

2018



ENERGIA
odNOWA

SUMMARY REPORT FROM THE EVALUATION STUDIES CONDUCTED WITHIN THE ENERGIA ODNOWA PROJECT

Report from a public opinion survey commissioned by WWF Polska as part of project: "Implementing Sustainable Development on the Basis of Socially Responsible Transformacji (WZROST)", LIFE14 GIC / PL / 000008.



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INTRODUCTION

Campaigns organized as part of the Energia odNowa project were accompanied by studies evaluating persuasive effectiveness of video materials created and distributed by different means.

Two evaluation studies of video materials were conducted.

- (1) Evaluation of the persuasive effectiveness of the full-length film presented during the Road Show in a number of cinemas around Poland.
- (2) Evaluation of the persuasive effectiveness of short episodes broadcasted by the Discovery Channel.

Additionally, a survey research with a representative sample of Poles was conducted. The survey research focused on the acceptance of different forms of energy policy, attitudes towards climate change, and perceived need to undertake measures by the European Union in order to afford sustainable energy consumption. Three thousand volunteers took part in the studies in total (Precise numbers are presented in Table1).

All studies were designed by external experts in social, and environmental psychology. Data collection was conducted by professional, external research companies. The reason for such procedures was precaution for the best quality of collected data.

Table 1 Number of individuals participating in studies

Study	Time of realization	Number of participants	of Implementing entity
Evaluation of the full-length film	V-VI.2017	705	WWF
Evaluation of the short episodes	I-II.2018	560	PBS (external research company)
Panel research	First wave – VII.2016 Second wave – II.2018	First wave – 1000 Second wave- 1000	4P Research

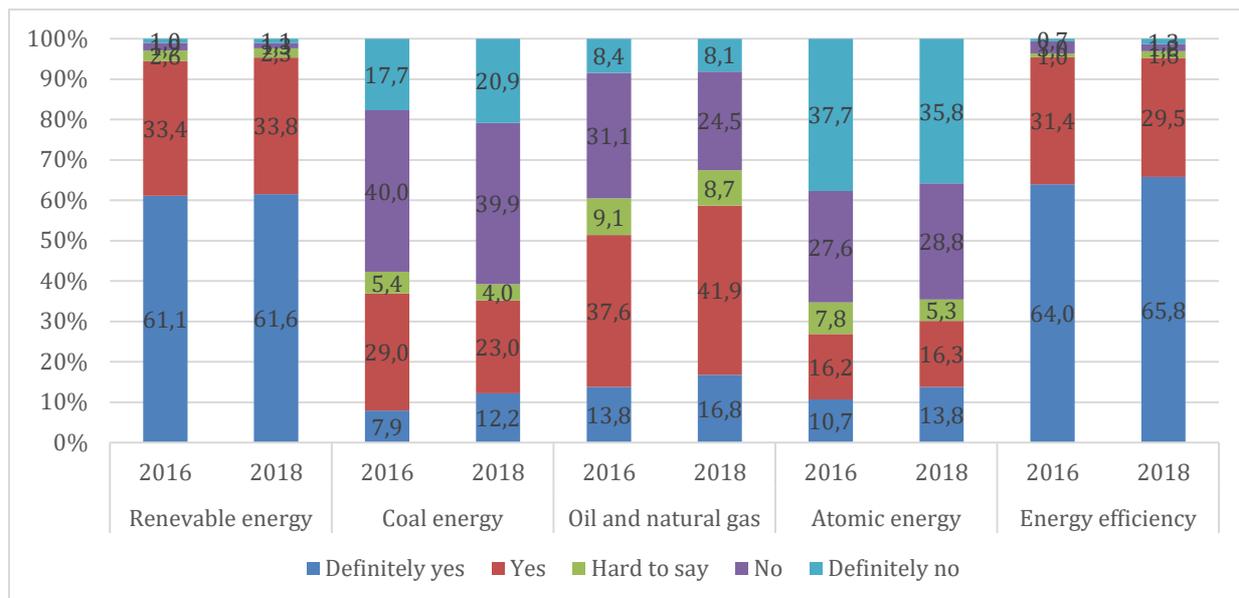
MAIN RESULTS

The results of evaluation studies of the full-length film showed that the audience gathered during the Road Show was characterized by a high level of pro-environmental attitudes. Majority of respondents reported to support renewable energy solutions and pro-environmental initiatives of the European Union.

Despite positive attitudes to begin with, watching the film led to a significant increase in the level of these attitudes. The research showed an increase in belief about the reality of climate change and its anthropogenic origin. Watching the film enhanced the support for the pro-climate activities of the European Union and activities promoting renewable energy. The observed effects were relatively strong.

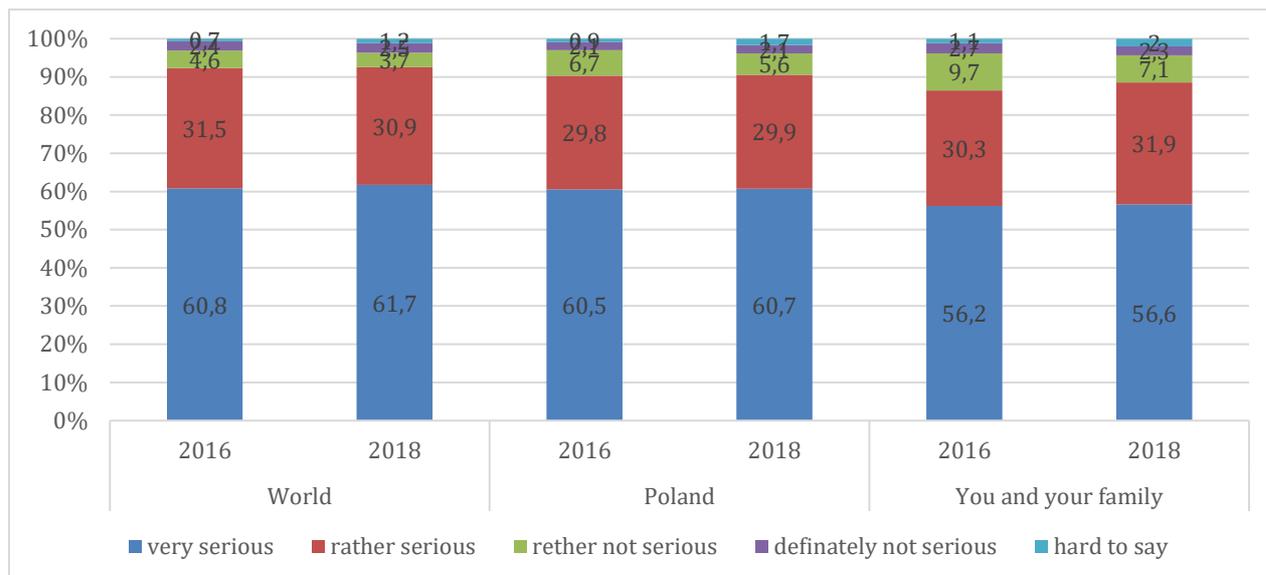
The evaluation studies concerning short episodes showed similar results and spoke of an overall effectiveness of created video material. Nonetheless, the observed effects were slightly weaker compared to the full-length film. This might stem from a shorter duration of the persuasive message compared to the film. We observed a consistent increase in support for the development of renewable energy, rationalization of energy use and lower support for energy based on fossil fuels (crude oil and coal) after an exposure to video materials. Additionally, the belief in anthropogenic grounds of climate change has also been more popular among respondents after compared to before watching the episodes.

The survey research has shown that over one and a half year of the project's duration, the attitudes of Poles towards various forms of energy policy remained fairly stable. The vast majority of Poles (90-95%) believe that in the coming years, the development of renewed energy and energy efficiency should be a primal concern. Support for the development of energy solution based on fossil fuels was relatively lower and oscillated around 50%. Most of the differences between results of 2016 and 2018 pools (with an exception for the oil and natural gas) were insignificant. It is worth to emphasize that this result is congruent with previous surveys on projected Polish energy policy that show stable support and preference for renewable energy over traditional fossil fuels.



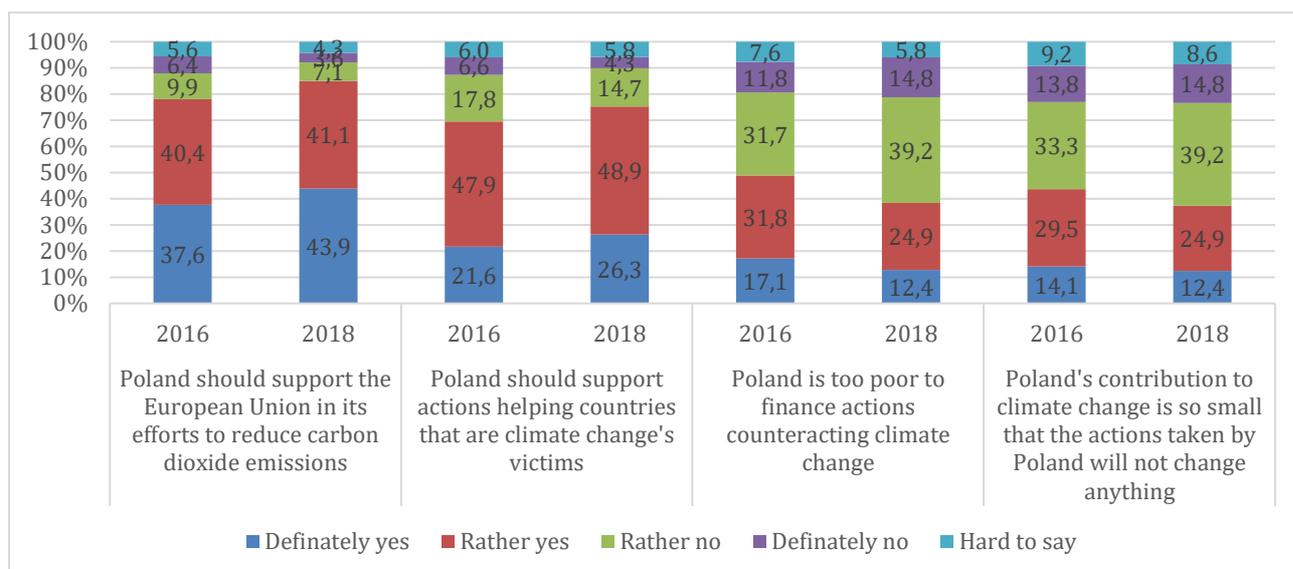
Graph 1 Support for different forms of energy in 2016 and 2018. Question: What should be the major direction of the development of energy policy in Poland in the next 20 years? Should we develop...

The survey has also shown that the proportion of people who deny human contribution to climate change was relatively low. The proportion of respondents holding such a belief fluctuated around 13% and remained stable. The climate change was also perceived as a major threat for respondents. Around 90% of respondents assessed that the climate change may be a serious threat to themselves. Although the respondents declared that the climate change is a serious issue for themselves and their family they also assessed it as more serious on the global level. The results did not differ significantly between 2016 and 2018.



Graph 2 Concern over climate change. How serious threat is the climate change for ...?

At the same time, in the analyzed period, the attitudes of Poles towards the pro-environmental actions undertaken by the European Union has become more positive. While in 2016, 78% of Poles supported such measures, in 2018 this number increased by 7 percentage points. Similarly, the percentage of people who thought that Poland is too poor as a country to engage in activities mitigating climate change has decreased. While in 2016 43.6% of respondents agreed with such a view, in 2018 only 37.3% of Poles agreed. The more detailed results are depicted at the Graph number 3. It is worth to emphasize that the general support for EU policies and for undertaking climate change mitigation actions rose significantly on every indicator.



Graph 3 Support for climate policy.

SUMMARY

The conducted research confirmed the effectiveness of video materials created as part of the Energy odNowa project in promoting pro-environmental attitudes. The results from two waves of survey research conducted in parallel indicate that Poles present a relatively stable level of support for the development of renewable energy. At the same time, a marginal percentage of people negated climate change. By contrast, the percentage of people who think that Poland is too poor to engage in pro-climate activities remains high. Noteworthy, such a view was less popular in the second wave compared to the first one.

In sum, the support for pro-environmental measures remains quite high at the general level. The next recommended step would be to organize campaigns focusing on change in specific behaviors such as the development of the Polish position before the Climate Summit in Katowice.