

THE FRENCH AND THE UN'S SUSTAINABLE DEVELOPMENT GOALS

MAY 2023

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GAME CHANGERS





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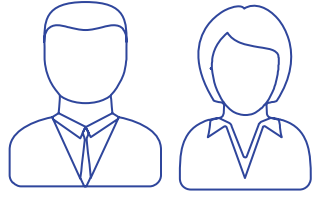
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GAME CHANGERS

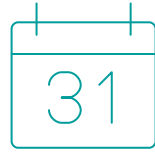


TECHNICAL DATA



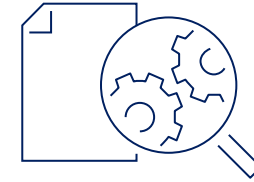
SAMPLE

2,000 people representative of the French population aged 18 and over



FIELD DATES

from 6 May to 10 May 2023



METHODOLOGY

Sample surveyed online, via the Ipsos Access panel

Quota method :

Applied to the respondent's gender, age, profession, region and urban area.

Survey conducted for



Pacte Mondial
Réseau France

Note for the reader: all results are expressed as a percentage (%)



This report has been prepared in accordance with the international standard ISO 20252 "Market, social and opinion research".

This report was reviewed by Federico Vacas, Deputy Director of the Opinion Department (Ipsos Public Affairs).

THE KEY RESULTS



THE MAIN RESULTS

- Generally speaking, **the French are rather critical of globalization**. More than half of them believe that it has a negative impact on economic growth, and an even higher proportion believe that it has a negative impact on environmental protection and social inequality. On the other hand, public opinion does **not seem to see continued globalization as going hand in hand with the fight against global warming**.
- Faced with this situation, even though 6 out of 10 French people believe that governments currently have the greatest influence on the international stage to change things, **a relative majority nevertheless think that action needs to be taken at all levels** - local, national, European and global - to respond to the economic, social and environmental challenges facing the world. As a result, **a very large majority believe that partnerships between these different players are essential or important** to meeting the world's challenges.
- **The legitimacy of companies to play a role in social and environmental issues, and their ability to act on them, do not seem to be debated by the public**. In detail, while the French expect more from large companies, they also expect more from medium-sized and small-sized ones. In this context, **a large proportion believe that companies have the capacity to contribute to the United Nations' Sustainable Development Goals**. However, **there seems to be a degree of scepticism about the sincerity of companies' current commitment**: half believe that they have the will to make a commitment - whether they make significant efforts or not - while an almost equivalent proportion consider that they are mainly seeking to improve their image.
- **4 out of 10 French people say they have heard of the United Nations Sustainable Development Goals**. This is more the case among the under-35s, higher socio-professional categories and supporters of the left and the presidential majority. After explaining the Sustainable Development Goals, **a very large majority of people, particularly older people, are now sceptical, believing that they cannot be achieved by 2030**.
- **As far as the UN is concerned, the French have more confidence in its ability to make the right diagnosis of the world's main problems, but are more divided as to its ability to act effectively** to remedy them. It should be noted that **the universality of its values is strongly shared, with a clear age divide** (younger people consider the UN to be more universal than their elders) **and political divide** (those close to the RN, DLF and Reconquête* are less in agreement with this idea).
- Finally, **a very large majority believe that the public authorities should do more to combat climate change (88%) and social inequalities around the world (86%)**. The **reality of climate change seems to be accepted** by a large majority. Moreover, **in the eyes of the French, the fight against climate change goes hand in hand with inequality (67% agree with this opinion)**.

*far right parties



THE 10 KEY FIGURES

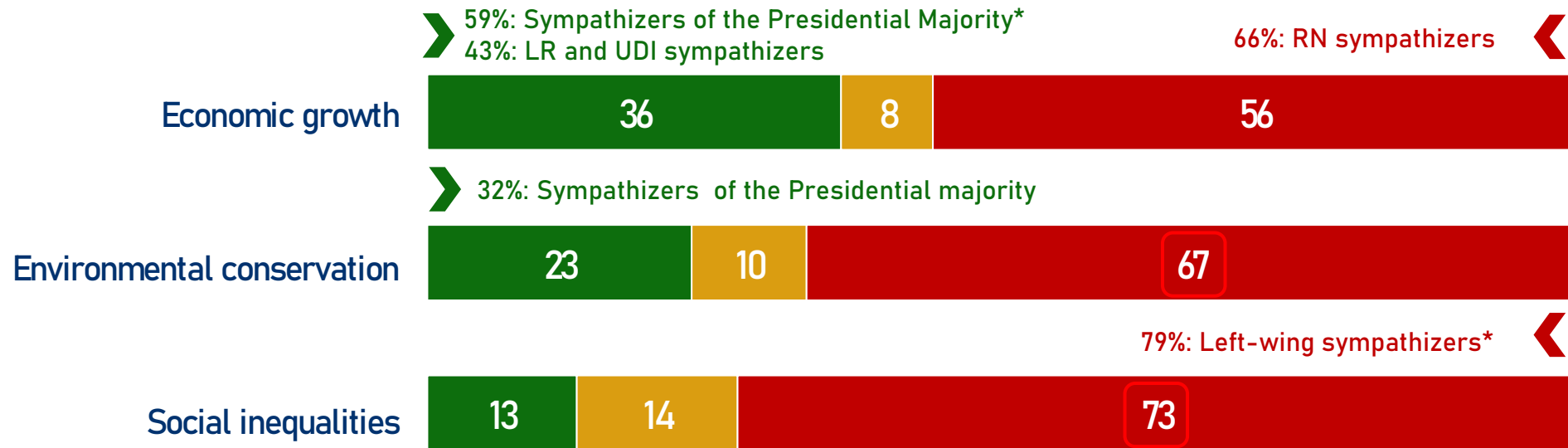
- ▶ **72%** consider that the pursuit of globalization is incompatible with the fight against global warming
- ▶ **94%** believe that companies have a role to play in addressing social and environmental issues around the world and **90%** believe that they have the capacity to act.
- ▶ **52%** think that companies are genuinely willing to make a commitment (whether or not they are making significant efforts), compared with 48% who think that they are mainly interested in improving their image.
- ▶ **41%** have already heard of the United Nations Sustainable Development Goals (including 12% who know exactly what they are)
- ▶ **82%** believe that the Sustainable Development Goals will not be achieved by 2030
- ▶ **63%** believe that the UN is making the right diagnosis of the world's main problems, but **47%** believe that it is taking effective action to combat the world's main problems.
- ▶ **75%** have felt or are already feeling the effects of climate change where they live
- ▶ **50%** feel it's too late, there's nothing more we can do to combat climate change (including 62% of the under 35 years old)
- ▶ **86%** and **88%** respectively think that public authorities should do more to combat social inequalities in the world and climate change.
- ▶ **67%** think there is a direct link between social inequality and ecology

PERCEPTIONS OF GLOBALIZATION AND THE ACTION TAKEN BY CERTAIN PLAYERS TO INFLUENCE GLOBAL ISSUES



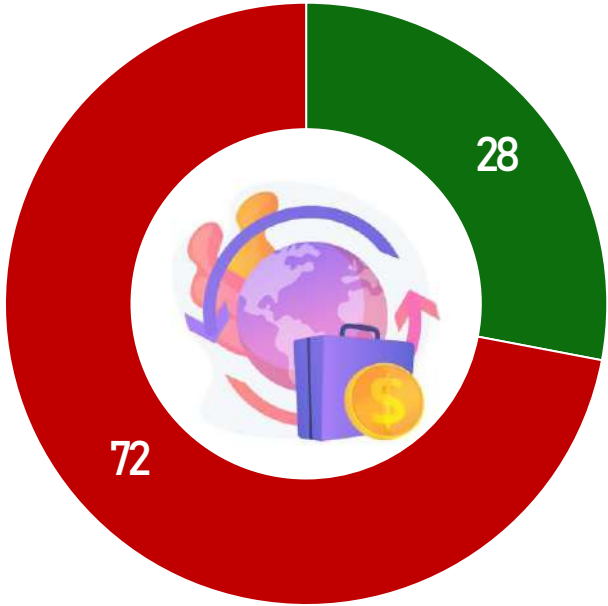
MORE THAN HALF OF FRENCH PEOPLE BELIEVE THAT GLOBALIZATION HAS A NEGATIVE IMPACT ON ECONOMIC GROWTH, AND AN EVEN GREATER PROPORTION BELIEVE IT HAS A NEGATIVE IMPACT ON ENVIRONMENTAL PROTECTION AND SOCIAL INEQUALITY.

Question: "When it comes to globalization, would you say that it has a fairly positive impact, a fairly negative impact or no impact at all on each of the following?"
(base: All)

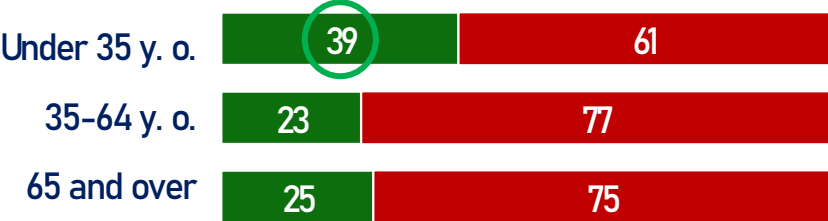


IN THE EYES OF THE FRENCH PEOPLE, THE PURSUIT OF GLOBALIZATION DOES NOT GO HAND IN HAND WITH THE FIGHT AGAINST GLOBAL WARMING

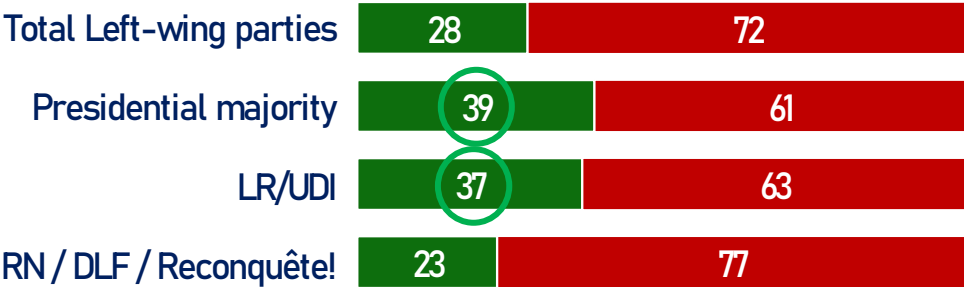
Question: "Still on the subject of globalization, would you say that its continuation is fairly compatible or fairly incompatible with the fight against global warming?"
(base: All)



BY AGE



BY PARTISAN PROXIMITY

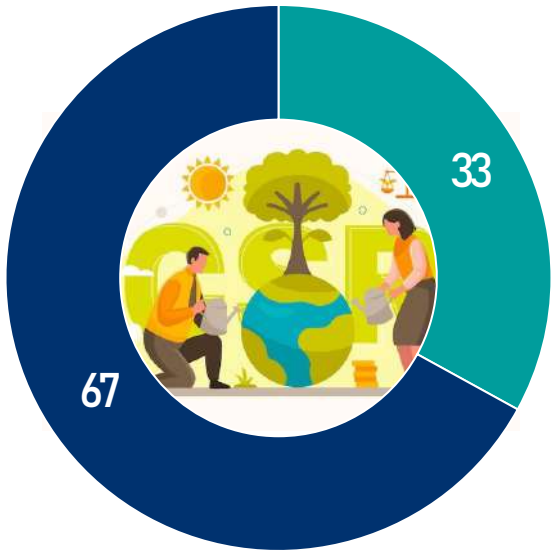


FAIRLY COMPATIBLE

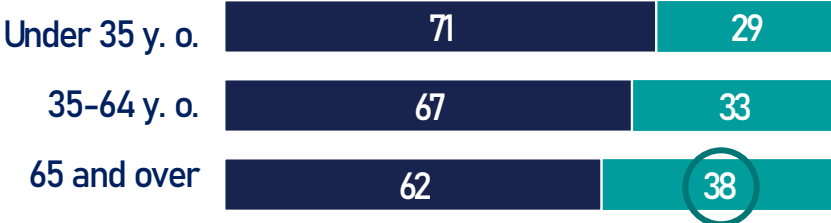
FAIRLY INCOMPATIBLE

NEARLY TWO-THIRDS OF FRENCH PEOPLE BELIEVE THERE IS A DIRECT LINK BETWEEN SOCIAL INEQUALITY AND ECOLOGY, A POINT OF VIEW THAT IS POLITICALLY POLARISED

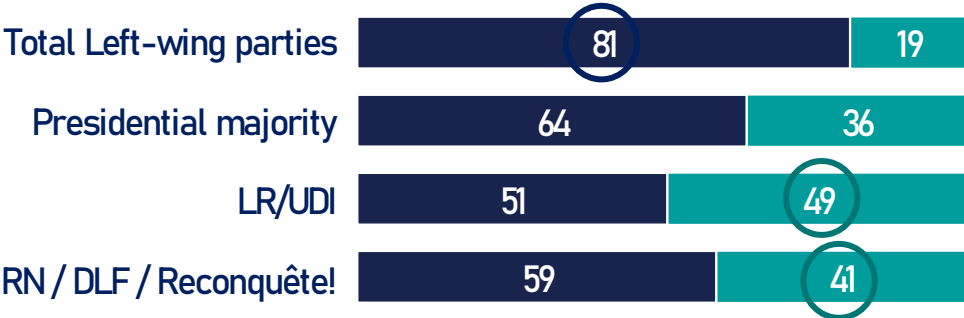
Question: "Which of the following two statements are you closest to?"
(base: All)



BY AGE



BY PARTISAN PROXIMITY

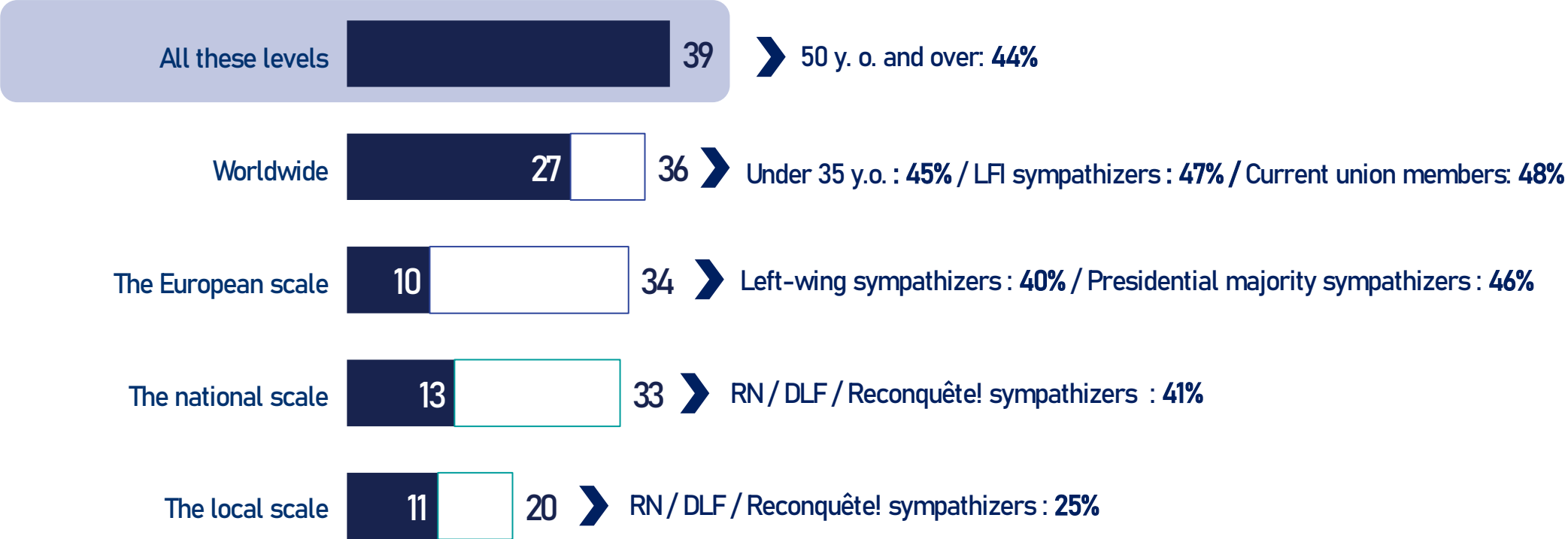


THERE IS A DIRECT LINK BETWEEN SOCIAL INEQUALITY AND ECOLOGY. TACKLING SOCIAL INEQUALITIES WILL HELP COMBAT GLOBAL WARMING, AS THE RICHEST PEOPLE ARE THE ONES WHO POLLUTE THE MOST AND THE MOST VULNERABLE OFTEN DO NOT HAVE THE MEANS TO BUY MORE ENVIRONMENTALLY-FRIENDLY PRODUCTS.

THERE IS NO DIRECT LINK BETWEEN SOCIAL INEQUALITY AND ECOLOGY. THE ECOLOGICAL PROBLEM IS LINKED TO OVER-CONSUMPTION, SO TACKLING SOCIAL INEQUALITIES WILL HAVE NO IMPACT ON GLOBAL WARMING.

FOR ALMOST 4 OUT OF 10 FRENCH PEOPLE, ACTION IS NEEDED AT ALL LEVELS (LOCAL, NATIONAL, EUROPEAN AND GLOBAL) TO MEET THE ECONOMIC, SOCIAL AND ENVIRONMENTAL CHALLENGES FACING THE WORLD

Question: "In your opinion, what is the most appropriate scale at which to respond to all the economic, social and environmental challenges facing the world?"
 Total over 100 because two answers possible
 (base: All)



STATES ARE SEEN AS THE MOST INFLUENTIAL PLAYERS IN BRINGING ABOUT POSITIVE CHANGE, FOLLOWED TO A LESSEr EXTENT BY COMPANIES AND THE INTERNATIONAL ORGANIZATIONS

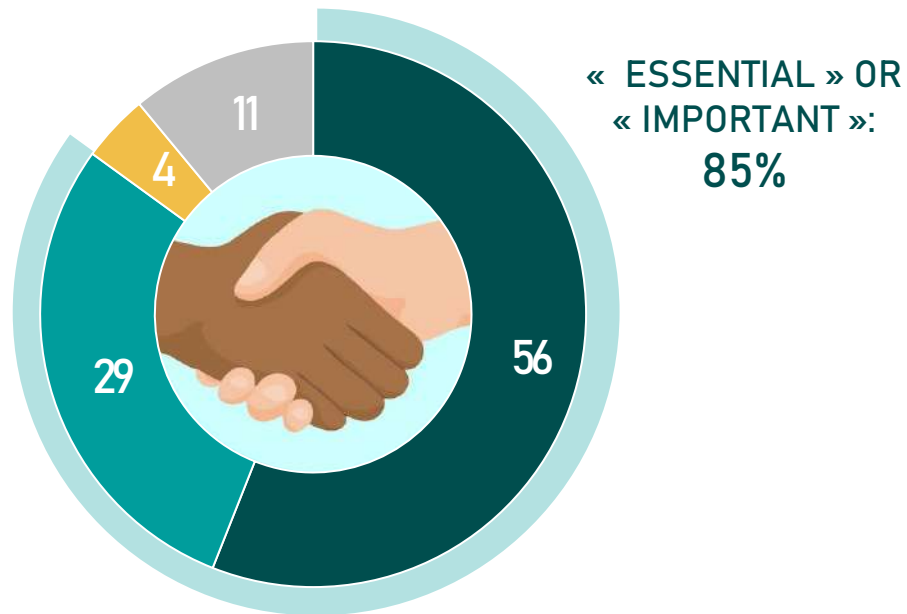
Question: "And in your opinion, who today has the greatest influence on the international scene to change things for the better in economic, social and environmental terms?" - Total over 100 because two answers possible (base: All)



PUBLIC ORGANIZATIONS
84%

NEARLY 6 OUT OF 10 FRENCH PEOPLE BELIEVE THAT PARTNERSHIPS BETWEEN THESE DIFFERENT PLAYERS ARE ESSENTIAL IF WE ARE TO MEET THE WORLD'S CHALLENGES

Question: "To meet the world's economic, social and environmental challenges, would you say that partnerships and collective action between these different players are...?"
(base: All)



Among those who feel most strongly that partnerships between these different players must be essential (56%):

- 67% of left-wing supporters, 64% of presidential majority supporters and 56% of LR/UDI sympathizers (compared with 42% of RN/DLF/Reconquête sympathizers)
- 65% of graduates with 3 years' higher education or more
- 62% of people who are currently members of an association

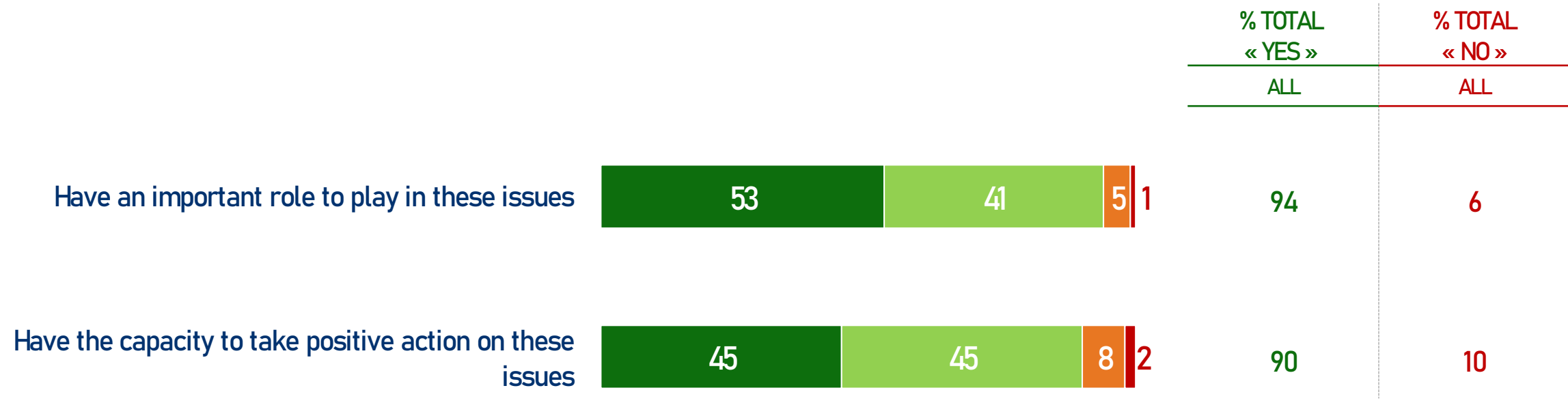


COMPANIES COMMITMENT TO CSR

2

PUBLIC OPINION DOES NOT SEEM TO DEBATE THE LEGITIMACY OF COMPANIES TO PLAY A ROLE IN SOCIAL AND ENVIRONMENTAL ISSUES, OR THEIR ABILITY TO ACT ON THESE ISSUES

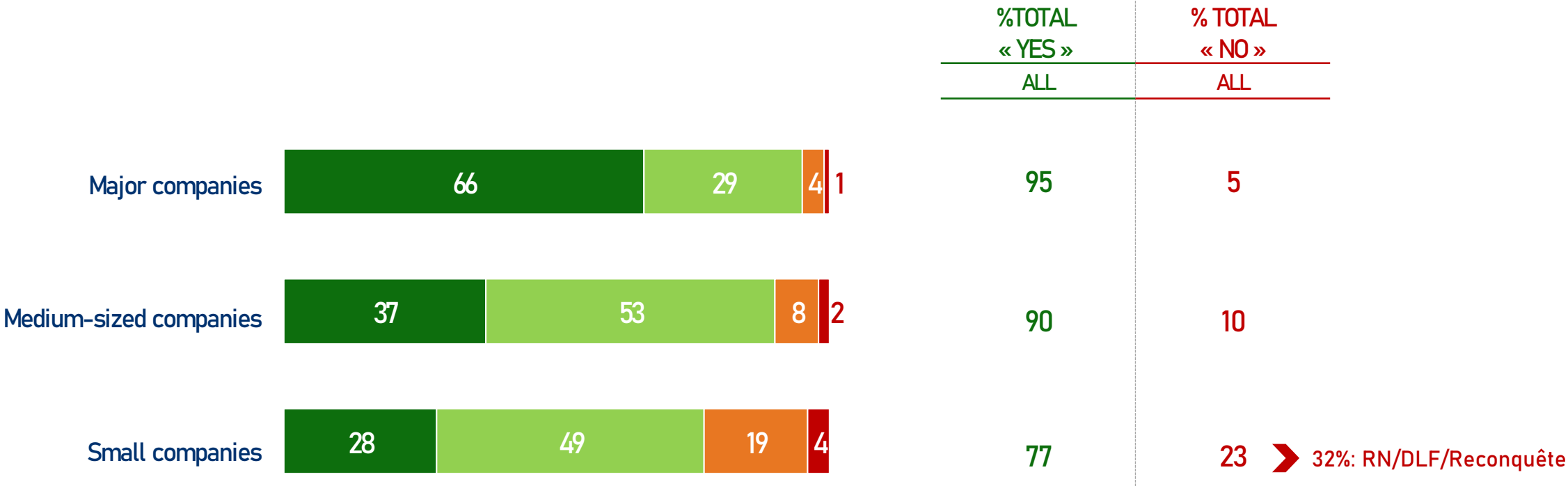
Question: "When it comes to the social and environmental issues facing the world, would you say that companies...?"
 (base: All)



IN DETAIL, ALL COMPANIES ARE MUCH AWAITED, WHATEVER THEIR SIZE, IN PARTICULAR LARGE COMPANIES

Question: "And more specifically, for each of the following types of companies, would you say they have an important role to play regarding the social and environmental issues facing the world?"

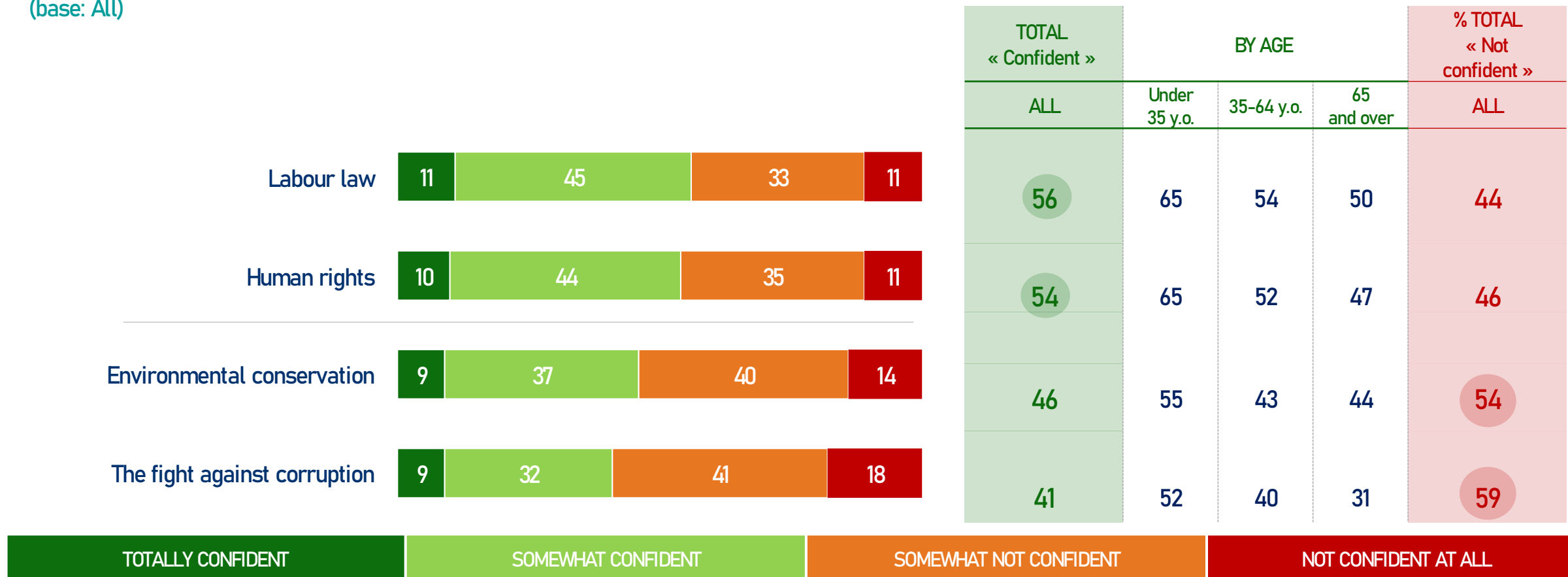
(base: All)



THE FRENCH PEOPLE - PARTICULARLY OLDER PEOPLE - EXPRESS MODERATE CONFIDENCE IN COMPANIES WITH REGARD TO THEIR POSSIBLE POSITIVE IMPACT ON LABOUR LAW, HUMAN RIGHTS, ENVIRONMENTAL CONSERVATION AND THE FIGHT AGAINST CORRUPTION

Question: "Do you trust or not trust companies to have a positive impact in each of the following areas?"

(base: All)



PURCHASING POWER AND THE INTERNAL ECOLOGICAL TRANSITION, MAIN WAYS IN WHICH COMPANIES ARE HELPING TO SOLVE SOCIAL AND ENVIRONMENTAL PROBLEMS IN THE EYES OF THE FRENCH PEOPLE

Question: "More specifically, in what ways can companies contribute as a priority to solving social and environmental problems around the world?" - Total over 100 because two answers possible (base: All)



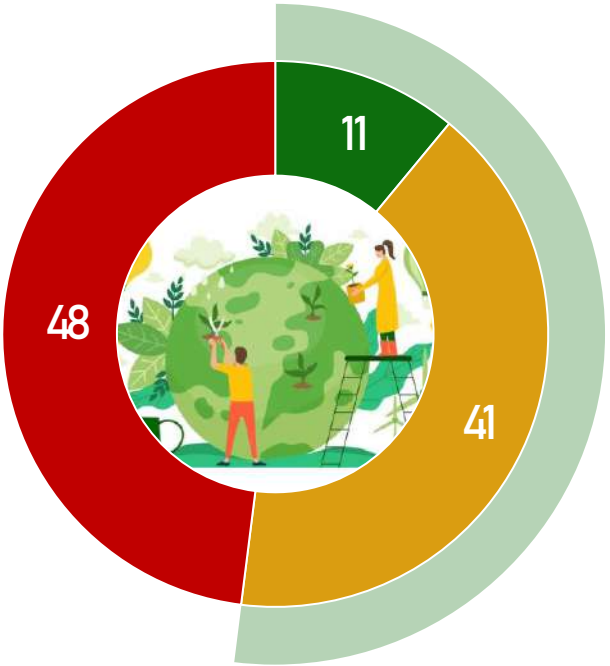
FRENCH PEOPLE ARE VERY DIVIDED ON THE SINCERITY OF COMPANIES' COMMITMENT: HALF BELIEVE THAT THEY ARE WILLING TO COMMIT - WHETHER OR NOT THEY MAKE SIGNIFICANT EFFORTS - WHILE AN ALMOST EQUIVALENT PROPORTION CONSIDER THAT THEY ARE MAINLY SEEKING TO IMPROVE THEIR IMAGE

Question: "Today, some companies say they are committed to social and/or environmental issues. Personally, would you say that companies that communicate on this subject do so primarily because ...? "

(base: All)

**% "WANT TO IMPROVE THEIR IMAGE":
48%**

... 52% of those aged 50 y. o. and over
... 55% of people who do not feel close to any party



**% "REALLY WANT TO COMMIT":
52%**

... including 58% of under 35 y.o.
... including 63% of supporters of the presidential majority
... including 60% of current union members

THEY REALLY WANT TO GET INVOLVED AND MAKE A MAJOR EFFORT TO MEET THE CHALLENGES

THEY REALLY WANT TO GET INVOLVED, BUT ARE MAKING INSUFFICIENT EFFORTS TO MEET THE CHALLENGES

ABOVE ALL THEY WANT TO IMPROVE THEIR IMAGE AND DONT MAKE ANY PARTICULAR EFFORTS

AWARENESS AND KNOWLEDGE ABOUT THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

3

MORE THAN 4 OUT OF 10 FRENCH PEOPLE SAY THEY HAVE HEARD OF THE UNITED NATIONS' SUSTAINABLE DEVELOPMENT GOALS, 12% OF THEM PRECISELY

Question: "Have you personally ever heard of the United Nations Sustainable Development Goals (SDGs)?"
(base: All)



The people who said they had heard most about the SDGs (41%) :

- 60% of under 35 y. o.
- 48% of those from higher socio-professional backgrounds (including 57% of senior executives)
 - 55% of graduates with a degree or more
- 54% of left-wing supporters and 55% of those in the presidential majority
- 68% of current or former trade union members and 57% of current or former association members

The people who said they had not heard about the SDGs (59%) :

- 66% of those aged 50 y.o. and over
- 68% of people with less than a baccalaureate
- 69% of people who do not feel close to any political party

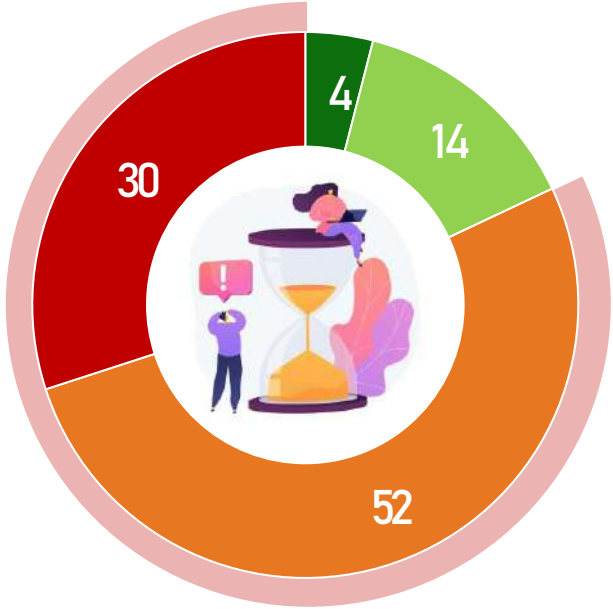
YES AND YOU KNOW PRECISELY WHAT THIS IS

YES BUT YOU DONT KNOW PRECISELY WHAT THIS IS

NO

AFTER EXPLAINING THE PRINCIPLE OF THE SDGs, A LARGE MAJORITY OF FRENCH PEOPLE ARE NOW SCEPTICAL ABOUT ACHIEVING THE GOALS BY 2030

Question: "And do you think the Sustainable Development Goals will be achieved by 2030?"
(base: All)



% « NO »
82%

... including 91% of people aged 50 y.o. and over
... including 92% of people with no spontaneous knowledge of the SDGs

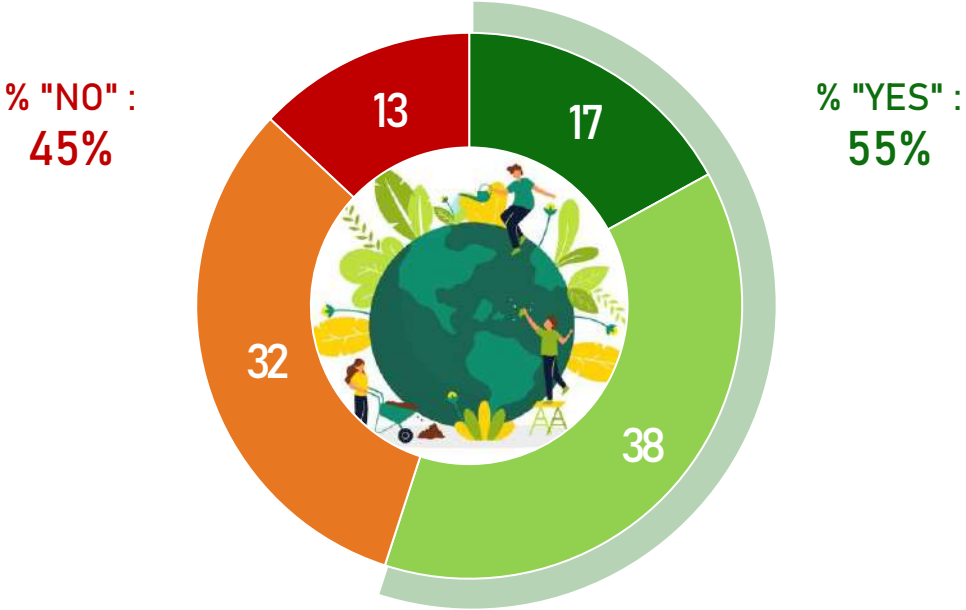
% « YES »
18%

... including 45% of 18-24 y.o. and 30% of 25-34 y.o.
... including 23% of those from upper socio-professional groups
... including 31% of people who spontaneously heard about the SDGs



THE UNIVERSALITY OF UN VALUES DIVIDES SHARPLY ACCORDING TO AGE AND POLITICAL SYMPATHIES

Question: "In general, do you consider that the values defended by the UN (United Nations Organisation) are universal, i.e. that they are addressed to all populations in the world?"
 (base: All)



BY AGE					% «YES»	% «NO»
Under 35 y. o.	23	43	27	7	66	34
35-64 y. o.	16	36	32	16	52	48
65 and over	14	37	36	13	51	49

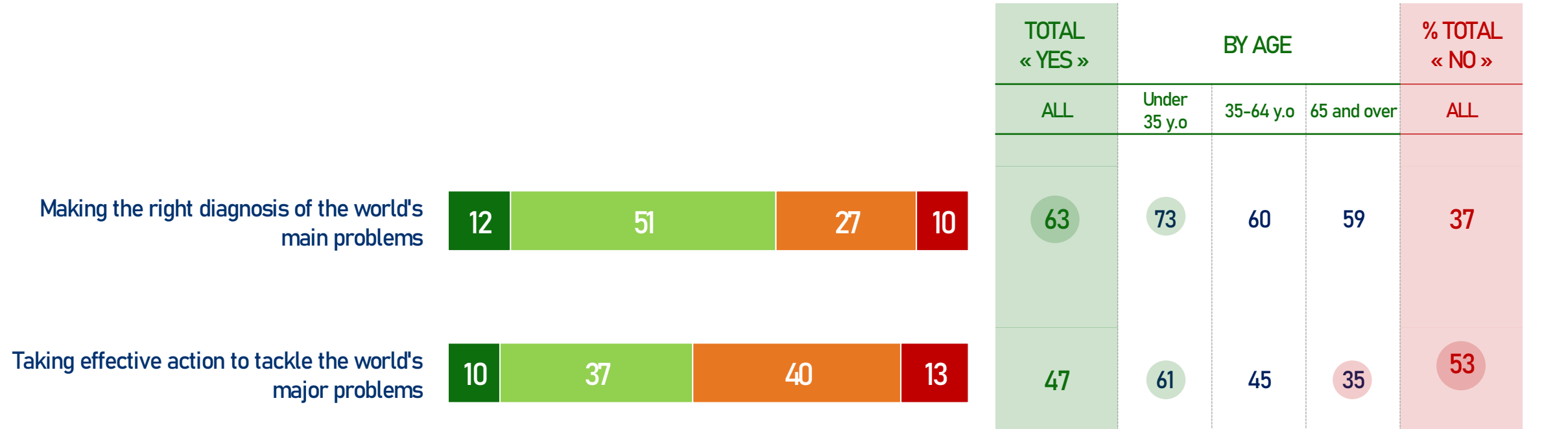
BY SOCIO-PROFESSIONAL CATEGORY					% «YES»	% «NO»
CSP +	22	40	27	11	62	38
CSP-	15	38	33	14	53	47

BY PARTISAN PROXIMITY					% «YES»	% «NO»
Total Left-wing parties	27	39	26	8	66	34
Presidential majority	24	49	22	5	73	27
LR/UDI	20	46	28	6	66	34
RN/DLF/Reconquête!	9	31	38	22	40	60



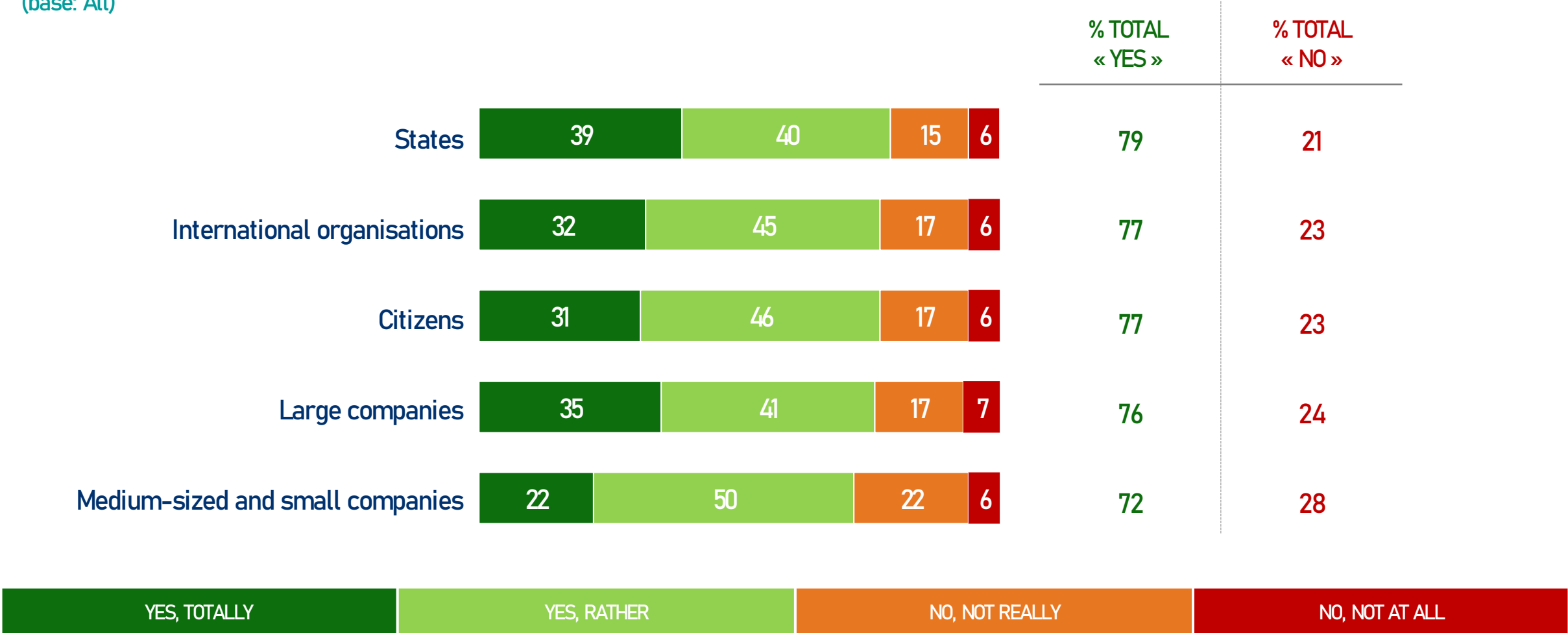
THE FRENCH HAVE MORE CONFIDENCE IN THE UN'S ABILITY TO MAKE THE RIGHT DIAGNOSIS OF THE WORLD'S MAIN PROBLEMS, BUT ARE MORE DIVIDED ABOUT ITS ABILITY TO ACT EFFECTIVELY TO REMEDY THEM

Question: "Personally, would you say that you trust the UN (United Nations Organisation) to...?"
(base: All)



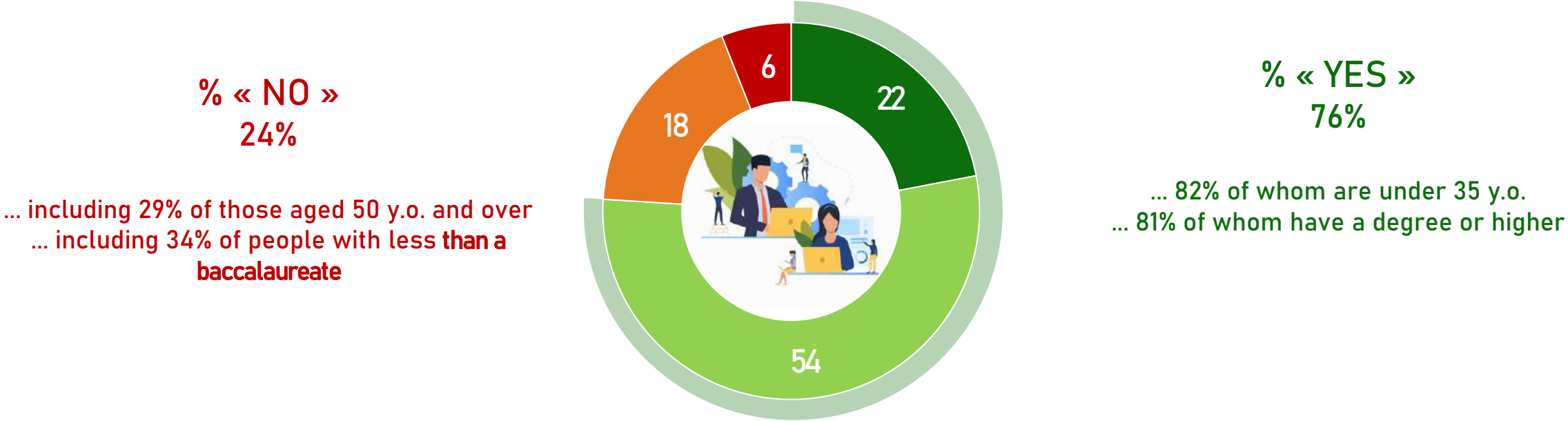
ALL THE ACTORS ARE SEEN AS LEGITIMATE IN IMPLEMENTING THE UNITED NATIONS' SUSTAINABLE DEVELOPMENT GOALS

Question: "For each of the following actors in the world, would you say they are legitimate to implement the United Nations Sustainable Development Goals?"
(base: All)



IN THIS CONTEXT, A LARGE MAJORITY OF FRENCH PEOPLE BELIEVE THAT COMPANIES HAVE THE CAPACITY TO CONTRIBUTE TO THE UNITED NATIONS' SUSTAINABLE DEVELOPMENT OBJECTIVES

Question: "In general, would you say that companies have the capacity to contribute to the United Nations Sustainable Development Goals?"
(base: All)

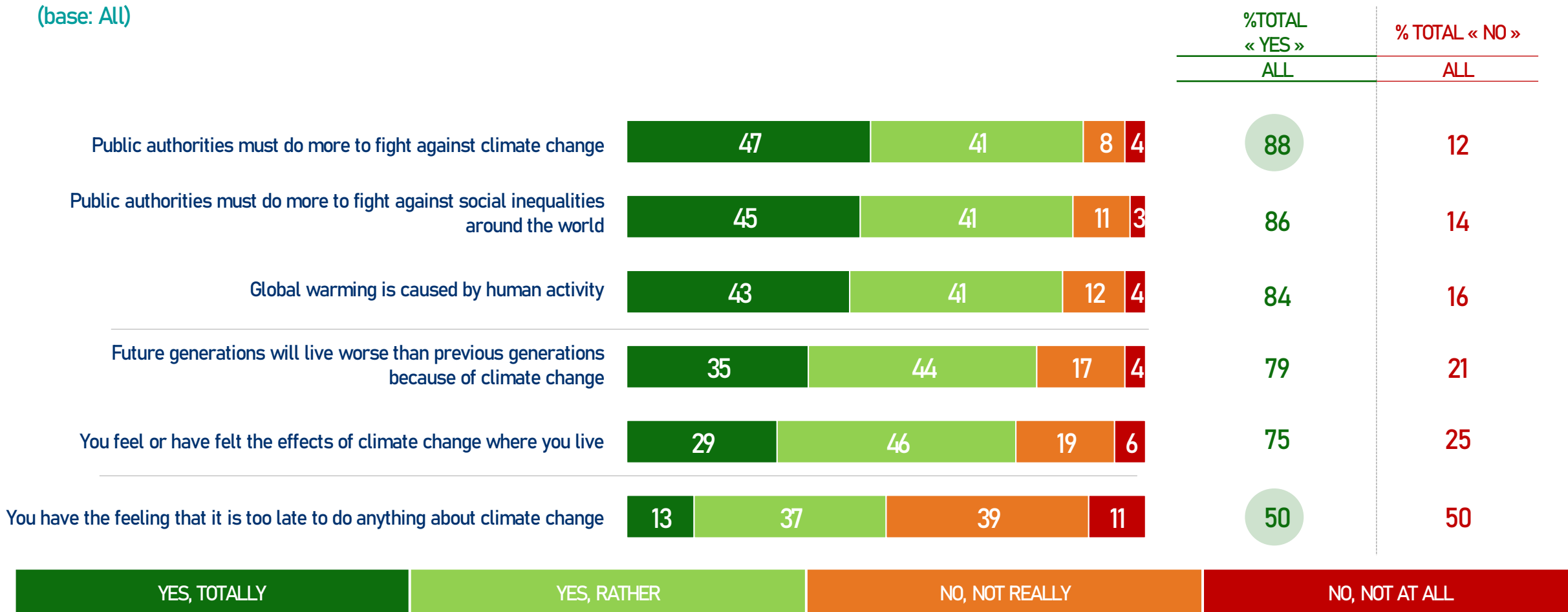


FOCUS ON THE IPCC REPORT AND THE UN FINDINGS

4

THE REALITY OF CLIMATE CHANGE SEEMS TO BE ACCEPTED BY A LARGE MAJORITY OF FRENCH PEOPLE, BUT HALF OF THEM BELIEVE THAT IT IS TOO LATE TO FIGHT AGAINST ITS DISRUPTION

Question: "Personally, would you say that you agree or disagree with each of the following statements?"
(base: All)



IF THE INTENSITY OF OPINIONS ON CLIMATE CHANGE DIFFERS ACCORDING TO PARTY AFFILIATION, WITH YOUNGER PEOPLE SHOWING THE MOST RESIGNATION ABOUT THE ABILITY TO COMBAT CLIMATE DISRUPTION

Question: "Personally, would you say that you agree or disagree with each of the following statements?"
 (base: All)

	%TOTAL « YES »	BY AGE			BY PARTISAN PROXIMITY			
		ALL	Under 35 y.o.	35-64 y.o.	65 and over	Total Left-wing parties	Presidential majority	LR/UDI
Public authorities must do more to combat climate change	88	85	88	89	92	93	89	77
The public authorities must do more to combat social inequalities around the world	86	82	86	88	91	91	87	76
Global warming is caused by human activity	84	85	85	82	90	91	84	74
Future generations will live worse than previous generations because of climate change	79	80	81	75	85	77	79	70
You feel or have felt the effects of climate change where you live	75	77	76	70	84	75	75	63
You have the feeling that it is too late, we can no longer do anything to fight against climate change	50	62	48	41	50	45	49	52



APPENDICES



OUR COMMITMENTS

Professional codes, quality certification, data storage and protection

Ipsos is a member of the following French and European professional bodies for market and opinion research:

- **SYNTEC** (www.syntec-etudes.com), the professional association of market research companies in France
- **ESOMAR** (www.esomar.org), European Society for Opinion and **Market** Research,

Ipsos France is committed to applying **the ICC/ESOMAR Code** of Market and Opinion Research. This code defines the ethical rules for market research professionals and establishes the protection measures available to interviewees.

Ipsos France is committed to complying with applicable laws. Ipsos has appointed a Data Protection Officer and has implemented a compliance plan for the General Data Protection Regulation (Regulation (EU) 2016/679). For more information on our personal data protection policy: <https://www.ipsos.com/fr-fr/confidentialite-et-protection-des-donnees-personnelles>

Unless there is a specific contractual commitment, the period for which the personal data of people interviewed as part of a study is kept is :



- 12 months following the date of completion of an Ad Hoc study
- 36 months following the end date of each wave of a recurring study

Ipsos France is certified **ISO 20252 : Market Research by AFNOR Certification**



- This document has been drawn up in compliance with these codes and international standards. The technical elements relating to the study can be found in the description of the methodology or in the technical data sheet of the study report.
- This study was carried out in compliance with these codes and international standards

RELIABILITY OF RESULTS : SELF-ADMINISTERED ONLINE SURVEYS

The overall reliability of a survey is the result of controlling all error components, which is why Ipsos imposes strict controls and procedures at every stage of the research.

PRIOR TO COLLECTION

- **Sample:** structure and representativeness
- **Questionnaire:** the questionnaire is drafted according to a drafting process comprising 12 mandatory standards. It is reread and validated by a senior level then sent to the customer for final validation. The programming (or questionnaire script) is tested by at least 2 people and then validated.

AT THE TIME OF COLLECTION

- **Sampling:** Ipsos imposes very strict rules on the use of its sampling bases in order to maximise the randomness of sample selection: random sampling, solicitation rate, participation rate, abandonment in progress, off-target, etc.
- **Field monitoring:** Data collection is monitored and controlled (penetration, interview duration, consistency of responses, monitoring of respondent behaviour, participation rate, number of reminders, etc.).

AFTER COLLECTION

- The results are analysed using statistical analysis methods (confidence intervals versus sample size, significance tests). The initial results are systematically checked against the raw results from the data collection. The consistency of the results is also checked (in particular the results observed versus the sources of comparison in our possession).
- In the case of sample weighting (margin calibration method), this is checked by the processing teams (DP) and then validated by the research teams.

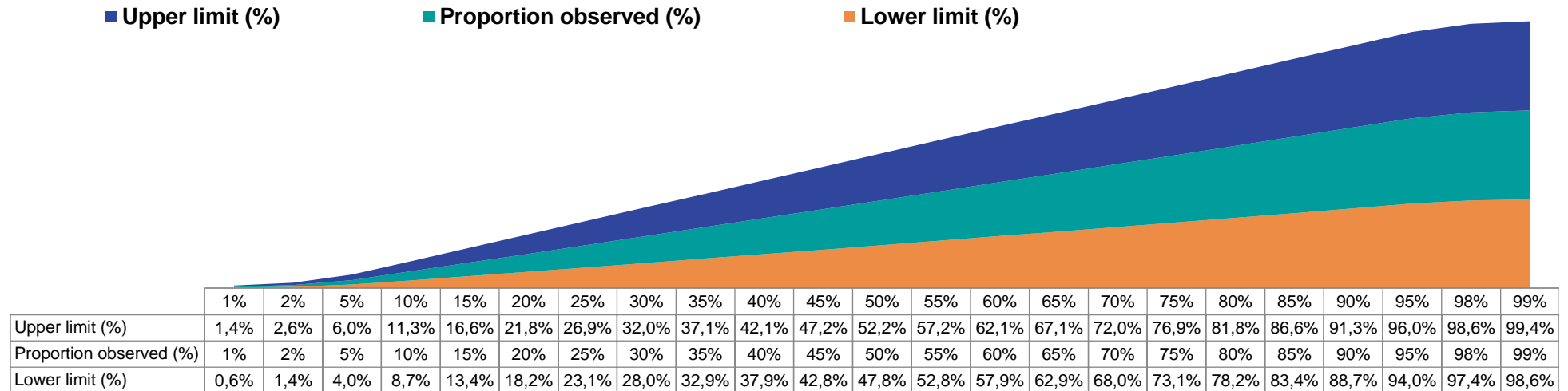
RELIABILITY OF RESULTS



In the case of this study :

- Confidence interval: **95%**.
- Sample size: **2,000**

The proportions observed are between :



ABOUT IPSOS

Ipsos is the world's third largest market research group. With an effective presence in 90 markets, it employs over 18,000 people and has the capacity to conduct research programmes in over 100 countries.

Our research professionals, analysts and scientists have built a solid group around a unique multi-expertise positioning - marketing research, opinion, citizens, patients, customer/employee relationship management. Our 75 solutions are based on primary data from our surveys, social media monitoring and qualitative or observational techniques.

"Game Changers" - our slogan - sums up our ambition to help our 5,000 customers navigate our fast-changing world more easily.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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GAME CHANGERS

In a fast-moving world, relying on reliable data to make the right decisions has never been more important.

At Ipsos, we believe that our clients are looking for more than just a data provider. They need a true partner who can provide them with accurate, relevant information and turn it into actionable knowledge.

That's why our experts, curious and passionate, deliver the most accurate measurements to extract the information that will give us a true understanding of Society, Markets and People.

We blend our expertise with the best in science and technology, and apply our four principles of safety, simplicity, speed and substance to everything we produce.

To enable our customers to act with greater speed, ingenuity and boldness.

The key to success can be summed up in one simple truth:
"YOU ACT BETTER WHEN YOU ARE SURE".

*To make the right decisions, you need to be sure.