

The European Dream Foundation

"bringing people closer to Europe"

Version July 2022





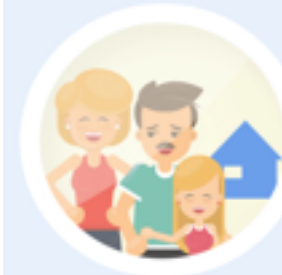
“So, who are You exactly, my dear audience?”



Wealthy Households

3

- Affluent Modern Households
- Elite Suburbia
- Suburban Riches
- Wealthy Established Executives
- Retired Connoisseurs



Modest Communities

2

- Start-up Couples and Singles
- Working Class Suburbia
- Mature Neighborhoods
- Working Towards Retirement
- Aging Urban Dwellers
- Modest Retirement



Stretched Households

1

- Low Income Urban Residents
- Students and Singles
- Enterprising Households
- Hard Up Seniors



How diverse is our conversation today?



WHAT IS THE EUROPEAN DREAM?

Survey on European Dreams 2019
for the Future of Europe

METHODOLOGY

Representative opinion polls were conducted by Hanbury Strategy in the 14 most populous European Member States (hereinafter the EU14) between 22 July and 8 August of 2019. The sample was 1000 people per country, 14,000 European Union citizens altogether, who represented the whole adult population of Belgium, Czechia, France, Germany, Greece, Hungary, Italy, the Netherlands, Poland, Portugal, Romania, Spain, Sweden and the United Kingdom.

Data was weighted to match the demographic profile of the country on age and gender, region and education level. Weights were derived from the national census in each country. A margin of error of +/- 3% applies to all national-level data. A larger margin of error applies for subnational samples.

Scan this QR code to learn more about the survey results.



= 1,000 respondents per country

Σ = 14,000 respondents in total



Published by:



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Copyright: FEPS and Policy Solutions, March 2020
ISBN: 978-2-930769-37-0

- Financial: *greater financial security and free time - low faith in hard work - want to earn twice as much - dream to retire at 60 – instable pensions*
- Environment: *worry for future generations - about climate change and migration – growing social inequality in southern Europe*
- Political: *democracy wins by knock out - both national governments as EU need to lead us - taxes to be spend on healthcare, pensions and education*
- Belief: *freedom, dignity, solidarity & equality prevail above competition and performance - we rely on ourselves - our own country is the best –*
most optimistic are young pro-EU Urban male inhabitants, most pessimistic founding EU countries



FINANCIAL crisis



ECOLOGICAL crisis



POLITICAL crisis



BELIEF crisis

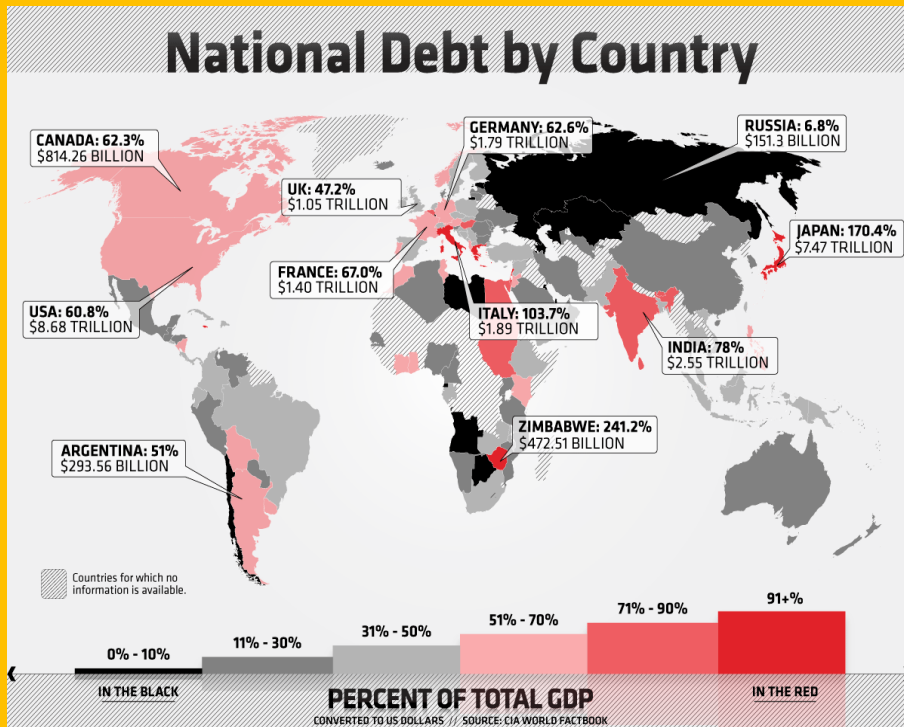
What hinders us to live our European dream?





FINANCIAL

Lets **start** with understanding any **financial** crisis



lehman



housing bubble



credit



greece

Remember The 2008 Financial Crisis

triggered by **bankers** and **governments** but it were **consumer**s like **you** and **me** who were **spending** by **lending**.

Youth Unemployment



33%



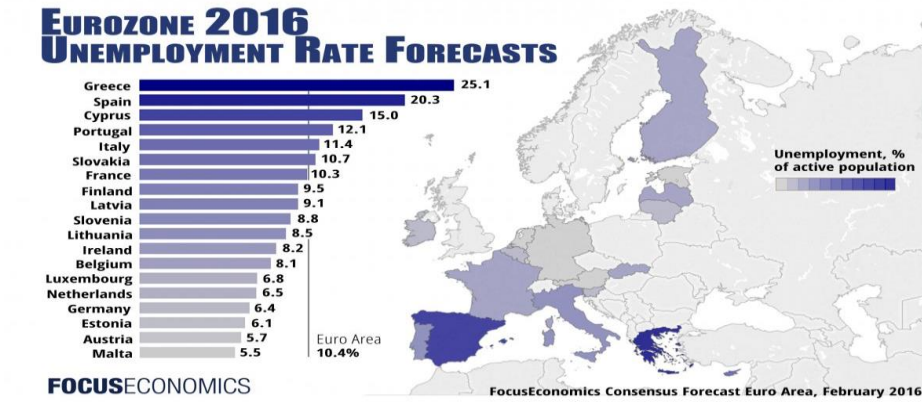
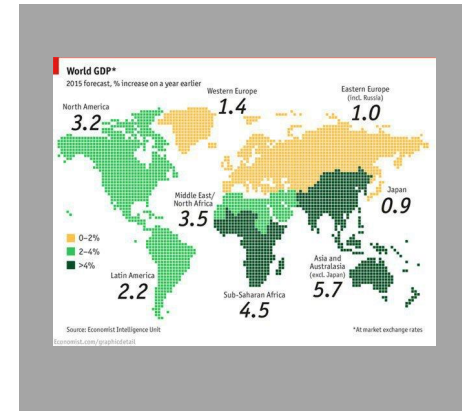
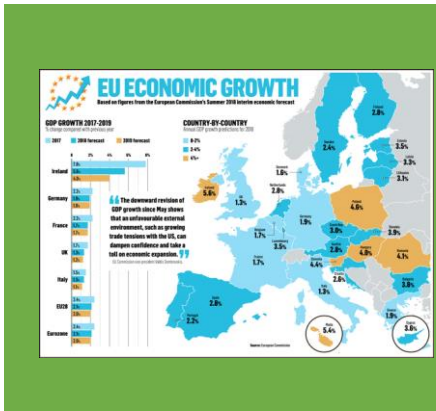
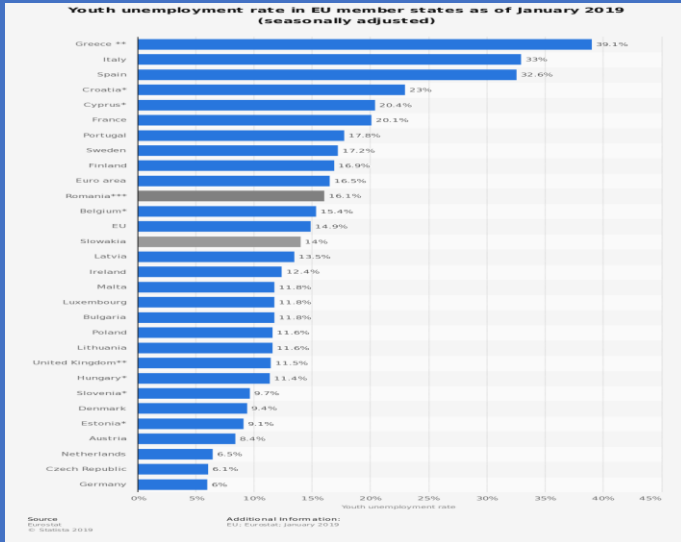
33%



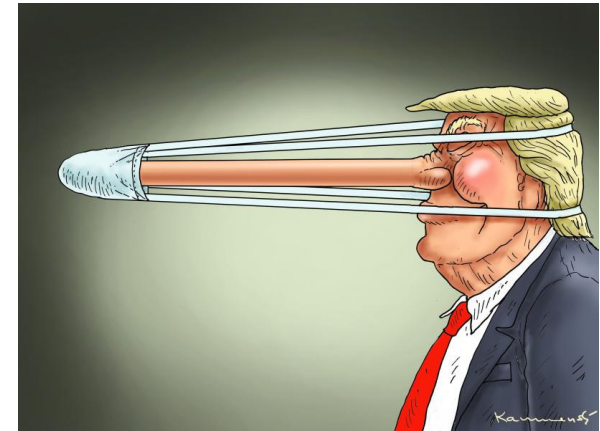
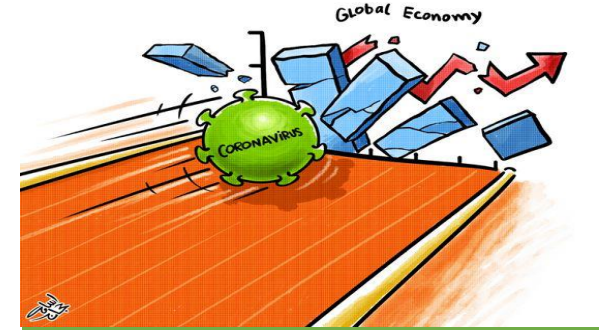
20%



11%

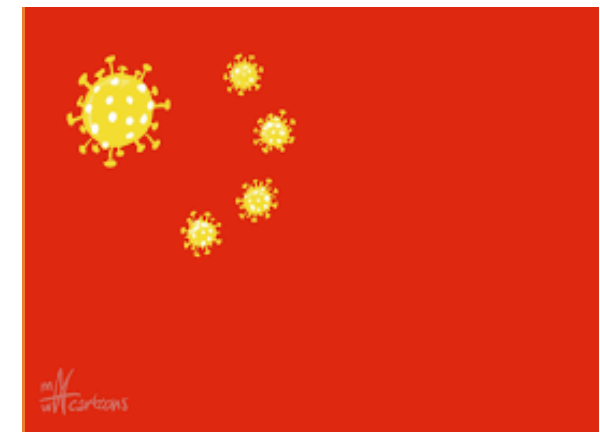


In 2019, average Economic growth is back (2%)
youth unemployment still extremely high



and then there was Corona.....

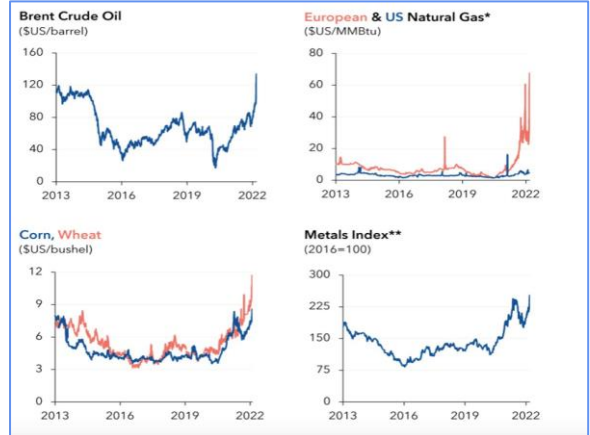
meet biological disruption!



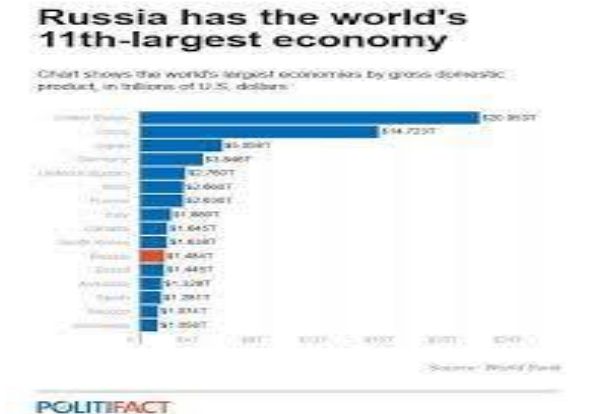


WHILE THE ECONOMIC SHOCKS FROM THE WAR IN UKRAINE WILL BE FELT ALL OVER THE WORLD, THE RUSSIAN ECONOMY IS FORECAST TO CONTRACT BY ABOUT 10% THIS YEAR – WORSE THAN AFTER THE 1998 FINANCIAL CRISIS.

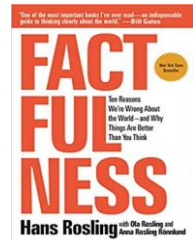
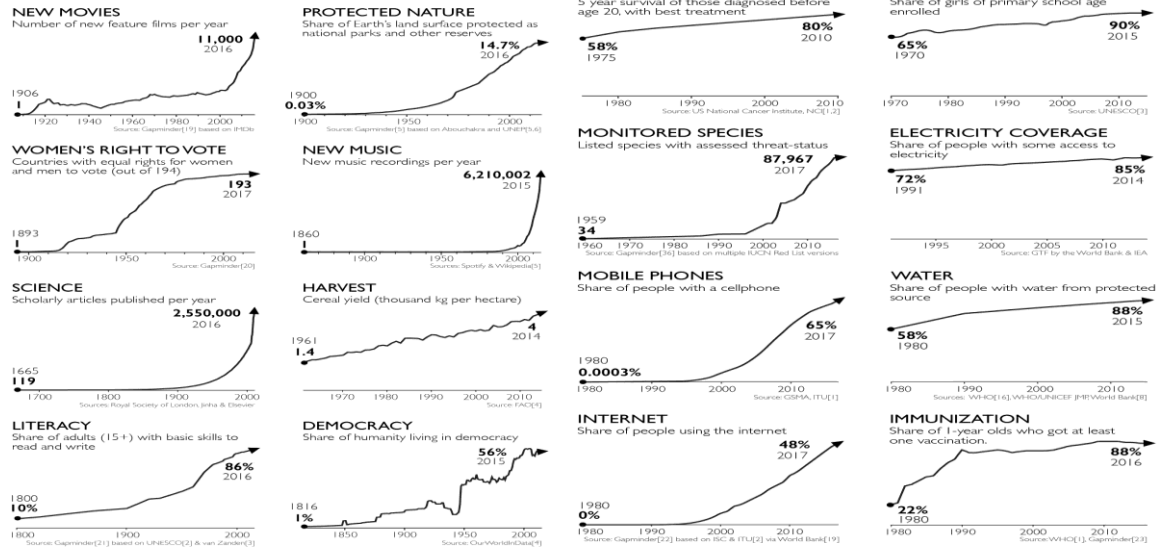
Source: Pavel Muravev / Alamy
Stock Photo



Corona Out...
War In

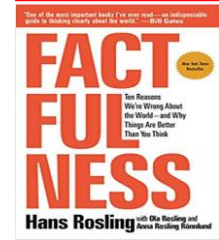
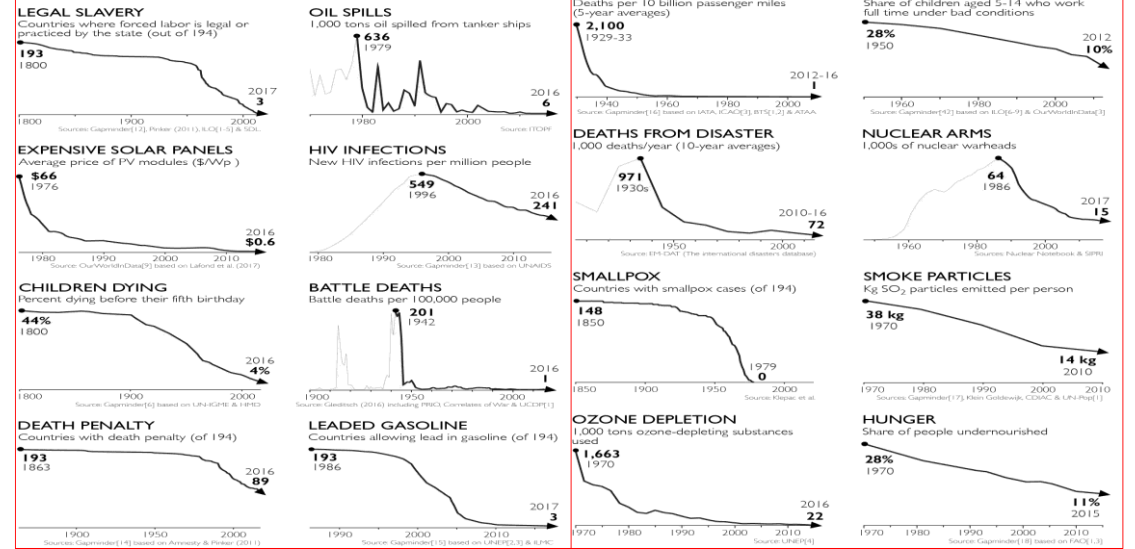


16 GOOD THINGS INCREASING



16 GOOD Things increasing

16 BAD THINGS DECREASING

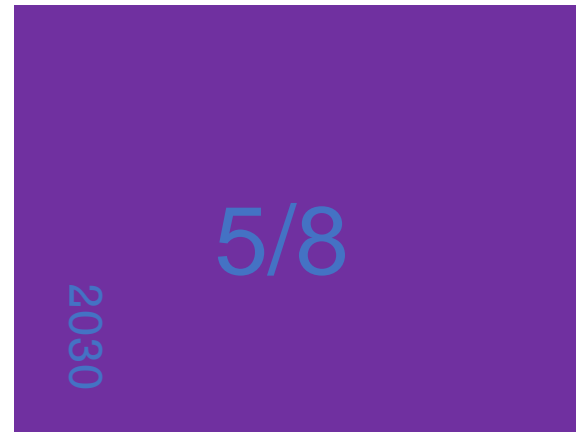
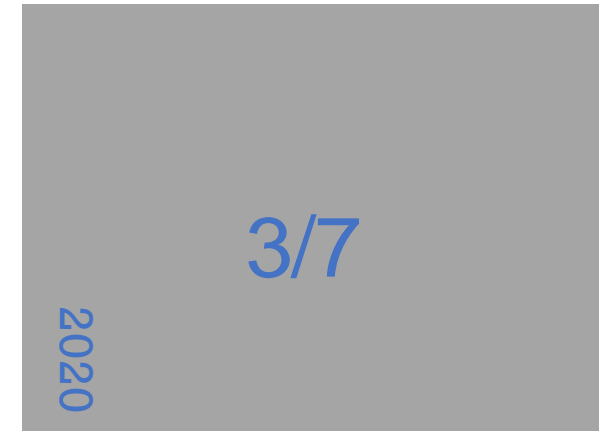


The world is definitely a better place to live in

16 BAD Things decreasing

Every day the world becomes a better place to live!

in 2030
 the middle class
 will for the first time in history
 overscore the poor class
 creating a tremendous amounts
 of wealth consumers

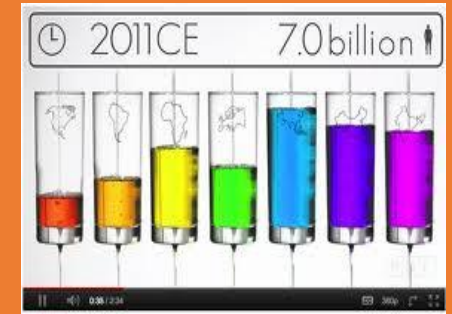
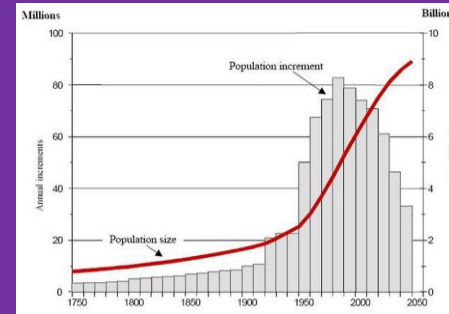
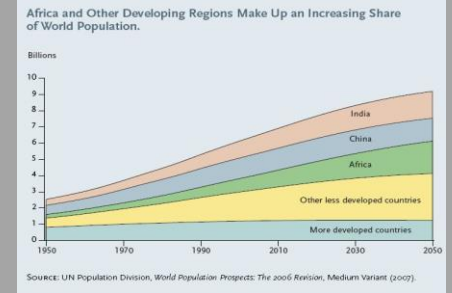
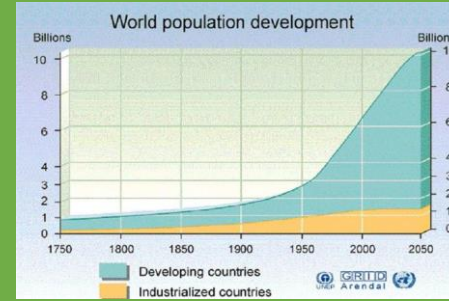
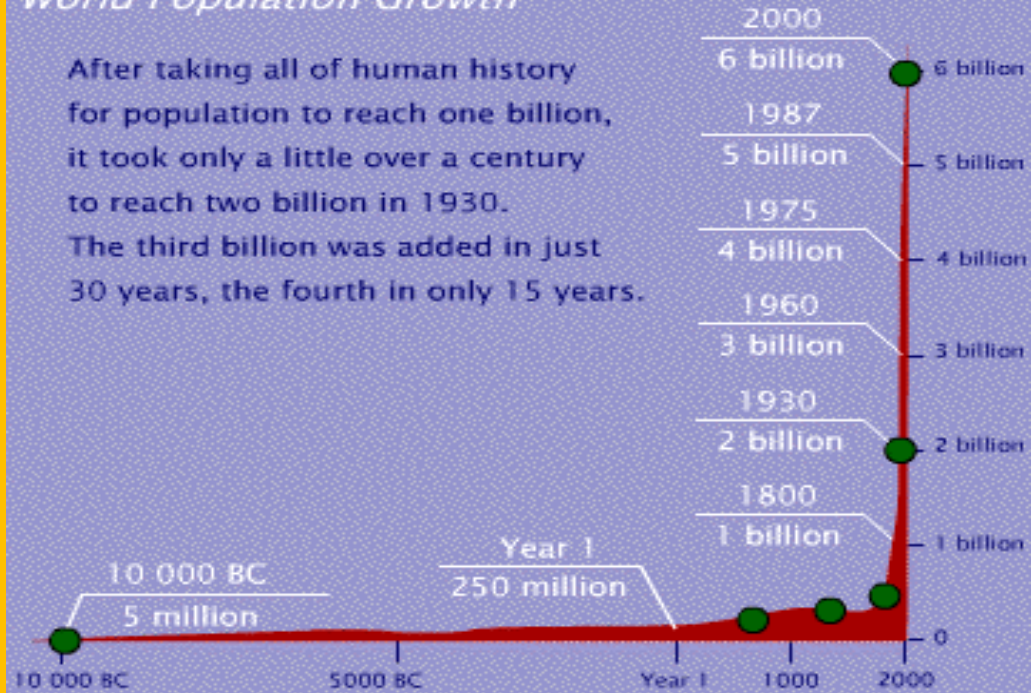


% of population

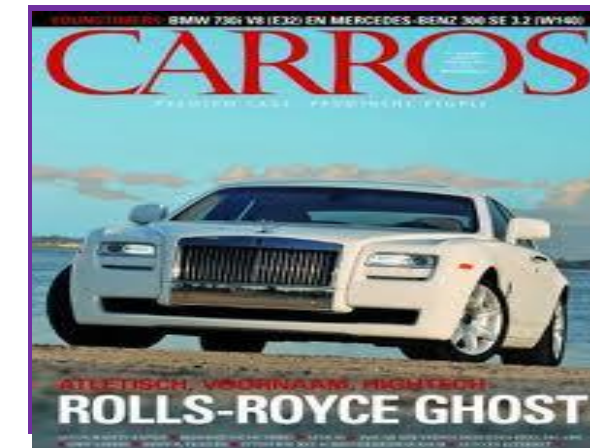


World Population Growth

After taking all of human history for population to reach one billion, it took only a little over a century to reach two billion in 1930. The third billion was added in just 30 years, the fourth in only 15 years.



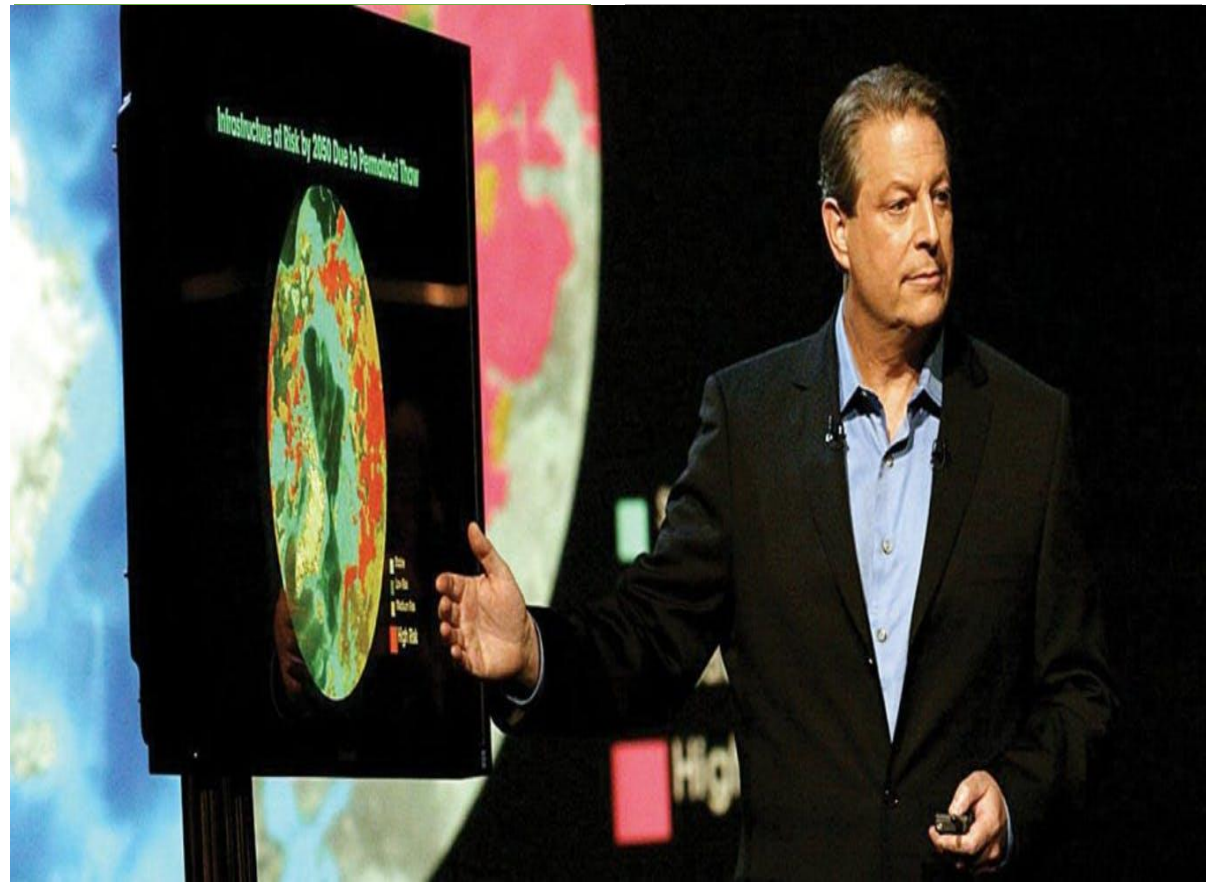
Yes,
The outlook for Economic growth is bright:
in 2050 we'll have **10 billion** consumers



10 Billion consumers
eager to live our modern lifestyle



but, overcoming the **financial** crisis, created an **ecological** Crisis



Which year was this film released?

10 billion consumers

demand

water, food and energy

delivered

by 2.5 planets earth

<http://www.worldometers.info/nl/>

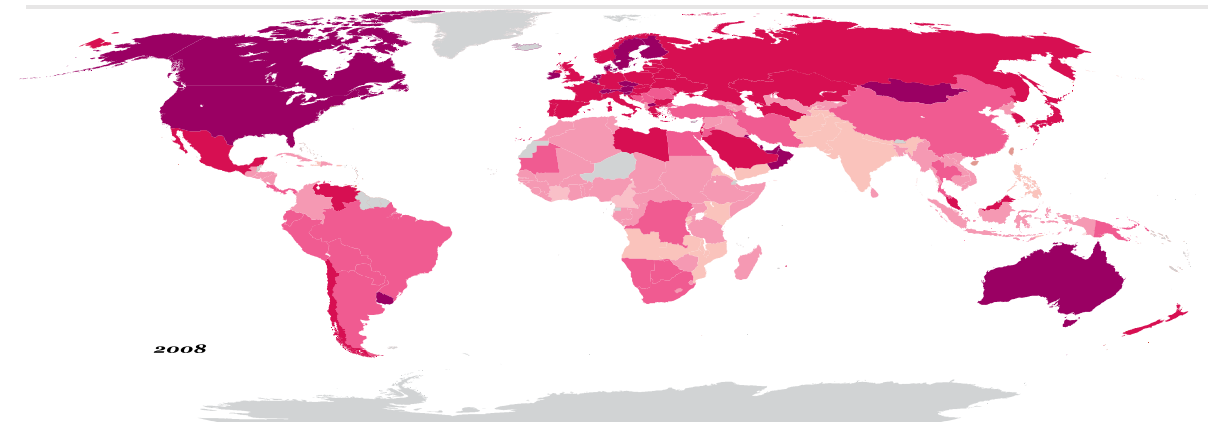
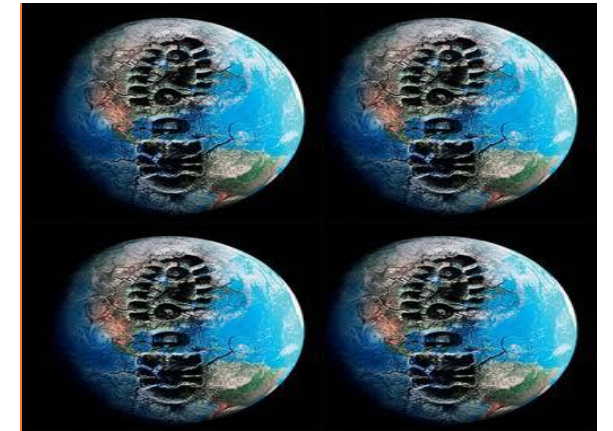
Source WWF

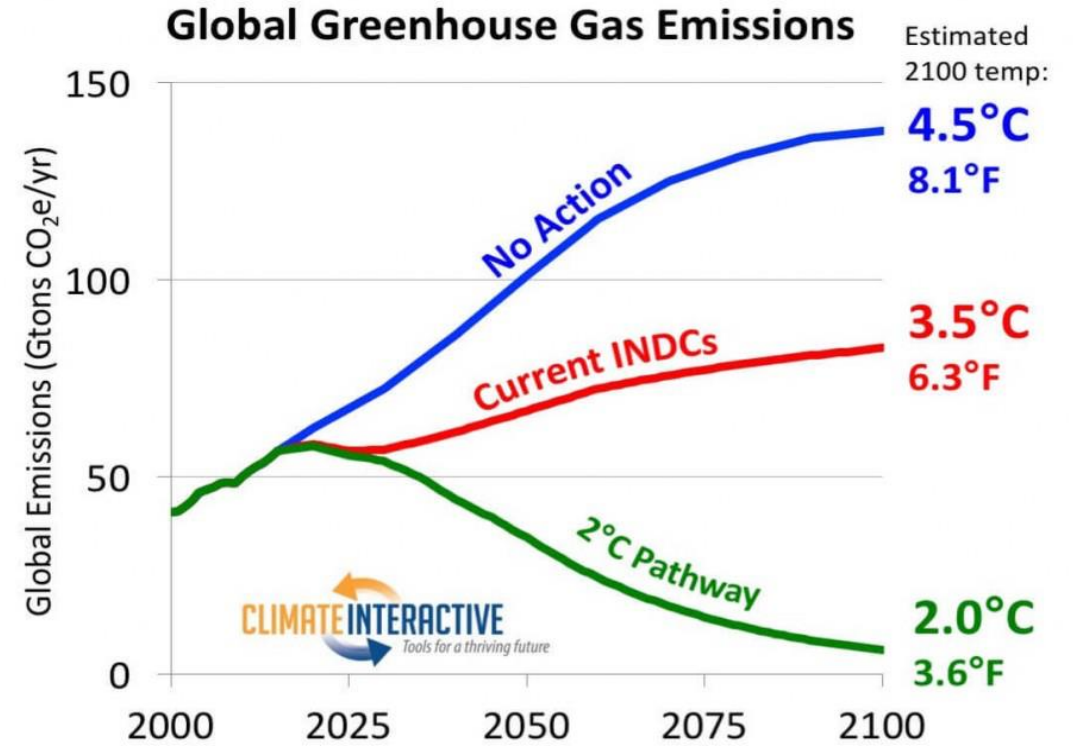
IF EVERYONE LIVED LIKE AN AVERAGE
RESIDENT OF THE USA, A TOTAL OF FOUR
EARTHS WOULD BE REQUIRED TO REGENERATE
HUMANITY'S ANNUAL DEMAND ON NATURE

1.5 YEARS
TO GENERATE
THE RENEWABLE
RESOURCES USED
IN 2008

CO₂

BY 2010, EMISSIONS
OF CO₂ FROM FOSSIL
FUELS HAD RISEN TO
THE HIGHEST LEVEL
IN HISTORY





13 October 2015, www.ClimateScoreboard.org

PARIS 2015
 after 7 years we are still on a 3.5 scenario....

CLIMATE REPORT CARD

THE WORLD'S TOP POLLUTERS HAD HOMEWORK BEFORE THE PARIS TALKS. HERE'S HOW THEIR PLEDGES SCORE.

	MADE AN EFFORT	SHOWS RESPONSIBILITY	MEET AND ACCURATE WORK	PLAY WELL WITH OTHERS
EUROPEAN UNION	A-	●	●	●
CHINA	B+	●	●	●
UNITED STATES	B+	●	●	●
MEXICO	B	●	●	●
SOUTH KOREA	C	●	●	●
JAPAN	D	●	●	●
AUSTRALIA	F	●	●	●
CANADA	F	●	●	●
RUSSIA	F	●	●	●

● EXCELLENT ● SATISFACTORY ● NEEDS IMPROVEMENT ● POOR ● VERY POOR

What will we do?

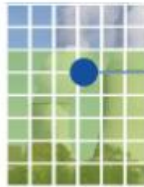
CLIMATE

The EU will be **climate neutral in 2050**. The Commission will propose a European Climate Law turning the political commitment into a legal obligation and a trigger for investment.

Reaching this target will require action by all sectors of our economy:

ENERGY

Decarbonise the energy sector



The production and use of energy account for more than **75%** of the EU's greenhouse gas emissions

BUILDINGS

Renovate buildings, to help people cut their energy bills and energy use



40% of our energy consumption is by buildings

INDUSTRY

Support industry to innovate and to become global leaders in the green economy



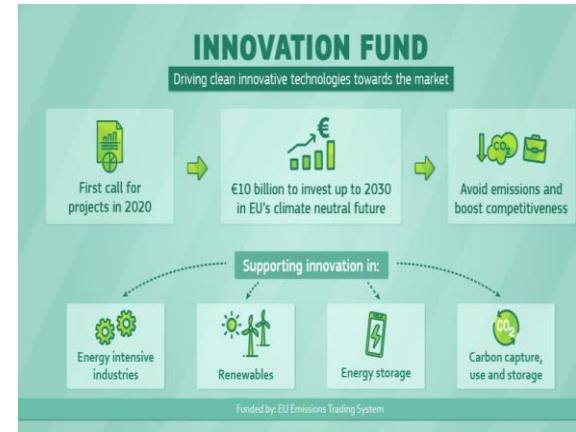
European industry only uses **12%** recycled materials

MOBILITY

Roll out cleaner, cheaper and healthier forms of private and public transport



Transport represents **25%** of our emissions



The latest plan to reduce CO₂, part of the EU Green Deal

Will we succeed this time?

+ 2%

OF THE GLOBAL GDP

Source: International Energy Agency / IPCC / bit.ly/2-percent-more



The extra step
to save our future

To compare:

- In 1945 the USA spend 36% GDP to end World War II
- In 2008 the USA spend 3.5% GDP to save banks to big to fall
- In 2020 14% of the Global GDP was spend on COVID support
- Yearly 2% GDP spend on Military

95 Trillion USD

(95.000.000.000.000)

Global GDP 2022



• One-off 1% GDP
to buy the whole Amazon forest

What are the additional costs to reach the Paris Goals?

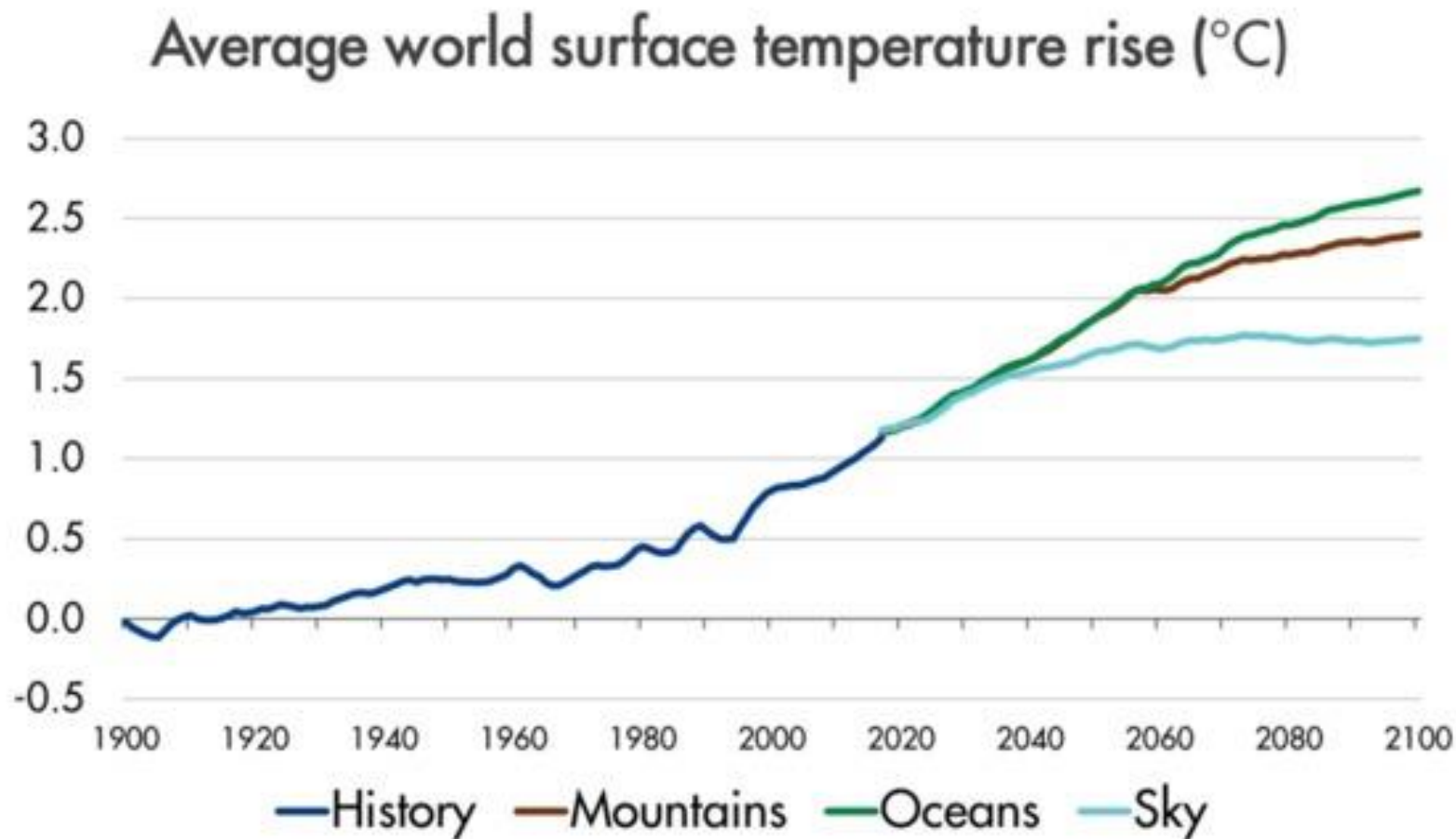


SAPIENSHIP

YNHARARI.COM

Sky Summary: The Paris goal is achieved

MIT assessment of climate impact



Source: Massachusetts Institute of Technology

Copyright of Shell International B.V.

SHELL SCENARIOS

Sky

MEETING THE GOALS OF
THE PARIS AGREEMENT

AN OVERVIEW

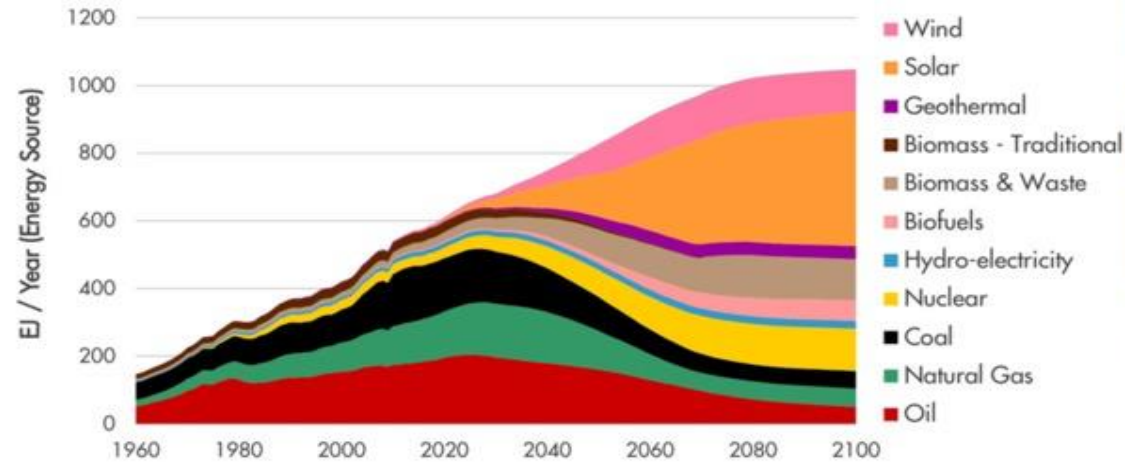


Reforestation can be a further game changer to push to the stretched 1.5°C ambition of the Paris Agreement.

Sky Navigation: The Renewables Chart

The major sources of primary energy from the 2050s

World Total Primary Energy by Source, EJ/year

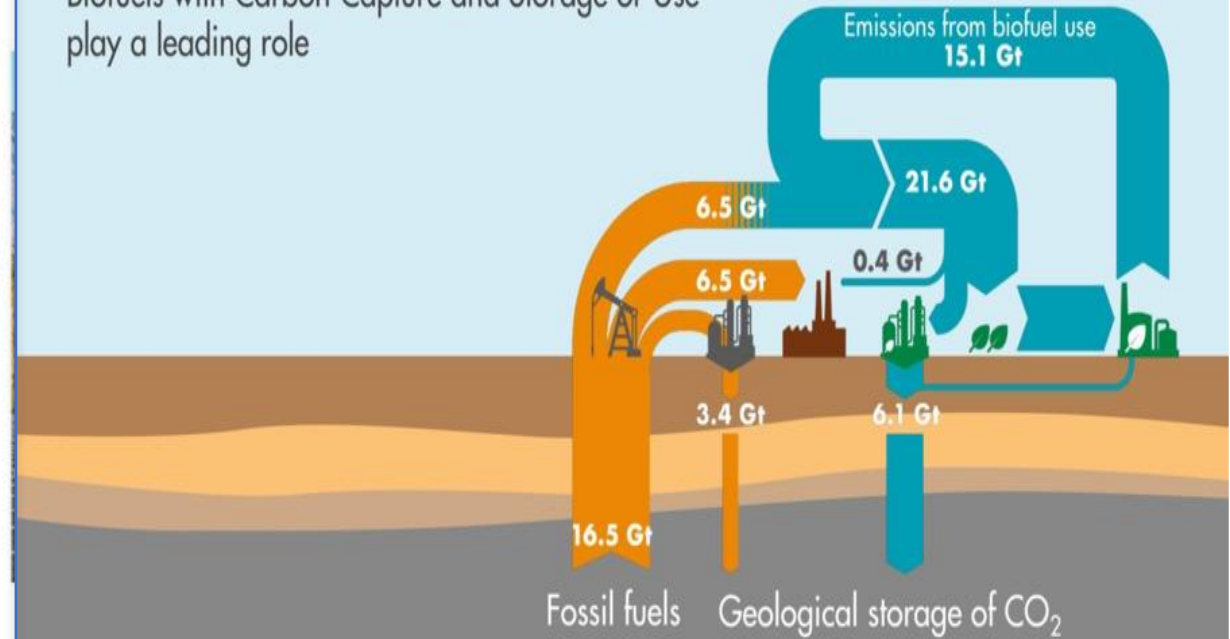


Source: Shell analysis, Sky scenario
Copyright of Shell International B.V.

2070

Sky Navigation: Achieving the balance

Biofuels with Carbon Capture and Storage or Use play a leading role

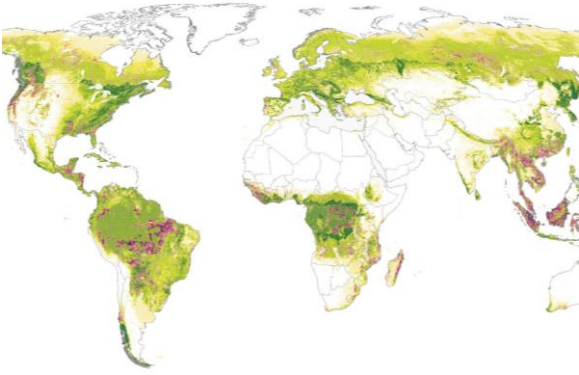


Source: Shell analysis, Sky scenario
Copyright of Shell International B.V.

SHELL developed a 2070 scenario called Sky which limits temperature increase to 2 degrees



Nuclear, Oil, Coal and CO₂ Storage are part of this scenario,



Planting Trees is an available - slow - technology to capture CO₂

Earth's forests absorb **16 billion metric tons of CO₂ annually**.
Forests also emit 8.1 billion tons back to the atmosphere.
Forests absorbed a net amount of 7.6 billion tons of CO₂ by roughly

Which is a fifth
of the 36 billion tons of CO₂ emitted by humans in 2019.

10 billion people eager to live to the max will only consume less with global taxation of CO2 emissions

Current rate of CO2 tax:

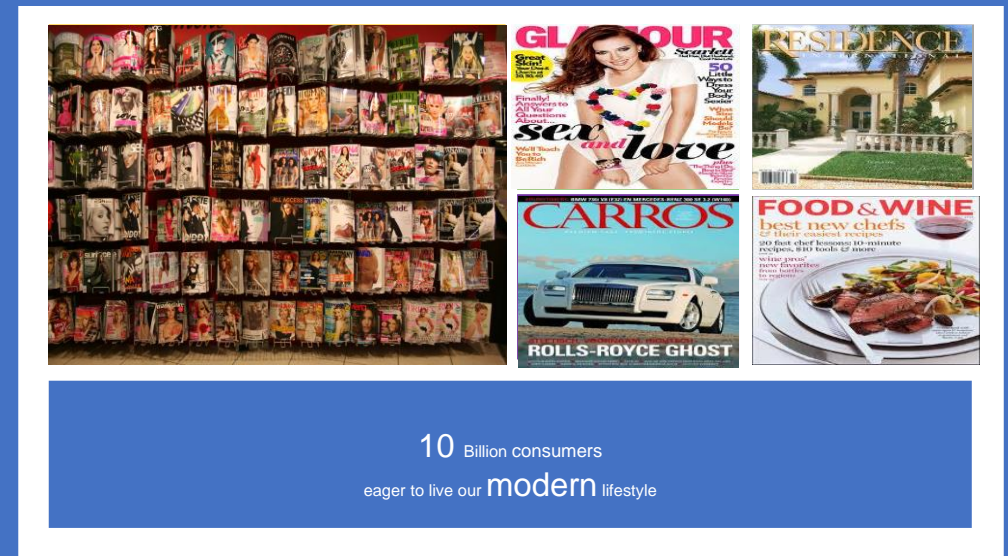
3 USD per ton

Proposal of the IMF:

25 USD per ton - Poorest Countries

50 USD per ton - Developing countries

75 USD per ton - Richest countries



no action will lead in 2100 to a yearly global GDP damage of roughly 7 - 37%

K-Pg extinction: ~ 66 million years ago

Species made extinct: 75%



Ordovician-Silurian extinction: ~ 440 million years ago

Species made extinct: 85%



Late Devonian extinction: ~ 365 million years ago

Species made extinct: 75%



Permian-Triassic extinction: ~ 253 million years ago

Species made extinct: 96% marine life; 70% terrestrial life



Triassic-Jurassic extinction: ~ 201 million years ago

Species made extinct: 80%



An illustration of the temperate rainforest that thrived in West Antarctica about 90 million years ago, when dinosaurs still walked the Earth. (Image credit: J. McKay/Alfred-Wegener-Institut; Creative Commons licence CC-BY 4.0)

There were 5 previous mass distinctions
the earth will for sure survive a 6th, with or without humankind

Today 90% of all Earth Ice is on Antartica in a 3 km thick icepack, but 90 million years ago west antartica was covered with tropical rainforests

To conclude, Global Warming is a reality, the EU Green Deal has the right ambition, it is possible to meet the 1.5 C target, it only costs 2% of the GDP

if we dont succeed, it is not the end of the world, but a huge step backwards in evolution



know

how to solve the climate crisis

for many years

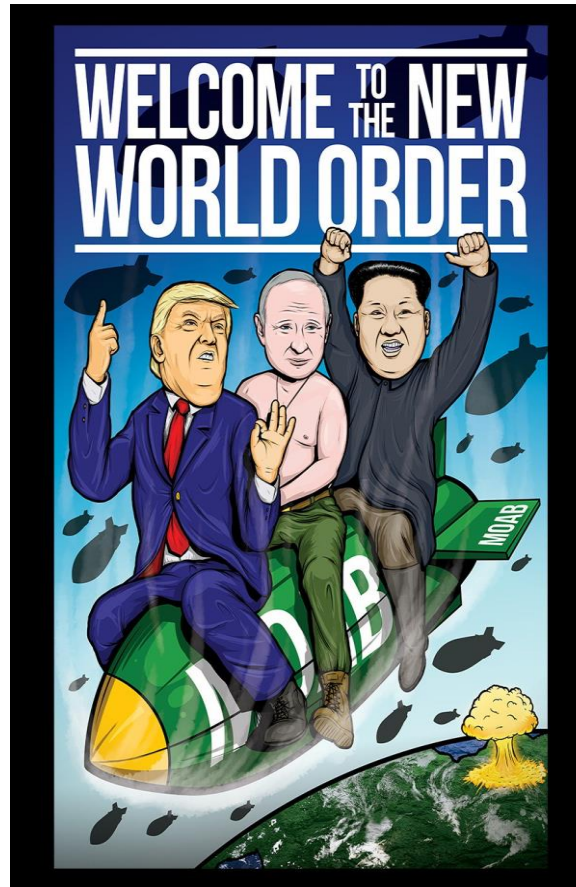
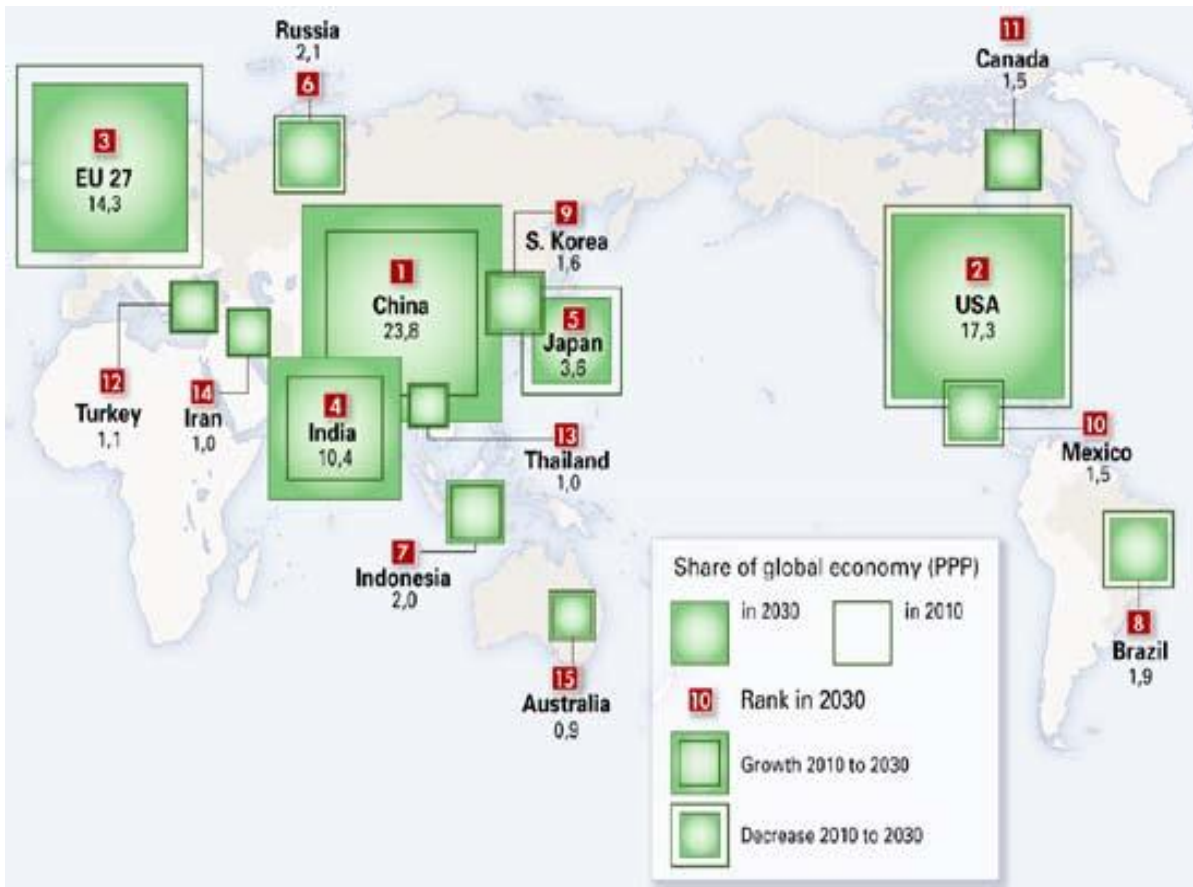
why don't we **succeed?**

If we



POLITICAL CRISIS

The world & Europe have a political crisis
do we?



Welcome to the new wrold order:

In 2030 Europe's share in world economy will shrink to 14 % , still relevant BUT number 3 after China (1) and the USA (2)

In the Age of Globalization

The World is politically more diverse than ever before

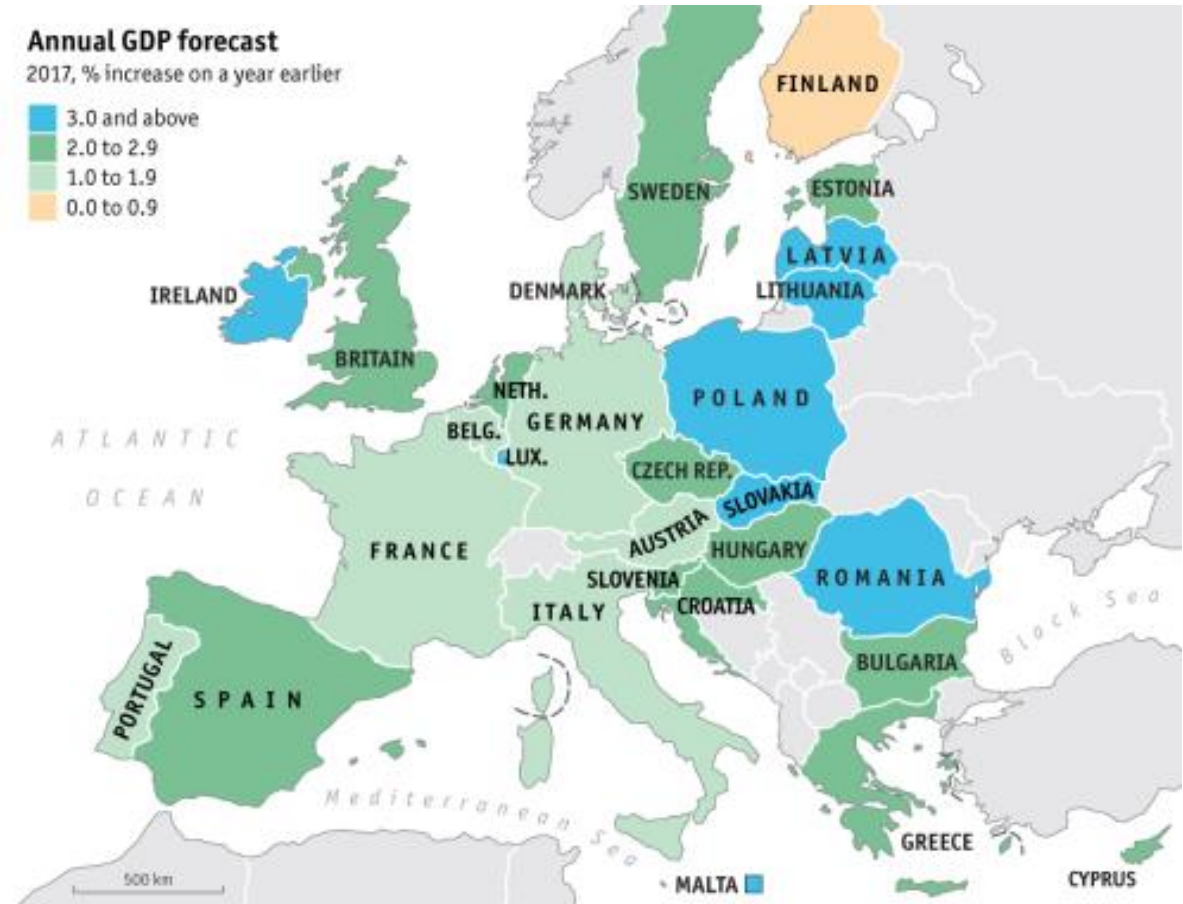
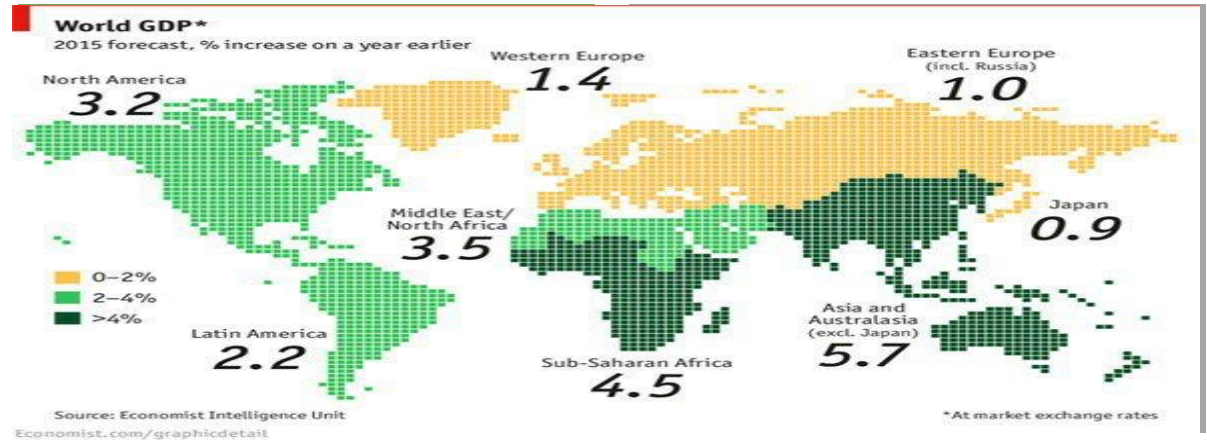
International EU Diplomacy is therefore more needed than ever before



China, Russia, Turkey, Saudi-Arabia globalized, kapatilized, but hardly democrized

From 2014 to 2019 ,
Europe, had economic
growth,

how did the EU citizens perceive
this?



Climate

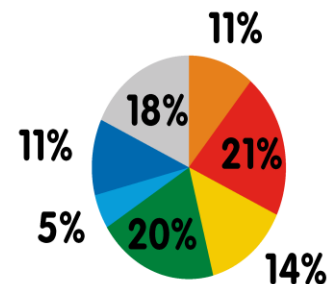
is not the biggest threat for Europeans.

nor Economy

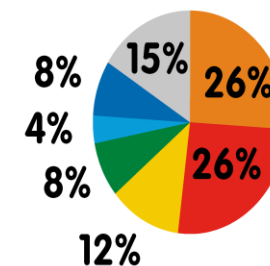
Migration is..

What is the single biggest threat to Europe today?

Engaged voters supporting pro-European parties



Engaged voters supporting anti-European parties



- Migration
- Islamic radicals
- Economy
- Nationalism
- Russia
- Climate
- Other

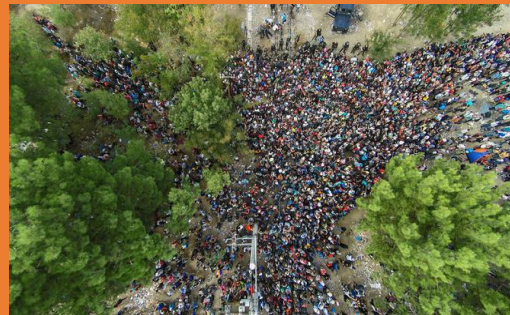


What is your feeling about life?

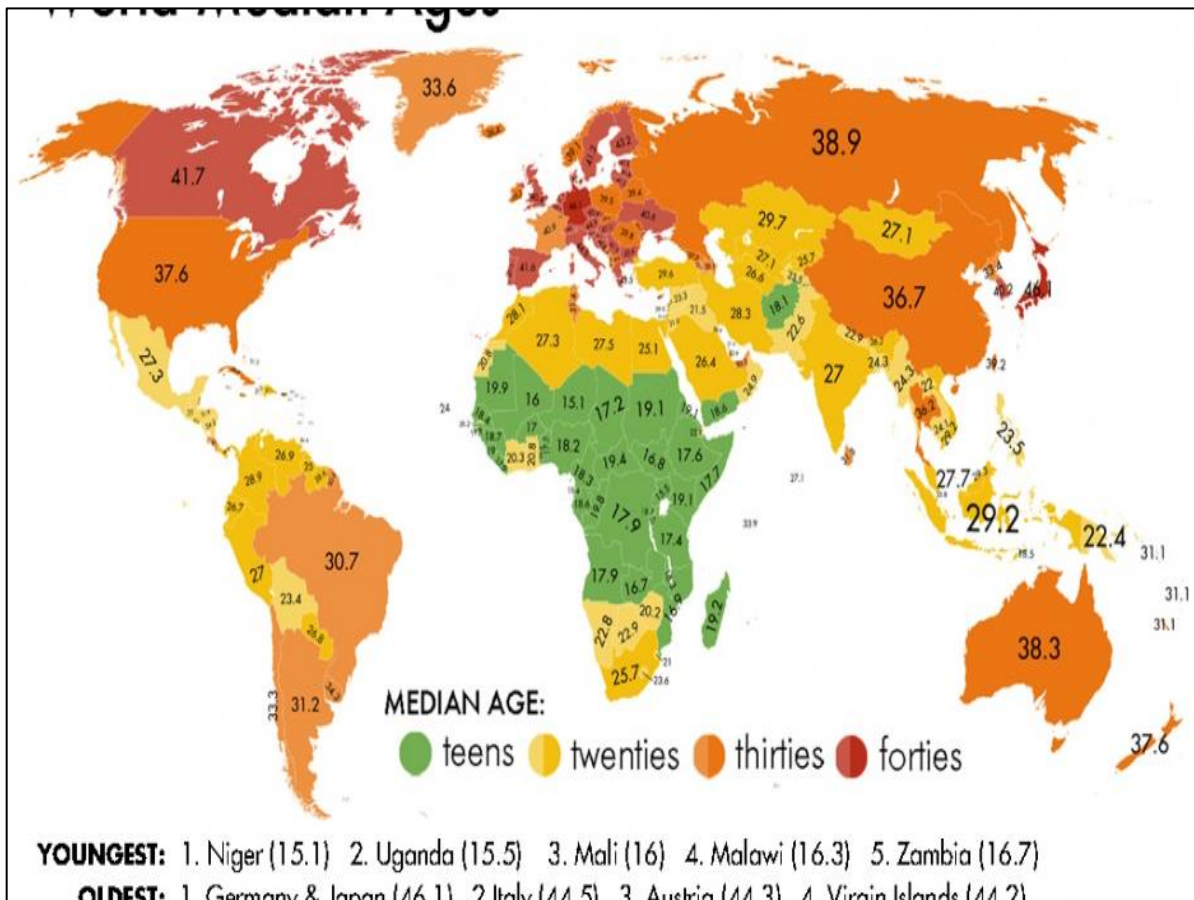
- Feeling stressed
- Feeling afraid
- Feeling optimistic



*Highest percentage of the three feelings: stressed, afraid and optimistic



an effective Immigration Policy is conditional for an effective Climate Policy



INDIA 27

USA 38

CHINA 37

EU 43

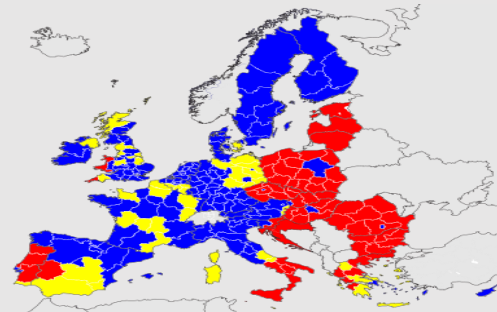
EUROPE has become the Eldery Home of the world

we can and need to absorb immigrants in a predictable and manegeable way
 also given the large labor shortages to come around 2030



The EU and national governments needs to promote their successes in a much more effective way

immigration should be a top priority to fight populism & brexism



Top 3 achievements of the EU are Peace, Freedom and Internal Market

Top 20 EU Achievements 2014 - 2019

Re-Invest
EUR 392 B

EFSI 2014 – 2019

+ 1.5 M Jobs

growth stimulation

EUR 35 B

Saving Greece

-40% CO2

by 2030 Paris

25 M Tons Plastics

Ban some Plastics

EUR 1.5 B

Trade Agreement
Japan Canada

EU - US

new trade statement

-90% refugees

2018 vs 2015
Turkey Statement

+ 1600 EU border
guards

10.000 by 2027

1 Digital
Internal Market

EUR + 1.5 B

Defense
Harmonization

180vs30
EUvsUS
weapon systems

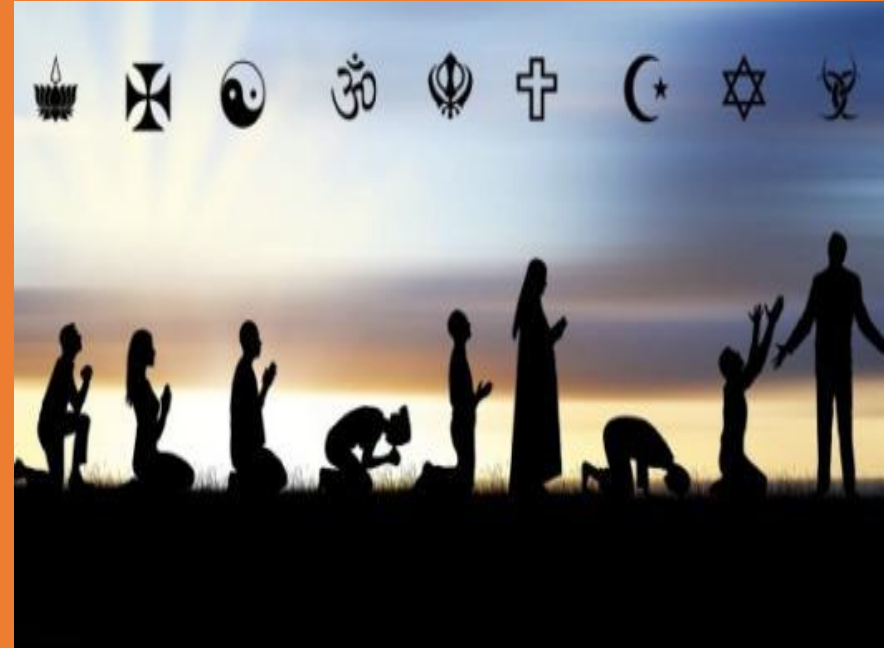
Gas Directive
EU prosecutors
End of Roaming
EU fines EUR 8.4 B
North Macedonia
Citizen Initiatives



But Why do **YOU** and I

refuse to take **responsibility**

to solve the climate crisis ourselves and continue to look at politicians?



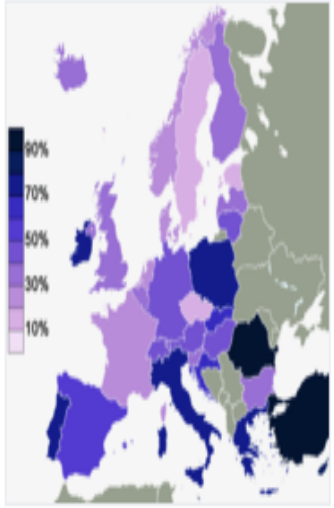
BELIEF

What do we actually belief today?

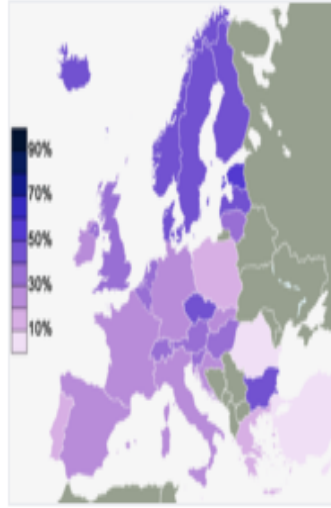
“Gott ist Tot”

Friedrich Nietze, *Also sprach Zarathusta* in 1889

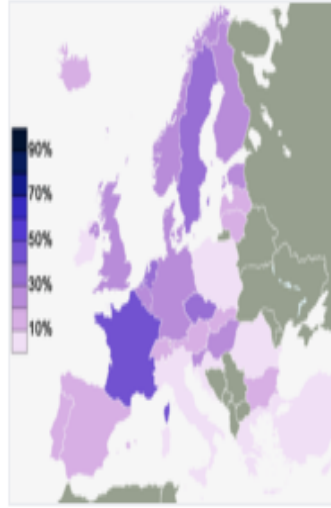




Belief "there is a God" per country based on Eurobarometer 2010 survey



Belief "there is some sort of spirit or life force" per country based on Eurobarometer 2010 survey



No belief in "any sort of spirit, God or life force" per country based on Eurobarometer 2010 survey



“In God we trust”

becomes a minority in Europe, so what do we believe?

Freedom
of speech

Freedom
of religion

Humanism

Justice

Good
Governance

Europe defined the following
values in what we believe

Good
Citizenship

Economic Growth

Employment

Sustainability

Your Opinion

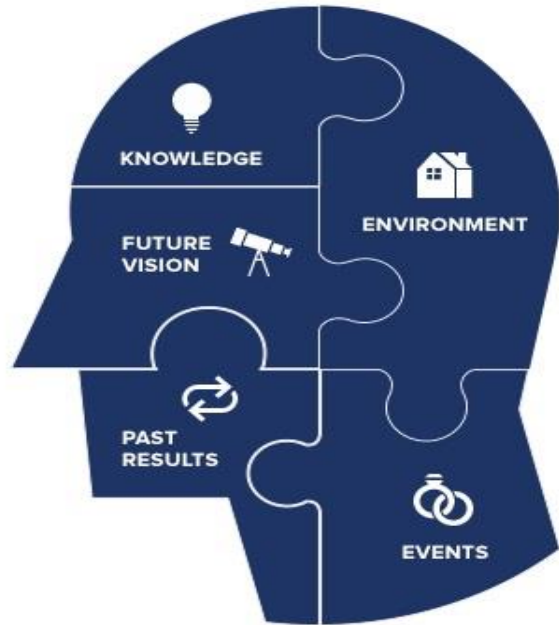
OPEN SOCIETY



“Open Minded and Closed Minded are the new Left and Right”
Tony Blair



WHERE DO YOUR BELIEFS COME FROM?



School



Traditional media



Environment

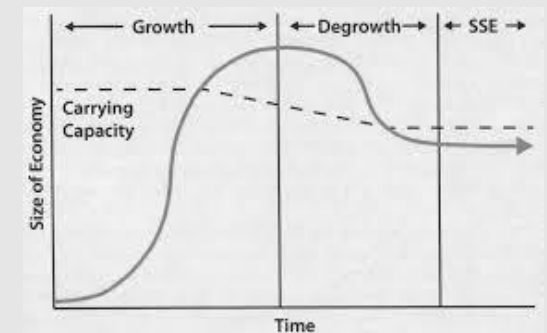


Social Media

(Social) Media has become a main driver of what we believe which is a tremendous opportunity to change mass behaviour



“A less is more” belief can be seen as a summary for all de-growth scenario’s of environmentalist's





The Prophets:

consume less, de-growth

The Wizzards

innovate, grow

There are roughly 2 visions how to solve climate challenges
they don't conflict, we can embrace them both



A European Dream for the 2030's



Economic growth



EU Green Deal



Open Societies



belief "Less is More"

Spiritual: embracing a "Less is More" belief will buy us time to meet 1.5C

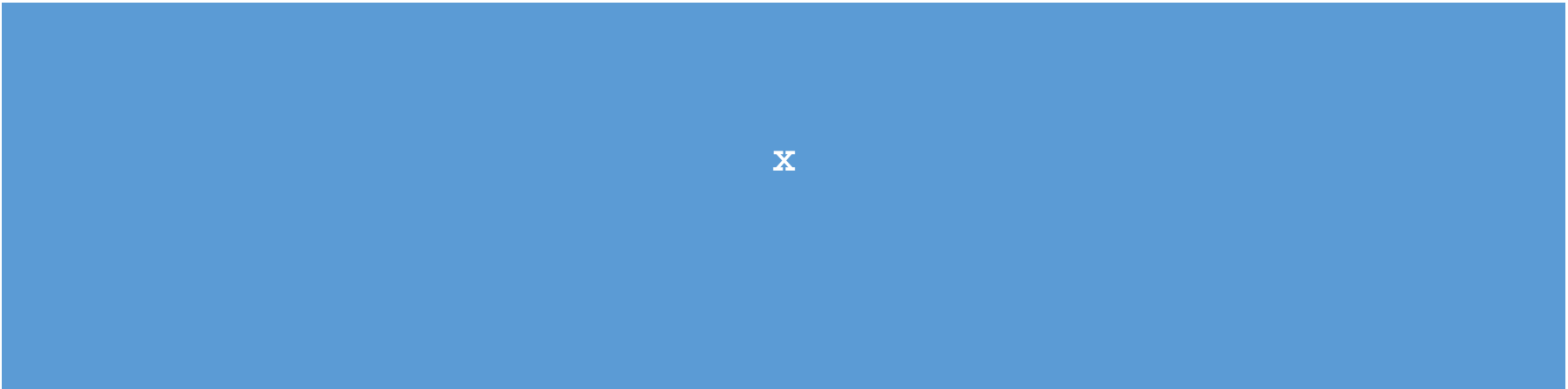
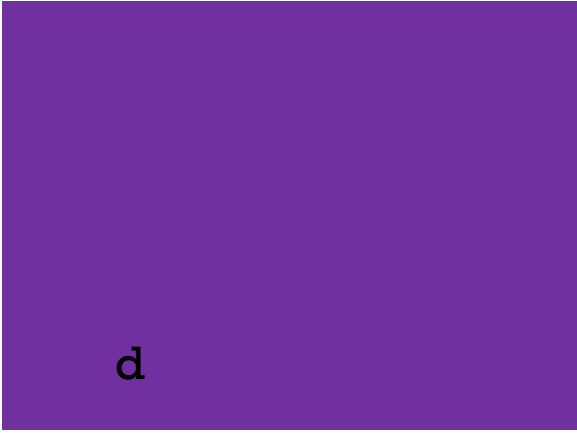
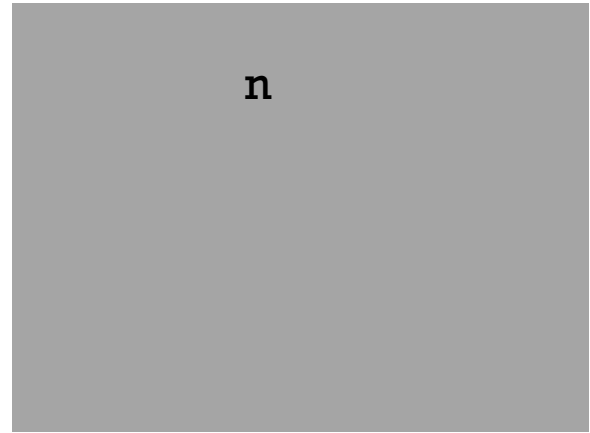
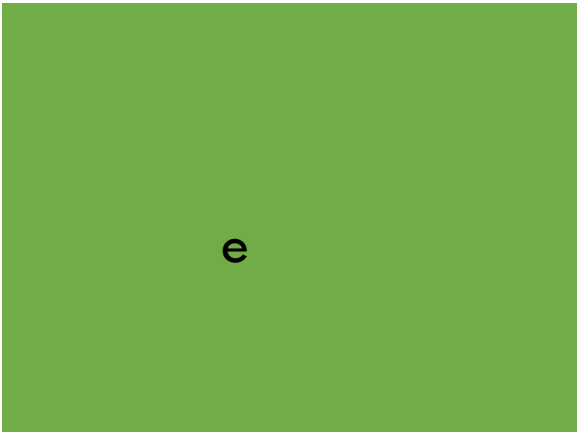
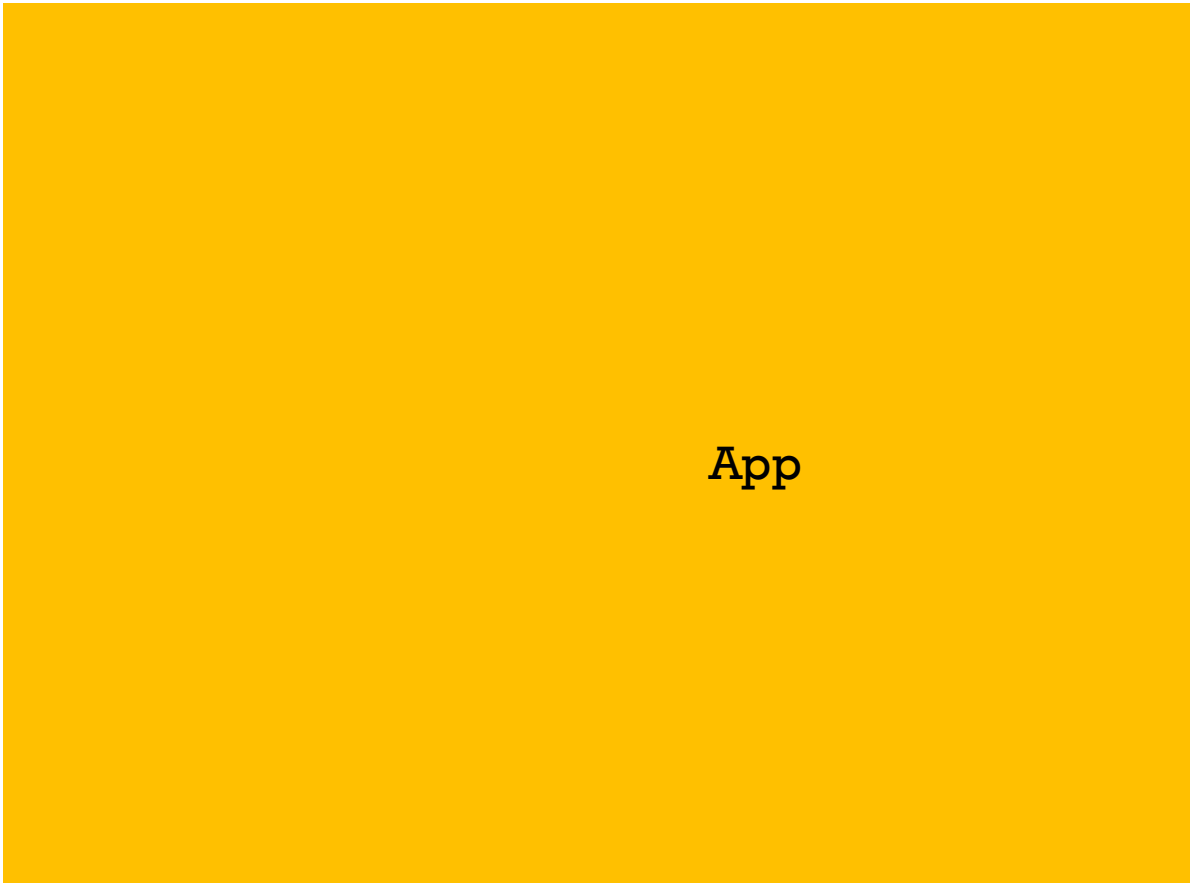
Political: a stable and open EU are conditional for a successful EU Green deal, incl. global CO2 taxation

Ecological: limiting global warming to 1.5C is still possible if we make huge steps in this decade

Economical: economies will grow and finance innovations for energy transitions

To conclude: how to build your own European dream?

1. Update your belief continuously, preferable with a “Less is more” mentality
2. Defend the “open society” values within the EU
3. Use your freedom of speech: join discussions at Digital Media about European challenges
4. Calculate your own CO2 food print on <https://eplca.jrc.ec.europa.eu/ConsumerFootprint.htm>
5. Build yourself an opinion on Nuclear Energy, CO2 storage and CO2 taxes
6. Work hard to stimulate economic growth and innovations
7. Continue to enjoy life in the best part of the world: Europe
8. Come to visit the EU: listen, learn and discuss with European colleagues and politicians





WHAT IS THE EUROPEAN DREAM?

Survey on European Dreams
for the Future of Europe

METHODOLOGY

Representative opinion polls were conducted by Hanbury Strategy in the 14 most populous European Member States (hereinafter the EU14) between 22 July and 8 August of 2019. The sample was 1000 people per country, 14,000 European Union citizens altogether, who represented the whole adult population of Belgium, Czechia, France, Germany, Greece, Hungary, Italy, the Netherlands, Poland, Portugal, Romania, Spain, Sweden and the United Kingdom.

Data was weighted to match the demographic profile of the country on age and gender, region and education level. Weights were derived from the national census in each country. A margin of error of +/- 3% applies to all national-level data. A larger margin of error applies for subnational samples.

Scan this QR code to learn more about the survey results.



= 1,000 respondents per country

Σ = 14,000 respondents in total



Published by:



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Copyright: FEPS and Policy Solutions, March 2020
ISBN: 978-2-930769-37-0

own country is the best, more financial security, more free time, worries for future generations, low faith in hard work and entrepreneurship, rely on themselves, democracy wins by knock out, biggest issues are climate change and immigration, both national governments as the EU needs to lead us, taxes should be spend on healthcare, pensions and education, a Universal Basic Income is far from wanted, we want to earn twice as much and dream to retire at 60

CHAPTER 1. DREAMS FOR THE BEST LIFE



Assessed on a global scale, our survey shows that Europe is still the best place to live. The most popular country was the respondents' own. Residents of wealthy EU14 countries were roughly twice as likely to select their own country than their poorer counterparts. The single most popular European country was Switzerland, followed by Germany and Nordic countries. Non-European countries to top the list included the United States, Canada and Australia.

CHAPTER 2. DREAMS FOR HAPPINESS



Greater financial security and free time were the keys to happiness. Although the majority chose more financial security, the relative importance of this choice appears influenced by their country's macroeconomic status. Instead of the rate of growth, living standards appear to explain citizen's level of satisfaction with their financial security. The EU14 also showed a preference for spending more free time with their families.

CHAPTER 3. DREAMS FOR FUTURE GENERATIONS



The EU14 have a surprisingly bleak view of quality of life for future generations. Only one in four believe that future generations will have a better life than their own. One third believe that quality of life will be worse. The optimists are more likely to be young, religious, pro-European Union, a resident of their country's capital and male. Citizens from founding European Union countries emerged as the most pessimistic.

CHAPTER 4. DREAMS FOR ACHIEVEMENT



The survey indicated alarmingly low faith in hard work and entrepreneurship. Instead, luck appeared to play an outsized role in making or breaking the European dream. Central and Eastern European countries with high gross domestic product (GDP) growth appear far more positive about the promise of work and entrepreneurship than Europe's historically rich economies such as Germany or the United Kingdom.



CHAPTER 5. DREAMS FOR SUPPORT

In the pursuit of their dreams, where do the EU14 look for support? A clear majority rely on themselves. Very few presume to receive help from the government and even less from trade unions, multinational companies, political parties or NGOs. Central and Eastern Europeans appeared more self-empowered than the EU14 average. Residents of capital cities tend to perceive the European Union as more important than residents of smaller municipalities.



CHAPTER 6. DREAMS FOR DEMOCRACY

The founders dreamed of a democratic Europe, united around fundamental values from freedom and dignity to equality and rule of law. Is this a dream that still resonates with the EU14? Overall, our survey shows yes. Democracy won by knockout. Solidarity and equality were also far more popular than competition and performance. Europe's family-friendly character was readily apparent. Yet the preference - however slight - for homogeneity over diversity and security over freedom are worrying trends for Europe's liberal values.



CHAPTER 7. DREAMS UNDER THREAT

The EU14 believe that climate change and migration are the biggest issues for Europe over the next 10 years, threatening their dreams for a brighter tomorrow. There was no country in our survey where climate change was not amongst the most important concerns. Whilst low levels of pay and pensions primarily concerned the Spanish and the Hungarians, growing social inequality was most worrisome to those living in Southern Europe.



CHAPTER 8. DREAMS FOR LEADERSHIP

The EU14 are highly divided on whether European institutions or national governments should determine the future of Europe. The share of those who support the European Union in a leadership role was just as high as the ratio of respondents who thought the same about their national governments. Whilst there were no decisive winners or losers, respondents did appear to agree on giving citizens greater say in political decision-making. In comparison, very few respondents wanted political parties, trade unions or NGOs to lead on their behalf.



CHAPTER 9. DREAMS FOR TAXPAYER MONEY

Where do citizens want to see their national governments invest more taxpayer money? The short answer is social policy, especially healthcare, pensions and education. There is near universal consensus in Central and Eastern European countries that their respective healthcare systems need public investment. The majority of Swedish and German citizens want their government to spend more on pensions. This shows that

CHAPTER 10. DREAMS FOR UNIVERSAL BASIC INCOME

The economic and political turbulence that has rocked Europe in recent years has brought the idea of establishing a taxpayer funded universal basic income (UBI) to the fore. Our poll shows that this policy has a plurality of support in the EU14. Given UBI's unpopularity in Eastern and Southern Europe, however, it is unlikely to become part of European social policy in the near future. One of every fourth respondent did not have an opinion about UBI, which suggests the public still has much to learn about this idea.



CHAPTER 11. DREAMS FOR SALARY

What is the dream salary for the EU14? It turns out that citizens in rich and poor countries answer this question very differently. No matter what, they all dream for more - about twice their minimum wage according to our survey. The average dream salary across the EU14 ranged from a net of 900 euros in Central and Eastern Europe to 2,200 euros in Western European countries. In Southern Europe, the dream net salary is between 1,200 euros and 1,800 euros per month.



CHAPTER 12. DREAMS FOR RETIREMENT AGE

Even though Europeans live longer, they hope not to work longer. On this, the EU14 are united. Their dream retirement age is 60. Even in the countries where the retirement age is already high, respondents would prefer to stop work around age 60 to 61. In countries where the retirement age is under 65, respondents would prefer to stop working before the age of 60.



NEW YORK TIMES BESTSELLER

DRAWDOWN

THE MOST COMPREHENSIVE
PLAN EVER PROPOSED TO
REVERSE GLOBAL WARMING
EDITED BY PAUL HAWKEN



Top 10 solutions to climate change

Total gigatons of CO₂-equivalent emissions that could be reduced by 2050

SOLUTION		PLAUSIBLE SCENARIO		DRAWDOWN SCENARIO		OPTIMUM SCENARIO
Refrigerant Management	1	89.74	2	96.49	3	96.49
Wind Turbines (Onshore)	2	84.60	1	146.50	1	139.31
Reduced Food Waste	3	70.53	4	83.03	4	92.89
Plant-Rich Diet	4	66.11	5	78.65	5	87.86
Tropical Forests	5	61.23	3	89.00	2	105.60
Educating Girls	6	59.60	7	59.60	8	59.60
Family Planning	7	59.60	8	59.60	9	59.60
Solar Farms	8	36.90	6	64.60	7	60.48
Silvopasture	9	31.19	9	47.50	6	63.81
Rooftop Solar	10	24.60	10	43.10	13	40.34

Source: Project Drawdown



Test your own knowledge on how to stop climate change

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