

GAME OVER?

DO NOT LET
CLIMATE CHANGE
END GAME!

ONLINE QUESTIONNAIRE
AND
FOCUS GROUP SURVEYS

in 8 Central and Eastern European countries

2610
online
quantitative
interviews

Online
focus group
discussions
with
8x6
respondents

To
CEEweb for Biodiversity

From
IPSOS HUNGARY



game on | DON'T LET CLIMATE CHANGE
END THE GAME!



This project is funded
by the European Union



We will have to adapt to it and be, if possible, a step ahead of it... It will hit hard on us and also the next generations.'
(CZ, female, 17)



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SUMMARY

Climate change is viewed as a global threat; **irreversible** but can be **slowed down**.

Level of involvement is widely varied; many perceive it as an abstract issue that is more relevant for **future generations**.

Primarily, **human activity** is blamed for it.

Fear of **natural disasters** is heading the long list of perceived effects of climate change.

Mixed opinions on who has most responsibility, but all agree that action needs to be taken on **all levels**.



SUMMARY

Perception of Climate Change, Level of Awareness and Involvement

Climate change is acknowledged as a serious, real global threat, but at the same time it is abstract and hard to fully understand, especially in Europe where its immediate effects are less tangible for the time being. It is viewed by many as more relevant as a major challenge for future generations – our children and grandchildren. Climate change is perceived as a phenomenon that cannot be reversed or stopped but can and should be slowed down.

Perceived causes and effects

Man-made actions are held responsible for climate change in the first place, lead by industrial production. Out of the various industries, energy, oil and automotive industries are blamed the most. Natural disasters were mentioned as the most worrisome consequence of climate change by the majority, but the list of the negative effects of climate change is very long and complex.

Who is responsible and who should act?

Perceived responsibility for slowing down climate change as well as expectations regarding who should take steps involves all levels – individuals and groups, local-national-international, public and private, institutions and authorities, profit oriented and non-profit organizations as well. Since it is a global issue, all the different players on all levels are expected to act in parallel, all around the world. Opinions are divided on who has more responsibility of the different players. Current activity level is evaluated as insufficient by many.

Who is taking actions? What steps are taken? How do people get info?

Education, legislation and corporate responsibility are viewed as the most important areas in the context of climate change.

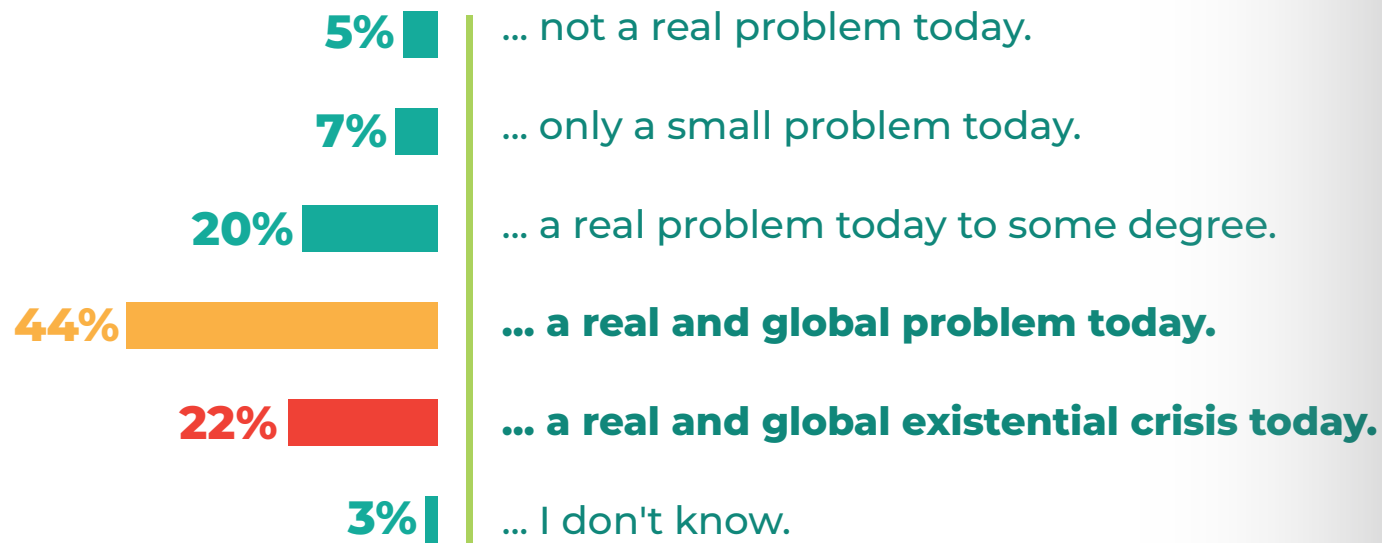
In addition, individuals tend to be more and more responsible and open to make changes in order to reduce their ecological footprint – even though it is a rather slow, step by step process with several barriers to overcome. The majority is not proactively seeking related information now.



**HOW BIG IS
THE PROBLEM?**

Climate change is a global problem today

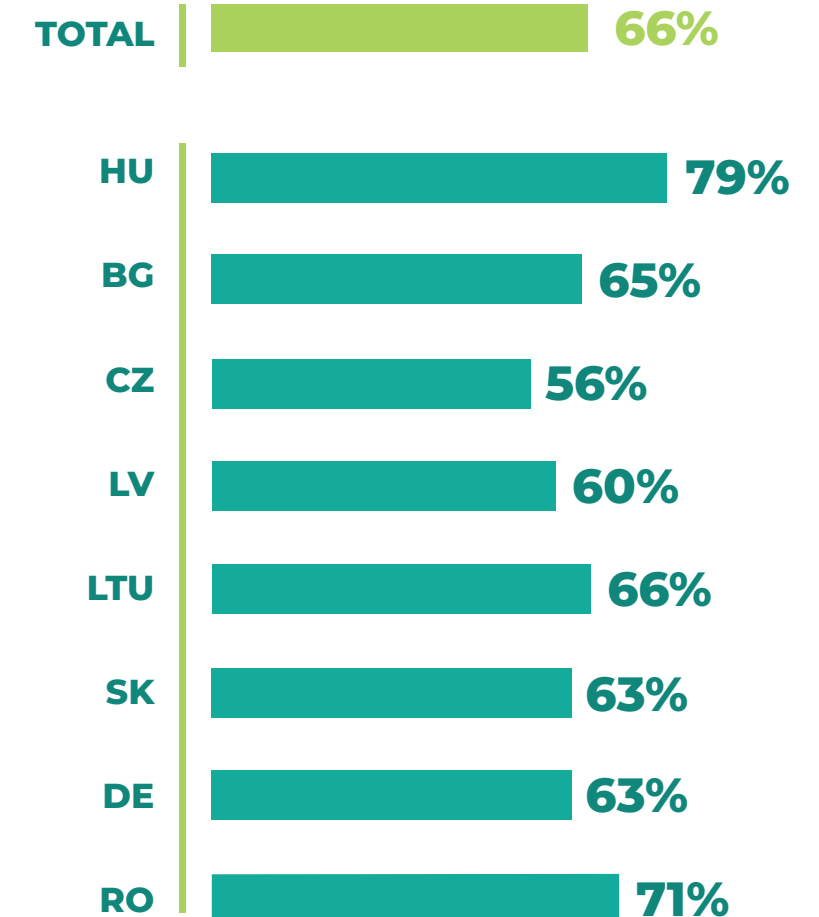
CLIMATE CHANGE IS...



66% of respondents think climate change is a real and global problem today or it is an existential crisis.



DIFFERENCE BETWEEN COUNTRIES



The majority of respondents perceive climate change as a serious issue. Thinking of it makes them feel sad, worried, frustrated and also anxious/fearful about the future. On the rational side, mainly its negative impact on nature/weather/our planet, and the man-made aspect are associated with climate change.

People say climate change is a global problem today

“

'I feel sadness, because things really go in bad direction. I look at all the people around me, they don't talk about this: recycling, the trash in the streets, the garbage everywhere. It's these very many little things that add up and lead to despair.'

(RO, female, 23)

”



“

'Problems are only solved when it is too late, when the worst that can happen eventually does happen..'

(SK, male, 26)

”

“

'To reverse it, the whole mankind would have to join and act. And it will join and act only when there will be a major global problem, which will affect everyone.'

(CZ, female, 17)

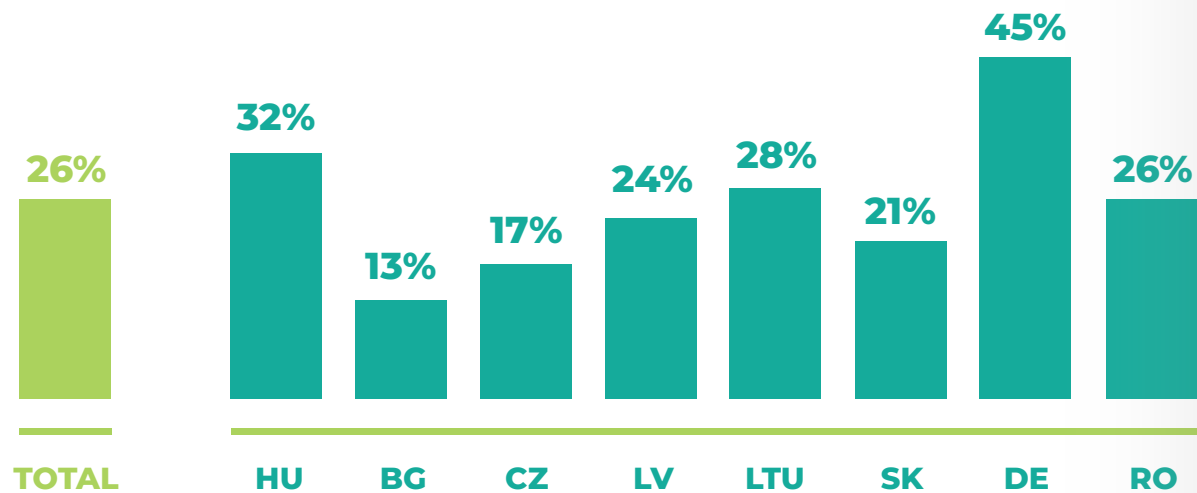
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Climate change is a major problem

DIFFERENCE BETWEEN COUNTRIES

(who perceive climate change as a major issue)
DECEMBER 2021



26%

of respondents perceive climate change as a major problem.

7% also mentioned biodiversity loss.



In Germany 45% of the respondents said, that climate change is the number one issue. Bulgarian respondents are the least concerned of the respondents, 13% said climate change is a major problem.

Many people currently view climate change as a rather abstract topic. It is worrying and real, but at the same time it is quite distant and unclear.

For the majority, it is the individual impact of the change that matters most, and for the time being it is typically perceived as not so strong or significant. People feel **“too small to make a significant difference”**.

All agree though that climate change and its consequences will be an issue in the future, for generations to come.

People say climate change is a major problem

“

'The trouble is real: a lot of people will die, industries will go broken, there will be a decrease in living standards, but the Earth itself will regenerate.' (HU, male, 35)

”

“

'This ship has already set sail and will never stop, we can only slow it down.' (SK, Male, 33)

”

“

'We cannot reverse it, there will be a natural restart, some species will become extinct, mankind will survive but need to adapt. The question is the intensity of this change.' (HU, male, 35)

”

“

'It is a step towards the extinction of humanity and the earth.' (LTU, female, 16)

”





**WHAT ARE
THE EFFECTS?**

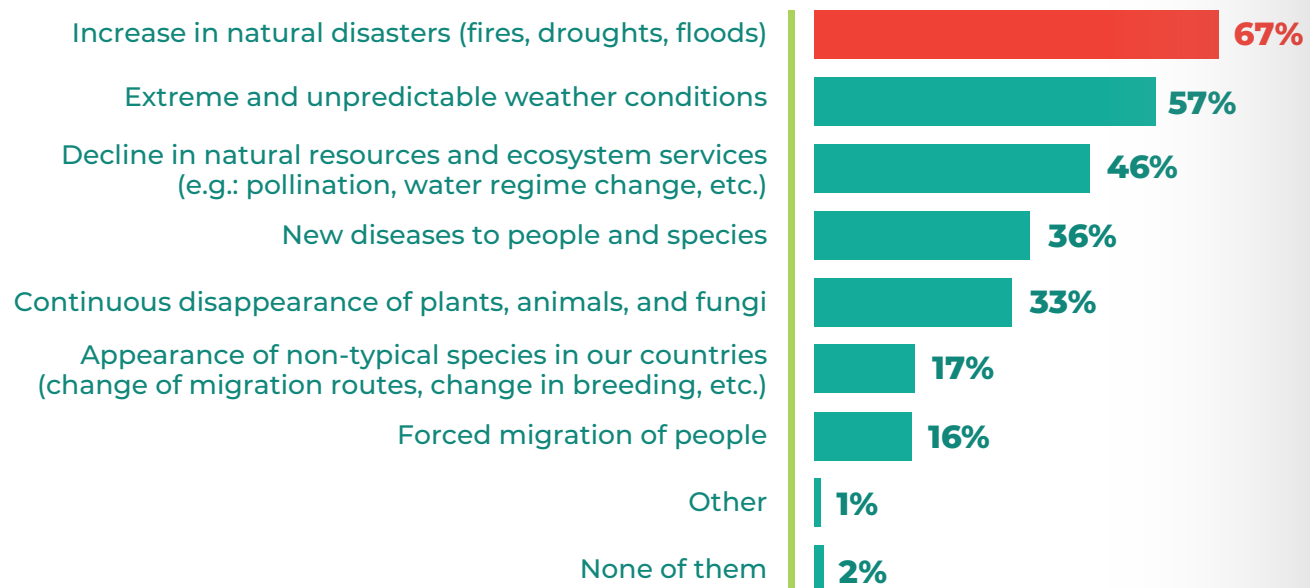
The most important effects of climate change

Natural disasters were mentioned as the most worrisome consequence of climate change by the majority, but the list of the negative effects of climate change is very long and complex. People fear the increased amounts of fires, droughts and floods in the coming future.



WHAT CAN BE THE MOST IMPORTANT EFFECTS OF CLIMATE CHANGE?

Total respondents from all countries



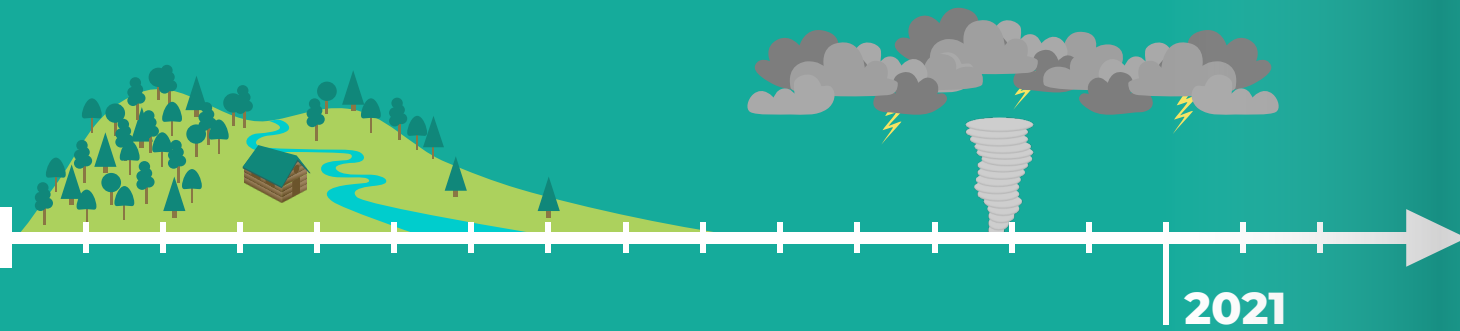
DIFFERENCE BETWEEN COUNTRIES (%)

Country	Extreme and unpredictable weather conditions	Decline in natural resources and ecosystem services	New diseases to people and species	Continuous disappearance of plants, animals, and fungi	Appearance of non-typical species in our countries
HU	73	46	28	27	17
BG	59	36	54	35	8
CZ	47	55	26	40	17
LV	55	43	48	19	30
LTU	58	45	32	35	21
SK	45	54	33	32	19
DE	55	41	29	41	14
RO	61	47	37	33	12

Significant difference vs. total

The qualitative phase reinforced the long list of perceived consequences of climate change, lead by the increase in natural disasters and extreme weather conditions as major concerns.

People say increase in natural disasters can be the most important effect of climate change



“

'The past two storms, we had tornados, and say 10 years ago, there was nothing like that. When I was younger, I grew up with the fact that we live here quite safe...I don't want to know how bad it will be in the future.' (DE, female, 16-25)

”

“

'We cannot single out one thing where something will be bad because it will be bad everywhere and the impact will be very strong because the glaciers will melt, the structure of the ocean water will change, the species that lived there will not be able to live, etc...'. (LTU, female, 29)

”

“

'Natural disasters, caused by deforestation: soil can fail to support houses, waters can come and take villages and people will be affected, like we've already seen in Moldova in the last years.'

(RO, female, 34)

”



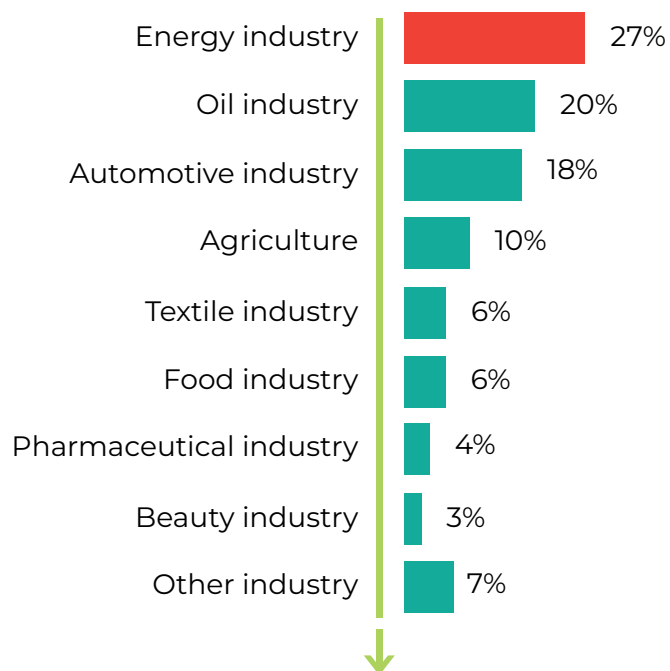


**WHO IS
RESPONSIBLE?**

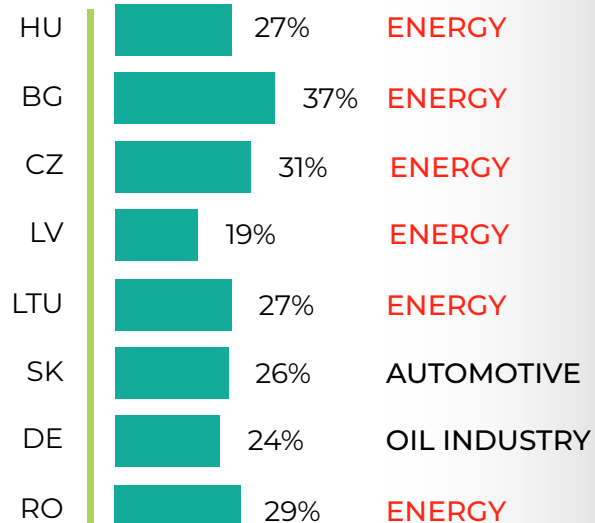
Energy Industry is the most harmful for the climate change

Man-made actions are held responsible for climate change in the first place, lead by industrial production. Out of the various industries, energy, oil and automotive industries are blamed the most. According to the respondents the energy industry is the most harmful industry for climate change.

TOTAL RESPONDENTS FROM ALL COUNTRIES



DIFFERENCE BETWEEN COUNTRIES



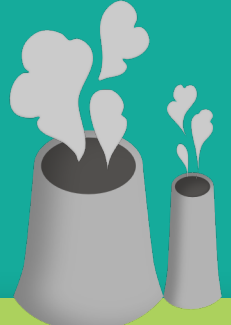
MOST FREQUENT MENTIONS: wood, chemicals, tourism (shipping and air transport), construction, plastics, steel, aluminium industries.

What people say about it?



“ ‘Industry and everything coming from there affects most. Greenhouse gases, the way that they hold CO2. To me automotive seems to have a big impact.’ (RO, male, 20) ”

“ ‘I also think it’s caused by the destruction of whole ecosystems, deforestation and devastation of sea flora by industrial fishing.’ (CZ, male, 17) ”

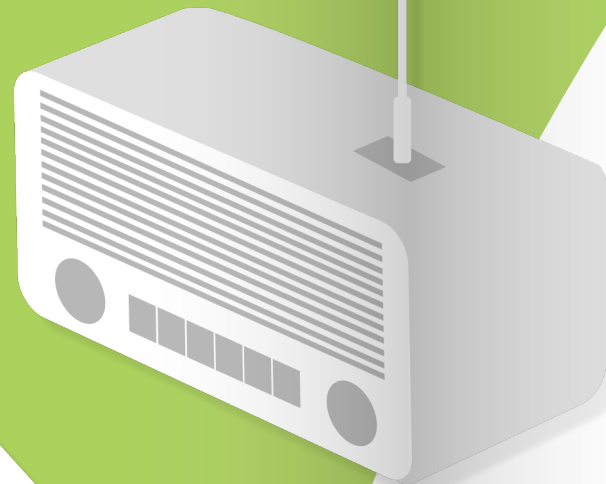


“ ‘In the last few years I have the impression, that the state of things is unsustainable... If we don’t change our factories, mining and transport and all would go as it does now... it would lead to wars for resources, water, famines...’ (CZ, male, 34) ”

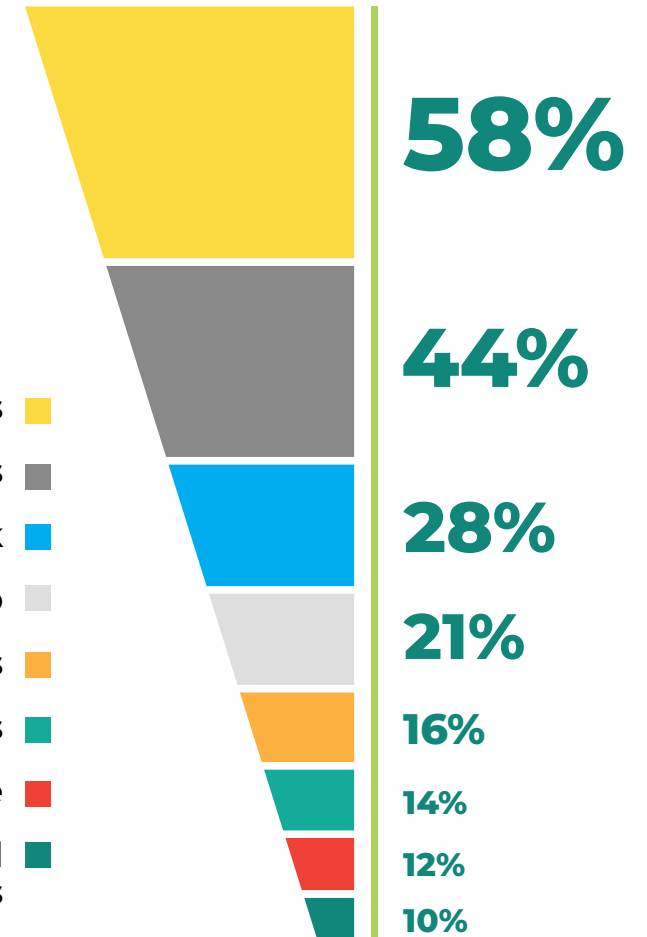
**WHERE DO WE
GET INFORMATION?**

Professional sources are not typical

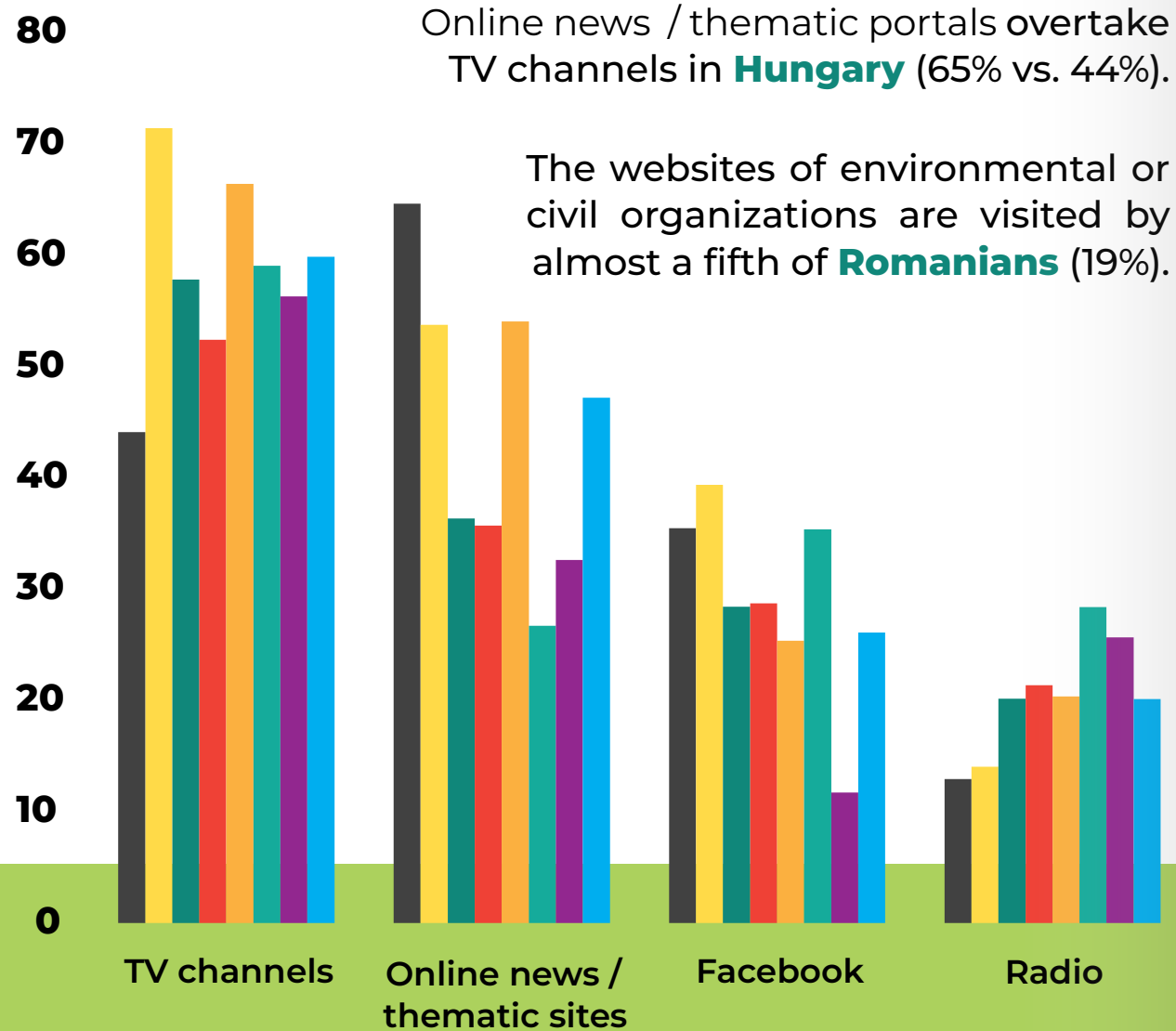
Focus group members in different countries consistently reported that they **do not tend to proactively follow sources related to climate change** - they rather come across related information on different channels; only a small proportion of the target group tends to actively look for related content. Overall, the quantity of information is said to be satisfactory.



- TV channels
- Online news / Thematic sites
- Facebook
- Radio
- Newspapers, magazines
- Scientific publications
- Youtube
- Websites of environmental or civil organizations, campaigns



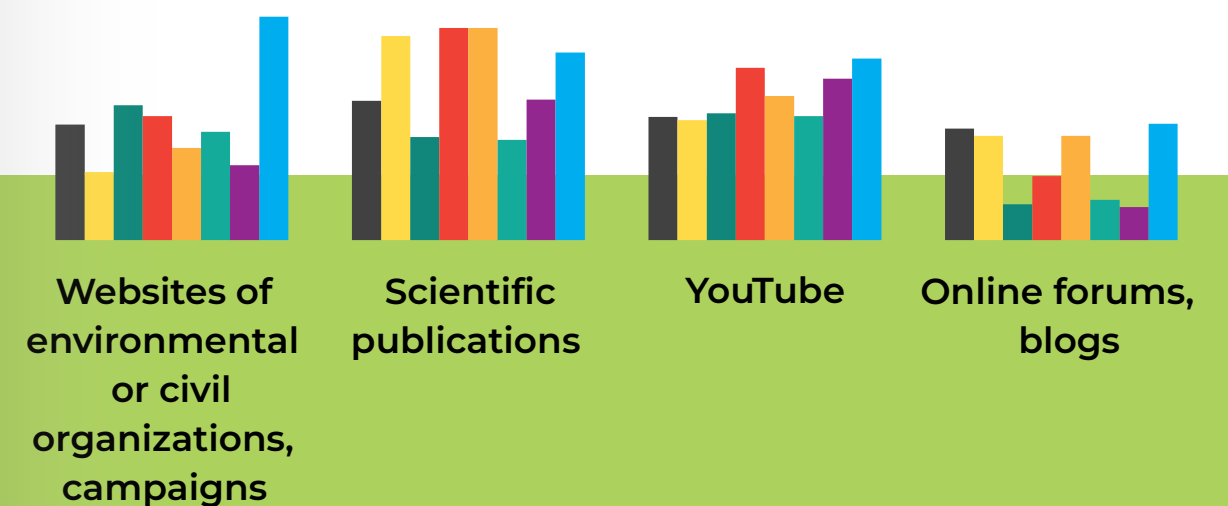
DIFFERENCE BETWEEN COUNTRIES



In **Bulgaria**, TV channels (71%), online news / thematic portals (54%) and Facebook (39%) were mentioned in a significantly higher proportion than the average.

Facebook is in the 2nd place in **Slovakia** (35%) and radio (28%) has also managed to overtake online channels (27%) in this country.

Newspapers / magazines were the most mentioned in **Germany** (26%), while Facebook is considered as a less relevant source (12%).



■ HU ■ BG ■ CZ ■ LV ■ LTU ■ SK ■ DE ■ RO

No source more credible than scientists / professionals

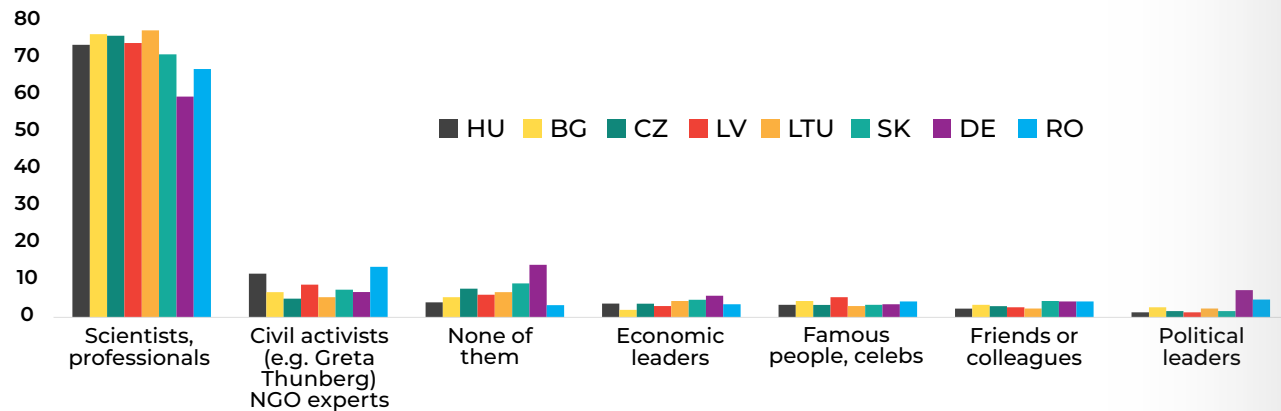
There is broad agreement between countries in terms of credible information sources with regards to climate change. 70% of the respondents say the most credible sources are scientists and professionals, although these professional sources are not typical when people gather information about climate change.

CREDIBLE SOURCES OF INFORMATION REGARDING CLIMATE CHANGE

- Scientists, professionals
- Economic leaders
- Friends or colleagues
- None of them
- Civil activists (e.g. Greta Thunberg), NGO experts
- Famous people, celebs
- Political leaders



DIFFERENCE BETWEEN COUNTRIES (%)



What people say about it?

“

'For me a credible source is „Our changing climate” on YouTube. It is easy to understand, and you see the effort put into the presentations, the complex research behind the information.'

(RO, male, 20)

”

“

'It is fully scientifically proven that we humans are provoking climate change and that we have caused it because it is not natural for the earth to be warming in such a way that sea levels are rising.'

(DE, female, 16-25)

”

“

'Rather experts in the field. For example in the TV broadcast "Vides Fakti", they all understand what they're talking about. Influencers, not really...'

(LV, female, 34)

”



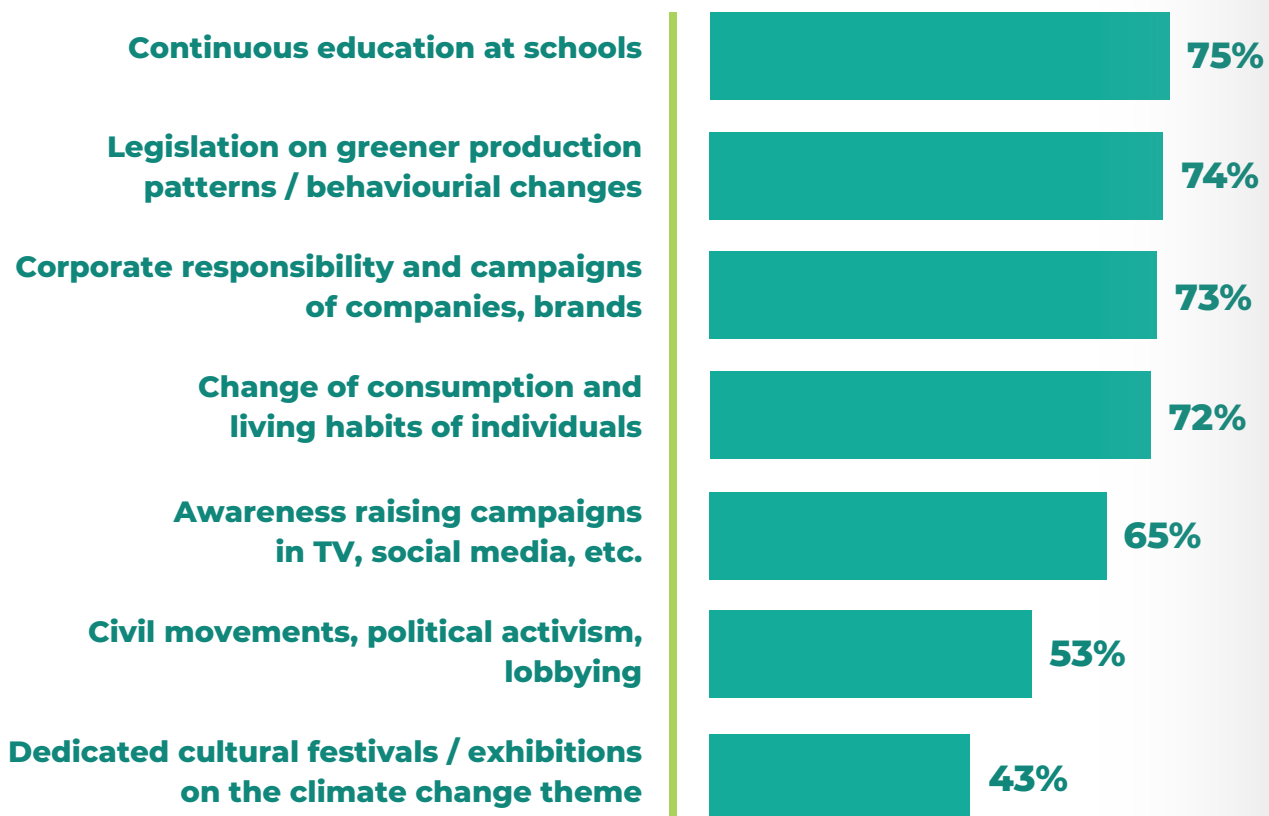


**WHAT CAN
WE DO?**

Education, legislation and corporate responsibility are the TOP3 key actions

TOTAL RESPONDENTS FROM ALL COUNTRIES

Top2Box values = consider the given area to be rather or very important



Findings of the qualitative phase fully confirm the quantitative outcomes

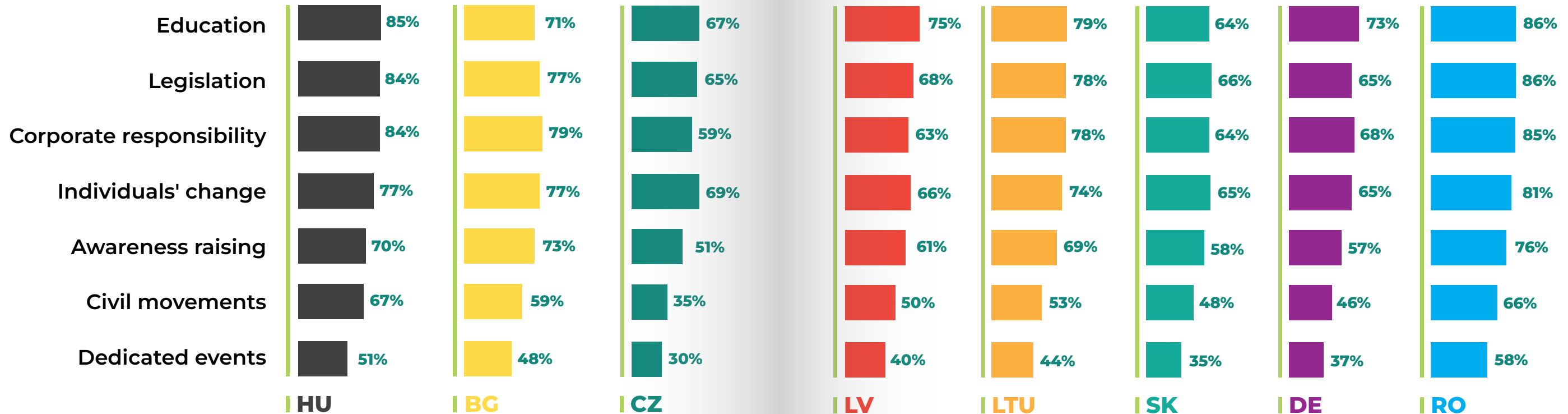
The primary importance of **education** in the context of climate change has appeared on a spontaneous level in some countries, and it was named in all countries as a key area where action should be taken. Some argue that environmental care is not yet internalized as a value or attitude on a greater scale, therefore education should be the starting point and it should focus on developing good habits and a sense of responsibility from an early age.

Political and governmental responsibility (on global, international and local levels) was also consistently mentioned among top three areas (having real power), their primary task being the monitoring of how the laws are applied and to punish the ones that do not follow them.

Big companies and industries are considered to have the greatest responsibility for emissions, and they need to comply with the related requirements and standards set for reducing of harmful substances emissions and avoid polluting of air, water and soil. Their credibility is many times doubtful because of the marketing/PR intent of their actions / or their main activities seen as supporting harmful behavior (e.g. automotive companies) / or because of recent news on abusing resources (“Solar Asset Stripping” in the Czech Republic).

DIFFERENCE BETWEEN COUNTRIES (%)

While respondents in **Romania** and **Hungary** consider almost all actions to be much more important than average, respondents in the **Czech Republic, Slovakia** and **Germany** attach significantly less importance to each area.



In **Bulgaria**, the change of consumption and living habits of individuals is proving to be a more important action than continuous education at schools.

Immediate action is needed

TOTAL RESPONDENTS FROM ALL COUNTRIES

Top2Box values = consider the given area to be rather or very important



Most of the respondents agree with the statement that **without immediate and real action, climate change will make earth uninhabitable for humankind**. Bulgarians, Romanians and Hungarians are even more in agreement with this than the average.

This may also be the reason why people feel less that the **media significantly exaggerates the news about climate change**. Only 25% think so, and even fewer, only a fifth of respondents feel that **climate change affects only those people who are living in poverty / lower income class**.

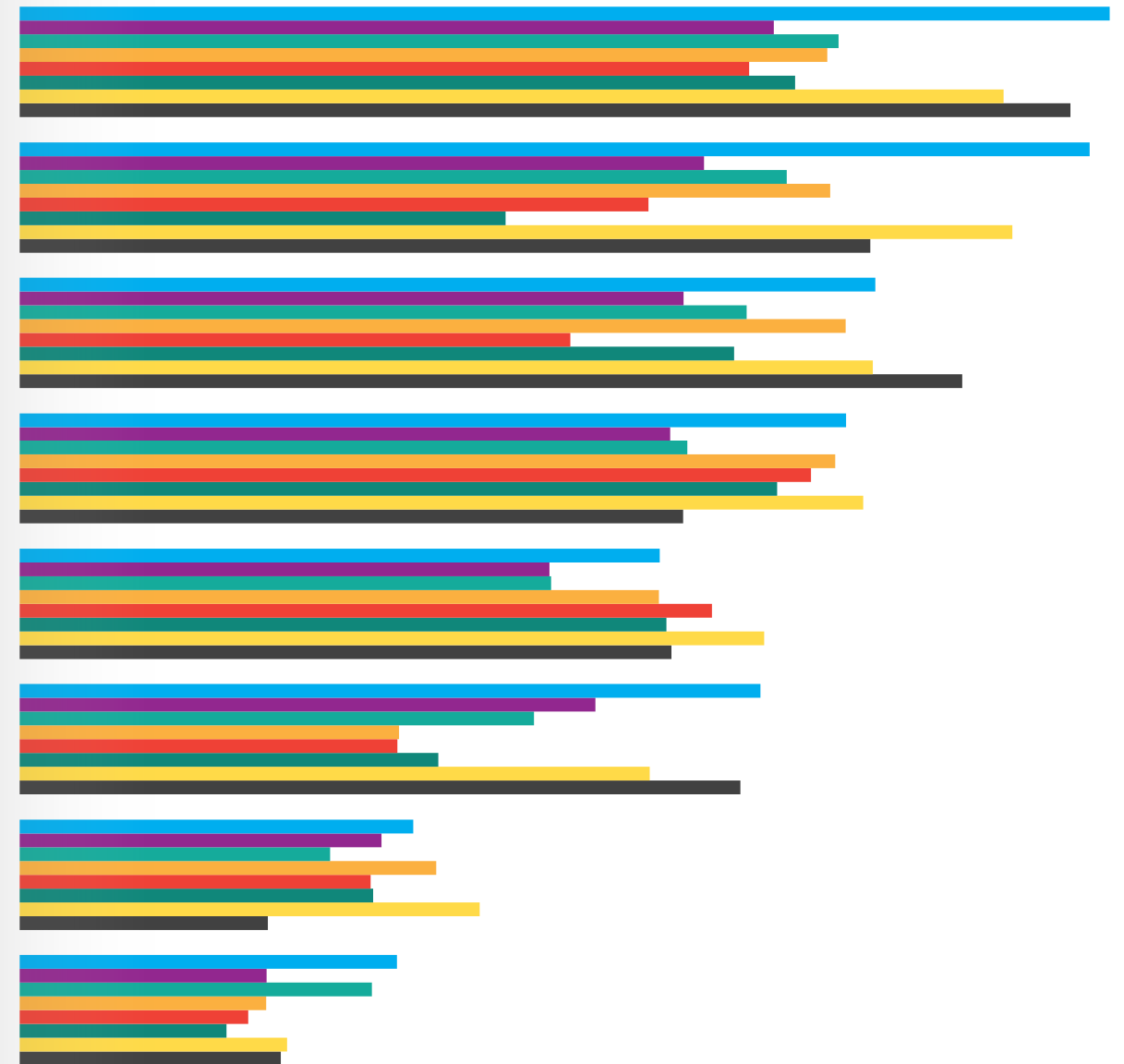
Even though the level of involvement shows big individual differences, the problem of climate change and the necessity of taking actions on all levels is acknowledged by all. The majority thinks **climate change is irreversible, but can - and should be - slowed down**.



DIFERENCE BETWEEN COUNTRIES (%)

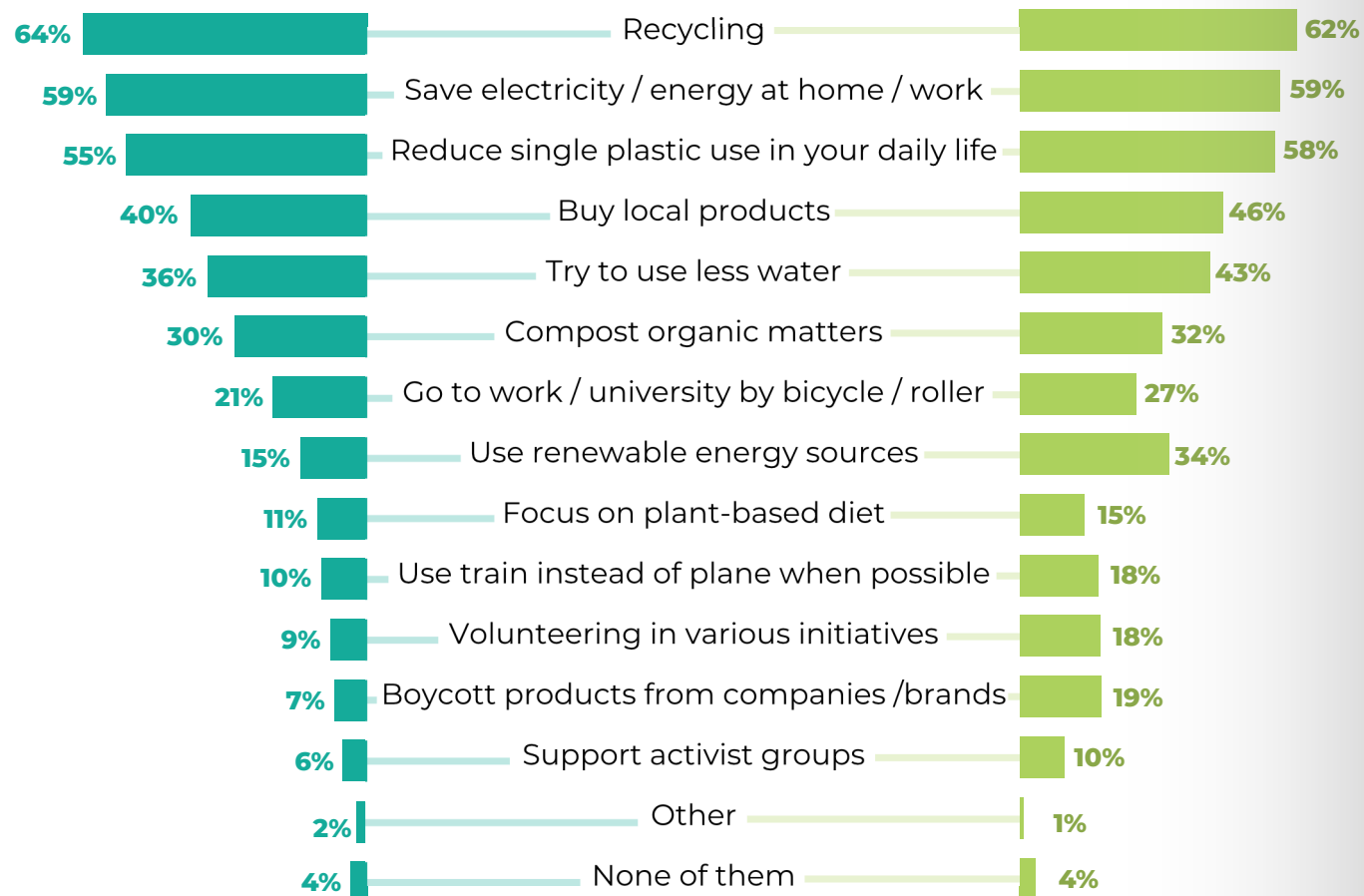
■ HU ■ BG ■ CZ ■ LV ■ LTU ■ SK ■ DE ■ RO

- Without immediate and real action, climate change will make Earth uninhabitable for humankind.
- If I come across information about climate change, I will tend to look at it.
- I evaluate differently a company or a brand that develop a 'purpose' or initiative to become environmentally friendly.
- Most of famous people or brands don't care about environment and they participate in popular campaigns just to gain even more popularity or...
- Climate change is a topic used by politicians to distract the population from other issues.
- I am willing to pay even more for eco-friendly products.
- The media significantly exaggerates the news about climate change.
- Climate change effects only those people who are living in poverty/lower-income classes.



Twice as many people plan to use renewable energy sources in the next year

TOTAL RESPONDENTS FROM ALL COUNTRIES



Personally taken in the last 6 months

Willing to take in the next year

Recycling and energy conservation are the most common personal measures to tackle climate change - both in the past and in the future. These activities, however, seem to have reached those who are willing to do them, as their popularity rate is not expected to increase in the next year.

On the other hand, more people are planning to **buy local products** and **use less water** than before, and more, twice as many plan to use renewable energy sources in the coming year. Similarly, the proportion of people who will **volunteer in various initiatives** (e.g., tree planting, river cleaning) or **boycott certain companies and brands** (that are big emission producers) may increase in the near future.

What people say about it?

“

'Personally, this does not impact me a lot. The only thing I can think of is the rise in the price of petrol and diesel.' (LV, female, 21)

”

“

'I would like to maintain some kind of modest comfort...'

(CZ, female, 17)

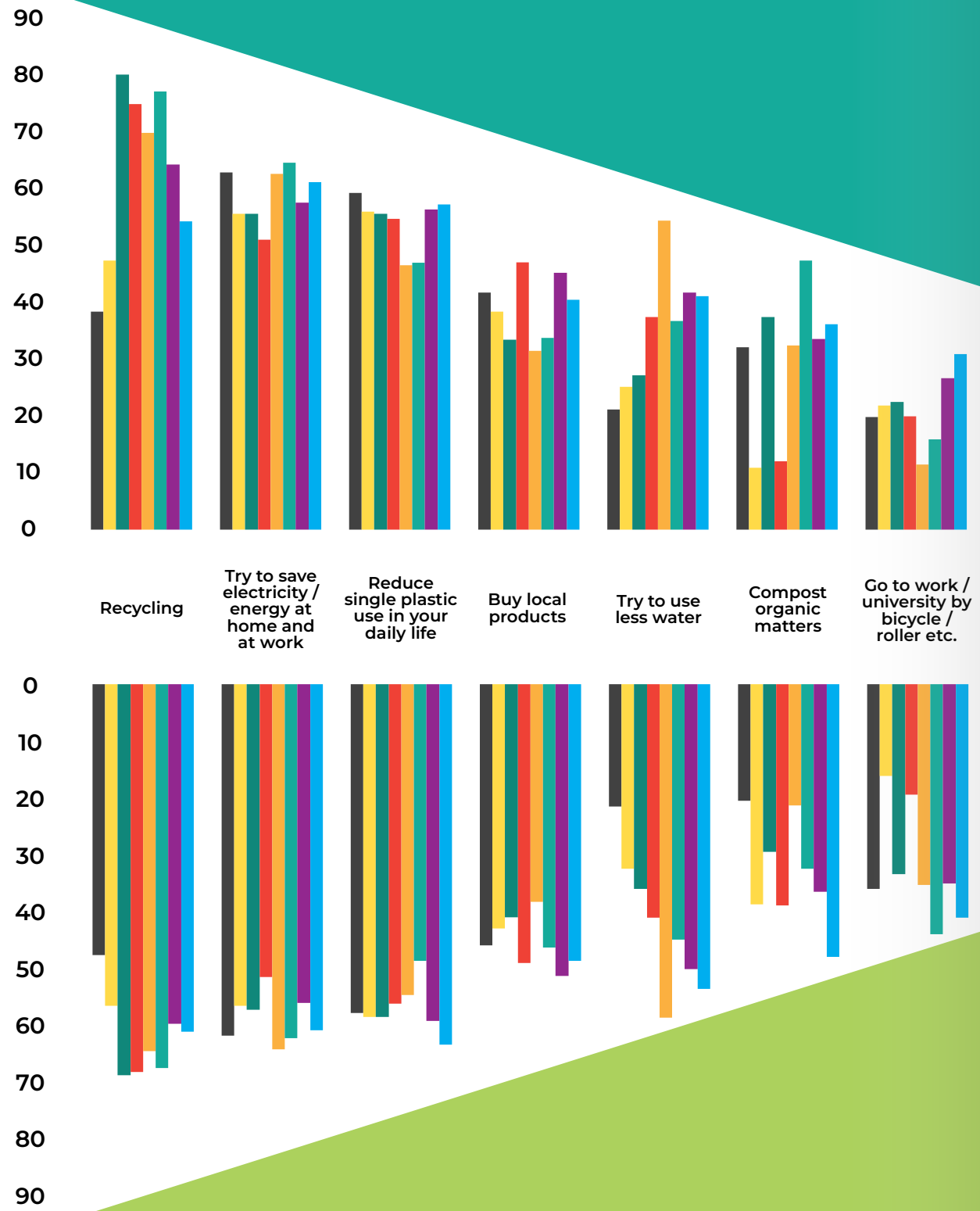
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“

'I cannot tell let's eliminate low-quality Chinese clothes, because as far as they are cheap, people will buy them.'

(HU, female, 25)

”



DIFFERENCE BETWEEN COUNTRIES (%)

Past 6 months



In the next year

■ HU ■ BG ■ CZ ■ LV ■ LTU ■ SK ■ DE ■ RO

Methodology

The research was conducted in 8 countries: Bulgaria, Czech Republic, Germany, Hungary, Latvia, Lithuania, Romania and Slovakia.

Date: October-November 2021.

Qualitative module: online focus group discussions

- 1 FGD in each country
- **Length:** 120 minutes, via MS Teams platform
- **Sample size:** 6 respondents in each group
- **Target group:** youth audience, 16-35 y.o. people, with a good mix of age and gender



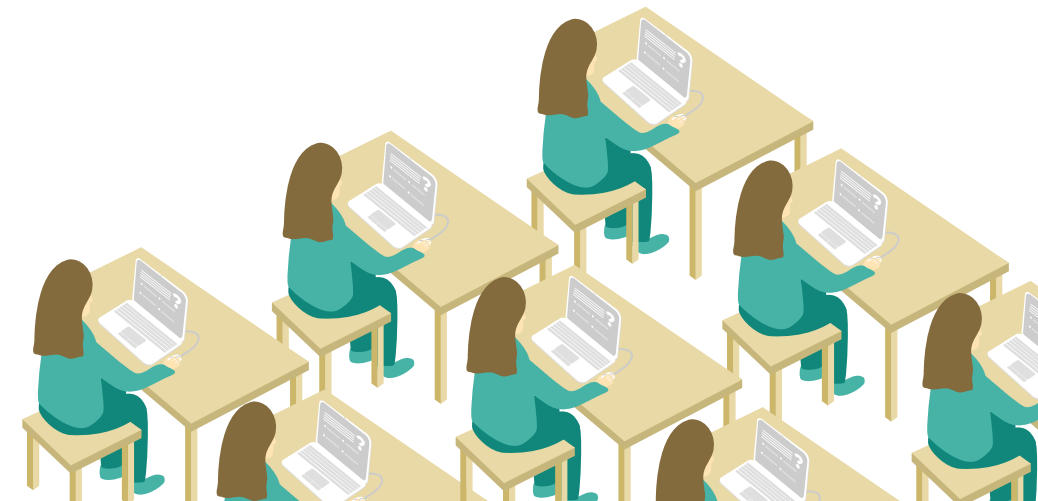
Quantitative module: online survey

Length: 6-8 minutes long questionnaire on Ipsos online panel

Sample size: N=300 self-completed questionnaires per country, exception of Germany and Romania where N=400 cases were collected

Target group: 18-65 y.o. people, representative sample by age, gender, region

The results of the research help to assess the knowledge, awareness, sensitivity, and concerns of people per country in relation to climate change and ecosystem decline, identifying the most appropriate messages and channels for communication actions.



About the Game On! project

The project 'Game on! Don't let climate change end the game' is an initiative of a consortium of 10 partners from 8 Central and Eastern European countries to activate the global youth and react to the existential threat climate change represents for the future of humankind. The project has been made possible thanks to the co-financing of the Development Education and Awareness Raising (DEAR) mechanism.

The Consortium strongly believes in the energized, strong will of younger generations to push forth for the urgent systemic change required to overcome the challenges posed by climate change. Thus, the project strives to activate this energy all across the region and the globe through a 'gamification' approach to initially tackle three core areas: Biodiversity Conservation, Adaptation and Mitigation, and Climate Justice.

Therefore, we have started developing different products — from geocaching games and board games to museum exhibitions and theater plays — to help raise awareness on the problems of and solutions to climate change, as well as to push the massive mobilization of people to demand and make the changes we need.

This is the Climate Game for our survival. We must win it.



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This project is funded by the European Union

IPSOS team

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