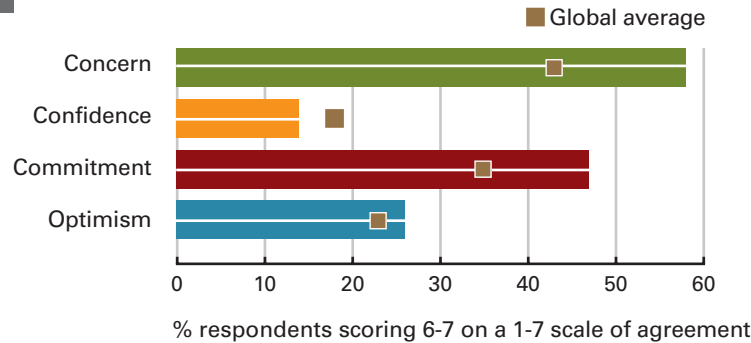


HSBC Climate Confidence Index 2007: country profile

Brazil

The HSBC Climate Confidence Index 2007 shows Brazil as one of the most concerned and committed of any economy, but also one of the most pessimistic among the developing economies. This pessimism reflects not only the scale of the concern, but also a sense of dependence on the outside world, particularly the US and China.

Figure 1
HSBC Climate Confidence Index: Brazil



Concern	Confidence	Commitment	Optimism
<i>'Climate change and how we respond to it are among the biggest issues I worry about today.'</i>	<i>'The people and organisations who should be doing something about climate change are doing what is needed.'</i>	<i>'I am personally making a significant effort to help reduce climate change through how I live my life today.'</i>	<i>'I believe we will stop climate change.'</i>

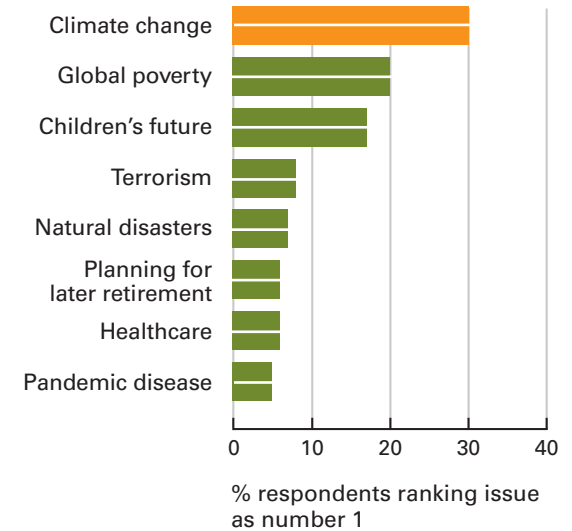
Brazil shares with India and Mexico the profile of 'committed concerned' (Figure 1). Brazil is one of the most concerned of all the economies surveyed and, together with India, the most committed. But it is also one of the most pessimistic of the developing economies.

Among other world issues tested, climate change is the

number one concern in Brazil by a bigger margin than in any other economy. It is followed by global poverty and children's future (Figure 2).

Brazil is the only economy in our survey where a minority of people believe that the developed economies *are* playing the leading role in reducing climate change today – 46% compared with

Figure 2
Climate change ranks as the single biggest world issue in Brazil



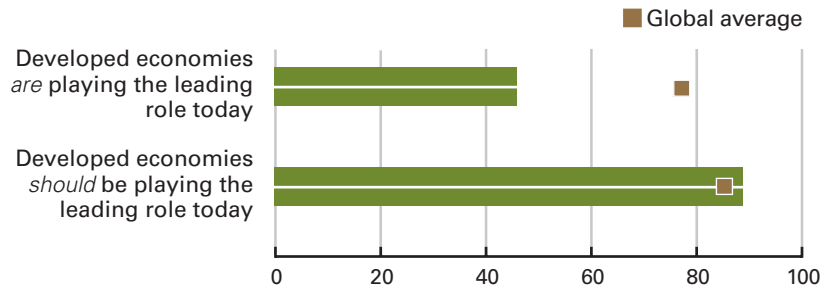
a world average of 78% (Figure 3). In Brazil as elsewhere, however, there is a clear view that it is the developed economies that *should* be playing the leading role – 89% compared with a world average of 85%.

Brazil has one of the least fatalistic attitudes to climate change. Nearly half of people (46%) say that 'we

should make a big change to all of our lifestyles today to reduce climate change', and the same number say that 'if we all act now we can help stop climate change for very little cost or disruption'. Only 8% of people prefer alternative statements that suggest we should not individually act to reduce climate change, compared

Figure 3

Less than half of people in Brazil think that developed economies are playing the leading role today, although nearly 90% think they should do so



with a world average of 25%.

So with so little fatalism, why the pessimism? Unprompted comments

reveal an underlying worry that progress depends not on Brazil but on the big carbon emitters – specifically the US and China, and their multinationals – who are seen as unlikely to act sufficiently:

■ ‘The industrialised countries, which should invest heavily, will not do so to the detriment of their financial profit...check out the US and nowadays also China.’

■ ‘Countries like the US and China should be subjected to sanctions until they align themselves with the requested standards.’

■ ‘Climate change will not be deterred because the leading countries will not make the necessary changes at the rate they should be made.’

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