

The Green Transition in the Age of Evidence

From Necessity to Credibility

September 2026



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Summary

The green transition is entering an age of evidence. First, evidence that the current model is becoming increasingly fragile and displaying its limits. In this context, the transition is seen as a necessary evolution and hard to avoid. Even the idea of "support" for the transition is evolving — it is less a matter of mobilisation around climate and environmental issues than of rational acceptance. The transition is therefore increasingly seen as unavoidable in light of repeated failures and concrete concerns affecting people and their loved ones (relating to drinking water, healthy food, available and accessible energy, the liveability of their local area and their homes, their children's health, etc.).

At the same time, the transition continues to become embedded in the public imagination. Today, it is ubiquitous in French visions of the future. This is a long-term process reinforced by the first tangible signs of the transition, particularly at the local level, such as wind turbines, solar panels, greening initiatives, cycle paths, and a reduction in car use in towns and cities. The transition is well and truly underway; it is producing evidence of its existence and, at times, of its effectiveness — a still under-exploited lever in demonstrating that change is indeed possible.

While the perceived goal of "*moving towards a better future*" inspires a sense of hope, the path is nonetheless worrying: the steps involved remain unclear; transformations appear to be substantial; their cost remains difficult to grasp; and mistrust of politicians undermines support for the decisions taken. Faced with transformations that are set to be long-term, citizens are not so much seeking simple solutions as calling for participation and transparency. They wish to understand the trade-offs, take part in discussions and be able to rely on actors deemed competent and of integrity — scientists, experts and practitioners on the ground — to shed light on complex choices.

This shift in public opinion calls for a reassessment of the role played by those involved in both the transition and its communication. It is no longer simply a matter of persuading, informing or emphasising the urgency, but of supporting a society faced with the very practical question of how to change.

The green transition has therefore reached a point where its necessity is widely recognised, but its credibility remains to be established.

Methodology

This analysis draws on a qualitative study conducted between 21 April and 6 May 2026, co-designed and facilitated by the Verian research institute (formerly Kantar Public). It also draws on quantitative data from a representative quota-based survey of 5,000 people, conducted between 31 August and 14 September 2026, as well as on the cumulative body of data and interviews analysed over time by Parlons Climat.

Details of the qualitative methodology:

- 4 focus groups, each lasting 4 hours
- held in person in Dijon, Valence and Nîmes
- 4 groups, each representing one of the 4 value groups studied (Disengaged, Stabilisers, Left Behind and Identitarian), according to the segmentation established by Destin Commun (the French arm of More in Common)
- 9 people per group, recruited on the basis of their affiliation to the value groups and according to the size of the urban area in which they live (a balance between urban, peri-urban and rural areas)

The focus groups were organised in 3 phases:

- 1h30: free-form, unstructured discussion on "Your Ideal France in 2050" in sub-groups of 3 people
- 1h30: perceptions of the transition: the process, path, terminology, key players and scope
- 30 mins: open discussion in response to clips from the documentary France, il était une fois demain ("France, once upon a time tomorrow").

As a reminder, participants were unaware of who commissioned the study, the topic they would be discussing together, or the purpose of the study.

Contextual factors: the focus groups took place during the war in Iran and the blockade of the Strait of Hormuz, and a few months after several food scandals (relating to cadmium and PFAS), which may explain the prominence and/or awareness of energy and agricultural issues. It should be noted that the fieldwork took place before the heatwaves of May to September 2026.

Overview

This report begins by outlining the main points being analysed, before going on to examine the implications for strategy and communication.

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- **Rebuild trust** → highlighting trade-offs and uncertainties
- **Support the capacity to act and believe in the process** → making progress visible and futures possible
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I. GENERAL PERCEPTION OF THE GREEN TRANSITION

A necessary transition that is all the more pressing in times of crisis and encompasses far more than environmental issues

In the initial phase of the focus group discussions, during which participants were invited to share their vision of an "ideal society for 2050" in groups of three, we were struck by:

- **the shared aspirations:** health, social cohesion, security and education formed a common ground. Given the difficulty of imagining 2050, citizens primarily described the society of 2026, only without the elements they perceive as negative (such as war and pollution), or by including those that they perceive to be lacking today (doctors and equal opportunities).
- **the ubiquity of so-called "green" proposals:** public transport, green energy, less polluting cars, reduced reliance on fossil fuels, energy-efficient housing, environmental protection, greening of urban spaces, food free from pesticides, GMOs and PFAS, and with less packaging – these are all proposals that emerged across the 12 sub-groups, reflecting a normalisation and "greening" of lifestyles already highlighted in our latest barometer ([Les Français parlent climat 2026](#)).

There was a consensus around "calmer ways of life" – as previously described by ObSoCo in its Observatory of Utopian Perspectives ([ObSoCo, 2026](#)) – based on reduced consumption, greater collaboration and self-production, as well as a very strong connection to nature.

In the second phase of the focus groups, during which participants were invited to spontaneously share their opinion of the green transition, we were able to observe the extent to which it came across as self-evident. Deemed "necessary", it brought "hope" and the promise of a brighter future in a world filled with problems. Thus, **the transition is widely accepted not specifically for environmental reasons, but rather as a necessary, even inevitable, adaptation to society's many dysfunctions.**

(explain the green transition to a child) **"We didn't choose the right path, so we have to change" – Disengaged**

(on the green transition) **"It's a positive word. In any case, we can't escape it, we have to change" – Identitarian**

(on the green transition) **"Who, apart from a few madmen, would want to destroy the planet? It's self-evident and it's something we have to do" – Identitarian**

(on the green transition) **"It's neither progress nor regression; it's adaptation" – Stabiliser**

We should highlight that the **"we don't have a choice" rhetoric was particularly prominent** during the various qualitative studies that we undertook in the spring and summer of 2026. For instance, electrification was often suggested as an imperfect but necessary solution to achieving greater energy independence during the blockade of the Strait of Hormuz. As such, discussions concerning electric cars were not framed in terms of an ideological divide between those for and against them; they focused on their limitations and affordability, rather than on any principled rejection. A similar pattern had already been observed by IDDRI in focus groups on electric cars ([IDDRI, 2026](#)). Moreover, on the topic of energy, only 22% of French citizens consider gas and oil to be energy sources of the future, compared to 85% for renewable energies ([Verian for the Institut Veblen, 2026](#)).

Several groups also described a marked increase in awareness. France prior to the transition was described as being *"unaware"* and *"poorly informed"*, which, according to these participants, is no longer the case today. This rise in awareness has only intensified following the heatwaves of spring and summer 2026.

An acceptance that does not dispel reservations and ambivalent attitudes

What we describe here as a growing acceptance – given the crises that make many changes seem inevitable – does not, however, erase the logic of self-preservation (fear of what must be given up, of change or of constraints) that we have observed among citizens for several years. Thus, the attitude of the French public towards the green transition is in a state of limbo, caught in a constant tension between what ought to be done and what people actually do, or would be prepared to do, at their own level.

A desirable vision that people struggle to believe in

Only 29% of French citizens say that they know what a post-transition world could look like in their region ([Elabe/Veolia, 2025 – exclusive results published by Le Grand Continent](#)). In this context, we showed the groups several extracts of the documentary [France, il était une fois demain](#), which takes on the difficult task of imagining what France might resemble at the start of the next century, based on scenarios developed by several climate experts.

Viewing the extracts confirmed the difficulty participants have in envisaging a post-transition world that represents a break with their current lifestyles and constraints. The majority of participants commented on the unrealistic nature of certain extracts, referring to them as *"utopian"* or *"make-believe"*. **The issue raised here was not whether such a scenario is desirable, but whether it is believable.**

It is interesting to note that in each group, one participant spoke up to point out that this task involved looking almost a century ahead, and that their grandparents could never have imagined the modern society in which they live today.

Along with the difficulty in looking ahead and imagining the future, we identified **several obstacles that foster a pessimistic outlook on the prospects for a successful transition:**

- **uncertainty and the lack of solutions perceived as effective and relevant:** *"The transition is like tossing a coin. Either it'll all work out, or it'll go the wrong way. You have to try to find out"* – Left Behind
- **contradictions and tensions between what is presented as a solution and reality:** *"I see packaged products in organic shops that have been transported from far away – it doesn't make any sense"* – Disengaged
- **the scale of the change:** *"It's hard to accept the fact that our whole way of life needs to be thrown in the bin and that we have to start afresh with something new"* – Left Behind

A tangible transition: a process underway for several years...

Participants across all four groups dated the beginning of the green transition to between 5 and 20 years ago. Some participants even cited major events as the starting point of their awareness, even before the transition began, such as the 1973 oil crisis, the Bisphenol A scandal, or the construction of nuclear power plants. Participants mentioned several indicators that make the transition tangible: the introduction of waste sorting schemes; hearing the media talk about it; the introduction or withdrawal of public funding (indicating whether progress is being made or not); and climate-related disasters.

The visible signs of this transition are most evident at the local level, where citizens reside. Many people cited specific examples of changes in their local area or nearby: the installation of wind turbines in rural areas; cycle paths, electric bikes, or "fewer cars" in major cities; and reduced street lighting. It is worth noting that all these local initiatives were mentioned in neutral or positive terms.

...whose pace is considered too slow and with no end in sight

In every group, **the government was identified as the key player responsible for implementing this transition, and its slow pace and changes of direction were fiercely criticised.** On a minor note, a few participants felt it was reassuring that the government was not asking citizens to make rapid changes.

"We're falling further behind every year" — Stabiliser

"They ban things, they scare us, and then they backtrack" — Disengaged

"Politicians keep changing their minds, it's unbearable!" — Identitarian

There is such perceived inertia that the vast majority of participants find it hard to believe that the transition could take place without a major external event to act as a wake-up call: "a massive crisis, big bang, revolution, seismic event, civil war or biological warfare".

"The transition is dead. We've tried it, it doesn't work. We need something earth-shattering. A revolution... at some point, the transition is no longer enough. We keep putting it off, because there are too many economic interests at stake"
— Stabiliser

Citizens also described an extremely lengthy, even interminable process, "with no end in sight". They see this as a process spanning several decades that is beyond their control and which they believe we are only "at the very start of". The pace of implementation stands in stark contrast to the sense of urgency needed to take action on climate change.

A path as arduous as it is uncertain

"We have to accept that the transition will be a real struggle" — Left Behind

As well as being a long process, **participants say that the transition is best characterised by its difficulty and uncertainty.** When asked to visually describe the transition, they spoke of a winding road, an uphill path, an optical-illusion staircase, an open bridge (which we have not yet crossed), and a ladder with missing rungs. **Citizens also mentioned a lack of clarity when it came to the "why" and the "how", but also regarding the concrete goal.**

A transition that is more accepted than seen as achievable

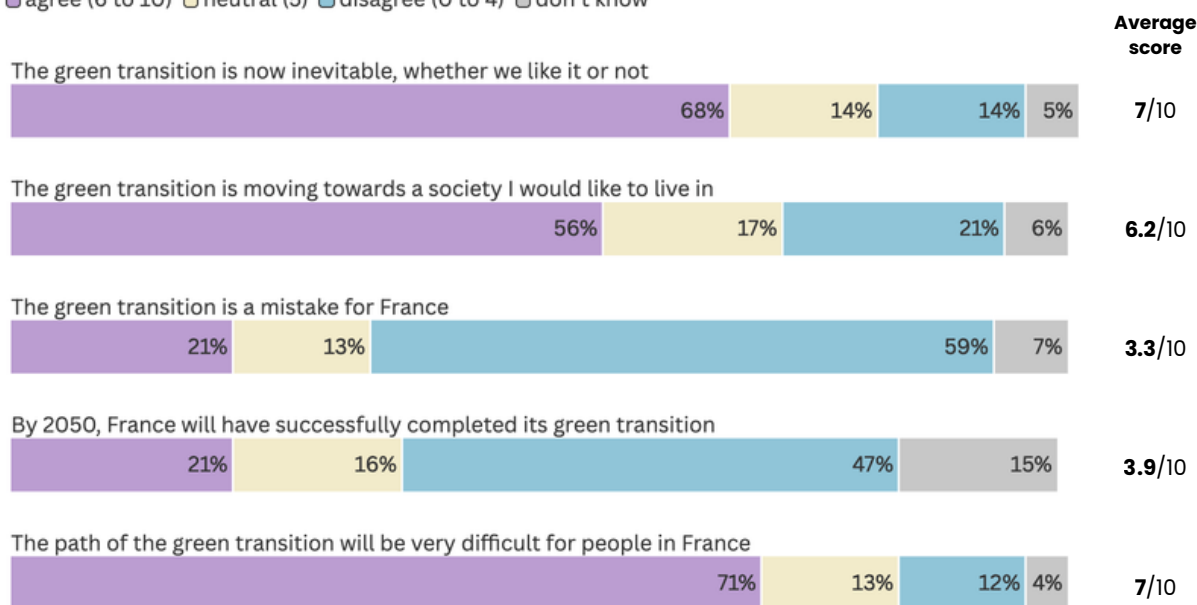
We conducted a public opinion survey on the key findings that emerged from these focus groups in order to assess how widely these views are shared among the French population. A representative survey, carried out among 5,000 citizens, enables us to assess public perception of the transition process on a scale of 0 to 10.

What is your opinion on the gradual transformation of our society and our lifestyles that has been underway in France for several years now, known as the “green transition”?

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For each statement, indicate to what extent you agree, on a scale of 0 to 10. The intermediate scores allow you to provide a more nuanced response.

agree (6 to 10) neutral (5) disagree (0 to 4) don't know



Source: The Green Transition in the Age of Evidence - Parlons Climat, 2026
N = 5000

A green transition seen as inevitable and difficult, but legitimate

Seven out of ten French people believe the green transition is inevitable, and just as many believe it will be “very difficult” for citizens. Nonetheless, only 21% of French people regard this transition as a mistake, which lends it a certain degree of legitimacy.

A narrow majority finds the transition desirable, but its credibility remains highly fragile

A majority find the prospect desirable (“a society in which I would like to live”), but it is worth noting that a large proportion of citizens did not take a stance (17% gave the intermediate rating of 5/10, and 6% “don’t know”), a sign that a post-transition society remains difficult for some people to picture. Finally, the perceived feasibility and credibility of carrying out this transition by 2050 are particularly low, with an overall agreement rating of 3.9/10. A record proportion (15%) of respondents notably answered “I don’t know”, indicating a lack of clarity and/or ability to envisage the future.

For a large majority of French people, the transition now appears to be a development that is difficult to avoid and legitimate. However, this acceptance does not translate into a strong ability to envisage the society it will shape, nor, above all, into a conviction that this transformation is achievable.

II. PERCEPTIONS OF THE TERMS AND RHETORIC RELATED TO THE GREEN TRANSITION

The green transition: a term that embodies both positive aspirations and individual constraints

While it can be difficult for participants to provide a clear and comprehensive definition of the green transition, the associations linked to this concept help to pinpoint what it encompasses:

- **changes in individual behaviour that involve effort** and re-evaluating one's habits: *"We simply can't have private cars any more, that's all. Public transport – everywhere. I mean, there'll come a time when we'll just have to make sacrifices."* – Identitarian
- **a move towards something better, an improved quality of life:** *"For me, the green transition means living better, breathing easier, having fewer pollutants, and so on."* – Left Behind
- **stepping back in time, to a bygone era when things were better:** *"The green transition is a bit like going back to the old ways in agriculture, for example, using fewer pesticides."* – Left Behind
- **consuming less:** *"There'll be less mindless, anxiety-driven consumption... We'll recycle everyday objects, make do with what we have... We'll consume less."* – Stabiliser
- **but also protecting the environment** (tackling deforestation, reducing pollution, etc.) **and rolling out new energy sources** (electrification, wind turbines in the countryside and electric cars).

The green transition is therefore a very broad concept, encompassing issues that need to be resolved, concrete solutions and objectives to be achieved, all within a wide range of sectors (agriculture, energy, transport and the environment). The term is generally well accepted and encompasses positive aspirations as **well as significant changes, which are often daunting but enable us to move towards a desirable future.**

Citizens also indicated that they do not, or only very rarely, use the term "green transition" in their daily lives, associating it instead with a political and institutional rhetoric echoed by the media. The most critical participants stated that they associate the green transition with the government's announcements of new measures and taxes.

Transition-related terms that are understood to varying degrees

We analysed the perception and understanding of five commonly-used terms:

- **The energy transition encompasses two aspects: a shift in energy sources, with the move towards electricity** (phasing out fossil fuels, using nuclear power and solar energy, etc.), **and the energy-efficient refurbishment of buildings and homes** (notably heating systems and insulation). It should be noted that this concept can be a source of tension, as members of the public do not necessarily perceive this energy transition as positive for the environment, given that it entails negative externalities (including nuclear waste, the recycling and production of electric car batteries, and importing electric cars and solar panels from China).

- **Decarbonisation is only partially understood.** Some participants said they had not heard of it and/or were unable to define it. For others, **decarbonisation was particularly associated with transport and the industrial sector.** It is a concept closely linked to the green transition but one **that conjures up "corporate jargon"**, since this is the context in which people have heard of it.
- **The "social" dimension of the transition is particularly misunderstood.** In each group, most participants stated that they *"did not see the connection"* between the ecological and social transitions. Those who ventured to define the latter offered an explanation that differed from that of the stakeholders who use the term (*raising awareness in working-class neighbourhoods, providing more public education, etc.*).
- **Environmental protection is seen as more accessible and has positive connotations.** A wide range of nature-related initiatives were cited in the context of preserving the quality of the air, water, forests, rivers and oceans.
- **The fight against climate change is a more ambivalent concept.** Linked in the public imagination to environmental degradation and natural disasters (pollution, climate disasters, heatwaves and wildfires), for some this term evokes a necessary call to action; for others, it is a distant, global problem over which they have little control and that generates a sense of powerlessness.

A call for clarity and a clearer sense of the road ahead

Participants expressed a desire for clearer explanations of **not only the reasons behind this transition but also its purpose, or purposes.** They asked for *"goals to be set, a roadmap that could be followed, and results to be achieved"*, indicating a need for clear guidelines to address the "vagueness" and complexity of the transition, which generate fear and mistrust. Some wished to have a clear timeline of the changes ahead, citing the need to be realistic.

"If we're asked to change this to fix a particular problem, that would help us understand. We shouldn't have to guess" — Disengaged

"To start off with, it needs to be set out in black and white: 'We're here now, and this is the outcome we're aiming for. This is the outcome we all want to see over the next 20, 30 or 40 years. Because it won't happen by waving a magic wand'" — Identitarian

"We need to take a step back and look at the bigger picture to make things concrete and say, 'Right, we've made it; we've achieved our goal'" — Stabiliser

"It should be run like a business, with a direction and a goal." — Left Behind

A need for trusted messengers: practitioners and scientists

When asked which messengers they expected to speak for and carry this long transition process, **the four groups unanimously cited experts and scientists** — specifically *engineers, the IPCC, architects, scientists, farmers, people on the ground, and inventors*. This finding should be viewed in the context of widespread institutional distrust in France (only 34% of French people trust the media, and 10% trust political parties; see [Fractures françaises, 2025](#)). *"We no longer know who to believe,"* added one participant. **The reliance on experts and scientists reflects a need for objectivity and credible figures to trust**, free from the personal, political and economic interests that are perceived to underlie the transition.

"Scientists could act as a decision-making body. If they are people of integrity, they are best placed to inform political decisions" — Disengaged

A desire for encouraging messages and inspiring role models

"More reassuring messages; telling us that what we're doing is good; being more positive; giving examples of projects that are working; recognising pioneers and what has already been achieved; hearing that things are improving" — these are all appeals that highlight citizens' need for encouragement and inspiration.

This call resonates somewhat differently with **participants who are already committed to environmental causes** (among the Stabilisers), and **who speak of fatigue, weariness, or even a desire to stop making an effort**, since they feel they are the only ones doing so.

III. TOWARDS A NEW PHASE IN THE TRANSITION?

A transition that is increasingly becoming part of people's everyday concerns

Environmentalists, who have advocated for climate issues over the past 15 years, have come in for criticism, with similar rhetoric heard in several countries (the United Kingdom, Germany, Spain, Italy, Poland and the United States), based on the idea that environmentalists are young, urban, educated and well-off enough to afford the luxury of championing an abstract and ideological cause ([Parlons Climat, 2026](#)). **For a time, therefore, environmentalists were accused of being privileged and, as such, out of touch with the practical challenges** and real interests of the working classes. At the same time, **the fight against climate change, while essential, does on occasion seem abstract and distant** to some citizens.

However, it appears that in the current context, with crises piling up (cadmium, PFAS, the Strait of Hormuz, wildfires and exceptional heatwaves), **the transition is gaining ground in the minds of the French precisely because it addresses everyday concerns**: the quality of tap water, cadmium in their children's cereals, the price of petrol at the pump, and unbearably hot homes. These issues are, moreover, perceived less as environmental concerns than as matters of public health, purchasing power and energy independence.

The transition is therefore no longer necessarily or exclusively about the environment. Although for some citizens the environmental dimension may not always be the driving force behind, or the primary justification for, the changes required, it is nonetheless a major imperative — on a par with health, for example — that no one can ignore any longer.

The transition as the only possible future that remains to be built

Although the French are regularly described as divided, **the shift towards greener lifestyles appears to form a common ground that makes the transition an unavoidable prospect**, to the extent that no vision for society seems able to ignore it. The transition and the solutions associated with it are perceived as necessary, essential and providing renewal and solutions to current problems; they are less the subject of a "for or against" debate than of a central question: how? As the issue of implementation becomes crucial, those shaping this transition, like engineers and architects, could become key actors in driving it forward.

With this shared vision, **the fault lines shaping the green transition are therefore likely to shift towards questions of which solutions to pursue, how to fund and prioritise them, and how to distribute the burden among different stakeholders and social groups.**

A shared goal around which to rebuild dialogue

The experiment carried out with these focus groups, in which members of the public were invited to freely imagine their "ideal France for 2050", highlighted the extent to which **exchanging different views and feeling listened to can help to defuse conflict and polarisation**. Consequently, the usual criticisms and concerns levelled at electric cars were raised, listened to, discussed, acknowledged and overcome, ultimately featuring in most of the finalised societal projects.

This attitude stands in stark contrast to other focus groups that we organise, where participants adopt a passive, receptive stance and systematically react with opposition to the videos, messages or solutions presented to them.

We should also bear in mind that **citizens are generally clear-sighted about the scale and difficulty of the changes ahead and are keen to be involved** in shaping them **in a democratic spirit**.

"They need to set the destination for us, and we'll decide on the roadmap"

— Identitarian

With this in mind, **the participatory processes** pioneered by the Citizens' Climate Convention in 2019 **could become more widespread and fulfil this role in the years to come**.

IV. ADAPTING AND RENEWING DISCOURSE ON THE TRANSITION

In light of the findings outlined above, we propose communication strategies to develop more effective narratives about the green transition. These are partly informed by a two-hour discussion with communications agency professionals, who were not necessarily experts in our subject areas.

At *Parlons Climat*, we believe that the discourse on the environment and the green transition must be multifaceted, varying in perspective, tone and voice in order to reach different audiences, and that every stakeholder has a role to play, whether as an activist or in a more institutional capacity. Our work aims to propose ways to renew and adapt discourse by listening to citizens who are not yet committed to environmental causes. This is because perceptions and public opinion are evolving, and because certain terms have become overused or are sometimes associated solely with the most committed activists. The communication strategies proposed below should be viewed in this light.

We propose four areas for consideration to shape communication around the green transition as it is increasingly perceived as inevitable and the debate moves towards its implementation:

- **Broaden the perspective** → moving beyond the environmental lens to shed light on the complexity of transformations
- **Rebuild trust** → highlighting trade-offs and uncertainties
- **Support the capacity to act and believe in the process** → making progress visible and futures possible
- **Foster dialogue** → promoting a culture of exchange to avoid rejection

→ **Broaden the perspective : moving beyond the environmental lens to shed light on the complexity of transformations**

Today's societal issues are particularly complex and interconnected. As the transition enters its implementation phase, and as citizens become better informed, a cross-disciplinary approach is needed, covering numerous aspects: economic, social, industrial, and so on. Stakeholders should therefore be prepared to explain the complexity of the trade-offs involved, rather than risk being perceived as advocates for a single cause.

- **foster dialogue between different areas of expertise** by combining environmental concerns with economic, social, industrial, technical and regional perspectives, so that a solution is not perceived as being solely "good for the environment"
- **speak of societal transformation**, which is considered necessary and indicates that we are seeking to address a broader challenge rather than merely an environmental one

→ **Rebuild trust : being transparent about trade-offs and uncertainties; moving away from a rhetoric based on broad principles**

Communication on environmental and climate issues cannot be reduced to providing top-down information, which we now know is insufficient to change behaviour (see [study on climate sceptics](#) – Parlons Climat, 2024). Narratives and discourse on the transition could do more to highlight the reasoning, trade-offs and uncertainties underpinning decisions, in order to rebuild the foundations of trust. And this trust stems less from asserted certainties than from the quality of the reasoning presented.

- **rely on stakeholders whose competence is demonstrated through their actions** (those who shape the transition, such as engineers, architects, farmers, local authorities, etc.)
- **highlight the limitations of the proposed solutions** by explaining the trade-offs made and the reasons why they remain relevant despite their imperfections
- **acknowledge uncertainties** and explain how they are taken into account and gradually reduced
- **shift from the "ideal model" to the "model that works"**, by emphasising experimentation, lessons learnt and solutions that have proven their worth
- **propose a range of solutions rather than exclusive answers**, favouring an "and" rather than "or" approach, which is perceived as more credible (e.g. nuclear AND renewable energy, as confirmed by our statistical study on policy proposals that win votes, [Parlons Climat, 2026](#))

→ **Support the capacity to act and believe in the process : making progress visible and futures possible**

Discussions about inaction and inertia feature prominently in public debate. While they serve as a warning, they can also reinforce a sense of discouragement when citizens perceive neither progress nor meaningful opportunities for action. Communication about the transition must therefore acknowledge its difficulties while highlighting what is already working, reinforcing the sense that change is possible and that everyone has a role to play.

- **highlight, quantify and promote the progress made over the last twenty years.** With the benefit of hindsight that we now have, it is possible to demonstrate that the transition is already yielding concrete results

- **regularly take stock of the transformations underway** in order to: (1) show that progress is being made; (2) counterbalance narratives focused exclusively on inertia; (3) remind people that certain transformations were not as difficult to achieve as one might think; (4) demonstrate that change is possible
- **foster visions of a post-transition future.** Even if imperfect, forward-looking scenarios and narratives help to spark the imagination, enable citizens to envisage the future, and make forthcoming transformations less abstract and more acceptable
- **continue to document and publicise initiatives carried out in France** to increase the number of tangible examples of action and innovation
- **highlight what is being achieved in other countries** to foster a sense of belonging to a global movement rather than an isolated effort

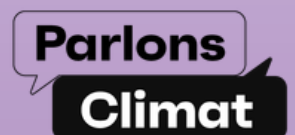
→ **Foster dialogue : promoting a culture of exchange to prevent rejection**

Mechanisms that enable citizens to exchange views, compare their perspectives and collectively reflect on solutions encourage active listening, reduce attitudes of rejection, make trade-offs more acceptable and help people find compromises. Polarisation is therefore not merely a matter of opinion; it is also a matter of how the discussion is structured.

- **create more mechanisms for public dialogue** prior to decision-making, ensuring that these draw on a diverse range of citizen profiles
- **focus on the problems to be solved rather than the solutions to be defended**, in order to establish a shared understanding of the issues before debating possible responses
- **highlight legitimate disagreements and trade-offs** rather than seeking a superficial consensus

CONCLUSION

Debate and public opinion on the green transition appear to be evolving. The question is no longer simply whether to embark on the green transition, but how to carry it out. Rather than directives or promises, citizens now expect transparency regarding the choices made, visibility on the progress achieved, and the opportunity to participate in the trade-offs that will shape their future.



Parlons Climat is an association specialising in the analysis of public opinion on environmental and climate issues. Since 2022, it has worked to study and document the complex relationship between the French public and the green transition, and to highlight the drivers of mobilisation as well as sources of tension. Its work primarily aims to inform and support the strategies of transition stakeholders and the role of strategic communication.

Find our work at www.parlonsclimat.org

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