



2021

2020

2019

2018

2017

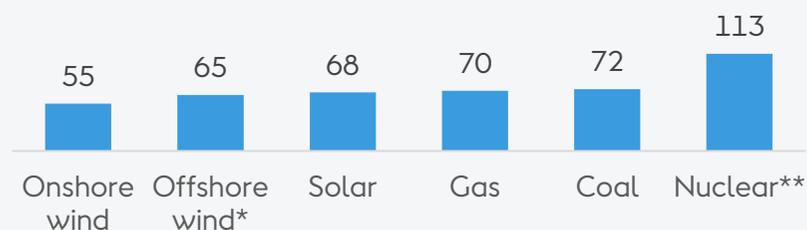
Green Energy Barometer

Commissioned by Ørsted
Prepared by Edelman Intelligence

Background

For the first time in history, green energy is now cheaper than black energy. The world now has a unique opportunity to create a world that runs entirely on green energy.

Prices of new built power production technologies (€/MWh, 2017)



The question is if people also want a green transformation and how they see challenges and benefits.

To better understand public opinion on this transformation, the green energy company Ørsted, in partnership with Edelman Intelligence, a global insight and analytics consultancy, has undertaken the inaugural '**Green Energy Barometer**'.

Surveying 26,000 people across 13 countries, the Barometer is the **largest-ever study of attitudes** to the green transition, relevant to all stakeholders that take part in the national and international energy debate, including politicians, regulators, NGOs, institutions, media, analysts and investors.

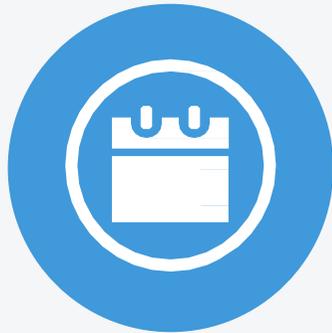
Source: Bloomberg New Finance (2016-prices), Year of FID

*Offshore: Hornsea 2, UK; **Nuclear: Hinkley Point, UK

Prices reflect North Western European market conditions, which express a global trend. Specific prices may vary across regions.

Methodology

DATA COLLECTION



July 28 –
September 1, 2017

13 COUNTRIES



Online survey in Canada,
China, Denmark, France,
Germany, Japan, the
Netherlands, Poland,
South Korea, Sweden,
Taiwan, the UK and the
USA

26,000+ RESPONDENTS



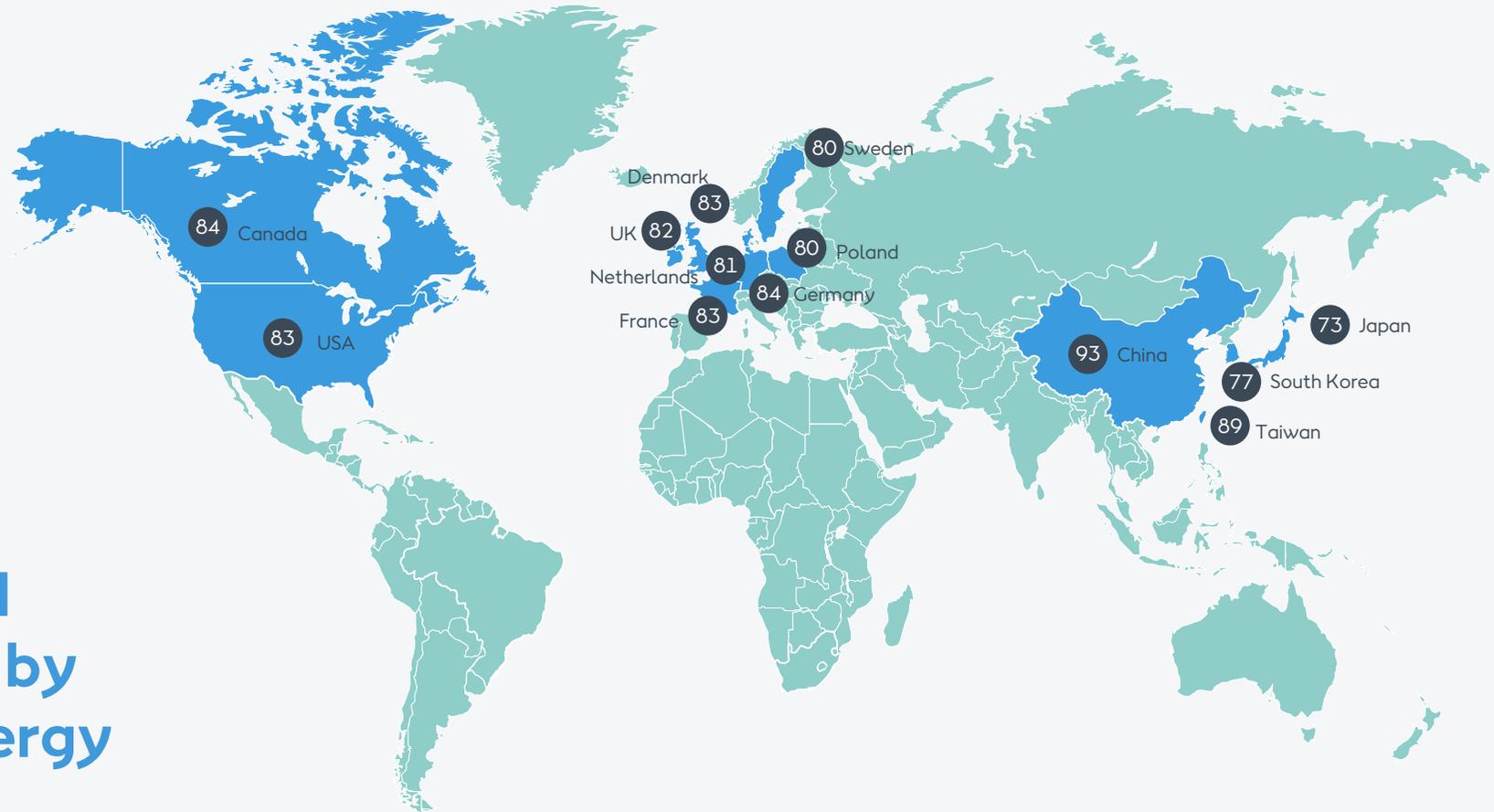
At least 2,000 per country,
nationally representative
of the online population in
terms of age, gender,
region and income

Executive summary

- Most of the world wants green energy.
 - **82%** believe it is important to create a world fully powered by renewable energy. The support is regardless of age, education level or political ideology.
- Support for renewable energy is especially rooted in:
 - **National pride about technology leadership. 75%** say they will be proud of their country if it invests time and money to become a global leader in green energy.
 - **Concern about climate change**, which is considered the second most pressing challenge the world is facing.
 - **Economic benefits. 73%** say building and producing more green energy will boost economic growth.
 - **Societal benefits. 53%** say there would be a reduction in health issues if their country was a leader in green energy.
- People want their country to increase usage of a variety of renewable energy types including **solar, offshore and onshore wind**.

A world fully powered by renewable energy is supported by a clear majority in all countries

82%
think it is important to create a world fully powered by renewable energy

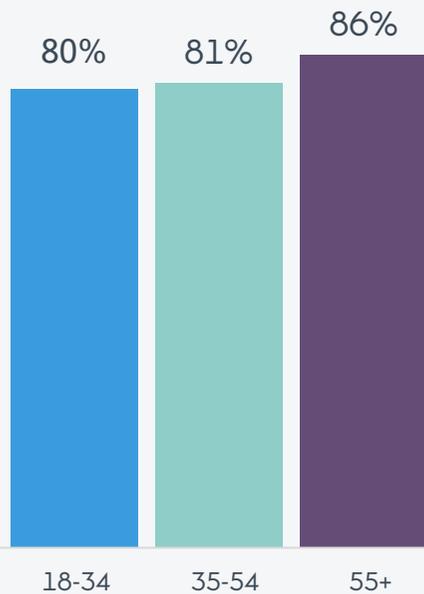


Percent of the surveyed who think it is important to create a world fully powered by renewable energy

People across all ages, education levels and political standpoints are in favour of a world fully powered by renewables

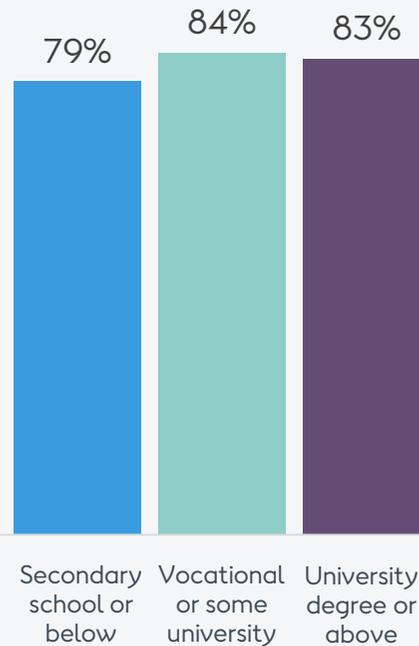
Percent of the surveyed who think it is important to create a world fully powered by renewable energy

by **age**



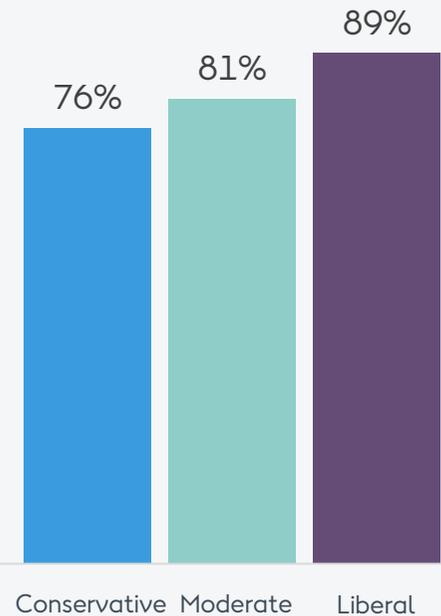
Percent of the surveyed who think it is important to create a world fully powered by renewable energy

by **education level**



Percent of the surveyed who think it is important to create a world fully powered by renewable energy

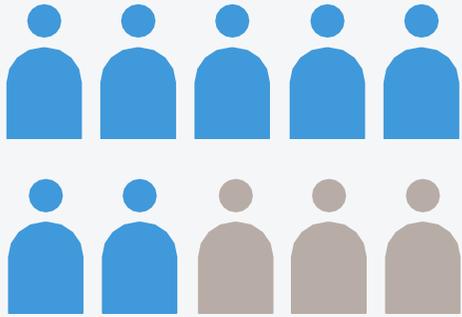
by stated **political ideology***



Q9. How important do you think it is to create a world fully powered by renewable energy (by this, we mean energy is produced in a way where there is limited or no impact on the climate)? [Top 4 Box Important; Scale from 1 to 10] | Base: 18-24 = 2,137; 25-34 = 5,788; 35-44 = 5,131; 45-54 = 4,869; 55-64 = 3,994; 65+ = 4,481 / Conservative = 5,369; Moderate = 7,622; Liberal = 7,306 / Secondary school or below = 5,898; Vocational or some university = 8,531; University degree or above = 11,694

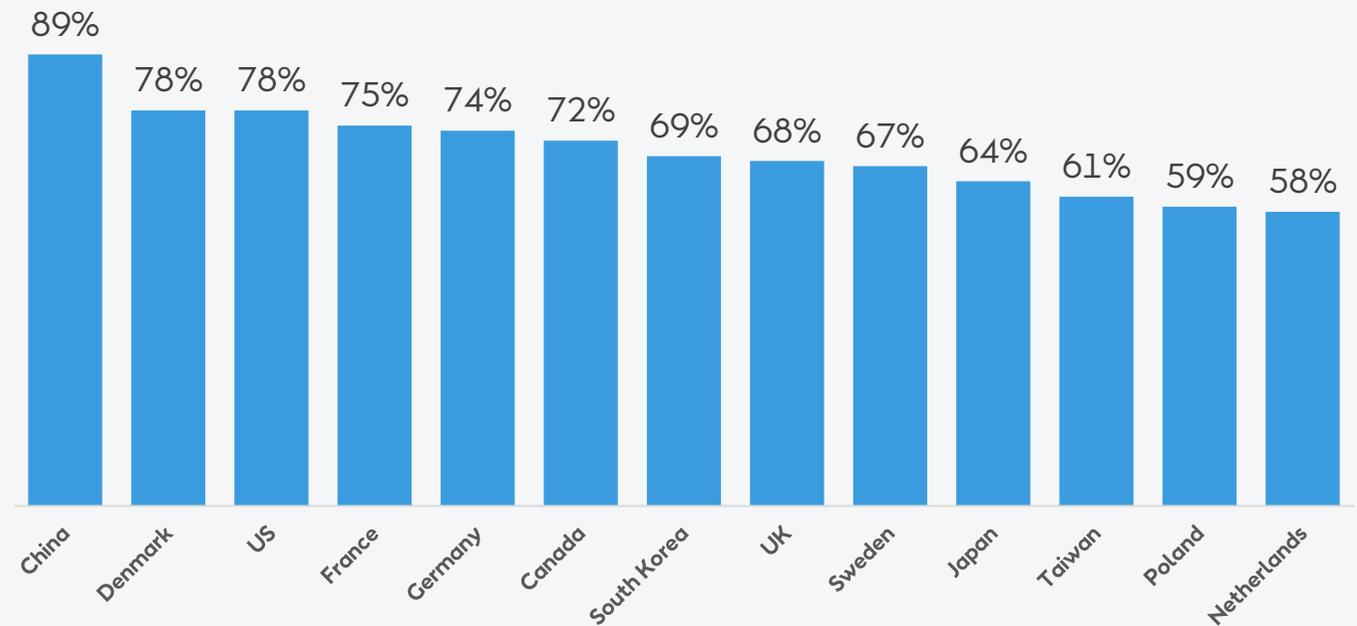
*Political ideology was not asked in China.

People want their country to be ambitious in its approach to building and producing green energy



Seven in ten (70%) think their country should be ambitious about building and producing green energy

Percent of the surveyed who want their country to be ambitious about building and producing green energy by market



Investing in green energy is a source of national pride for people

75%

I will be proud of my country if we invest time and money to become a global leader in green energy



25%

I will be disappointed in my country if we waste time and money on becoming a global leader in green energy

People support renewable energy for several reasons

- Concerns about climate change

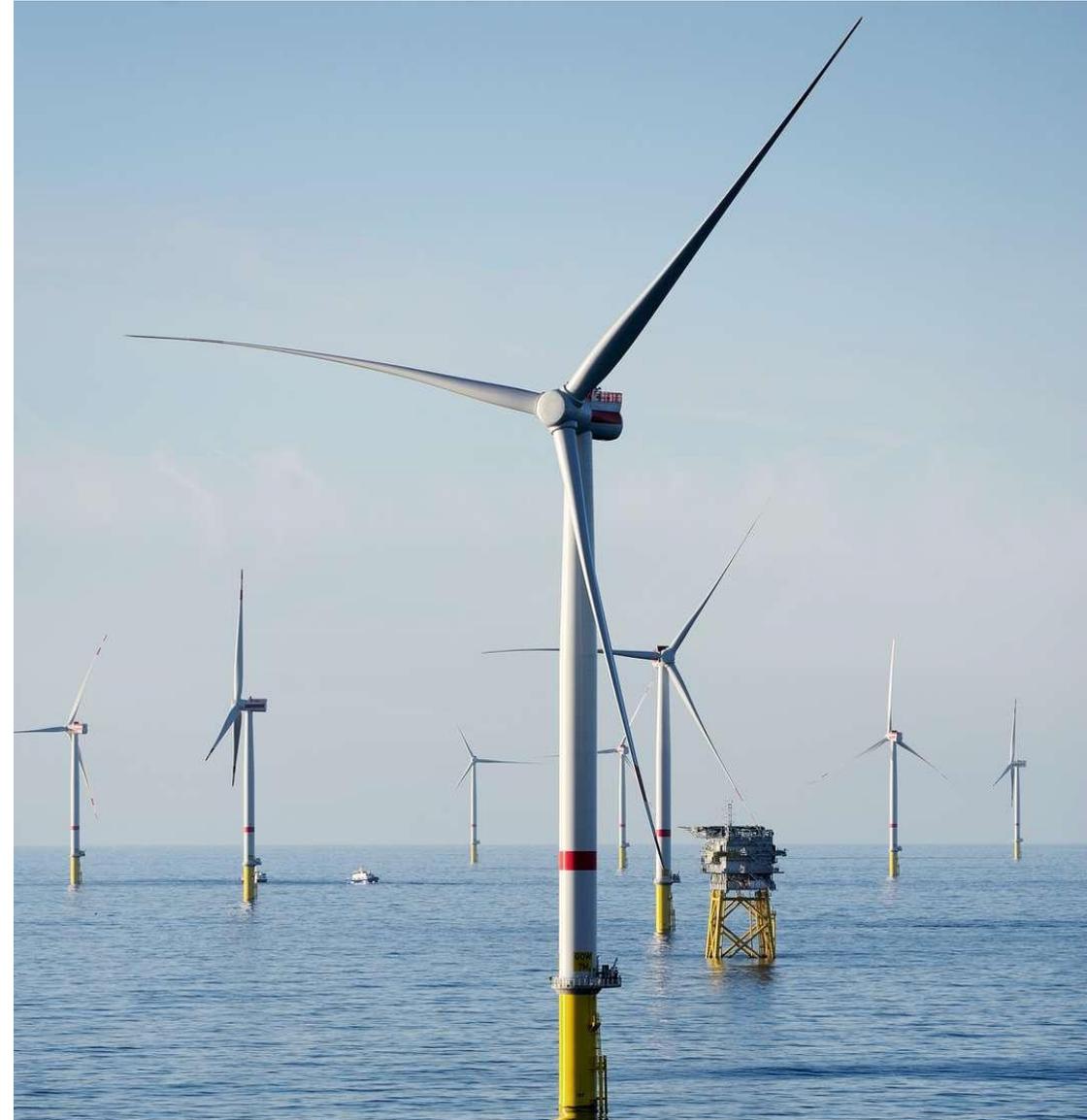
- Climate change is considered the second most pressing challenge the world is facing

- Perceived economic benefits

- 73% believe building and producing more green energy will boost economic growth

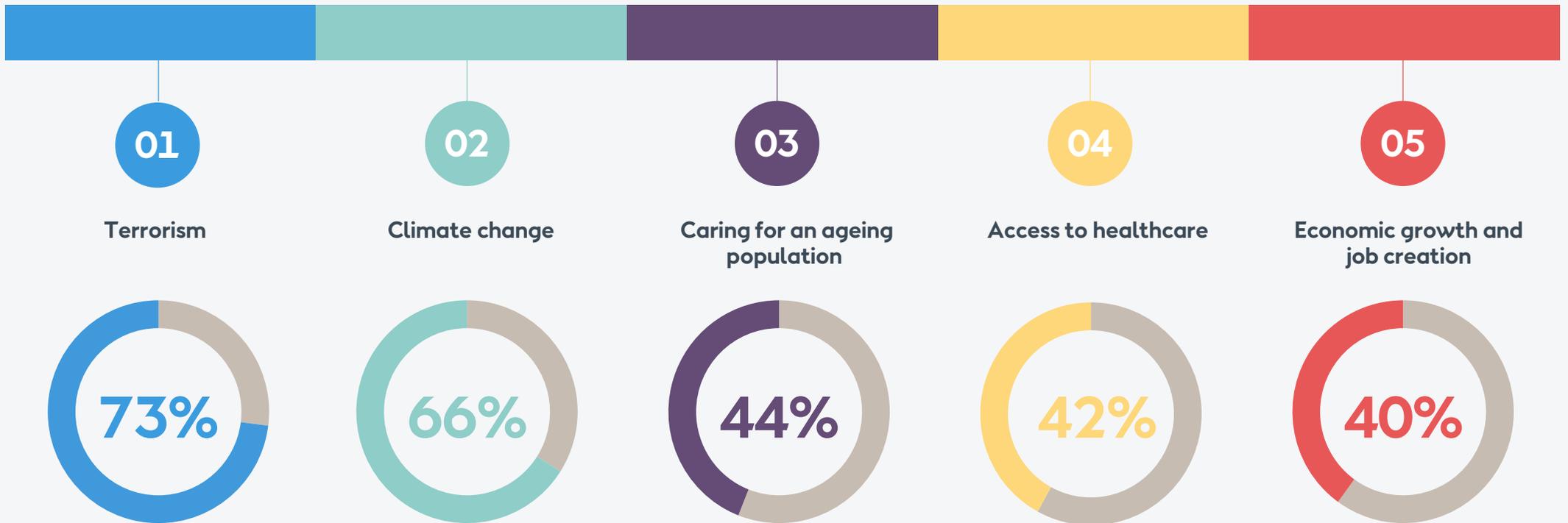
- Perceived societal benefits

- 53% think there will be a reduction in health issues due to pollution if their country is a world leader in green energy



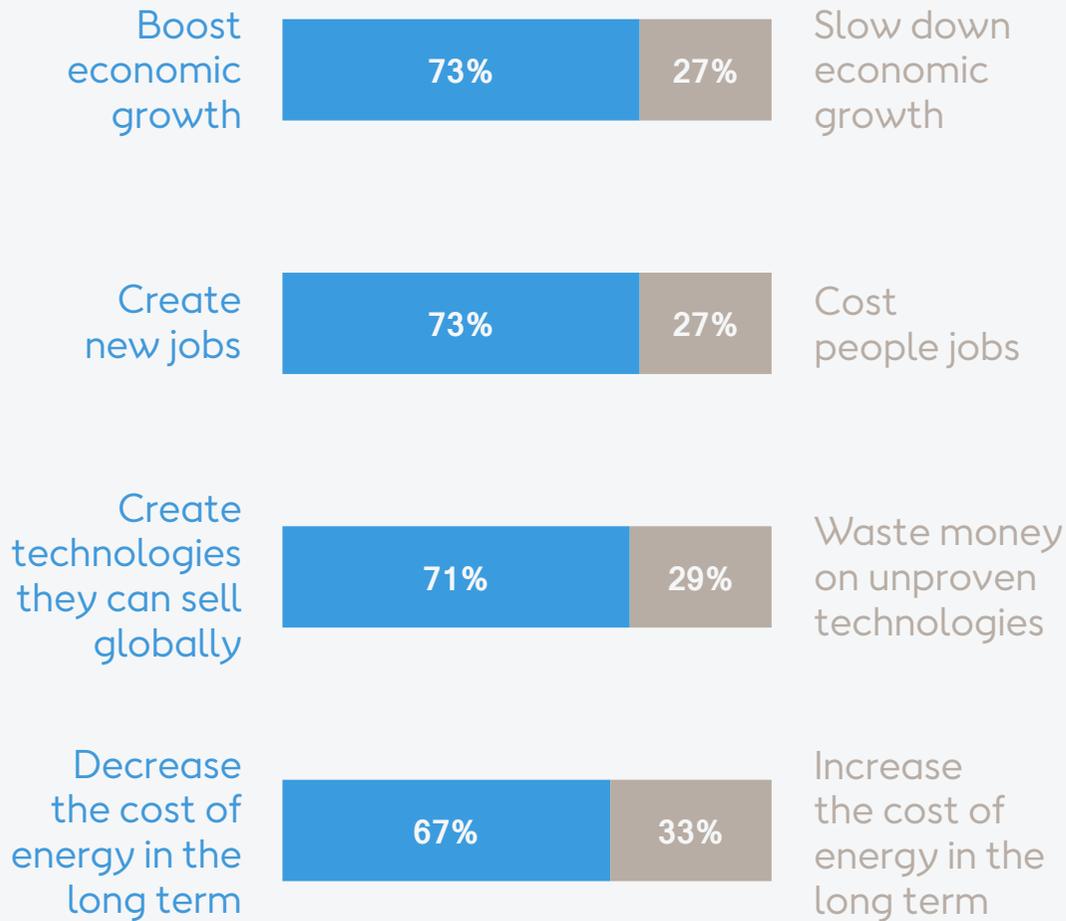
Climate change is considered the second most pressing global challenge

Top five most pressing challenges individuals believe the world is facing



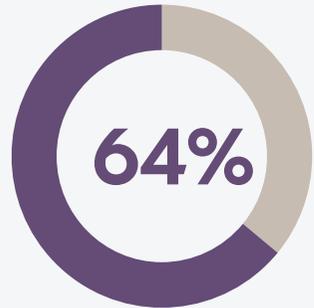
A transition to renewables is perceived to bring economic benefits

Percent of the surveyed who agree that the green transition will have the following impacts on their country

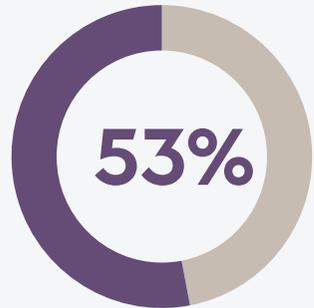


Renewables are also seen to bring wider societal benefits

Percent of the surveyed who said that each of the following would be a benefit if their country was a world leader in green energy



There would be a **positive impact on the environment** if their country was a world leader in green energy



There would be a **reduction in health issues** due to pollution if their country was a world leader in green energy



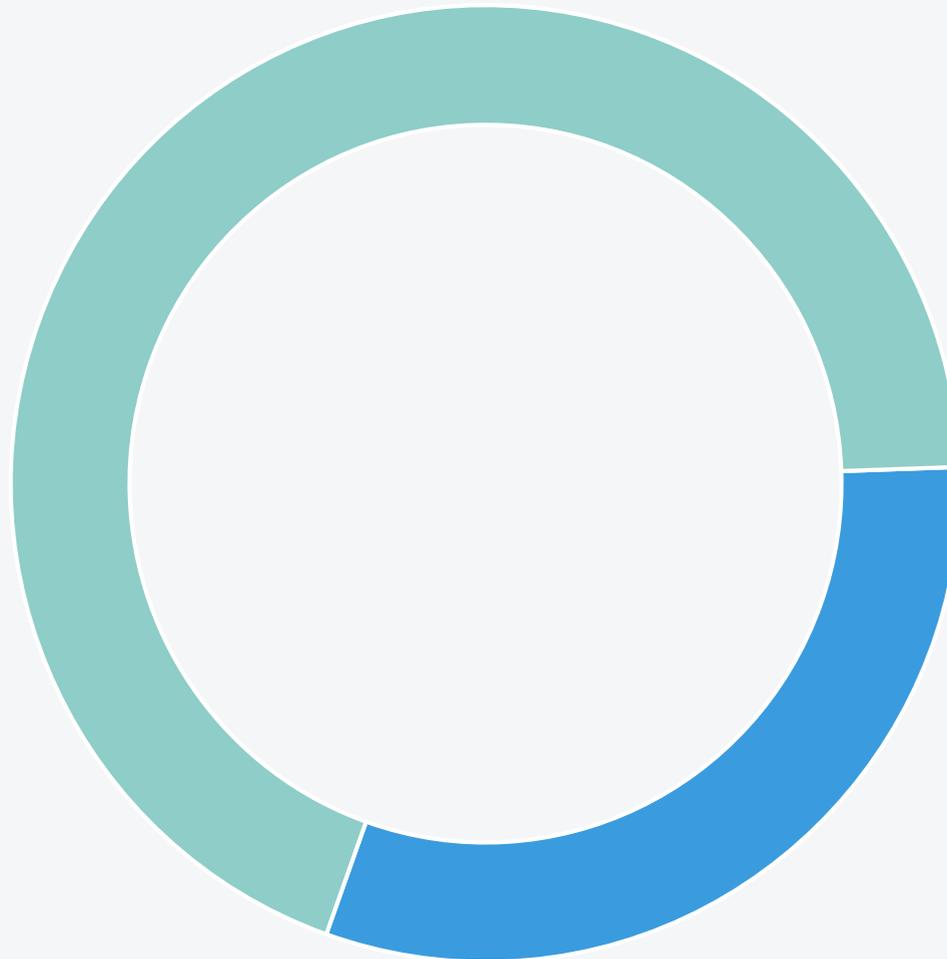
There would be an **increase in innovation across other industries** if their country was a world leader in green energy



And renewables are seen to make countries more energy independent

69%

producing and building renewable energy make their country more energy independent

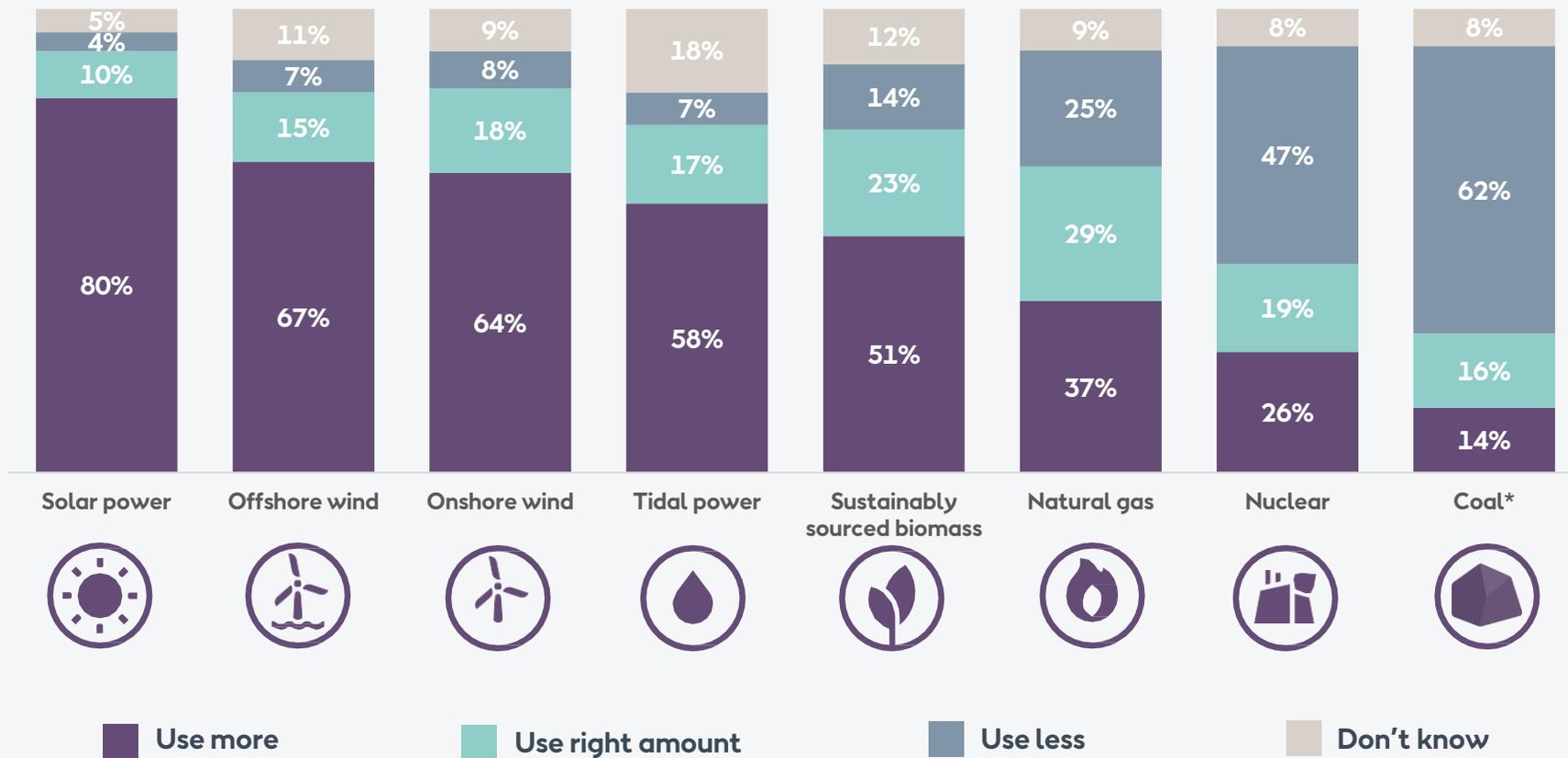


31%

producing and building renewable energy make their country less energy independent

People think their country should increase usage of multiple renewable energy types

Attitudes towards usage of different renewable energy types



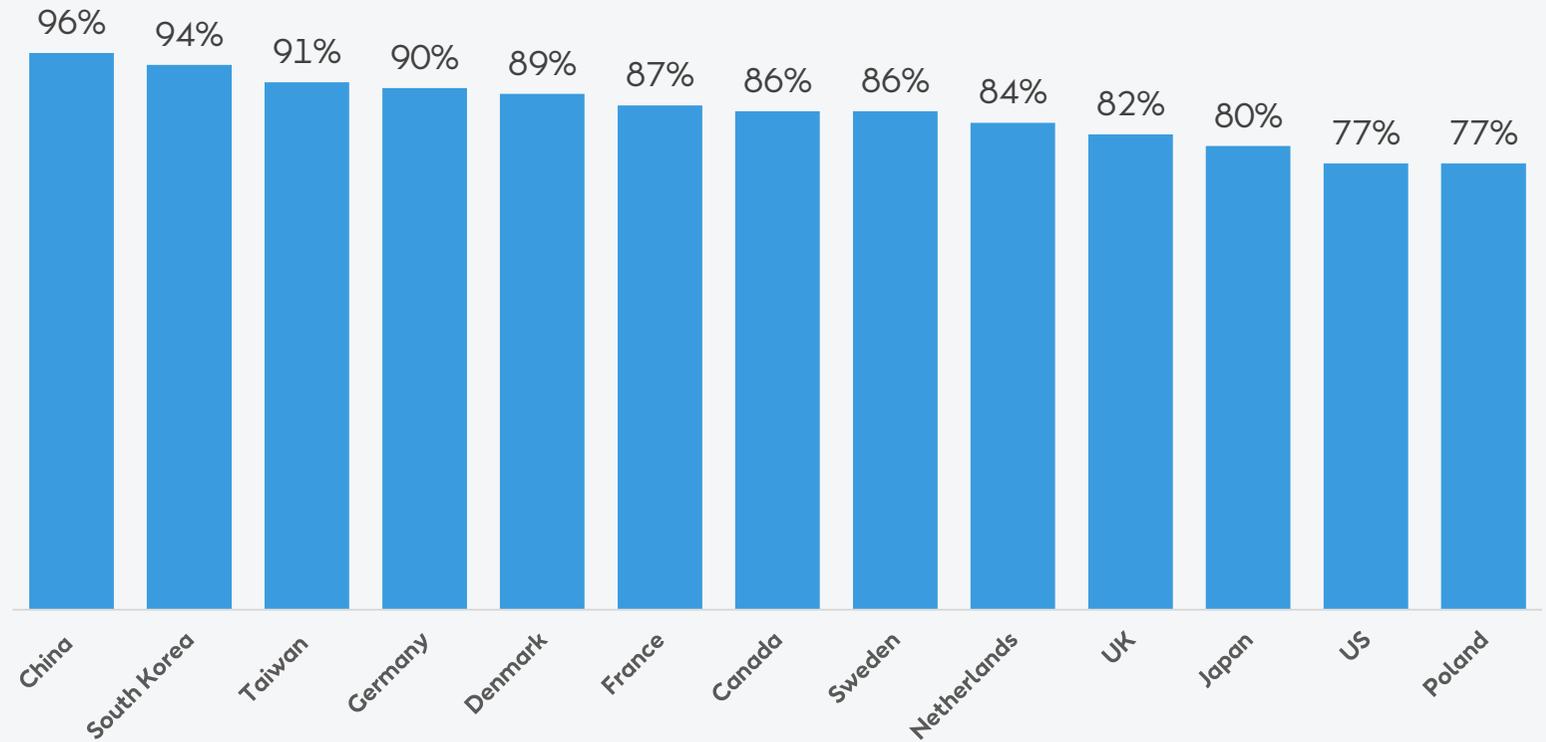
Q15. Do you think your country should use more, or less, of each of these types of energy? [Top 4 Box Use More Of; Bottom 4 Box Use less of; Middle 2 Box Use right amount, Scale from 1 to 10] 13 country international total (apart from coal)

*Please note that coal was only asked in 11 markets (it was not asked for UK and US)

And there is strong demand to stop the use of coal

85%
would like their
country to
phase out the
use of coal

Percent of the surveyed who want to phase out the future use of coal, by market



Energy companies alongside large businesses and government are expected to lead on tackling energy challenges

Percent of the surveyed who believe each organisation should take the lead on tackling energy challenges

Reducing carbon emissions and helping address climate change		Reducing pollution and improving air quality		Ensuring everyone in the country has access to a constant and reliable supply of energy	
National government	47%	National government	46%	National government	63%
Large business or companies	37%	Large business or companies	39%	Energy companies	41%
Energy companies	35%	Energy companies	36%	Local government	32%
UN or other multinational organisations	30%	Individual people like me	28%	Large business or companies	21%
Individual people like me	27%	Local government	24%	UN or other multinational organisations	15%
Local government	20%	UN or other multinational organisations	24%	Universities and scientists	12%
Universities and scientists	18%	Universities and scientists	17%	Individual people like me	11%

About Ørsted and Edelman Intelligence

About Ørsted

Over the last ten years, Ørsted has transformed from one of the most coal- and oil intensive European energy companies to a green global leader. By deciding to stop using coal, selling its oil and gas production and building the world's largest offshore wind business, the company is today dedicated to green energy. During the last six years, Ørsted helped reduce the cost of offshore wind power by 63% and by 2023, it will have reduced its carbon emissions by 96% compared to 2006.



About Edelman Intelligence

Edelman Intelligence is a global insight and consultancy firm made up of a team of 100+ naturally curious, passionate and strategic thinkers who truly strive to understand the world of today.



Appendix

A world fully powered by renewable energy is supported by a clear majority in all countries

Percent of the surveyed who think it is important to create a world fully powered by renewable energy

International average	China	Taiwan	Germany	Canada	Denmark	France	US	UK	Netherlands	Poland	Sweden	South Korea	Japan
82%	93%	89%	84%	84%	83%	83%	83%	82%	81%	80%	80%	77%	73%

Q9. How important do you think it is to create a world fully powered by renewable energy (by this we mean energy is produced in a way where there is limited or no impact on the climate?) [Top 4 Box Important; Scale from 1 to 10] Base: 13 country international total = 26,401; China = 2,000; US = 2,172; Canada = 2,026; France = 2,043; Netherlands = 2,005; Germany = 2,021; Poland = 2,016; UK = 2,020; Sweden = 2,023; Denmark = 2,024; Taiwan = 2,014; South Korea = 2,028; Japan = 2,009

A world fully powered by renewable energy is supported across different demographics in all markets

Percent of the surveyed who think it is important to create a world fully powered by renewable energy - by age and stated political ideology

	International average	China	Taiwan	Germany	Canada	Denmark	US	France	UK	Netherlands	Sweden	Poland	South Korea	Japan
18-34	80%	94%	90%	80%	81%	77%	83%	80%	75%	73%	80%	74%	74%	65%
35-54	81%	91%	87%	84%	83%	83%	82%	82%	82%	79%	77%	79%	79%	70%
55+	86%	95%	90%	86%	86%	87%	80%	85%	85%	89%	84%	88%	77%	80%

	International average	China*	Taiwan	Germany	Canada	Denmark	US	France	UK	Netherlands	Sweden	Poland	South Korea	Japan
Conservative	76%	-	83%	77%	74%	79%	76%	80%	77%	75%	74%	72%	77%	71%
Moderate	81%	-	87%	84%	84%	83%	85%	81%	82%	83%	79%	79%	75%	77%
Liberal	89%	-	92%	91%	93%	91%	93%	91%	91%	86%	87%	88%	83%	80%

Q9. How important do you think it is to create a world fully powered by renewable energy (by this we mean energy is produced in a way where there is limited or no impact on the climate? [Top 4 Box Important; Scale from 1 to 10] Base: 13 country international total = 26,401; China = 2,000; US = 2,172; Canada = 2,026; France = 2,043; Netherlands = 2,005; Germany = 2,021; Poland = 2,016; UK = 2,020; Sweden = 2,023; Denmark = 2,024; Taiwan = 2,014; South Korea = 2,028; Japan = 2,009

*Political ideology was not asked in China

People believe their country should be ambitious in its approach to building and producing green energy

Percent of the surveyed who think their country should be ambitious in its approach to building and producing green energy

International average	China	Denmark	US	France	Germany	Canada	South Korea	UK	Sweden	Japan	Taiwan	Poland	Netherlands
70%	89%	78%	78%	75%	74%	72%	69%	68%	67%	64%	61%	59%	58%

Q22. What do you think your country's approach should be to building and producing green energy? [Top 2 Box, Ambitious; Scale from 1-5] Base: 13 country international total = 26,401; China = 2,000; US = 2,172; Canada = 2,026; France = 2,043; Netherlands = 2,005; Germany = 2,021; Poland = 2,016; UK = 2,020; Sweden = 2,023; Denmark = 2,024; Taiwan = 2,014; South Korea = 2,028; Japan = 2,009

Investing in the green energy transition is a source of pride

Percent of the surveyed who agree with each of the statements about green energy

	International average	US	Canada	UK	France	Germany	Poland	Netherlands	Denmark	Sweden	China	Japan	South Korea	Taiwan
I will be proud if my country invest time and money to become a global leader in green energy	75%	73%	78%	74%	74%	75%	75%	69%	82%	75%	73%	72%	77%	77%
I will be disappointed in my country if we waste time and money on becoming a global leader in green energy	25%	27%	22%	26%	26%	26%	25%	30%	18%	26%	27%	27%	23%	24%

Q20. Below are some pairs of statements. For each, please indicate whether the FIRST statement or the SECOND statement comes closer to your views, even if neither is exactly right.
 Base: 13 country international total = 26,401; China = 2,000; US = 2,172; Canada = 2,026; France = 2,043; Netherlands = 2,005; Germany = 2,021; Poland = 2,016; UK = 2,020; Sweden = 2,023; Denmark = 2,024; Taiwan = 2,014; South Korea = 2,028; Japan = 2,009

Climate change is considered the second-most pressing global challenge

Percent of the surveyed who think each of the below challenges is a global challenge

	International average	China	US	Canada	France	Netherlands	Germany	Poland	UK	Sweden	Denmark	Taiwan	South Korea	Japan
Terrorism	73%	49%	68%	71%	77%	81%	82%	85%	74%	78%	72%	61%	65%	81%
Climate change	66%	63%	49%	63%	66%	71%	71%	46%	54%	67%	72%	86%	75%	71%
Caring for an ageing population	44%	48%	32%	42%	24%	40%	36%	41%	52%	40%	38%	74%	49%	60%
Access to healthcare	42%	44%	60%	58%	43%	50%	27%	49%	51%	56%	37%	24%	31%	20%
Managing immigration	40%	18%	37%	41%	53%	50%	46%	51%	50%	50%	61%	6%	14%	47%
Economic growth and job creation	40%	52%	46%	41%	37%	34%	22%	34%	32%	28%	26%	55%	68%	40%
Ending hunger	39%	20%	39%	40%	47%	42%	52%	54%	42%	39%	48%	20%	31%	28%
Access to clean water	38%	49%	34%	35%	43%	36%	45%	41%	39%	60%	43%	25%	33%	9%
Energy stability and security	35%	57%	30%	24%	29%	20%	21%	30%	30%	16%	24%	67%	52%	54%
Income inequality	34%	45%	30%	31%	31%	30%	34%	36%	23%	18%	22%	55%	43%	43%
Access to quality education	21%	29%	32%	22%	24%	20%	37%	14%	23%	14%	21%	10%	11%	10%
Gender inequality	15%	19%	21%	16%	17%	8%	15%	9%	14%	20%	12%	10%	20%	9%

Q1. What do you think are the most pressing challenges the world is currently facing? [Multicode, maximum of 5 answer options from a list of 12] Base: 13 country international total = 26,401; China = 2,000; US = 2,172; Canada = 2,026; France = 2,043; Netherlands = 2,005; Germany = 2,021; Poland = 2,016; UK = 2,020; Sweden = 2,023; Denmark = 2,024; Taiwan = 2,014; South Korea = 2,028; Japan = 2,009

Economic benefits of a transition to renewables

Percent of the surveyed who agree with each of the statements about green energy

	International average	US	Canada	UK	France	Germany	Poland	Netherlands	Denmark	Sweden	China	Japan	South Korea	Taiwan
If my country builds and produces more green energy, it will boost economic growth	73%	70%	74%	73%	75%	75%	73%	74%	79%	73%	68%	69%	76%	71%
If my country builds and produces more green energy, it will slow down economic growth	27%	30%	27%	26%	25%	24%	27%	25%	21%	28%	33%	32%	24%	29%

Q20. Below are some pairs of statements. For each, please indicate whether the FIRST statement or the SECOND statement comes closer to your views, even if neither is exactly right.
 Base: 13 country international total = 26,401; China = 2,000; US = 2,172; Canada = 2,026; France = 2,043; Netherlands = 2,005; Germany = 2,021; Poland = 2,016; UK = 2,020; Sweden = 2,023; Denmark = 2,024; Taiwan = 2,014; South Korea = 2,028; Japan = 2,009

Economic benefits of a transition to renewables

Percent of the surveyed who agree with each of the statements about green energy

	International average	US	Canada	UK	France	Germany	Poland	Netherlands	Denmark	Sweden	China	Japan	South Korea	Taiwan
If my country builds and produces more green energy, it will create new jobs	73%	70%	73%	74%	74%	74%	69%	73%	82%	77%	72%	63%	74%	78%
If my country builds and produces more green energy, it will cost people jobs	27%	30%	27%	27%	26%	26%	30%	26%	17%	24%	29%	38%	26%	22%

Q20. Below are some pairs of statements. For each, please indicate whether the FIRST statement or the SECOND statement comes closer to your views, even if neither is exactly right. Base: 13 country international total = 26,401; China = 2,000; US = 2,172; Canada = 2,026; France = 2,043; Netherlands = 2,005; Germany = 2,021; Poland = 2,016; UK = 2,020; Sweden = 2,023; Denmark = 2,024; Taiwan = 2,014; South Korea = 2,028; Japan = 2,009

Economic benefits of a transition to renewables

Percent of the surveyed who agree with each of the statements about green energy

	International average	US	Canada	UK	France	Germany	Poland	Netherlands	Denmark	Sweden	China	Japan	South Korea	Taiwan
Countries that take the lead on green energy will create technologies they can sell globally, helping grow their own economies. It makes sense to move quickly	71%	68%	74%	71%	69%	73%	70%	74%	82%	71%	66%	67%	72%	69%
Countries that lead the fight against climate change will waste money on expensive, unproven technologies. It is better to wait until the costs of action are lower and the benefits clearer	29%	31%	26%	28%	32%	27%	29%	26%	19%	28%	34%	33%	28%	31%

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Economic benefits of a transition to renewables

Percent of the surveyed who agree with each of the statements about renewable energy

	International average	US	Canada	UK	France	Germany	Poland	Netherlands	Denmark	Sweden	China	Japan	South Korea	Taiwan
Changing to renewable energy will decrease the cost of energy in the long term	67%	67%	67%	66%	66%	58%	75%	71%	76%	65%	64%	64%	69%	60%
Changing to renewable energy will increase the cost of energy in the long term	33%	32%	33%	34%	35%	42%	26%	29%	24%	34%	35%	37%	31%	40%

Q20. Below are some pairs of statements. For each, please indicate whether the FIRST statement or the SECOND statement comes closer to your views, even if neither is exactly right.
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Social benefits of being a world leader in green energy by country

Percent of the surveyed who think each of the following would be a benefit if their country was a world leader in green energy

	International average	China	Taiwan	South Korea	Germany	France	Canada	Denmark	Netherlands	Poland	Sweden	UK	US	Japan
Positive impact on the environment	64%	67%	72%	62%	68%	62%	67%	70%	56%	68%	66%	61%	64%	46%
Reduction in health issues due to pollution	53%	65%	67%	52%	55%	49%	54%	49%	41%	57%	50%	55%	53%	43%
Increase in innovation across other industries	38%	37%	48%	35%	35%	35%	41%	43%	37%	36%	36%	36%	43%	34%

Q23. What are the benefits, if any, for [your country] if it was a world leader in green energy? [Multicode, 6 answer options]. Base: 13 country international total = 26,401; China = 2,000; US = 2,172; Canada = 2,026; France = 2,043; Netherlands = 2,005; Germany = 2,021; Poland = 2,016; UK = 2,020; Sweden = 2,023; Denmark = 2,024; Taiwan = 2,014; South Korea = 2,028; Japan = 2,009

Renewables are seen to make countries more energy independent

Percent of the surveyed who agree with each of the statements about renewable energy

	International average	US	Canada	UK	France	Germany	Poland	Netherlands	Denmark	Sweden	China	Japan	South Korea	Taiwan
Producing and building renewable energy make my country more energy independent	69%	61%	66%	66%	62%	76%	67%	63%	83%	41%	72%	74%	79%	79%
Producing and building renewable energy make my country less energy independent	31%	39%	34%	33%	38%	24%	33%	37%	17%	58%	28%	26%	21%	21%

Q20. Below are some pairs of statements. For each, please indicate whether the FIRST statement or the SECOND statement comes closer to your views, even if neither is exactly right.
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Solar and wind are the energy types people want their country to use more of

Percent of the surveyed who would like their country to use more of each of the following types of energy

	International average	China	Taiwan	Germany	Canada	Denmark	US	France	UK	Netherlands	Sweden	Poland	South Korea	Japan
Solar power	80%	88%	81%	77%	80%	83%	82%	79%	77%	82%	80%	83%	82%	68%
Offshore wind	67%	82%	66%	54%	57%	80%	66%	58%	70%	76%	63%	73%	69%	58%
Onshore wind	64%	83%	62%	48%	63%	67%	67%	64%	61%	67%	59%	76%	61%	56%
Tidal power	58%	75%	65%	54%	51%	55%	59%	59%	71%	53%	42%	53%	60%	56%
Sustainably sourced biomass	51%	74%	52%	47%	42%	45%	53%	60%	53%	43%	42%	62%	40%	51%
Natural gas	37%	68%	32%	24%	38%	24%	52%	33%	34%	18%	26%	46%	51%	35%
Nuclear	26%	56%	28%	14%	25%	12%	37%	22%	31%	16%	25%	40%	21%	15%
Coal*	14%	36%	11%	12%	14%	5%	-	16%	-	9%	7%	24%	11%	12%

Q15. Do you think your country should use more, or less, of each of these types of energy? [Bottom 4 Box Use Less Of; Scale from 1 to 10] Base: 13 country international total = 26,401; China = 2,000; US = 2,172; Canada = 2,026; France = 2,043; Netherlands = 2,005; Germany = 2,021; Poland = 2,016; UK = 2,020; Sweden = 2,023; Denmark = 2,024; Taiwan = 2,014; South Korea = 2,028; Japan = 2,009

* Note: The question on coal was not asked in the UK and the US

Coal is the energy type people want their country to use less of

Percent of the surveyed who would like their country to use less of each of the following types of energy

	International average	China	Taiwan	Germany	Canada	Denmark	US	France	UK	Netherlands	Sweden	Poland	South Korea	Japan
Solar power	4%	2%	4%	7%	4%	2%	5%	4%	4%	2%	3%	4%	5%	6%
Offshore wind	7%	4%	8%	12%	7%	3%	7%	8%	6%	5%	7%	5%	7%	6%
Onshore wind	8%	4%	8%	13%	8%	8%	7%	10%	9%	8%	11%	6%	9%	8%
Tidal power	7%	5%	7%	9%	6%	7%	8%	6%	5%	6%	9%	8%	9%	7%
Sustainably sourced biomass	14%	8%	14%	18%	17%	16%	15%	9%	13%	16%	15%	8%	25%	8%
Natural gas	25%	9%	26%	38%	23%	32%	18%	24%	28%	47%	29%	19%	14%	20%
Nuclear	47%	19%	41%	69%	44%	64%	38%	48%	38%	56%	46%	32%	53%	60%
Coal*	62%	46%	64%	67%	62%	76%	-	60%	-	65%	71%	49%	68%	52%

Q15. Do you think your country should use more, or less, of each of these types of energy? [Bottom 4 Box Use Less Of; Scale from 1 to 10] Base: 13 country international total = 26,401; China = 2,000; US = 2,172; Canada = 2,026; France = 2,043; Netherlands = 2,005; Germany = 2,021; Poland = 2,016; UK = 2,020; Sweden = 2,023; Denmark = 2,024; Taiwan = 2,014; South Korea = 2,028; Japan = 2,009

* Note: The question on coal was not asked in the UK and the US

People would like their country to phase out future use of coal

Percent of the surveyed who say their country should phase out future use of coal

International average	China	South Korea	Taiwan	Germany	Denmark	France	Canada	Sweden	Netherlands	UK	Japan	US	Poland
85%	96%	94%	91%	90%	89%	87%	86%	86%	84%	82%	80%	77%	77%

Q19. Which of the following statements best reflects your view on [your country]'s future use of coal? [Top 3 box, Scale from 1 to 4]. Base: 13 country international total = 26,401; China = 2,000; US = 2,172; Canada = 2,026; France = 2,043; Netherlands = 2,005; Germany = 2,021; Poland = 2,016; UK = 2,020; Sweden = 2,023; Denmark = 2,024; Taiwan = 2,014; South Korea = 2,028; Japan = 2,009

Energy companies are expected to play a key role in addressing energy related challenges

Percent of the surveyed who believe each organisation should lead on taking action to solve energy challenges

Ensuring everyone in the country has access to a constant and reliable supply of energy

	International average	US	Canada	UK	France	Germany	Poland	Netherlands	Denmark	Sweden	China	Japan	South Korea	Taiwan
National government	63%	53%	66%	64%	60%	62%	61%	60%	63%	70%	56%	67%	68%	74%
Local government	32%	30%	36%	27%	33%	27%	27%	29%	31%	32%	36%	25%	32%	45%
Energy companies	41%	40%	42%	53%	36%	44%	34%	41%	53%	44%	35%	36%	31%	38%
Large business or companies	21%	24%	19%	19%	20%	22%	16%	21%	17%	17%	23%	25%	25%	23%
Universities and scientists	12%	14%	12%	9%	12%	11%	11%	13%	11%	11%	19%	11%	15%	12%
UN or other multinational organisations	15%	17%	14%	13%	17%	15%	16%	16%	13%	13%	20%	13%	17%	12%
Individual people like me	11%	14%	10%	10%	12%	9%	9%	9%	6%	8%	15%	12%	13%	13%

Q5. Who do you believe should lead on taking action to solve each of these challenges? [Multicode, maximum of 3 answer options per challenge] Base: 13 country international total = 26,401; China = 2,000; US = 2,172; Canada = 2,026; France = 2,043; Netherlands = 2,005; Germany = 2,021; Poland = 2,016; UK = 2,020; Sweden = 2,023; Denmark = 2,024; Taiwan = 2,014; South Korea = 2,028; Japan = 2,009

Energy companies are expected to play a key role in addressing energy related challenges

Percent of the surveyed who believe each organisation should lead on taking action to solve energy challenges

Reducing pollution and improving air quality

	International average	US	Canada	UK	France	Germany	Poland	Netherlands	Denmark	Sweden	China	Japan	South Korea	Taiwan
National government	46%	42%	46%	51%	42%	41%	40%	48%	47%	46%	39%	55%	52%	48%
Local government	24%	24%	24%	22%	23%	15%	26%	21%	20%	22%	32%	17%	25%	36%
Energy companies	36%	42%	44%	42%	34%	40%	38%	26%	35%	35%	34%	35%	31%	34%
Large business or companies	39%	35%	40%	33%	46%	38%	32%	44%	43%	36%	37%	36%	35%	50%
Universities and scientists	17%	17%	17%	16%	15%	17%	19%	17%	15%	16%	21%	21%	22%	14%
UN or other multinational organisations	24%	17%	17%	23%	23%	26%	21%	29%	35%	31%	23%	23%	28%	21%
Individual people like me	28%	29%	32%	23%	31%	31%	27%	27%	25%	27%	28%	19%	24%	42%

Q5. Who do you believe should lead on taking action to solve each of these challenges? [Multicode, maximum of 3 answer options per challenge] Base: 13 country international total = 26,401; China = 2,000; US = 2,172; Canada = 2,026; France = 2,043; Netherlands = 2,005; Germany = 2,021; Poland = 2,016; UK = 2,020; Sweden = 2,023; Denmark = 2,024; Taiwan = 2,014; South Korea = 2,028; Japan = 2,009

Energy companies are expected to play a key role in addressing energy related challenges

Percent of the surveyed who believe each organisation should lead on taking action to solve energy challenges

Reducing carbon emissions and helping address climate change

	International average	US	Canada	UK	France	Germany	Poland	Netherlands	Denmark	Sweden	China	Japan	South Korea	Taiwan
National government	47%	42%	48%	51%	42%	44%	40%	48%	48%	48%	38%	59%	53%	46%
Local government	20%	22%	21%	18%	19%	12%	20%	18%	15%	16%	29%	19%	23%	29%
Energy companies	35%	40%	45%	43%	35%	38%	38%	26%	35%	34%	34%	29%	30%	32%
Large business or companies	37%	33%	38%	33%	45%	36%	31%	42%	41%	33%	38%	35%	33%	49%
Universities and scientists	18%	21%	20%	15%	15%	20%	19%	19%	16%	18%	20%	15%	24%	16%
UN or other multinational organisations	30%	21%	22%	26%	25%	32%	29%	35%	43%	35%	25%	27%	35%	31%
Individual people like me	27%	23%	26%	25%	33%	32%	21%	26%	24%	31%	31%	20%	19%	40%

Q5. Who do you believe should lead on taking action to solve each of these challenges? [Multicode, maximum of 3 answer options per challenge] Base: 13 country international total = 26,401; China = 2,000; US = 2,172; Canada = 2,026; France = 2,043; Netherlands = 2,005; Germany = 2,021; Poland = 2,016; UK = 2,020; Sweden = 2,023; Denmark = 2,024; Taiwan = 2,014; South Korea = 2,028; Japan = 2,009



2021

2020

2019

2018

2017

Green Energy Barometer

Commissioned by Ørsted
Prepared by Edelman Intelligence