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European
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EUKI

CLIMATE HEROES

February 2021

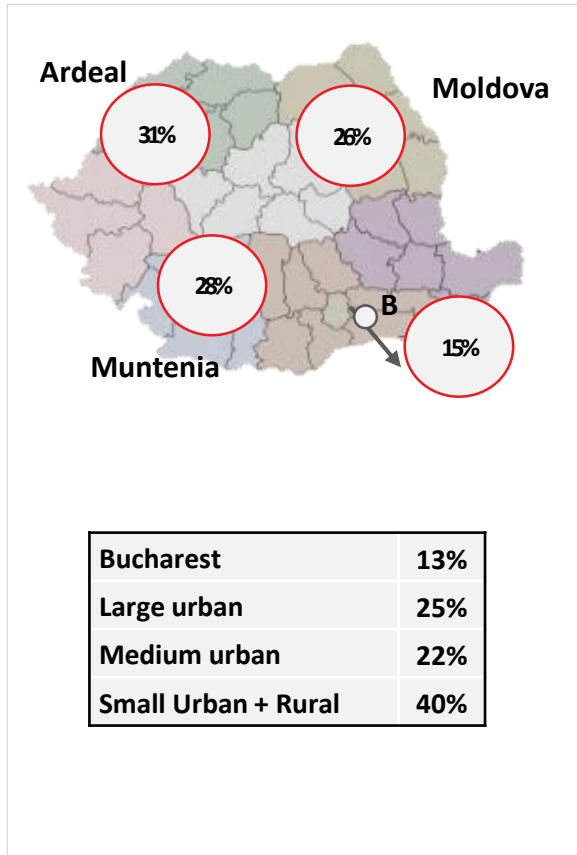
Market research

unlock
NOW YOU KNOW

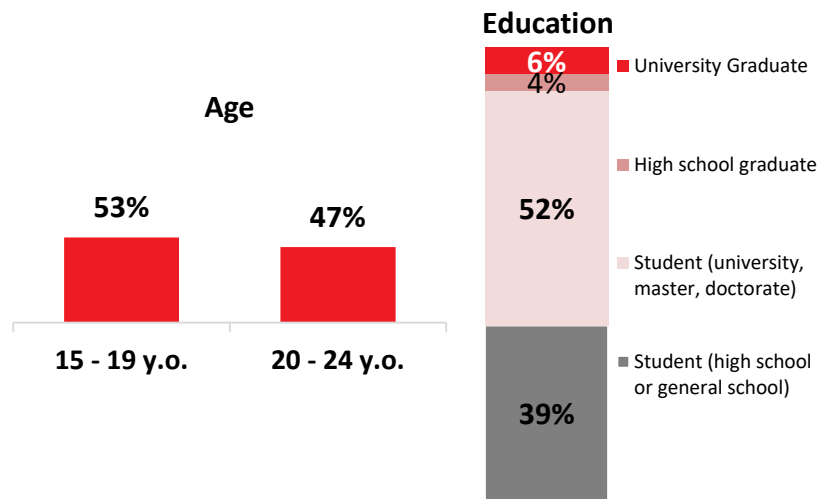
Detailed Methodology and Sample



Methodology and Target Profile



Target Profile:



METHODOLOGY:

Quantitative Research

- Online Questionnaires (CAWI = COMPUTER ASSISTED WEB INTERVIEW)
- National level, representative for online population

Sample:

- 500 respondents

Target Profile:

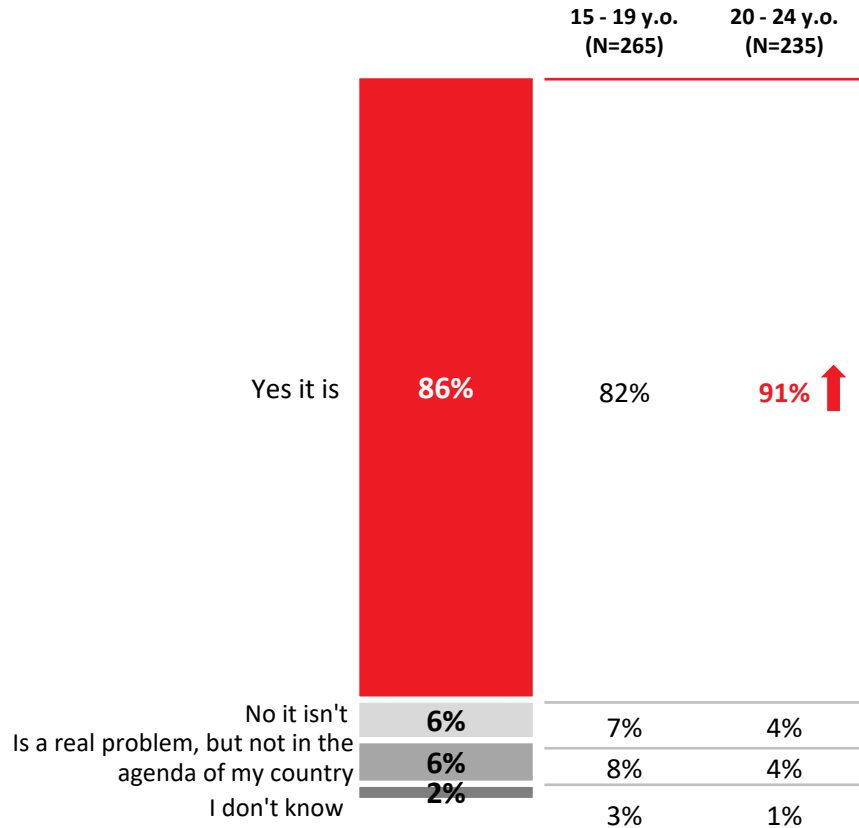
- Females and males
- Aged 15 – 24 y.o.

Awareness and Attitudes towards
Climate Change



Awareness and Attitudes towards Climate Change

Perception on Climate Change as a real Problem

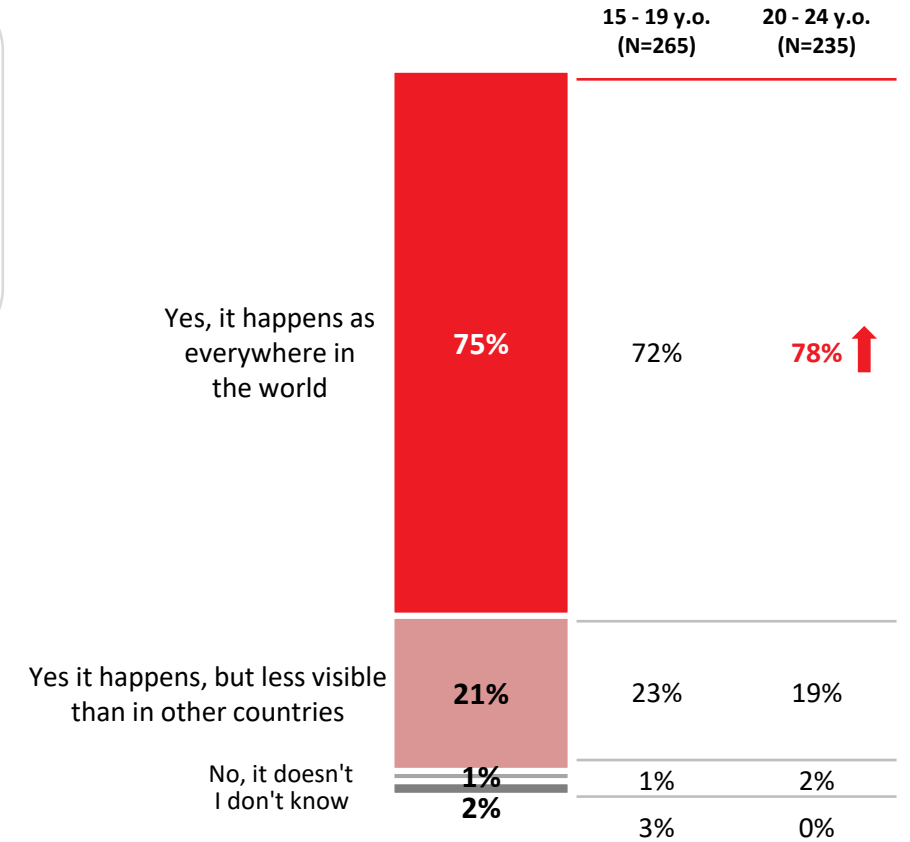


Youngsters consider climate change as a real problem, yet they consider it being a problem for Romania at a slightly lower extent.

Moreover, the more mature part of the target, graduates are more aware of the problem overall and specifically for Romania

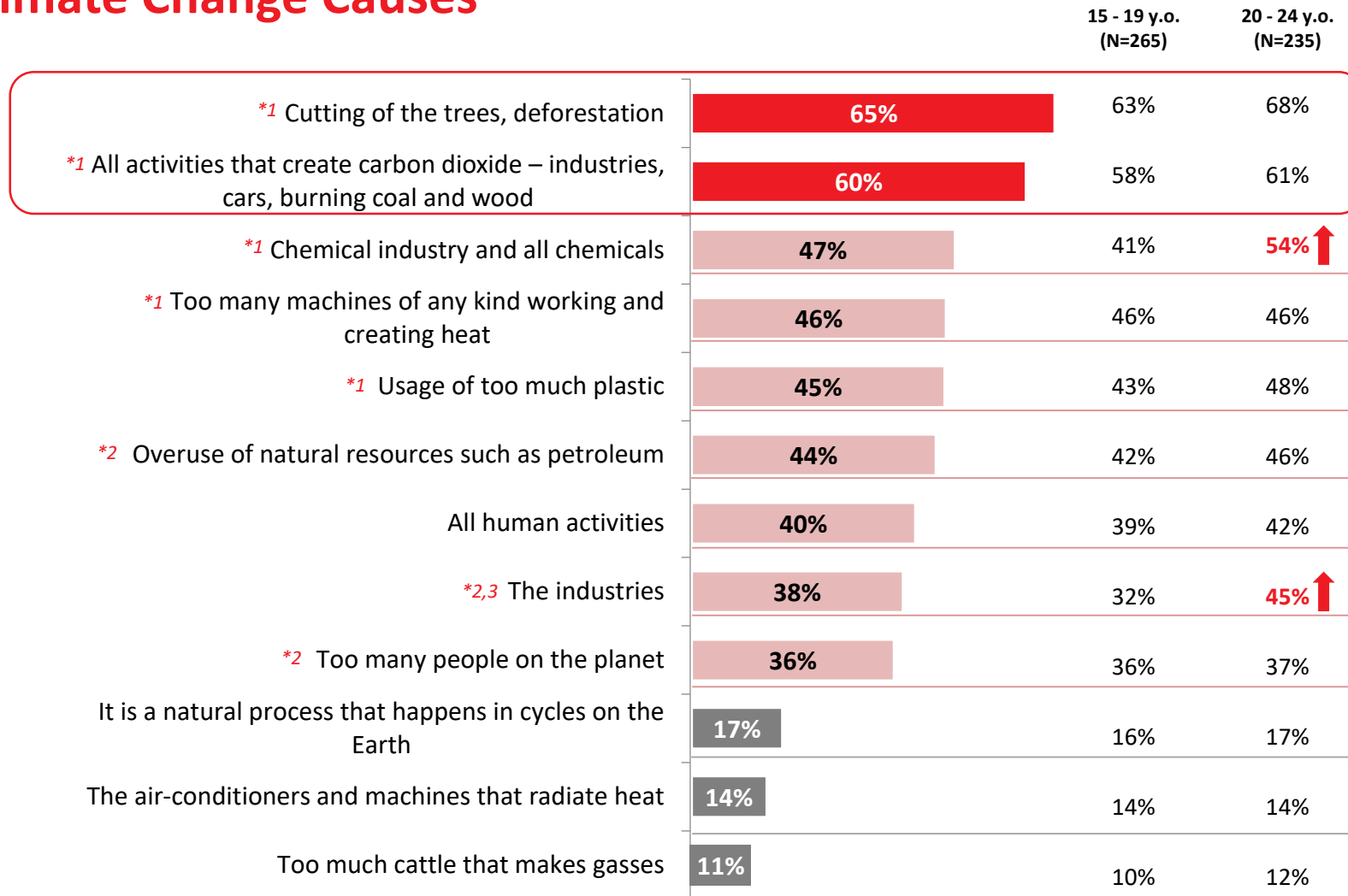


Climate Change in Romania



A1. In your opinion, is climate change a real problem? A2. In your opinion, is climate change happening in your country? Sample=500

Climate Change Causes



People tend to be aware of more obvious and punctual causes, but also things that they perceive of being out of their impact/lives - moreover about what others do (sch as cutting trees) and less about what each individual does (such as cars or usage of plastic)

Women tend to be more aware of Climate Change causes

The more mature target is more concern regarding chemical and industries in general, also **more aware in general of the causes of climate change**

**Significantly higher at 95% level of confidence* ↑

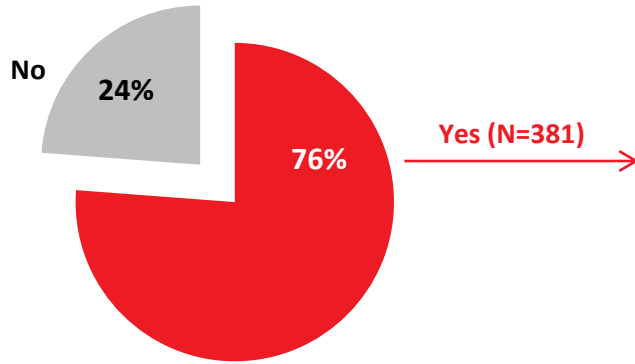
- 1 Females
- 2 Bucharest
- 3 Small urban

A3. Which of the following are the MAIN causes of the climate change in your opinion? Sample=500



Consequences of Climate Change

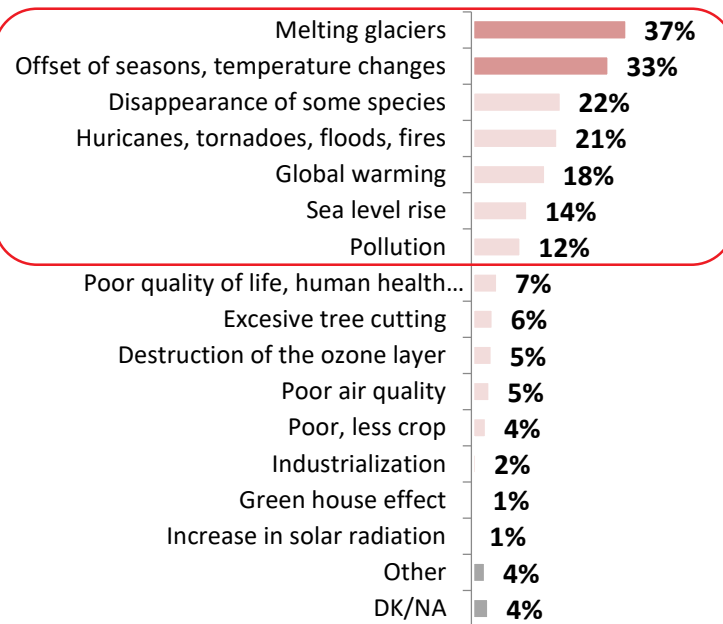
Awareness of Climate Change Consequences



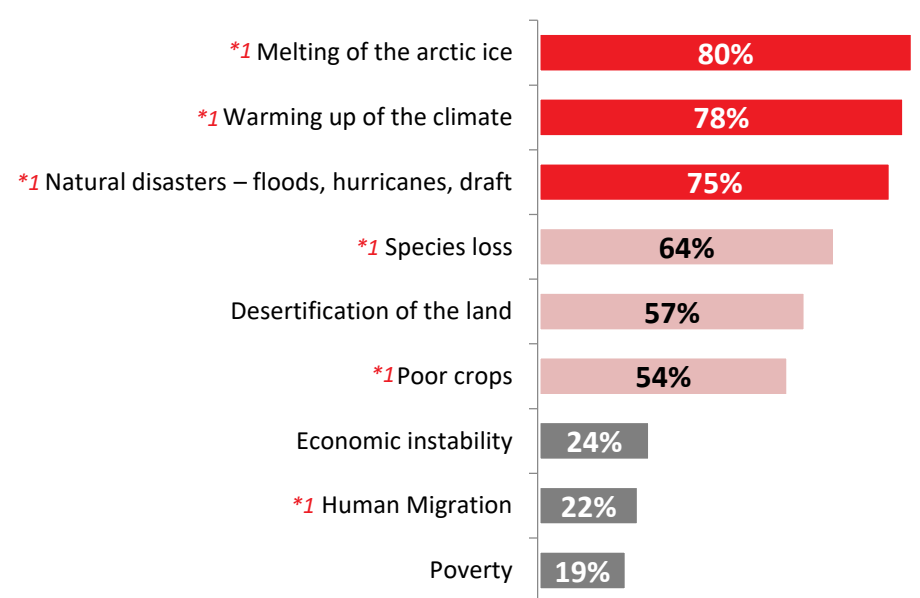
Overall $\frac{3}{4}$ are aware of consequences at declarative level, mainly mentioning spontaneously melting glaciers, switching between seasons, extreme weather phenomena and endangered species

The younger target are **less aware of climate change consequences** compared to more mature ones (20-24 y.o.) – see next slide for details

Climate Change Consequences (N=381) (Open ended)



Climate Change Consequences (N=381) (Prompted)



*Significantly higher at 95% level of confidence ↑

1 Females

A4. Are you aware of the consequences of climate change? A4a. If 'yes', which ones are those. A5. Which one of these are consequences of climate change? Sample=500



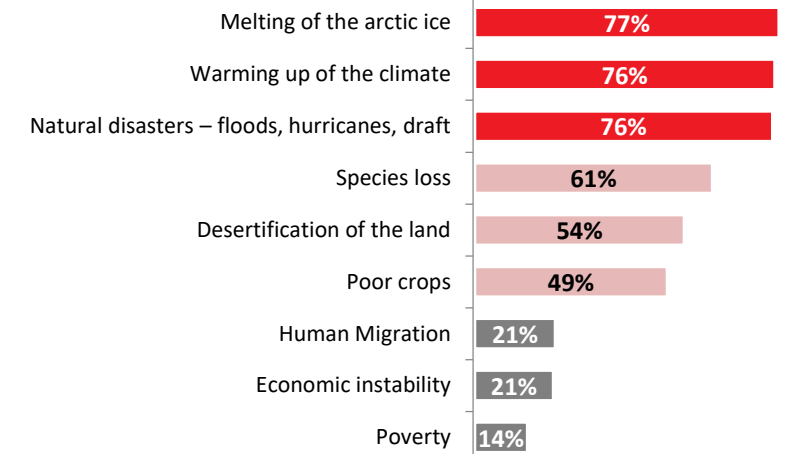
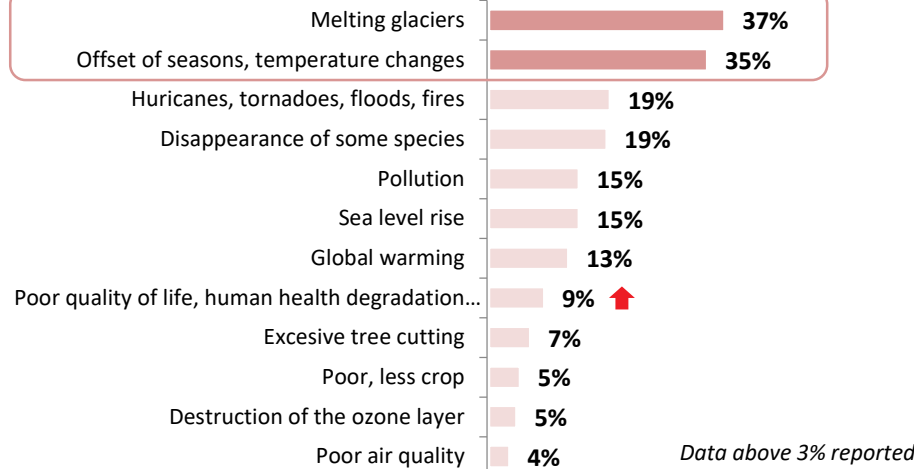
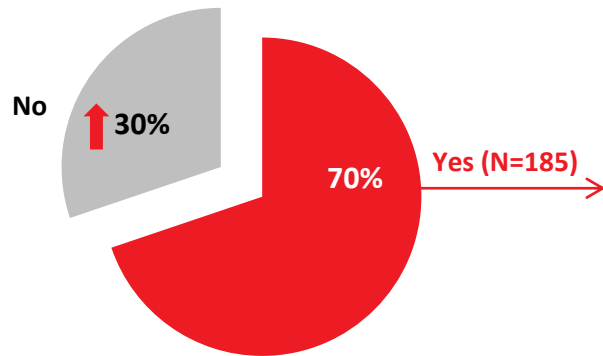
Consequences of Climate Change (across age groups)

Awareness of Climate Change Consequences

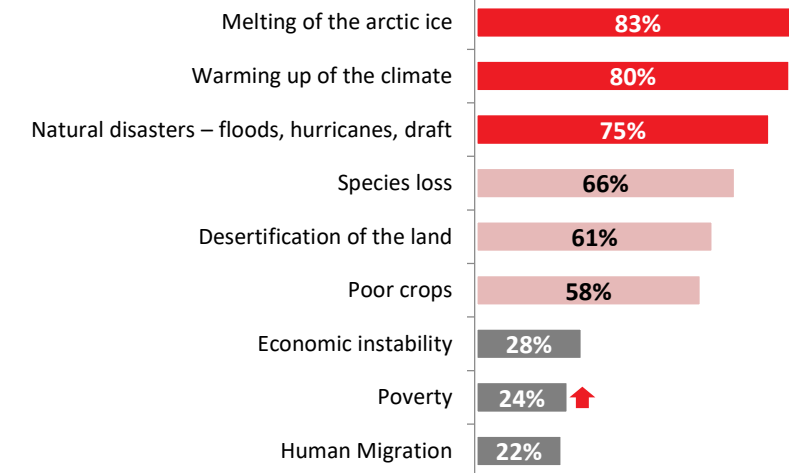
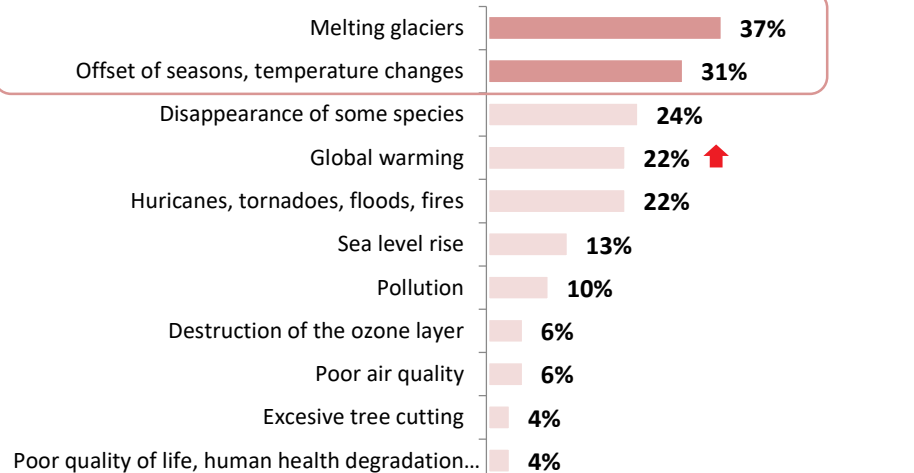
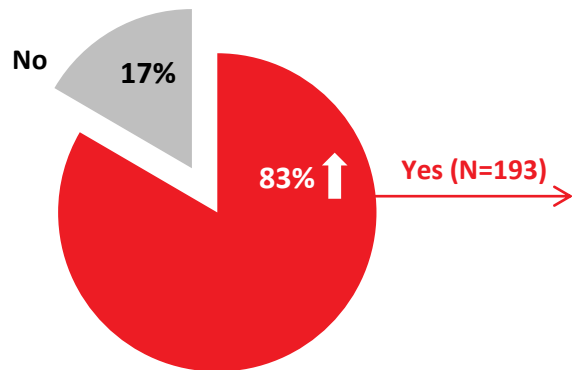
Climate Change Consequences (Open ended)

Climate Change Consequences (Prompted)

Among 15-19 y.o



Among 20-24 y.o

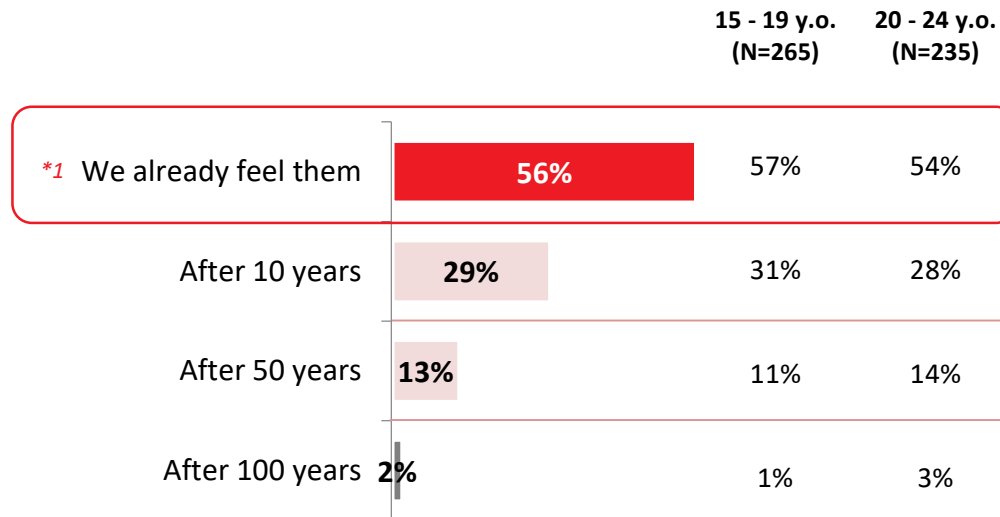


A4. Are you aware of the consequences of climate change? A4a. If 'yes', which ones are those. A5. Which one of these are consequences of climate change? Sample=500

*Significantly higher at 95% level of confidence ↑

Climate Change Time Projection

Time related projections regarding Climate Change Consequences



More than half of respondents agree that we already feel the consequences of climate change, with no significant differences among age groups.

Yet, the younger target seems slightly more aware that the consequences will be observed sooner than the mature target



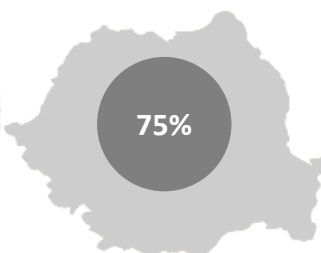
1 Females

A6. In your perception, after how long will we start feeling more seriously the consequences of climate change in our country? Sample=500

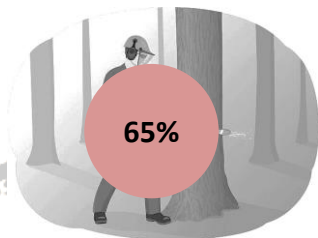
Sum up on Awareness and Attitudes towards Climate Change



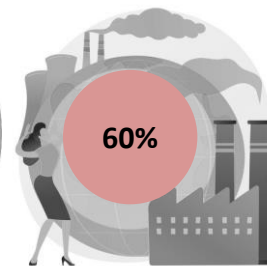
Worldwide problem



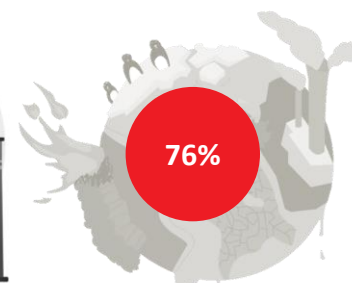
A problem in our country



Tree cutting, deforestation



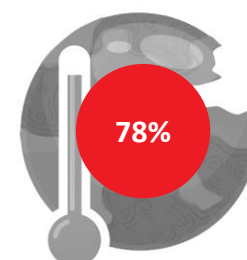
All activities that create CO2



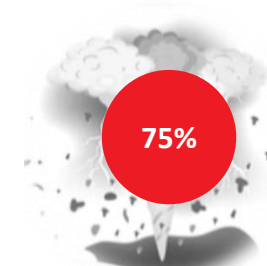
Aware of Consequences



Melting the arctic ice



Warming up the climate



Natural Disasters

STATUS

CAUSES

CONSEQUENCES

People consider climate change a **problem** (especially the more mature target - 20–24 y.o.), being a **very debated subject among young people in general**, thus being hard not to be interested or involved

They also consider it is a problem for our country as well, yet to a slightly lower extent¹

They are **aware of the phenomenon in general, and of obvious, external causes** and less of the effects individual activities can have – rather **place the problem in the exterior outside of their power and reach**

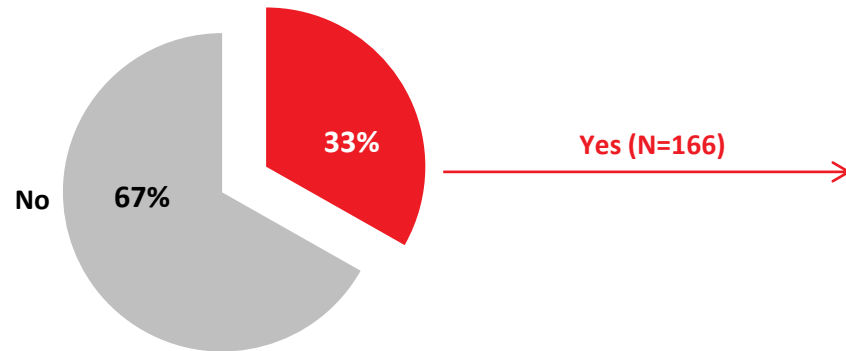
Overall they are **rather more aware of the immediate consequences, the ones that are already seen and the very mediated ones**, than long term ones and that will impact directly their lives - such as economic instability, human migration and poverty
Higher awareness among those 20-24 y.o.

Initiatives regarding
Climate Change



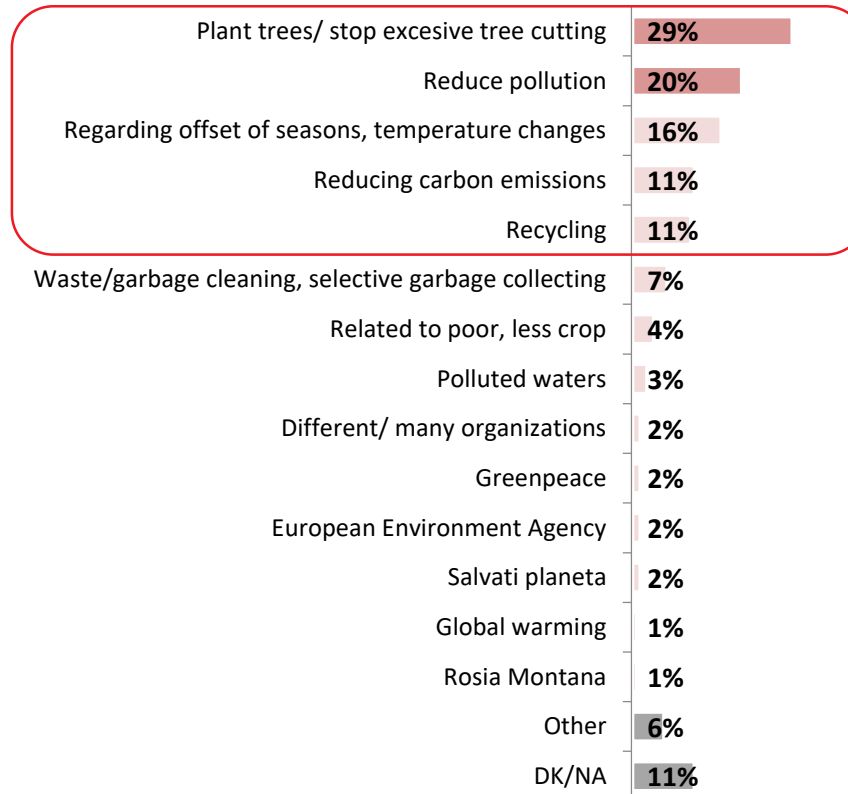
Climate Change Initiatives in Romania

**Awareness of Initiative
in your country**



Only 1/3 are aware of initiatives in Romania and when asked for details a lot of confusions appears - they have only vague notions or impressions about what is actually being done in our country
Most of them just mention the issues/ causes of climate change and that there are measures regarding this, without being able to mention any actual measure

**Specific Initiative (N=166)
(Open ended)**



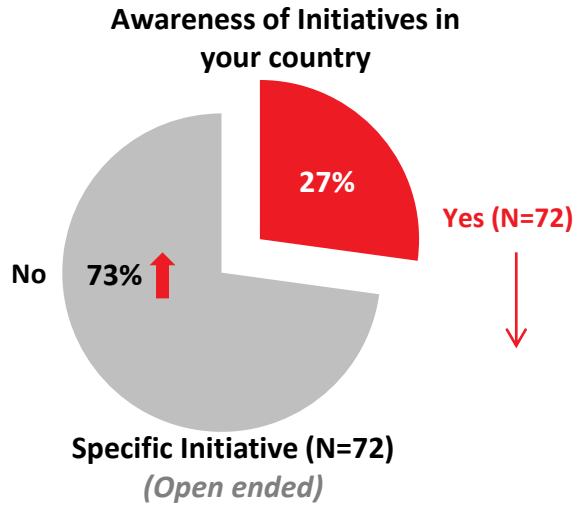
A7. Do you know about any action (initiative) taking place in your country, regarding climate change? A7a. If Yes, please write down. Sample = 500

*Significantly higher at 95% level of confidence ↑

Climate Change Initiatives in Romania among Age Groups



15 – 19 y.o.

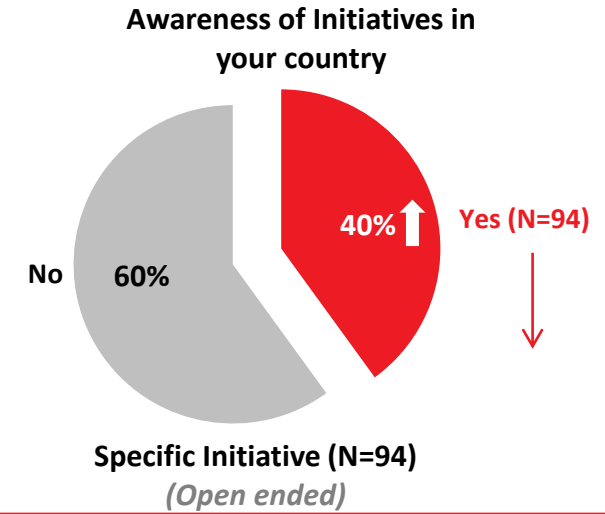


Plant trees/ stop excessive tree cutting	29%
Reduce pollution	26%
Reducing carbon emissions	14%
Regarding offset of seasons, temperature changes	13%
Recycling	13%
Waste/garbage cleaning, selective garbage collecting	4%
Related to poor, less crop	4%
Polluted waters	4%
Different/ many organizations	1%
Greenpeace	1%
European Environment Agency	1%
Global warming	1%
Rosia Montana	1%
Other	6%
DK/NA	13%

The more mature target perceive themselves as being more aware of initiatives in RO, yet when coming to specific example they are still not bale to mention specific actions.



20 – 24 y.o.



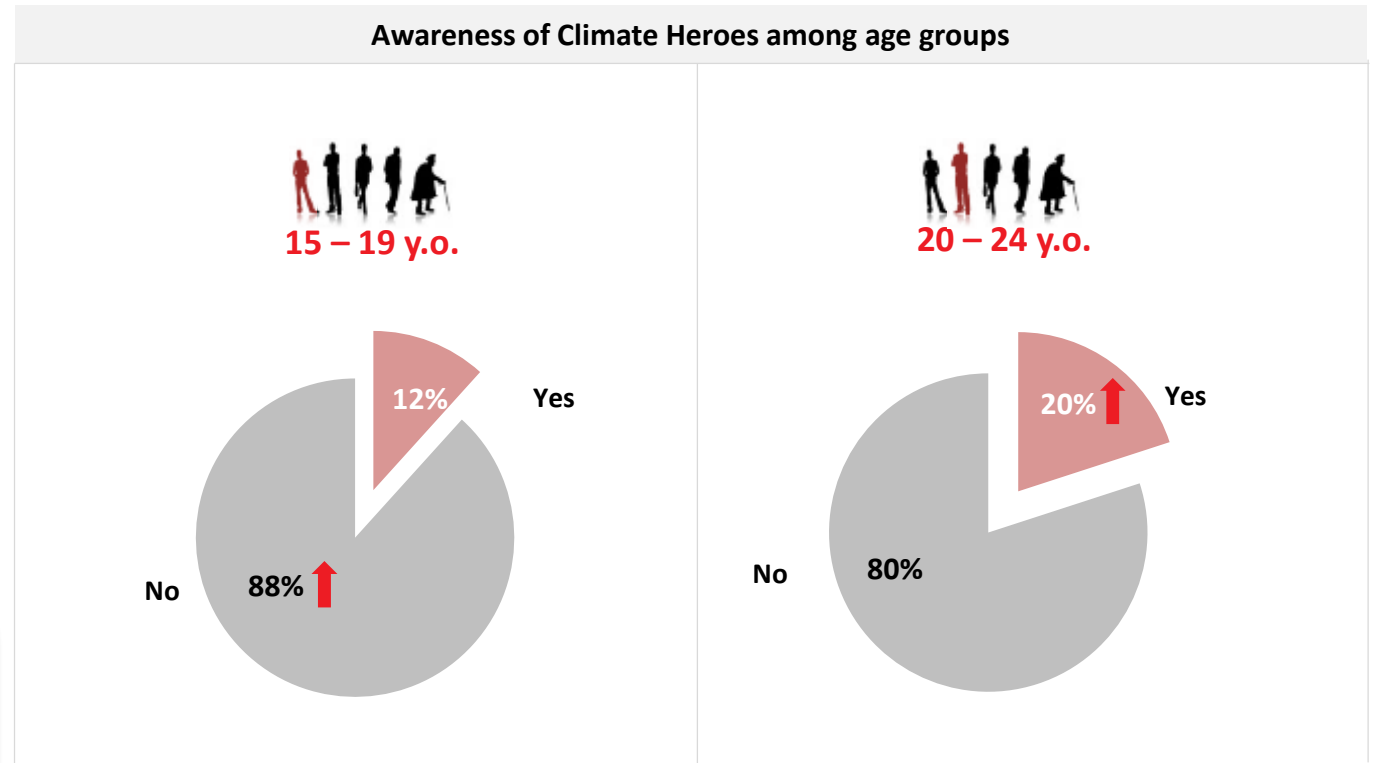
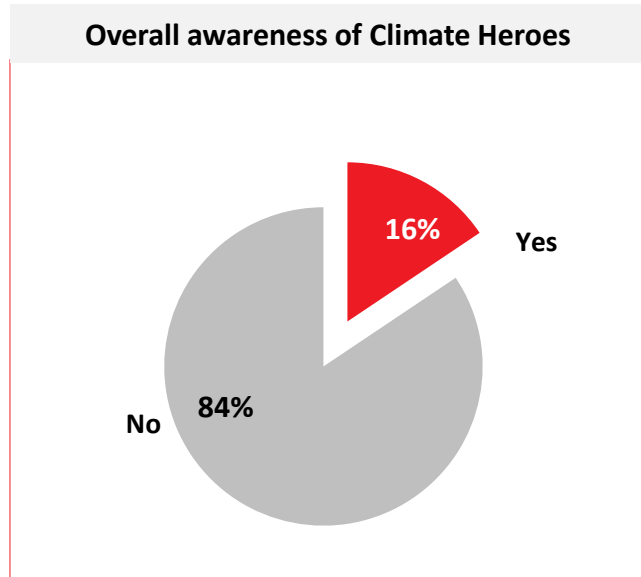
Plant trees/ stop excessive tree cutting	29%
Regarding offset of seasons, temperature changes	19%
Reduce pollution	15%
Reducing carbon emissions	10%
Recycling	10%
Waste/garbage cleaning, selective garbage collecting	9%
Related to poor, less crop	4%
Salvati planeta	3%
Polluted waters	2%
Different/ many organizations	2%
Greenpeace	2%
European Environment Agency	2%
Global warming	1%
Rosia Montana	1%
Other	6%
DK/NA	11%

A7. Do you know about any action (initiative) taking place in your country, regarding climate change? A7a. If Yes, please write down. Sample = 500

*Significantly higher at 95% level of confidence ↑



Climate Heroes Project Awareness



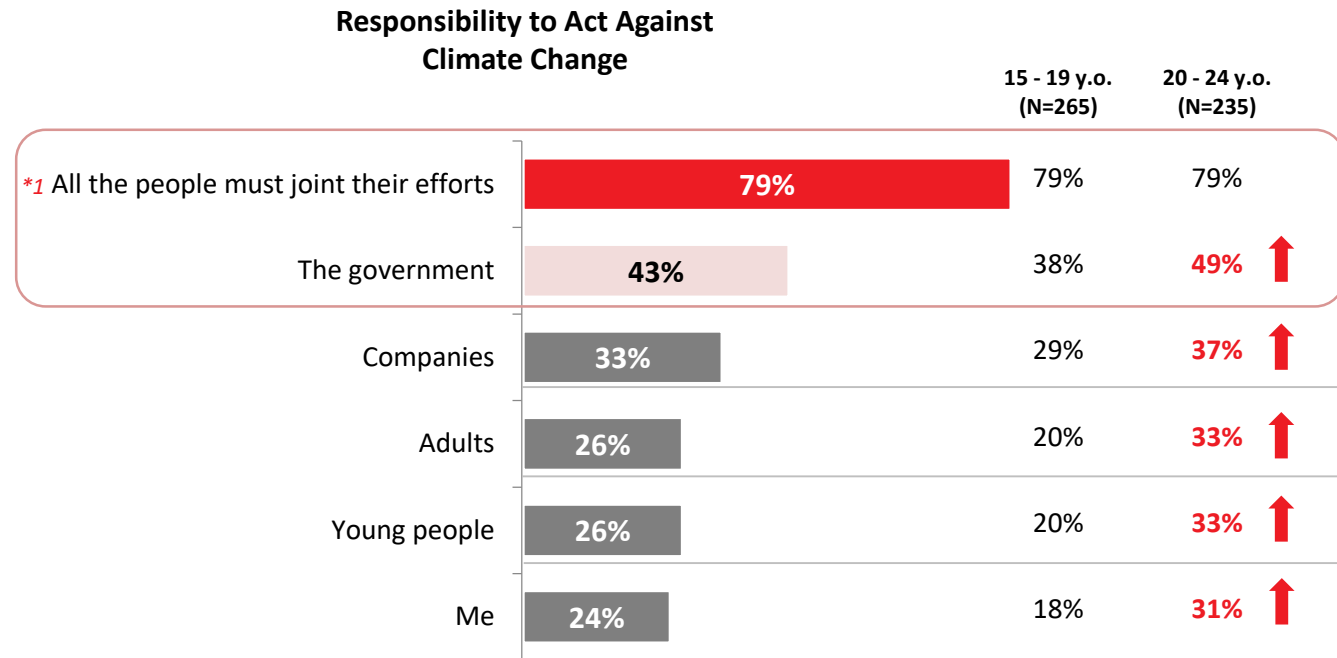
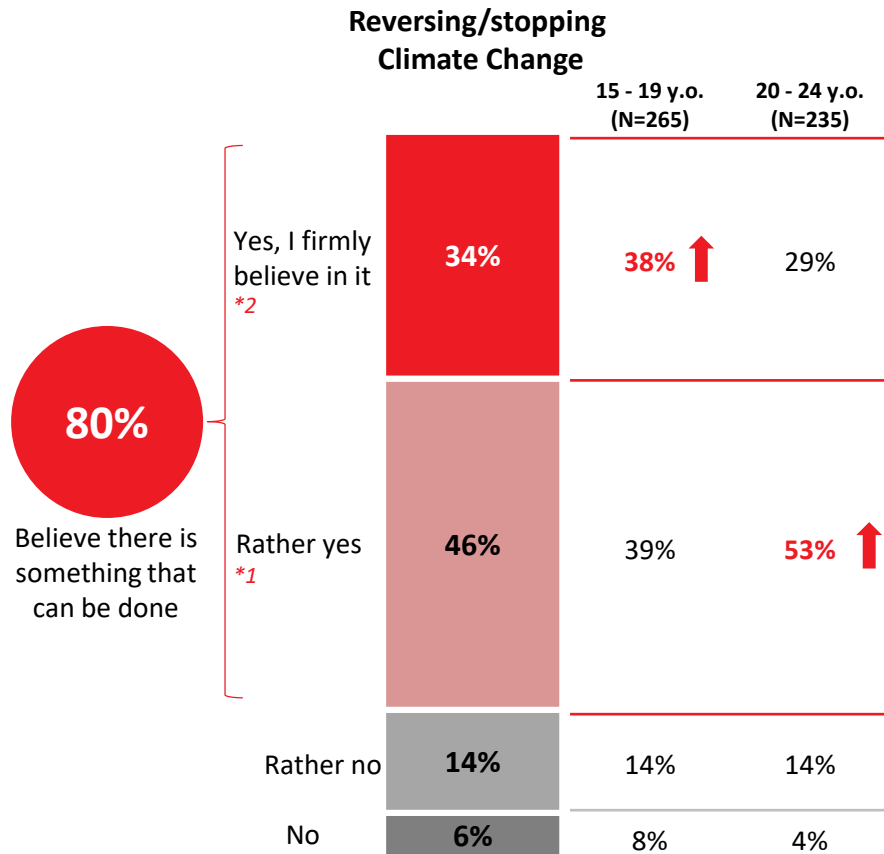
A small part of them state that they have heard of Climate Heroes, yet we do not know what specifically they know about it/ what they actually refer to/ think of.

We recommend for second wave more specific recall questions in order to understand and make sure of what they actually know about Climate Heroes program.

*Significantly higher at 95% level of confidence ↑

A8. Have you heard of the project Climate heroes? Sample = 500

Measures regarding Climate Change



People are rather positive and optimistic about reversing climate change effects – 80%

Although most people believe it is everybody's responsibility and effort, only 24% believe its their own

Moreover, the more mature target is more demanding and believe to a higher extent that each actor/ stakeholder and authority needs to take action

*Significantly higher at 95% level of confidence ↑

1 Females

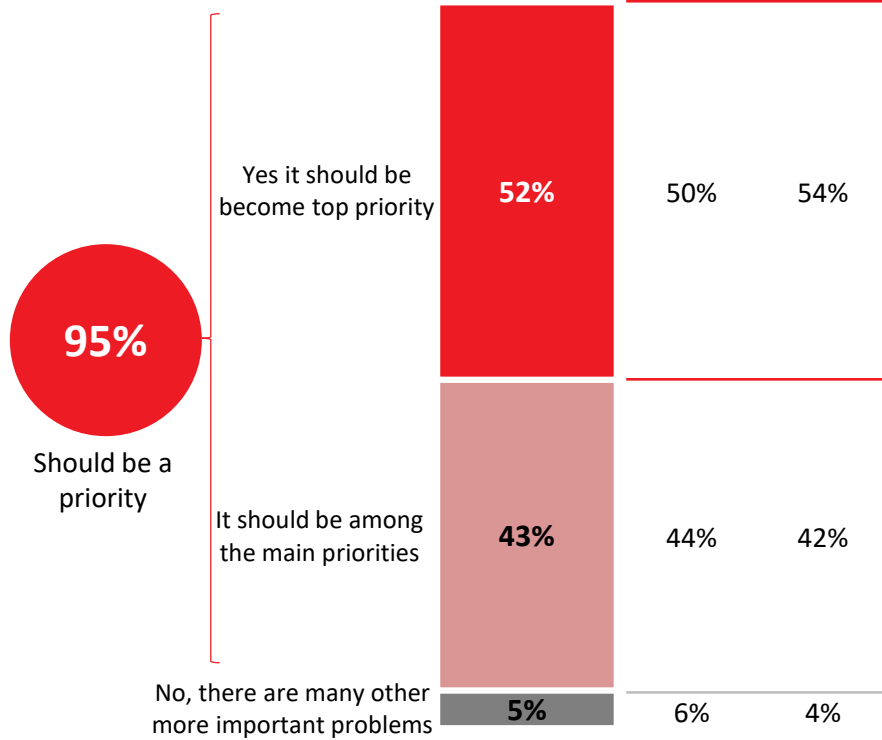
2 Males

R1. In your opinion can be climate change reversed or stopped? R2. Who has to take the responsibility to act against the climate change? Sample=500

Actions regarding Climate Change (1)

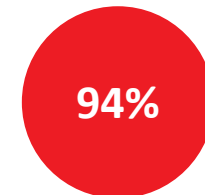
Climate Change as a Priority

15 - 19 y.o. (N=265) 20 - 24 y.o. (N=235)



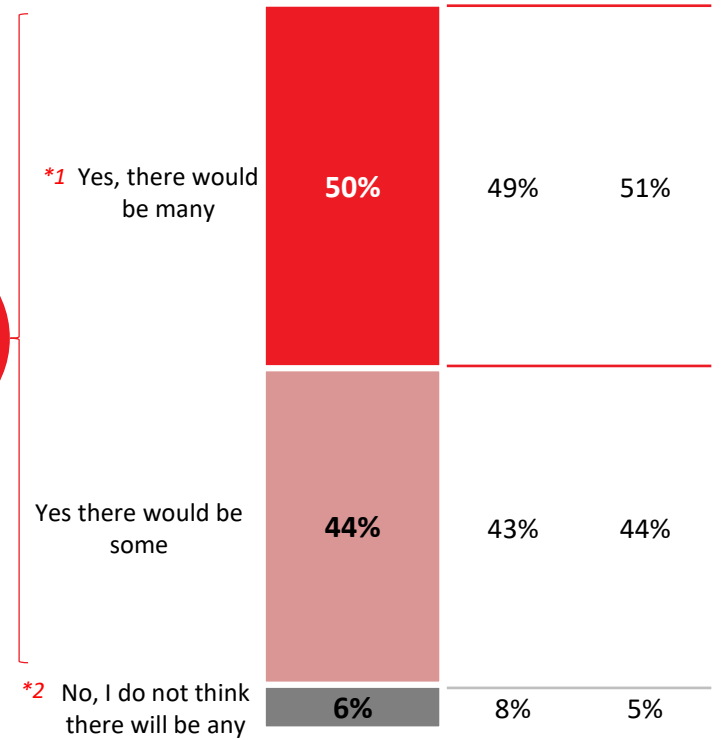
People believe that Climate Change should be a priority in Romania and that people's lives will be improved is government would act on it.

More women believe climate change will improve peoples lives, men being more skeptical



Prioritize will lead to improvement in people's lives

15 - 19 y.o. (N=265) 20 - 24 y.o. (N=235)



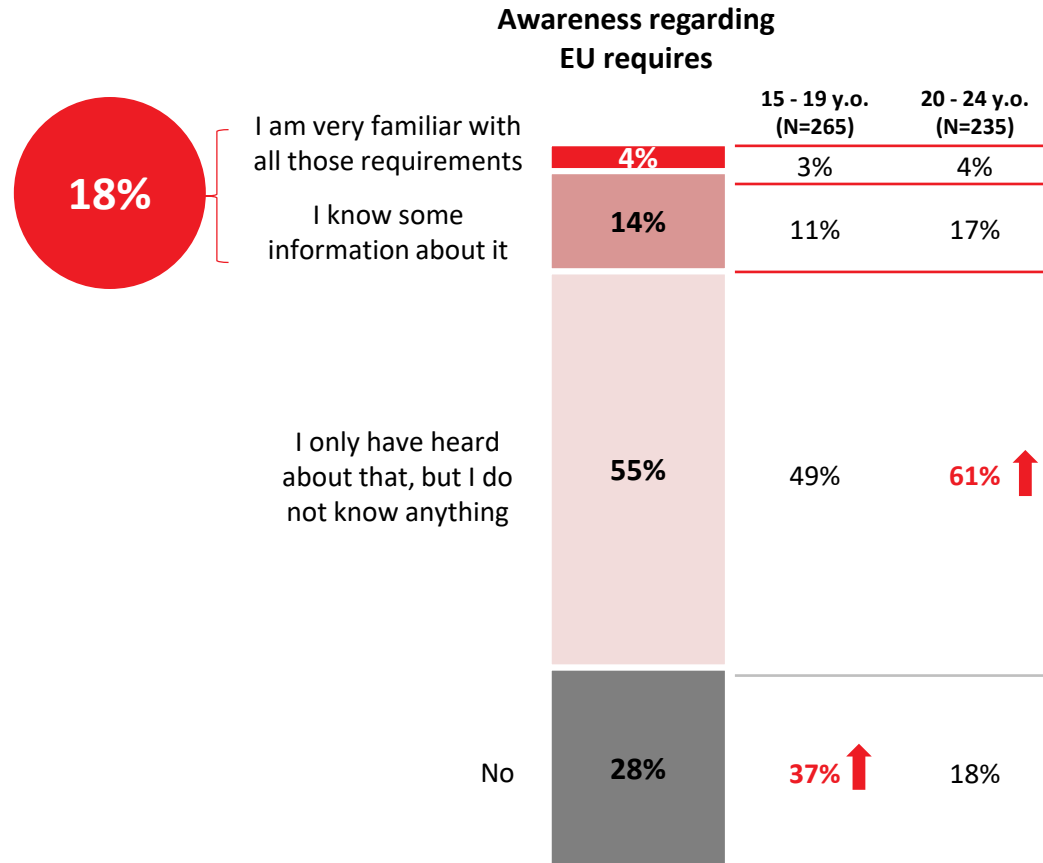
*Significantly higher at 95% level of confidence ↑

1 Females

2 Males

R3. In your opinion, should preventing the climate change become a priority in your country? R4. In your opinion will there be improvement in people's lives if the government decides to prioritize tackling the climate crisis? Sample=500

Actions regarding Climate Change (2)



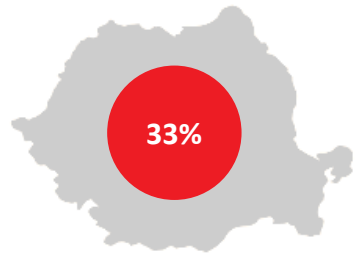
Also, few people (18%) are familiar with legislation, requirements from the EU – including the mature ones, that in general are more aware, just heard of these requirements, without knowing any details



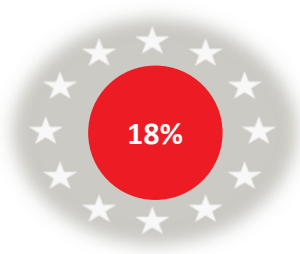
*Significantly higher at 95% level of confidence ↑

R5. Are you aware that EU requires from Romania to diminish carbon emissions in the economy and develop new sustainable technologies? Sample=500

Sum up on Initiatives regarding Climate Change



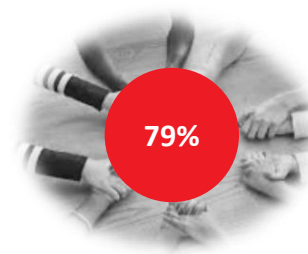
Aware of initiatives in Romania



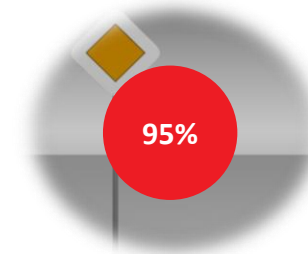
Awareness of EU requirements



Believe climate can be reversed/ stopped



All people have the responsibility to act



Should be a priority



Prioritizing will lead to improvement in people's lives

What is being done?

Who should act?

Why act now?

Few information and details are known regarding both what is being done in RO and what exactly are the EU legislation & requirements

Even those who say they are aware of initiatives in Romania, they are not able to state specific actions that are taken

There is potential, **people are optimistic that there is something to be done.**

People believe it's **first everybody's responsibility and second the government's**; but caution, a collective responsibility means a lack/ dissemination of responsibility - where everyone waits for the other one to act.

The **more mature target (20–24 y.o.)** believes to a higher extent that each actor/ stakeholder has the power to do something and, that authorities need to take action

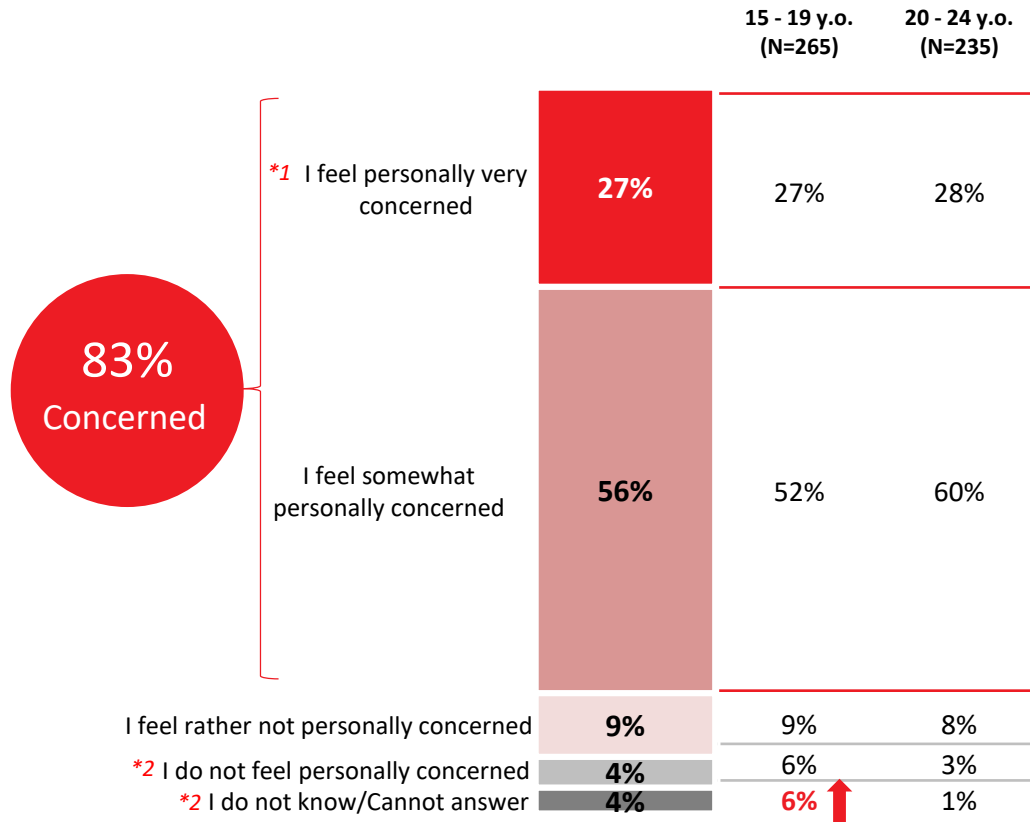
Moreover, they **highly believe it should be turned into a top priority** and doing so they are aware of the fact that **people's lives will improve**

Personal Involvement



Personal Concern Regarding Climate Change

Level of Personal Concern



High overall level of concern regarding Climate change, yet only ¼ of them consider they feel very concerned, most of them being mildly preoccupied/ worried about the subject



*Significantly higher at 95% level of confidence ↑

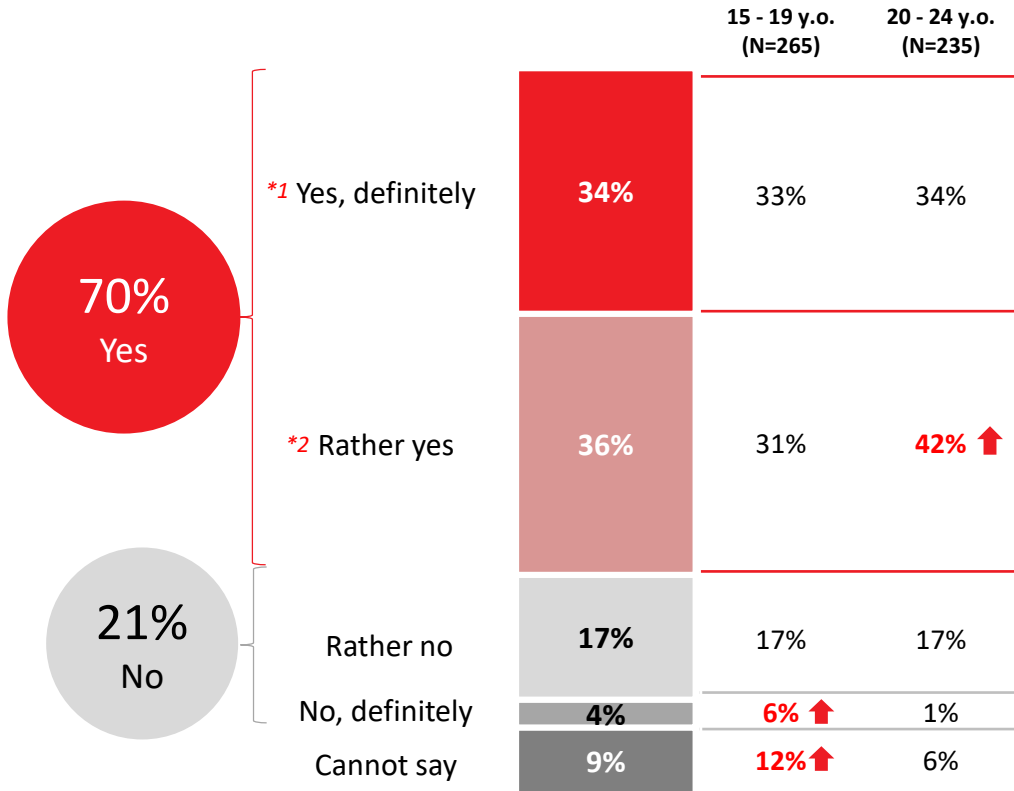
1 Bucharest

2 Males

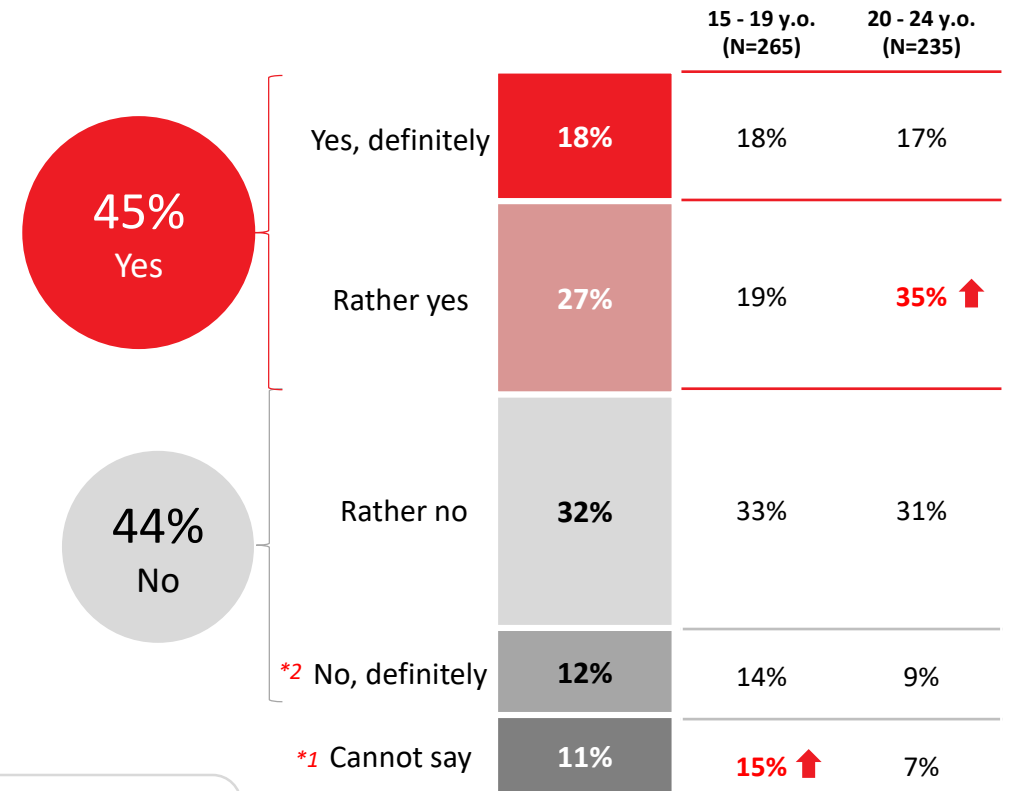
P1. Do you feel personally concerned with the climate change? Sample=500

Personal Impact

Impact of Personal Example on other People



Impact of Personal Actions on Policies



People **believe more in influencing other people than policies; more mature target is more optimistic** than younger one

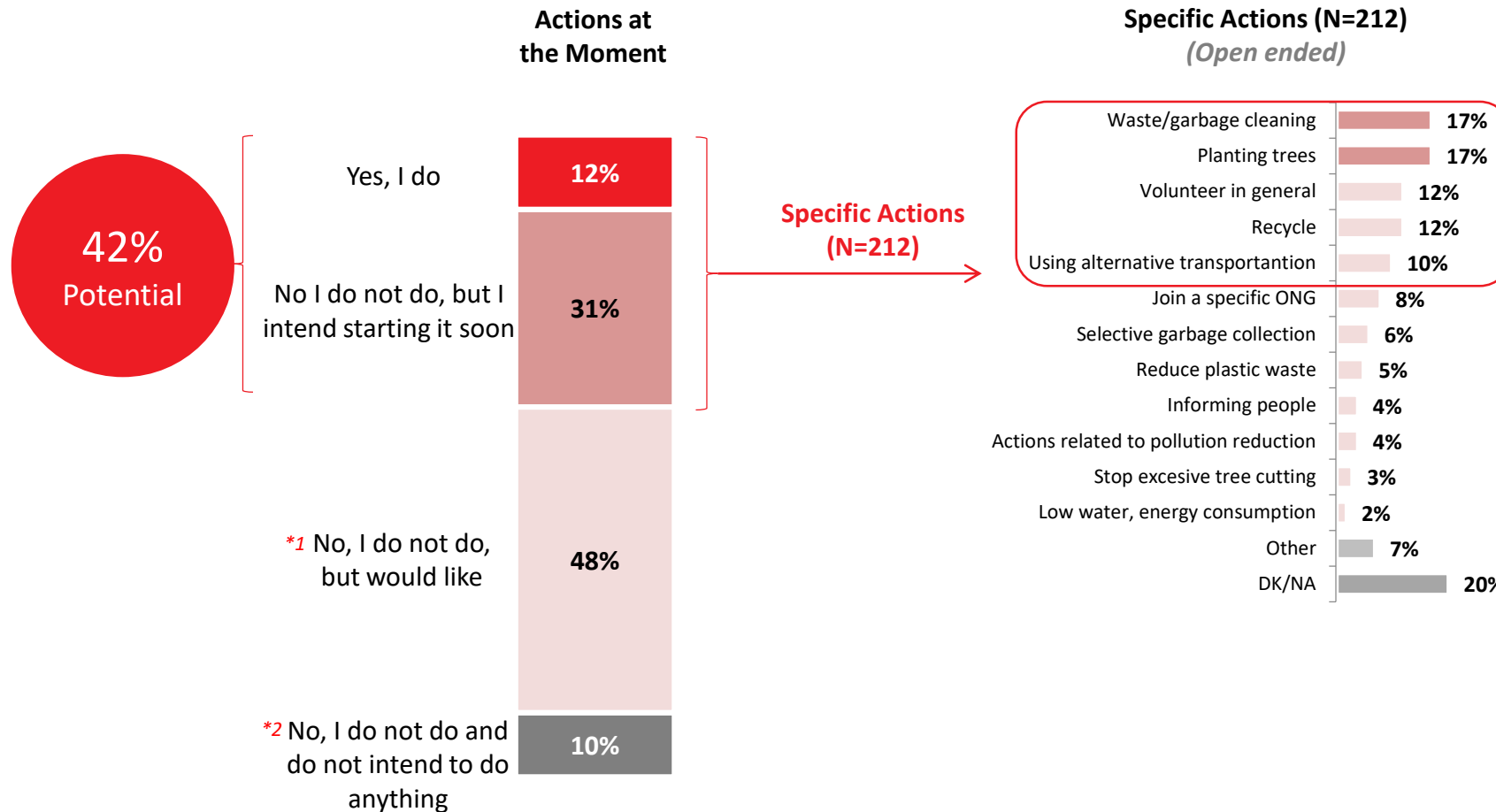
*Significantly higher at 95% level of confidence ↑

1 Females

2 Males

P2. Do you think that with your example you can change the attitudes of the people around you? P3. Do you think that through your actions you can change climate policies in your country? Sample=500

Personal Actions at the Moment



There is high involvement for such activities, yet people are inclined towards outside activities, rather than activities that can be done daily in everyday life of their own home

Garbage cleaning and planting trees is appealing for both age groups, yet the more mature target is more inclined towards recycling – see next slide for details

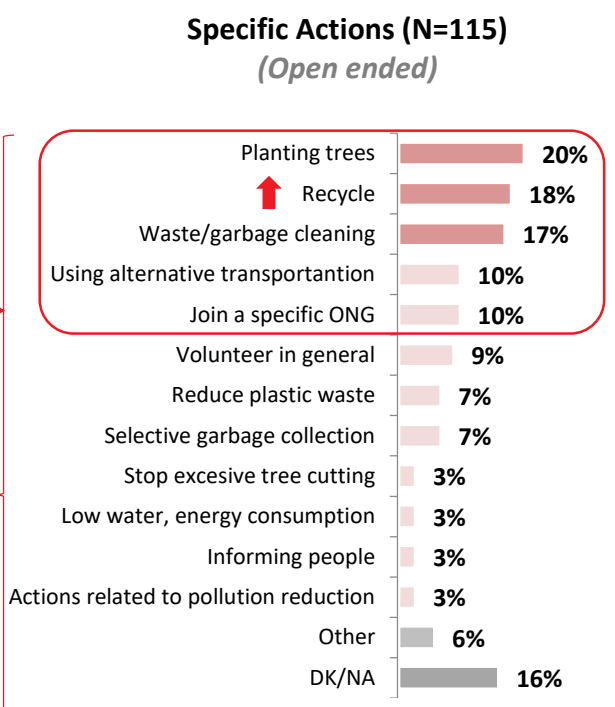
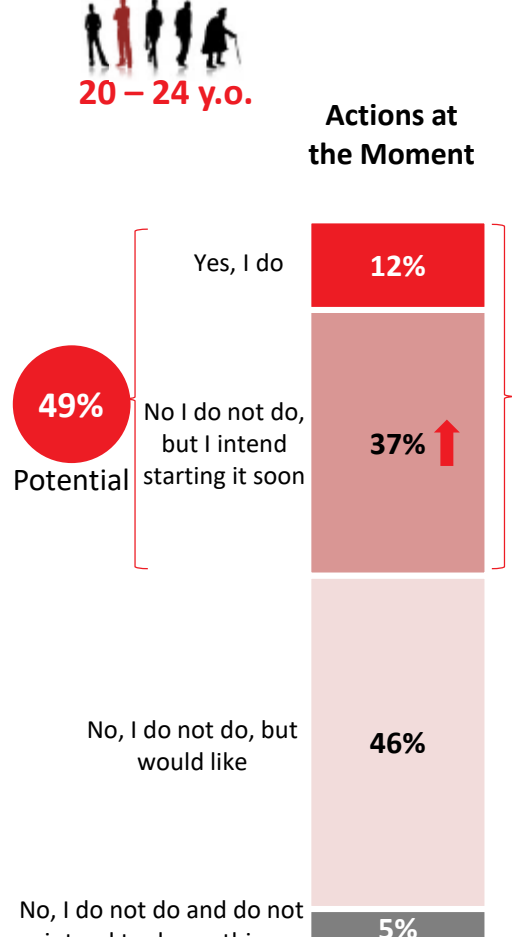
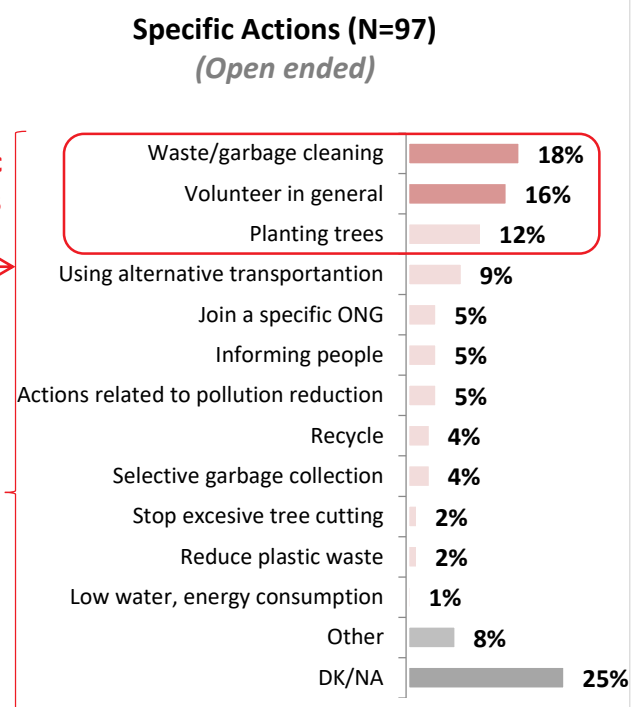
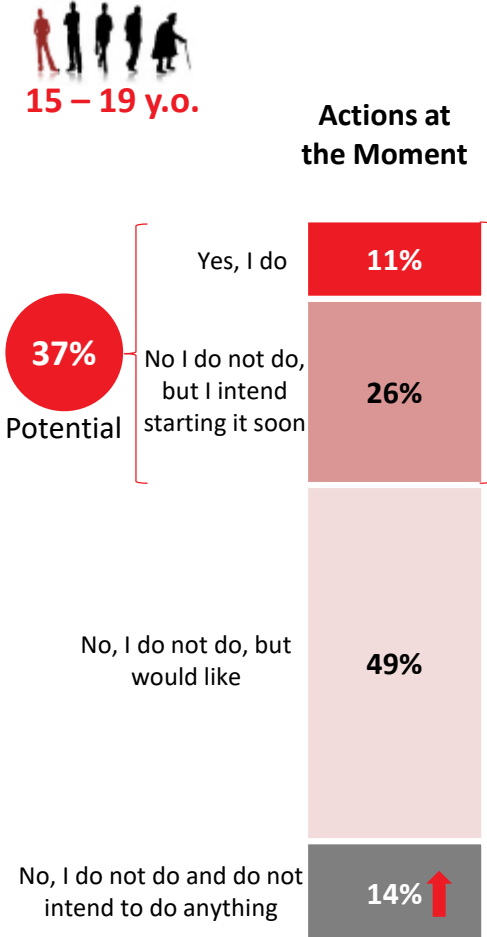
*Significantly higher at 95% level of confidence ↑

1 Females

2 Males

P4. Do you personally do something to prevent climate change? P4a. What it is? Sample=500

Personal Actions at the Moment Among Age Groups

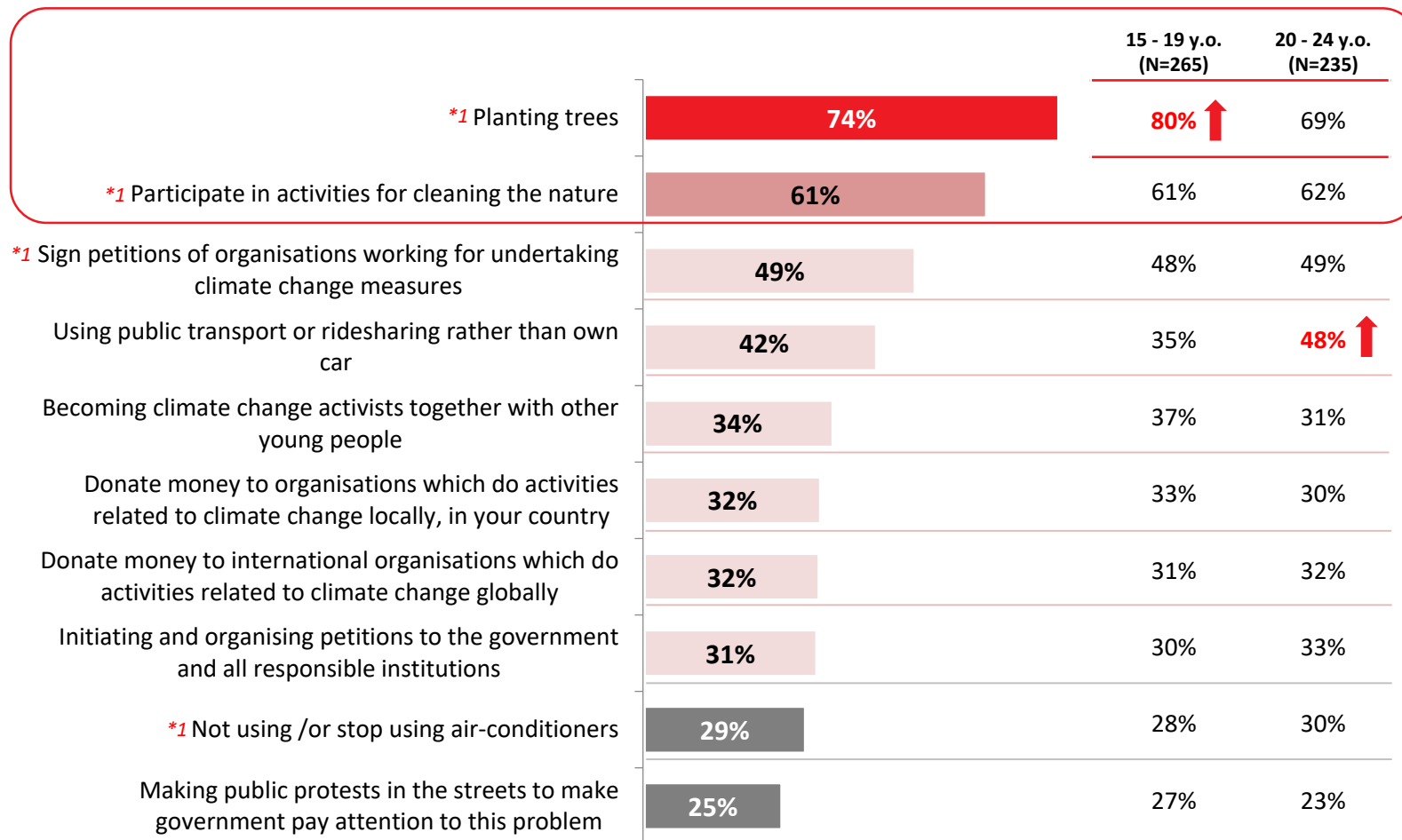


Higher involvement among more mature target, who is also more inclined towards recycling and slightly more towards joining an ONG, while the younger target is slightly more inclined towards any kind of volunteer activities

*Significantly higher at 95% level of confidence ↑

P4. Do you personally do something to prevent climate change?
P4a. What it is? Sample=500

Future Personal Actions



Outdoor, physical activities tend to have a higher appeal – moreover also because you see exactly and on the spot the results of your actions

Younger people more attracted to planting trees activities, while more mature target is more inclined towards alternative transportation

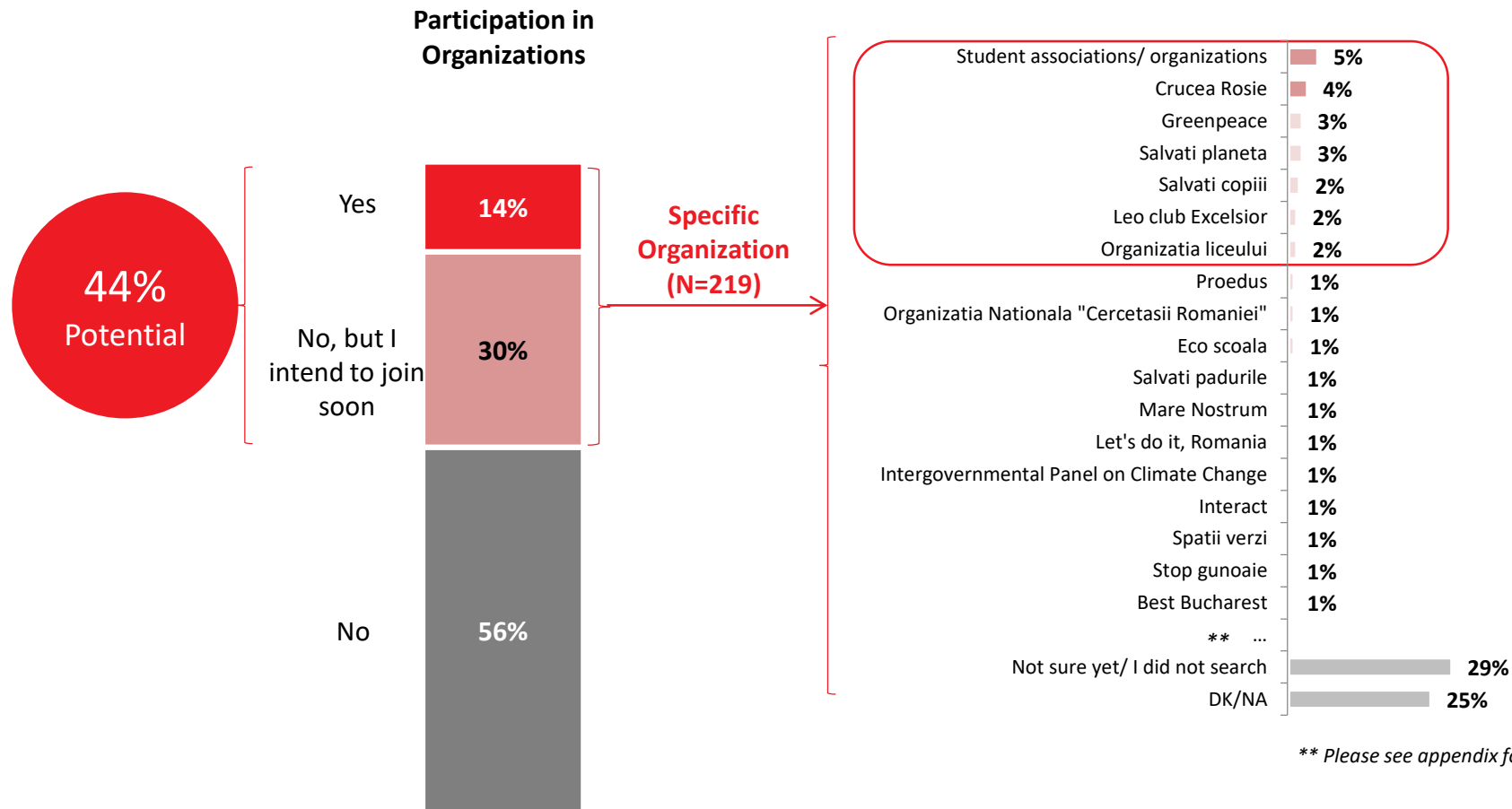
**Significantly higher at 95% level of confidence* ↑

1 Females

P5. Which of these activities, addressing problems of the climate change, would you personally participate in future? Sample=450



Personal Participation in Organizations



Few are actually in an organization; moreover **the majority that desire to join an organization hasn't thought serious about this and does not know what to answer**



** Please see appendix for the complete list of associations/ organizations mentioned

P6. Do you participate in any youth or other type organizations – as a member or volunteer? P6a. Which is it? Sample=500

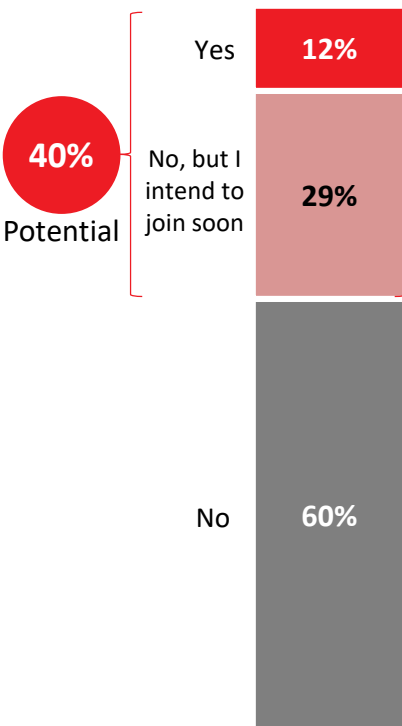
*Significantly higher at 95% level of confidence ↑

Personal Participation in Organizations per Age

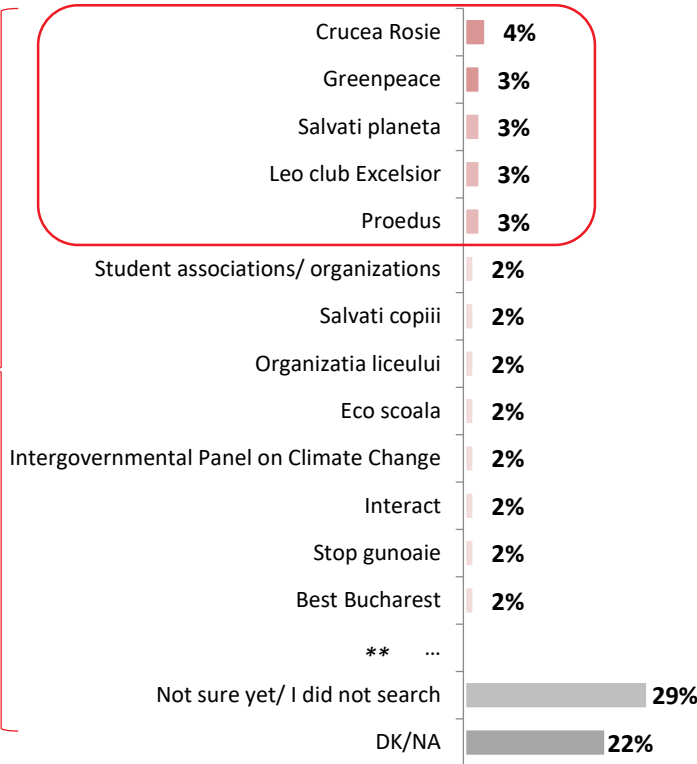


15 – 19 y.o.

Participation in Organizations

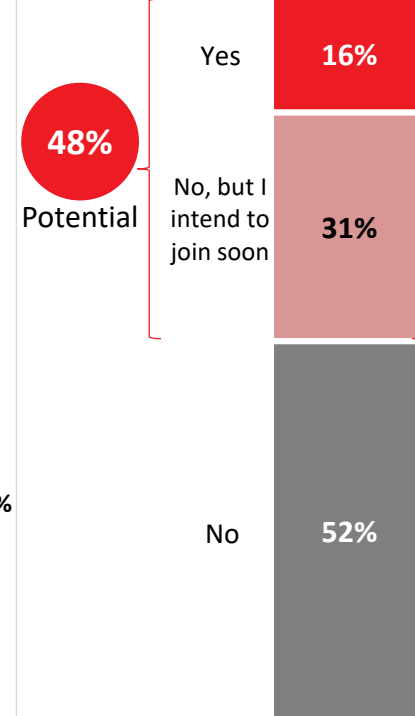


Specific Organization (N=107)

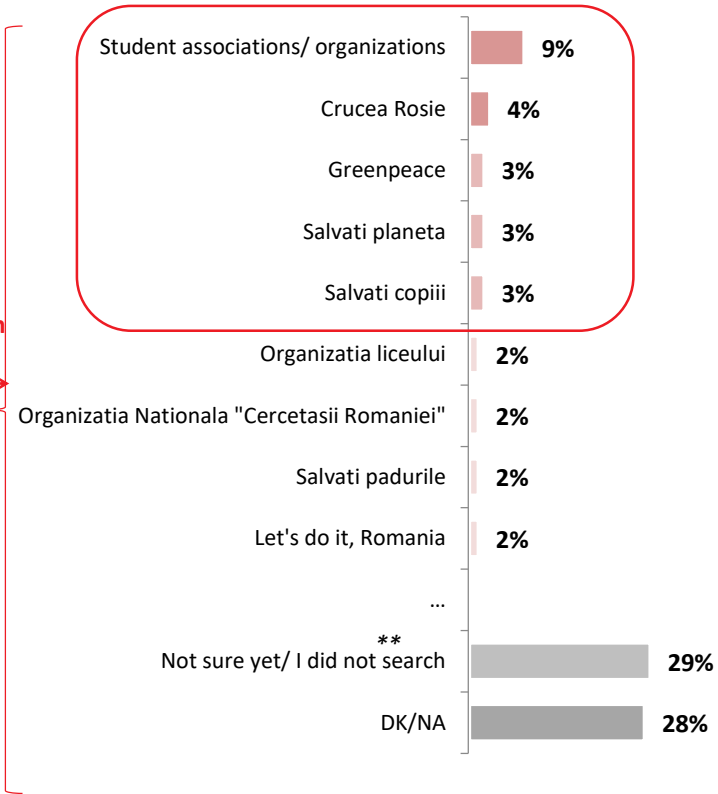


20 – 24 y.o.

Participation in Organizations



Specific Organization (N=112)

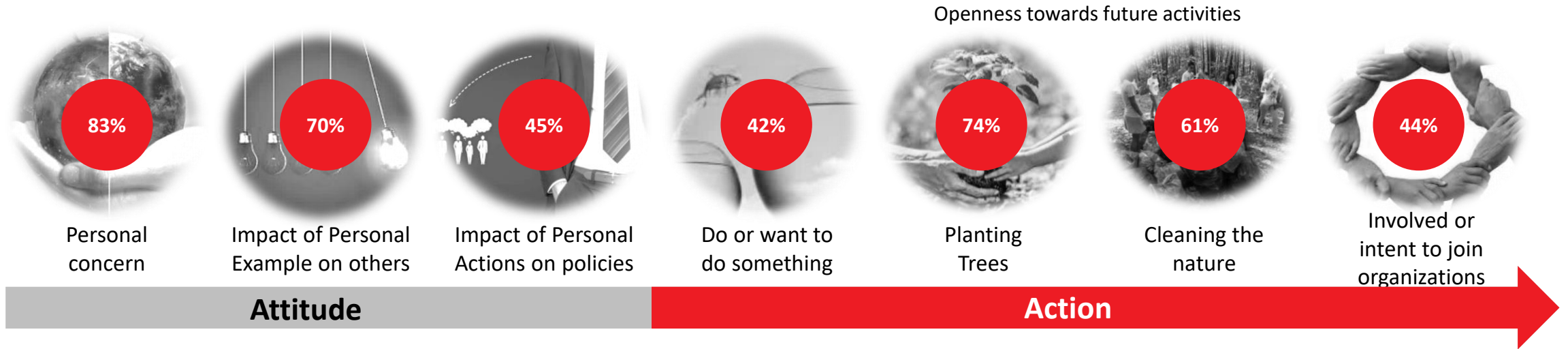


** Please see appendix for the complete list of associations/ organizations mentioned

P6. Do you participate in any youth or other type organizations – as a member or volunteer? P6a. Which is it? Sample=500

*Significantly higher at 95% level of confidence ↑

Sum up on Personal Involvement regarding Climate Change



There is a **significant level of concern** regarding climate change; and **people believe that their actions can indeed influence others, but not so much the policies**

There is potential regarding acting against climate change
 With a **higher affinity towards activities with an immediate and clear result/ impact**

Younger people more attracted by **planting trees activities and volunteering in general**

While the **more mature target** is inclined towards finding **alternative transportation means, recycling**

Key take outs and further steps



Make a Global Problem Theirs



A phenomenon known at a general level, only in terms of what is being mostly publicized, talked about more

With people viewing it at an external problem, out of their power, with precise consequences, also external of their life



Must **make a global problem more local**, with **examples** with which they relate, **from everyday life**, especially since cutting down trees is already on their mind as one main causes and temperature, warming up as one main consequence

Communicate examples of actions that lead to climate change from everyday life – such as driving the car, food waste, water & energy waste, consumerism etc

Stress the impact on them, make it more personal, **close to them** – its not only about the polar bear habitat, it's also about you/ your children not being able to go enjoy winter anymore
Its not just a forest that needs planting new trees, its **cities too, it's the area behind your block of flats**

Make it Personal



People know very little about what is actually being done in Romania and what EU is requiring, yet they are optimistic and want to act

There is openness from the people regarding the subject and towards taking action



People need to be **more educated regarding the subject**, not only that is something that **we should do**, but that at a global level we **are obligated to do** so (legally).

That is ok to be **demanding from the authorities**, but also to be aware that we must **act at personal level**

People need **initiatives they can join and initiators to follow**, they need **support and guidance**, the desire/fundament is there, they need to be shown the way

Empower people in the sense that they personally can contribute very easily, from at home – that they really matter

Stress the **personal impact of each activity of every day life** – from the amount of water, plastic, gas, electricity and create a visible/logical **circle of cause and effect** – *do that in order to...*

Ways of taking Action



People are concerned, they want to take action and they believe people can influence each other in order to act as well

There is discrepancy between level of concern, interest and involvement – hard to make people participate, thus they need to understand that there are different ways in which they can be involved and have an impact

In Romania, culturally speaking, many things are done only at declarative level and unfortunately, many times, we just do the talk and not the walk, the tendency is to wait for things and not to go looking for them, so there is a **serious need for inspiration and leaders that can lead by example, not only show but give a little push in the right direction**

Activities with clear/ tangible results, that give **immediate satisfaction** that you contributed, also **fun to do in organized groups** – cleaning specific areas, planting trees, garbage collection

The idea that they can **help from home**, simply by **behaving slightly differently** – not only the big gestures, but also small things that you can do that have a long term effect

Actions & Interests



15-20 y.o.



Since they are the less aware and less informed and more skeptical regarding personal impact, can be motivated to take action about this phenomenon if they are better informed

More interested in any kind of volunteer activity, interested in planting trees and all sorts of outdoor activity with an immediate impact



Teach them the impact of individual actions as well

How to attract them

Can be attracted in organized group activities – they are the ones that believe together we are stronger, also being younger are more included towards doing things with their friends/ colleagues. Here high school/students organization can play an important role in organizing activities



20-24 y.o.



Slightly more concern at personal level, not so convinced that we can do something about this phenomenon, yet more optimistic that own example can influence others, as well as institutions

Intend more to get involved and are more interested in recycling, alternative means of transportation, reducing air conditioning usage



Give them occasions, programs, examples – the proper tools to act

Can be thought and stimulated towards all the things that can be done at personal level, but also attracted them into joining ONGs since they are also inclined towards this

Appendix



Name of Organizations they Personal Participate in

ORGANIZATIONS	All respondents (N=219)
Student associations/ organizations	5%
Crucea Rosie	4%
Greenpeace	3%
Salvati planeta	3%
Salvati copiii	2%
Leo club Excelsior	2%
Organizatia liceului	2%
Proedus	1%
Organizatia Nationala "Cercetasii Romaniei"	1%
Eco scoala	1%
Salvati padurile	1%
Mare Nostrum	1%
Let's do it, Romania	1%
Intergovernmental Panel on Climate Change	1%
Interact	1%
Spatii verzi	1%
Stop gunoai	1%
Best Bucharest	1%

ORGANIZATIONS BELOW 1% (N=219)	
WWF	Capitala Tineretului
SalubrIS	Green global
Rosia Montana	Fundatia Crestina Diakonia
Nexus	Europe Direct
Sanitarii priceputi (crucea rosie)	ELSA
Yuppi	Ecotic
Unesco	Ecosal
Asociatia Smile	Eco one
Asociatia Symbio	Bio challenge
Tabere Aventura In Natura	Azi daruim noi
Team trees	Asociatia Susurul Izvoarelor
Salveaza Romania	ASAP
Spune nu defrisarii	Asociatii ecologice
Centrul de Actiune pentru Drepturile Omului	Asociatia inimi de gorjeni
Serviciul de Ajutor Maltez	Asociatia Tinerilor Cu Initiativa Civica
Planteaza in Romania	Asociatia Sf Prooroc Ilie Tesviteanul
Mai mult verde	ASCont Iasi
Caritas	

P6. Do you participate in any youth or other type organizations – as a member or volunteer?

P6a. Which is it? Sample=500



Name of Organizations they Personal Participate in – 15–19 y.o.

ORGANIZATIONS	15 – 19 y.o. (N=107)
Crucea Rosie	4%
Greenpeace	3%
Salvati planeta	3%
Leo club Excelsior	3%
Proedus	3%
Student associations/ organizations	2%
Salvati copiii	2%
Organizatia liceului	2%
Eco scoala	2%
Intergovernmental Panel on Climate Change	2%
Interact	2%
Stop gunoai	2%
Best Bucharest	2%
Organizatia Nationala "Cercetasii Romaniei"	1%
Mare Nostrum	1%
Spatii verzi	1%
Rosia Montana	1%
Nexus	1%
Sanitarii priceputi (crucea rosie)	1%
Asociatia Smile	1%
Asociatia Simbio	1%
Tabere Aventura In Natura	1%
Team trees	1%
Salveaza Romania	1%
Serviciul de Ajutor Maltez	1%
Planteaza in Romania	1%
Caritas	1%
Capitala Tineretului	1%
Green global	1%
Fundatia Crestina Diakonia	1%
Europe Direct	1%
Ecotic	1%
Ecosal	1%
Eco one	1%

ORGANIZATIONS BELOW 1% (N=107)
Salvati padurile
Let's do it, Romania
WWF
SalubrIS
Yuppi
Unesco
Spune nu defrisarii
Centrul de Actiune pentru Drepturile Omului
Mai mult verde
ELSA
Bio challenge
Azi daruim noi
Asociatia Susurul Izvoarelor
ASAP
Asociatii ecologice
Asociatia inimi de gorjeni
Asociatia Tinerilor Cu Initiativa Civica
Asociatia Sf Prooroc Ilie Tesviteanul
ASCont Iasi

P6. Do you participate in any youth or other type organizations – as a member or volunteer?

P6a. Which is it? Sample=500



Name of Organizations they Personal Participate in – 20–24 y.o.

ORGANIZATIONS	15 – 19 y.o. (N=112)
Student associations/ organizations	9%
Crucea Rosie	4%
Greenpeace	3%
Salvati planeta	3%
Salvati copiii	3%
Organizatia liceului	2%
Organizatia Nationala "Cercetasii Romaniei"	2%
Salvati padurile	2%
Let's do it, Romania	2%
Leo club Excelsior	1%
Eco scoala	1%
Mare Nostrum	1%
Spatii verzi	1%
WWF	1%
SalubrIS	1%
Yuppi	1%
Unesco	1%
Spune nu defrisarii	1%
Centrul de Actiune pentru Drepturile Omului	1%
Mai mult verde	1%
ELSA	1%
Bio challenge	1%
Azi daruim noi	1%
Asociatia Susurul Izvoarelor	1%
ASAP	1%
Asociatii ecologice	1%
Asociatia inimi de gorjeni	1%
Asociatia Tinerilor Cu Initiativa Civica	1%
Asociatia Sf Prooroc Ilie Tesviteanul	1%
ASCont Iasi	1%

ORGANIZATIONS BELOW 1% (N=112)

Proedus
Intergovernmental Panel on Climate Change
Interact
Stop gunoaie
Best Bucharest
Rosia Montana
Nexus
Sanitarii priceputi (crucea rosie)
Asociatia Smile
Asociatia Simbio
Tabere Aventura In Natura
Team trees
Salveaza Romania
Serviciul de Ajutor Maltez
Planteaza in Romania
Caritas
Capitala Tineretului
Green global
Fundatia Crestina Diakonia
Europe Direct
Ecotic
Ecosal
Eco one

P6. Do you participate in any youth or other type organizations – as a member or volunteer?

P6a. Which is it? Sample=500





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