**EIB Climate Survey – 2nd Edition**

**75% of Europeans are willing to fly less to fight climate change, 36% are already doing so**

*The EIB Climate Survey reveals the global level of commitment to climate-related actions in 2020. The Survey notably finds that:*

* *75% of Europeans intend to fly less for holidays to fight climate change while 36% are already doing so;*
* *91% of Chinese people intend to heat their home less in winter to protect the environment, compared to 78% of Europeans and 75% of Americans;*
* *83% of Europeans intend to only buy local food compared to 77% of Chinese people and 75% of Americans.*

**LUXEMBOURG, 14 January 2020** – The European Investment Bank (EIB) has launched the 2nd edition of its EIB Climate Survey, in partnership with the opinion research and consulting firm BVA. The survey gauges how people feel about climate change in the European Union, the United States and China. This second wave of results identifies individual actions citizens are taking or are planning to take to fight climate change.

Chinese and European respondents say they are more willing to change their lifestyle than their American counterparts. The EIB Climate Survey assesses these action categories:

Holidays. 36% of Europeans say they already fly less for holidays to fight climate change, and 75% of Europeans intend to do so in 2020. This figure increases to 94% in China, but is only 69% in the US. People in Europe, Croatia, Slovakia and Germany are particularly committed to flying less and travelling more by train.

Transportation. 93% of Chinese citizens say they are already opting for public transport for environmental purposes over driving, compared to just 64% of Europeans and 49% of Americans. Within the European Union, Eastern Europe stands out for its high use of public transport. Additionally, the Survey finds that while only 3% of Europeans and 5% of Americans say they have replaced their car with an electric model, 26% of Chinese respondents state they have already done so.

Housing. 91% of Chinese citizens say they intend to heat their home less to fight climate change compared to 78% of Europeans and 75% of Americans. Other differences appear when it comes to environmental actions at home: more than 58% of Chinese citizens intend to switch to a green energy provider, compared to 45% of Europeans and 39% of Americans. In Europe, 25% of Europeans say they have already taken this step.

Waste. 81% of Americans, 93% of Europeans and 98% of Chinese respondents are willing to buy fewer plastic products. Within the European Union, both Eastern Europe and Scandinavia are underperforming when it comes to reducing plastic consumption and sorting waste, according to the survey results.

Food. Europeans are more willing than the US and China to stop buying food not produced locally. 83% of Europeans say they intend to buy only local food, compared to 77% of Chinese people and 75% of Americans. When it comes to red meat intake, 92% of Chinese respondents are committed to reducing their own consumption whereas 79% of Europeans and only 68% of Americans are ready to do so. 27% of Chinese respondents, 26% of Europeans and 21% of Americans say they are doing this already.

Companies and brands. Respondents in Europe and in the US are less inclined to engage in climate-conscious consumption and investments than their Chinese counterparts. 86% of the population in China say they intend to invest in green funds in 2020 compared to 56% in the US and 52% in Europe. Eastern European countries and the Baltic States in particular are the least inclined to boycott heavily polluting brands.

Emma Navarro, EIB Vice-President for climate action and the environment, said: “*I’m thrilled to see the level of commitment of European citizens in our common fight against climate change. Individual climate actions set the social and economic trends of our societies that will help tackle climate change. The European Investment Bank is firmly committed to providing means to empower citizens in this fight for a more sustainable future. It is encouraging seeing how people are embracing climate action and making it a real part of their lives: we can only succeed if we are in this together.”*

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**About the EIB Climate Survey**

The European Investment Bank partnered with market research firm BVA to conduct a thorough assessment of how people feel about climate change. The 2ndedition of the EIB Climate Survey aims to inform the broader debate on attitudes and expectations in terms of climate action. This survey is the second of four releases in 2019 and 2020, with each data series corresponding to a specific theme and area of focus. 30 000 respondents participated in the Survey from 27 September to 21 October 2019, with a representative panel for each of the 30 countries surveyed.

**About the European Investment Bank**

The European Investment Bank (EIB) is the long-term lending institution of the European Union and is owned by the EU Member States. It makes long-term finance available for sound investment in order to contribute towards EU policy goals both in Europe and beyond. The European Investment Bank is active in around 160 countries. The EIB is one of the largest multilateral providers of climate finance worldwide and recently announced that it will unlock and support EUR 1 trillion of climate action and environmentally sustainable investment in the decade to 2030. At least 50% of EIB finance will be delivered for climate action and environmental sustainability by 2025. By the end of 2020, all EIB Group financing activities will be aligned with the goals of the Paris Agreement.

**About BVA**

BVA is an opinion research and consulting firm recognised as one of the most innovative market research firms in its sector. Specialised in behavioural marketing, BVA combines data science and social science to make data inspiring and bring it to life. BVA is also a member of the Worldwide Independent Network of Market Research (WIN), a global network of some of the world's leading market research and survey players, with over 40 members.