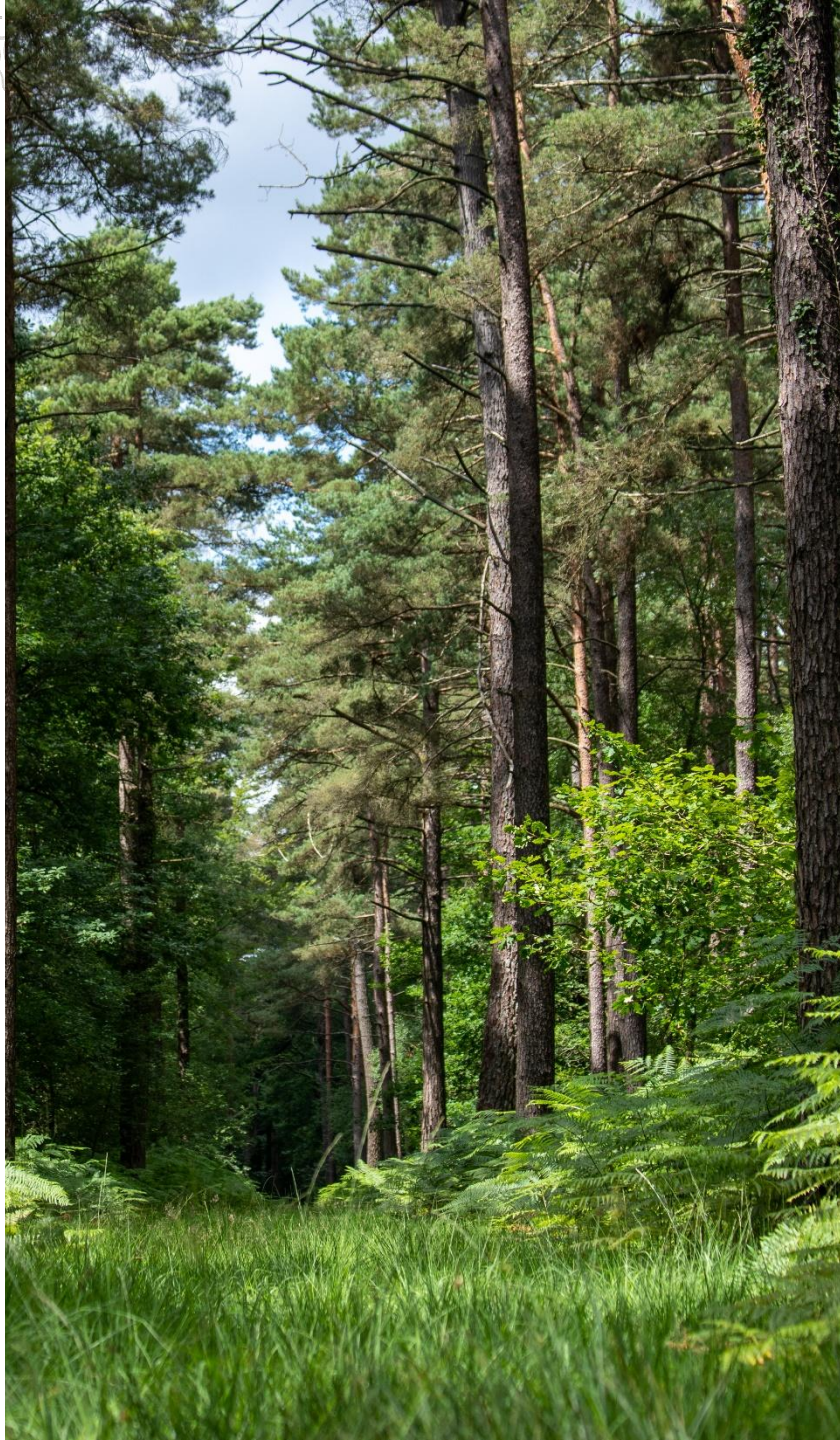


BAROMÈTRE^{GR}
Reconnect people to nature®

GROUPE ROCHER RECONNECT
PEOPLE TO NATURE
OBSERVATORY

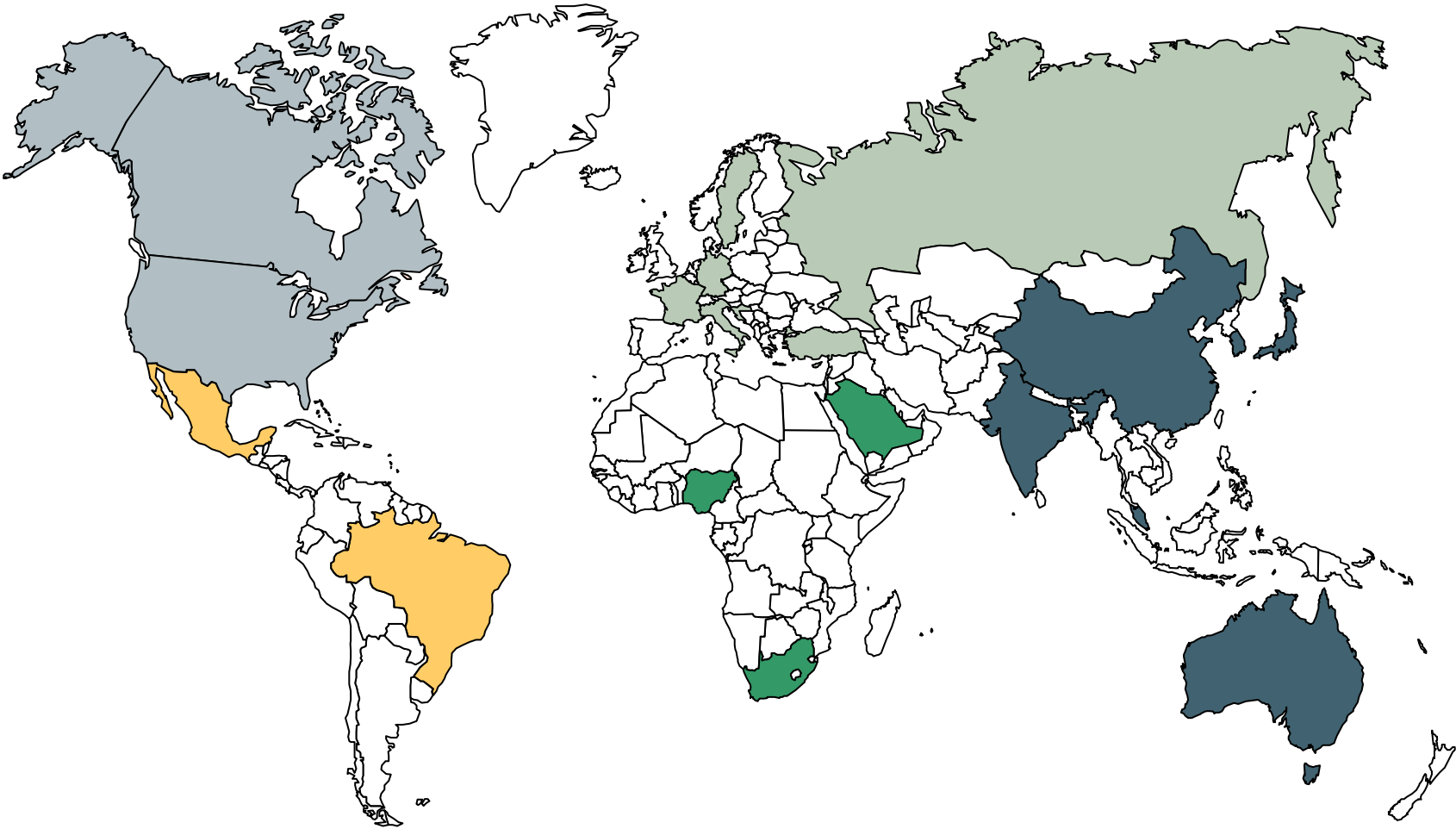
September 2020

RESULTS OF THE GENERAL PUBLIC SURVEY



THE SCOPE OF THE SURVEY

19,000 respondents
(1000 per country)



	Germany
	France
	Italy
	Russia
	Sweden
	Turkey
	Australia
	China
	India
	Japan
	Korea
	Singapore
	South Africa
	Nigeria
	Saudi Arabia
	Brazil
	Mexico City
	United States
	Canada

*In India, quotas were applied only on gender, age and region of residence.
In Nigeria, quotas were applied only on gender and age.*



KEY POINTS

1

A massive need to reconnect with nature, because nature is seen as a reassuring anchor point.

2

Beyond perceptions, connection to nature has a positive and concrete impact on the daily well-being of citizens and their confidence (measured through the Nature Connection Score).

3

A need of nature that is never satisfied.

4

Potential action levers to promote reconnection: contact with nature through sensory experiences and transmission through education.



A massive need to
reconnect with nature,
because nature is
seen as a reassuring
anchor point.

A GLOBAL CONTEXT INDUCING ANXIETY

A growing **environmental emergency**

An **economy in recession**

A global **pandemic**

STRONG CONCERNS FOR THE FUTURE



Are not confident about the
SITUATION OF THEIR COUNTRY



Are not confident about the
SITUATION OF THE PLANET



Greater concern in France: 73% are
not confident

When you think about the future, are you very, fairly, not very, not at all confident ... (% Not very confident + Not at all confident)

A MASSIVE NEED OF NATURE



85%

Declare that they feel the need to be in **MORE
REGULAR CONTACT** with Nature.

Do you feel the need to be in more regular contact with nature? (% Yes definitely + Yes, somewhat)

NATURE IS A SOURCE OF POSITIVE EMOTIONS

74%

Declare that thinking of nature gives them a
POSITIVE FEELING.

8% answer a **negative feeling**





Beyond perceptions, the connection to nature has a positive and concrete impact on the daily well-being of citizens and their confidence.

THE CREATION OF A NATURE CONNECTION SCORE

The Nature Connection Score is based on the average (unweighted) of three dimensions scored from 0 to 10:



THE DEGREE OF ATTACHMENT TO NATURE

7,8



THE DEGREE OF KNOWLEDGE OF NATURE AND ITS COMPONENTS

6,8



THE INTENSITY OF THE PHYSICAL RELATIONSHIP / THE DEGREE OF CONTACT WITH NATURE

6,9



Nature Connection Score :

7,2

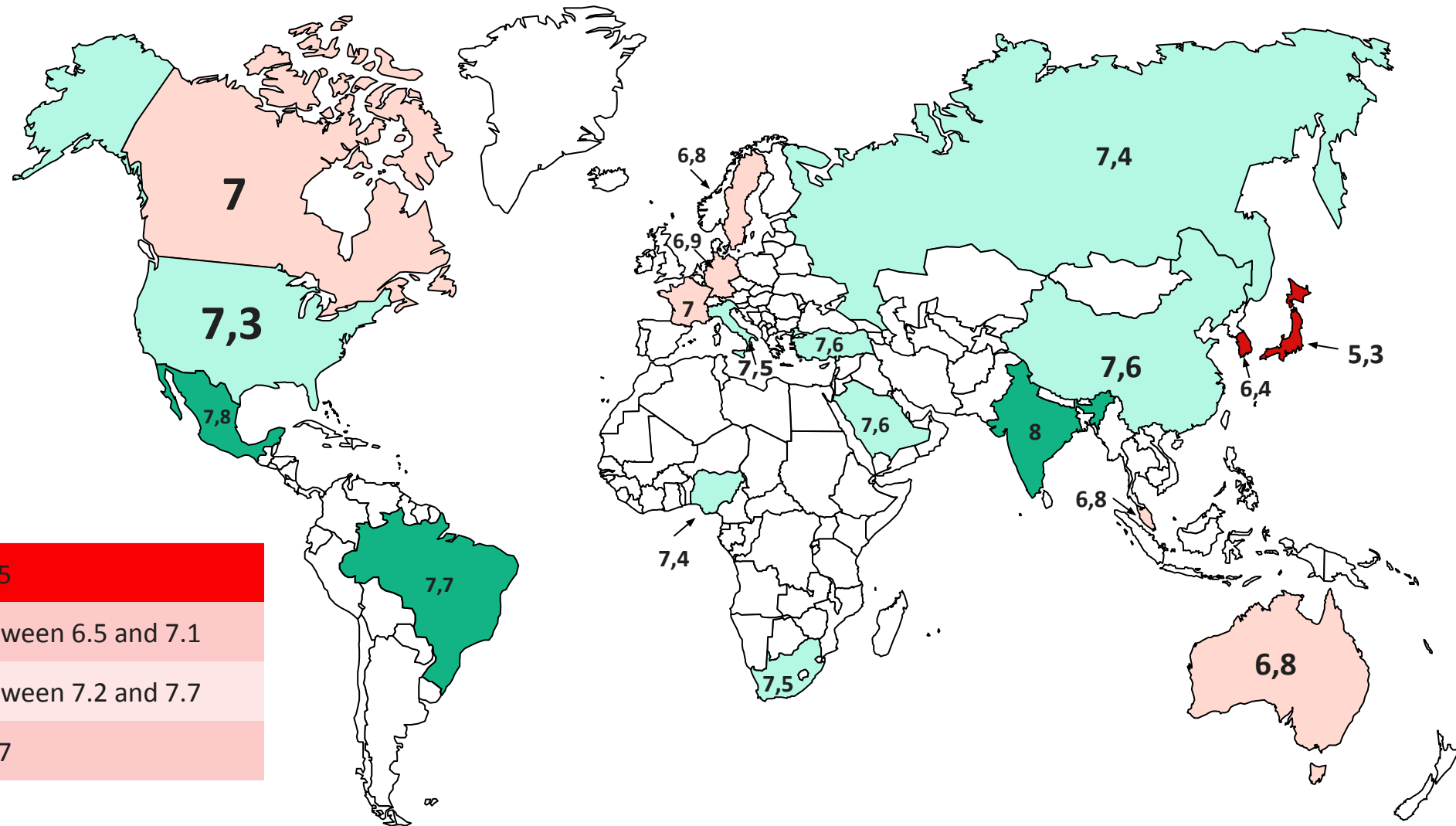
On a scale from 0 to 10, what score would you give to assess your level of attachment to nature and the things it consists of?

On a scale from 0 to 10, what score would you give to assess your level of understanding of nature and the things it consists of?

On a scale from 0 to 10, what score would you give to assess the intensity of your physical relationship/level of contact with nature and the things it consists of?

THE CONNECTION SCORE VARIES ACCORDING TO THE DEGREE OF DEVELOPMENT, URBANIZATION OF COUNTRIES AND CULTURAL DIFFERENCES.

WORLD
7,2



	<6,5
	Between 6.5 and 7.1
	Between 7.2 and 7.7
	>7,7

WHO IS MORE/LESS CONNECTED TO NATURE?

Average
Score
7,2



THE MOST CONNECTED TO NATURE



35-64 years old: 7.3



Upper categories: 7.4



Those who live in a house with a garden: 7.5



Parents of children: 7.5



Those who belong to a nature conservation association: 7.9



THE LESS CONNECTED TO NATURE



16-24 years old: 6.9



Unemployed and inactive: 6.9



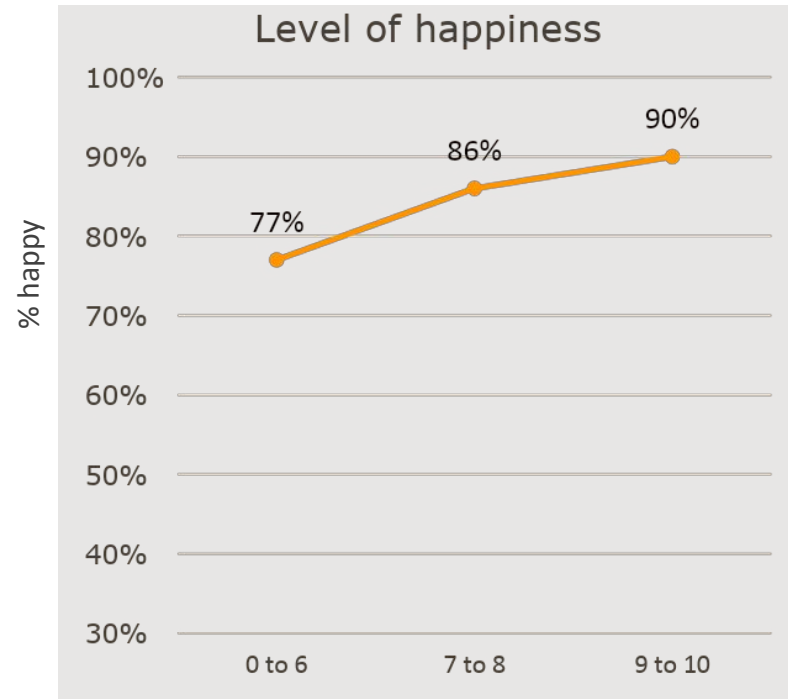
Those who feel less in touch with nature than their parents/children: 6.9



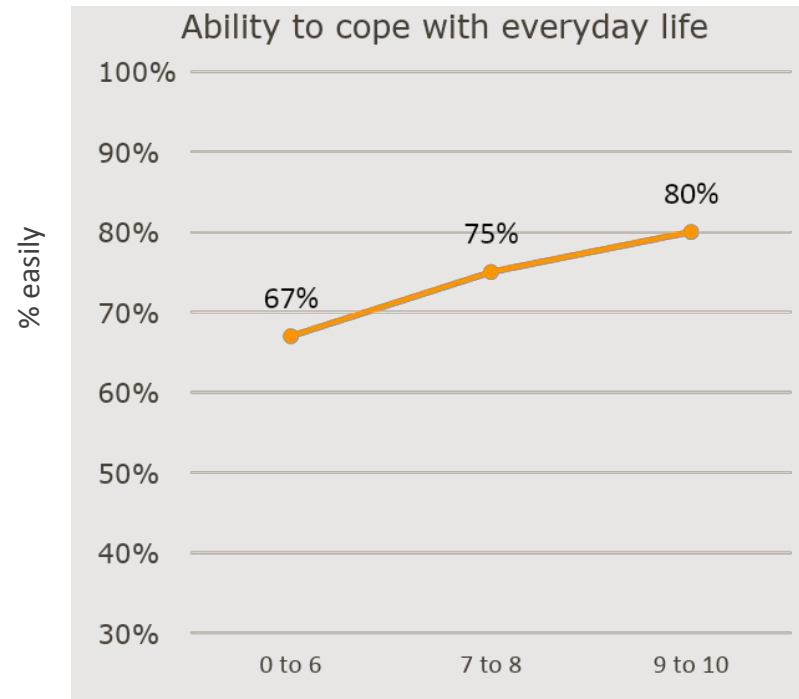
Those living in housing without an exterior: 6.9

BEING CONNECTED TO NATURE ENHANCES WELL-BEING

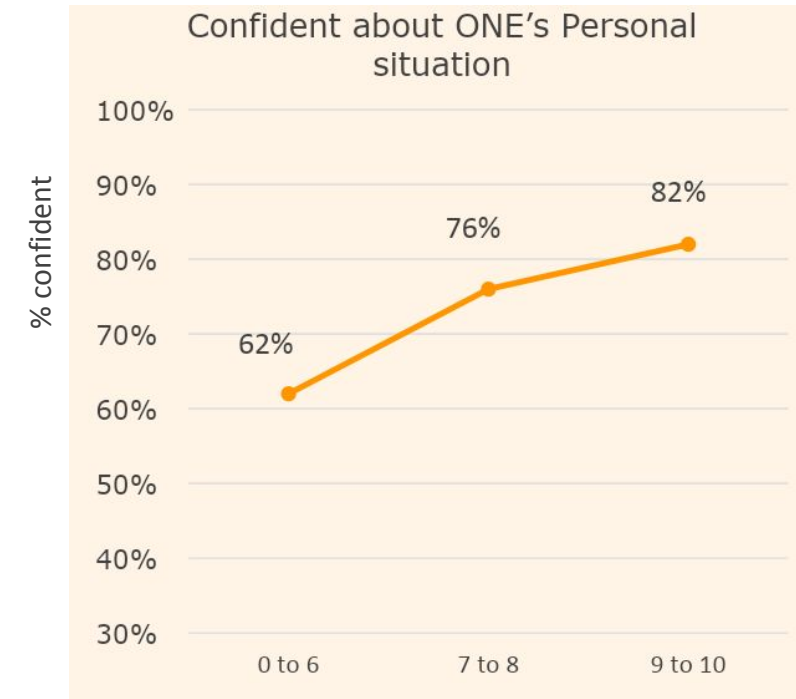
A strong link found: the higher the connection score, the higher the level of happiness, resilience and confidence in their future.



Generally speaking, in your life, do you personally feel..... (% Very happy + Fairly happy)



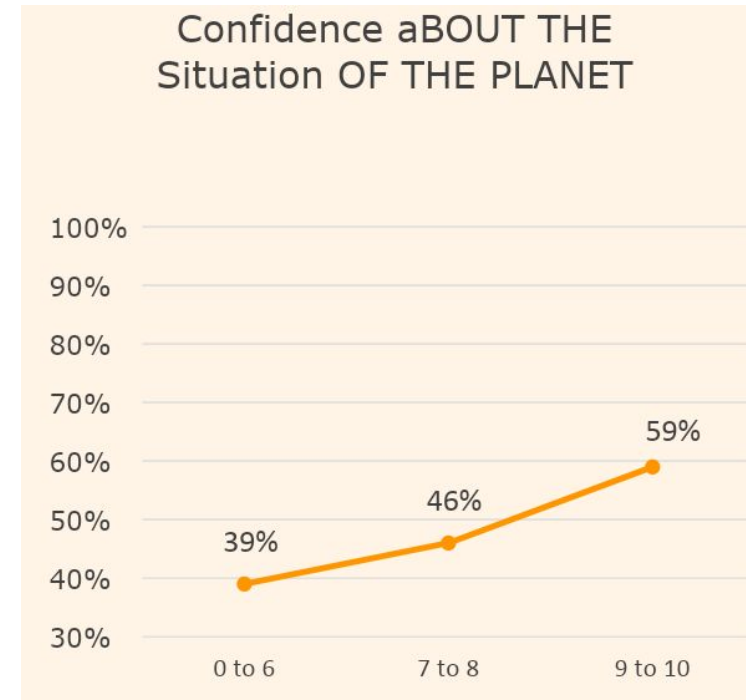
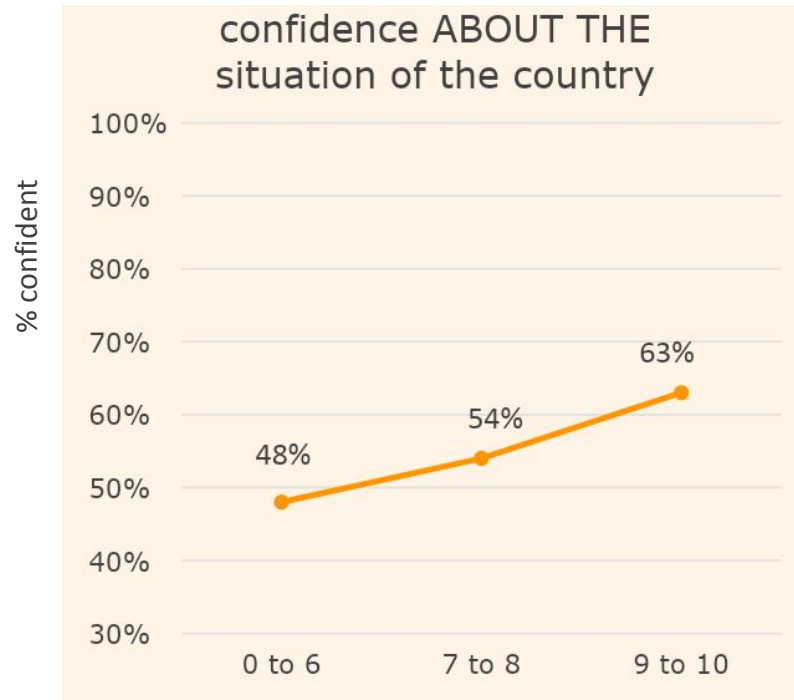
And generally speaking, do you feel that you are able to cope with your everyday life...(% Very easily + Fairly easily)



When you think of the future, are you very, fairly, not very or not at all confident...(% Very confident + Fairly confident)

BEING CONNECTED TO NATURE ALSO PROMOTES OPTIMISM TOWARDS ONE'S ENVIRONMENT

The higher the connection score, the higher the confidence in macro indicators



When you think of the future, are you very, fairly, not very or not at all confident...(% Very confident + Fairly confident)



A need of
nature that
is never
satisfied

AN UNMET NEED FOR CONTACT

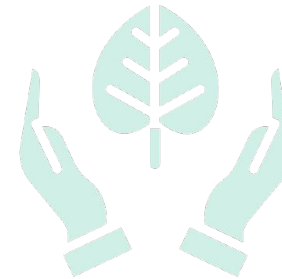


53%

Declare that nature plays
ENOUGH A ROLE in their
personal life

(34% Not enough a role)

And yet

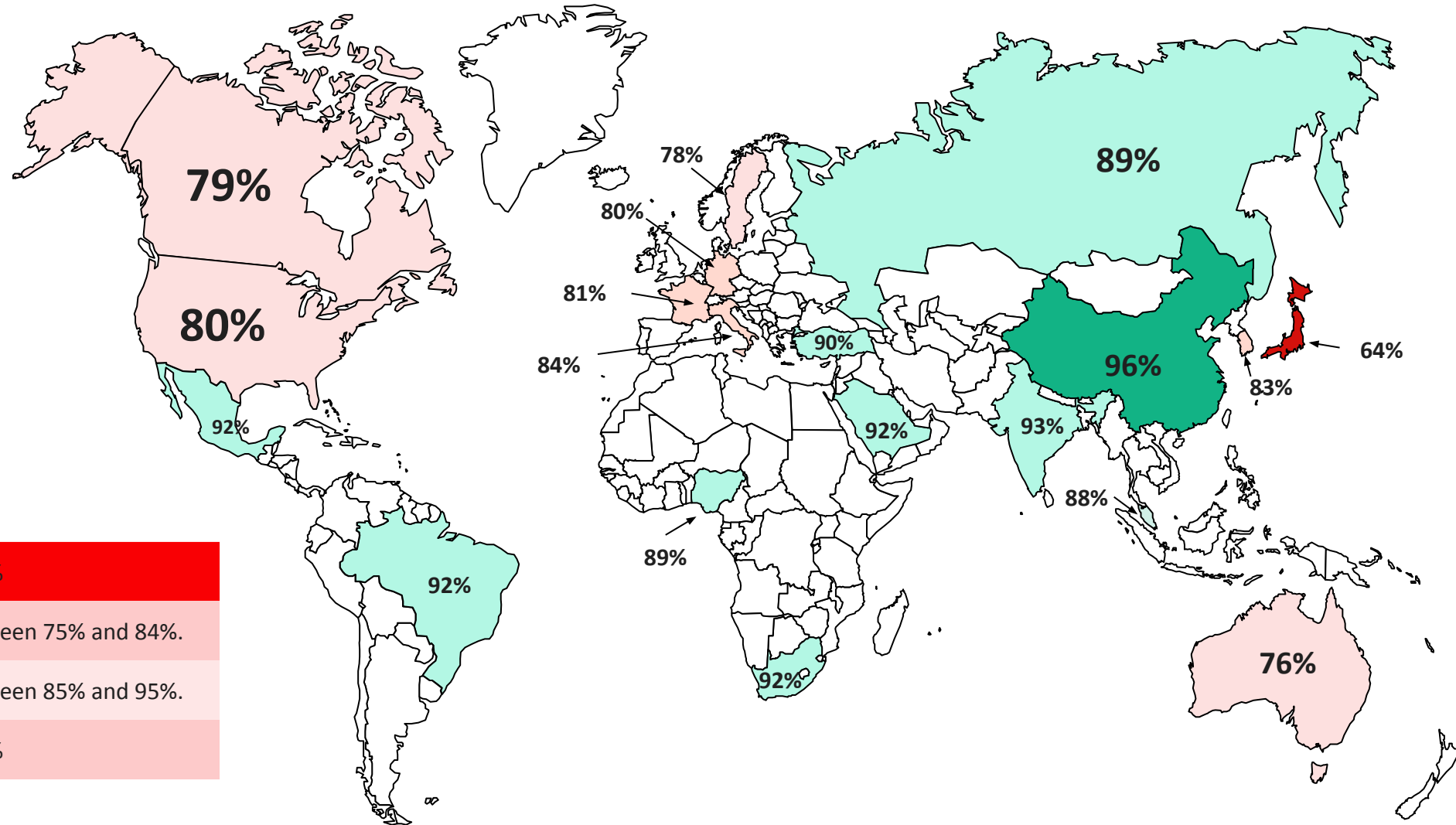


85%

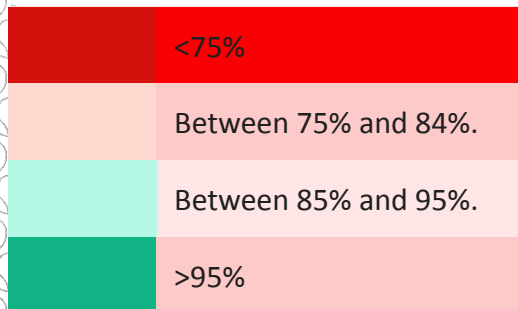
FEEL the need to be in **MORE
REGULAR CONTACT** with
nature

Today, would you say that in your personal life, nature plays... (% Enough a role)
Do you feel the need to be in more regular contact with nature? (% Yes definitely + Yes, somewhat)

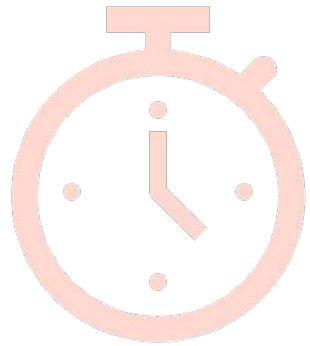
A NEED FOR MORE REGULAR CONTACT WITH NATURE PRESENT IN ALL COUNTRIES (EVEN THOSE WITH A HIGH CONNECTION SCORE), EXCEPT JAPAN.



WORLD
85%



LACK OF TIME IS THE MAIN OBSTACLE TO THE RELATIONSHIP WITH NATURE



57%

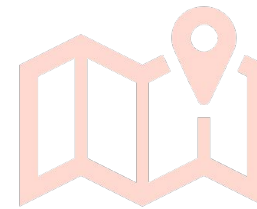
Declare that they **don't**
have enough time



Employed



Parents of children



20%

Consider that nature is too **far**
away from where they live



Those living in housing without an exterior



Action levers to encourage reconnection: contact with nature through sensory experiences and transmission through education.

REPETITION OF SENSORY EXPERIENCES HAS A STRONGER IMPACT ON THE CONNECTION SCORE THAN REPETITION OF ACTIVITIES

ACTIVITES

Gardening or tending a vegetable garden

Planting trees

Picking fruit or vegetables

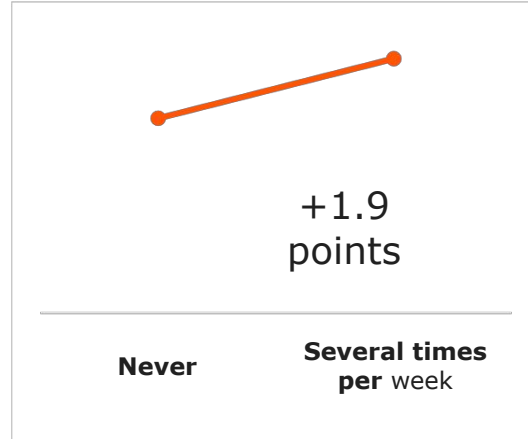
Fishing or hunting

Swimming in the sea, a lake or a river

Engaging in open-air or water sports

Strolling or walking in a natural environment

Working in a natural environment



SENSORY EXPERIENCES

Contemplating a natural landscape

Taking a close look at animals or insects

Touching plants

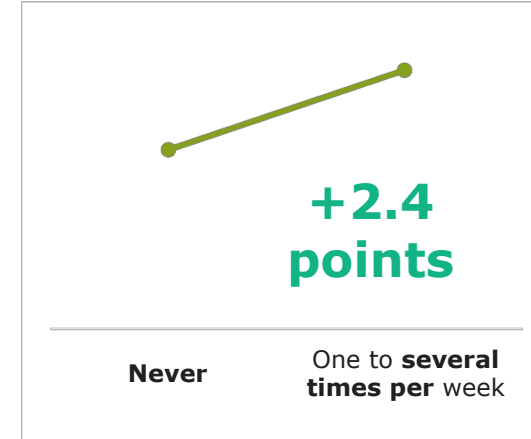
Stroking animals

Putting your hands in the ground

Listening to the sounds of nature

Taking in the smells of nature (plants, iodine ...)

Feeling the elements of nature (rain, wind, sun...) on your body.



How often do you personally engage in each of the following activities?
And how often do you experience each of the following?

THE RELATIONSHIP TO THE SOIL IS A POWERFUL INSTRUMENT OF CONNECTION TO NATURE

For all countries, the connection score is the **HIGHEST** among citizens who **PUT THEIR HANDS IN THE GROUND**, among the experiences tested



Between 6.3 and 8.4
(connection score)



Citizens who engage in activities that involve **CONTACT WITH THE GROUND HAVE THE HIGHEST CONNECTION** score among the practises tested.

- + Tree planting
- + Picking
- + Gardening
- + Work in a natural environment

*How often do you personally engage in each of the following activities? (% Several times per week)
And how often do you experience each of the following? (% One to several times per week)*

TRANSMISSION IS AN EFFICIENT VECTOR OF CONNECTION TO NATURE



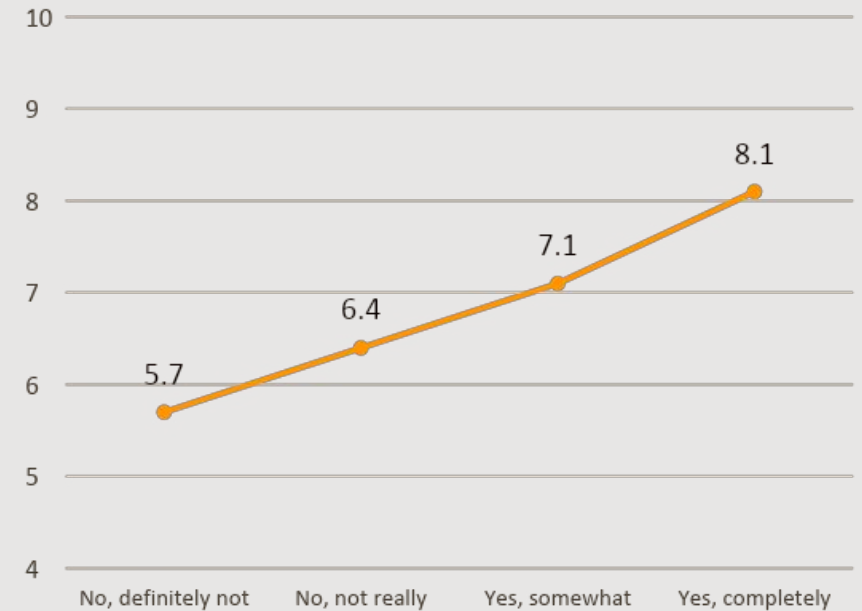
86%

PASS ON THEIR taste and knowledge of nature to THEIR CHILDREN AND THEIR ENTOURAGE

And do you personally try to share a taste and knowledge of nature with children and those around you? (% Yes, completely + Yes, somewhat)



Connection Score



The more citizens have inherited an attachment for nature, the more connected they are.

Would you say that your family has passed on to you the taste and knowledge of nature?



IN THE END...

1

Reconnecting with nature : a response to the evils of our times

2

- A finding that should allow to convince as many people as possible of the benefits of reconnection to nature and the need to prioritize it.
- An awareness that opens the way to action.

3

Courses of action are emerging in two main directions :

- sensory experiences related to nature
- the transmission of a taste for nature through education

In a context where the lack of time and the distance impose to bring nature closer to women and men.

LOOKING BACK ON THE PILOT PHASE: WHAT CHANGES SINCE FEBRUARY IN THE STATE OF MIND OF THE FRENCH?



OVERALL STABLE INDICATORS DESPITE THE COVID-19 CONTEXT

- Level of happiness (87%, 86% in March)
- Confidence about the personal situation for the future (69%, 66% in March)
- Confidence about the situation of the country for the future (36%, 34%)



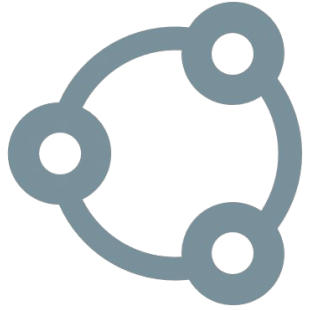
IMPROVEMENT OF THE ABILITY TO COPE WITH DAILY LIFE

A NEED FOR NATURE THAT IS FELT A LITTLE BIT MORE

72% feel they can cope easily with their everyday life (+5pts). Habits that take hold?

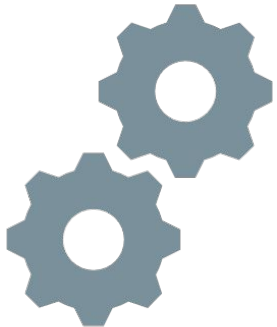
- **A slightly lower nature connection score (7 / 7.1 in March)**
- Certainly due to a decrease in the perceived intensity of contact with nature (6.7 vs. 6.9).
- **A desire for nature that intensifies: 81% feel the need to be in more regular contact with nature (+4pts).** A need for nature that increases slightly more among the popular categories.

TO CONCLUDE



A powerful tool that allows the Group's mission to spread out, by confirming:

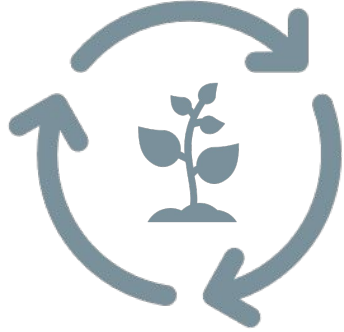
- The meaning of the mission, externally and internally
- The **relevance of the concept of connection to nature**: a POSITIVE IMPACT DEMONSTRATED, for the individuals and for society, thanks to the connection score created for the Observatory.



Results that deliver concrete ACTION PLANS:

- By highlighting **effective levers**, around SENSORIAL EXPERIENCE and EDUCATION / KNOWLEDGE
- By drawing **internal work paths**

TO CONCLUDE



An observatory that will allow to ACT CONCRETELY:

- Through the **awareness** of the usefulness of the connection to nature, the first necessary step towards its prioritization.
- Through the implementation of **concrete and targeted solutions** to encourage connection to nature



A powerful communication tool to CONVINCe and INVOLVE different audiences :

- **Employees** at Group and brand level
- **All the actors in society** (companies, institutions, elected officials, associations, individuals, etc.) who have the opportunity to take ownership of the results and act at their level



Thank you !



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