

# Climate Change Policy Options: **Beyond Kyoto**

A GlobeScan/SustainAbility Survey



# Climate Change Policy Options: Beyond Kyoto

A GlobeScan/SustainAbility Survey



## Methodology

- 825 qualified sustainability experts completed the online questionnaire from January 25 to February 10, 2012.
- Respondents were drawn from: corporate, government, non-governmental, academic/research, service/media, and other organizations.
- Experts surveyed span 76 countries in Asia, Africa / Middle East, Europe, North America, Latin America / Caribbean, Australia / New Zealand, and comprise a highly-experienced respondent pool:
  - 65 percent have more than ten years of experience working on sustainability issues.
  - 28 percent have five to ten years of experience.
  - 7 percent have three to four years of experience.
  - Respondents with less than three years of sustainability experience have been excluded from the results.

### **Notes to Readers:**

*All figures in the charts and tables in this report are expressed in percentages, unless otherwise noted. Total percentages may not add to 100 because of rounding.*

# Climate Change Policy Options: Beyond Kyoto

A GlobeScan/SustainAbility Survey



## Key Findings

- Economic instruments are broadly seen as the most effective means to combat climate change.
  - While Europeans are more likely to favor regulatory approaches, experts in North America and the emerging economies have more confidence in technological solutions.
- Corporate respondents favor technological solutions on climate change more than any other sector, but less predictably, they see comparative value in economic instruments and regulatory approaches.
- A plurality of experts believe COP 17 in Durban fell far short of what was needed, though this is couched in a widely-held belief that international cooperation is ineffective in progressing climate change solutions.
- Since 2006, taxing GHG emissions has been seen as the most effective economic tool to address climate change, while emissions trading schemes have plummeted in their perceived effectiveness.
- While experts in Europe and North America believe that carbon taxes are the surest path to climate change reductions, experts in emerging markets prefer government-backed clean technology.

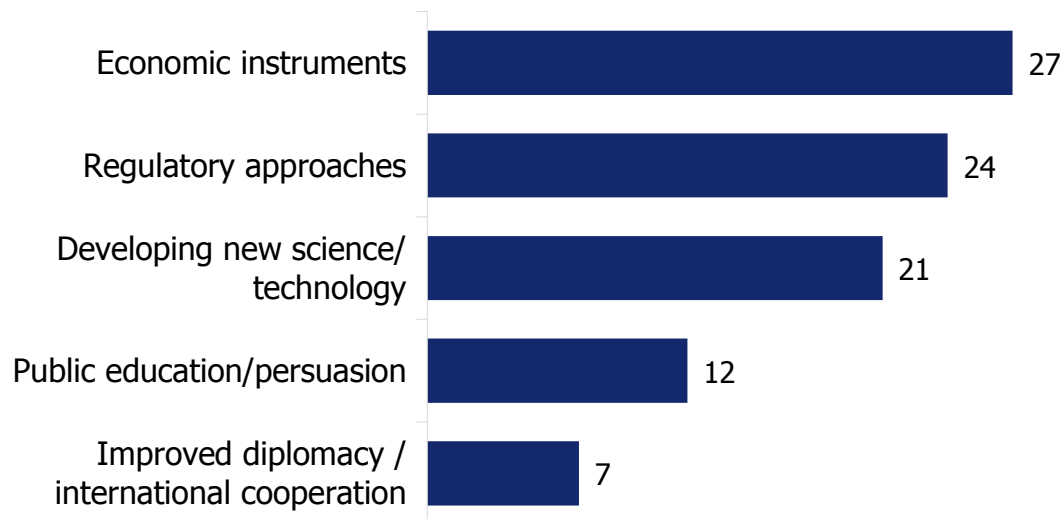
# Climate Change Policy Options: Beyond Kyoto

A GlobeScan/SustainAbility Survey



**Economic instruments are broadly seen as the most effective means to combat climate change, with regulatory approaches not far behind**

## “Most Effective Approach”



Thinking of the post-Kyoto period (i.e., after 2012), how would you rank the following approaches in terms of their likely effectiveness in providing global solutions to climate change? Please assign a number to each approach with 1 being the most effective, 2 being the second most effective, and so on. If you think that an approach that is not listed should be included, please briefly describe it and assign it a rank.

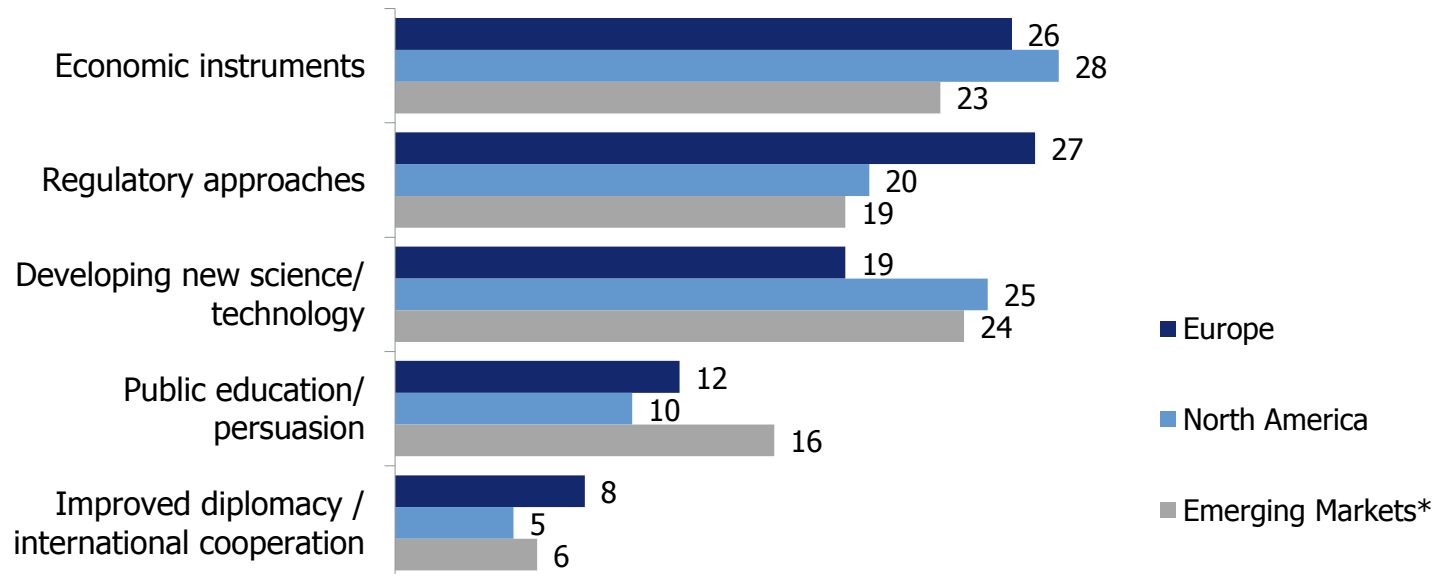
# Climate Change Policy Options: Beyond Kyoto

A GlobeScan/SustainAbility Survey



Europeans are more likely to favor regulatory approaches while experts in North America and emerging economies have more confidence in technological solutions to address climate change

## “Most Effective Approach”



\*Includes Asia, Africa / Middle East, and Latin America / Caribbean

Thinking of the post-Kyoto period (i.e., after 2012), how would you rank the following approaches in terms of their likely effectiveness in providing global solutions to climate change? Please assign a number to each approach with 1 being the most effective, 2 being the second most effective, and so on. If you think that an approach that is not listed should be included, please briefly describe it and assign it a rank.

# Climate Change Policy Options: Beyond Kyoto

A GlobeScan/SustainAbility Survey



**Corporate respondents favor technological solutions on climate change more than any other sector, but less predictably, they see comparative value in economic instruments and regulatory approaches**

	Government	NGO	Academic / Research	Corporate	Service Media
Economic instruments	35	19	22	30	28
Regulatory approaches	21	20	25	25	26
Developing new science/ technology	17	19	19	28	19
Public education/ persuasion	9	18	16	8	11
Improved diplomacy / international cooperation	8	5	5	6	9

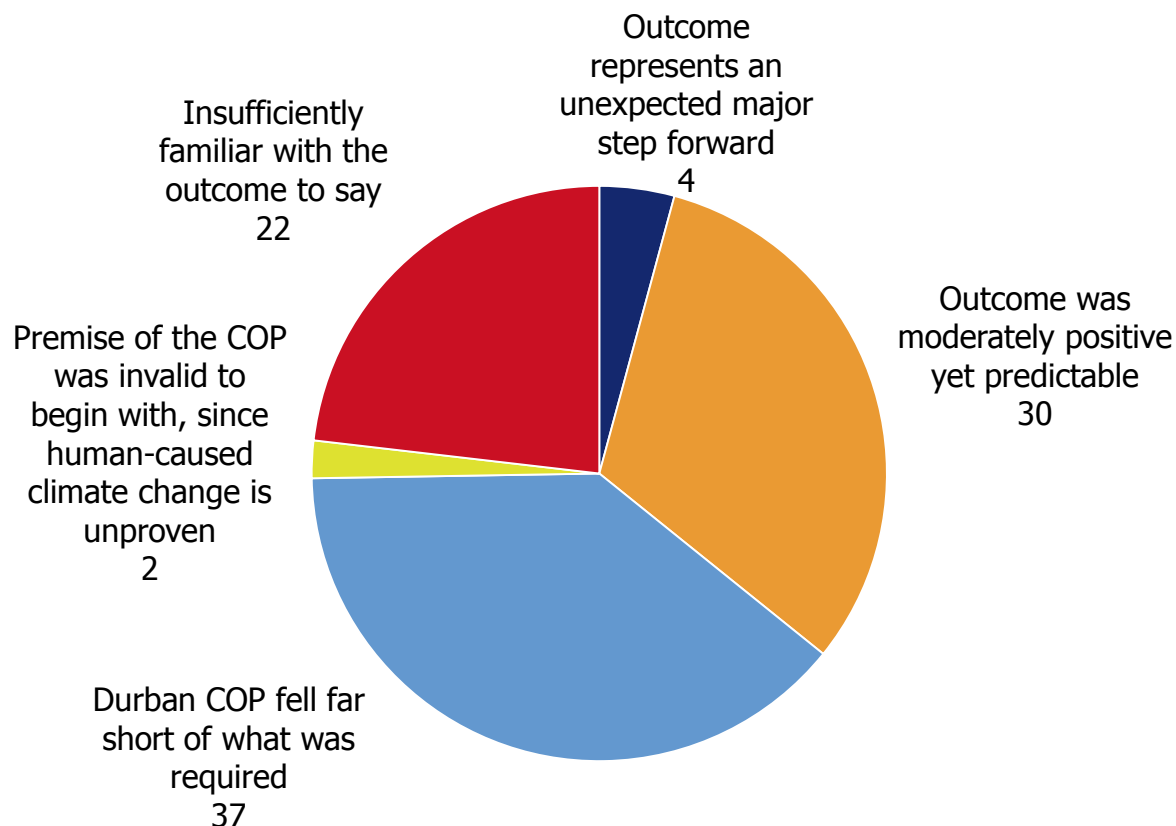
Thinking of the post-Kyoto period (i.e., after 2012), how would you rank the following approaches in terms of their likely effectiveness in providing global solutions to climate change? Please assign a number to each approach with 1 being the most effective, 2 being the second most effective, and so on. If you think that an approach that is not listed should be included, please briefly describe it and assign it a rank.

# Climate Change Policy Options: Beyond Kyoto

A GlobeScan/SustainAbility Survey



**Unsurprisingly, a plurality of experts believe COP 17 in Durban fell far short of what was needed**



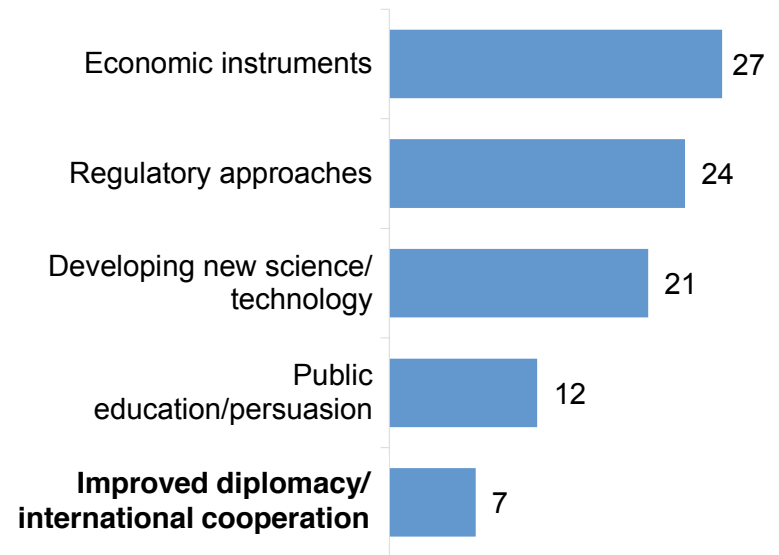
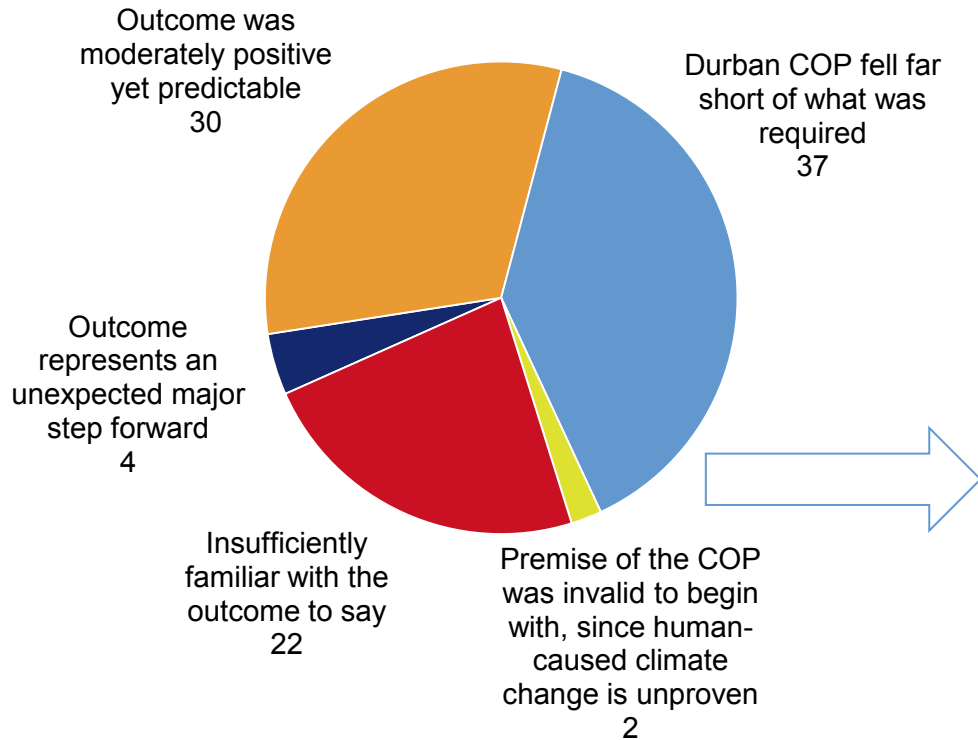
Which one of the following, if any, best describes your opinion of the outcome of the UNFCCC Conference of the Parties held in December 2011? *Please choose one option*

# Climate Change Policy Options: Beyond Kyoto

A GlobeScan/SustainAbility Survey



## A vast majority of experts express little faith in international cooperation in general to achieve progress on climate change



Which one of the following, if any, best describes your opinion of the outcome of the UNFCCC Conference of the Parties held in December 2011? *Please choose one option*

Thinking of the post-Kyoto period (i.e., after 2012), how would you rank the following approaches in terms of their likely effectiveness in providing global solutions to climate change? *Please assign a number to each approach with 1 being the most effective, 2 being the second most effective, and so on. If you think that an approach that is not listed should be included, please briefly describe it and assign it a rank.*



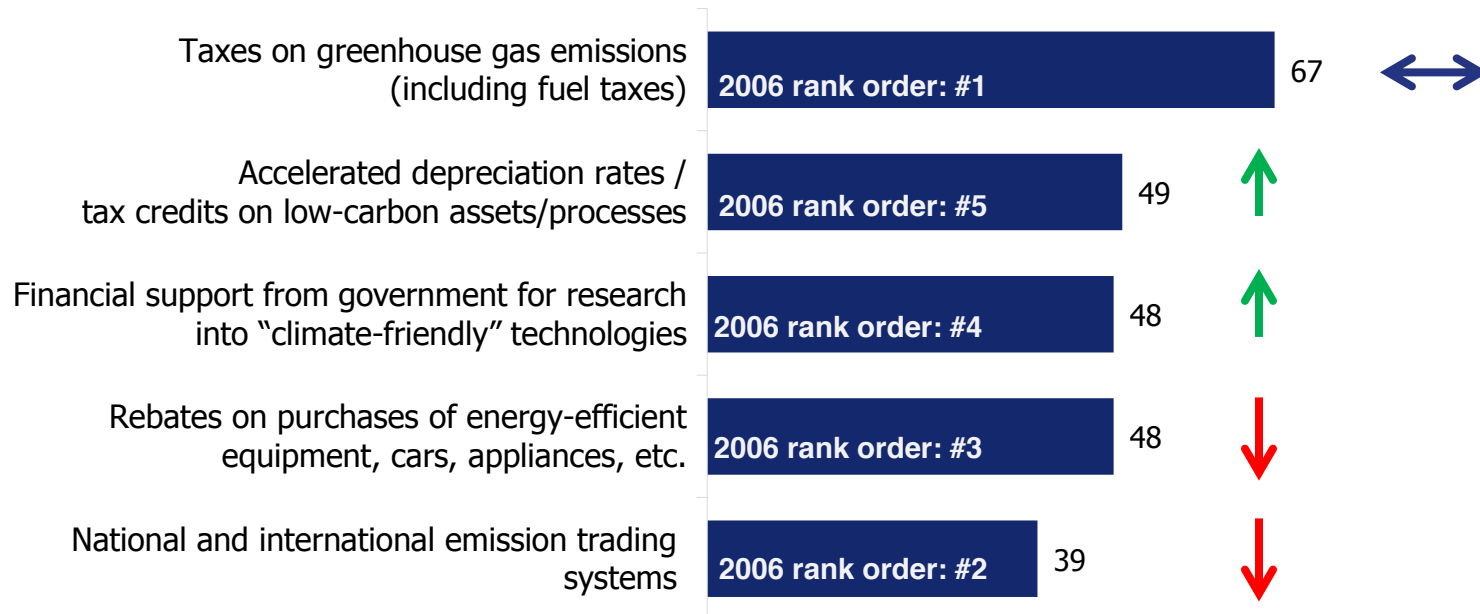
# Climate Change Policy Options: Beyond Kyoto

A GlobeScan/SustainAbility Survey



Since 2006, taxing GHG emissions has been seen as the most effective economic tool to address climate change, while emissions trading schemes have plummeted in their perceived effectiveness

## “Effective” (4+5)



How would you rate each of the following economic instruments in terms of its likely effectiveness in reducing climate change after 2012, if implemented? Please use the 5-point scale provided (where 1 is “not at all effective” and 5 is “very effective”).

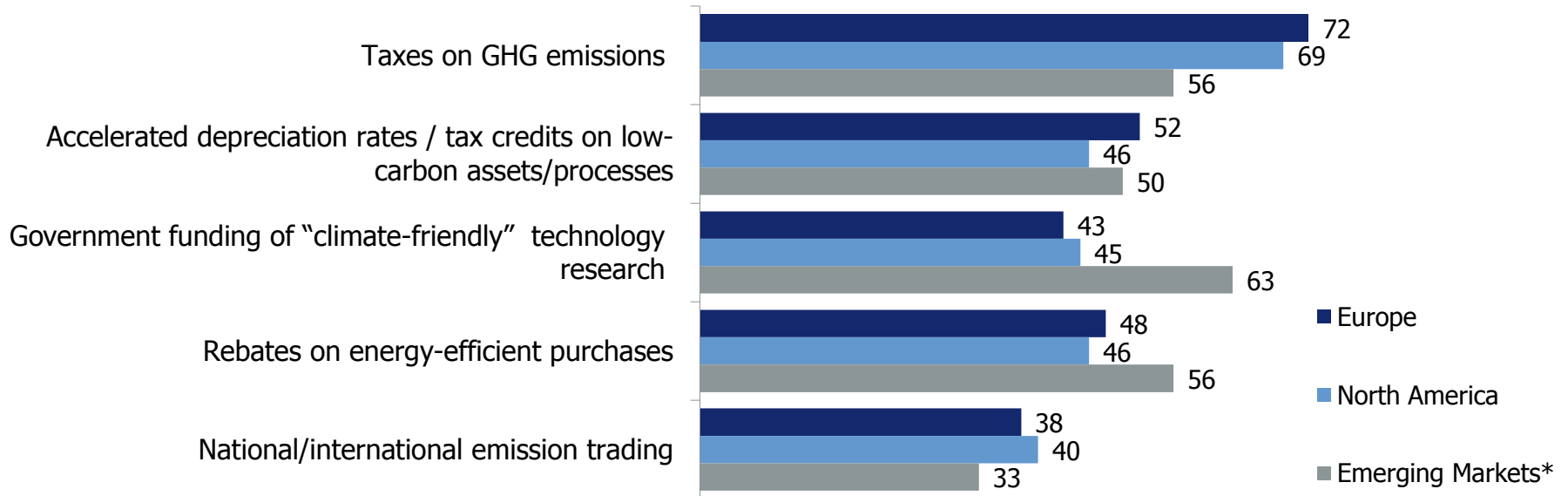
# Climate Change Policy Options: Beyond Kyoto

A GlobeScan/SustainAbility Survey



**While experts in Europe and North America believe that carbon taxes are the surest path to climate change reductions, experts in emerging markets prefer government-backed clean technology**

## “Effective” (4+5)



\*Includes Asia, Africa / Middle East, and Latin America / Caribbean

How would you rate each of the following economic instruments in terms of its likely effectiveness in reducing climate change after 2012, if implemented? *Please use the 5-point scale provided (where 1 is “not at all effective” and 5 is “very effective”).*

Climate Change Policy Options:  
**Beyond Kyoto**

A GlobeScan/SustainAbility Survey



**For more information, contact:**



Chris Coulter, President  
[chris.coulter@globescan.com](mailto:chris.coulter@globescan.com)

GlobeScan Incorporated  
65 St. Clair Avenue East, Suite 900  
Toronto, Canada M4T 2Y3

Toronto: +1 416 962 0707  
London: +44 20 7253 1450  
San Francisco: +1 415 874 3154  
[www.globescan.com](http://www.globescan.com)



Jeff Erikson, Senior Vice President  
[erikson@sustainability.com](mailto:erikson@sustainability.com)

SustainAbility, Ltd.  
1638 R Street NW, Suite 301  
Washington, DC 20009

Washington: +1 202 315 4150  
London: +44 20 7269 6900  
[www.sustainability.com](http://www.sustainability.com)