

**common
agenda**

Perspective on public support

The attitude of Danes towards climate action

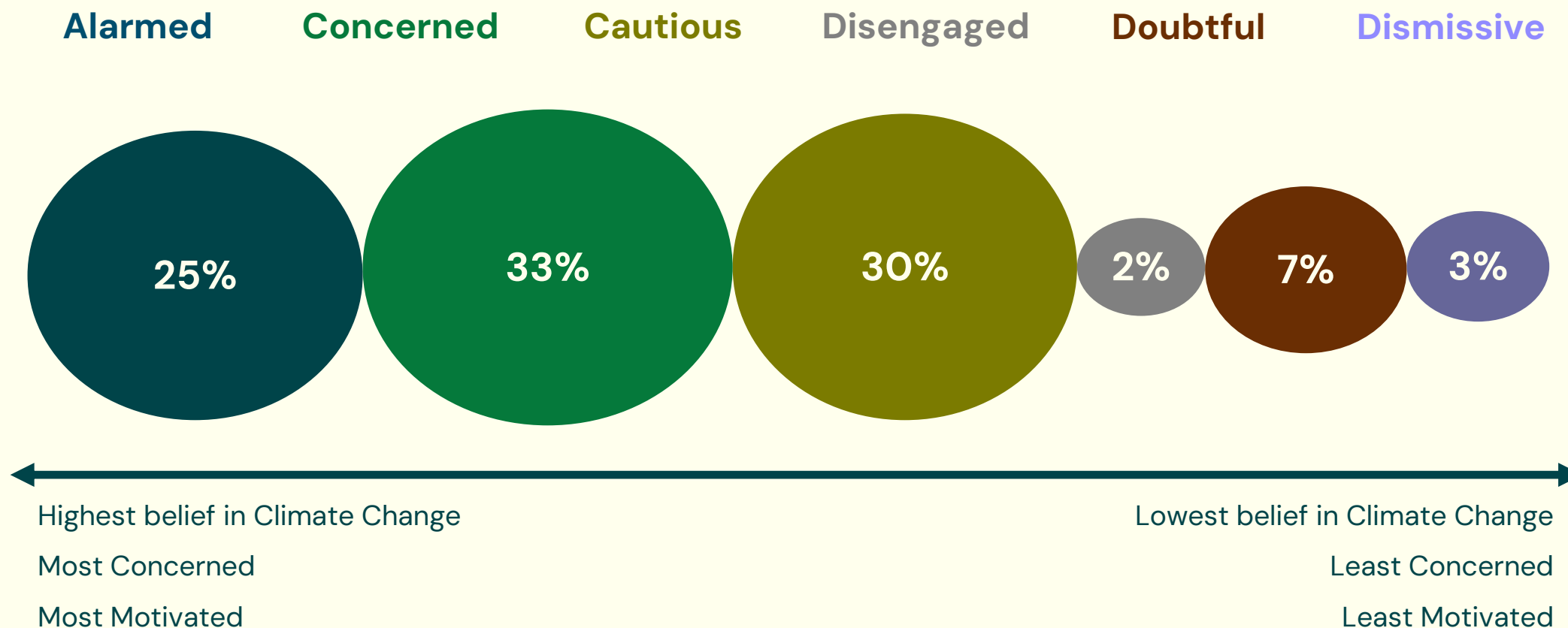
November 2025

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Executive Director



**We have been on a journey
from WHY must we care ...
to HOW do we engage?**

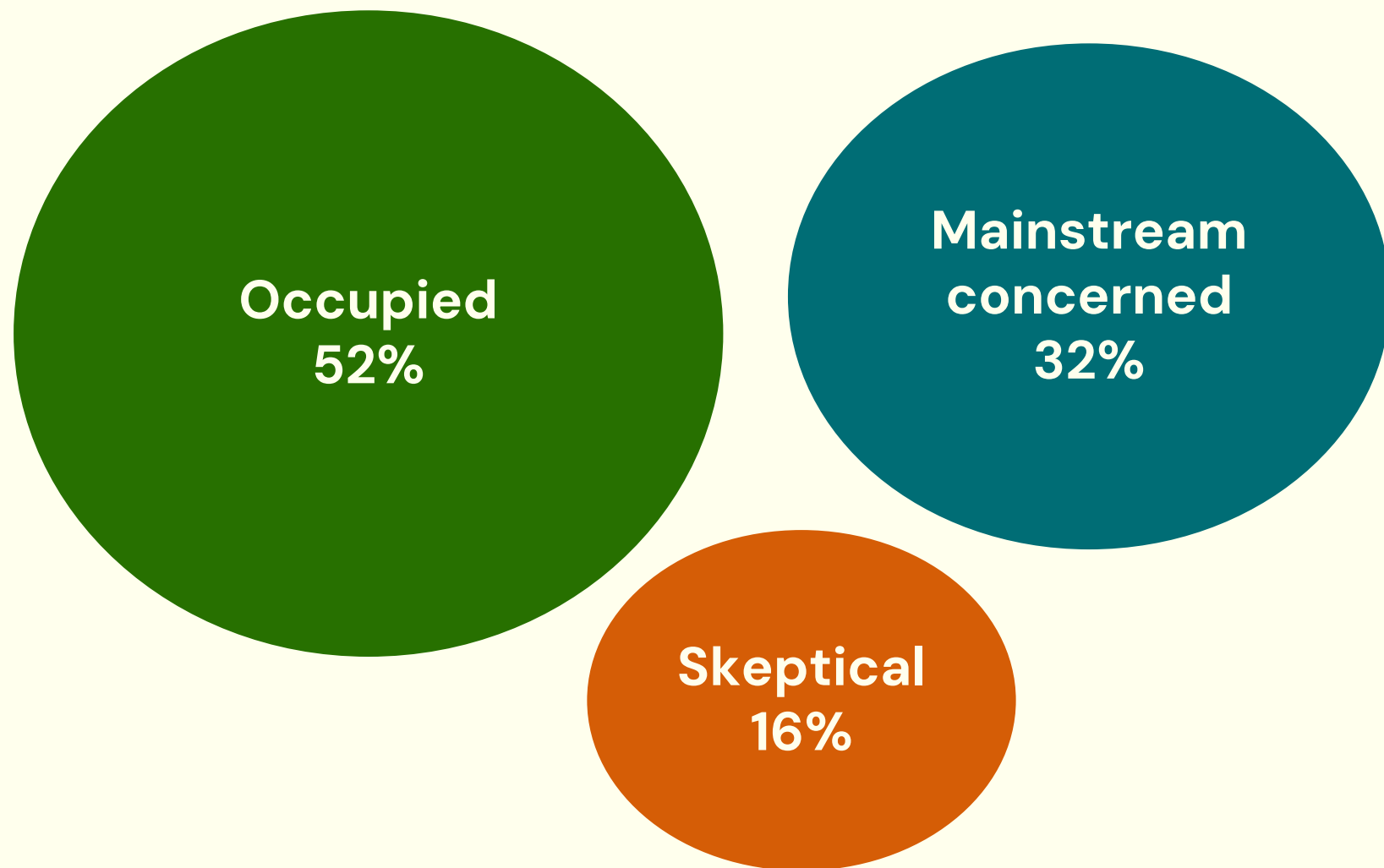
The Danes are paying attention to climate change



Inspired by: Yale Program on Climate Change Communication, George Mason University Center for Climate Change Communication

Base: 2.509 nationally representative interviews 18 years + / June 2025 / all numbers in %

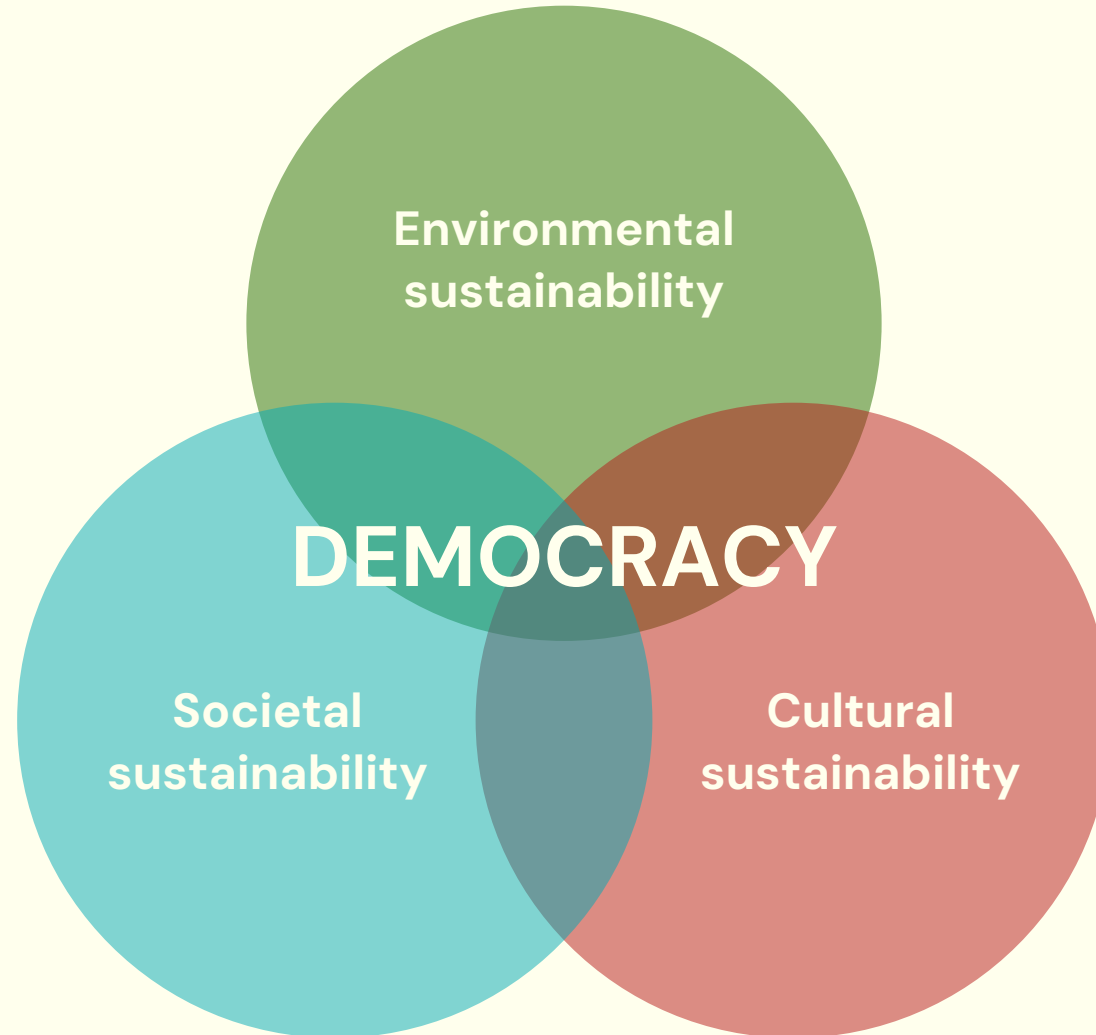
The Danes are occupied by the green agenda



A black and white photograph showing two hands, palms up, cupping a textured sphere. A large, dark question mark is embossed or carved into the center of the sphere. The hands are positioned symmetrically on either side of the sphere, with fingers slightly curled. The background is a soft, out-of-focus light gray.

It's all about people!

A clash of beliefs and core values

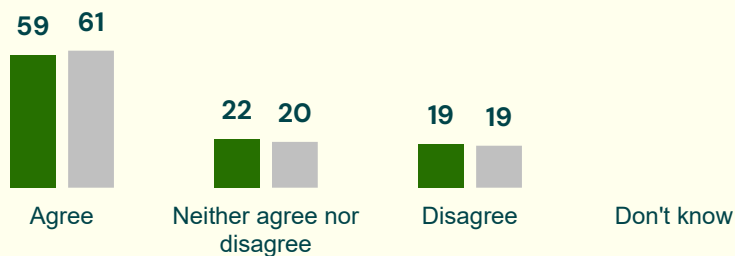




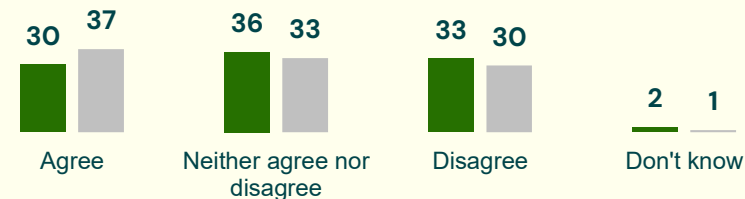
The attitude of Danes towards climate action

The structural level

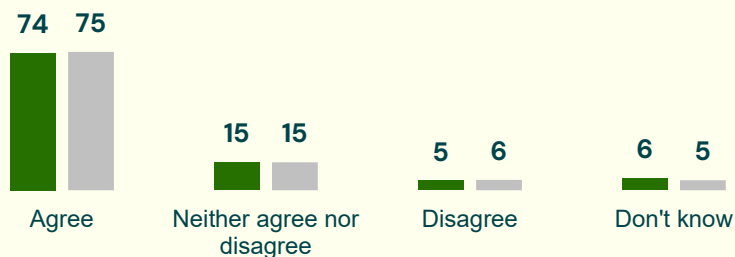
Denmark should limit greenhouse gas emissions as quickly as possible, regardless of when other countries do so



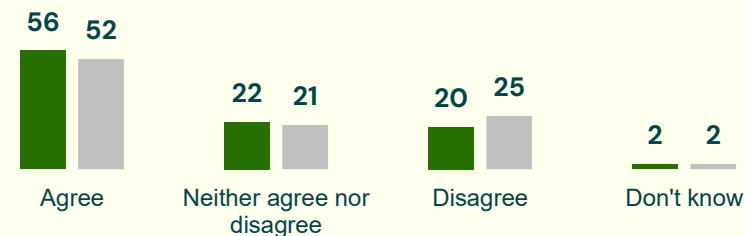
Climate change should be prioritized higher than all other policy areas



It requires major societal changes if Denmark is to become climate-neutral by 2050



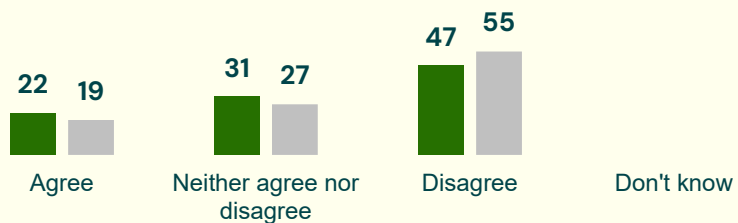
The green transition must not cost so much that ordinary Danes cannot live as they do today



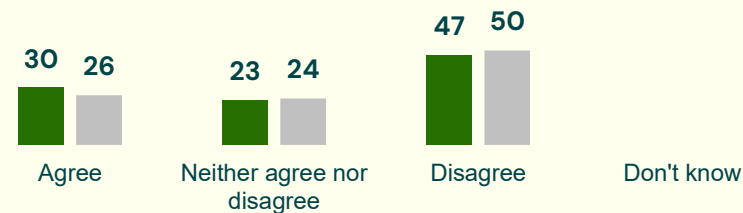
■ 2025 ■ 2024

The individual level

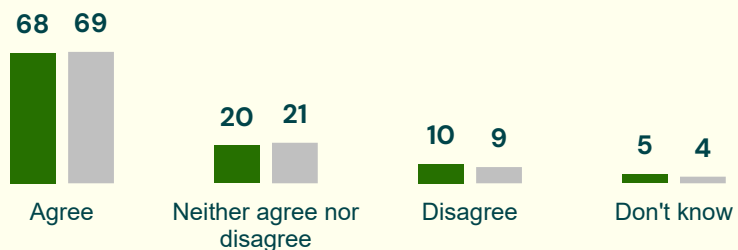
I will not compromise my quality of life to live in a climate-friendly way



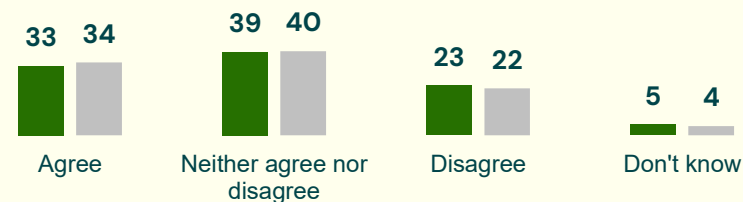
My actions as an individual make no difference to climate change



I believe I am capable of living more climate-friendly than I do today



I could live a better life with less consumption



■ 2025 ■ 2024

Bridging the gap between attitudes and engagement

- Climate action must be **tangible**
- People must be able to **identify** with the purpose of climate action
- Climate action must be **relevant** in people's everyday life
- People must feel **empowered** to act
- Decision makers must establish, communicate and support a **framework** for climate action
- Setting achievable **goals** and creating successful interventions is key to public support and engagement.

A big part of addressing the challenge of climate change must be done by taking ...

Small Green Steps

common agenda

commonagenda.dk

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