

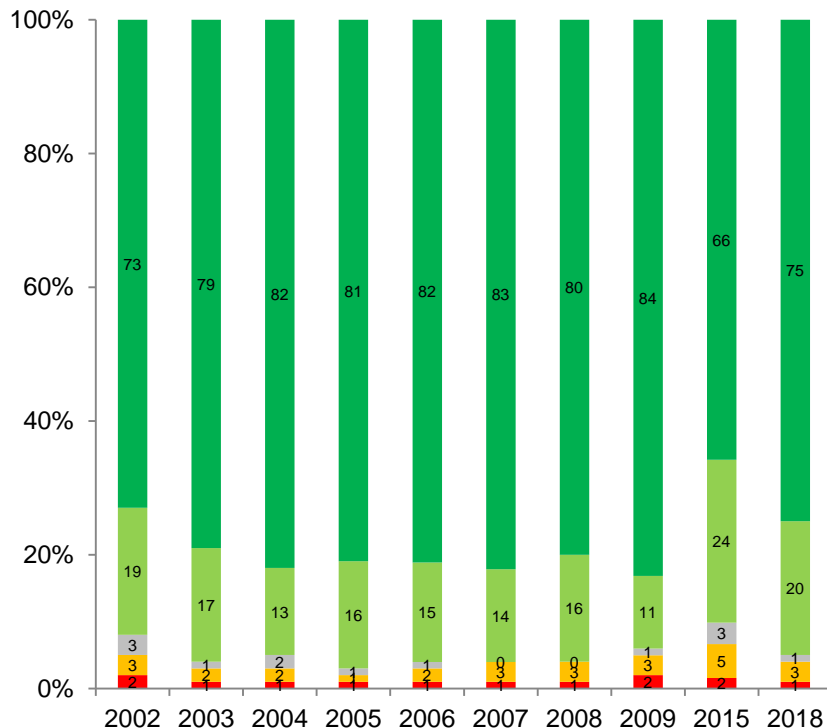


Sarek National Park. Photograph: Mikael Svensson/Johnér

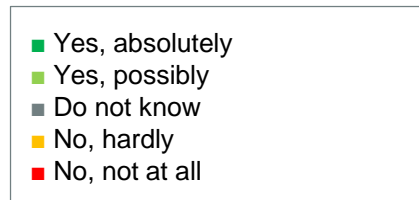
NATIONAL SURVEY ON ATTITUDES ON CLIMATE IN SWEDEN

La Spezia 2-4 October 2018

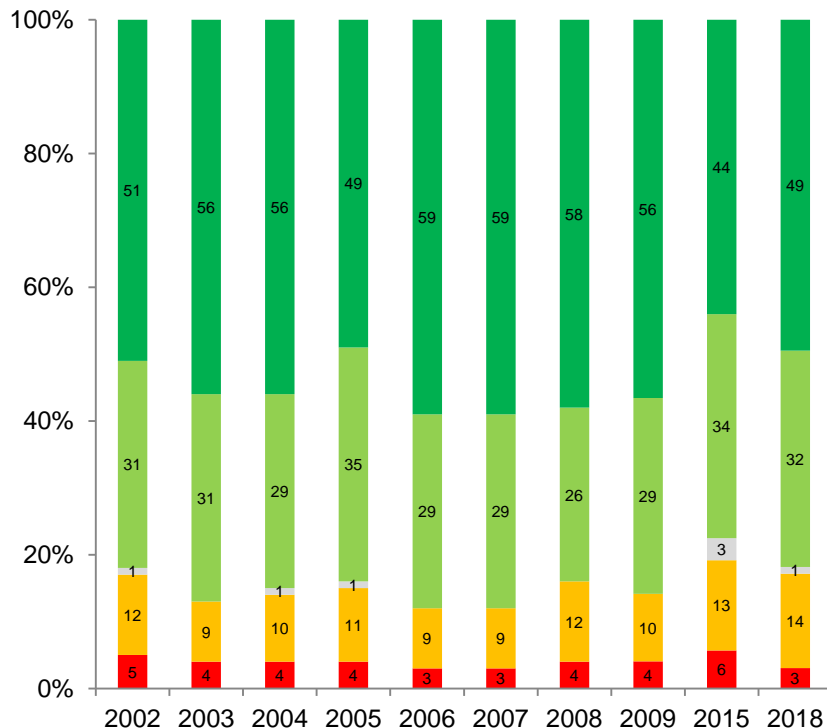
High level of awareness of climate change



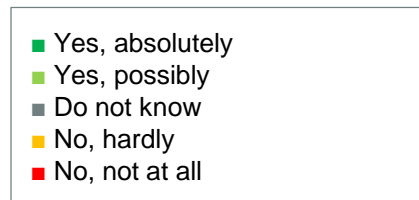
“Do you think that the climate change is something which, now or in the future, will affect us who live in Sweden?”



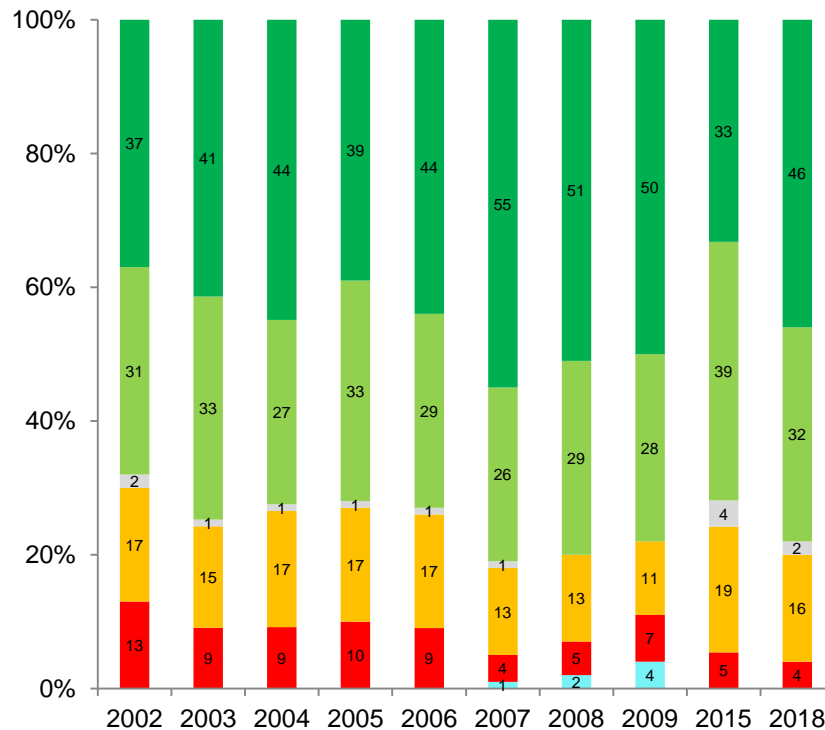
High awareness of importance to act in Sweden, even as a small country



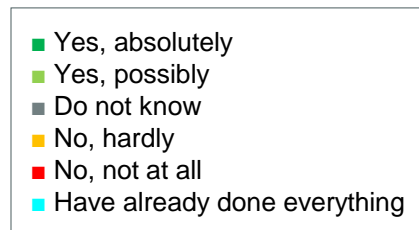
“Do you think that we in Sweden can do something to reduce climate change?”



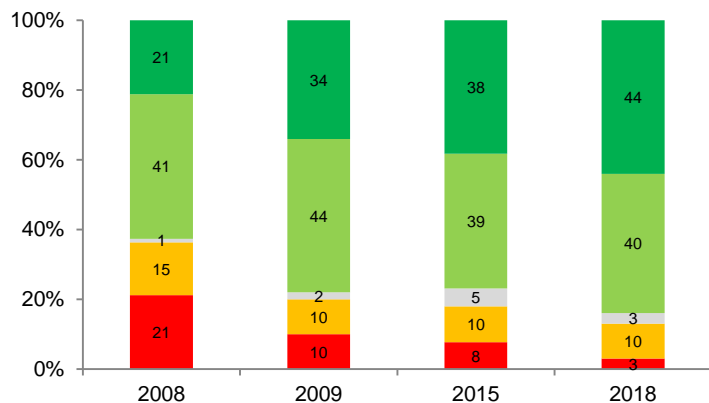
Almost 8 out of 10 think they can do something personally



”Do you think that you can personally do something to reduce climate change?”

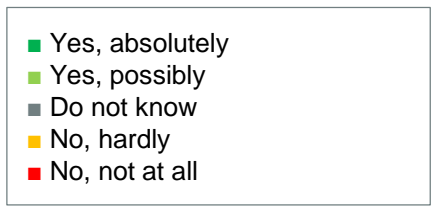
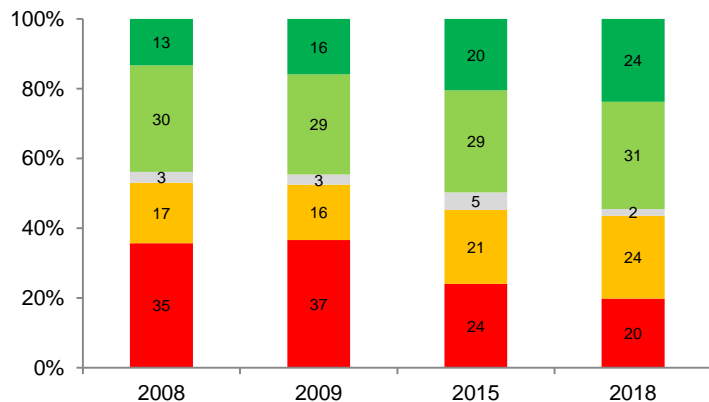


”...to reuse things?”

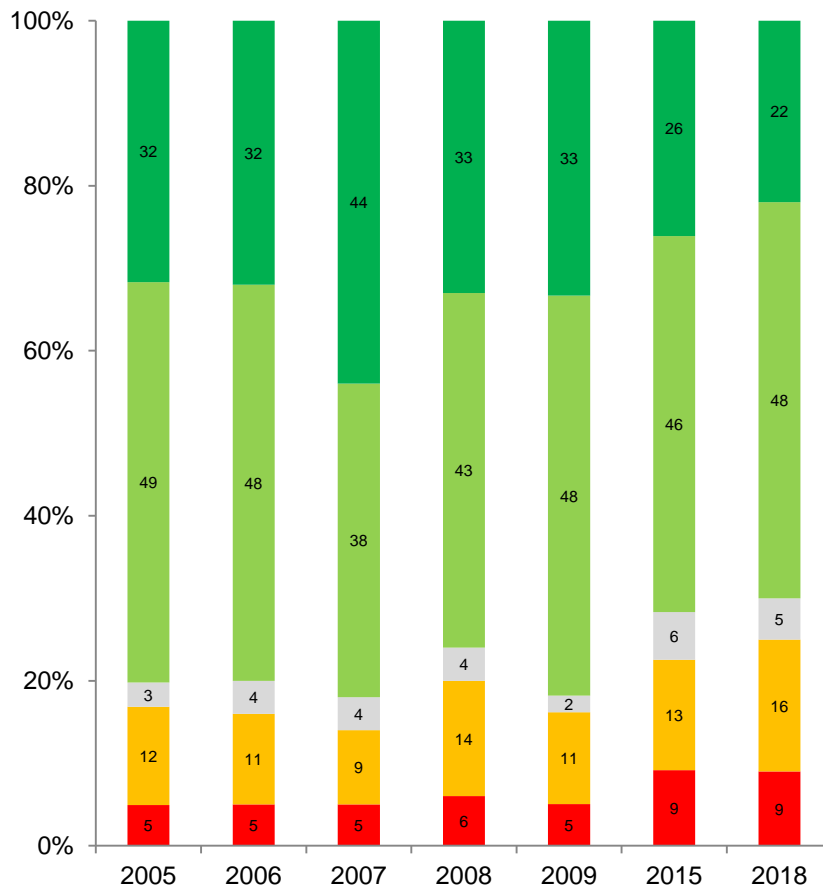


“Have you done something in your everyday life to reduce your climate impact in the last two years, for example...”

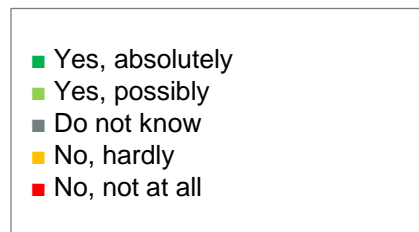
”...your meat consumption?”



7 out of 10 think say they can pay more for climate friendly goods or services



”Could you imagine paying more, say around 5 per cent, for goods or services if you know that the company that provides it works to reduce climate change?”



We would like exchange of ideas!



- Do you do attitude surveys?
- How do we use the results?

Bluetit. Photograph: Roine Magnusson, Nature Photografer Award 2018



The Climate Account tool was used in the reality-show "Storuman forever".
Exampel of when official statistic and climate research was made public accassible.

Storuman Forever Photograph: Janne Danielsson, SVT

The Swedish 15-year-old who's cutting class to fight the climate crisis

Following Sweden's hottest summer ever, Greta Thunberg decided to go on school strike at the parliament



Greta Thunberg
@GretaThunberg

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Count me in. Hasta la vista baby!
[#klimatstrejk](#) [#climatestrike](#)

Arnold @Schwarzenegger

I love seeing someone who doesn't just complain but gets out and does something about it. You inspire me. Keep up with school and I'd love to host you in Vienna at our @R20_AWS so you can inspire even more people. bbc.com/news/av/world-...

8:54 PM - 9 Sep 2018

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36 399 2.4K



Greta Thunberg Retweeted

Greta Thunberg @GretaThunberg · Sep 13

"A lot of people say that Sweden is a small country, that it doesn't matter what we do. But I think that if a few girls can get headlines all over the world just by not going to school for a few weeks, imagine what we could do together if we wanted to."



Greta Thunberg: Our lives are in your hands – We Don't Have Time – ...
This is my cry for help
medium.com

41 732 2.1K

Questions?

Thank you for
listening!