

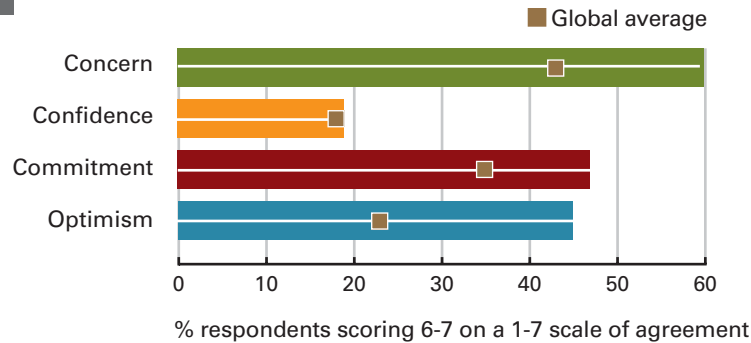
HSBC Climate Confidence Index 2007: country profile

India

The HSBC Climate Confidence Index 2007 shows India as the most concerned, committed and optimistic in its engagement with climate change, with a rare conviction about what can be done by individuals acting together.

Figure 1

HSBC Climate Confidence Index: India



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>

India shares with Brazil and Mexico the profile of 'committed concerned' (Figure 1). India is the most concerned and committed of all the economies surveyed. Among other world issues tested, climate change is the number two concern in India, after terrorism (which is a higher concern than anywhere else, even than the

US and UK). Global poverty is a distant third (Figure 2).

Despite only average confidence in what is being done today, India has the greatest optimism that we will stop climate change. This optimism is driven by a strong conviction, not seen elsewhere, about the cumulative power of individual actions:

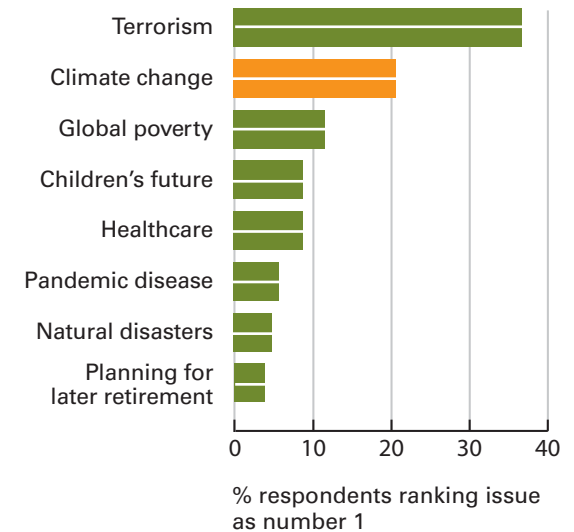
- 27% of Indians say that individuals should take the lead in reducing climate change, compared with a world average in our survey of 16%.
- 59% of people say that governments should take the lead. While still a majority, it is the smallest proportion in any of the economies researched

(world average 68%).

- The statement of commitment on which Indians most lead other economies is: 'I am prepared to do my bit regardless of whether other people, businesses and organisations do theirs.'
- 70% of people say that developed economies should take the lead.

Figure 2

Climate change ranks as the second biggest world issue in India



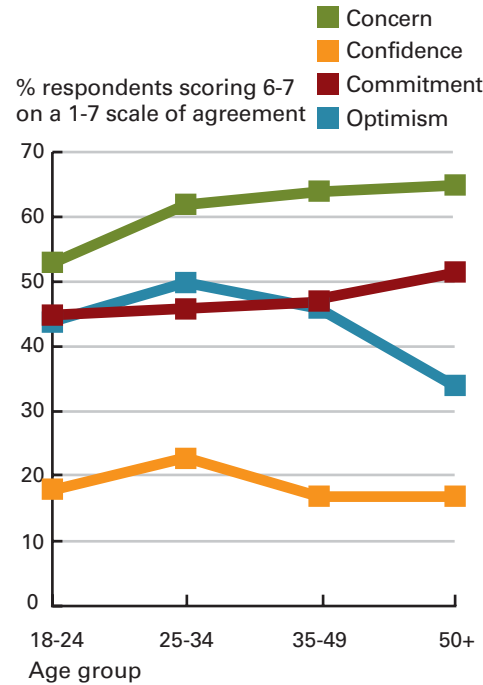
Again, while still a majority, it is the smallest proportion in any of the economies researched (world average 85%).

- In terms of business responsibility, Indians are less ready than people elsewhere to push responsibility up the value chain to the energy companies (63% compared with a 71% world average). Although the numbers in each case are small, Indians are more ready than other people to give primary responsibility to farmers, retailers and builders.

Unprompted comments support these statistics. Typical comments are:

- ‘It’s not the responsibility of government, business organisations and environmental societies only...every individual has to act.’
- ‘In Indian households, every individual can contribute towards reducing climate change.’
- ‘Stopping climate change

Figure 3
Index scores by age group
 India’s exceptional optimism is lifted by younger age groups, while older age groups drive the high concern and commitment



starts from our homes first, then from our society, followed by our companies and others.’

India’s exceptional optimism is lifted particularly by the younger age groups, while it is particularly the

older age groups who drive the high concern and commitment (Figure 3).

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