

EMBARGOED UNTIL 00:01AM MONDAY 27th JUNE 2022

EU Deforestation-Free Legislation Poll Results (Fielded by YouGov)

This is a YouGov poll commissioned for a broad coalition of environmental and consumer organizations including Fern, Ecologistas en Acción, Envol Vert, Deutsche Umwelthilfe, CECU, Adiconsum, Zero, Verdens Skove to understand consumer attitudes towards the EU Deforestation Free Law in Denmark, France, Germany, Italy and Spain. Any references to results among Europeans in this press release shows the pooled survey results across the five countries polled.

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 5,000 adults; 1,000 in each market.

Fieldwork was undertaken between 27th May - 8th June 2022. The survey was carried out online.

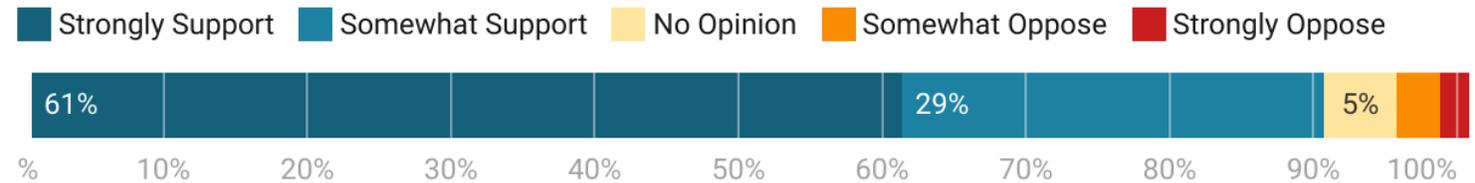
The figures have been weighed and are representative of all adults in Denmark, France, Germany, Italy and Spain (aged 18+).

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Support for the EU
Deforestation Free Law
is very strong.

Support for
the
Deforestation
Free Law is
very strong

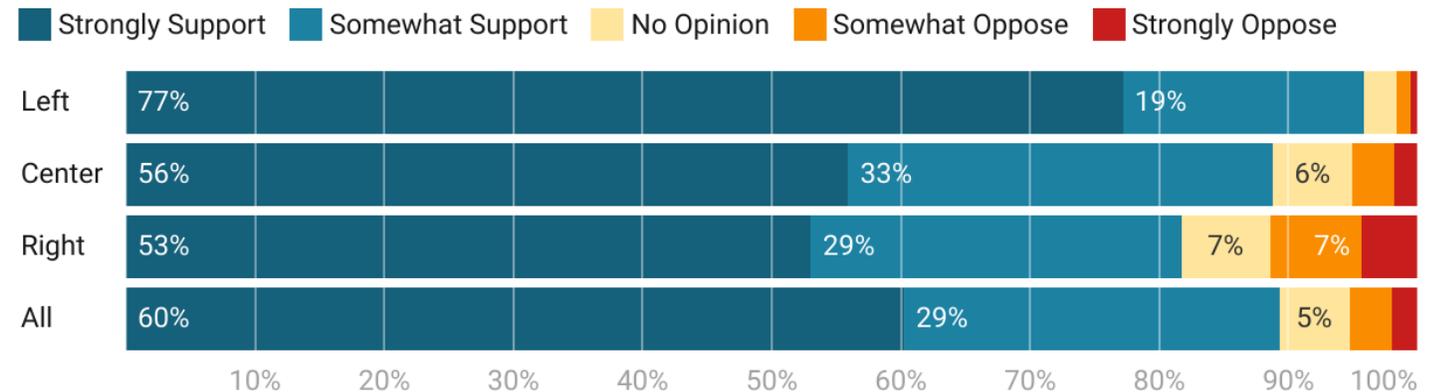
Do you support or oppose a Deforestation Free Law that would require companies in the EU to stop selling products that destroy forests?



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... Across
Political
Ideologies

Do you support or oppose a Deforestation Free Law that would require companies in the EU to stop selling products that destroy forests?

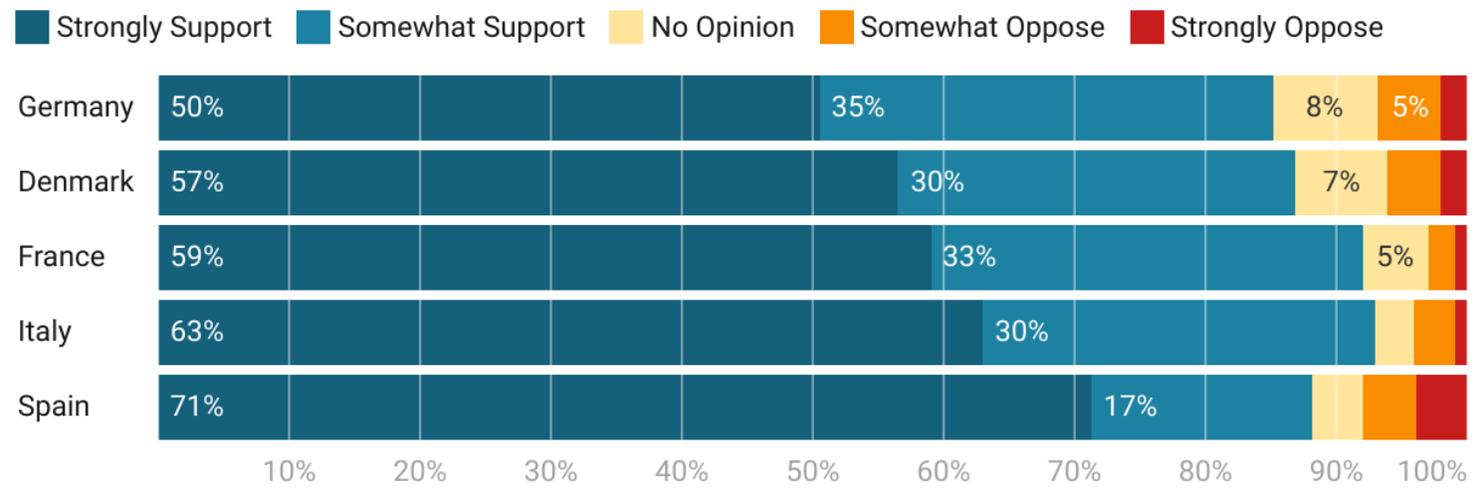


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- “Political attitudes are often referred to as "left" or "right". In general, where would you place yourself on this scale?”

... Across all
Surveyed
Countries

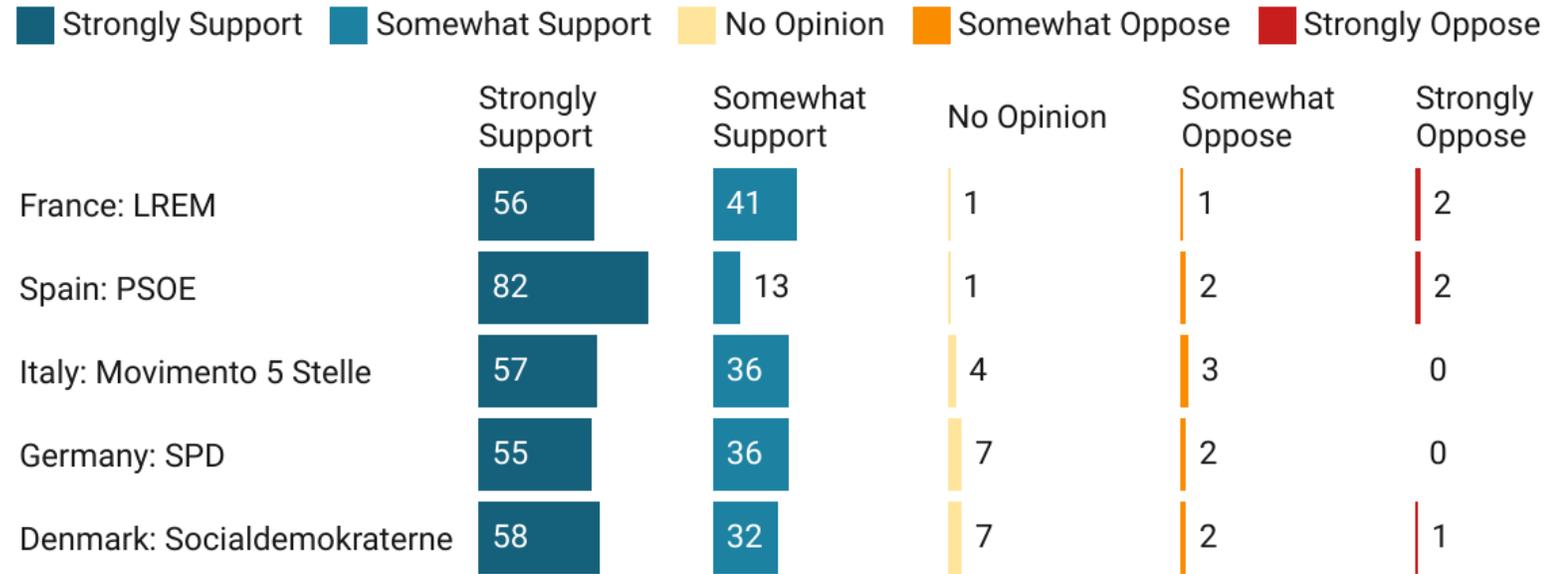
Do you support or oppose a Deforestation Free Law that would require companies in the EU to stop selling products that destroy forests?



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...And Across Political Parties

Do you support or oppose a Deforestation Free Law that would require companies in the EU to stop selling products that destroy forests?

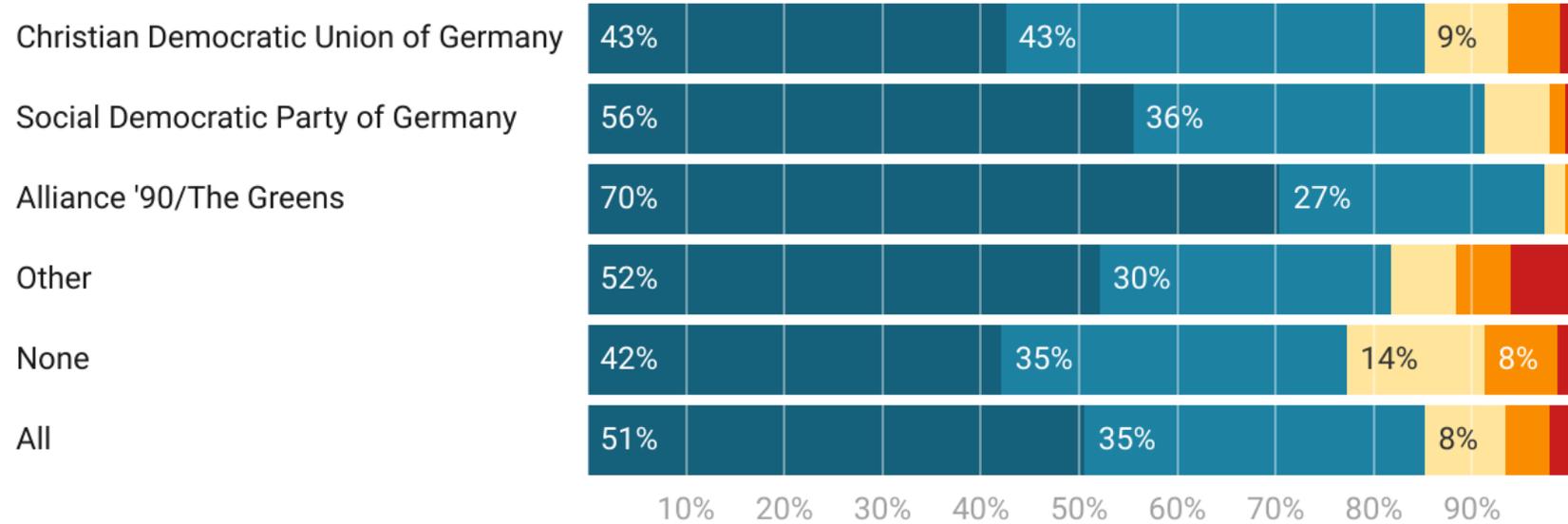


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Germany

By Political Party

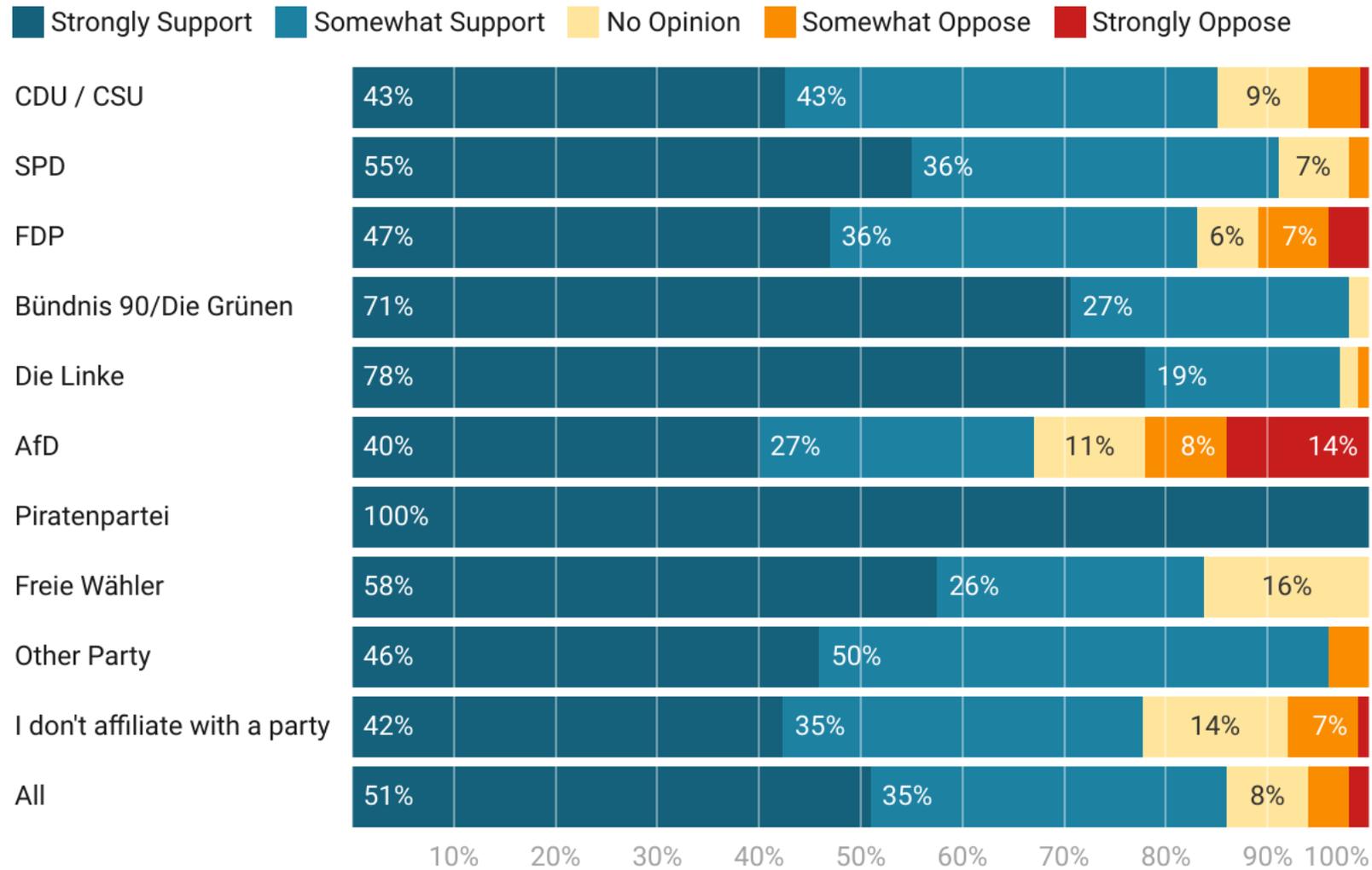
Strongly Support Somewhat Support No Opinion Somewhat Oppose Strongly Oppose



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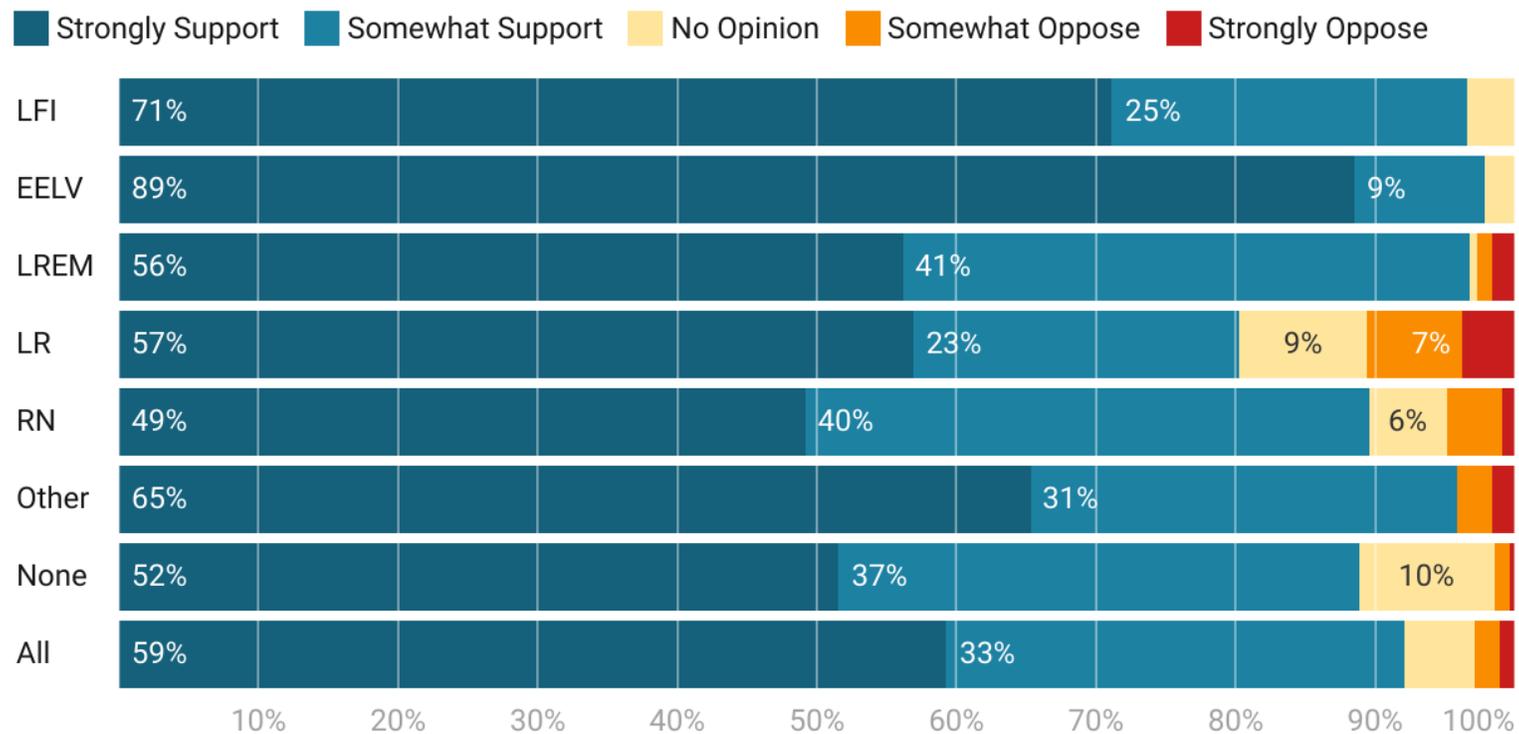
Germany

By Political Party



France

By Political Party

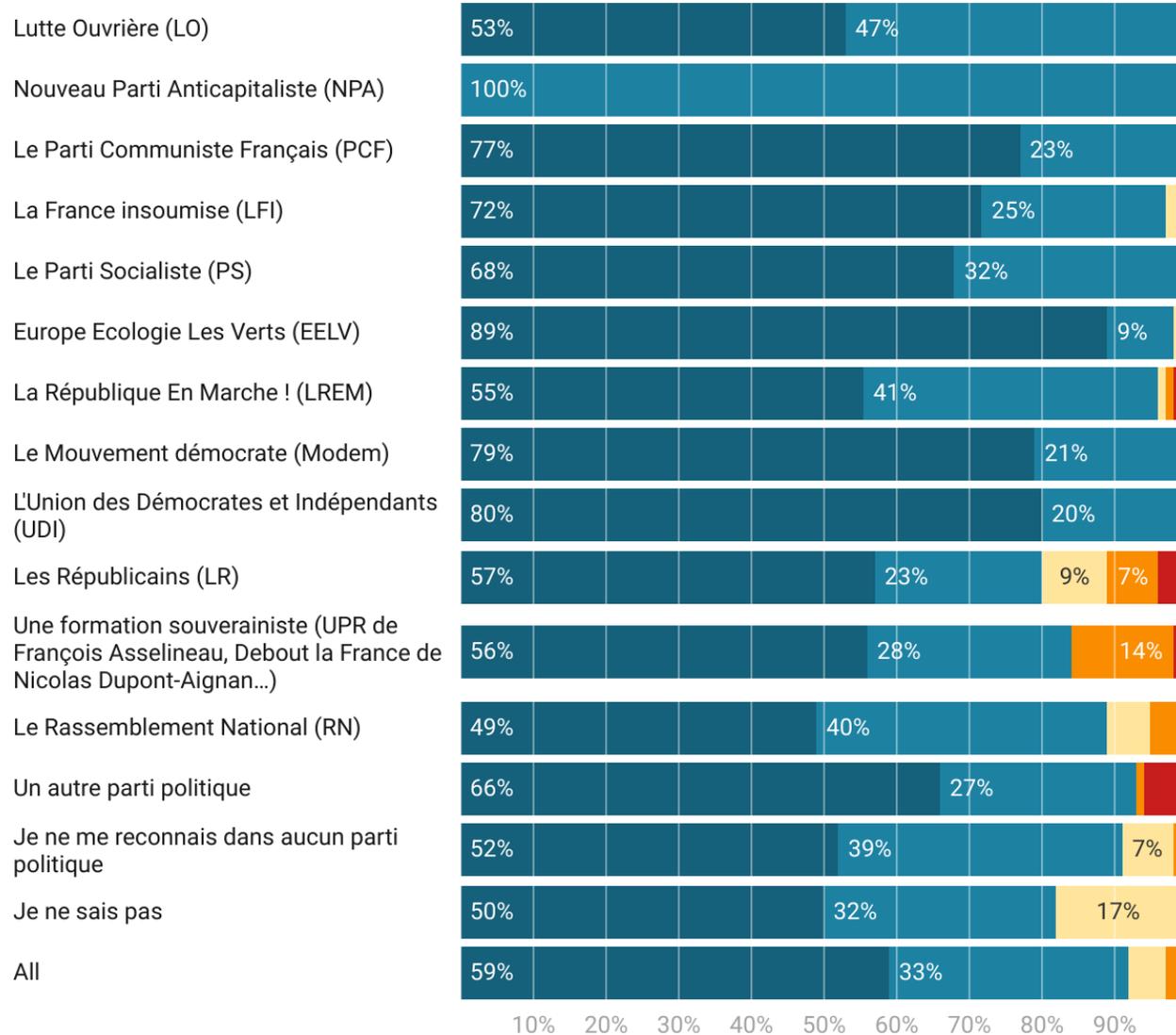


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France

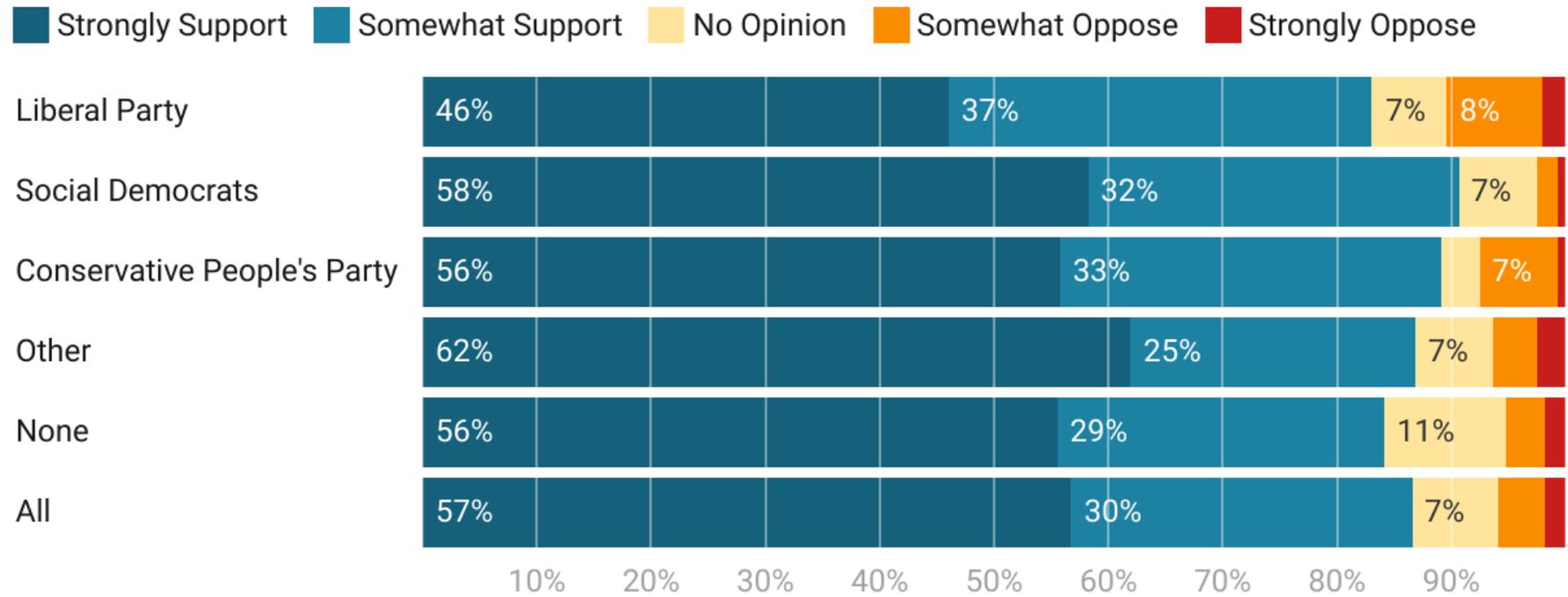
By Political Party

Strongly Support Somewhat Support No Opinion Somewhat Oppose Strongly Oppose



Denmark

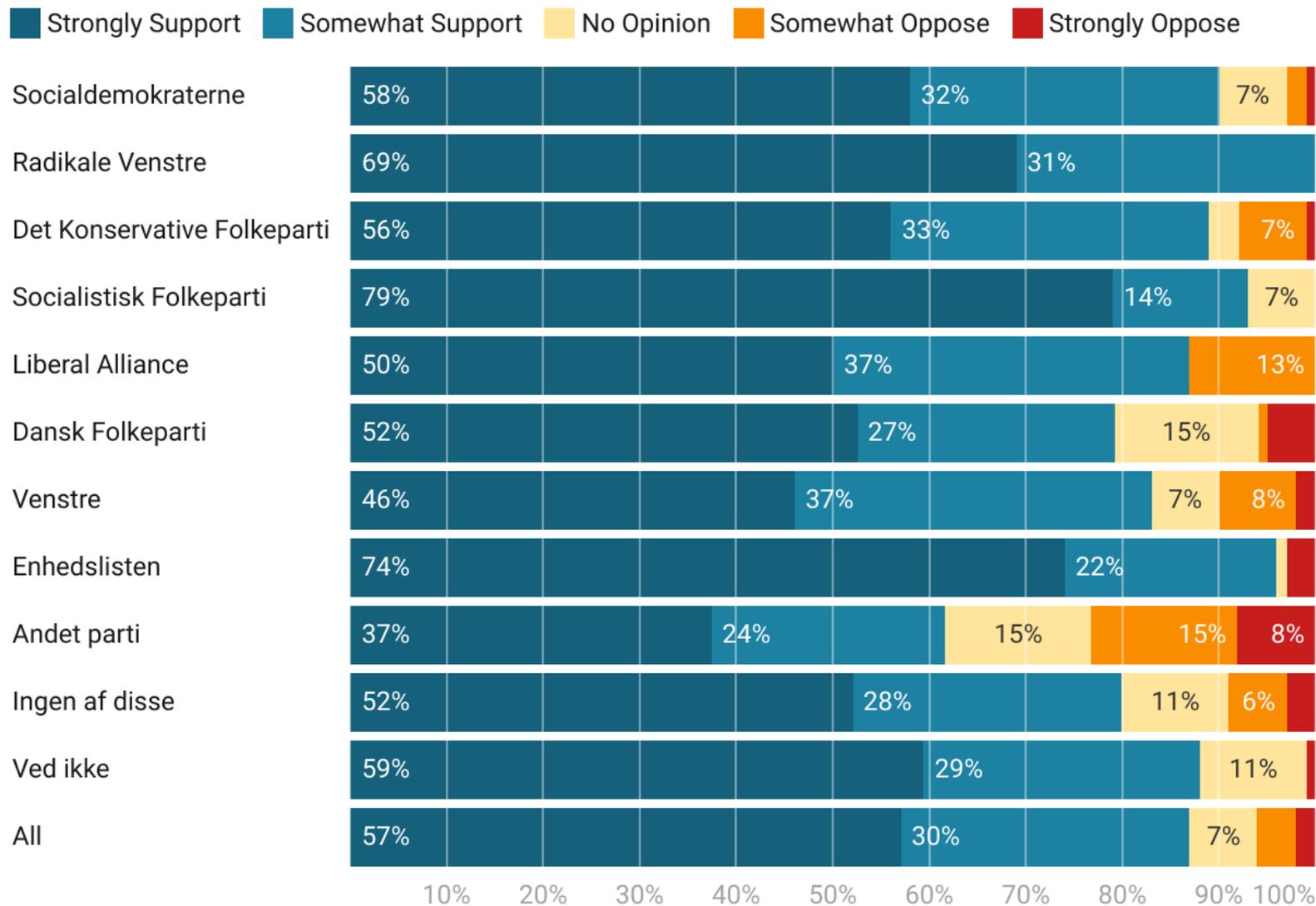
By Political Party



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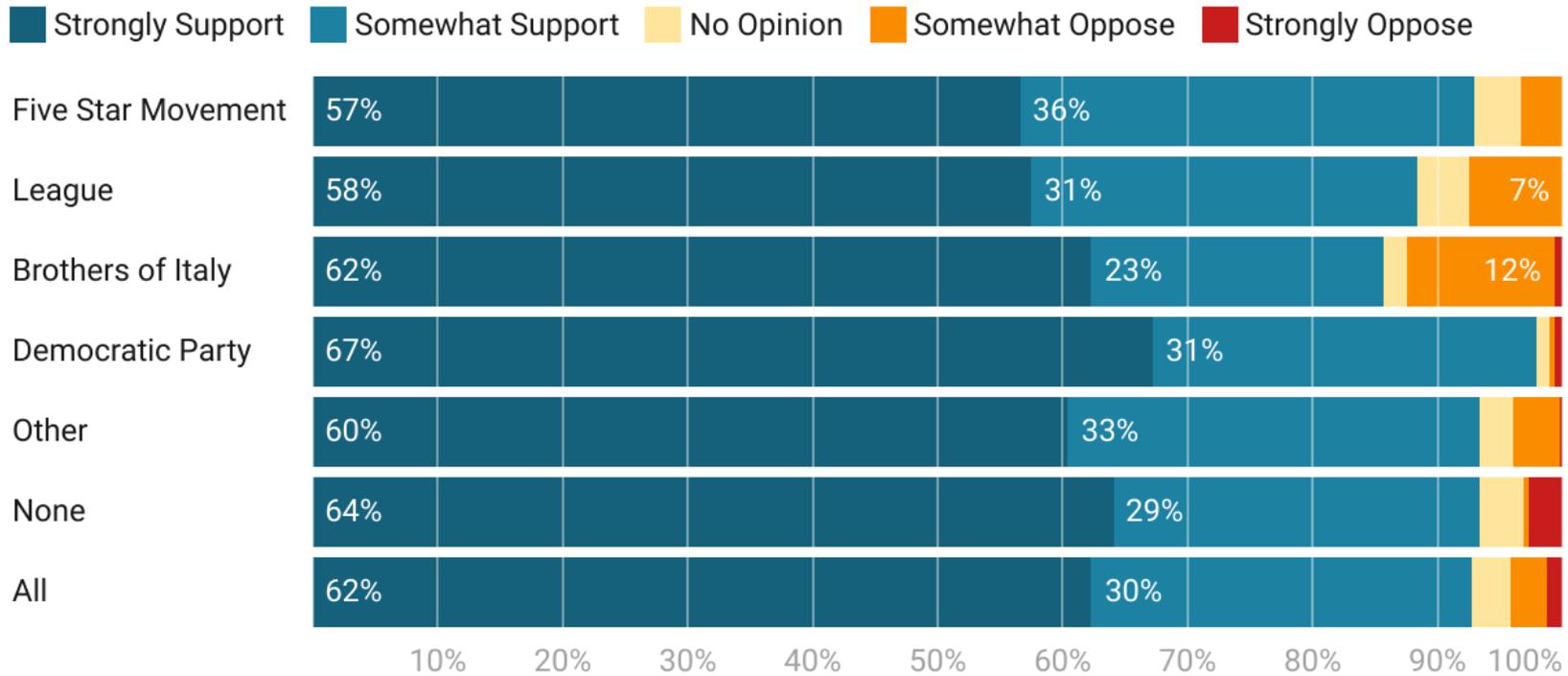
Denmark

By Political Party



Italy

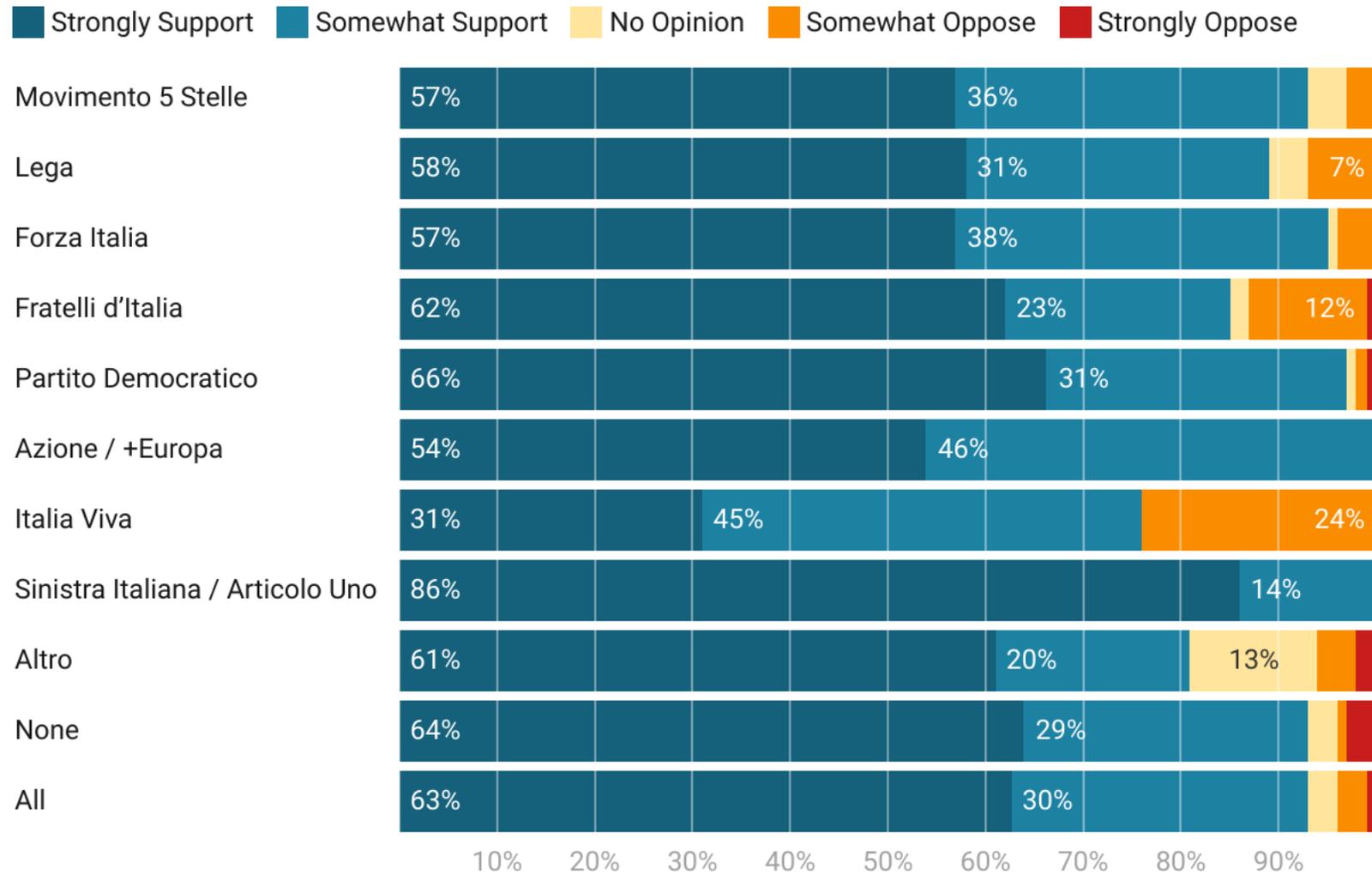
By Political Party



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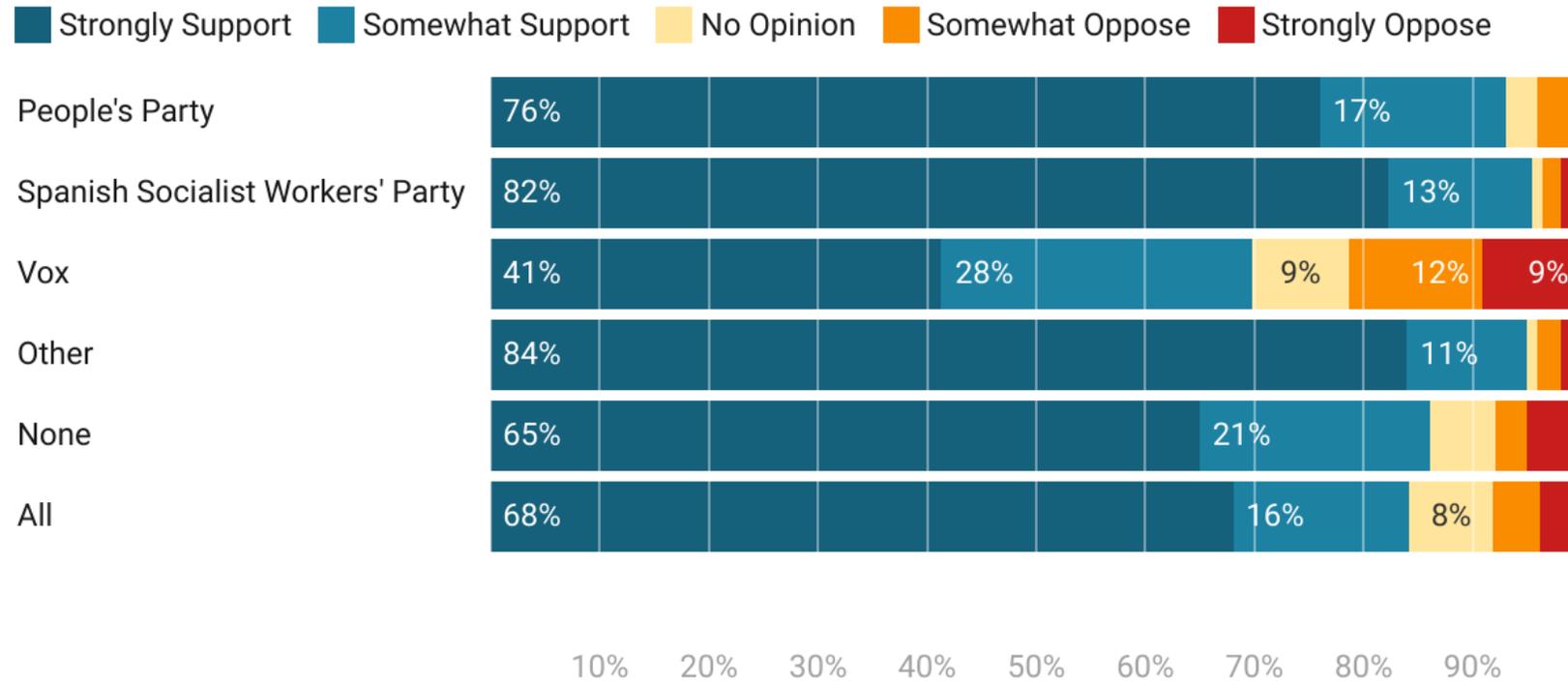
Italy

By Political Party



Spain

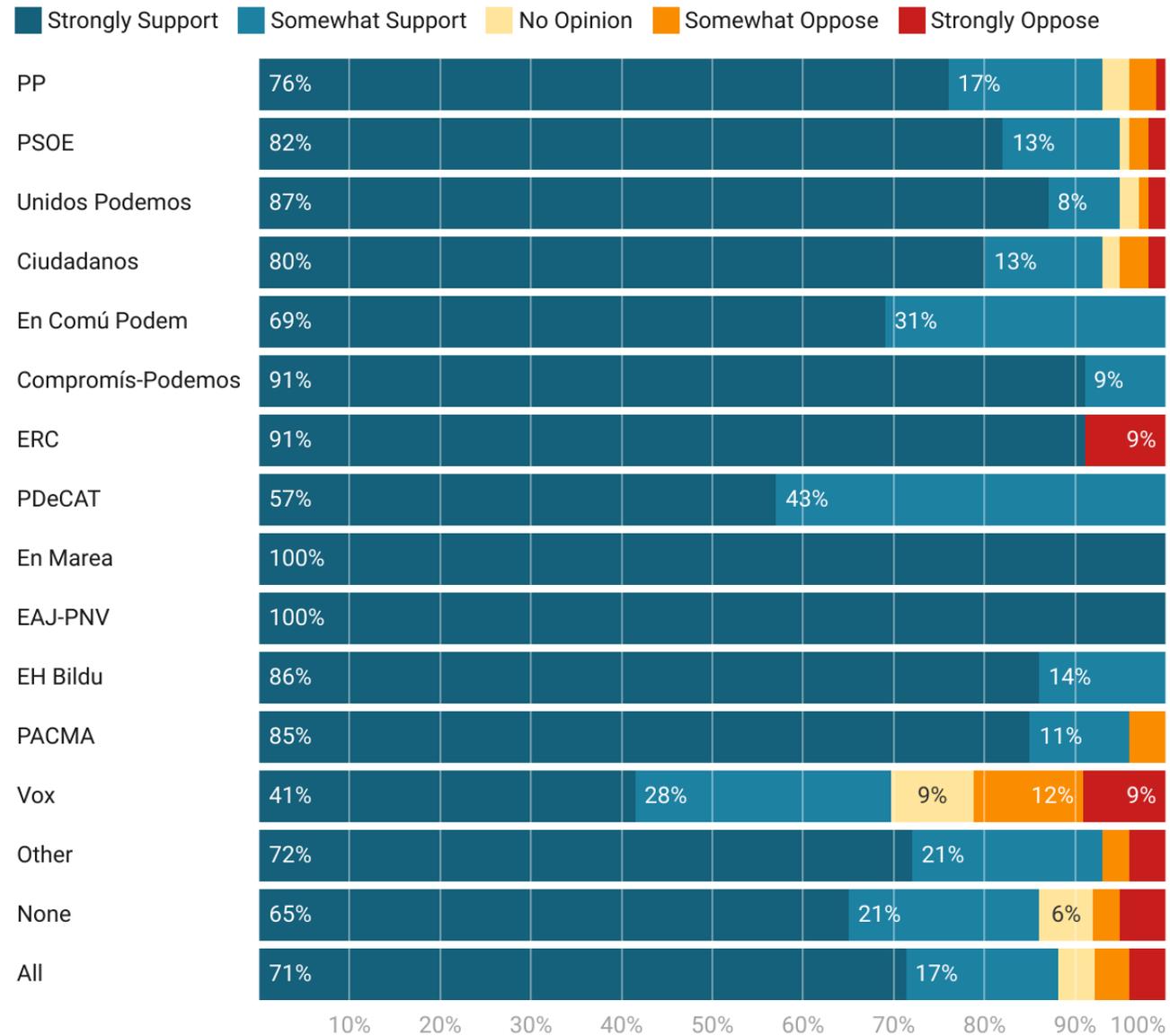
By Political Party



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Spain

By Political Party



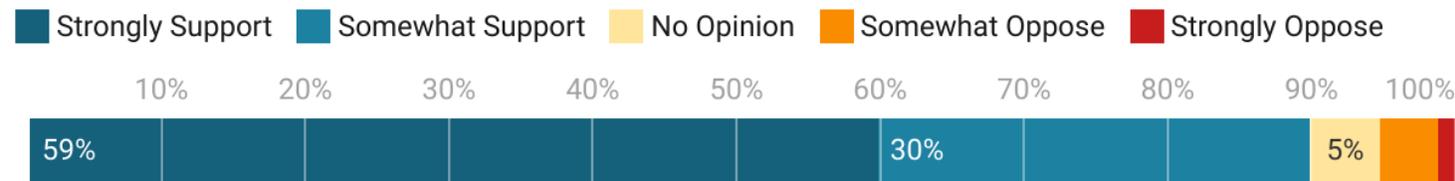
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The public wants the law to
be robust and expansive

The Public Supports a Robust Law that Also Applies to....

Financial Institutions

The law should require financial institutions to stop investing in companies that destroy forests

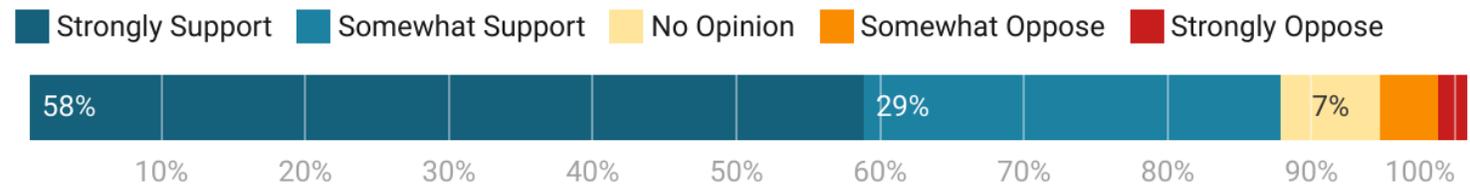


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The Public Supports a Robust Law that Also Applies to....

Indigenous Rights

The law should require companies to stop selling products that violate the land rights of Indigenous Peoples

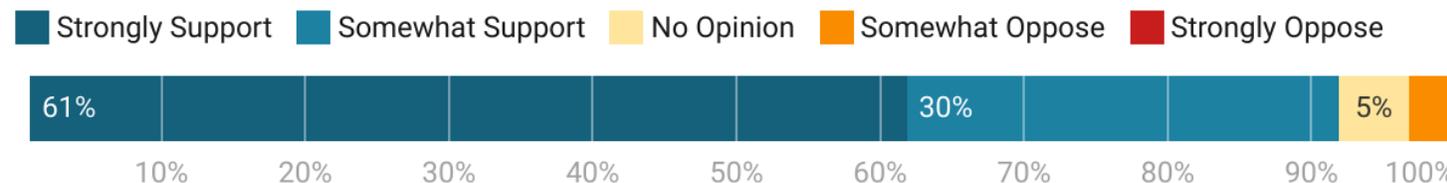


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The Public Supports a Robust Law that Also Applies to....

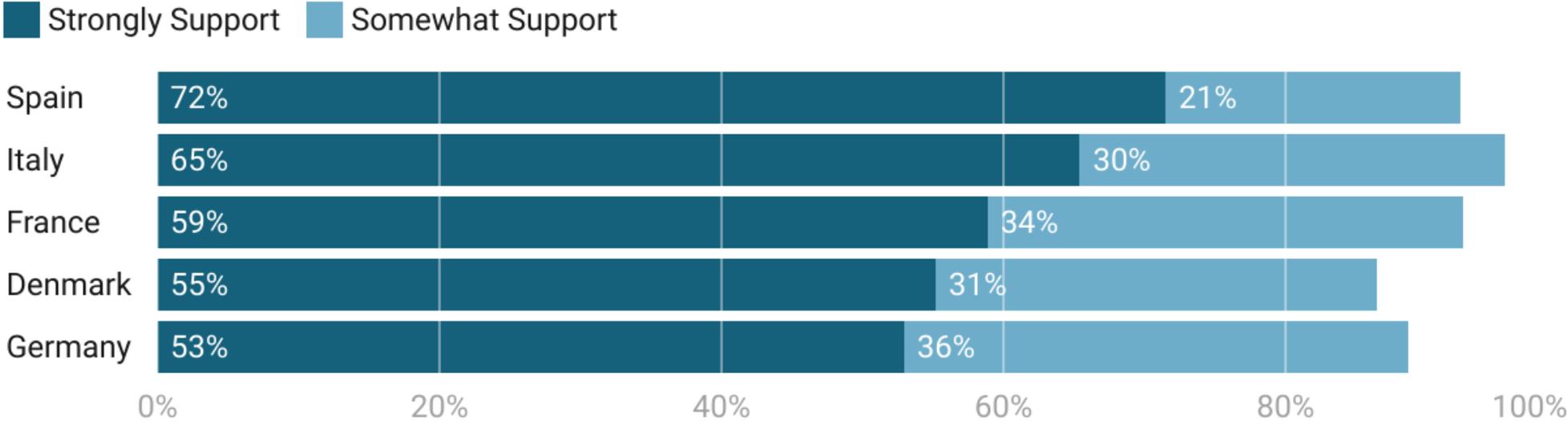
Critical Ecosystems Other Than Forests

The law should require companies to stop selling products that destroy other critical ecosystems such as savannahs and wetlands as well as forests



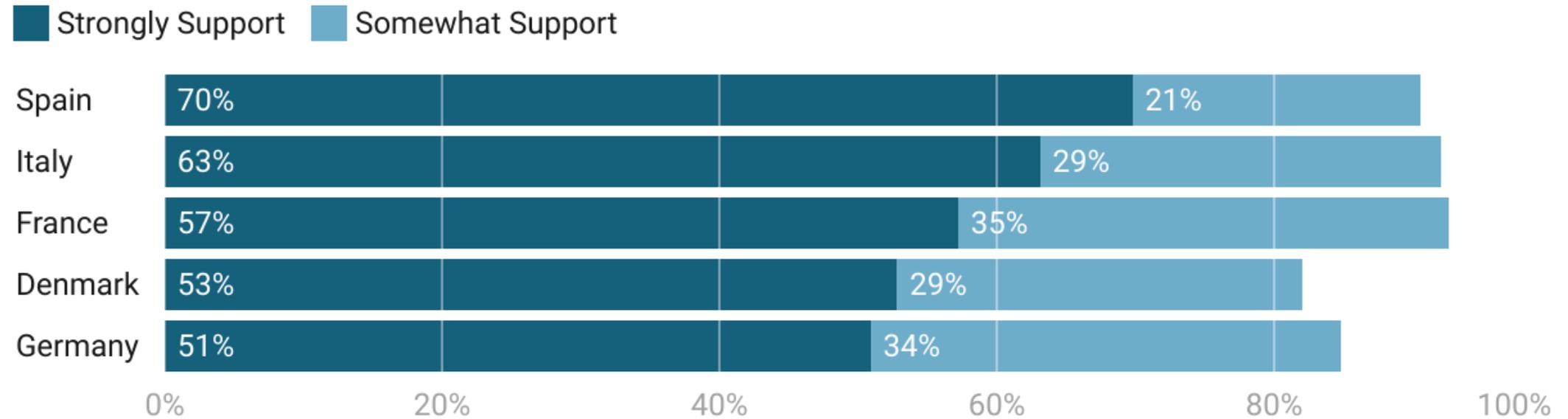
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9 in 10 (91%) Europeans support a Deforestation-Free Law that would require companies to stop selling products that destroy other critical ecosystems such as savannahs and wetlands as well as forests



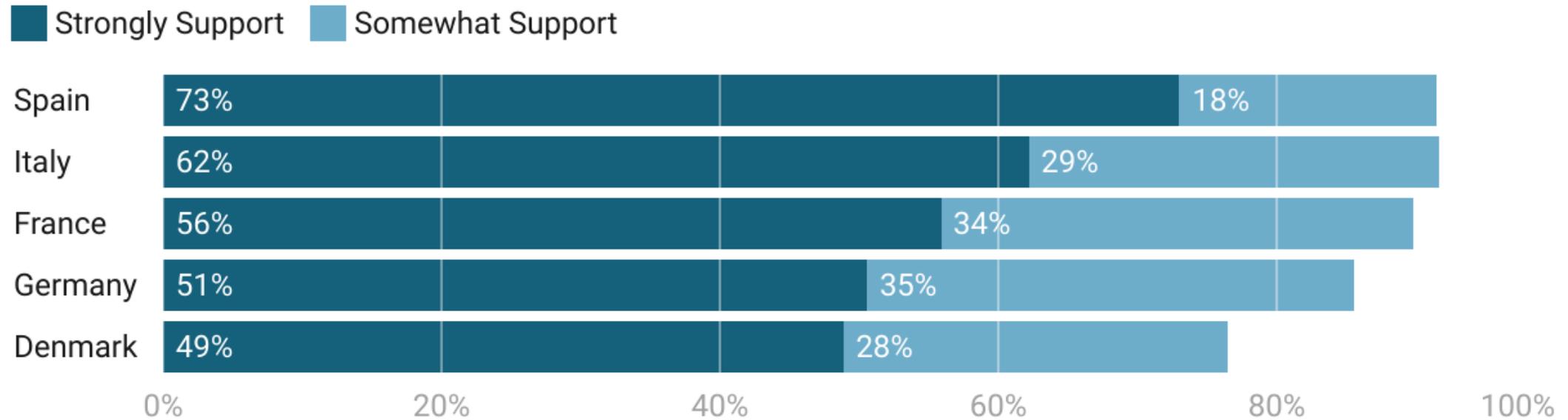
Source: YouGov poll • Created with Datawrapper

9 in 10 (89%) Europeans support a Deforestation Free Law that would require financial institutions to stop investing in companies that destroy forests



Source: YouGov poll • Created with Datawrapper

Almost 9 in 10 (87%) Europeans support a Deforestation Free Law that would require companies to stop selling products that violate the land rights of Indigenous Peoples



Source: YouGov poll • Created with Datawrapper

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The public isn't buying
industry push-back.

Industry is Pushing Back

Members of the food and agriculture industries are asking to delay implementation of the EU law until 2030, partly to avoid global supply chain disruptions such as “the current war in Ukraine and its effects on global food security.”

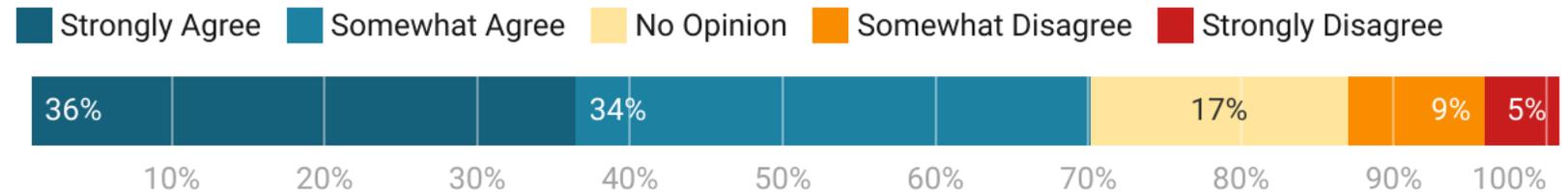


7 in 10 Europeans think industry is using the crisis in Ukraine as an excuse to continue buying and selling products that destroy forests:

But the
Public Isn't
Buying It

How much do you agree or disagree with the following statement:

Industry is using the crisis in Ukraine as an excuse to continue buying and selling products that cause deforestation



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**Caving to industry pressure will
undermine political credibility
and support for MEPs.**

“If I found out my MEP is working to weaken the EU Deforestation-Free Law it would make me...”

Caving to industry pressure will undermine credibility—and votes—for MEPs.

The data below represents voters across political ideologies:

If I found out my MEP is working to Weaken the EU Deforestation-Free Law it would make me:

More likely to vote for them in the next election

10%

Less likely to vote for them in the next election

58%

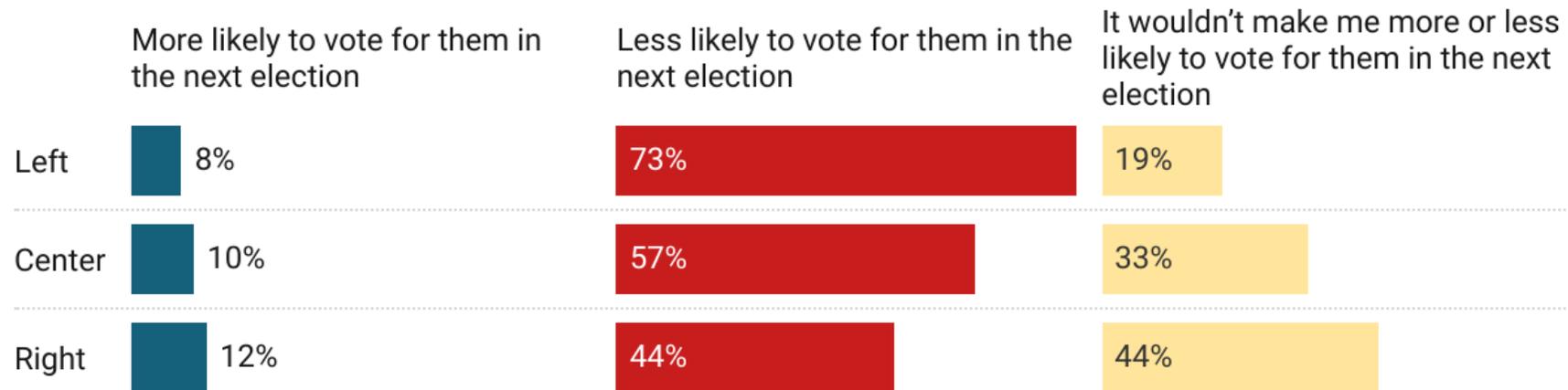
It wouldn't make me more or less likely to vote for them in the next election

31%

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Caving to industry pressure will undermine credibility—and votes—for MEPs across the political spectrum.

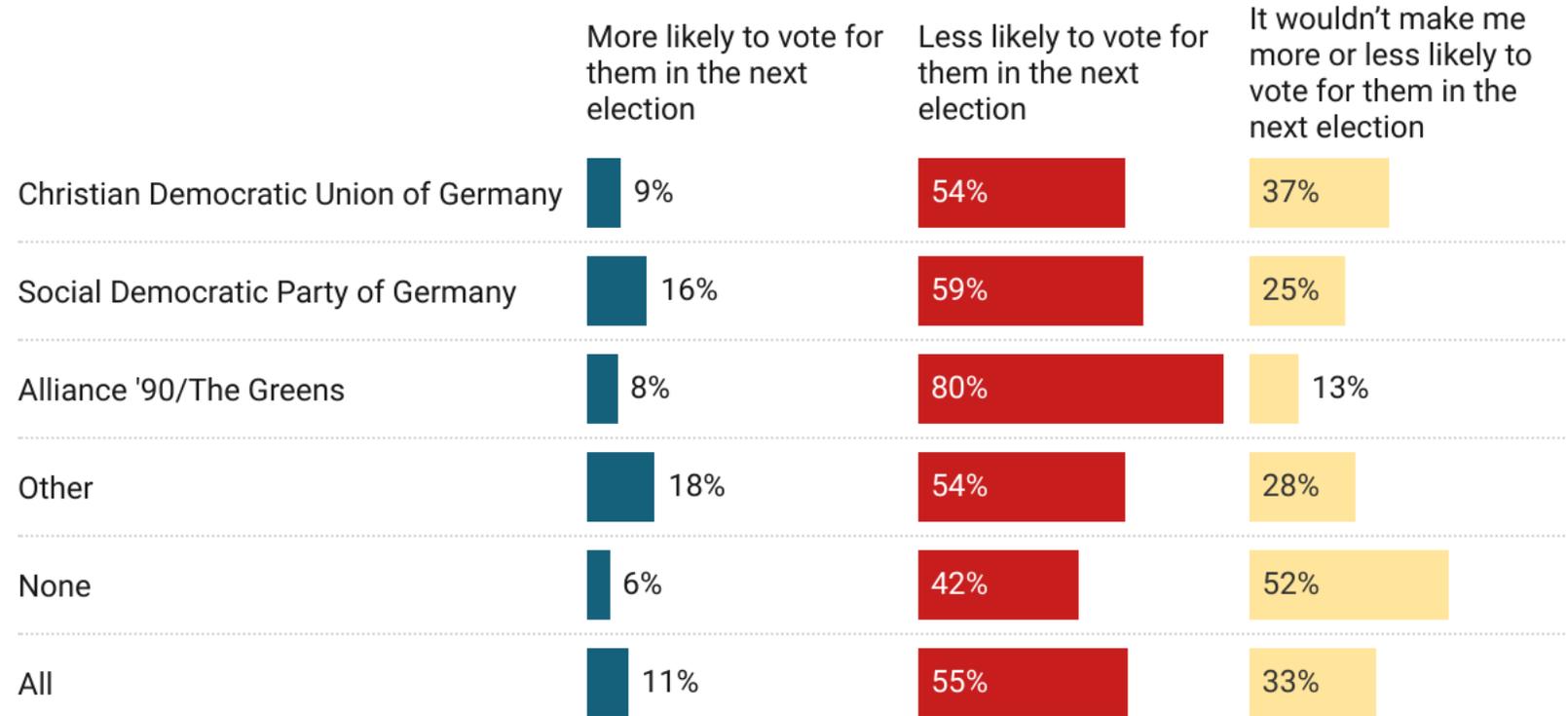
If I found out my My MEP is working to weaken the EU Deforestation-Free Law it would make me:





If I found out my My MEP is working to Weaken the EU Deforestation-Free Law it would make me:

Germany

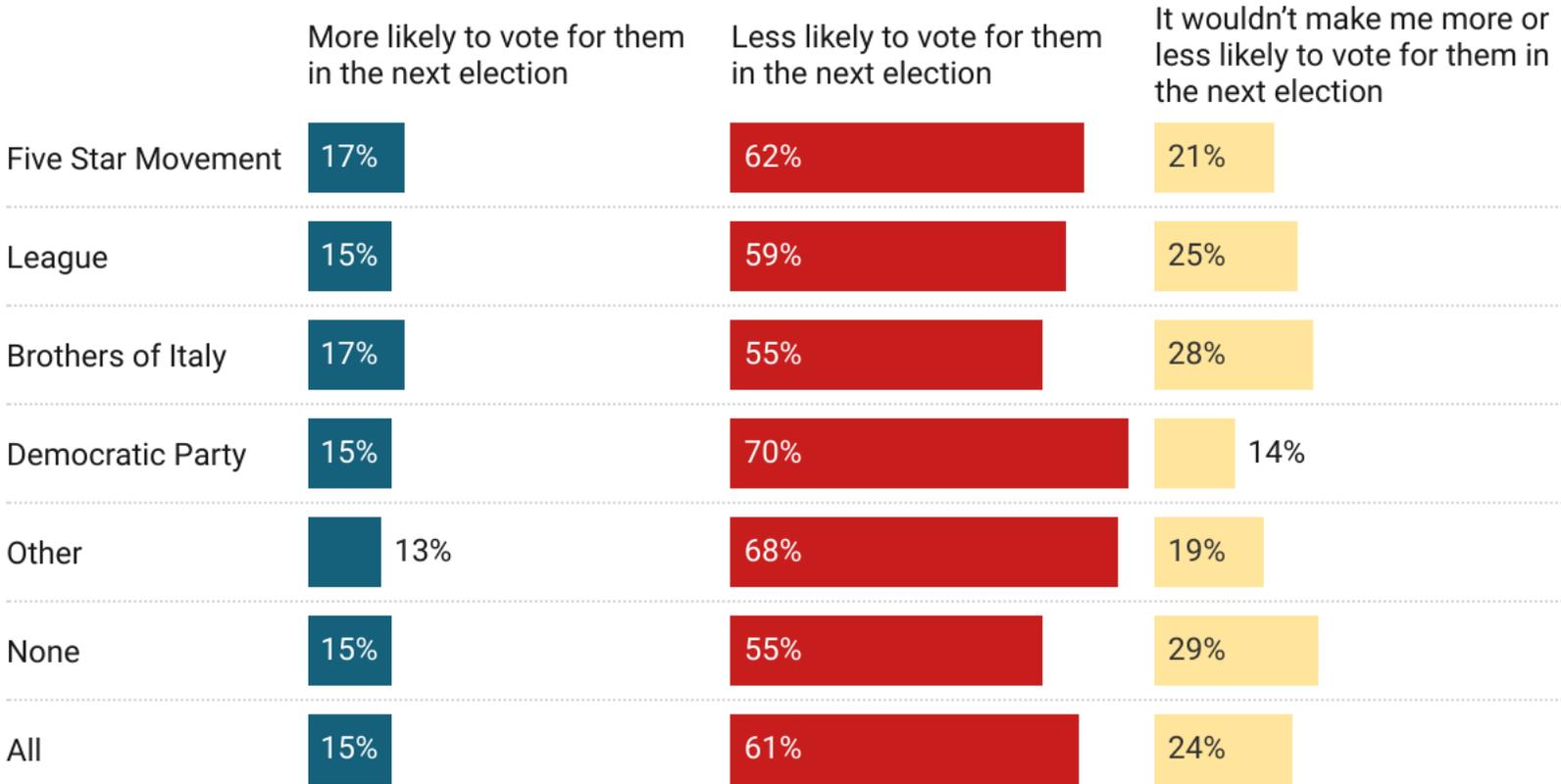


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If I found out my My MEP is working to Weaken the EU Deforestation-Free Law it would make me:

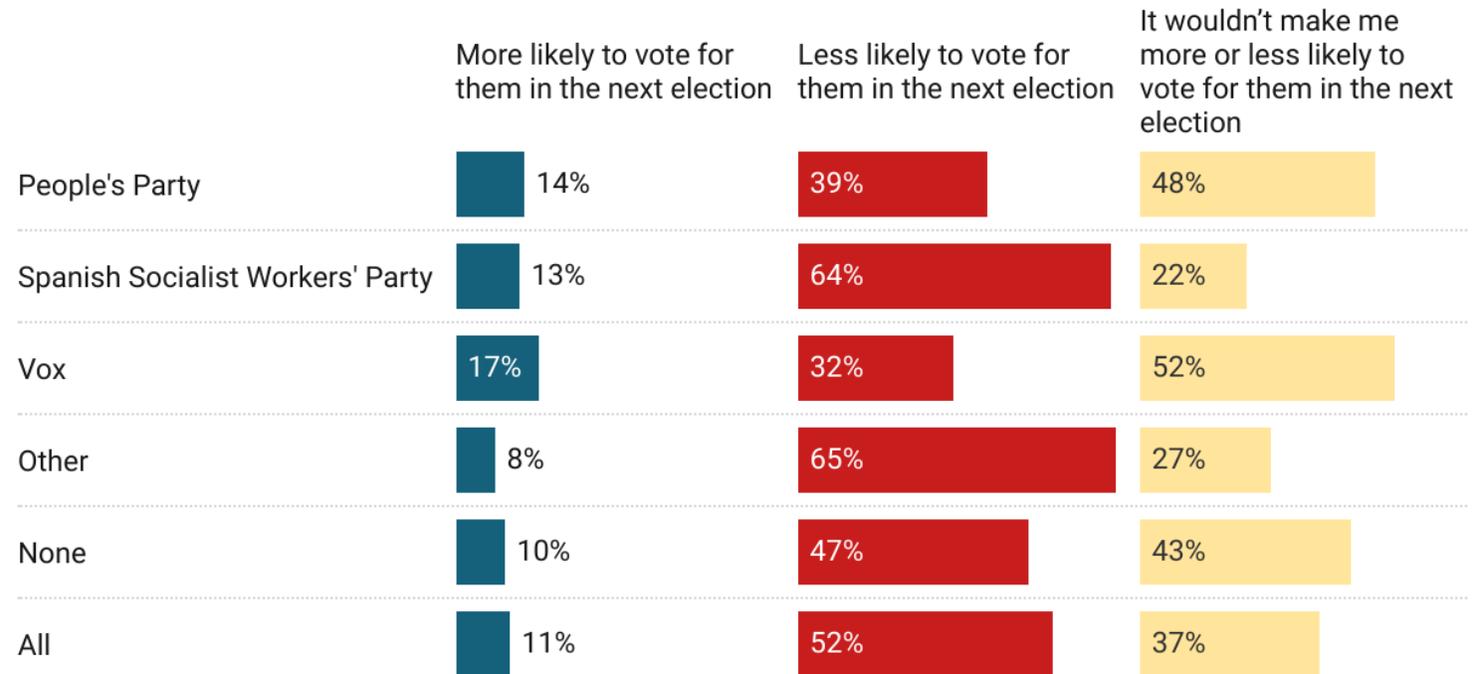
Italy



Spain

If I found out my My MEP is working to Weaken the EU Deforestation-Free Law it would make me:

Spain

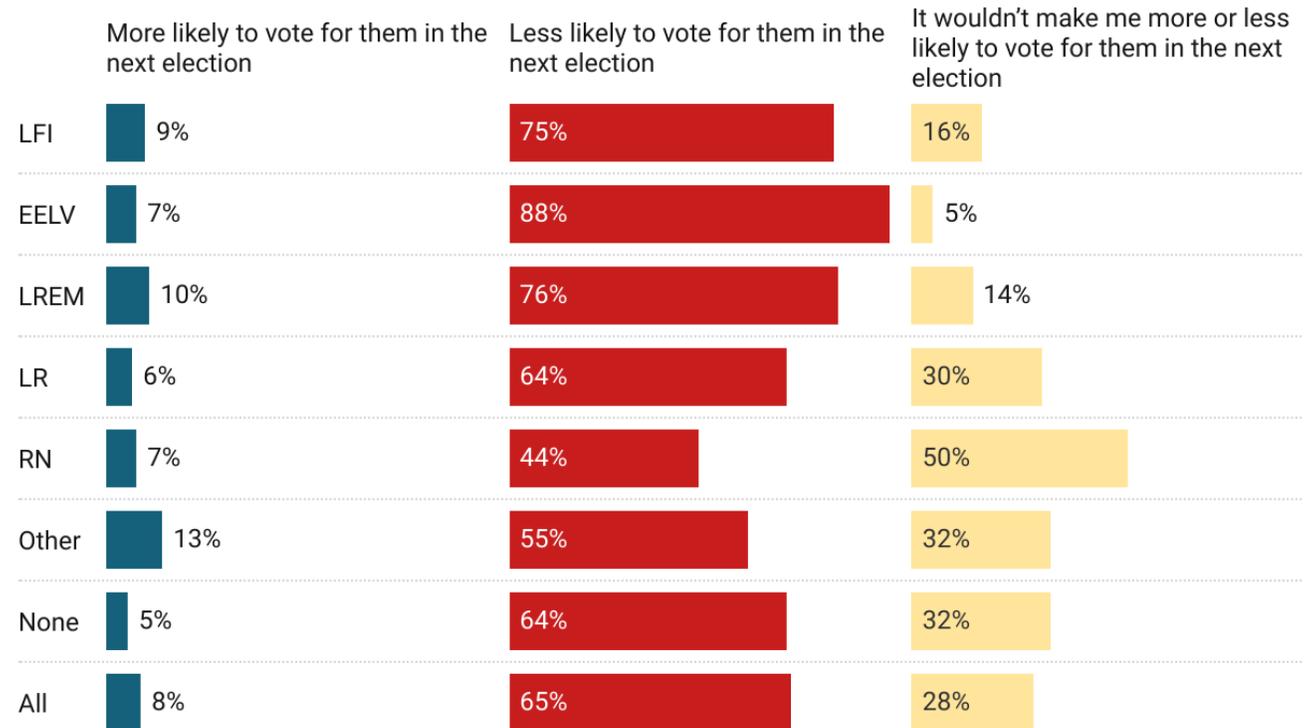


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France

If I found out my My MEP is working to Weaken the EU Deforestation-Free Law it would make me:

France

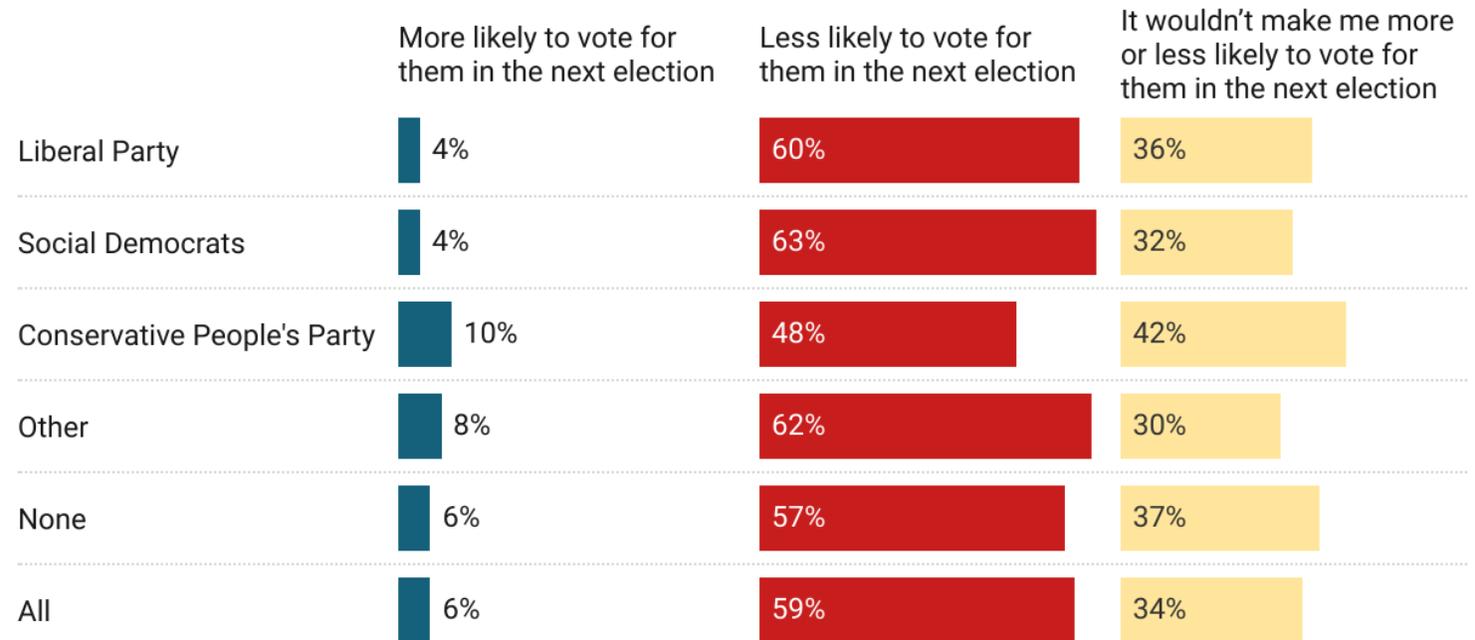


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Denmark

If I found out my My MEP is working to Weaken the EU Deforestation-Free Law it would make me:

Denmark



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“If I found out my MEP is
working for a **strong**
EU Deforestation-Free Law
it would make me...”

Resisting industry pressure will earn credibility—and votes—for MEPs.

If I found out my MEP is working for a Strong EU Deforestation-Free Law it would make me:

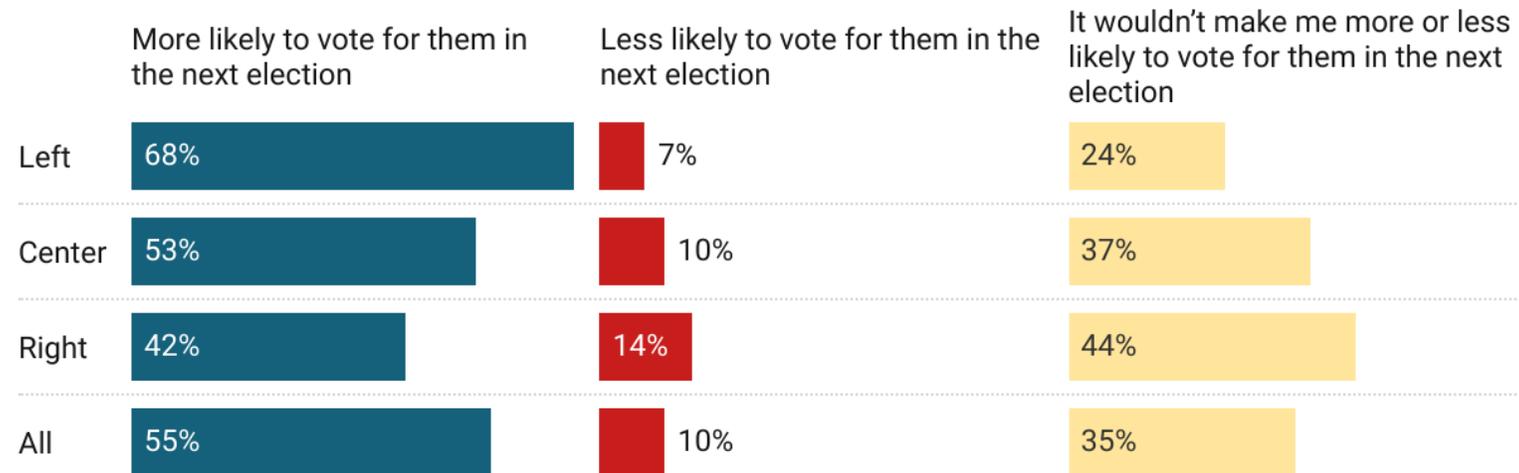


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Filters: Political Ideology: All

Resisting industry pressure will earn credibility—and votes—for MEPs across the political spectrum.

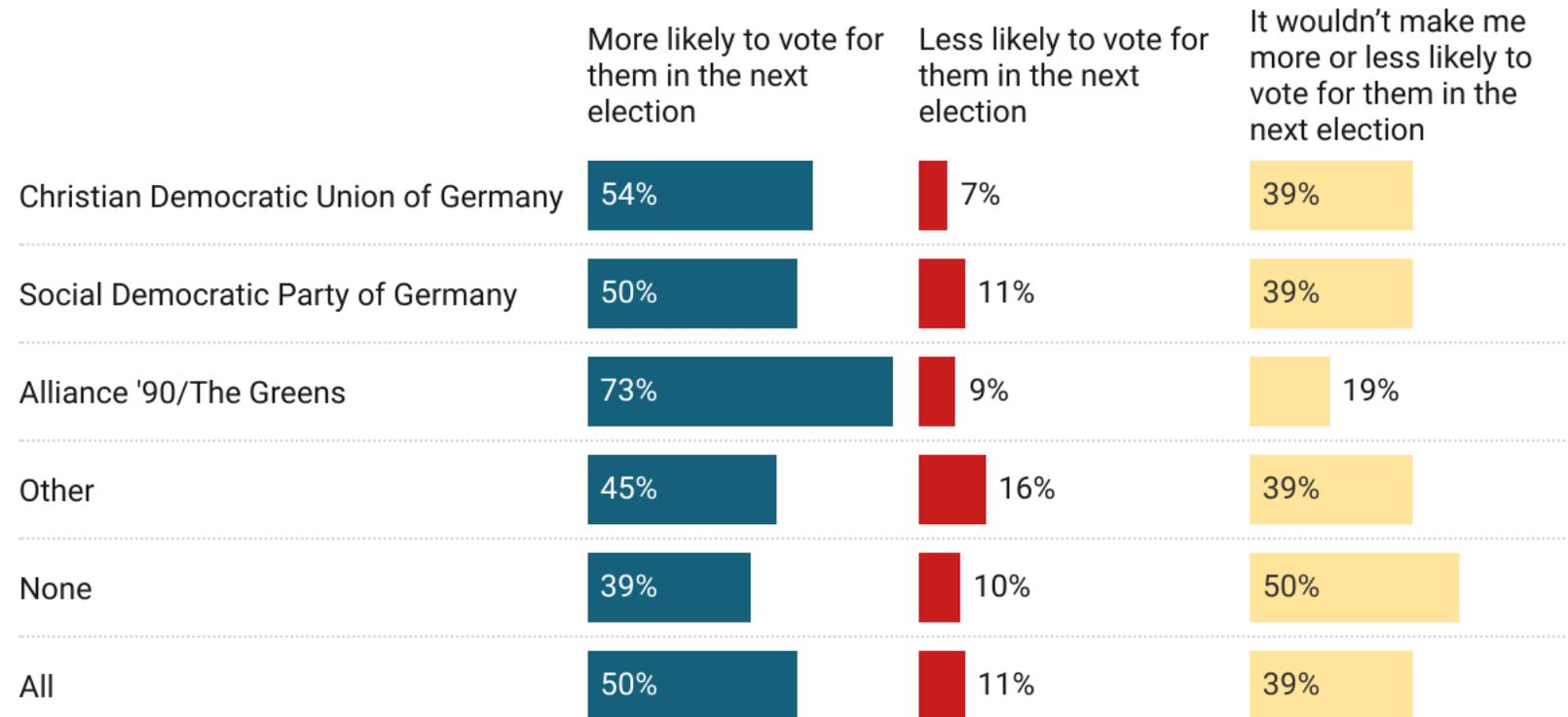
If I found out my My MEP is working for a Strong EU Deforestation-Free Law it would make me:



Germany

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Germany

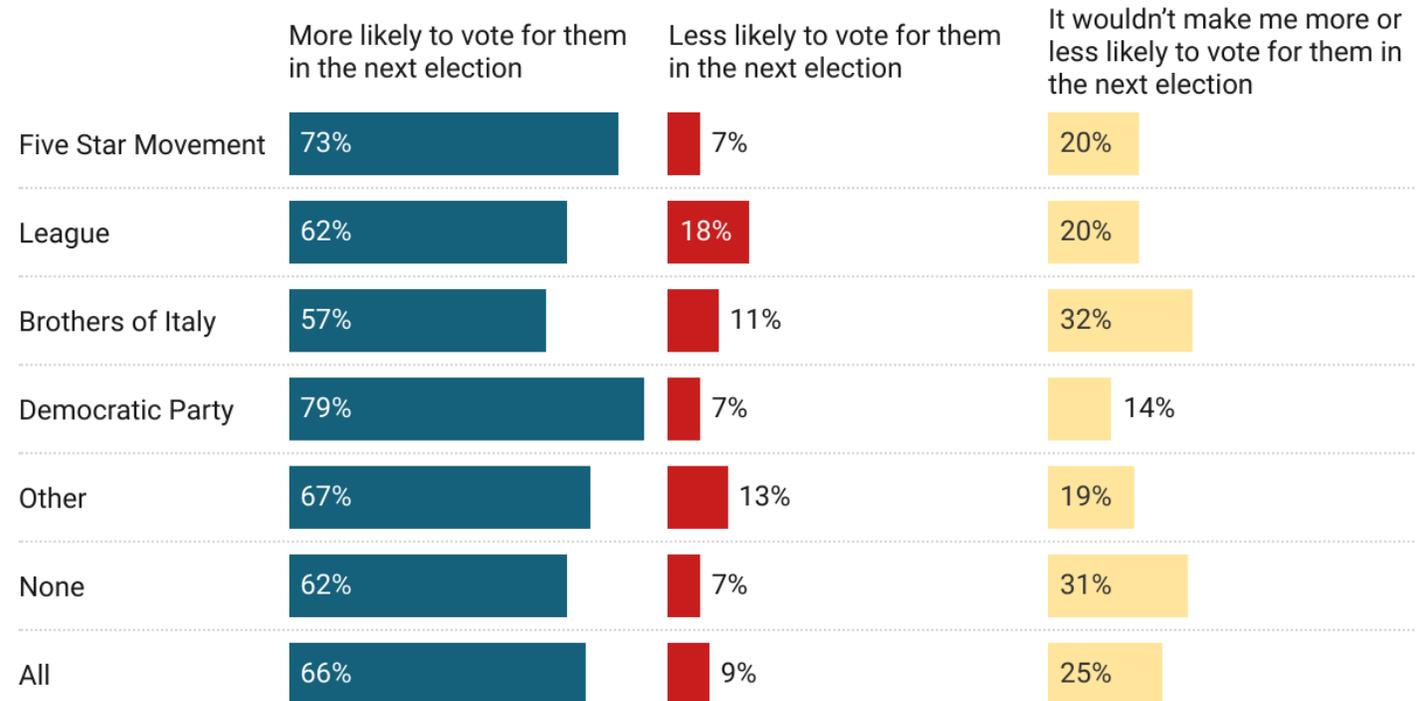


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Italy

If I found out my My MEP is working for a Strong EU Deforestation-Free Law it would make me:

Italy

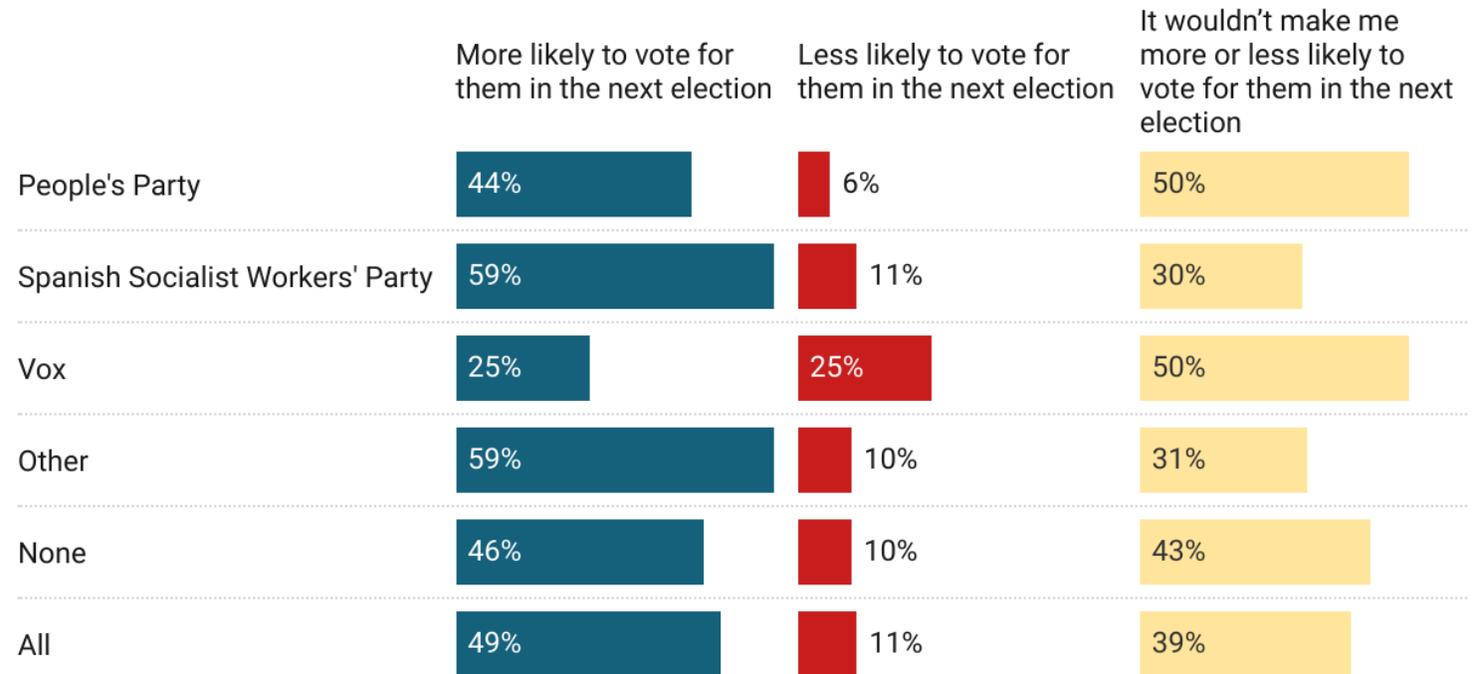


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Spain

If I found out my My MEP is working for a Strong EU Deforestation-Free Law it would make me:

Spain

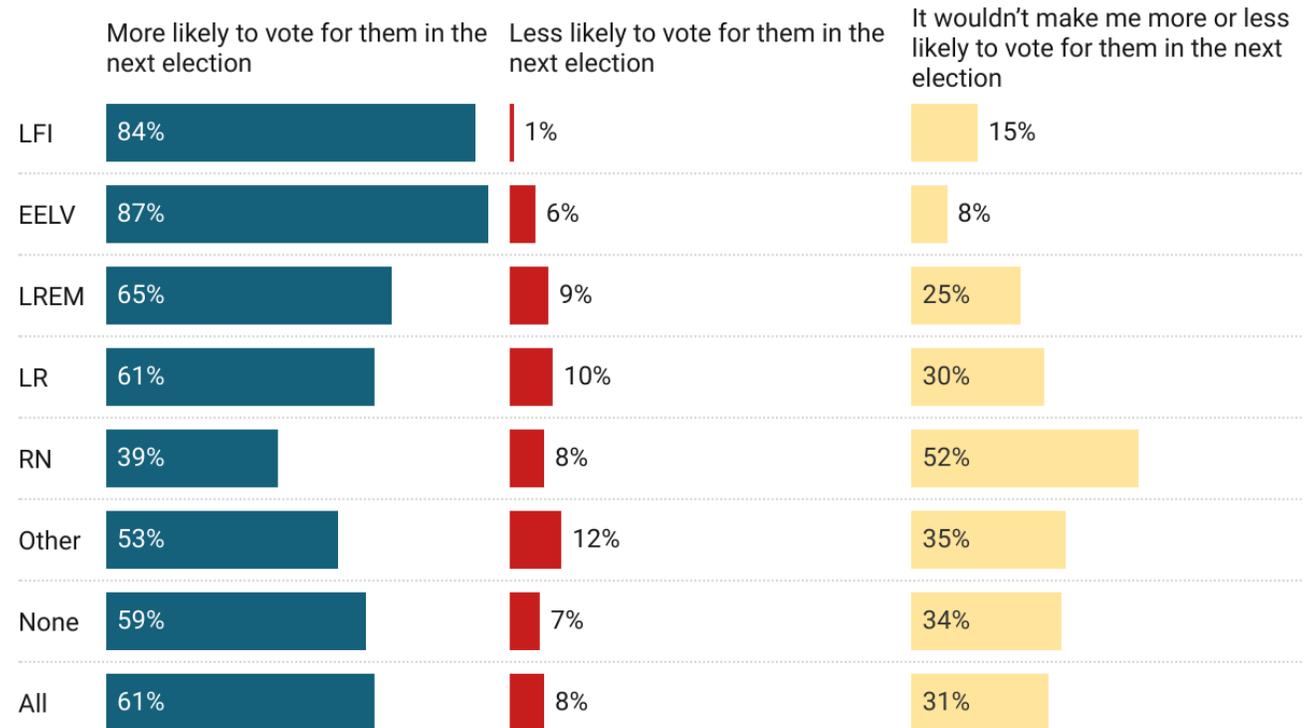


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France

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France

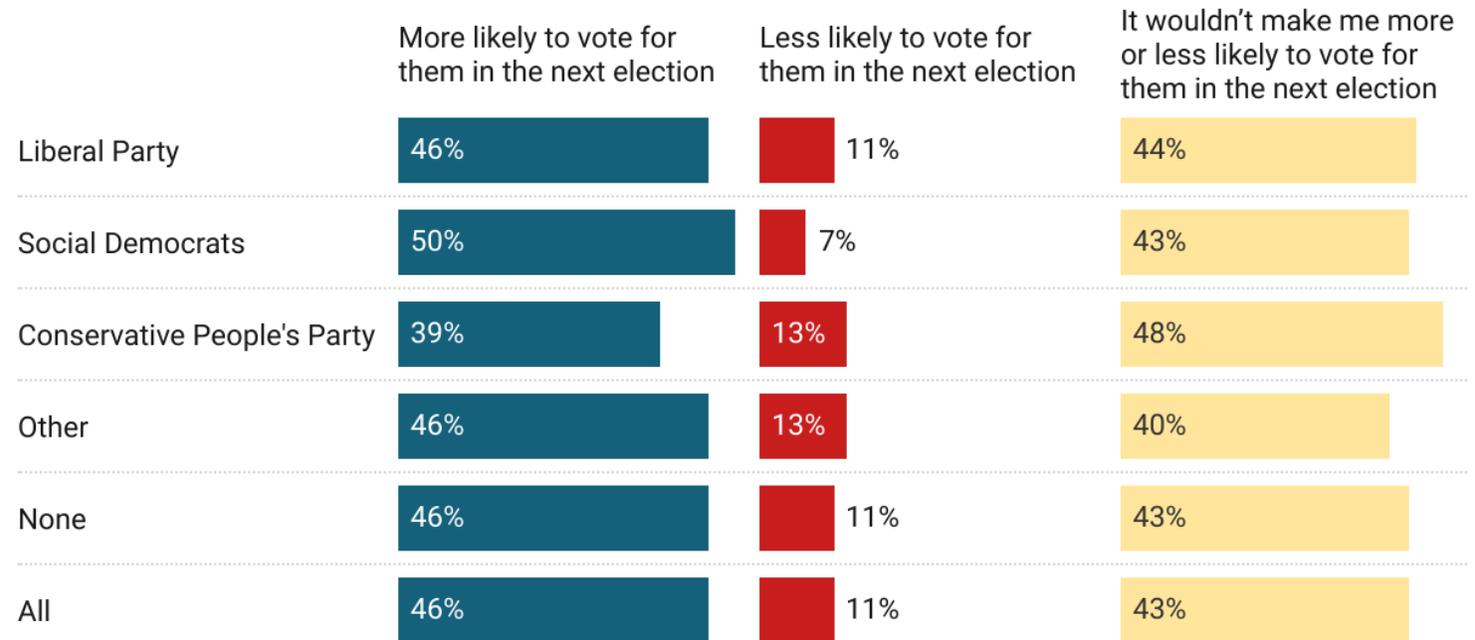


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Denmark

If I found out my My MEP is working for a Strong EU Deforestation-Free Law it would make me:

Denmark



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Summary

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EU voters don't buy industry scaremongering on the EU deforestation law and are more likely to vote for MEPs & parties that support a stronger law.

- **There is overwhelming support** for a law to ensure Deforestation-Free products in the EU, across five key EU markets, across political ideologies and across political parties
- There is overwhelming **support for strengthening the law** to:
 - include financial institutions
 - protect Indigenous Peoples rights
 - cover critical ecosystems other than forests
- 7 in 10 Europeans believe that **industry is using the crisis in Ukraine as an excuse** to continue buying and selling products that destroy forests!
- **Voters will reward MEPs and parties** working to pass a strong EU law