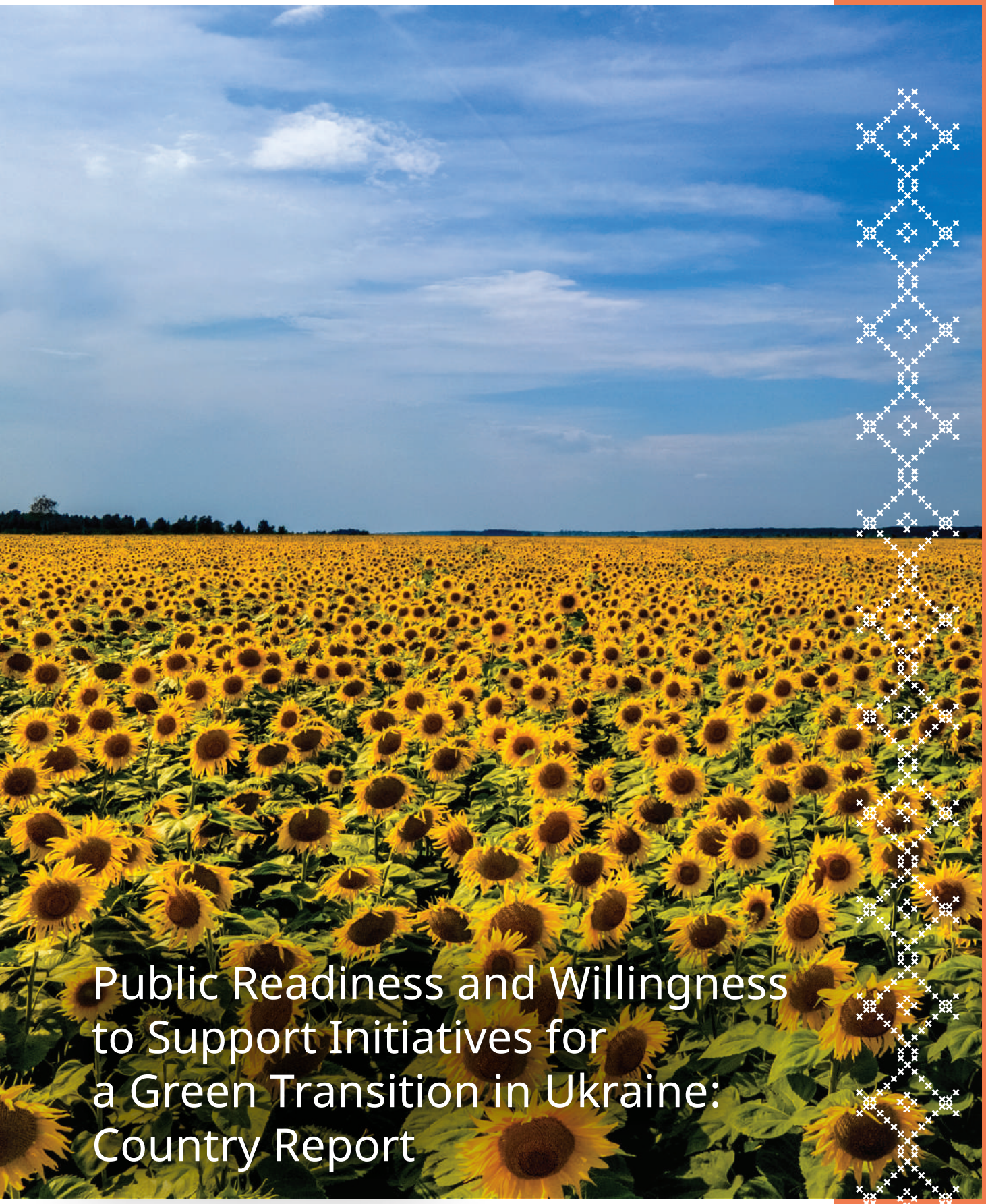
UKRAINE
May 2025



Public Readiness and Willingness to Support Initiatives for a Green Transition in Ukraine: Country Report

Prepared within the Stockholm Environment Institute's Project:
"Green Agenda for Armenia, Georgia, Moldova and Ukraine"

Foreword

This research report was developed by the Analysis and Consulting Team (ACT Global), as commissioned by the Stockholm Environment Institute (SEI) within its project "Green Agenda for Armenia, Georgia, Moldova and Ukraine". **The views, opinions and interpretations presented in this study are solely those of the authors and do not necessarily reflect the official policies or positions of the Stockholm Environment Institute (SEI)**. The findings and conclusions are based on data analysed by the authors and should only be considered within the specific context of this research.

ACT Global

ACT Global is a women-led consultancy headquartered in Tbilisi, Georgia, with over 20 years of experience empowering change across more than 30 countries, with particular emphasis on the Eastern Partnership, Central Asia, MENA, and Western Balkan regions.

The organization collaborates with leading donor organizations - including USAID, UN agencies, the EU, and the World Bank - as well as private enterprises, civil society actors, and public institutions to deliver evidence-based support for economic, social, and governance reforms. Core areas of expertise include good governance, social inclusion and transformation, economic development, and strategic advisory services for corporations.

ACT Global is dedicated to fostering social change by promoting informed decision-making, sustainable development, and innovation.

The organization collaborates with a network of local partners. This public perception study was prepared in close cooperation with Info Sapiens, a Ukrainian company that managed national data collection.

Stockholm Environment Institute (SEI)

The Stockholm Environment Institute (SEI) is an international non-profit research and policy organization focused on environmental and development challenges. Connecting science with policy impact, SEI addresses climate, water, air, land use, governance, economy, gender and health issues. SEI emphasizes stakeholder engagement, capacity building and institutional support to enable long-term impact. Research findings are available to decision-makers and the public through open-access materials, academic publications, and tailored decision-support tools. SEI also facilitates knowledge exchange by bringing together stakeholders from policy, academia and practice, operating locally and globally through its offices across five continents.

Citation

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Key findings

Public Readiness and Willingness to Support Initiatives for a Green Transition in Ukraine

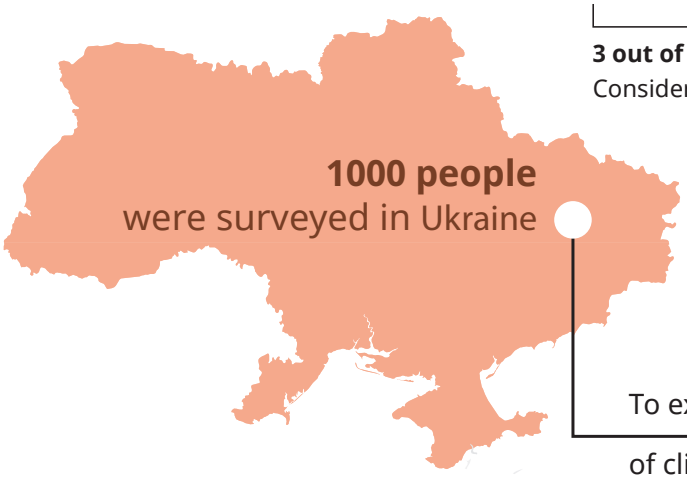
Key findings

Understanding of climate change in Ukraine

6 out of 10 people
Rate their understanding of climate change as "good" (32%) or "very good" (29%)

1 out of 10 people
Sees it as "poor" (6%)

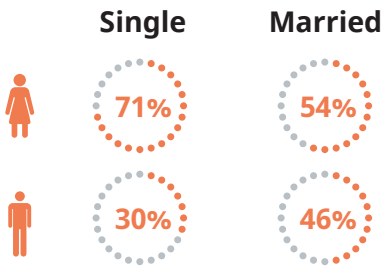
3 out of 10 people
Consider it "moderate" (33%)



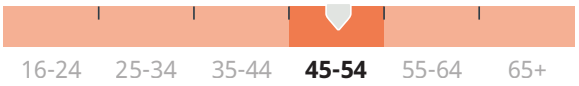
1000 people
were surveyed in Ukraine

To explore their understanding of climate change in-depth.

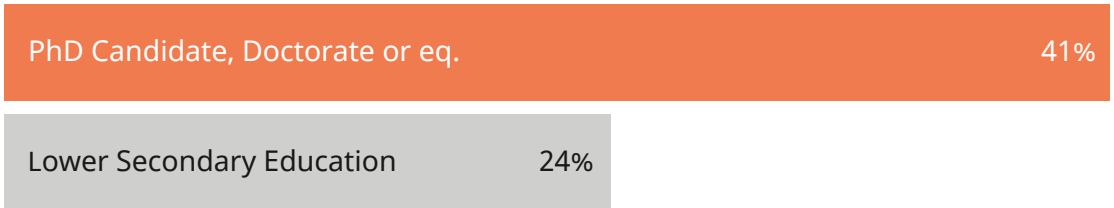
Notable **gender differences** emerge as well.



Age plays a crucial role
with perceiving knowledge peaking among 45-54 year-olds.



Educational attainment strongly influences confidence in understanding climate change.
Rating their knowledge as "**very good**"(Highest and lowest education level):



Key findings

Sources of information on climate change and environmental issues in Ukraine

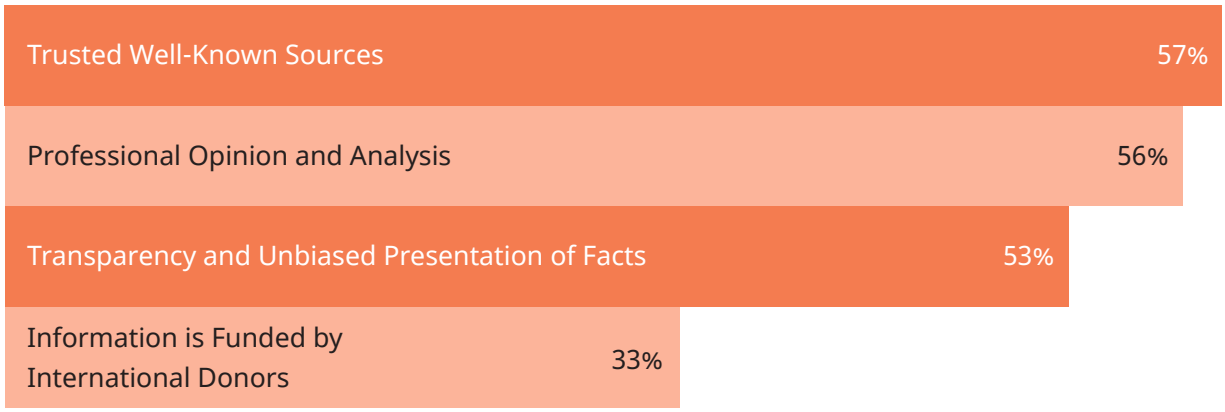
Access to environmental information positively affects **the perceived understanding of climate change in Ukraine**.

73% Describe their knowledge as "**very good**" **confirming that they have received information** on environmental issues in the last three months.

The sources of environmental information vary notably across demographics:

- Telegram remains the primary source for **younger people (16-34), women, university graduates** and **capital residents.**
- Facebook dominates among **older audience (55-64)** and **rural residents.**
- Television is particularly popular with **pensioners.**

When it comes to information credibility, people in Ukraine value:



Perceptions on the impact of climate change in Ukraine

Personal networks are crucial in raising awareness of the impacts of climate change in Ukraine.

88%

Among those who receive environmental information from **family, friends, neighbours or colleagues** report that **climate change directly affects them** or those around them.

Key findings

77% Acknowledge experiencing climate change impacts:

- **89%** Adverse Impact on Health
- **79%** Weather-Related Disruptions
- **42%** Economic Impact
- **41%** Natural Disasters
- **23%** Displacement due to Environmental Factors

Perceived root causes of climate change in Ukraine

Perceptions of the root causes of climate change show notable similarities among **rural, urban** and **capital** residents in Ukraine.

Deforestation is the most recognized human-related driver.

- **96%** Capital
- **90%** Rural
- **89%** Urban

Non-energy-efficient practices are the least acknowledged root cause.

- **63%** Capital
- **60%** Rural
- **58%** Urban

Environmental issues and the priority areas of environmental protection in Ukraine

Health issues caused by **poor air quality emerging as a** leading problem.

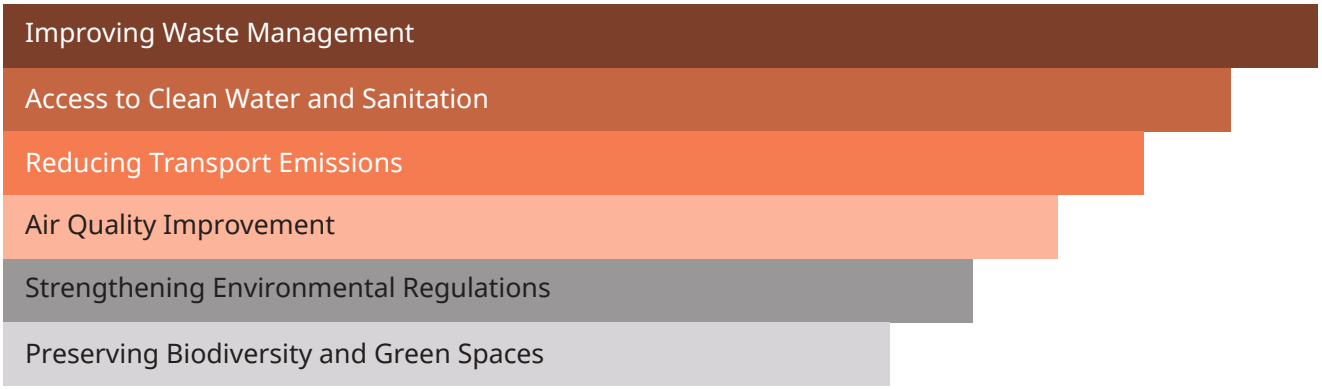
- **67%** Capital
- **56%** Urban
- **50%** Rural

Improper waste management in **neighbourhoods** is another significant issue.

- **58%** Rural
- **45%** Urban
- **44%** Capital

Interestingly, not everyone feels the effects of environmental issues. Only **5%** of respondents across all areas report that environmental issues **do not affect their daily lives.**

When discussing environmental protection priorities, the public in Ukraine identifies:



Key findings

Perceived importance and efficiency of different actors in environmental protection

The most important contributors to environmental protection (Only most and least importants)

- Volunteers, Youths and Activists
- Religious Institutions

The most efficient contributors to environmental protection (Only most and least importants)

- Volunteers, Youths and Activists
- Religious Institutions

The **international community and donor organizations** are also considered key players in advancing environmental protection.

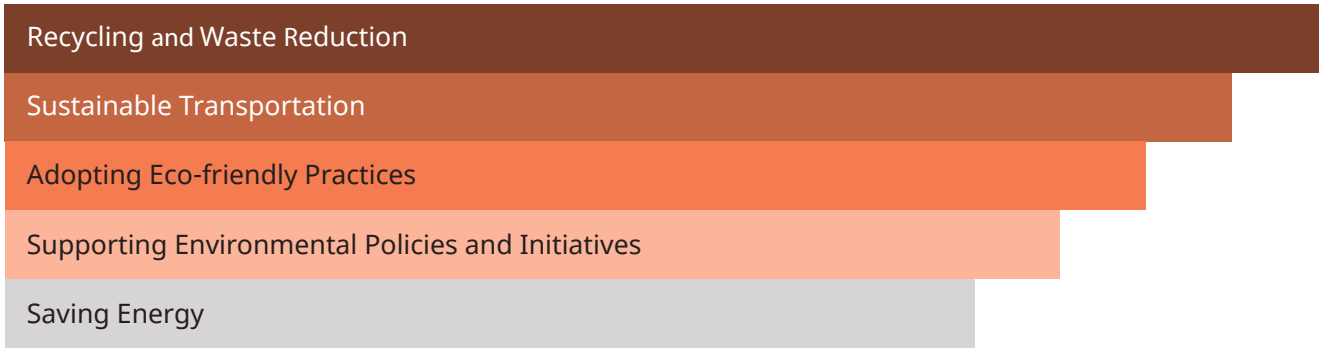
Respondents' views on EU integration shaping Ukraine's environmental policies:

Personal engagement in environmental protection in Ukraine

Engagement in activities that help protect the environment in Ukraine varies across demographic groups, with the highest participation rates among those:

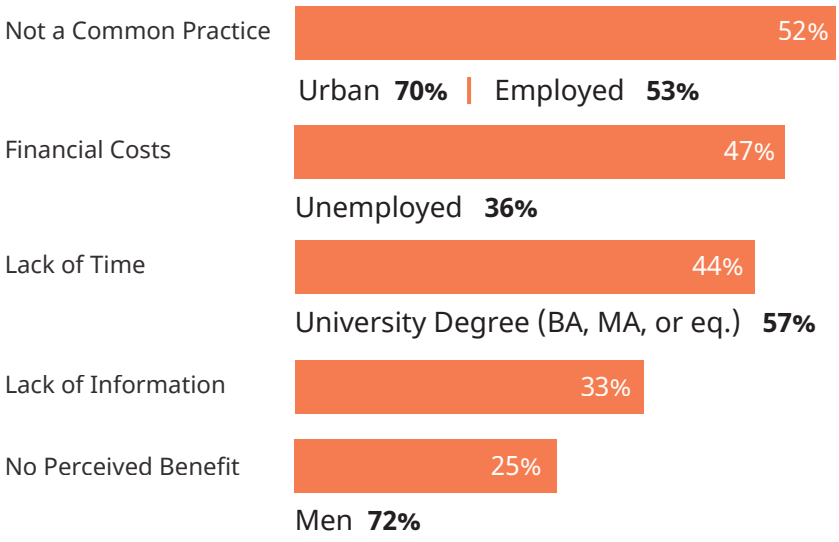
Perceptions on the effective ways of individual contribution to environmental protection

Effective individual actions for environmental protection in order:



Key findings

Obstacles to engaging in environmental protection activities



Concern regarding energy prices in Ukraine

Electricity is the top energy price.

Petrol/Fuel

Gas

Only **6%** of respondents reported no concerns about energy prices.

The practice of adopting renewable energy in Ukraine

Adopt renewable energy in their households. Most adopters are:
University Degree (BA, MA, or eq.) **65%** | Urban **67%** | **53%**

The primary barrier for non-adopters: Cost **63%** | Impractical **18%** | Unnecessary **6%**

Public opinion on renewable energy in Ukraine

The public in Ukraine strongly supports the idea that:

1. The government should provide financial incentives for households adopting renewable energy.
   60% of Urban | 55% of University Degree (BA, MA, or eq.) "agree" or "strongly disagree"

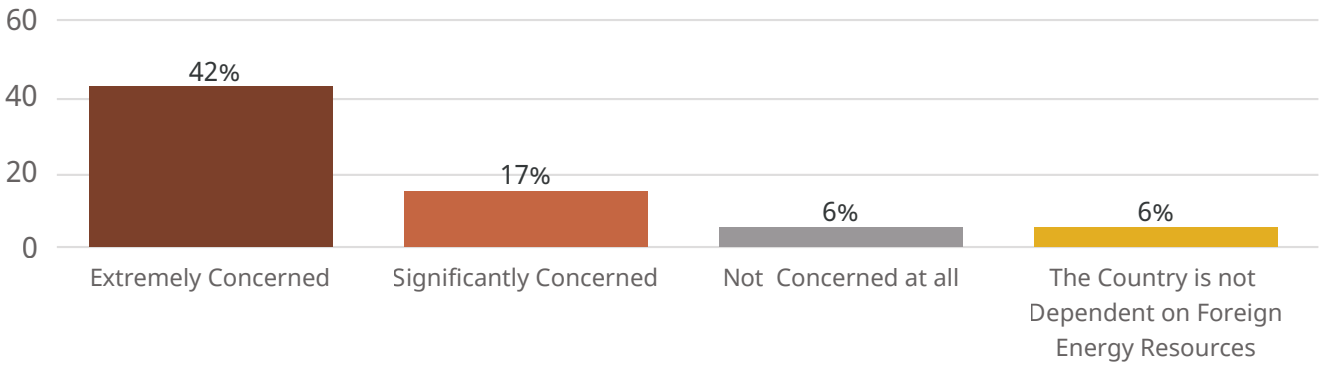
2. Renewable energy sources are more environmentally friendly than fossil fuels.
   69% of Rural "disagree" | 66% of Urban (Non-Capital) "strongly disagree"

3. Adopting renewable energy could enhance their community's social and economic well-being.
   54% of Rural "strongly agree"

Key findings

Public concerns regarding the dependence on foreign energy sources in Ukraine

A majority, 59%, express high concern about the country's dependence on foreign energy sources, with:



Perceptions on the ways of achieving greater energy independence in Ukraine

83%

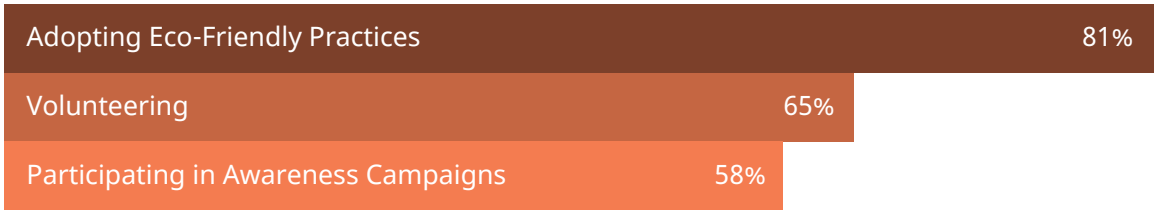
The most widely supported approach to achieving energy independence in Ukraine is the development of the **solar and wind power industries.**

Aged 35-44 **87%** | Rural **85%**

Public support for thematic initiatives

Renewable energy development receives the **highest public support** in Ukraine, and **NGO projects** are least likely to be **supported by** the **public**.

When contributing to thematic initiatives, people in Ukraine prefer doing so by:



The main barriers to supporting thematic initiatives include:

- 81% Indifference
- 78% Lack of Awareness
- 66% Distrust in the Effectiveness of Initiatives and Actors Involved
- 61% Lack of Finances

1. Introduction

Public Readiness and Willingness to Support Initiatives for a Green Transition in Ukraine

1. Introduction

The Stockholm Environment Institute's (SEI) Green Agenda Project supports **Armenia, Georgia, Moldova** and **Ukraine** in advancing climate neutrality through tailored green transition strategies. Aligned with the European Green Deal, the project develops country-specific roadmaps for sustainable development, aiming to modernize economies, enhance citizen well-being and address climate goals in clean energy, circular economy and biodiversity. These efforts also support policy alignment with EU frameworks, facilitating the potential integration and fulfilment of Paris Agreement commitments.

As part of this initiative, the present study examines public perceptions and attitudes in **Ukraine** toward climate change, environmental protection, energy security and efficiency, and thematic EU integration. It assesses awareness, engagement and support for various initiatives and identifies perceived barriers to participation. Additionally, the analysis delves into public opinion on the effectiveness and importance of different actors in driving environmental policies and actions. The findings highlight public views on how the country can adapt to and mitigate the impacts of climate change through sustainable practices and policies.

2. Methodology

Public Readiness and Willingness to Support Initiatives for a Green Transition in Ukraine

2. Methodology

This study assesses public readiness and willingness in Ukraine to support green transition initiatives, focusing on public awareness, attitudes and engagement with climate change and environmental issues. The research aims to explore public understanding of climate change; evaluate information sources and the trust criteria shaping their credibility; analyse perceptions of climate change impacts across demographic groups; investigate perceived root causes of climate change; identify public priorities for environmental protection; assess the roles and efficiency of various actors in environmental protection; measure personal engagement in thematic activities; examine perceptions of energy efficiency and security; and gauge support for thematic initiatives, including preferred contributions and barriers.

ACT Global conducted two focus group discussions, one with the general public (seven participants) and one with eight field professionals, as well as five in-depth, cognitive-testing interviews to design and refine the survey instrument, followed by a nationwide telephone survey (CATI) of 1000 individuals aged 16 and older. The survey achieved a 95% confidence interval with a 3.1% margin of error, ensuring representative findings. Data were processed and analysed using SPSS for accuracy and reliability (please see Annex 2 for additional details on methodology).

[1] *During the quantitative study conducted in Ukraine, all respondents rated their understanding of climate change. According to the survey protocol, if a respondent found it difficult to rate their awareness or it was "very poor", the interview was terminated as their lack of understanding would limit the depth of their responses. Approximately 6% of the initial number (1066 respondents), or 66 individuals, fell into this category and were excluded from continuing further in the process.*

3. Public survey results

Public Readiness and Willingness to Support Initiatives for a Green Transition in Ukraine

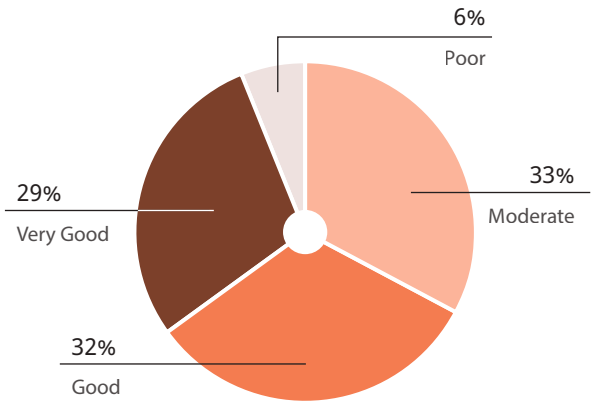
3. Public survey results

This section presents the findings on public perceptions and attitudes in Ukraine toward climate change, environmental protection, energy security and efficiency, and thematic EU integration. It examines awareness, engagement and support for related initiatives and the perceived obstacles to participation. The analysis further explores public opinion on the effectiveness and roles of various actors in advancing environmental policies and actions. Additionally, it highlights public views on adapting to and mitigating climate change impacts through sustainable practices and policies.

3.1. Understanding of climate change in Ukraine

Among those who had lived in Ukraine for over two years, 6% rated their understanding of climate change as “poor”, 33% chose “moderate”, 32% considered they had “good” knowledge and 29% rated theirs as “very good” (Figure 1).

Figure 1. Perceived understanding of climate change in Ukraine (%). n=1000.

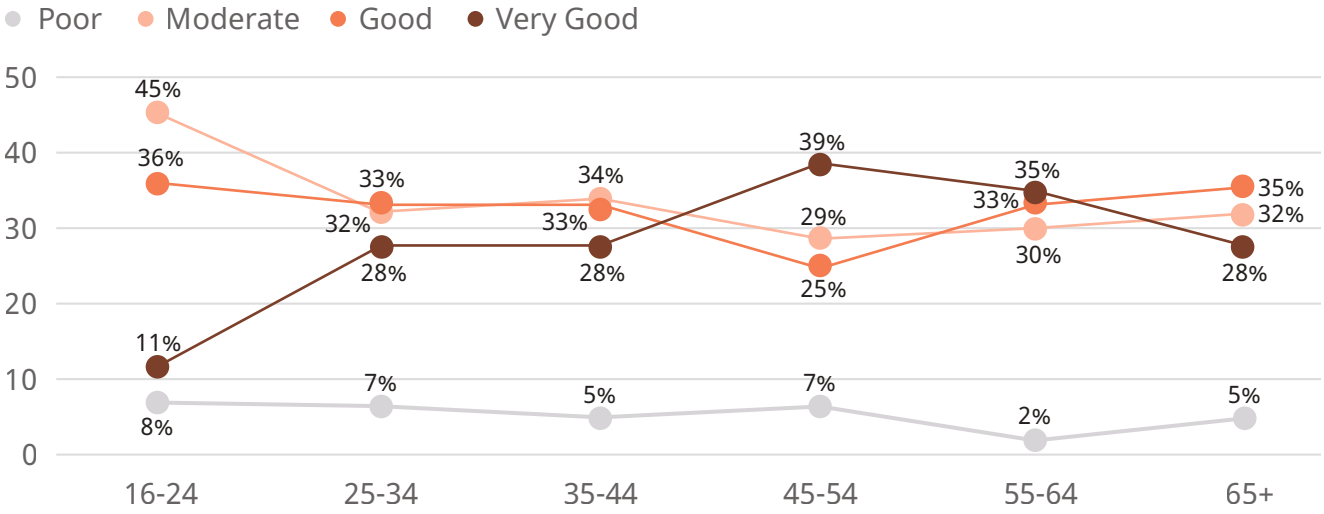


The segmented analysis of climate change understanding below reveals how demographic factors such as age, gender, education and residence may correlate with the perceived levels of climate change understanding. Examining these variables can identify patterns that suggest where targeted efforts are needed to enhance public understanding of climate issues.

Segmented analysis of climate change understanding by age

Understanding of climate change in Ukraine differs by age group, reflecting overall trends in comprehension levels (Figure 2).

Figure 2. Perceived understanding of climate change in Ukraine by age (%). n=1000.

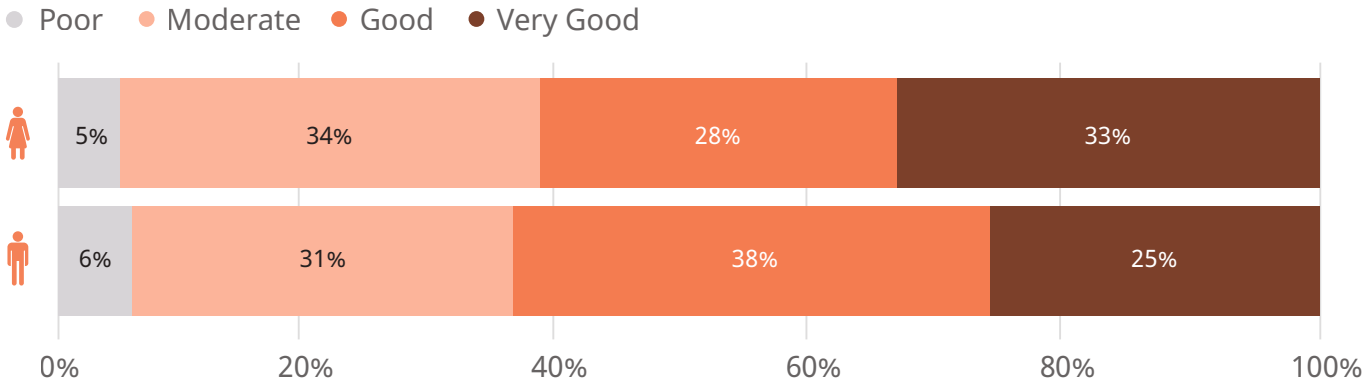


Perceived climate change understanding is highest among people aged 45-54 in Ukraine, with 39% rating their knowledge as "very good". Confidence declines in younger age groups, especially those aged 16-24, where only 11% feel their understanding is "very good" (Figure 2).

Segmented analysis of climate change understanding by gender

Climate change understanding differs between genders. Among men, 38% rated their understanding as "good" and 25% as "very good". For women, 28% considered it as "good" and 33% as "very good" (Figure 3).

Figure 3. Perceived understanding of climate change in Ukraine by gender (%). n=1000.



The analysis further examines the relationship between marital status and climate change understanding between genders, to determine if being married affects the perceived levels of awareness and knowledge of climate change differently for men and women. By comparing married and single people, the analysis aims to identify differences in perceived understanding, revealing how marital status may influence climate change awareness differently for men and women. Table 1 shows perceived climate change understanding of married and single men and women.

Table 1. Marital status and perceived understanding of climate change in Ukraine (%). n=1000.

Gender	Marital Status	% within Poor Understanding	% within Moderate Understanding	% within Good Understanding	% within Very Good Understanding
			(% within gender & marital status)		
	Married	50% (5%)	51% (29%)	62% (40%)	46% (26%)
	Married	50% (6%)	49% (32%)	38% (27%)	54% (35%)
			(% within gender & marital status)		
	Single	69% (9%)	52% (40%)	60% (38%)	29% (13%)
	Single	31% (4%)	48% (39%)	40% (26%)	71% (31%)

In Ukraine, marriage seems to bolster confidence in climate change understanding, particularly for men, with the share perceiving it as "very good" jumping from 13% among single men to 26% among married men (Table 1).

Segmented analysis of climate change understanding by education

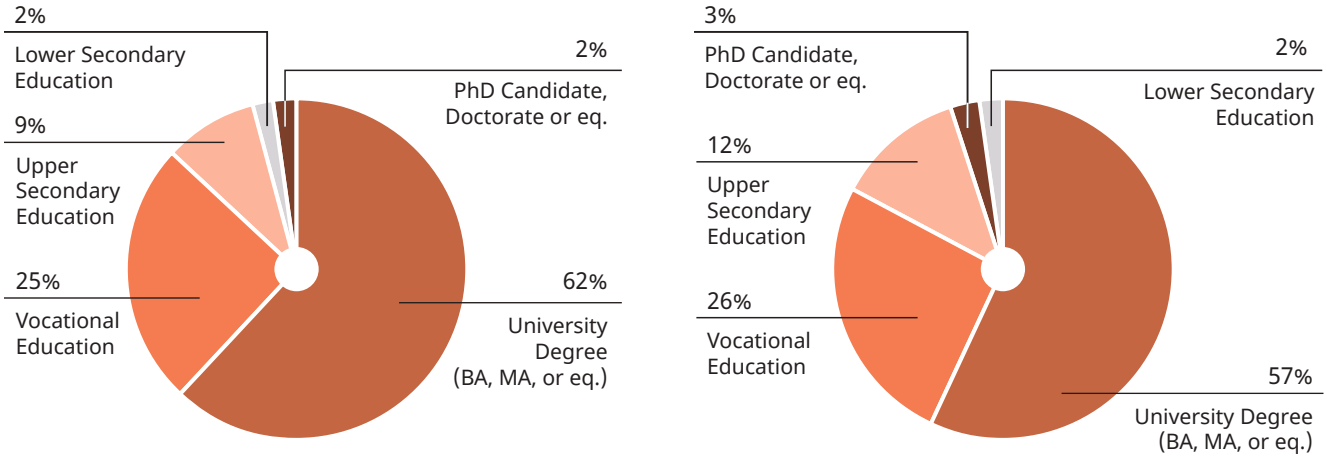
The report examines whether education level correlates with perceived climate change understanding in Ukraine, assessing if higher education influences awareness differently across educational backgrounds. By comparing respondents with different education, the analysis seeks to identify significant differences in perceived understanding (Table 2).

Table 2. Achieved level of education and perceived understanding of climate change in Ukraine (%). n=1000.

Achieved level of education	% within Poor Understanding	% within Moderate Understanding	% within Good Understanding	% within Very Good Understanding
	(% within education Level)			
Lower Secondary Education	2% (5%)	3% (43%)	2% (28%)	2% (24%)
Upper Secondary Education	18% (8%)	18% (46%)	9% (20%)	12% (26%)
Vocational Education	29% (6%)	31% (36%)	25% (30%)	26% (28%)
University Degree (BA/MA/or eq.)	49% (5%)	46% (28%)	62% (37%)	57% (30%)
PhD Candidate, Doctorate or eq.	2% (5%)	2% (22%)	2% (32%)	3% (41%)

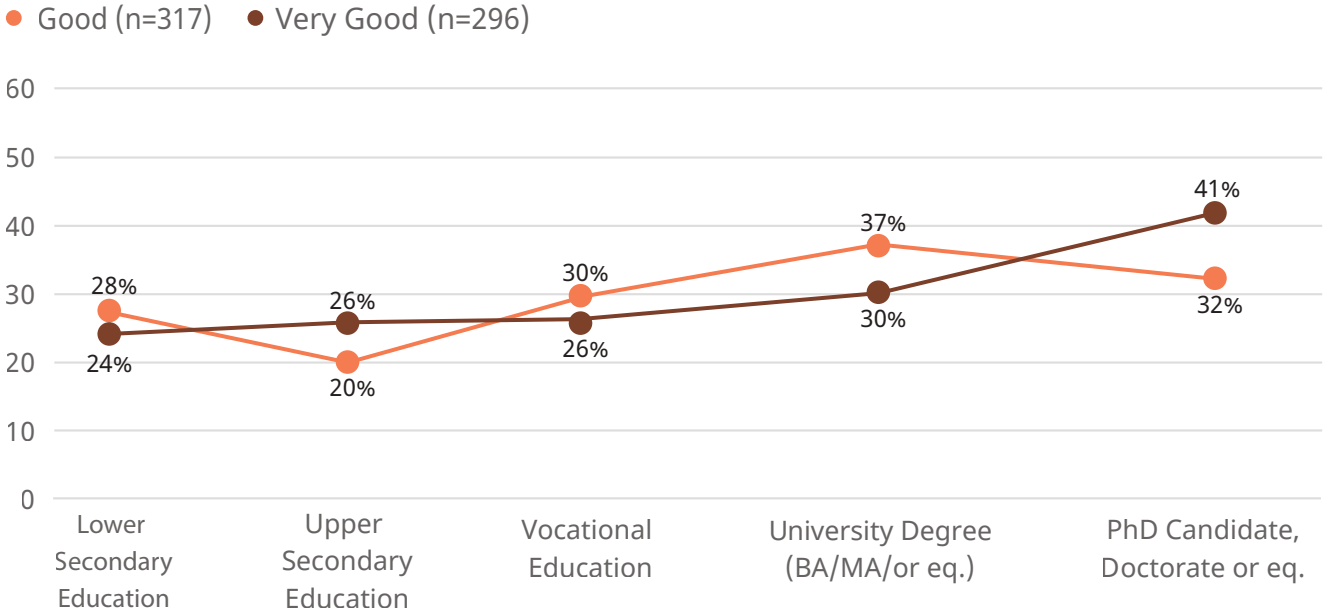
Table 2 shows that most people in Ukraine with a "good" or "very good" understanding of climate change hold university degrees. Among those describing it as "good", 62% have a bachelor's or master's degree, and 2% hold or are pursuing a PhD. For those with a "very good" understanding, 57% have a bachelor's or master's, while 3% hold or are working toward a PhD (Figure 4).

Figure 4. People with perceived "good" (left, n=317) and "very good" (right, n=296) understanding of climate change in Ukraine by education (%).



Individuals with higher education feel more confident in their understanding of climate change. For instance, only 24% of those with lower secondary education describe it as "very good", compared to 41% of PhDs. Similarly, 20% of individuals with upper secondary education rate their understanding as "good". This figure rises to 37% among those with a bachelor's, master's or equivalent degree (Figure 4.1).

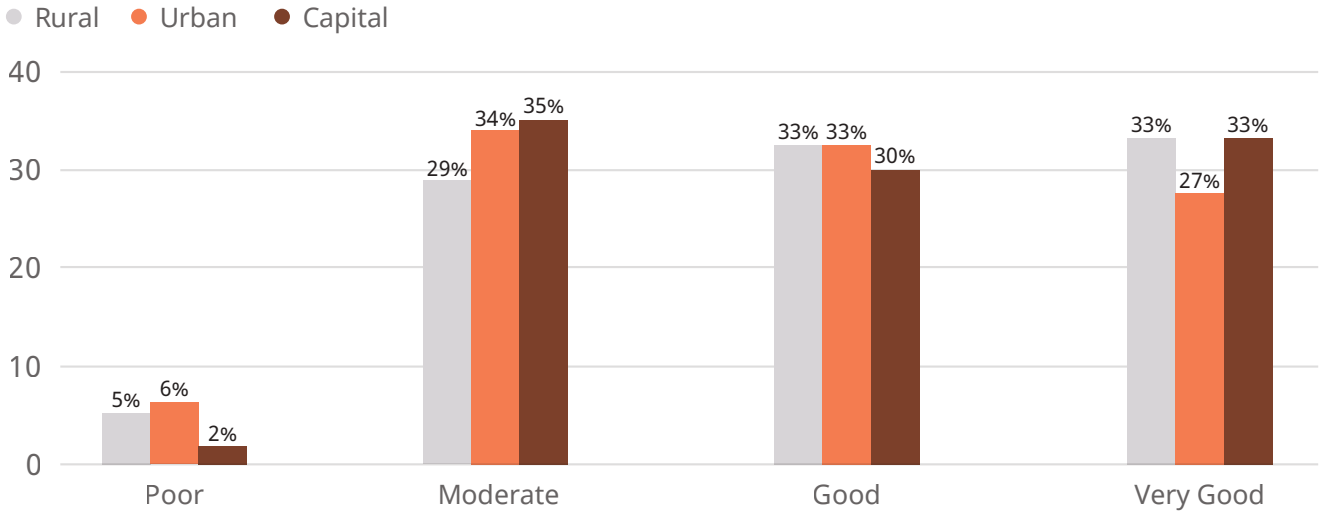
Figure 4.1. Perceived understanding of climate change in Ukraine by education level (%).



Segmented analysis of climate change understanding by area of residence

In rural areas, 33% rate their understanding as "good" and another 33% as "very good". The confidence is slightly lower in urban areas, where 33% described it as "good" and 27% as "very good". In the capital, 30% of residents claim they have a "good" understanding and 33% say it is "very good" (Figure 5).

Figure 5. Perceived understanding of climate change in Ukraine by residence (%). n=1000.

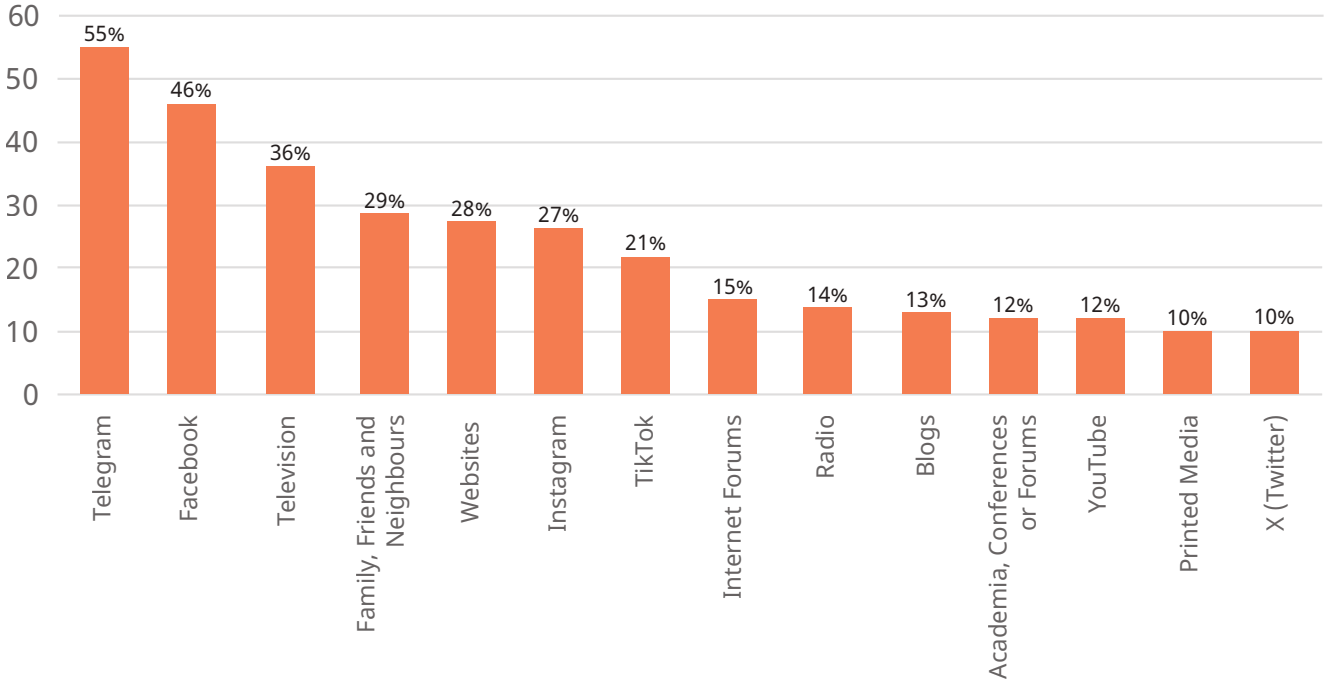


Perceived climate change understanding varies across areas in Ukraine, but the differences between the capital, urban and rural areas are statistically insignificant (Figure 5).

3.2. Sources of information on climate change and environmental issues in Ukraine

In Ukraine, a strong connection exists between perceiving one's understanding of climate change as "very good" and recent exposure to environmental information – 73% of those describing their awareness as very good confirmed receiving information on environmental issues within the past three months.

Figure 6. Sources of information on environmental issues in Ukraine (%). n=710.



Overall, 71% reported receiving information on environmental issues. For these 710 individuals, the top sources were Telegram (cited by 55%), Facebook (46%) and television (36%). Less popular sources included Radio (14%), print media (10%) and X (Twitter) (10%) (Figure 6).

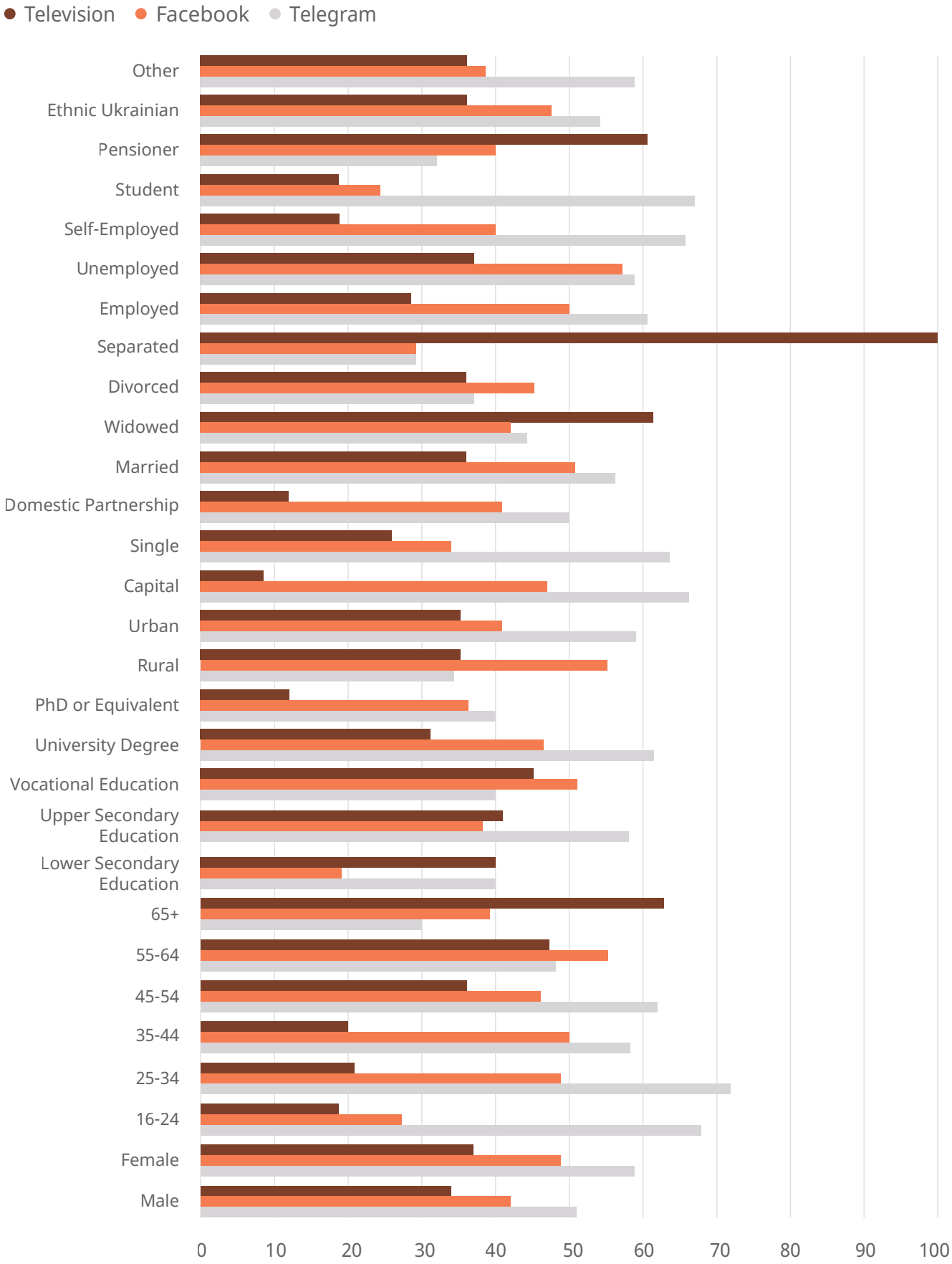
Interestingly, 21% of those who receive information on environmental issues stay updated on policies primarily through commercials in mainstream and social media (85%), NGO-organized events (29%) and government-organized events (20%).

Top sources of information on environmental issues and their audience in Ukraine

This segment describes the top three sources of environmental information in Ukraine – Telegram, Facebook and television – by audience (Figure 7). These patterns reveal which groups rely on each source, enabling more targeted communication to boost awareness.

> Telegram is the primary source of environmental information for young adults in Ukraine (68% of individuals aged 16-24 who reported receiving thematic information, and 72% of people aged 25-34), women (59%), people with university degrees (bachelor's, master's or equivalent) (62%), capital residents (66%), self-employed (66%) and single people (64%). In contrast, Facebook appeals to an older audience (55% of people aged 55-64 who confirmed receiving thematic information), women (49%), rural residents (55%), people with vocational education (51%) and unemployed individuals (57%). Meanwhile, television attracts people aged 65+ (63% of people aged 65+ who confirmed receiving information on environmental issues), rural residents (45%) and widowed individuals (62%) (Figure 7).

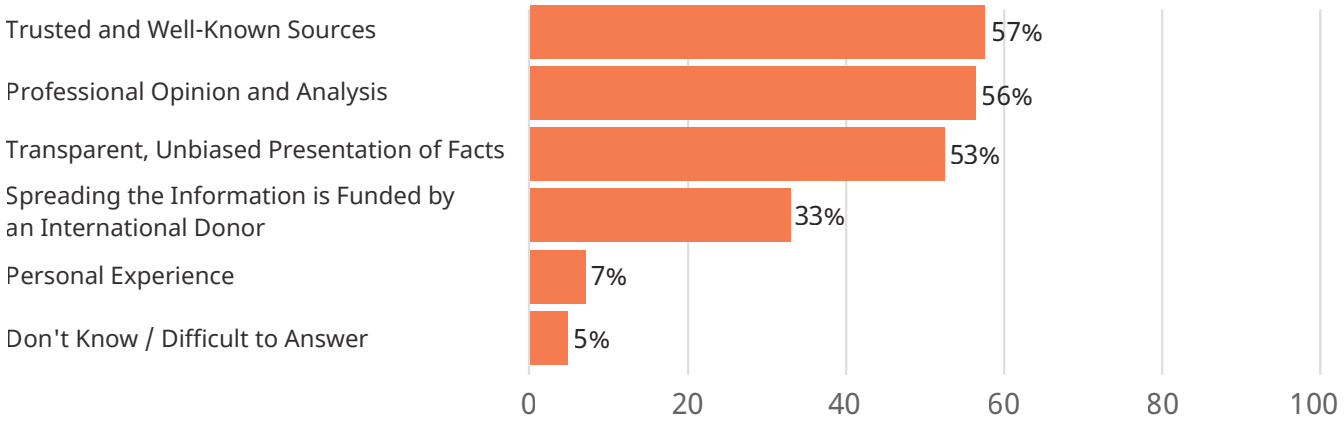
Figure 7. Top sources of information on environmental issues and their audience in Ukraine (%). n=710.



Credibility criteria for the information on environmental issues and climate change

When it comes to source credibility, most people who confirmed receiving information on environmental issues prioritize trusted and well-known sources (57%) and professional opinion and analysis (56%). Transparent, unbiased presentation of facts is critical for 53% of people who confirm receiving information on environmental issues, whereas 33% appreciate if the information is funded by international donors (Figure 8).

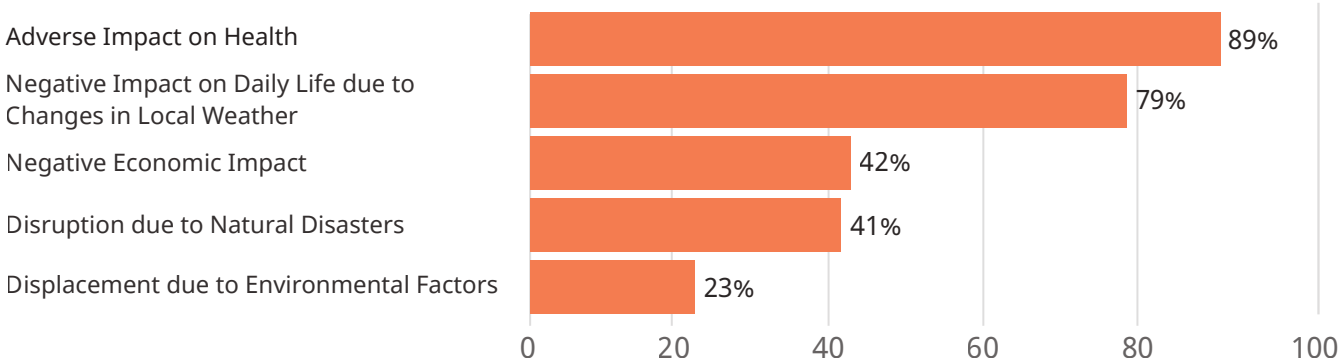
Figure 8. Credibility criteria for the information on climate change and environmental issues (%). n=710.



3.3. Perceptions on the impact of climate change in Ukraine

People who receive environmental information from personal networks notice climate change impacts around them more than those who do not – 88% of those receiving information from family, friends or colleagues say climate change affects them or those around them. An overwhelming majority in Ukraine, 77%, confirm that climate change personally affects them or their family, relatives, friends or neighbours. The most commonly recognized impacts are adverse health effects (cited by 89% of those affected), negative impacts on daily life due to local weather changes (79%), economic impacts (42%), disruptions due to natural disasters (41%) and displacement due to environmental factors (23%) (Figure 9).

Figure 9. The most cited negative impacts of climate change in Ukraine (%). n=768.



Due to statistically insignificant demographic differences concerning the negative impact on daily life from local weather changes, disruptions from natural disasters or displacement due to environmental factors, this chapter focuses on adverse health and economic effects.

Adverse health effects of climate change by age, gender and residence

Among the 768 respondents affected by climate change, 89% (677 people) cited adverse health impacts. Patterns in age, gender and residence show how different groups perceive these health effects.

The percentage of people perceiving negative health impacts of climate change on themselves or their immediate social circles (family, friends, neighbours, colleagues or others) increases with age, ranging from 77% of people aged 25-34 to 96% of people aged 65+ who recognize the negative impacts of climate change. The youngest group, aged 16-24, represents the smallest share (8%) of those reporting such impacts, whereas people aged 65 and older make up the largest group (23%) experiencing these health concerns (Figures 10 and 11).

Figure 10. Group reporting adverse health impacts on themselves or their social circles by age (%). n=677.

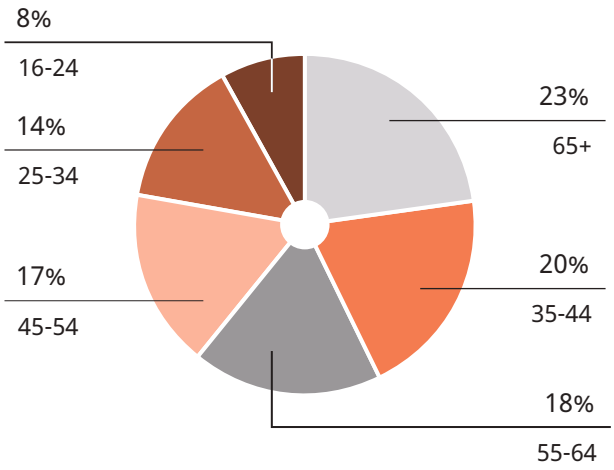
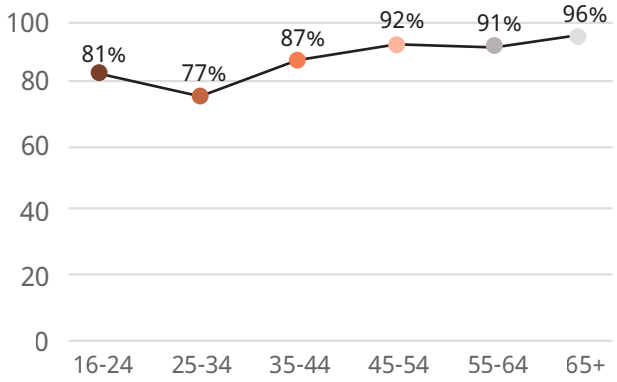


Figure 11. Reported negative health impacts of climate change by age (%). n=677.



Noticeable gender differences emerge regarding reported adverse health impacts of climate change. Women are more likely to report that climate change negatively impacts their health or their immediate social circles (93% of women who recognize negative climate change impacts, compared to 83% of men), and they do so more frequently than men (58% of people who report such impacts are women).

Since 677 individuals reported health impacts, focusing on respiratory issues due to air pollution (as an example), and 14% ranked air quality improvement as Ukraine's top environmental priority, it is crucial to examine how these health issues vary across different residence types (Figures 12 and 13). It is especially relevant given that air pollution levels are typically higher in capitals than rural areas.

Figure 12. Reported adverse health impacts on respondents or their social circles by area of residence (%). n=677.

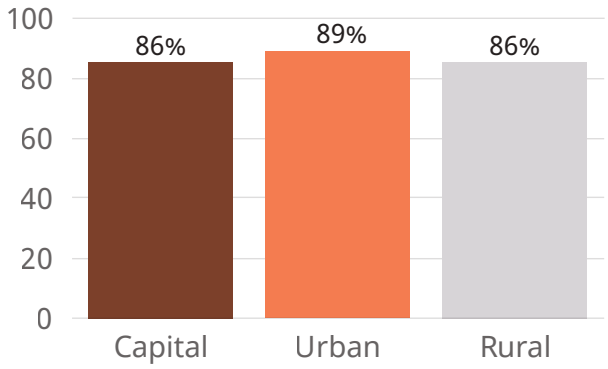
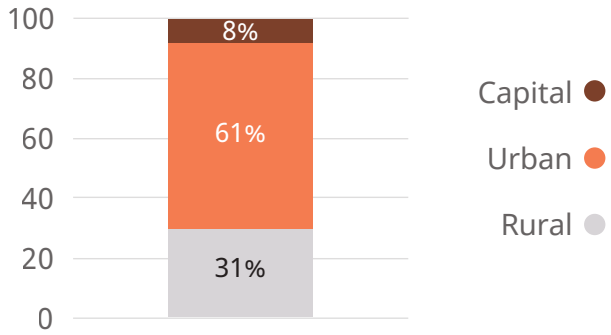


Figure 13. Group reporting adverse health impacts on themselves or their immediate social circles (%). n=677.



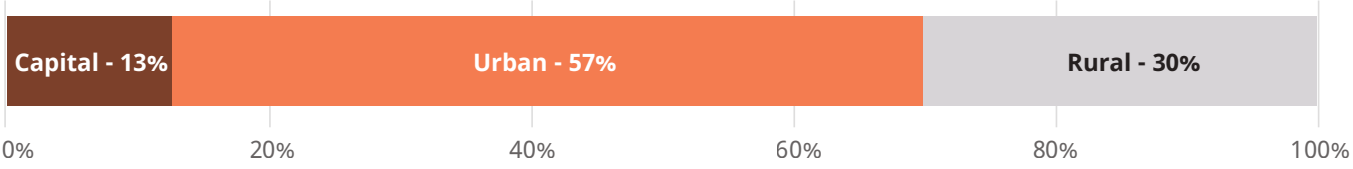
Residents of urban areas in Ukraine are more likely to report that climate change negatively impacts their health or that of their immediate social circles, with respiratory issues from air pollution frequently cited as an example (89% of residents from the urban, non-capital areas who recognize negative impacts of climate change, 86% of rural residents). Additionally, urban residents from the capital and other cities represent the majority (69%: 8% from the capital and 61% from different cities/towns) of those citing the negative health impacts of climate change on themselves, their family members, relatives, friends, neighbours and others (Figures 12 and 13).

Perceived negative economic impacts of climate change by residence area and employment status

Just under half, 42%, of people who confirmed the overall negative impacts of climate change on themselves or their immediate social circles also reported negative economic impacts. The analysis by area of residence and employment status reveals which groups perceive themselves as more vulnerable to the financial consequences of climate change.

Rural residents in Ukraine are particularly vulnerable to climate-related economic impacts. They account for 30% of those reporting these effects of climate change (Figure 14), with 51% of rural residents highlighting issues such as soil degradation and inadequate pastures. In contrast, urban and capital residents, comprising 70% of those affected (57% and 13%, respectively), primarily cite rising heating and cooling costs as their primary economic concerns. Urban residents comprise 72% (8% from the capital, 64% from other cities/towns) of all people who claim they face increased costs of air conditioning/heating due to environmental issues.

Figure 14. Group reporting negative economic impacts of climate change by area of residence (%). n=320.



Employed (46%) and self-employed (29%) individuals in Ukraine represent the majority of those reporting negative economic impacts of climate change. Among those who recognize the overall negative influence of climate change, 50% of the self-employed cite economic effects, followed by 47% of the unemployed, 46% of retirees, 41% of students and 37% of the employed (Figures 15 and 16).

Figure 15. Reported negative economic impacts of climate change by employment status (%). n=320.

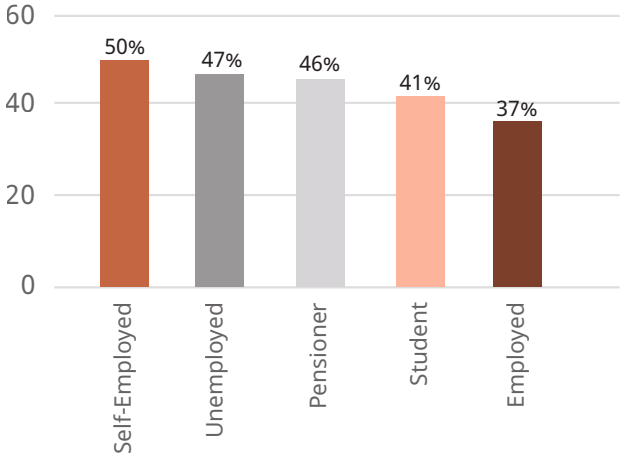
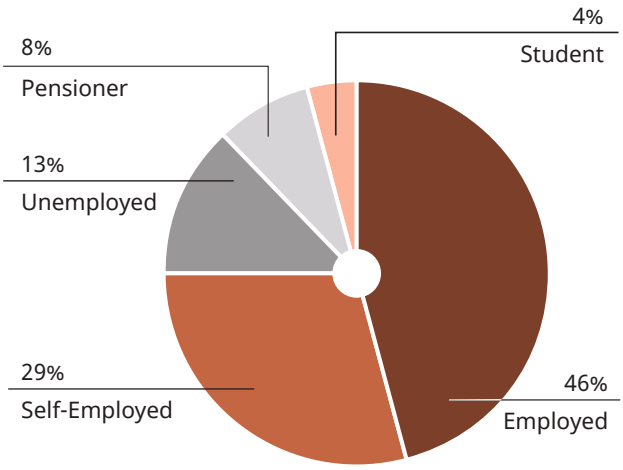


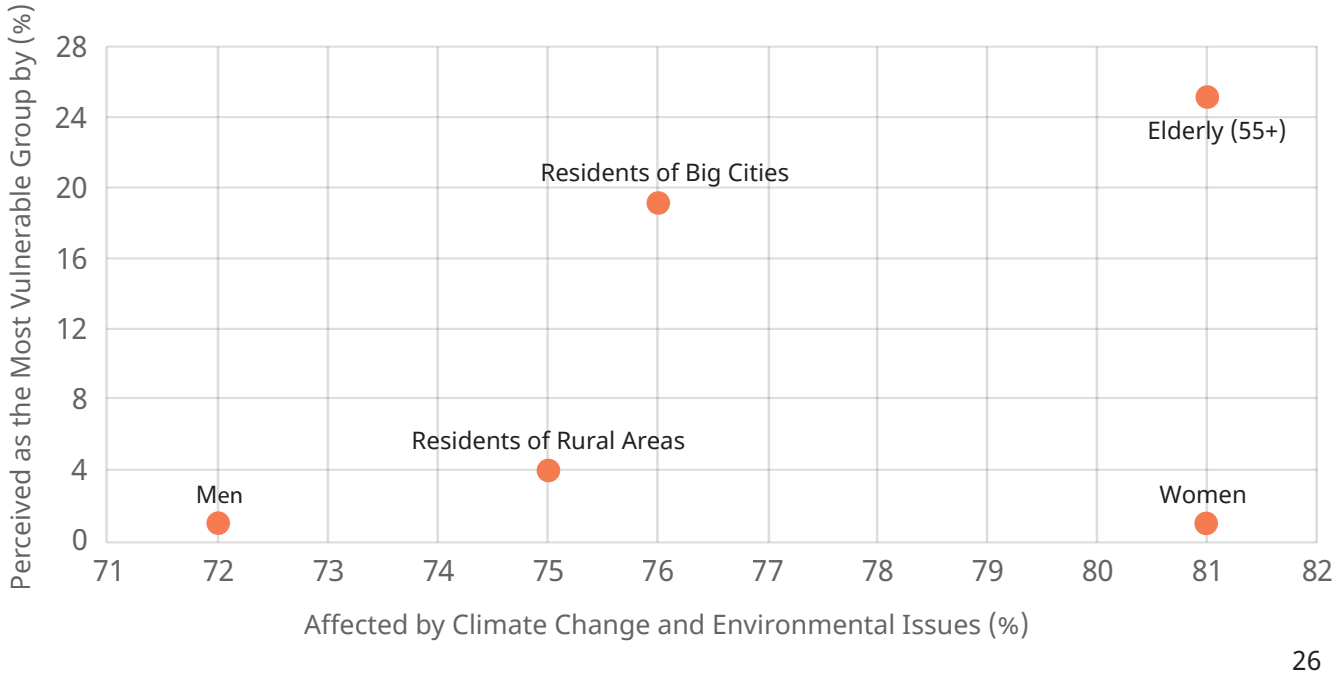
Figure 16. Group reporting negative economic impacts of climate change by employment status (%). n=320.



The most impacted by climate change in Ukraine and their perceived vulnerability

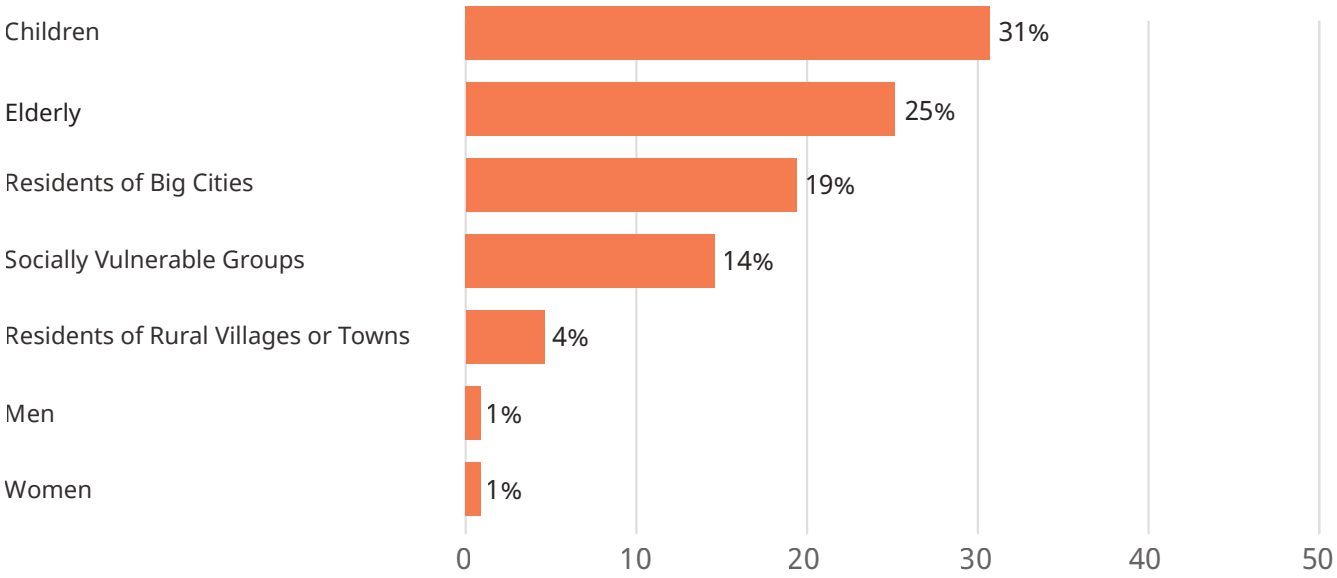
Understanding which groups are affected by climate change and comparing this to the public perceptions of vulnerability is crucial for developing effective adaptation strategies. The survey observes how different demographics report experiencing negative climate change impacts and contrasts them with public views on which groups are the most vulnerable in the country.

Figure 17. Groups affected by climate change / environmental issues and their perceived vulnerability (%). n=1000.



In Ukraine, children (31%), older adults (25%) and large city residents (19%) are seen as the most vulnerable to climate change and environmental issues. However, there is a gap between these perceptions and reported impacts. Although 72% of men and 81% of women report experiencing climate change effects, only 2% see gender as a vulnerability factor. Similarly, despite high impacts among individuals aged 55+ (81%) and rural and urban residents (75% and 76%, respectively), these groups are not widely viewed as the most vulnerable (Figures 17 and 18).

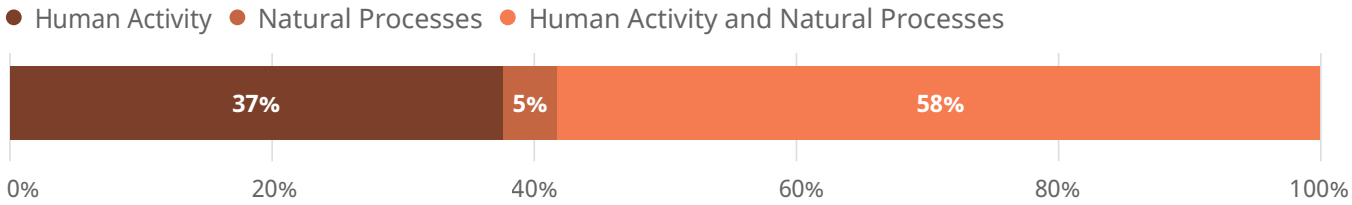
Figure 18. Public ratings of the most vulnerable groups to climate change and environmental issues (%). n=1000.



3.4. Perceived root causes of climate change in Ukraine

The survey asked respondents to identify what they believed to be the primary cause of climate change: 37% identified human activity as the root cause, only 5% attributed it solely to natural processes, and 58% believed both human activity and natural processes cause climate change (Figure 19).

Figure 19. Perceived root causes of climate change in Ukraine (%). n=1000

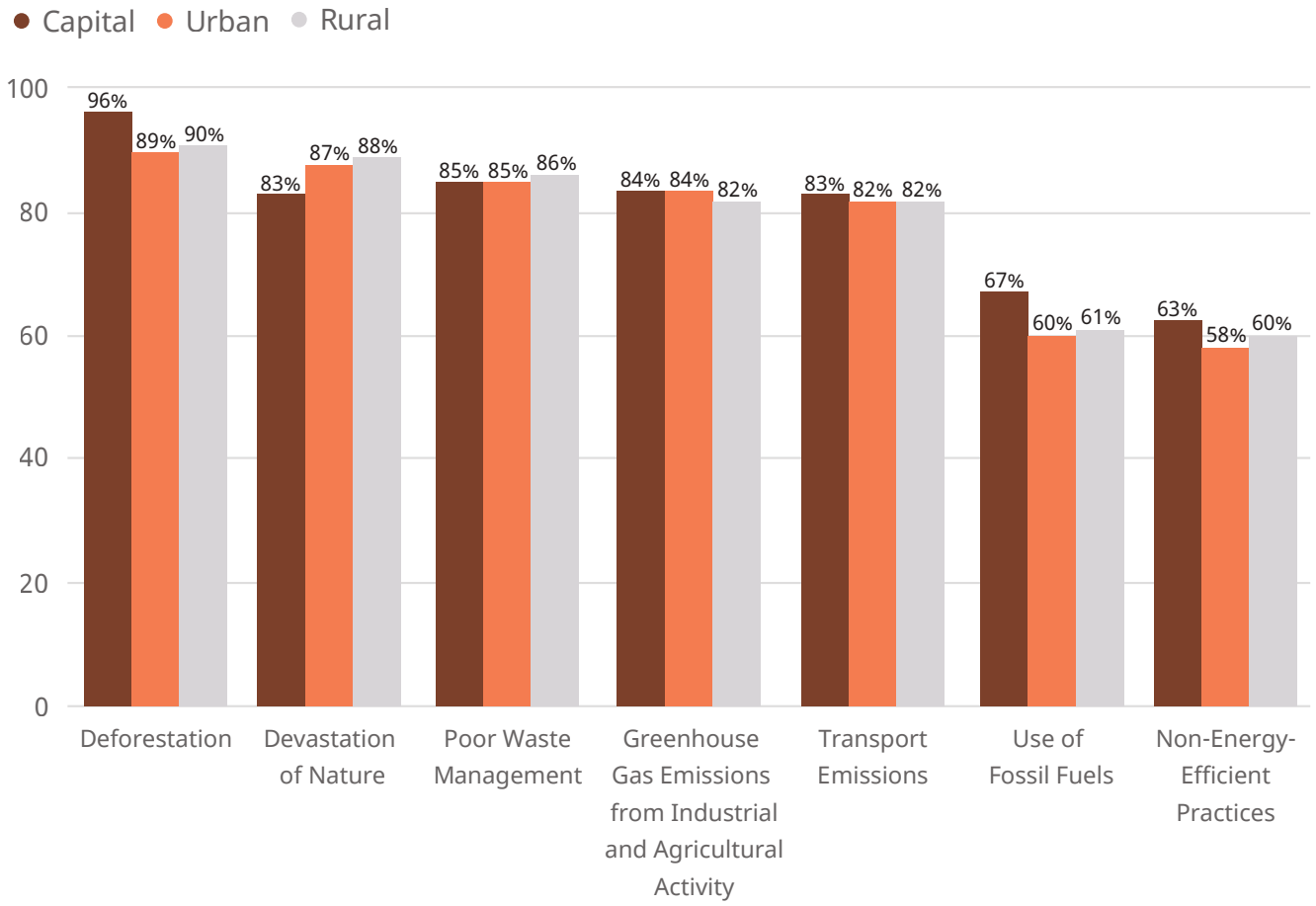


Perceived human-activity-related causes of climate change in Ukraine

Among the 946 respondents who identified human activity or a combination of human activity and natural processes as causes of climate change, the most frequently cited causes were deforestation (90%) and the devastation of nature (87%). The least cited cause was non-energy-efficient practices, such as outdated buildings or wasteful energy use (60%). Considerably, 6% acknowledged wars (explosions, shelling and chemical weapons) as a human-activity-related root cause of climate change.

Understanding how people from rural, urban and capital areas view human-activity-related root causes of climate change is valuable, as their perspectives may differ based on their unique environmental contexts and daily experiences (Figure 20).

Figure 20. Recognition of human-activity-related causes of climate change by residence area (%). n=946.



Deforestation is the most recognized human-activity-related cause of climate change in Ukraine, cited by 96% of capital, 90% of rural and 89% of urban residents who attribute climate change to human activity. Non-energy-efficient practices are among the least acknowledged, noted by 63% in the capital, 60% in rural and 58% in urban areas (Figure 20).

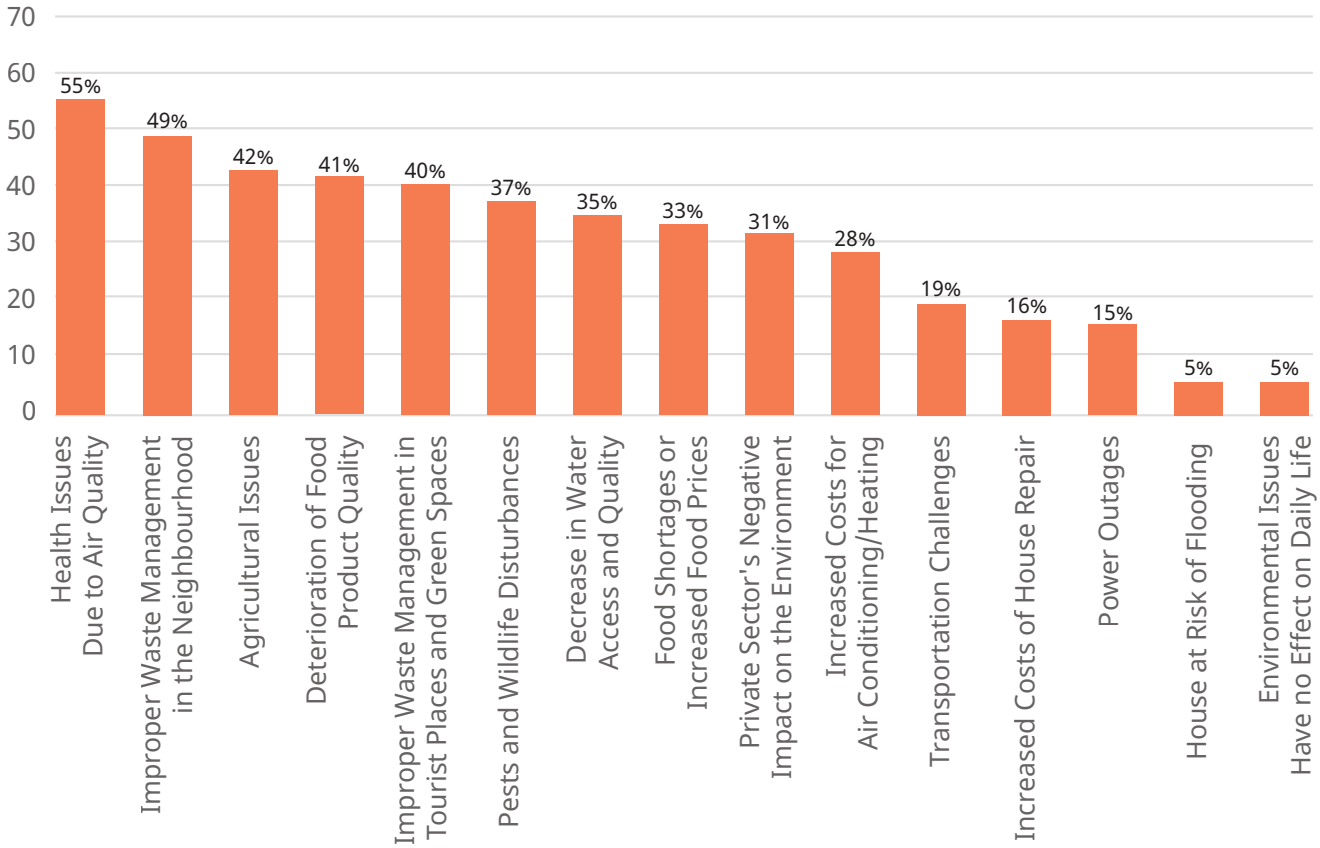
3.5. Public perceptions on environmental issues and the priority areas of environmental protection in Ukraine

This subchapter analyses public perceptions of environmental issues and priority areas for environmental protection in Ukraine to inform effective policies and strategies that address the most pressing concerns. The following sections explore how residents perceive daily challenges, such as air pollution, waste management and water quality. By examining the public's priorities for environmental protection, this section identifies the areas deemed most urgent for policy intervention. Furthermore, it investigates the link between people's exposure to environmental problems and their prioritization of relevant fields of environmental protection, providing valuable insights into the connection between lived experiences and prioritization.

Pressing environmental issues that affect daily lives of people in Ukraine

To understand the impact of environmental issues on daily life in Ukraine, respondents identified specific areas where they felt affected. The results reveal a broad spectrum of challenges that people face due to environmental problems (Figure 21).

Figure 21. Areas of daily life affected by environmental issues in Ukraine (%). n=1000.



Health concerns due to poor air quality are widespread in Ukraine, affecting 67% of residents in the capital, 56% in urban areas and 50% in rural areas.

Waste management issues are also significant, with 58% of rural residents, 45% of urban respondents and 44% of capital residents reporting problems in their neighbourhoods. Similar concerns extend to tourist areas and green spaces, affecting 47% of rural, 37% of urban and 37% of capital residents.

Food quality deterioration is a concern for 47% of rural and 40% of urban residents.

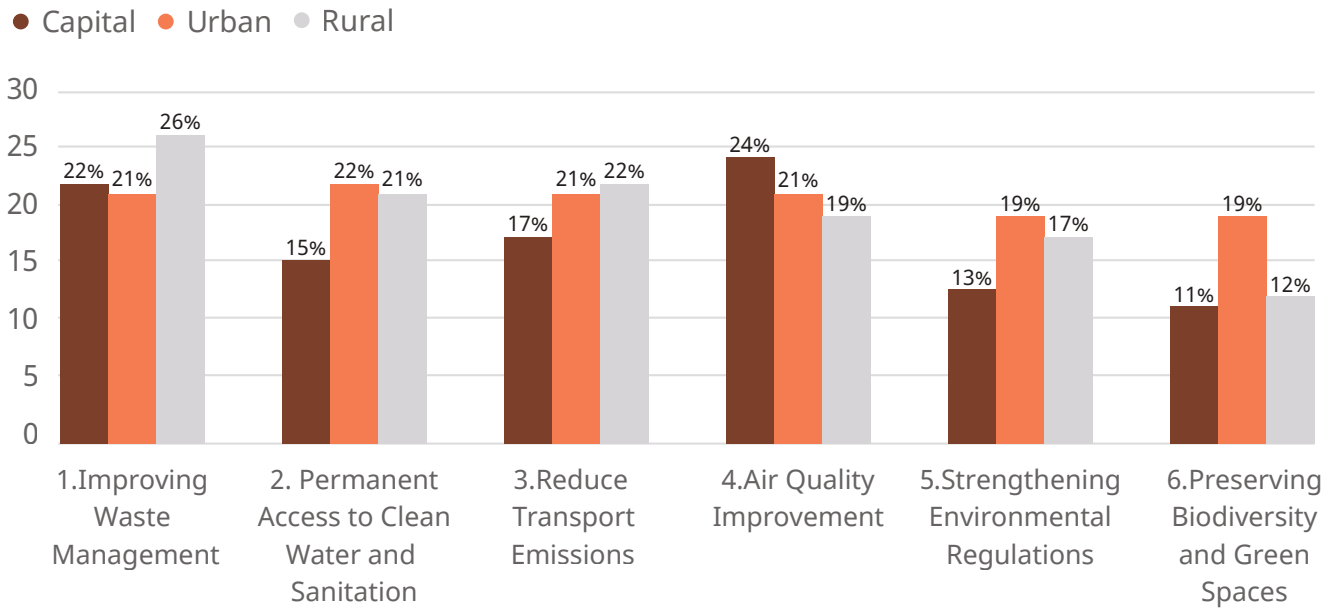
Rural respondents also highlight agricultural challenges (51%) and limited access to clean water and sanitation (36%). In urban areas, 31% report issues with pests and wildlife, while 29% of capital residents worry about the private sector's environmental impact.

Only 5% of respondents across all areas say environmental issues do not affect their daily lives.

The priority areas of environmental protection in Ukraine

After identifying the environmental issues that impact the public in Ukraine daily, it is crucial to understand how these concerns align with their priority areas of environmental protection. These areas include air quality improvement, access to clean water and sanitation, preserving biodiversity and green spaces, reducing transport emissions, improving waste management, and strengthening environmental regulations and compliance across various sectors (Figure 22).

Figure 22. Priority areas of environmental protection as ranked by the public in Ukraine (%). 1= Highest Priority, 6 = Lowest. n=1000.



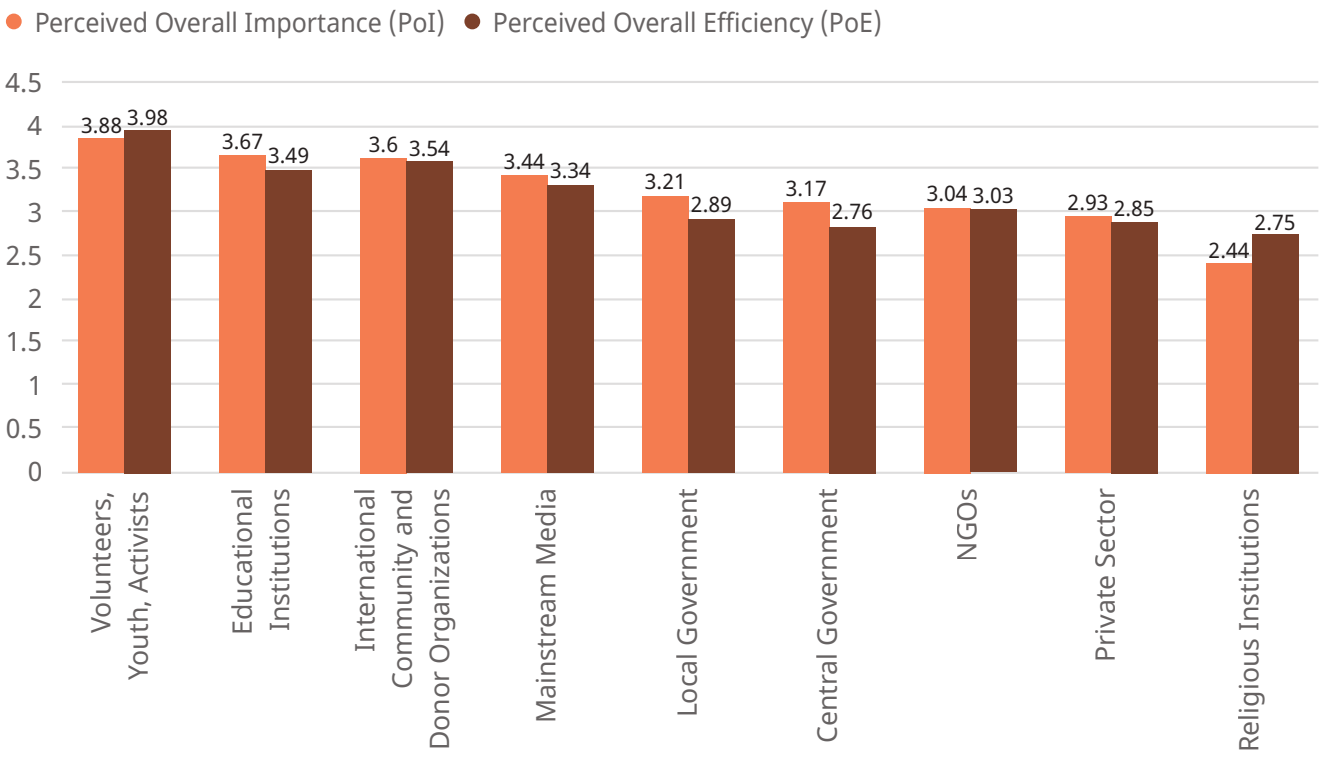
In Ukraine, the public's top environmental priorities are as follows: [1] improving waste management; [2] permanent access to clean water and sanitation; [3] reducing transport emissions; [4] air quality improvement; [5] strengthening environmental regulations; and [6] preserving biodiversity and green spaces (Figure 22).

3.6. Perceived importance and efficiency of different actors in environmental protection

Survey participants rated the importance and efficiency of various actors in implementing environmental protection activities, programs or regulations on a scale from 1 (not important/efficient at all) to 5 (extremely important/efficient). The perceived overall importance (POI) and efficiency (POE) rely on arithmetic means to determine which entities the public considers most influential in driving environmental action in Ukraine. The results provide a comprehensive view of how the public perceives the importance and efficiency of each actor in driving environmental action in Ukraine (Figure 23).

In Ukraine, the public views volunteers, youth, and activists as the most important and efficient in environmental protection, whereas religious institutions are seen as the least important and efficient. Interestingly, local governments are perceived as more important and efficient than central government (Figure 23).

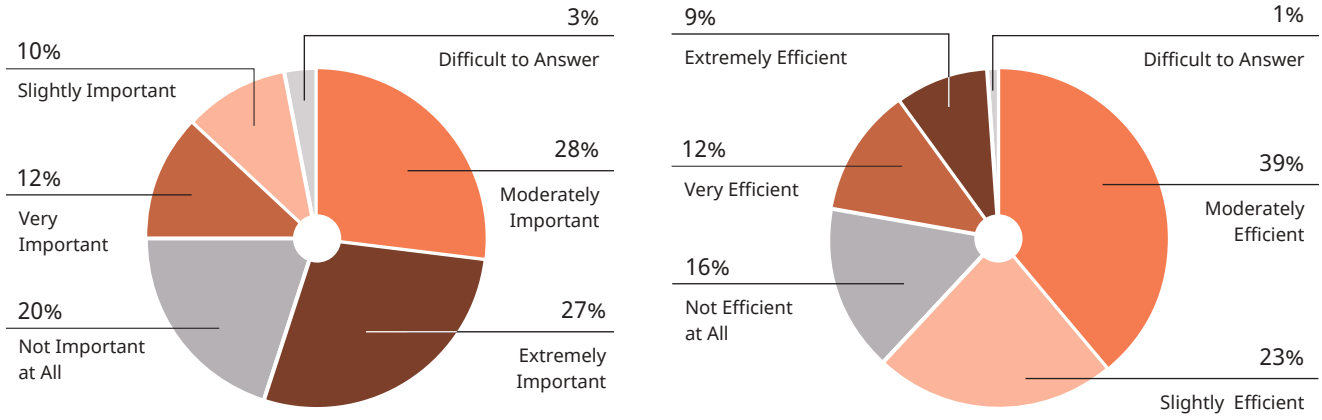
Figure 23. Perceived Overall Importance and Efficiency of Different Actors in Ukraine. n=1000



Central government's perceived overall importance and efficiency in environmental protection

The central government is seen as "moderately important" in environmental protection, with 27% of respondents rating its role as "extremely important" and 12% as "very important". However, only 9% of respondents view it as "extremely efficient" and 16% consider central government "not efficient at all" (Figure 24). This gap is visible in the perceived overall importance (POI=3.17 out of 5) and efficiency (POE=2.76 out of 5) scores. Notably, 31% of people in Ukraine claim they are "extremely likely" and 18% are "very likely" to support government-led environmental initiatives.

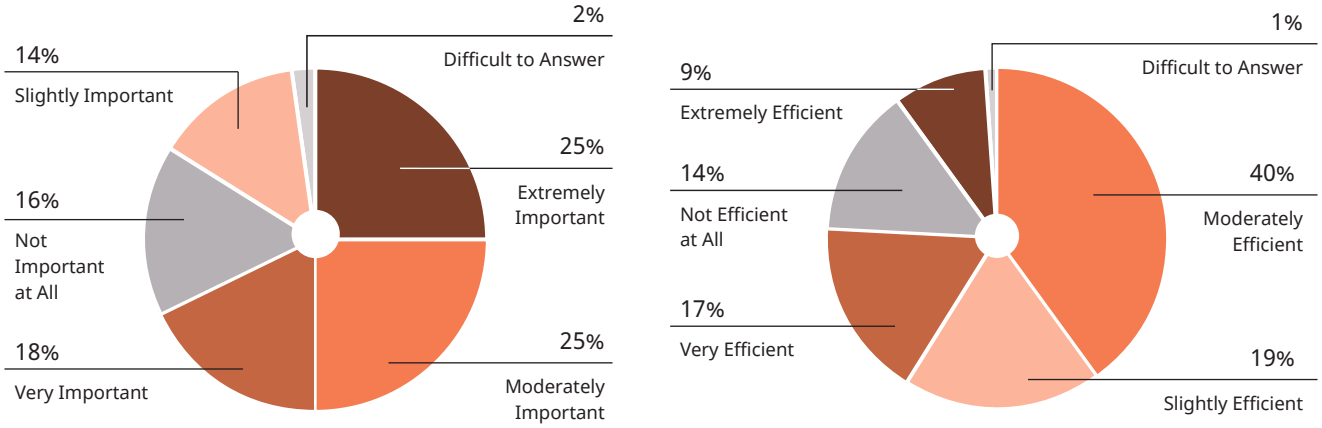
Figure 24. People in Ukraine rate the importance (left) and efficiency (right) of central government in environmental protection (%). n=1000.



Local government's perceived overall importance and efficiency in environmental protection

The public in Ukraine views local government as "moderately important" (POI=3.21 out of 5) in environmental protection and as nearly "moderately efficient" (POE=2.89 out of 5). Notably, 27% of people view them as "extremely important" in urban (non-capital) areas, compared to 22% in rural settlements (25% in total, including the capital). Meanwhile, only 9% (overall) consider them "extremely efficient" (Figure 25).

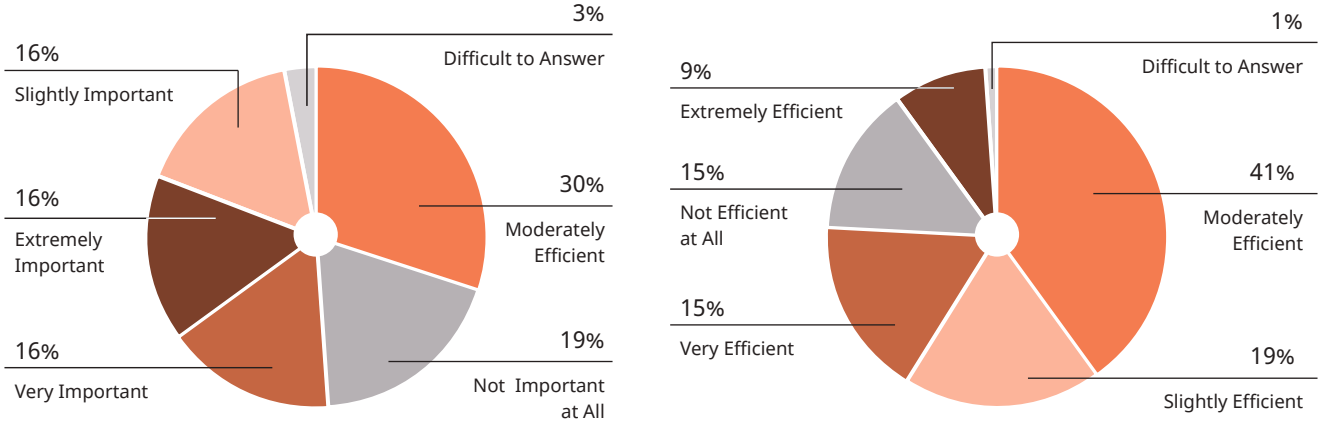
Figure 25. People in Ukraine rate the importance (left) and efficiency (right) of local governments in environmental protection (%). n=1000.



Private sector's perceived overall importance and efficiency in environmental protection

The private sector in Ukraine is considered to have nearly "moderate" importance and efficiency in environmental protection (PoI=2.93 out of 5, PoE=2.85 out of 5) by the public. It is "extremely important" for 16% and extremely "efficient" for 9% (Figure 26). Notably, 56% in Ukraine are "extremely likely", and 21% are "very likely" to support corporate sustainability initiatives.

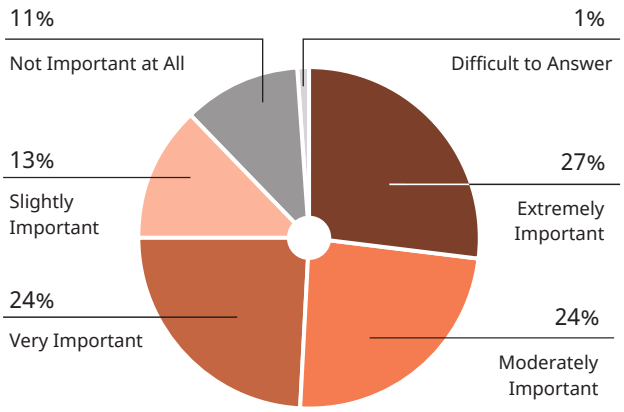
Figure 26. People in Ukraine rate the importance (left) and efficiency (right) of private sector in environmental protection (%). n=1000.

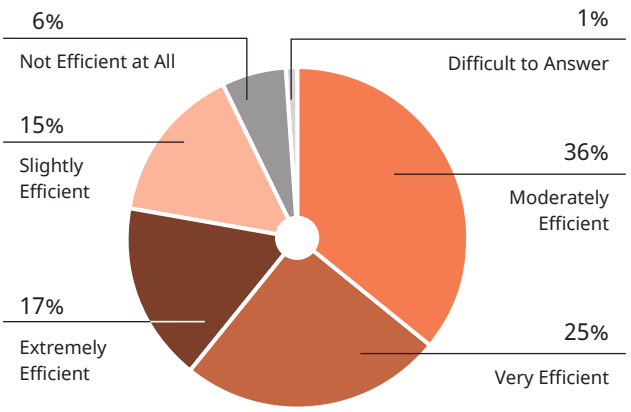


Mainstream media's perceived overall importance and efficiency in environmental protection

Mainstream media, including television, radio and press, is viewed as falling between the "moderately" and "very" important/efficient category (POI=3.44 out of 5, POE=3.34 out of 5) in environmental protection, with 27% of respondents rating it as "extremely important" and 17% as "extremely efficient" (Figure 27).

Figure 27. People in Ukraine rate the importance (left) and efficiency (right) of mainstream media in environmental protection (%). n=1000.

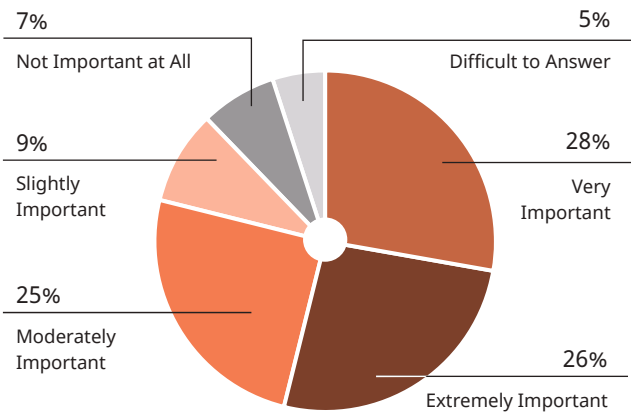


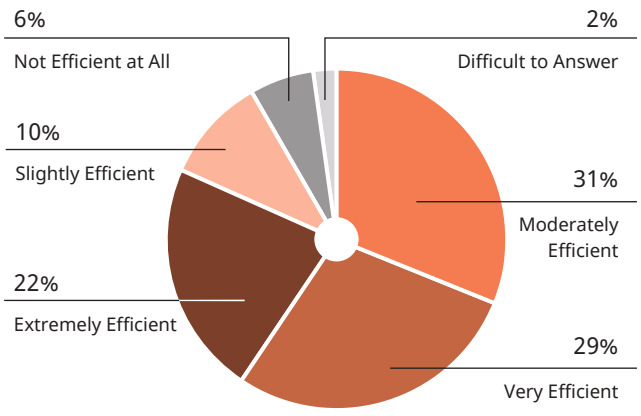


International community and donor organizations' perceived overall importance and efficiency in environmental protection

The international community and donor organizations play a crucial role in environmental protection in Ukraine, with a perceived importance (POI) rating of 3.6 and efficiency (POE) of 3.54 out of 5. Notably, 26% of the public view them as "extremely important" and 22% find them "extremely efficient" (Figure 28).

Figure 28. People in Ukraine rate the importance (left) and efficiency (right) of international community and donor organizations in environmental protection (%). n=1000.





Since the European Union (EU) plays a significant role in environmental protection in Ukraine, the survey collected information on public opinion about its thematic influence. The results showed that 36% consider EU integration "very significant" and 21% "significant" in influencing environmental policies in the country. The most desired form of EU support includes sharing expertise and technology (89%), facilitation of thematic international cooperation (88%), and supporting thematic research and innovation (86%) (Figures 29 and 30).

Figure 29. Public perceptions about EU integration's influence on environmental policies in (%). n=1000.

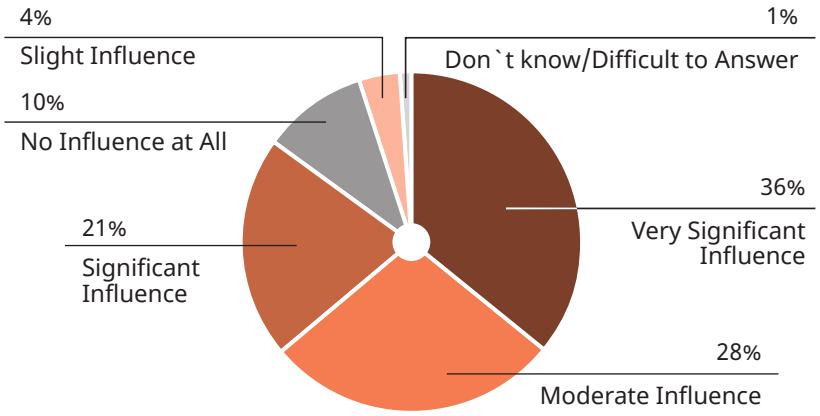
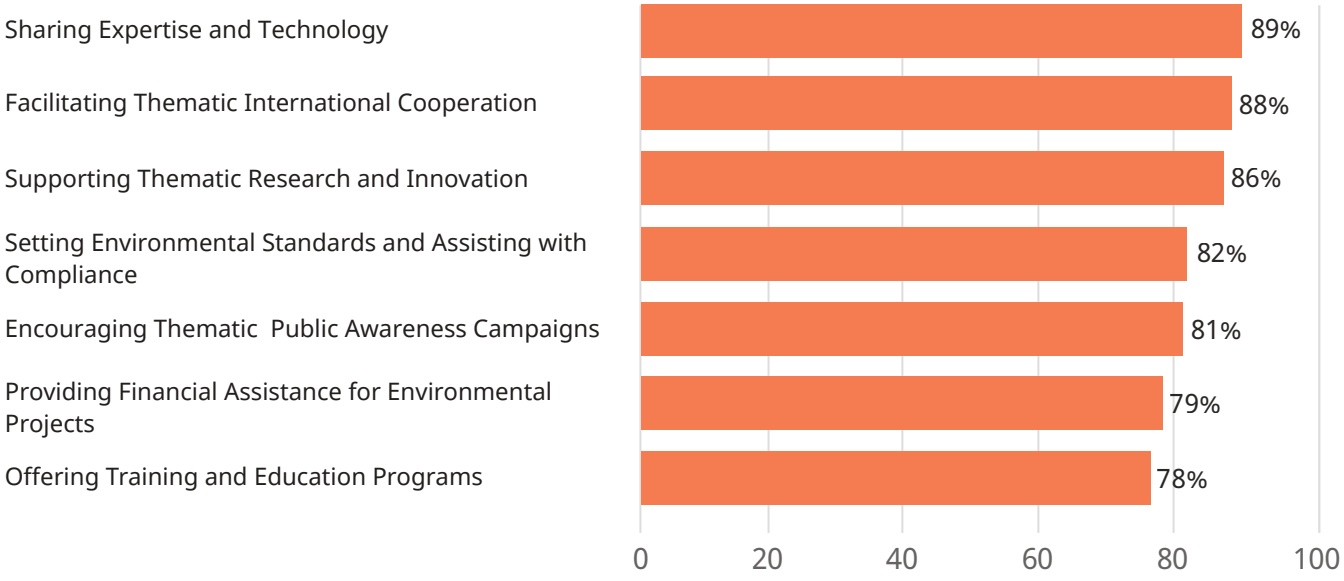


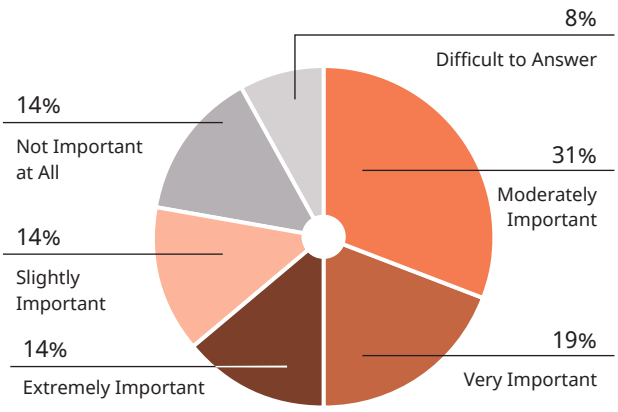
Figure 30. Perceived ways of EU's thematic support to Ukraine (%). n=884.

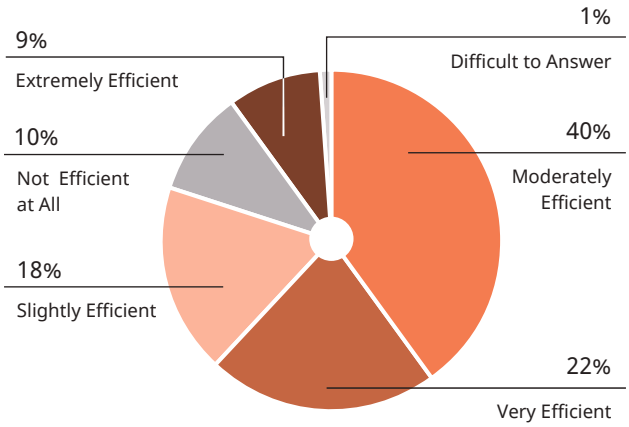


Non-governmental organizations' (NGOs) perceived overall importance and efficiency in environmental protection

The public in Ukraine views non-governmental organizations (NGOs) as "moderately important" (POI=3.04 out of 5) and "moderately efficient" (POE=3.03 out of 5) in environmental protection. While only 14% see NGOs as "extremely important" and 9% as "extremely efficient" (Figure 31), 25% are "extremely likely" and 18% "very likely" to support NGO-led thematic initiatives.

Figure 31. People in Ukraine rate the importance (left) and efficiency (right) of non-governmental organizations in environmental protection (%). n=1000.

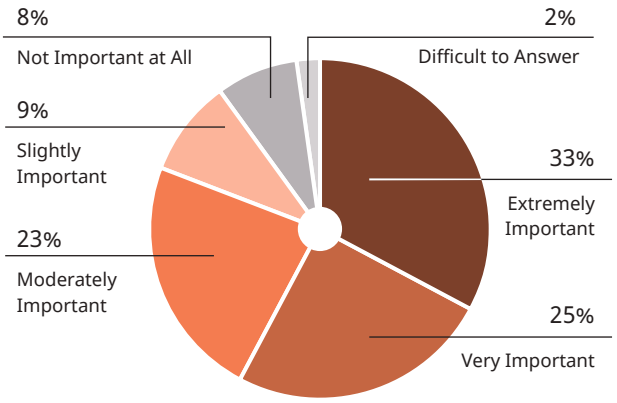


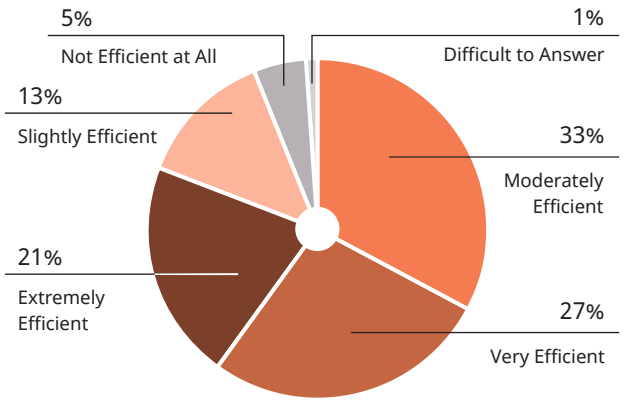


Educational institutions perceived overall importance and efficiency in environmental protection

With 33% of respondents rating them as “extremely important” and 21% as “extremely efficient” (Figure 32), educational institutions, including schools and universities, are considered “moderately important” (POI=3.67 out of 5) and “moderately efficient” (POE=3.49 out of 5) in driving environmental action. Notably, 53% say they are “extremely likely” and 21% “very likely” to support thematic educational programs and information campaigns.

Figure 32. People in Ukraine rate the importance (left) and efficiency (right) of educational institutions in environmental protection (%). n=1000.

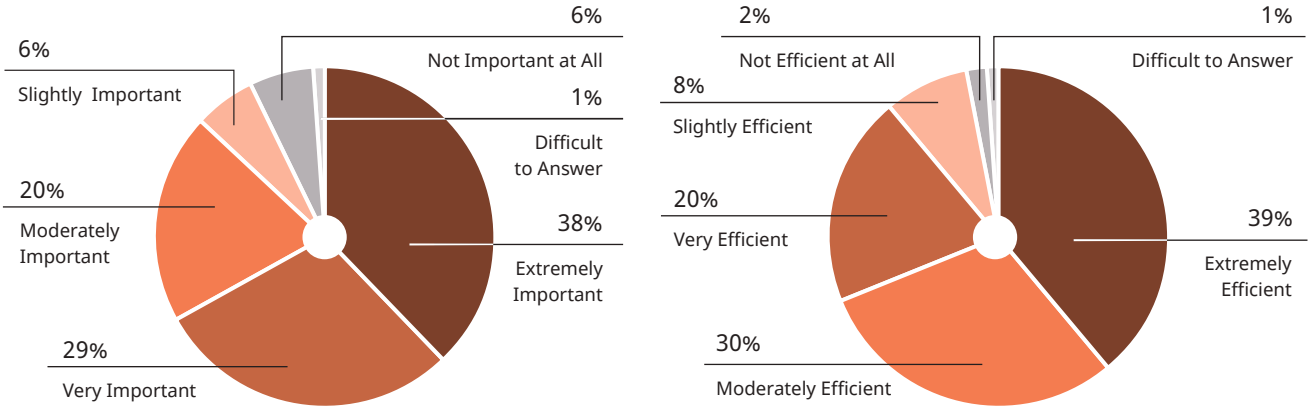




Volunteers, youths and activists’ perceived overall importance and efficiency in environmental protection

Public perceptions place volunteers, youth and activists close to the “very important” category (PoI=3.88 out of 5) for their role in environmental protection, with their efficiency rated as “very efficient” (PoE=3.98 out of 5). Among respondents, 38% consider these groups “extremely important” and 39% “extremely efficient” (Figure 33). Younger age groups, especially those aged 16-24 and 25-34, express the highest level of support, with a significant percentage viewing these actors as “extremely important” (49% of those aged 16-24) and “extremely efficient” (45% of those aged 25-34).

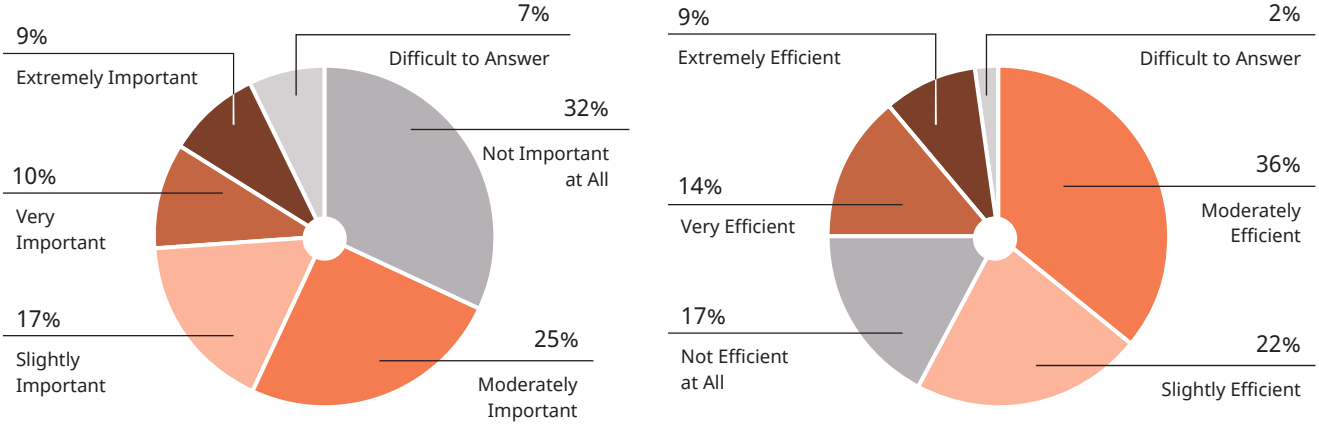
Figure 33. People in Ukraine rate the importance (left) and efficiency (right) of volunteers, youths and activists in environmental protection (%). n=1000.



Religious institutions' perceived overall importance and efficiency in environmental protection

In Ukraine, the public views religious institutions as "slightly important" (POI=2.44 out of 5) and nearly "moderately efficient" (POE=2.75 out of 5) in driving environmental action. Specifically, only 9% rate their role as "extremely important" and "extremely efficient" (Figure 34).

Figure 34. People in Ukraine rate the importance (left) and efficiency (right) of religious institutions in environmental protection (%). n=1000.



3.7. Personal engagement in environmental protection in Ukraine

The survey asked respondents if they engaged in activities to protect the environment, such as recycling or reducing waste. The results provide insight into individual commitment to environmental protection. A majority, 66% of individuals, reported participating in such activities. Examining engagement across different demographics is valuable, as it covers a widespread recognition of environmental responsibility and the potential for diverse groups to take part in these actions.

Engagement in environmental activities demonstrates that women are more active (72%) than men (60%): 57% of participants in such activities are women.

When examining age groups, people aged 45-54 exhibit the highest engagement at 69%, followed by those aged 65+ at 68% and 35-44 at 67%. In comparison, youth aged 16-24 display the lowest engagement at 60%. Interestingly, the group of people who say they engage in activities that help protect the environment includes all age groups (Figures 35 and 36).

Figure 35. Reported engagement in environmental protection activities by age in Ukraine (%). n=668.

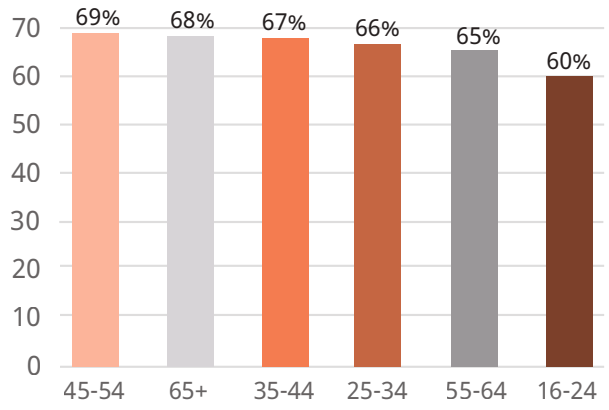
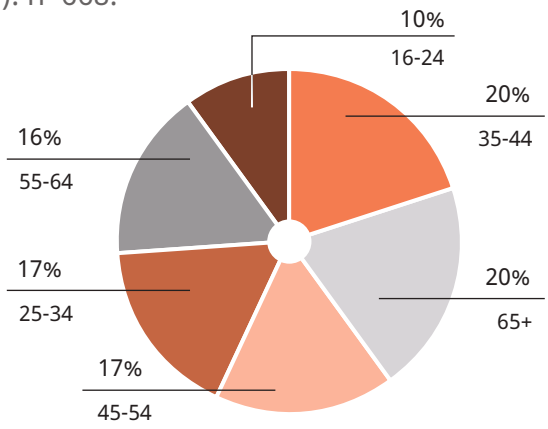


Figure 36. Group of people engaged in activities to protect the environment by age (%). n=668.



Educational background plays a critical role in engagement. Those with PhDs/doctorates or equivalent degrees are the most active, with a 77% participation rate, indicating that advanced education may better foster commitment to environmental issues. In contrast, individuals with lower secondary education show the lowest rate of engagement at 27% (Figure 37).[2]

Engagement in activities that help protect the environment increases with higher levels of education. The composition of those engaged shows that individuals with a university degree (bachelor's, master's or equivalent) (59%) make up the majority (Figure 38).

Figure 37. Reported engagement in environmental protection activities by education in Ukraine (%). n=668.

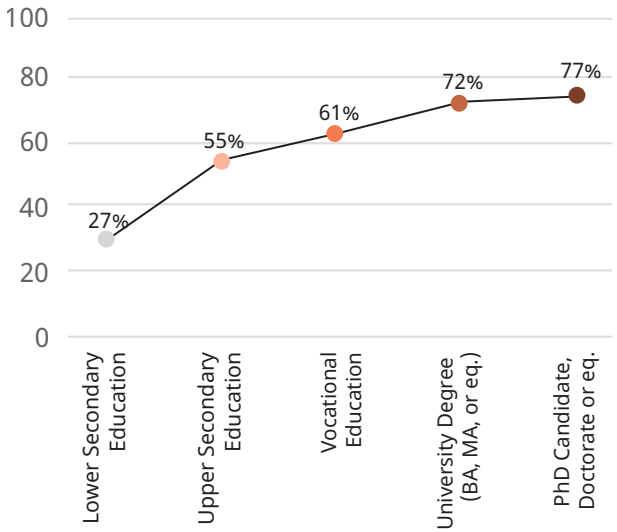
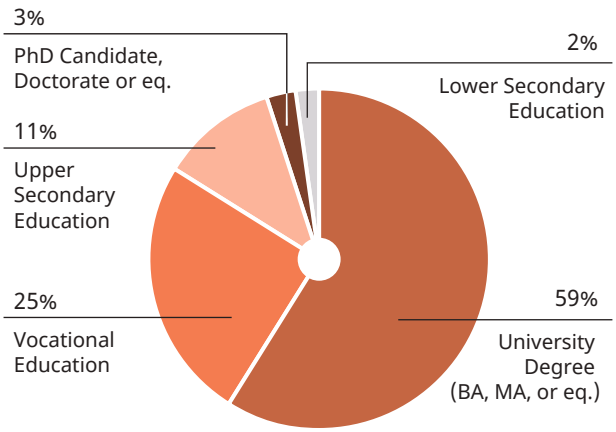


Figure 38. Group of people engaged in activities to protect the environment by education (%). n=668.



[2] *Although 50% of individuals without formal education reported engagement in such activities, the group size (only one respondent) is too small to draw meaningful conclusions.*

Capital residents demonstrate the highest level of engagement in activities that help protect the environment, with 71% of them reporting participation, followed by people from urban areas (66%). Rural residents have the lowest engagement rate of 65% in such activities (Figure 39).

When looking at the composition of the group of people who report being engaged in activities that help protect the environment, urban residents represent the largest group (59%) (Figure 40).

Figure 39. Reported engagement in environmental protection activities by area of residence in Ukraine (%). n=668.

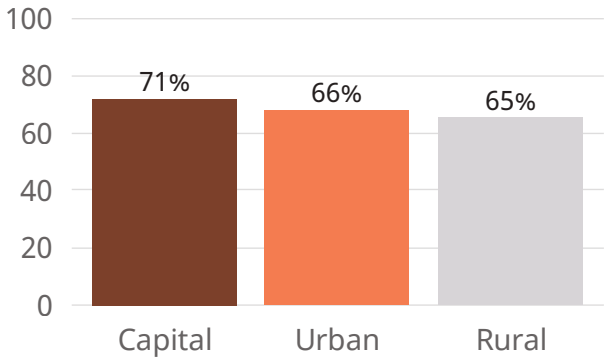
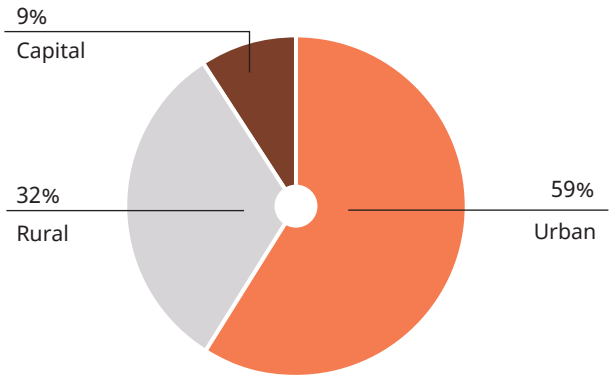


Figure 40. Group of people engaged in activities to protect the environment by area of residence (%). n=668.



Marital status reveals interesting patterns regarding engagement in activities that help protect the environment. While married individuals constitute the majority of those engaged in environmental activities (56%), when it comes to the total number of people surveyed, the participation rate of married people is only third place (66%), after people in domestic partnerships (69%) and widowed individuals (69%) (Figures 41 and 42).[3]

Figure 41. Engagement in activities that help protect the environment by marital status (%). n=668.

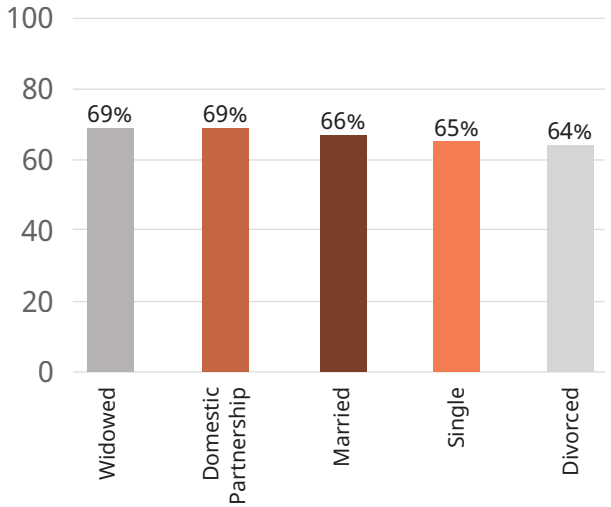
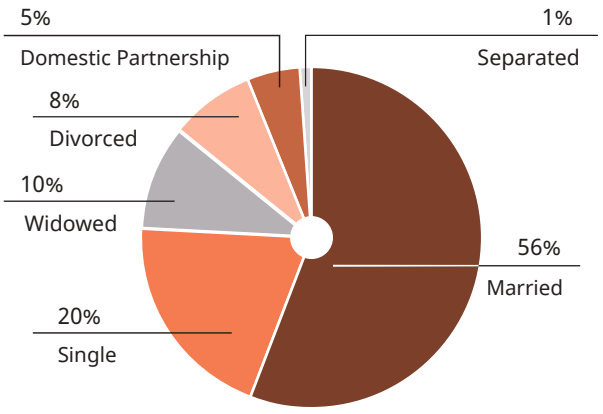


Figure 42. Group of people engaged in activities to protect the environment by marital status (%). n=668.



[2] *Although separated individuals reported high engagement in such activities (67%), the overall small number of them (n=4) is statistically insignificant, preventing valid conclusions about this demographic.*

Employment status highlights differences in engagement levels. The self-employed are notably active, with 71% participation rate, followed by students and pensioners (both at 67%) and employed individuals at 66%. Unemployed individuals show a 61% participation rate. Conversely, the people who engage in activities that help protect the environment are predominantly employed (Figures 43 and 44).

Figure 43. Engagement in activities that help protect the environment by employment status (%). n=668.

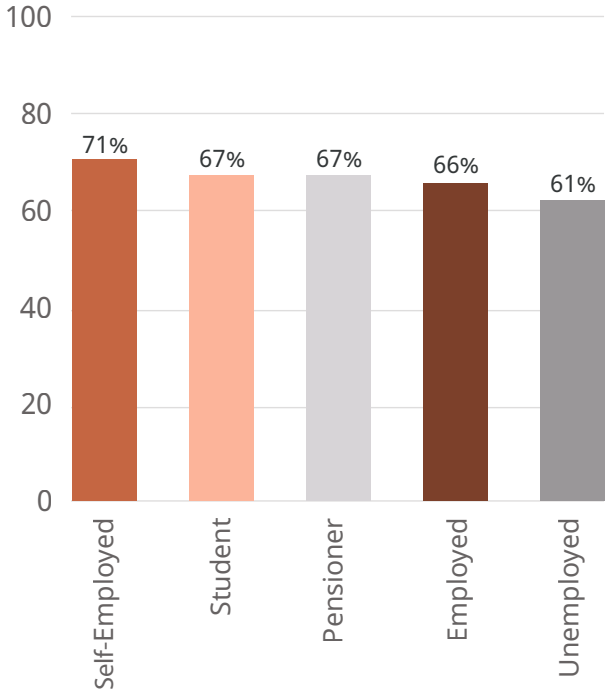
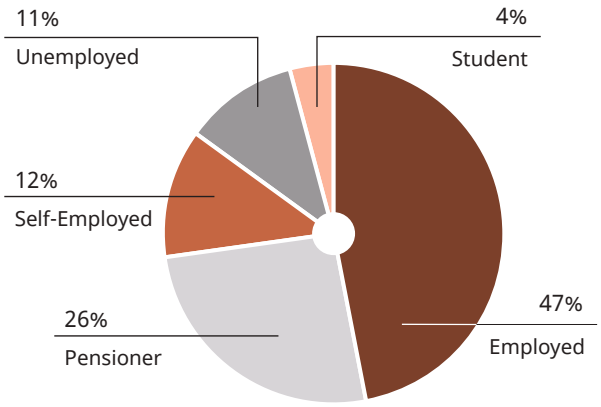


Figure 44. Group of people engaged in activities to protect the environment by employment status (%). n=668.



Notably, 67% of ethnic Ukrainians report being engaged in activities that help protect the environment, making up 83% of all ethnic groups participating in environmental protection activities.

The report describes engagement in activities that help protect the environment according to the engagement rate (the proportion of people within a demographic (e.g., women) who participate in such activities) and their representation (the share of that demographic within the total group of active participants).

Top engagement rates in environmental activities are seen among women (72%), those aged 45-54 (69%), people with advanced education (PhD candidates or doctorate equivalent) (77%), capital residents (71%), those in a domestic partnership or widowed (69%), self-employed people (71%) and ethnic Ukrainians (67%).

In terms of those actively engaged in environmental activities, the largest groups are women (57%), individuals aged 35-44 and 65+ (20% each), those with university degrees (bachelor's, master's or equivalent) (59%), urban (non-capital) residents (59%), married individuals (56%), employed people (47%) and ethnic Ukrainians (83%).

Exposure to climate change and engagement in environmental protection

The study analysed 768 respondents who reported themselves or their families, friends, colleagues or neighbours having been affected by climate change, to explore the link between climate change exposure and environmental activity. Among those affected, 71% participate in environmental protection efforts, representing 82% of all participants.

Perceptions on the effective ways of individual contribution to environmental protection

The survey asked the 668 respondents who reported engaging in environmental protection activities to rate the effectiveness of the ways individuals can personally contribute to environmental protection. The options were rated on a scale from 1 (not effective at all) to 5 (extremely effective), providing insight into public perceptions of the most impactful contribution forms. The perceived overall effectiveness of each way uses arithmetic means to determine the most effective (Figure 45 and Annex 3).

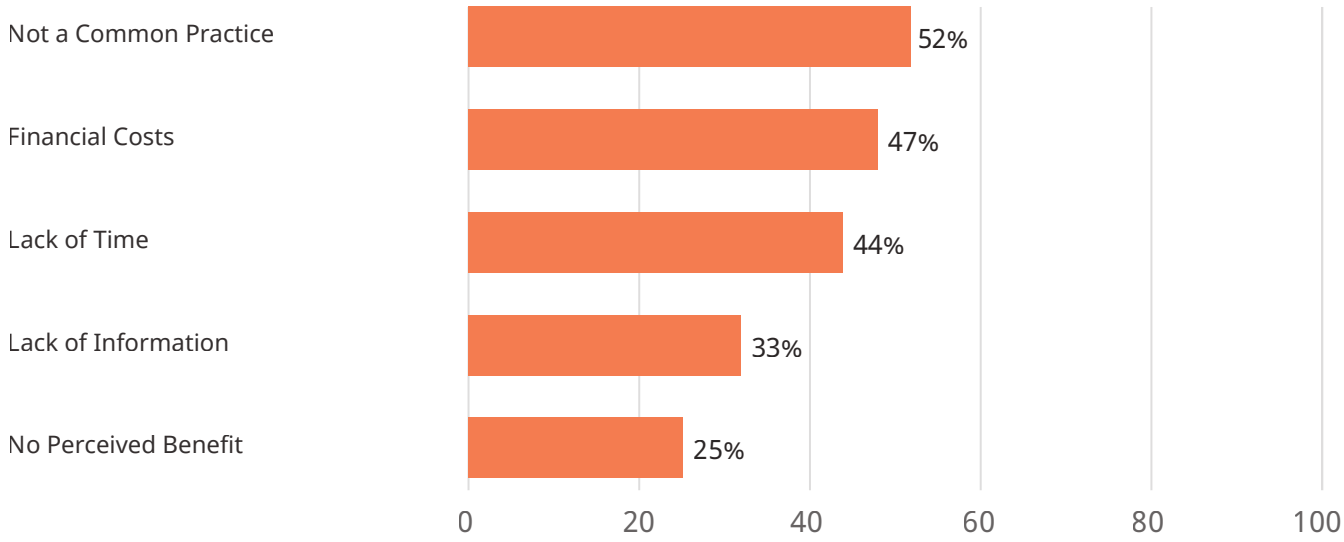
Figure 45. Perceived overall effectiveness of individual contribution to environmental protection. n=668.

The public in Ukraine sees recycling and waste reduction as the most effective individual action for environmental protection, followed by sustainable transportation, adopting eco-friendly practices, and supporting environmental policies and initiatives. Saving energy is seen as the least effective (Figure 45). Additionally, among respondents who identified other “extremely effective” actions, 88% highlighted educational programs and awareness campaigns.

Obstacles to engaging in environmental protection activities

After inquiring about the public’s perception of how individuals can contribute to environmental protection, the survey asked the 329 respondents who reported not being personally engaged in environmental activities to identify the obstacles that prevent them from participating (Figure 46).

Figure 46. Cited obstacles to personally engaging in environmental protection activities (%). n=329.



The most frequently cited obstacle to engaging in environmental protection activities is the perception that such practices are not common, mentioned by 52% of non-participant respondents, primarily employed individuals (53% of non-participants) urban residents (70%) and those with university degrees (44%). Financial costs were the second most cited barrier (47%), affecting unemployed individuals (36% of this group). Lack of time excused 44% of respondents, with university graduates (57% of those citing this issue) being the most affected. A lack of information was cited by 33%, especially by people aged 35-44 (39% of this age group), men (63% of people citing lack of information) and 41% of individuals with upper secondary education. A lack of perceived benefit was mentioned by 25% of respondents, with 72% being men. Lastly, 7% cited a lack of desire or laziness as a barrier.

3.8. Perceptions regarding energy efficiency and energy security in Ukraine

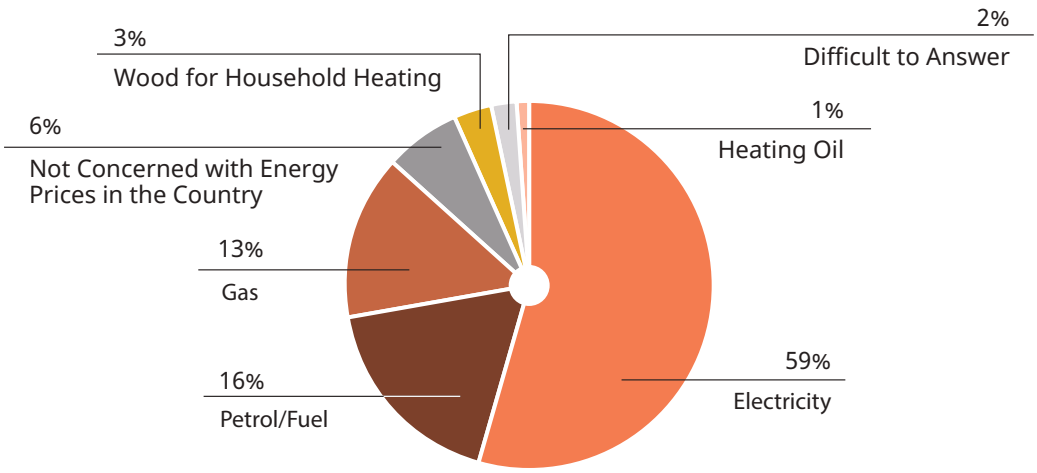
Non-energy-efficient practices were identified as an issue by 60% of people who consider human activity a cause of climate change, and saving energy was rated as an “extremely effective” way of contributing to environmental protection by 30% of those who claim to engage in such activities and “very effective” by 30%. Therefore, exploring public perceptions regarding energy efficiency and security in Ukraine is crucial.

The survey explored various topics on this theme, including concerns about energy prices, perceptions and practices related to adopting renewable energy in Ukraine, and concerns regarding dependence on foreign energy sources.

Concern regarding energy prices in Ukraine

The survey asked people in Ukraine to identify the most concerning energy prices. With one response allowed only, the segment below provides insight into which types of energy are perceived as the most financially burdensome in the country (Figure 47).

Figure 47. Energy price that concerns the public in Ukraine the most (%). n=1000.



Electricity emerged as the top energy price concern, cited by 59% of respondents, particularly among women (63% of female respondents), pensioners (66%) and 70% of urban area residents (61% from urban areas and 9% from the capital). Petrol was the second most concerning energy type, selected by 16% of respondents, especially those aged 16-24 (31% of this age group). Gas prices followed closely, cited by 13% of respondents concerned about any energy price in Ukraine, with 43% of them from rural areas. Only 6% of respondents reported no concerns about energy prices in Ukraine.

The practice of adopting renewable energy in Ukraine

Nearly two out of ten respondents (18%) reported attempting to adopt renewable energy sources in their households. Among those who have, adoption is more common among men (20% of male respondents, representing 53% of all adopters), self-employed individuals (29%, comprising 18% of adopters), urban residents (20%, making up 67% of adopters), and individuals with bachelor's, master's or equivalent university degrees (21%, accounting for 65% of all adopters).

For those who have not pursued renewable energy adoption, the primary reasons were the perception that it requires additional financial resources (cited by 63% of non-adopters), followed by the belief that living in small urban apartments makes it impractical (18%) and a sense that it is unnecessary (6%).

Public opinion on renewable energy in Ukraine

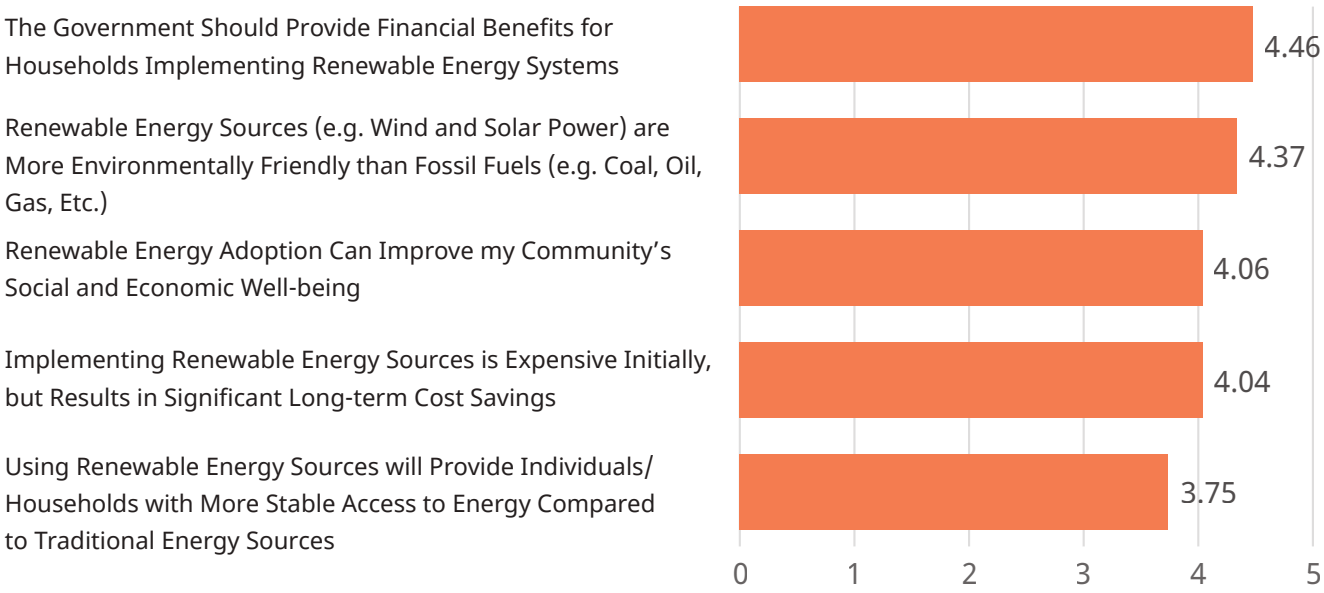
Although only 18% report having attempted to adopt renewable energy in their households, strong interest in it is evidenced by the fact that 85% of respondents claimed they are likely to support initiatives targeted at developing wind and solar energy (with 67% being "extremely likely" and 18% "very likely").

Therefore, exploring public opinion on renewable energy options like wind and solar power is crucial. The survey gauges the level of agreement among respondents regarding the

environmental and economic benefits of renewable energy and the perceived role of the government in facilitating its adoption.

The survey asked respondents to indicate their level of agreement with a series of statements about renewable energy on a scale from 1 (strongly disagree) to 5 (strongly agree). The overall agreement for each statement represents arithmetic means to determine which statements were more acceptable (Figure 48).

Figure 48. Overall public agreement with statements on renewable energy. n=1000.



The most widely supported belief regarding renewable energy is that the government should provide financial benefits to households implementing renewable energy systems (overall public agreement score: 4.46 out of 5), with backing from individuals with university degrees (55% of those who "agree" or "strongly agree") and urban residents (56% of those who "agree" and 60% of those who "strongly agree").

Closely following this, most respondents believe that renewable energy sources are more environmentally friendly than fossil fuels (overall public agreement score: 4.37), though this view is more commonly disagreed with by rural and urban (non-capital) residents (69% of those who "disagree" reside in rural areas, and 66% of those who "strongly disagree" with the statement are from urban areas).

Many also believe that adopting renewable energy could enhance their community's social and economic well-being (overall public agreement score: 4.06), with pronounced support from the 54% of rural residents who "strongly agree" with the statement.

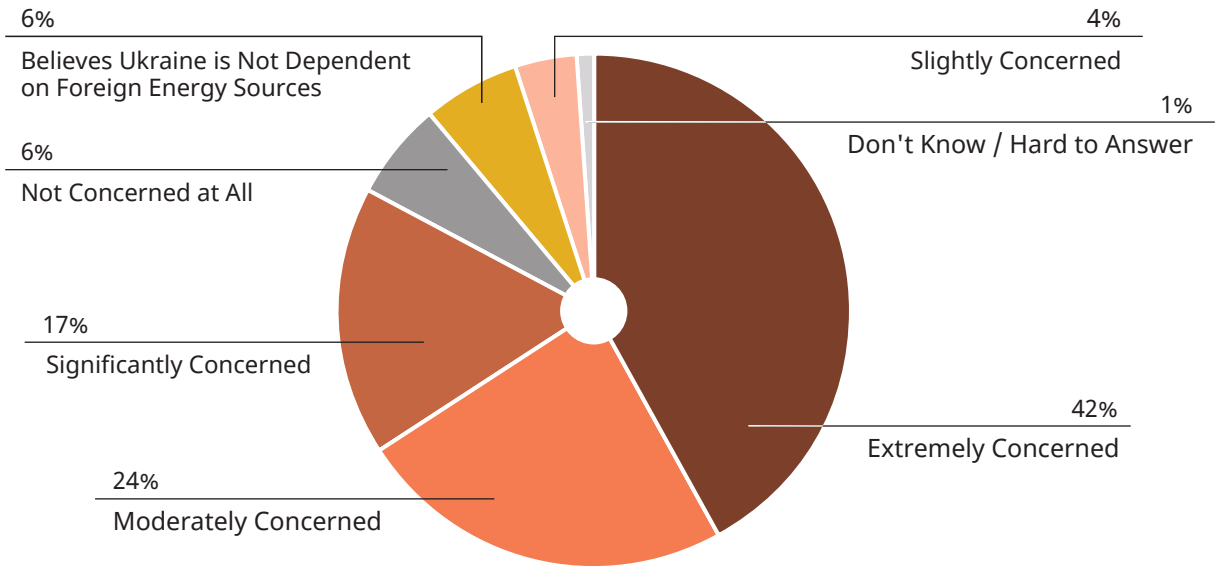
Long-term cost savings are recognized as a benefit, though high initial costs remain a concern (overall public agreement score: 4.04), particularly among men (56% of those who disagree and 66% of those who strongly disagree).

Finally, many view renewable energy as providing more stable access than traditional sources (overall agreement score: 3.75), a sentiment shared by respondents aged 45-54 (42% of whom "strongly agree") and 65+ (31% of whom "agree").

Public concerns about dependence on foreign energy sources in Ukraine

The survey asked respondents to rate their level of concern about Ukraine's dependence on foreign energy resources from 1 (not concerned at all) to 5 (extremely concerned) to gauge public sentiment on energy security and the potential vulnerabilities associated with relying on external energy suppliers (Figure 49).

Figure 49. Concerned with Ukraine being dependent on foreign energy sources (%). n=1000.



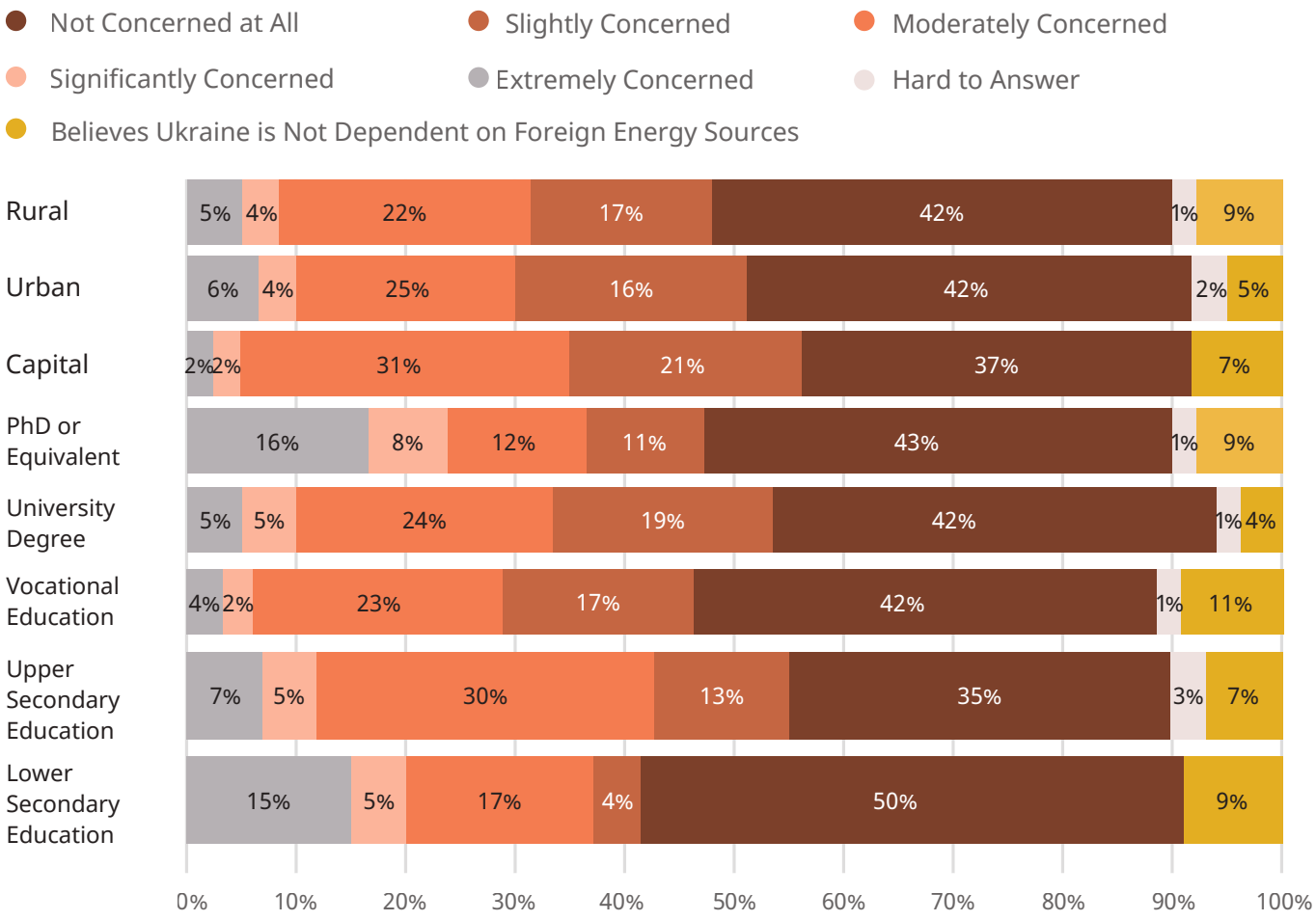
A majority, 59%, of people in Ukraine are highly concerned about the country's dependence on foreign energy sources (42% being "extremely" and 17% "significantly" concerned). Only 6% of people claimed they were "not concerned at all", and another 6% believed "Ukraine is not dependent on foreign energy resources" (Figure 49).

The survey reveals how different groups perceive Ukraine's dependence on foreign energy sources. Levels of concern vary significantly based on factors such as area of residence and education (Figure 50).

Concerns about the country's dependence on foreign energy sources vary across areas of residence. "Extreme concern" is lowest in the capital (37%). A small share of residents, regardless of residence type, report no concern, with 6% in urban, 5% in rural and 2% in the capital areas. Notably, 9% of rural, 7% of the capital, and 5% of urban residents believe Ukraine is not dependent on foreign energy sources.

"Extreme concern" reaches 50% among people with lower secondary education, compared to 42% of people with university degrees. Only 5% of university graduates report no concern, compared to 16% of individuals with PhDs (Figure 50).

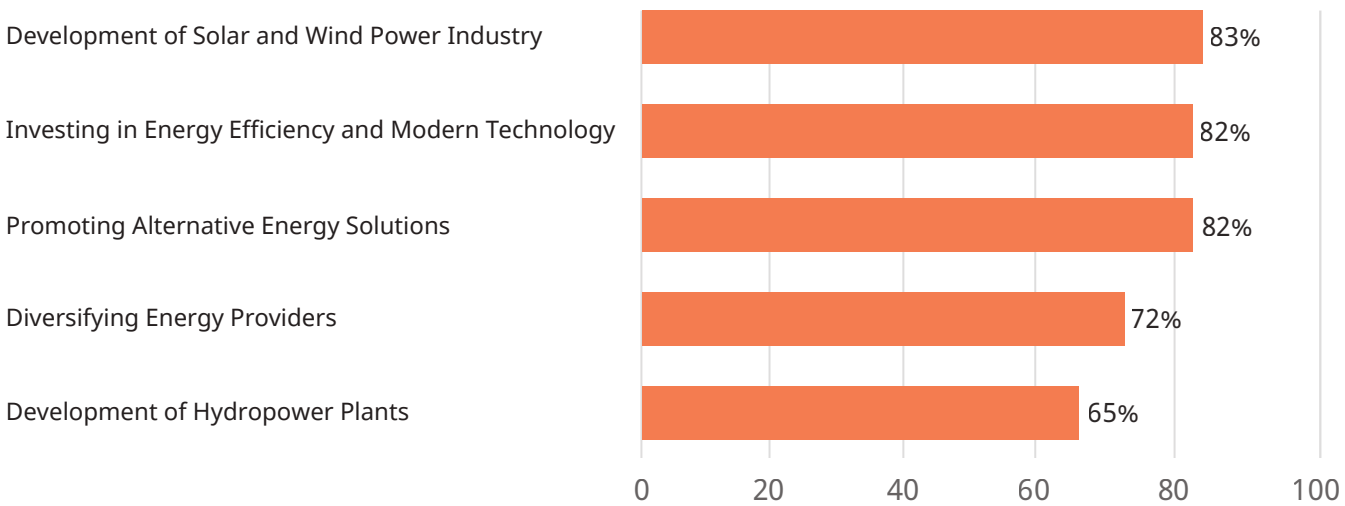
Figure 50. Concern with foreign energy dependence in Ukraine by residence and education (%). n=1000.



Perceptions on the ways of achieving greater energy independence in Ukraine

The survey asked the 868 respondents who expressed concern about Ukraine's dependence on foreign energy sources to name all the ways they believe the country can achieve greater energy independence (Figure 51).

Figure 51. Cited ways of Ukraine achieving greater energy independence (%). n=868.

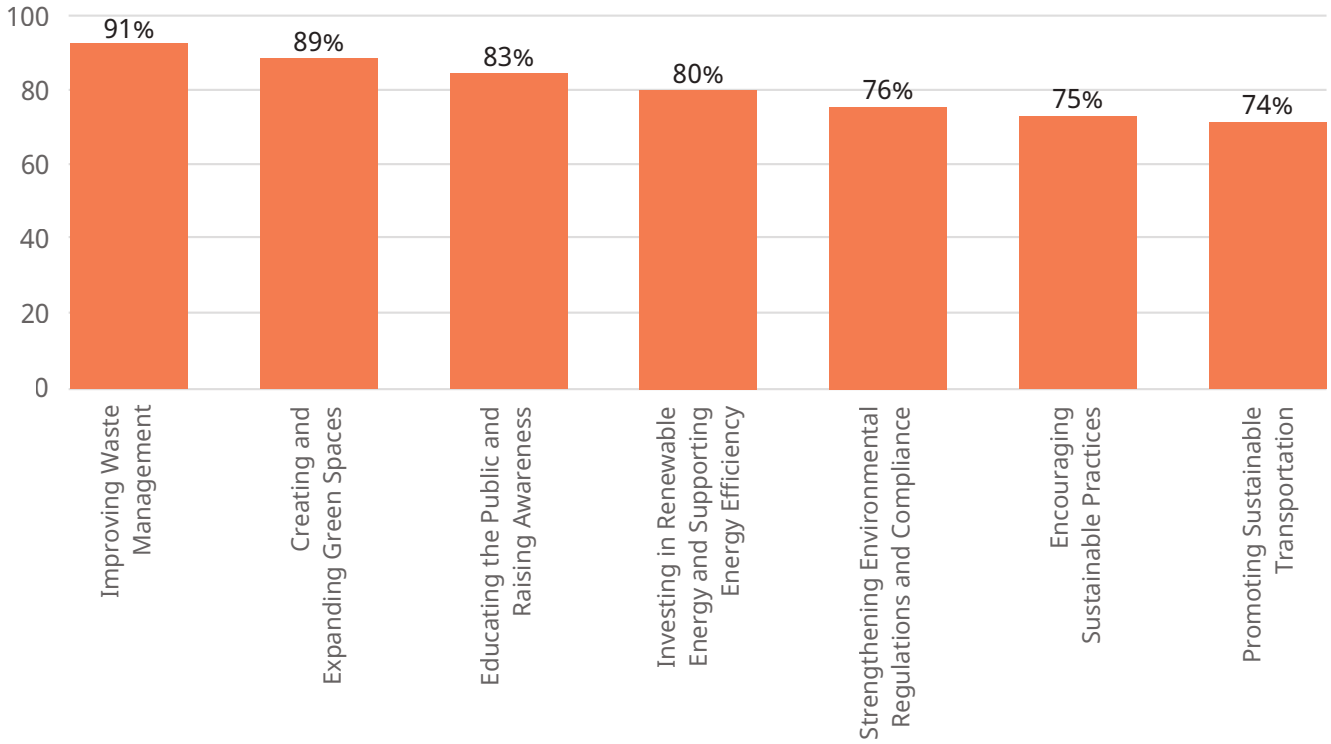


The most popular approach to achieving energy independence in Ukraine is the development of solar and wind power, supported by 83% of people expressing concern about Ukraine's dependence on foreign energy sources, with rural residents showing the highest backing at 85% and comprising 34% of total supporters. Among those concerned about energy dependence, 81% of men and 83% of women favor this initiative, with strong approval from the 35-44 age group (87%). Investment in energy efficiency and modern technology is backed by 82%, with the lowest support in urban areas (5%) but higher among women (59%). Promoting alternative energy is also favored by 82%, with 61% of supporters from urban areas and 48% holding a university degree. Diversifying energy providers garners 72% support, primarily among urban, ethnically Ukrainian respondents. Hydropower development is backed by 65% of all respondents, with 50% of supporters holding university degrees and 31% from rural areas.

3.9. Public support for thematic initiatives

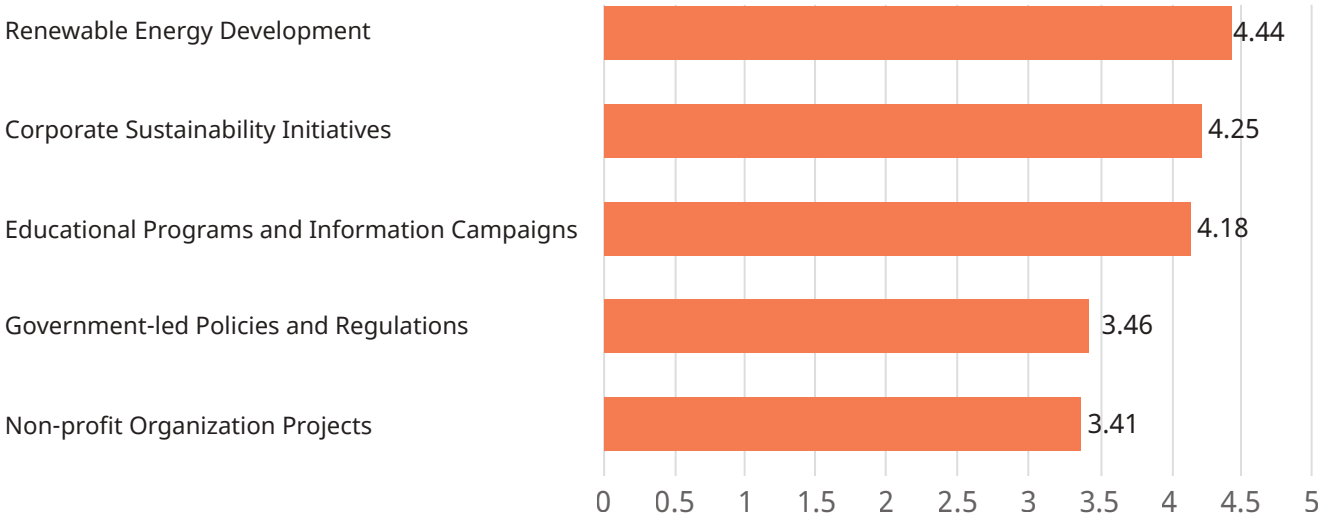
Respondents selected strategies for how Ukraine can address various environmental and climate issues. The most popular option was improving waste management (91%), followed by creation and expansion of green spaces (89%). The least supported idea was promoting sustainable transportation (74%) (Figure 52).

Figure 52. Effective strategies against environmental issues and climate change (%). n=1000.



The survey also asked respondents to rate their likelihood of supporting various initiatives aimed at climate change, environmental protection, as well as energy security and independence on a scale from 1 (not likely at all) to 5 (extremely likely). The overall support of thematic initiatives was calculated using arithmetic means to determine which initiatives are more likely to be favored (Figure 53 and Annex 4).

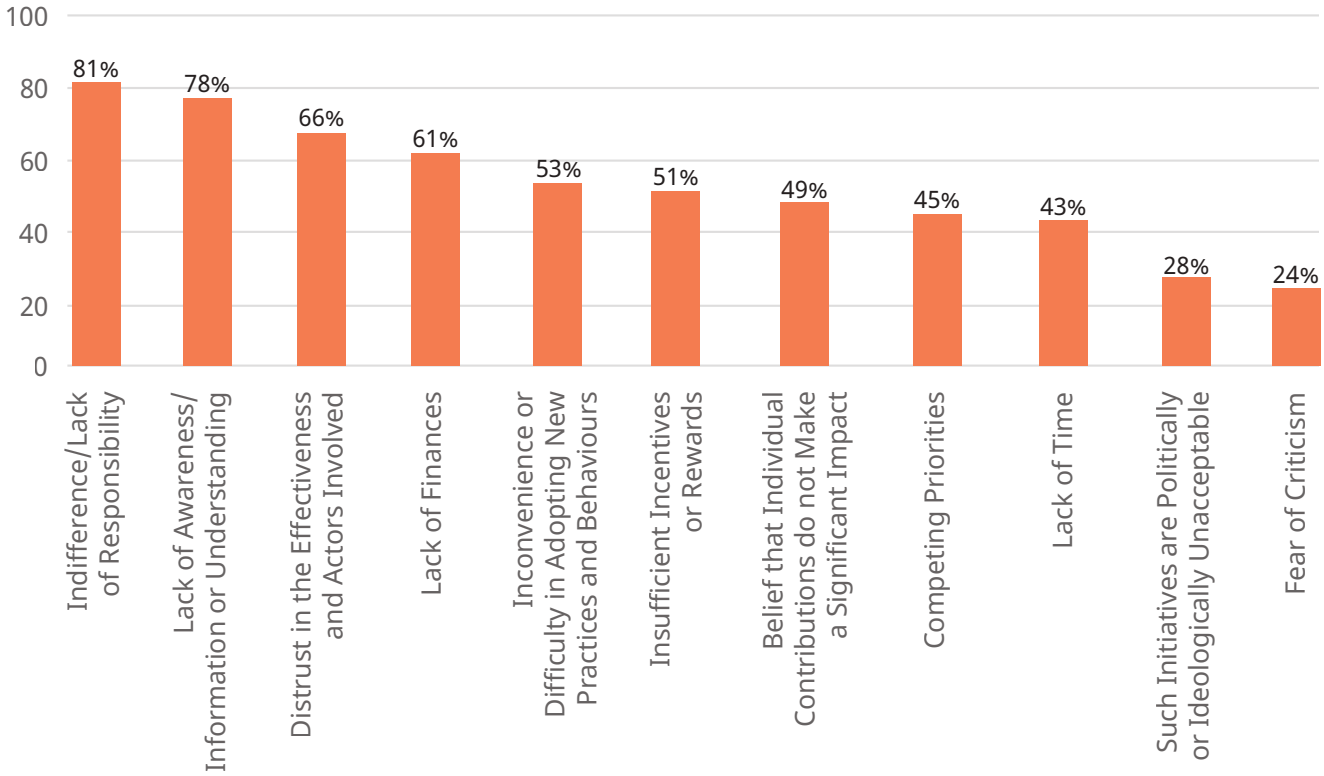
Figure 53. Overall support for different thematic initiatives. n=1000.



When asked about their preferred ways of supporting the aforementioned initiatives, 994 respondents identified the top six forms of support as follows: adopting eco-friendly practices in daily life (cited by 81%), volunteering time and effort for relevant activities (65%), participating in awareness campaigns and spreading information (58%), engaging in advocacy and collaboration with various stakeholders (53%), providing financial support (46%), and attending workshops, seminars and educational programs on environmental issues (41%).

On the other hand, the most frequently perceived obstacles to supporting such initiatives were indifference or lack of responsibility (81%), lack of awareness (78%), distrust in the effectiveness of initiatives and actors involved (66%) and lack of finances (61%) (Figure 54).

Figure 54. Perceived obstacles to supporting thematic initiatives (%). n=1000.



4. Conclusion

Public Readiness and Willingness to Support Initiatives for a Green Transition in Ukraine

4. Conclusion

This study focuses on the public perceptions in Ukraine regarding climate change and environmental issues. It is designed to inform different stakeholders – including the government, civil society and the private sector, as well as the general public interested and engaged in environmental action – about public views and opinions regarding climate change, environmental issues, priority areas for action and the roles of various actors in addressing these topics. By providing insights into public understanding, sources of information, engagement in environmental activities and support for thematic initiatives, the study aims to enhance informed decision-making in addressing environmental challenges.

A complementary qualitative study is recommended to enhance understanding of the quantitative findings and provide valuable context. Through interviews and focus groups, this approach can reveal nuanced perspectives, motivations, and barriers to climate action that numbers alone cannot capture. A qualitative study would illuminate the lived experiences of different demographic groups, shedding light on the emotional and social factors influencing environmental awareness and actions in Ukraine. Additionally, it could explore how local culture, socio-economic conditions, and regional differences shape climate perceptions and priorities, ultimately guiding policymakers in creating targeted, effective interventions to support environmental initiatives across the country.

Annexes

Public Readiness and Willingness to Support Initiatives for a Green Transition in Ukraine

Annex 1: Demographic information of respondents

Figure 1. Respondents' gender, age and education (%). n=1000.

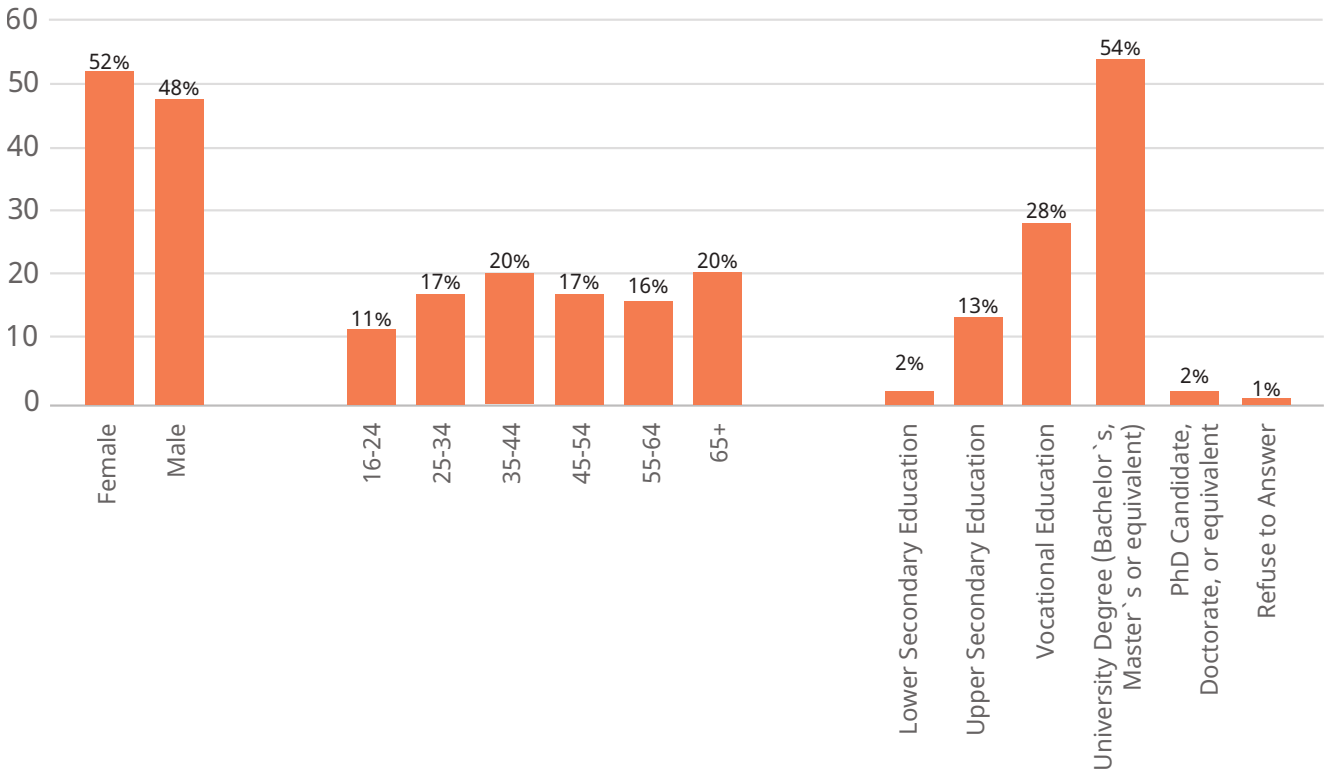


Figure 2. Respondent ethnicity, residence and employment status (%). n=1000.

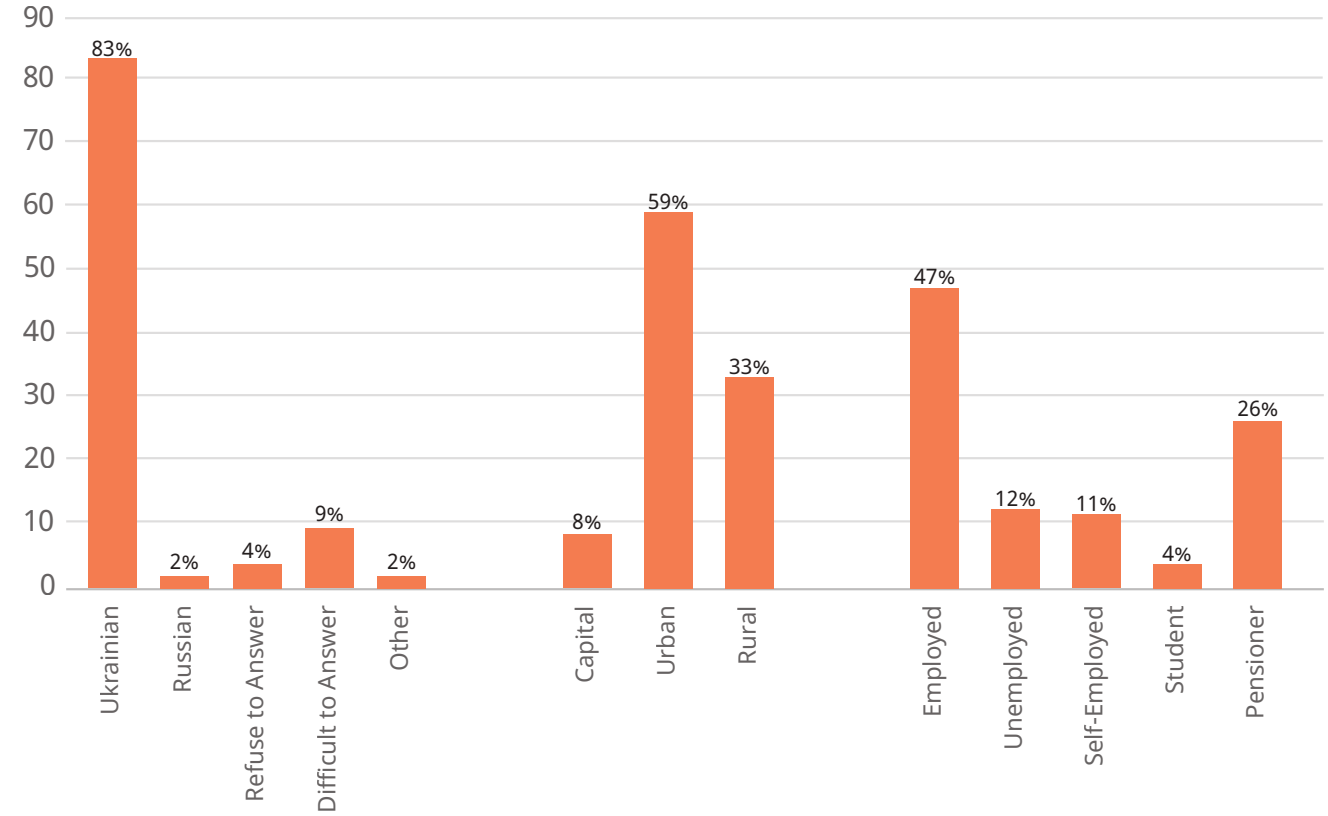
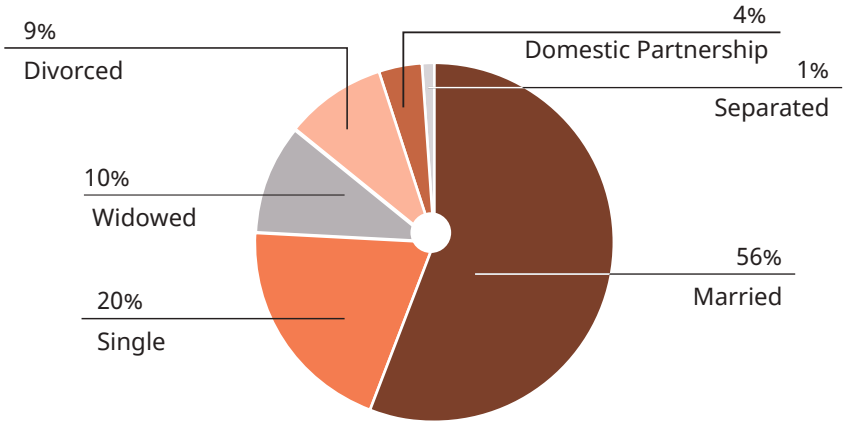


Figure 3. Respondents' marital status (%). n=1000.



Annex 2: Research methodology

This research evaluates the public's readiness and willingness to support green transition initiatives in Ukraine. It seeks to understand public awareness, attitudes and engagement with climate change and environmental issues. Consequently, the study will address the following objectives:

- Explore the public's understanding of climate change in Ukraine;
- Identify available sources of information on climate change and environmental issues for the public in Ukraine and evaluate the credibility criteria that shape trust in these sources;
- Analyse perceptions of climate change impact across different demographic groups in Ukraine;
- Investigate perceived root causes of climate change within Ukraine;
- Assess public perceptions of environmental issues and determine priority areas for environmental protection in Ukraine;
- Evaluate the perceived importance and efficiency of various actors in environmental protection;
- Measure levels of personal engagement in environmental protection activities across Ukraine;
- Examine public perceptions regarding energy efficiency and energy security;
- Gauge public support for thematic initiatives related to the green transition; identify preferred contribution forms and barriers to supporting these initiatives.

This set of objectives has persuaded ACT Global to use both qualitative and quantitative methods of data collection.

Focus Group Discussions (FGDs) and In-Depth Interviews (IDIs)

ACT Global utilized qualitative methods to develop a robust quantitative research instrument (survey questionnaire). Two focus groups took place in Ukraine: one with the general public (seven participants) to gather initial thoughts, perceptions, attitudes and awareness to inform the drafting of the survey instrument, and another with eight field professionals to provide

feedback on the developed instrument and ultimately validate it. Once the survey questionnaire was validated, it underwent five in-depth cognitive interviews with representatives from the general public to ensure clarity and comprehensibility. The research applied content analysis to process the information collected from these sessions, further refining the survey instrument.

Computer-Assisted Telephone Interviewing (CATI)

ACT Global conducted a countrywide telephone survey using randomly generated mobile phone numbers covering all provider codes within Ukraine. These numbers were put into a specialized telephone survey program, automatically dialing and connecting respondents to an interviewer when they answered the call.

ACT Global collected data from individuals aged 16+ who had resided continuously in the country for at least two years. Sampling for the survey focused on the area of residence (capital, urban, rural) in the country. The table below shows the distribution of the population, alongside the corresponding quota allocation by settlement type (please see Table 1).

The survey consisted of 1000 interviews, achieving a 95% confidence interval with a 3.1% margin of error, allowing for high reliability and representativeness of the findings across the target population aged 16 and older in Ukraine. Each interview was assigned a weight after data cleaning to ensure generalizability to the target population. The data weighting process adjusts for any minor deviations that may have arisen during fieldwork, restoring the overall demographic structure.

The research team used SPSS as the primary data processing and analysis tool. It facilitated the cleaning and organization of the collected data, identifying and correcting logical inconsistencies.

Study limitations: This research has several limitations that merit consideration. The focus group sample, while informative, is relatively small, which may constrain the broader applicability of the findings. Although the cognitive interviews aimed to ensure clarity, they were limited to a general demographic, potentially overlooking the nuances of specific population segments. Additionally, qualitative insights carry inherent subjectivity, as participant perceptions and facilitator interpretations may subtly influence the survey's design. Lastly, the geographic focus on Ukraine limits the transferability of findings to different cultural or regional environments, which may have unique contextual dynamics affecting survey responses.

Table 1. General population (N) and quotas (n) within the study.

		Population(N)			Quotas(N)		
Region	Region	City	Village	Total	City	Village	Total
West	Volyn	433 492	378 878	867 488	15	14	29
West	Zakarpattia Oblast	371 192	617 369	97 365	14	20	34
West	Ivano-Frankivsk Oblast	501 259	610 474	201 609	18	22	40
West	Lviv Oblast	1 272 419	784 038	210 554	41	29	70
West	Rivne Oblast	443 000	457 417	180 324	14	17	31
West	Ternopil Oblast	388 821	461 243	164 453	16	17	33
West	Chernivtsi Oblast	324 686	405 534	196 427	11	18	29
Kyiv	Kyiv City	2 434 906	-	179 474	84	0	84
South	Zaporizhia Oblast	672 467	72 311	109 780	22	3	25
South	Mykolaiv Oblast	642 342	278 502	37 808	25	7	32
South	Odesa Oblast	1 334 002	610 437	95 767	47	19	66
South	Kherson Oblast	290 033	134 546	37 808	9	4	13
North	Zhytomyr Oblast	583 785	392 388	109 780	21	13	34
North	Kyiv Oblast	907 671	556 384	37 808	30	17	47
North	Sumy Oblast	617 843	271 716	95 767	20	9	29
North	Chernihiv Oblast	542 580	282 182	37 808	19	7	26
East	Donetsk Oblast	702 361	107 023	95 767	25	3	28
East	Kharkiv Oblast	1 823	411 420	37 808	63	15	78
Center	Vinnytsia Oblast	659 274	605 784	867 488	24	23	47
Center	Dnipropetrovsk Oblast	2 193 361	405 922	97 365	76	13	89
Center	Kirovohrad Oblast	484 010	275 930	201 609	17	10	27
Center	Poltava Oblast	724 352	426 350	210 554	23	17	40
Center	Khmelnytskyi Oblast	589 749	433 082	180 324	20	15	35
Center	Cherkasy Oblast	568 678	424 495	164 453	19	15	34
Total	Total	19 505 945	9 403	28 909 368	673	327	1000

Annex 3: Perceptions on the effective ways of individual contribution to environmental protection

Among the various options, the most highly rated way for individuals to contribute to environmental protection was recycling and reducing waste. It was considered “extremely effective” by 45% and “very effective” by 22%. Additionally, 23% found it “moderately effective”, 6% rated it “slightly effective” and 4% saw it as “not effective at all”.

The public perceives sustainable transportation as the second most effective form of individual

contribution to environmental protection. It was considered "extremely effective" by 36% of respondents, "very effective" by 27%, "moderately effective" by 23%, "slightly effective" by 9% and "not effective at all" by 5%. The public's recognition of the importance of sustainable transportation is further demonstrated by the fact that reducing transport emissions was voted the top environmental protection priority by 9% of respondents and is currently the public's third priority area in the country.

Supporting sustainable, eco-friendly practices, such as buying organic products or refusing plastic bags, ranked as the third most effective form of individual contribution to environmental protection. It was rated as "extremely effective" by 34% and "very effective" by 28% of respondents. Meanwhile, 24% rated it as "moderately effective", 9% as "slightly effective" and 5% as "not effective at all".

Supporting environmental policies and initiatives was considered the fourth most effective form of individual contribution to environmental protection. It was rated "extremely effective" by 33% of respondents and "very effective" by 26%. Additionally, 27% rated it as "moderately effective", 7% as "slightly effective" and 5% as "not effective at all". Only 2% of respondents found it difficult to rate the effectiveness of supporting sustainable, eco-friendly practices. The importance of supporting environmental policies and initiatives is further highlighted by 49% of respondents who indicated they are likely to support new government-led thematic policies and regulations, with 31% being "extremely likely" and 18% "very likely" to support these initiatives.

Saving energy was rated as the least effective form of individual contribution, considered "extremely effective" and "very effective" by only 30% (for each category). Meanwhile, 27% viewed it as "moderately effective", 8% as "slightly effective" and 5% as "not effective at all".

Saving energy was rated as the least effective form of individual contribution, considered "extremely effective" and "very effective" by only 30% (for each category). Meanwhile, 27% viewed it as "moderately effective", 8% as "slightly effective" and 5% as "not effective at all".

Annex 4: Public support for various initiatives

Renewable energy development emerged as the most supported type of initiative, with 67% reporting they are "extremely likely" to support such initiatives and 18% "very likely".

The second most anticipated initiative was corporate sustainable initiatives, with 56% "extremely likely" and 21% "very likely" to support them.

Educational programs and information campaigns are "extremely likely" to be supported by 53% and "very likely" by 21%.

Government-led policies have 31% "extremely likely" and 18% "very likely" support, while NGO projects are "extremely likely" to be supported by 25% and "very likely" to be supported by 18%.