Kapitel Nr.

INSIGHTS FROM RECENT SURVEY-BASED EXPERIMENTS

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PARTICIPATION IN FRIDAYS-FOR-FUTURE PROTESTS

❯ Research question: How does the propensity of citizens to participate in a rally depend on expected turnout?

❯ Case study (N = 1,510): Global climate strike on 20th Sept. 2019 (Berlin, Hamburg, Cologne, Munich)

❯ Findings:

  ❯ Simple correlation of expectations and own participation: *positive* relationship

  ❯ Causal evidence from exogenously induced change in expectations: *negative* relationship

❯ Implications:

  ❯ Decentral protest strategy of Fridays-for-Future ideal to deal with this pattern

  ❯ Protest size was at its peak in Sept. 2019 (even) in the absence of major shocks (COVID)

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SUPPORT FOR MORE STRINGENT COAL PHASE-OUT VS. TIGHTER CAP-AND-TRADE

> Research questions:

>> Do German citizens prefer an earlier coal phase-out or a tighter cap in the EU ETS?

>> Can opinion polls be used to predict voting in a referendum?

> Case study (N = 1,200): Choice/vote between **real**

>> EUA cancellation

>> Emission reduction in coal-fired power plant

>> Mix of the two

> Findings:

>> Mix is preferred without advice on effectiveness

>> Cap reduction preferred with advice

>> Voting behaviour differs from individual preferences even if both are consequential

> Implications:

>> Strategic aspect of voting might be hard to capture, unless surveys contains an actual vote

>> Explaining the impact of policy instruments is important for support.

>> Knowledge on instrument impacts is scant (also among policy-makers, N = 59)

SUPPORT FOR MEAT TAX

❯ Research questions:

> ❯ How does support for a tax on meat depend on design?

❯ Case study (N = 2,800): Hypothetical votes on meat tax

> ❯ Tax levels
>
> ❯ Climate change vs. animal welfare
>
> ❯ Uniform (per kg meat) vs. differentiated (per kg CO_2)

Animal welfare is a stronger determinant of public support for meat taxation than climate change mitigation in Germany

Grischa Perino [1,2,3] & Henrike Schwickert [1,3]

❯ Findings:

> ❯ Fee proposed by German ministry's expert commission has majority support
>
> ❯ Animal welfare more effective
>
> ❯ No preference over uniform vs. differentiated tax

❯ Implications:

> ❯ Start with moderate tax level
>
> ❯ Justify with animal welfare
>
> ❯ Use differentiated tax

MESSAGES THAT REDUCE MEAT CONSUMPTION

Meaty arguments and fishy effects: Field experimental evidence on the impact of reasons to reduce meat consumption

Grischa Perino [a,*], Claudia Schwirplies [b]

❯ Research question:

  ❯ Which messages reduce meat consumption?

❯ Case study (N = 561): Food diaries

  ❯ Health

  ❯ Animal welfare

  ❯ Climate change

❯ Findings:

  ❯ Animal welfare message most effective in reducing meat consumption

  ❯ Animal welfare & climate change message reduce enjoyment of meat consumption

❯ Implications:

  ❯ Messages can change behaviour (at least in the short run)

  ❯ Animal welfare more effective in meat context than climate change

REFERENCES

➢ Jarke-Neuert, J., Perino, G., & Schwickert, H. (2023). Free riding in climate protests. *Nature Climate Change*, 13(11), 1197–1202. https://www.doi.org/10.1038/s41558-023-01833-y

➢ Perino, G., & Schwickert, H. (2023). Animal welfare is a stronger determinant of public support for meat taxation than climate change mitigation in Germany. *Nature Food*, 4(2), 160-169. https://doi.org/10.1038/s43016-023-00696-y

➢ Perino, G., & Schwirplies, C. (2022). Meaty arguments and fishy effects: Field experimental evidence on the impact of reasons to reduce meat consumption. *Journal of Environmental Economics and Management*, 114, 102667. https://doi.org/10.1016/j.jeem.2022.102667

➢ Paper on coal phase-out vs. EU ETS is still work in progress. Further details available on demand (grischa.perino@uni-hamburg.de)

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