

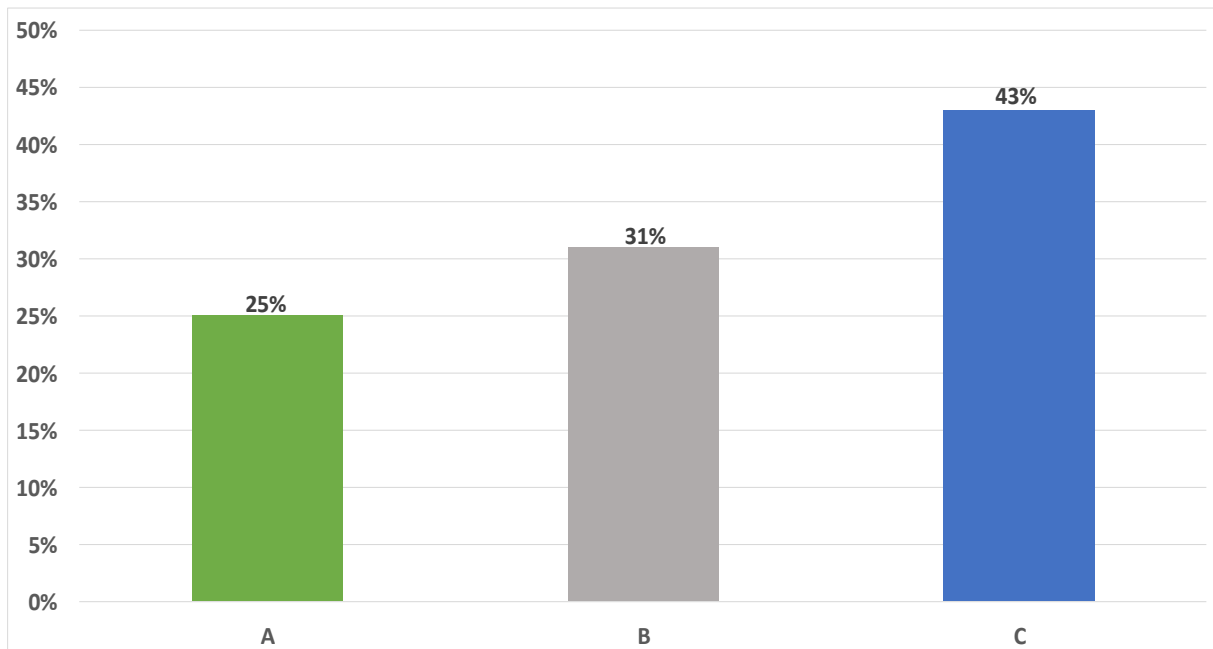


TYING FINANCIAL AID FOR BUSINESSES TO CARBON FOOTPRINT REDUCTION

[Ipsos](#) recently surveyed 19,000 adults from 27 countries about whether government financial aid and incentives to revive the economy in the aftermath of COVID-19 should be provided only to businesses that have taken measures to reduce their carbon footprint.

The survey results for Canada are as follows:

Chart: [SSMCOOC](#) / Data: [Ipsos](#)



- A. All sectors and businesses in need, only if they have taken demonstrable measures to significantly reduce their carbon emissions and their impact on the environment: **25%**
- B. Not sure: **31%**
- C. All sectors and businesses in need, regardless of their carbon emissions and their impact on the environment: **43%**

Press Release: [Global Public Evenly Divided on Limiting Recovery Aid to the Green Economy](#)
