

# 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.

To explore the full 2021 Edelman Trust Barometer, visit [www.edelman.com/trust](http://www.edelman.com/trust)  
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