

Ariadne @ Brussels 5 December 2023

THE USE OF SURVEYS FOR CLIMATE POLICY

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AGENDA

- Welcome and aim of the workshop (5 min), short round of introductions
- Showcasing current survey projects
 - Rory Fitzgerald (10 min)
 - Grischa Perino (5 min)
 - Mario Scharfbillig (5 min)
 - Michael Pahle (5 min)
- Framing the discussion (5 min)
- Open discussion (60 min)

BACKGROUND AND AIM

Over the past years, *surveys have gained importance* in informing climate policy making and debates. They provide relevant information on the public's policy preferences and attitudes, in particular regarding the support for different measures and instruments. Additionally, they offer the opportunity to investigate causal claims by using experimental variations, and offer the opportunity to test the effects of communication strategies or information provision on citizens' attitudes. In this event we *present selected recent surveys*, discuss implied policy arguments and uses cases, and aim to answer the question which *role such surveys can and should play for the next wave of EU climate policy amidst concerns about a potential "greenlash"*.

SOME **METHODOLOGY** FIRST: EXPERIMENTS – SURVEYS WITH A TWIST

- › Aim: identify **causal** impact of e.g. a belief on behaviour
- › Standard surveys can identify patterns (correlations) but not why they emerge
- › Experimental approach:
 - › Induce a change in beliefs of some participants (treatment group), e.g. by providing information
 - › Compare behaviour to that of a control group
 - › Random assignment of treatment
 - › Ideally observe choices with real consequences rather than 'merely' ticking a box
- › Benefit: much higher reliability of results, e.g. about impacts of policies
- › Same principle used e.g. in testing drugs and vaccines (randomized controlled trials)

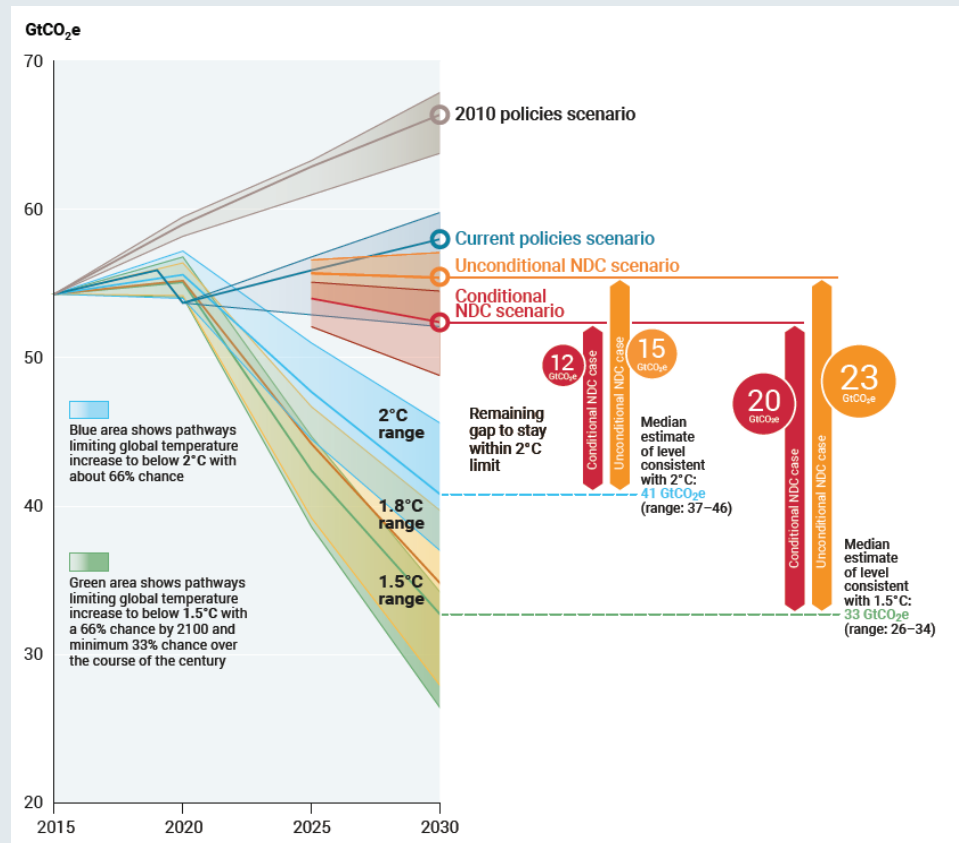
PIK RESEARCH ON CLIMATE POLICY ATTITUDES

COLLABORATION WITH JRC, UNIVERSITY OF COLOGNE,
RWI



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HOW DOES SUPPORT FOR CLIMATE POLICY CHANGE IN FACE OF EMISSION GAP?

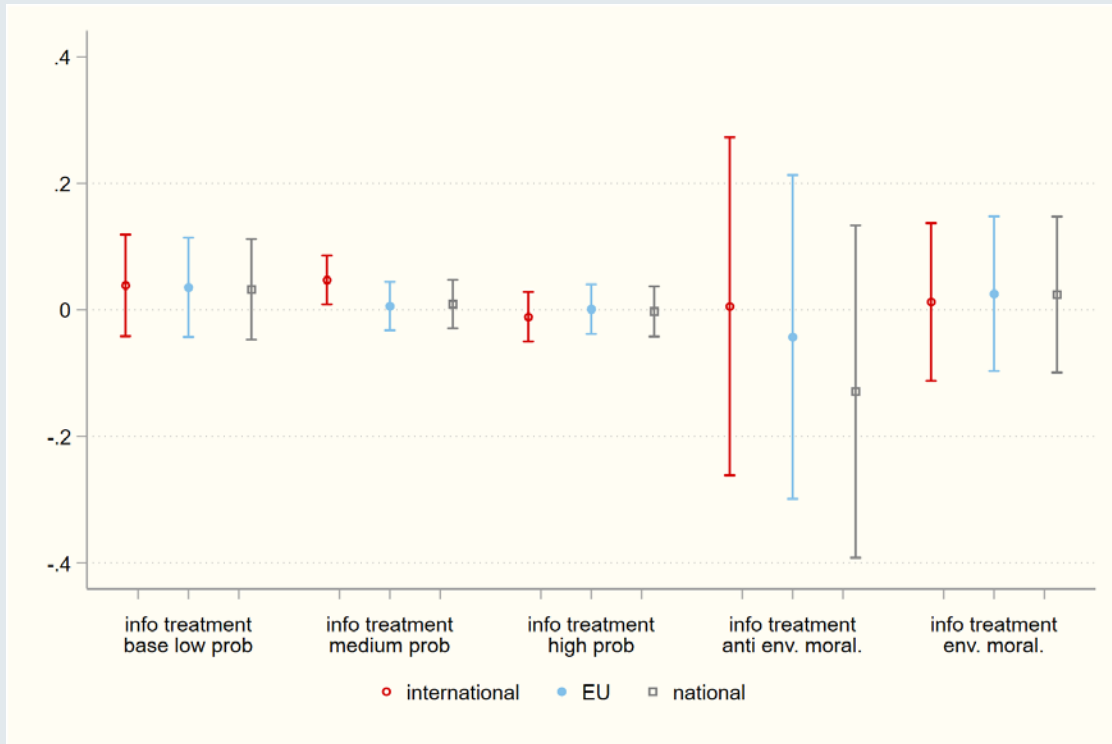


Source: UNEP Gap Report (2022)

- According to IPCC/UNEP, very challenging to still reach **Paris goal**
- RQ: Do individuals change policy attitudes/support when **confronted with this *doom & gloom* information?**
- **Methodological** aspects:
 - Information from a “**climate trusted**” source
 - Special consideration of **moralization**
 - **Hypothesis:** Individuals who see fighting CC as “moral obligation” **do not react**

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PRELIMINARY RESULTS



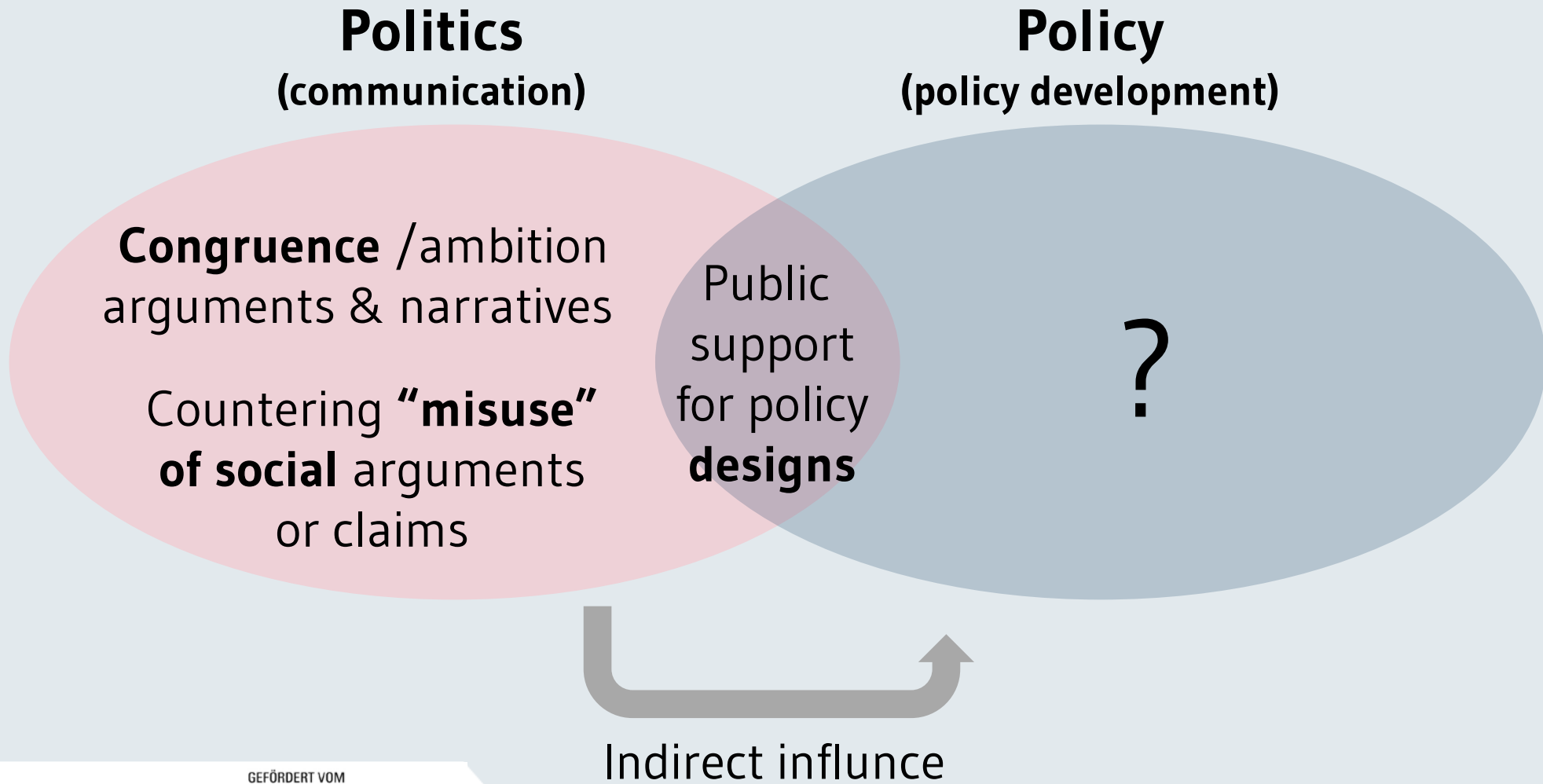
- Question: Allocate **100 points** to climate action on national/EU/international level, or non-climate actions
- Effects of info treatment do **not depend on moralization**
- But strong(er) level effects, in particular from **country of respondents**
- Overall no “drastic” effects, by and **large equal distribution** among levels

FRAMING THE DISCUSSION



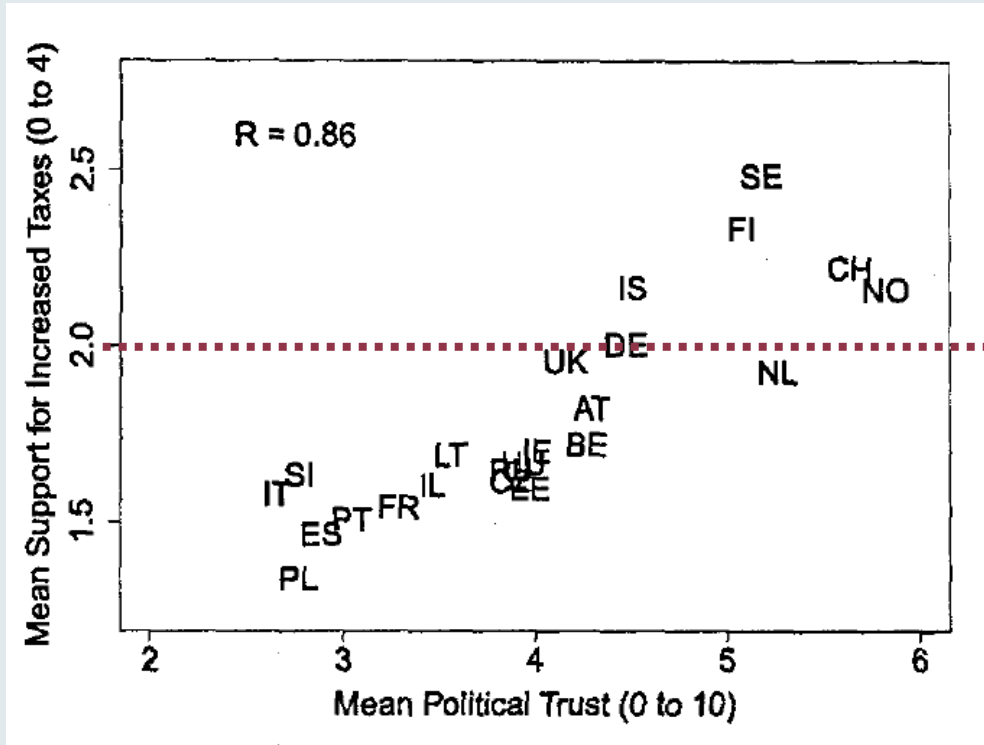
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MY TAKE ON USE OF SURVEY FINDINGS IN CLIMATE POLICY, AND POLITICS



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SUPPORT FOR A CARBON PRICE / FOSSIL FUEL TAX: UNWANTED, BUT IMPLEMENTED

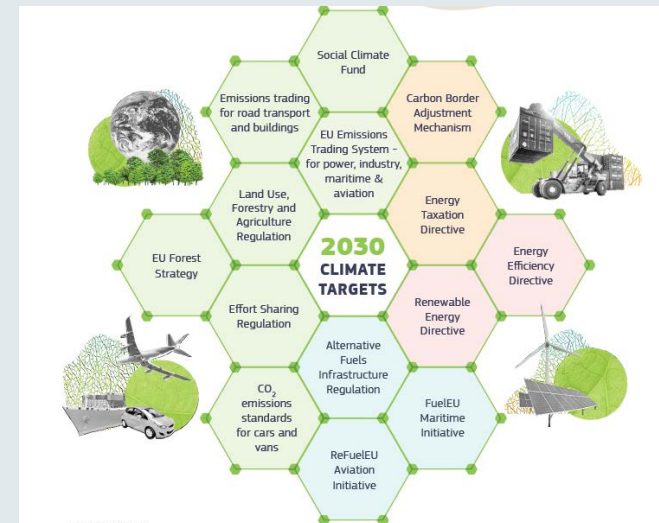


Source: Fairbrother et al. (2019)

Speech | 14 July 2021 | Brussels

Statement by Executive Vice-President Timmermans on delivering the European Green Deal

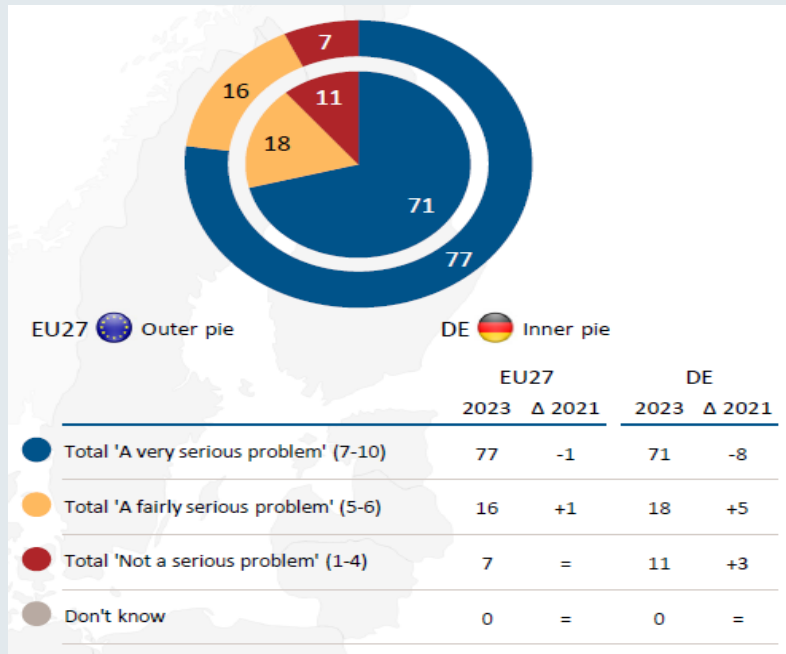
In many ways, the ETS is front and center to all our efforts.



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SURVEYS FOR COMMUNICATION: SHOWING CONGRUENCE, POSITIVE MESSAGES?

And how serious a problem do you think climate change is at this moment?
(Special Eurobarometer 538, QC2)



We claim to fight climate change, but actually people and businesses are not truly willing to change the way they produce and consume?
(EIB Climate Survey 2022/23, Q3)

	Total Europe 27	Western Europe	Eastern Europe
Unweighted basis	22722 100%	14212 100%	8510 100%
S/T Agree	88%	87%	89%
S/T Disagree	12%	13%	11%
Strongly agree	39%	39%	39%
Somewhat agree	49%	48%	50%
Somewhat disagree	10%	11%	9%
Strongly disagree	2%	2%	2%

Proportions/Means: Columns Tested against total - 99% 95% 90%

Weighted results

HOW MAY/SHOULD THIS CHANGE IN FACE OF EMERGING "GREEN LASH"?



The transition will be socially fair – or will not be. But there is also increasing misuse of social arguments.

EUI Climate Week, What next for EU climate policy?

A screenshot of a Reuters news article. The article title is "'Greenlash' fuels fears for Europe's environmental ambitions". The byline is "By Sarah Marsh, Kate Abnett and Gloria Dickie". The date is "August 10, 2023 5:47 PM GMT+2 · Updated 4 months ago". The article includes a "Summary" section with four bullet points: "Backlash to green policies amid cost of living crisis", "Parties tap into worries ahead of EU, national votes", "Europe risks losing green investment to other regions", and "New green policies face tougher time to get passed". The Reuters logo and navigation menu are visible at the top.

QUESTIONS FOR DISCUSSION

- **Status quo:** To which **extent and purpose** are survey findings **used in policy making**? Are they used too little, and/or for the “wrong” purpose?
- **Improving status quo:**
 - How could the use/uptake be **improved**?
 - What are specific **use cases**, e.g. looking at expectations (cp. monetary policy)?
 - Which **infrastructure** would be required to that end?
- **Emerging “green lash”:** What shift in politics is to be expected? Can surveys help against **misuse/disinformation**? How to **identify** misuse/disinformation in the first place?