

EPSON CLIMATE REALITY BAROMETER 2023: INDIA EXECUTIVE SUMMARY

Rising Climate Concerns: But are Indians gearing up to tackle it?

India is currently grappling with the challenges posed by climate change. Extreme heat and devastating floods are becoming increasingly common, exacerbating the country's existing water stress. If temperatures rise by 2°C, the monsoon could become highly unpredictable, leading to droughts and floods in different regions. Epson's third Climate Reality Barometer provides growing insight into the changing attitudes towards climate change.

This year's Barometer represents a significant expansion in scope – now reaching over 30,000 people (26,000 in 2022) across 39 global markets (28 in 2022). In India, over 3000 people were surveyed (1,300 in 2022).

2023's Barometer shows ongoing ambivalence to climate change across the world and in India. While on one hand people are increasingly willing to take individual actions to mitigate the crisis, many seem optimistic that somehow the issue will be solved.

In India it's concerning to see that a very significant percentage of people feel positive and hopeful about climate change, despite the challenges we face. While globally 47.04% of people are positive about averting a disaster in their lifetime in India this figure stands at 76.69%. The optimism of Indians in averting a climate disaster within this lifetime has decreased slightly from 78.3% in 2022 to 76.69% in 2023. Nevertheless, Indians are the second most optimistic people in the world about averting a climate crisis in this lifetime. The drop from 2022 to 2023 may be linked to, a greater focus on climate change as an issue in India.

This optimism however varies across metros with Delhi being the most positive and Ahmedabad the least.

Optimism in the top metro cities
83.8% - Delhi
80.3% - Mumbai
80.2% - Bangalore
77.5% - Chennai
76.1% - Hyderabad
75.9% - Kolkata
73.4% - Ahmedabad

Climate Change Ranks as the Top Concern in India

When respondents were asked about their top 3 issues facing the world, Rising Prices was cited as the primary issue in many countries, especially the developed ones. In India Climate Change emerged on top with Rising Prices and Poverty following.

2023
58.6%: Climate change
46.4%: Rising prices
32.1%: Poverty

There are interesting variations within age groups. In India, 62.78% of people in the 30 years and over age group believe climate change is the biggest issue facing the world today. In comparison 46.20% of Indians who are part of the COP generation (People born since around the first COP conference in 1995) feel the same way.

Indians gearing up to tackle climate change.

As adverse climate events accelerate, Indians are making significant efforts to tackle climate change. Indians outperform the global average on every parameter when it comes to actions already being taken or those that people are willing to take in future. Indians are making conscious changes in their day-to-day life.

Actions Taken or willing to take to Tackle Climate Change	India	Global
Switch to more sustainable products	91.03%	84.87%
Improve Recycling Habits	90.92%	89.68%
Encourage friends and family to learn more about the climate crisis	90.89%	77.77%
Walk or cycle more often	90.86%	85.65%
Use more reusable goods i.e. reusable shopping bags	90.53%	89.70%
Reduce Plastic Use	90.03%	87.66%
Switch to renewable energy	89.84%	81.15%
Encourage my workplace to commit to / further its net zero strategy	87.71%	76.09%
Switch to an electric vehicle	87.38%	70.30%
Reduce consumption of animal products	83.88%	68.54%
Boycott unsustainable brands	83.35%	64.66%
Make more mindful fashion purchases i.e. buying second-hand, upcycling	81.99%	77.49%
Less International Travel for Business and Leisure	77.62%	67.42%
Encourage my educational establishment to commit to / further its net zero strategy	68.82%	65.04%

Expectations from corporates

Respondents across the globe expect corporates to play an active and significant role in the fight against climate change. In India this is no different. Indians believe the most important things companies can do are: Invest in environmental technologies (48.7%), Improve recycling and reuse products (40.7%), Encourage employee participation in environmental activities (30.31%)

Expectations from Corporates	India	Global
Invest in environmental technologies	48.76%	47.63%
Improve recycling and reuse products	40.77%	44.76%
Encourage employee participation in environmental activities	30.31%	21.04%
Be more transparent and avoid greenwashing	25.06%	18.95%
Encourage customer participation in environmental activities	22.74%	17.16%
Reduce natural resources in production and transport, for example water and fossil fuels	22.11%	28.31%
Change business models and supply chains	21.60%	19.87%
Offsetting carbon/plastic impact	16.94%	20.74%
Collaborate more closely with governments and other organisations	9.48%	11.91%
Lobby governments to do more	5.69%	9.34%

Optimism for change

At Epson, we are acting in the face of climate change – not ignoring it or freezing in its headlights.

We believe that no one individual, community, company, technology, government or even hemisphere can tackle these challenges alone. It is only by coming together that we can avert catastrophe. We are playing our part – transforming into an indispensable company that uses our efficient, compact, and precise technologies to achieve sustainability in a circular economy. This transformation is not simply to ensure that Epson meets its climate action obligations – but supports those of our customers too. It is an approach that drives innovations such as heat-free technologies and water-free printing.

The 2023 Epson Climate Reality Barometer shows progress – the world is finally acknowledging that climate change is THE issue and THE challenge of our lives. If we are to meet it, we should be optimistic that action will lead to positive change – yet we must not let this optimism limit our actions. Working together, we believe that we can all build a better future.

Research Methodology

Online survey conducted 13.07.2023 to 21.07.2023 among 3,014 general respondents aged 16+ (weighted by age) in India. In total, the Epson Climate Reality Barometer surveyed 30,294 consumers across 39 markets worldwide.