



SURVEY HIGHLIGHTS SEVERE ECO-ANXIETY LEVELS AMONG MALAYSIAN CORPORATE PROFESSIONALS



Kuala Lumpur (Aug 6, 2024) - Karbon Hero, in collaboration with Universiti Teknologi Malaysia Centre for Low Carbon Transport in Cooperation with Imperial College London (UTM LoCARtic) conducted the Climate Change and Eco-Anxiety Survey (Malaysia edition).

400 corporate professionals from various organisations in Malaysia were asked key questions about their eco-anxiety, climate change, decarbonisation, and willingness to adopt sustainability measures. Their valuable insights offer a snapshot of the current perception of climate change and sustainability landscape within the country.

The survey found that 9 out of 10 of respondents reported anxiety triggered by climate change news on social media and other news platforms. Furthermore, 8 out of 10 respondents are experiencing guilt about their overall carbon footprint and personal emissions.

"It is pretty clear that eco-anxiety is notably significant among Malaysian corporates and the willingness to spend on environmentally friendly products and services exists. There needs to be a rethink on creating sustainable climate action for long term impact. This can be done by transforming pledge driven passion projects into profitable businesses," said **Dr Sarah Shahril, CEO of Karbon Hero.**

Concern for future generations were unanimous, with almost 100% of respondents expressing they are worried that the next generation are at significant risk due to the detrimental impacts of climate change.

In terms of lifestyle changes, the survey indicates extremely positive willingness among respondents to adopt more sustainable lifestyle practices. About 80% are willing to reduce their energy consumption in efforts of conserving energy, while a whopping 89% are committed to reducing, recycling, and reusing materials. On top of that, 48% consider switching to electric vehicles, and 66% support buying local products to minimise their carbon footprint.

“This survey reflects the growing personal awareness and proactive attitude of individuals towards attaining climate resilience. Taking this into account, we look forward in developing innovative green solutions that will have meaningful social and environmental uplift,” **said Professor Dr Srithar Rajoo, Director of Institute for Sustainable Transport (IST) Universiti Teknologi Malaysia.**

Notably, a significant 7 out of 10 respondents expressed readiness to spend more on products and services that are either carbon-neutral, low carbon, or sustainable. This willingness to invest in sustainability indicates a strong market potential for locally produced environmentally friendly products and services.

Despite the high levels of personal commitment to mitigating climate change, the survey also reveals 57% of respondents believe that there needs to be more from the government in terms of policies to address climate change.

The survey sample included corporate executives and professionals across various sectors, with 70% men, 27% women and 3% prefer not to say. The respondents were spread across various age groups, 34% aged 20-30 years, 34% aged 31-40 years, 23% aged 41-50 years, and 9% aged 51 years and above.

While the survey reflects high-levels of eco-anxiety among Malaysians, it is also coupled with the positive levels in willingness to adopt more sustainable measures. Despite the positive personal commitment towards climate mitigation, it is also important to address climate policy development effectively for a more robust transition towards decarbonisation.

All key findings are published via this infographic :

<https://www.dropbox.com/scl/fo/63oyhxze5s6x91dvptem5/ADYq2AvKAgJ27wjaS7auews?rlkey=9ka k2tt8rotwwh9fev3ntsybr&st=p1r6zn5e&dl=0>

About Karbon Hero

Based in Kuala Lumpur Malaysia with offices in New York and London, Karbon Hero was founded in 2020 by Dr Sarah Shahril, an experienced member of the academia with over ten (10) years of

experience in research and Mr Reuben Ravi, an industry expert with vast experience in data analytics. Karbon Hero aims to redefine the carbon offset and carbon credit industry by deploying accessible and transparent solutions to address key problems in financing environmental conservation, sustainability and mitigation. Karbon Hero believes that businesses and the community should be given access to an avenue to monetise their climate action initiatives ethically and sustainably, via the research-based Genesys Reserve carbon and ECO-registry. For more information about Karbon Hero, visit www.karbonhero.com.

About UTM LoCARTic

LoCARTic is a collaborative research venture between Imperial College London and Universiti Teknologi Malaysia. The center was formally established in January 2014, to spearhead research on low carbon technologies for transport applications. The idea behind the establishment of LoCARTic stems from our underlying principle to contribute towards Human Capital Development, especially in training Masters and PhDs. Our people in Johor and London have put together their hands and minds to collaborate in research projects, publications and technology developments. We believe our efforts are aligned to make a difference in our society, especially at this age where we are facing the threat of climate change. Visit <https://research.utm.my/locartic/>.

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