

CLIMATE CHANGE AND CITIZENS OF UKRAINE: Peculiarities of Public Opinion and Communication

Policy Paper 

July 2024

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The document reflects the results of a study of the attitudes of Ukrainian citizens towards climate change, including the main trends, their understanding of the issues, impacts, climate-related practices, attitudes towards climate change measures, etc. The main conclusions and recommendations are based on the results of a nationwide public opinion poll. The document includes recommendations for strengthening the communication component of Ukraine's climate policy.

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@ Capacities for climate action project

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Summary

This study aims to identify prevailing trends in Ukrainian citizens' attitudes towards climate change, encompassing their understanding of the issue, perceived impacts, climate-related practices, and attitudes towards climate mitigation measures. The study's conclusions and recommendations are derived from a nationwide public opinion poll, focus groups, and consultations with the representatives of the Ukrainian Climate Network.

The research methodology was informed by a literature review on the impacts of climate change in Ukraine, and existing research on Ukrainian citizens' knowledge and behavior regarding climate change.

Some of the research data can be compared with the results obtained in the EU regarding the attitudes of EU citizens towards climate change and green transformation.

Taking into account all the research results, the main trends were identified and recommendations for the future communication strategy were prepared.

The majority of Ukrainians believe that climate change is a serious problem (55.6%), and one-third believe it is extremely serious (10 on a scale of 1 to 10). Only 7% do not consider climate change to be a significant problem.

Almost 2/3 of Ukrainians feel personally responsible for combating climate change (61.1%), and a quarter of them fully agree that combating climate change is their personal responsibility (27.4%).

Almost every resident of Ukraine **feels the impact of climate change on their area**: 24.2% feel a strong impact, 64.8% feel a moderate impact (89% in total). Three-quarters of residents expect significant climate change impacts **in the future** for the region where they live.

The rise in temperature is the most noticeable climate phenomenon for Ukrainians. It is important to understand that people not only notice the rise in temperature in summer and winter, but also understand that such changes are related to climate change.

The vast majority of Ukrainians **feel the impact of climate change personally**, and only 16% of Ukrainians do not feel such an impact. Ukrainians feel that their **health** suffers from climate change (47.8% of respondents); 29.3% feel an **additional need for indoor cooling**.

The majority of respondents attribute **climate change primarily** to human activities (59.5%), deforestation (58.1%), and greenhouse gas emissions from industry and energy (51.8%). Greenhouse gas emissions from transportation are cited by 46.6%, and only 24.1% attribute emissions from agriculture as a cause.

Regarding climate action, most respondents believe **all countries should take measures** to combat climate change. Within Ukraine, 39.3% see a role for the government, 33.8% for international organizations (e.g., UN, OSCE, etc.), and 30.8% for public environmental organizations. Notably, 21.9% believe people should take such measures personally.

Support for specific climate actions during the war in Ukraine is high, with 60% of respondents favoring **increased investment in environmentally friendly public transportation** and 69% agreeing with **government support for businesses** to reduce greenhouse gas emissions (including by introducing new technologies). Despite the ongoing war, 86% support **broad public awareness campaigns on climate change**.

Ukrainians tend to support climate measures that do not directly impose responsibility or costs on them. For example, they support fines for businesses, but are less supportive of increased energy prices.

Personal actions commonly taken in Ukraine include unplugging electrical appliances (57.4%), reducing single-use goods consumption (44.1%), and using energy-efficient household appliances (37.1%).

In the context of post-war reconstruction, Ukrainians support measures to mitigate and adapt to climate change, with 91.6% favoring climate-resilient infrastructure, 90.7% supporting increased use of renewable energy, and 82.9% supporting strict energy efficiency requirements for buildings, schools, hospitals.

War has influenced behaviors and attitudes towards climate change, such as home insulation and the installation of energy monitoring devices, solar panels, or heat pumps. Such actions of residents are most likely related to the problems of electricity and heat supply during the war.

Attitudes towards climate change vary with age. Contrary to the belief that young people are extremely progressive and ready to take action, the survey shows that young people have a lower

level of understanding of the problem and are less likely to use climate and environmental practices in their everyday lives.

Interesting data was obtained by natural climate zones where respondents live: **there is a clear relationship between the zone in which people live and climate change impacts they observe.** A much higher rate of personal climate action is observed for residents of the mountainous climate zone: unplugging electrical appliances, reducing consumption of single-use items, sorting waste, buying locally produced food, reducing electricity consumption by household appliances, and insulating homes.

There are differences in a number of climate practices **between women and men.** Women are more responsible when it comes to buying local products, reducing and sorting waste, reducing consumption of single-use items.

The primary sources of information about climate change for Ukrainians are the Internet, social media, and TV news, whereas a minimal percentage engage with books, magazines, or events. Ukrainians favor short, visual information, even for complex topics such as climate change.

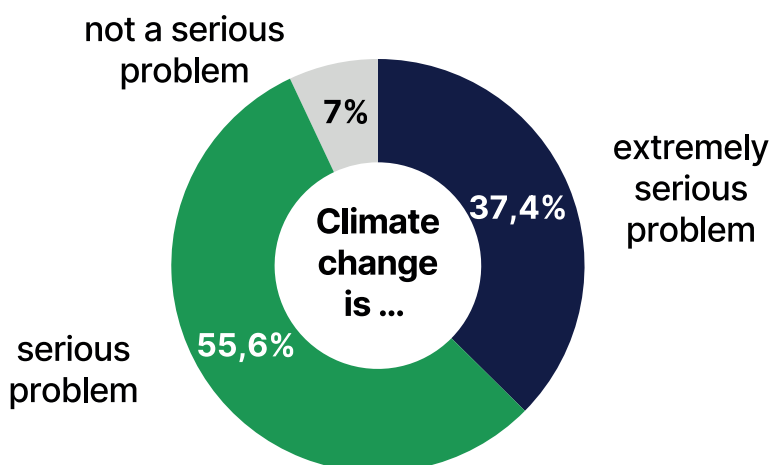
Key communication issues regarding climate change include: increasing general awareness, building public support for national and local policies, fostering climate-conscious youth, and combating disinformation and manipulation.

It is important to have information about **measures to combat or adapt to climate change** that can be effectively presented as part of:

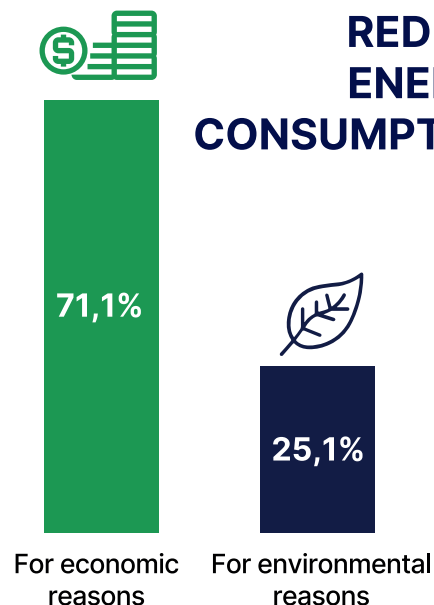
- the reconstruction from the consequences of war;
- energy independence and system reliability;
- overcoming the energy crisis in times of war;
- the possibility of economic development and new jobs, including green jobs;
- European integration;
- fight against dependence on Russian gas and oil;
- measures aimed at reducing the costs, including utility costs, for citizens now or in the future;
- measures aimed at protecting citizens (property, health) and enhancing people's well-being (which may include access to water, preventing energy poverty, hunger and ensuring food security).

Social networks (Telegram, Viber, Instagram, TikTok), YouTube, and online news platforms should serve as **the primary communication channels.** Television remains a significant source of information for many, thus communication strategies should be tailored to the main target audience taking into account the results of study on the information sources they use.








ATTITUDES OF UKRAINIANS TOWARDS CLIMATE CHANGE



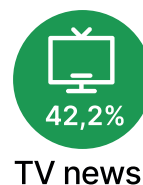
REASONS TO REDUCE ENERGY CONSUMPTION



CITIZENS' CLIMATE PRACTICES BY CLIMATE NATURAL ZONES IN UKRAINE

	Mountains	Steppe	Forest-steppe	Polissya
Unplug devices when not in use 	71,3%	46,6%	63,1%	55,2%
Try to decrease single-use goods consumption 	61,9%	34,7%	47,1%	43,4%
Try to decrease waste production and to sort waste 	49,2%	26,8%	38,7%	36,1%
When shopping you prefer locally produced food 	53,0%	36,8%	29,3%	37,9%
Pay attention to energy efficiency of new appliances you buy 	49,7%	34,9%	34,4%	39,4%
Insulated your house to decrease energy consumption 	44,8%	38,2%	28,7%	30,1%
While you have a car you regularly use environmental friendly alternatives 	32,0%	18,6%	25,5%	23,2%

TOP-3 SOURCES OF INFORMATION ABOUT CLIMATE



WHAT CLIMATE CHANGE IMPACTS DO YOU EXPERIENCE PERSONALLY?



Health deterioration due to extreme weather conditions

47,8%



Flooding

19,5%



Need in additional cooling of houses (premises)

29,3%



Damage to property or health due to storms, rainfalls, etc.

16,3%



Complete or partial loss of crop

28,1%



Nothing from above

16,0%



Forest and other fires

24,3%



Don't know

1,9%



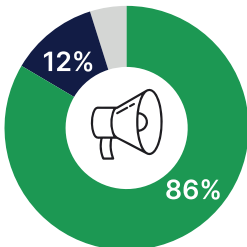
Lack of water, including drinking water

22,3%

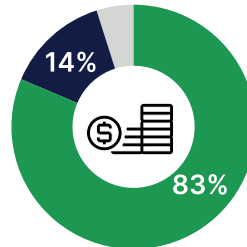
Other

0,9%

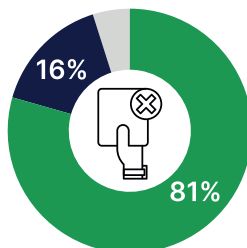
DO YOU SUPPORT ANY OF THE FOLLOWING MEASURES TO BE TAKEN DURING THE WAR



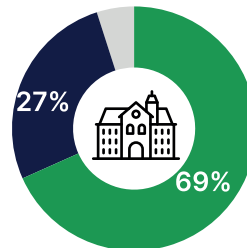
Wide informing about climate change causes and impacts



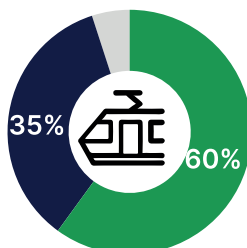
Financial aid to low income families to support energy efficiency of housing



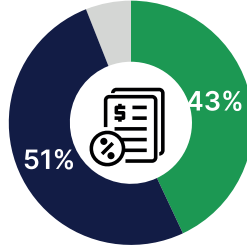
Increasing fines on business for not complying with emissions standards



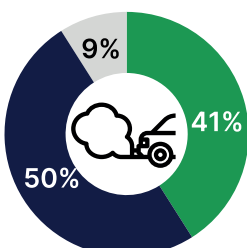
State aid to business for decarbonization (new technologies)



More investments into green public transportation (electric)



Increasing taxes on energy sources with high GHG emissions (petrol, gas, coal)

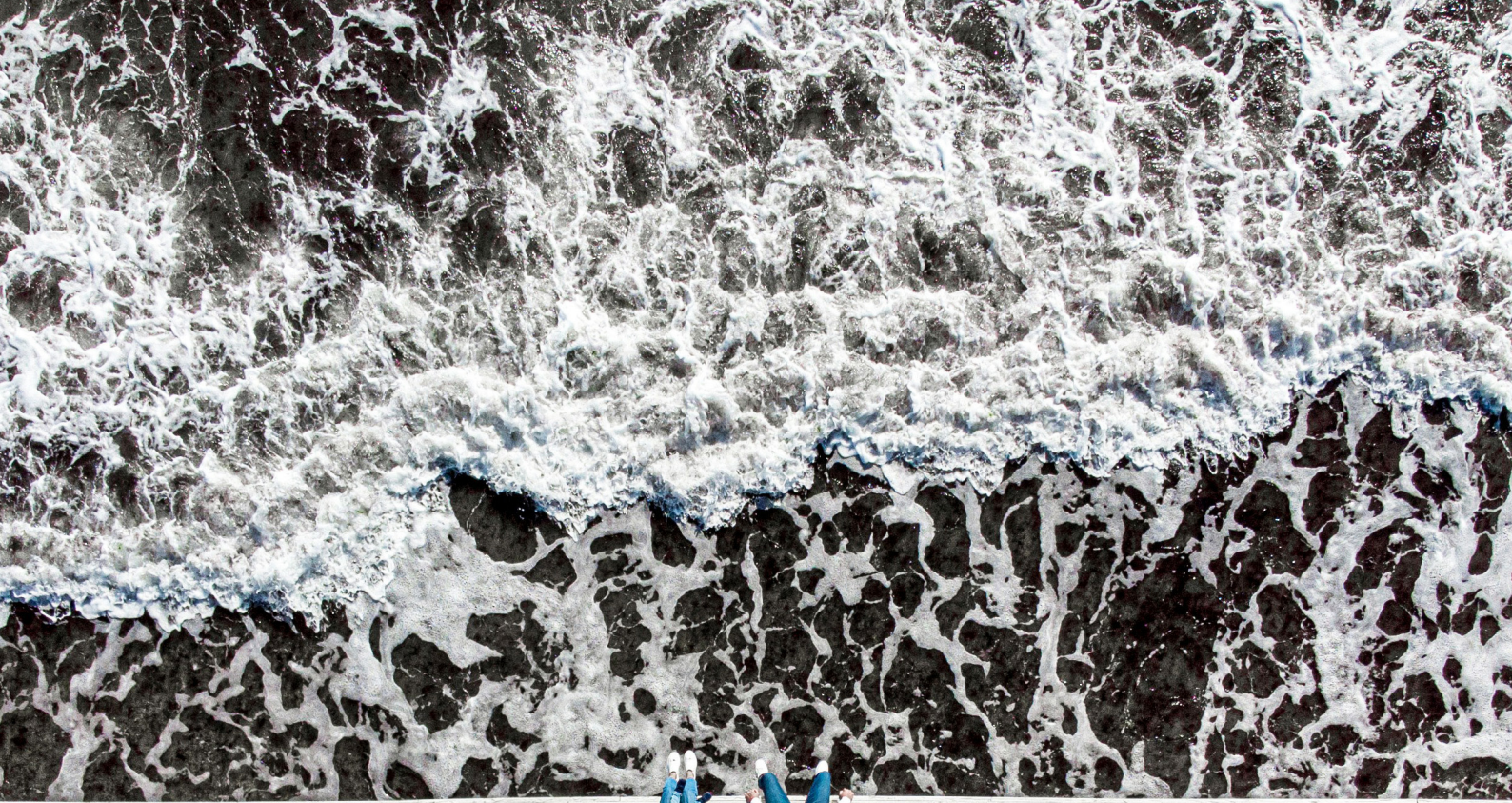


Ban on diesel cars sales due to high GHG emissions

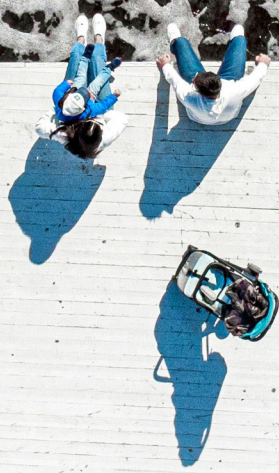
■ support

■ do not support

■ don't know



unsplash.com/@blgnlife



INTRODUCTION



Recently, climate issues in Ukraine have gained increased relevance, being discussed at the highest political levels while residents experience the impacts of climate change in their daily lives. Scientific research corroborates the significant effects of climate change on agriculture, water resources, public health, ecosystems, energy, and infrastructure.

State climate policy must align with Ukraine's international commitments and the objectives and principles of the European Green Deal. Accordingly, policies, legislation, and practical climate measures that directly impact the lives of Ukrainians are being developed.

Effective implementation of climate policy requires robust communication efforts by public authorities, international institutions, and civil society organizations. This requires research into public knowledge of climate change, whether they feel its impacts and the need to adapt to climate change; types of personal climate practices they use, and their thoughts about certain government measures in the field of climate policy, etc.

The conclusions of this study are based on data from a nationwide public opinion survey conducted by Socioinform in April 2024 across all Ukrainian regions except those under occupation. The processed survey data is presented in tables, graphs, and diagrams, with accompanying conclusions and recommendations.

The document comprises three main sections:

1. Results of the nationwide public opinion survey: This section covers Ukrainians' attitudes towards climate change, including their knowledge and perceptions, the causes and consequences of climate change, approaches to addressing climate issues, responsible parties, and post-war reconstruction.
2. Trends and main conclusions: This section identifies key trends in Ukrainian citizens' attitudes towards climate change, compares these attitudes with those in the EU and other countries, and outlines sources of information used by citizens.
3. Recommendations on the Communication Strategy: This section addresses «What to communicate?», «To whom to communicate?», and «How to communicate?».

Such surveys of public opinion on climate issues, environmental protection, and the green transition are regularly conducted among the EU residents by Eurobarometer. The reports with the results of such surveys are an important source for Ukraine as well, as they allow comparing trends in the attitudes of Ukrainian citizens and citizens of the EU member states, which is especially valuable in view of Ukraine's aspirations to become an EU member state as soon as possible.

The study's main findings and recommendations were validated with representatives of the Ukrainian Climate Network during an online meeting on June 4, 2024. The research also incorporated results from two focus groups with youth and general public regarding their perceptions of climate change and preferred information channels (as part of the REAL DEAL project).

The research was prepared by the Resource and Analysis Center «Society and Environment» team (Andriy Andrusevych, Nataliya Andrusevych, Zoryana Kozak). The policy paper was drafted upon the request of the «Capacities for Climate Action» project, implemented by GIZ at the request of the German Federal Ministry for Economic Affairs and Climate Protection (BMWK) within the International Climate Initiative (IKI) framework and co-financed by the European Union.



METHODOLOGY



The research methodology was developed based on a comprehensive literature review covering the impacts of climate change in Ukraine and existing research on Ukrainian citizens' knowledge and behavior related to climate change. The goal was to identify key scientifically confirmed impacts to tailor the public opinion survey accordingly.

Key findings on climate indicators

Temperature	<ul style="list-style-type: none"> • Temperatures in Ukraine have risen by almost 1.5°C over the past 30 years. 2020 was the hottest year on record. • Forecasts indicate an increase in average annual temperatures by 1.2-3.0 °C by the end of the 21st century. (RCP 4.5)
Extreme temperature	<ul style="list-style-type: none"> • The intensity and frequency of heat waves in Ukraine has increased. • It is predicted that the number of days with sub-zero temperature will decrease, and by the end of the 21st century, some areas will not have days with negative temperatures.
Precipitation	<ul style="list-style-type: none"> • Annual precipitation varies and this variability will continue in the future. • It is likely that by the end of the twenty-first century, the amount of summer precipitation could decrease significantly, especially in the south and southeast of Ukraine. • There is a possibility of more rain in winter, especially in the north of Ukraine.
Extreme precipitation	<ul style="list-style-type: none"> • The frequency and intensity of very heavy precipitation is projected to increase by 10% to 25% by the end of the 21st century.

Key impacts

Agriculture	<ul style="list-style-type: none"> • Increased temperatures and precipitation in winter can have a positive impact on productivity. • Higher temperatures and precipitation in summer will have a negative impact on productivity. • Some southern regions will become barren.
Water	<ul style="list-style-type: none"> • Water resources will decrease in the north, northwest, and south of Ukraine by 30% to 70% by the middle of the 21st century. • Lack of access to drinking water in the south and east, increased use of contaminated water.
Health	<ul style="list-style-type: none"> • Extreme heat accompanied by polluted air will increase disease-related mortality and unemployment. • Mortality from cardiovascular and infectious diseases will increase.
Ecosystems	<ul style="list-style-type: none"> • Marine ecosystems will continue to suffer from rising temperatures. • Forest fires will become more frequent. • Invasive species will spread.
Energy and infrastructure	<ul style="list-style-type: none"> • Rising temperatures, water shortages and extreme events will increase energy demand and threaten energy supply. • Heavy rains will increase flooding of infrastructure and settlements. • Heat stress will be more severe in cities. • Heating periods (seasons) for housing will be reduced by 5%.

In developing the questionnaire, the developers considered sociological and other research conducted in Ukraine on climate change. Several questions were adapted from international and EU-level public opinion surveys, such as Eurobarometer.

The questionnaire for the nationwide public opinion survey included the following main blocks of questions:

1. Knowledge of and attitudes towards climate change.
2. Causes and consequences of climate change.
3. Solutions and responsible parties.
4. Citizens' climate practices and attitudes during the war.
5. Postwar reconstruction.
6. Sources of information.

To gather citizens' opinions on these issues, a nationwide public opinion survey (face-to-face interviews) of 2,000 Ukrainian residents was conducted by the Center of Sociological Research «Socioinform» in April 2024.

The analyzed survey data is presented in this paper in tables, graphs, and diagrams. Based on the survey results, main trends and conclusions were identified. Comparisons with similar surveys in other countries, including the European Union, were made where possible and appropriate.

The survey results, main conclusions, and potential ways to influence public opinion on climate issues were discussed with representatives of the Ukrainian Climate Network during an online meeting on June 4, 2024. The study also incorporated results from two focus groups with youth and general public regarding their perceptions of climate change and preferred communication methods. These focus groups were conducted as part of the REAL DEAL project in collaboration with the European partners.

Taking all research results into account, the main trends were identified, and recommendations for the future communication strategy were developed.



SECTION I.

**Results of the All-Ukrainian Public
Opinion Survey on the Attitudes of
Ukrainians Towards Climate Change**



1.1 Knowledge of and attitudes towards climate change

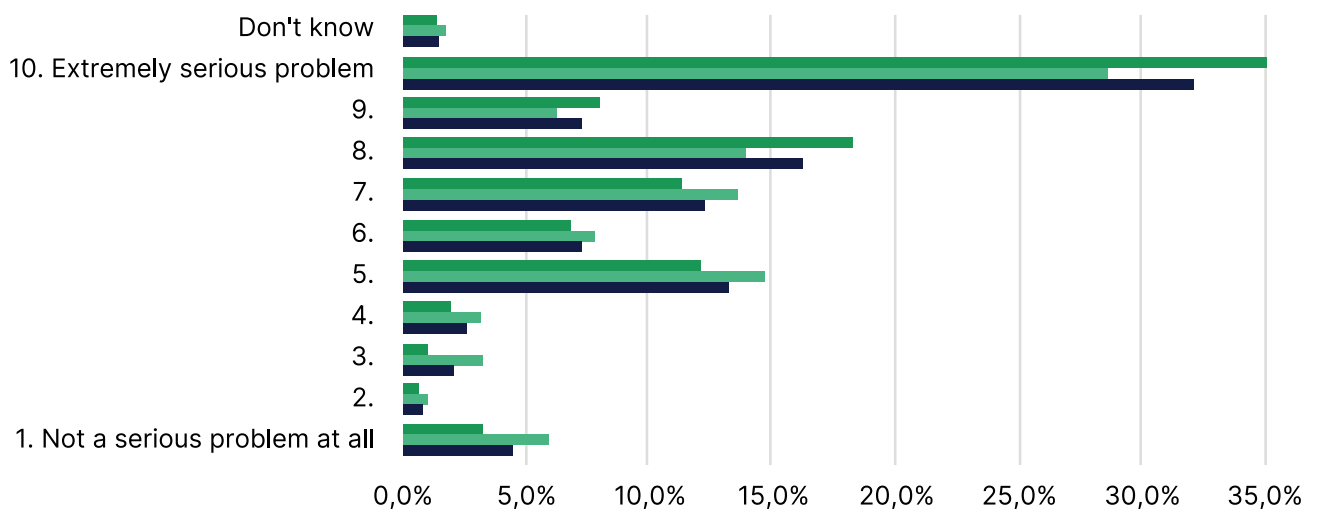
The majority of Ukrainians perceive climate change as a serious problem (55.6%), and one-third rate it as extremely serious (10 on a scale of 1 to 10). Only 7% do not regard climate change as a serious problem².

Significant age differences exist in the perception of climate change severity. Respondents aged 50+ are more likely to view climate change as a serious problem, with 59.5% to 62.7% expressing this view. Conversely, younger individuals aged 18-29 are more reserved, with only 40.9% considering it a serious issue. This disparity is particularly evident in the highest severity rating, with only 17.9% of young people rating it as '10', compared to 41.8% of older adults. Women are more likely to perceive

climate change as a serious problem, with 61.3% of women versus 48.7% of men expressing this view.

Individuals with higher education tend to be more reserved in their assessments, although their views still align with the national average. Both the least and most financially secure respondents are more inclined to view climate change as a serious issue.

How serious do you think is climate change problem?



	1.	2.	3.	4.	5.	6.	7.	8.	9.	10.	Don't know
women	3,3%	0,6%	1,1%	2,0%	12,1%	6,8%	11,3%	18,3%	8,0%	35,0%	1,4%
men	6,0%	1,0%	3,3%	3,2%	14,7%	7,7%	13,6%	13,9%	6,3%	28,5%	1,8%
all Ukraine	4,5%	0,8%	2,1%	2,6%	13,3%	7,3%	12,4%	16,3%	7,3%	32,1%	1,6%

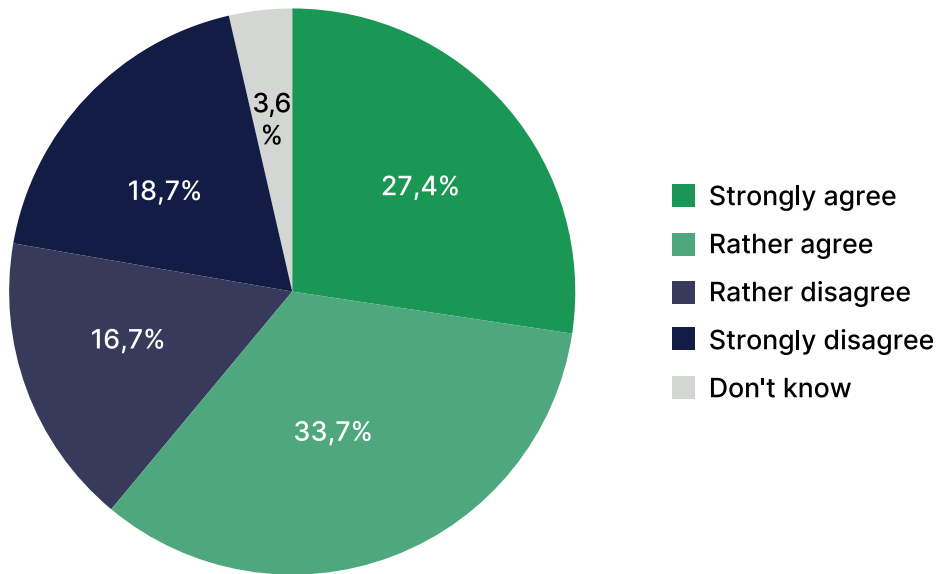
Almost two-thirds of Ukrainians feel personally responsible for combating climate change, with 61.1% expressing this sentiment and 27.4% fully agreeing that it is their personal responsibility. 35.4% of Ukrainians disagree with this statement.

A clear age dependence exists, as the sense of personal responsibility increases with age. Additionally, residents of mountainous regions exhibit a significantly higher level of personal responsibility, with 71.8% feeling accountable for combating climate change.

¹ The share of people who chose a severity level of 8 to 10.

² The share of people who chose a severity level of 1 to 3.

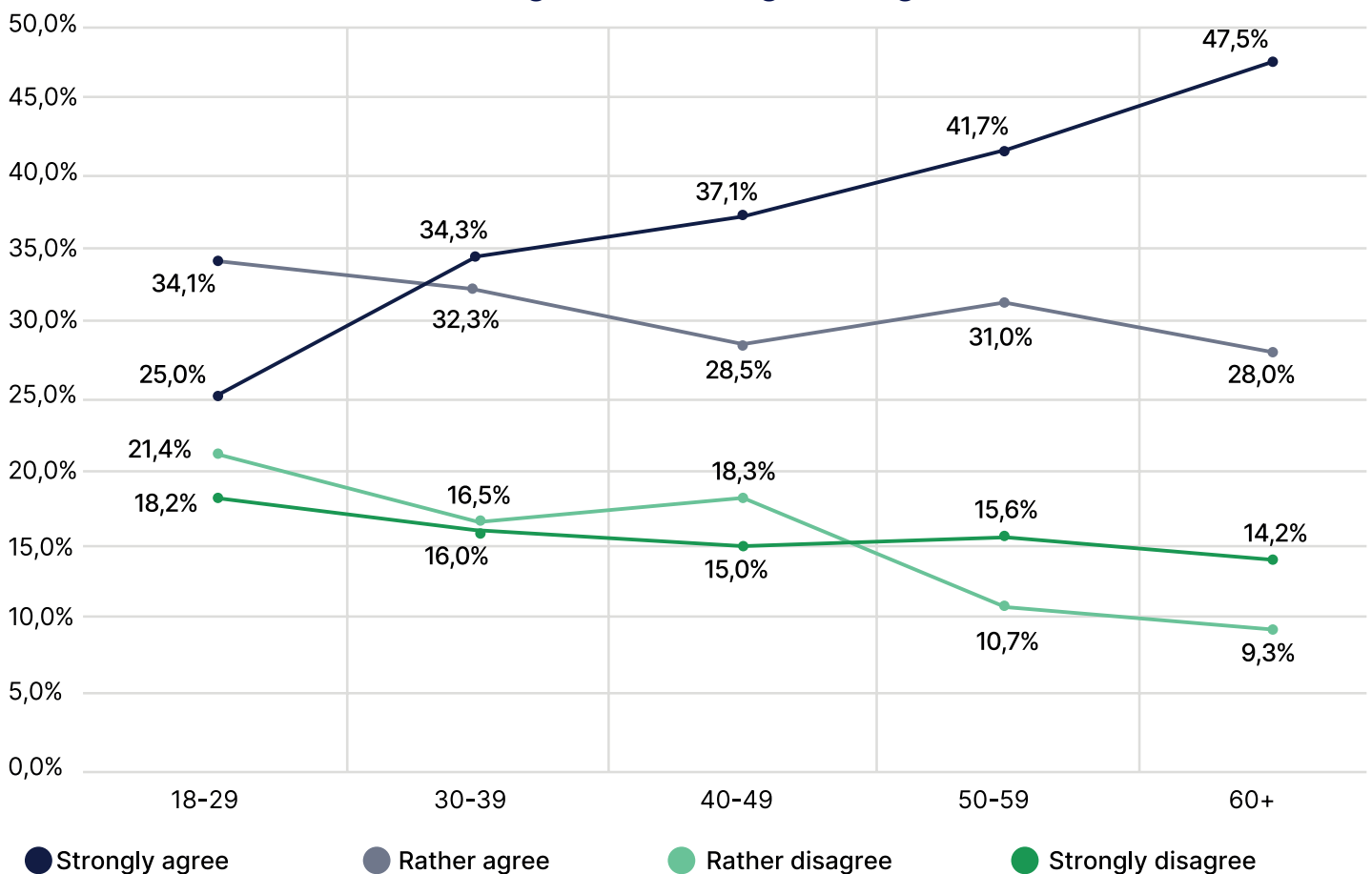
**To what extent do you agree or disagree with the following statement:
I feel personally responsible for combating climate change**



69% of Ukrainians, irrespective of their education or income level, express fear regarding climate change. This fear is particularly prevalent among women, with 75.8% acknowledging it. Significant age differences are evident, as older individuals are more fearful of climate change.

Geographically, residents of steppe and mountainous areas report higher levels of fear concerning climate change.

**To what extent do you agree or disagree with the following statement:
Climate change is something that frightens me**



Nearly all Ukrainians report experiencing the effects of climate change in their region: **24.2% report a severe impact, and 64.8% report a moderate impact, resulting in a total of 89%**. Younger individuals are somewhat less likely to perceive such impacts, while those without a complete secondary education are the least likely to notice them, with 23.8% of this group not perceiving them at all. The lowest-income individuals experience the impact most intensely, a likely evidence of the social consequences of climate change in Ukraine.

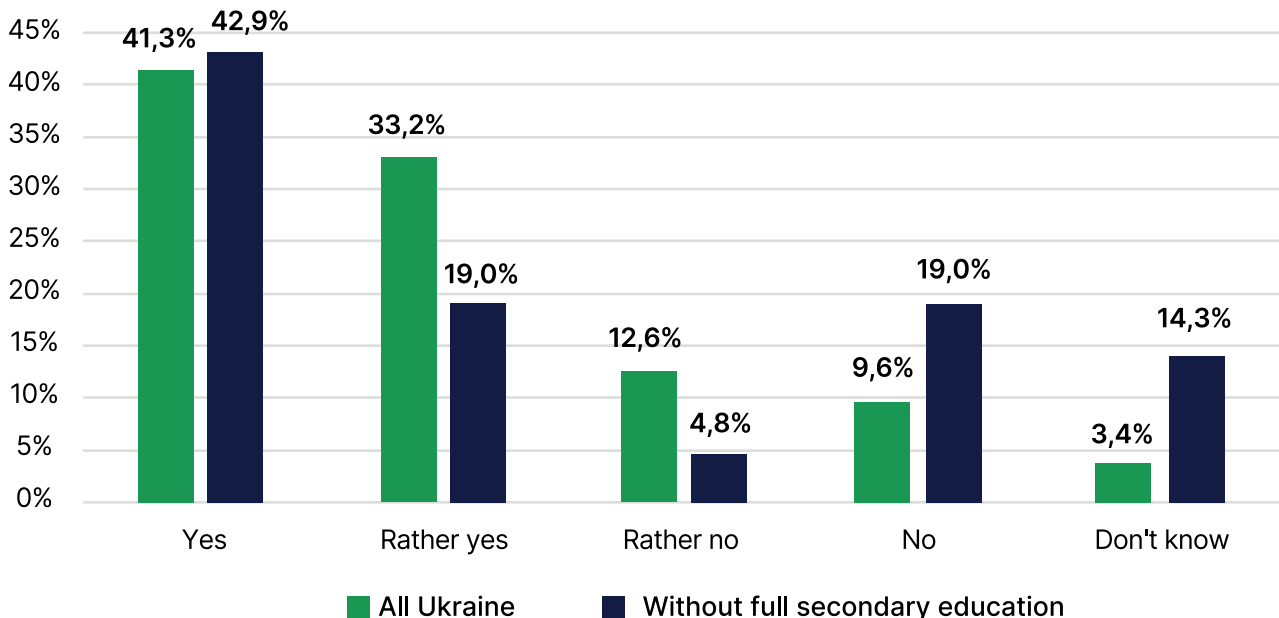
Only 19.8% of polissya zone residents feeling **strongly affected**, in contrast to 32.7% of steppe zone residents.

In your opinion, to what extent does climate change affect the area where you live?

	All of Ukraine	Least income
Severe	24,2%	42,2%
Moderate	64,8%	46,6%
Does not affect	9,7%	9,9%
Hard to answer	1,4%	1,3%

Three-fourths of residents anticipate significant future impacts of climate change in their regions, **expectations increasing with age of respondents**. Conversely, 22.2% of Ukrainians do not believe that climate change will significantly affect their area in the future. Ukrainians without a complete secondary education are more likely to be uncertain (can't decide on the answer) about or deny the potential future impacts of climate change. Geographical differences in these expectations are not significant.

Do you expect significant consequences of climate change in the future in the area where you live?



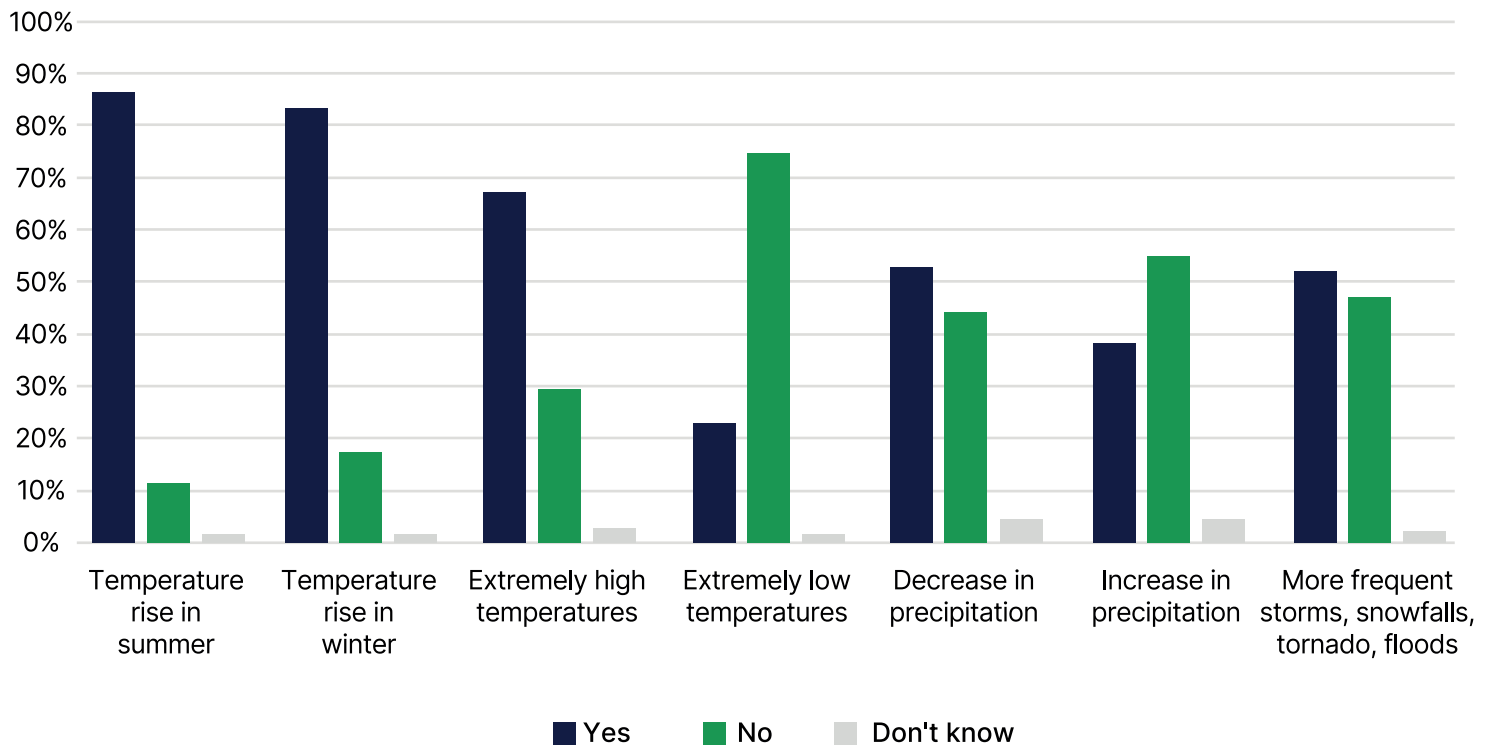
1.2 Causes and consequences of climate change

Rising temperatures are the most observed climate phenomenon for Ukrainians.

Nearly all Ukrainians (86.5%) observe an increase in summer temperatures due to climate change, the highest affirmative response in the entire survey. Additionally, 83.2% of Ukrainians report an increase in winter temperatures.

Importantly, people not only notice these temperature increases in both summer and winter but also recognize their connection to climate change.

Do you personally observe the following climate change impacts in Ukraine?



Women are more likely to perceive the rise in summer temperatures, with 90% of women compared to 82.3% of men reporting this observation. There is a clear **age trend**: as people age, they increasingly notice the temperature rise in both summer and winter. One-third of residents without a complete secondary education responded negatively to the question about the summer temperature rise, and 23.8% denied the increase in winter temperatures.

Significant geographical differences exist as well - residents of polissya zone (79.1%) feel the least affected by the rise in summer temperatures, whereas residents of the forest-steppe, steppe, and mountainous regions feel this phenomenon more acutely (about 90%). The pattern is similar for the winter temperature rise.

Few Ukrainians attribute **extremely low temperatures** to climate change, with only 23.3%

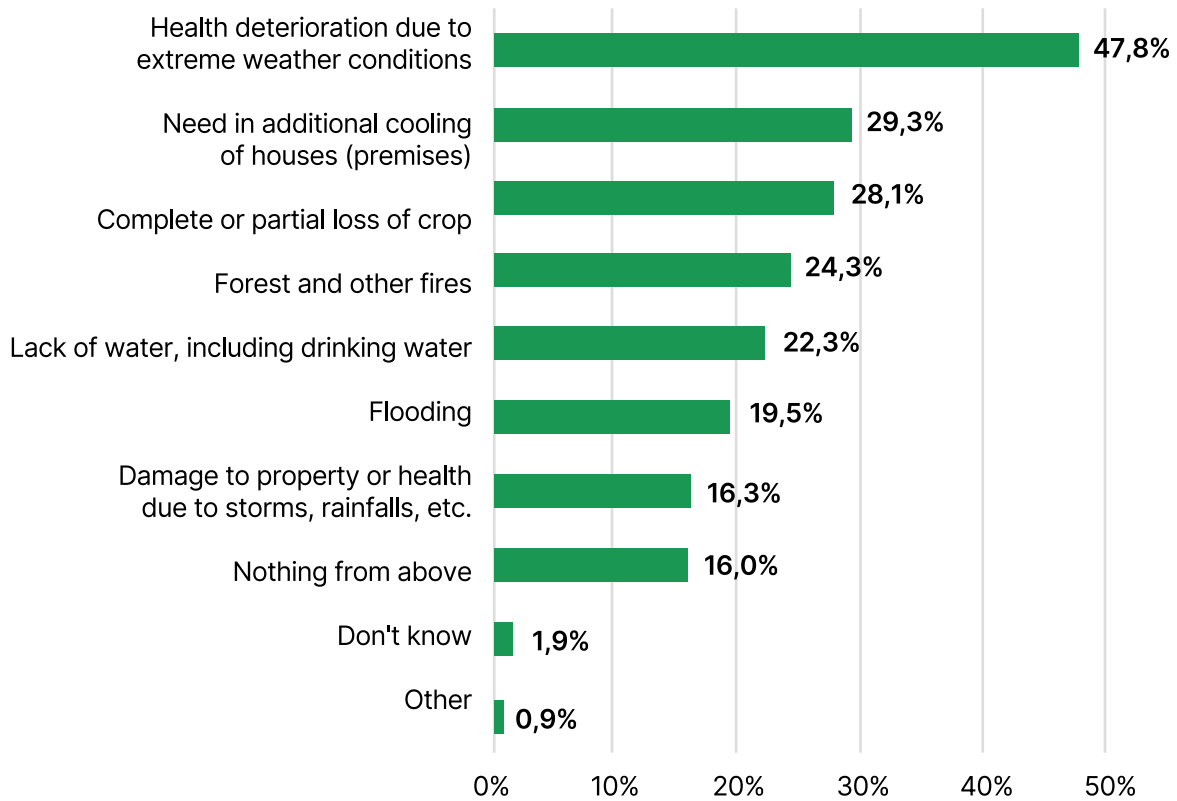
personally observing this phenomenon, and there are no significant differences by gender, age, or place of residence. However, residents of mountainous areas and those with **the lowest incomes** are almost twice as likely to experience this impact (40.8% of low-income residents vs. 24.5% of high-income residents, and 40.9% in mountainous areas vs. 19.6% in the forest-steppe). Conversely, 67.5% of Ukrainians experience **extremely high temperatures**, with women, the elderly, and those living in the steppe and mountainous areas particularly affected.

Most Ukrainians do not observe **an increase in precipitation** (55.1% vs. 39.9% who believe precipitation has increased), with no significant regional differences. Instead, half of Ukrainians believe that **precipitation has decreased** (51.4%), especially in the steppe and mountainous zones (58.5% and 61.9%, respectively). The **rural**

population reports this more frequently (59.4%) compared to urban residents (46.2%).

Half of Ukrainians observe more frequent **extreme weather events** such as storms and floods, with 51.8% of respondents reporting this, this number being the lowest in the East.

What climate change impacts do you experience personally?



The overwhelming majority of Ukrainians personally feel the impact of climate change, with only 16% not feeling it.

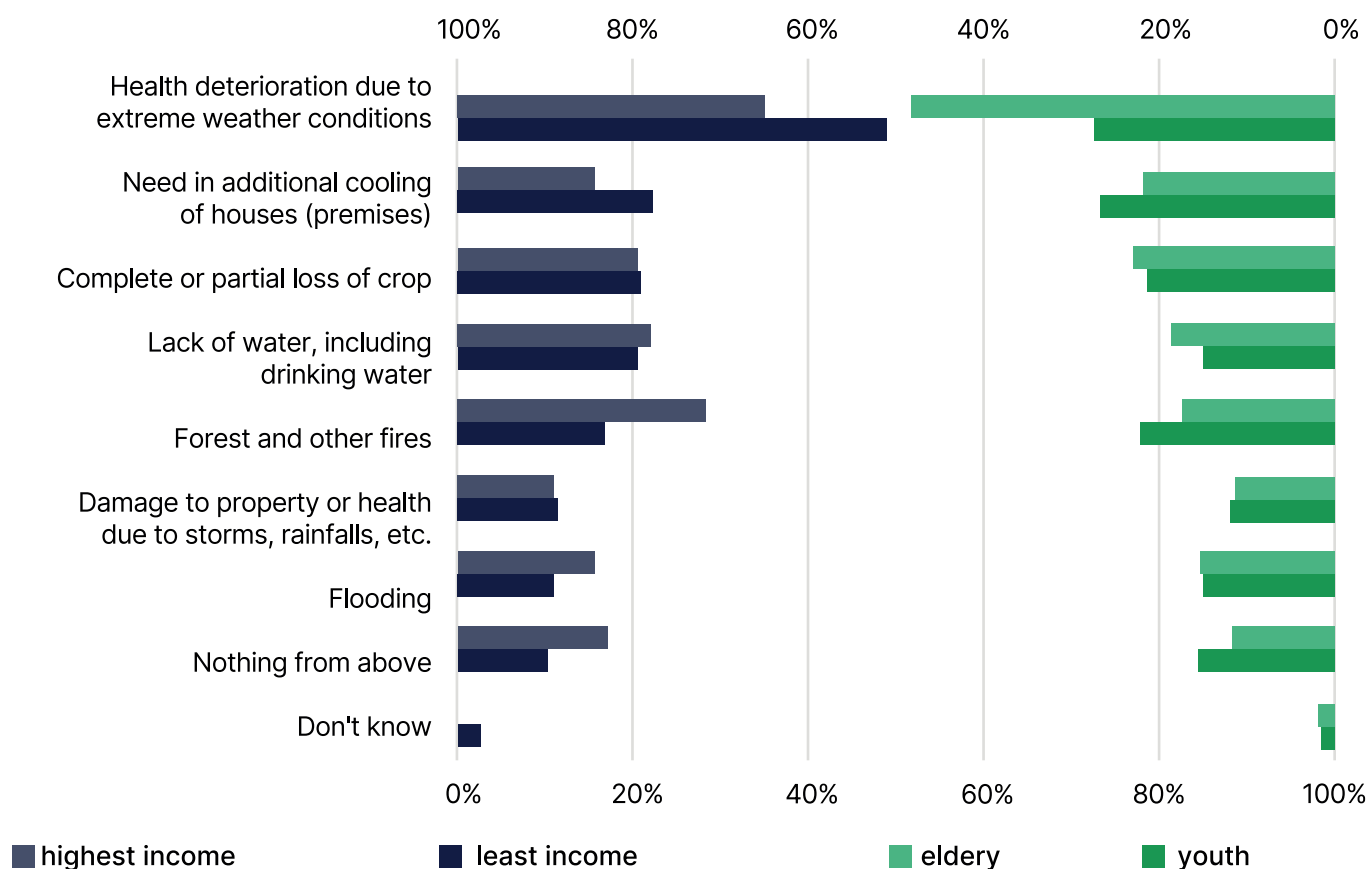
The most frequently felt impact is on **health**, reported by 47.8% of respondents. Additionally, 29.3% feel an **increased need for indoor cooling**. **Women** are particularly vulnerable: 55.3% report health impacts compared to 38.3% of men, and 32.6% report a need for air conditioning compared to 25.2% of men. Older individuals suffer the most from health impacts, with 58% reporting issues, which is 10% higher than the national average and 25% higher than among young people. Similarly, the poorest population experiences the most significant health impacts and the need for additional cooling, with 58.3% of the lowest income group versus 41.5% of the highest income group experiencing health impacts, and 31.6% versus 18.9%, respectively, needing air conditioning.

Furthermore, 28.1% of Ukrainians have suffered partial or complete crop losses due to extreme weather events, and one in four has been affected

by forest fires. Additionally, 22.3% lack access to fresh water, including drinking water. One in five individuals has experienced negative impacts from flooding, and 16.3% have suffered property damage due to extreme weather events.

There are significant differences in how climate change affects individuals based on age, gender, and wealth. Residents with the highest incomes are almost twice as likely not to feel any impact, with 20.8% reporting no impact compared to 11.7% of those with the lowest incomes. However, higher-income individuals are more likely to be affected by floods and forest fires.

What climate change impacts do you experience personally?



There are some (also sometimes notable) geographical differences in the impacts of climate change. For instance, only one in ten residents of the **steppe zone** does not experience any of the proposed impacts, with the majority frequently affected by crop losses, fires, and the need for additional cooling. Residents of **mountainous** areas are most affected by floods, extreme weather events, and poor health. Meanwhile, water shortages and damage from extreme weather events are equally concerning for residents across all regions.

Residents of Polissia and the forest-steppe feel the least affected by climate change.

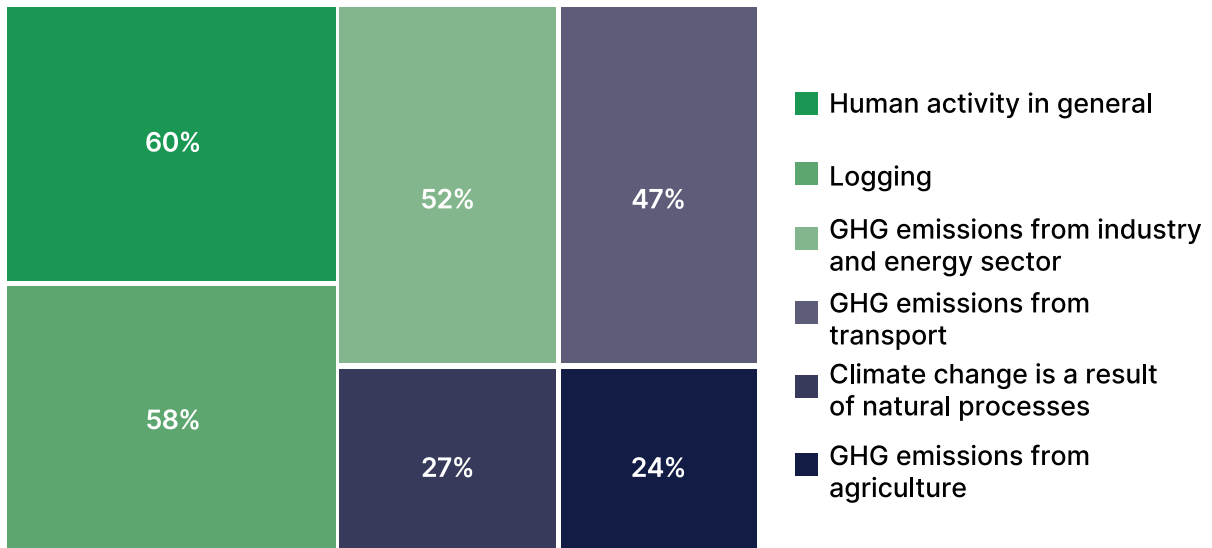
Are you personally affected by these climate change impacts?

	Ukraine	Polissya	Forest-steppe	Steppe	Mountains
Partial or complete loss of crop	28,1%	20,3%	27,5%	34,2%	30,4%
Water damage due to flooding	19,5%	22,3%	16,8%	17,5%	30,9%
Lack of fresh water, including drinking water	22,3%	19,2%	22,5%	24,2%	23,2%
Deterioration of health due to extreme weather conditions	47,8%	42,8%	48,9%	48,2%	54,1%
Forest or other fires	24,3%	20,0%	23,4%	29,9%	21,0%
The need for additional cooling (air conditioning) of premises	29,3%	29,4%	26,8%	34,2%	24,3%
Damage to property or health as a result of storms, rainstorms, etc.	16,3%	17,4%	15,0%	16,6%	17,7%
None of the above	16,0%	19,2%	17,3%	10,7%	19,3%

Most respondents believe that the main cause of climate change is human activity in general. Nevertheless, a quarter of respondents say that climate change is a consequence of natural processes.

The majority of respondents believe that the main causes of climate change are human activity in general (59.5%), logging (58.1%), and greenhouse gas emissions from industry and energy (51.8%). Slightly less than half of the respondents consider greenhouse gas emissions from transportation to be a significant cause (46.6%), while only 24.1% attribute it to greenhouse gas emissions from agriculture.

Main causes of climate change



Main causes of climate change



Most women believe that the main causes of climate change are human activity in general and logging, whereas the fewest men believe that greenhouse gas emissions from transportation are a major cause.

The main causes of climate change	men	women
Human activity in general	56,1%	62,3%
Logging	53,1%	62,1%
Greenhouse gas emissions from industry and energy sector	47,0%	55,8%
Greenhouse gas emissions from transportation	40,9%	51,2%

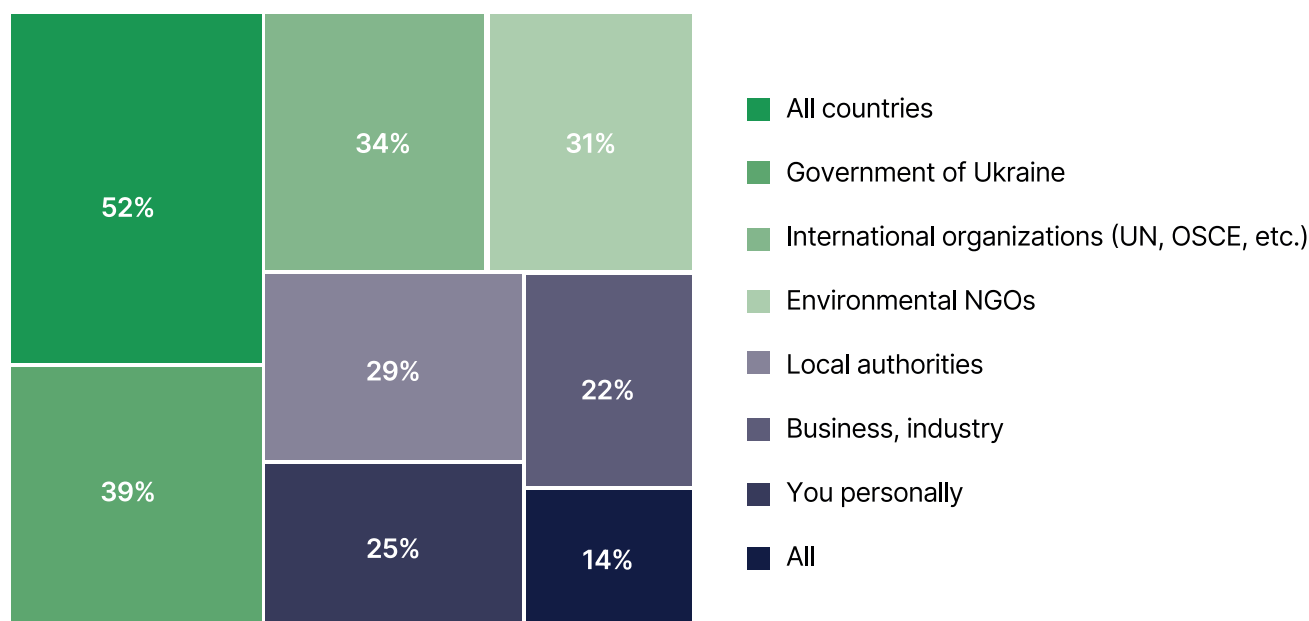
In the mountainous zone, 76.8% of respondents consider logging to be the main cause of climate change, while 66.6% of respondents in the West of Ukraine share this view. Respondents with higher education (65.1%), those aged 30-39 (64.0%), and those aged 50-59 (63.2%) predominantly consider «human activity in general» as the main cause for climate change. Conversely, a third of individuals aged 18-29 attribute climate change to natural processes (33.4%).

1.3 Ways to solve climate problems and who is responsible

The majority of respondents believe that all countries should actively combat climate change, while less than a quarter think that personal actions are necessary.

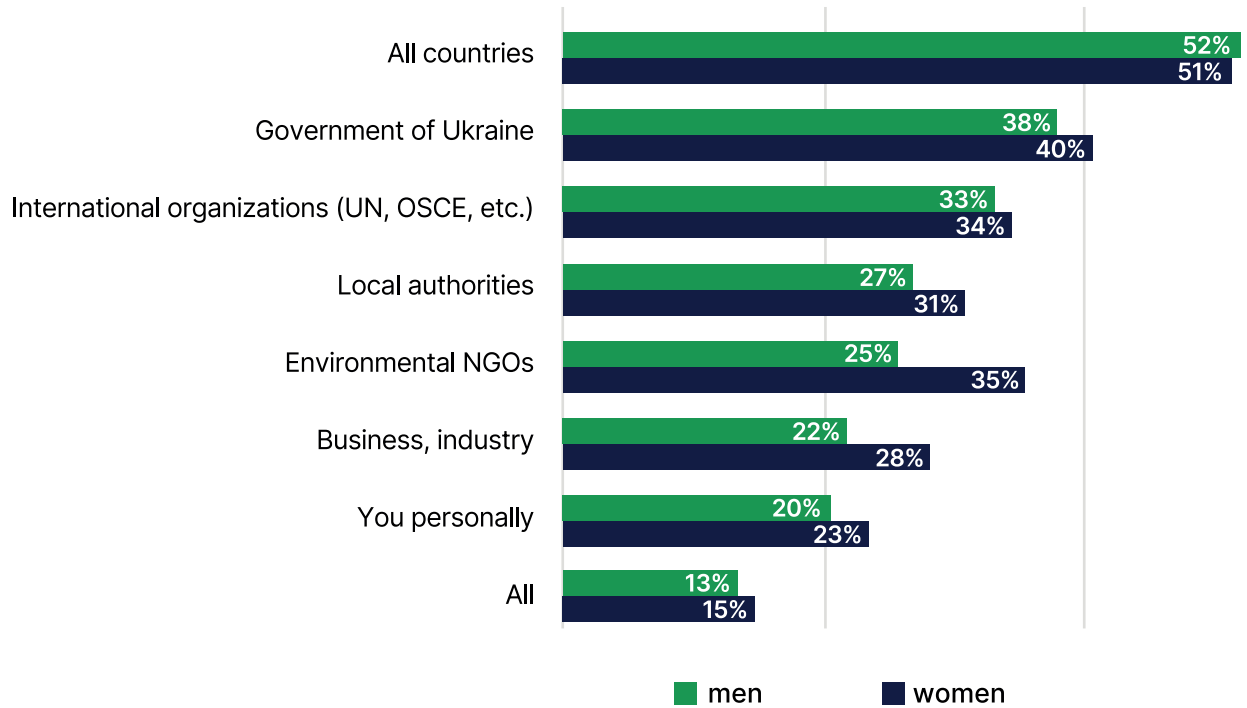
According to the majority of respondents, all countries should take action to combat climate change. 39.3% of respondents see this role for the Government of Ukraine and 33.8% for international governmental organizations (UN, OSCE, etc.). It is noteworthy that 30.8% of respondents believe that such measures should be taken by public environmental organizations. Less than a third of respondents assign such a role to local authorities and only a quarter of respondents - to business and industrial enterprises. 21.9% said that they people take action personally.

Who should take action to combat climate change?



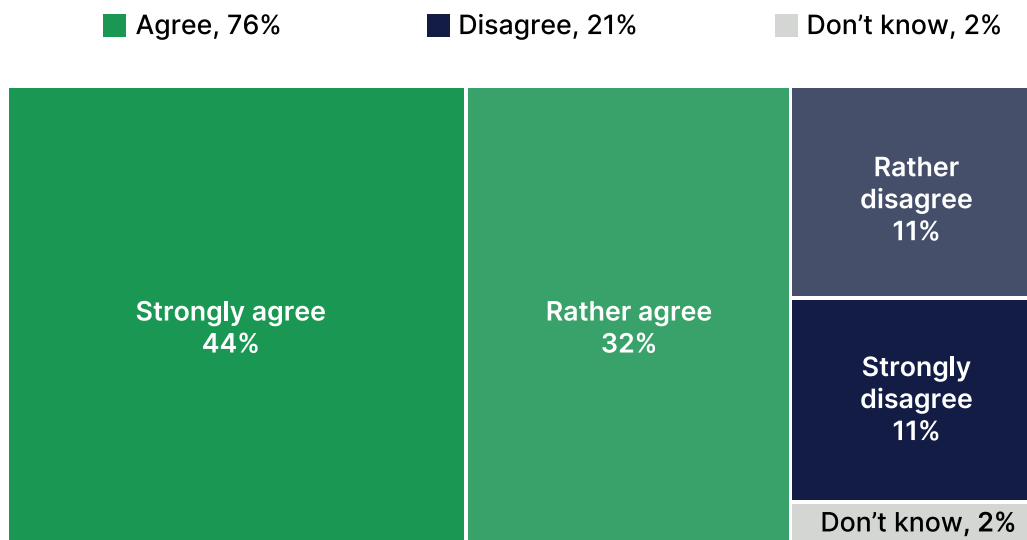
Both women and men share similar views on climate action responsibility. However, 35.3% of women believe environmental NGOs should take measures compared to 25.4% of men. Additionally, 28.1% of women versus 21.7% of men think businesses and industrial enterprises should take action.

Who should take action to combat climate change? (women and men)



A significant majority, 76%, believe they should do more to combat climate change, including altering their consumption behavior, independent of others’ actions. In contrast, 21.5% do not share this opinion.

I have to do more personally to combat climate change no matter what others do

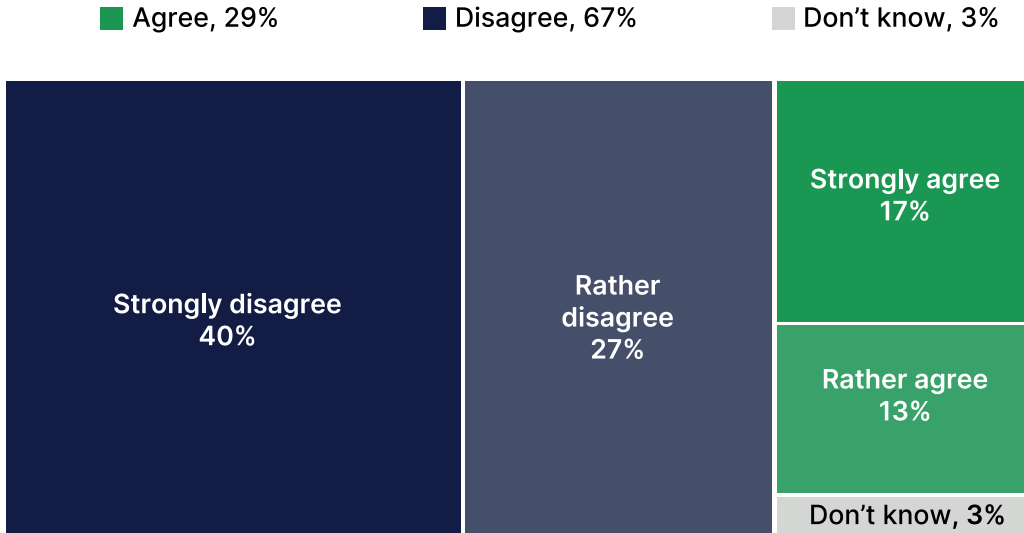


Of the respondents, 44% «strongly agree» and 31.9% «rather agree» that they should do more personally. This opinion is more prevalent among women (49.8% compared to 37.5% of men), individuals aged 50-59 (48.8%), and residents of Western Ukraine (48.6%).

Conversely, 10.7% «strongly disagree» with doing more to combat climate change where men more likely to hold this view (13.0% compared to 8.7% of women).

The statement «I see no point in doing more to combat climate change if other people in Ukraine do not take any action» is disagreed with by 67% of respondents and agreed with by 29%.

I don't see a need to do more to combat climate change if other people in Ukraine do not anything

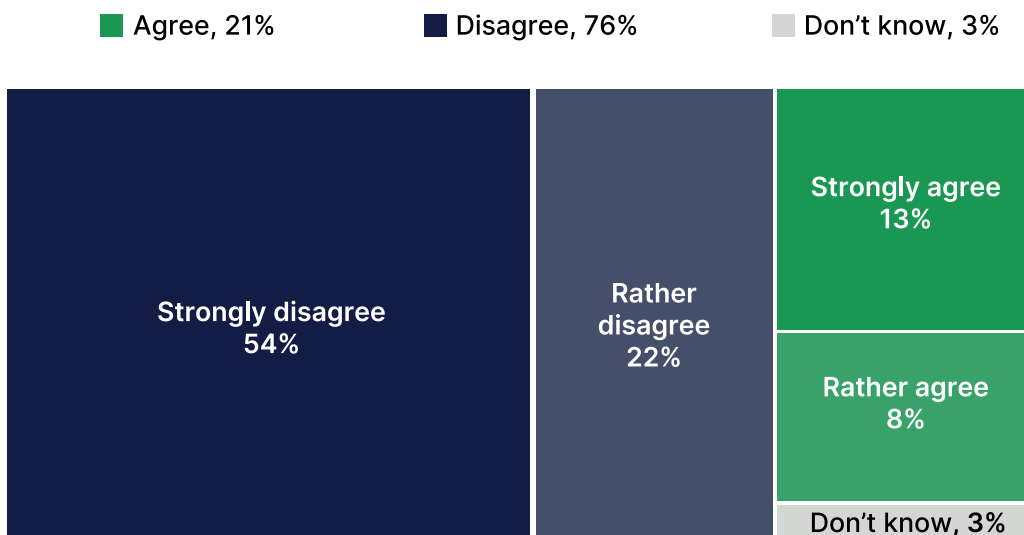


Specifically, 40.4% «strongly disagree» with no need of doing more to combat climate change if other people in Ukraine do not take any action, especially among those with higher education (45.9%), aged 30-39 (45.9%) and 40-49 (44.9%), and women (42.9% compared to 37.3% of men).

However, 16.6% «strongly agree» with pointlessness of doing more to combat climate change if other people in Ukraine do not take any action, particularly those aged 60+ (23%) and those with secondary education (22.4%).

76% of respondents disagreed with the statement that «Ukraine should not take measures to combat climate and environmental change if other countries do not implement them.» Instead, 21% of respondents agreed with this statement.

Ukraine should not take any action to combat climate change or environmental crisis if other countries take no action

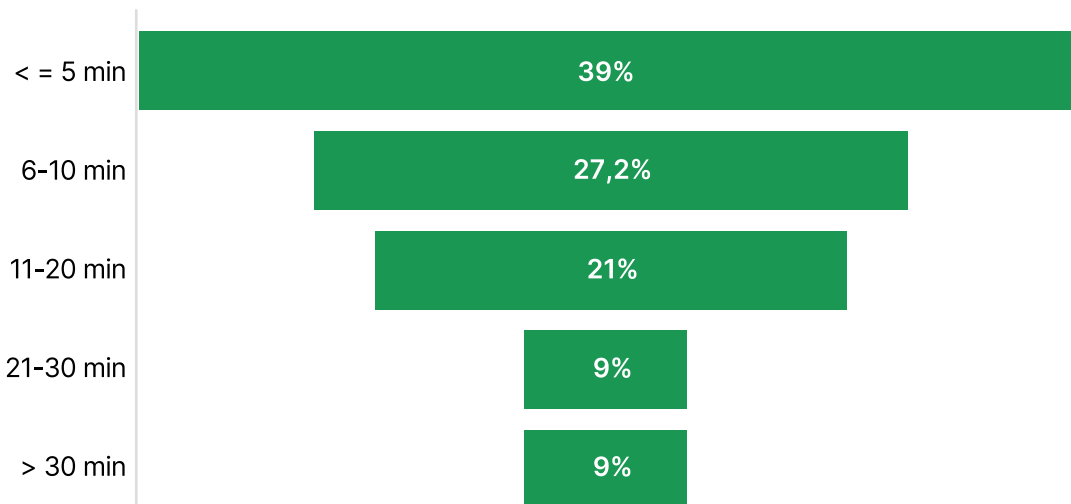


53.9% of respondents «strongly disagreed» with the statement that Ukraine should not take measures to combat climate and environmental change if other countries do not implement them. In terms of regional distribution, age, education, and gender, the highest number of respondents who think so is among residents of the mountainous natural climate zone (60.2%) and the eastern (61.5%) and western (60.9%) regions of Ukraine, people aged 18-29 (59.1%) and 30-39 (58.8%), people with higher education (58.7%), and women (56.3% compared to 50.8% of men).

At the same time, 13.4% of respondents «strongly agreed» that Ukraine should not take measures to combat climate and environmental change if other countries do not. This opinion is most strongly shared by residents of the central region of Ukraine (20.2%) and those with primary or incomplete secondary education (23%).

61% of respondents said that the closest green space to their place of residence is within a ten-minute walk. Instead, 39% need more than ten minutes to get to such space on foot.

How much time do you need to walk to the nearest green space from home (park, forest, etc.)?



39% of respondents need no more than 5 minutes to walk to the nearest park, square, or forest. The highest percentage of people who say they need five minutes to get to green spaces is among residents of the mountainous natural climate zone (45.9%), and the lowest is among those living in the steppe (33.3%). There are virtually no differences in the responses of respondents living in different types of settlements, i.e. regional centers - 38.5%, villages - 39.2%, urban-type settlements and other towns - 39.4%.

60% of respondents would support increased investment in environmentally friendly public transport (electric transport) as a measure to combat climate change during the war in Ukraine: 36.3% «strongly support» and 24.2% «rather support» this measure. A little more than a third of respondents are not ready to support investments in electric transport during the war: 21.2% of respondents «do not support» such investments at all and 14.2% «rather do not support» them.

Residents of the eastern region of Ukraine (42.2%) and the steppe natural climate zone (42.0%), as well as people who do not have enough money even for food (46.6%), are «very supportive» of increased investment in environmentally friendly public transport.

69% of respondents agree with government support for business during the war (including the introduction of new technologies) to reduce greenhouse gas emissions. Slightly more than a quarter of respondents disagree.

44.0% «strongly supported» the need for government assistance to businesses to reduce greenhouse gas emissions. Most of all, people with higher average incomes (58.5%), residents of the steppe natural climate zone (53.1%), and people aged 50-59 (49.4%).

Despite the war in Ukraine, 86% of respondents support broad public awareness: 59.7% «strongly

support» and 26.5% «rather support». Only 11.7% disagree.

42.5% of respondents support an increase in energy taxes. However, the majority of respondents do not support this measure: almost a third do not support it at all, and 19.1% rather do not support it.

In terms of natural climate zones and education, residents of the forest-steppe zone are more likely to «not support» tax increases (37.2%), while people with primary/incomplete education are the most supportive of tax increases - 33.3% of whom said they «strongly support» such an increase.

83% of respondents support the provision of financial assistance to low-income families to improve the energy efficiency of their homes: the majority «strongly support» and almost a quarter of respondents «rather support.» On the other hand, 14% of respondents do not support the provision of such financial assistance.

The highest number of respondents who «strongly support» providing financial assistance to low-income families to improve the energy efficiency of their homes was among those with complete (65.0%) and incomplete/primary secondary education (66.7%), and among those who do not have enough money even for food - 71.7%.

Half of the respondents do not support a ban on

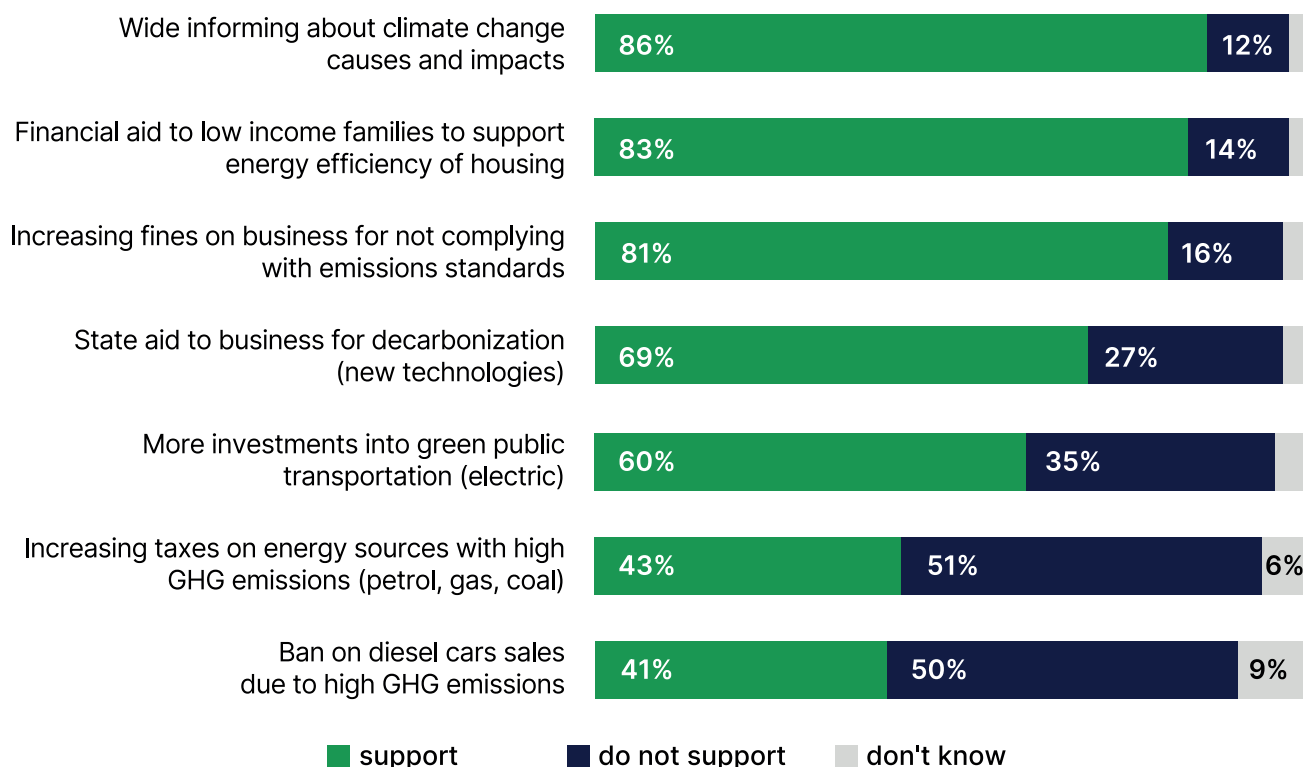
the sale of vehicles with diesel engines during the war in Ukraine because of their high level of greenhouse gas emissions: 28.6% «do not support at all» and 21.2% «rather do not support». 41% of respondents support such a ban.

There are differences between women's and men's views on the introduction of a ban on the sale of diesel vehicles: 56.6% of men and 44.1% of women do not support such a ban. People with incomplete/primary secondary education (42.9%) and people with average income (35.8%) are the most «not at all» supportive of the sale of diesel cars. The ban on the sale of diesel cars is most supported by people who do not have enough money even for food (39%) and people aged 60+ (27.3%).

81% of respondents support increasing fines for businesses for violating environmental requirements for greenhouse gas emissions - 59% «strongly support» and 22% «rather support». Only 16% of respondents disagree with the increase in fines.

Such an increase in fines is «very much supported» by residents of the steppe natural climate zone (65.7%), those with above-average income (66.0%), and those with the lowest income (68.6%). Respondents with the highest income levels provided the largest number of answers indicating that they «do not support» the increase in fines for businesses at all.

Do you support any of the following measures to be taken during the war:



The top three measures in Ukraine to combat climate change during the war, supported by more than 80% of respondents, are:

- 86%** broad public awareness of the causes and consequences of climate change
- 83%** financial assistance to low-income families to improve energy efficiency in their homes
- 81%** increasing fines for businesses for violating environmental requirements for greenhouse gas emissions

These measures also received the majority of responses from respondents who chose the answer «strongly support» the measure. Accordingly, these are:

- 59,7%** broad public awareness of the causes and consequences of climate change
- 59,5%** financial assistance to low-income families to improve energy efficiency in their homes
- 58,5%** increasing fines for businesses for violating environmental requirements for greenhouse gas emissions

At the same time, those measures that affect people directly received the least support. In particular:

- 43%** increasing taxes on energy sources that are a source of emissions (coal, fuel, natural gas)
- 41%** ban on the sale of diesel cars due to high greenhouse gas emissions

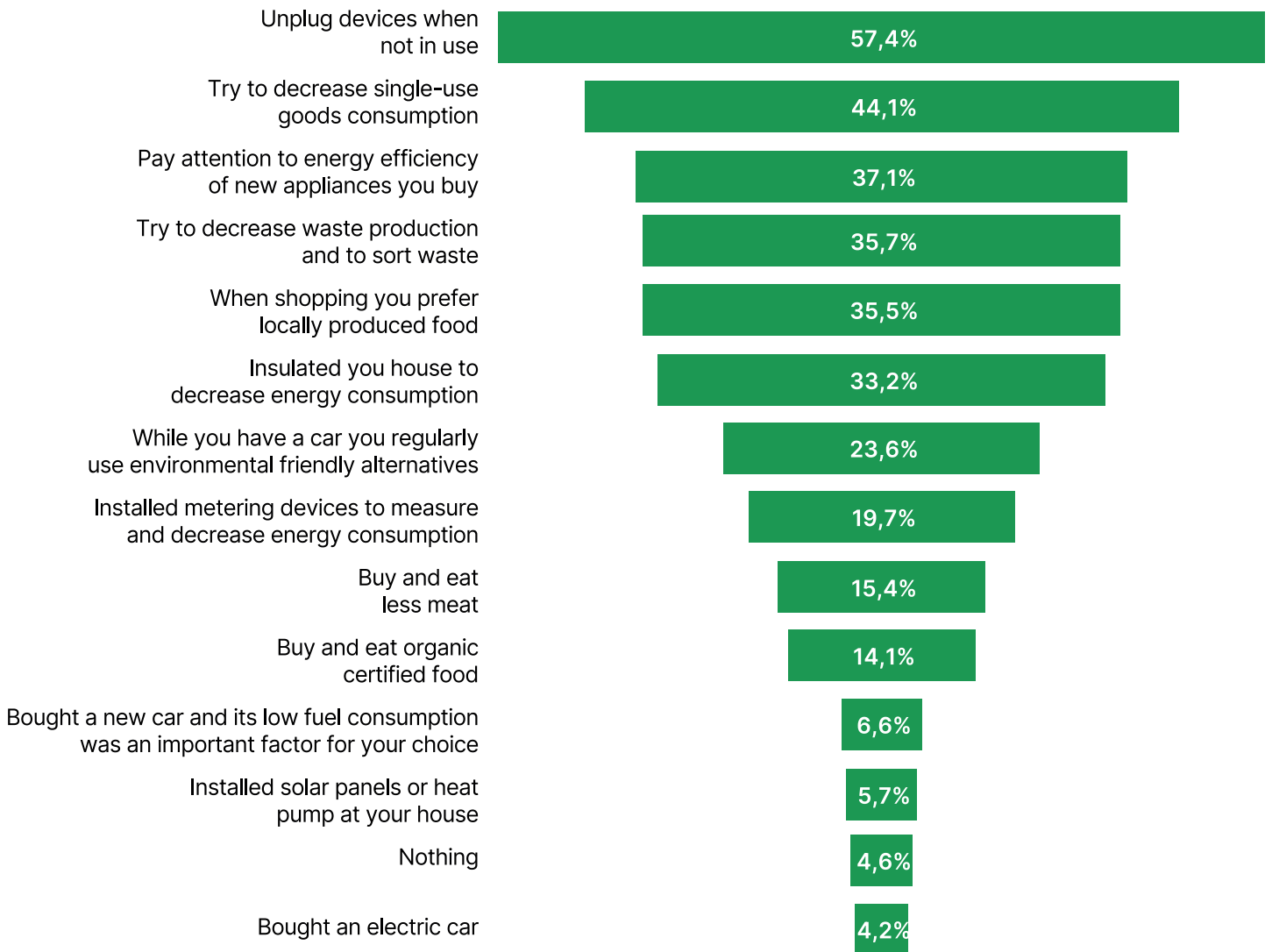
1.4 Citizens' climate practices and attitudes during the war

The most common personal actions taken by Ukrainians are unplugging electrical appliances (57.4%), reducing the consumption of single-use items (44.1%), and paying attention to household appliances that use less energy (37.1%).

Comparable responses were noted for waste reduction and sorting, and for preferring local producers when purchasing goods. Actions such as insulating homes, installing energy monitoring devices, and adopting solar panels or heat pumps

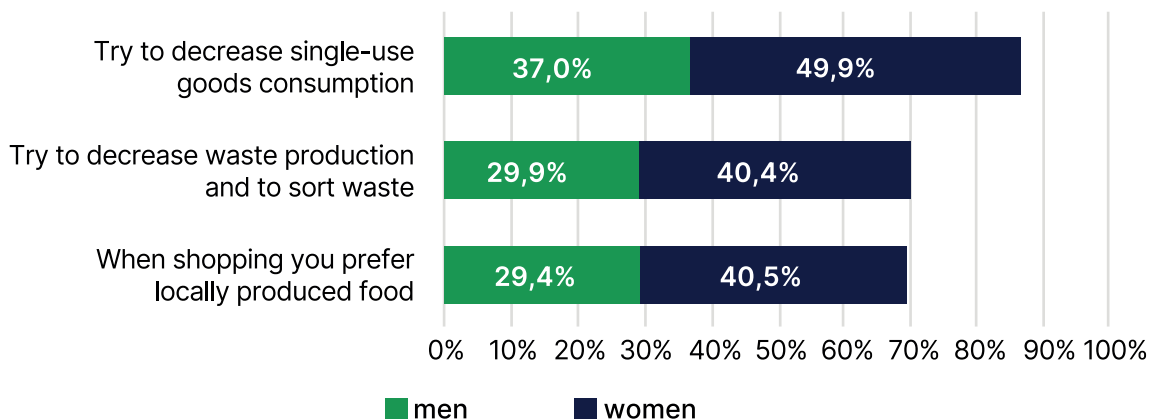
are primarily driven by wartime issues related to electricity and heat supply. In dietary habits, a relatively low percentage of respondents reported buying less meat (15.4%) or more organic products (14.1%).

Personal actions by Ukrainians



Women exhibit higher levels of climate responsibility in certain practices compared to men. For instance, 40.5% of women versus 29.4% of men buy locally produced food, 40.4% versus 29.9% reduce waste and sort it, and 49.9% versus 37% reduce the consumption of single-use items.

Climate change related habits of men and women



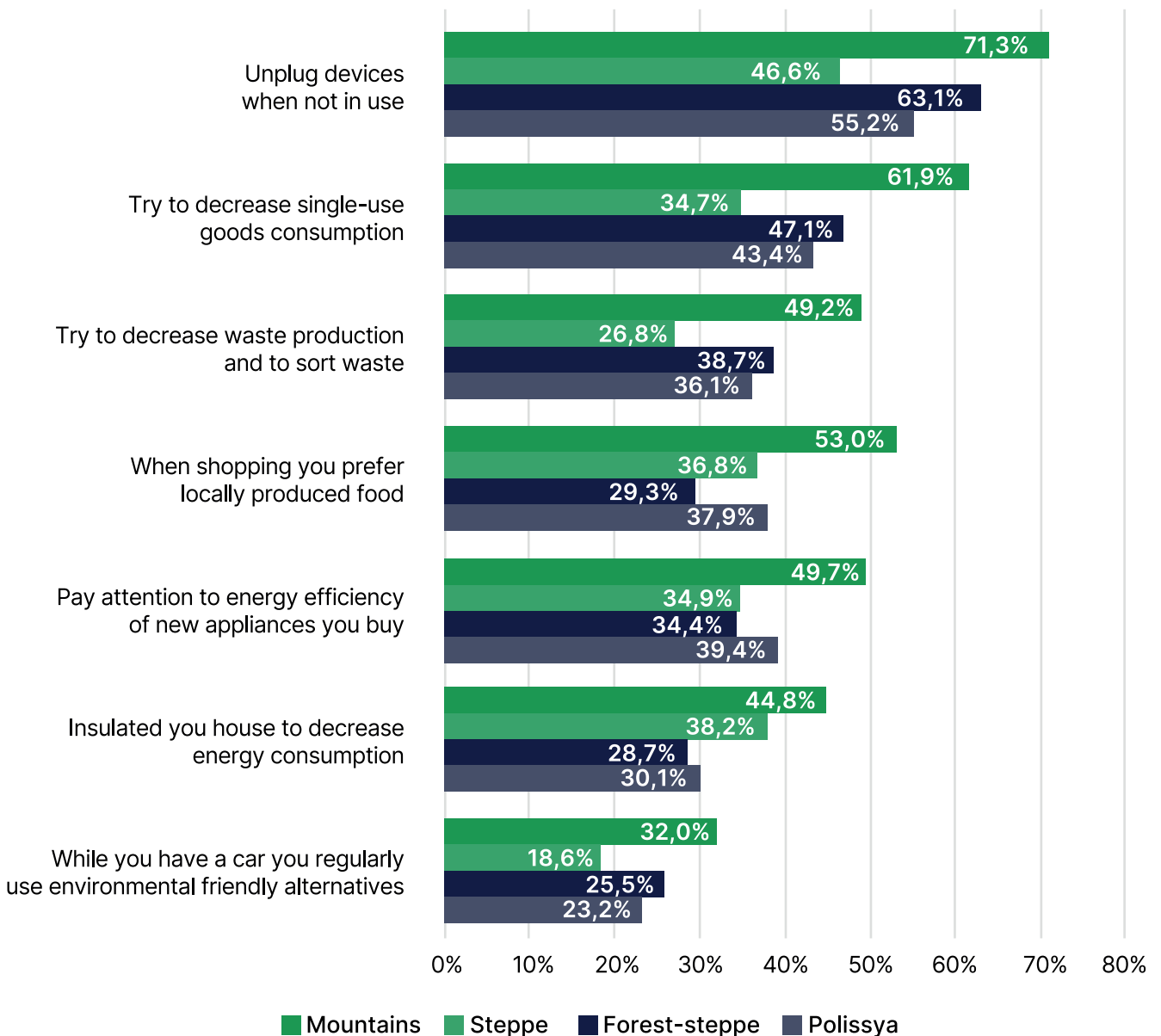
Significant age-related differences were observed in climate practices, particularly in unplugging household appliances. The most responsible group was individuals aged 60 and older (63.2%), while the least responsible was the 30-39 age group (48.1%).

Rural residents demonstrate higher climate responsibility compared to urban residents in several areas. These include unplugging electrical appliances (64% for rural residents versus 53.9% for oblast center residents and 53.6% for other city residents), reducing waste and sorting it (40.9% versus 31.8% and 34.7%, respectively), and choosing to walk or use public transportation despite owning a car (30.2% versus 19.4% and 21.8%, respectively).

Individuals with higher education are more likely to adopt climate-friendly practices than those with secondary or primary education. For instance, 40% of those with higher education reported insulating their homes, compared to 28.8% with secondary education. Similarly, 40% with higher education engaged in waste reduction and sorting, compared to 28.6% with primary or incomplete secondary education.

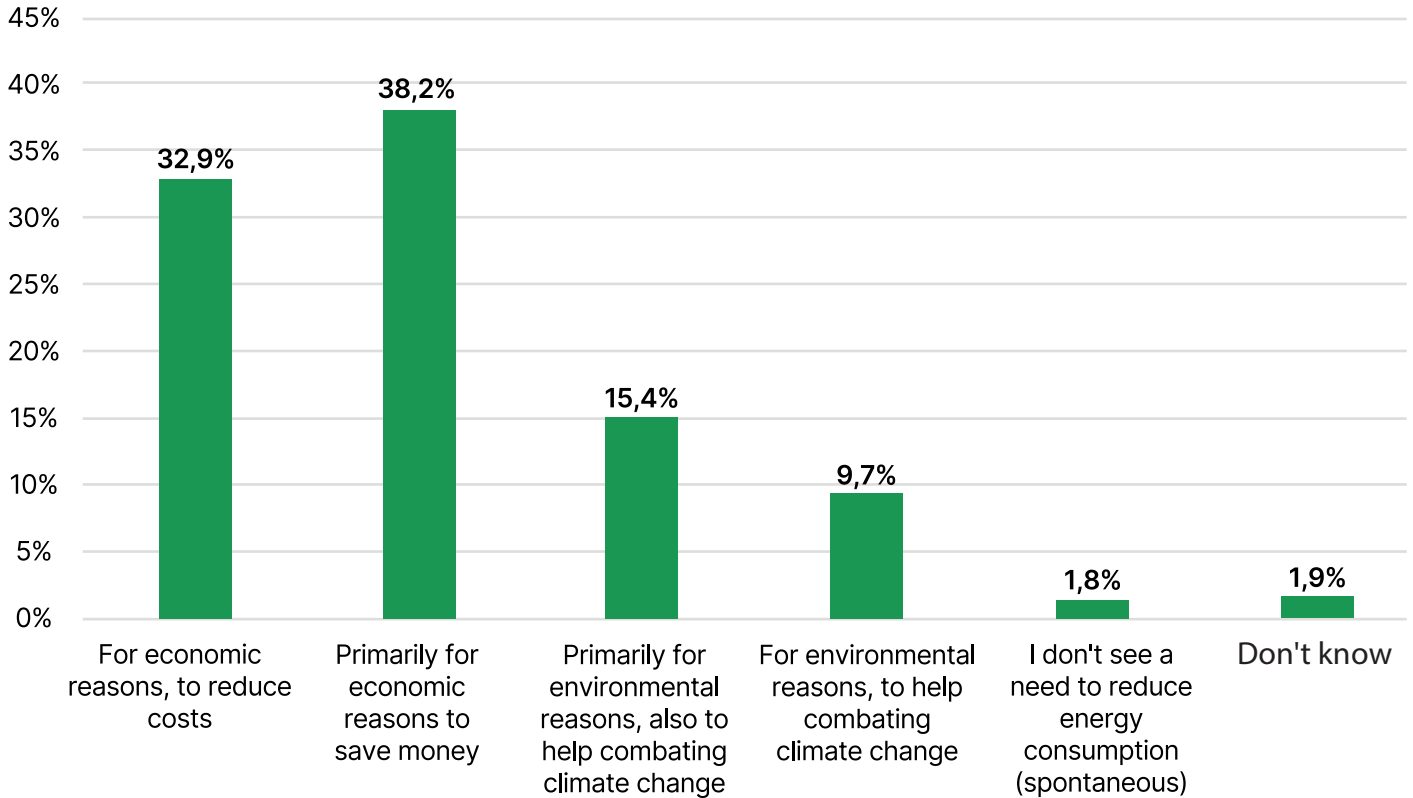
Residents of the mountainous zone display higher levels of environmental friendliness. They are more likely to unplug electrical appliances, reduce the consumption of single-use items, sort waste, buy local products, reduce household electricity consumption, and insulate their homes.

Personal actions by climate natural zones in Ukraine

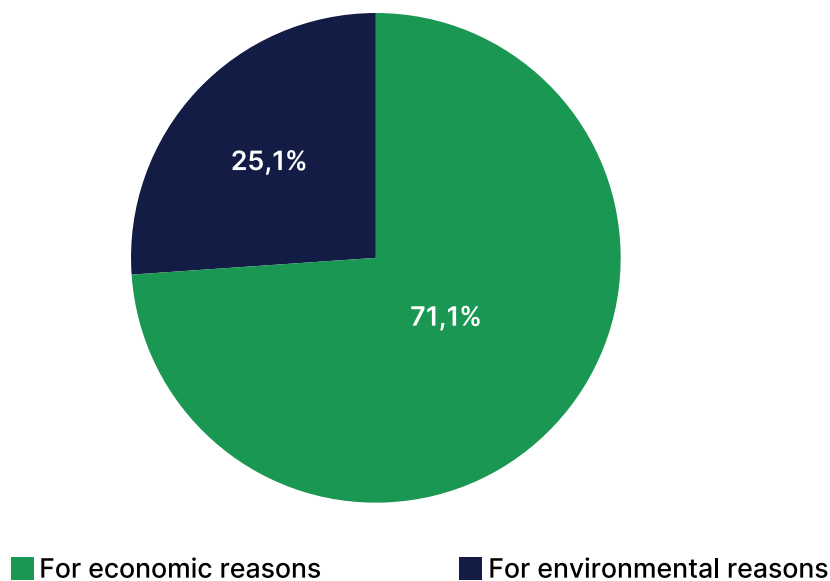


Economic considerations are the primary motivator for reducing energy consumption, with 38.2% citing only economic reasons and 32.9% primarily of economic reasons and cost-saving motives. Only 9.7% reduce energy consumption solely for environmental reasons.

Reasons to reduce energy consumption



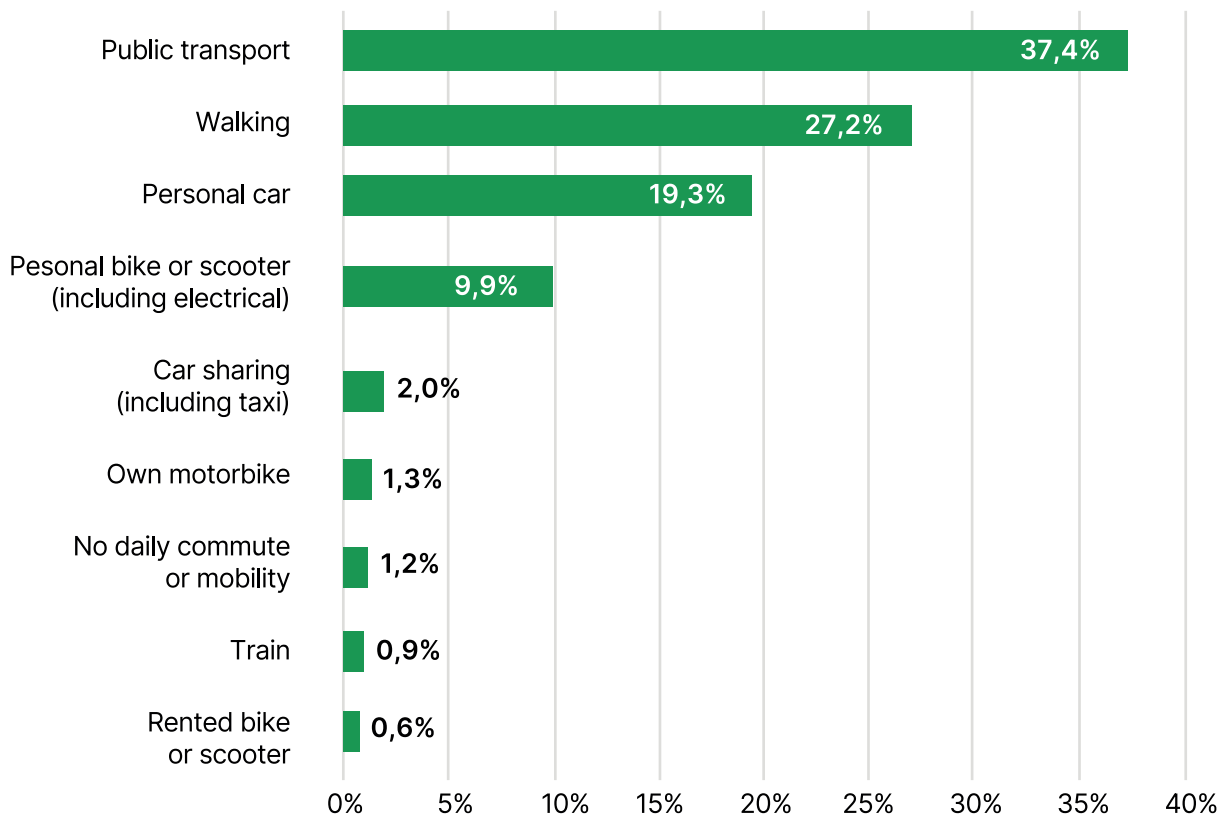
Reasons to reduce energy consumption



Reducing energy consumption for economic reasons is stronger among older individuals and those with lower incomes.

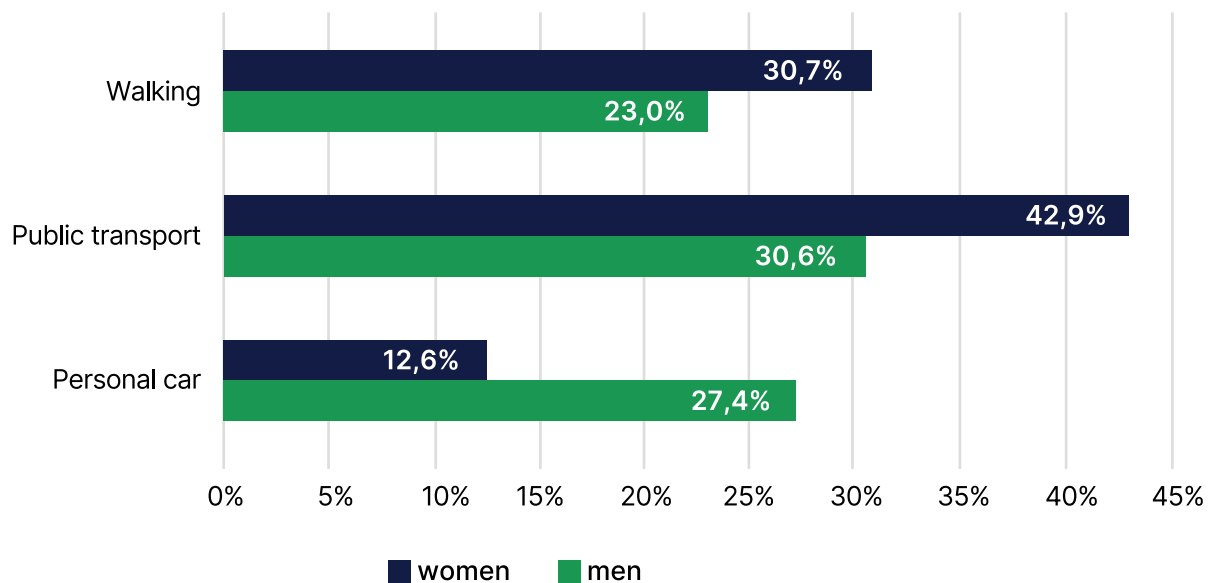
Public transportation is used by 37.4% of Ukrainians for daily commutes, while 27.2% walk. Personal bicycles or scooters are used by 9.9%, and personal vehicles by 19.3%.

Daily commute



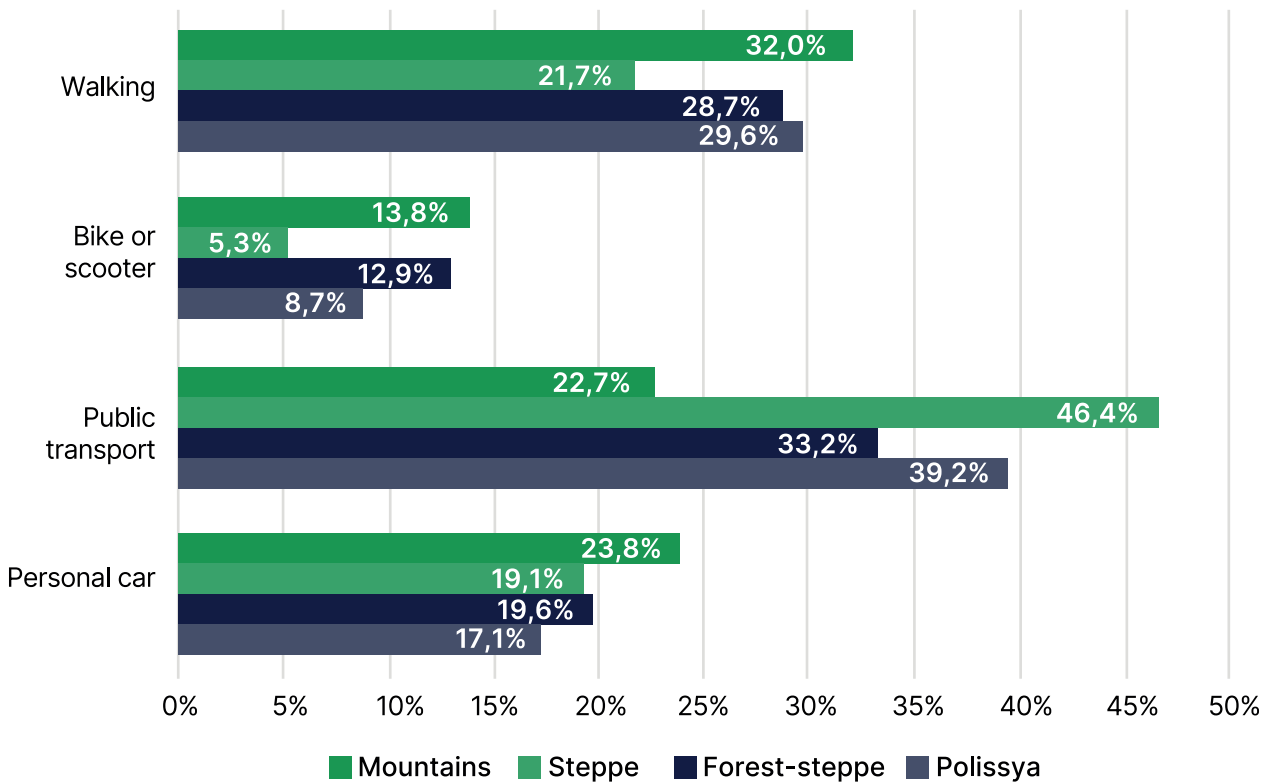
Gender differences in transport use for daily movements of Ukrainians are evident: women use public transport and walk more often than men, while men use a personal car more often.

Daily commute: men v. women



Residents of different natural climate zones in Ukraine exhibit distinct transportation habits. Those in the steppe zone use public transport more than residents of other zones but walk or cycle less. Conversely, residents of the mountainous zone are more likely to walk or ride bicycles.

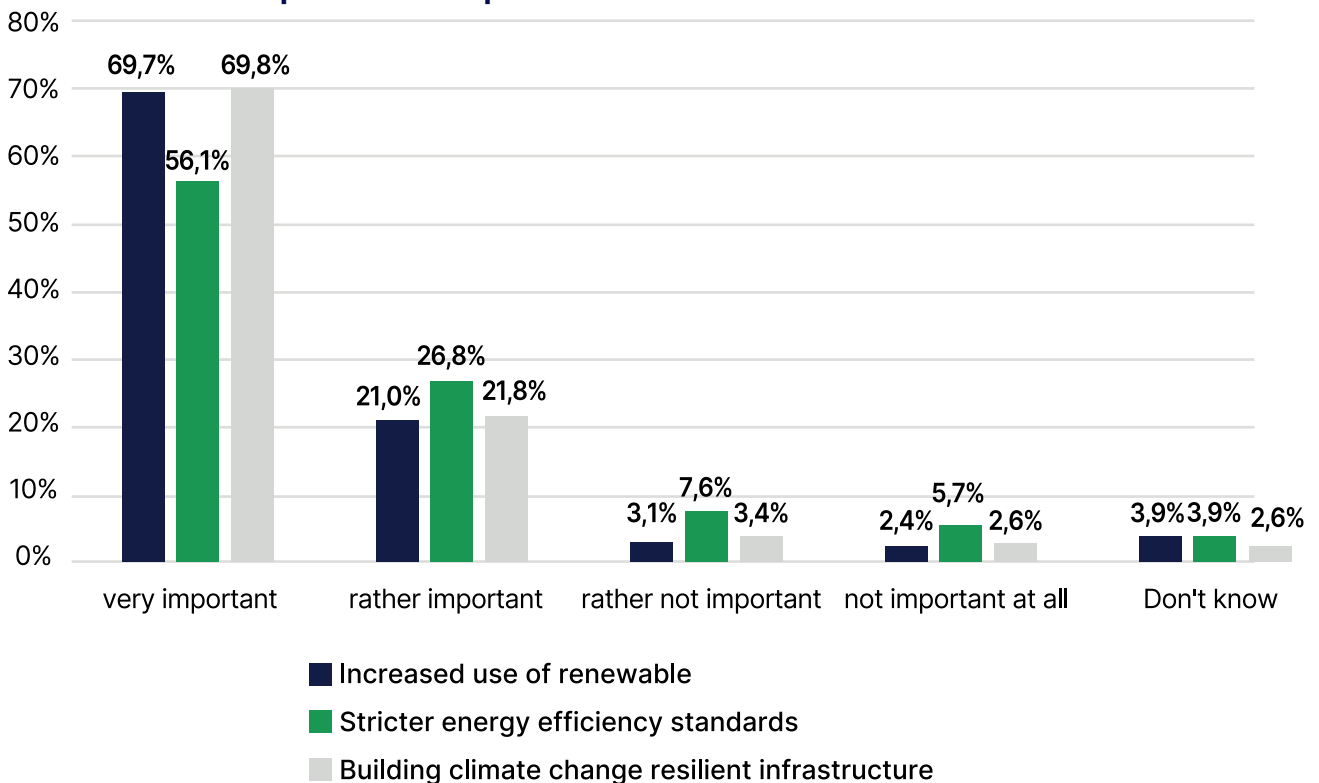
Daily commute by climate natural zones



1.5. Postwar reconstruction

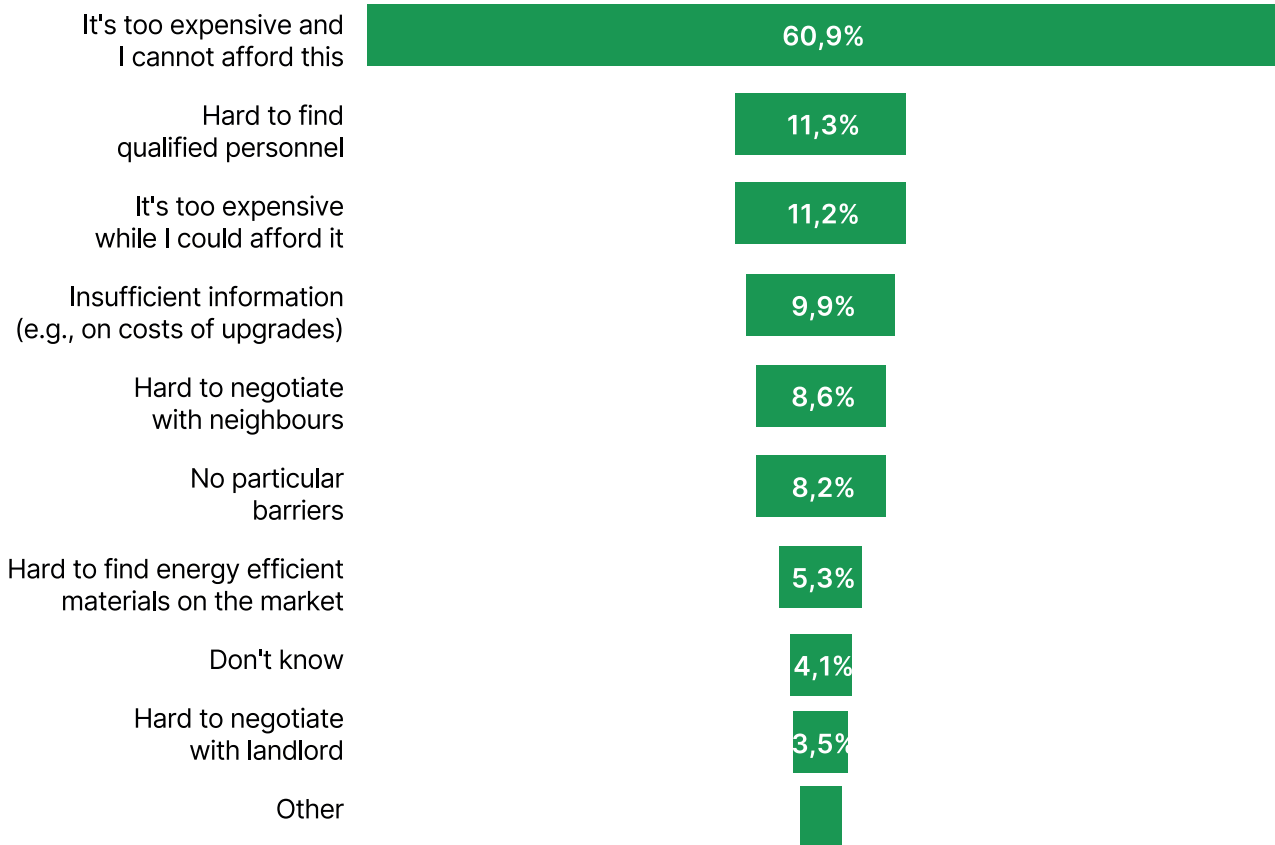
Ukrainians support measures that promote climate change mitigation and adaptation in the post-war reconstruction of the country. Each of the three proposed measures did not score less than 56% in the «very important» category. The share of Ukrainians who think it is important to build infrastructure that is resistant to the effects of climate change is 91.6%, to increase the use of renewable energy sources - 90.7%, and to introduce strict requirements for energy efficiency in buildings, schools, and hospitals - 82.9%.

Importance of post-war reconstruction measures



The primary barrier preventing Ukrainians from making their homes energy efficient is the costs. Approximately 60.9% of respondents indicated that improvements are too expensive and unaffordable, while 11.2% noted that the costs are high though affordable. Additional obstacles include finding qualified personnel (11.3%) and lack of information (also on repair costs) (9.9%). Only 8.2% believe there are no significant barriers to enhancing home energy efficiency.

Barriers to make your home more energy efficient





SECTION II.

Trends and key findings



2.1 Main trends in the attitudes of Ukrainian citizens towards climate change

Based on the results of the survey, we can identify several trends that reflect the attitude of Ukrainians towards climate change.

1. **Ukrainians are cognizant of climate change, feel its personal impact, and are often fearful of it. Approximately one-third of the population recognizes that this impact will persist in the future.** Thus, Ukrainians align with the broader European context, particularly their western neighbors, in understanding the issue.

Understanding the seriousness of the climate crisis and a sense of personal responsibility for combating it indicates the internalization of the climate change problem, and a sense of fear of climate change indicates that this issue has a strong emotional sense for citizens.

2. **Nearly all Ukrainian residents observe the impacts of climate change in their local areas.** The most noticeable effects include rising temperatures in both summer and winter, with extremely high temperatures being particularly significant. Conversely, extremely low temperatures are rarely observed. The most personally felt impact is on health. Additionally, individuals experience an increased need for cooling, crop loss due to extreme weather events, forest fires, freshwater scarcity, and floods.
3. **Ukrainians tend to defer practical efforts to others (especially the government) and are reluctant to act on their own.** At the same time, they recognize that they should do more regardless of what others are doing. This may indicate that Ukrainians consider climate action to be ethical, «right», and expected by society.

Ukrainians believe that all countries should fight climate change, and they also assign an important role in the fight against climate change to environmental NGOs. This result was expected and, according to the participants of the expert discussion with UCN, is justified by the purpose of the organizations' establishment - if organizations declare that they were created to fight climate change, then they should take such measures. During the focus groups, the participants drew attention to the fact that climate initiatives should also come from active civil society, which should play a leading role and influence the development of the government's climate agenda.

4. **Despite expressing willingness to take personal responsibility for climate change, many Ukrainians do not practice climate-friendly habits.** For example, the level of waste reduction and sorting is rather low (compared to the European average), and there is no habit of consuming less meat or organic products. Residents demonstrate a number of pro-climate practices, most of which are related to cost savings. A good example is the reduction of energy consumption, mainly due to economic motives to save money.

At first glance, Ukrainians' daily means of transportation do not look very environmentally friendly, yet compared to the EU average, Ukrainians use public transportation much more often, drive less and walk more than EU residents.

5. **Ukrainians are willing to support climate measures that do not involve personal responsibility or costs.** For instance, they favor fines for businesses over increases in energy prices.
6. **The ongoing war influences behavior and attitudes towards climate issues.** Actions like home insulation, installing energy monitoring devices, and use of solar panels or heat pumps are likely driven by wartime electricity and heat supply problems.

Ukrainians support measures for climate change mitigation and adaptation during post-war reconstruction. Each of the top three proposed measures did not score less than 56% in the «very important» category. These measures include broad public awareness of the causes and consequences of climate change; financial assistance to low-income families to improve energy efficiency in housing; and increased fines for businesses for violating environmental requirements for greenhouse gas emissions.

7. **Attitudes towards climate change are age-specific.** Contrary to the belief that young people are extremely progressive and ready to take action, the survey shows that young people have a lower level of understanding of the problem and are less likely to use climate

and environmental practices in their daily lives. For example, the question of «the seriousness of the climate change problem» clearly demonstrates this trend. The same applies to the question of personal responsibility for combating climate change.

8. Interesting data were obtained in the context of natural climate zones, as **there is a clear relationship between the zone in which people live and therefore experience certain impacts.** For example, residents of the mountainous climate zone overwhelmingly believe that logging is the main cause of climate change.

A much higher rate of personal climate action is observed for residents of the mountainous climate zone: unplugging electrical appliances, reducing the consumption of disposable items, sorting garbage, buying locally produced products, reducing electricity consumption by household appliances, and insulating the house.

9. **Women are more vulnerable to climate change issues:** they are more afraid of climate change and feel the impacts more. There are differences in a number of climate practices between women and men. Women are more responsible when it comes to buying products from local producers, reducing waste and sorting, and reducing the consumption of single-use items.
10. **Financial status significantly affects climate-related habits and practices.** It is a major obstacle to implementing energy-saving measures. Ukrainians, and women in particular, often use public transportation and walk, likely due to financial constraints.

11. **Ukrainians express a need for more information about climate change.** Citizens' informing scored the top among all proposed measures. This was further confirmed by the outcomes of the focus groups. Focus group participants emphasized the importance of accessible information and identified specific information needs, such as:

- government information about climate policy and its priorities, legislation (the rules set by the state), and reporting on the fulfillment of the state's obligations in this area,
- informing about the causes of climate change and its consequences, including those that will affect people's daily lives,
- informing about practices and ways to change consumer behavior and reduce their personal negative impact on the climate, as

well as increase resilience and adaptation to climate change.

12. **The primary sources of climate information for Ukrainians are the internet, social media, and TV news.** Only a small percentage read books, magazines, or attend events. There are significant age differences in information sources, with older individuals relying sometimes on newspapers and younger individuals on online blogs and social media.

The Internet and social media are a key source of information about climate and generally. For some residents, television remains an important source of information. Ukrainians are likely to prefer short and visual information, even about complex phenomena such as climate change.

The expert discussion with UCN representatives highlighted the problem of lack of information on what people can personally do and how to influence climate change mitigation and adaptation. Having information about specific possible actions and measures they can take allows people to make conscious choices and move from beliefs to implementing concrete actions.

13. The survey showed that Ukrainians most often use such **platforms as Telegram, Facebook, and YouTube** as sources of information. Each of these networks is used by more than a quarter of respondents in each age group. At the same time, there are age preferences in the use of a particular network: Telegram is No. 1 for young people (under 29), while for older people (30-59) it is Facebook.

The Internet and social networks have their own mechanisms and rules for delivering information, which already affect the way people perceive it. According to the focus group participants, information that is visually appealing and not overloaded with textual material is of the greatest interest and perception. At the same time, this does not mean that respondents are not interested in scientifically based and evidence-based information. Appropriate electronic channels should be used for this purpose. They believe that the most acceptable and effective approach to communicating information on climate change is to build an information chain, when the issue is conveyed, starting with concise messages, to sources from which more complete, substantiated and evidentiary information can be obtained. It is up to the individual to choose how much information he or she wants to have, how

and ultimately for what purpose it will be used in the future - to remain informed or to influence public policy in the relevant area.

The involvement of influencers (opinion leaders) in delivering information will also have an impact on the effectiveness of climate change awareness. The survey showed that online blogs of famous people start to play the role of sources of information, although to a much lesser extent than social networks and the Internet. A similar trend was voiced by focus group participants, who noted that they would like to receive information about climate

change from famous bloggers and that such information would attract their attention. As part of the expert discussion, UCN representatives pointed out that when conducting information campaigns, the state should involve real and influential opinion leaders, which would have a positive effect.

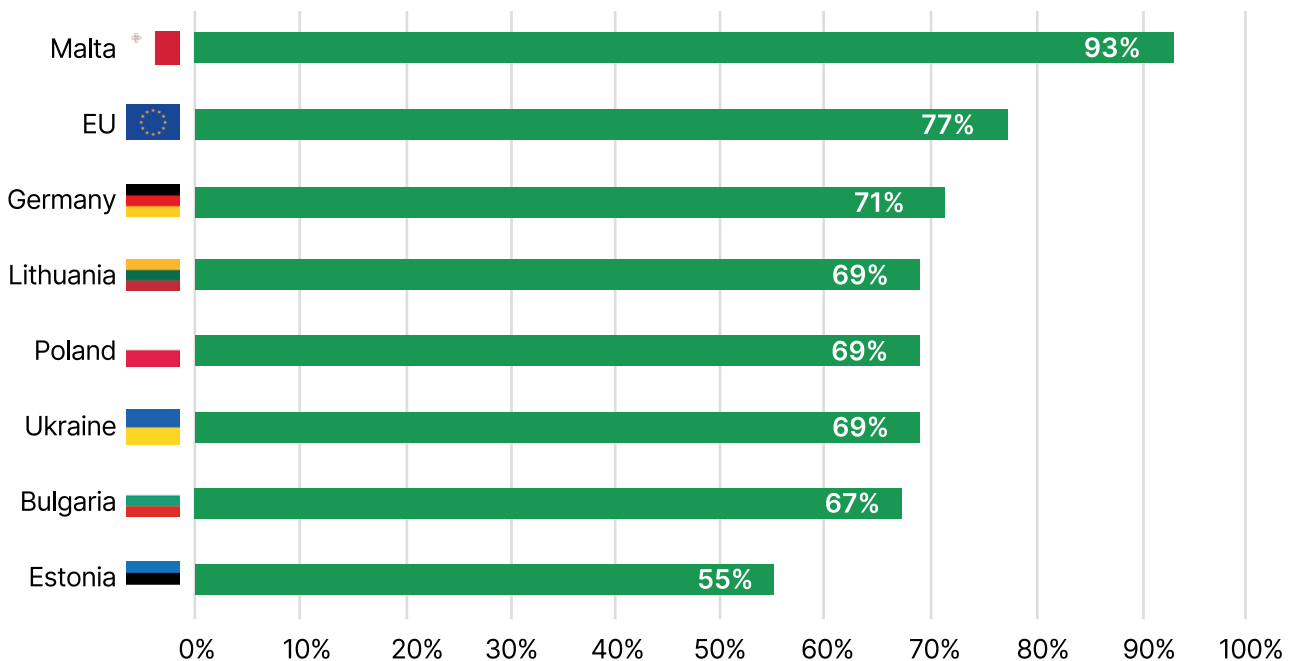
2.2 Comparison with attitudes towards climate issues in the EU and other countries

To comprehensively assess the attitudes of Ukrainians towards climate issues, it is necessary to compare opinion surveys from Ukraine with those conducted in the European Union (EU) and other countries.

In Ukraine, 69.1% of the population perceives climate change as a serious issue (rated 7-10 on a ten-point scale), while this figure is slightly higher in the EU at 77%. Within the EU member states,

this percentage ranges from 55% in Estonia to 93% in Malta. Countries geographically proximate to Ukraine, such as Poland (69%), Lithuania (69%), Bulgaria (67%), and Germany (71%), exhibit similar percentages.

How serious is the climate change problem: EU (2023) and Ukraine (2024)

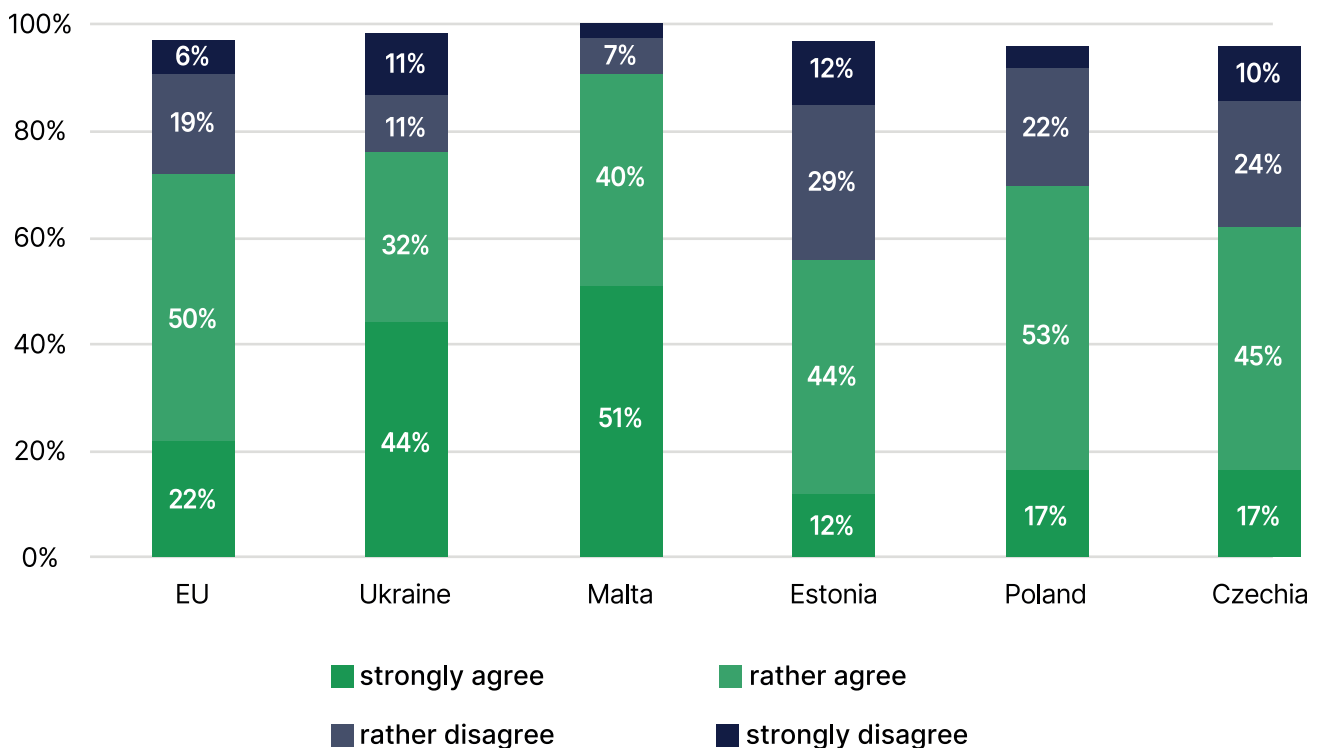


Regarding individual responsibility in mitigating climate change, 61% of Ukrainians recognize their role, compared to 77% in the EU. The proportion of respondents who «strongly agree» is comparable: 30% in the EU and 27.4% in Ukraine. However, Ukraine shows a significantly higher percentage of individuals who «strongly disagree» with this notion, at 18.7%, compared to 5% in the EU. The Czech Republic (16%) and Estonia (15%) are the EU countries closest to Ukraine in this regard.

Climate change elicits fear in 70% of EU citizens, a sentiment mirrored by 69% of Ukrainians. The observed trend that women are more likely than men to fear climate change is consistent across both Ukraine and the EU.

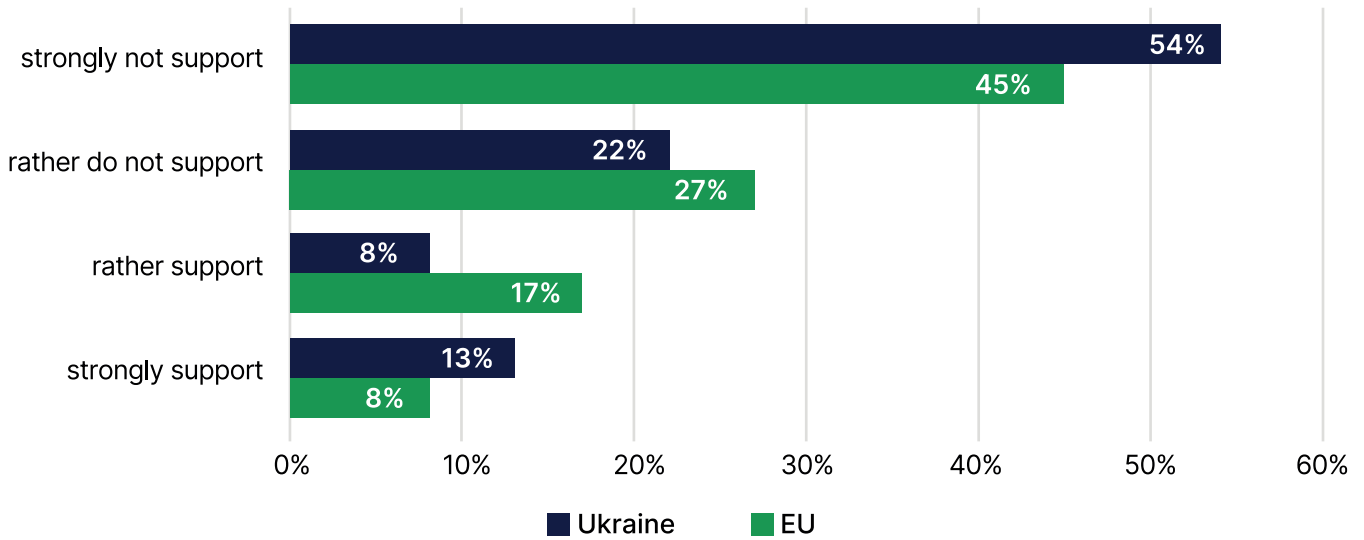
The perception of climate change significantly impacting one's locality reported by 24.4% of Ukrainians is substantially lower than the 57% average in other surveyed countries. In the EU, 72% of residents believe in the efficacy of individual actions to combat climate change, irrespective of others' actions. This belief is slightly more prevalent in Ukraine, at 76.1%, with a significantly higher proportion of Ukrainians «strongly agreeing» compared to the EU average. 29% of Ukrainians and 27% of Europeans see no point in individual actions if others do not participate, with 71% of Europeans and 67% of Ukrainians disagreeing with this statement.

I can do more to combat climate change no matter what others are doing



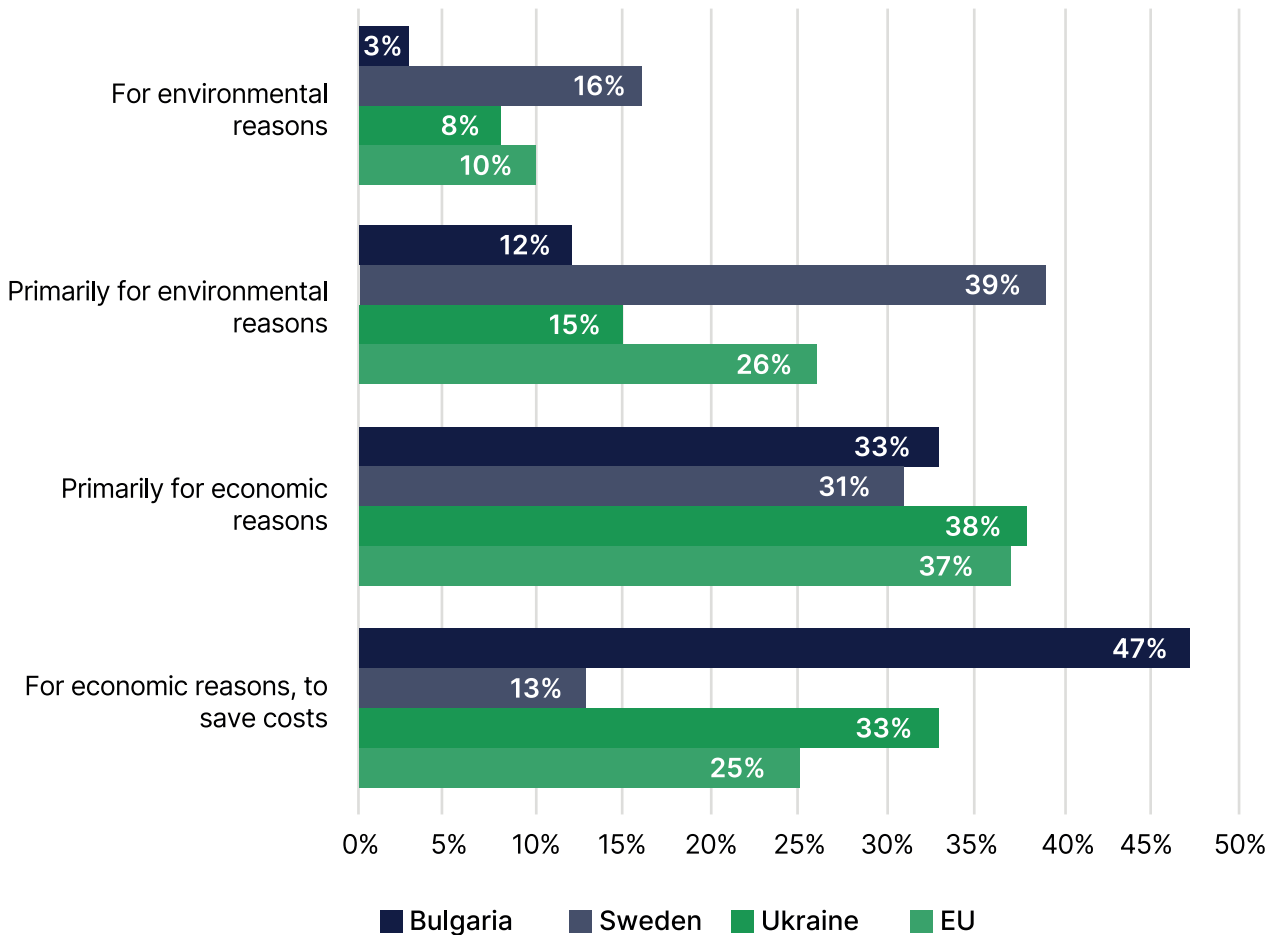
In Ukraine, 54% strongly disagree with the notion that the country should not enhance efforts to combat climate change unless other countries do so, compared to 45% in the EU. Sweden (66%), Cyprus (64%), and Denmark (64%) exhibit the highest rates of disagreement with such statement. Ukraine aligns with Estonia, Germany, and Slovakia in this aspect, whereas Austria (17%) and Poland (15%) have the highest agreement rates within the EU. In Ukraine, 13.4% fully agree with the statement.

My country should not do more to combat climate change if other countries are doing nothing



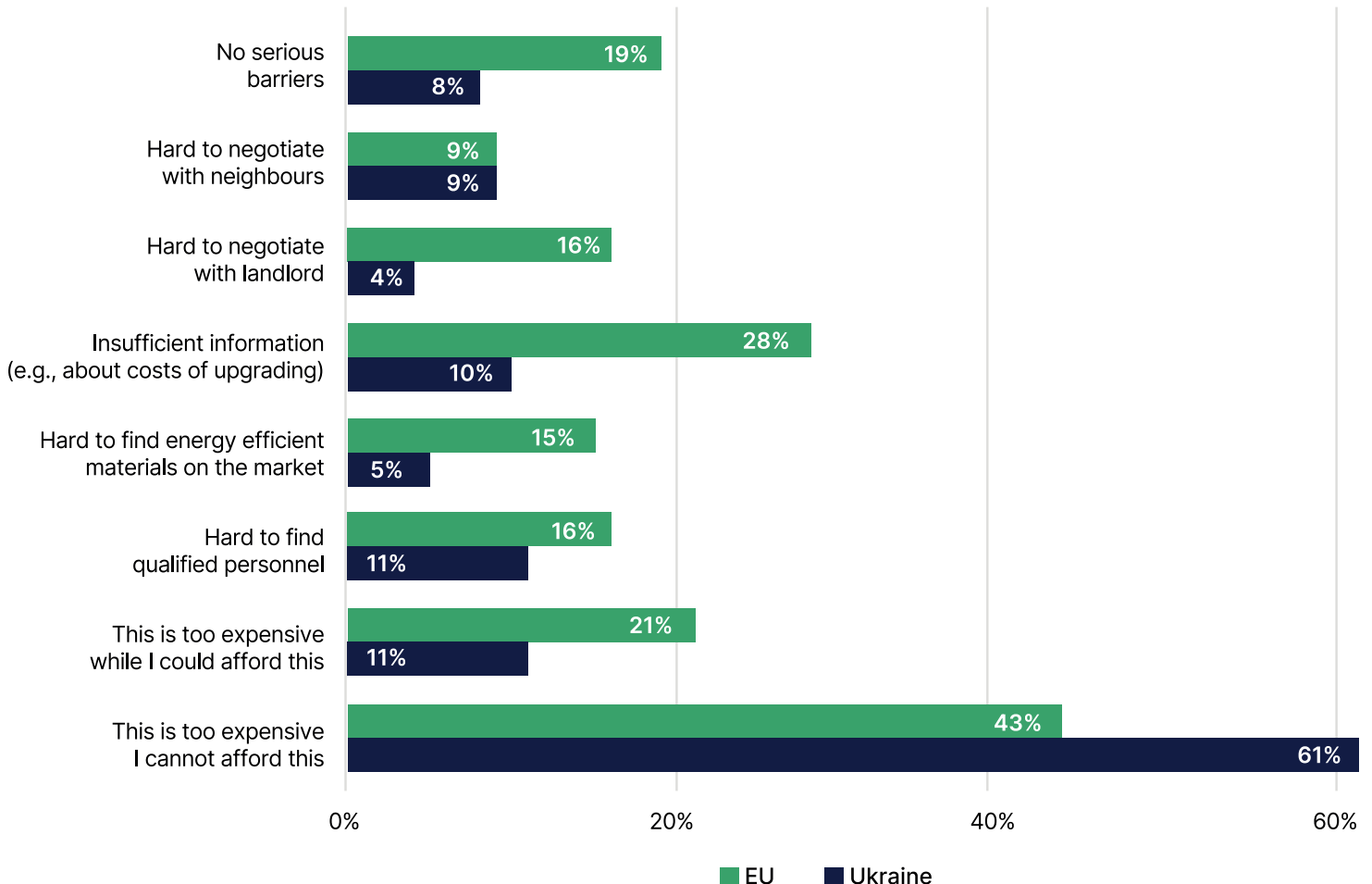
Economic incentives primarily drive energy consumption reduction in the EU. In the EU, 25% reduce consumption solely for economic reasons, and 37% for both economic and environmental reasons. These figures are 33% and 38%, respectively, in Ukraine. Environmental motivations alone account for 10% in the EU and 8% in Ukraine, with the highest rates observed in Sweden (16%) and Denmark (14%). Conversely, Bulgaria (47%), Latvia (40%), and Lithuania (37%) report the highest rates of economically driven reductions.

Reasons to decrease energy consumption



The issue of the cost of energy efficiency measures is relevant for both Ukraine and the EU. Although in Ukraine, this figure is higher than the EU average, at 61%, as opposed to 43% in the EU. Compared to the EU, Ukraine's scores for information, availability of materials and skilled craftsmen, and ability to negotiate with neighbors are lower. The percentage of Ukrainians for whom the issue of energy efficiency is the price is similar to that of Hungary and Croatia.

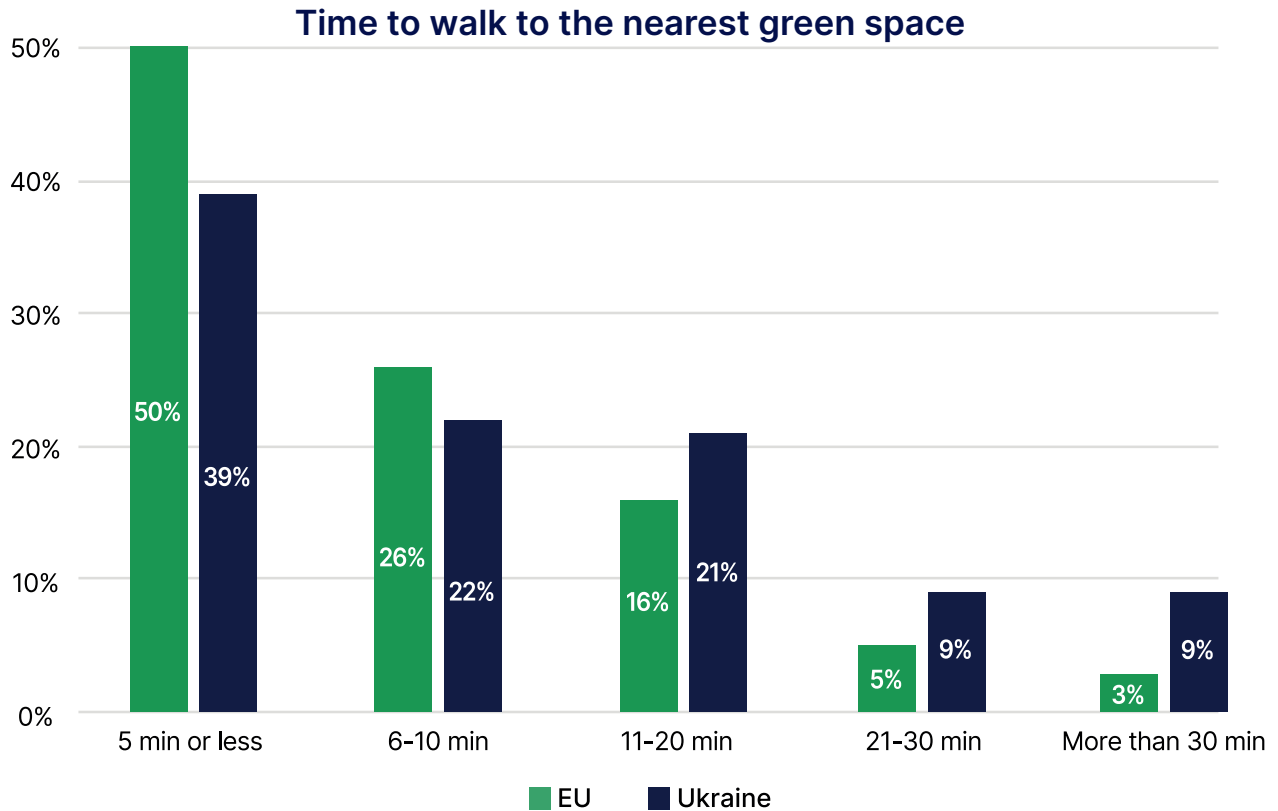
Barriers to make home more energy efficient



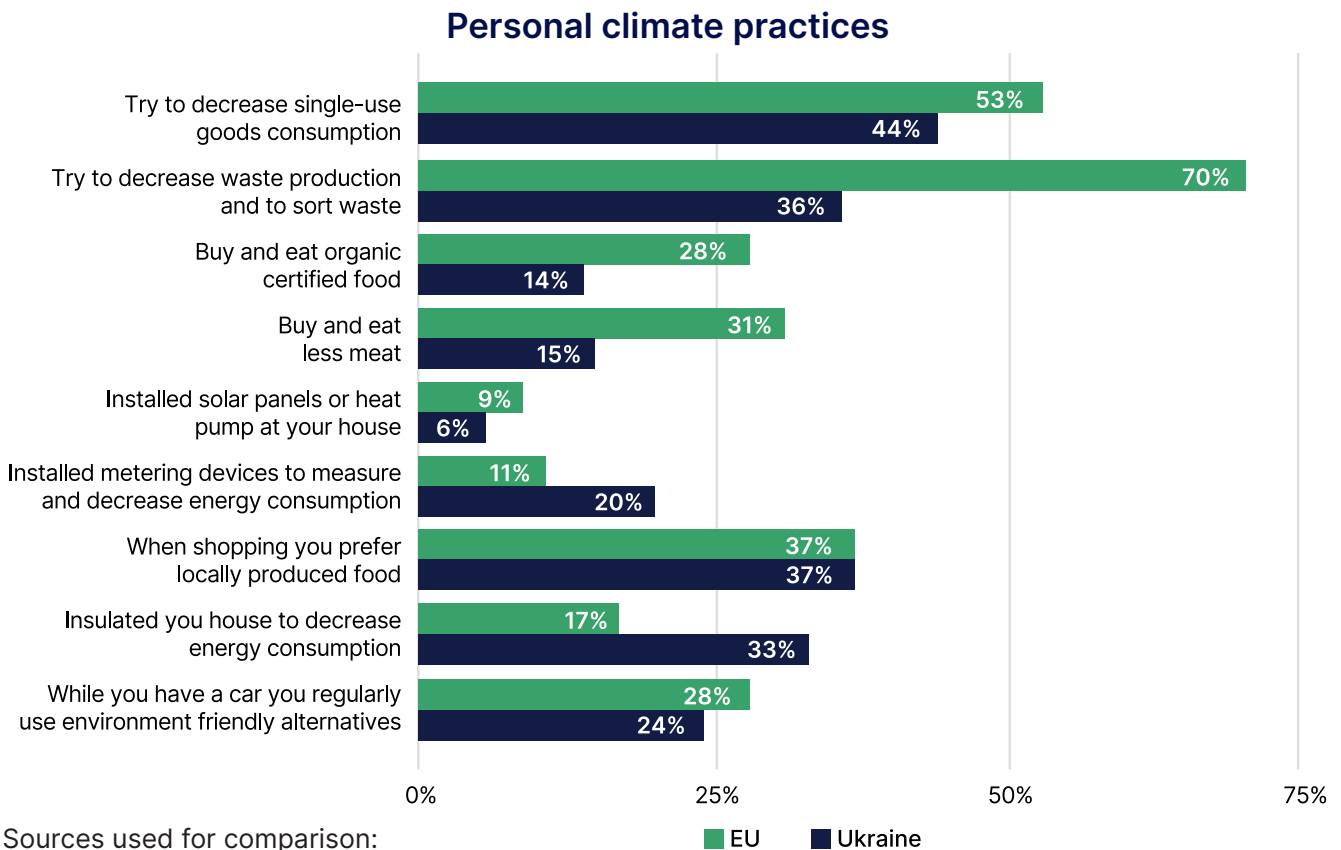
In terms of **daily commute**, Ukrainians use public transportation significantly more than EU residents (37% compared to 16% in the EU) and walk more (27% in Ukraine and 21% in the EU). No other EU country has such a high rate of public transportation use. At the same time, the rate of car use in the EU is significantly higher than in Ukraine (47% in the EU compared to 19% in Ukraine). Nevertheless, the situation varies from country to country.

Regarding access to green spaces, 39% of Ukrainians can reach the nearest green space within five minutes or less, compared to 50% in the EU. The highest accessibility rates are in Finland (85%), Slovakia (84%), and Sweden (82%). Ukraine's accessibility rate is comparable to that of Hungary (38%) and Poland (37%).

There are notable differences in personal climate practices between Ukrainians and EU residents. In the EU, leading practices include waste reduction and sorting (70%), reducing single-use item consumption (53%), and attention to energy efficiency in household appliances (37%). Ukrainians prioritize home insulation and the installation of energy monitoring devices. EU residents more frequently avoid meat and purchase organic products compared to Ukrainians.



Ukraine significantly lags behind EU countries in waste reduction and sorting, with the highest rates in Sweden and Malta (91%) and the lowest comparable to Romania (36%).



Sources used for comparison:

<https://europa.eu/eurobarometer/surveys/detail/2954>

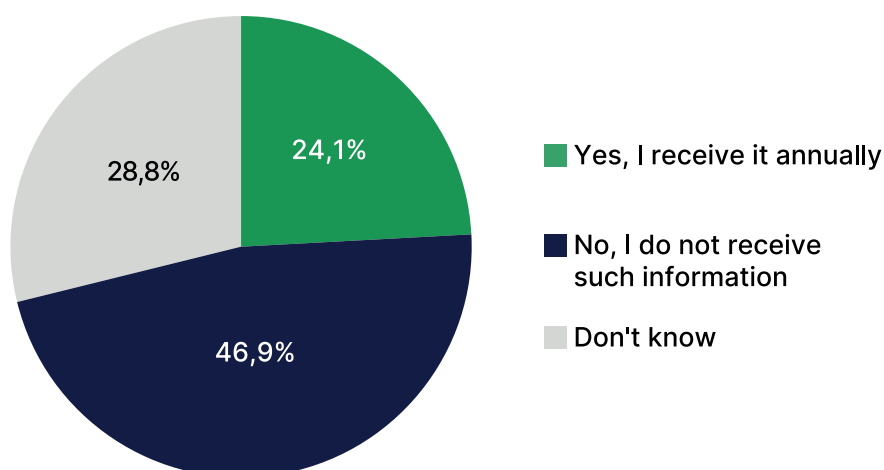
<https://europa.eu/eurobarometer/surveys/detail/2672>

<https://www.ipsos.com/sites/default/files/ct/news/documents/2023-11/Ipsos-Global-Advisor-Views-on-Climate-Change-COP28-Report.pdf?fbclid=IwAR3o12kzeuQxLGOOn5oVFKCTI-FFku68gPV193kzVUwP7wU7DK0s1hr-aoWY>

2.3 Sources of information

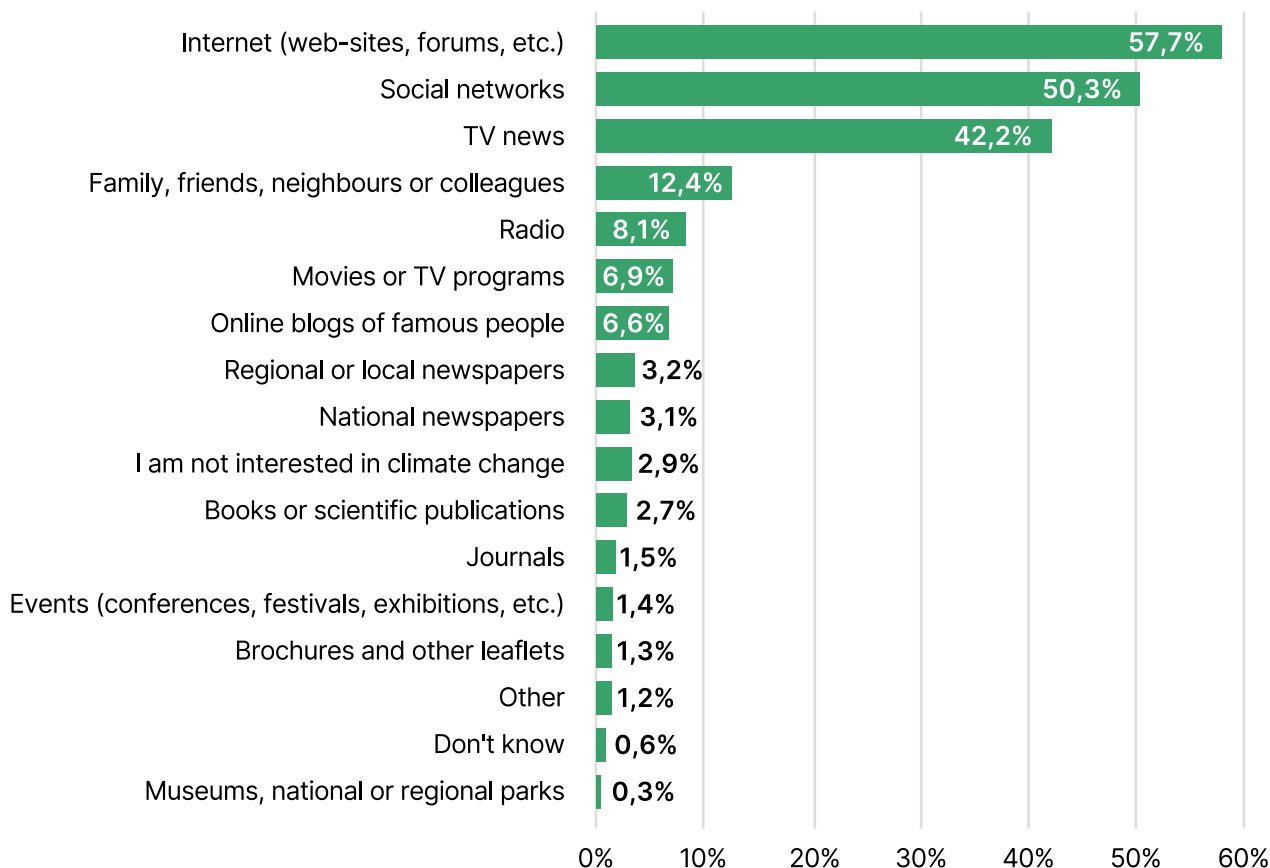
Despite the fact that residents are annually sent information about the sources of electricity they consume over the past year (such information is included in their bills), 46.9% of respondents said they do not receive such information, and 28.8% do not know whether they receive any. Only 24.1% of respondents indicated that they receive information about the sources of electricity production.

Do you receive information about sources of electricity you use?

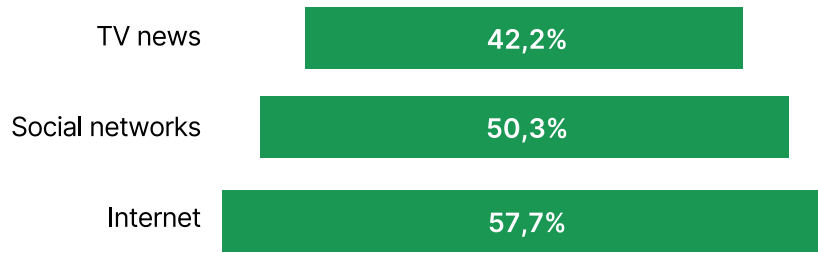


57.7% of Ukrainians get their climate information from the Internet, 50.3% from social media, and 42.2% from TV news. These are the top three sources of climate information for Ukrainians. The least popular sources of information are brochures and informational materials (1.3%), events (1.4%), magazines (1.5%), and books or scientific publications (2.7%). 2.9% of respondents are not interested in climate issues at all.

Sources of information about climate change

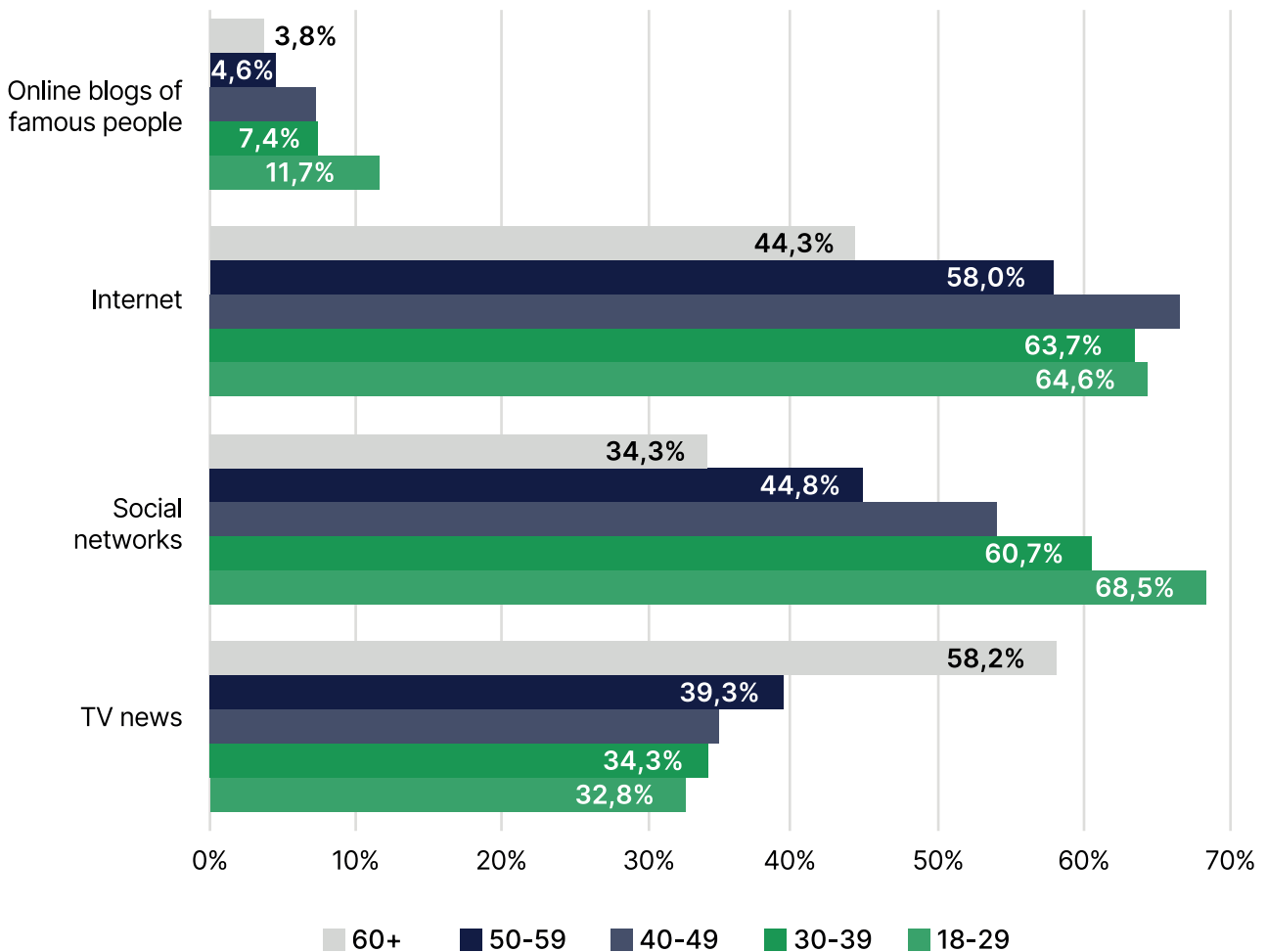


Top-3 sources of information about climate



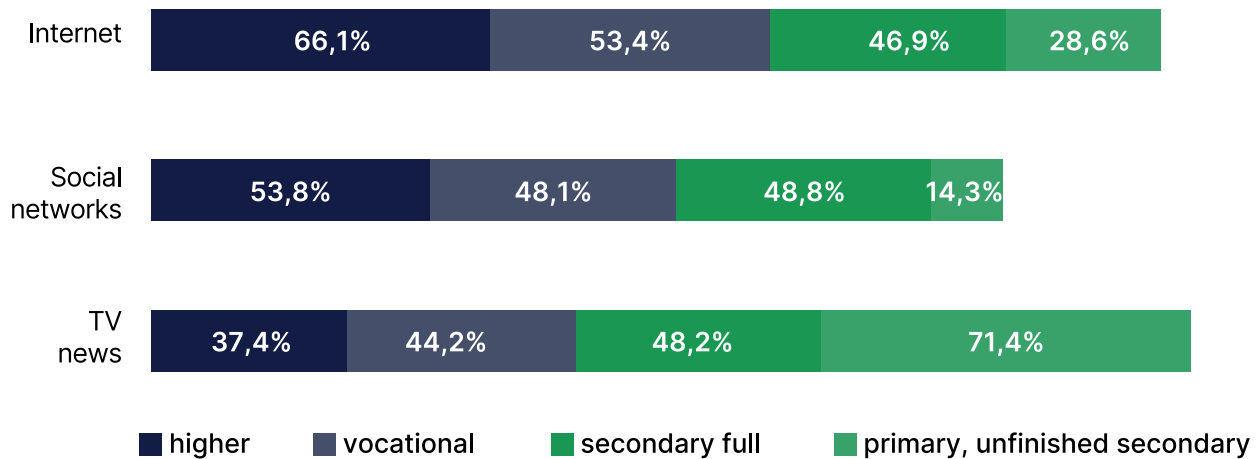
The older generation is more likely than younger people to use national and regional (local) newspapers (10.7% in the 60+ age group as opposed to 1.6% in the 18-29 age group), as well as TV news (58.2% in the 60+ age group as opposed to 32.8% in the 18-29 age group). Young people, on the other hand, use the Internet and social media more as the main sources of climate information.

Sources of information about climate by age groups



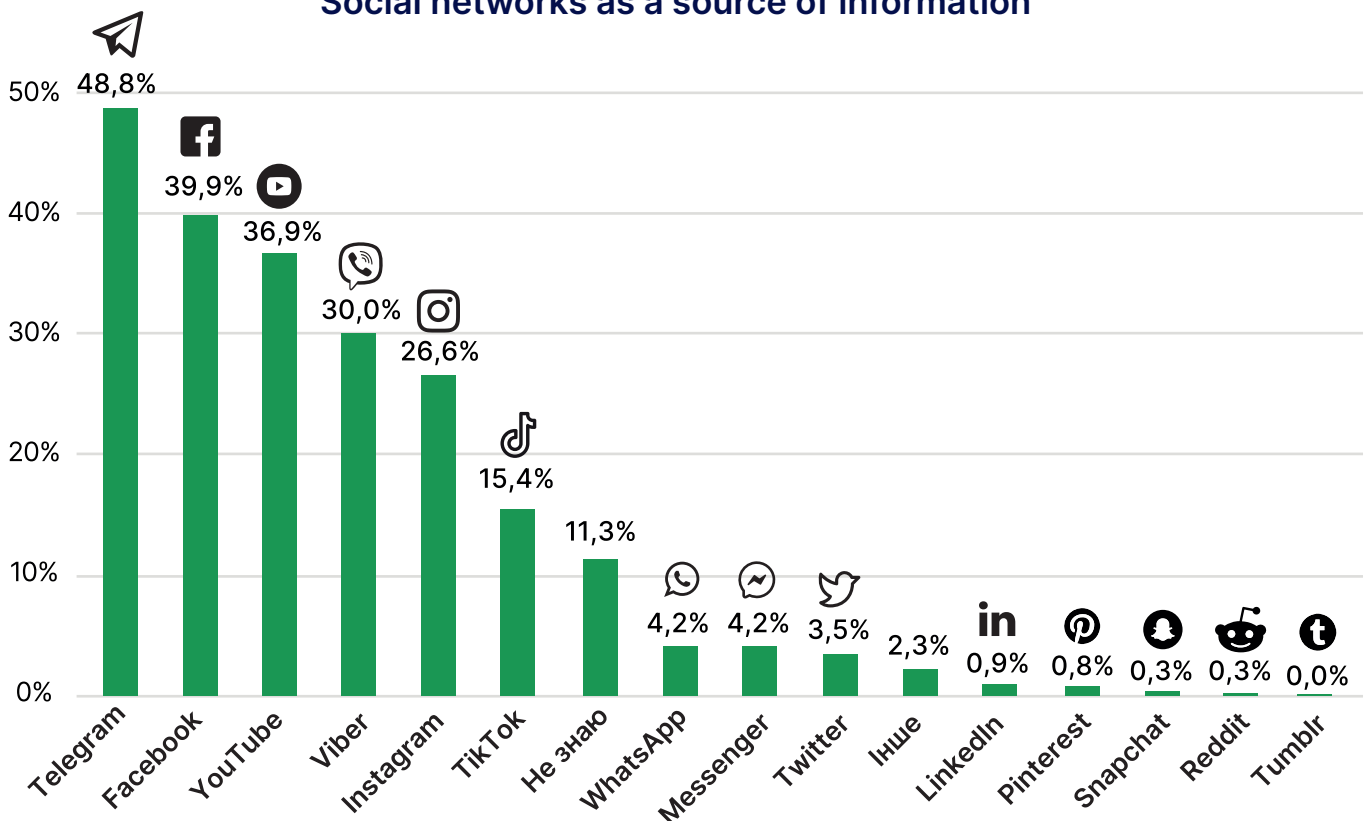
The use of various sources of climate information also depends on the level of education of a person. People with higher education are more likely to use the Internet and social media than people with primary or incomplete secondary education. People with lower levels of education are more likely to use television news as a source of information. In addition, people with higher education are more likely to use online blogs of famous people as a source of information (8% vs. 0%), and people with primary or incomplete secondary education are more likely than people with higher education to get information from friends, family, colleagues, and neighbors (23.8% vs. 10.8%).

Sources of information about climate by education



There is also a correlation between the level of citizens' income and the sources of information they use: people with higher incomes use the Internet and social networks more, while those with lower incomes use television news more. The top six social networks from which Ukrainians receive their main information are: Telegram (48.8%), Facebook (39.9%), YouTube (36.9%), Viber (30%), Instagram (26.6%), and TikTok (15.4%).

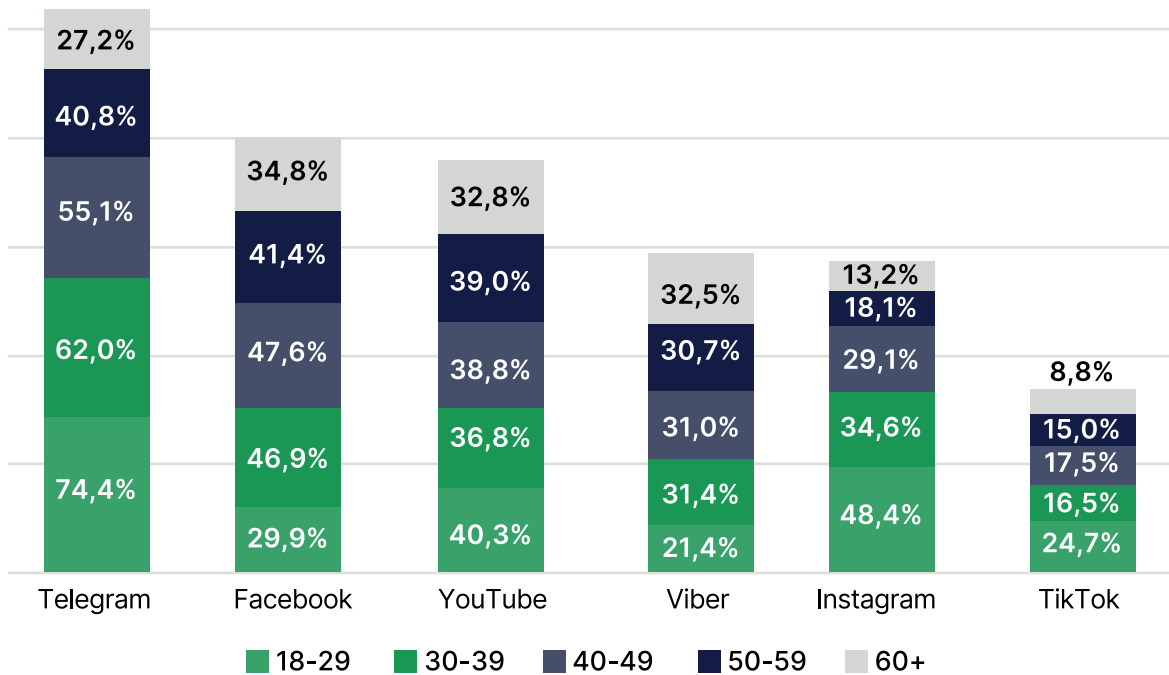
Social networks as a source of information



Women are more likely than men to use Facebook (46.6% as opposed to 31.8%) and Telegram (53.2% as opposed to 43.3%). Men are more likely than women to use YouTube (40.7% as opposed to 33.7%) and TikTok (17.5% as opposed to 13.7%).

There are significant differences in the use of social media by age group. Young people aged 18-29 most often use Telegram (74.4%), Instagram (48.4%), and YouTube (40.3%). Facebook is most popular among the middle age group (40-49 years old). In general, the level of use of social media as a source of information decreases with increasing age.

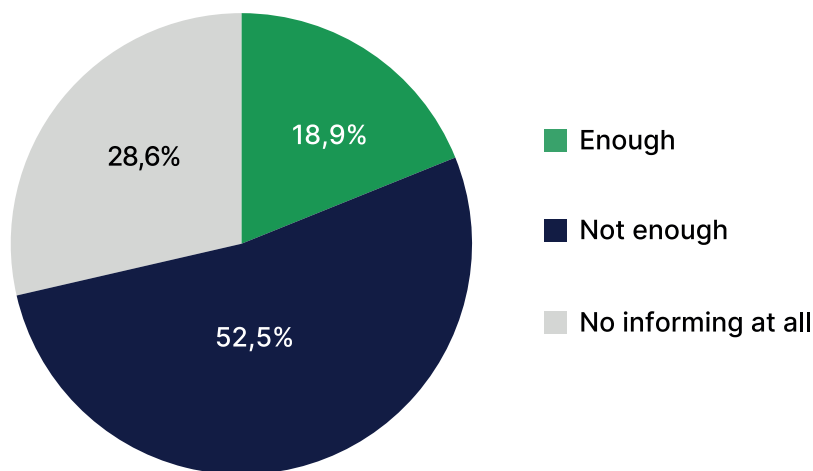
Social networks usage by age groups



If we look at the use of social media to obtain information in terms of education level, we can see a trend of decreasing use of social media with decreasing education level. For example, while 44.6% of people with higher education use Facebook, the number for people with primary or incomplete secondary education is 9.5%.

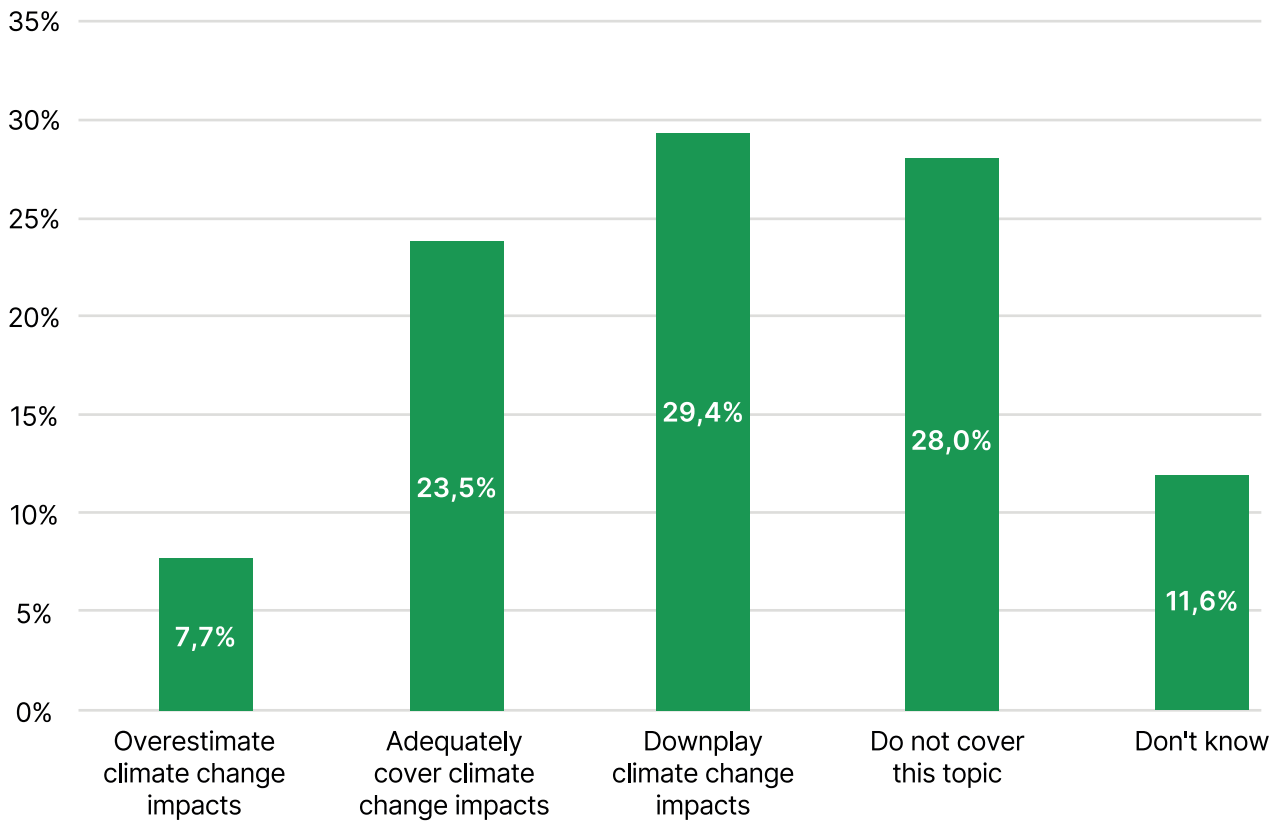
52.5% of Ukrainians believe that the government does not inform enough about the possible consequences of climate change, and 18.9% believe that it does not inform at all. Only 28.6% of respondents chose the «informs sufficiently» option.

Is the government informing you enough about climate change?



As for the adequacy of the Ukrainian media’s coverage of climate change, people’s responses were almost equally divided: 23.5% of Ukrainians believe that the media adequately reflect the impact of climate change, 28% believe that they do not cover this issue, and 29.4% believe that they downplay the impact of climate change. Only 7.7% believe that the media exaggerate the impact of climate change. 11.6% of respondents could not answer this question.

Ukrainian media about climate change





SECTION III.

**Recommendations for a
communication strategy**



Informing and educating citizens is repeatedly mentioned as an urgent need in the Paris Agreement³. According to the recommendations of the UNFCCC, the overall goal of climate change communication efforts is to educate target groups and encourage them to take action to combat the climate crisis.

Measures in the field of climate change have much in common with other areas (overcoming outbreaks of infectious and viral diseases, combating tobacco smoking or drug addiction, etc.), so the main objects of communication efforts are also similar: changes in public policy (steps taken by the state), corporate policy, and behavioral habits of citizens. Accordingly, borrowing certain methods and approaches is a normal practice.

At the same time, communicating climate change issues has its own specifics. These include: (a) specific vocabulary (adaptation, greenhouse

gases, decarbonization, etc.), (b) scientific complexity, and (c) global nature. In addition, any communication efforts should take into account both the national context of Ukraine (in particular, the ongoing armed aggression of the Russian Federation against Ukraine, the energy crisis, and economic difficulties) and local (regional) specifics.

The recommendations below have been developed taking into account the national and local contexts of Ukraine in the context of different target groups, based on the results of a public opinion poll, focus groups, and expert discussions with representatives of the Ukrainian Climate Network.

The recommendations are divided into three groups and answer the questions «What to communicate?», «Whom to communicate?» and «How to communicate?».

3.1 Topical issues (What to communicate?)

In our opinion, the main issues that require communication are:

- General information;
- Building public support for state and local policies;
- Raising of climate-conscious youth;
- Combating disinformation and manipulation.

General information is the greatest need according to citizens themselves. It may include informing about climate change (causes, manifestations) and its consequences in Ukraine (temperature rise, decrease/increase in precipitation, severe weather events, etc.), the impact of climate change on various spheres of life in Ukraine (European integration processes, business, energy, cities, etc.), the impact of climate change on people personally (especially health), and the need to adapt to the effects of climate change. For example, official reports of extremely low (high) temperatures should be accompanied by a reference to climate change.

Building public support for state and local climate change policy should be communicated in the context of post-war reconstruction, European integration reforms, adaptation measures at all levels, and any individual measures that negatively affect/will affect people (tariffs, excise taxes, taxes, bans on the sale/importation of goods, etc.).

It should be taken into account that, in general, citizens have a negative perception of any climate change measures that, in their opinion, negatively affect their well-being.

Raising climate-conscious youth is an extremely important task, given the results of a sociological study that shows low climate change awareness (beliefs, habits) among the youngest age group (18-29 years old). Educating this target group and encouraging them to take action to combat the climate crisis will have a long-term effect. It will require the use of current trends in the development of society as a whole (in particular, the use of potential opportunities provided by digitalization), as well as the strengthening of existing tools (for example, the inclusion of a climate component in higher education standards, joint development of recommendations for the practical implementation of the climate component of education by stakeholders).

The fight against disinformation and manipulation is necessary due to a number of general factors, including the scientific complexity of climate phenomena, the lack of support for climate action by big business (metallurgy in particular), Russian propaganda, low public awareness, and the almost complete absence of scientific or semi-scientific sources of information.

³ See para. 14 of the Preamble, Art. 11, Art. 12.

⁴ <https://www.un.org/en/climatechange/communicating-climate-change>

All communication on climate change should be carried out within a semantic and substantive framework. Caring about the planet or the global crisis cannot be an effective framework for communicating climate change issues in the current context. Taking into account the results of the study of public opinion and the situation in the country, we believe that any communication on climate change should be carried out within the framework of other issues of concern to people in general.

In this context, it is particularly important to give information on measures to combat or adapt to climate change that can be effectively presented as:

- A part of the reconstruction from the consequences of the war;
- A part of energy independence and system resilience;
- Overcoming the energy crisis in times of war;
- An opportunity to develop the economy and create new decent jobs, including green jobs;
- A part of European integration;
- Overcoming dependence on Russian gas and oil products;

- Measures aimed at reducing the costs, including utility costs, of citizens now or in the future;
- Measures aimed at protecting citizens (property, health) and enhancing people's well-being (which may include issues of access to water, preventing energy poverty, hunger and ensuring food security).

Even individual issues about the causes or consequences of climate change can be presented within this framework. For example: «The need for cooling on hot days due to climate change is an acute problem in the context of blackouts due to Russian attacks on energy infrastructure.»

In general, we may consider the expediency of using the fight against Russian fossil fuels as a general information background, since dependence on them is part of the problems with some countries in the context of the anti-Russian coalition, and the EU's overall climate policy on decarbonization can be used as an existential threat to the Russian state and, accordingly, our efforts can also be considered in this context.

3.2 Adaptability and target groups (To whom to communicate?)

Any specific communication activities or campaigns should be adapted to the characteristics of the target groups (gender, age, income, place of residence) reflected in the research results. This will affect both the choice of the main target group and the use of communication tools (techniques) and channels.

The general audience can only be targeted for general information about the causes of climate change, the impact of climate change on various spheres of life, and, to some extent, the consequences and the need for adaptation. In addition, the general audience may need communication to combat disinformation and manipulation. Potentially, one of the areas of systematic communication for the general audience could be the formation of personal behavior, practical skills and abilities both on mitigation and especially on adaptation to climate change.

Given the significant differences in observations of climate change impacts by **residents of different natural climate zones**, their specificities should be carefully taken into account when communicating the impacts of climate change in their regions (both natural and socio-economic impacts). There is a subjective perception of some other issues (for example, logging is the main cause of climate change for residents of the mountainous region, which needs to be corrected through awareness raising).

Women and the elderly are much more receptive to information about the impacts of climate change on their health. In addition, these two groups demonstrate a higher level of environmental practices. This may indicate that this group is more likely to support government measures to combat and adapt to climate change.

Young people are a special target group and

require considerable special efforts to develop environmental awareness. Changing their attitudes and behaviors cannot happen without a targeted campaign aimed at this group.

Socially vulnerable groups, in particular people with low income and low education, need to be informed about the causes and consequences of climate change and the impact on them

personally. This is a large target group (approx. 77% by income), which can generally be an active opponent of government measures that will affect them personally. Attention will be needed to communicate financially affordable practices.

3.3 Channels and means of communication (How to communicate?)

Social networks (Telegram, Viber, Instagram, TikTok), YouTube, and online news platforms should become the main means of communication. It should be noted that television remains an important source of information for a significant part of the audience.

The choice of channel should be tailored to the main target audience, taking into account the results of research on the information sources they use. The use of digital channels (internet, social media, etc.) requires careful «layering» of information messages (e.g., from very short messages or single images to 60-second reads). It is unlikely that longer (more detailed) information about climate change can be perceived by target groups, given the channels they use to receive information. Further «layering» involves providing more detailed information that specifies the

issue of climate change raised in the primary messages, and expands access to scientifically based, specialized information. A promising way is to redesign the official website of the Ministry of Environmental Protection and Natural Resources of Ukraine in terms of the content of such components as communication, information and education.

Experts interviewed for the study and focus group participants believe that so-called influencers can be important carriers of information messages, although the public opinion survey itself does not provide grounds for such conclusions.

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