



GLOBAL POLL: CONSUMERS CALL FOR AMBITIOUS LEADERSHIP FROM THEIR GOVERNMENTS AT RIO+20 EARTH SUMMIT

Only 1 in 20 say their country should not commit to any international agreements

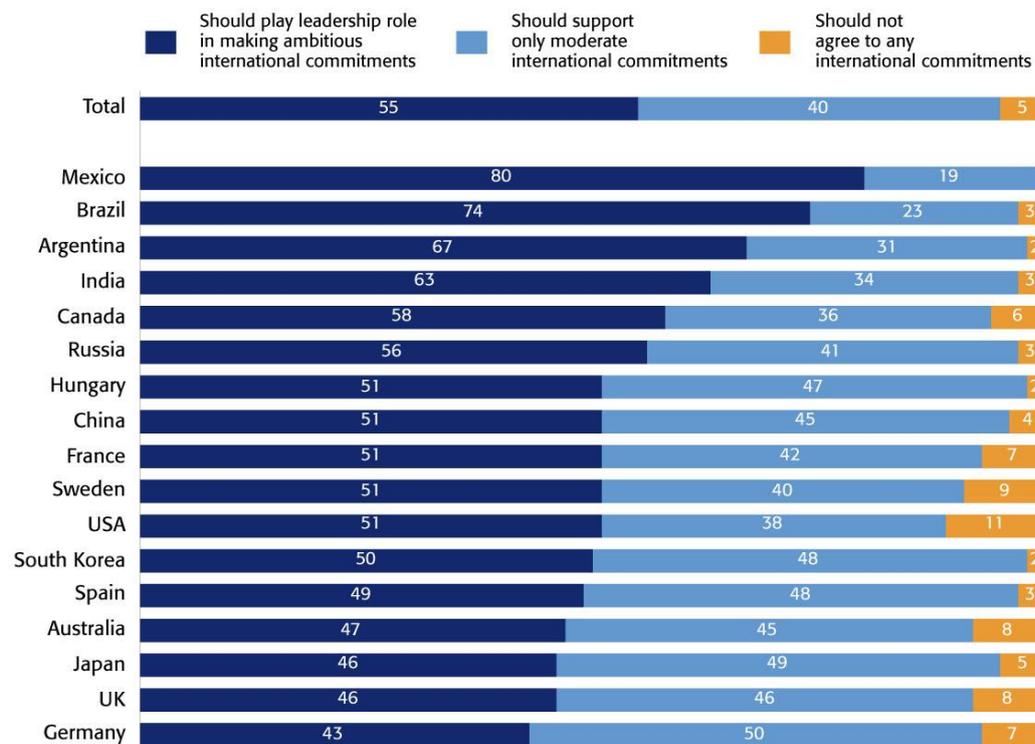
LONDON, UK (13 JUNE 2012) – As the Rio+20 Earth Summit kicks off in Brazil this week, a new poll of 17,000 consumers across 17 countries finds that 55% of people worldwide want their government to “play a leadership role in making ambitious international commitments to reduce global poverty in ways that improve the environment.” A further 40% want their government to support moderate international commitments to the same end. The findings put pressure on summit negotiators to deliver an outcome that will satisfy constituents at home.

The survey, conducted in collaboration with [National Geographic](#), is part of a series of initiatives by [The Regeneration Project](#) in the lead up to Rio+20, a cross-sectoral collaboration that aims to accelerate progress in the transition to sustainable development.

Consumers in Latin America are particularly demanding of their governments at the conference, with strong majorities in Mexico (80%), Brazil (74%)—the summit’s host—and Argentina (67%) calling for ambitious leadership positions at the conference. Indians (63%) are the next most likely to want their delegates to take ambitious action at the Rio+20 Summit followed by Canadians (58%). Half of American and Chinese consumers (51% each) call for their governments to provide ambitious leadership at the conference. Germans are the least likely of those in the 17 countries surveyed to support a leadership position by their government at the conference (43%).

What Should National Strategy Be at the Rio+20 Conference?

By Country, 2012



TRP2012_A7

Perhaps the most compelling finding of the survey is that so few people—only 5 percent globally--want their countries to avoid committing to any international agreements at the summit. Americans are the most inclined to prefer that their government makes no international commitment, at 11%.

The poll is a strong endorsement of the view that international agreements are needed to resolve international sustainable development challenges.

Terry Garcia, Executive Vice President for Mission Programs at National Geographic, commented, “Everyone heading to Rio should be heartened to hear that there is broad public support for leaders to take meaningful action on issues related to climate change. Surveys like this suggest there is real opportunity here.”

Eric Whan, Sustainability Director at GlobeScan said: “The poll makes it clear that people want their governments to push for an ambitious global agreement at Rio, even if that is not a goal of the summit. Like we have seen in other research with National Geographic, people are craving visionary leadership so that they can follow suit in their own behavior as consumers.”

Lindsay Clinton, Senior Manager at SustainAbility commented: “While international treaties are not an expected outcome from Rio+20, the evidence that consumers want national governments to lead is a call to arms. If governments fail to act, we hope that the private sector will heed the call from consumers and exhibit leadership through their own sustainability commitments at the Summit.”

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NOTES FOR EDITORS

Methodology for the Global Public Opinion Survey

Representative samples of approximately 1,000 adult consumers per country in 17 countries (n=17,159) were surveyed online between March 2012 and May 2012. Polling was conducted by GlobeScan and SustainAbility in collaboration with National Geographic. The question wording is:

Q. 2012 marks the 20th anniversary of the 1992 Rio Earth Summit where national governments made plans together to improve the environment and society. Another major international Earth Summit will occur this June, where countries will try to agree on commitments to reduce global poverty in ways that improve the environment. Which of the following do you think should be [COUNTRY's] strategy at this meeting?

01 - [COUNTRY] should play a leadership role in making ambitious international commitments to reduce global poverty in ways that improve the environment

02 - [COUNTRY] should support only moderate international commitments to reduce global poverty in ways that improve the environment

03 - [COUNTRY] should not agree to any international commitments to reduce global poverty in ways that improve the environment

About The Regeneration Project

The Regeneration Project is a collaborative and multi-faceted initiative by GlobeScan and SustainAbility that aims to provide a roadmap for achieving sustainable development within the next generation, focusing in particular on ways the private sector can improve sustainable development strategy, increase credibility and deliver results at greater speed and scale. The project is presented by BMW Group and SC Johnson and sponsored by DuPont, Interface, Pfizer and Cisco, and supported by many other partners including National Geographic. For more information and a complete list of supporters, visit www.TheRegenerationProject.com

About GlobeScan:

For 25 years, GlobeScan has helped clients measure and build value-generating relationships with their stakeholders. Uniquely placed at the nexus of reputation, brand and sustainability, we partner with clients to build trust, drive engagement and inspire innovation within, around and beyond their organizations. For more information, visit www.GlobeScan.com

About SustainAbility:

SustainAbility is a think-tank and strategic advisory firm working to inspire transformative business leadership on the sustainability agenda. Established in 1987, SustainAbility delivers illuminating foresight and actionable insight on sustainable development trends and issues.

For more information, visit www.SustainAbility.com

About National Geographic:

The National Geographic Society is one of the world's largest nonprofit scientific and educational organizations. Founded in 1888 to "increase and diffuse geographic knowledge," the Society's mission is to inspire people to care about the planet. It reaches more than 400 million people worldwide each month through its official journal, National Geographic, and other magazines; National Geographic Channel; television documentaries; music; radio; films; books; DVDs; maps; exhibitions; live events; school publishing programs; interactive media; and merchandise. National Geographic has funded more than 10,000 scientific research, conservation and exploration projects and supports an education program promoting geographic literacy. For more information, visit www.NationalGeographic.com