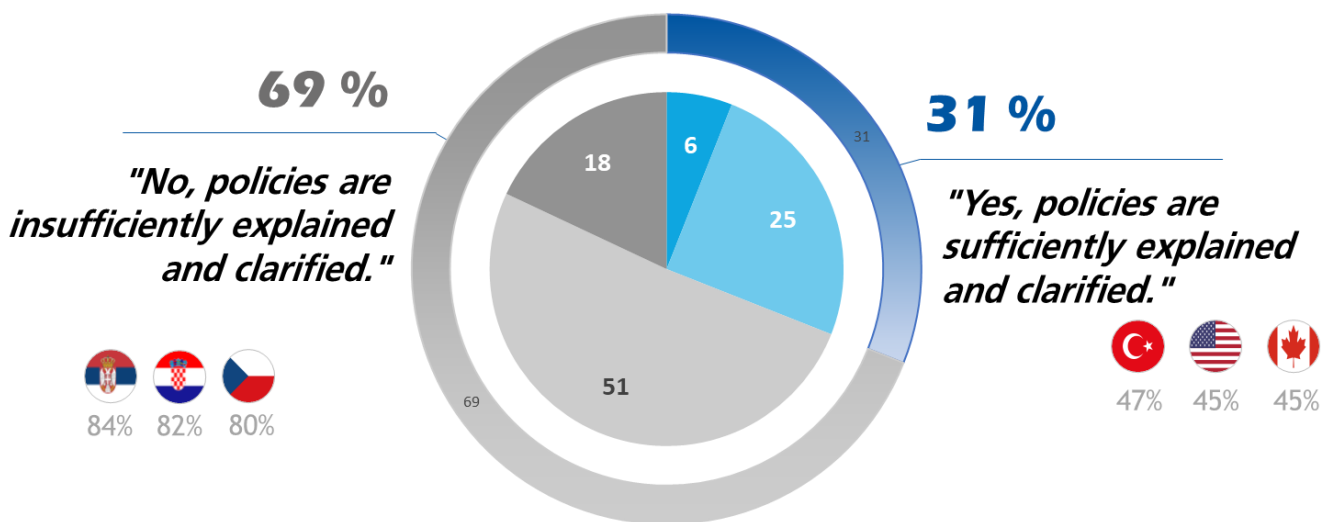


## Communicate more clearly, arouse positive emotions, strengthen social norms

The results of the FES population survey in 19 countries show that many people would like more and, above all, more comprehensible information on climate policy measures. Clear, honest and appealing communication is key to the success of the climate-neutral reform agenda. This cannot be based solely on scientific findings and statistical data; the emotions and expectations of the population must be addressed to a greater extent on a milieu-specific basis.

### In your opinion, are policies for a change towards a more climate and environmentally friendly economy sufficiently explained and clarified?



Source: SINUS, on behalf of Friedrich-Ebert-Stiftung

### Milieu specific communication to reach everyone

Around three quarters of the close to 23,000 respondents are interested in the topic of climate protection. That said, there are significant differences between individual milieus. This becomes even clearer when it comes to the question of whether political measures for a change towards a more climate and environmentally friendly economy are sufficiently explained and clarified in the view of the respondents. 69% deny this, 31% agree. The highest levels of agreement are in Turkey (47%) and North America (45% each), and the lowest in Serbia (16%), Croatia (18%) and the Czech Republic (20%).

#### METHODOLOGY

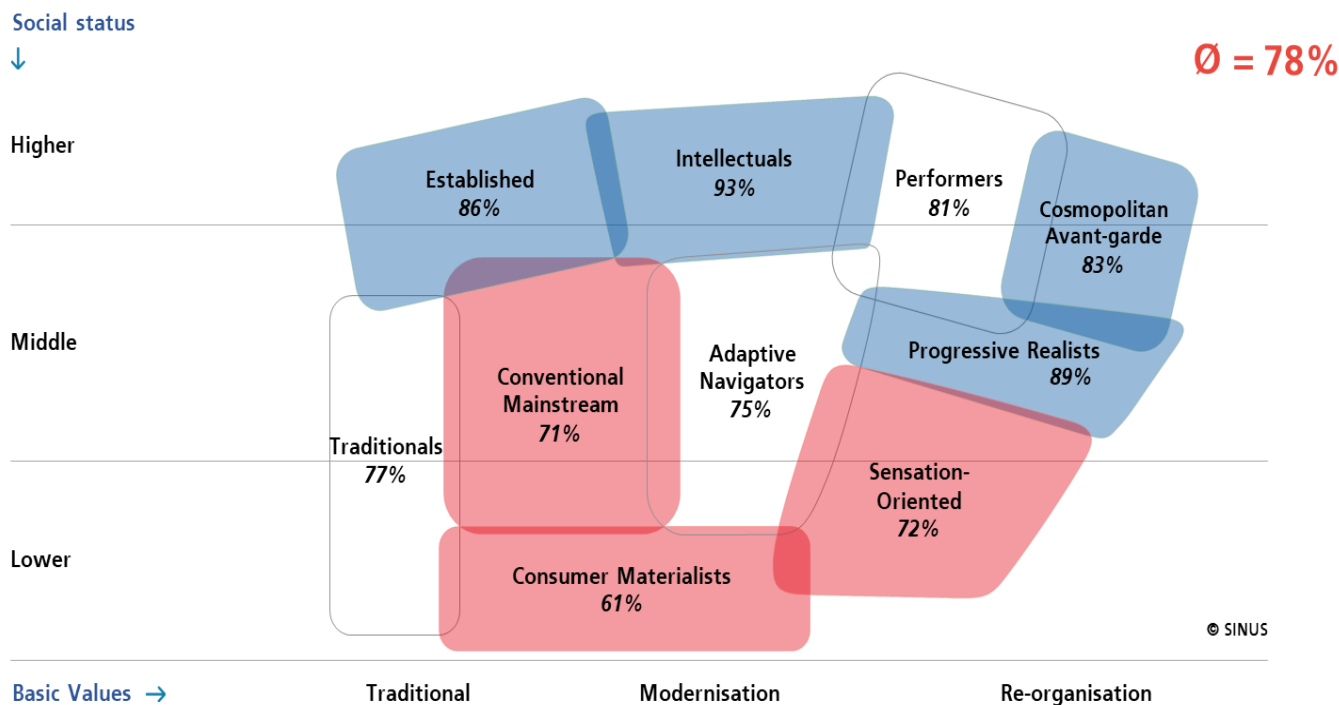
- Standardised Online Survey in 19 countries from April till July 2023
- Resident population aged from 18 to 69 years
- Total sample size 22.823 people; min. 1.200 per country

The full methodology report and reading examples are available as a download on our website.

Here too, the values are highest in the milieus interested in reorganization. In addition to the three milieus at the bottom left of the milieu chart, the lowest values are found among *Intellectuals*. The results of this representative survey indicate a clear mandate for politicians to announce climate policy measures more comprehensively, explain their practical consequences and then implement them with a reliable planning horizon and in comprehensible steps.

There are always discussions about climate change, i.e. global warming, which will lead to environmental changes and changes in everyday life in the coming decades. How interested are you personally in this topic?

*"I am very interested / rather interested"*



Source: SINUS, on behalf of Friedrich-Ebert-Stiftung

## RECOMMENDED ACTIONS

- A **clear, honest and appealing communication** is essential for the success of the climate-neutral reform agenda.
- Politicians should **communicate the size and duration** of the climate-neutral **transition** honestly and not play it down.
- In addition to scientific findings and statistical data, **positive emotions** must play a role in communication.
- The **fears, frustrations, anger and doubts** of the population must be taken on board and **addressed** with practical, encouraging solutions.
- **Positive local examples** can reduce the feeling of helplessness and have an energizing effect.
- Politicians should **avoid** the **narrative of "radical" change** in order to minimize fears of loss among the population.
- Climate **policy** measures must be **explained** in a way that **everyone can understand** and their purposes, goals and successes must be highlighted.
- **Citizens** should not see themselves as passive victims, but should be **motivated to take initiative** through positive examples.
- The dissemination of behavioral changes in one's own peer group is more effective than instructive appeals, as social norms and the need to belong are powerful motivators for behavioral change.

**Friedrich-Ebert-Stiftung** | Department International Cooperation

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