

# IPSOS VIEWPOINT

Systems change not climate change



**To tackle climate change and meet the commitments set out in the Paris Agreement is going to require significant action and widespread change. This latest wave of Essentials demonstrates that most citizens feel they are doing enough, and that governments and businesses are falling short of their obligations. Citizens' engagement is going to be vital if there is any chance at all, but to really address the issues, governments and industry need to step up. The two are inexorably linked, as policy, taxation, mandatory reporting, and stakeholder pressures will be the primary driving factors in forcing change for business.**

Research by Ipsos (across 34 markets) considers nine different potential policies that could be used to help tackle climate change, covering topics from investing in technology, through to transportation, diets, and energy. The key take away is that policies that apply incentivization, discounting and other inducements are more popular than those which use taxation or reduced choice.

## **Create parity between green tech and less sustainable options.**

The most popular policy, with an average of almost 7-in-10 (68%) global citizens saying they would support it, was for government spending on subsidies to make environmentally friendly technologies cheaper (e.g., solar panels, electric vehicles). And there is evidence that these types of subsidies have been effective, most notably in the automotive sector in Norway. By creating price parity with non-electric vehicles Norway has achieved the highest adoption of electric cars in the world, with >75% of new car sales being plug-in electric.

## **Incentivize sustainability at the shelf.**

More than half of the global population (59%) would also support changing product pricing to make environmentally friendly products cheaper (conversely environmentally damaging products more expensive) and this is nearly three-quarters

in Indonesia (74%), Mexico (72%), Columbia and Chile (both 71%).

## **Prioritize pedestrians over motorists.**

A policy giving more road space to pedestrians and cyclists has support from half (49%) of those surveyed globally, but in Indonesia, three-quarters (75%) of citizens say they would support this at the expense of space for motorists. High levels of support are also seen in Peru (71%), Mexico (70%) and Thailand (67%), but support is considerably lower in Canada and the United States (both 34%), Australia (32%) and Japan (28%).

## **Grocery is off-limits.**

Taxation on certain foodstuffs to tackle climate change is an unpopular option. Globally, having a higher tax on red meat and dairy products is opposed by 4-in-10 (40%) and only 1-in-3 (29%) say they would support the policy. Interestingly, in our Essentials data, when citizens are asked which actions would have greatest impact on reducing emissions, those citing a plant-based diet is small (15%) and declining, whereas in fact it can have a notable impact. Possibly more education to inform the argument for greater taxation on meat and dairy could engender greater support.

As businesses, we could wait for some of these policies to take shape and force our hand, but public opinion provides clear direction on what citizens - and consumers - are looking for from us. Don't wait, be bold – advocate for and invest in policies, products, processes and technologies that change the systems within which we operate.



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