

Savanta:

IIED - Tracking Engagement on Green Economy Services

Global - IIED - Tracking Engagement – 2024

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economies



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Background and methodology

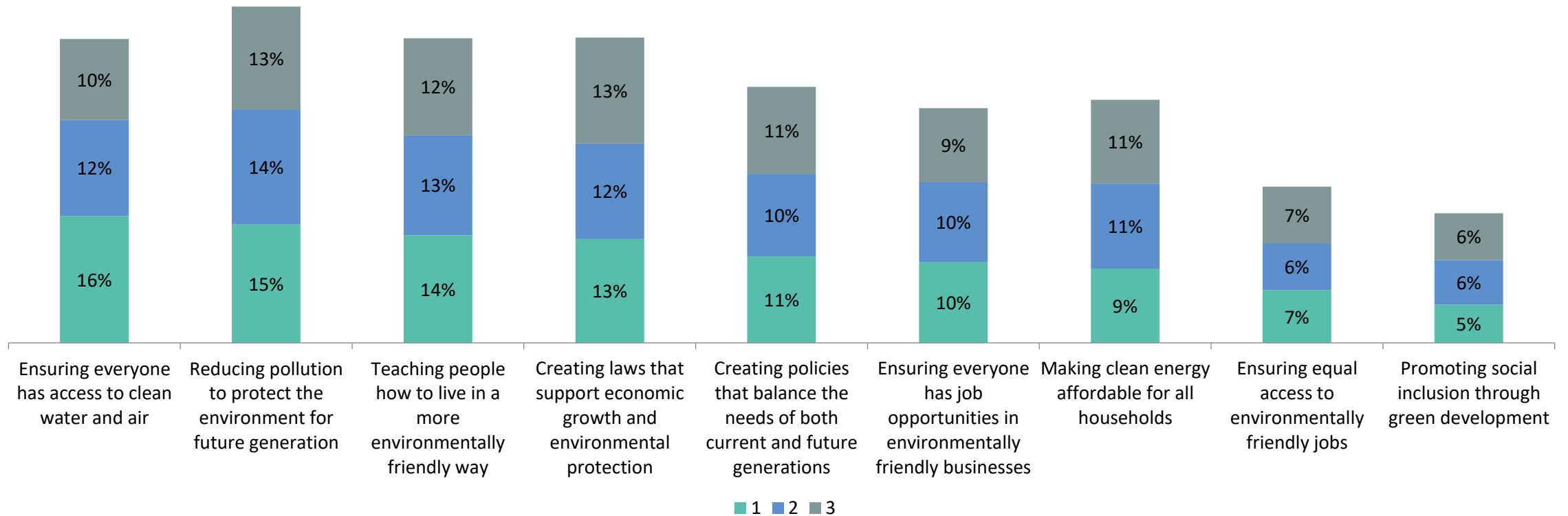
This report presents the findings of the **Tracking Engagement on Green Economy Services research 2024**. Savanta surveyed 10,084 people across ten countries from Tuesday, October 29, 2024 - Tuesday, November 5, 2024. The survey was conducted in English and translated into Portuguese, Standard Chinese, Spanish, Indonesian and Turkish in order to reach the following ten markets:

- Australia – 1,012 completes
- Brazil – 1,011 completes
- China – 1,005
- India – 1,002
- Indonesia – 1,005
- Mexico – 1,001
- Nigeria – 1,002
- Peru – 1,019
- South Africa – 1,014
- Turkey – 1,013

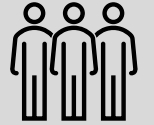
This research tracks engagement of key audiences in green economy and circular economies to create usable insights for civil society to use in their engagement of audiences. The research will be conducted over 3 waves, with Wave 1 taking place in 2024, Wave 2 in 2025 and Wave 3 in 2026.

Ensuring access to clean water and air, pollution reduction and environmental education ranked as the top priorities

Rankings of the following actions in order of importance for creating a fairer society while also protecting the environment
(Ranked on Top 1)



Environmental leadership is shifting: emerging economies are stepping up while young and old generations bring unique strengths to climate action



Countries in the Global South are taking the lead in recognising the critical balance between economic progress and environmental stewardship. Turkey (48%), Peru (43%), Brazil (42%), and Nigeria (41%) show the strongest commitment to creating laws that support both economic growth and environmental protection.

These findings challenge traditional narratives about environmental protection being a luxury of developed nations. Instead, we're seeing emerging economies pioneering a more holistic approach to development:

- Peru leads globally (49%) in prioritising environmental education
- Mexico shows the highest commitment (52%) to reducing pollution for future generations

The data reveals a fascinating generational dynamic in how different age groups approach environmental protection, suggesting a natural partnership rather than a divide.

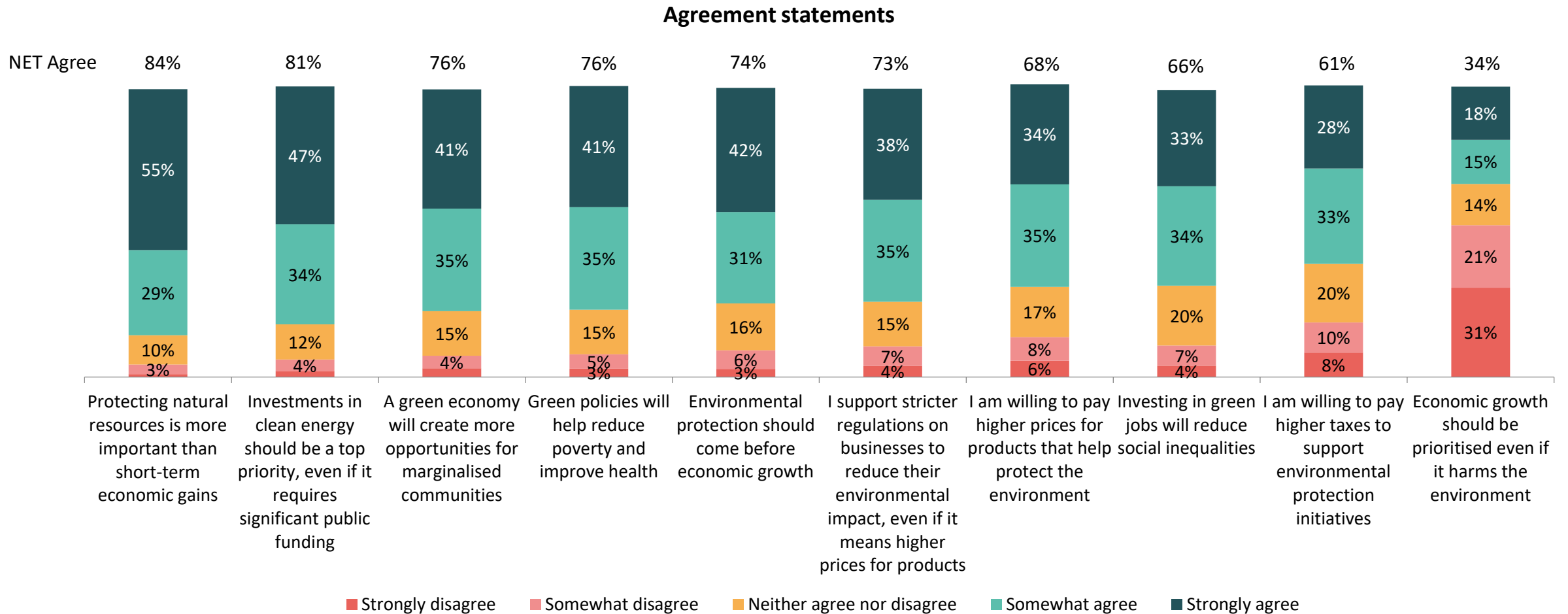
Youth (18-24) drive the green economy:

- 34% seek eco-friendly jobs (vs 25% of 65+)
- 22% champion equal access to green jobs (vs 17% of 65+)

Seniors (65+) focus on long-term sustainability:

- 45% prioritise reducing future pollution (vs 40% of 18-24)
- 37% advocate affordable clean energy (vs 23% of 18-24)
- 34% support intergenerational balance (vs 30% of 18-24)

Public support is highest for prioritising environmental protection and clean energy investments, however there is also high agreement with the perceived social benefits of a green economy



Global environmental support transcends economic concerns, with emerging markets and youth showing strongest commitment to green investment despite potential costs

One of the most striking findings from our global survey reveals overwhelming support (84%) for prioritising natural resource protection over short-term economic gains. This sentiment is particularly strong in:

- Turkey (91%)
- Nigeria (89%)
- South Africa (88%)

When it comes to age differences:

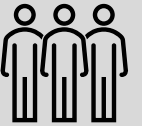
- Younger and middle-aged adults (25-44) show the strongest support (86% for both groups)
- This support remains robust across all age groups, never dropping below 82%

Despite common assumptions about cost sensitivity:

- 76% believe green policies will help reduce poverty and improve health
- Younger generations (25-34) show the strongest willingness (73%) to pay higher taxes for environmental protection
- 81% support prioritising clean energy investments even if it requires significant public funding

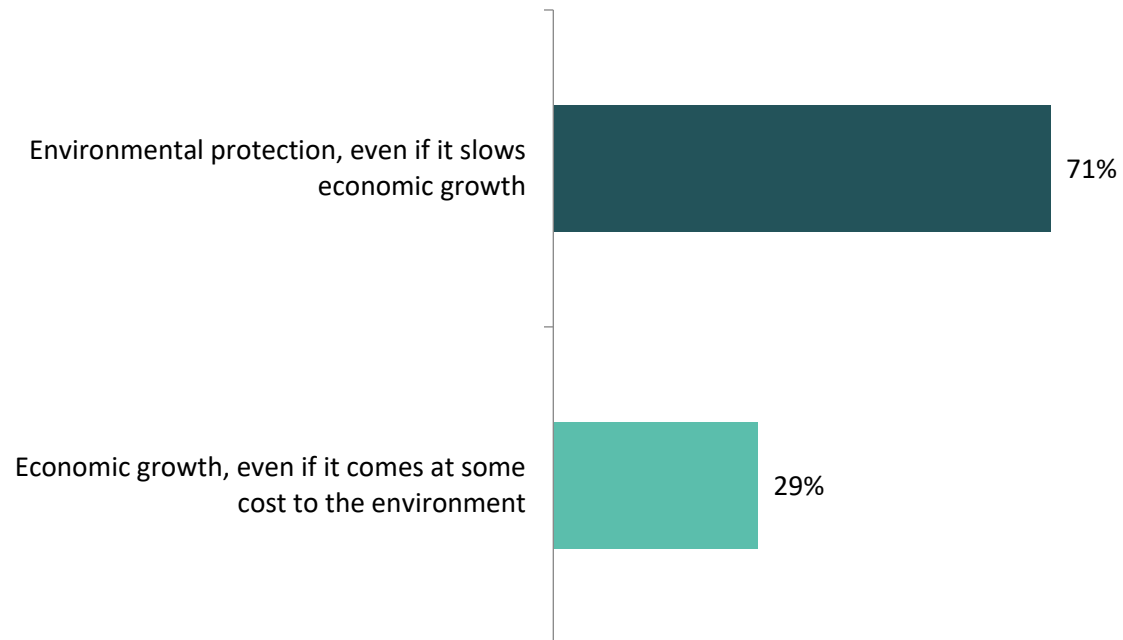
An interesting angle comes from the social justice perspective:

- 76% believe a green economy will create more opportunities for marginalised communities
- This belief is strongest among younger respondents (79-80% of 18–44-year-olds vs 70% of 65+)



Seven in ten would prioritise environmental protection over economic growth, with strong backing across all age groups

If you had to choose, which of the following would you prioritise?



Countries

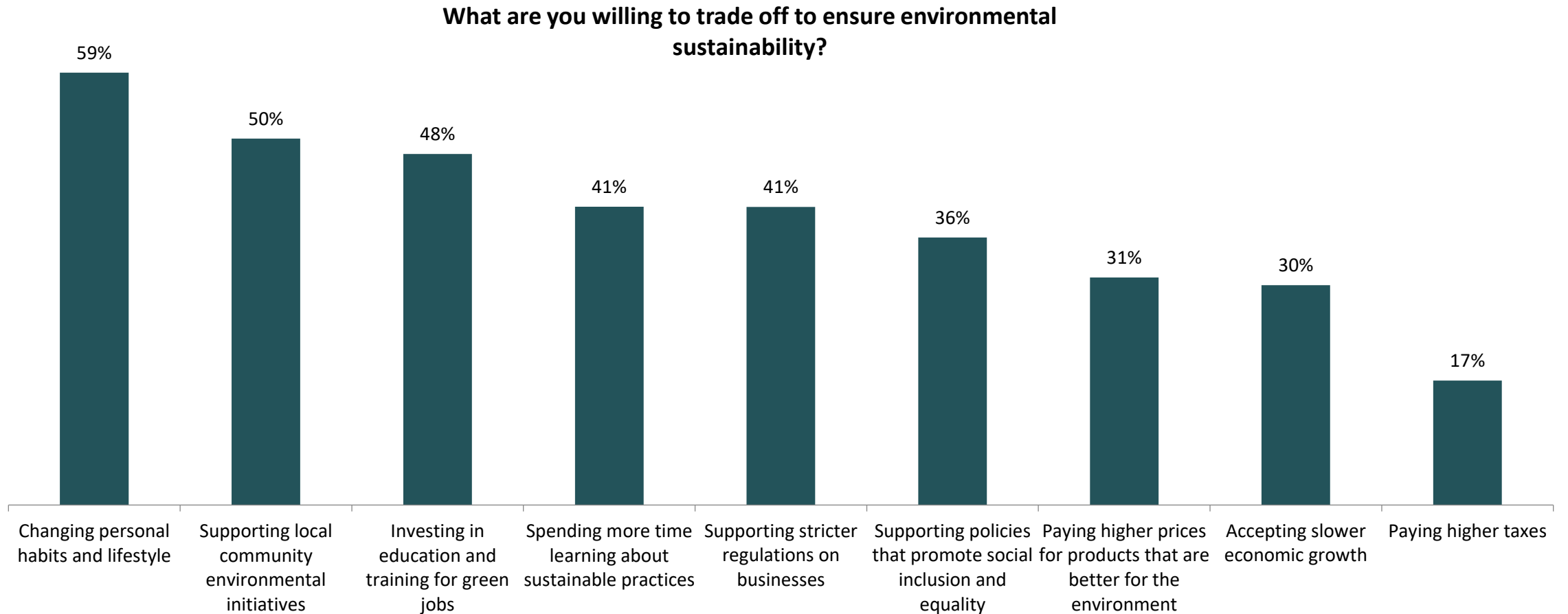
71% globally choose environmental protection over economic growth, with standout support in:

- Indonesia: 82%
- Turkey: 80%
- Brazil: 75%

Age

- Strongest backing from ages 55-64 (76%)
- 70%+ support across age groups

There's willingness to make personal and communal trade-offs for the sake of environmental sustainability, however financial trade-offs like higher prices and taxes are less favoured

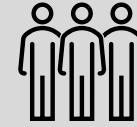


India, China, and Nigeria emerge as unexpected champions of green consumerism

- India is willing to pay higher prices for products that are better for the environment (45%) followed by China (38%) and Nigeria (36%) – global average 31%
- China willing to pay higher taxes 28% (the highest across different countries) – global average 17%
- Turkey (42%), Brazil (39%), and Australia (38%) three highest willing to accept slower economic growth – global average 30%
- Indonesia and Mexico lead globally (both 68%) in willingness to change personal habits

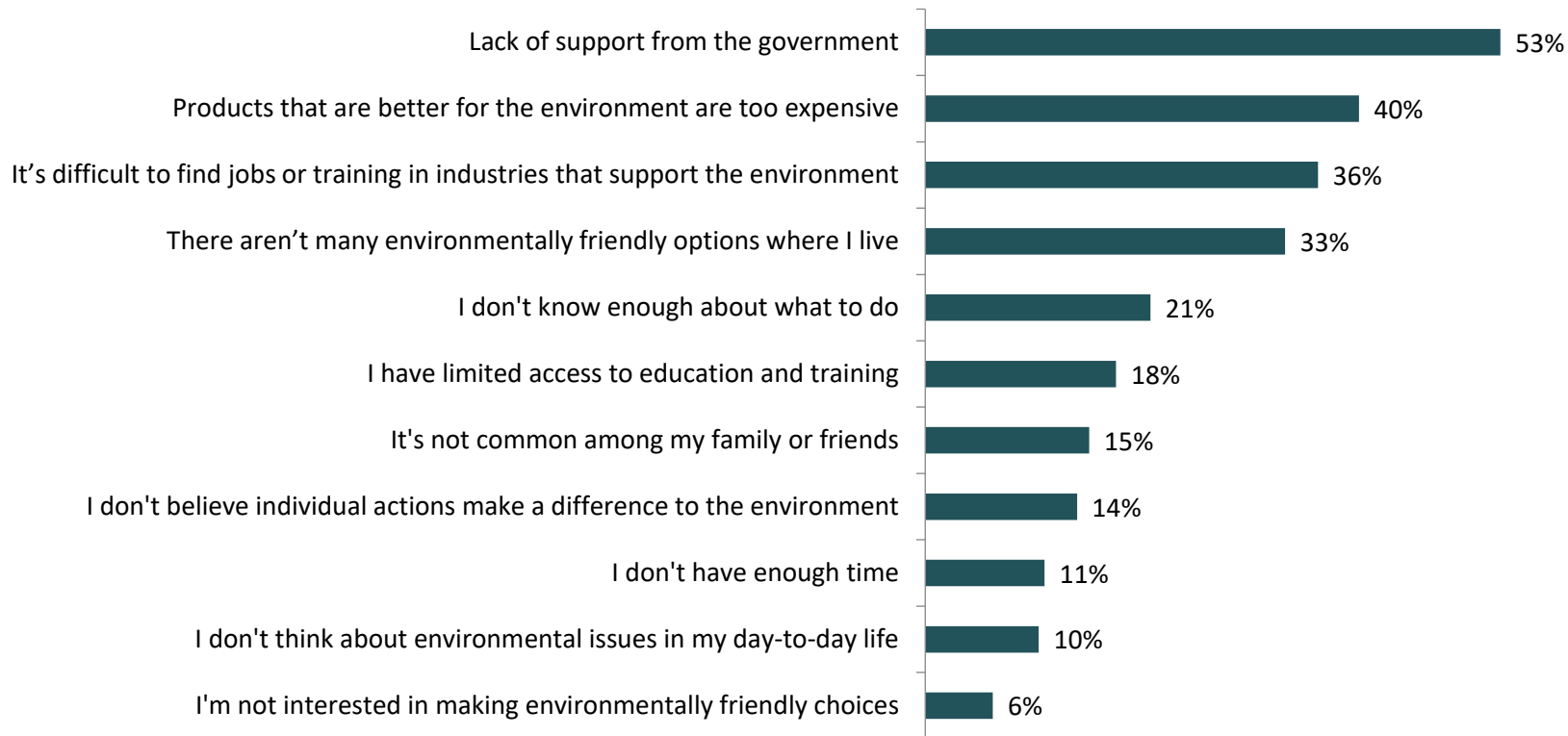
Different age groups are choosing different paths to sustainability:

- Younger people (18-34) are more willing to invest in green job education (47-50%) vs 44% of 65+
- The middle-aged groups (45-64) show the strongest willingness (62%) to change their lifestyle
- Those with children show consistently higher willingness to make changes across most categories (61% vs 57% without children)



Lack of government support and high costs hinder environmentally friendly choices, with knowledge gaps also playing a role

What do you think makes it hard for you to make more choices that are better for the environment?

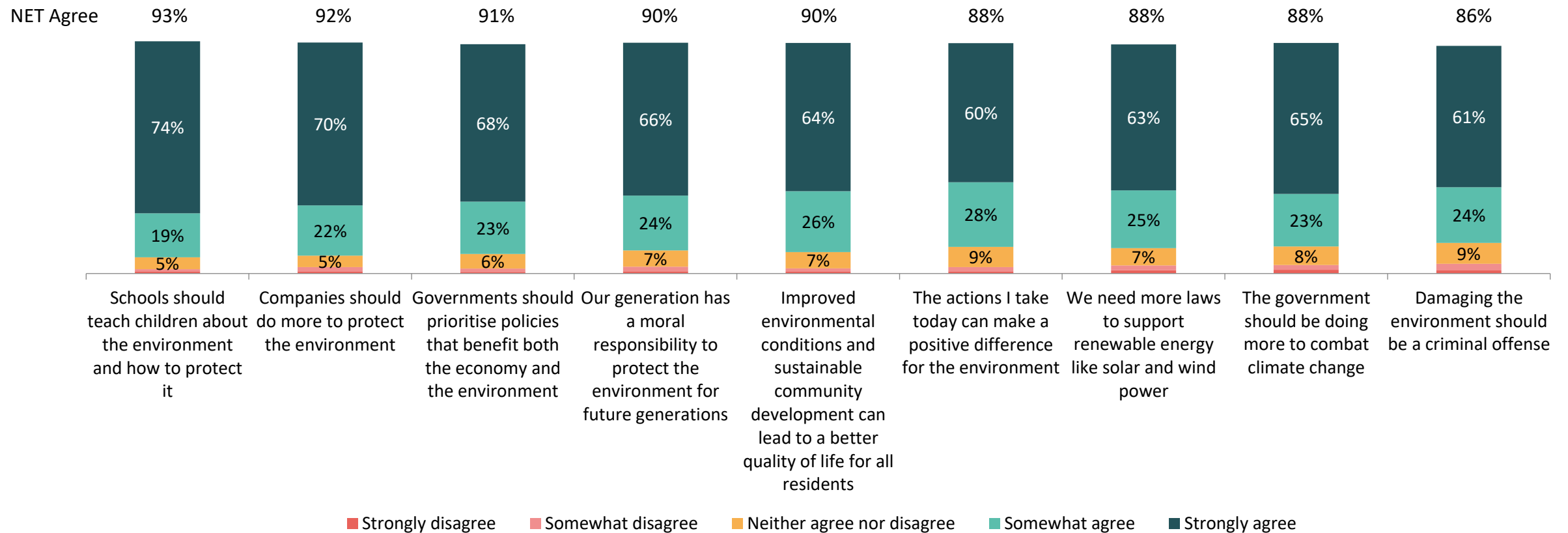


- Lack of support from the government highest in Nigeria (66%) and Peru (61%)
- Only 34% in Australia cite this as a barrier, suggesting different challenges in different contexts
- Affordability concerns highest in Australia (51%) and India (47%)
- 23% of Chinese respondents say they don't have enough time (global average: 11%)
- Only 6% say they're "not interested" in environmental choices - however, this rises significantly in China (13%) and India (12%) suggesting a more complex story in rapidly developing economies



The majority support environmental education, corporate responsibility and proactive government policies

Agreement statements



Nine in ten globally back environmental education in schools, with emerging economies leading the charge

A remarkable 93% agree that schools should teach children about environmental protection

This support peaks in:

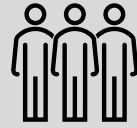
- Indonesia and South Africa (both at 97%), showing strong backing from emerging economies

91% want their government to prioritise policies that benefit both the economy and the environment.

Notably high in:

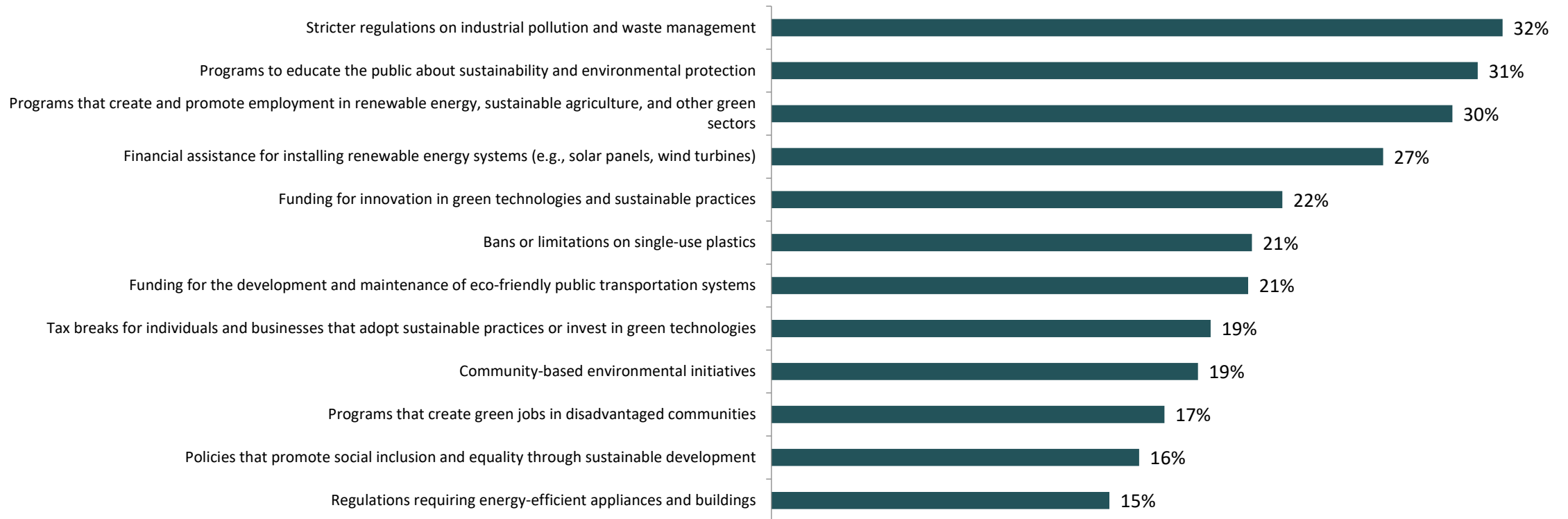
- Indonesia (97%)
- Nigeria, Turkey and South Africa (94%) each

Young and middle-aged adults show strongest support for renewable energy laws (90% of 18–44-year-olds vs 83% of 65+)



Stricter pollution regulations and public education programs are seen as the most effective ways to protect the environment right now, whilst energy-efficient regulations and social inclusion policies rank lower

Effective actions for protecting the environment and promoting sustainability right now



Emerging markets aren't just ready to participate in environmental action – they want to set the agenda for systemic change

Top 3 most effective actions:

1. Industrial regulation:

- Mexico (37%)
- Australia & Peru (36%)
- Brazil (33%)

2. Public education:

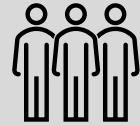
- Higher support among women (33%) than men (30%)

Strong backing in:

- Nigeria (39%)
- Indonesia (36%)
- Parents show stronger support (33%) than non-parents (29%)

3. Green employment programs:

- Younger people show stronger support (31% of 18-24 vs 26% of 65+)
- Indonesia leads with 39% support
- Turkey follows with 36%

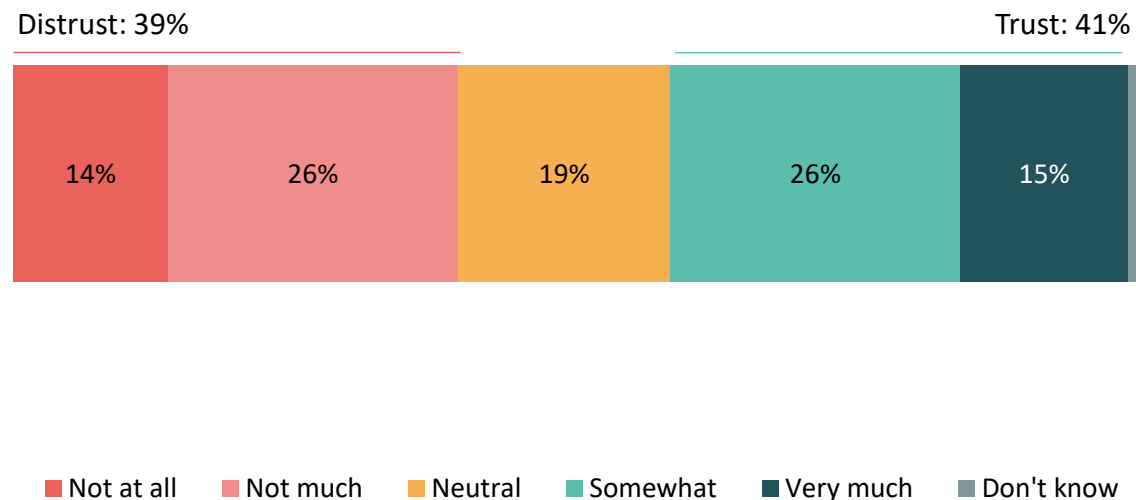


Regional champions exceed global benchmarks:

- **China:** Tax breaks for individuals and businesses that adopt sustainable practices or invest in green technologies (28% vs 19% global)
- **India:** Funding for the development and maintenance of eco-friendly public transportation systems (26% vs 21%)
- **Indonesia:** Programs that create green jobs in disadvantaged communities (25% vs 17%)
- **Turkey:** Regulations requiring energy-efficient appliances and buildings (26% vs 15%)

Public trust is split, with a notable proportion of respondents having scepticism in political leaders' ability to ensure a sustainable future

Trust that political leaders will make the right decisions for a sustainable future



China shows remarkably high trust levels (83%)

- This contrasts dramatically with:
 - Peru (23% trust)
 - Australia (27% trust)
 - South Africa (28% trust)



The parent factor:

- Parents show significantly more trust (45%) than non-parents (35%)

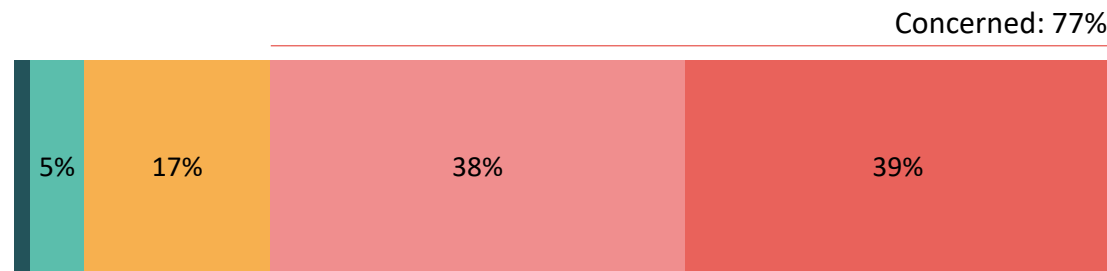
This shows a clear mandate for stronger environmental leadership and reveals how having children affects environmental outlook

As previously discussed, there is a strong public support for environmental action - suggesting people want change but aren't sure their leaders will deliver it.

The majority of respondents express concern about the long-term effects of current environmental policies on future generations



Concern about the impact of current environmental policies on future generations



■ Not concerned at all ■ Slightly concerned ■ Moderately concerned
■ Very concerned ■ Extremely concerned

The parent perspective:

- Parents show significantly higher concern (80%) than non-parents (72%)
- Parents are also more likely to be "extremely concerned" (42% vs 35% of non-parents)

Working-age adults show highest concern:

- 79% of 25–44-year-olds are concerned
- This drops to 71% among those 65+
- Yet all age groups show strong concern levels above 70%

The global divide: Highest concern in:

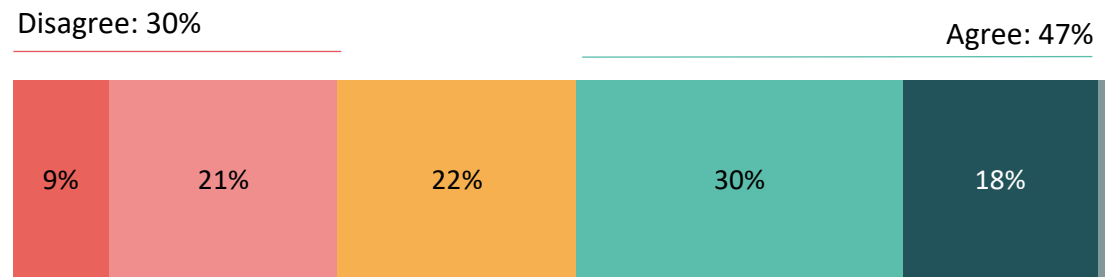
- Nigeria (88% concerned, 50% extremely concerned)
- Mexico (85% concerned, 46% extremely concerned)
- Peru (84% concerned, 48% extremely concerned)

Lowest concern in:

- Australia (50% concerned, 21% extremely concerned)

Public opinion is divided on whether the current generation is doing enough to ensure a sustainable future for the next generations

Agreement that the current generation is doing enough to ensure a sustainable future for the next generations



■ Strongly disagree ■ Somewhat disagree ■ Neither agree nor disagree
■ Somewhat agree ■ Strongly agree ■ Don't know



Strong confidence in Asian efforts:

- China (64% agree)
- India (61% agree)

Versus significant skepticism in:

- Brazil (45% disagree)
- Turkey (45% disagree)
- South Africa (38% disagree)
- Australia (35% disagree)

Young adults show more optimism:

- 51% of 25–34-year-olds believe we're doing enough

This drops significantly with age:

- 42% among 55–64-year-olds
- 37% of 55–64-year-olds actively disagree

The parent factor:

- Parents (49%) are more likely than non-parents (43%) to believe enough is being done
- This could suggest either optimism about current efforts or hope for their children's future

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