

The Trust 10

Climate Change - South Africa

01 Consumers recognise the need for a lifestyle change.

South African's (75%) say that we will need to make changes to how we live in order to prevent the worst potential consequences of climate change.

02 Business isn't trusted when it comes to climate change.

Business is in a Trust deficit (46%) with regards to climate change, while they are the most trusted (61%) institution generally. There is a strong need for business to address this.

03 Most industries aren't trusted to take climate change action.

Coal, Oil & Gas, and Transportation are the industries least trusted to help mitigate against climate change. While renewable energy, agriculture and technology are the only ones trusted by South Africans in this regard.

04 Consumers don't want to pay more for climate-friendly solutions.

69% of consumers believe that the burden should be on brands to make environmentally-friendly products more affordable.

05 6 out of 10 people think only government can force change.

67% believe businesses, and 63% believe that people will not make the changes necessary to avoid the worst consequences of climate change.

06 Government action is important in earning and/or keeping trust.

76% of South Africans believe that government need to balance the need to address climate change with the need to support economic recovery and growth.

07 NGO's are essential in bringing together business and government.

Over 90% of South Africans see NGOs as important in bringing together key decision makers to coordinate action and develop targets.

08 Media provide facts and solutions.

Consumers find that media report on climate change solutions, not just impact (90%), and inspire people to reduce their own carbon footprints (92%).

09 Business must prioritise climate change action.

Businesses are expected to adopt science-based targets and greenhouse gas emissions reduction goals to guide their climate change strategies (90%), and put climate change experts in leadership positions to develop these strategies (88%).

10 Consumers, employees and investors reward business for climate action.

People are more likely to buy brands (63%) and recommend an organisation as a place to work (56%) based on climate change beliefs.

All data is based on general population sample unless otherwise noted.

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