

To: The Nature Conservancy

From: GBAO

Date: November 8, 2024

Brazilians Overwhelmingly Support Nature-Based Solutions for Climate Change¹

A recent survey² of adults in Brazil sponsored by The Nature Conservancy and conducted by GBAO shows that the Brazilian population is keenly aware of the impact of climate change and strongly supportive of nature-based solutions to combat its effects. The following are key findings from this new research.

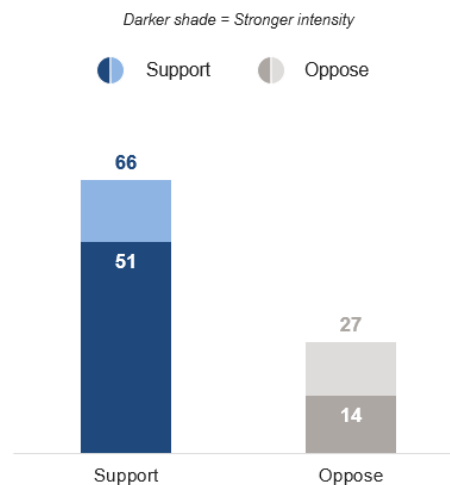
Key Findings

- Support for public spending on nature-based solutions for climate change is overwhelming and broad.** An overwhelming 66 percent of Brazilians support spending public money to support nature-based solutions for climate change in Brazil, while only 27 percent oppose. A majority (51 percent) STRONGLY supports public money going to nature-based solutions for climate change.

There is majority support in every region of the country, among younger and older citizens, across racial and even ideological lines. Among Brazilians who described their political orientation as right of center, support for public funds for nature-based solutions for climate change outpaces opposition by 48 - 40 percent.

Nature-based solutions for climate change are actions to protect, better manage and restore forests, fields, savannas, agricultural lands, wetlands, and other natural ecosystems in a way that reduces greenhouse gas emissions and stores more carbon.

In addition to private sector investments, we could expand these actions through public funding from the government. Would you support or oppose spending public money to support nature-based solutions for climate change in Brazil?



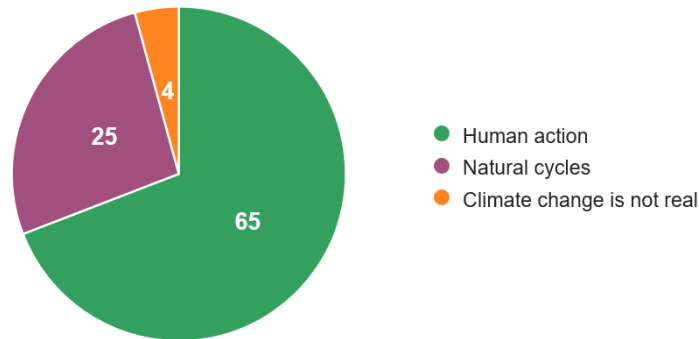
¹ The phrase “nature-based solutions for climate change” was used in the survey as the best Portuguese translation to describe what is often referred to as natural climate solutions (NCS).

² GBAO conducted a survey of 1,500 Brazilian adults, as well as an oversample of 150 adults in the Cerrado via landline and cell phone. The survey was conducted August 26-September 5, 2024. The margin of error for the entire sample is 2.5 percentage points at the 95 percent confidence interval and 4.9 percentage points in the Cerrado.



- **There is general consensus that climate change is real and caused by human action.** Nearly two-in-three Brazilians (65 percent) believe that climate change is caused by human action. Another 25 percent said that climate change is caused by 'natural cycles.' Only 4 percent believe that climate change is not real.

Which of the following statements comes closest to your own view, even if neither is exactly right?



- **Climate change is a major issue for Brazilians.** When asked whether climate change is a major issue, a minor issue, or not really an issue at all for Brazil, 68 percent of Brazilians said it was a 'major issue,' with an additional 25 percent saying it was a 'minor issue' for the country. When asked how much of an issue climate change was for them personally, 78 percent said it was a 'major issue' and 17 percent said it was a 'minor issue.'
- **Support is strongest for a mix of public and private investment.** A majority (51 percent) of Brazilians believe that 'a combination of private and public sector investment' is the best way to invest in nature-based solutions for climate change. Another 29 percent say it should be just public investment, making a total of 80 percent who support at least some public investment in this space. Just 11 percent say the funding should come from private companies, while another 6 percent say funding should come from international investment.

Of the following list, which one do you believe is the best way to invest in nature-based solutions for climate change in your community?

