



Paris, September 15, 2021

**New barometer: “*Les français et leur empreinte carbone*”
 (“*The French and their carbon footprint*”)
a study conducted by Odoxa for EBRA-SUEZ**

- **70% of French people are pessimistic about the future of the planet and 55% are pessimistic about the environment in their region**
- **93% of them consider environmental protection to be a major issue**

In light of the climate emergency, the EBRA and SUEZ Groups have commissioned a survey oling from the Odoxa polling institute, in order to understand French people’s perception of their “carbon footprint.” Conducted between June 29 and July 2, 2021, with a sample of 1,510 citizens, the survey reveals that:

- 70% of French people are pessimistic about the future of the planet and the future of the environment in their region (55%), but 93% of them are aware of the importance of preserving the environment and the need to act quickly.
- They have already started to change their habits: 81% systematically sort their waste, 80% bring their own shopping bags to the store, 61% prioritize tap water over bottled water and 59% consume only seasonal products.
- Lastly, 76% of French people are ready to do more to reduce their carbon footprint but they do not have the impression that they are monitored or encouraged by governments, their companies, and players in their region.

Already committed and very motivated, French people expect to be further encouraged to continue adopting good ecological practices but there are still economic, logistical, and ideological barriers to overcome in domains with very high CO₂ emissions: food, travel and digital:

- Only 53% have reduced their consumption of red meat;
- 50% do not plan to stop using their cars for their daily commutes;
- 43% favor the train over the plane for all their journeys in France;
- Only 40% limit the number of emails and attachments they send.

The notion of carbon footprint is still not fully grasped: while almost all French people have heard of it (93%), nearly one out of two French people (48%) does not know precisely what it is.

Xavier Antoyé, Editor in Chief of the French regional newspapers Progrès, Bien Public and the Journal de Saône et Loire: *“this survey indicates a need for information, and, above all, support. We’re far from injunctions and guilt, French people want to do more. Provided they are guided and, above all, helped to go further. The topic is therefore more complex than it appears, but our survey clearly shows that a genuine collective commitment can be made.”*

Bertrand Camus, CEO of SUEZ, analyzed the results: *“the barometer shows that French people are aware of the need to act quickly to protect the environment. They have also started to change their habits in order to limit their impact. I also note that they are demanding more incentives in the environmental transition, which is why all economic players, companies, and governments must support citizen mobilization to contain global warming at +1.5C°, which is causing the disasters we are already experiencing. It is by mobilizing all of us and by calling for fast and fair action with well-distributed individual efforts that we will succeed in meeting this immense challenge. As a committed player in carbon neutrality, the SUEZ Group aims to reduce its footprint by 45% by 2030. The future of our planet, the future of our children and grandchildren, is at stake.”*

Erwan Lestrohan, Director of Consulting ODOXA: *“the key result to retain is that 9 out of 10 French people (93%) have already heard of the carbon footprint, but only half of those surveyed (48%) (48%) know precisely what it is. This “half-way” situation is a clear illustration of the era in which we live. Indeed, people do believe that their behavior needs to change to lead to collective benefits, but, when certain measures are not mandatory and are “costly” to implement in terms of time, energy and money, it is necessary for public authorities, in particular, to provide better support for these measures to make them more acceptable”*

**This survey will be available from Wednesday September 15
on all EBRA Group websites and its nine daily newspapers as well as the “Ici on Agit !” supplement
and SUEZ Group websites.**

About the EBRA Group

The media division of the Crédit Mutuel Group is commonly referred to as EBRA (Est Bourgogne Rhône Alpes) Group. EBRA is France's leading press group with a distribution of around 900,000 copies per day for four million print readers and a considerable digital audience for all its publications: 500 million page views per month and 14 million unique visitors per month. EBRA owns nine regional daily newspapers with more than 1,500 journalists: Le Dauphiné Libéré, Le Progrès, Le Bien Public, Le Journal de Saône et Loire, Le Républicain Lorrain, L'Est Républicain, Vosges Matin, Les Dernières Nouvelles d'Alsace, et l'Alsace. The nine daily newspapers have a strong local presence and cover a total of 23 departments across the eastern side of France. The EBRA Group is present in the 23 departments with its different brands in print and digital as well as through an event services offering via its subsidiary, EBRA Events, and video expertise through its subsidiaries, Est Infos TV and EBRA Prod.



About SUEZ:

Since the end of the 19th century, SUEZ has built expertise aimed at helping people to constantly improve their quality of life by protecting their health and supporting economic growth. With an active presence on five continents, SUEZ and its 90,000 employees strive to preserve our environment's natural capital: water, soil, and air. SUEZ provides innovative and resilient solutions in water management, waste recovery, site remediation and air treatment, optimizing municipalities' and industries' resource management through “smart” cities and improving their environmental and economic performance. The Group delivers sanitation services to 64 million people and produces 7.1 billion m³ of drinking water. SUEZ is also a contributor to economic growth, with more than 200,000 jobs created directly and indirectly on an annual basis, and a provider of new resources, with 4.2 million tons of secondary raw materials produced. By 2030, the Group is targeting 100% sustainable solutions, with a positive impact on our environment, health, and climate. SUEZ generated total revenue of €17,2 billion in 2020.

Press contacts:

SUEZ

Isabelle Herrier-Naufle / Elodie Vandevoorde
+33 (0)6 83 54 89 62 / +33 (0)6 78 36 19 52
isabelle.herrier.naufle@suez.com / elodie.vandevoorde@suez.com

EBRA

Georges Bosi
+33 (0)6 11 95 17 32
georges.bosi@ledauphine.com

ODOXA

Erwan Lestrohan
+33 (0)6 72 42 84 71
erwan.lestrohan@odoxa.fr