments?



When choosing a product to purchase..

71%

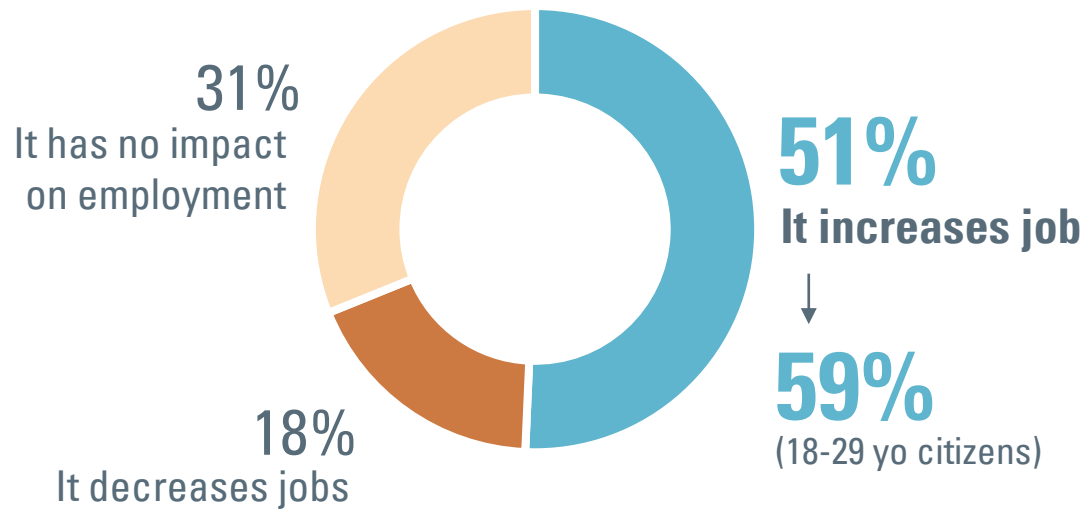
pays attention to sustainable methods and processes

46%

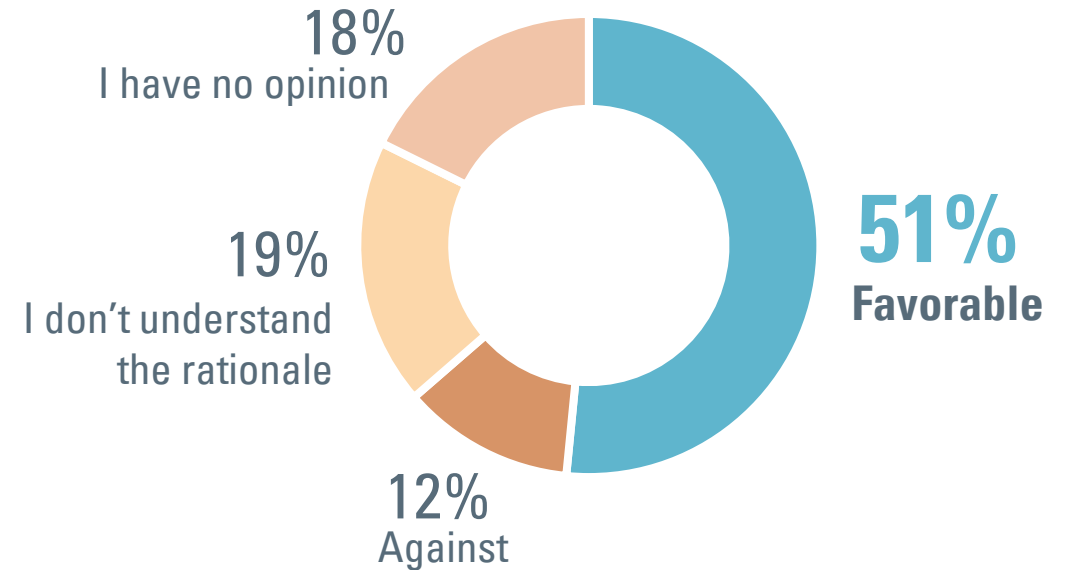
is ready to pay more for products made with sustainable methods and processes (52% among 18-29 yo citizens)

Citizens view sustainability as a positive driver for increasing employment and are in favor of reducing the cost of loans for sustainable companies

What is the effect of investing in sustainable projects on employment?



Are you favorable or against the fact sustainable companies pay less the money they borrow?

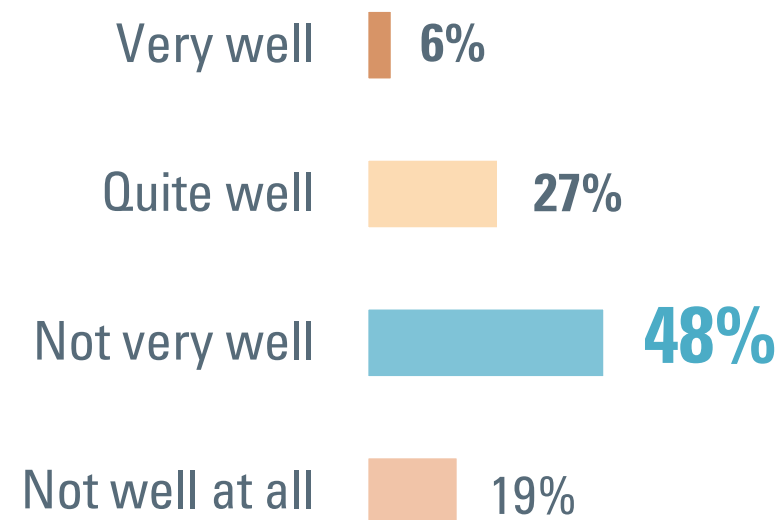


There is a high overall level of knowledge about National Promotional Institutions, while awareness of specific activities remains low

Have you ever heard of your Country's National Promotional Institution?

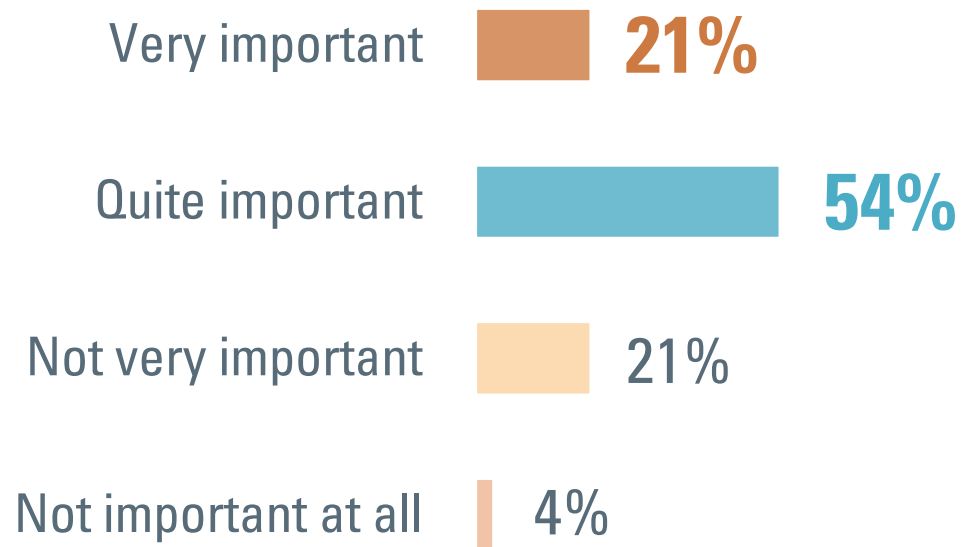


How well do you know your Country's National Promotional Institution and its activities?

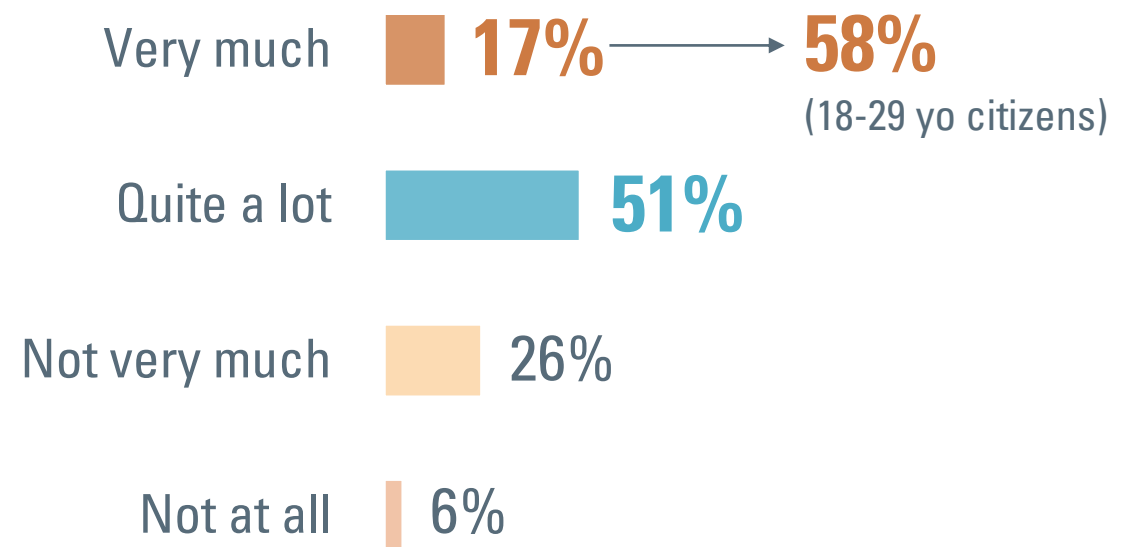


National Promotional Institutions are seen to play a key role in promoting and accelerating the sustainable growth of European countries

How far do you think they can play an important role in the economic growth of your Country?



How much do you think they can help accelerating the sustainable change of your Country?



cdp 

 **Bva** Doxa