II. "Questionnaire on Environmental Problems and the Survival of Humankind" Five-Year Summary

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Introduction

The resolution of environmental problems is one of the most important issues facing all people today, so that our shared home of planet Earth may continue to sustain future generations. In 1992, the year that the Earth Summit was held in Rio de Janeiro, the Asahi Glass Foundation began conducting a survey to find out how people in different countries felt about the current state of the environment and what measures they deemed necessary to counter environmental problems. In 1996, the Foundation held its fifth annual "Questionnaire on Environmental Problems and the Survival of Humankind." The following is a compilation of the results of the first five years of the Foundation's questionnaire.

The people chosen as respondents for the survey are members of international environmental organizations, employees of the environmental divisions of national and local government organizations (GOs), faculty members of universities and university-affiliated research institutes, members of nongovernmental organizations (NGOs) involved with environmental conservation, and environmental journalists. During the past five years, more than 3,000 people have participated in this questionnaire.

The topics covered by the survey have changed in part from year to year, but some questions have been asked every year, thus enabling comparisons. Each survey also featured several questions on specialized areas and topics of particular significance for that given year.

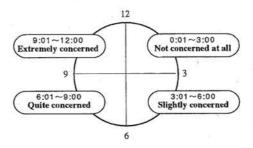
The resolution of global environmental problems, which threaten all humanity's existence, can only be attained through the combined efforts of people around the world overcoming boundaries and differences to work toward a common goal. It is the Foundation's sincere hope that the results of its questionnaire may serve a purpose in setting goals and carrying out measures toward the resolution of these problems.

1. When Will Humankind's Crisis of Survival Come?

1.1 Humanity in Crisis

"Indicate with a time your concern about the survival prospects of humankind in light of the deterioration of the environment, taking into consideration the times and associated concern levels shown on the clock below."

This question, asked in every survey, asks respondents to express their concern about humankind's survival in terms of a time on a clock. This clock shows twelve hours from noon to midnight, divided into four areas. The first area, from 12:01 to 3:00, is described as "Not concerned at all." The second, from 3:01 to 6:00, is "Slightly concerned," and the third, from 6:01 to 9:00, is "Quite concerned." The last segment of the clock, from 9:01 to 12:00, is labeled "Extremely concerned."



The results of this question are shown in Figure 1-1. In the questionnaire's first year, the average time indicated by respondents was 7:49, well into the parameters of "Quite concerned." In each of the following years, the average time response has grown later, advancing nearly one and a half hours in total. In 1996, the average time moved to 9:13, entering the area of extreme concern.

Figures 1-2 and 1-3 show results by region for 1993 and 1996. In 1993, the first year of the questionnaire, about 50% of respondents from all areas—with the exceptions of Japan, Eastern Europe & the former Soviet Union, and the Middle East—chose a time within the range of extreme concern. Three years later, up to 70% of respondents from Asia, the United States & Canada, Latin America, Western Europe, Africa and Oceania indicated a time in the area of extreme concern.

In a comparison of responses from men and women, shown in Figure 1-4, women indicated greater concern than men overall. In 1996, more than one-quarter of women chose 12:00, the time indicating the most extreme concern.

1.2 Which Generation Will Face the Crisis?

"In which generation do you think humanity will become unable to maintain its existence based on the mass-production and mass-consumption standards of present-day civilization?

In the 1996 questionnaire, respondents were asked to choose a generation—their children, their grandchildren, their great-grandchildren, or subsequent generations—that they felt was most likely to face the crisis. The results are shown in Figure 1-5.

The largest number of respondents indicated that they believed it would be in their grandchildren's generation that the full consequences of environmental problems would be

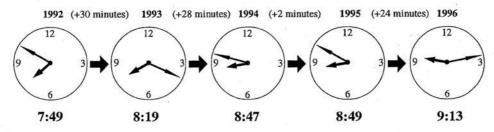


Figure 1-1 Changes in Time from Year to Year

felt. The second largest number chose their children's generation. By adding the responses for these two groups, we see that more than 70% of respondents believe the crisis will come during the middle of the 21st century.

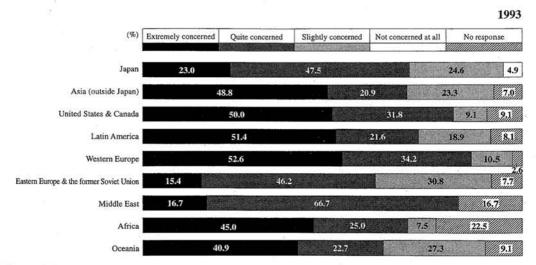


Figure 1-2 1993 Results by Region

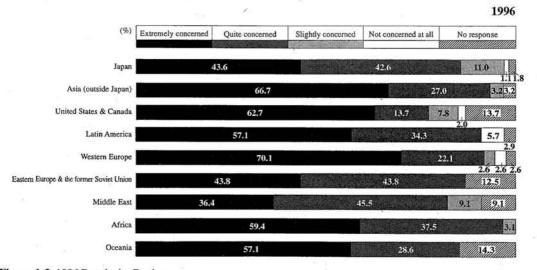


Figure 1-3 1996 Results by Region



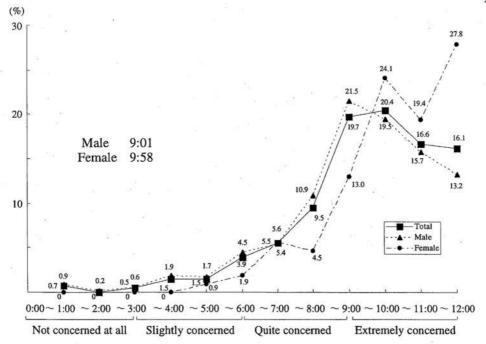


Figure 1-4 Concern about the Survival Prospects of Humankind 1996

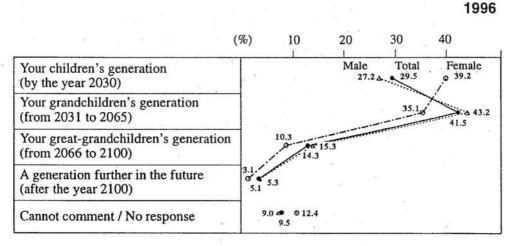


Figure 1-5 When Will the Crisis Come?

2. Averting the Crisis

2.1 Lifestyle Changes

"Lately there has been a growing consensus that we should change our overconsumption, throwaway lifestyle. How do you feel about adapting a more frugal lifestyle, e.g., using less electricity, purchasing products that are environmentally sound, or reducing the amount of household garbage?"

To avert a crisis of survival, one possible measure would be altering present-day overconsumption, throwaway lifestyles. New ways of living that would reduce the burden on the environment could be carried out by individuals making changes in their daily lives.

The results of this question, which was asked in each of the three years from 1994 to 1996, are shown in Figure 2-1. Approximately 80% of respondents showed a belief in the possibility of change by answering that they "already have adapted/can adapt" or "could adapt to some extent."

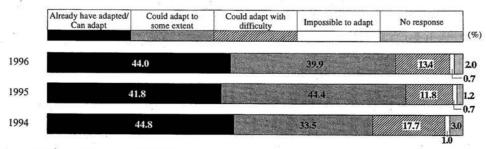


Figure 2-1 Lifestyle Changes, 1994-1996

Presented in Figure 2-2 are data on a regional basis. The bar graph shows the percentage of "already have adapted/can adapt" responses for 1996. This percentage is relatively low for Japan, Eastern Europe & the former Soviet Union, the Middle East, and Africa. However, for all other regions more than 50% of respondents answered "already have adapted/can adapt," with the greatest percentage from the United States and Canada, followed by Latin America, Oceania, Western Europe and Asia. In addition, women gave a higher percentage of "already have adapted/can adapt" responses than men.

Respondents were also asked to give examples of how they are changing their lifestyles. A selection of their answers, in their own words, are given below.

- We have just one child. We take the bus to work. We do not use fertilizer/pesticides. We buy
 what we need, and we don't shop aimlessly. (Canada)
- Reduced energy consumption by 50%, sold one car and reduced use of the other by 50%;

Notes: Column (1) indicates percentage of "already have adapted/can adapt" responses.

Column (2) indicates percentage of "could adapt to some extent" responses.

Figure 2-2 "Already Have Adapted/Can Adapt" Responses by Region

Female

do not fly anymore; use regional products if possible; invest in ecological projects; use 20% of income for environmental organizations, etc. (Germany)

- Own no car. Do not heat all rooms in winter. Do not cook for one person only. Recycle as much as possible. (Switzerland)
- Giving up a second car in our family and using public transport, saving and reusing wrappings, recycling everything possible and conforming to local regulations for waste disposal. (United Kingdom)
- Have a kitchen garden for family meals, avoid buying newspapers and paperbacks, write on both sides of paper, avoid incinerating domestic waste. (Latvia)
- In India and other developing countries, particularly in South Asia, it is estimated that more than 520 million people are living below the poverty line and need major help from the industrialized nations to alleviate their poverty and improve their lives. It is the lifestyles and patterns of over-consumption in affluent nations that are causing the greatest problems globally. It is they who should reduce their consumption and waste. Seeing and experiencing may be a better mode of change than merely trying to raise the awareness of the people. Affluent people should experience the lifestyle of poor nations in small groups for a period of 2-3 months. Upon their return home, they would become very effective agents of change in their society, helping to bring a perceptible change in lifestyles and consumption patterns. (India)

2.2 Contributions of Science and Technology

"The activities below are considered key to enhancing science and technology's ability to contribute to the resolution of environmental problems. Which do you think are the most important in this respect?"

Probably few would disagree that our present-day civilization is built upon science and technology and their major advances in the modern era. Science and technology have made possible mass production, although this has spurred higher levels of consumption and waste disposal and led to environmental problems. On the other hand, the latest scientific advances are also important to the measurement of changes in the global environment and to making predictions about the future. In addition, they have contributed to the formulation of environmental measures, including emissions controls, recycling, and cleanup efforts for pollutants. Depending on its application, modern science is a double-edged sword. In 1993, respondents were asked how they felt about technology's role in the search for solutions to environmental problems. Their answers are shown in Figure 2-3.

Respondents were asked to choose four activities and rank them from one to four. Examining the total of items ranked one to four, the item selected most often was activating an interdisciplinary cultural and natural sciences' approach toward the environment. The item that was ranked number one by the most respondents was establishing clear strategies and goals for science and technology. The third most popular answer was establishing methods of evaluat-

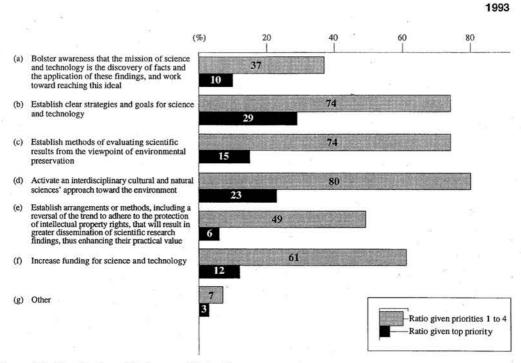


Figure 2-3 Contributions of Science and Technology

ing scientific results from the viewpoint of environmental preservation, and the next most common response was increasing funding for science and technology.

2.3 Effective Measures for Solving Environmental Problems

"From among the following economic measures and regulations aimed at solving environmental problems, which would be most effective in your country? Choose four."

To find solutions to complex environmental problems, various measures need to be undertaken on a national and international basis. Since 1993, this questionnaire has asked respondents to select the measures they feel to be most effective. The results are shown in Table 2-1.

During the three years that this question was asked, the top three responses were, in

1002 1005

Table 2-1 Economic Measures Aimed at Solving Environmental Problems

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Latin America	'94	42	11	28	8	(50)	17	39	(8)	28	42	44	14	6
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	'93	(60)	18	(41)	9	23	ø	400	٠.	41)	32		(41)	9
Oceania	'94	8 8	23	@	27	23	9	18	(55)	32	41	27	9	9
	'95	46	18	36	5	32	23	(50)	(50)	27	32	(50)	14	14

Note: The circles indicate items with the top three percentage figures per region.

The No.1 response for each region has been marked with a double circle.

order from one to three, regulations to limit harmful industrial activities, environmental taxes, and financial incentives to encourage environmentally friendly activities. In particular, the first and third of these items were chosen by more than half of respondents from almost every region. However, the second item, environmental taxes, was chosen most often by respondents from economically developed regions, including the United States & Canada, Western Europe, Japan, and by Eastern Europe & the former Soviet Union as well. Among respondents from developing regions such as Latin America, Africa, and the Middle East, as well as from Oceania, regulations to limit the way land can be utilized were regarded as very important.

Respondents were also asked to comment on their opinions about economic measures and regulations. Fundamental differences in views between developing and economically mature regions are clearly shown in the following selection of these comments.

- Regulatory processes combined with financial incentives could make the difference at all levels. (Niger)
- Regulations are necessary, but we must employ economic measures that will raise people's
 consciousness about the need to solve environmental problems. (Japan)
- I support the "polluters pay" principle. (Philippines)
- Business and trade organizations should supervise their members' activities and monitor for potential harm to the environment. (Turkey)
- I think ecological tax reform is the thing we have to do. (Switzerland)
- Heavy penalties and taxes should be imposed if rules of environmental conservation are not
 followed. Industrialists should install waste treatment plants and, if they do not, then their
 rights to operate should be revoked. (India)
- Efforts are necessary to establish more efficient control mechanisms to ensure that existing regulations will be kept. (Germany)

2.4 Environmental Education

"Of the following strategies for the promotion of environmental education, which are given the highest priority in your country?"

Environmental education is one of the measures looked to with the greatest of hopes for the future. In 1993, this questionnaire examined the priority given to various facets of environmental education. The results are shown in Figure 2-4.

The most commonly chosen response was the need to develop educational resources

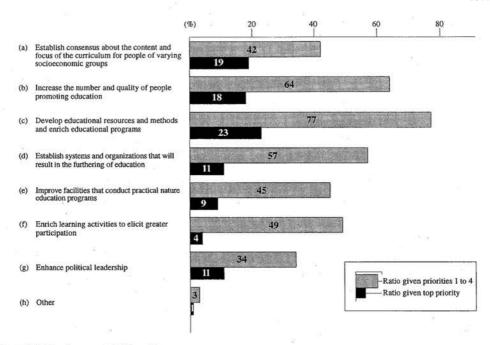


Figure 2-4 Environmental Education

and methods and enrich educational programs. This perhaps indicates the relative newness of these programs and the need for their further elaboration. The items ranked next in importance by respondents were the need to increase the number and quality of people promoting education, establish systems and organizations that will result in the furthering of education, and establish consensus about the content and focus of the curriculum for people of various socioeconomic groups.

2.5 Coping with Overpopulation

"Among the many possible solutions to overpopulation, which do you think should be given the highest priority?"

If environmental problems are to be examined with any seriousness, then it becomes necessary to consider the global problem of overpopulation. The surveys conducted in 1993 and 1994 contained a question about overpopulation, the results of which are shown in Figure 2-5.

The solution chosen by more than 70% of respondents was to increase education in developing countries. The next most popular measures were family planning, raising the economic growth and standards of living in developing countries, and heightening the status of women.

Respondents were also asked to give their personal opinions about the population problem.

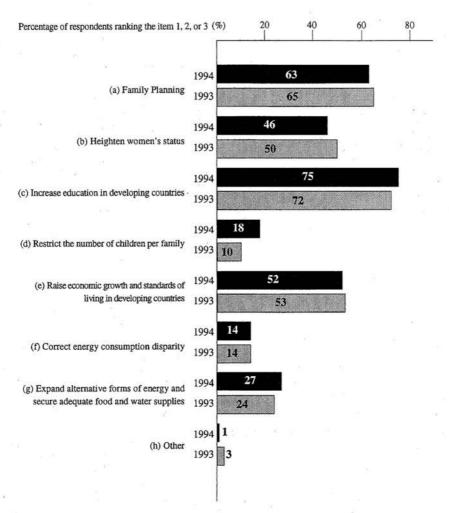


Figure 2-5 Solutions to Overpopulation

Many respondents emphasized the need to provide better education for women in developing countries and raise standards of living. The following is a selection of some of these comments.

- Limiting population growth can be achieved by increasing general awareness and heightening women's status in society. However, the energy consumption disparity which exists between the developed and developing countries needs to be balanced. (India)
- Good education, fair standards of living and effective family planning are interrelated. (Madagascar)

- If the overall standard of living in developing countries is improved, this could go far in reducing population growth. It is the poor in the developing countries who have the most children. Reduce poverty and we are on our way! (Jamaica)
- The world must try to overcome ignorance in the developed countries because more than 70% of the world's people are illiterate. The minority of the world's population living in the developed countries use 80% of the world's resources. (Benin)
- Although the best way of confronting overpopulation is to heighten women's status and
 increase the general level of education, these things take a long time. Until they can be realized, national restrictions on children per family are useful. (Iran)
- Solutions to the problem of overpopulation must not lose sight of human dignity and an
 individual's personal and moral right to determine how he or she should form a family.
 (Philippines)
- For a developing country like Nicaragua, the most important thing is to educate people, in this case girls, because most mothers with big families are poorly educated and have no means of supporting themselves. (Nicaragua)

2.6 Measures for Dealing with Global Warming

"What will be the most effective measures for dealing with global warming?"

Opinions on the subject of global warming differ widely, both among people in economically advanced countries and between developing and economically developed countries. This is because factors contributing to global warming include both the burning of fossil fuels in developed countries, which results in emissions of carbon dioxide, and the cutting down of forests in developing countries, which leaves fewer trees to absorb excess carbon dioxide.

Questionnaire participants were asked their opinions about global warming in 1995 and 1996. The answers to the survey in 1995, which asked about effective measures for dealing with global warming, are shown in Figure 2-6.

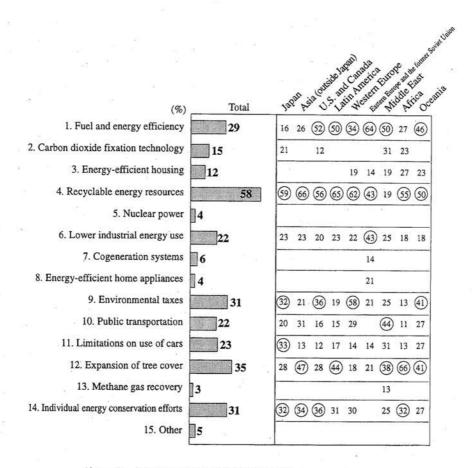
Respondents rated recyclable energy resources as the most effective way to counter global warming. With the exception of the Middle East, more than half of respondents from nearly all regions chose this solution. Opinions on the other measures were sharply divided by region. Specifically, economically advanced regions such as the United States & Canada, Western Europe, and Japan rated environmental taxes highly, while respondents from Africa, Asia, and Latin America supported the expansion of tree cover. Both measures received high marks in Oceania.

In 1996, questionnaire respondents were asked their opinions about the United Nations Framework Convention on Climate Change (FCCC). The objective of the FCCC is to stabilize

concentrations of greenhouse gas in the atmosphere at safe levels. As the first step toward this objective, the FCCC calls for developed countries to stabilize their emissions of carbon dioxide at 1990 levels by the year 2000. Respondents were asked to evaluate the attainability of this targeted first step.

The combined total of "attainable" and "partially attainable" responses was nearly 40%. However, the combined total of "probably difficult to attain" and "completely unattainable" responses was greater than 55%, showing that more than half of the respondents are pessimistic about progress on this issue.

1995



Notes: 1) Only percentages above 10% are recorded.

2) The circles indicate items with the top three percentage figures per region.

Figure 2-6 Important Measures for Dealing with Global Warming

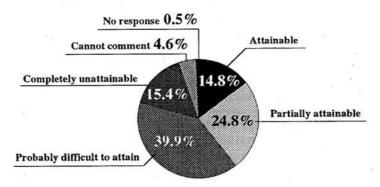


Figure 2-7 Evaluation of Attainability

3. Agenda 21

Agenda 21, an international action plan for the environment and development, covers a broad range of issues ranging from combating pollution to dealing with overpopulation and eradicating poverty. As such, Agenda 21 represents an important first step for humankind.

In each of the past five years, this questionnaire has surveyed respondents' opinions on the significance of Agenda 21 and on progress made on environmental issues covered by the plan. These results are detailed below.

3.1 Evaluation of the Significance of Agenda 21

"How important are the items contained in Agenda 21, the action plan adopted at the Earth Summit?"

Responses to the above question for 1994 are shown in Figure 3-1. Of the total, 59% of respondents answered that Agenda 21 is extremely important as a plan for humanity to follow into the next century, and 32% stated that it is quite important. The combined total of 91% shows an overwhelming majority of support for the plan.

1994



Quite important

32%

Extremely important as a plan for humanity to follow into the next century

Figure 3-1 Importance of Items Contained in Agenda 21

3.2 Progress on Environmental Issues

"Since the Earth Summit, to what extent has progress been achieved in your own country in the following areas covered by Agenda 21?"

This question has been included in the questionnaire every year from 1993 to 1996. From the second year onward, not much change has been reported by respondents, and this trend is also reflected in the responses for 1996. Figure 3-2 shows the latest data, for 1996, and also depicts the direction of the overall four-year trend with an arrow.

During the past four years, a high percentage of respondents indicated that local GO and citizen's group activities as well as environmental education showed "significant progress" or "some progress." Other areas for which progress was evaluated favorably were NGO activities, ozone layer protection measures, international cooperative efforts to promote sustainable development, scientific and technological advancement, and industrial sector policies.

Areas showing an upward trend over the past four years include items that reflect the involvement of individuals. These include NGO activities and the establishment of recycling systems. On the other hand, items showing a downtrend tended to involve complex problems requiring social change for their resolution or problems related to destruction of the environment. These included poverty and overpopulation, changes in lifestyles and consumption patterns, and forest conservation, desertification, and protection of freshwater resources.

3.3 Important Issues by Region

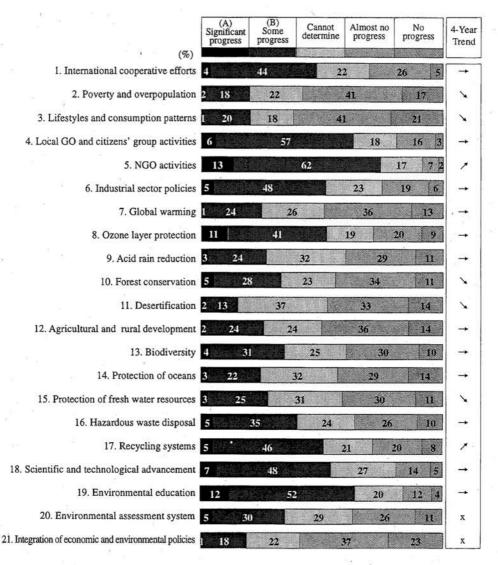
"What do you believe are the most important environmental issues in your own country?"

In 1995 and 1996, respondents were asked an additional question about which environmental issues are most important in their own countries. The results for both years are recorded in Table 3-1. One item that was viewed as important by respondents from all regions is item number 19, environmental education.

Respondents from developing regions such as Asia, Latin America, and Africa placed greater significance on poverty and overpopulation as well as sustainable agricultural and rural development. For the developed regions such as the United States & Canada, Western Europe, and Japan, items rated most important were changes in lifestyles and consumption patterns and the integration of economic and environmental policies. These differences in responses highlighted the variances in regional viewpoints on environmental problems.

The following is a sampling of comments from respondents about Agenda 21.

 Crucial in Agenda 21 was the establishment of open communication on environmental problems by governmental organizations (including municipalities) with factories and citizens. Only together can we solve the problems. (Netherlands)



Notes: In cases where no answer has been indicated by a respondent, a response of "cannot determine" has been recorded.

An "x" indicates an item added to the Questionnaire in 1996.

Figure 3-2 Progress on Environmental Issues since the Earth Summit

- It is important for all the Earth's countries to stay focused on environmental protection collectively and similarly—much like the agenda outlined in Rio. We must all actively work on the objectives we set out at the Earth Summit, but we must remain realistic in doing this—sticking to our deadlines and communicating through internationally circulated "progress reports." (U.S.A.)
- · International cooperation, based on global partnerships, must be strongly promoted. We

Table 3-1 Areas Most Important in Respondent's Own Countries by Region

1995-1996

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	'95	17	•			10	0		18	18
1. International cooperative efforts	'96	21	13		14		13	0.00	13	14
2. Poverty and overpopulation	'95 - '96	12	00	20	33 3 0	10	13	(1)	00	23 19
	95	0	16	69	10	0	13	13	0	23
3. Lifestyles and consumption patterns	96	ĕ	21	3 3 4 3	26	69	25	87.1 50500 05		29
4. Local GO and citizens' group activities	95		15		13	13	(4)	19		14
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7. Global warming	'96	11		10		18			L. S.	10
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10. Forest conservation	95		18	29	933	9	. 13	18	23 16	14
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11. Desertification	96				lls I			9		
	195		29		38	20	0	(19)	(3)	18
12. Agricultural and rural development	'96		39	14	23	25	3		4	24
13. Biodiversity	'95		10	14 16				13	1	30.40
13. Biodiversity	'96		13						22.00	
14. Protection of oceans	'95 .		204.000	20		ENVIOLENCE:				
	'96			12		3 200				14
15. Protection of fresh water	95		13	14		10	19	(19)		1.91
	195	-	13	14	-	10	(14)	13	-	14
Hazardous waste disposal	'96		NO MODERNA	12			19	120		
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17. Recycling systems	·96	28	Jane -			13	19	18		
18. Scientific and technological advancement	'95					2.	(3%	1		
ear annual man manna de man annual manna man annual man	'96	15		12	0	10		6		6
19. Environmental education	195	3	(4) (3)	12	46	100	(4)	0	(4) (3)	00
	96	60	١	(4)		(0)	. 60		. 69	
20. Environment asssesssment system	96	12	13	16	14		13	27	16	10
	95	• • • •			1 2					
1. Integration of economic and environmental policies	96	42	24	0	40	46	1	18	25	29

Notes: The above figures show the number of times the item was chosen as a percentage of total responses. The circles indicate items with the top three percentage figures per region. The No. 1 response for each region has been marked with a double circle. Percentages of less than 10% are indicated by blank cells in the table.

must seek not to contribute to global well-being through donations but to seriously consider the world's problems as our own. (Japan)

 Indigenous healing culture fits with the cycle of water distilled by the sun from the sea, soaked up by forests and redistributed by rivers, lakes, and springs, and also with the carbon cycle, the biological cycle, and the cycle of birth and death of civilizations such as the West's. They need our respect and support for us to survive. (Australia) We should always remember the evolution of nature. We are developing together—nature
and humankind. Therefore, our main task is to understand the process better and prevent
abrupt changes in our activity, including emissions, discharges, global interferences, etc.
We must also correct problems in our environment to provide valid living conditions.
(Russia)

Closing

Since it was first carried out in 1992, the Asahi Glass Foundation's "Questionnaire on Environmental Problems and the Survival of Humankind" has attracted interest from general and environment-specific newspapers and magazines in Japan and overseas. In addition, the survey, as a compilation of the opinions of international specialists concerned with global environmental problems, has also been mentioned in the Environment Agency of Japan's annual white paper on the environment.

In particular, the survey's question about humanity in crisis, which uses a clock to gauge levels of concern, has been featured by the print and television media. This clock has served as a symbol of the urgency with which we must endeavor to resolve environmental problems. The survey's findings on issues concerning individuals, such as lifestyle changes, as well as issues concerning nations, such as Agenda 21, have also been cited in the press, and the questionnaire has come to be regarded as a reliable index of opinion on environmental issues.

Thanks to members of the media, our "Questionnaire on Environmental Problems and the Survival of Humankind" has helped generate worldwide interest in environmental issues and their resolution. The Asahi Glass Foundation will continue to carry out this survey and focus attention on the opinions of people working to solve environmental problems around the world.

Information about the "Questionnaire on Environmental Problems and the Survival of Humankind"

	Response Period	Questionnaires Returned	Response Rate
1992	6/29-8/17	1,054	28.3%
1993	5/6-6/30	282	11.0%
1994	4/1-7/8	504	20.8%
1995	4/1-7/10	576	21.7%
1996	4/1-7/10	589	184%

The questionnaire respondent pool is selected from members of GOs and NGOs in the Asahi Glass Foundation database.

Number of Questionnaires Returned by Region/Sex

Region	1992	1993	1994	1995	1996
Japan	877	- 61	189	248	282
Asia (outside Japan)	30	43	92	62	63
United States & Canada	49	22	23	25	51
Latin America	11	-37	36	48	35
Western Europe	39	38	62	79	77
Eastern Europe & the former Soviet Union	13	13	17	14	16
Middle East	9	6	4	16	11
Africa	N/A	40	53	62	32
Oceania	9	22	22	22	21
Other	17	0	6	- 0	1

Sex	1992	1993	1994	1995	1996
Male	995	195	390	444	470
Female	44	61	110	119	108
No response	. 15	26	4	13	11