



European Green Deal Barometer

Think2030 Survey



IEEP & GlobeScan Webinar

29th April 2021



Today's Agenda



Today's Panel



Céline Charveriat
Executive Director
IEEP



Caroline Holme
Senior Director
GlobeScan



Robert Watt
Communications Director
Stockholm Environment Institute



Diederik Samsom
Head of Cabinet to the Executive
Vice-President Frans Timmermans,
European Commission



Dr. Hans Bruyninckx
Executive Director
European Environment Agency

An aerial photograph of a vast, dense forest of evergreen trees, likely spruce or fir, covering a hillside. The trees are packed closely together, creating a textured green surface. The lighting is soft, suggesting an overcast day or early morning/late afternoon. The forest extends to the top of the frame, with a slight change in tree density or color towards the upper edge.

Survey introduction, methodology and sample



Background, Objectives & Partners

The purpose of the survey is to gauge the potential pathways for delivering on the European Green Deal objectives by collecting views on the top issues and priorities from a diverse set of stakeholders.

The survey forms an integral part of the Think2030 platform, an evidence-based, non-partisan platform of policy experts that aims to become the convenor of the Green Deal Community.



European Environment Agency



Methodology

The survey was conducted online between December 2020 and January 2021.

Total sample $n=295$



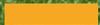
54%
Over 10 years experience in sustainability

49%
Sustainability as field of expertise

47%
Environment as field of expertise



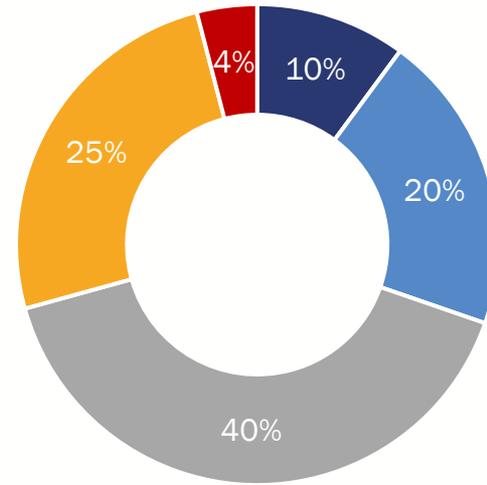
Key findings



Views on Implementation are Mixed

Likelihood the European Green Deal will be implemented by 2024, all stakeholders, globally, 2020/21

30%
think it is likely
the European
Green Deal will
be implemented
by 2024

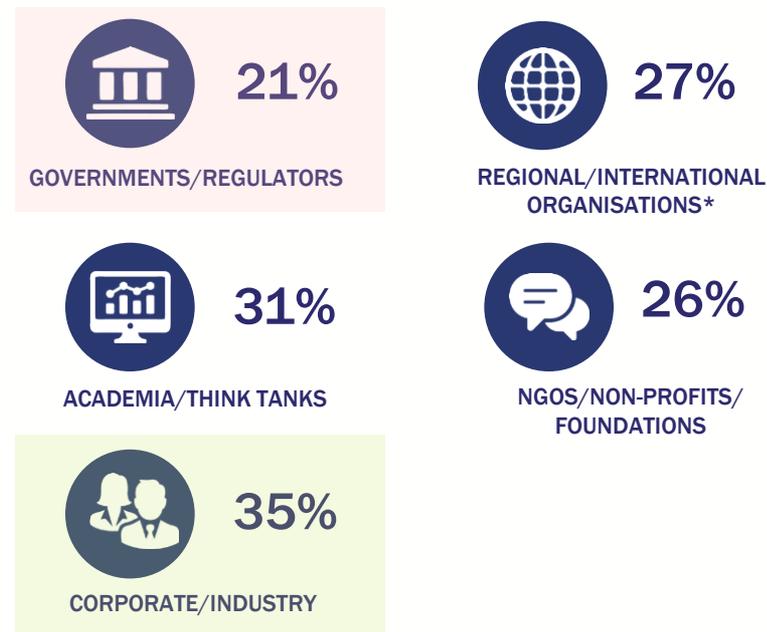


■ Very likely (5) ■ 4 ■ 3 (Neutral) ■ 2 ■ Very unlikely (1)

Views on Implementation are Mixed

Likelihood the European Green Deal will be implemented by 2024, by stakeholder group, globally, 2020/21

30%
think it is likely
the European
Green Deal will
be implemented
by 2024



 Highest likelihood  Lowest likelihood

*Caution: small sample size (n=11)

Source: Think2030 Survey on the European Green Deal (GlobeScan, 2020/21)

Base: n=295

9 Question: Q2. Please rate the likelihood that the European Green Deal will be implemented by 2024 – that is, translated into science-based targets (SBTs), with corresponding legislation, regulation, and public investment. Closed question, 5-pt rating scale

Lack of Commitment and Governance Issues Hinder Progress

Biggest barriers to implementing the European Green Deal, ranked 1 or 2, all stakeholders, globally, 2020/21



Lack of commitment by Member States to the EGD agenda
33%



Inadequate governance mechanisms for systemic approach
25%



Multi-speed Europe and unequal progress across EU Member States
24%

Building a Low-Carbon Circular Economy is a Key Opportunity

Most positive opportunities arising from the implementation of European Green Deal, ranked 1 or 2, all stakeholders, globally, 2020/21



Promote low-carbon, circular, and resilient supply chains in key emitting sectors
38%



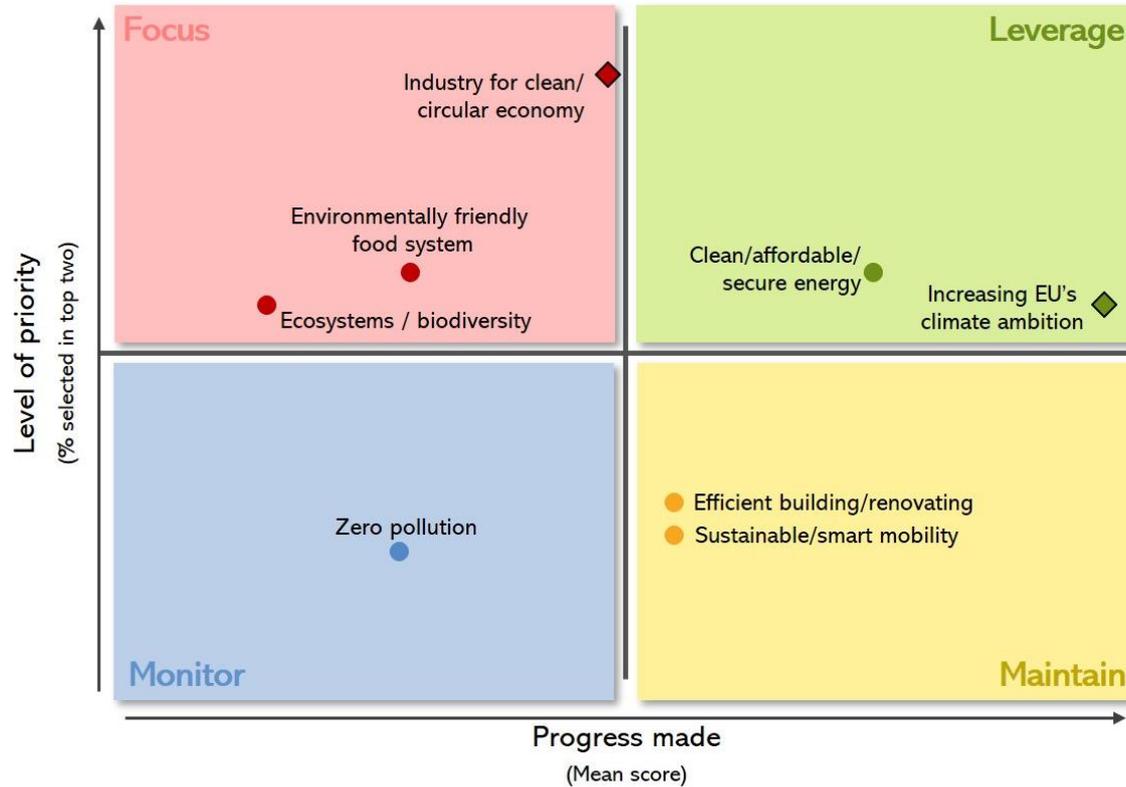
Increased investment and accountability from the private sector in the green transition
28%



Greater EU competitiveness / global leadership role through ambitious environmental agenda
26%

**What needs to be done to ensure
implementation?**

Three Focus Areas: Circular Economy, Food, Biodiversity



◊ Areas where the EU can get the best competitive advantage

Source: Think2030 Survey on the European Green Deal (GlobeScan, 2020/21)

Base: n=294

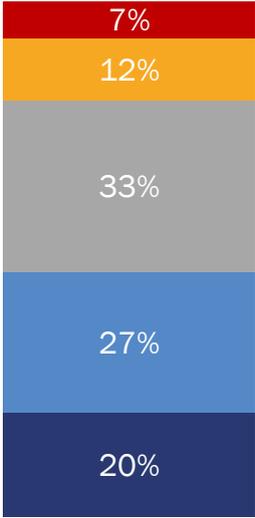
Question: Q16. Which two of the following should be prioritised by the European Commission as key catalysts for implementing the whole deal? Closed question, selected as one of top two priorities.

Question: Q15. How much progress has been made on each of the following areas? Closed question, 5-pt rating scale, mean score.

Improve Familiarity & Awareness with the EU Green Deal

Familiarity with European Green Deal, all stakeholders, globally, 2020/21

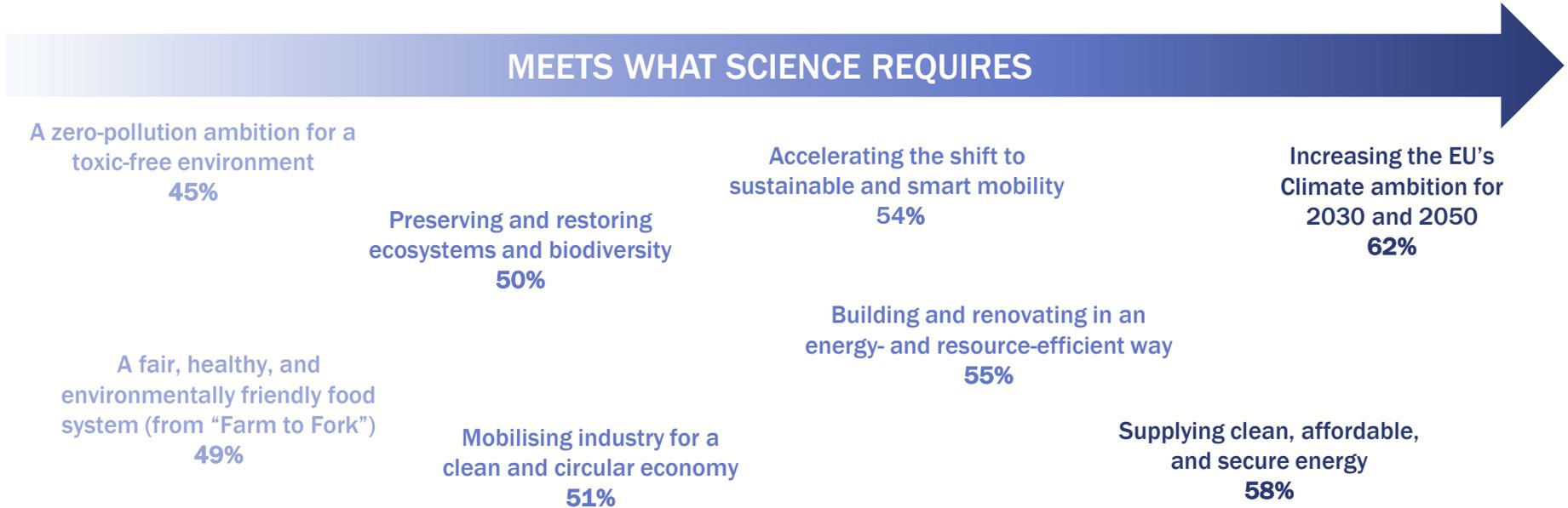
48%
are familiar with
the European
Green Deal



■ 5 - Very familiar ■ 4 ■ 3 ■ 2 ■ 1 - Not familiar at all

A Science-Based Approach Across Proposals

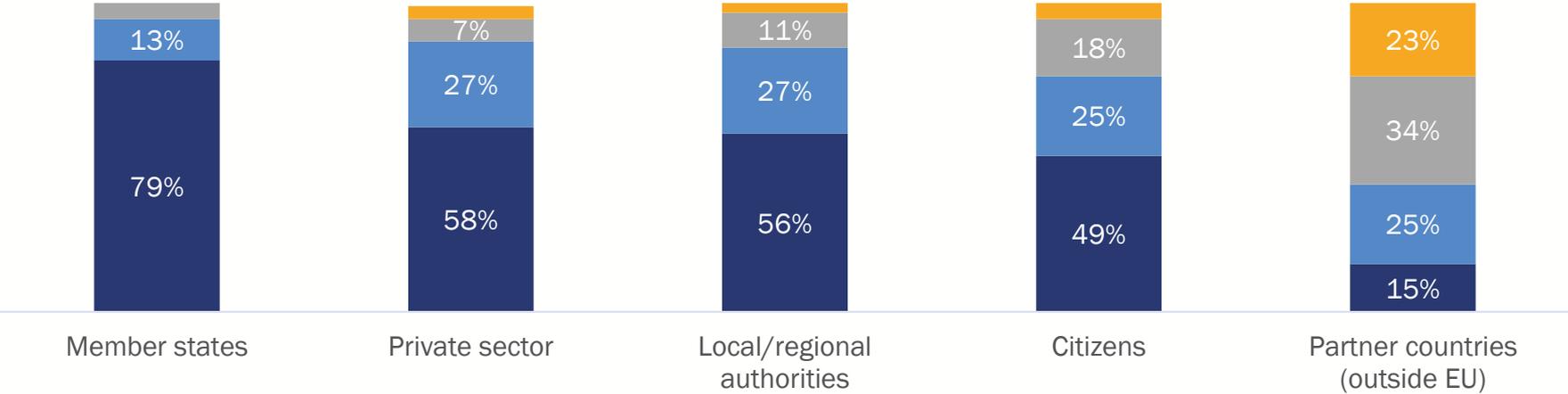
Extent to which EU Green Deal proposals meet what science requires, “Well” and “Very well” (4+5 on a 5-pt scale), all stakeholders, globally, 2020/21



Collaboration Among All Stakeholder Groups

Importance of stakeholders in implementing the European Green Deal by 2024, all stakeholders, globally, 2020/21

■ Very Important (5)
 ■ Important (4)
 ■ Neutral (3)
 ■ Not important (1+2)



Analysis

The state of the environment pre-Green Deal

- The EU will likely fail to achieve **22 out of 29 objectives** of the 7th Environment Action Programme (EAP) launched in 2013.
- **The ways that we consume today in Europe are not sustainable.** In the simplest of terms, we would need almost three earths to support the global economy if European consumption patterns were replicated throughout the planet. Therefore, we need to set a reduction target for material footprint below 2017: **45-73% by 2050.**
(European Environment Agency (2020). *Ecological footprint of European countries*. Accessed on 21.09.2020; [URL](#); IEEP forthcoming)
- After a steep drop in early 2020, global carbon dioxide **emissions have rebounded strongly** (IEA).
- Stimulus packages of leading economies will pump approximately US\$12.7 trillion in the economy—**only 30% of this is deemed green** (Vivid Economics, 2021).
- Earth is now **losing 1.2 trillion tons of ice each year** (Slater, Lawrence, Otosaka, Shepherd, Gourmelen, Jakob, Tepes, Gilbert, and Nienow, 2021).

The state of the European Green Deal, one year on

| Date | Name | Type of proposal | Status as of 31 January 2021 |
|-------|---|--------------------------|---|
| 14.01 | European Green Deal Investment plan Just Transition Mechanism | Budget | Negotiations ongoing |
| | | Funds | Adopted, ongoing till 2027 |
| 04.03 | European Climate Law European Climate Pact | Regulation Initiative | EC reviewing by June 2021 To be launched in 2021 |
| 10.03 | EU Industrial Strategy | Strategy | Adopted in March 2020 |
| 11.03 | Circular Economy Action Plan | Action plan | Adopted in March 2020 |
| 20.05 | Biodiversity Strategy Farm to Fork Strategy | Strategy | Adopted in May 2020 |
| 27.05 | Next Generation EU | Budget | EC to commit the Funds |
| 08.07 | EU Strategy for Energy System Integration Hydrogen Strategy | Strategy | Adopted in July 2020 |
| | | Strategy | Adopted in July 2020 |
| 21.07 | Recovery Plan and Multi-annual Financial Framework (21-27) | Budget | Adopted, ongoing till 2027 |
| 17.09 | 55% net emissions reductions below 1990 by 2030 | Regulation | Under negotiation at Council and Parliament |
| 14.10 | Renovation Wave Strategy EU Chemicals Strategy Methane Strategy | Strategy | Published in October 2020 |

- **Continued ambitious narrative in spite of the COVID-10 pandemic:** “a green path for a generation, and it is our binding pledge to our children and grandchildren.”
- **94 proposals** from the European Commission had been adopted and **189 were still pending** after the first 12 months of its mandate. Out of these, **17 proposals** under the heading of the European Green Deal.
- **Major achievements:** EU Climate Law, greening of Next Generation EU
- **Some political setbacks:** EU taxonomy on sustainable finance, CAP reform
- **A superloaded legislative agenda in 2021**, with the fit-for-55 package, CAP reform, CEAPII finalisation, etc.

Key recommendations from sustainability experts (1)

Ensure that the award and use of EU recovery funds is focused on low-carbon and environmental projects



Mainstream a circular economy approach in the EU industrial strategy

Include an ambitious absolute target in material footprint reduction within CEAP



Align CAP reform and CAP strategic plans with the 'farm to fork' strategy



Boost investments in nature-based solutions with science-based criteria for economic activities that contribute to protecting biodiversity and ecosystems

Key recommendations from sustainability experts (2)

Harmonised and SDG aligned monitoring framework to track progress on EGD implementation



Empower local and regional authorities

Long-term assessments of current public policy to ensure intergenerational equity



Position the EU as a global environmental sustainability standard setter and market creator



Raise awareness regarding the green deal amongst sustainability experts, public officials and the greater public

Thank you to our partners!



European Environment Agency



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PANEL DISCUSSION

Q&A



Thank You