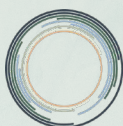




# GLOBAL COMMONS SURVEY

Attitudes to planetary  
stewardship and  
transformation among  
G20 countries



GLOBAL COMMONS ALLIANCE  
A PLAN FOR THE PLANET



# About this survey

This survey was commissioned by the Global Commons Alliance with support from Earth4All and FAIRTRANS. The survey was conducted by Ipsos MORI. The work was funded by: ClimateWorks Foundation, Gordon and Betty Moore Foundation, IKEA Foundation, Oak Foundation, MAVA, Mistra (for FAIRTRANS), Porticus, Rockefeller Philanthropy Advisors.

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Data tables available at [www.ipsos.com/ipsos-mori/en-uk](http://www.ipsos.com/ipsos-mori/en-uk). Slide deck at [globalcommonsalliance.org](http://globalcommonsalliance.org)

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For more information about the Global Commons Alliance, see: [globalcommonsalliance.org](http://globalcommonsalliance.org)

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# Forewords



**Elizabeth Wathuti, environmentalist and climate activist from Kenya, founder of Green Generation Initiative and head of campaigns at Wangari Maathai Foundation.**

When I was younger, I witnessed deforestation first hand. The wild forests I liked to play in were cut down. The streams I used to drink from became flooded with plastic waste. The natural world my friends and I knew as children changed before our eyes.

Humans have been destroying the priceless global commons for decades. Stories of lost forests and poisoned rivers are not unique to my community, or even my country: they're something we all share.

I'm determined to do something to stop this destruction, and I'm encouraged to know that I am not alone. This survey shows the vast majority of people in the world's wealthiest countries feel the same way I do – they are very worried about the state of the planet and want to protect it. They want to become planetary stewards. This should be a wake-up call to leaders everywhere.

My work helping children to fall in love with nature so that they may learn to cherish and protect it keeps me going every day. It's an uplifting feeling that I wish our world leaders shared.

Instead, people in power seem to feel it is OK to fell old trees or destroy natural ecosystems for buildings or roads, or to dig up oil, so long as they then plant new trees. But this approach is not working, and the findings in this report show that many people no longer support such economic idiocy.

The more we interfere with nature, the more we are suffering dire consequences, and the more the people who have contributed the least to the destruction feel the brunt of its great injustice: our climate and ecological crisis.

Nature is hitting back, so it's not surprising that so many people now realise how close we are coming to terrifying tipping points, or that they want to do more to protect nature.

If we want to keep global warming within the Paris Agreement target of 1.5°C it won't be enough to reduce our emissions by half every decade until we get to net zero. We also need to regenerate nature, preserve every remaining natural ecosystem on the planet and give more space to nature. We need our leaders to really understand this interconnection – between climate and nature – and act accordingly on both the climate and ecological crisis.

Thriving ecosystems are humanity's life-support system. They are not disposable. Nor are they easily renewed. They're essential for human survival – and for our joy – and they must be left intact: preserved and protected.

Today, children living where I grew up have never known streams without plastic. They've never played in an untouched forest. They want to know: "Who did this?"

Those who prioritise the destruction of nature – often for supposed profit – may claim to be trapped in "the system", driven by incentives outside of their control. But enough is enough. The injustice has become too great to endure any longer.



We have to change the system. We have to inform and support people in making that change and help them see their part in a better future. These findings show that people are ready for that now.

I'm not the only one who refuses to leave rivers of plastic sludge and concrete jungles to future generations.

But we want help. We need leaders to act too. I hope this report empowers leaders everywhere to start now.



**Owen Gaffney, Global Commons Alliance,  
August 2021**

When we sat down to design this survey we wanted to capture a moment in time: a specific moment in the Anthropocene. We are at the start of a decisive decade. This is a planetary emergency. We are in the midst of a pandemic. The global commons are at breaking point. Across the planet, are people concerned about the risks? Do people want to become better planetary stewards? Do people feel it is time to adjust our economic priorities to support human well-being and a resilient planet?

Spoiler alert: a definitive “Yes” to all of the above.

Several recent surveys have asked people about their own personal behaviour and response to the threat of climate change. These have shed useful light on consumer attitudes, but few surveys have explored the systemic nature of the challenge, attitudes to transformation and views on planetary stewardship. This survey attempts to capture: long-term values (based on what values people think it is important to teach children), attitudes to global cooperation and attitudes to a notion of global citizenship, for example.

Based on this, who, then, are the emerging planetary stewards? They tend to be young (under 45), female, well-educated and urban. They tend to identify themselves as global citizens rather than having a very strong national identity. These are the people pushing for change. They are the warriors fighting hardest for our future.

Is our future nature positive and zero emissions? Judging from the results of the survey, this is the future people want. The vast majority of adults in G20 countries want to become better stewards of the planet. They want their governments to become better planetary stewards. They support the work of the United Nations to improve stewardship of the global commons. And they want governments to engage them more in this long-term vision.

The vast majority of people in G20 countries want the economic system in their countries to adopt “Wellbeing economics” – an approach to build greater social and natural capital rather than a myopic focus on growth of GDP. And the vast majority of people across the G20 see that the benefits of action to protect the global commons outweigh the costs.

However, despite the risk that over the next few years hundreds of millions of people will face severe water scarcity; despite the risk that more people will experience heat and humidity that today makes parts of the world uninhabitable; and despite the evidence we are reaching mass extinction rates for life on Earth, awareness of

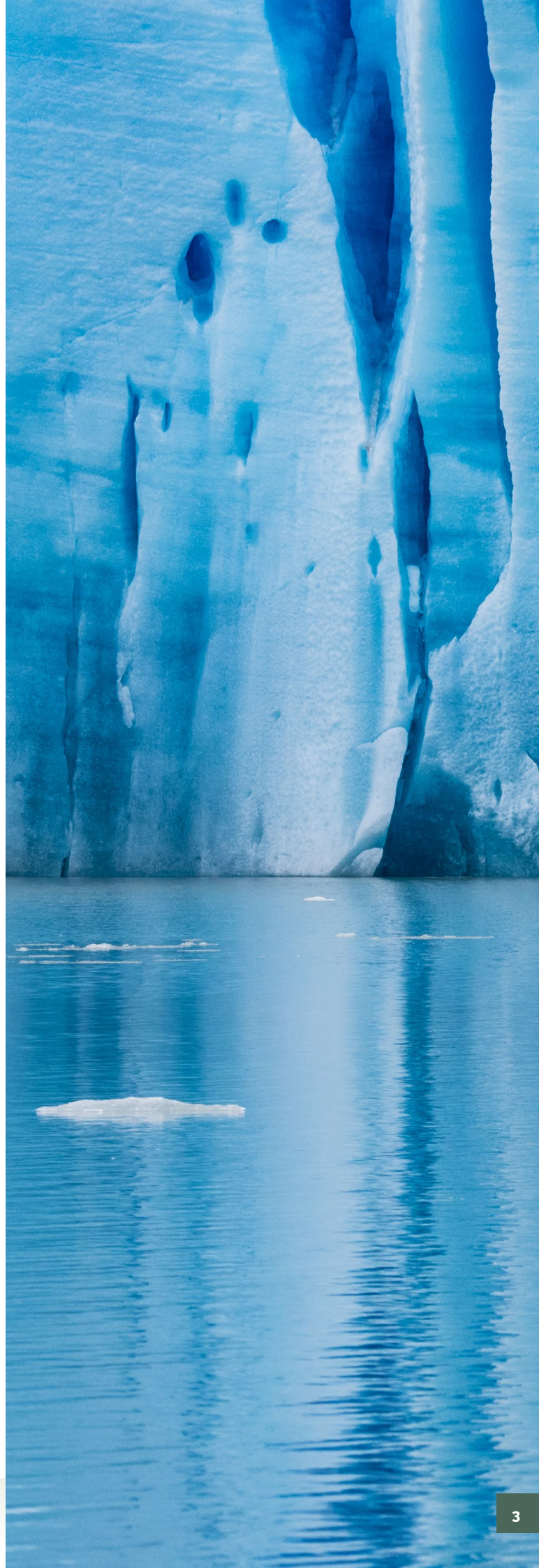


the scale of the societal transformation needed in the coming decade to stabilise the global commons is worryingly low.

The majority of people in G20 countries are aware that an energy transformation is needed in the next decade, but awareness of a system-wide transformation across all parts of the economy is less developed. Awareness of the challenges facing humanity tends to be lowest within the wealthiest economies. This should ring alarm bells. Perhaps people in these countries are more insulated through global trade from the physical reality of collapsing ecosystems and subsequent impacts on societies.

Finally, the COVID-19 pandemic is a transformative moment. It has changed behaviours and may have even nudged values and worldviews. The writer Arundhati Roy has described the pandemic as a portal between two worlds: before and after. The survey results indicate the world agrees. Within G20 countries, at least, people feel the pandemic is a transformative moment: there is no going back. It is a moment to build societies resilient to shock, to bring us back from the brink.

Finally, finally, I would like to thank the Ipsos MORI team, particularly Bridget Williams, Ruth Townend and Sophie Thompson, for their outstanding work on this project.





# Executive summary

**Is the world aware of the risks to our global commons – life on Earth, fresh air and climate, oceans, forests, ice sheets, freshwater, and other processes that keep Earth stable and resilient?**

Yes.

Among G20 countries, 73% of people believe Earth is close to “tipping points” because of human action. People in Indonesia (86%), Turkey (85%), Brazil (83%), Mexico (78%) and South Africa (76%) have a significantly higher awareness of the risk than people in the United States (60%), Japan (63%), Great Britain (65%) and Australia (66%).

Across the G20, 58% of people are extremely worried or very worried about the state of the global commons. Concern is highest in Turkey (79%), Mexico (77%), Brazil (74%), and India (70%). Concern is lowest in Saudi Arabia (26%), Japan (44%), United States (45%), and Australia (46%).

Concern about the state of the global commons today is at its highest level among:

- Women (62%)
- Aged 25-34 (60%)
- Educated to degree level or higher (61%)
- Earn £45k+ (60%).
- Feel like a global citizen (68%).
- Believe the benefits of protecting nature outweigh the costs (67%).
- Believe there is scientific consensus that the world needs widespread transformation in the next decade (83%)

**Do people want to become better planetary stewards? Are people willing to do more to protect nature, the climate and all global commons?**

Yes. The vast majority of people (83%) across the G20 want to do more to protect and restore nature in future.

People in emerging economies indicate greater willingness to do more to protect nature than those in advanced economies: Indonesia (95%), South Africa (94%), China (93%), Mexico (93%), and Brazil (91%), compared with Japan (61%), Germany (70%), the United States (74%) and Great Britain (77%).

**Are people aware of the scale of transformation required in the next decade to protect the climate and other global commons?**

No. While 59% of people in G20 countries acknowledge that there is scientific consensus that rapid **energy transition** is needed in the next decade, just **8% of people** are aware of consensus on the need for sweeping societal changes over that period to safeguard the global commons. However, 28% of people are aware that scientists think that significant change is needed.

**Do people want to transform economic systems to prioritise well-being and the global commons over a singular focus on economic growth?**

Yes. Among G20 countries, 74% of people support the idea that their country's economic priorities move beyond profit and increasing wealth and focuses more on human well-being and ecological protection. This view is consistently high among all G20 countries. It is particularly high in Indonesia (86%), Turkey (85%) and Russia (84%), but even the lowest-scoring countries score highly: United States (68%), Great Britain (69%), and Canada (69%).

Just 25% of people think governments should prioritise maximising jobs and profits even if this means harming nature. The proportion holding this view was consistently low across all G20 countries, apart from India where 50% of people agree with the statement that governments should prioritise jobs and profits.





### Do people feel the benefits of action to protect the global commons outweigh the costs?

Yes: 69% of people believe the benefits of action to protect the global commons outweigh the costs. This view is highest in Brazil (87%), Indonesia (85%) and China (82%). It is lowest in France (44%), Japan (53%) and the United States (60%).

### Is the pandemic a transformative moment for humanity?

Yes. Across the G20, three quarters (75%) of people agree that the pandemic has shown that it is possible for people to transform behaviour very rapidly; 71% of people agree the pandemic recovery is a unique moment to build societies more resilient to future shocks. Most people agree that despite the pandemic, protecting nature and the climate is still a priority. Just 26% of people felt countries “have enough to worry about”. India, though, stands out with 56% of people feeling that the COVID-19 recovery means nature is a much lower priority.

### What are the barriers to action?

People feel that the barriers to action to them personally becoming better planetary stewards are generally financial, lack of knowledge and

lack of facilities. Affordability is the number one barrier.

### What do the results from the Global Commons Survey mean for policymakers?

People want to be stewards of this planet we call home. It's time to give them the tools to do so. The results from this survey show overwhelming support from the general public for policymakers to deliver the changes necessary for building a **nature-positive, zero emissions** and **equitable** future for all.

The findings should provide leaders with the confidence to move faster to implement policies to regenerate our global commons. They should also encourage governments and others to embark on high-profile, high-impact public campaigns to help citizens better understand:

- 1). how essential the global commons are to healthy life and prosperous economies;
- 2). the speed and scale of transformation required. This is beyond an energy transition: it's an everything transition; and
- 3). the benefits the new policies will bring to everyday life: we will live in cities with low pollution; we will eat healthier diets; our economies won't run out of essential materials because everything recirculates and regenerates.



# Introduction

## A planetary emergency

The global commons – the natural resources we all share and use – are reaching a breaking point. In the northern summer of 2021, heatwaves and floods hit societies across the northern hemisphere so hard that scientists expressed alarm at their ferocity, scale and speed. Deathly heatwaves in western Canada and the United States and floods in China and Europe, for example, are already tracking worst-case scenarios predicted by complex climate models for later this century. The Intergovernmental Panel on Climate Change's most recent report shows how close we are to breaching irreversible tipping points that represent existential threats to communities, cities and even some societies.

This, therefore, is the decade in which substantive policy changes must be forthcoming and the moment to act is now. Policy changes for this decade must simultaneously facilitate a rapid reduction in our greenhouse gas emissions (the net-zero economy by mid-century at the very latest) and the protection, restoration and regeneration of the natural world (the “nature positive” imperative).

The Global Commons Alliance (with partners Earth4All and FAIRTRANS) commissioned this survey to understand attitudes to the state of the global commons and attitudes to transformation among adults across the G20. Are people concerned about the state of the global commons today? Are they worried about the state in which we leave the global commons to our children and future generations? Are people aware that we are approaching tipping points on Earth? To what extent are people aware of the social and economic transformations needed within the next decade or so to reduce risks to the global commons?



In the survey, the global commons are defined to include life on Earth, fresh air and climate, oceans, forests, ice sheets, freshwater, and other processes that keep Earth stable and resilient. For simplicity we use the terms “nature” and “global commons” interchangeably.

The survey was carried out by Ipsos MORI in April and May 2021 – before the release of the IPCC's sixth assessment report. It was conducted across G20 countries with 19,735 people surveyed (plus an additional survey in Sweden published separately). Interviews were conducted online. In each country, the data is weighted to be representative of the national population. The survey does not include weighting by population size due to large differences in population across the G20 countries. Where results do not sum to 100, this may be due to computer rounding, multiple responses or the exclusion of ‘Don't know’ categories.



## A note on planetary stewardship

A foundation for the survey design was the work of Elinor Ostrom and colleagues. Ostrom was awarded the Nobel Prize in economic sciences (formally called the Sveriges Riksbank Prize in Economic Sciences in Memory of Alfred Nobel) in 2009 for her work to understand how people collectively manage common resources sustainably. Ostrom and colleagues developed principles that, if met, increase the likelihood of effective stewardship of common resources. These principles include:

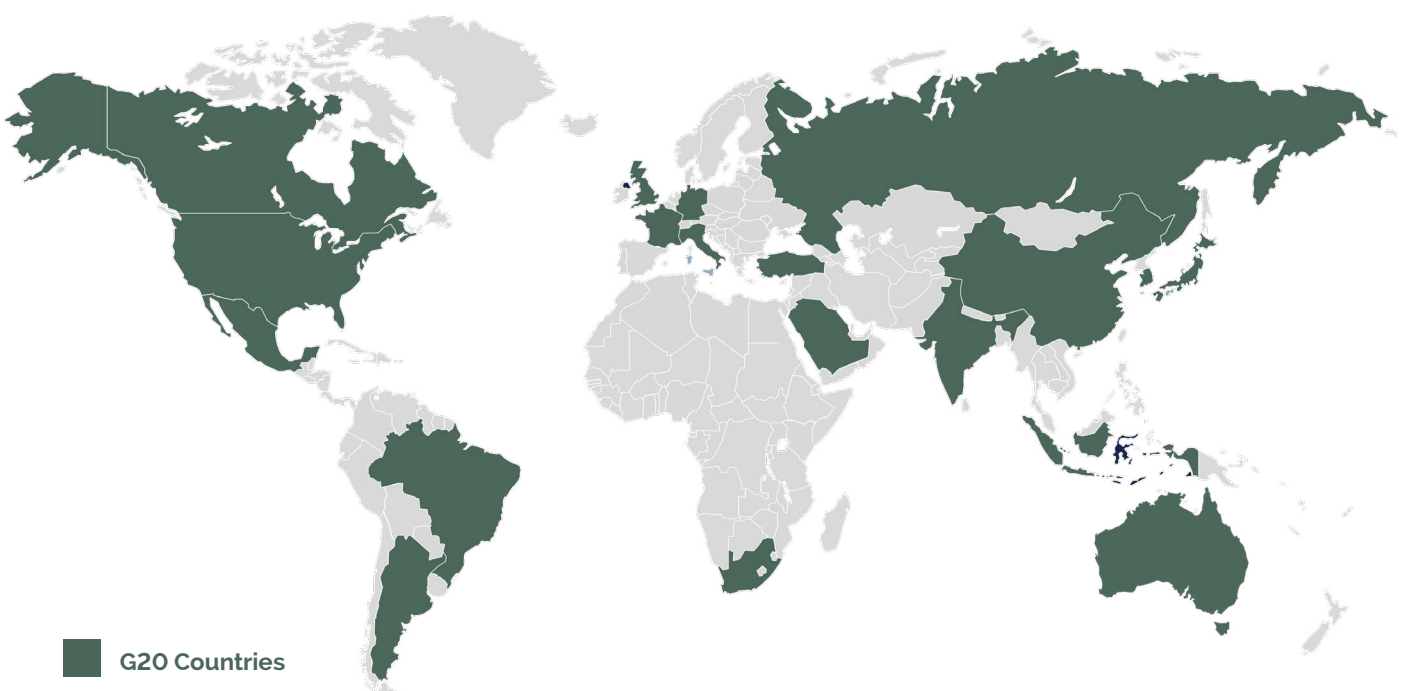
- 1). People who are using the resources need well-defined boundaries.
- 2). Users need accurate information of the state of the resource and need to share a similar view of how the resource operates and how their actions affect it.
- 3). Users need to be persuaded that the benefits of collective responsibility outweigh the costs.
- 4). High levels of trust among users are needed to reduce costs of sanctioning and monitoring.

At a global level we are interested in whether planetary stewardship is emerging. To what

extent are these principles being met? To what extent do people feel connected to one another globally and trust one another to protect the global commons? Are the global commons reflected in our long-term values – measured by the values we feel important to pass on to our children? To this end, some questions focused on: knowledge of the state of the global commons, shared identity and values, understanding the challenges of protecting and restoring nature and attitudes towards responsibility for the global commons. Some questions focused on attitudes relating to transformation. And some questions focused on how the COVID-19 pandemic – a global shock – has changed attitudes to transformation. In this report we also include results from other recent surveys to provide a more complete picture of attitudes.

### G20 countries:

Argentina, Australia, Brazil, Canada, China, France, Germany, Great Britain, India, Indonesia, Italy, Japan, Mexico, Russia, Saudi Arabia, South Africa, South Korea, Turkey, the United States, (plus the European Union).





# Results

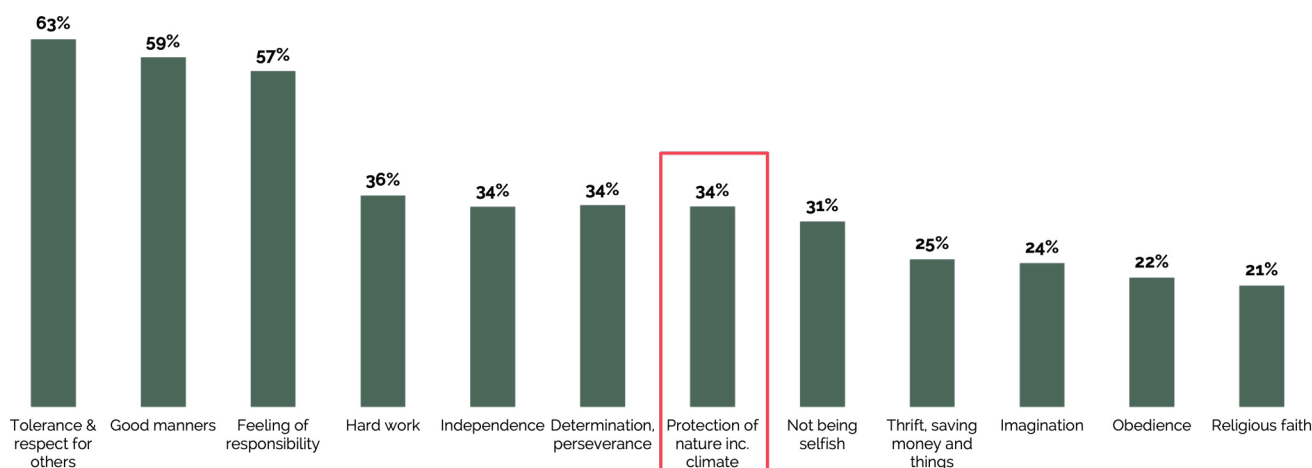
## 1). Shared values and identity

How important is it to teach our children about protection of the global commons including climate? We asked people to identify up to five most important values from a list of 12 including “protection of nature and climate”, “tolerance and respect for others”, “religious faith”, “independence”, “hard work” and “obedience”<sup>\*1</sup>

- About one-third (34%) of people believe it is important to teach children to protect the global commons including climate.
- Protection of the global commons did not rank in the top three values across G20 countries. It ranked fourth in Argentina, France, Germany, India, Italy and Mexico.

<sup>1</sup> This question was taken from a question used in the World Values Survey and extended to include nature and climate.

G20: Important qualities to teach children



G20 vs countries: Important qualities to teach children

4<sup>th</sup> ranked value

	G20	ARG	AUS	BRA	CAN	CH	FRA	GB	GER	IND	INO	ITA	JAP	KSA	KOR	MEX	RUS	SAF	TUR	USA
Tolerance and respect for other people	63%	72%	61%	71%	68%	63%	75%	61%	72%	42%	61%	62%	52%	63%	53%	73%	54%	61%	62%	60%
Good manners	59%	64%	68%	53%	59%	52%	56%	65%	60%	61%	52%	75%	56%	71%	54%	56%	50%	61%	53%	62%
Feeling of responsibility	57%	57%	42%	48%	52%	72%	51%	37%	69%	51%	72%	63%	53%	61%	72%	53%	73%	38%	72%	46%
Hard work	36%	21%	43%	10%	48%	54%	12%	38%	29%	54%	32%	7%	24%	27%	54%	23%	64%	52%	37%	54%
Independence	34%	33%	41%	30%	38%	60%	26%	32%	28%	31%	47%	30%	47%	17%	37%	32%	28%	42%	25%	32%
Determination, perseverance	34%	32%	32%	26%	40%	28%	48%	26%	34%	26%	32%	28%	40%	17%	47%	31%	58%	35%	37%	33%
Protection of nature including climate	34%	46%	29%	42%	35%	34%	50%	35%	47%	44%	13%	55%	16%	14%	15%	47%	28%	30%	38%	27%
Not being selfish (unselfishness)	31%	42%	39%	38%	38%	18%	32%	43%	29%	27%	27%	39%	17%	30%	30%	31%	13%	28%	38%	35%
Thrift, saving money and things	25%	19%	28%	34%	27%	36%	13%	24%	33%	19%	22%	11%	24%	27%	20%	20%	39%	33%	25%	29%
Imagination	24%	27%	32%	22%	29%	20%	32%	26%	15%	24%	5%	29%	44%	8%	26%	23%	17%	16%	40%	26%
Obedience	22%	25%	18%	45%	17%	33%	29%	20%	15%	28%	23%	21%	6%	32%	3%	36%	12%	30%	4%	22%
Religious faith	21%	14%	12%	37%	12%	2%	6%	6%	7%	28%	71%	11%	4%	63%	7%	14%	8%	41%	27%	28%

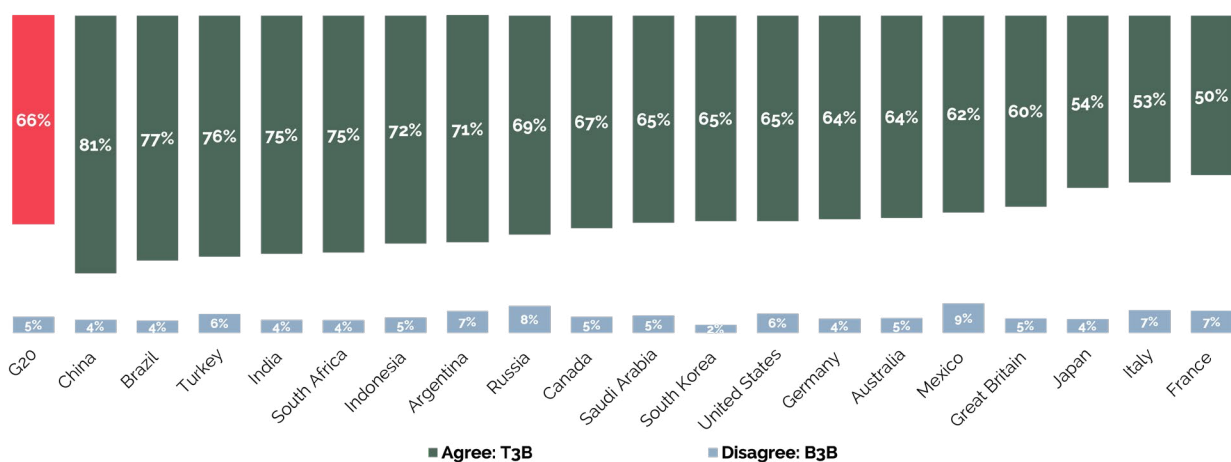
Base: 19,735 online adults across 19 G20 countries. Source: Global Commons Alliance / Ipsos MORI



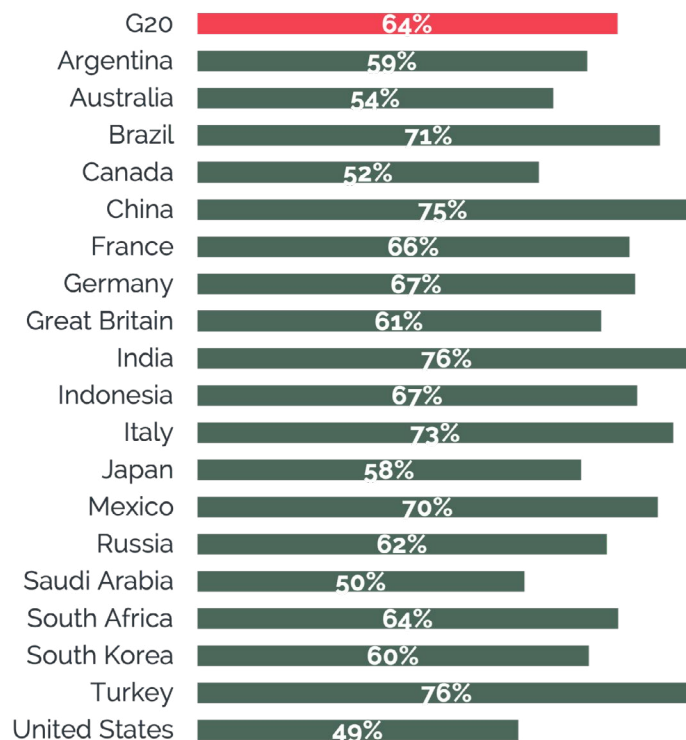
How important is global cooperation and protecting the global commons to people?

- 66% of people across G20 countries support global cooperation to solve global challenges. Support is highest in emerging economies: China (81%), Brazil (77%), Turkey (76%), India (75%), South Africa (75%), and Indonesia (72%). Support is lowest in France (50%), Italy (53%) and Japan (54%).
- 64% of people think international organisations like the UN should be given more power to protect climate and nature. This view is particularly high in India (76%), China (75%) and Brazil (71%). But also quite high in the lowest-scoring countries: United States (49%), Saudi Arabia (50%) and Canada (52%).

I support nations across the world working together to solve global challenges



International organisations like the UN should be given more power to protect and restore nature at a global level



Base: 19,735 online adults across 19 G20 countries. Source: Global Commons Alliance / Ipsos MORI

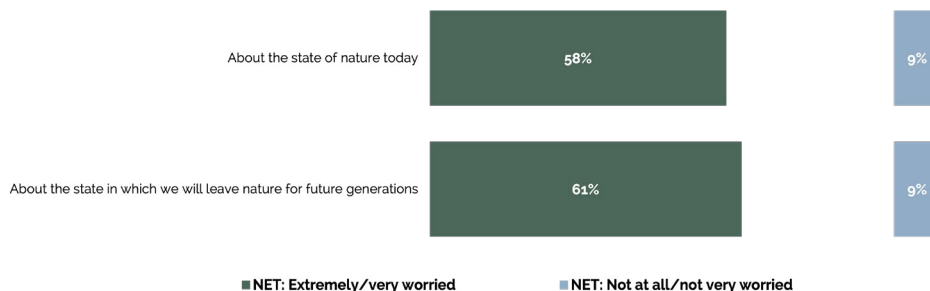


## 2). Awareness of the state of the global commons




















We tested people's awareness of the state of the global commons. Are people concerned about the current state of nature and climate, and the future state?

- 58% of people are extremely worried or very worried about the state of the global commons, which we all need to survive and flourish. These include the climate, the ocean and freshwater, the air we breathe, plants and animals, forests and wetlands, the Arctic and Antarctica. Concern is highest in Turkey (79%), Mexico (77%), Brazil (74%), and India (70%). Concern is lowest in Saudi Arabia (26%), Japan (44%), United States (45%), and Australia (46%).
- Those with the highest levels of concern about the state of the global commons today tend to:
  - Be women (62%)
  - Be aged 25-34 (60%)
  - Be educated to degree level or higher (61%)
  - Earn £45k+ (60%)
  - Identify more strongly as global citizens rather than national citizens (68%).
- Believe the benefits of protecting nature outweigh the costs (67%)
- Agree there is a scientific consensus that change in the next decade should be transformative, that is across many systems – food, energy, manufacturing, etc. (83%).
- Live in urban areas (59%).
- 73% of people believe Earth is close to “tipping points” because of human action. People in Indonesia (86%), Turkey (85%), Brazil (83%), Mexico (78%) and South Africa (76%) have a significantly higher awareness of the risk than people in the United States (60%), Japan (63%), Great Britain (65%) and Australia (66%).
- 59% of people agree nature is already too damaged to continue meeting humans' needs in the long-term. Agreement is high among people in Turkey (81%), Brazil (75%), and India (75%), and low in the United States (34%), Canada (35%), Great Britain (42%), and Australia (43%).

G20: Worry about the state of nature



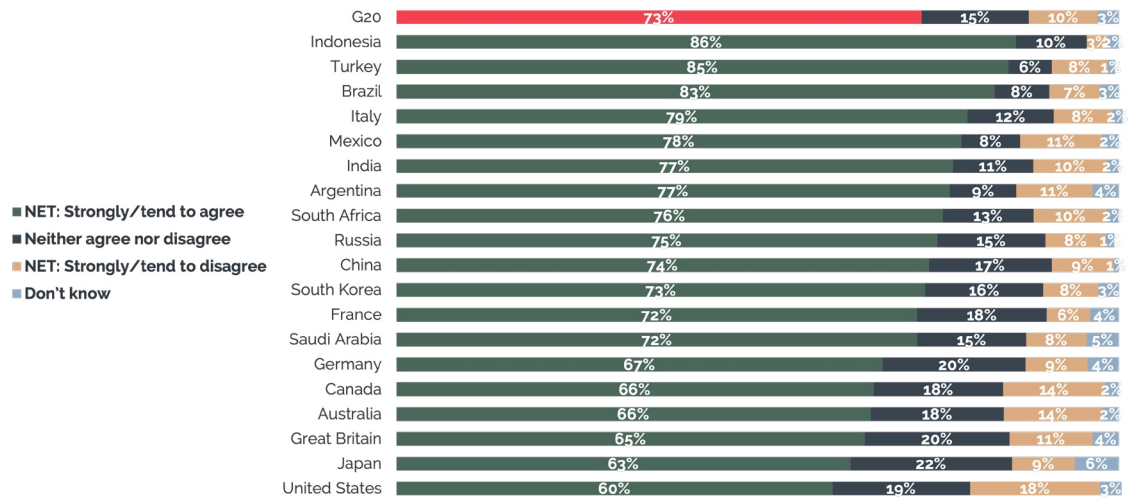
G20 vs countries: Concern about the state of nature

																					
		G20	ARG	AUS	BRA	CAN	CH	FRA	GB	GER	IND	INO	ITA	JAP	KSA	KOR	MEX	RUS	SAF	TUR	USA
Extremely/very worried	About the state of nature today	58%	68%	46%	74%	52%	46%	57%	46%	57%	70%	68%	69%	44%	26%	64%	77%	57%	66%	79%	45%
	About the state in which we will leave nature for future generations	61%	68%	51%	77%	55%	47%	58%	47%	59%	70%	70%	72%	47%	31%	66%	81%	58%	69%	83%	49%
Not at all/not very worried	About the state of nature today	9%	5%	13%	3%	12%	9%	10%	12%	7%	9%	6%	4%	11%	26%	5%	2%	7%	7%	4%	20%
	About the state in which we will leave nature for future generations	9%	5%	14%	5%	11%	9%	10%	13%	7%	8%	6%	4%	10%	24%	6%	2%	8%	6%	3%	18%

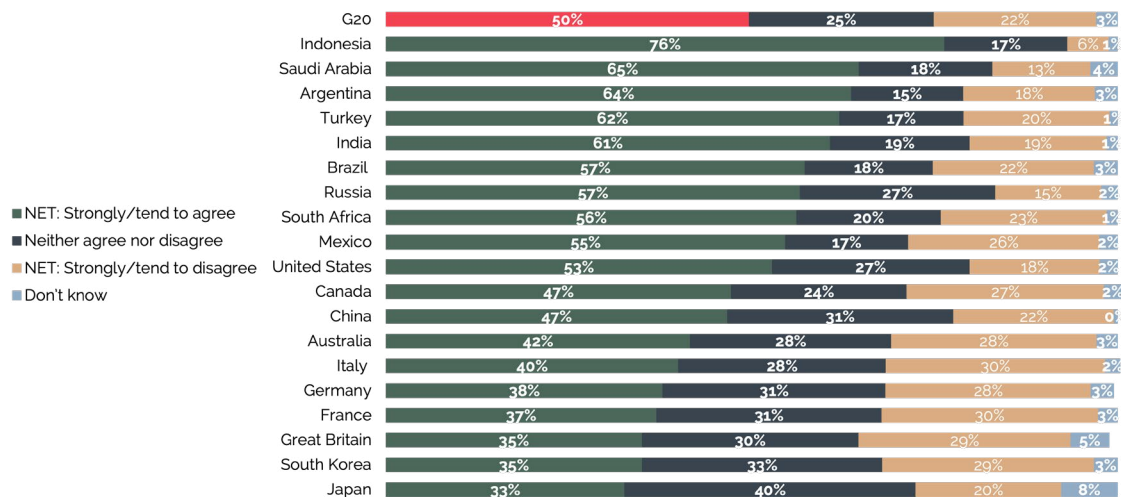
Base: 19,735 online adults across 19 G20 countries. Source: Global Commons Alliance / Ipsos MORI



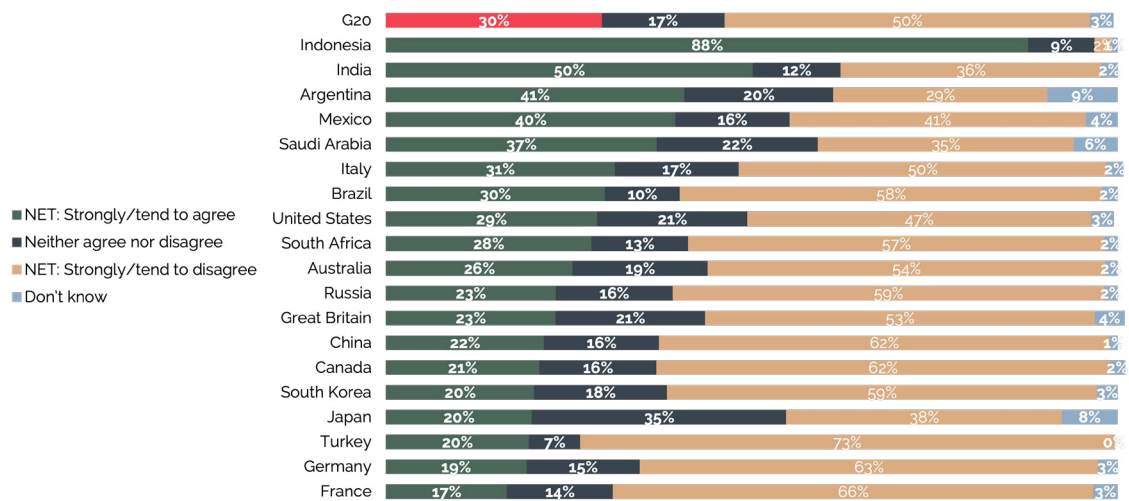
**Ranked: Because of human activities, the Earth is close to 'tipping points' in nature where climate or nature may change suddenly, or may be more difficult to stabilize in future**



**Ranked: Nature can meet the needs of humans right now**



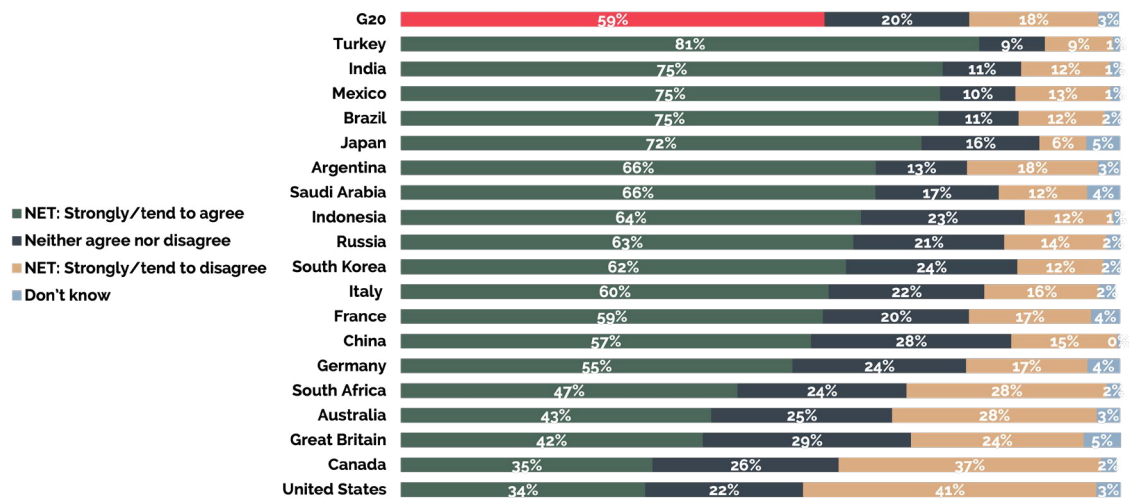
**Ranked: If people carry on as we are, nature will still be able to meet the needs of humans in the future**



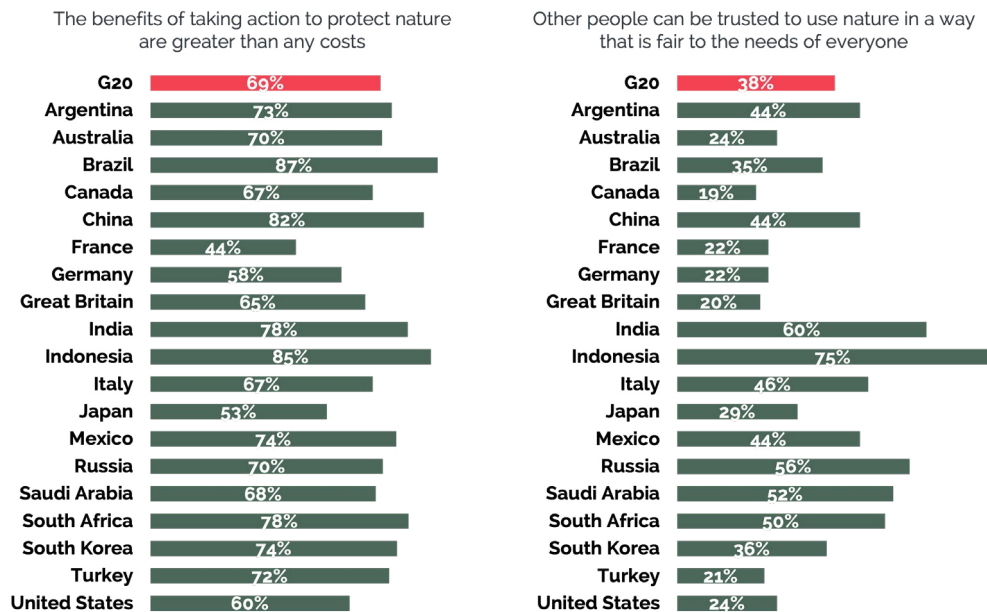
Base: 19,735 online adults across 19 G20 countries. Source: Global Commons Alliance / Ipsos MORI



### Ranked: Nature is already too damaged to continue meeting humans' needs in the long-term



Agreement that the benefits of protecting nature outweigh the costs is lower in developed countries like France, Japan, Germany and the United States. Developed regions – North America, Europe and Japan – also have low trust that other people will use the global commons fairly, perhaps as these cultures tend to be more individualistic.



Base: 19,735 online adults across 19 G20 countries. Source: Global Commons Alliance / Ipsos MORI

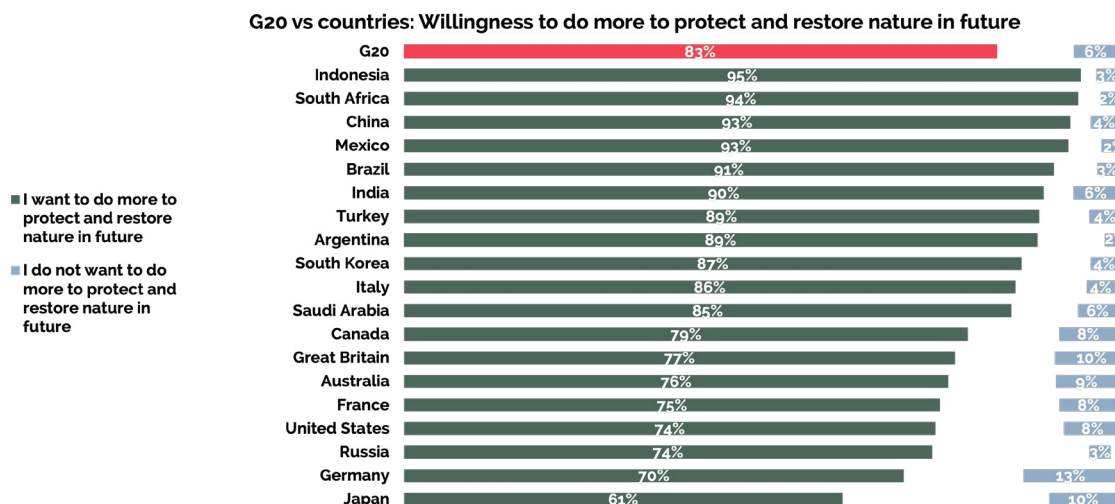


### 3). Attitudes to planetary stewardship

Do people want to do more to protect the global commons? Do people support greater collaboration internationally? The answer to these questions is “Yes”. But the picture is mixed.

- The vast majority of people across the G20 want to do more to protect and restore nature in future (83%). Barriers to action at present are generally financial, lack of knowledge and lack of facilities.
- People in emerging economies indicate greater willingness to do more to protect nature than those in advanced economies: Indonesia (95%), South Africa (94%), China (93%), Mexico (93%), and Brazil (91%), compared with Japan (61%), Germany (70%) and the United States (74%).
- 64% of people think international organisations like the United Nations should be given more power to protect climate and nature. This view is particularly high in India (76%), China (75%) and Brazil (71%). The proportion holding this view is also high in the lowest scoring countries: United States (49%), Saudi Arabia (50%) and Canada (52%).
- Just 24% of people believe that government action now to protect nature and climate will benefit them in standard election cycles (3-5 years) (i.e. disagreed that government action will not benefit people in their country in this time period).
- When presented with a list and asked to choose which five were the most important to teach children, just one third across G20 countries believe it is important to teach children to protect nature. Countries such as Argentina, India, Mexico, France, Germany and Italy rank teaching about protection of nature higher than other nations. But teaching children about nature is not in any country's top three values. People who see themselves as global citizens rank teaching children about nature higher than those whose national identity is stronger (41% compared with 29%).
- People are divided on whether people and nature are in opposition, or what is good for people is bad for nature. 54% of people agree what is good for people is often bad for nature. This view is particularly pronounced in Russia (74%), Brazil (66%), and Indonesia (65%).
- 71% of people agree that when setting targets to protect nature and the climate, these targets should be based on scientific knowledge.
- 34% of people would prefer to buy products and services that are good for the environment and based on science.




















**Willingness to do more to protect nature tends to be higher in the global south. It is lower in developed countries, with 1 in 10 across Europe, North America and Japan saying they do not want to do more to protect nature.**



Base: 19,735 online adults across 19 G20 countries. Source: Global Commons Alliance / Ipsos MORI

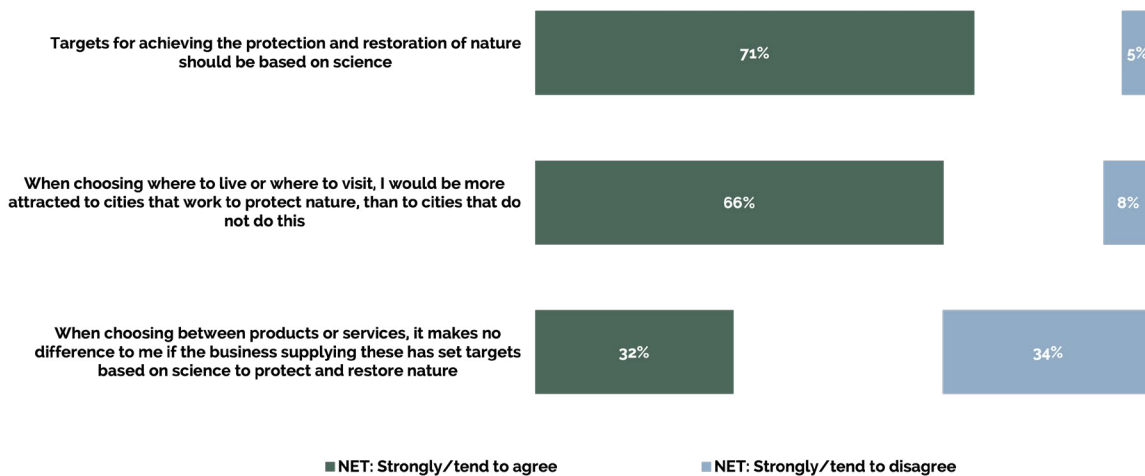
While financial constraints remain a top barrier across many countries, lack of facilities and not currently prioritising action are also notable barriers to those who would like to do more to protect and restore nature in future.

#### G20 vs countries: Barriers to protecting and restoring nature

																				
	G20	ARG	AUS	BRA	CAN	CH	FRA	GB	GER	IND	INO	ITA	JAP	KSA	KOR	MEX	RUS	SAF	TUR	USA
I don't have enough money to do more	36%	44%	37%	41%	35%	43%	12%	34%	31%	35%	24%	33%	31%	44%	29%	42%	39%	45%	40%	35%
I don't know what else I can do, or how to do this	30%	31%	33%	30%	28%	29%	34%	31%	18%	26%	20%	31%	43%	32%	33%	28%	35%	26%	33%	28%
The facilities I would need to do more are not available to me	28%	29%	22%	18%	19%	24%	37%	23%	19%	46%	34%	20%	10%	45%	13%	27%	42%	39%	44%	24%
I haven't prioritised this up until now, but I am planning to	23%	20%	17%	25%	17%	28%	16%	14%	23%	29%	48%	18%	22%	19%	37%	21%	17%	26%	17%	12%
I have to prioritise other things	14%	15%	21%	10%	17%	14%	7%	15%	14%	28%	9%	12%	17%	14%	10%	9%	3%	16%	17%	18%
I don't have time to do more	12%	20%	14%	10%	11%	23%	4%	11%	6%	13%	6%	9%	12%	13%	21%	14%	11%	11%	13%	13%
I am unable to do more for another reason (please specify)	2%	2%	4%	3%	4%	0%	6%	3%	3%	1%	1%	2%	1%	1%	1%	1%	2%	2%	2%	3%

There are indications of support for science based targets, but division on how far their uptake would affect their purchasing choice. This may be as this is a newer issue. People are also more attracted to cities that protect nature.

#### G20: Actions supporting transformation



Base: 19,735 online adults across 19 G20 countries. Source: Global Commons Alliance / Ipsos MORI



#### 4). Attitudes to transformation

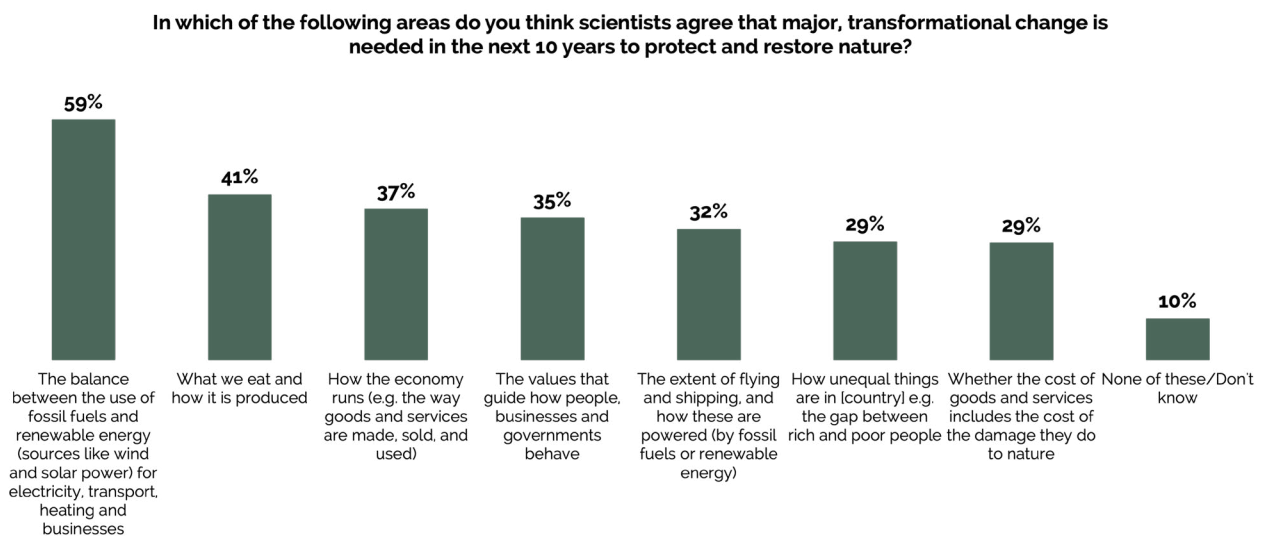
The next 10 years have been described as a “decisive decade” for humanity.

To reduce risk of further large-scale destabilisation of the climate and protect all global commons, emissions of carbon dioxide need to fall 50% by 2030 and land use needs to change from being a source of emissions to a sink of emissions, according to the most plausible emissions scenarios to limit global average surface temperature to 1.5°C above pre-industrial levels. This will require unprecedented transformations of all aspects of the economy: energy systems, food systems, manufacturing, transport and buildings. Economic solutions will include pricing goods and services to account for their environmental costs. Broader societal solutions, for example reducing economic inequality, are also important for driving the scale of transformation required. Very high levels of economic inequality tend to have a destabilizing effect on societies by reducing trust and making it difficult for societies to act collectively to make long-term decisions.

We tested views on transformation. Are people aware of the scientific consensus that major transformational change is required in the next

ten years? Do people acknowledge that the benefits outweigh the costs of action? Are people interested in adopting “well-being economies” that build social and natural capital?

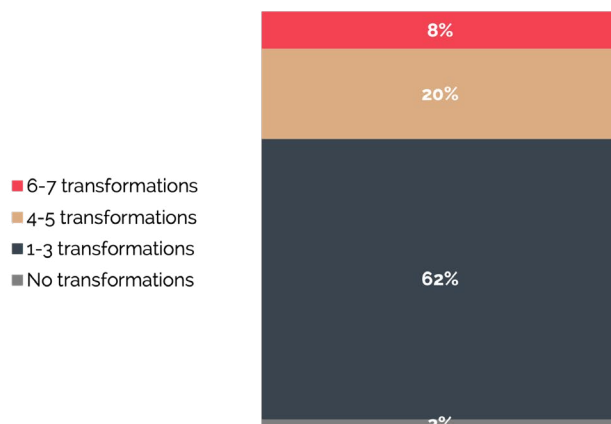
- 59% of people know that there is scientific consensus of a need for rapid energy transition in the next decade.
- 41% of people are aware that scientists agree major transformation of the food system is required including changing diets. Awareness is lowest in Indonesia (26%), Japan (30%) and Mexico (30%).
- Just 8% are aware of the scientific consensus on a need for sweeping societal changes in the next decade to safeguard the global commons. However, overall 28% of people are aware that scientists agree that significant change is needed.
- 69% of people believe the benefits of action to protect the global commons outweigh the costs. This view is highest in Brazil (87%), Indonesia (85%) and China (82%). It is lowest in France (44%), Japan (53%) and the United States (60%).



Base: 19,735 online adults across 19 G20 countries. Source: Global Commons Alliance / Ipsos MORI

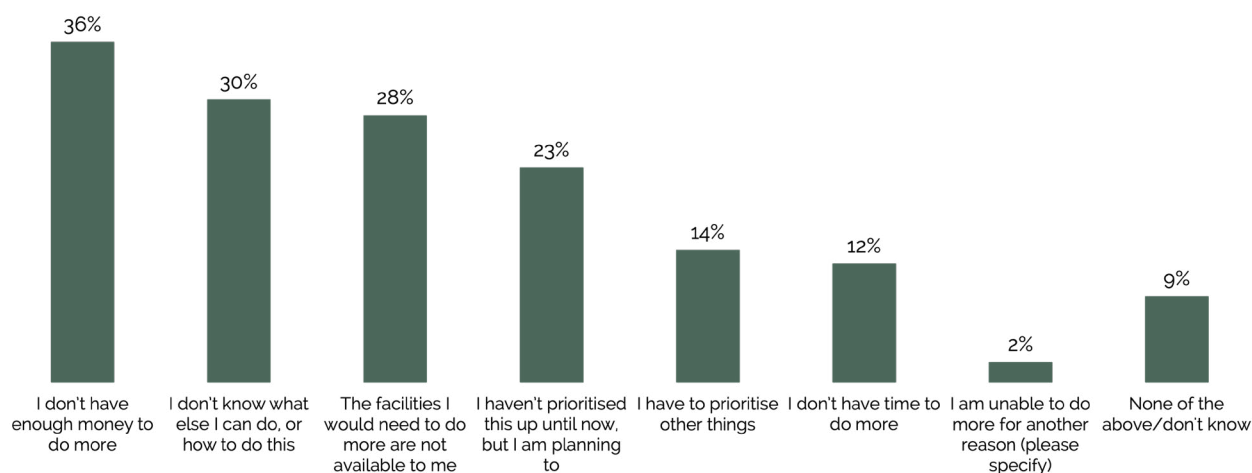
Most people are aware of the scientific consensus of the need for change in 1-3 of the areas presented. Only around a quarter (28%) indicate an awareness of the consensus on a need for greater transformation. Just 8% indicate awareness of the consensus on major economic and social transformation.

### G20: Number of areas aware that scientists agree transformation is needed



Among those who want to do more in future, financial constraints, lack of knowledge and lack of facilities tend to be the greatest barriers to taking action to protect and restore nature at present.

### G20: Barriers to protecting and restoring nature



Base: 19,735 online adults across 19 G20 countries. Source: Global Commons Alliance / Ipsos MORI

These results complement recent Ipsos MORI surveys on attitudes to personal behavioural change in 2021. Among those surveyed across 30 markets, almost half (48%) say they would be prepared to cycle and walk more instead of driving and 45% of people would be prepared to reduce flying. 43% of people surveyed are likely to reduce meat consumption and 51% of people surveyed are likely to do more to save electricity and water. Even in the United States and Brazil a significant percentage of people are willing to

make changes to their lifestyles in the next 12 months. In the United States, 37% of people say they are likely to cut down on flying and driving, and 31% say they are likely to cut down on meat consumption. In Brazil the likelihood is 43% for driving, 44% for flying and 40% for eating less meat. Furthermore, 65% of people across the 30 markets agreed that if their government does not act now to combat climate change then it will be failing the people of their country.



## Economic transformation – beyond the growth paradigm

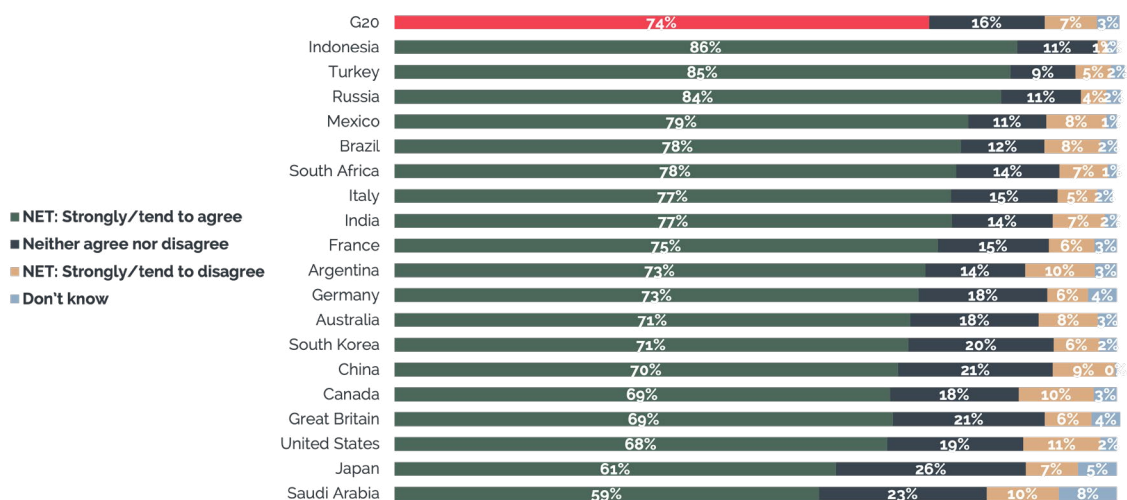
We tested views of people's satisfaction with the current economic systems, which tend to focus on the pursuit of economic growth. Economic growth often comes at the expense of human well-being and/or the environment among G20 countries. Are people comfortable with this approach or should governments change their economic goals and adopt a “well-being” approach that focuses on growth of social and natural capital?

- 74% of people support the notion that countries move beyond GDP and profit and focus more on human health and well-being

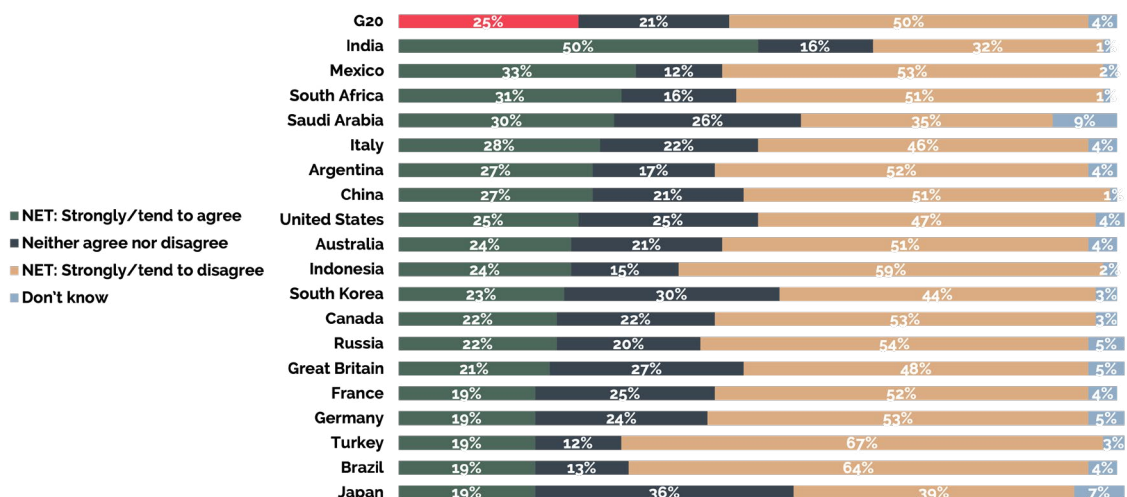
and ecological protection, that is, building social and natural capital. This view is consistently high among all G20 countries. It is particularly high in Indonesia (86%), Turkey (85%) and Russia (84%), but even the lowest-scoring countries score highly: United States (68%), Great Britain (69%), and Canada (69%).

Just 25% of people think governments should prioritise maximising jobs and profits even if this means harming nature. This is consistent across all G20 countries, apart from India where 50% of people agree with the statement that governments should prioritise jobs and profits.

### STATEMENT: the way [country]'s economy works should prioritise the health and wellbeing of people and nature rather than focusing solely on profit and increasing wealth in [country]



### STATEMENT: [country]'s government should prioritise jobs and business profits in existing industries, even if this means some harm to nature



Base: 19,735 online adults across 19 G20 countries. Source: Global Commons Alliance / Ipsos MORI

## Media and transformation

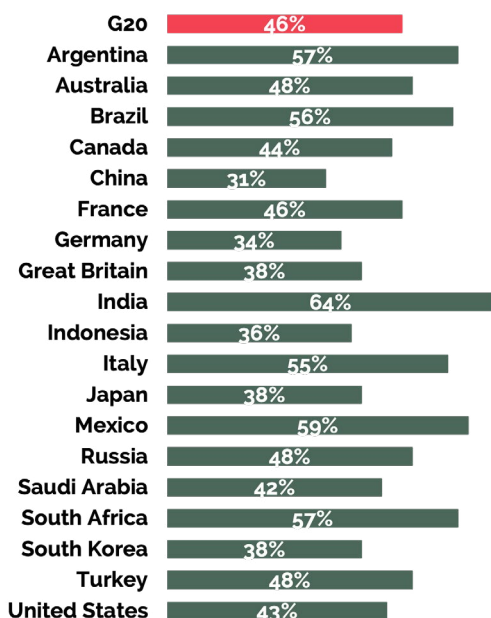
- 43% of people in G20 countries think the media communicates about nature and climate in a way that helps them understand the issues. The aggregate figure hides a very large range of views across the G20. The sentiment is highest in China where 74% of people feel media reporting helps them understand the issues. The lowest scores are found in Japan (25%), Australia and France (each 32%), Turkey (33%), Argentina (34%) and the United States (35%).

Supporting this result, 46% of people in G20 countries feel the media leaves them unclear what they can do to support transformation.

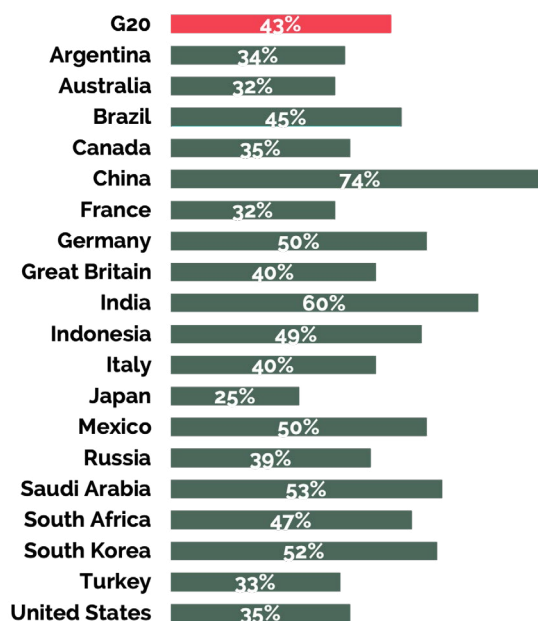
There is clearly unmet demand for information to enable citizens to take action. Agreement that the media leaves them unclear about what action they can take is highest among the young (aged under 35), those who feel more like global citizens and those who hold more 'pro-environmental' attitudes i.e. those who are concerned about the state of nature both today and in future, and those who believe the benefits of protecting nature outweigh the costs and those who are aware of a need for transformation.

**People in India are most likely to feel the media leaves them unclear on how to take action, although a similar proportion felt it helped them to understand environmental issues. China showed the highest support for media reporting.**

In the main, the media in [country] report on issues of nature and climate change in ways that leave me unclear about what I can do to help



In the main, the media in [country] report on issues of nature and climate change in ways that help me to understand these issues



Base: 19,735 online adults across 19 G20 countries. Source: Global Commons Alliance / Ipsos MORI



## 5). COVID-19 is shaping attitudes to transformation

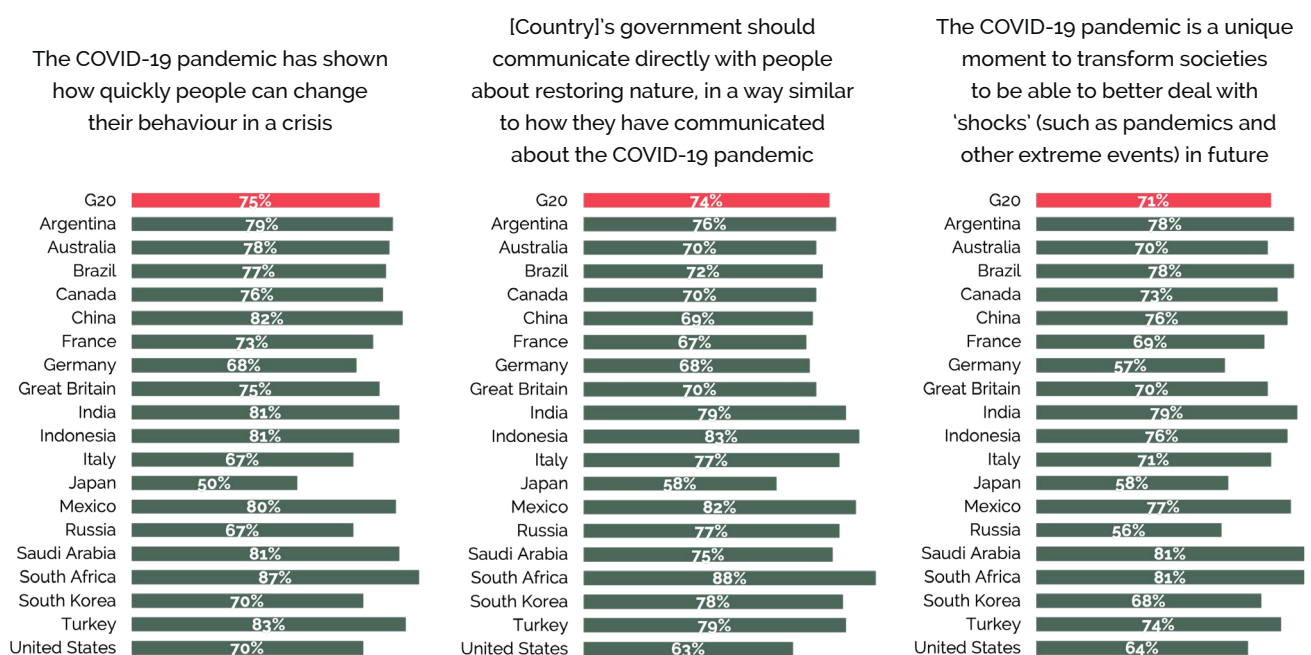
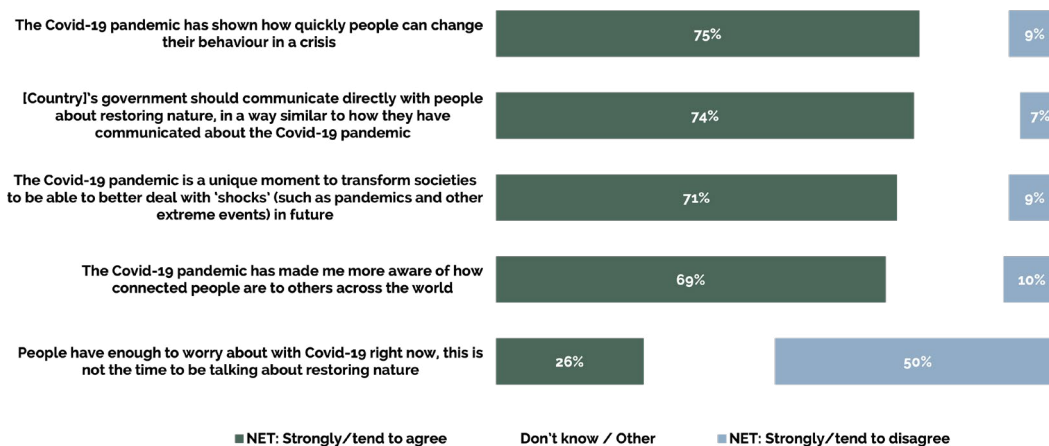
We tested views on whether the pandemic has changed people's awareness of how interconnected societies have become and how the health of societies is related to the health of nature. We also tested awareness of how fast societies can transform when required.

- 69% of people say they are more aware of how interconnected societies are because of the COVID-19 crisis. This is particularly pronounced in Turkey (85%), South Africa (82%), China (81%), and Saudi Arabia (80%).

- 75% of people agree that the pandemic has shown that it is possible for people to transform behaviour very rapidly.
- 71% of people agree the pandemic recovery is a unique moment to build societies more resilient to future shocks.
- Most people agree that despite the pandemic, protecting nature and the climate is still a priority. Just 26% of people felt countries "have enough to worry about". India, though, stands out with 56% of people feeling that the COVID-19 recovery means nature is a much lower priority.

**The COVID-19 pandemic is largely seen as a positive event for enabling future change, having shown what is possible in response to a global emergency.**

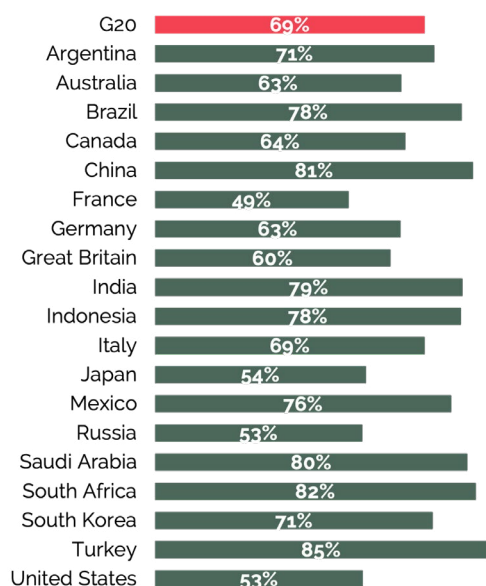
G20: Impact of COVID-19 on attitudes towards transformation



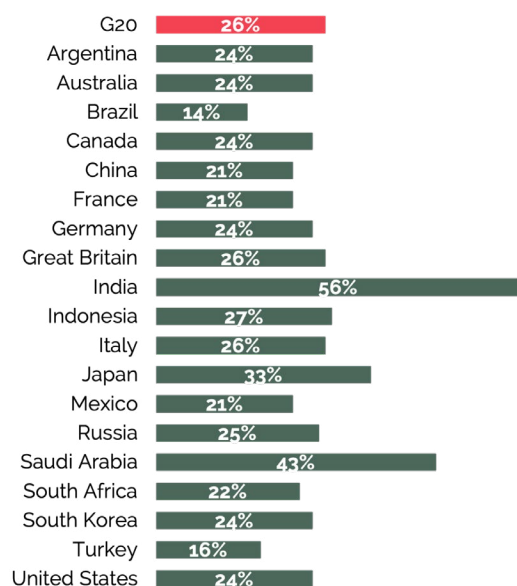
Base: 19,735 online adults across 19 G20 countries. Source: Global Commons Alliance / Ipsos MORI

**COVID-19 created awareness of how connected we are, although less so in France, the United States, Russia and Japan. In India – which has recently struggled with another wave – over half say COVID-19 is too serious a problem to talk about protecting nature.**

The COVID-19 pandemic has made me more aware of how connected people are to others across the world



People have enough to worry about with COVID-19 right now, this is not the time to be talking about restoring nature



Base: 19,735 online adults across 19 G20 countries, Source: Global Commons Alliance / Ipsos MORI

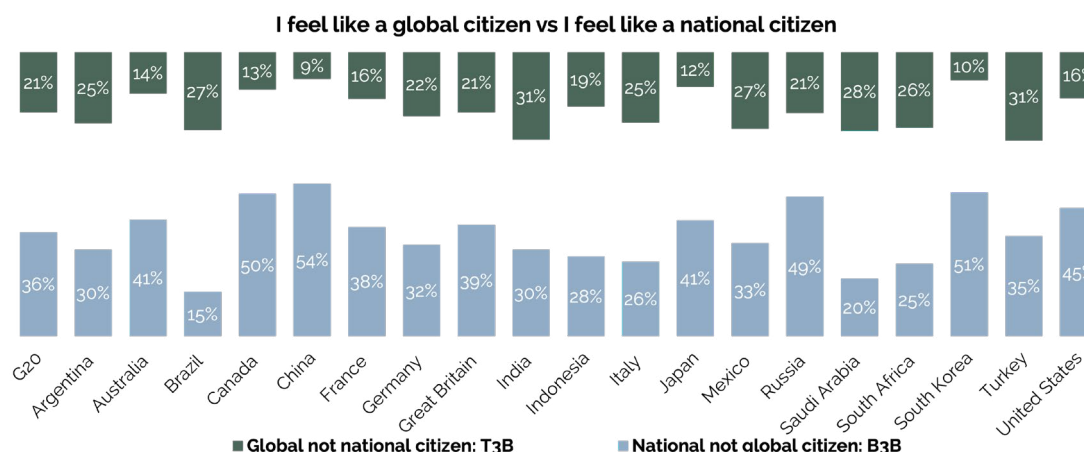


## 6). Attitudes to global citizenship

We tested views on global citizenship versus national citizenship by asking participants where they fall on a scale between 1 and 10, with one end of the spectrum representing stronger feelings of national identity and the other representing stronger feelings of global identity. We wanted to test the links between feelings towards global citizenship and attitudes to planetary stewardship.

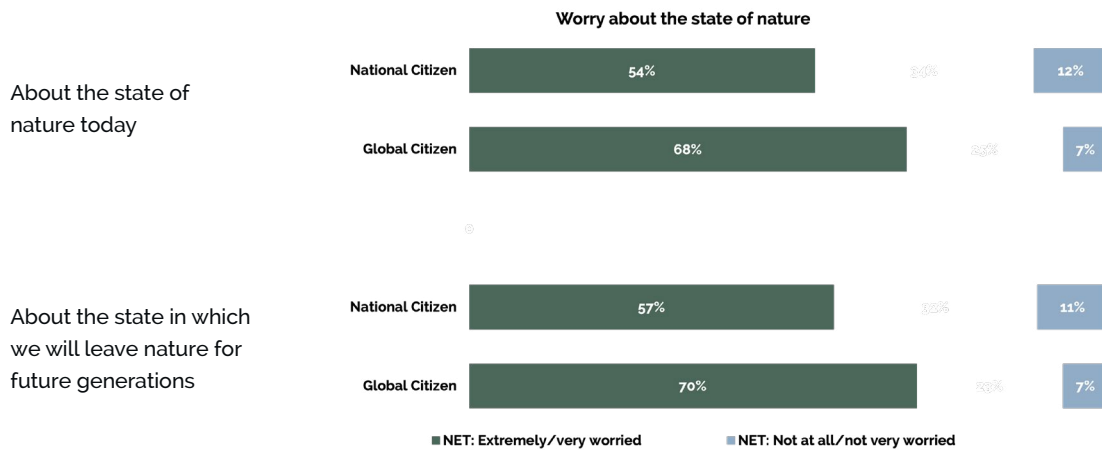
- 1 in 5 people surveyed have an affinity with global citizenship. But views about being a global citizen are mixed: an affinity with global citizenship is highest in countries in the global south.
- National identity (as opposed to global identity) was strongest in China (54%), South Korea (51%), Canada (50%), Russia (49%) and the United States (45%).
- People who feel most like global citizens tend to be more engaged in issues related to the global commons. They are more likely to:
  - have greater trust in others to act to protect the global commons. 44% of those who feel like global citizens agreed this statement, compared with 36% among those who feel like national citizens.
  - believe the benefits of action to protect the global commons outweigh the costs. This reaches 75% among those who feel like global citizens compared with 67% among those who feel like national citizens, a 8-point difference.
  - acknowledge Earth is approaching tipping points. There is a 10-point difference between those who feel more like global citizens and those who have a stronger national identity, with agreement at 80% among the former and 70% among the latter.
  - support greater international cooperation to solve global commons challenges. 4 in 5 (81%) of those who feel like global citizens support this view. This is 19 points higher than those who feel like national citizens, although support is still strong amongst this group at 62%.
  - be aware of the scientific consensus on the need for sweeping transformations needed across all society is necessary to protect the global commons. A third (33%) of those who feel like global citizens are aware of the need for significant transformation (in 4-7 areas presented) compared to 26% of those who feel like national citizens, a 7-point difference.

**Attitudes to global citizenship are relevant to attitudes towards becoming more effective stewards of the planet.**

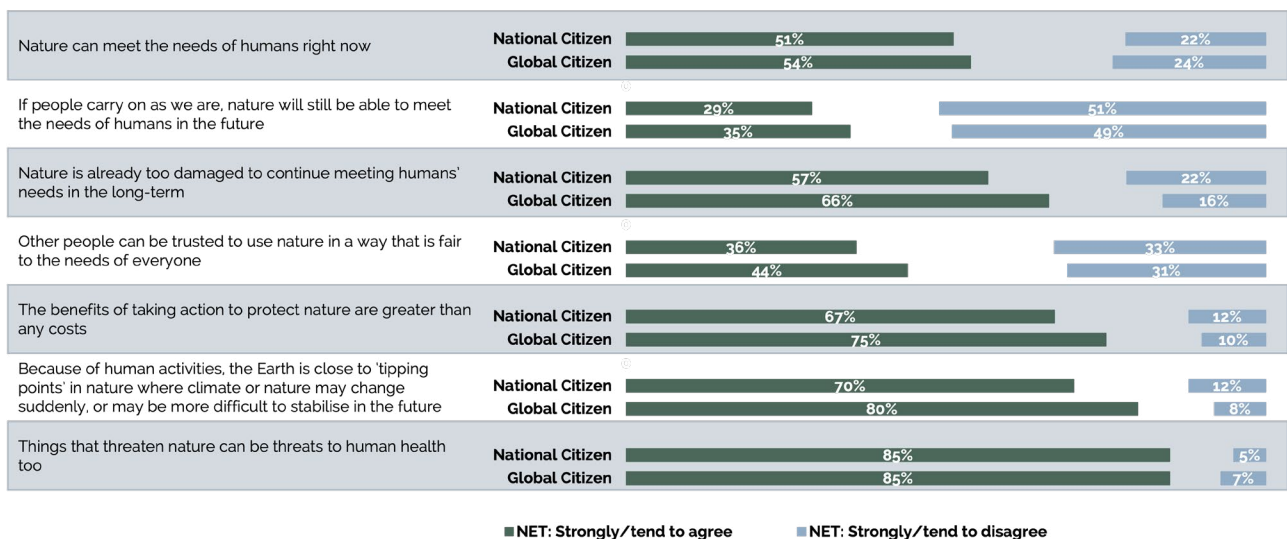


Base: 19,735 online adults across 19 G20 countries; all who identify as national citizens (7,089), all who identify as global citizens (1,085). Source: Global Commons Alliance / Ipsos MORI

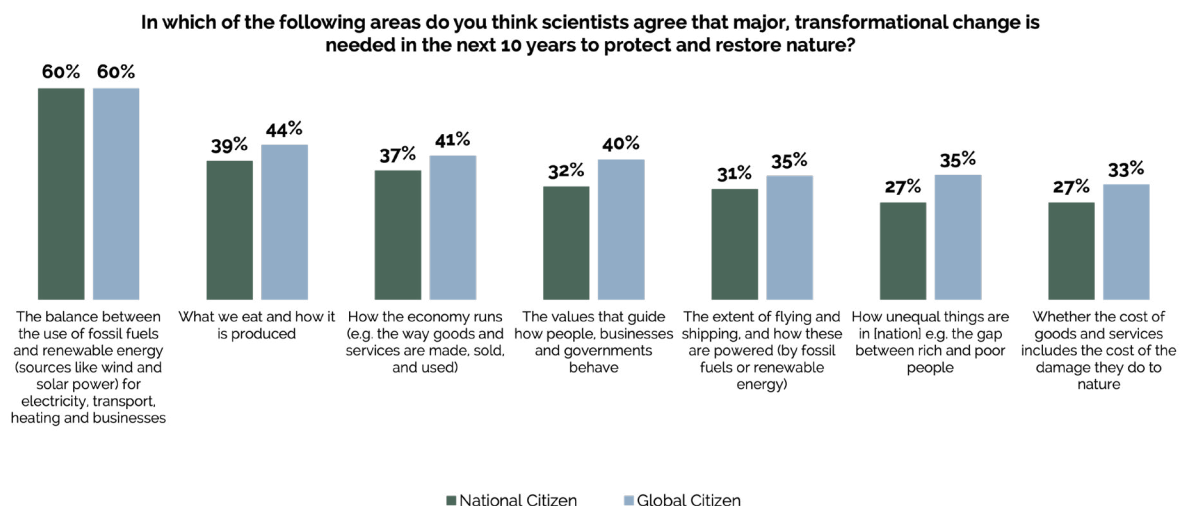
Those who feel like global citizens are more worried about the state of nature than those who feel like national citizens.



Those who feel more like global citizens tend to be more concerned about nature's ability to meet our needs in future and being close to earth's tipping points.



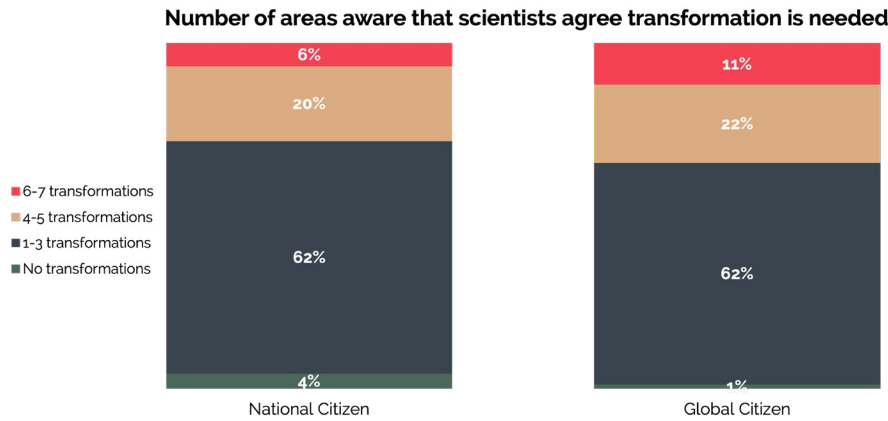
Those who feel like global citizens are more aware of the scientific consensus on the need for major transformation across the areas presented. But they are just as aware as national citizens of the consensus on the need for change in our energy systems.



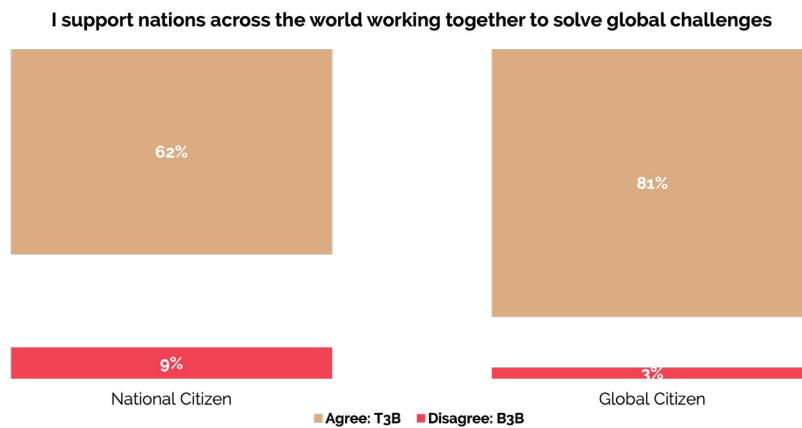
Base: 19,735 online adults across 19 G20 countries; all who identify as national citizens (7,089), all who identify as global citizens (1,085). Source: Global Commons Alliance / Ipsos MORI



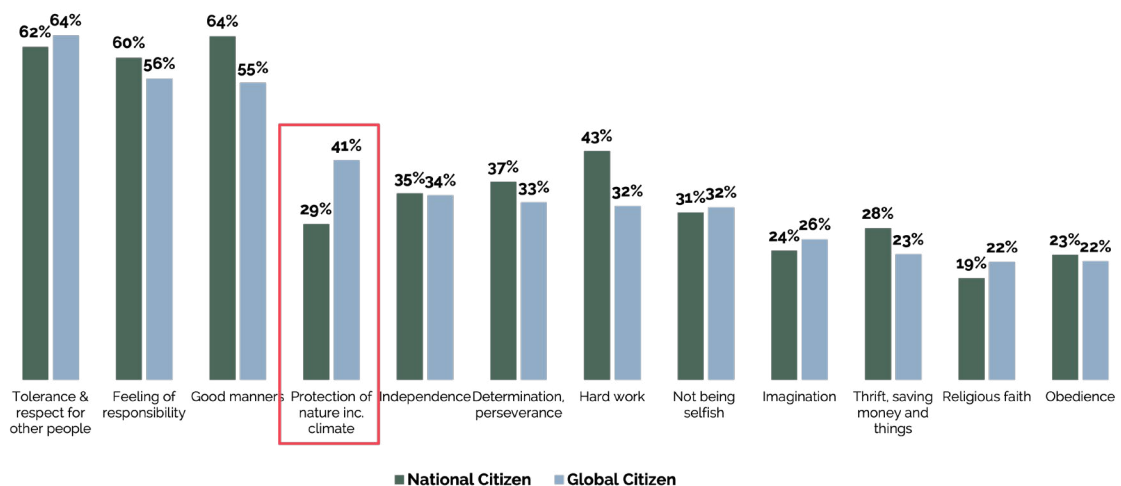
Those who feel like global citizens are more aware of the scientific consensus on a need for widespread major transformation than those who feel like national citizens.



While both groups support cooperation to tackle global challenges, those who feel like global citizens exhibit higher support for this.



On intergenerational values, across the G20 both groups believe the same top 3 values are important to teach children. But those who feel like global citizens rank protection of nature 4th.



Base: 19,735 online adults across 19 G20 countries; all who identify as national citizens (7,089), all who identify as global citizens (1,085). Source: Global Commons Alliance / Ipsos MORI

# Country summary



## ARGENTINA

77% of people in Argentina recognise that Earth is close to tipping points. 68% are worried about the state of nature today. 41% feel that if we continue as we are, nature will be able to meet human needs in the future.

89% of people in Argentina are willing to do more to protect nature and the climate. 73% believe the benefits of protecting nature outweigh the costs. 44% say affordability is the biggest barrier to action. Just 4% of people in Argentina are aware of the scale of the transformation required in the next decade to protect the global commons.

73% of people in Argentina support a move towards a well-being economy that prioritises human well-being and sustainable use of natural resources, rather than a singular focus on economic growth. 59% feel the UN should be given more power to protect the global commons.

78% of people in Argentina believe the COVID-19 pandemic is a unique moment to transform societies to become more resilient to shocks. 71% say the pandemic has made them more aware of how connected people are across the world.

34% of people in Argentina feel the media report on issues related to the global commons in a way that helps them understand the issues.



## AUSTRALIA

66% of people in Australia recognise that Earth is close to tipping points. 46% are worried about the state of nature today. 26% feel that if we continue as we are, nature will be able to meet human needs in the future.

76% of people in Australia are willing to do more to protect nature and the climate. 70% believe the benefits of protecting nature outweigh the costs. 37% say affordability is the biggest barrier

to action. Just 12% of people in Australia are aware of the scale of the transformation required in the next decade to protect the global commons.

71% of people in Australia support a move towards a well-being economy that prioritises human well-being and sustainable use of natural resources, rather than a singular focus on economic growth. 54% feel the UN should be given more power to protect the global commons.

70% of people in Australia believe the COVID-19 pandemic is a unique moment to transform societies to become more resilient to shocks. 63% say the pandemic has made them more aware of how connected people are across the world.

32% of people in Australia feel the media report on issues related to the global commons in a way that helps them understand the issues.



## BRAZIL

83% of people in Brazil recognise that Earth is close to tipping points. 74% are worried about the state of nature today. 30% feel that if we continue as we are, nature will be able to meet human needs in the future.

91% of people in Brazil are willing to do more to protect nature and the climate. 87% believe the benefits of protecting nature outweigh the costs. 41% say affordability is the biggest barrier to action. Just 5% of people in Brazil are aware of the scale of the transformation required in the next decade to protect the global commons.

78% of people in Brazil support a move towards a well-being economy that prioritises human well-being and sustainable use of natural resources, rather than a singular focus on economic growth. 71% feel the UN should be given more power to protect the global commons.



78% of people in Brazil believe the COVID-19 pandemic is a unique moment to transform societies to become more resilient to shocks. 78% say the pandemic has made them more aware of how connected people are across the world.

45% of people in Brazil feel the media report on issues related to the global commons in a way that helps them understand the issues.

## CANADA

66% of people in Canada recognise that Earth is close to tipping points. 52% are worried about the state of nature today. 21% feel that if we continue as we are, nature will be able to meet human needs in the future.

79% of people in Canada are willing to do more to protect nature and the climate. 67% believe the benefits of protecting nature outweigh the costs. 35% say affordability is the biggest barrier to action. Just 13% of people in Canada are aware of the scale of the transformation required in the next decade to protect the global commons.

69% of people in Canada support a move towards a well-being economy that prioritises human well-being and sustainable use of natural resources, rather than a singular focus on economic growth. 52% feel the UN should be given more power to protect the global commons.

73% of people in Canada believe the COVID-19 pandemic is a unique moment to transform societies to become more resilient to shocks. 64% say the pandemic has made them more aware of how connected people are across the world.

35% of people in Canada feel the media report on issues related to the global commons in a way that helps them understand the issues.

## CHINA

74% of people in China recognise that Earth is close to tipping points. 46% are worried about the state of nature today. 22% feel that if we continue as we are, nature will be able to meet human needs in the future.

93% of the Chinese public are willing to do more to protect nature and the climate. 82% believe the benefits of protecting nature outweigh the costs. 43% say affordability is the biggest barrier to action. Just 8% of the Chinese public are aware of the scale of the transformation required in the next decade to protect the global commons.

70% of people in China support a move towards a well-being economy that prioritises human well-being and sustainable use of natural resources, rather than a singular focus on economic growth. 75% feel the UN should be given more power to protect the global commons.

76% of the Chinese public believe the COVID-19 pandemic is a unique moment to transform societies to become more resilient to shocks. 81% say the pandemic has made them more aware of how connected people are across the world.

74% of people in China feel the media report on issues related to the global commons in a way that helps them understand the issues.

## FRANCE

72% of people in France recognise that Earth is close to tipping points. 57% are worried about the state of nature today. 17% feel that if we continue as we are, nature will be able to meet human needs in the future.

75% of the French public are willing to do more to protect nature and the climate. 44% believe the benefits of protecting nature outweigh the costs. 12% say affordability is the biggest barrier to action. Just 8% of the French public are aware of the scale of the transformation required in the next decade to protect the global commons.

75% of people in France support a move towards a well-being economy that prioritises human well-being and sustainable use of natural resources, rather than a singular focus on economic growth. 66% feel the UN should be given more power to protect the global commons.

69% of the French public believe the COVID-19 pandemic is a unique moment to transform societies to become more resilient to shocks. 49% say the pandemic has made them more aware of how connected people are across the world.

32% of people in France feel the media report on issues related to the global commons in a way that helps them understand the issues.



## GERMANY

67% of people in Germany recognise that Earth is close to tipping points. 57% are worried about the state of nature today. 19% feel that if we continue as we are, nature will be able to meet human needs in the future.

70% of people in Germany are willing to do more to protect nature and the climate. 58% believe the benefits of protecting nature outweigh the costs. 31% say affordability is the biggest barrier to action. Just 8% of Germans are aware of the scale of the transformation required in the next decade to protect the global commons.

73% of the German public support a move towards a well-being economy that prioritises human well-being and sustainable use of natural resources, rather than a singular focus on economic growth. 67% feel the UN should be given more power to protect the global commons.

57% of people in Germany believe the COVID-19 pandemic is a unique moment to transform societies to become more resilient to shocks. 63% say the pandemic has made them more aware of how connected people are across the world.

50% of the German public feel the media report on issues related to the global commons in a way that helps them understand the issues.



## GREAT BRITAIN

65% of the people of Great Britain recognise that Earth is close to tipping points. 46% are worried about the state of nature today. 23% feel that if we continue as we are, nature will be able to meet human needs in the future.

77% of the British public are willing to do more to protect nature and the climate. 65% believe the benefits of protecting nature outweigh the costs. 34% say affordability is the biggest barrier to action. Just 13% of the British public are aware of the scale of the transformation required in the next decade to protect the global commons.

69% of people in Great Britain support a move towards a well-being economy that prioritises human well-being and sustainable use of natural resources, rather than a singular focus on economic growth. 61% feel the UN should be given more power to protect the global commons.

70% of the British public believe the COVID-19 pandemic is a unique moment to transform societies to become more resilient to shocks. 60% say the pandemic has made them more aware of how connected people are across the world.

40% of the British public feel the media report on issues related to the global commons in a way that helps them understand the issues.



## INDIA

77% of the Indian public recognise that Earth is close to tipping points. 70% are worried about the state of nature today. 50% feel that if we continue as we are, nature will be able to meet human needs in the future.

90% of people in India are willing to do more to protect nature and the climate. 78% believe the benefits of protecting nature outweigh the costs. 35% say affordability is the biggest barrier to action. Just 8% of people in India are aware of the scale of the transformation required in the next decade to protect the global commons.



77% of people in India support a move towards a well-being economy that prioritises human well-being and sustainable use of natural resources, rather than a singular focus on economic growth. 76% feel the UN should be given more power to protect the global commons.

79% of people in India believe the COVID-19 pandemic is a unique moment to transform societies to become more resilient to shocks. 79% say the pandemic has made them more aware of how connected people are across the world.

60% of people in India feel the media report on issues related to the global commons in a way that helps them understand the issues.

## INDONESIA

86% of people in Indonesia recognise that Earth is close to tipping points. 68% are worried about the state of nature today. 88% feel that if we continue as we are, nature will be able to meet human needs in the future.

95% of people in Indonesia are willing to do more to protect nature and the climate. 85% believe the benefits of protecting nature outweigh the costs. 24% say affordability is the biggest barrier to action. Just 7% of people in Indonesia are aware of the scale of the transformation required in the next decade to protect the global commons.

86% of people in Indonesia support a move towards a well-being economy that prioritises human well-being and sustainable use of natural resources, rather than a singular focus on economic growth. 67% feel the UN should be given more power to protect the global commons.

76% of people in Indonesia believe the COVID-19 pandemic is a unique moment to transform societies to become more resilient to shocks. 78% say the pandemic has made them more aware of how connected people are across the world.

49% of people in Indonesia feel the media report on issues related to the global commons in a way that helps them understand the issues.

## ITALY

79% of people in Italy recognise that Earth is close to tipping points. 69% are worried about the state of nature today. 31% feel that if we continue as we are, nature will be able to meet human needs in the future.

86% of people in Italy are willing to do more to protect nature and the climate. 67% believe the benefits of protecting nature outweigh the costs. 33% say affordability is the biggest barrier to action. Just 6% of people in Italy are aware of the scale of the transformation required in the next decade to protect the global commons.

77% of people in Italy support a move towards a well-being economy that prioritises human well-being and sustainable use of natural resources, rather than a singular focus on economic growth. 73% feel the UN should be given more power to protect the global commons.

71% of people in Italy believe the COVID-19 pandemic is a unique moment to transform societies to become more resilient to shocks. 69% say the pandemic has made them more aware of how connected people are across the world.

40% of people in Italy feel the media report on issues related to the global commons in a way that helps them understand the issues.

## JAPAN

63% of the Japanese public recognise that Earth is close to tipping points. 44% are worried about the state of nature today. 20% feel that if we continue as we are, nature will be able to meet human needs in the future.

61% of the Japanese public are willing to do more to protect nature and the climate. 53% believe the benefits of protecting nature outweigh the costs. 31% say affordability is the biggest barrier to action. Just 5% of the Japanese public are aware of the scale of the transformation required in the next decade to protect the global commons.

61% of the Japanese public support a move towards a well-being economy that prioritises human well-being and sustainable use of natural resources, rather than a singular focus on economic growth. 58% feel the UN should be given more power to protect the global commons.

58% of the Japanese public believe the COVID-19 pandemic is a unique moment to transform societies to become more resilient to shocks. 54% say the pandemic has made them more aware of how connected people are across the world.

25% of the Japanese public feel the media report on issues related to the global commons in a way that helps them understand the issues.



78% of people in Mexico recognise that Earth is close to tipping points. 77% are worried about the state of nature today. 40% feel that if we continue as we are, nature will be able to meet human needs in the future.

93% of people in Mexico are willing to do more to protect nature and the climate. 74% believe the benefits of protecting nature outweigh the costs. 42% say affordability is the biggest barrier to action. Just 3% of people in Mexico are aware of the scale of the transformation required in the next decade to protect the global commons.

79% of people in Mexico support a move towards a well-being economy that prioritises human well-being and sustainable use of natural resources, rather than a singular focus on economic growth. 70% feel the UN should be given more power to protect the global commons.

77% of people in Mexico believe the COVID-19 pandemic is a unique moment to transform societies to become more resilient to shocks. 76% say the pandemic has made them more aware of how connected people are across the world.

50% of people in Mexico feel the media report on issues related to the global commons in a way that helps them understand the issues.



## RUSSIA

75% of people in Russia recognise that Earth is close to tipping points. 57% are worried about the state of nature today. 23% feel that if we continue as we are, nature will be able to meet human needs in the future.

74% of people in Russia are willing to do more to protect nature and the climate. 70% believe the benefits of protecting nature outweigh the costs. 39% say affordability is the biggest barrier to action. Just 4% of people in Russia are aware of the scale of the transformation required in the next decade to protect the global commons.

84% of people in Russia support a move towards a well-being economy that prioritises human well-being and sustainable use of natural resources, rather than a singular focus on economic growth. 62% feel the UN should be given more power to protect the global commons.

56% of people in Russia believe the COVID-19 pandemic is a unique moment to transform societies to become more resilient to shocks. 53% say the pandemic has made them more aware of how connected people are across the world.

39% of people in Russia feel the media report on issues related to the global commons in a way that helps them understand the issues.



## SAUDI ARABIA

72% of people in Saudi Arabia recognise that Earth is close to tipping points. 26% are worried about the state of nature today. 37% feel that if we continue as we are, nature will be able to meet human needs in the future.

85% of people in Saudi Arabia are willing to do more to protect nature and the climate. 68% believe the benefits of protecting nature outweigh the costs. 44% say affordability is the biggest barrier to action. Just 3% of people in Saudi Arabia are aware of the scale of the transformation required in the next decade to protect the global commons.



59% of people in Saudi Arabia support a move towards a well-being economy that prioritises human well-being and sustainable use of natural resources, rather than a singular focus on economic growth. 50% feel the UN should be given more power to protect the global commons.

81% of people in Saudi Arabia believe the COVID-19 pandemic is a unique moment to transform societies to become more resilient to shocks. 80% say the pandemic has made them more aware of how connected people are across the world.

53% of people in Saudi Arabia feel the media report on issues related to the global commons in a way that helps them understand the issues.



## **SOUTH AFRICA**

76% of people in South Africa recognise that Earth is close to tipping points. 66% are worried about the state of nature today. 28% feel that if we continue as we are, nature will be able to meet human needs in the future.

94% of people in South Africa are willing to do more to protect nature and the climate. 78% believe the benefits of protecting nature outweigh the costs. 45% say affordability is the biggest barrier to action. Just 11% of people in South Africa are aware of the scale of the transformation required in the next decade to protect the global commons.

78% of people in South Africa support a move towards a well-being economy that prioritises human well-being and sustainable use of natural resources, rather than a singular focus on economic growth. 64% feel the UN should be given more power to protect the global commons.

81% of people in South Africa believe the COVID-19 pandemic is a unique moment to transform societies to become more resilient to shocks. 82% say the pandemic has made them more aware of how connected people are across the world.

47% of people in South Africa feel the media report on issues related to the global commons in a way that helps them understand the issues.



## **SOUTH KOREA**

73% of people in South Korea recognise that Earth is close to tipping points. 64% are worried about the state of nature today. 20% feel that if we continue as we are, nature will be able to meet human needs in the future.

87% of people in South Korea are willing to do more to protect nature and the climate. 74% believe the benefits of protecting nature outweigh the costs. 29% say affordability is the biggest barrier to action. Just 6% of people in South Korea are aware of the scale of the transformation required in the next decade to protect the global commons.

71% of people in South Korea support a move towards a well-being economy that prioritises human well-being and sustainable use of natural resources, rather than a singular focus on economic growth. 60% feel the UN should be given more power to protect the global commons.

68% of people in South Korea believe the COVID-19 pandemic is a unique moment to transform societies to become more resilient to shocks. 71% say the pandemic has made them more aware of how connected people are across the world.

52% of people in South Korea feel the media report on issues related to the global commons in a way that helps them understand the issues.



## **TURKEY**

85% of the Turkish public recognise that Earth is close to tipping points. 79% are worried about the state of nature today. 20% feel that if we continue as we are, nature will be able to meet human needs in the future.

89% of the Turkish public are willing to do more to protect nature and the climate. 72% believe the benefits of protecting nature outweigh the costs. 40% say affordability is the biggest barrier to action. Just 15% of the Turkish public are aware of the scale of the transformation required in the next decade to protect the global commons.

85% of the Turkish public support a move towards a well-being economy that prioritises human well-being and sustainable use of natural resources, rather than a singular focus on economic growth. 76% feel the UN should be given more power to protect the global commons.

74% of the Turkish public believe the COVID-19 pandemic is a unique moment to transform societies to become more resilient to shocks. 85% say the pandemic has made them more aware of how connected people are across the world.

33% of the Turkish public feel the media report on issues related to the global commons in a way that helps them understand the issues.



## UNITED STATES

60% of people in the United States recognise that Earth is close to tipping points. 45% are worried about the state of nature today. 29% feel that if we continue as we are, nature will be able to meet human needs in the future.

74% of people in the United States are willing to do more to protect nature and the climate. 60% believe the benefits of protecting nature outweigh the costs. 35% say affordability is the biggest barrier to action. Just 10% of people in the United States are aware of the scale of the transformation required in the next decade to protect the global commons.

68% of people in the United States support a move towards a well-being economy that prioritises human well-being and sustainable use of natural resources, rather than a singular focus on economic growth. 49% feel the UN should be given more power to protect the global commons.

64% of people in the United States believe the COVID-19 pandemic is a unique moment to transform societies to become more resilient to shocks. 53% say the pandemic has made them more aware of how connected people are across the world.

35% of people in the United States feel the media report on issues related to the global commons in a way that helps them understand the issues.

# Conclusion

Where next? What do the findings tell us? The vast majority of people understand the risks and want to do more.

- Concern about the state of the global commons and willingness to act to protect and restore nature is apparent across the G20. What remains are to tackle the barriers to action that people perceive as stopping them from acting now, and to raise awareness of the immediacy of this issue.
- There is awareness of the consensus on the need for social transformation, but this awareness is somewhat limited in scope. People want and need to know more about the extent of social transformations required over the next 10 years, and what this will mean to them and their country.
- Awareness of the risks facing societies and willingness to act to protect the global commons is highest among these groups: women, younger people, degree-educated, urban, those in emerging economies and those who view themselves more as global citizens.
- Awareness and willingness to act is low among men, older people, people in rural areas, people holding more nationalistic identities and those in wealthy nations.
- There is strong support for international cooperation when faced with global challenges, such as protecting and restoring nature.
- There is broad acknowledgement that the task will be difficult and will take time, and support for a mix of local and global action to achieve these aims.
- Despite the hardship it has caused, the COVID-19 pandemic is also seen as presenting a key opportunity for change that should be harnessed. People have now seen the scale of action that can be taken across economies in a time of crisis and feel that COVID-19 has created a unique moment to transform societies to better deal with 'shocks' in future.

- However, regarding long-term values (measured by what people think is important to teach children,) protection of climate and nature does not score particularly highly. It will be useful to track how this changes over time.

## Conditions for planetary stewardship

Revisiting the work of Nobel laureate Elinor Ostrom mentioned in the introduction, stewardship of common resources is more likely to emerge if certain principles are in place. These include four principles explored to a limited extent in this survey:

- 1). People who are using natural resources need well-defined boundaries and valid indicators of resource conditions. The survey results indicate that most people in G20 countries (73%) are aware Earth has tipping points and that we are coming dangerously close to these tipping points as a result of human activity. They are also aware that most of the solutions to protect societies from exceeding planetary boundaries are known.
- 2). Users need accurate information of the state of the resource and need to share a similar view of how the resource operates and how their actions affect it. The survey results indicate that most people share an accurate view of the state of the global commons: human actions are causing severe degradation at a global scale.
- 3). Users need to be persuaded that the benefits of collective responsibility outweigh the costs. The survey results indicate that most people see that the benefits of collective action outweigh the costs of action.
- 4). High levels of trust are needed to reduce costs of sanctioning and monitoring. The survey results indicate that trust levels are low. Among G20 countries, people tend not to believe others can be trusted to act to protect the commons. Engendering greater trust, for example, through reducing inequality, may reduce the costs of sanctioning.



## Final remarks

All surveys have limitations and care must be taken in how we interpret data from any global survey of the general public. More work is needed to understand people's motivations and biases. The Global Commons Alliance and FAIRTRANS are planning follow-up surveys for more detailed analysis of people's attitudes to transformation.



# Annex

## Survey questions

SAMPLE: Survey of approx. 1000, adults aged 16-75 in each G20 country. Quotas on gender, age and region. Quotas on working status in Argentina, Australia, Brazil, China, India, Indonesia, Japan, Mexico, Saudi Arabia, South Africa and South Korea.

### ASK ALL

#### D1. How would you categorise the area in which you live?

*Please select one answer*

- 1). Urban area (inner city / town)
- 2). Semi-urban area (outskirts of a city / suburban area / small town)
- 3). Rural area (areas other than towns or cities, such as the countryside, villages or farms)

[Explanatory framing sentences]

## Shared identity

### ASK ALL

**Q1. Thinking about the following statements, where would you place yourself on the scales below? Please place yourself on the scale, from 1 to 10, or you may choose any number in between or answer don't know.**

[Use horizontal slider – scale 1-10. Show statements at either side of the scale. Reverse statements and scales for half of participants]

- a). I support nations across the world working together to solve global challenges

[Label ends 'agree strongly' TO 'disagree strongly']

998). Don't know

- b). I feel [nationality] not a global citizen TO I feel like a global citizen, not [nationality]

998). Don't know

## Values

### ASK ALL

**Q2. Here is a list of qualities that children can be encouraged to learn at home. Which, if any, do you consider to be especially important? Please choose up to five.**

[Code up to five, rotate codes 1 to 12. Anchor 997 to 999]

- 1). Good manners
- 2). Independence
- 3). Hard work
- 4). Feeling of responsibility
- 5). Imagination
- 6). Tolerance and respect for other people
- 7). Thrift, saving money and things
- 8). Determination, perseverance
- 9). Religious faith
- 10). Not being selfish (unselfishness)
- 11). Obedience
- 12). Protection of nature including climate
- 997). None of these
- 998). Don't know
- 999). Prefer not to say

## Understanding of the challenges

### ASK ALL

**Q3. How worried, if at all, are you about the following nowadays?**

[Rows, rotate]

- 1). The state of nature today (by 'nature' we mean the planet's resources, which

humans all need to survive and flourish. These include the climate, the ocean and freshwater, the air we breathe, plants and animals, forests and wetlands, the Arctic and Antarctica)

- 2). The state in which we will leave nature for future generations (by 'nature' we mean the planet's resources, which humans all need to survive and flourish. These include the climate, the ocean and freshwater, the air we breathe, plants and animals, forests and wetlands, the Arctic and Antarctica)

**[Single code. Forward and reverse scale codes 1-5, anchor 998]**

- 1). Not at all worried
  - 2). Not very worried
  - 3). Somewhat worried
  - 4). Very worried
  - 5). Extremely worried
- 998). Don't know

#### **ASK ALL**

**Q4. To what extent, if at all, do you agree or disagree with the following statements about nature and human needs?**

To remind you, 'nature' includes the planet's resources, which we all need. These include the climate, the ocean and freshwater, the air we breathe, plants and animals, forests and wetlands, the Arctic and Antarctica.

Nature helps meet human needs such as clean air to breathe, fresh water to drink, land to grow food. Nature also includes a stable climate that supports farming and human safety. A stable climate and environment reduces risks from extreme events such as flooding, drought and heatwaves.

**[Progressive grid, randomise rows, single code per row, forward and reverse scale codes 1-5, anchor 998]**

#### **[Rows]**

- 1). Nature can meet the needs of humans right now
- 2). If people carry on as we are, nature will still be able to meet the needs of humans in the future
- 3). Nature is already too damaged to continue meeting humans' needs in the long term
- 4). Other people can be trusted to use nature in a way that is fair to the needs of everyone
- 5). The benefits of taking action to protect nature are greater than any costs
- 6). Because of human activities, the Earth is close to 'tipping points' in nature where climate or nature may change suddenly, or may be more difficult to stabilise in the future
- 7). Things that threaten nature can be threats to human health to

#### **[Scale]**

- 1). Strongly agree
  - 2). Tend to agree
  - 3). Neither agree nor disagree
  - 4). Tend to disagree
  - 5). Strongly disagree
- 998). Don't know

### **Attitudes towards responsibility for the global commons**

#### **ASK ALL**

**Q5. a. The protection and restoration of nature is something people can contribute to through their own actions. To give just a few examples:**

- Travelling on foot, by bike or public transport instead of by car
- Using energy from renewable sources such as wind or solar energy
- Eating a diet of mostly plants, with little or no meat or dairy products



- **Voting for candidates or political parties that prioritise nature**
- **Choosing products that are produced with consideration for nature**
- **Disposing of rubbish carefully and recycling where you can.**

[New screen]

Which of these best describes how you personally feel?

To remind you, 'nature' includes the planet's resources, which we all need to survive and flourish. These include the climate, the ocean and freshwater, the air we breathe, plants and animals, forests and wetlands, the Arctic and Antarctica.

[Single code. Forward and reverse codes 1 to 2, anchor 998 to 999]

- 1). I want to do more to protect and restore nature in future
- 2). I do not want to do more to protect and restore nature in future
- 998). Don't know
- 999). Prefer not to say

[Ask if code 1 at Q5a]

**Q5.b. You said you would like to do more to protect and restore nature. Which, if any, of the following are preventing you from doing more to protect and restore nature at present?**

[Multicode. Rotate statements 1-6. Anchor 7, 997 and 998]

- 1). I don't know what else I can do, or how to do this
- 2). I don't have time to do more
- 3). I don't have enough money to do more
- 4). I have to prioritise other things
- 5). I haven't prioritised this up until now, but I am planning to
- 6). The facilities I would need to do more are not available to me

- 7). I am unable to do more for another reason (please specify) [OTHER SPECIFY – WRITE IN]
- 997). None of the above
- 998). Don't know

## Attitudes towards transformation

ASK ALL

**Q6. In which, if any, of the following areas do you think scientists agree that major, transformational change is needed in the next 10 years to protect and restore nature?**

By 'transformational change' we mean we should do almost everything differently, or do completely different things.

[Multicode. Randomise 1-7. Anchor 998]

- 1). How the economy runs (e.g. the way goods and services are made, sold and used)
- 2). How unequal things are in [Nation] (e.g. the gap between rich and poor people)
- 3). Whether the cost of goods and services includes the cost of the damage they do to nature
- 4). The balance between the use of fossil fuels (coal, gas and oil) and renewable energy (sources like wind and solar power) for electricity, transport, heating and businesses
- 5). What we eat and how it is produced
- 6). The values that guide how people, businesses and governments behave
- 7). The extent of flying and shipping, and how these are powered (by fossil fuels or renewable energy)
- 997). None of these
- 998). Don't know

ASK ALL

**Q7. To what extent, if at all, do you agree or disagree with the following statements?**

[Progressive grid, randomise rows, single code per row, forward and reverse scale codes 1-5 anchor 998]

[Rows]

- 1). Decisions about nature that affect communities must involve the communities (e.g. regions, cities, towns/villages) they will affect
- 2). International organisations like the United Nations should be given more power to protect and restore nature at a global level
- 3). The way [Nation]'s economy works should prioritise the health and well-being of people and nature rather than focussing solely on profit and increasing wealth in [Nation]
- 4). [Nation]'s government should prioritise jobs and business profits in existing industries, even if this means some harm to nature
- 5). Government action to protect and restore nature will not benefit people in [Nation] in the short term (over the next 3-5 years)
- 6). Most of the things we can do to protect and restore nature are already known, but not yet put into practice

[Scale]

- 1). Strongly agree
- 2). Tend to agree
- 3). Neither agree nor disagree
- 4). Tend to disagree
- 5). Strongly disagree
- 998). Don't know

## Actions that support transformation

ASK ALL

**Q8. To what extent, if at all, do you agree or disagree with the following statements?**

[Progressive grid, reverse rows for half of participants, single code per row, forward and

reverse scale codes 1-5. Anchor 998]

[Rows]

- 1). Targets for achieving the protection and restoration of nature should be based on science
- 2). When choosing between products or services, it makes no difference to me if the business supplying these has set targets based on science to protect and restore nature
- 3). In the main, the media in [Nation] report on issues of nature and climate change in ways that help me to understand these issues
- 4). In the main, the media in [Nation] report on issues of nature and climate change in ways that leave me unclear about what I can do to help
- 5). People and nature are often in opposition – what is good for people is often bad for nature
- 6). It would take a huge amount of effort for people to protect nature and make it more resilient for future generations
- 7). When choosing where to live or where to visit, I would be more attracted to cities that work to protect nature than to cities that do not do this

[Scale]

- 1). Strongly agree
- 2). Tend to agree
- 3). Neither agree nor disagree
- 4). Tend to disagree
- 5). Strongly disagree
- 998). Don't know

## The impact of COVID-19 on attitudes to transformation

ASK ALL

**Q9. To what extent, if at all, do you agree or disagree with the following statements?**

**[Progressive grid, randomise rows, single code per row, forward and reverse scale codes 1-5. Anchor 998]**

**[Rows]**

- 1). The COVID-19 pandemic is a unique moment to transform societies to be able to better deal with 'shocks' (such as pandemics and other extreme events) in future
- 2). People have enough to worry about with COVID-19 right now, this is not the time to be talking about restoring nature
- 3). The COVID-19 pandemic has shown how quickly people can change their behaviour in a crisis

- 4). [Nation]'s government should communicate directly with people about restoring nature, in a way similar to how they have communicated about the COVID-19 pandemic
- 5). The COVID-19 pandemic has made me more aware of how connected people are to others across the world

**[Scale]**

- 1). Strongly agree
- 2). Tend to agree
- 3). Neither agree nor disagree
- 4). Tend to disagree
- 5). Strongly disagree
- 998). Don't know

## Sampling Methodology

COUNTRY	METHOD	SAMPLE SIZE	AGE	QUOTAS	WEIGHTS	LANGUAGE INTERVIEW CONDUCTED IN
Argentina	Online	1000	18-55	Gender, age, region and working status	Gender, age, region and working status	Spanish (Argentinian)
Australia	Online	1001	18-65	Gender, age, region and working status	Gender, age, region and working status	English
Brazil	Online	1000	18-55	Gender, age, region and working status	Gender, age, region and working status	Portuguese
Canada	Online	1095	18-75	Gender, age and region	Gender, age, working status, region, income & language	English or French (Canadian)
China	Online	1000	18-50	Gender, age, region and working status	Gender, age, region and working status	Chinese
France	Online	1092	16-75	Gender, age and region	Gender, age, region and working status	French
Germany	Online	1097	16-75	Gender and age interlocked, region	Gender, age, region and working status	German
Great Britain	Online	1096	16-75	Gender, age and region	Gender interlocked with age, social grade and working status; region	English
India	Online	1000	18-45	Gender, age, region and working status	Gender, age, region and working status	English
Indonesia	Online	1000	18-55	Gender, age, region and working status	Gender, age, region and working status	Indonesian



COUNTRY	METHOD	SAMPLE SIZE	AGE	QUOTAS	WEIGHTS	LANGUAGE INTERVIEW CONDUCTED IN
Italy	Online	1096	16-70	Gender, age and region	Gender, age, region and working status	Italian
Japan	Online	1000	18-65	Gender, age, region and working status	Gender, age, region and working status	Japanese
Mexico	Online	1000	18-50	Gender, age, region and working status	Gender, age, region and working status	Spanish (Mexican)
Russia	Online	1080	16-60	Gender, age and region	Gender, age, working status, region & gender interlocked with age	Russian
Saudi Arabia	Online	1000	18-45	Gender, age, region and working status	Gender, age, region and working status	Arabic
South Africa	Online	1000	18-50	Gender, age, region and working status	Gender, age, region and working status	English
South Korea	Online	1000	18-55	Gender, age, region and working status	Gender, age, region and working status	Korean
Turkey	Online	1078	16-60	Gender, age and region	Gender, age, working status, region & gender interlocked with age	Turkish
United States	Online	1100	18-75	Gender, age and region	Gender, age, age interlocked with gender, working status, income and region	English (US)