# Natur a Ni:

**ADRODDIAD CAM UN**


# Nature and Us:

**PHASE ONE REPORT**


**GORFFENNAF / JULY 2022**

# Contents

**Please cite this report as:**

# Glossary

| Big Bocs Bwyd | An initiative involving the installation of food boxes across schools in Wales, to develop food literacy by growing, cooking, and learning with food. |
|---|---|
| CO2 | Carbon Dioxide |
| DRS | Deposit Return Scheme |
| Golygfa Gwydr | A social enterprise based in Llanrwst, Conwy |
| GwyrddNi | A community-based, community-led climate action movement which operates across five areas in Gwynedd to tackle climate change |
| NRW | Natural Resources Wales |
| Partneriaeth Ogwen | A social enterprise working for the benefit of the economy, environment, and communities of Dyffryn Ogwen |
| PSB | Public Service Board |
| SMNR | Sustainable Management of Natural Resources |
| Tir Gofal | An agri-environmental scheme run in Wales between 1999 and 2011 to encourage farmers and landowners to manage land in an environmentally friendly way |
| Tyfu Dyfi | An Enabling Natural Resources and Well-being (ENRaW) project involving communities in local food systems |
| Tir Cynnal | An agri-environmental scheme which provided grant payments to farmers in Wales to protect areas of environmental importance on their land and prevent the loss of biodiversity. |
| Ynni Ogwen | A community benefit society who run a community hydro scheme to capture the power from the Ogwen river to produce electricity. |

# Crynodeb Gweithredol

Mae'r adroddiad hwn yn nodi canfyddiadau cam 1 o sgwrs genedlaethol am amgylchedd naturiol Cymru. Comisiynwyd y sgwrs genedlaethol 'Natur a Ni' gan Cyfoeth Naturiol Cymru (CNC) i ddatblygu gweledigaeth gyffredin ar gyfer dyfodol yr amgylchedd naturiol i Gymru.

Mae canfyddiadau cam 1 y sgwrs genedlaethol, a gynhaliwyd rhwng mis Chwefror a mis Mai 2022, yn tynnu ar farn 3,069 o ymatebwyr i'r arolwg, 68 o gyfranogwyr grwpiau ffocws, 126 o fynychwyr gweithdai a 186 o gyfranogwyr gweminarau.

Mae'r canfyddiadau hyn yn seiliedig ar farn sampl nad yw'n gynrychioliadol o'r cyhoedd, a gasglwyd drwy broses ar-lein. Cydnabyddir cyfyngiadau'r dull gweithredu yn yr adroddiad hwn a chymerir camau i ehangu'r drafodaeth yn ystod cam nesaf y sgwrs genedlaethol i gyrraedd unigolion o gymunedau sydd wedi'u tangynrychioli hyd yma.

Mae'r safbwyntiau sy'n cael eu dyfynnu yn y cyhoeddiad hwn yn deillio o aelodau o'r cyhoedd a fu'n cymryd rhan yn y sgwrs Natur a Ni. Felly, ni ddylid cymryd yn ganiataol eu bod yn adlewyrchu barn, credoau na pholisïau CNC, y bwrdd nag aelodau staff CNC.

## Beth mae pobl yn poeni yn ei gylch a beth yw'r materion hollbwysig ar gyfer y dyfodol?

Mae Cam 1 y sgwrs genedlaethol yn awgrymu bod y rhan fwyaf o bobl yn pryderu am yr amgylchedd naturiol. Roedd y rhan fwyaf o'r ymatebwyr i'r arolwg o'r farn bod newid hinsawdd (89%) a'r argyfyngau natur (91%) yn argyfyngau byd-eang.

Roedd ymatebwyr yr arolwg yn poeni fwyaf am dri mater allweddol:

- Pryder 1: dirywiad neu ddifodiant anifeiliaid a phlanhigion

- Pryder 2: newid hinsawdd

- Pryder 3: llygru afonydd, llynnoedd a dŵr daear.

Roedd ymatebwyr yr arolwg hefyd yn pryderu am adeiladu ar fannau gwyrdd a naturiol, llygredd plastig, a llygredd y môr. O ran yr effaith ar fywyd, teulu, a chartrefi, y tri phrif bryder a fynegwyd gan ymatebwyr yr arolwg oedd dinistrio natur, rhywogaethau a chynefinoedd; digwyddiadau tywydd eithafol; a llygredd. Roedd pobl yn aml yn sôn am

bryderon aml-haenog ac yn pryderu am bob un neu'r rhan fwyaf o elfennau newid hinsawdd a'r amgylchedd naturiol.

Roedd y materion a oedd yn peri'r pryder mwyaf i unigolion a gymerodd ran yn y trafodaethau grŵp ffocws yn ymwneud â cholli bioamrywiaeth; newid yn yr hinsawdd ac allyriadau carbon deuocsid; y datgysylltiad rhwng polisi ac arfer a diffyg meddwl cyfannol cydgysylltiedig a hirdymor; y datgysylltiad rhwng pobl a'r amgylchedd a diffyg dealltwriaeth o faterion amgylcheddol; defnydd tir a rheoli tir; llygredd dŵr ac aer, cynllunio a datblygu tai; teithio a thrafnidiaeth gynaliadwy a dibyniaeth ar geir; prynwriaeth a'r ffocws ar dwf economaidd.

## Beth fyddai'n ganlyniad dymunol?

Cynigiodd cyfranwyr weledigaethau bywiog a chalonogol ar gyfer y dyfodol, gydag ymatebion arolwg cyffredin yn dod o fewn pum thema:

- Canlyniad 1: ffordd o fyw gwyrddach, wedi'i thrawsnewid
- Canlyniad 2: mwy o bresenoldeb a hygyrchedd mannau gwyrdd
- Canlyniad 3: lleoliaeth a rheolaeth gymunedol ar adnoddau naturiol
- Canlyniad 4: mwy o warchodaeth i rywogaethau a bywyd gwyllt
- Canlyniad 5: trawsnewid trafnidiaeth gyhoeddus a theithio llesol.

Nodwyd saith thema arall drwy'r sgwrs genedlaethol fel elfennau pwysig o'r dyfodol. Y rhain oedd:

- rheoli tir yn gynaliadwy ac amaethyddiaeth adfywiol
- dyfroedd glanach – afonydd, llynnoedd a moroedd, a gwell rheolaeth forol
- ynni adnewyddadwy
- defnyddio llai o blastig neu ddim o gwbl, gwell cyfraddau ailgylchu ac ailddefnyddio, a llai o wastraff
- aer glân, llai o lygredd o bob math, dim defnyddio plaladdwyr, a dim gollwng carthffosiaeth
- mwy o goed a choedwigoedd, a gwell rheolaeth coetir mwy priodol

- cartrefi ac adeiladau cynaliadwy.

## Pa gamau y dylid eu cymryd?

Datgelodd y sgwrs genedlaethol fod angen mwy o weithredu fel mater o frys i fynd i'r afael â'r materion sy'n wynebu'r amgylchedd naturiol. Dylai'r 10 maes gweithredu uchaf fod fel a ganlyn:

- Cam Gweithredu 1: llai o wastraff, mwy o ailgylchu ac ailddefnyddio, llai o blastig neu ddim plastig, a llai o sbwriel

- Cam gweithredu 2: cynnydd ar ynni gwyrdd a materion ynni eraill

- Cam Gweithredu 3: gwarchod rhywogaethau, natur a chynefinoedd er mwyn galluogi gwell bioamrywiaeth

- Cam Gweithredu 4: cynnal ffyrdd iachach o fyw drwy economi gylchol, bywydau sy'n canolbwyntio mwy ar natur, gwell addysg am yr amgylchedd, llai o fateroliaeth, a diet cynaliadwy

- Cam Gweithredu 5: defnydd tir mwy cynaliadwy ac amrywiol, ac arferion ffermio mwy cynaliadwy

- Cam Gweithredu 6: trafnidiaeth gyhoeddus gynaliadwy well ac amrywiol, gwell ffyrdd, teithio llesol

- Cam gweithredu 7: atebion mwy lleol megis tyfu bwyd yn lleol, gweithio o gartref, hunangynhaliaeth, mentrau mwy lleol, a chymunedau'n cydweithio, a llai o fewnforion

- Cam gweithredu 8: llai o lygredd o bob math, a llai o ddefnydd o blaladdwyr a llai o slyri

- Cam Gweithredu 9: gwella afonydd, moroedd a llynnoedd, rheoli morol yn well, pysgota'n gynaliadwy, mynd i'r afael ag erydu arfordirol, rheoli llifogydd ac arbed dŵr

- Cam Gweithredu 10: mwy o orfodi a gweithredu, gwell cyllid a deddfwriaeth, cydweithio, polisïau llywodraeth a chynllunio gwell neu wahanol, mwy o ymgyrchoedd.

Amlygodd cyfranogwyr y grwpiau ffocws a'r gweithdai bwysigrwydd mabwysiadu'r dulliau a'r ymdriniaethau gweithredu canlynol ar gyfer cyflawni'r camau blaenoriaeth hyn:

- Thema 1:  Ariannu ac adnoddau

- Thema 2:  Deddfwriaeth a chefnogaeth wleidyddol

- Thema 3:  Addysg, llythrennedd carbon, annog ymddygiad cadarnhaol a harneisio cefnogaeth y cyhoedd

- Thema 4:  Dulliau rheoli adnoddau naturiol yn gynaliadwy

- Thema 5:  Cydweithio, rhannu arfer da a dathlu llwyddiant.

## Beth yw barn pobl am wahanol sefyllfaoedd yn y dyfodol?

**Senario 1: Y nodwedd sylfaenol yw twf economaidd uchel gyda mwy o ffocws ar ddileu rhwystrau i fasnach - yn seiliedig yn fras ar agweddau a thueddiadau presennol**

**Senario 2: Y gred bod rheoli adnoddau naturiol er budd cymdeithasol, diwylliannol, economaidd ac amgylcheddol teg yn cael ei brif ffrydio, gan gydnabod rôl gwasanaethau ecosystem, llesiant ac effeithiau byd-eang**



**Senario 3: Mae cymdeithas yn poeni mwy am yr amgylchedd ac yn ymdrechu i roi cymunedau a llesiant dynol wrth galon pob penderfyniad waeth beth fo'u buddiannau cenedlaethol neu ryngwladol ehangach**

**Senario 4: Mae agwedd gadwedigaethol yn codi oherwydd gall Cymru fforddio gofalu am ei iard gefn ei hun heb leihau'r ymdrech am safonau byw uwch. Mae Natur Cymru yn cael ei flaenoriaethu uwchlaw popeth arall – caiff effeithiau eu gwrthbwyso mewn mannau eraill.**



## Pa newidiadau y mae pobl yn barod i'w gwneud?

Roedd y mwyafrif helaeth o bobl yn meddwl ei bod naill ai'n bwysig iawn (92%) neu'n bwysig (8%) i warchod yr amgylchedd. Roedd mwyafrif helaeth (85%) yn barod iawn a 13% pellach yn weddol barod i wneud newidiadau i'w ffordd o fyw er lles yr amgylchedd. Er bod dros hanner y rhai a gwblhaodd yr arolwg yn meddwl eu bod yn gwneud cymaint â phosibl yn barod, mae'r ffactorau sy'n atal eraill rhag gwneud newidiadau yn ymwneud â chostau ychwanegol a fforddiadwyedd, diffyg seilwaith a diffyg polisïau a orfodir gan y llywodraeth.

Y prif newidiadau y mae pobl yn barod i'w gwneud i ddiogelu'r amgylchedd yw:

- Newid 1: annog mwy o fywyd gwyllt mewn gerddi a chymunedau

- Newid 2: bwyta cynnyrch lleol pan fyddant yn eu tymor a

- Newid 3: ymrwymo i ailddefnyddio ac atgyweirio eitemau sydd wedi'u difrodi yn hytrach na'u taflu.

Mae pobl hefyd yn barod i:

- Newid 4: gweithio, lobïo, eirioli, neu wirfoddoli yn y maes newid hinsawdd

- Newid 5: newid eu harferion personol

- Newid 6: mabwysiadu ynni adnewyddadwy.

Roedd llawer o gytundeb mai'r prif newid sydd ei angen yn ein perthynas â'r amgylchedd oedd peidio â gweld natur fel ased y gall bodau dynol fanteisio arno. Mae neges gref bod pobl:

- angen parchu natur a manteisio llai arni

- angen mabwysiadu newid mawr yn eu diwylliant a'u ffordd o fyw

- angen mwy o addysg amgylcheddol.

Yn olaf, awgrymodd y sgwrs genedlaethol yn gryf fod angen mwy o weithredu a gorfodi o amgylch yr amgylchedd naturiol, ac y dylai gwleidyddion, y llywodraeth, a sefydliadau eraill fod yn gwneud mwy.

# Executive Summary

This report sets out the findings of phase 1 of a national conversation about the natural environment for Wales. The national conversation 'Nature and Us' was commissioned by Natural Resources Wales (NRW) to develop a shared vision for the future of the natural environment for Wales.

The findings of phase 1 of the national conversation, conducted between February and May 2022, draws upon the views of 3,069 survey respondents, 68 focus group participants, 126 workshop attendees and 186 webinar participants.

These findings are based upon the views of a non-representative sample of the public, collected through an online involvement process. The limitations of the approach are acknowledged in this report and measures will be taken to broaden the discussion during the next phase of the national conversation to reach individuals from communities who are under-represented to date.

The opinions expressed in quotation in this publication are those of members of the public who took part in the Nature and Us conversation. As such, they should not be taken to reflect the opinions, beliefs or policies of NRW, its Board, or members of NRW staff.

## What are people concerned about and what are the critical issues for the future?

Phase 1 of the national conversation suggests that most people are concerned about the natural environment. Most survey respondents thought that climate change (89%) and the nature crises (91%) are global emergencies.

Survey respondents were most concerned about three key issues:

- Concern 1: decline or extinction of animal and plant life

- Concern 2: climate change

- Concern 3: pollution of rivers, lakes, and ground water.

Survey respondents were also concerned about building on green and natural spaces, plastic pollution, and the pollution of the sea. In terms of the impact on life, family, and homes, the top three concerns conveyed by survey respondents were the destruction of

nature, species, and habitats; extreme weather events; and pollution. People often reported multi-layered concerns and were concerned about all or most elements of climate change and the natural environment.

The issues that most concerned individuals who participated in focus group discussions related to biodiversity loss; climate change and carbon dioxide emissions; the disconnect between policy and practice and a lack of joined up and long-term holistic thinking; the disconnect between people and the environment and a lack of understanding about environmental issues; land use and land management; water and air pollution, planning and housing development; travel and sustainable transport and dependency on cars; consumerism and the focus on economic growth.

## What would be a desirable outcome?

Contributors offered vivid and heartening visions for the future, with common survey responses falling within five themes:

- Outcome 1: a greener, transformed lifestyle

- Outcome 2: increased presence and accessibility of green spaces

- Outcome 3: localism and community management of natural resources

- Outcome 4: increased protection of species and wildlife

- Outcome 5: transformation of public transport and active travel.

A further seven themes were identified via the national conversation as being important elements of the future. These were:

- sustainable land management and regenerative agriculture

- cleaner waters – rivers, lakes and seas, and better marine management

- renewable energy

- less or no plastic use, improved recycling and reuse rates, and less waste

- clean air, less pollution of all kinds, no pesticide use, and no sewerage discharge

- more trees and forests, and better, more appropriate woodland management

- sustainable homes and buildings.

# What action should be taken?

The national conversation revealed that more action is required as a matter of urgency to tackle the issues facing the natural environment. The top 10 areas for action should be:

- Action 1: less waste, more recycling and reuse, less or no plastic, and less litter

- Action 2: progress on green energy and other energy issues

- Action 3: protect species, nature, and habitats to enable better biodiversity

- Action 4: sustain healthier lifestyles through a circular economy, more nature-focused lives, better education about the environment, less materialism, and sustainable diets

- Action 5: more sustainable and diverse land use, and more sustainable farming practices

- Action 6: improved and varied sustainable public transport, better roads, active travel

- Action 7: more localised solutions such as local food growing, work from home, self-sufficiency, more local initiatives, and communities working together, and less imports

- Action 8: less pollution of all kinds, and less pesticide use and less slurry

- Action 9: improving rivers, seas and lakes, better marine management, fishing sustainably, addressing coastal erosion, flood management and saving water

- Action 10: more enforcement and action, better funding and legislation, co-working, better or different government and planning policies, more campaigns.

Focus group and workshop participants highlighted the importance of adopting the following methods and approaches for delivering these priority actions:

- Theme 1: Funding and resourcing
- Theme 2: Legislation and political support
- Theme 3: Education, carbon literacy, encouraging positive behaviours and harnessing public support
- Theme 4: Sustainable management of natural resources approaches
- Theme 5: Collaboration, sharing good practice and celebrating success.

# What do people think about different scenarios of the future?

**Scenario 1: The fundamental trait is high economic growth with a greater focus on removing barriers to trade – roughly based on current attitudes and trends**



**Scenario 2: The belief that the management of natural resources for equitable social, cultural, economic, and environmental benefits is mainstreamed, recognising the role of ecosystem services, well-being, and global impacts**

**Scenario 3: Society is more concerned with immediate surroundings and strives to put communities and human well-being at the heart of all decisions regardless of wider national or international interests**



**Scenario 4: A preservationist attitude arises because Wales can afford to look after its own backyard without diminishing the drive for higher standards of living. Nature in Wales is prioritised above all else – impacts are offset elsewhere.**

# What changes are people prepared to make?

The vast majority of people thought it is either very important (92%) or important (8%) to protect the environment. A large majority (85%) were very willing and a further 13% were fairly willing to make changes to their lifestyle for the benefit of the environment. Whilst over half of those who completed the survey thought they are doing as much as possible already, the factors which prevent others from making changes relate to additional costs and affordability, the lack of infrastructure and the lack of government enforced policies.

The main changes which people are prepared to make to protect the environment are:

- Change 1: encourage more wildlife in gardens and communities

- Change 2: eat local produce when they're in season and

- Change 3: committing to reusing and repairing damaged items rather than throw them away.

People are also prepared to:

- Change 4: work, lobby, champion, or volunteer in the climate change area

- Change 5: change their personal habits

- Change 6: adopt renewable energy.

There was much agreement that the main change needed in our relationship with the environment was not to see nature as an asset that humans can exploit. There is a strong message that people:

- need to respect nature and exploit it less

- need to adopt a wholesale change in their culture and lifestyles

- require greater environmental education.

Finally, the national conversation strongly suggested that there is a need for more action and enforcement around the natural environment, and that politicians, government, and other organisations should be doing more.

# 1. Introduction

1.1    Freshwater, in collaboration with OB3 Research, was commissioned by Natural Resources Wales (NRW) to facilitate a national conversation that will help to develop a shared vision for the natural environment for Wales.

1.2    It was expected that the national conversation would address five research outcomes:

- what people identify as the critical issue for the future

- if things went well, being optimistic but realistic, what would be a desirable outcome

- if things went wrong, what factors would people worry about

- what people think about different scenarios of the future

- what people are willing to change.

1.3    This report is presented in nine chapters as follows:

- chapter one: this introduction to the report
- chapter two: outlines the study methodology and profile of contributors
- chapter three: sets out the critical environmental issues for the future and the issues which concern people
- chapter four: considers what might be a desirable outcome for the future and reflects upon people's vision for the future
- chapter five: considers the feedback on four possible scenarios of the future, considered as part of webinars and workshops
- chapter six: reflects upon the actions which should be taken to achieve the desired outcomes
- chapter seven: considers the changes people have made and are prepared to make to protect the environment
- chapter eight: sets out what can be learnt from others and from other areas and counties
- chapter nine: considers other comments made by those surveyed as part of this national conversation.

1.4    The following annexes are also set out in the report:

- Annex A sets out the web survey data tabulations by gender, age, ethnicity, and geographical region of respondent
- Annex B sets out coded data for all qualitative web survey questions.

# 2. Methodology

2.1    This chapter summarises the method adopted for undertaking the research and the profile of contributors. A more detailed account of the methodology adopted for the Nature and Us National Conversation is set out within an Involvement Report prepared by Freshwater and should be read in conjunction with this research report.

## Method

2.2    The research, undertaken between February and May 2022, involved the following elements of work:

- an inception stage, which included attending meetings with NRW staff and developing a research methodology
- preparing various research instruments, set out as Annexes to the Involvement Report
- receiving a total of 3,069 survey responses and:
  - preparing data tabulations for all closed survey questions, by gender, age, ethnicity, and geographical region
  - preparing a bespoke analysis template in Excel and importing the content of 14 qualitative responses into this template
  - undertaking an initial review of a sample of responses to each of the 14 qualitative questions and developing a coding framework. The sample of responses to each question were randomly selected to ensure that a different set of submissions were considered for each. The coding framework allowed for the identification of common codes for labelling key issues and was used as an overarching framework for thematic analysis
  - using the coding framework to categorise all qualitative survey responses received, ensuring that the analysis is undertaken in a consistent manner

without bias. New themes identified during this exercise were added to the coding framework

- o analysing the responses to each of the qualitative questions. This involved developing a narrative to provide insight into the open-ended responses provided, setting out the most common themes and issues raised by survey respondents

- o undertaking a secondary analysis, via another researcher, of at least 10 per cent of all coding and analysis undertaken to ensure that no bias was adopted

- facilitating 13 focus group sessions which were attended by 68 contributors. The process involved:

  - o planning regional focus group sessions held digitally via Microsoft Teams. At least two focus group sessions for each of the six NRW regions were planned as well as one pan-Wales Welsh language session. In addition, local authority sessions were planned across one region at the request of the Public Service Board (PSB)

  - o selecting at random a sample of individuals who had registered an interest via the Nature and Us website in attending a regional focus group and inviting them to attend a one hour focus group discussion

  - o facilitating a total of 13 focus group sessions. One planned regional focus group session did not proceed due to no-shows and another planned regional focus group session was cancelled due to the low number of registrations. Another local authority session was cancelled due to the low number of registrations. In all cases, individuals who had registered an interest to attend were invited to another focus group session

- facilitating three two-hour digital workshops with 126 participants who were invited from stakeholder organisations to attend. Four future scenarios were introduced to participants to explore different possible futures. Feedback was gathered via breakout discussion groups on these, as well as ideas for a shared vision for Wales and the actions which individual, organisations and governments should take. In addition, participants contributed to two specific exercises which involved creating Tweets from the future in 2031 and postcards from the future in 30 years' time

- facilitating a series of six one-hour webinars for 186 participants who had registered to join via the Nature and Us website. Four future scenarios were introduced to participants to explore different possible futures and feedback was gleaned through the Chat function about each scenario, as well as what contributors' thought were the most important action that Wales needs to take to protect its environment and the actions which contributors intend to make personally to protect the environment

- synthesising the findings of the fieldwork and drafting this report. The report was also subject to a rigorous peer review by a member of the research team.

## Methodological considerations

2.3 The Involvement Report sets out a detailed account of the national conversation approach, which includes consideration of methodological issues. The key limitations which need to be considered are:

- due to restrictions and concerns associated with the COVID-19 pandemic, individuals could only engage with the national conversation digitally. Members of the public were required to register on the Nature & Us portal to complete the web survey and register their interest in attending a focus group and/or webinar. As such, the views of digitally excluded individuals have not been captured

- no minimum demographic targets were set for the national conversation as one purpose of the exercise was to raise awareness and engage with as many individuals as possible. As a result, the findings presented in this report are based upon the views of a non-representative sample of the public

- in light of the bias associated with the method adopted for this national conversation, we are mindful of the need to broaden the discussion and reach individuals from communities who are under-represented to date. The next phase of the national conversation will focus on targeting these audiences, and stakeholder organisations will have an important role to support these efforts

- every effort has been made to highlight the views of seldom heard voices within the analysis. To aid this, information on gender, age and geographical region for all individual quotes cited in this report have been provided

- we are mindful that researcher bias has an influence on the coding of qualitative responses received via the web survey. As such, a robust approach was adopted (set out at paragraph 2.2 above) to mitigate the impact of any such bias

- contributors to the national conversation expressed polarised views on many of the issues raised in this report and we recognise there are many shared and contested values amongst the population of Wales. It has not been possible for this report to consider all issues and actions raised by contributors during the national conversation. Nonetheless, the coded analysis of all qualitative web survey responses (at Annex B) provides an overview of the themes raised by survey respondents

- the quotes cited in this report have not been checked for factual accuracy, and the research team are not endorsing any of the examples and views expressed in this report.

2.4    In addition to these, it is worth noting that in terms of the research analysis:

- the total number of respondents to each survey question varied. All proportions have been calculated against the number of respondents who answered each question

- all proportions are presented to the nearest whole number. As a result, proportions don't always tally to 100%

- the survey tool did not adopt any routing so survey respondents could answer any question regardless of their previous answer. Many survey respondents completed open ended 'other' questions despite not having selected the 'other' option in the preceding closed survey question. All tables report on the number of respondents who ticked 'other' whilst the analysis of open ended other responses is based on the total number of qualitative comments offered

- only one focus group was held in north east Wales and as such there is limited feedback gathered in this region via this specific method of engagement.

# Profile of contributors

## Profile of survey respondents

2.5    A total of 3,069 individuals set out to complete the first stage web survey. Of these, just over a third (39% or 1,206 respondents) stated that they wanted to proceed to complete the second stage of the survey.

2.6    Of the survey responses received, the majority (98% or 3,002) were completed in English and 2% (67) in Welsh.

2.7    Table 2.1 sets out the gender profile of survey respondents and shows over half of those who responded were women (57%).

**Table 2.1: Gender profile of survey respondents**

|  | No. | % |
|---|---|---|
| Female | 1,681 | 57% |
| Male | 1,153 | 39% |
| Prefer not to say | 91 | 3% |
| Other | 21 | <1% |
| Don't know | 8 | <1% |
| Total number of respondents | 2,954 | 100% |
| *Not answered* | *115* | *n/a* |

Source: Nature and Us web survey (3,069 respondents)

2.8    Table 2.2 sets out the age profile of survey respondents. The data is based on responses to two questions which asked (i) whether the respondent was 18 years old or older and (ii) which age group they were in, with age band options ranging from 18 to 24 through to over 65. Given that the questionnaire was not routed in any way respondents under 18 were not restricted from answering the second question. In two cases, survey respondents indicated that they were both under 18 and went on to answer the second age question, hence the total set out at Table 2.2. is 3,071.

2.9    Nearly half of survey respondents were aged 55 and over whilst those aged 24 and under accounted for 6% of those who responded.

**Table 2.2: Age profile of survey respondents**

|  | No. | % |
|---|---|---|
| Under 18 | 92 | 3% |
| 18 to 24 | 84 | 3% |
| 25 to 34 | 260 | 8% |
| 35 to 44 | 376 | 12% |
| 45 to 54 | 609 | 20% |
| 55 to 64 | 817 | 27% |
| Over 65 | 761 | 25% |
| Prefer not to say | 61 | 2% |
| Total number of respondents | 3,060 | 100% |
| Not answered | 11 | n/a |

Source: Nature and Us web survey (3,069 respondents)

2.10    As shown at Table 2.3, a large majority of survey respondents (93%) identified themselves as having a white, white Welsh, British or non-British ethnic group whilst 2% identified themselves as having another ethnic identity. The remaining 6% either did not know, preferred not to state, or selected another type of ethnicity.

**Table 2.3: Ethnicity profile of survey respondents**

|  | No. | % |
|---|---|---|
| White, White Welsh, British or non-British | 2,741 | 93% |
| Mixed | 31 | 1% |
| Asian, Asian Welsh or Asian British | 11 | <1% |
| Black, Black Welsh or Black British | 6 | <1% |
| Don't know | 6 | <1% |
| Prefer not to say | 115 | 4% |
| Other | 33 | 1% |
| Total number of respondents | 2,943 | 100% |
| *Not answered* | *126* | *n/a* |

Source: Nature and Us web survey (3,069 respondents)

2.11 Table 2.4 shows the geographical region within which survey respondents are based. The data is derived from local authority areas selected by each respondent and correlates with the six NRW operational regions.

**Table 2.4: Geographical region of survey respondents**

|  | No. | % |
|---|---|---|
| South Central (Bridgend, Cardiff, Merthyr Tydfil, Rhondda Cynon Taf, and Vale of Glamorgan) | 673 | 23% |
| South West (Carmarthenshire, Swansea, Neath Port Talbot, Pembrokeshire) | 661 | 23% |
| Mid (Ceredigion, Powys) | 464 | 16% |
| North West (Anglesey, Conwy, and Gwynedd) | 401 | 14% |
| South East (Blaenau Gwent, Caerphilly, Monmouthshire, Newport, and Torfaen) | 376 | 13% |
| North East (Denbighshire, Flintshire, and Wrexham) | 264 | 9% |
| Prefer not to say | 20 | <1% |
| Outside of Wales | 57 | 2% |
| Total number of respondents | 2,916 | 100% |
| *Not answered* | *153* | *n/a* |

Source: Nature and Us web survey (3,069 respondents)

2.12 Table 2.5 sets out information about the professional or employment status of survey respondents. It shows that 60% of those who responded to the question were employed whilst 28% were not in or looking for paid work.

**Table 2.5: Professional or employment status of survey respondents**

|  | No. | % |
|---|---|---|
| Employed, including by a family member, self-employed or on an apprenticeship | 1,746 | 60% |
| Not in or looking for paid work (e.g., unable to work, looking after children or relatives, retired) | 829 | 28% |
| Working in a voluntary, unpaid role or internship | 109 | 4% |
| In education or training | 76 | 3% |
| Unemployed and looking for work | 27 | <1% |
| In the military | 3 | <1% |
| Prefer not to say | 144 | 5% |
| Total number of respondents | 2,934 | 100% |
| *Not answered* | *135* | *n/a* |

Source: Nature and Us web survey (3,069 respondents)

2.13 Table 2.7 sets out the employment sector of survey respondents in work. It shows that the sector of public administration followed by professional activities were the two main employment sectors for survey respondents.

**Table 2.7: Employment sector of survey respondents in work**

|  | No. | % |
|---|---|---|
| Public administration, defence, education, health, and social work activities | 652 | 31% |
| Professional, scientific, and technical activities; administrative and support service activities | 426 | 21% |
| Other service activities (for example arts, entertainment, and recreation) | 249 | 12% |
| Agriculture, forestry, and fishing | 207 | 10% |
| Wholesale, retail, transport, hotels, and food | 111 | 5% |

| | | |
|---|---|---|
| Production (mining / manufacturing / energy or water supply / sewerage, waste management and remediation activities) | 89 | 4% |
| Information and communication | 85 | 3% |
| Construction | 63 | 2% |
| Finance and insurance activities | 36 | 1% |
| Real estate activities | 17 | <1% |
| Don't know | 11 | <1% |
| Prefer not to say | 130 | 6% |
| Total number of respondents | 2,076 | 100% |
| *Not answered or not applicable* | *993* | *n/a* |

Source: Nature and Us web survey (3,069 respondents)

2.14   Just over half of those who responded to the survey (52% or 1,582 respondents) stated that they were completing the survey on behalf of an organisation or sector.

## Profile of focus group contributors

2.15   A total of 68 contributors attended 13 focus groups. Their geographical profile is set out at Table 2.8.

**Table 2.8: Geographical profile of focus group contributors**

| | No. of focus groups | No. of contributors |
|---|---|---|
| South East | 2 | 18 |
| South Central | 3 | 14 |
| Mid Wales | 2 | 10 |
| South West | 2 | 9 |
| North West | 2 | 9 |
| Pan-Wales Welsh language | 1 | 6 |
| North East | 1 | 2 |
| Total | 13 | 68 |

2.16   Focus group participants tended to be highly engaged in natural environmental issues, either on a professional level or on an amateur level and included those who regularly campaigned for natural environmental issues. Participants included

students who were studying environmental studies, current and past employees of environmental organisations and charities, volunteers who were engaged with environmental projects, and researchers and scientists working in this field.

# 3. What are the critical issues for the future?

3.1    This chapter sets out the findings of the research in relation to whether climate change and the nature crises are global emergencies, and what concerns people about the environment. It draws on the findings of the web survey and focus group discussions.

## Is there a global emergency?

3.2    A large majority of those who responded to the survey, 89%, thought that climate change is a global emergency whilst 6% thought it is not. A similar small proportion (5%) were unsure. Women were more likely than men to think that climate change is a global emergency. Young people aged 24 and younger as well as people from ethnic communities were slightly less likely to think that climate change is a global emergency.

**Table 3.1: Do you think climate change is a global emergency?**

| | Total | | Under 18 and 18-24 | | Ethnic community | |
|---|---|---|---|---|---|---|
| | **Number** | **%** | **Number** | **%** | **Number** | **%** |
| Yes | 2,730 | 89% | 148 | 85% | 39 | 81% |
| No | 175 | 6% | 16 | 9% | 6 | 13% |
| Unsure | 156 | 5% | 11 | 6% | 3 | 6% |
| Total number of respondents | 3,061 | 100% | 175 | 100% | 48 | 100% |
| *Not answered* | *8* | *n/a* | *1* | *n/a* | *0* | *n/a* |

Source: Nature and Us web survey (3,069 respondents)

3.3    A large majority of those surveyed, 91%, thought that the nature crises is a global emergency whilst 5% thought that it is not. Very few (4%) were unsure. Women and

those from ethnic communities were more likely to think that the nature crises is a global emergency whilst young people aged 24 and younger were less likely to think so.

**Table 3.2: Do you think the nature crises is a global emergency?**

| | Total | | Under 18 and 18-24 | | Ethnic community | |
|---|---|---|---|---|---|---|
| | **Number** | **%** | **Number** | **%** | **Number** | **%** |
| Yes | 2,784 | 91% | 142 | 82% | 44 | 94% |
| No | 151 | 5% | 14 | 8% | 3 | 6% |
| Unsure | 121 | 4% | 18 | 10% | 0 | 0% |
| Total number of respondents | 3,056 | 100% | 174 | 100% | 47 | 100% |
| *Not answered* | *13* | *n/a* | *2* | *n/a* | *1* | *n/a* |

Source: Nature and Us web survey (3,069 respondents)

3.4    In terms of regional views, there was very little difference in opinion across the six regions to these two survey questions although survey respondents from north west Wales were slightly more likely to think that climate change and the nature crises were global emergencies whilst those from north east Wales were the least likely to think this.

# Main concerns about the environment

3.5    Survey respondents were asked about the environmental issues which concern them. Table 3.3 shows that the top three issues cited are the decline or extinction of animal and plant life, climate change and pollution of rivers, lakes, and ground water.

**Table 3.3: What, if anything, concerns you about the environment**

|  | Number | % |
|---|---|---|
| Decline or extinction of animal and plant life | 2,218 | 73% |
| Climate change | 1,982 | 65% |
| Pollution of rivers, lakes, and ground water | 1,862 | 61% |
| Building on green and natural spaces | 1,462 | 48% |
| Plastic pollution | 1,431 | 47% |
| Pollution of the sea | 1,379 | 45% |
| Degradation of soils (quality and quantity) | 1,291 | 42% |
| Growing amount of waste | 1,256 | 41% |
| Air pollution | 1,010 | 33% |
| Frequent droughts or floods | 826 | 27% |
| Shortage of drinking water | 386 | 13% |
| Noise pollution | 384 | 13% |
| Other | 192 | 6% |
| None of the above | 15 | <1% |
| Don't know | 9 | <1% |
| Prefer not to say | 5 | <1% |
| Total number of respondents | 3,051 | 100% |
| *Not answered* | *18* | *n/a* |

Source: Nature and Us web survey (3,069 respondents). Respondents could select their top four concerns.

3.6    In terms of differences in opinions:

- men were more likely than women to be concerned about air pollution; pollution of rivers, lakes, and ground water; and pollution of the sea

- young people aged 24 and under were more likely than other age groups to be concerned about air, noise, and plastic pollution as well as pollution of the sea

- those from ethnic communities were more likely to be concerned about air pollution and climate change

- regionally:

- those from the south east were more concerned about the pollution of rivers, lakes, and ground water

- those from the south central region were more concerned about air pollution and building on green and natural spaces

- those in the south west were more concerned about the pollution of the sea

- those in mid Wales were more concerned about the degradation of soils

- those in the north west were more concerned about climate change

- those in the north east were more concerned about noise pollution.

## Other concerns about the environment

3.7    A total of 460 survey respondents took the opportunity to identify other concerns which they had about the environment and of these, 17% took the chance to state that their own concerns included **all, or most of the elements listed at Table 3.3**. There was also some repetition across the 'other' answers offered with the closed options given at Table 3.3, as respondents had multi-layered concerns or wanted to elaborate upon their earlier answers. Survey respondents also provided responses which went beyond the proposed question, and often pointed to the causes as well as the effects of the issues which concerned them. The **very wide variety of responses** (set out at Annex B1) offered by the 460 responses suggests that people worry about a myriad of factors.

3.8    The top category of replies, cited by some 19% of those who offered an open-ended comment, was concerning land use - **inappropriate land use policies** in agriculture, or in resource extraction, including the use of pesticides and herbicides, for example. Habitat destruction from farming, and intensive farming were mentioned, along with poor drainage, the lack of wildlife corridors and slurry runoff. Amongst the comments offered were:

> *"Continuing extraction/degradation of peat land carbon sinks. Poor accountability for nature destructive practices from profit making agencies / businesses."* *(Female, 55-64, Newport)*
>
> *"Local farming has become an industry, slurry trucks pumping unbelievable amounts onto the fields. Before it rains which in turn goes into the rivers. Plus, the trucks are so big they are eroding the grass verges."* *(Female, Over 65, Carmarthenshire)*
>
> *"Over exploitation and fishing. Poor farming practice and limited regulation of rules that do exist for farmers."* *(Female, 35-44, Rhondda Cynon Taf)*

3.9   Conversely, some people were anxious to point out that there is regenerative agriculture practice in Wales and that farmers need to be supported:

> *"Farmers being squeezed and pressured when they are keeping natural spaces for the population... they need to be supported to have their food show cased and promoted locally with free markets and systems to sell and distribute in order that small providers succeed, as they are caring for natural spaces with regenerative practices."* *(Female, 35-44, Carmarthenshire)*

3.10  Survey respondents wanted to highlight the causes as well as the effects of various land use practices upon the environment. Inappropriate land use practice affects a multitude of areas including the food we eat, nature survival, the pollution of waters, and flooding, for example.

3.11  The second category of concern cited by some 12% of survey respondents who provided an additional concern not listed in the options at Table 3.3 related to **tree and forestry issues**, including deforestation, bad reforestation policies, and overplanting on land to get subsidies or to offset carbon. Bad urban tree management was mentioned as well.

3.12  The third category of concern cited by some 11% of respondents who provided an additional concern not listed in the options at Table 3.3. related to **too much inaction, not enough innovation, and not enough investment in change and enforcement**. Some mentioned a lack of education regarding these matters, and a

lack of skills in environmental matters. In appropriate planning laws and government policies as well as failure on the part of statutory bodies were also mentioned.

3.13 The main other concerns raised by survey respondents, in order of significance, were:

- the pollution of seas, rivers, and streams by industry and agriculture. Poor marine management and overfishing, sea and river levels rising, coastal erosion, poor flood management and footpath coastal erosion were noted

- the decline or extinction of animal, fungal, microbial, and plant life, and not enough species protection

- growing populations and overpopulation

- capitalism, too much consumerism, overconsumption, and easy money. Businesses putting profit above nature or profiting from land exploitation, bad offsetting, greenwashing, and not enough circular economy were noted

- the lack of respect and our disconnect from natural environments, our unsustainable living environments, and the right to safe and natural environments

- light pollution and its effect on species

- building on green and natural spaces, inappropriate building and developments and unsustainable building

- renewable energy and energy issues including not enough of it being accessible and a need for grants. People were worried about the general overdependence on fossil fuels. Others mentioned too many wind farms in 'the wrong place' and overly cheap subsidised power and fracking.

# Environmental issues of concern which will impact on life, family, and homes

3.14 Survey respondents were asked what environmental issues they were worried about which would impact on their life, family, and their home. A total of 1,117 responses were provided (coded in full at Annex B2) and many of these provide

deeply personal and emotional accounts. A prime example is set out below, illustrating multiple local factors which are of great concern to the respondent:

> *"Local councils allowing construction on many green areas, places where locals enjoy walking, instead of using all the empty buildings and brown land we already have. They deny this but they clearly do. Green areas being made un-accessible to locals because they build expensive houses there for the rich. The amount of plastic waste on Carmarthenshire roadsides and environment. Farmers on suburb villages of Llanelli that don't have proper drainage on their fields- the water runs off them and floods roads, and these farmers use fertiliser that gets washed to local streams. Tree / verge cutting not done properly so trees become damaged and diseased rather than cut cleanly. Roads are in a state, so cars get damaged. Noise and impact from 'The Gate' in Bynea, Llanelli on local wildlife. Lack of public rural transport, so much so that none of my household can get to work using it, or even get home after 530pm. The saddest thing is it's all words no action in Carmarthenshire, nothing changes. The waste on the streets in Llanelli town is disgusting, and I found a fox with its head stuck in waste there not long ago." (Female, 45-54, Carmarthenshire)*

3.15    Many mentioned anxieties, worries about children and grandchildren or their future family, and the depletion of nature in transformed societies:

> *"Climate change, particularly worried about flooding. The impact of climate change around the world effects my life and it is something that contributes to my anxiety." (Female, 25-34, Powys)*
>
> *"My greatest fear is what the future holds for my grandchildren. Climate change is NOW, and it is hitting hard and fast. The greatest threats are food and water. We should be moving much faster to local systems to combat this." (Female, Over 65, Monmouthshire)*
>
> *"Climate change, with associated mass migration, civil unrest, and war. A biodiversity depleted country with extinctions of once common species.*

*Depressing. Increasing pollution and government inaction to address this problem." (Male, 45-54, Powys)*

3.16    A hard-hitting comment was made by an 18–24-year-old about stripping joy from life:

*"I am concerned about the increase in unpredictable and extreme weather patterns caused by global warming, and how they could affect where I and my family live and work. I am also concerned about the degrading state of the habitats around us and the potential loss of native species, as I feel that would strip a lot of joy from my life and the lives of those I love." (Female, 18-24, Conwy)*

3.17    Another comment, perhaps less personal in nature, but offers an opinion about planning for the future of inevitable global warming, and finding faster-acting technologies is set out below:

*"Homes will need to be well insulated but also be capable of being efficiently cooled without using powered cooling. We have to recognise and plan for massive inward immigration to Wales (we have the space) from the global south. This has to managed and planned. Fossil fuel extraction, investment, and subsidy not being ceased immediately, thus continually adding to global warming. Investment in climate adaptation as well as mitigation is needed in a balanced way but not in technologies that won't deliver proper operationality within the next 20-30 years, e.g., carbon capture." (Male, Over 65, Monmouthshire)*

3.18    The top four concerns mentioned by around a third of survey respondents each, in order of importance were as follows:

## Concern 1: Destruction of nature, species, and habitats

3.19    The highest category of topics listed was the destruction of nature, species, and habitats. One such respondent reported on the behaviour change seen during the COVID-19 pandemic, and the perceived current lack of will to change:

*"The worst thing is biodiversity loss. On a local, national, and global scale I see lip service being made to biodiversity loss, health and wellbeing and climate crisis. We should be stopping further development and restoring habitats on a big scale right now. I see business as usual, more developments going ahead destroying good habitat. I see farmers still ploughing up permanent grassland, massacre of hedges - no care for wildlife. I see no reduction in consumption, waste, or real commitment of governments to make change. Covid 19 demonstrated change can be made but I don't think the will is there and this worries me. I see us hurtling into climate and biodiversity collapse, and I don't want this future for me or my children." (Female, 45-54, Anglesey)*

## Concern 2: Extreme weather events

3.20    Coming close behind as a category was concern about extreme weather events such as floods and storms. People mentioned sea levels rising, more wildfires, a lack of seasonality, and coastal erosion. The comments offered included:

*"Digwyddiadau tywydd eithafol a thymheredd byd-eang cynyddol – perygl llifogydd, stormydd, sychder; prinder bwyd/ynni; colli cynefin sy'n arwain at ddiflaniad rhywogaethau a gostyngiad yn yr amrywiaeth o rywogaethau sy'n bresennol; dulliau amaethyddol modern sy'n effeithio ar lygredd dŵr daear/dŵr ffo i systemau afonydd; dirywiad pryfed peillio; llai o ansawdd aer oherwydd allyriadau; mwy o wastraff yn cael ei gynhyrchu; seilwaith gwael i alluogi mwy o deithio llesol"[1] (Respondent did not provide any demographic data)*

*"Worsening extreme weather (e.g., storms and high winds) - so what the planet will do to us, but more than this, the horrible things that people may do to each other, the widening gap between the 'haves' and the 'have nots' and the way that millions of climate migrants may get treated in a desperate world where people think only of themselves." (Female, 45-54, Gwynedd)*

---

[1] Extreme weather events and rising global temperatures – flood risk, storms, droughts; food/energy shortages; habitat loss leading to species disappearance and a decrease in the diversity of species; modern agricultural methods affecting groundwater pollution/runoff into river systems; pollinator decline; reduced air quality due to emissions; more waste being produced; poor infrastructure to enable more active travel.

## Concern 3: Pollution

3.21    A third of respondents to this question mentioned pollution as a concern and noted that they worried about air quality, continued pesticide, and herbicide use, 5g masts and radioactivity and radiation issues.

## Concern 4: Everything

3.22    A third of respondents mentioned that 'everything' about climate change and global warming worried them, or mentioned apocalyptic changes, affecting their children and grandchildren, and even the end of the world.

> *"Everything. That the world my children were born into won't be there soon."*
> *(Female, 25-34, Swansea)*
>
> *"Climate change is the big one, because that affects everyone and everything - me, my family, and every other living thing on the planet. within that CO2 and other emissions; use of fossil fuels in energy, transport, manufacture, agriculture; intensive farming and monoculture, loss of biodiversity; melting of icecaps and glaciers leading to rising sea levels; rising sea temperatures and pollution; destruction of forests and other natural environments; capitalism and over consumption. ALL of these have direct impacts on me personally, and on everyone. Locally, loss of biodiversity, rising sea levels, changing weather patterns, damaged habitats are having direct impacts." (No gender details, 45-54, Gwynedd)*

## Other concerns

3.23    The other most cited concerns raised by surveyed respondents, in order of importance but cited by at least 10% of those who responded to the survey question, covered the subjects of:

- water quality, water availability, drought, and marine management

- food supply, food quality and availability, and lack of local food

- government inaction, and a lack of enforcement and a focus on economic growth

- peoples' behaviour and attitudes towards climate change, including a lack of understanding amongst the public about the environment

- poor farming practices and non-environmentally friendly farming methods

- poverty and inequality

- the effect of plastics and microplastics on health and the environment

- building and planning policies which negatively impact the environment.

# Feedback from focus group discussions

3.24    Focus group participants were asked to reflect upon what needed to change about our current environment and in doing so were asked to identify what concerned them the most and what they considered to be the biggest threat to the environment today. This section is intended to illustrate the main themes discussed as opposed to provide detailed quantification of the numbers who said what, given that focus group participants formed a sub-set of survey respondents. Where relevant, the section also highlights any local or regional concerns and issues raised by focus group participants.

3.25    The nine key themes raised across the 13 focus group discussions are set out below and there is considerable overlap with the data gathered via the survey. There was a strong view that these issues are not currently being treated with any real sense of urgency and participants expressed a strong sense of frustration that too little effort has been deployed to try and change public perceptions of these issues and to tackle the critical issues.

## Theme 1: Biodiversity loss

3.26    Most focus groups raised concerns about the loss of biodiversity, reflecting upon the degradation of ecosystems, reduced wildlife and disappearing or diminishing species. Many reflected upon the causes of biodiversity loss including factors such as over production, heavy use of fertilisers and pesticides, and land, seas and rivers being nutrient deprived due to high levels of water pollution. Amongst the comments made were:

> *"As an ecologist I go to Brecon Beacons, and I see an ecological desert – it is completely wrecked there is nothing there really compared to what could be. This is due to overgrazing from sheep overall several decades and non-native forestry and clearing out all bits interesting really. Wales is one of the worst most biologically degraded on earth because we killed all our species 200 years ago, all that's left is the stuff that we didn't kill".* (South Central focus group participant)

> *"I can remember as a child going out in the garden and there would be dozens of different species of butterflies every day, we would be trying to catch them with our nets – now if I see one cabbage white, I'd be lucky."* (South West focus group participant)

> *"If you go on a long drive on the motorway the screen isn't covered in dead bugs anymore, but now there are hardly any! Where did they go?"* (South Central participant)

> *"We're so consumed with clearing, putting in driveways, putting in outdoor rooms … rather than think of gardens where biodiversity can thrive ... the tiny spaces left is potential space which we could make a difference. But I'm surrounded by neat freaks ... busy spraining chemicals, putting up plastic plants … a campaign to address this would be useful to help us with things we can control as individuals"* (South East focus group participant)

3.27 There was a strong call for rewilding land and 'letting nature be nature.' Several groups noted the need to restore healthy rivers. There was a strong view that biodiversity gets overlooked and one group called for a national nature service to be introduced to allow for better control over nature. The Mid Wales group was also concerned about the lack of consistent baseline data about biodiversity and called for citizen science to be used to help develop an accurate baseline.

## Theme 2: Climate change and carbon dioxide (CO2) emissions and its impacts

3.28 Most focus groups raised concerns about climate change and considered this a major threat to the natural environment. Participants conveyed very strong feelings of despair about this 'terrifying' prospect. Several groups talked about burning fossil

fuels, global warming, and methane production from livestock whilst others talked about the impact of climate change in terms of changes in weather conditions.

3.29   The issues raised under this theme included people not taking responsibility for their own actions: one example cited in the south west focus group was of people paving over a front garden to park a second or third car, without realising the environmental impact this would have upon water run-off during a period of heavy rain. It was commonly observed that people complain about flooding but not recognise that they are contributing to the problem.

3.30   Several focus groups highlighted the adverse effects of climate change upon their local area in terms of on local storms. These included the 2013 storms in Aberystwyth and flooding in the Conwy valley. Aligned to this were concerns about the periodicity of rainfall in Wales which changes soil conditions and impacts upland systems and catchment areas.

## Theme 3: Disconnect between policy and practice and a lack of joined up and long-term holistic thinking

3.31   Several focus groups highlighted their concerns about the disconnect between different parts of government. Whilst many believed that Wales had the right legislation in place, including the Well-being of Future Generations Act, it is not being adequately enforced. Amongst the comments offered were:

> *"Wales has got one of the best legislations in the word – it is great, but the action is really lacking." (South Central focus group participant)*
>
> *"Wales is very good at having future generation commissioner, and I think if we had a "planet change and a biodiversity commissioner" maybe that would help." (North West focus group participant)*
>
> *"Planners seem woefully ill-equipped, and developers can find so many loopholes in the system. You have so many grand ambitions at the national level but they're not filtering down to day-to-day policy decisions and rules and regulations so it's impossible to enforce." (South East focus group participant)*

3.32    Several local examples were provided by focus group participants. For instance, one south east local authority had allocated an area of a local park as a pollinator area, but this got converted into a rugby pitch a year later. Cardiff City Council had approved the destruction of the northern meadows in Cardiff which was considered by participants as 'a huge gap between rhetoric and action' (South Central participant).

3.33    There was a strong call to see a more holistic approach being taken with biodiversity being put at the forefront. Several groups called for a longer term 'systems thinking' approach where there would be greater consideration for the interconnectedness between all aspects such as planning, faming, economy, health and wellbeing, tourism, and nature. There was also a strong call for issues to be dealt with at a landscape scale by moving away from the somewhat artificial local authority and regional boundary policies towards policy at a bioregional level.

3.34    One group were concerned that funding schemes such as those which support farmers do not encourage the desired behaviours. Whilst Tir Gofal supported the creation of new hedgerows and streamside corridors, there was less evidence that Tir Cynnal achieved this. It was noted that:

> *"we need to hope the new Sustainable Farming Scheme learns lessons from the past." (South Central focus group participant)*

## Theme 4: Disconnect between people and the environment and a lack of understanding about environmental issues

3.35    Several focus groups observed that large proportions of the population, particularly those living in cities, feel disconnected from nature and lack an understanding about it, and for any change to take place this needs to be addressed. Some groups observed that there is a lack of respect for our natural environment, evidenced by people throwing litter in the countryside and a lack of understanding about where food comes from and how to prepare and cook it. Amongst the comments offered were:

> *"I'm astonished often talking to people how much ignorance there is around things that I think how can you not know that?" (South West focus group participant)*
>
> *"I've seen people close to me that are truly suffering from what's being called 'nature deficit disorder,' (non-clinical diagnosis which has been termed in clinical situations) where there is no connection whatsoever." (North West participant)*

3.36    It was argued that the separation between people and nature was not helpful, as humans are a fundamental part of the ecosystem. One such participant argued that we need to:

> *"realise that's our life support system – this is a critical issue." (North West focus group participant)*

3.37    There was a clear call for more to be done to improve connections between people and nature, particularly within education but also via volunteering opportunities. The lack of focus on natural history within the curriculum was noted as a concern although some voiced a degree of optimism that the new curriculum might address this.

## Theme 5: Land use and land management

3.38    Several issues were raised by focus group participants in relation to their concerns about land use and land management. Many participants (notably in north west Wales) were concerned about the impact of introducing carbon-off setting incentives which was resulting in large finance companies buying up farms in Wales. Participants were also concerned about the impact of introducing non-native species via these schemes.

3.39    Most focus groups discussed tree planting and forest coverage. On the one hand, concerns were expressed about Wales being the least forested country in Europe and a call was make for a concerted effort to plant more trees. Tree planting was considered an effective way of retaining water to prevent flooding. On the other hand, others considered tree planting an easy solution for the government as it can demonstrate clear outputs, but participants voiced their concerns that it didn't offer a

sustainable solution. Concerns were expressed that tree planting was fuelling a monoculture and not helping to address biodiversity issues.

> *"Trees are easy to see and easy to count and show the public something is being done." (Mid Wales focus group participant)*

3.40 Several focus groups voiced concerns about the overgrazing of upland areas by sheep in Wales and referenced the term 'green desert' used by Iolo Williams to describe the vast grasslands which have very little wildflowers for wildlife. Some participants voiced their concerns about the lack of engagement from the farming and agriculture sector to the agenda.

3.41 Another theme raised in relation to land use related to the use of solar panels, and much objection was voiced about placing these on greenfield sites:

> *"All large factory panels should have solar panels on. Let's cover them before we put them in green spaces. In the end some might be needed but let's make use of filling station roofs and every large factory. That would create a lot of power before we start impacting on green space." (South East focus group participant)*
>
> *"There should be no solar panels placed on greenfield sites – they should only be permitted on buildings or on brownfield sites." (South East focus group participant)*

## Theme 6: Water and air pollution

3.42 The decline in river health over recent years due to intensive farming practices and a lack of policing was observed by focus group participants. Likewise, issues around marine pollution were reported, and participants voiced their thoughts on the lack of investment in water treatment systems in order to reduce the amount of waste being let into the sea. Comments included:

> *"I've got family members who are keen anglers. They're younger than me and just in their lifetime they've seen the health of our rivers really declining." (South West focus group participant)*

> *"One of my main concerns is the damage we are causing to the seas." (Welsh language focus group participant)*

3.43    In the same manner, air pollution was raised as an issue by focus group participants due to increased road traffic and increased use of wood-based energy for homes. One participant commented:

> *"Wales has the worst air quality in Europe and although the Welsh Government promised to bring in a clean air act within the first 100 days of being in office, nothing has happened." (Central South focus group participant)*

## Theme 7: Planning and housing development

3.44    Several focus groups discussed the need for greater enforcement in relation to planning and felt that planning processes currently favour developers, at the expense of protecting and enhancing nature. There was a call for enforcement organisations such as NRW to adopt more stringent policing arrangements and to deal more effectively with water quality issues such as discharges of water from sewage works. Amongst the comments offered were:

> *"They [NRW] are supposed to be the watchdog, and they don't have any teeth. They have the legal teeth to act but don't. So frustrating when you report pollution and damage to soil, and nothing happens. They must live up to their role as the regulator and environmental watchdog. No point in having regulations unless they are acted upon." (South East focus group participant)*
>
> *"In the Gwent levels we are swamped with applications for incinerators and solar farms – it is hard to defend ourselves against this. Many rare species will be impacted included dormice, otters, barn owls, water voles." (South East focus group participant)*

3.45    Housing developments and pressure for new housing was raised as an issue within this theme. One example was given by the South Central group of the new Plas Dŵr development to the North West of Cardiff where 10,000 new homes are being

built. The Ely catchment area is already suffering from capacity and water quality issues and by building so many new homes the system is likely to be over loaded.

## Theme 8: Travel and sustainable transport and dependency on cars

3.46    The main issues raised by focus group participants under this theme related to over reliance and dependency on cars and the availability of more sustainable transport solutions, including access to affordable and sustainable electric cars. Rural based focus groups in particular noted difficulties accessing sustainable transport in these areas. The lack of action by government to discourage the use of bigger cars was an issue given that cars are major threat to the environment.

## Theme 9: Consumerism and a focus on economic growth

3.47    Focus group participants thought that mass production, which leads to waste, and overuse of resource is a major threat to the environment as is the fact that economies are driven by growth and the consumption of goods.

# 4. What would be a desirable outcome?

4.1    This chapter considers the future vision set out by contributors and reflects upon survey responses outlining a vision for the future and life in 2050. It also reflects upon two exercises undertaken with workshop participants which involved writing a Tweet and postcard from the future.

## A vision for the future: life in 2050

4.2    Survey respondents were asked to imagine their life in 2050, and to think about how different their life may be for them and their family. They were asked to describe the future natural environment that they would choose. The narrative nature of the 2,758 survey responses provides rich data showing a range of high emotions, hopes and dreams for the future. The responses are very considered, with many telling full human stories. Survey respondents express their hopes for the future with passion, detailed imagination, and strong feelings.

4.3    Any categorisation of this data can only touch upon the richness of the portraits of life in 2050 given by respondents. Although percentages are shown at Annex B3, few people mentioned just one factor and the multi-layered tales meant that respondents mentioned 4.4 elements per person on average. The response categories set out at Annex B3 must be imagined in a multi-layered fashion, as this is how respondents reacted to the creative nature of this question. The futures imagined are vivid and heartening in many cases and show storytelling at its best. The responses form a valuable insight when considered alongside the other survey elements.

4.4    The highest five categories of responses, were, in order:

## Theme 1: A greener, transformed lifestyle

4.5    The first theme, which was identified by close to half of those who responded to the question, was around hope for greener, more thoughtful, environmentally aware, transformed lifestyles. This included less consumerism and economic growth and a greater focus on circular economy. One comment illustrating this desire:

> *"People are proud to be stewards of the planet. Capitalism is widely accepted to be a failure and cause of the imminent widespread climate and biodiversity catastrophes we face today. Everyone wants to set up and work for social enterprises where employees are paid a decent salary and any profit either invested in the business or redistributed to worthy causes (e.g., environmental rehabilitation) not given in dividends and massive bonuses to people who fly private jets. Passé celebrity culture is scorned, and admiration focussed on those who give the most to (instead of spending the most of) our children's environmental inheritance." (Female, 45-54, Gwynedd)*

4.6    Youth responses in this category are interesting, with an 18–24-year-old remarking on the use of technology:

> *"I would choose to live in a healthy natural environment that embraces a sustainable outlook to areas of modern life. I would hope to see advances in the latest technology and automation used to reduce emissions and develop a smart*

*economy that is non-harmful to the wider environment. It would be good to see a shift in behaviour towards saving energy and reducing consumption and waste. This is something that could be realised through education and discussion about the ultimate importance of sustainability and climate change." (Male, 18-24, Gwynedd)*

4.7    A colourful imagining of the future is set out below, with a whole new world and lifestyle envisaged:

*"I wake up to the sound of bird song. My first task is to take the overnight faecal and urine receptacle (a particularly stylish on-suite) to the front door. The receptacle has a nifty device for measuring my 'health quotient' and relays the information directly into my personalised medical AI which alerts if it picks up unusual bio-data. It also suggests dietary changes if needed. By mid-morning, my family's waste receptacles are collected by the 'Humanure company.' By mixing with food waste, ash, and wood chip, they create a nutrient rich worm compost which is used by the neighbouring market garden from which we get a weekly vegetable and fruit box.*

*I check the weather and if it's not raining, I have a shower and release the water through a gravel bed which runs through the middle of the main road outside. The outlet is into a park at the end of the road. Everything looks lush and is kept in trim by a herd of sheep and cattle that move through every 2 months in the Summer. We look forward to seeing the 'ranchers' because we get a community wool and meat delivery.*

*After breakfast I check on the electric smart meter. If electric is cheap, I'll put on the washing machine. I've got my bike plugged in to an automatic system so as soon as the price goes beneath a certain threshold it charges up. The night storage heaters do the same thing to warm up our well insulated house. Some people are lucky enough to be on a communal waste heat system from the local factory and some have solar panels.*

*I then cycle off with the 2 children to the 'work studio' which is a great centre with workstations, canteens, crèches, compost toilets, saunas & baths (luxury).*

*Around 150 adults work there and there's a strong community developing where we have started doing things together. For instance, this year we've booked a hydrogen powered ship to take all of us to Morocco for 3 weeks in the winter."*
*(Female, Over 65, Pembrokeshire)*

4.8     The age groups of both respondents above are significantly different – people of all ages have relevant and creative points to make about the ideal environmental life of the future, echoing the remarks made by many about communities working together so that everyone can learn from each other.

## Theme 2: Green spaces

4.9     Just under half of the comments offered in response to this survey question related to green spaces, including their accessibility and presence in both rural and urban areas by 2050, with diverse elements such as wild camping and harking back to the countryside of the past. An under-18-year-old expressed this eloquently in relation to urban living:

*"The natural would be contiguous with the urban. Lives would be lived locally on the ground. People would be able to walk or cycle to services easily, people would get to know each other and support each other. Urban spaces would comprise of local built patches connected by shared green places for creative activities. Life would be colourful, not drab, and grey." (Under 18 year old, no other demographic data provided)*

## Theme 3: Localism and community

4.10    This third theme of localism and community was often mentioned in conjunction with the first category of green lifestyles and was highlighted by over a third of those who responded to the question. Specific issues mentioned here included 15-minute cities, sustainable local food-growing, community groups working together, and local management of resources in general.

> *"More, smaller schools and people living closer to their places or work mean few cars on the road. More community food production, vastly reduced food miles."* (Female, 45-54, Monmouthshire)

4.11 Community activities imagined in 2050 included this statement from an 18-24-year-old, entailing a shorter working week to enable community activity:

> *"I would like to see an increase in community involvement with nature, where understanding of ecosystems and our reliance on nature is instilled in children at school, and this relationship continues onto adult life. I would love to see community-led permaculture projects where sustainable, organic food is locally produced and available to all, subsidised for low-income families…I believe that we should implement a 4 or even 3-day work week, with people volunteering for a day in community organisations e.g. the community permaculture farm, instead of working so intensively for massive corporations which pollute the environment and a lot of the time seek to create needs to be filled so we can give them more money, which has a huge environmental toll."* (Female, 18-24, Cardiff)

4.12 One respondent summarised the thoughts of many respondents by stating:

> *"I want to live in a friendly and caring, 'think global, act local' minded community."* (Female, 25-34, Gwynedd)

4.13 There was much mention of people growing their own food, either at home or in community settings, and some respondents imagined rural lives:

> *"I would choose to live in a crofter's cottage, with a little amount of land, big enough to grow vegetables. I think we need to go back to a society way of bartering and helping each other, instead of clasping at material assets and 'stuff.' Commercialism needs to decrease. A simple way of life is what I seek for me and my family, unfortunately, it is not a possible way of life at the moment as it requires vast sums of money to acquire and live that lifestyle."* (Female, 35-44, Cardiff)

4.14 Others highlighted the importance of the natural environment within city living:

> *"The natural environment isn't just wilderness and countryside; all Welsh cities are a patchwork of green spaces with rich biodiversity. Every household has a <10-minute walk to these green spaces." (Female, 25-34, Cardiff)*

## Theme 4: Protection of species and wildlife

4.15    A third of respondents to this question cited the protection of species and wildlife, with mentions of better biodiversity, more wildlife, and native species having been protected, often by law. One such respondent expressed great concern about the lack of expenditure on biodiversity protection:

> *"I am very worried about the outlook for our natural environment if real change does not start happening immediately. One in 6 species in Wales is already in danger of extinction, 73 species are classified as extinct here already. Public concern is growing yet expenditure on biodiversity is falling in real terms - I want to see radical changes to land usage in Wales, restoration, protection and management of peat lands, native woodland, and inland coastal waters. Our rivers and other fresh water sources need to be cleaned up, so they are safe for us and for wildlife. The usage of agricultural pesticides and fertilisers must be far more stringently controlled, farmers must have incentives to use the land sustainably and halt the degradation of the soil biodiversity. I want to see flora and fauna native to this country thriving for future generations, with clean air and clean water." (Female, 55-64, Pembrokeshire)*

## Theme 5: Public transport

4.16    Close behind were descriptions of public transport in 2050, with respondents describing transformed, affordable (or free) public transport that worked for their lives, in their areas, with car share schemes and more uptake of active travel on quieter roads. Public transport related comments were very wide ranging and often expressed with a passion that indicated a feeling that a dramatic transformation is needed:

> *The ability to ride my bike safely and hop on and off cheap, energy efficient green frequent transport. Everyone who needs to drive has green cars and there are organised docking stations (for cars or replacement batteries) powered by tidal energy. Cities are car free with outside parking and circular transportation back and forth."* *(Female, 55-64, Vale of Glamorgan)*
>
> *"Through a combination of widespread public transport, long distance cycling lanes, and the right to roam, everyone will have access to remote natural sites (and the country as a whole) without being dependent on cars."* *(Agender, 18-24, Outside of Wales)*
>
> *"Priority to pedestrians and bikes, not cars. More shared car options, free public transport around towns."* *(Female, 55-64, Cardiff)*
>
> *"Byddai teithio actif - cerdded a beicio - yn flaenoriaeth, rhwydwaith trafnidiaeth cyhoeddus yn effeithiol, rhad ac o safon uchel, a theithio'n bell am resymau hamdden yn rywbeth achlysurol, gyda hedfan yn beth llawer llai cyson am unrhyw rheswm."[2]* *(Female, 55-64, Cardiff)*

## Other themes

4.17 A further seven themes were identified by survey respondents as being important elements of their future vision. These themes were cited by around a quarter of those who provided an answer to this question:

- **sustainable land management and regenerative agriculture**: these included varied responses, some imagining plant-based food farming, and others describing small-scale regenerative animal farming, to feed local communities

- **cleaner waters – rivers, lakes and seas, and better marine management**: it was felt that water was key to everything, and that much agricultural bad practice led to water pollution:

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[2] *"Active travel - walking and cycling - would be a priority, an effective, cheap and high-quality public transport network, and long-distance travel for leisure reasons would be occasional, with flying being much less frequent for any reason."*

> *"I would have British waters protected from agricultural runoff that causes eutrophication. We have some of the worst polluted rivers in Europe. specifically with a focus on stopping poultry waste entering British rivers; one of our worst polluters." (Male, 18-24, Wrexham)*

- **renewable energy** of all kinds, with wide ranging views about wind farms, nuclear energy, and local energy production: this was the most wide-ranging category, with points made about many different methods, the need for grants, energy storage for wind turbines, reconsidering the location of wind turbines and producing methane from human waste. There were differences in opinion regarding what kinds of renewable energy would be acceptable, as seen throughout the survey, but in imagining life in 2050, there was much talk of community energy schemes and homes self-generating energy

> *One respondent foresaw the Severn Barrage creating energy "The Severn barrage carries the Wales -England traffic, it generates power, and prevents flooding upstream. The nation is powered by small scale hydroelectric schemes. The land has been re-covered with carbon-capture green corridors." (Female, 35-44, Torfaen)*
>
> *An under-18-year-old responded in Welsh: "Nid ydwyf i eisiau byw mewn byd ble mae'r awyr yn fudr ac tydi fy mhlant methu cael awyr iach oherwydd y llygredd. Cymru yw un or cynhyrchion egni mwyaf yn y byd ac maen cael ei wastio mae angen ' Benefitio' ar hyn at les economi Cymru ac y bobl."[3] (Under 18, no other demographic data)*

- **less or no plastic use, improved recycling and reuse rates, and less waste**

- **clean air, less pollution of all kinds, no pesticide use, and no sewerage discharge**

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[3] "I don't want to live in a world where the air is dirty, and my children can't get fresh air because of the pollution. Wales is one of the largest energy producers in the world and it is being wasted - this needs to be benefitted from for the wellbeing of the Welsh economy and the people."

- **more trees & forests, and better, more appropriate woodland management** (peatland and bogland restoration was also mentioned, to a lesser extent). Mentions of trees often included references to more planting of appropriate broadleaf trees for the Welsh landscape, less cutting down of trees for inappropriate new builds, and agroforestry featured as well.

- **sustainable homes and buildings** in the future, passivhaus building, affordable sustainable local homes and retrofitted homes, and less or no second homes. Comments regarding homes made mention of solar panels on all new builds, insulation, warm homes, and self-generation of energy

4.18 Other desires for Wales in 2050, with less mentions at around a tenth of survey respondents but expressed passionately in many cases, and overlapping with other issues, were:

- **more cycling and walking routes**, with safety considerations in place

- **better enforcement** in place, with legislation and policies being observed (including ecocide laws). Points made included the need for better policies, the use of ecocide laws, and organisations having more powers of enforcement regarding businesses and industry, with additional funding to do so if needed

- **co-existence with nature**

- **more equality, less poverty**, more affordable green options, and better local services of all kinds

- **better policies regarding planning and urbanisation**, including building on brown and green land

- **electric vehicles & the charging network** being more accessible

- **less intensive farming** and less, or no, factory farming at all

- **industry and businesses behaving with more responsibility**

> *"Free advice for businesses to become more eco-friendly. More fines for businesses who don't meet eco-friendly, reducing waste, reducing pollution." (Female, 35-44, Ceredigion)*
>
> *"Revenue to support the transition to the above from high taxes on big business, especially those who put profits before sustainability / carbon neutrality." (Female, 45-54, Cardiff)*

4.19    Apocalyptic imaginings of the future also appeared at the end of this category with around 6% of survey respondents citing such a future. Despite people being asked to describe the natural environment they would choose, some respondents felt that life in 2050 would not be pleasant, if it existed at all. Some of the comments offered included:

> *"Whatever we do now is too little too late as usual. We are a greedy species who take and give little back. I'd quite happily live alone on a remote Scottish island now." (Female, 45-54, Blaenau Gwent)*
>
> *"Realistically, more houses, more lodges, and more chicken factories everywhere. Car parks and big shops too. Less calm spaces (parks and woodlands). Everyone fighting over things like access to water." (Female, 35-44, Powys)*
>
> *"I honestly believe we are destroying hope for future generations and will leave little nature for them. I don't dare to imagine what 2050 will be like." (Male, 55-64, Cardiff)*
>
> *"Ar hyn o'r bryd rwyf yn teimlo fel bod dim llawer o dyfodol da yn mynd i ddigwydd i bobl yn 2050, un rheswm yw oherwydd y ffordd mae bobl yn trin y ddaear - ar y pryd yma does ddim gwelliant yn digwydd."[4] (Under 18 year old, no other demographic data provided)*

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[4] "At the moment I feel like there's not going to be much of a good future in 2050, one reason is because of the way people treat the earth at this time - there's no improvement going on.")

4.20   Less still comments were made regarding the following issues, but as stated above, these remarks were often made in conjunction with other issues, and important points were made nonetheless:

- Wales leading the way on many issues, balancing its needs, having the "right" kind of tourism, and Wales as a green destination

- addressing population growth in the future

- weather issues – either the population dealing with extreme weather, or climate change having abated, resulting in less extreme weather patterns

- better treatment of animals, no hunting, no laboratory animals

- green workspaces, working in nature

- a reduction of tourism in rural areas, less off-roading and bad tourist behaviour

- energy independence and security

- remarks that humans do not cause climate change

- that the future will be very different to, or better than, the present and mentions of world peace.

4.21   Regarding Wales leading the way, high hopes were expressed:

*"We need to see Wales taking its own path and making hard decisions including loosening some ties to practices which are destroying our biodiversity and the climate changing the narrative around what actually makes a national identity." (Female, 35-44, Powys)*

*"That Wales is leading on such matters on a global scale, ideally as an independent, devolved nation. That nature flourishes, with more land designated for wildlife, and that the importance of nature is given a priority rather than just being talked about." (Male, 35-44, Gwynedd)*

*"I would like to see Wales use its local natural environment and geographical strengths, rather than trying to become a big business hub. Unfortunately, big business has previously taken Wales and its government administrations; 'to the*

> *cleaners.' Perhaps by 2050 Wales will have learned the lesson and 'wised up.'"*
> *(Over 65, Powys, no gender details)*
>
> *"Wales is world-leading thanks to the Well-being of Future Generations Act in economic, social, environmental and cultural resilience and well-being." (Female, 25-34, Cardiff)*

> *"We need to see Wales taking its own path and making hard decisions including loosening some ties to practices which are destroying our biodiversity and the climate changing the narrative around what actually makes a national identity." (Female, 35-44, Powys)*
>
> *"That Wales is leading on such matters on a global scale, ideally as an independent, devolved nation. That nature flourishes, with more land designated for wildlife, and that the importance of nature is given a priority rather than just being talked about." (Male, 35-44, Gwynedd)*
>
> *"I would like to see Wales use its local natural environment and geographical strengths, rather than trying to become a big business hub. Unfortunately, big business has previously taken Wales and its government administrations; 'to the cleaners.' Perhaps by 2050 Wales will have learned the lesson and 'wised up.'" (Over 65, Powys, no gender details)*
>
> *"Wales is world-leading thanks to the Well-being of Future Generations Act in economic, social, environmental and cultural resilience and well-being." (Female, 25-34, Cardiff)*

4.22  A final statement weaves a vivid tale of recovery:

> *"2050. I will be 64. I imagine my house in central Cardiff has remained flood free. We chose to stay; a family was born here. That restoration across the river Taff catchment area, from source to mouth - slowed the flow - hundreds of thousands of homes were secure from flooding.*

*An emergency national insulation scheme saw our older colder houses, terraces of them that define Cardiff - warm and fit for another 150 years.*

*Decisive emergency action taken by Welsh government in 2022 saw a rapid decarbonisation of Wales, restored peat bog, all woodland protected & felling unless under the strictest requirement stopped. Millions gained or transitioned to work that sustains our environment and each other.*

*I laugh with my children about the turning point, they are amazed and shocked that I had to sit in trees to try and protect them - march on government - they recognise the trauma of my 30s watching our only living breathing world be destroyed, at home & across the western world or on behalf of it.*

*Our efforts support the restoration of the wider world which was already impacted - we learn better ways and we support climate refugees. The world has still warmed but it's paused.*

*I am whole and restored, tending to the land." (Male, 35-44, Cardiff)*

## Feedback from focus group and workshop discussions

4.23   Focus group and workshop participants were asked to reflect on how the natural environment in Wales should look like in the future and whether it is important to have a shared vision for Wales.

4.24   Focus group and workshop participants were supportive of a shared vision for the future although it was accepted that it might not be possible to achieve a consensus on its content. A shared vision would help persuade people why change was needed and would assist in the effort to secure widespread commitment to the green agenda from across all members of society, not just the 'middle class or privileged people.' A shared vision would help demonstrate that society was pulling together and making environmental inequalities a thing of the past. Most importantly, a shared vision would help demonstrate that we would all be custodians of the natural environment.

4.25   In terms of a future vision, there was significant overlap with the themes identified by survey respondents and because of this, this section has been structured using

the same themes as those set out earlier in this chapter. Focus group participants however placed a greater emphasis upon the theme of **education** throughout and considered this a critical element of the future vision if widespread public support and commitment be secured. As one focus group participant commented:

> *"An educated population would be far more receptive to long term change ... we need to get everybody on side." (North East participant)*

## Theme 1: A greener, transformed lifestyle

4.26    Focus group and workshop participants envisaged a future Wales as 'a nation of gardeners.' There would be less consumerism and less of a 'throw-away culture.' More people would be working from home so there would be fewer cars on the road. There would be more social prescribing by doctors. People would consume less meat, and be healthier because of it, and as a result there would be more land available for biodiversity.

## Theme 2: Green spaces

4.27    People would have equal access to green spaces and able to access it easy. People would be living within walking distance to a green space, such as a pocket park. Going for a walk in the woods would no longer be a luxury. People would enjoy nature and take more responsibility for it. Urban green spaces would be linked via green corridors, and there would be increased inter-connectedness between green spaces.

4.28    People would have a greater say about their neighbourhoods and people would feel more connected to where they live and work. Urban wildlife would be on the increase. Green infrastructure and sustainable active travel in city areas would become more prominent.

## Theme 3: Localism and community

4.29    There would be more community ownership of spaces such as green spaces and waste land, rather than council and developer owned. Community gardens and food growing initiatives would be popular and it would be easier to compost food waste

locally. With more people working from home, local economies would thrive, and more food would be sourced from the immediate catchment area. Circular economies would thrive.

4.30 Supermarkets would be taking more responsibility for their products and accepting back more of their packaging rubbish to reuse and recycle. There would be a whole aisle dedicated to local produce in supermarkets.

## Theme 4: Protection of species and wildlife

4.31 There would be greater areas of land, particularly remote areas, rewilded, and nature would return to these areas to produce robust habitats. Wales would become a wildlife spectacle, as is the case in Scotland, and would be able to boast much more than just puffins, deals and dolphins.

4.32 Children would be well educated about nature and would easily be able to name trees, birds, and insects which they come across.

## Theme 5: Public transport

4.33 It would be possible to travel by rail from north to south Wales. There would be an abundance of electric charging points. Electric cars would be affordable.

## Theme 6: Sustainable land management and regenerative agriculture

4.34 There would be less intensive and more ecologically sensitive farming. There would be a better balance between agricultural production and safeguarding natural habitats. Sheep monoculture farming would have given way to more sustainable farming approaches, with fewer animals, more meadows and woodlands, and less use of chemicals. Every farm would have some land set aside for wildlife, and new wildlife corridors between habitats would be established. There would be more meadows and insects would be in abundance.

4.35 Land use would be very different as farms would produce food for local community consumption. Farms would become places for people to connect with nature. There would be more local community-fed food production. There would be a reduction in the food miles generated. There would be more community hydroelectric schemes.

4.36    Timber production would be more sustainable and there would be more communities managing woodlands. There would be more trees, but more diverse woodlands rather than forests being used for carbon offsetting and sequestration.

4.37    Agricultural and fishing subsidies would work for the benefit of the environment, and the industry would be supported to better protect and enhance the environment. Communities would adopt sustainable management of their natural resources at an ecosystem and catchment level.

## Other themes

4.38    Wales would be moving closer towards becoming a Carbon Net Zero country. A dramatic switch to renewable energy would have taken place and wind, solar, tidal and hydrogen energy sources would account for most of our energy. New technology such as battery and energy storage systems would be in use. Reliance on fossil fuels will have been reduced or eliminated. There would be less fuel poverty.

4.39    New housing would be carbon neutral. They would use renewable energy sources and adopt energy efficiency measures. Older homes would be retrofitted with better insulation and ground source heating.

4.40    Wales would have cleaner seas as more investment was made into sewage and treatment plants.

4.41    Manufacturers would be taking greater responsibility for the full life cycle of a product, rather than this falling to the consumer. More products would be made suitable for reuse and recycling.

## Tweets from the future

4.42    Workshop participants were asked to prepare a Tweet, or alternatively a news article headline, in 10 years' time which reflected an achievement that had helped Wales to protect its natural environment.

4.43    The themes of the tweets and headlines prepared were broadly similar to those already highlighted in the discussion above. By working together, and through dialogue and discussion, workshop participants generated a broad range of tweets.

Many tweets were relatively general in nature but concentrated on praising Wales's progress and improvements in relation to its environment – often as a result of policy or legislative impetus. Achieving such change to protect future generations was often included as an element of these constructed tweets:



**Nature & Us**
@Nature&Us

At last, Wales is now 100% self-sufficient in food, timber, fibre, and energy production, working in harmony with nature. Well-being and future generations are in a good place

12:00 PM · Jan 1, 2032

17.2K Retweets    1.1K Quote Tweets    79.5K Likes

**Nature & Us**
@Nature&Us

Wales is leading the way - demonstrating how local action can have a global impact

12:00 PM · Jan 1, 2032

531 Retweets    377 Quote Tweets    7.2K Likes

**Nature & Us**
@Nature&Us

Wales is the first country in the world to introduce sustainability into the curriculum. Minister announces that climate change awareness is fully embedded into the Curriculum for Wales

12:00 PM · Jan 1, 2032 · Natural Resources Wales

17 Retweets    4 Quote Tweets    73 Likes

**Nature & Us**
@Nature&Us

In 10 years, Wales now has a more integrated landscape with space for woodlands, nature, food production and renewable energy, all based on the carrying capacity of the land and its potential

12:00 PM · Jan 1, 2032 · Natural Resources Wales

40.3K Retweets    11.3K Quote Tweets    196.9K Likes

4.44    Several of the composed tweets celebrated imagined success stories in relation to **improving biodiversity** in general, or in relation to recovering specific threatened species (such as the curlew, bumble bees or red-billed chough) or the general population of certain species e.g., scallops and lobsters:

**Nature & Us**
@Nature&Us

At least half of the habitats under threat in 2022 have now been fully restored

12:00 PM · Jan 1, 2032 · Natural Resources Wales

2.4K Retweets    511 Quote Tweets    18.7K Likes

**Nature & Us**
@Nature&Us

Wales has achieved a major landmark in halting and reversing biodiversity loss, with several endangered species now back from the brink

12:00 PM · Jan 1, 2032 · Natural Resources Wales

2.5K Retweets    834 Quote Tweets    15.7K Likes

**Nature & Us**
@Nature&Us

Wales' SSSIs remain in good condition after a decade of protection

12:00 PM · Jan 1, 2032 · Natural Resources Wales

2.5K Retweets    834 Quote Tweets    15.7K Likes

**Nature & Us**
@Nature&Us

Wales has planted 10,000 miles of hedgerows to help encourage biodiversity

12:00 PM · Jan 1, 2032 · Natural Resources Wales

73.5K Retweets    31.1K Quote Tweets    325.4K Likes

4.45    A number of tweets related to **farming and food production** in Wales, particularly highlighting the way Wales was leading the way in terms of agri-environment schemes, organic farming and sustainable food growing:

**Nature & Us**
@Nature&Us

Welsh farmers praised by global leaders for adopting national environmental farming strategy

12:00 PM · Jan 1, 2032 · Natural Resources Wales

186 Retweets    79 Quote Tweets    3.4K Likes

**Nature & Us**
@Nature&Us

Every person in Wales has access to a community growing garden and free food from those gardens

12:00 PM · Jan 1, 2032 · Natural Resources Wales

2.3K Retweets    2K Quote Tweets    6.6K Likes

4.46    **Improving recycling rates** and **reducing pollution** was also a popular topic for tweets by workshop participants:

**Nature & Us**
@Nature&Us

All plastic packaging has been banned for fruit and vegetables in Wales

12:00 PM · Jan 1, 2032 · Natural Resources Wales

1 Retweet    22 Quote Tweets    18 Likes

**Nature & Us**
@Nature&Us

Plastic pollution in Wales is down 90% by implementing controls at source

12:00 PM · Jan 1, 2032 · Natural Resources Wales

2.3K Retweets    2K Quote Tweets    6.6K Likes

4.47    Finally, workshop participants created tweets about increasing **use of renewable energy, reducing emissions** and **carbon capture** (most often through improvements to peatlands):

**Nature & Us**
@Nature&Us

Decarbonisation plans across public and private sector in Wales have achieved net zero

12:00 PM · Jan 1, 2032 · Natural Resources Wales

17 Retweets    4 Quote Tweets    73 Likes

**Nature & Us**
@Nature&Us

100 percent of peatland in Wales is in good condition and storing carbon rather than releasing it

12:00 PM · Jan 1, 2032 · Natural Resources Wales

73 Retweets    596 Likes

# Postcards from the future

4.48    Workshop participants were asked to prepare a postcard from the future, 30 years from now, with a piece of advice about how peoples' relationship with the natural environment needs to change.

4.49    Postcards often provided advice from their future selves around the need to act decisively and immediately and to challenge those around them to help achieve change. Many of the postcards included positive messages and hope that stressed that there was still time to contribute to change:

> - *'Well-done is better than well-said. Just get on with it!'*
>
> - *'We need to act sooner – it's time to get off your hands and start actually delivering'*
>
> - *'Just do it. Do the small things and do something. Less talk, more action. The future will be so much better if you begin today rather than leave it until tomorrow. Your children and grandchildren will thank you too.'*
>
> - *'Tactfully and good naturedly, but firmly, challenge your colleagues, friends, and relatives to change their lifestyles and how they do business'*
>
> - *'Don't give up!'*
>
> - *'We need to take action sooner!'*
>
> - *'Remain hopeful…that the world will be healthier and happier'*
>
> - *'Keep the faith - look at the positive changes already achieved and use these as a springboard to do more'*

4.50    Workshop participants also took the opportunity during this task to offer practical, individual level advice to themselves on the many little things that they could do (or do more of) in order to make a difference in 30 years' time:

> - *'Abandon or reduce your use of plastic'*
>
> - *'Turn your heating down'*

- *'Don't waste food'*

- *'Buy less, and waste less'*

- *'Have a 1 metre square patch of native flowers…for pollinators to thrive'*

- *'Embrace nature's untidiness. Work with nature, not against it'*

- *'Stop buying things because you want them and not need them'*

4.51   Other messages conveyed within the postcards from 2050 were aimed at politicians and policy makers. Some of these were focused on responding to the needs of specific communities of Wales – either geographical (particularly rural or farming communities) or priority groups (specifically children and young people):

- *'We need to make decisions locally – the food on your plate needs to come from within a 5-mile radius on average to your home'*

- *'Listen to the farmers and others that live in the countryside as they live with nature every day'*

- *'We need to build resilience in our people and communities. You have to invest in all Welsh communities not the selected few'*

- *'Focus on wellbeing more than economic gain'*

- *'Embed environmental policy in everything we do'*

- *'Don't build on flood plains – ever'*

- *'Educate the younger generation'*

- *'Teach children about species, biodiversity and trees – so that they understand nature better'*

- *'You need to give more attention to young people. Listen now to what they're saying and support them to contribute their ideas. They have a massive contribution to make'*

- *'Young people were the game-changers – they gave the momentum for things to be different'*

# 5. What do people think of future scenario options?

5.1     This chapter draws upon the feedback gleaned via the six webinars and three workshop sessions on four possible scenarios of the future.

## Introduction

5.2     Workshop and webinar participants were provided with an opportunity to view a series of future scenarios, inspired by the work of the UK National Ecosystem Assessment, to help gather insight into how ecosystem services and human well-being might change under a range of plausible futures. Each of the four scenarios explore how different socio-political and economic conditions could share the way the world might look in the future.

5.3     This section sets out a brief summary of each scenario and considers the feedback gathered from webinar and workshop participants to each one. The feedback from webinar participants is presented via wordclouds which capture the 100 most used words by participants to describe their impression of each scenario. More detailed feedback provided by workshop participants on the strengths and areas of concern for each scenario is also provided.

## Scenario 1: The fundamental trait is high economic growth with a greater focus on removing barriers to trade – roughly based on current attitudes and trends

**Figure 5.1: Scenario 1 responses**
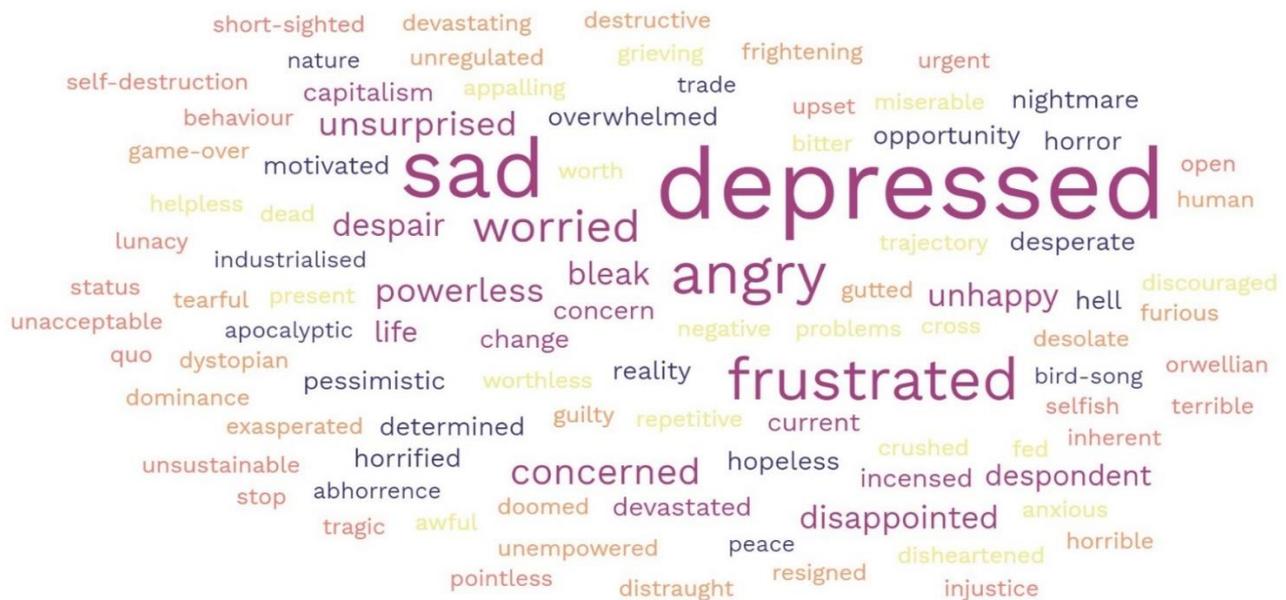


Source: A word cloud of Nature and Us webinar chat responses. 100 most commonly used.

5.4     The initial thoughts of workshop participants on scenario 1 were overwhelmingly negative. Participants described it as 'bleak,' 'depressing,' 'a sobering picture' and 'a terrifying prospect'. Consistently, the scenario was seen as 'negative,' a 'worst case scenario' and 'a race to the bottom,' and that seeing all the interwoven elements in one short video was striking and telling. In many cases, workshop participants commented that this was indeed a scenario based on the current situation and an accurate depiction if no change happens:

- *'This is a description of where we are currently at. Where we are headed right now'*

- *'It's a depressingly real baseline for where we currently are'*

- *'This is the future that we're well on track for, considering how difficult it will be to change our current trajectory'*

- *'That video is basically the track we are heading on if we don't take any action. Everyone should be shown that video, to raise public awareness'*

- *'I fear that we're already well down this road'*

- *'It's predicting ecological and environmental Armageddon'*

5.5 Workshop participants were asked to identify the strengths in this scenario, but generally commented that they struggled to find any. Some felt that the references to cheap food could be seen as a positive, although there needed to be a more sustainable way of producing it and less disconnect with food growing in a scenario where 'agriculture and food production are at the expense of standards.' Similarly, the references to economic growth and people being in work with jobs and incomes were also viewed as positives when 'everything else had gone to pot.' The mention of renewable energy developments and a focus on research and innovation in the scenario were also highlighted as strengths.

5.6 The areas of concerns highlighted by workshop participants far outweighed any positive comments about a scenario that 'has more weaknesses than strengths.' Scenario 1 was described as lacking humanity and driven by profit and money in a 'consumer driven society'. Participants were genuinely shocked by the depiction of 'ecological devastation' as a result of climate change in the scenario and felt that it would have a negative impact on nature and biodiversity in Wales:

- *'It is not a loss of biodiversity but a deliberate destruction'*

- *'This scenario is damaging to the habitat'*

- *'It shows a clear decline in nature overall'*

- *'It makes a mockery of the aims of the Wellbeing of Future Generations Act'*

5.7 Several workshop groups highlighted the inequalities reflected in the scenario where people 'know the price of everything and the value of nothing.' Whilst large companies and some individuals made money and lived comfortably in this scenario, the impacts were greater on the poor. Workshop participants also felt that the scenario highlighted several negative social impacts.

- *'The poorest and most vulnerable of society will be most affected'*

- *'The top 1% are causing a lot of the negative impact on the environment'*

- *'The wealth is all in big business, not with normal people'*

- *'There isa wider gap between those who are doing well and not doing well – it has intensified the inequality'*

- *'There are great inequalities in terms of access to green and blue spaces'*

5.8    Workshop participants felt that there was a huge mindset or cultural shift required for behaviours to change, and for this scenario to be avoided in future.

## Scenario 2: The belief that the management of natural resources for equitable social, cultural, economic, and environmental benefits is mainstreamed, recognising the role of ecosystem services, well-being, and global impacts

### Figure 5.2: Scenario 2 responses



Source: A word cloud of Nature and Us webinar chat responses. 100 most commonly used words.

5.9    Scenario 2 was described as 'where we want to be', particularly in terms of achieving the net zero target. It was seen as being on 'the opposite side of the spectrum' compared with scenario 1: a utopian view compared to the dystopian first scenario. This scenario was seen as being in line with SMNR thinking and achieving a better balance in 'managing natural resources for equitable social, cultural, economic and environmental benefits.'

5.10 Urban or local food growing was deemed to be a considerable strength of scenario 2:

> - *'Urban food growing is a great idea but needs lots of support to get it happening.'*
> - *'The local food economy is seen as a crucial tenet'*
> - *'It shows us consuming less and reducing food waste'*

5.11 Planting trees in the uplands was one of the many benefits to the environment that participants pointed out in scenario 2, as long as 'the right trees are being planted in the right place'.

5.12 A few participants were less keen on scenario 2, describing it as being 'quite damaging to the land and management of trees, woodland and coastal management, and also re-wilding.'

5.13 Workshop participants saw some challenges in relation to farming practices, particularly around meat production and because 'people like meat.' Some participants were keen to emphasise that meat is currently being produced in the most natural way and that it was important that meat consumption was not painted as a complete negative. A few thought it was interesting that the statement in the scenario only discussed reducing meat consumption when so much of our fish and seafood is also intensely farmed.

> - *'Eating meat and fish that is provided in a more sustainable way will mean that people naturally eat less meat as it will be less available and more expensive'*
> - *'It's too simplistic – Wales shouldn't just eat less meat but instead produce and eat locally sourced meat'*
> - *'The scenario talks a lot about vegetable based food production without noting that meat products create a smaller carbon footprint than bread for example which imports raw materials and creates higher food miles'*

5.14    The references to a circular economy was highlighted as a positive by workshop participants, with businesses and local resources used in the best interest of local communities.

5.15    The shift to cycling and walking as the dominant modes of transport outlined in scenario 2 was welcome, although some participants questioned how realistic this would be, with issues raised in relation to rural areas and accessibility.

5.16    Workshop participants raised some concerns in terms of the practicality and realism of some of the content within scenario 2: 'we're too late for perfect'. Technological developments was consistently shown to be a major contributor to the solutions in scenario 2 and some questioned whether this was viable. Others welcomed the way nature was valued but queried who owned the land and the renewable energy solutions outlined. There was also some concern about the scenario's lack of consideration of communities dealing with social inequalities (such as lowland communities prone to flooding) or the loss of land to the sea due to coastal erosion. Participants highlighted the tensions that existed in the scenario in relation to land use.

5.17    Whilst there were many more positives in this scenario, workshop participants highlighted that the devil will be in the detail of the trade-offs that are likely to be necessary to achieve them all. Whilst it was a 'lovely' scenario, some participants felt that it was already too late to achieve it or that it would require a very robust economic and regulatory framework in place to achieve it. Others felt that the scenario lacked the context of how it could be achieved and resourced, and that the shift to such a situation would need a huge mindset shift:

- *'It is more akin to the world we want to live in'*

- *'The solutions presented are bang on, but how do we get there?'*

## Scenario 3: Society is more concerned with immediate surroundings and strives to put communities and human well-being at the heart of all decisions regardless of wider national or international interests.

**Figure 5.3: Scenario 3 responses**

Source: A word cloud of Nature and Us webinar chat responses. 100 most commonly used words

5.18    Scenario 3 was broadly well received by workshop participants and had 'much appeal' although mixed views were expressed about specific elements.

5.19    The focus on local decision-making within this scenario was generally welcomed and there was consensus that society was more concerned about their local community, and the voice of people should be at the heart of all decisions:

> • *'The power of people coming together is most important – balancing staying and buying locally'*
>
> • *'I like the idea of society and communities playing a more central role'*
>
> • *'I welcome the references to people delivering on a local level'*
>
> • *'Communities taking responsibility and the emphasis on local democracy is a positive'*

5.20    Other benefits from scenario 3 included the move to less dense methods of farming, the focus on the circular economy, and less focus on economic growth. The proposal for different environments having multiple uses, that in turn would have multiple benefits for the country e.g., woodlands, was welcomed. The different way

of farming – with many small farms, more diverse crops and diverse animal husbandry was also seen as a positive.

5.21 Workshop participants welcomed the focus on less global travel and felt that individuals should take responsibility for 'needless travel,' but questioned how realistic this would be.

5.22 Many participants were wary of some of the issues that might come about as a result of local autonomy in decision-making. Some were sceptical that this would lead to outcomes such as reduced inequality, as there would inevitably be 'winners and losers' in such a model. It was felt that some aspects of decision-making continue to be needed at a regional or national basis. A local decision-making model would also lead to a lack of planning:

- *'Tackling issues without a plan is absurd'*

- *'Local communities are given too much power. I'm concerned by the lack of management and planning from policy makers'*

- *'There are major flaws with this – the narrow view of local decision making can lead to moving problems elsewhere. Instead of the general lack of planning…the focus should be on collective thinking as some areas need a national strategy'*

- *'You need planning on a bigger scale to work'*

- *'Localism cannot work in a global society'*

5.23 Workshop participants raised concerns about the narrative in scenario 3 in relation to people moving away from cities and into the countryside. This move was flagged as a particular negative that would inevitably lead to different social and economic inequalities and cause strain on public services. Participants questioned how the housing needs of these individuals could be met, and there were concerns about the potential impact on rural communities and the detrimental effect on the Welsh language. Conversely, there were also concerns about the impact on the 'left behind urban communities in deprived areas' who would be prone to flooding and other negative impacts:

> - *'Many people moving from cities and towns to rural areas…is not desirable or feasible. It would have a negative impact on nature'*

5.24   Similarly, participants noted that scenario 3 only talked about a slower rate of decline in biodiversity rather than increasing biodiversity or reversing that decline. In particular, there were concerns around increasing pressure on the marine environment and how sustainable this would actually be.

5.25   Workshop participants concluded that this scenario was a nice idea in theory but was quite politically naïve as most of the world's environmental problems are global and 'Wales cannot insulate itself from these matters.'

## Scenario 4: A preservationist attitude arises because Wales can afford to look after its own backyard without diminishing the drive for higher standards of living. Nature in Wales is prioritised above all else – impacts are offset elsewhere.

**Figure 5.4: Scenario 4 responses**



Source: A word cloud of Nature and Us webinar chat responses. 100 most commonly used words

5.26   Strong views were conveyed about scenario 4. There were many comments by workshop participants about how the general approach being outlined was rather 'insular,' 'protectionist' and 'colonialist,' with a disregard to the role and impact of Wales globally. Participants did not generally like the fact that the environment in

Wales was placed above all other global concerns and saw the approach as one where 'we are saving ourselves at the expense of others':

- *'It ignores the international implications of Wales's actions towards tackling climate change'*

- *'It's a preservationist attitude – ok for Wales but nowhere else'*

- *'We can't go down this route and ignore all 4 tenets of environment, economy, society and culture'*

- *'We must better recognise the effect Wales has on worldwide environmental issues – this scenario does not do so'*

- *'We have to think global, not 'I'm all right, jack''*

- *'Having a higher negative impact overseas is not a globally responsible Wales'*

5.27　Workshop participants did cite a number of positives in scenario 4, however. It was described as being 'thought-provoking', and the prioritisation of the Welsh language, culture and community were welcomed. The many references to the protection of biologically important sites and habitats were embraced:

- *'This scenario sees the restoration of habitats and an increase and maintenance of biodiversity'*

- *'It's great to see biodiversity increasing but a bit of a shame that it's set up as a dichotomy whereby in order for that to happen it's offset with biodiversity loss elsewhere'*

- *'This scenario was the only one that mentioned an increase in biodiversity…but at the cost of everything else'*

5.28　The references to a well-connected transport infrastructure, government protections, an improved tourism approach and green space-focused urbanisation were also highlighted as laudable aspirations for the future. Participants also liked the focus on protecting countryside habitats, and people's well-being. Peatland restoration, diverse woodlands and good water quality were also seen as positives in scenario 4.

5.29    There were concerns that scenario 4 depicted a world where Wales's economy would be vulnerable. The focus on importing goods meant that Wales was reducing its own food production and increasing its overseas footprint. In particular, there were concerns over the over-dependency on tourism and the lack of safety and resilience in the Welsh economy with so much dependence on importing our food:

> - *'Employment planning seems lop-sided. I question the focus on tourism. It would almost definitely lead to an unequal spread of viable jobs across the country'*
> - *'There is tension with an economy based on tourism. There is a distinct lack of balance here'*
> - *'The obsession with tourism is ridiculous'*
> - *'This scenario depicts Wales as a theme park'*
> - *'Wales shouldn't rely on high levels of imports from overseas countries as this would leave us feeling vulnerable'*
> - *'There is a lack of food security by importing food and other goods'*

5.30    There were also concerns that spending on coastal defences would need to be prioritised within this scenario and that some areas would miss out due to the loss of land to rising sea levels. There were also concerns about the negative impact of scenario 4 on the farming industry both in terms of its reduction in size and by the knock on effect of re-introducing some animal species.

5.31    Workshop participants did not appreciate the negativity towards immigration in scenario 4 either. It was felt that immigration was important and needed to provide a workforce for the economy, particularly with an aging population. Similarly, there was great concern for the impact of exporting Wales's carbon emissions abroad and its impact on poorer nations. Polluting less fortunate countries and creating problems in other parts of the world was need seen to be an answer that Wales should be part of.

# 6. What action should be taken?

6.1 This chapter sets out the views of survey respondents and focus group participants on the actions which Wales needs to adopt for the future, and who would be responsible for taking these actions.

## Actions which Wales needs to adopt

6.2 Table 6.1 sets out the actions which survey respondents wish to see Wales take as a nation to address environmental issues. It shows that the top actions favoured would be adopting more sustainable farming, forestry and fishing practices, moving to renewable and sustainable energy sources, and increasing protection and enhancement of natural spaces.

**Table 6.1: What action would you like Wales to take as a nation to address environmental issues?**

|  | No. | % |
|---|---|---|
| More sustainable farming, forestry, and fishing practice | 1,839 | 60% |
| Move to renewable and sustainable energy sources | 1,837 | 60% |
| Increase protection and enhancement of natural spaces | 1,762 | 57% |
| Increase local food production | 1,301 | 42% |
| Improve public transport networks e.g., railway service | 1,218 | 40% |
| Reduce waste, including food waste | 1,087 | 35% |
| Reduce carbon emissions | 1,061 | 35% |
| Increase recycling, upcycling, and re-use | 1,020 | 33% |
| Waste less energy in homes, buildings, and factories | 922 | 30% |
| Reduce energy consumption | 721 | 23% |
| Improve active travel networks e.g., cycle lanes | 689 | 22% |
| Provide green spaces in urban areas | 685 | 22% |
| Promote healthier and more sustainable diets | 622 | 20% |
| Improve air quality | 562 | 18% |
| Other | 235 | 8% |
| None of the above | 12 | <1% |
| Don't know | 7 | <1% |

| | | |
|---|---|---|
| Prefer not to say | 7 | <1% |
| Total number of respondents | 3,069 | 100% |
| *Not answered* | *0* | *n/a* |

Source: Nature and Us web survey (3,069 respondents). Respondents could select their top four.

6.3    In terms of differences in opinions across survey respondents:

- men were more likely than women to welcome action which would reduce energy carbon emissions and improve air quality

- women were more likely than men to welcome action which would increase protection and enhancement of natural spaces and reduce waste

- young people aged under 18 were more likely to welcome action which would improve public transport, increase recycling, upcycling, and re-use as well as waste less energy in homes and buildings which

- those aged between 18- and 24-year-old were more likely to welcome action which would increase the protection and enhancement of natural spaces, move to renewable and sustainable energy sources, and reduce energy consumption

- regionally:

   o those in the south east and south central areas were more likely to want action which would increase the protection and enhancement of natural spaces and move to renewable and sustainable energy sources. Those in south central region were also more likely to want action which would improve public transport networks and provide green spaces in urban areas

   o those in the south west and mid regions were more likely to want action which would develop more sustainable framing, forestry, and fishing practices.

6.4    Some 533 survey respondents offered a qualitative response when asked what other action they would like Wales to take as a nation to address environmental issues. These are set out in detail at Annex B4. A tenth of the comments made – the second highest category– stated that **all or most** of the solutions listed were

equally relevant, with many pointing out that they were also interlinked, and therefore it was difficult to choose four actions.

6.5     The top answer by far however was **a call for more action,** with some 17% of the survey responses provided against 'other' noting this. This theme included mentions of better funding, more monitoring and enforcement, as well as greater understanding and more education on environmental matters. There were mentions of better accountability, the use of taxes, more government action, and better planning rules. Another suggestion was to survey farmland before and after any environmental initiatives, to assess effects.

6.6     One respondent suggested 'truth-telling' to spur action:

> *"Educate on the imminence of tipping points to tell the truth of our predicament." (Male, 55-64, no geographical data provided)*

6.7     Other typical subject matters included:

> *"Adequately resource the enforcement (of) the laws we already have on environmental protection, and expose 'greenwashing' like pretending conifer monocultures are always good and all hydropower is always good." (Male, 55-64, Anglesey)*
>
> *"Set ambitious legally binding targets for nature recovery, to achieve a Nature Positive Wales. Establish an independent environmental governance body in Wales. Ensure all protected sites in Wales are effectively managed and regularly monitored and expand the protected sites network. Establish a National Nature Service for Wales. Increase financial investment in the natural environment. Mainstream climate and nature responsibilities across Government portfolios." (Female, 45-54, Powys*

6.8     The next highest categories, cited by around a tenth of those who provided a qualitative other answer, related to:

- **cleaner waters and better marine management and coastal protection**. Many references were made about polluted waterways caused by industry or farming practice

- **sustainable clean land use, regenerative diverse agriculture, and support for agricultural communities**

- **appropriate renewable energy**, less inappropriate energy sources, more help with energy for consumers, less burning of wood and less energy waste

- **less, 'better' or no plastic, improved recycling and reuse rates, less waste, less litter, and better packaging**

> *"UK needs its own processing plant for plastics and stop exporting."*
> *(Female, 55-64, Carmarthenshire)*
>
> *"Limit use of virgin plastics." (Female, 25-34, Swansea)*
>
> *"Research disposable plastics." (Female, Over 65, Carmarthenshire)*

- **more appropriate trees, hedging & forests,** better woodland management

- **increasing biodiversity, bioremediation, and rewilding, including in cities**. Habitat protection and connectivity / corridors between natural habitats and greater investment in National and Country Parks as well as Sites of Special Scientific Interest (SSSI's).

6.9    The need for more **localism, better public transport, sustainable homes and changed lifestyles** was emphasised in the answers to this question too.

> *"Incentivise new, affordable eco-houses and eco-villages" (Male, 55-64, Anglesey)*
>
> *"Keep locally grown food in the local area for the local people to eat and therefore decrease food miles! Tied in with increasing the variety of food grown locally - I very rarely eat lamb but a lot of it is grown near me." (Female, 35-44, Swansea)*

> *"One bus every other day allowing you to be in town for 2 hours and not connecting to the buses that serve the mainline train stations...no wonder no one uses them."* (Woman, 55-64, Denbighshire)
>
> *"Adopt integrated strategies of education, incentives and regulations to develop transformation pathways to shift society/individuals away from life damaging lifestyles & behaviour toward life enhancing activity - enabling human and ecological diversity, potential and capacity while recognising natural limits & constraints."* (Male, 55-64, Carmarthenshire)

6.10   Many other important issues were raised in this open-ended category, even if not in large numbers - encouraging entrepreneurs into the sustainability area and using skilled people more was one such category.

6.11   In essence, people have used the 'other' category to emphasise a call for more urgency, action, and enforcement, and to make the point that all actions in the list are necessary for environmental recovery. They have also elaborated on issues of particular concern to them, such as the protection of hedgerows, clean waters, the burning of wood in rural areas, and the importance of green areas in cities as well as in the countryside.

## Top three actions

6.12   Survey respondents were asked to identify the three most important actions which should be taken over the next 10 years, and who should be taking them. This question generated a high response rate, with 2,883 valid responses to action one, falling to only 2,792 for the third action. There is quite a diverse range of responses to each action, with no more than 17% of responses at each action for any single category. These responses are set out in detail at Annex B5.

6.13   We consider the feedback provided in two ways: first we consider the suggestions offered by survey respondents for each action, given that respondents will have identified the most salient or priority action first. We then consider the combined responses across all three actions in order to identify common priorities.

## Action 1

6.14 For action 1, the key area for progress in the next 10 years was deemed to be progress in **renewable energy**. A typical comment was:

> *"Renewable energy everywhere, in everyone's back yard." (Male, 55-64, Pembrokeshire)*

6.15 Many varied opinions existed regarding the source of energy. Whilst some supported nuclear energy, others were opposed to the concept:

> *"Major investment in nuclear and renewable energy," (Male, 25-43, Blaenau Gwent)*
>
> *"Invest (to export electricity to rest of UK) in hydro and wind and other large-scale renewable (not nuclear) energy supplies" (Female, 45-54, Gwynedd)*

6.16 Some survey respondents elaborated more than others:

> *"More focus should be on locally source renewable energy. Wales is famous for its wet weather and abundance of rivers and waterways but we're missing a trick to harvest its energy. Most settlements are naturally built next to a water source, so why aren't we harnessing its energy with tried and tested hydroelectric turbine technology? They are easily accessible, low maintenance and can provide locally sourced energy to homes and businesses making communities more resilient." (Male, 35-44, Powys)*

6.17 One respondent mentioned Ynni Ogwen, a local initiative:

> *"Datblygu systemau cynhyrchu ynni lleol, fel Ynni Ogwen, er mwyn lleihau gorddibyniaeth ar gynhyrchwyr trydan barus. Byddai hyn yn darparu swyddi lleol am genedlaethau i ddod ac yn ffordd gwyrdd o'i gynhyrchu. Think Global Act Local yn hynod o bwysig wrth symud ymlaen" (Female, 45-54, Gwynedd)*

## Action 2

6.18    By action 2, the top action area was **nature protection**, with mentions of wildlife corridors, better legislation, and the need for more biodiversity and species protection. A wide range of opinions were offered, including:

> *"Active predator and corvid control" (Male, 55-64, Gwynedd)*
>
> *"Stop the release of non-native pheasants" (Male, Over 65, Denbighshire)*
>
> *"Providing encouragement and grants to support the establishment of interconnected wildlife sites to enable native species plant and animal to re-establish." (Male, Over 65, Monmouthshire)*

6.19    Others appealed for more funding for nature protection, such as:

> *"Invest to restore designated ecosystems - not just fiddling around the edges - but reversing their decline and sticking with it for the long-term; upland blanket bog is a case in point! Much of it is designated and in poor condition. We know what we need to do and the benefits that will flow. It needs concerted effort and money to deliver! That starts with a much bigger investment than is currently on the table from Welsh Government and a properly funded and motivated NRW!" (Male, 45-54, Gwynedd)*

## Action 3

6.20    In action 3, **re-use, recycling and waste reduction** was the top choice. Comments here included this from an 18–24-year-old:

> *"Introduce anti-litter laws like a single-use plastic ban, and a non-digital DRS, (deposit return scheme)." (Female, 45-54, Torfaen)*

6.21    Another three respondents stated in strong terms:

> *"Really increase reuse, upcycling, and recycling. Not just making it all 'someone else's problem!" (Male, 55-64, Outside of Wales)*

> *"Take steps to ensure waste is efficiently recycled e.g., weighing and charging black bins." (Female, Over 65, Cardiff)*
>
> *"Businesses must reduce waste and improve sustainability (i.e., removal of supermarket packaging, improved energy efficacy of buildings, reduced carbon footprint) – business to take action, Welsh government to enforce / legislate." (35-45, Vale of Glamorgan, no gender data provided)*

## Combined primary priority actions

6.22    When the responses for all three actions are combined the top ten actions identified are:

- **less waste, more recycling and reuse, less or no plastic, and less litter**

- **progress on green energy and other energy issues**

- **protect species, nature, and habitats to enable better biodiversity**

- **sustain healthier lifestyles through a circular economy, more nature-focused lives, better education about the environment, less materialism and sustainable diets more sustainable and diverse land use, and comments about farming methods**

- **improved and varied sustainable public transport, better roads, active travel**

- **more localism - more local food growing, work from home, self-sufficiency, more local initiatives, and communities working together, less imports**

- **less pollution of all kinds, and less pesticide use and less slurry**

- **improving rivers, seas and lakes, better marine management, fishing sustainably, addressing coastal erosion, flood management and saving water**

- **more enforcement and action, better funding and legislation, co-working, better or different government & planning policies, more campaigns.**

# Who should be taking action?

6.23   Table 6.2 sets out who survey respondents think should be taking the top three actions and shows that the most selected option was 'all of the above' (cited by 45%), followed by national governments (33%) and local government (12%). The similarity of responsibility across all three actions is striking, as is the fact that only a small proportion of respondents selected 'you/individuals' as being responsible, although 'all of the above' does of course include peoples' own actions.

**Table 6.2: Who should be taking each action?**

|  | Action 1 | Action 2 | Action 3 | Total | % |
|---|---|---|---|---|---|
| You/individuals | 126 | 100 | 131 | 357 | 4% |
| Community groups | 39 | 39 | 50 | 128 | 1% |
| Businesses | 85 | 111 | 96 | 292 | 3% |
| Local governments | 299 | 379 | 332 | 1,010 | 12% |
| National governments | 993 | 981 | 917 | 2,891 | 33% |
| Financial institutions and investors | 28 | 31 | 40 | 99 | 1% |
| All of the above | 1,387 | 1,274 | 1,288 | 3,949 | 45% |
| Total number of responses | 2,957 | 2,915 | 2,854 | 8,726 | 100% |
| *Not answered* | *112* | *154* | *215* | *481* | *n/a* |

Source: Nature and Us web survey (3,069 respondents).

# Choosing one action

6.24   The second part of the survey provided an opportunity for survey respondents to provide more detail on the actions which they wished to see Wales take to protect its environment. There is natural overlap with the top three actions set out above in terms of the feedback provided, but in addition some of the points raised are distinctively unique. The main message is that there is a host of different actions and ideas, both small and large, that need consideration. How we use our land, and policy change for the better are seen as crucial, as well as immediacy of action.

6.25   The three most common actions cited by the 1,141 survey respondents who commented on this question relate to sustainable and diverse land use; policies and

legislation; and green energy. These are considered in turn below and further detail on all responses is set out at Annex B6.

## Action 1: Sustainable and diverse land use

6.26     A fifth of responses received dealt with sustainable and diverse land use. Comments included those such as:

> "*As a group, Farmers hold the largest land stewardship in Wales, they are key to making broad and significant changes. Farmers need more support, guidance, and encouragement to transition to sustainable methods, to diversify into carbon sequestration methods, AD / Hydro / Solar energy production, local food networks, tree nurseries. Promote Farm Clusters so that farmers are working together.*" (Male 55-64, Monmouthshire)
>
> "*Fundamentally revise farming policy to promote diversity of habitats and wildlife. Provide real incentives for farmers to reduce the huge areas of monoculture. Ban damaging farming practices that pollute the environment.*" (Make, 45-54, Gwynedd)

## Action 2: Better policies and legislation, greater enforcement, and action

6.27     Just under a fifth of responses received deal with issues around improving policies and legislation and taking greater enforcement and action. Immediacy was also emphasised within this theme, along with specific actions. Amongst the comments offered were:

> "*Dramatically reduce the timescale to deal with the climate and biodiversity crisis. We should have clearer goals sooner. It's too easy to say that everything will be done by 2030 or 2050, then drag our heals towards those dates. There should be immediate goals to hit now, so that we guarantee that we have done enough by those dates and hopefully sooner. If we don't hit the early targets, we definitely won't hit the 2030 or 2050 targets and it will be too late to find that out then.*" (Male, 55-64, Gwynedd)

> *"Give it the status it deserves - make sure that more is done to challenge economic / infrastructure decisions and large often global businesses and gather evidence of wider cost to health and pollution impacts when poor environmental choices are made. Promote positive action and prosecute polluters."* (Female, 45-54, Pembrokeshire)
>
> *"Implementation of a Biodiversity Directive aimed at all trophic levels and environments."* (Female, 45-54, Bridgend)
>
> *"Make Ecocide law so we can criminally prosecute any organisation on Wales or globally for the damage they cause to the environment. Our courts would be clogged up but at least the right people would be on trial."* (Male, 35-44, Monmouthshire)

6.28 Several strategic ideas were suggested, including:

> *"Create a new form of national, community/environmental service, with a compulsory minimum annual commitment and an option for more volunteering. Everyone will participate in some way, according to ability. Options could include practical activities, organisational, administrative, or educational activities. The concept could start in schools, supporting local projects. Charities, councils, community groups etc could lead local projects. A national project could help strengthen a sense of individual responsibility. It would also provide volunteer resources for practical environmental management tasks, develop stronger local communities, develop, and strengthen local food hubs, car share schemes, local re use and repair schemes and local time share schemes etc."* (Female, 55-64, Conwy)
>
> *"A Net Gain policy and regulatory foundation, that ensures that all existing, planned, or future developments or human activities all make a net positive contribution to the natural environment, waste and emissions reduction. Go beyond WBFGA - Call it "Advantage Wales" or "Mantais Cymru"* (Male, 55-64, Denbighshire)
>
> *"Pay for all citizens (or start with a particular group, e.g., employed within public / private sector) to take action in their community in a scaled way, e.g., Year 1 -*

*2023 -All staff have one paid off day / month to take part in a nature / climate focused activity - e.g., planting trees, peat bogs, restoring riverbanks etc" (Male, 25-34, Ceredigion)*

## Action 3: Green energy

6.29 Some 15% of survey responses received for this question considered green energy as a priority action area. Amongst the ideas offered were community heating schemes, biofuel from plant feedstock and free energy. Comments included:

*"Improve energy use and efficiency by a) Changing planning laws to ensure all new builds are built to the highest possible energy efficiency standards. Previous attempts to do this have failed due to lack of political will and lobbying by developers. b) Developing community heating systems as in many European countries. c) promote local community energy generation" (Female, Over 65, Gwynedd)*

*"Mwy o gynhychu ynni adnewyddadwy yn genedlaethol ac ar gael am ddim i gartrefi[5]" (Male, 35-44, Cardiff)*

## Other actions

6.30 Other actions were set out by around a tenth of respondents who commented on this question each, with the most cited actions being:

- **actions to protect nature and habitats,** better biodiversity, more green spaces and better-linked green spaces, more rewilding

- **changed sustainable, healthier lifestyles and new ways of thinking,** for example, use fungi more in environmental developments. Less consumption, more nature-focused lives, and more common sense. More educating of people regarding the environment, veganism, less consumption of meat and dairy. Circular economy, low / zero carbon economy and post-growth

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[5] Increased national renewable energy generation available free of charge for homes

economy. Give people time off work for environmental work and understand the countryside better. Work from home. Public goods for public money

- **better forestry, peatland and bogland management,** more appropriate trees and hedging and restoring the Upland Cambrian temperate rainforest

- **less building and development on green spaces and flood lands.** Renovate empty buildings. Better planning policies and no retrospective developments allowed

- **Improving rivers and lakes, better marine management,** fishing sustainably, addressing coastal erosion and flood management, and saving water

- **less pollution of all kinds, and less pesticide use.** Less sewerage and slurry pollution, the need for cleaner air, and less phosphate use

- **greener transport and improved, diverse public transport.** Better roads, more active travel, and subsidy of electric vehicles. Effective parking policies (taxation), less air travel, and less unnecessary travel. Mandatory cycle lanes.

# Feedback from focus group and workshop discussions

6.31    Focus group and workshop participants were asked to reflect on the actions which need to be taken to achieve the desired future vision, and who they thought were responsible for making these changes. The key issues raised during the discussions can be grouped into five main themes:

## Theme 1: Funding and resourcing

6.32    The extent of the emergency and scale of ambition requires a step change in the level of funding and resources allocated by government and its partners. Funding for the natural environment agenda needs to be increased so that organisations such as NRW have greater capacity to deliver. Project level funding needs to be made available on a longer term basis so that the focus can shift away from the delivery of short term outputs to longer term outcomes and sustainable change. Progress needs to be monitored, possibly via an independent assessor.

> *"Everybody here [in the group] agrees on the big issues [it is now a case that] 'government needs to put their money where their mouth is." (South East focus group participant)*

> *"We need good policies, but they need to be well resourced. We've had good policies in the past, but they haven't been funded properly." (South Central focus group participant)*

## Theme 2: Legislation and political support

6.33    In a similar manner, focus group and workshop participants demanded a significant political shift to ensure greater protection of the natural environment, adding that similar steps taken in the past, such as plastic bags legislation, have been effective. Focus group participants called upon government to show strong political will and take urgent action, adding that a similar response to that demonstrated by government in response to the COVID-19 pandemic was required. Several focus groups called for cross-party support, including better alignment between UK and Welsh Government approaches, and there was a desire to see progressive legislation. There is a need to prioritise legislative action and a desire to see 'big wins quickly' such as introducing speed limits and banning unnecessary food packaging.

> *"Government led on plastic bags … people followed." (South East focus group participant)*

> *"We now need this kind of urgency to deal with the environmental crisis that we are all in – and all of us will be affected." (South Central focus group participant)*

> *"The politicians need to be shaken up to give us some direction." (South Central focus group participant)*

> *"We need to stop talking and get in and do things. There isn't much time!" (Welsh language focus group participant)*

> *"More enforcement to combat environmental issues." (Workshop participant)*

> *"Even though there are legislation– but why aren't Wales doing what England Scotland are doing? Wales is behind in action, not policy. We in Wales have reintroduced pine martins – and that's about it. Wales has nothing to showcase."*
> *(South Central focus group participant)*

## Theme 3: Education, carbon literacy, encouraging positive behaviours and harnessing public support

6.34   Focus group participants emphasised the importance of supporting citizens to becoming better informed and active. They stressed the need to make it easier for people to access accurate and evidence-based information in order to make better decisions. There is a need to address the misinformation available via social media, which could be more damaging than no information. The evidence needs to be informed by science, and specific to Wales:

> *"We've all seen the impact the IPCC has had on the public and government's understanding of climate change and its impact, but why can't we have something similar looking at Wales and what we can do?" (South Central focus group participant)*

6.35   Education was considered key to this theme. There is a need for greater emphasis upon environmental and climate education, and for education to be much wider than school-based education. Encouraging everybody to take small steps which are within their means will be important. At an individual level there is scope for more people to be involved by stopping using harsh chemicals and concreting over gardens. It was also considered important to get more young people involved in the agenda.

6.36   Supporting people to engage with nature, to get them outdoors and into conservation, including in a volunteering capacity, is critical. This will be more effective than trying to persuade people to change their behaviour. Supporting bottom up change is more effective and sustainable in the long term. Consideration needs to be given to the fact that for many people in poverty, decisions which impact the environment negatively are often made due to the need to survive as opposed to 'selfish' behaviours. Most focus group participants stressed that they

were doing all they could individually, and that affordability and availability were key factors which restricted them and others from doing more.

## Theme 4: Sustainable management of natural resources

6.37   A key message from focus group participants was around the need to incentivise appropriate behaviours, such as encouraging farmers to move away from intensive practices to a more sustainable management approach. Public sector subsidies for traditional pastoral farming should give way to subsidies which encourage longer term projects such as the planting and managing of meadows and mixed grassland habitats. Concerns were expressed that the new agricultural policy was still in development and wouldn't be in place until at least 2025, which many considered to be too late to address the climate emergency. It was also suggested that the concept of incentivising desired behaviours could be widened to other areas such as for businesses and individuals.

## Theme 5: Collaboration, sharing good practice and celebrating success

6.38   Focus group participants stressed the need for greater collaboration between different stakeholder audiences. The need to identify, share and celebrate good practice was also stressed. Several good practice projects and approaches were already in place, such as the Tyfu Dyfi project and Big Bocs Bwyd, and there is significant scope to share and promote these good practice projects. Several examples of successful projects were cited but their results were not being shared.

> *"The work that was done in Pontbren, for instance, was a really good example of sustainable farming, and it was proved to be a very good approach, but why wasn't it taken further and adapted in other areas." (Welsh language focus group participant)*

# 7.What changes are people prepared to make?

7.1     This chapter considers surveyed respondents views on the importance of protecting the environment and what needs to change about our relationship with the environment. It also considers survey respondents feedback about the changes they are willing to make and any factors which prevent people from making such changes.

## Importance of protecting environment

7.2     Survey respondents were asked about the importance of protecting the environment to them personally. Table 7.1 shows that the vast majority of those who responded thought that protecting the environment was either very important (92%) or important (8%). Women and those aged between 45 and 54 were the two groups who considered it very important to protect the environment personally (both at 95%) whilst those aged under 18 (at 67%) were the least likely to rate this as being very important.

**Table 7.1: How important is protecting the environment to you personally?**

|  | No. | % |
|---|---|---|
| Very important | 1,097 | 92% |
| Important | 98 | 8% |
| Not very important | 2 | <1% |
| Not at all important | 1 | <1% |
| Total number of respondents | 1,198 | 100% |
| *Not answered* | *1,871* | *n/a* |

Source: Nature and Us web survey (3,069 respondents).

## Willingness to make changes

7.3     The survey asked respondents about their willingness to make changes to their lifestyle for the environment. As shown at Table 7.2 a large majority (85% or 1,050) were very willing and a further 13% (155 respondents) were fairly willing to make changes. Very few (2% or 24 respondents) were not willing to make changes.

Women (at 89%) and those aged between 45 to 54 (at 88%) and 55 to 64 (at 89%) were most 'very willing' to make changes. Young people aged under 18 (at 44%), aged between 18 and 24 (at 73%) and those from ethnic communities (at 70%) were the least likely to be 'very willing' to make changes.

**Table 7.2: How willing are you to make changes to your lifestyle for the environment?**

|  | No. | % |
|---|---|---|
| Very willing | 1,010 | 85% |
| Fairly willing | 155 | 13% |
| Not particularly willing | 17 | 1% |
| Not at all willing | 7 | <1% |
| Total number of respondents | 1,189 | 100% |
| *Not answered* | *1,880* | *n/a* |

Source: Nature and Us web survey (3,069 respondents).

# Factors which prevent people from making changes

7.4    Survey respondents were asked what, if anything, prevents them from making changes to their lifestyle for the environment. Over half of those who answered the question (56%) believed that they were doing as much as possible, and these were more likely to be women (59%), people aged between 55 and 64 (60%), those over 65 (72%), those from ethic communities (60%) and those based in the south west (61%) and north east (63%).

7.5    Table 7.3 shows that the two most important factors which prevent others from making changes relate to additional costs and lack of infrastructure, and these were cited by 52% and 44% of those who answered the question, respectively. Younger cohorts (under 18, and those aged between 18 and 44) were more likely to cite additional cost as a barrier whilst those between 18 and 44 were also more likely to cite the lack of infrastructure as an issue. In terms of regional responses, those from south east and mid Wales were more likely to cite additional cost as an issue whilst those in south central and mid Wales were more likely to cite the lack of infrastructure as an issue.

**Table 7.3: What, if anything, prevents you from making changes to your lifestyle for the environment?**

| | No. | % |
|---|---|---|
| I already do as much as I can | 652 | 56% |
| Additional cost | 607 | 52% |
| Lack of infrastructure (e.g., cycle lanes) | 508 | 44% |
| Other | 161 | 14% |
| Lack of time | 145 | 13% |
| I don't know how | 85 | 7% |
| It is too difficult | 66 | 6% |
| I like my lifestyle and do not want to change | 44 | 4% |
| Don't know | 9 | <1% |
| Total number of respondents | 1,157 | 100% |
| *Not answered* | *1,912* | *n/a* |

Source: Nature and Us web survey (3,069 respondents). Respondents could select multiple options

7.6 Survey respondents were given the opportunity to identify 'other' factors which prevented them from making changes to their lifestyle for the benefit of the environment and a total of 369 qualitative responses were provided. These are set out in detail at Annex B7. There was some repetition of themes within these qualitative responses, as respondents used the opportunity to elaborate upon their answers. Many also reiterated the fact that they were already doing a lot. Few under-25-year-olds completed this question.

7.7 The main theme raised by quite some margin related to **organisational and government behaviour**, with people asking for greater enforced policies, as well as grants, environmental labelling, and noting that the current economic structure did not favour change. This fed into reactions about the futility of any personal efforts without the full co-operation of others:

*"Feeling very much like my individual action will not achieve anything if 1) big companies continue to emit carbon at the rate they are, and 2) if other individuals do not do these same actions." (Female, 18-24, Neath Port Talbot)*

*"I am so angry that it's always me that has to make a lifestyle change. It feels like no-one is telling big business to stop using so much plastic, or put solar panels on their roofs, or stop wasting food etc." (Female, 55-64, no geographical data provided)*

*"Fairness, why should I when the farm down the road is releasing slurry into the water courses. Pesticides are being sprayed everywhere. New roads are being built. Coal is still being burnt. Politicians taking short haul flights. What difference can I make? None." (Male, 45-54, Pembrokeshire)*

7.8    There was reference to community activities being an impetus for change:

*"I try to be careful... I'm sure I could do more, but it is easier to work as part of a community rather than individually." (Female, 55-64, Swansea)*

*"I've lived totally self-sufficiently before, but felt I was in a bubble while the world burned around me. Sometimes you have to engage with a system in order to change it. If I spent all my time growing my own food, I'd have no time to set up community gardens." (Female, 35-44, Gwynedd)*

7.9    The second factor raised by survey respondents who indicated that other factors prevented them from making changes to their lifestyle related to **affordability**. Affordability comments encompassed the higher cost of sustainable food, the unaffordability of electric vehicles and solar panels, as well as the higher cost of public transport compared to driving a car. Affordability was illustrated by the following quotes, and many similar ones were offered by a number of respondents:

*"I guess I can find lots of excuses. Cost is a big one though, as costs of living are rising and families are struggling to live and particularly eat more sustainably and shopping sustainably is more expensive when you see two products side by side in the shop, not everyone is int he financial position to choose the more expensive one because it is greener and that feels horrible, powerless, and guilty." (Female, 45-54, Vale of Glamorgan)*

*"I desperately want to get an electric car, and completely convert my rented house to sustainable green energy, but I'm not allowed to because it's prohibitively expensive to me and most other people. Government needs to pay (invest), we*

*need to move towards a wellbeing economy and proportional representation politically. Until these necessary things happen, we'll just be carrying on "pushing the lump around in the carpet" like this survey. And time has already run out. Again, ask a climate scientist." (Male, 45-54, Powys)*

7.10 **Transport** was the third factor raised by survey respondents who indicated that other factors prevented them from making changes to their lifestyle. Transport issues were cited by some 13% of those who provided a response to this question and included the lack of close, convenient, or affordable public transport, and an inability to take part in active transport. One 18–24-year-old commented:

*"Same as many, there are no cycle lanes whatsoever in and around my village / town. I would love to go to a refill shop, but the nearest one to me is a 45-minute drive one-way into England." (Female, 18-24, Denbighshire)*

7.11 Other factors, which were raised by fewer than a tenth of surveyed respondents who answered this question related to:

- the need to target others who are not doing enough, or their part to tackle the issue including farmers and industry

- infrastructural factors such as the lack of facilities, such as cycle lanes, walking routes and recycling or repair cafes

- health restrictions including disability and immobility which make it challenging

- lack of time and inherited habits, including difficulties giving up some things

- living in a rural area, and the necessity for oil heating and car ownership

## Changes people are willing to make

7.12 Survey respondents were asked about the changes which they would be willing to make or had already made to protect the environment. Table 7.4 shows that the three most popular changes would be to encourage more wildlife in gardens and communities; eat local produce when they're in season and committing to reusing and repairing damaged items rather than throw them away.

**Table 7.4: Which changes would you be willing to make to have already made, to project the environment?**

|  | No. | % |
|---|---|---|
| Encourage more wildlife in your garden or community | 1,099 | 93% |
| Eat local produce when they're in season | 1,082 | 91% |
| Commit to reuse and repair damaged items rather than throw them away | 1,056 | 89% |
| Save energy at home by reducing your energy use | 1,011 | 85% |
| Reduce the amount of food you throw away | 989 | 83% |
| Plant more plants or trees in your garden or community | 984 | 83% |
| Reduce the amount of new products you buy e.g., tech, clothing | 963 | 81% |
| Reduce the amount of processed food you eat | 938 | 79% |
| Make changes to your diet to reduce environmental impact | 938 | 79% |
| Fly less | 824 | 69% |
| Make less frequent car journeys | 812 | 68% |
| Change from a diesel/petrol to an electric car | 670 | 56% |
| Total number of respondents | 1,186 | 100% |
| *Not answered* | *1,883* | *n/a* |

Source: Nature and Us web survey (3,069 respondents). Respondents could select multiple options

7.13 In terms of differences in views by demography and geography:

- women were more likely than men to be prepared to make changes across the board

- those aged 45 to 54 years old are the most likely age group to make changes across the board

- the sample of young people aged 18, those aged 18 to 24 and those from an ethnic community background are too small to analyse

- those from the south east and north west were more likely encourage wildlife in their garden or community and those in the north west were also more likely to eat local produce when in season.

7.14   A total of 684 survey respondents offered qualitative comments when asked what other changes they would be willing to make, or had already made, to their lifestyle to protect the environment. The additional responses indicate that many respondents were already highly engaged in environmentally sustainable behaviour. These are set out in detail at Annex B8.

7.15   The **top three other changes** identified by survey respondents in order, each cited by between 15% and 23% of those who provided an open-ended response, were:

## Change 1: Work, lobby, champion, or volunteer in the climate change area

7.16   The type of actions suggested by respondents across this theme included advocating on the issue, joining a litter picking or other community action group, educating others, campaigning, and voting for a party that will make a difference, encouraging others to be green, offsetting carbon, promoting localism and sharing goods.

7.17   Mention was made of giving up paid income to campaign, and there were many varied accounts of volunteering for different wildlife and environmental organisations. Litter picking groups were common and many wanted to join if they had not already done so.

7.18   A comment was made about how wildlife was a tangible issue that people could relate to:

> *"It's so much easier for people to care about tangible things like bumblebees and hedgehogs than for the things they can't see like cleaner air or healthy soils. But people need to realise that you have to protect the environment if you want to protect wildlife, the two go hand in hand. And the key is, it's not just about doing the right thing in beauty spots and nature reserves, it's about doing it everywhere. So, I'll continue to spread the love of wildlife through voluntary groups (already do this) to set people on the right path." (Female, Over 65, Monmouthshire)*

7.19   An 18–24-year-old was willing to "get stuck in":

> *"For utility bills and banks, only go with those that do NOT invest in fossil fuels. I'd become a community citizen scientist, so rather than just "encouraging," I'd get stuck in and physically do what needs to be done." (Female, 18-24, Denbighshire)*

## Change 2: Change personal habits

7.20   Respondents suggested a wide range of personal habit changes which they could, or already had made. These included changing the products which they use (e.g., less unethical goods), buying second hand, buying less, buying refill products, and using less plastic. They also included using low flow water products, a compost toilet, and making less use of less water in general e.g., use of water butts. Many suggested changes such as buying organic, using wool more, buying local, and repairing and making things. Others noted changes to reduce their use of energy such as turning the temperature down in the house and wearing warm clothing indoors. Some respondents mentioned specific changes such as stopping use of peat in compost and not using any garden chemicals. Consuming none or less meat and dairy products were also mentioned.

## Change 3: Renewable energy

7.21   Many of the changes suggested related to the use of renewable energy including the use of solar panels, green energy, source heat pumps and community renewable energy, as well as burning less wood or coal.

7.22   Some had partial energy solutions and wanted to do more, or asked for grants and more government research:

> *"We have a heat pump would happily put in solar if we could afford it. Heating is already on as low as possible, adding jumpers." (Female, 35-44, Powys)*
>
> *"If grants were available and appropriately trained tradespeople insulation, ground/air heat pump, solar panels. I live in a pre-1900 valley terrace, these houses need to breathe and are very difficult to insulate past double glazing and*

*loft insulation due to damp. How could the Welsh government solve this?*
*Research is needed." (Female, 35-44, Rhondda Cynon Taf)*

# Other issues raised

7.23   Survey respondents took the opportunity to reiterate the fact that they were already doing as much as possible to protect the environment as well as raise affordability issues. These two issues are discussed in turn:

## Issue 1: Already do as much as possible

7.24   Some 17% of those who responses to this question reiterated that they already do as much as they can, or listed reasons why they can't do more. Others stated that they are willing do anything that is required.

> *"We have literally already done all of these. We have an electric car, we have solar panels, we are mostly vegetarian, we buy new clothes only when necessary and I sometimes buy second hand; we plan our meals and cook from scratch to reduce waste; we have agreed we will never fly again. I would love to see all these adopted at a mass scale. There is still much joy in life without having to consume all the time." (Female, 45-54, Vale of Glamorgan)*

7.25   Some respondents asked for direction or needed assurance that their changes would make a difference:

> *"Whatever is needed / popular, and you ask me to do, I will do. I'm open to ideas."*
> *(Female, 25-34, Swansea)*
>
> *"I already do all of these things. I would be prepared to have planned power cuts to limit energy use. I would be prepared to make more radical change to lifestyle if I thought it would make a difference to the climate and biodiversity crises."*
> *(Female, 45-54, Anglesey)*

## Issue 2: Affordability of changes

7.26    Just over a tenth of those who responded to this question mentioned the affordability of making changes. There was a sense of people waiting for things to become more affordable or yearning for changes that they could never seemingly afford:

> *"I never fly. I take my holidays in the UK and Ireland. If I won lots of money I would change to an electric car, but financially it is way out of the question." (Female, Over 65, Powys)*
>
> *"I would welcome changes to our home. For example, I would like to change energy supply to an air source heat pump, but the cost is prohibitive." (Female, 25-34, Flintshire)*
>
> *"Become self-sufficient for electricity if given some grant help with installation costs." (Female, 45-54, Ceredigion)*

7.27    In a similar manner, other respondents gave answers that revealed cost and infrastructure concerns, such as:

> *"I try to do as much as I can but I'm not perfect! I do several of the things above already and am willing to give the others a go - some - like electric cars - need to be both affordable and have the infrastructure in place to charge them easily - and that isn't the case yet ..." (Female, 55-64, Ceredigion)*
>
> *"Petae ceir trydan yn rhatach buaswn yn prynnu un. Hefyd buasai angen llawer mwy o bwyntiau chargio."[6](Female, 55-64, Anglesey)*

# What needs to change about our relationship with the environment

7.28    Survey respondents who completed the second part of the web survey were asked what, if anything, needs to change about our relationship with the environment. A total of 1,106 comments were offered. All responses were coded and are set out at Annex B9. Almost half of the responses offered to this question were along similar

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[6] If electric cars were cheaper, I would buy one. Many more charging points are needed as well

lines, suggesting a greater uniformity of response than other questions asked within the survey. There was much agreement that the chief change needed in our relationship with the environment was not to see nature as an asset that humans can exploit. This message was expressed in many different and dramatic ways, all linked to human behaviour affecting everything on earth: land, water, animals, minerals, the air around us, and each other.

7.29    The key themes raised are set out below:

## Theme 1: Humans need to respect nature and exploit it less

7.30    The main theme raised by around half of the responses to this question stated that people need to respect nature and exploit and plunder it less. There was reference to caring more about nature, extracting less from it, and treating it with the same importance as humans. A belief that we need to recognise our dependence on nature and treat it with reciprocity was expressed frequently. A symbiotic relationship with the environment was the goal of the highest category of respondents.

7.31    One contribution reflected on this being partly due to lack of understanding:

> *"We need to understand what the environment does for us, e.g., microbes provide valuable ecosystem services. Most people think of microbes as bugs that make us ill and don't realise, they're responsible for removing nitrate from groundwater, biodegradation of oil from oceans, cleaning abandoned mine drainages (e.g., iron oxidising bacteria in south Wales coalfield), producing novel antibiotics. We need to stop exploiting our environment and think about where our food comes from. It shouldn't just be rich people who can afford good quality local produce. Linked to that, people need to realise that as we encroach further into the natural environment, we run the risk of being exposed to more novel zoonotic diseases potentially resulting in an increase of pandemics." (Female, 25-34, Flintshire)*

7.32    Many used the word 'respect':

> *"Y syniad o barch. Mae pobl sy'n ymweld a'n llefydd gwyllt yn dangos diffyg parch tuag at yr amgylchedd. Nid Disneyland yw cefn gwlad ond adnodd gwerthfawr sydd angen ei barchu cyn iddo ddiflannu'n llwyr. Rhaid i bobl gymeryd cyfrifoldeb dros eu gweithred eu hunain."* [7] *(Female, 55-64, Anglesey)*

7.33 Living in harmony with nature was linked to making use of what already exists:

> *"We need to learn to live in harmony with nature rather than imposing our will upon it. Eating seasonal foods, co-existing with other species, building low impact homes with minimal disruption to what naturally exists. Making good use of old buildings and structures. Re-purposing older buildings and brownfield sites before building new. Supporting local suppliers and craftspeople, local food producing co-operatives. Self-sufficiency, growing own food and mending things to be taught in schools."* *(Female, 35-44, Conwy)*

7.34 There was talk of "bleeding nature dry," degradation, and many comments along the lines of "we need to realise that we are part of the environment, not the owners of it." Stewardship and custodianship were terms used, in terms of land and the whole of nature. Another termed it a shift away from seeing that the environment as ours to exploit:

> *"An appreciation that the resources are finite, and the ecosystems that maintain the environment are in a delicate balance that can have devastating consequences if disrupted. A shift away from believing the environment is there to support our needs, and rather that we have to support our own environment."* *(Female, 35-44, Vale of Glamorgan)*

7.35 Several ideas were offered to address the issue, including:

- 'monetizing' environmental costs to help people's understanding of the environmental costs of their actions

- stopping hunting and culling

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[7] The concept of respect. People who visit our wild places show a lack of respect for the environment. The countryside is not Disneyland, but a valuable resource that needs to be respected before it disappears completely. People must take responsibility for their own action.

- less ill-considered extraction of resources

- sharing resources such as cars and tools, instead of buying for sole use

- educating children deeply in environmental matters and immersing them in nature

- not excluding people by using exclusive or high-brow language

- introducing a red/amber/green system to products which show their environmental credentials

- making the environment a 'legal person' in terms of jurisdiction.

## Theme 2: Change in culture and lifestyles

7.36    The second most important theme raised by around a quarter of the survey respondents who answered this question related to the need for a wholesale change in culture and lifestyles. Comments included the need to have a more holistic attitude to the environment, and to value it over economic growth. Respondents stressed the need to take pride in all of nature, seeing how it affects everything around us. Respondents argued for less deprivation, less materialistic lives, and greater equality. Adopting veganism or vegetarian diets were also suggested as were lifestyles based around a circular economy.

7.37    One of the comments offered stated:

> *"We need to slow down and have a society less focused on stuff, production, and capital and one more focused on people, community, and the environment. We need to slow down and give people a chance to rest, to connect with the natural world and to move from a culture of extraction and waste to a circular and regenerative system where we see ourselves as part of the land and stewards of it rather than the environment being something we simply extract resources from."*
> *(Non-binary, 18-24, Cardiff)*

## Theme 3: Greater environmental education

7.38    Just under a quarter of the responses to this question related to the theme of environmental education, including within school education and within communities.

Responses called for better campaigns and learning from others. There was an emphasis upon educating children from a young age.

## Other themes

7.39  The main other themes raised by those who responded to this question were focused upon:

- people needing to feel more connected with nature around them

- the need to emphasise the importance of individual action and that inaction has consequences

- reduced 'management' of nature by allowing wilderness and wild areas, plant more trees and have more space for nature to thrive

- supporting farmers to adopt sustainable farming methods, shifting from land ownership to land stewardship.

# 8. What can be learned from others and from elsewhere

8.1  This chapter sets out the findings of the survey in relation to good practice ideas and policies from other countries. It also considers the feedback from survey respondents about a positive experience of taking action for the natural environment.

## Learning from elsewhere

8.2  Surveyed respondents were asked about ideas or policies used in other countries to protect the environment which could be adopted in Wales. A total of 739 responses were provided and of these 518 responses mentioned a particular place or culture: covering a total of 89 different locations, countries, or culture. It is impossible to do justice with the breadth and level of detail offered by survey responses for best practice examples from elsewhere and this section can only serve to provide a snapshot of the main themes and countries considered by those who offered feedback.

8.3    In answering this question, some respondents were anxious to stress the fact that Wales already had some good policies in place, such as the Wellbeing of Future Generations Act, domestic recycling policies and local initiatives. One such typical comment was:

> *"We are already ahead with our well-being for future generations act. I think we should be pushing ourselves ahead in other ways too, which would also require legislation: farming, fishing, planning regulations." (Female, 55-64, Swansea)*
>
> *"Look at existing community-led projects in Wales and find out how you can remove barriers to them doing more for the environment and the local community at the same time. (e.g., Partneriaeth Ogwen, GwyrddNi, Golygfa Gwydyr, etc)." (Female, 35-44, Gwynedd)*

8.4    The most common ideas and policies suggested by survey respondents to this question can be grouped into six main themes. These were discussed by between 12% and 21% of all responses to this question and a detailed analysis of all responses is set out at Annex B10.

## Theme 1: Public transport

8.5    The main points made by survey respondents in relation to public transport covered policies such as cheap, free, or subsidised public transport; better integrated public transport; better walking and cycling paths; fewer flights; more ferry services and easier active travel; more electric vehicle charging points; more park and ride opportunities and greater use of train for freight.

8.6    France was mentioned as a particular example of a county which had banned any short-haul flight journey which can be made in 2.5 hours by train. Europe in general was also seen as having better public transport options than Wales:

> *"Turn our large cities into active travel/public transport only cities - Paris is a great example of how to get there! Get rid of cars!" (Male, 45-54, Cardiff)*
>
> *"I know that most countries in western Europe have very good public transport networks, which are accessible and affordable, meaning that travelling by train or*

*bus is the better option. This is something that needs to be developed in Wales: train tickets in France are half the price for twice the distance compared to Wales."* (Female, 25-34, Ceredigion)

## Theme 2: Recycling and use of plastics

8.7     The second most common theme raised by survey respondents related to recycling and the need for it to better implemented, become mandatory and to introduce a ban on all plastics. Examples were provided of policies which adopted better packaging, generated less litter and waste, and which encourage more refill shops. More repairing and the 'right to repair' was mentioned, as well as retrofitting appliances (such as washing machines, to stop microfibres escaping).

8.8     The areas mentioned here included much of Europe, ("Wales is embarrassingly far behind what the EU are doing" said one respondent, though another below gives Wales credit for domestic recycling policies):

*"I taught in Germany for a year and often still visit. They have a very good system called der Gruene Punkt or the Duales System that encourages producers to reduce the amount of packaging they use for their products and switch to more sustainable packaging. It requires them to pay a licence fee for the disposal of their packaging so hence the incentive to move to recyclable materials."* (Female, Over 65, Powys)

*"I think Wales has one of the best recycling schemes however it needs to be nationalised. Each county has different boxes, bags (which are absolutely useless) or bins. Standardise it across Wales."* (Female, 55-64, Neath Port Talbot)

## Theme 3: Renewable energy

8.9     Eliminating fossil fuel and adopting more innovative and appropriate renewable energy was the third most cited theme. Examples were provided of policies from other countries, such as community energy schemes, anaerobic digesters to create energy from waste, and towns powered by local waste. Hydropower was mentioned as well as reduced investment in fossil fuels. Examples were also shared of state

controlled resources giving profits to back to the country (Norway) as well as the creation of more nuclear plants and fracking.

8.10    Comments included:

> *"Hydroelectric, wave power, we are surrounded by water (sea & rivers) let's make use of it." (Female, Over 65, Caerphilly)*
>
> *"Hydro power is used on most rivers in Slovenia. they are not huge in scale but provide a lot of power for neighbouring communities. There is an untapped resource here, e.g., all the valleys have a river flowing through that could be tapped into in the way Slovenia does." (Male, 45-54, Blaenau Gwent)*

## Theme 4: Green spaces

8.11    The fourth theme mentioned by survey respondents covered examples of better use of green spaces, more urban planting, more trees, and better forestation policies. Better management of national parks, greener cities, rewilding, and the restoration of peatland were all cited as good practice examples from elsewhere. Better forestation policies were also mentioned across many areas, such as China, Finland, Costa Rica, Scotland, and Ireland. The right to roam was mentioned as helping people truly engage with nature, and Scandinavia and Scotland were mentioned as enabling that right effectively.

8.12    The existence of green walls and roofs on tall buildings in the Netherlands to encourage nature was mentioned:

> *"Ljubljana has developed more than 542 square meters of green spaces including the Bee Trail, which takes in 4,500 hives placed around the city." (Male, 55-64, Cardiff)*

## Theme 5: Locality and local seasonal food

8.13    The fifth category discussed by survey respondents was around ideas and policies which placed greater emphasis on locality and local seasonal food. Ideas such as community ownership of assets, litter-picking groups, and local citizen's assemblies were mentioned, as well as more local jobs and working from home. Localism was

also mentioned in relation to issues such as hydrogeneration of energy and community energy hubs, community food growing across Europe and the USA, as well as New Zealand.

## Theme 6: Putting nature first

8.14    Within this theme, survey respondents identified effective policies from elsewhere which puts nature first, better protects nature and wildlife and gives nature legal protection in the form of "personhood rights". Policies mentioned included government beekeeping schemes and allowing people to buy and protect pockets of land. Reinstating nature and biodiversity, and stopping hunting were also mentioned. The need for an ecocide law was a linked issue mentioned by some.

8.15    This category was mentioned frequently in relation to New Zealand and Costa Rica, but also France and Scotland (rewilding), and to good practice such as the great green wall of Africa.

## Theme 7: Sustainable housing

8.16    Sustainable housing was and mentioned in the context of many countries – including Australia, Spain, and Scandinavia as well as in the context of food-growing spaces for houses in Bulgaria. Specific examples included:

> *"Many countries e.g., Australia, require the planning system to mandate all new developments are sustainable, i.e., they have solar panels, water efficient devices, thermally insulated homes etc. We continue to focus on promoting development to maximising the profitability of home builders." (Male, 55-64, Vale of Glamorgan)*
>
> *"In Bulgaria - homes have half an acre, or so, of ground in which to produce their own food - it is difficult to find fresh fruit and veg in the shops in rural towns/villages because everyone grows their own. They use earth closets in place of water ones. Sadly, young people are leaving this way of life in Bulgaria - not realising that they are leaving behind a far more environmentally sound way of living." (Female, Over 65, Carmarthenshire)*

# Country specific good practice

8.17    Of the 89 different locations and cultures mentioned by survey respondents, the most cited were the Netherlands, Germany, Costa Rica, Scandinavia, France, and the USA, in that order. These counties were mentioned by between 29 and 47 survey respondents each. The examples identified in each of these countries are considered in turn:

## Netherlands

8.18    The main good practice examples cited from the Netherlands related to efficient and affordable public transport as well as ease of cycling, particularly within cities such as Amsterdam.

## Germany

8.19    Germany was frequently mentioned in relation to its deposit return scheme for bottles and cans, as well as excellent public transport and sustainable housing.

## Costa Rica

8.20    Costa Rica was regarded as an exceptionally good example of a country which implements forward-thinking and nature-focused land use policies, as well as a wide range of other environmentally friendly policies. Detailed policies were highlighted within the survey feedback, including:

*"Costa Rica, their re-wilding policies are amazing, they even use green fences for wildlife corridors. They've embraced renewable energy, organic and sustainable farming, eco-tourism. Costa Rica reminded me of a tropical Wales. Wales could follow Costa Rica's example easily if the Welsh Government took control of all our countries natural resources and it was managed with biodiversity and ecotourism in mind." (Female, 35-44, Rhondda Cynon Taf)*

*"I think we need to look at Costa Rica. 98% renewable energy, 25% of the land has been turned into national parks or protected areas and forest degradation has been completely turned around." (Female, 55-64, Anglesey)*

> *"Mae Costa Rica wedi ymrwymo bron i 30% o'i dir i gadwraeth, gyda 10.27% wedi'i ddiogelu fel parciau cenedlaethol gan gyfraith Costa Rican a 17% ychwanegol wedi'i neilltuo ar gyfer cronfeydd wrth gefn, llochesi bywyd gwyllt a pharthau gwarchodedig. Er nad dyma'r ateb i bob mater, mae'n ddechrau da; mae tiroedd gwarchodedig yn hafan i fioamrywiaeth ac maent yn aml yn ffynonellau dal carbon pwysig."[8] (Under 18 year old, no other demographic data provided)*
>
> *"Costa Rica is a brilliant example. The Costa Rican government offers rural farmers incentives to reforest pastures in an effort to increase land usage for non-destructive ecological purposes. The Ministry of Environment, for example, encourages Costa Rican citizens to protect their native land by providing grants or cash payments to farmers committed to the sustainable management of their agricultural lands. Costa Rica is therefore considered to be a global leader as a result of the success of its fight against deforestation." (Male, Over 65, Ceredigion)*

## Scandinavia

8.21    There was much mention of general sustainable living throughout Scandinavia and good practice in forestation, housing, and energy (particularly converting waste to energy), and a range of other policies including offering free swimming to children who bring in bags of recyclables or rubbish found on local streets, for example.

> *"Scandinavian countries seem much more forward-looking and innovative in terms of moving away from environmentally destructive industries, i.e., deriving plastics from wood. Also, community heating systems from waste heat, and so on. The future is going to have to be much more cooperative/socialistic." (Male, Over 65, Ceredigion)*

## France

8.22    In France, good practice policies included solar pavements and road surfaces, much less plastic on food packaging, lights off in shop windows between midnight

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[8] "Costa Rica has committed almost 30% of its land to conservation, with 10.27% protected as national parks by Costa Rican law and an additional 17% set aside for reserves, wildlife refuges and protected zones. Although this is not the answer to all issues, it is a good start; protected lands are a haven for biodiversity and are often important sources of carbon capture"

and 6am, cooperative land use for agriculture, no supermarket food waste allowed, and the banning of any short-haul flight journey which can be made in 2.5 hours by train. The latter is soon to be extended to 4 hours, following the recommendation of a people's assembly.

> *"Development of regulation in France is leading edge: there are new laws prohibiting the destruction of new, unused product; they have just created an anti-waste law for circular economy that sets a target of recycling all plastics by 2025 and phasing out all single use by 2040." (Male, 55-64, Anglesey)*

## USA

8.23   Across the USA, effective policies were considered to include social prescribing visits to National Parks (mentioned by an 18-24 year old), water bottle filling points, fast-food outlets noting car registration numbers on packaging, community food growing initiatives, and solar highways.

## Environmental studies

8.24   A total of 29 survey respondents referenced useful and interesting environmental studies and reports. The two most cited studies were Doughnut Economics by Kate Raworth[9] and Rebirding by Benedict Macdonald. The Doughnut Economics model was reported to have been adopted across Amsterdam and is also being considered across several US cities.

## A positive experience of taking action for the natural environment

8.25   Survey respondents were asked to share a positive experience which they have had of taking action for the natural environment. A total of 781 responses were received and the stories provide uplifting feedback. Respondents seemed to enjoy sharing their stories and personal accounts and many argued that their experiences

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[9] https://www.kateraworth.com/doughnut/

of engaging with the natural environment had bought about many social and wellbeing benefits, such as in the case of the following responses:

> *"What a fabulous question to ask. As a wildlife enthusiast, I have had many positive experiences. We planted a garden with insect friendly plants and have had many species of insects including bees of all sorts come to visit as a result. We have a pond. This is a favourite of a granddaughter as we have dragonflies and damselflies over it and an abundance of life in it. We also have a number of fruit trees and two hazel trees. We planted these for ourselves but obviously blossom is fantastic for the bees, and the hazelnuts are a favourite with the squirrels. We feed the birds and have had many species in the garden…"*
> *(Female, 55-64, Neath Port Talbot)*
>
> *"I volunteered in a local reserve three years ago and changed my career as a result. I've ended up at 50+ doing the job I always wanted to do. Volunteering is a great way of focussing the frustration with lack of action by government and regulators into something more constructive, and who knows where it might lead."*
> *(Male, 45-54, Gwynedd)*

8.26    Some seven main themes emerged from the responses provided. The first two were cited by around a third of survey respondents who answered this question, whilst the remaining five were considered by between 8% and 21% each. Further detail about the nature of all responses provided are set out at Annex B11.

## Theme 1: Doing or seeing others doing environmental work

8.27    The most cited positive experience cited by survey respondents related to either seeing groups or movements undertaking environmental work or doing an environmental activity themselves. Such activities includer litter-picking and volunteering in environmental projects. Examples included:

> *"I do a litter pick when I am out walking and encourage others to do the same. I get a lot of positive feedback from people I meet, who are also encouraged to do the same. This gives me a positive feeling and often the places I've cleaned stay looking better for some time."* *(Female, 45-54, Anglesey)*

> *"I volunteered for ten years in and around urban areas creating wildlife habitat and improving access. We no longer have a national body that does this. This was a thoroughly rewarding period which allowed me to connect with nature after being brought up without any kind of education on the natural environment."* *(Male, 55-64, Conwy)*

8.28 Several respondents highlighted the social benefits of getting involved in environmental work or projects, such as:

> *"I have volunteered with different projects and in doing so not only have I felt I am doing my tiny bit I have met many like-minded people and have gained friendships. It has shown me that there are people out there who are doing their part the best way they can. Be it planting trees, protecting peatlands, rescuing hedgehogs and other wildlife, changing their way of living to protect the environment, litter picking, planting flowers to be bee friendly to name a few. Also taking part in a climate change march was inspiring as I could see that people did care."* *(Female, 35-44, Rhondda Cynon Taf)*

## Theme 2: Sustainable gardening

8.29 The second most cited theme was around sustainable gardening, be that at home or in other places, and included growing trees, hedges, and plants suitable for pollinators. The feedback secured from others was often well received:

> *"I have laid almost a kilometre of hedge this year and planted 500 new whips. These were hedges in public places and the feedback and encouragement from passers-by was phenomenal - people want to see lasting environmental improvement in their neighbourhood!"* *(Male, 55-64, Outside of Wales)*
>
> *"I have planted several trees and also ensure I plant for pollinators. I leave my grass long and plant shrubs with flowers and berries. My garden is very much a work in progress but is alive with bees, insects, birds etc. I really wanted to collect one of the free trees being given away in Wales, but they were all too big for my*

> *garden, please could we be given the choice of some smaller trees." (Female, 45-54, Torfaen)*

## Theme 3: Seeing encouraging signs of wildlife and more species

8.30    Survey respondents highlighted positive experiences of seeing more species around Wales and reported encouraging stories about wildlife which they had observed. Amongst the comments made were:

> *"Seeing some of the increase in animal life in the garden. Some would say we have had a rodent problem, but we have piles of logs around the garden and flower beds, and a specifically built maze under the log store for any critters that wish to inhabit them. We also have starlings and blue tits nesting in gaps and boxes purposely left and built into the garage/workshop. I even share my workshop with some very content mice which randomly nest in various drawers and boxes. They are welcome. And I like hearing the sparrows in the morning living in the eaves through a hole which I refuse to fix." (Male, 45-54, Gwynedd)*
>
> *"I went for a walk on a nature trail beside the ocean and there were seals there because the people who work in the café nearby clean the cove every month, and they made a nest there because of the lack of trash and pollution." (Under 18 year old, no other demographic data provided)*

## Theme 4: Campaigning and influencing

8.31    Around a tenth of respondents who answered this question reported that a positive experience for them was getting involved in environmental campaigns and reporting bad practice. For some this involved taking part in protests, completed surveys, or signed petitions. Others had discussed certain issues with those in power and persuaded others to take action:

> *"Evidence I gave to the Welsh Government's enquiry into a new M4 spur was cited by Mark Drakeford in his rejection of the scheme." (Female, 55-64, Ceredigion)*

*"I am currently demanding justice for the river Arth in Ceredigion. In doing this our community has come together to raise awareness and demand an end to sewage pollution in our river. There is a renewed sense of community and solidarity. A shared interest that makes us feel united." (Female, 35-44, Ceredigion)*

## Theme 5: Growing own food

8.32    Growing their own food or taking part in community food gardens has been a positive experience for some surveyed respondents and several people noted their pleasure from making their own jam or wine.

*"Forming a community garden in our rural community. We are working towards making this an intergenerational project and to include people with health challenges or disabilities. Our model is to create a better space for all at Yr Ardd, (our community garden). A space for growing, teaching, and sharing our skills with people who might not know how to grow, harvest, and cook fresh grown vegetable and fruit. We intend to - in a few years - share our grown produce and share with people who might not be able to afford or produce their own veg and fruit. Our community garden ethos is to grow organic - share the space so that people can socialise if they are lonely or isolated. Share meals together from the produce we grow and make pizzas in our own pizza oven, built by volunteers with the guidance of an experienced pizza oven maker. We have a local bus company who will provide transport for people who are isolated." (Female, Over 65, Ceredigion)*

## Theme 6: Wasting less, reusing more, recycling and repairing

8.33    This theme was mentioned by just under a tenth of those who answered this question and who identified their positive experience of wasting less, making greater use of recycling, repairing items, using refill shops, making their own compost, and buying second hand items. Amongst the comments offered were:

*"I run upcycling workshops to help people repair their clothing and give them a new lease of life, often people come in who have never sewn before and are*

*soon saying how they really want to get into it and try more." (Non-binary, 18-24, Cardiff)*

*"Since moving to Wales, I find it easier to recycle including food waste. This wasn't possible in England." (Male, 25-34, Caerphilly)*

*"Fast fashion is a major issue for waste in Wales and worldwide. As my daughter is growing fast and I am a lone parent, despite working full time and two jobs I cannot afford to buy expensive clothes for her. I buy much of our clothing from eBay and charity shops as I believe in reuse and repurpose. All our used items go to either: charity shops for reuse, sold to fabric recycling company, sold on eBay or, I make them into garments to be worn again. By salvaging fabric to make rugs just like the ones in IKEA from India, I have saved money and reduced landfill waste. My daughter has learned to be mindful when purchasing new clothes and is studying textiles at school/college with a view to becoming a fabric conservator. She has also learned to cut fabric, sew, knit, crochet, and embellish garments that we create at home, all valuable skills that are lost to many households." (Female, 35-44, Carmarthenshire)*

## Theme 7: Adopting environmentally friendly habits

8.34 Survey respondents mentioned several positive experiences under this theme including insulating their homes, buying eco-friendly products, not using plastic, and investing ethically. The use of the food wate app Olio was mentioned as well. One respondent observed:

*"So, a couple of things I've done and continue to do the last year or so include switching to shampoo bars, reusable face pads, plastic free cleaning alternatives in the kitchen (e.g., plant-based sponge, plastic-free dish brush). I use non-bio liquid I could probably do more but reluctant to try new due to son's sensitive skin. I recycle flexible plastics in local supermarket. Coffee pod recycling for the machine I have. When the machine reaches end of life, I won't be purchasing another as it's too wasteful. Using the Boots scheme for other non-recyclable*

*kerbside plastics. Recycle razors. I'm always on lookout for new. If a refill shop opened in Newport town centre, I would use it."* (Female, 35-44, Newport)

## Other observations

8.35    Some 29 respondents offered more negative comments in response to this question, either as a result of not having any positive experiences to report or because they questioned the futility of their actions. Amongst the comments made were:

*"Lots of things. However, it all feels futile when in 1 second the oil industry produces more carbon than I do in my entire lifetime."* (Female, 25-34, Swansea)

*"I'd like to describe a positive experience but, sadly, the efforts I have put into flagging up eco-systems/wildlife for consideration for protection in the planning processes have come to nought, as these are given far too little weight."* (Powys, no other demographic data provided)

# 9. Other comments

9.1    Survey respondents were given the opportunity to provide any other comment at the end of the survey. A total of 613 responses were provided and it is a sign of enduring engagement that some 20% of all survey respondents persevered with the questionnaire to the end. These are set out in detail at Annex B12.

9.2    Two main themes emerged from the opportunity to provide any further comment and these related to **more action and enforcement**, closely followed by a call upon **politicians, government, and other organisations to do more** through policy changes and leading by example. Comments in relation to these two themes included:

*"It's time that governments challenged industry to clean their act up. Why are people recycling their bits of household plastic when industry is churning it out quicker than we use it, there are alternatives, but industry is all about profit and it will cost money to change. Everyone needs to be in this but it's being left to the*

*little man to try to clean up the large industries' waste because they are all about profit and shareholders. Tackle the large polluters and there will be very few little ones." (Female, Over 65, Conwy)*

*"The Welsh Government needs to fundamentally rethink WHY, HOW, WHO, WHAT delivers and WHERE is targeted to enable transformation on each key issue. These requires well designed, structured & resourced delivery mechanism, with the capacity to enable transition & transformation towards clear life goals over the long term." (Male, 55-64, Carmarthenshire)*

*"Increase budget for environmental protection. Fund things that will make people see that we can have good things while protecting the environment e.g., cycling lanes, forests, parks. I think that some people feel that protecting environment means making big and uncomfortable sacrifices. It would be good to change their view." (Male, 18-24, Bridgend)*

9.3 The other main themes raised by survey respondents in response to this question related to:

- an appeal to educate and engage the public, to make things affordable for people, and to work with community groups

- a need for a culture shift – consumerism and irresponsible personal behaviour are not helping the issue

- that looking after the land and sustainable agricultural practice are key

- general concerns or negative comments regarding bad climate change behaviour such as bad practice locally, and a bad experience accessing domestic grant schemes.

9.4 Some of these points are covered in the specific comments outlined below:

*"I believe that at the minute, being environmentally conscious is seen as optional - those that do it may even be teased, have negative connotations attached, and for many is seen as unattainable for them. This is one of the main things we need*

> *to change, because it takes a collective effort, it cannot be something optional that is undertaken for a minority of society." (Female, 18-24, Outside of Wales)*
>
> *"Please make this a campaign that actually does something significant rather than just more reports, leaflets, community meetings, etc. We know what needs to be done in many instances, so let's do it rather than indulging in yet more discussion!" (Female, Over 65, No geographical data provided)*
>
> *"I really think NRW should dedicate some thought to a monitoring strategy for Wales. If NRW is underfunded for this, it could use a combination of remote sensing, citizen science, and expert ground truthing." (Female, 35-44, Gwynedd)*

9.5 Finally, some survey respondents used the final question as an opportunity to stress the need for urgent action whilst others declared gratitude for the opportunity to contribute to the national conversation:

> *"It's great that Wales declared a climate emergency when it did and that we have the Wellbeing of Future Generations Act. However there still doesn't seem to be a national sense of urgency to make radical changes in our lifestyles commensurate with the scale of the emergency. This is not helped by the UK government continuing to invest in fossil fuels and preventing Wales from developing the Swansea tidal lagoon. Rising energy bills and the cost-of-living crisis should be prompting UK government to invest significantly in energy saving measures such as insulation and in renewables like solar panels. Both of these would address fuel poverty as well as carbon emissions." (Male, Over 65, Monmouthshire)*
>
> *"I am so glad that this survey is being carried out and I hope that positive policies and effects will become obvious as soon as possible." (Female, 45-54, Anglesey)*
>
> *"This conversation is very important - thank you for running this survey - I hope I get to hear more about the outcomes and results." (Female, 45-54 Conwy)*
>
> *"Just that I am more hopeful for the future after seeing this effort." (Female, 35-44, Ceredigion)*

# Annex A: Survey data tabulations

## Question 1. Do you think climate change is a global emergency?

|  |  | Total | Gender | | | | | |
|---|---|---|---|---|---|---|---|---|
|  |  |  | Male | Female | Don't know | Prefer not to say | Other | Not answered |
| Base |  | 3069 | 1153 | 1681 | 8 | 91 | 21 | 115 |
| Not answered |  | 8 | 3 | 1 | - | 1 | - | 3 |
| Responded |  | 3061 | 1150 | 1680 | 8 | 90 | 21 | 112 |
| Missing | No reply | - | - | - | - | - | - | - |
|  |  | - | - | - | - | - | - | - |
|  | Yes | 2730 | 979 | 1565 | 7 | 74 | 16 | 89 |
|  |  | 89.19% | 85.13% | 93.15% | 87.50% | 82.22% | 76.19% | 79.46% |
|  | No | 175 | 97 | 53 | - | 10 | 4 | 11 |
|  |  | 5.72% | 8.43% | 3.15% | - | 11.11% | 19.05% | 9.82% |
|  | Unsure | 156 | 74 | 62 | 1 | 6 | 1 | 12 |
|  |  | 5.10% | 6.43% | 3.69% | 12.50% | 6.67% | 4.76% | 10.71% |

## Question 1. Do you think climate change is a global emergency?

|  |  | Total | Age | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  | Under 18 | 18 to 24 | 25 to 34 | 35 to 44 | 45 to 54 | 55 to 64 | Over 65 | Prefer not to say | Not answered |
| Base |  | 3069 | 92 | 84 | 260 | 376 | 609 | 817 | 761 | 61 | 101 |
| Not answered |  | 8 | - | 1 | - | - | 1 | 2 | - | 1 | 3 |
| Responded |  | 3061 | 92 | 83 | 261 | 376 | 608 | 815 | 761 | 60 | 98 |
| Missing | No reply | - | - | - | - | - | - | - | - | - | - |
|  |  | - | - | - | - | - | - | - | - | - | - |
|  | Yes | 2730 | 75 | 73 | 243 | 345 | 556 | 728 | 668 | 39 | 78 |
|  |  | 89.19% | 81.52% | 87.95% | 93.10% | 91.76% | 91.45% | 89.33% | 87.78% | 65.00% | 79.59% |
|  | No | 175 | 8 | 8 | 11 | 18 | 25 | 47 | 40 | 16 | 10 |
|  |  | 5.72% | 8.70% | 9.64% | 4.21% | 4.79% | 4.11% | 5.77% | 5.26% | 26.67% | 10.20% |
|  | Unsure | 156 | 9 | 2 | 6 | 13 | 27 | 40 | 53 | 5 | 10 |
|  |  | 5.10% | 9.78% | 2.41% | 2.30% | 3.46% | 4.44% | 4.91% | 6.96% | 8.33% | 10.20% |

## Question 1. Do you think climate change is a global emergency?

| | | Total | Ethnicity | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | | White | Ethnic minority | Other | Prefer not to say | Don't know | Not answered |
| Base | | 3069 | 2741 | 48 | 33 | 115 | 6 | 126 |
| Not answered | | 8 | 3 | - | - | 1 | - | 4 |
| Responded | | 3061 | 2738 | 49 | 33 | 114 | 6 | 122 |
| Missing | No reply | - | - | - | - | - | - | - |
| | | - | - | - | - | - | - | - |
| | Yes | 2730 | 2478 | 39 | 26 | 87 | 5 | 95 |
| | | 89.19% | 90.50% | 79.59% | 78.79% | 76.32% | 83.33% | 77.87% |
| | No | 175 | 130 | 6 | 4 | 18 | 1 | 16 |
| | | 5.72% | 4.75% | 12.24% | 12.12% | 15.79% | 16.67% | 13.11% |
| | Unsure | 156 | 130 | 3 | 3 | 9 | - | 11 |
| | | 5.10% | 4.75% | 6.12% | 9.09% | 7.89% | - | 9.02% |

## Question 1. Do you think climate change is a global emergency?

| | | Total | Region | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | | South East | South Central | South West | Mid | North West | North East | Other |
| Base | | 3069 | 376 | 673 | 661 | 464 | 401 | 264 | 230 |
| Not answered | | 8 | - | - | - | - | 1 | - | 7 |
| Responded | | 3061 | 376 | 673 | 661 | 465 | 400 | 264 | 223 |
| Missing | No reply | - | - | - | - | - | - | - | - |
| | | - | - | - | - | - | - | - | - |
| | Yes | 2730 | 341 | 603 | 587 | 419 | 369 | 231 | 180 |
| | | 89.19% | 90.69% | 89.60% | 88.80% | 90.11% | 92.25% | 87.50% | 80.72% |
| | No | 175 | 17 | 33 | 38 | 24 | 23 | 19 | 21 |
| | | 5.72% | 4.52% | 4.90% | 5.75% | 5.16% | 5.75% | 7.20% | 9.42% |
| | Unsure | 156 | 18 | 37 | 36 | 21 | 8 | 14 | 22 |
| | | 5.10% | 4.79% | 5.50% | 5.45% | 4.52% | 2.00% | 5.30% | 9.87% |

## Question 2. Do you think the nature crises is a global emergency?

|  |  | Total | Gender | | | | | |
|---|---|---|---|---|---|---|---|---|
|  |  |  | Male | Female | Don't know | Prefer not to say | Other | Not answered |
| Base |  | 3069 | 1153 | 1681 | 8 | 91 | 21 | 115 |
| Not answered |  | 13 | 6 | 3 | - | 1 | - | 3 |
| Responded |  | 3056 | 1147 | 1678 | 8 | 90 | 21 | 112 |
| Missing | No reply | - | - | - | - | - | - | - |
|  |  | - | - | - | - | - | - | - |
|  | Yes | 2784 | 1001 | 1598 | 7 | 75 | 19 | 84 |
|  |  | 91.10% | 87.27% | 95.23% | 87.50% | 83.33% | 90.48% | 75.00% |
|  | No | 151 | 93 | 38 | - | 8 | 2 | 10 |
|  |  | 4.94% | 8.11% | 2.26% | - | 8.89% | 9.52% | 8.93% |
|  | Unsure | 121 | 53 | 42 | 1 | 7 | - | 18 |
|  |  | 3.96% | 4.62% | 2.50% | 12.50% | 7.78% | - | 16.07% |

## Question 2. Do you think the nature crises is a global emergency?

|  |  | Total | Age | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
|  |  |  | Under 18 | 18 to 24 | 25 to 34 | 35 to 44 | 45 to 54 | 55 to 64 | Over 65 | Prefer not to say | Not answered |
| Base |  | 3069 | 92 | 84 | 260 | 376 | 609 | 817 | 761 | 61 | 101 |
| Not answered |  | 13 | - | 2 | 2 | - | 2 | 2 | 1 | 1 | 3 |
| Responded |  | 3056 | 92 | 82 | 258 | 376 | 607 | 815 | 760 | 60 | 98 |
| Missing | No reply | - | - | - | - | - | - | - | - | - | - |
|  |  | - | - | - | - | - | - | - | - | - | - |
|  | Yes | 2784 | 68 | 74 | 247 | 351 | 572 | 741 | 684 | 43 | 72 |
|  |  | 91.10% | 73.91% | 90.24% | 95.74% | 93.35% | 94.23% | 90.92% | 90.00% | 71.67% | 73.47% |
|  | No | 151 | 9 | 5 | 6 | 15 | 21 | 48 | 36 | 10 | 10 |
|  |  | 4.94% | 9.78% | 6.10% | 2.33% | 3.99% | 3.46% | 5.89% | 4.74% | 16.67% | 10.20% |
|  | Unsure | 121 | 15 | 3 | 5 | 10 | 14 | 26 | 40 | 7 | 16 |
|  |  | 3.96% | 16.30% | 3.66% | 1.94% | 2.66% | 2.31% | 3.19% | 5.26% | 11.67% | 16.33% |

## Question 2. Do you think the nature crises is a global emergency?

|  |  | Total | Ethnicity | | | | | |
|---|---|---|---|---|---|---|---|---|
|  |  |  | White | Ethnic minority | Other | Prefer not to say | Don't know | Not answered |
| Base |  | 3069 | 2741 | 48 | 33 | 115 | 6 | 126 |
| Not answered |  | 13 | 7 | 1 | - | 1 | - | 4 |
| Responded |  | 3056 | 2734 | 47 | 33 | 114 | 6 | 122 |
| Missing | No reply | - | - | - | - | - | - | - |
|  |  | - | - | - | - | - | - | - |
|  | Yes | 2784 | 2525 | 44 | 28 | 91 | 5 | 91 |
|  |  | 91.10% | 92.36% | 93.62% | 84.85% | 79.82% | 83.33% | 74.59% |
|  | No | 151 | 115 | 3 | 4 | 13 | 1 | 15 |
|  |  | 4.94% | 4.21% | 6.38% | 12.12% | 11.40% | 16.67% | 12.30% |
|  | Unsure | 121 | 94 | - | 1 | 10 | - | 16 |
|  |  | 3.96% | 3.44% | - | 3.03% | 8.77% | - | 13.11% |


## Question 2. Do you think the nature crises is a global emergency?

|  |  | Total | Region | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
|  |  |  | South East | South Central | South West | Mid | North West | North East | Other |
| Base |  | 3069 | 376 | 673 | 661 | 464 | 401 | 264 | 230 |
| Not answered |  | 13 | 2 | - | 1 | 1 | 1 | 1 | 7 |
| Responded |  | 3056 | 374 | 673 | 660 | 463 | 400 | 263 | 223 |
| Missing | No reply | - | - | - | - | - | - | - | - |
|  |  | - | - | - | - | - | - | - | - |
|  | Yes | 2784 | 348 | 617 | 614 | 417 | 375 | 236 | 177 |
|  |  | 91.10% | 93.05% | 91.68% | 93.03% | 90.06% | 93.75% | 89.73% | 79.37% |
|  | No | 151 | 16 | 24 | 28 | 29 | 15 | 19 | 20 |
|  |  | 4.94% | 4.28% | 3.57% | 4.24% | 6.26% | 3.75% | 7.22% | 8.97% |
|  | Unsure | 121 | 10 | 32 | 18 | 17 | 10 | 8 | 26 |
|  |  | 3.96% | 2.67% | 4.75% | 2.73% | 3.67% | 2.50% | 3.04% | 11.66% |


## Question 3. What, if anything, concerns you about the environment?

|  | Total | Age |
|---|---|---|

| | | Under 18 | 18 to 24 | 25 to 34 | 35 to 44 | 45 to 54 | 55 to 64 | Over 65 | Prefer not to say | Not answered |
|---|---|---|---|---|---|---|---|---|---|---|
| Base | 3069 | 92 | 84 | 260 | 376 | 609 | 817 | 761 | 61 | 101 |
| No reply | 19 | - | 2 | - | 1 | 4 | 4 | 3 | 1 | 4 |
| Responded | 3050 | 92 | 82 | 261 | 375 | 605 | 813 | 758 | 60 | 97 |
| Degradation of soils (quality and quantity) | 1291 | 14 | 34 | 135 | 182 | 278 | 323 | 308 | 15 | 16 |
| | 42.33% | 15.22% | 41.46% | 51.72% | 48.53% | 45.95% | 39.73% | 40.63% | 25.00% | 16.49% |
| Air pollution | 1010 | 59 | 36 | 121 | 163 | 196 | 213 | 211 | 10 | 60 |
| | 33.11% | 64.13% | 43.90% | 46.36% | 43.47% | 32.40% | 26.20% | 27.84% | 16.67% | 61.86% |
| Building on green and natural spaces | 1462 | 30 | 33 | 136 | 221 | 314 | 376 | 316 | 34 | 32 |
| | 47.93% | 32.61% | 40.24% | 52.11% | 58.93% | 51.90% | 46.25% | 41.69% | 56.67% | 32.99% |
| Climate change | 1982 | 64 | 58 | 198 | 263 | 386 | 518 | 469 | 24 | 66 |
| | 64.98% | 69.57% | 70.73% | 75.86% | 70.13% | 63.80% | 63.71% | 61.87% | 40.00% | 68.04% |
| Decline or extinction of animal and plant life | 2218 | 38 | 59 | 213 | 287 | 461 | 608 | 515 | 34 | 41 |
| | 72.72% | 41.30% | 71.95% | 81.61% | 76.53% | 76.20% | 74.78% | 67.94% | 56.67% | 42.27% |
| Frequent droughts or floods | 826 | 24 | 24 | 102 | 139 | 184 | 185 | 156 | 11 | 25 |
| | 27.08% | 26.09% | 29.27% | 39.08% | 37.07% | 30.41% | 22.76% | 20.58% | 18.33% | 25.77% |
| Growing amount of waste | 1256 | 31 | 38 | 135 | 177 | 249 | 311 | 288 | 25 | 33 |
| | 41.18% | 33.70% | 46.34% | 51.72% | 47.20% | 41.16% | 38.25% | 37.99% | 41.67% | 34.02% |
| Noise pollution | 384 | 17 | 8 | 51 | 61 | 83 | 80 | 77 | 7 | 17 |
| | 12.59% | 18.48% | 9.76% | 19.54% | 16.27% | 13.72% | 9.84% | 10.16% | 11.67% | 17.53% |
| Plastic pollution | 1431 | 57 | 35 | 130 | 178 | 282 | 374 | 351 | 23 | 58 |
| | 46.92% | 61.96% | 42.68% | 49.81% | 47.47% | 46.61% | 46.00% | 46.31% | 38.33% | 59.79% |
| Pollution of rivers, lakes and ground water | 1862 | 27 | 43 | 160 | 254 | 374 | 497 | 470 | 34 | 30 |
| | 61.05% | 29.35% | 52.44% | 61.30% | 67.73% | 61.82% | 61.13% | 62.01% | 56.67% | 30.93% |
| Pollution of the sea | 1379 | 52 | 36 | 120 | 177 | 280 | 371 | 323 | 18 | 54 |
| | 45.21% | 56.52% | 43.90% | 45.98% | 47.20% | 46.28% | 45.63% | 42.61% | 30.00% | 55.67% |
| Shortage of drinking water | 386 | 29 | 20 | 64 | 54 | 58 | 78 | 75 | 8 | 29 |
| | 12.66% | 31.52% | 24.39% | 24.52% | 14.40% | 9.59% | 9.59% | 9.89% | 13.33% | 29.90% |
| None of the above | 15 | 3 | 2 | - | - | 3 | 2 | 5 | - | 3 |
| | 0.49% | 3.26% | 2.44% | - | - | 0.50% | 0.25% | 0.66% | - | 3.09% |
| Don't know | 9 | 6 | - | - | - | - | - | 3 | - | 6 |
| | 0.30% | 6.52% | - | - | - | - | - | 0.40% | - | 6.19% |
| Prefer not to say | 5 | 2 | - | - | - | - | - | 2 | - | 3 |
| | 0.16% | 2.17% | - | - | - | - | - | 0.26% | - | 3.09% |
| Other (please write in the next box) | 192 | 3 | 6 | 19 | 24 | 41 | 47 | 40 | 11 | 4 |
| | 6.30% | 3.26% | 7.32% | 7.28% | 6.40% | 6.78% | 5.78% | 5.28% | 18.33% | 4.12% |

# Question 3. What, if anything, concerns you about the environment?

| | Total | Ethnicity | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| | | White | Ethnic minority | Other | Prefer not to say | Don't know | Not answered |
| Base | 3069 | 2741 | 48 | 33 | 115 | 6 | 126 |
| No reply | 19 | 12 | 1 | - | 1 | - | 5 |
| Responded | 3050 | 2729 | 47 | 33 | 114 | 6 | 121 |
| | | | | | | | |
| Degradation of soils (quality and quantity) | 1291 | 1172 | 22 | 16 | 52 | 4 | 25 |
| | 42.33% | 42.95% | 46.81% | 48.48% | 45.61% | 66.67% | 20.66% |
| Air pollution | 1010 | 886 | 15 | 8 | 35 | 2 | 64 |
| | 33.11% | 32.47% | 31.91% | 24.24% | 30.70% | 33.33% | 52.89% |
| Building on green and natural spaces | 1462 | 1327 | 16 | 13 | 60 | 3 | 43 |
| | 47.93% | 48.63% | 34.04% | 39.39% | 52.63% | 50.00% | 35.54% |
| Climate change | 1982 | 1789 | 31 | 19 | 59 | 4 | 80 |
| | 64.98% | 65.56% | 65.96% | 57.58% | 51.75% | 66.67% | 66.12% |
| Decline or extinction of animal and plant life | 2218 | 2031 | 31 | 26 | 70 | 5 | 55 |
| | 72.72% | 74.42% | 65.96% | 78.79% | 61.40% | 83.33% | 45.45% |
| Frequent droughts or floods | 826 | 760 | 14 | 3 | 22 | 1 | 26 |
| | 27.08% | 27.85% | 29.79% | 9.09% | 19.30% | 16.67% | 21.49% |
| Growing amount of waste | 1256 | 1143 | 16 | 13 | 43 | 2 | 39 |
| | 41.18% | 41.88% | 34.04% | 39.39% | 37.72% | 33.33% | 32.23% |
| Noise pollution | 384 | 340 | 3 | 3 | 17 | 1 | 20 |
| | 12.59% | 12.46% | 6.38% | 9.09% | 14.91% | 16.67% | 16.53% |
| Plastic pollution | 1431 | 1286 | 15 | 13 | 46 | 2 | 69 |
| | 46.92% | 47.12% | 31.91% | 39.39% | 40.35% | 33.33% | 57.02% |
| Pollution of rivers, lakes and ground water | 1862 | 1698 | 26 | 24 | 67 | 4 | 43 |
| | 61.05% | 62.22% | 55.32% | 72.73% | 58.77% | 66.67% | 35.54% |
| Pollution of the sea | 1379 | 1244 | 16 | 13 | 40 | 3 | 63 |
| | 45.21% | 45.58% | 34.04% | 39.39% | 35.09% | 50.00% | 52.07% |
| Shortage of drinking water | 386 | 334 | 3 | 3 | 13 | 2 | 31 |
| | 12.66% | 12.24% | 6.38% | 9.09% | 11.40% | 33.33% | 25.62% |
| None of the above | 15 | 11 | - | - | - | - | 4 |
| | 0.49% | 0.40% | - | - | - | - | 3.31% |
| Don't know | 9 | 2 | - | - | - | - | 7 |
| | 0.30% | 0.07% | - | - | - | - | 5.79% |
| Prefer not to say | 5 | 1 | - | - | - | - | 4 |
| | 0.16% | 0.04% | - | - | - | - | 3.31% |
| Other (please write in the next box) | 192 | 153 | 3 | 5 | 19 | 1 | 11 |
| | 6.30% | 5.61% | 6.38% | 15.15% | 16.67% | 16.67% | 9.09% |

# Question 3. What, if anything, concerns you about the environment?

| | Total | Region | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | South East | South Central | South West | Mid | North West | North East | Other |
| Base | 3069 | 376 | 673 | 661 | 464 | 401 | 264 | 230 |
| No reply | 19 | 1 | 3 | 2 | 1 | 1 | 4 | 7 |
| Responded | 3050 | 375 | 670 | 659 | 463 | 400 | 260 | 223 |
| Degradation of soils (quality and quantity) | 1291 | 143 | 241 | 326 | 240 | 165 | 104 | 72 |
| | 42.33% | 38.13% | 35.97% | 49.47% | 51.84% | 41.25% | 40.00% | 32.29% |
| Air pollution | 1010 | 135 | 257 | 221 | 116 | 103 | 75 | 103 |
| | 33.11% | 36.00% | 38.36% | 33.54% | 25.05% | 25.75% | 28.85% | 46.19% |
| Building on green and natural spaces | 1462 | 189 | 401 | 304 | 184 | 167 | 132 | 85 |
| | 47.93% | 50.40% | 59.85% | 46.13% | 39.74% | 41.75% | 50.77% | 38.12% |
| Climate change | 1982 | 235 | 441 | 431 | 188 | 282 | 164 | 141 |
| | 64.98% | 62.67% | 65.82% | 65.40% | 40.60% | 70.50% | 63.08% | 63.23% |
| Decline or extinction of animal and plant life | 2218 | 273 | 508 | 487 | 339 | 303 | 191 | 117 |
| | 72.72% | 72.80% | 75.82% | 73.90% | 73.22% | 75.75% | 73.46% | 52.47% |
| Frequent droughts or floods | 826 | 97 | 190 | 170 | 127 | 109 | 73 | 60 |
| | 27.08% | 25.87% | 28.36% | 25.80% | 27.43% | 27.25% | 28.08% | 26.91% |
| Growing amount of waste | 1256 | 158 | 292 | 269 | 180 | 165 | 109 | 83 |
| | 41.18% | 42.13% | 43.58% | 40.82% | 38.88% | 41.25% | 41.92% | 37.22% |
| Noise pollution | 384 | 51 | 91 | 84 | 48 | 39 | 41 | 30 |
| | 12.59% | 13.60% | 13.58% | 12.75% | 10.37% | 9.75% | 15.77% | 13.45% |
| Plastic pollution | 1431 | 181 | 316 | 308 | 204 | 187 | 125 | 110 |
| | 46.92% | 48.27% | 47.16% | 46.74% | 44.06% | 46.75% | 48.08% | 49.33% |
| Pollution of rivers, lakes and ground water | 1862 | 255 | 412 | 410 | 286 | 228 | 155 | 116 |
| | 61.05% | 68.00% | 61.49% | 62.22% | 61.77% | 57.00% | 59.62% | 52.02% |
| Pollution of the sea | 1379 | 180 | 308 | 325 | 191 | 165 | 106 | 104 |
| | 45.21% | 48.00% | 45.97% | 49.32% | 41.25% | 41.25% | 40.77% | 46.64% |
| Shortage of drinking water | 386 | 44 | 97 | 76 | 46 | 49 | 26 | 48 |
| | 12.66% | 11.73% | 14.48% | 11.53% | 9.94% | 12.25% | 10.00% | 21.52% |
| None of the above | 15 | 3 | - | 1 | 1 | 2 | 4 | 4 |
| | 0.49% | 0.80% | - | 0.15% | 0.22% | 0.50% | 1.54% | 1.79% |
| Don't know | 9 | - | - | 1 | 1 | - | - | 7 |
| | 0.30% | - | - | 0.15% | 0.22% | - | - | 3.14% |
| Prefer not to say | 5 | - | - | - | 1 | - | - | 4 |
| | 0.16% | - | - | - | 0.22% | - | - | 1.79% |
| Other (please write in the next box) | 192 | 17 | 26 | 38 | 34 | 41 | 18 | 18 |
| | 6.30% | 4.53% | 3.88% | 5.77% | 7.34% | 10.25% | 6.92% | 8.07% |

# Question 4. What action would you like Wales to take as a nation to address environmental issues?

| | Total | Age | | | | | | | Prefer not to say | Not answered |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 18 | 18 to 24 | 25 to 34 | 35 to 44 | 45 to 54 | 55 to 64 | Over 65 | | |
| Base | 3069 | 92 | 84 | 260 | 376 | 609 | 817 | 761 | 61 | 101 |
| No reply | 30 | 3 | 2 | - | 2 | 5 | 7 | 7 | - | 7 |
| Responded | 3039 | 89 | 82 | 261 | 374 | 604 | 810 | 754 | 61 | 94 |
| Improve active travel networks e.g. cycle lanes | 689 | 16 | 30 | 86 | 111 | 173 | 158 | 110 | 5 | 16 |
| | 22.67% | 17.98% | 36.59% | 32.95% | 29.68% | 28.64% | 19.51% | 14.59% | 8.20% | 17.02% |
| Improve air quality | 562 | 46 | 13 | 65 | 86 | 111 | 128 | 107 | 6 | 46 |
| | 18.49% | 51.69% | 15.85% | 24.90% | 22.99% | 18.38% | 15.80% | 14.19% | 9.84% | 48.94% |
| Improve public transport networks e.g. railway service | 1218 | 25 | 34 | 125 | 162 | 230 | 323 | 293 | 26 | 25 |
| | 40.08% | 28.09% | 41.46% | 47.89% | 43.32% | 38.08% | 39.88% | 38.86% | 42.62% | 26.60% |
| Increase local food production | 1301 | 36 | 23 | 107 | 169 | 261 | 357 | 321 | 29 | 34 |
| | 42.81% | 40.45% | 28.05% | 41.00% | 45.19% | 43.21% | 44.07% | 42.57% | 47.54% | 36.17% |
| Increase protection and enhancement of natural spaces | 1762 | 24 | 52 | 160 | 249 | 374 | 477 | 388 | 35 | 27 |
| | 57.98% | 26.97% | 63.41% | 61.30% | 66.58% | 61.92% | 58.89% | 51.46% | 57.38% | 28.72% |
| Increase recycling, upcycling and re-use | 1020 | 44 | 25 | 99 | 140 | 186 | 266 | 244 | 15 | 45 |
| | 33.56% | 49.44% | 30.49% | 37.93% | 37.43% | 30.79% | 32.84% | 32.36% | 24.59% | 47.87% |
| More sustainable farming, forestry and fishing practice | 1839 | 26 | 48 | 165 | 217 | 385 | 504 | 467 | 26 | 27 |
| | 60.51% | 29.21% | 58.54% | 63.22% | 58.02% | 63.74% | 62.22% | 61.94% | 42.62% | 28.72% |
| Move to renewable and sustainable energy sources | 1837 | 28 | 53 | 199 | 236 | 382 | 492 | 427 | 21 | 27 |
| | 60.45% | 31.46% | 64.63% | 76.25% | 63.10% | 63.25% | 60.74% | 56.63% | 34.43% | 28.72% |
| Promote healthier and more sustainable diets | 622 | 20 | 26 | 70 | 100 | 123 | 163 | 109 | 11 | 20 |
| | 20.47% | 22.47% | 31.71% | 26.82% | 26.74% | 20.36% | 20.12% | 14.46% | 18.03% | 21.28% |
| Provide green spaces in urban areas | 685 | 20 | 24 | 72 | 121 | 150 | 151 | 135 | 12 | 20 |
| | 22.54% | 22.47% | 29.27% | 27.59% | 32.35% | 24.83% | 18.64% | 17.90% | 19.67% | 21.28% |
| Reduce carbon emissions | 1061 | 34 | 39 | 120 | 154 | 205 | 261 | 236 | 10 | 36 |
| | 34.91% | 38.20% | 47.56% | 45.98% | 41.18% | 33.94% | 32.22% | 31.30% | 16.39% | 38.30% |
| Reduce energy consumption | 721 | 17 | 15 | 69 | 103 | 166 | 187 | 154 | 9 | 18 |
| | 23.72% | 19.10% | 18.29% | 26.44% | 27.54% | 27.48% | 23.09% | 20.42% | 14.75% | 19.15% |
| Reduce waste, including food waste | 1087 | 39 | 27 | 99 | 148 | 203 | 291 | 261 | 20 | 38 |
| | 35.77% | 43.82% | 32.93% | 37.93% | 39.57% | 33.61% | 35.93% | 34.62% | 32.79% | 40.43% |
| Waste less energy in homes, buildings and factories | 922 | 26 | 22 | 91 | 132 | 171 | 247 | 211 | 20 | 28 |
| | 30.34% | 29.21% | 26.83% | 34.87% | 35.29% | 28.31% | 30.49% | 27.98% | 32.79% | 29.79% |
| None of the above | 12 | 2 | 3 | - | - | 1 | 3 | 2 | - | 3 |
| | 0.39% | 2.25% | 3.66% | - | - | 0.17% | 0.37% | 0.27% | - | 3.19% |
| Don't know | 7 | 5 | - | - | - | - | 1 | - | - | 6 |
| | 0.23% | 5.62% | - | - | - | - | 0.12% | - | - | 6.38% |
| Prefer not to say | 7 | 2 | - | - | 2 | - | 1 | - | - | 4 |

| Other | 0.20% 235 | 0.20% 3 | 0.20% 4 | 0.20% 21 | 0.20% 31 | 0.20% 54 | 0.20% 56 | 0.20% 49 | 0.20% 14 | 0.20% 6 |
|---|---|---|---|---|---|---|---|---|---|---|
| | 7.73% | 3.37% | 4.88% | 8.05% | 8.29% | 8.94% | 6.91% | 6.50% | 22.95% | 6.38% |

## Question 4. What action would you like Wales to take as a nation to address environmental issues?

| | Total | Ethnicity | | | | | |
|---|---|---|---|---|---|---|---|
| | | White | Ethnic minority | Other | Prefer not to say | Don't know | Not answered |
| Base | 3069 | 2741 | 48 | 33 | 115 | 6 | 126 |
| No reply | 30 | 19 | 1 | - | - | - | 10 |
| Responded | 3039 | 2722 | 47 | 33 | 115 | 6 | 116 |
| Improve active travel networks e.g. cycle lanes | 689 | 633 | 10 | 6 | 18 | 2 | 20 |
| | 22.67% | 23.25% | 21.28% | 18.18% | 15.65% | 33.33% | 17.24% |
| Improve air quality | 562 | 485 | 4 | 2 | 22 | 1 | 48 |
| | 18.49% | 17.82% | 8.51% | 6.06% | 19.13% | 16.67% | 41.38% |
| Improve public transport networks e.g. railway service | 1218 | 1103 | 20 | 12 | 46 | 2 | 35 |
| | 40.08% | 40.52% | 42.55% | 36.36% | 40.00% | 33.33% | 30.17% |
| Increase local food production | 1301 | 1171 | 23 | 14 | 47 | 3 | 43 |
| | 42.81% | 43.02% | 48.94% | 42.42% | 40.87% | 50.00% | 37.07% |
| Increase protection and enhancement of natural spaces | 1762 | 1619 | 28 | 19 | 59 | 4 | 33 |
| | 57.98% | 59.48% | 59.57% | 57.58% | 51.30% | 66.67% | 28.45% |
| Increase recycling, upcycling and re-use | 1020 | 915 | 9 | 8 | 36 | 2 | 50 |
| | 33.56% | 33.61% | 19.15% | 24.24% | 31.30% | 33.33% | 43.10% |
| More sustainable farming, forestry and fishing practice | 1839 | 1691 | 26 | 21 | 56 | 4 | 41 |
| | 60.51% | 62.12% | 55.32% | 63.64% | 48.70% | 66.67% | 35.34% |
| Move to renewable and sustainable energy sources | 1837 | 1697 | 27 | 20 | 51 | 4 | 38 |
| | 60.45% | 62.34% | 57.45% | 60.61% | 44.35% | 66.67% | 32.76% |
| Promote healthier and more sustainable diets | 622 | 561 | 7 | 8 | 21 | 3 | 22 |
| | 20.47% | 20.61% | 14.89% | 24.24% | 18.26% | 50.00% | 18.97% |
| Provide green spaces in urban areas | 685 | 616 | 9 | 10 | 26 | 1 | 23 |
| | 22.54% | 22.63% | 19.15% | 30.30% | 22.61% | 16.67% | 19.83% |
| Reduce carbon emissions | 1061 | 967 | 15 | 9 | 29 | 2 | 39 |
| | 34.91% | 35.53% | 31.91% | 27.27% | 25.22% | 33.33% | 33.62% |
| Reduce energy consumption | 721 | 658 | 8 | 11 | 24 | 2 | 18 |
| | 23.72% | 24.17% | 17.02% | 33.33% | 20.87% | 33.33% | 15.52% |
| Reduce waste, including food waste | 1087 | 978 | 13 | 16 | 36 | 2 | 42 |
| | 35.77% | 35.93% | 27.66% | 48.48% | 31.30% | 33.33% | 36.21% |
| Waste less energy in homes, buildings and factories | 922 | 826 | 6 | 12 | 41 | 3 | 34 |
| | 30.34% | 30.35% | 12.77% | 36.36% | 35.65% | 50.00% | 29.31% |
| None of the above | 12 | 8 | 1 | - | - | - | 3 |
| | 0.39% | 0.29% | 2.13% | - | - | - | 2.59% |
| Don't know | 7 | 1 | - | - | - | - | 6 |
| | 0.23% | 0.04% | - | - | - | - | 5.17% |
| Prefer not to say | 7 | 3 | - | - | - | - | 4 |
| | 0.20% | 0.20% | 0.20% | 0.20% | 0.20% | 0.20% | 0.20% |
| Other | 235 | 190 | 1 | 5 | 28 | 1 | 10 |
| | 7.73% | 6.98% | 2.13% | 15.15% | 24.35% | 16.67% | 8.62% |

# Question 4. What action would you like Wales to take as a nation to address environmental issues?

| | Total | Region | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | South East | South Central | South West | Mid | North West | North East | Other |
| Base | 3069 | 376 | 673 | 661 | 464 | 401 | 264 | 230 |
| No reply | 30 | - | 6 | 4 | 4 | 1 | 4 | 11 |
| Responded | 3039 | 376 | 667 | 657 | 460 | 400 | 260 | 219 |
| Improve active travel networks e.g. cycle lanes | 689 | 78 | 178 | 144 | 78 | 105 | 60 | 46 |
| | 22.67% | 20.74% | 26.69% | 21.92% | 16.96% | 26.25% | 23.08% | 21.00% |
| Improve air quality | 562 | 75 | 158 | 110 | 51 | 52 | 48 | 68 |
| | 18.49% | 19.95% | 23.69% | 16.74% | 11.09% | 13.00% | 18.46% | 31.05% |
| Improve public transport networks e.g. railway service | 1218 | 145 | 320 | 268 | 160 | 156 | 94 | 75 |
| | 40.08% | 38.56% | 47.98% | 40.79% | 34.78% | 39.00% | 36.15% | 34.25% |
| Increase local food production | 1301 | 142 | 267 | 316 | 209 | 162 | 124 | 81 |
| | 42.81% | 37.77% | 40.03% | 48.10% | 45.43% | 40.50% | 47.69% | 36.99% |
| Increase protection and enhancement of natural spaces | 1762 | 244 | 418 | 372 | 260 | 223 | 155 | 90 |
| | 57.98% | 64.89% | 62.67% | 56.62% | 56.52% | 55.75% | 59.62% | 41.10% |
| Increase recycling, upcycling and re-use | 1020 | 131 | 225 | 201 | 136 | 137 | 99 | 91 |
| | 33.56% | 34.84% | 33.73% | 30.59% | 29.57% | 34.25% | 38.08% | 41.55% |
| More sustainable farming, forestry and fishing practice | 1839 | 227 | 363 | 424 | 321 | 250 | 157 | 97 |
| | 60.51% | 60.37% | 54.42% | 64.54% | 69.78% | 62.50% | 60.38% | 44.29% |
| Move to renewable and sustainable energy sources | 1837 | 248 | 426 | 404 | 260 | 241 | 158 | 100 |
| | 60.45% | 65.96% | 63.87% | 61.49% | 56.52% | 60.25% | 60.77% | 45.66% |
| Promote healthier and more sustainable diets | 622 | 66 | 153 | 143 | 87 | 80 | 53 | 40 |
| | 20.47% | 17.55% | 22.94% | 21.77% | 18.91% | 20.00% | 20.38% | 18.26% |
| Provide green spaces in urban areas | 685 | 88 | 210 | 146 | 62 | 68 | 61 | 50 |
| | 22.54% | 23.40% | 31.48% | 22.22% | 13.48% | 17.00% | 23.46% | 22.83% |
| Reduce carbon emissions | 1061 | 134 | 243 | 228 | 146 | 140 | 85 | 85 |
| | 34.91% | 35.64% | 36.43% | 34.70% | 31.74% | 35.00% | 32.69% | 38.81% |
| Reduce energy consumption | 721 | 89 | 163 | 153 | 113 | 104 | 58 | 41 |
| | 23.72% | 23.67% | 24.44% | 23.29% | 24.57% | 26.00% | 22.31% | 18.72% |
| Reduce waste, including food waste | 1087 | 135 | 234 | 238 | 159 | 137 | 98 | 86 |
| | 35.77% | 35.90% | 35.08% | 36.23% | 34.57% | 34.25% | 37.69% | 39.27% |
| Waste less energy in homes, buildings and factories | 922 | 119 | 206 | 194 | 134 | 126 | 79 | 64 |
| | 30.34% | 31.65% | 30.88% | 29.53% | 29.13% | 31.50% | 30.38% | 29.22% |
| None of the above | 12 | 3 | - | 1 | - | 3 | 2 | 3 |
| | 0.39% | 0.80% | - | 0.15% | - | 0.75% | 0.77% | 1.37% |
| Don't know | 7 | - | 1 | - | - | - | - | 6 |
| | 0.23% | - | 0.15% | - | - | - | - | 2.74% |
| Prefer not to say | 7 | - | 2 | 1 | - | - | - | 4 |
| | 0.20% | 0.20% | 0.20% | 0.20% | 0.20% | 0.20% | 0.20% | 0.20% |
| Other | 235 | 25 | 50 | 54 | 28 | 36 | 26 | 16 |
| | 7.73% | 6.65% | 7.50% | 8.22% | 6.09% | 9.00% | 10.00% | 7.31% |

## Question 16. How important is protecting the environment to you personally?

| | Total | Gender | | Don't know | Prefer not to say | Other | Not answered |
|---|---|---|---|---|---|---|---|
| | | Male | Female | | | | |
| Base | 3069 | 1153 | 1681 | 8 | 91 | 21 | 115 |
| Not answered | 1871 | 725 | 990 | 4 | 53 | 11 | 88 |
| Responded | 1198 | 428 | 691 | 4 | 38 | 10 | 27 |
| | | | | | | | |
| Very important | 1097 | 381 | 653 | 4 | 31 | 8 | 20 |
| | 91.57% | 89.02% | 94.50% | 100.00% | 81.58% | 80.00% | 74.07% |
| Important | 98 | 45 | 38 | - | 7 | 2 | 6 |
| | 8.18% | 10.51% | 5.50% | - | 18.42% | 20.00% | 22.22% |
| Not very important | 2 | 2 | - | - | - | - | - |
| | 0.17% | 0.47% | - | - | - | - | - |
| Not at all important | 1 | - | - | - | - | - | 1 |
| | 0.08% | - | - | - | - | - | 3.70% |

## Question 16. How important is protecting the environment to you personally?

| | Total | Age | | | | | | | Prefer not to say | Not answered |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 18 | 18 to 24 | 25 to 34 | 35 to 44 | 45 to 54 | 55 to 64 | Over 65 | | |
| Base | 3069 | 92 | 84 | 260 | 376 | 609 | 817 | 761 | 61 | 101 |
| Not answered | 1871 | 74 | 54 | 153 | 239 | 364 | 465 | 485 | 29 | 82 |
| Responded | 1198 | 18 | 30 | 107 | 137 | 245 | 352 | 276 | 32 | 19 |
| | | | | | | | | | | |
| Very important | 1097 | 12 | 27 | 99 | 123 | 232 | 326 | 254 | 23 | 13 |
| | 91.57% | 66.67% | 90.00% | 92.52% | 89.78% | 94.69% | 92.61% | 92.03% | 71.88% | 68.42% |
| Important | 98 | 5 | 3 | 8 | 13 | 13 | 26 | 21 | 9 | 5 |
| | 8.18% | 27.78% | 10.00% | 7.48% | 9.49% | 5.31% | 7.39% | 7.61% | 28.13% | 26.32% |
| Not very important | 2 | - | - | - | 1 | - | - | 1 | - | - |
| | 0.17% | - | - | - | 0.73% | - | - | 0.36% | - | - |
| Not at all important | 1 | 1 | - | - | - | - | - | - | - | 1 |
| | 0.08% | 5.56% | - | - | - | - | - | - | - | 5.26% |

## Question 16. How important is protecting the environment to you personally?

| | Total | Ethnicity | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| | | White | Ethnic minority | Other | Prefer not to say | Don't know | Not answered |
| Base | 3069 | 2741 | 48 | 33 | 115 | 6 | 126 |
| Not answered | 1871 | 1656 | 38 | 15 | 62 | 5 | 95 |
| Responded | 1198 | 1085 | 10 | 18 | 53 | 1 | 31 |
| Very important | 1097 | 1008 | 9 | 13 | 43 | 1 | 23 |
| | 91.57% | 92.90% | 90.00% | 72.22% | 81.13% | 100.00% | 74.19% |
| Important | 98 | 75 | 1 | 5 | 10 | - | 7 |
| | 8.18% | 6.91% | 10.00% | 27.78% | 18.87% | - | 22.58% |
| Not very important | 2 | 2 | - | - | - | - | - |
| | 0.17% | 0.18% | - | - | - | - | - |
| Not at all important | 1 | - | - | - | - | - | 1 |
| | 0.08% | - | - | - | - | - | 3.23% |

## Question 16. How important is protecting the environment to you personally?

| | Total | Region | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | | South East | South Central | South West | Mid | North West | North East | Other |
| Base | 3069 | 376 | 673 | 661 | 464 | 401 | 264 | 230 |
| Not answered | 1871 | 245 | 406 | 391 | 273 | 234 | 156 | 166 |
| Responded | 1198 | 131 | 267 | 270 | 191 | 167 | 108 | 64 |
| Very important | 1097 | 122 | 243 | 251 | 179 | 154 | 97 | 51 |
| | 91.57% | 93.13% | 91.01% | 92.96% | 93.72% | 92.22% | 89.81% | 79.69% |
| Important | 98 | 9 | 23 | 19 | 12 | 12 | 11 | 12 |
| | 8.18% | 6.87% | 8.61% | 7.04% | 6.28% | 7.19% | 10.19% | 18.75% |
| Not very important | 2 | - | 1 | - | - | 1 | - | - |
| | 0.17% | - | 0.37% | - | - | 0.60% | - | - |
| Not at all important | 1 | - | - | - | - | - | - | 1 |
| | 0.08% | - | - | - | - | - | - | 1.56% |

## Question 22. What, if anything, prevents you from making changes to your lifestyle for the environment?

| | Total | Gender | | Don't know | Prefer not to say | Other | Not answered |
|---|---|---|---|---|---|---|---|
| | | Male | Female | | | | |
| Base | 3069 | 1153 | 1681 | 8 | 91 | 21 | 115 |
| Not answered | 1912 | 742 | 1010 | 4 | 56 | 12 | 88 |
| Responded | 1157 | 411 | 671 | 4 | 35 | 9 | 27 |
| Additional cost | 607 | 218 | 353 | 3 | 14 | 3 | 16 |
| | 52.46% | 53.04% | 52.61% | 75.00% | 40.00% | 33.33% | 59.26% |
| I already do as much as I can | 652 | 216 | 394 | 1 | 25 | 4 | 12 |
| | 56.35% | 52.55% | 58.72% | 25.00% | 71.43% | 44.44% | 44.44% |
| I like my lifestyle and do not want to change | 44 | 25 | 13 | - | 1 | - | 5 |
| | 3.80% | 6.08% | 1.94% | - | 2.86% | - | 18.52% |
| It is too difficult | 66 | 25 | 32 | - | 3 | 1 | 5 |
| | 5.70% | 6.08% | 4.77% | - | 8.57% | 11.11% | 18.52% |
| I don't know how | 85 | 34 | 44 | - | 3 | - | 4 |
| | 7.35% | 8.27% | 6.56% | - | 8.57% | - | 14.81% |
| Lack of infrastructure (e.g. cycle lanes) | 508 | 172 | 308 | 2 | 13 | 5 | 8 |
| | 43.91% | 41.85% | 45.90% | 50.00% | 37.14% | 55.56% | 29.63% |
| Lack of time | 145 | 50 | 80 | 3 | 6 | 1 | 5 |
| | 12.53% | 12.17% | 11.92% | 75.00% | 17.14% | 11.11% | 18.52% |
| Don't know | 9 | 4 | 1 | - | 1 | - | 3 |
| | 0.78% | 0.97% | 0.15% | - | 2.86% | - | 11.11% |
| Other | 161 | 59 | 89 | - | 7 | 4 | 2 |
| | 13.92% | 14.36% | 13.26% | - | 20.00% | 44.44% | 7.41% |

# Question 22. What, if anything, prevents you from making changes to your lifestyle for the environment?

| | Total | Age | | | | | | | | Prefer not to say | Not answered |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Under 18 | 18 to 24 | 25 to 34 | 35 to 44 | 45 to 54 | 55 to 64 | Over 65 | | | |
| Base | 3069 | 92 | 84 | 260 | 376 | 609 | 817 | 761 | | 61 | 101 |
| Not answered | 1912 | 74 | 57 | 155 | 243 | 364 | 480 | 497 | | 34 | 82 |
| Responded | 1157 | 18 | 27 | 105 | 133 | 245 | 337 | 264 | | 27 | 19 |
| | | | | | | | | | | | |
| Additional cost | 607 | 11 | 24 | 69 | 95 | 135 | 150 | 113 | | 9 | 12 |
| | 52.46% | 61.11% | 88.89% | 65.71% | 71.43% | 55.10% | 44.51% | 42.80% | | 33.33% | 63.16% |
| I already do as much as I can | 652 | 8 | 7 | 49 | 52 | 125 | 201 | 191 | | 19 | 8 |
| | 56.35% | 44.44% | 25.93% | 46.67% | 39.10% | 51.02% | 59.64% | 72.35% | | 70.37% | 42.11% |
| I like my lifestyle and do not want to change | 44 | 4 | 1 | 7 | 8 | 5 | 11 | 6 | | 2 | 4 |
| | 3.80% | 22.22% | 3.70% | 6.67% | 6.02% | 2.04% | 3.26% | 2.27% | | 7.41% | 21.05% |
| It is too difficult | 66 | 4 | 4 | 7 | 12 | 19 | 8 | 11 | | 1 | 4 |
| | 5.70% | 22.22% | 14.81% | 6.67% | 9.02% | 7.76% | 2.37% | 4.17% | | 3.70% | 21.05% |
| I don't know how | 85 | 3 | 4 | 11 | 15 | 20 | 21 | 10 | | 1 | 3 |
| | 7.35% | 16.67% | 14.81% | 10.48% | 11.28% | 8.16% | 6.23% | 3.79% | | 3.70% | 15.79% |
| Lack of infrastructure (e.g. cycle lanes) | 508 | 5 | 17 | 71 | 79 | 119 | 140 | 70 | | 6 | 6 |
| | 43.91% | 27.78% | 62.96% | 67.62% | 59.40% | 48.57% | 41.54% | 26.52% | | 22.22% | 31.58% |
| Lack of time | 145 | 4 | 10 | 23 | 31 | 44 | 26 | 6 | | 1 | 4 |
| | 12.53% | 22.22% | 37.04% | 21.90% | 23.31% | 17.96% | 7.72% | 2.27% | | 3.70% | 21.05% |
| Don't know | 9 | 2 | - | - | 1 | - | 3 | 1 | | 2 | 2 |
| | 0.78% | 11.11% | - | - | 0.75% | - | 0.89% | 0.38% | | 7.41% | 10.53% |
| Other | 161 | - | 2 | 21 | 20 | 30 | 46 | 36 | | 6 | - |
| | 13.92% | - | 7.41% | 20.00% | 15.04% | 12.24% | 13.65% | 13.64% | | 22.22% | - |

## Question 22. What, if anything, prevents you from making changes to your lifestyle for the environment?

| | Total | Ethnicity | | | | | |
|---|---|---|---|---|---|---|---|
| | | White | Ethnic minority | Other | Prefer not to say | Don't know | Not answered |
| Base | 3069 | 2741 | 48 | 33 | 115 | 6 | 126 |
| Not answered | 1912 | 1689 | 38 | 16 | 66 | 5 | 98 |
| Responded | 1157 | 1052 | 10 | 17 | 49 | 1 | 28 |
| | | | | | | | |
| Additional cost | 607 | 556 | 5 | 5 | 23 | 1 | 17 |
| | 52.46% | 52.85% | 50.00% | 29.41% | 46.94% | 100.00% | 60.71% |
| I already do as much as I can | 652 | 594 | 6 | 8 | 31 | - | 13 |
| | 56.35% | 56.46% | 60.00% | 47.06% | 63.27% | - | 46.43% |
| I like my lifestyle and do not want to change | 44 | 37 | - | - | 3 | - | 4 |
| | 3.80% | 3.52% | - | - | 6.12% | - | 14.29% |
| It is too difficult | 66 | 57 | - | 1 | 4 | - | 4 |
| | 5.70% | 5.42% | - | 5.88% | 8.16% | - | 14.29% |
| I don't know how | 85 | 78 | - | - | 4 | - | 3 |
| | 7.35% | 7.41% | - | - | 8.16% | - | 10.71% |
| Lack of infrastructure (e.g. cycle lanes) | 508 | 471 | 4 | 5 | 19 | 1 | 8 |
| | 43.91% | 44.77% | 40.00% | 29.41% | 38.78% | 100.00% | 28.57% |
| Lack of time | 145 | 133 | 2 | 2 | 4 | - | 4 |
| | 12.53% | 12.64% | 20.00% | 11.76% | 8.16% | - | 14.29% |
| Don't know | 9 | 6 | - | - | 1 | - | 2 |
| | 0.78% | 0.57% | - | - | 2.04% | - | 7.14% |
| Other | 161 | 146 | - | 5 | 8 | - | 2 |
| | 13.92% | 13.88% | - | 29.41% | 16.33% | - | 7.14% |

## Question 22. What, if anything, prevents you from making changes to your lifestyle for the environment?

|  | Total | Region | | | | | | |
|---|---|---|---|---|---|---|---|---|
|  |  | South East | South Central | South West | Mid | North West | North East | Other |
| Base | 3069 | 376 | 673 | 661 | 464 | 401 | 264 | 230 |
| Not answered | 1912 | 245 | 418 | 403 | 279 | 239 | 158 | 170 |
| Responded | 1157 | 131 | 255 | 258 | 185 | 162 | 106 | 60 |
| Additional cost | 607 | 73 | 134 | 127 | 101 | 82 | 51 | 39 |
|  | 52.46% | 55.73% | 52.55% | 49.22% | 54.59% | 50.62% | 48.11% | 65.00% |
| I already do as much as I can | 652 | 77 | 131 | 157 | 103 | 96 | 67 | 21 |
|  | 56.35% | 58.78% | 51.37% | 60.85% | 55.68% | 59.26% | 63.21% | 35.00% |
| I like my lifestyle and do not want to change | 44 | 5 | 9 | 9 | 5 | 6 | 2 | 8 |
|  | 3.80% | 3.82% | 3.53% | 3.49% | 2.70% | 3.70% | 1.89% | 13.33% |
| It is too difficult | 66 | 6 | 15 | 8 | 16 | 11 | 3 | 7 |
|  | 5.70% | 4.58% | 5.88% | 3.10% | 8.65% | 6.79% | 2.83% | 11.67% |
| I don't know how | 85 | 10 | 26 | 16 | 11 | 9 | 5 | 8 |
|  | 7.35% | 7.63% | 10.20% | 6.20% | 5.95% | 5.56% | 4.72% | 13.33% |
| Lack of infrastructure (e.g. cycle lanes) | 508 | 55 | 126 | 93 | 93 | 70 | 42 | 29 |
|  | 43.91% | 41.98% | 49.41% | 36.05% | 50.27% | 43.21% | 39.62% | 48.33% |
| Lack of time | 145 | 15 | 42 | 25 | 21 | 19 | 11 | 12 |
|  | 12.53% | 11.45% | 16.47% | 9.69% | 11.35% | 11.73% | 10.38% | 20.00% |
| Don't know | 9 | - | 2 | 1 | 1 | - | 2 | 3 |
|  | 0.78% | - | 0.78% | 0.39% | 0.54% | - | 1.89% | 5.00% |
| Other | 161 | 14 | 42 | 33 | 24 | 23 | 15 | 10 |
|  | 13.92% | 10.69% | 16.47% | 12.79% | 12.97% | 14.20% | 14.15% | 16.67% |

# Annex B: Coded Qualitative Survey Responses

## Annex B1

**Question 3. What, if anything, concerns you about the environment? Qualitative responses received to 'other' concerns.**

| Percentage based on 460 respondents to this question. | No. | % |
|---|---|---|
| Bad land use policies in agriculture or in resource extraction including pesticides & herbicides/ causing habitat destruction / intensive farming /poor drainage/ lack of wildlife corridors on farms/ slurry | 88 | **19%** |
| All or most of the factors mentioned above | 79 | **17%** |
| Deforestation / bad reforestation forestry policies/overplanting on land to get subsidies or to offset carbon / bad urban tree management | 53 | **12%** |
| Too much inaction / not enough innovation / not enough change investment / enforcement /education / skills in environmental matters / planning laws or Govt policies inappropriate/ badly run organisations /wrong organisations telling people what to do/ bad policy making/ failure of statutory bodies | 50 | **11%** |
| Pollution of seas / rivers by industry & agriculture /any waters / streams and poor marine management / overfishing / sea & river levels rising / coastal erosion /poor flood management/ footpath coastal erosion | 43 | **9%** |
| Decline or extinction of animal and plant life / not enough species protection | 28 | **6%** |
| Growing Populations / overpopulation | 26 | **6%** |
| Capitalism / Too much consumerism / overconsumption / easy money - loans /Businesses putting profit above nature or profiting from land exploitation / Bad offsetting /greenwashing/ not enough circular economy | 25 | **5%** |
| Lack of respect / our disconnect with natural environments / unsustainable living environments/ the right to safe & natural env where you live | 20 | **4%** |

| | | |
|---|---|---|
| Light Pollution | 19 | **4%** |
| Building on green and natural spaces / inappropriate building or developments / unsustainable building | 19 | **4%** |
| Renewable energy & energy issues - not enough / not accessible / need more grants /overdependence on fossil fuels / too many wind farms and solar panels in the wrong place / overly cheap power/ fracking | 17 | **4%** |
| Effect on communities/ no food security /food shortages / inequalities /no safe future for our children / cost of living increases / no food security / climate injustice | 12 | **3%** |
| Concerns re 5G, Radiation, Nuclear Power, Nuclear Waste, EMF/ GMO | 11 | **2%** |
| Climate change / human impact on the environment | 11 | **2%** |
| Plastics/ plastic pollution | 10 | **2%** |
| Over hunting / hunting wildlife / hunters trespassing | 9 | **2%** |
| Growing amount of waste / landfill / not enough recycling & Reuse/ litter | 8 | **2%** |
| Too much recreational use of the countryside / lack of green spaces in urban areas | 8 | **2%** |
| Air pollution | 6 | **1%** |
| Poor condition of designated sites - land and sea | 6 | **1%** |
| Pressure / Impact on farmers / negative farming narrative - that farmers are to blame for environmental problems | 5 | **1%** |
| Off road bikes & quads / motorbikes / vehicle use | 5 | **1%** |
| Manmade Climate change is not real / it is a natural process /CO2 issue not real/ climate alarmism / lack of forums to debate | 4 | **1%** |
| Transport - more varied e.g., horses in active travel / too many flights / too much heavy industry transport/ too many cars on road | 4 | **1%** |
| More extreme weather patterns | 4 | **1%** |
| Non-native species / invasive non-native species / species moving to other latitudes | 4 | **1%** |
| Dogs soiling footpaths Dog poo / Litter | 3 | **1%** |
| Too many people out & about / too much tourism | 3 | **1%** |
| Lack of affordability / social inequality | 2 | **0%** |
| Frequent droughts or floods / land use leading to flooding | 2 | **0%** |
| Shortage of drinking water | 2 | **0%** |

| | | |
|---|---|---|
| Too much inappropriate import & export practice | 2 | **0%** |
| Effects of war | 2 | **0%** |
| Climate justice | 2 | **0%** |
| Lack of expert knowledge/ staff in the subject/not listening to science | 2 | **0%** |
| Degradation of soils (quality and quantity) | 1 | **0%** |
| Noise pollution | 1 | **0%** |
| House prices | 1 | **0%** |
| Ability to produce & source local food | 1 | **0%** |
| Increase in Covid numbers | 1 | **0%** |
| Opposition to hunting which actually funds conservation | 1 | **0%** |
| HS2 Red Route | 1 | **0%** |
| Animal populations living close to humans, increasing risk of zoonotic pandemic mutations | 1 | **0%** |

# Annex B2

## Question 18. What environmental issues are you worried about impacting your life, your family, or your home?

| Percentage based on 1117 respondents to this question. | No. | % |
|---|---|---|
| Destruction of nature/ habitats /loss of trees / planting non-native trees/ loss of species/ wildlife/ poor practice regarding species /not enough biodiversity | 402 | **36%** |
| Extreme weather events / floods/ storms/ sea levels rising/ wildfires/ no seasonality/ coastal erosion/ forest fires | 377 | **34%** |
| Pollution / air quality / pesticide & herbicide use/ 5g masts/ radioactivity/ radiation | 368 | **33%** |
| Everything / climate change/ global warming & its effects / no future for children & grandchildren/ multiple things /end of the world / too late / apocalyptic comments/ concern about family | 366 | **33%** |
| Water quality / water availability / drought/ marine management | 229 | **21%** |
| Food supply / food quality & availability / nutritional levels/ of soil/ unsustainable food methods/ cruel food production/ imported food/ veganism not promoted/ lack of local food | 211 | **19%** |

| | | |
|---|---|---|
| Government Inaction or bad policies/ Local Gov inaction or bad policies /Gov focus on economic growth/ organisations not doing enough/ lack of strategy/ capitalism driving decisions/ not enough enforcement/ carbon offsetting allowed/ irresponsible organisations & industries | 150 | **13%** |
| People's behaviour and actions/attitudes to climate change/ lack of understanding among the public/ lack of env. Education/ educate children/ overconsumption/ using vehicles on open land/ SUV's/ overpopulation/ INCONSIDERATE VEHICLE USE and camping IN COUNTRYSIDE/ supporting the aged/ repair more | 140 | **13%** |
| Poor farming practice / non environmental farming methods / help farmers | 126 | **11%** |
| Poverty / inequality /social disruption/ war /communities falling apart / inequality / lack of humanity to each other/ future pandemics/ extreme politics/ mass climate migration/ technology taking over/ poor healthcare/ overwork/ zoonotic diseases/ not enough jobs/ businesses failing/ war/ Global trading bringing in plant, animal, and human diseases | 112 | **10%** |
| Plastic use / effect of plastics and microplastics on health and the environment | 111 | **10%** |
| Building and planning policies / other policies that negatively affect the environment | 107 | **10%** |
| Loss of green spaces/ inaccessibility of green spaces | 99 | **9%** |
| Need more renewable energy / not enough electricity generated /depletion of non-renewable energy sources / fuel insecurity/ wind farms in wrong places/ solar arrays too large/ nuclear energy/ electricity losses due to masts in rural areas/ earthquakes from fracking | 90 | **8%** |
| Waste and littering / rubbish everywhere/ landfill/ fly tipping | 82 | **7%** |
| Having to use a car/ lack of suitable/ safe / green public transport in my area / too many cars/ too much air travel/ more use of EV's needed/ petrol reliance | 82 | **7%** |
| Affordability - cost of local food / I cannot afford the env solutions - e.g., EV / affordable local produce/ grants needed for installing sustainable energy cost / solar panels / retrofitting / trains need to be affordable | 72 | **6%** |
| Energy prices | 63 | **6%** |
| Implications for human health and mental health / wellbeing | 60 | **5%** |

| | No. | % |
|---|---|---|
| Housing related issues - people need land to grow food /housing shortages / unable to buy or rent land / lack of sustainable housing / unsuitable house for EV charging / poor internet at home / no driveway/ energy saving homes/ better creative building methods/ too many 2nd homes/ landlords not providing alternative energy | 44 | **4%** |
| Lack of infrastructure / no good environmental options available / poor recycling facilities / badly thought out EV's/ difficult to get renewable energy solutions/ need solutions that deliver now/ bad practice/ no community resilience | 32 | **3%** |
| Decimation of rural communities / farmers leaving the industry/ protect and work with farms and farmers/ listen to rural dwellers | 19 | **2%** |
| All will survive / general negative comment re environmentalism/ having my freedom limited when businesses do wrong | 14 | **1%** |
| Hunting | 9 | **1%** |
| Other comment re questionnaire or unrelated issue | 3 | **0%** |

# Annex B3

**Question 6. Imagine life in 2050 – think about how different life may be for you or your family. Describe the future natural environment that you would choose.**

| Percentage based on 2758 respondents to this question. | No. | % |
|---|---|---|
| Greener / more sustainable / thoughtful / informed lifestyles /funded sustainability measures / slower lives / heathy / clean/ less materialism / composting /less travel /  air travel /more education and spend on sustainability /Jobs in green economy/ Sustainability driving decisions e.g., planning /nature-based solutions/ circular economy / taxed consumption / disincentives / fines  for non-green personal behaviour / look to e.g., Scandinavia & Switzerland/ less pets/ global warming addressed/ look to the greener past /plant based food / veganism / low meat diets/ sustainable shopping/ More WFH / 4 day weeks/ van delivery coordination / self-sufficient lifestyles/ technology to help environmentalism/ doughnut economics | 1331 | **48%** |

| | | |
|---|---|---|
| More / more accessible green public spaces/ community gardens in both rural and urban areas/ wild areas / variety in landscape / nature recovery network / controlled wild camping/ protected habitats/ rewilding/ green corridors/ countryside like it was in the past | 1256 | **46%** |
| Localism - communities joining together /local living / self-sustainability /growing & producing organic food locally & at home/local shops /better communities /volunteers /less litter /beach clean ups /monitored local development plans / working together / sustainable local diets / grant-aided localism /less "greenwashing"/ local management of resources/ free Welsh lessons/ citizen groups/ respect for Welsh language/ rural living/ 15 min cities | 981 | **36%** |
| Increased biodiversity / more wildlife / native species /legally protected species/ wildlife protected | 905 | **33%** |
| Transformed / efficient / diverse / subsidised / affordable public transport / net zero PT / free public local transport /less car & motorbike use / car share schemes / bikes on PT / active travel / horses in active travel/ prioritised use of cars / horse-power/ better roads/ less traffic/ lpg cars/ PT on water - canals/ rivers / ferries | 791 | **29%** |
| Sustainable land management / varied land management /organic agriculture / protected habitats / less runoff & landfill / support for farming communities / regenerative agriculture/ support for farmers to farm sustainably | 764 | **28%** |
| Clean rivers / waters / seas and better management of them / creative use of marine resources / better flood defences/ marine reserves/ non fluoridation/ plentiful water | 716 | **26%** |
| Renewable energy / affordable energy /solar energy /better use of renewable energy (storage) / off-grid energy / green energy grants / reconsider location of wind turbines / methane from human waste/ well considered renewable energy sites/ local energy no wind farms/ nuclear energy/ energy efficiency/ less energy waste | 704 | **26%** |
| Less waste inc food waste /less packaging / less plastic / no plastic /better recycling / reusing / less waste/ upcycling /less fly tipping/ less black plastic silage wrap | 687 | **25%** |
| Clean air / less pollution of all kinds inc light pollution/ NO RFR/ less industrial pollution /less/ no pesticide use / no sewerage discharge | 682 | **25%** |
| More trees / forestry / better woodland management / reforestation / peatland and bog restoration | 611 | **22%** |

| | | |
|---|---|---|
| Sustainable homes and buildings/ solar panels on new builds / passivhaus / affordable sustainable local homes / retrofitted homes / use of empty buildings / less or no second homes | 461 | **17%** |
| More cycling and walking / safe cycling / safe walking / active travel/ better walking and cycling routes | 303 | **11%** |
| Better policies/ ecocide laws/ governing / enforcement in place / action is taking place/funding /better organisations / legislation / co-working organisations / enforcement/ better / different government & planning policies / good carbon policies / public organisations being effective/ budgets in place/ fines and taxes in place | 302 | **11%** |
| Coexistence with nature / in harmony with nature /respect for countryside | 226 | **8%** |
| More equality/ less poverty / less fuel poverty / food & water more available, address needs, better pay and work, more affordable green options/ improve local democracy/ better quality of life / no more second homes/ better health care and social care / funding the police/ help other poor countries/ reverse population decline/ higher standards of living/ affordable sustainable food/ free degree level education for all/ accept climate change refugees | 223 | **8%** |
| Better development policies/ limited urbanisation / agricultural land retained /more building in brown areas/less development and building in green areas / use of older buildings / no unnecessary building/ pedestrianize more towns to improve social lives | 217 | **8%** |
| Easier for EV's or Hydrogen Vehicles / more charging points / cheaper EV's / car share EV's as sole private transport /hydrogen hubs for public vehicles / electrified roads | 203 | **7%** |
| Businesses behave more sustainably/ Industry has changed practice / businesses have more green behaviour / taxed for not behaving in a green manner | 172 | **6%** |
| No factory farming /less intensive farming / no animal farming / less subsidised farming | 159 | **6%** |
| General negative comments about the future / apocalyptic comments /won't be a future / lack of freedom / consumed by waste / rising seas / peasants will be poor/ tetanus/ food shortages | 157 | **6%** |

| | | |
|---|---|---|
| Balance between businesses / economic imperative & Govt on sustainability issues / embrace the "right" kind and amount of tourism / nature tourism/ Wales to take own path /Wales leading the way/ Wales as a green destination/ ecotourism/ fewer quad bikes | 78 | **3%** |
| Address population growth sensitively / smaller population/ less migration / less immigration | 69 | **3%** |
| Weather – either more or less extreme weather / more natural weather patterns/ will be hotter | 51 | **2%** |
| Hunting banned / less hunting /no lab animals/ don't collar animals | 41 | **1%** |
| Green workplaces / working in "nature" spaces / closer workspaces or WFH in nature/ reduce working week | 11 | **0%** |
| Too much tourism in rural areas / regulate tourism / no freedom / too woke/ too many people from cities visiting/ too much off-roading/ move off roaders to other spaces/ better tourist behaviour | 9 | **0%** |
| Very different / flying cars / a bit different | 8 | **0%** |
| CO2 not a problem / stop doomsayers /humans do not cause climate change/ there will be no change in 2050 | 7 | **0%** |
| An improvement on today | 6 | **0%** |
| Energy independence & security | 4 | **0%** |
| Questionnaire Comment | 4 | **0%** |
| World peace | 3 | **0%** |
| No change needed | 2 | **0%** |
| Recognition that conservation-based shooting& partnerships play a part | 1 | **0%** |
| Remove the Welsh language Act and Welsh Administration | 1 | **0%** |

# Annex B4

## Question 4. What action would you like Wales to take as a nation to address environmental issues?

## Qualitative responses received to 'other' action

| Percentage based on 533 respondents to this question. | No. | % |
|---|---|---|
| Less inaction, more monitoring and understanding, education, accountability, taxes, and enforcement, more government action, better planning rules, better organisations, better education, survey farmland before & after initiatives | 91 | **17%** |
| All or most of these factors mentioned above | 59 | **11%** |
| Cleaner waters and better marine management /coastal protection/ more flood protection | 55 | **10%** |
| Sustainable, clean land use, regenerative diverse agriculture, and support for agricultural communities | 53 | **10%** |
| Appropriate renewable energy / less inappropriate energy sources / more help with energy for consumers / less wood burning / less energy waste | 45 | **8%** |
| Less, "better" or no plastic, improved recycling & reuse rates, less waste / less litter / better packaging | 45 | **8%** |
| More appropriate trees, hedging & forests, better woodland management | 44 | **8%** |
| Increasing biodiversity / bio mediation and rewilding, including in cities / habitat protection / connectivity / corridors between natural habitats more investment in National & Country Parks & SSI's | 43 | **8%** |
| Greener more "aware" lifestyles in general, across whole of Wales, and less materialistic wasteful lives. Less air travel, focus less on economic growth, WFH, eco shopping | 33 | **6%** |
| Transformed, efficient, affordable, or free public transport, less car use / better roads /diverse transport inc better use of horses/ bridleways / footpaths | 32 | **6%** |
| Localism - food growing, community action, local shopping | 27 | **5%** |

| | | |
|---|---|---|
| Help people have more sustainable affordable homes / well-built / insulated /repurposed homes / grants to improve housing / in appropriate areas/ build only where infrastructure is right | 25 | **5%** |
| Limit urbanisation, limit building on green fields & flood plains, keep agricultural land /less inappropriate developments/ reduce house building in countryside for city commuters | 22 | **4%** |
| Green spaces - more of them, more accessible, wild areas, in both rural and urban areas / les tarmac pathways/ better SSI's | 19 | **4%** |
| Less pollution /Wireless pollution / nuclear dust / greenhouse gasses / pesticide in weed control on roads & pavements / Remove 5G & 6G/ change street lighting colours and timings/ EMF's | 16 | **3%** |
| Stop landowners and big business using land inappropriately / industrial waste/ Need to decarbonise the economy | 15 | **3%** |
| Less intensive farming and less or no factory farming | 15 | **3%** |
| More people eating less or no meat / vegan diets | 12 | **2%** |
| Address population growth | 11 | **2%** |
| Limit rural visitors / stop blaming farmers / stop farmers/ allow country people to manage the land/ more freedom to farmers | 9 | **2%** |
| Coexistence with nature, a citizen's assembly, better connected to nature/ proactivity | 6 | **1%** |
| Improve sewerage treatment and infrastructure | 6 | **1%** |
| More safe cycling and safe walking | 5 | **1%** |
| Stop vehicles using open land inappropriately | 4 | **1%** |
| Hunting banned, less hunting | 4 | **1%** |
| No second homes /limit second homes | 3 | **1%** |
| Ones that do not raise cost of living for the public / use public money more wisely | 3 | **1%** |
| Electric vehicles & charging network being more accessible | 3 | **1%** |
| Less house building in general | 3 | **1%** |
| Questionnaire comment | 3 | **1%** |
| Encourage entrepreneurs in the sustainability area, use skilled people more | 2 | **0%** |
| Dispel myth of net zero carbon | 2 | **0%** |
| Peatland & Bogland restoration | 2 | **0%** |
| Too late / negative comment | 1 | **0%** |
| Stop spending on Welsh language | 1 | **0%** |
| Stop bottling Welsh water | 1 | **0%** |
| World hunger | 1 | **0%** |

# Annex B5

**Question 5. What do you think are the three most important actions to take over the next 10 years, and who should be taking them?**

## ACTION 1

| Percentage based on 2893 respondents to this question. | No. | % |
|---|---|---|
| Progress on green energy, grants for energy, appropriate green energy, diverse energy production methods / ban wood burning / affordable energy/ | 504 | **17%** |
| Protect nature / habitats / better biodiversity / more green spaces/ more accessible green spaces/linked green spaces / rewilding / help the vulnerable (e.g., flooding risk) | 301 | **10%** |
| Less waste, more recycling and reuse, less or no plastic, less food waste / less litter | 295 | **10%** |
| Cut carbon emissions / cut methane / greenhouse gas emissions / global effects, other countries too | 278 | **10%** |
| More sustainable/ diverse / ethical land use -changes in farming methods / change subsidies/ less animal farming | 276 | **10%** |
| Greener transport improved public transport and roads, active travel, electric vehicles, green travel, and parking policies (taxation), less air travel, less unnecessary travel, varied e.g., horses, less use of quads & off road bikes on land/ mandatory cycle lanes | 240 | **8%** |
| Ecoliteracy. Changed sustainable, healthier lifestyles and ways of thinking. Circular economy. Less consumption, more nature-focused lives, more educating of people regarding the environment, less materialism, more veganism, less meat and dairy consumption, low carbon economy. WFH more. Circular economy. | 228 | **8%** |
| Less pollution of all kind and pesticide use - land / water/ sewerage & slurry pollution / cleaner air | 200 | **7%** |
| Improve rivers and lakes, marine management, fishing sustainably, coastal erosion, flood management/ save water | 172 | **6%** |
| Localism - more local food growing, WFH/ self-sufficiency, more local initiatives / working together / less importing / food security/ ask women/ access to local land for growing | 150 | **5%** |

| | | |
|---|---|---|
| More action /funding / legislation / co-working / enforcement/ better / different gov & planning policies / realistic carbon budgets / better organisations | 148 | **5%** |
| Better forestry & peatland management, more appropriate trees & hedging | 116 | **4%** |
| Less building / development on green spaces & flood lands/ renovate empty buildings / more brownfield dev | 114 | **4%** |
| Reduce energy usage / waste less energy /less expensive energy | 99 | **3%** |
| More sustainable homes/ buildings, retrofitting, insulation, incentives to do so | 98 | **3%** |
| Address climate change / global warming | 97 | **3%** |
| Businesses to behave more sustainable / Industry to change practice | 33 | **1%** |
| Address population growth | 29 | **1%** |
| More equality, less poverty / less fuel poverty / food & water more available, address local needs with facilities, better pay and work, more affordable green options/UBI/ improve local democracy/ better quality of life / no more second homes | 20 | **1%** |
| Energy Security | 13 | **0%** |
| Ban hunting / police hunting ban culling | 6 | **0%** |
| Stop 5G / 6G / EMF / radiation | 5 | **0%** |
| More conservation & climate change professionals / expert staff/ jobs in environmentalism/ use the data | 5 | **0%** |
| Less tourism/ less in wild places / tourism tax on holiday homes | 4 | **0%** |
| CO2 not a problem /stop doomsayers | 3 | **0%** |
| Build resilience to storms | 1 | **0%** |
| COVID | 1 | **0%** |
| Stop spending on Welsh language | 1 | **0%** |
| Apocalyptic comment | 1 | **0%** |

## ACTION 2

| Percentage based on 2857 respondents to this question. | No. | % |
|---|---|---|
| Protect nature / habitats / better biodiversity / more green spaces/ linked green spaces / / rewilding / help the vulnerable (e.g., flooding risk)/ extend nature reserves/ wildlife protection | 407 | **14%** |
| Less waste, more recycling and reuse, less or no plastic, less food waste / less litter | 403 | **14%** |
| Progress on green energy, grants for energy, appropriate green energy, diverse energy production methods / ban wood burning / affordable energy/ start fracking for gas | 350 | **12%** |
| More sustainable/ diverse / ethical land use -changes in farming methods / change subsidies/ change from animal farming/ allow predator control | 320 | **11%** |
| Changed sustainable, healthier lifestyles and ways of thinking. Less consumption, more nature-focused lives, more educating of people regarding the environment, veganism, less meat and dairy consumption, low waste food, low carbon economy. WFH more. Circular economy. | 276 | **10%** |
| Greener transport improved public transport and roads, active travel, electric vehicles, green travel, and parking policies (taxation), less air travel, less unnecessary travel, varied e.g., horses, less use of quads & off road bikes on land/ mandatory cycle lanes/ no red diesel use by farmers/ bike & walk more | 269 | **9%** |
| Less pollution of all kind and pesticide use - land / water/ sewerage & slurry pollution / cleaner air | 229 | **8%** |
| Localism - more local food growing, self-sufficiency, WFH, more local initiatives e.g., energy/ working together/ less importing / food security | 222 | **8%** |
| Improve rivers and lakes, marine management, fishing sustainably, coastal erosion, flood management/ save water | 191 | **7%** |
| Better forestry agroforestry & peatland management, more appropriate trees & hedging | 176 | **6%** |
| More action /funding / legislation / co-working / enforcement/ better / different gov & planning policies / realistic carbon budgets / subsidise green choices | 165 | **6%** |
| More sustainable homes/ buildings, retrofitting, insulation/ use of grey water | 109 | **4%** |

| | | |
|---|---|---|
| More diverse building initiatives /less unnecessary building / development on green spaces& flood lands/ renovate empty buildings / more brownfield dev/ green building programme / home improvements | 87 | **3%** |
| Cut carbon emissions / cut methane / greenhouse gas emissions / global effects, other countries too | 86 | **3%** |
| Reduce energy usage / waste less energy /less expensive energy | 77 | **3%** |
| Address climate change / global warming | 54 | **2%** |
| Businesses to behave more sustainable / Industry to change practice | 51 | **2%** |
| Less poverty / less fuel poverty / food & water more available, address local needs with facilities, protect Welsh language, better NHS / better pay and work, more affordable green options/ improve local democracy/ better quality of life / no more second homes/ more jobs/ stop brain drain/UBI/Reduce cost of living / make all green options affordable/ interest free long-term loans to do so/ less world hunger | 35 | **1%** |
| Address population growth | 14 | **0%** |
| Less tourism/ less in wild places / tourism tax on holiday homes | 6 | **0%** |
| Ban hunting / police hunting / ban culling | 6 | **0%** |
| Energy security | 4 | **0%** |
| Stop 5G / 6G / EMF / radiation | 3 | **0%** |
| More conservation & climate change professionals / expert staff/ jobs in environmentalism/ use the data use the science | 3 | **0%** |
| CO2 not a problem / stop doomsayers | 1 | **0%** |
| Apocalyptic comment | 1 | **0%** |
| Questionnaire comment | 1 | **0%** |

## ACTION 3

| Percentage based on 2805 respondents to this question. | Amount | % |
|---|---|---|
| Less waste, more recycling, upcycling, repair and reuse, less or no plastic, less food waste, less litter, more upcycling companies to be encouraged, making things at home, don't waste water | 412 | **15%** |
| Changed sustainable, healthier lifestyles and ways of thinking. Learn from others / Less consumption, more nature-focused lives, more educating of people regarding the environment, veganism, less meat and dairy consumption, low / zero carbon economy. WFH more. Circular economy / time off work for env work/ understand the countryside better/ doughnut economics | 396 | **14%** |
| Protect nature / habitats / better biodiversity / more green spaces/ linked green spaces / / rewilding / help the vulnerable (e.g., flooding risk) | 375 | **13%** |
| More sustainable/ diverse / ethical land use -changes in farming methods / change subsidies / support & listen to farmers | 282 | **10%** |
| Greener transport improved public transport and roads, active travel, electric vehicles, green travel, and parking policies (taxation), less air travel, less unnecessary travel, varied e.g., horses, less use of quads & off road bikes on land/ mandatory cycle lanes / canals for transport/ more walking/ affordable PT | 275 | **10%** |
| Localism - more local food growing, self-sufficiency, WFH/ more local initiatives / working together / less importing / food security/ people helping other with repair schemes / 15 -minute cities/ sustainable food | 263 | **9%** |
| Progress on green energy, grants for energy, appropriate green energy, diverse energy production methods / ban wood burning / affordable energy/ tidal power - we are an island | 254 | **9%** |
| Less pollution of all kind and pesticide use - land / water/ sewerage & slurry pollution / cleaner air | 197 | **7%** |
| More action /funding / legislation / co-working / enforcement/ better / different government & planning policies / realistic carbon budgets /more campaigns | 190 | **7%** |
| Improve rivers and lakes, marine management, fishing sustainably, coastal erosion, flood management/ save water | 176 | **6%** |
| Better forestry, hedgerow & peatland management, more appropriate trees & hedging | 143 | **5%** |

| | | |
|---|---|---|
| Less building / development on green spaces& floodlands/ renovate empty buildings / more brownfield dev | 105 | **4%** |
| More sustainable homes/ buildings, retrofitting, insulation | 98 | **3%** |
| Reduce energy usage / waste less energy /less expensive energy | 94 | **3%** |
| Cut carbon emissions / co2 / cut methane / greenhouse gas emissions / global effects, other countries too | 74 | **3%** |
| Businesses to behave more sustainable / Industry to change their practice / reward businesses for green behaviour / tax for not | 44 | **2%** |
| Equality / less poverty / less fuel poverty / food & water more available, address local needs with facilities, better pay and work, more affordable green options/ improve local democracy/ better quality of life / no more second homes/ better health care and social care / funding the police/ help other poor countries/ reverse population decline/ more social housing/ green subsidies/ protect people of every race and culture | 42 | **1%** |
| Address climate change / global warming / have climate assemblies/ Natural climate change | 32 | **1%** |
| Address population growth | 12 | **0%** |
| Ban hunting / police hunting ban culling / don't kill wolves | 8 | **0%** |
| Less tourism/ less in wild places / stop trespassing/ tourism tax on holiday cottages | 7 | **0%** |
| More conservation & climate change professionals / expert staff/ local jobs caring for the environment/ Invest in support for the biological recording community including training and volunteer/listen to the science | 6 | **0%** |
| Use more green spaces for tourism & activities / promote Wales' attractions better | 4 | **0%** |
| Energy security | 4 | **0%** |
| Find alternative metal sources | 3 | **0%** |
| CO2 not a problem / stop doom sayers /humans do not cause climate change | 2 | **0%** |
| Protect night skies - change street lighting | 2 | **0%** |
| Build resilience to storms / bad weather | 1 | **0%** |
| Stop 5G / 6G / EMF / radiation | 1 | **0%** |
| No war | 1 | **0%** |
| Regenerative tourism | 1 | **0%** |

## ACTIONS 1-3 COMBINED

| Percentage based on all respondents to this question. Therefore - phraseology = by combining the responses across all 3 actions, % of respondents who answered this question said… | ACTION 1 | ACTION 2 | ACTION 3 | COMBINED DATA | % |
|---|---|---|---|---|---|
| Less waste, more recycling and reuse, less or no plastic, less food waste / less litter | 295 | 403 | 412 | 1110 | 38% |
| Progress on green energy, grants for energy, appropriate green energy, diverse energy production methods / ban wood burning / affordable energy/ | 504 | 350 | 254 | 1108 | 38% |
| Protect nature and species/ habitats / better biodiversity / more green spaces/ more accessible green spaces/linked green spaces / rewilding / | 301 | 407 | 375 | 1083 | 37% |
| Ecoliteracy. Changed sustainable, healthier lifestyles and ways of thinking. Circular economy. Less consumption, more nature-focused lives, more educating of people regarding the environment, less materialism, more veganism, less meat and dairy consumption, low carbon economy. WFH more. Circular economy. | 228 | 276 | 396 | 900 | 31% |
| More sustainable/ diverse / ethical land use - changes in farming methods / change subsidies/ less animal farming | 276 | 320 | 282 | 878 | 30% |
| Greener transport improved public transport and roads, active travel, electric vehicles, green travel, and parking policies (taxation), less air travel, less unnecessary travel, varied e.g., horses, less use of quads & off road bikes on land/ mandatory cycle lanes | 240 | 269 | 275 | 784 | 27% |
| Localism - more local food growing, WFH/ self-sufficiency, more local initiatives / working together / less importing / food security/ ask women/ access to local land for growing | 150 | 222 | 263 | 635 | 22% |
| Less pollution of all kind and pesticide use - land / water/ sewerage & slurry pollution / cleaner air | 200 | 229 | 197 | 626 | 22% |
| Improve rivers and lakes, marine management, fishing sustainably, coastal erosion, flood management/ save water | 172 | 191 | 176 | 539 | 19% |
| More action /funding / legislation / co-working / enforcement/ better / different gov & planning policies / realistic carbon budgets / better organisations | 148 | 165 | 190 | 503 | 17% |

| | | | | | |
|---|---|---|---|---|---|
| Cut carbon emissions / cut methane / greenhouse gas emissions / global effects, other countries too | 278 | 86 | 74 | 438 | **15%** |
| Better forestry & peatland management, more appropriate trees & hedging | 116 | 176 | 143 | 435 | **15%** |
| Less building / development on green spaces & floodlands/ renovate empty buildings / more brownfield development | 114 | 87 | 105 | 306 | **11%** |
| More sustainable homes/ buildings, retrofitting, insulation, incentives to do so | 98 | 109 | 98 | 305 | **11%** |
| Reduce energy usage / waste less energy /less expensive energy | 99 | 77 | 94 | 270 | **9%** |
| Address climate change / global warming | 97 | 54 | 32 | 183 | **6%** |
| Businesses to behave more sustainable / Industry to change practice | 33 | 51 | 44 | 128 | **4%** |
| More equality, less poverty / less fuel poverty / food & water more available, address local needs with facilities, better pay and work, more affordable green options/UBI improve local democracy/ better quality of life / no more second homes | 20 | 35 | 42 | 97 | **3%** |
| Address population growth | 29 | 14 | 12 | 55 | **2%** |
| Energy Security | 13 | 4 | 4 | 21 | **1%** |
| Ban hunting / police hunting ban culling | 6 | 6 | 8 | 20 | **1%** |
| Less tourism/ less in wild places / tourism tax on holiday homes | 4 | 6 | 7 | 17 | **1%** |
| More conservation & climate change professionals / expert staff/ jobs in environmentalism/ use the data | 5 | 3 | 6 | 14 | **0%** |
| Stop 5G / 6G / EMF / radiation | 5 | 3 | 1 | 9 | **0%** |
| CO2 not a problem / stop doomsayers | 3 | 1 | 2 | 6 | **0%** |
| Use more green spaces for tourism & activities / promote Wales's attractions better | 0 | 0 | 4 | 4 | **0%** |
| Find alternative metal sources | 0 | 0 | 3 | 3 | **0%** |
| Protect night skies - change street lighting | 0 | 0 | 2 | 2 | **0%** |
| Build resilience to storms | 1 | 0 | 1 | 2 | **0%** |
| Apocalyptic comment | 1 | 1 | 0 | 2 | **0%** |
| No war | 0 | 0 | 1 | 1 | **0%** |
| Regenerative tourism | 0 | 0 | 1 | 1 | **0%** |
| COVID | 1 | 0 | 0 | 1 | **0%** |
| Stop spending on Welsh language | 1 | 0 | 0 | 1 | **0%** |
| Questionnaire comment | 0 | 1 | 0 | 1 | **0%** |

# Annex B6

## Question 19. If you had to choose one action Wales could make to protect its environment, what would this be?

| Percentage based on 1141 respondents to this question. Therefore - phraseology = % of respondents who answered this question said… | No. | % |
|---|---|---|
| More sustainable/ diverse / ethical land use -changes in farming methods / change subsidies / support & listen to farmers/ organic / biodiverse food production / no intensive farming | 220 | **19%** |
| Better organisations in charge/ better Gov & local Gov work on the matter /more action /gov funding / legislation/ pollution taxes / co-working / more enforcement/ better / different gov & planning policies / realistic carbon budgets /more campaigns/ no offsetting policies/ stop having economic growth as main goal | 202 | **18%** |
| Progress on green energy, offshore tech/ more grants for energy, more appropriate green energy methods, diverse energy production methods / ban wood burning / affordable energy/ biofuels from plant feedstock | 175 | **15%** |
| Protect nature / habitats / better biodiversity / more green spaces/ linked green spaces / rewilding / | 147 | **13%** |
| Changed sustainable, healthier lifestyles and new ways of thinking. Less consumption, more nature-focused lives, common sense /more educating of people regarding the environment, veganism, less meat and dairy consumption, low / zero carbon economy. WFH more. Circular economy / time off work for environmental work/ understand the countryside better/ public goods for public money/ use fungi more/ post-growth economy | 131 | **11%** |
| Better forestry & peatland / bogland management, more appropriate trees & hedging/ restore the Upland Cambrian temperate rainforest | 106 | **9%** |
| Less building / development on green space s& flood lands/ renovate empty buildings / more brownfield dev/ better planning policies/ no retrospective developments | 106 | **9%** |

| | | |
|---|---|---|
| Improve rivers and lakes, marine management, fishing sustainably, coastal erosion, flood management/ save water | 102 | **9%** |
| Less pollution of all kind and pesticide use - land / water/ sewerage & slurry pollution / cleaner air/ phosphates | 102 | **9%** |
| Greener transport improved public transport and roads, more bypasses/ active travel, subsidise electric vehicles, green travel, and parking policies (taxation), less air travel, less unnecessary travel, varied e.g., horses, less use of quads & off road bikes on land/ mandatory cycle lanes / canals for transport/ more walking and cycling | 100 | **9%** |
| Less waste, more recycling, upcycling, repair and reuse, less or no plastic, less food waste, less litter, more upcycling companies to be encouraged | 74 | **6%** |
| Localism - more local food growing, self-sufficiency, more local initiatives / working together / less importing / food security/ people helping other with repair schemes /15-minute cities | 61 | **5%** |
| More sustainable homes/ buildings, retrofitting, insulation/ green rooves | 47 | **4%** |
| Cut carbon emissions / co2 / cut methane / greenhouse gas emissions / global effects, other countries too | 37 | **3%** |
| Businesses to behave more sustainably / Industry to change their practice / reward businesses for green behaviour / tax for not | 28 | **2%** |
| Reduce energy usage / waste less energy /less expensive energy | 19 | **2%** |
| Can't choose just one/ no one fix | 18 | **2%** |
| Address population growth | 13 | **1%** |
| Less poverty / less fuel poverty / food & water more available, address local needs with facilities, better pay and work, more affordable green options/ improve local democracy/ better quality of life / no more second homes/ better health care and social care / funding the police/ help other poor countries/ reverse population decline/ more social housing | 12 | **1%** |
| Energy Security/ self-sufficient in energy | 12 | **1%** |
| Balanced level of tourism / less tourism/ less in wild places / stop trespassing/ tourism tax on holiday cottages | 11 | **1%** |

| | | |
|---|---|---|
| Address climate change / global warming / have climate assemblies/ nature-based solutions to climate change | 9 | **1%** |
| Use more green spaces for tourism & activities / promote Wales's attractions better/ promote Wales as litter free to fire public action in Wales | 7 | **1%** |
| More conservation & climate change jobs / professionals / expert staff/ nature wardens | 7 | **1%** |
| Ban hunting / police hunting/ ban culling / stop the artificial release of game birds | 6 | **1%** |
| Negative comments - Public transport is not the answer / stop projects that don't work | 3 | **0%** |
| $CO_2$ not a problem / stop doom sayers /humans do not cause climate change | 2 | **0%** |
| Stop 5G / 6G / EMF / radiation / masts | 1 | **0%** |

# Annex B7

**Question 22. What, if anything, prevents you from making changes to your lifestyle for the environment?**

**Qualitative responses received to 'other' factors**

| Percentage based on 369 respondents to this question. | No. | % |
|---|---|---|
| Responsible organisations need to act / remind us more / better planning rules/ government / local government not doing enough/ they need to motivate us more / more incentives & support needed / more environmental labelling/ not enough info/ grants needed / oil-based infrastructure/ capitalism/ need legislation/ not enough active promotion | 103 | **28%** |
| I cannot afford the solutions - e.g., EV / affordable local produce/ sustainable energy / solar panels / retrofitting / trains need to be affordable/ payback time on loans is too long | 51 | **14%** |
| Lack of suitable/ safe public transport in my area / too many cars/ no way of charging an EV (no driveway) | 49 | **13%** |
| I am always looking to improve my efforts / will do more/ I am very active in this area / I am open to suggestions / I do what I can/ overwhelmed/ shyness (don't want to make a scene)/ would like to do more/ still educating myself/ clashes with partner on the issue | 46 | **12%** |
| Target "others" more - e.g., the wealthy / industry /farmers with slurry / companies that "greenwash"/ lack of community cooperation /other family members are not doing so/ polluting industry/ frequent fliers / my effect is minimal/ 4x4 vehicles/ built in obsolescence of our goods/ there is no population control anyway/ my effect is so small/ obsolescence of goods mitigates against it | 35 | **9%** |
| Infrastructure - Lack of facilities e.g., particular recycling or repair cafes /people to install insulation / cycle lanes/ walking routes / bridleways /local jobs / lack of choices in general/ no repair people for solar panels | 27 | **7%** |
| Disabled / infirm /elderly / poor health/ conditions that make it difficult | 26 | **7%** |

| | | |
|---|---|---|
| Lack of time / inherited habits / personal character (old, disillusioned, and lazy)/ difficult and expensive to do the right thing/ some people have no time/ cultural norms / peer pressure to consume/ difficult to give up some things | 23 | **6%** |
| Live in rural area - (oil heating / car needed)/ electric vehicles & towing issues | 18 | **5%** |
| Lack of good options regarding sustainable packaging | 16 | **4%** |
| Other comment re questionnaire or unrelated issue | 16 | **4%** |
| Lack of options in general / lack of knowledge/ information regarding sustainable energy / sustainable fuel/ sustainable options in general | 14 | **4%** |
| Need a car for my job / for my life/ to travel far afield / not everyone can cycle/ EV not suitable for my needs / cycling not safe | 13 | **4%** |
| Lack of options regarding local produce / produce I want | 11 | **3%** |
| Housing related issues - unable to buy or rent land / lack of sustainable housing / unsuitable house for EV charging / poor internet at home / no driveway | 9 | **2%** |
| The systems and options are not good enough yet / lack of infrastructure | 5 | **1%** |
| There is no need / nothing is preventing me | 5 | **1%** |
| Family abroad & I need to fly to see them/ difficult to give up foreign travel | 3 | **1%** |

# Annex B8

**Question 17. Which of the following changes would you be willing to make, or have you already made, to protect the environment?**

**Qualitative responses to 'other' options**

| Percentage based on 684 respondents to this question. | No. | % |
|---|---|---|
| Work, lobby, champion, or volunteer in climate change area/ join a litter picking or other community action group/ educate others/ campaign/ vote for a party that will make a difference / encourage others to be green/ encourage borrowing library/ offset carbon/ promote localism more/ sharing goods/ advocate on the issue | 155 | **23%** |
| Change personal habits - products used / buying second hand/ no plastic use/ low flow water products/ compost toilet/ use less water /buy organic /use wool more/ buy local/ repair and make things/ buy less/ wear warm clothing indoors/ water butts / reduce energy use / no peat in compost/ buy less unethical goods/ buy refills/ temperature down in house/ cloth nappies/ give up smoking/ no garden chemicals/ eat no meat & less dairy | 125 | **18%** |
| Already do as much as I can / list reasons why can't do more/ will do anything that is required/ I do a lot and am willing to do more | 117 | **17%** |
| Solar panels / green energy / source heat pumps/ community renewable energy/ burn less wood or coal | 106 | **15%** |
| Mentions of affordability - when I can afford them / when they become cheaper / if there are grants | 75 | **11%** |
| Use public transport more / give up car if viable / cycle to work/ fly less | 66 | **10%** |
| Grow my own food / keep chickens/ buy land to do this/ grow community food/ manage land sustainably | 64 | **9%** |
| Buy local / eat whole food / sustainable diet / plant-based diet / vegetarian diet / eat less meat/ seasonal / shop for local food/ share food to avoid waste/ healthier diet | 62 | **9%** |
| Electric or Hydrogen / hybrid Car/ bikes | 61 | **9%** |
| Other comment not re personal changes | 53 | **8%** |

| | | |
|---|---|---|
| Produce less waste / recycle/ upcycle / compost/ pay to remove waste/ use less plastic / pick up litter/ refill shops | 43 | **6%** |
| Renovate house / insulate house / retrofit/ move to a greenhouse/ green roof/ move to a smaller house | 41 | **6%** |
| Cycling and walking more/ horse riding as transport | 33 | **5%** |
| Plant trees/ hedges/ shrubs/ wild flowers | 30 | **4%** |
| Ethical Investing/ Banking/ Don't use unethical financial organisations | 19 | **3%** |
| Not have children / have fewer children/ foster or adopt children | 16 | **2%** |
| Pay higher taxes if used properly / spend more on items that last/ donate money to environmental projects/ pay more for green energy/ pay to visit national parks/pay more for local food | 15 | **2%** |
| Work from home more / work locally / work for sustainable companies/ online meetings/ 4-day week/ work in a community hub | 15 | **2%** |
| Study / record / encourage / protect wildlife more/ pond for wildlife | 13 | **2%** |
| Comments re questionnaire | 13 | **2%** |
| Holiday in UK / holiday less / fly less / don't fly/ offset flights | 12 | **2%** |
| Study the issue to understand more | 12 | **2%** |
| Do something about polluting bodies and companies / report wildlife crimes | 4 | **1%** |
| General negative comments | 3 | **0%** |
| Not keeping pets | 1 | **0%** |

# Annex B9

## Question 20. What, if anything, needs to change about our relationship with the environment?

| Percentage based on 1106 respondents to this question. | No. | % |
|---|---|---|
| Exploit and plunder nature less / respect it more / care more / extract less / treat it as important as humans / recognise our dependence/ reciprocity/ do not exploit nature/"monetize" environmental costs to help understanding/ stop hunting/ reduce carbon | 537 | **49%** |
| Change the culture / a holistic attitude to the environment -value it over economic growth /less deprivation /a culture change in lifestyles - pride in all of nature - seeing how it affects everything around us / less materialistic lives/ veganism / no meat diets/ circular economy/ more equality & fairness | 260 | **24%** |
| More education regarding nature / campaigns/ learn from others/ environment as central part of education in schools / re-educate communities | 252 | **23%** |
| People need to feel more connected with nature around them | 141 | **13%** |
| More immediate / effective action / inventive Gov policies / incentives / taxes /enforcement / fewer poor decisions / more investment | 139 | **13%** |
| Emphasise importance of individual actions and that inaction has consequences | 138 | **12%** |
| Manage less / allow wilderness / wild areas/ more trees/ more space for nature to thrive/ more accessible green areas/ biodiversity | 114 | **10%** |
| Support for farmers / farm sustainably/ look after the land / change farming policies | 87 | **8%** |
| Recycle / repair reuse more / less plastic/ less waste | 79 | **7%** |
| Localism / local food / local products/ local groups working together to help | 64 | **6%** |
| Pollute less /less pesticides / less insecticides/ pollute rivers less | 59 | **5%** |
| Greener homes / reuse of old buildings and better planning decisions needed/ less second homes/ more affordable homes/ less building on green spaces | 50 | **5%** |
| Litter less/ less rubbish/ fly tipping | 43 | **4%** |

| | | |
|---|---|---|
| Make nature central to all decisions | 38 | **3%** |
| Business / industry to be more environmentally sound/ no built-in obsolescence/ incentivize businesses | 38 | **3%** |
| Tax travel / less air travel /less cars / traffic/ better PT/ lower speed limits/ too much motorbiking in green areas/ less new roads | 38 | **3%** |
| More renewable energy / appropriate green energy / less fossil fuel use/ less energy use | 33 | **3%** |
| Comments re organisations | 21 | **2%** |
| Affordability of solutions - people cannot afford the solutions / cost of living issues | 13 | **1%** |
| Over-population | 9 | **1%** |
| Nature will look after itself / we will adapt/ don't force opinions on others | 7 | **1%** |
| CO2 manmade climate change is fictitious/ we can't change anything | 4 | **0%** |
| Low level street lighting | 2 | **0%** |

# Annex B10

**Question 23. Do you know of any ideas or policies used in other countries that protect the environment and could be adopted in Wales? If so, what do these involve?**

| Percentage based on 739 respondents to this question. | No. | % |
|---|---|---|
| Cheap, free, or subsidised public transport /integrated PT/ electrified PT /efficient PT/ green PT/ better walking & cycling paths & policies / less flights/ more ferry services/ active travel/ more electric charging points/ more park and ride/ no short haul flights/ less road building/ charge more for parking permits/ use trains for freight | 155 | **21%** |
| Recycling standardised /mandatory or done better / ban on all plastics/ better packaging/ less litter & waste/ more refill shops/ more repairing/ right to repair/ retro fitting appliances (e.g., Washing Machines to stop microfibres)/ don't export our waste | 139 | **19%** |
| Eliminate fossil fuel / more innovative & appropriate renewable energy/ anaerobic digesters to create energy from waste / towns powered by local waste/ less investment in fossil fuels/ state energy - profits to country/ create nuclear plants/ fracking/ community energy schemes | 132 | **18%** |
| Green cities / urban planting/ more trees/ better forestation policies/ green areas/ right to roam/Managing National Parks better / green spaces better used/ right to roam/ rewilding/ restore peatland | 125 | **17%** |
| More emphasis on locality and local seasonal food/ community ownership of assets/ self-growing/ libraries of things/ clean up groups/ local assemblies/ local jobs/ WFH/ community food growing/ less importing in general | 98 | **13%** |
| Put nature first /protect nature and wildlife better/ legal protection /"personhood rights" to nature /more care of the natural environment/ Government beekeeping/ reinstate nature/ let nature be/ allow people to buy & protect land/ stop hunting/ biosecurity/reinstate biodiversity | 92 | **12%** |
| Greener homes / better sustainable town planning and house building policies / stronger local housing policies /no second homes/ less building on green areas/ use of grey water/ desalination | 91 | **12%** |

| | | |
|---|---|---|
| Inventive farming /grow hemp / vertical growing /Non intensive farming /look after farmers / end sheep farming subsidies /listen to farmers and rural inhabitants / food producers/ better farming policies/ soli health policy | 81 | **11%** |
| Change in political, business, and economic systems /cultural changes /degrowth /UBI/ doughnut economics/ proportional representation/ planned economies/ citizen income /sustainability education policies/ high taxation / no offshore tax havens/ circular economy/ folk & forest schools/ Happiness Index/ Wellbeing Budget/ Land Banks | 71 | **10%** |
| Stick to policies better / pollution tax /permits / fines/ targets / more compliance enforced /more nature wardens to prevent wildlife crime /fines for e.g., littering and pollution / more testing and enforcement/ use the WFGA/ better laws putting nature first | 58 | **8%** |
| Deposit return schemes | 47 | **6%** |
| More policing of pollution/ pesticides / Make all public water drinkable/ ban chemicals/ stop pollution/ radiation | 36 | **5%** |
| Clean sea and water initiatives / sea level management / marine management | 35 | **5%** |
| Other countries are worse or better/ negative comment / WG to do their homework | 33 | **4%** |
| Incentives / grants/ subsidised green options/ tax rebates | 29 | **4%** |
| References to env studies / things to see and read | 26 | **4%** |
| Businesses to have more responsibility / have green areas/ Every company from 2023 to be B-Corp | 12 | **2%** |
| Move to heathy eating / plant-based diets / meat free days in schools and institutions/ | 12 | **2%** |
| Listening to the science / EU Green Deal/ Use experts in nature and environmental economists to cost nature/ targets | 12 | **2%** |
| Balance tourism / tourism tax/ considered tourism/ use forest bike trails sensibly | 11 | **1%** |
| Ecotourism | 9 | **1%** |
| More equal societies / less poverty/ helping the less well-off to have green solutions/ration purchases/ all people to live in a healthy environment | 8 | **1%** |
| Less population | 6 | **1%** |
| No street lighting on adverts/ businesses at night and in country / light pollution | 5 | **1%** |
| Water fountains | 4 | **1%** |
| Individual responsibilities - own house frontage area clean / clear of snow/ water butts | 4 | **1%** |
| Use of technology | 4 | **1%** |

| | | |
|---|---|---|
| Stop / reassess all farming subsidies | 3 | **0%** |
| Better jobs / less insecure employment / jobs in environmental area | 3 | **0%** |
| Clearer messaging to the public / Make it easier for people | 3 | **0%** |
| Insist on environmental credentials for imports / complying with EU env rules | 2 | **0%** |
| Cotton shopping bags | 2 | **0%** |
| Doctors prescribing time in nature | 1 | **0%** |
| Free sports centres | 1 | **0%** |
| Ban peat use | 1 | **0%** |
| Use of "whitest paint" | 1 | **0%** |

# Annex B11

## Question 24. Share a positive experience you may have had in relation to taking action for the natural environment

| Percentage based on 781 respondents to this question. | No. | % |
|---|---|---|
| Seeing groups and movements doing environmental work /doing an environmental activity myself / litter picking or seeing others do so/ working for the environment/ volunteering / working in an environmental way/ seeing new ideas being used | 303 | **39%** |
| Gardening environmentally at home, or growing trees / hedges or hearing of others do so | 237 | **30%** |
| Seeing more species around Wales /locally / at home/ encouraging wildlife | 165 | **21%** |
| Gov listening to env concerns /I have campaigned /reported bad practice / glad to see campaigns/ protested / signed a petition / discussed the issue / persuaded others/donated money to causes/ completed surveys | 83 | **11%** |
| Grow own food or community food garden/ made own food e.g., jam or wine/ hunting own meat/ community gardening/ new green spaces created | 79 | **10%** |
| Waste less / reuse more / recycle / repair/ use of refills/ compost/ buy second hand/ plastic bag charge | 65 | **8%** |
| Personal habits that are environmentally friendly - insulating house / buying/ using non plastic wrapping / eco-friendly products/ banked or invested ethically/buy less/ Use Olio/ consumer info on green products/ | 58 | **7%** |
| Managing to use car less / more use of PT/ bought an EV or hybrid car/ cycle or walk more/ fly less | 45 | **6%** |
| Changed diet / eat organic/ vegan / vegetarian / eat less meat/ less processed/ less palm oil | 39 | **5%** |
| Seeing localism work / I live more of my life locally / shop local | 37 | **5%** |
| Seeing good land use/humane farming / I no longer farm animals / I farm sustainably | 35 | **4%** |
| Education in the environment/ seeing children educated/Taught Forest School/ Env educationalist / teaching children | 35 | **4%** |
| Green energy use/ use less energy | 33 | **4%** |
| None, negative experience/ negative comment re futility | 29 | **4%** |
| Visiting green spaces /nature sanctuaries/ Feel connected to nature/ love living in Wales | 26 | **3%** |
| Worked from home / commute less | 7 | **1%** |
| Many things/ loads | 6 | **1%** |

| Questionnaire comment | 1 | **0%** |
| --- | --- | --- |

# Annex B12

## Question 25. Do you have any other comments that you would like to make?

| Percentage based on 613 respondents to this question. | No. | % |
|---|---|---|
| Take action now / don't waste time / enforce more / make Wales a leader/ everyone to work together/ more projects / new efforts/ be honest about finances needed/ listen more/ laws with teeth needed/ plan for the future now | 174 | **28%** |
| Politicians/ Government/ Local Government need to do more / do things differently/ wrong people / organisations in charge/ Gov should target businesses/ more funding for environmental issues/ better infrastructure | 129 | **21%** |
| Educate/ Engage the public more/ make things affordable / work with groups/ educate children/ incentivize the public/ give us tips/ give grants/ make grants easier to apply for | 90 | **15%** |
| Suggestions for or negative comments re NRW | 65 | **11%** |
| Culture shift needed - consumerism/ the public need to change/ put nature first / world is overpopulated/ ban plastic/ think of our children's future/ reduce littering/ less waste | 60 | **10%** |
| Look after the land / better forestation and farming policies and practice /look after farmers /national parks / agriculture / the agricultural land / plant trees carefully and with consideration for nature/ no peat use | 56 | **9%** |
| General concerns or negative comments re bad climate change behaviour / electric vehicles not green (batteries)/ local bad practice/ bad experience with NEST & ECO grant schemes | 50 | **8%** |
| Grateful for survey / happy to speak more to someone/ Good luck/ This survey is very commendable | 41 | **7%** |
| Statement of personal aims / personal actions they take / want advice / want to help | 31 | **5%** |
| Comment re Questionnaire | 23 | **4%** |
| Have better building/ development / flood prevention policies in place/ new building methods / more sustainable homes | 22 | **4%** |
| Stop pollution / less pollution | 20 | **3%** |
| Better travel options / public transport needed/ more cycle and footpaths | 19 | **3%** |
| More suitable wind farm locations / More renewable energy use needed / | 18 | **3%** |

| | | |
|---|---|---|
| Glad to be living in Wales/NRW doing well/ Welsh Gov doing well/ WFG Act is good/ example of good behaviour/ | 17 | **3%** |
| Sadness re decline in nature / litter and fly tipping / chicken farms/ current situation | 17 | **3%** |
| Look after nature / species/ we must restore wildlife/ role of microbial diversity | 16 | **3%** |
| Dietary changes are key - veganism / less meat /more sustainable in terms of local organic food | 13 | **2%** |
| Look after seas and waters | 12 | **2%** |
| Address issue like health/ healthcare/poverty/ social cohesion/ disabled people/ equality | 10 | **2%** |
| Actions will pay off eventually / worth the cost/ we can campaign to help/ things are getting better | 7 | **1%** |
| More green spaces / wild areas | 7 | **1%** |
| General negative comment | 5 | **1%** |
| Use wool more, grow hemp, repurpose everything | 2 | **0%** |
| Have more options - allotments | 2 | **0%** |
| Cheaper fuel | 1 | **0%** |
| Care for local communities more / no second homes | 1 | **0%** |