**Survey on the public acceptability of climate change mitigation policies**

**Denmark Video Scripts**

As part of the survey to understand the public acceptability of climate change mitigation policies, we show short videos to random sub-samples of respondents. These videos provide information on a) the **expected local impacts of climate change** in the respective country, and b) on potential **policy options to fight climate change**. Below you will find the draft scripts for Denmark, which will be illustrated in a video. A link to one of the videos used for the United States sample is included below for information. The video scripts need to be broadly comparable across countries, but some specific parts (local climate impacts, green job potentials etc.) need to be tailored to each country. We have adjusted the script content to the Danish context to the best of our knowledge. We would very much appreciate your comments on the local climate impacts or the specific policy designs that we highlighted with comments in the margin to make them as relevant as possible to the Danish context.

For information: The current **US video** is available here: <https://lse.eu.qualtrics.com/WRQualtricsControlPanel/File.php?F=F_bj5mFN15bJnlUbk>

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| **Speech (to be translated to Danish)** | **Image** |
| Over the past decades, humans have been emitting more and more fossil fuels like coal, gas or oil. Burning fossil fuels releases CO2 into the atmosphere. | Graph (if possible, animated) of historic CO2 concentration, next to polluting cars (cars with smoke), planes, and coal power plants / factories (e.g. using <https://www.temperaturerecord.org/> ) |
| Today, the concentration of CO2 in the atmosphere is higher than at any point in time over the last 800,000 years. | Unzoom to show graph of concentration over 800,000 years |
| And it’s the concentration of greenhouse gases like CO2 that drives global temperature. | Show graph of temperatures (e.g. using <https://www.temperaturerecord.org/> ) |
| Climate scientists agree: the build-up of greenhouse gases released by human activity in the atmosphere causes climate change. |  |
| A rapid transition away from fossil fuels is possible and could contain global warming below +2°C. | Extends graph of temperatures with 2°C scenario (e.g. using the figure below), and some windpanels and trees on the side |
| But if greenhouse gas emissions continue on their current trend, the average global warming will be +4°C in 2100 and +7°C in 2200. | Keep previous graph but adds a +4°C scenario (e.g. using the figure below), and on the side now there is a polluting car and a coal power plant / factory |
| This may seem far away, but climate change is already affecting us right now in the places where we live.   * Due to climate change, the sea level is rising. With its 7,300 km of coast, Denmark is particularly vulnerable to sea level rise. Actually, it is one of the European country with the largest costs per capita from sea level rise.[[1]](#footnote-1) | Shows a coast with sea-level rise and a flood. |
| * Moreover, climate change may bring up to 40% more rain to Denmark in winter.[[2]](#footnote-2) Together with sea-level rise, increased precipitation will cause erosion and flooding of low-lying coasts and river valleys. The effects on agricultural crops are uncertain, but yields could slightly increase with moderate warming. | Adds rain to the previous picture, and sea level rises even more. |
| * Climate change will also disrupt ecosystems: most species will migrate to the North, some will disappear. And we expect more oxygen depletion in Danish waters, which will damage marine ecosystems. | Shows a beach with birds where the water becomes green and many algae appear on the sand, then the birds fly away. |
| * The amount air pollution generated by burning of fossil fuels is already responsible for 1,500 deaths in Denmark each year.[[3]](#footnote-3) | Shows a polluting car then a skull with “1,500”. |
| To tackle climate change, we would need to bring greenhouse gas emissions close to zero. This is possible, but requires a deep transformation in the sectors most responsible for these emissions: energy, transport, and industry. | Shows the second figure below. |

**Policy Video Script**

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| **Speech (to be translated to Danish)** | **Image** |
| To fight climate change and avoid an ever-warming climate, we need an array of policies. Climate policies are needed | Curve of temperature is rising, then an item appears and blocks its further increase, then the curve continue to be drawn but flat. This item is a barred red circle inside of which there is a plane and a car with smoke/pollution. |
| to transform the way we produce energy, to make buildings greener, to put greener cars on the roads and reduce our fuel consumption. But these policies also need to protect people’s jobs and incomes. Let’s have a closer look on three possible climate policies. | Each corresponding item appears when its name is pronounced: a wind turbine below a crane, a barred red circle with polluting car, a person with a gallon of oil in one hand and cash in the other where size of gallon diminishes and cash grows. |
| Let’s start with a policy that forces car producers to produce greener cars – **a** **ban on combustion-engine cars**. | Shows a barred red circle inside of which there is a car with smoke/pollution. |
| With **a** **ban on combustion-engine cars**, car producers are **first** required by law to produce cars that emit less CO2 per kilometre. The emission limit is lowered every year, **so** that only electric or hydrogen vehicles **can** be sold after **2030**. Note that electric vehicles **currently** **cannot travel as far and** can be more expensive than cars that run on petrol. | Show a car with smoke/pollution next to a factory, then a bill of law with “max 95 gCO2/km [\newline] 2021” written, then the smoke diminishes, then the text becomes “max 60 gCO2/km [\newline] **2025**” and the smoke diminishes further, then “only electric [\newline] **2030**”, the smoke disappears and an electric plug appears on the car  **Show the electric car and the normal car moving from left to right, except the electric car that stops in the middle.** |
| Together with a plan to produce electricity from clean sources, **a** **ban on combustion-engine cars** would accomplish the transition needed in the car industry. | The electric car, a sign “+” and wind panels, a sign “=” and a thumb up |
| Now, let’s turn to a policy that combines a tax on carbon emissions to reduce emissions and cash transfers to protect people’s purchasing power. | Shows the person with a gallon of oil in one hand and cash in the other where size of gallon diminishes and cash grows. |
| With a carbon tax, all products that emit greenhouse gases would be taxed. For example, the price of gasoline would increase by 2 DKK per litre**.** | A person fills up her gas tank. The price of gasoline is displayed, and it goes up. |
| With a carbon tax, companies and people pay for the greenhouse gases they emit. This pushes them to reduce their emissions. | The person walk away from her car and takes a bicycle. |
| To compensate people for the price increases, the revenues of the carbon tax would be redistributed to all households, regardless of their income. Each adult would thus receive 3,700 DKK per year. | Shows a balance with on one side two barrels of oil and on the other side a pile of cash. “+ 1850 DKK” appears within each barrel so the balance tilts on the barrel side, then new cash comes on the pile with “+3700 DKK” above and the balance tilts very slightly towards cash [figures to be adjusted]. Next to the balance is a normal person (e.g. woman in a dress). |
| On average, poorer people own smaller cars, live in smaller houses and fly less, so they use less fossil fuels than average. As they would receive the same cash transfer as everyone else, poorer people will generally gain from a carbon tax with cash transfers. Conversely, rich people will tend to lose. | The person is now a blue collar. Shows the same balance as before with one less barrel: now the balance clearly tilts towards cash. |
| *Does this policy work? Yes! The Canadian province of British Columbia has a carbon tax with cash transfers since 2008. Research has shown that this policy has decreased carbon emissions, increased employment, and made a majority of people richer.* | *Shows a map of Canada with inside a car with diminishing pollution, 3 blue collars holding cash that turn 4 then 5 blue collars holding more cash (they don’t smile)* |
| The last policy is a large program of public investment in green infrastructure, | Shows a wind turbine below a crane. |
| which would be financed by additional debt taken up by the government. | Shows cash transiting from a bank and the government coffers to the wind turbine/crane. |
| A green infrastructure program would bring about the transition in energy infrastructure needed to halt climate change **but it could come at the expense of other possible projects funded by the government**. **In Denmark, such a programme could create 75,000 permanent** jobs in green sectors, such as public transportation, renewable power plants, buildings’ insulation, or sustainable agriculture, **but 40,000 of people could lose their job in the fossil fuel industry.** | Show a blue collar next to the wind turbine, then also a person in a bus, then also a construction worker near a building, then also a farmer in a field. **Show a coal miner who loses his helmet and tools.** |
| In general, all climate policies have the potential to transform the economy into a greener, safer, less polluted world. This green transformation has some downsides: people will have to change their habits, and some people will even have to change job. | Shows a factory / coal power plant, a polluting car and a coal miner, then an arrow, then a wind turbine, a bicycle and a construction worker. |
| For example, there will be less demand for polluting sectors such as oil extraction or coal mining. But re-training options would be offered to workers in these sectors to ensure that they could find a new job elsewhere. | Shows a coal miner next to the other (but a bit farther away), his helmet switches from mining helmet (with lamp) to construction site helmet and his pick-axe switches to a hammer. (i.e. the coal miner becomes a construction worker) |
| And the green transition also comes with benefits: a safer world for future generations of course, but also less pollution. And climate policies can be designed to protect poor and middle-class households, as they can have more income with the carbon tax with cash transfers, and more jobs with a green infrastructure program. | On the right side of the arrow, add several blue collars holding cash. |
| We have focused on three important policies, but many others would be useful to fight climate change, including funding research into green technologies, subsidising the insulation of buildings, or stopping deforestation. To stop climate change, we probably need all of them together. | Shows a green light bulb, construction to repair a roof, and a growing tree. |

1. Hinkel et al. 2010 [↑](#footnote-ref-1)
2. <https://en.klimatilpasning.dk/sectors/nature/climate-change-impact-on-nature/> [↑](#footnote-ref-2)
3. <https://www.statista.com/statistics/827754/air-pollution-deaths-denmark/#:~:text=Deaths%20attributable%20to%20air%20pollution%20in%20Denmark1990%2D2019&text=Over%20the%20past%20three%20decades,1990%20to%201%2C470%20by%202019>. [↑](#footnote-ref-3)