

Use active industrial and labour market policy for good jobs and prosperity

The results of the FES population survey in 19 countries on the socio-ecological transformation show a tense relationship when looking at the economy and labor market. On the one hand, there is a predominant belief that the economy will become more competitive as a result of ecological modernization. At the same time, there is also great concern about the impact of rising energy prices and ambitious production standards on the domestic economy and jobs in particular. Sustainable local perspectives and trust in social security are needed, then the restructuring of the economy will lose its horror.

Motivators of climate and environmentally conscious behaviour

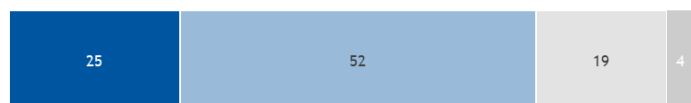
Our economy must become more climate-friendly, otherwise there is a risk of economic damage.



A consistent policy to protect the environment will have a positive impact on the competitiveness of the economy in the future.



The switch to environmentally and climate-friendly products and production processes offers great employment opportunities.



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

■ Fully agree ■ Somewhat disagree
■ Somewhat agree ■ Completely disagree

Our study shows that people are not closing their minds to structural change. However, concerns about jobs are a far more tangible issue. The demand for accompanying measures for social cushioning and training and further education is high. 94% of respondents are in favour of employees affected by the conversion of the electricity and heat supply to renewable energies (e.g. in the event of job losses) being supported in retraining for alternative jobs. 9 out of 10 respondents agree that in this case, affected employees (e.g. in the event of job loss) should also receive financial support such as compensation payments, severance pay, etc.

Actively shaping change

At the same time, 41% of respondents agree with the statement that combating climate change is damaging our economy. 45% consider the preservation of jobs more important than climate and environmental protection. More than half of those surveyed are of the opinion that companies that require a lot of energy for their production cannot implement stricter climate protection requirements. If there are no suitable alternatives for the jobs affected by structural change, 76% believe that these should be retained for as long as possible. These values are highest in Southern Europe and France, and lowest in Sweden, Denmark, Canada, the Czech Republic and Romania. Among the milieus, the group of Adaptive Navigators, defined by the Sinus Institute as the young, modern middle class and central to social acceptance of restructuring, has the highest approval ratings at 82%.

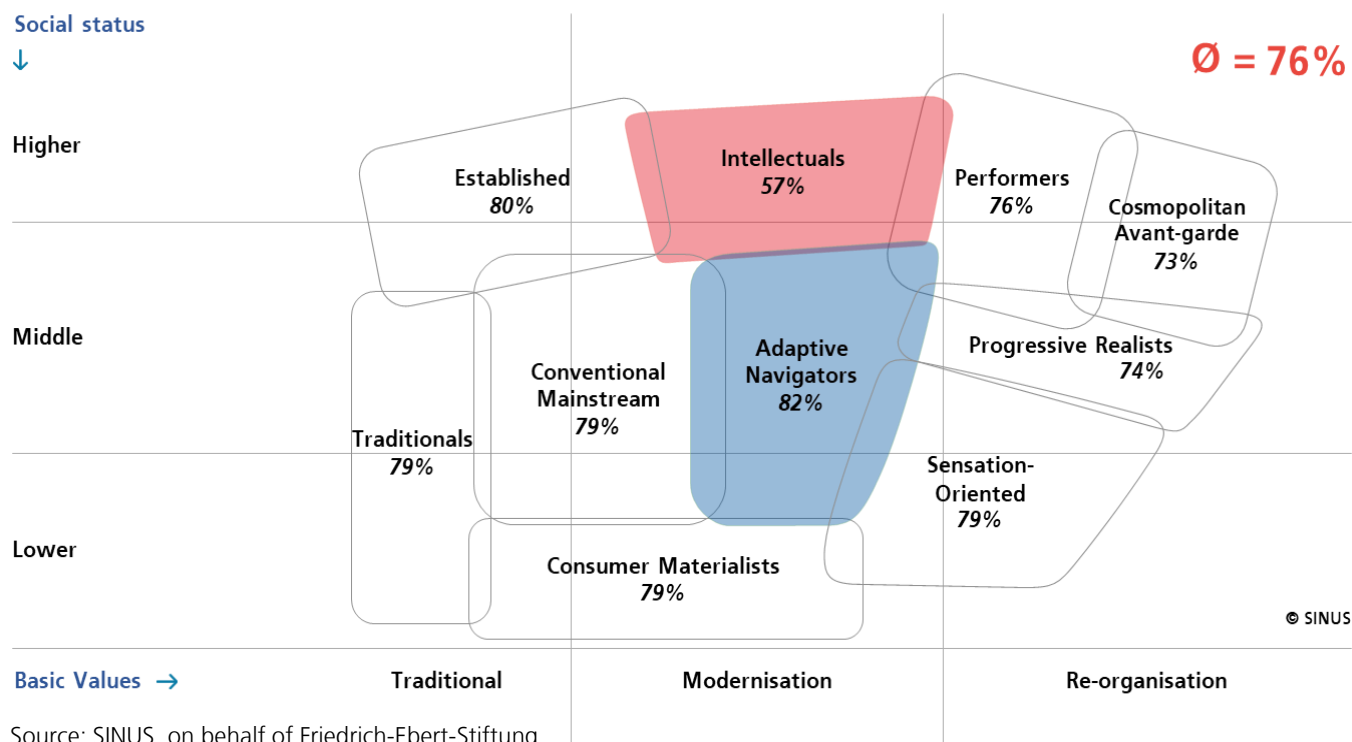
METHODOLOGY

- 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.

If there are no suitable alternatives for the jobs affected by structural change, these should be maintained for as long as possible.

"completely agree / somewhat agree"



At the same time 77% of respondents see great employment opportunities in switching to environmentally and climate-friendly products and production processes. As a result, 82% of respondents also expect positive effects on the competitiveness of the economy. On average, 76% of respondents agree with the statement that if there are no suitable alternatives for jobs affected by structural change, these should be retained for as long as possible. Above-average approval ratings can be found in the *Adaptive Navigators* milieu. *Intellectuals*, on the other hand, agree with the statement at a below-average rate of 57%.

RECOMMENDED ACTIONS

- The **population is not critical** or openly hostile **to structural change itself, but** to its potential **negative side effects** for local companies and the labor market. Therefore, the state needs to be visible.
- The **state** must play a **central role** in the **modernization** of the economy and labour markets:
 - Create reliable framework conditions that are planned and communicated well in advance
 - The necessary financial security and start-up financing for structural change
 - The training, retraining and qualification of employees
- **Clear communication** and sufficient **involvement** of the **local population, workforce** and **trade unions** also play a key role in structural change in the economy and the world of work. After all, in order to create the trust needed to make the transformation truly effective, the workforce must be able to participate and be actively involved in the restructuring processes.
- It needs **sustainable local perspectives** and **trust in social security**, then the restructuring of the economy will lose its terror.

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