



# European Green Deal Barometer

Think2030 Survey



IEEP & GlobeScan Webinar

29th April 2021



# Today's Agenda



# Today's Panel



**Céline Charveriat**  
Executive Director  
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**Caroline Holme**  
Senior Director  
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**Robert Watt**  
Communications Director  
Stockholm Environment Institute



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



**Dr. Hans Bruyninckx**  
Executive Director  
European Environment Agency



An aerial photograph of a vast, dense forest of evergreen trees, likely spruce or fir, covering a hillside. The trees are tightly packed, creating a textured green canopy. The lighting is soft, suggesting an overcast day or early morning/late afternoon. The forest extends to the top of the frame, with some individual trees standing out due to their height or slight variations in color.

# Survey introduction, methodology and sample





# Background, Objectives & Partners

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

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



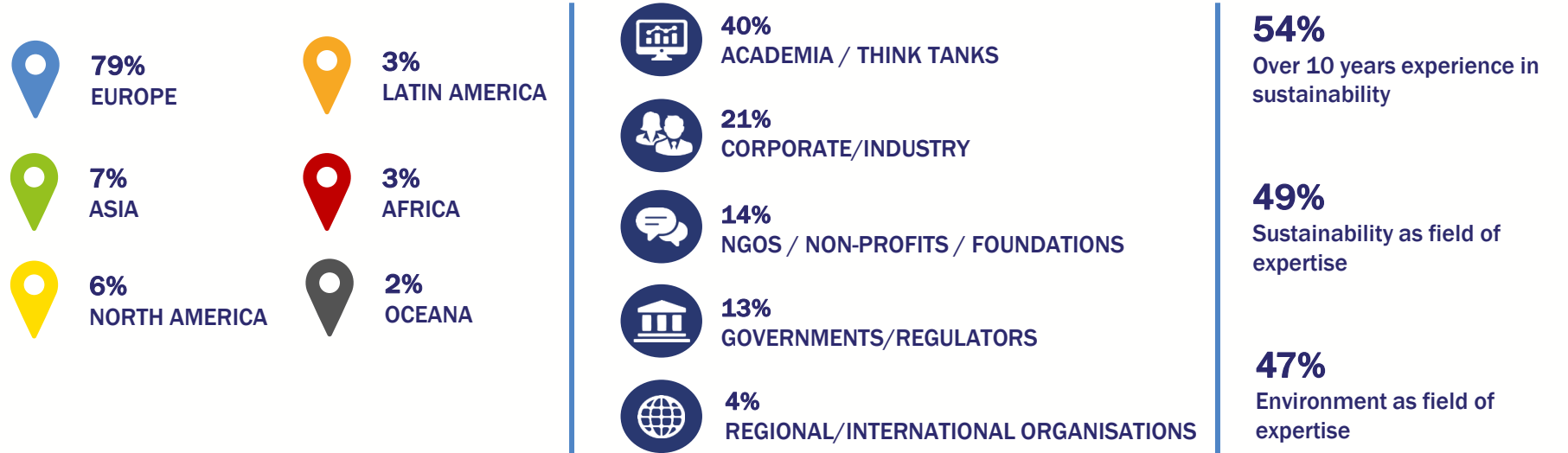
European Environment Agency



# Methodology

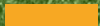
The survey was conducted online between December 2020 and January 2021.

Total sample  $n=295$





# Key findings

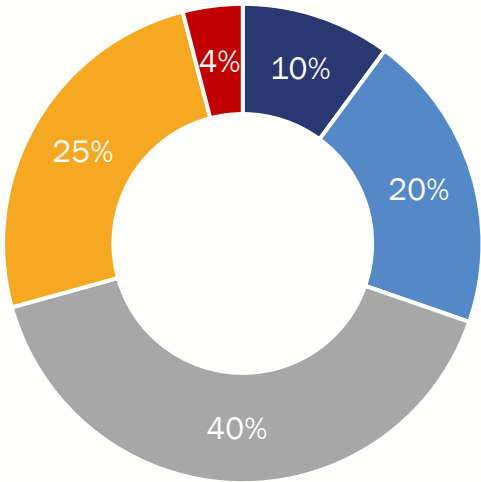


# Views on Implementation are Mixed



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

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

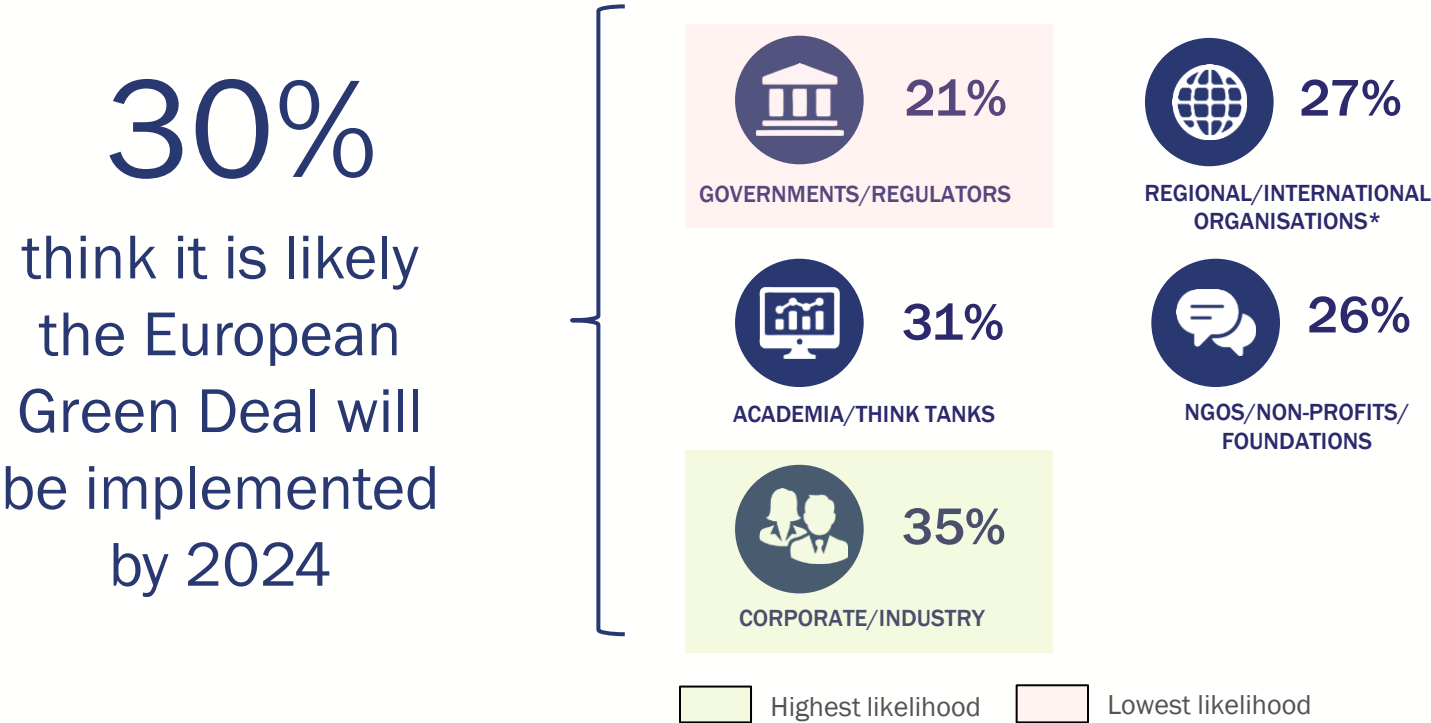


■ Very likely (5) ■ 4 ■ 3 (Neutral) ■ 2 ■ Very unlikely (1)



# Views on Implementation are Mixed

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



\*Caution: small sample size (n=11)

# Lack of Commitment and Governance Issues Hinder Progress

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

1



Lack of commitment by  
Member States to the  
EGD agenda

33%

2



Inadequate governance  
mechanisms for systemic  
approach

25%

3



Multi-speed Europe and  
unequal progress across  
EU Member States

24%

# Building a Low-Carbon Circular Economy is a Key Opportunity

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



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



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

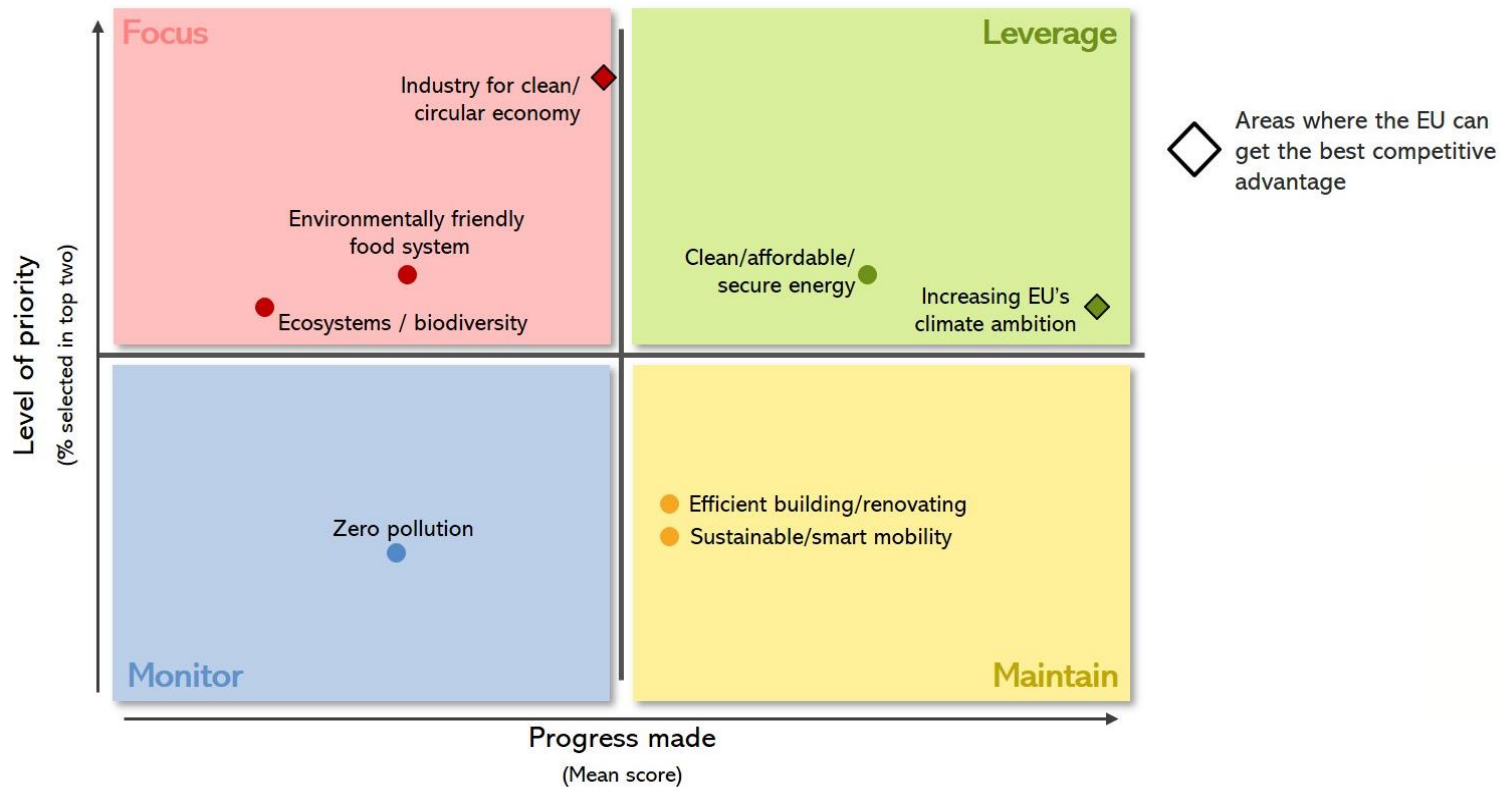


Greater EU competitiveness  
/ global leadership role  
through ambitious  
environmental agenda  
26%



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

# Three Focus Areas: Circular Economy, Food, Biodiversity



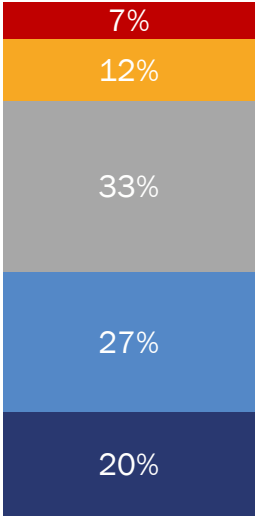
Source: Think2030 Survey on the European Green Deal (GlobeScan, 2020/21)  
 Base: n=294  
 Question: Q16. Which two of the following should be prioritised by the European Commission as key catalysts for implementing the whole deal? Closed question, selected as one of top two priorities.  
 Question: Q15. How much progress has been made on each of the following areas? Closed question, 5-pt rating scale, mean score.

# Improve Familiarity & Awareness with the EU Green Deal



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

48%  
are familiar with  
the European  
Green Deal



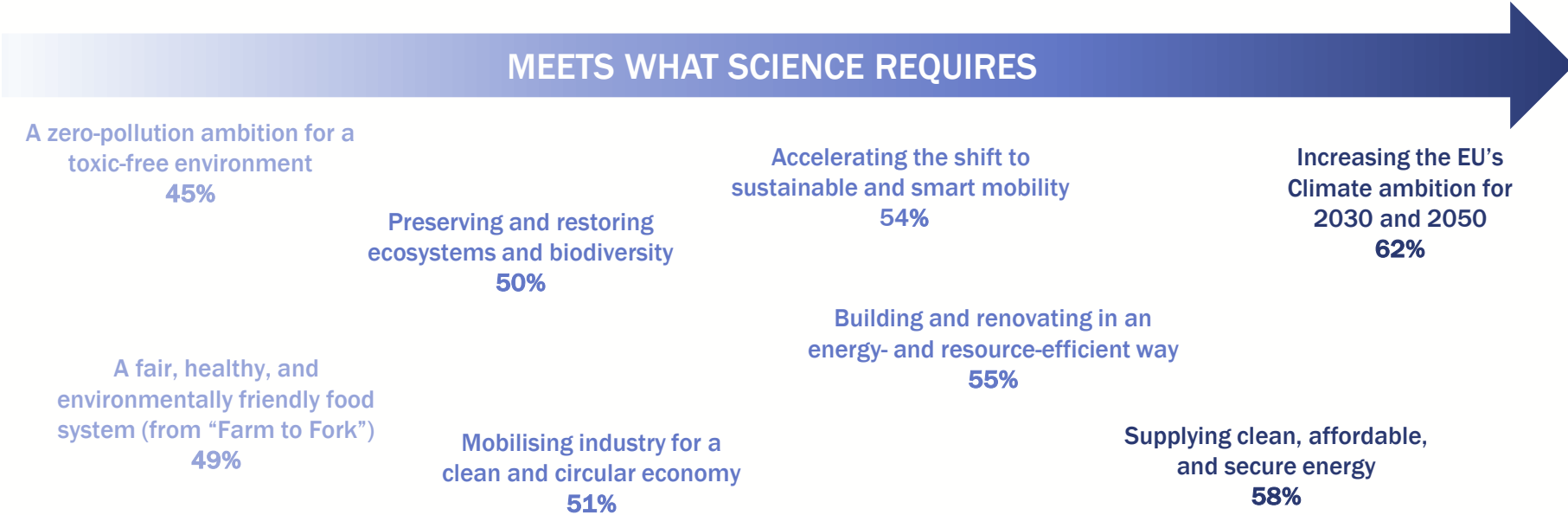
■ 5 - Very familiar ■ 4 ■ 3 ■ 2 ■ 1 - Not familiar at all



# A Science-Based Approach Across Proposals



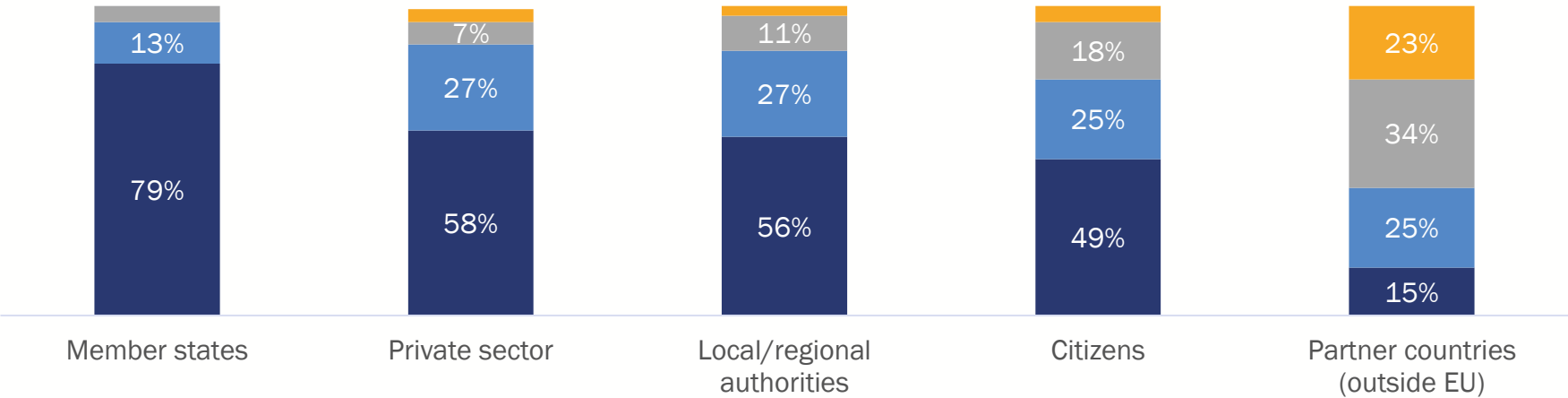
Extent to which EU Green Deal proposals meet what science requires, “Well” and “Very well” (4+5 on a 5-pt scale), all stakeholders, globally, 2020/21



# Collaboration Among All Stakeholder Groups

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

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



# Analysis



# The state of the environment pre-Green Deal

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

# The state of the European Green Deal, one year on

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

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

# Key recommendations from sustainability experts (1)

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



Mainstream a circular economy approach in the EU industrial strategy

Include an ambitious absolute target in material footprint reduction within CEAP



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



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

# Key recommendations from sustainability experts (2)

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



Empower local and regional authorities

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



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



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

# Thank you to our partners!



European Environment Agency



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sustainable Europe



# PANEL DISCUSSION



**Q&A**



Thank You