



PUBLIC POLL: PEOPLE WANT MORE FOREST ACTION

Executive Summary
Greenpeace International
October 2025

RESPECT
THE **AMAZON**
GREENPEACE



October 2025

Cover Photo: Soya Plantations in Formosa do Rio Preto, Bahia State, Brazil © Victor Moriyama / Greenpeace

The public poll was commissioned by Greenpeace International and conducted by Opinium in 17 countries using statistically representative samples, including: Kenya, South Africa (Africa); Argentina, Brazil, Colombia, Canada, USA (Americas); Indonesia, Malaysia, South Korea (Asia); Australia (Oceania); Denmark, France, Germany, the Netherlands, Spain, UK (Europe).

9 in 10 people view forest action as critical to fight climate change

A staggering majority of those surveyed (86%) in a polling conducted in 17 countries* across five continents say that protecting forests is critical in the fight against climate change, and want their governments to do more to address deforestation (82%).

The outcome of the polling — commissioned by Greenpeace International and conducted by Opinium — is a wake up call for country leaders meeting at COP30 in Brazil.

The results demonstrate that there is overwhelming support for governments to commit to strong and urgent measures to end deforestation and enact forest protection with the support of Indigenous communities, who are seen as the most trustworthy forest protectors. These beliefs are consistently held across age groups and genders.

When responding to who to trust to protect forests, respondents place confidence in Indigenous Peoples and Local Communities the most (78%), well above national governments (49%) or corporations (42%). 75% agree that Indigenous Peoples should receive funding to protect forests, although support varies by country.

Over four in five respondents think that companies who contribute to deforestation should be held accountable by governments, who in turn, should strengthen enforcement and punish environmental crimes. Trust in corporations to protect forests is very low across

* The polling was conducted in the following countries: Kenya, South Africa (Africa); Argentina, Brazil, Colombia, Canada, USA (Americas); Indonesia, Malaysia, South Korea (Asia); Australia; Denmark, France, Germany, the Netherlands, Spain, UK (Europe).

all countries polled, with the exceptions of Kenya (74%), Colombia (63%) and Germany (61%).

Respondents want to see their governments increasingly tackling deforestation. The polling results indicate that global cooperation and commitments to end deforestation are seen to have the potential to provide significant protection against deforestation. The most supported actions to achieve results were for countries to work together on international agreements to end deforestation (77%), and to commit to a new action plan to halt the destruction of forests and other ecosystems (75%).

Although there is broad support for almost all measures to protect against deforestation, backing is highest in countries which have historically been more impacted, like Indonesia, Kenya and Malaysia. Support for most measures is lower in the USA and South Korea compared to other countries, but still a large majority of respondents are backing them, while 78% of participants in the Global South believe that global agreements can significantly help protect against deforestation.



The 2nd Forest Defender Camp 2025 in Papua Day 4
© Jurnasyanto Sukarno / Greenpeace

Greenpeace forest action demands to global leaders at COP30

This overwhelming public support sends a powerful message to governments ahead of COP30, which takes place for the first time in the heart of the Amazon rainforest.

Governments need to listen to their people and act on their moral, legal and political responsibilities to **end deforestation in order to hold on to the 1.5°C ambition.**

Greenpeace calls on global leaders to:

- 1)** Act on their commitments and the UNFCCC target to halt deforestation and forest degradation by 2030, with a decision that goes beyond voluntary pledges.
- 2)** Provide direct funding for Indigenous Peoples' and Local Communities' solutions to protect and restore forests.
- 3)** Regulate and stop funding those who profit from forest destruction.

Methodology

The fieldwork was carried out between 5-17 September 2025, with a sample size of 1000 adults over 18 years of age per country, nationally representative per age, gender and region, for a total of 17,000 respondents overall.

Country highlights



Africa

Kenya

- 87% believe that global agreements can significantly help protect against deforestation.
- 90% of people believe that companies which contribute to forest destruction should be held accountable.
- 74% trust corporations to protect forests, making Kenya one of the exceptions, with Colombia and Germany.

South Africa

- 85% believe that global agreements can significantly help protect against deforestation.
- 88% think protecting forests is critical in the fight against climate change.
- 91% agree that their government should do more to address deforestation.



Transportation of Illegal Timber in the DRC
© Clément Tardif / Greenpeace



Americas

Argentina

- 86% think protecting forests is critical in the fight against climate change, putting Argentina right in the global average.
- 84% believe that countries should work together through international agreements to end global deforestation.

Brazil

- 93% think their government should do more to address deforestation.
- 92% believe that protecting forests is critical in the fight against climate change.
- 80% trust Indigenous People over any other entity with forest protection.



Munduruku Children Fishing in the Amazon Rainforest
© Valdemir Cunha / Greenpeace

Colombia

- 88% see forest protection as critical in the fight against climate change.
- 86% believe that countries should work together through international agreements to end global deforestation.
- 81% think that governments should provide financial support for initiatives that protect forests, led by Indigenous Peoples and Local Communities.

Canada

- 84% believe protecting forests is critical in the fight against climate change.
- 74% think that countries should work together through international agreements to end global deforestation.
- At 32%, Canada has one of the lowest trust in corporations to protect forests, below the global average of 42%.

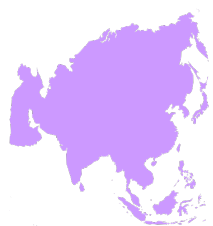
United States of America

- 74% believe protecting forests is critical in the fight against climate change.
- 71% think that their government should do more to address deforestation and that companies that contribute to deforestation should be held accountable.
- 64% think that countries should work together on international agreements to end global deforestation.

Asia

Indonesia

- 95% respondents believe forest protection is crucial to fight climate change, the highest percentage among the polled countries, same as Malaysia, and above the average of 86%.
- 93% think their government should do more to address deforestation, the highest percentage, together with Brazil.
- 92% think Indigenous Peoples should receive funding to protect forests, notable that they also highly trust them (95%).



Malaysia

- 95% respondents believe forest protection is crucial to fight climate change, the highest percentage among the polled countries, same as Indonesia, and above the average of 86%.
- 92% think their government should do more to address deforestation.
- 83% think governments should regulate industry practices that contribute to forest destruction.

South Korea

- 90% think protecting forests is critical in the fight against climate change.
- Support for all measures combined is lower in South Korea (and the US) when compared to other countries, but still the majority of respondents are supporting them.
- Significant backing goes to a global action plan to halt the destruction of ecosystems (68%); to the regulation of industry practices that contribute to deforestation (68%), and to funding forest-protection initiatives led by Indigenous Peoples and Local Communities (67%).



Forest Fires in Central Kalimantan
© Ulet Ifansasti / Greenpeace



Oceania

Australia

- 81% see protecting forests as critical in the fight against climate change.
- 72% believe that countries should work together through international agreements to end global deforestation.
- 67% think that companies should be legally required to ensure their products and supply chains are free from deforestation.



Forest in Abbot Point
© Greenpeace / Tom Jefferson



Europe

Denmark

- 81% see protecting forests as critical in the fight against climate change.
- 73% believe that global agreements can significantly help protect against deforestation.
- 64% think companies should be legally required to ensure their products and supply chains are free from deforestation.

France

- 86% think that protecting forests is critical in the fight against climate change.
- 80% think their government should do more to address deforestation.
- 78% trust Indigenous Peoples and local communities the most for forest protection.



Climate Emergency in France: Forest Fires in Gironde
© Pierre Larrieu / Greenpeace

Germany

- 78% think that protecting forests is critical to fight climate change.
- 76% also think their government should do more to address deforestation.
- While Indigenous Peoples and local communities are still the most trustworthy (69%), among Western European countries, Germany is the country with the highest trust in corporations as forest protectors (61%).

The Netherlands

- For 84% respondents, forest protection is critical to fight climate change.
- 83% believe that global agreements can significantly help protect against deforestation.
- 70% back banks pulling out of deforestation-linked industries.

Spain

- 87% see forest protection as critical to fight climate change.
- 85% think their government should do more to address deforestation.
- 80% think that countries should work together through international agreements to end global deforestation.



Owl in the Carpathian Forest in Ukraine
© Dominik Werner / Greenpeace

United Kingdom

- 85% think that protecting forests is critical in the fight against climate change.
- 84% trust Indigenous Peoples and Local Communities the most for forest protection.
- 79% believe that global agreements can significantly help protect against deforestation.

Annex: graphics of poll results

Across all countries, protecting forests is seen as critical in the fight against climate change

Percentage who say that protecting forests is critical in the fight against climate change.

NET: Agree



Q2: To what extent do you agree or disagree with the following statements: “Protecting forests is critical in the fight against climate change”. Base: All respondents (17,000)

Most people agree that their government should do more to address deforestation

Percentage who think their government should do more to address deforestation.

NET: Agree



Q2: To what extent do you agree or disagree with the following statements: “My government should do more to address deforestation”. Base: All respondents (17,000)

Three-quarters support global cooperation and commitments to end deforestation

TOP 4 statements that people support.

Base: All respondents.

■ Strongly support
 ■ Support
 ■ Neither support nor oppose
 ■ Oppose
 ■ Strongly oppose

..... **NET: Support 77%**

Countries should work together through international agreements to end global deforestation



..... **75%**

Governments should commit to a new global action plan to halt the destruction of ecosystems



..... **72%**

Companies should be legally required to ensure their products and supply chains are free from deforestation



..... **70%**

Governments should recognize and uphold Indigenous land rights



Q3. To what extent do you support or oppose the following?
Base: All respondents (17,000)

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