

**Businesses
between preserving
human and
environmental
rights and
competitiveness**

REPORT



**immagine generata con Google Gemini*



September 2025

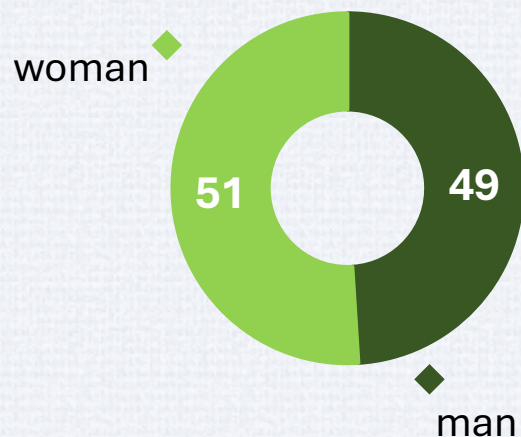


Methodology and sample

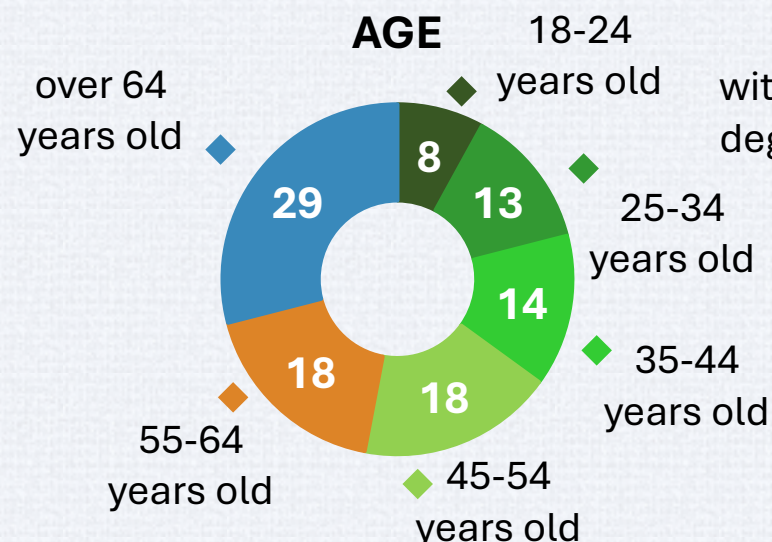
The survey was conducted through online interviews using the CAWI (Computer Assisted Web Interview) method on a sample of **1,007 Italian citizens over 18 years old**. The interviews were conducted **from 8 to 11 September 2025**.

The methods used to identify the final units were random, as for probabilistic samples. All parameters are standardised to the most recent data provided by ISTAT. The data were weighted to ensure representativeness with respect to the parameters of area of residence, age, gender and party voted for in the 2024 European elections. The statistical margin of error of the reported data is 3.1% at a 95% confidence interval.

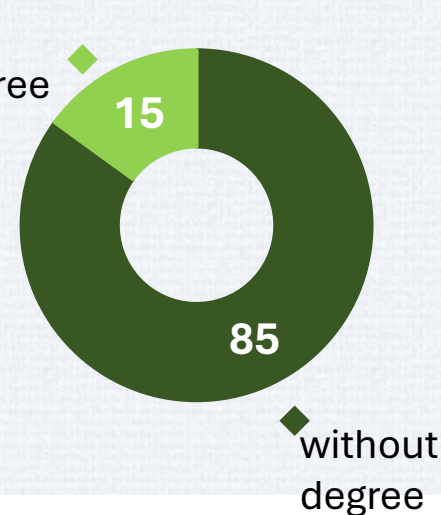
GENDER



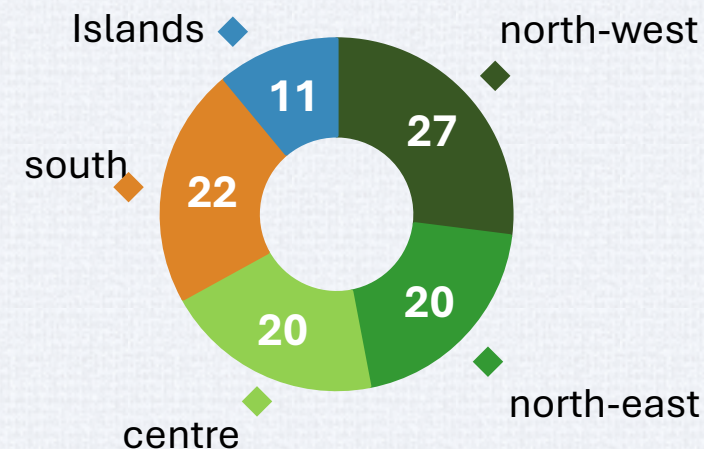
AGE



EDUCATION



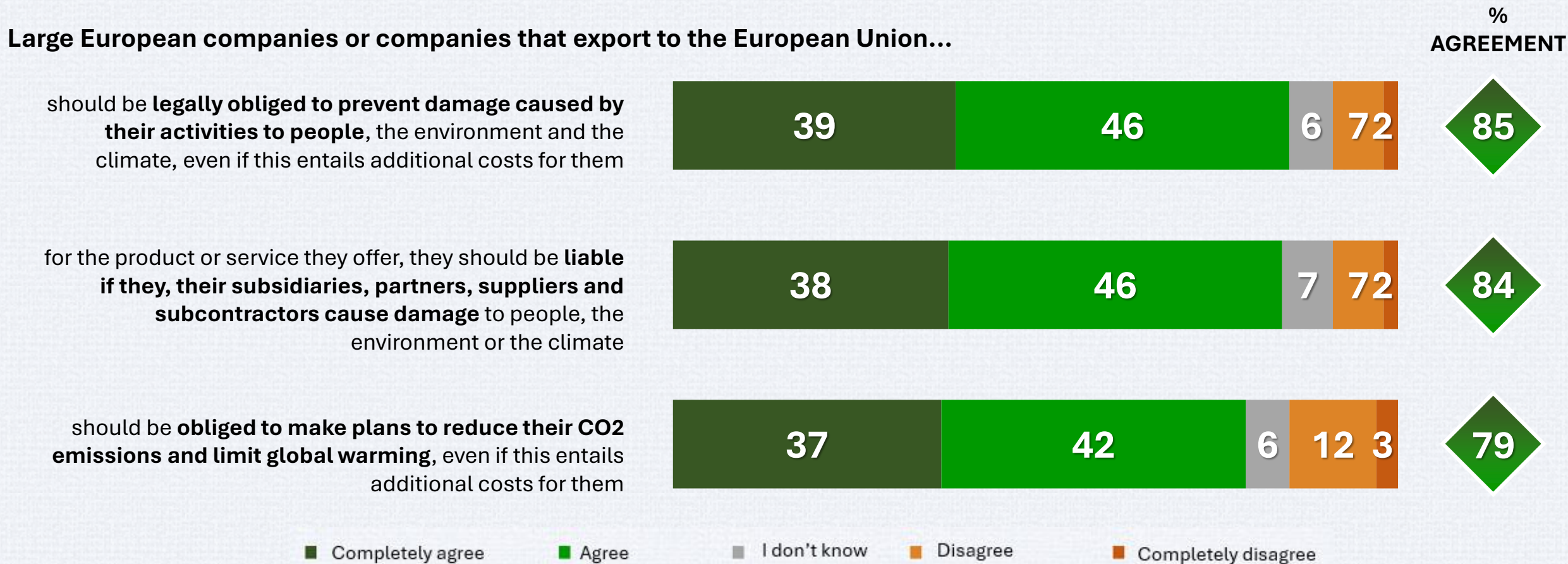
AREA OF RESIDENCE



Responsibilities and obligations of companies in the EU

Even disregarding the potential increase in costs for businesses, Italians agree with the greater obligations placed on companies in terms of prevention and responsibility relating to the environment, climate and people.

Indicate your level of agreement with the following statements.



Responsibilities and obligations of companies in the EU - details

Indicate your level of agreement with the following statements.

Large European companies or companies that export to the European Union...

should be **legally obliged to prevent damage caused by their activities to people**, the environment and the climate, even if this entails additional costs for them



%
AGREE



for the product or service they offer, they should **be liable if they, their subsidiaries, partners, suppliers and subcontractors cause damage** to people, the environment or the climate



should be **obliged to make plans to reduce their CO2 emissions and limit global warming**, even if this entails additional costs for them



Entrepreneurs
/Self-employed Employees Catholics North-East residents

82	85	87	91
81	87	86	86
77	82	80	82

■ Completely agree ■ Agree ■ I don't know ■ Disagree ■ Completely disagree

Responsibilities and obligations of companies in the EU - age

The degree of agreement is widespread and broad across all age groups, but older generations show to be particularly sensitive to this issue.

Indicate your level of agreement with the following statements.

Large European companies or companies that export to the European Union...

% AGREEMENT	TOTAL	AGE					
		18-24 years old	25-34 years old	35-44 years old	45-54 years old	55-64 years old	Over 64 years old
should be legally obliged to prevent damage caused by their activities to people , the environment and the climate, even if this entails additional costs for them	85	78	84	81	82	89	89
for the product or service they offer, they should be liable if they, their subsidiaries, partners, suppliers and subcontractors cause damage to people, the environment or the climate	84	79	84	77	83	87	87
should be obliged to make plans to reduce their CO2 emissions and limit global warming , even if this entails additional costs for them.	79	72	84	75	72	81	85

Responsibilities and obligations of companies in the EU - political placement

A large proportion of the population, across the political spectrum, agrees.
Among those on the centre-left and left, there is considerable interest in these issues.

Indicate your level of agreement with the following statements.

Large European companies or companies that export to the European Union...



POLITICAL SELFPLACEMENT

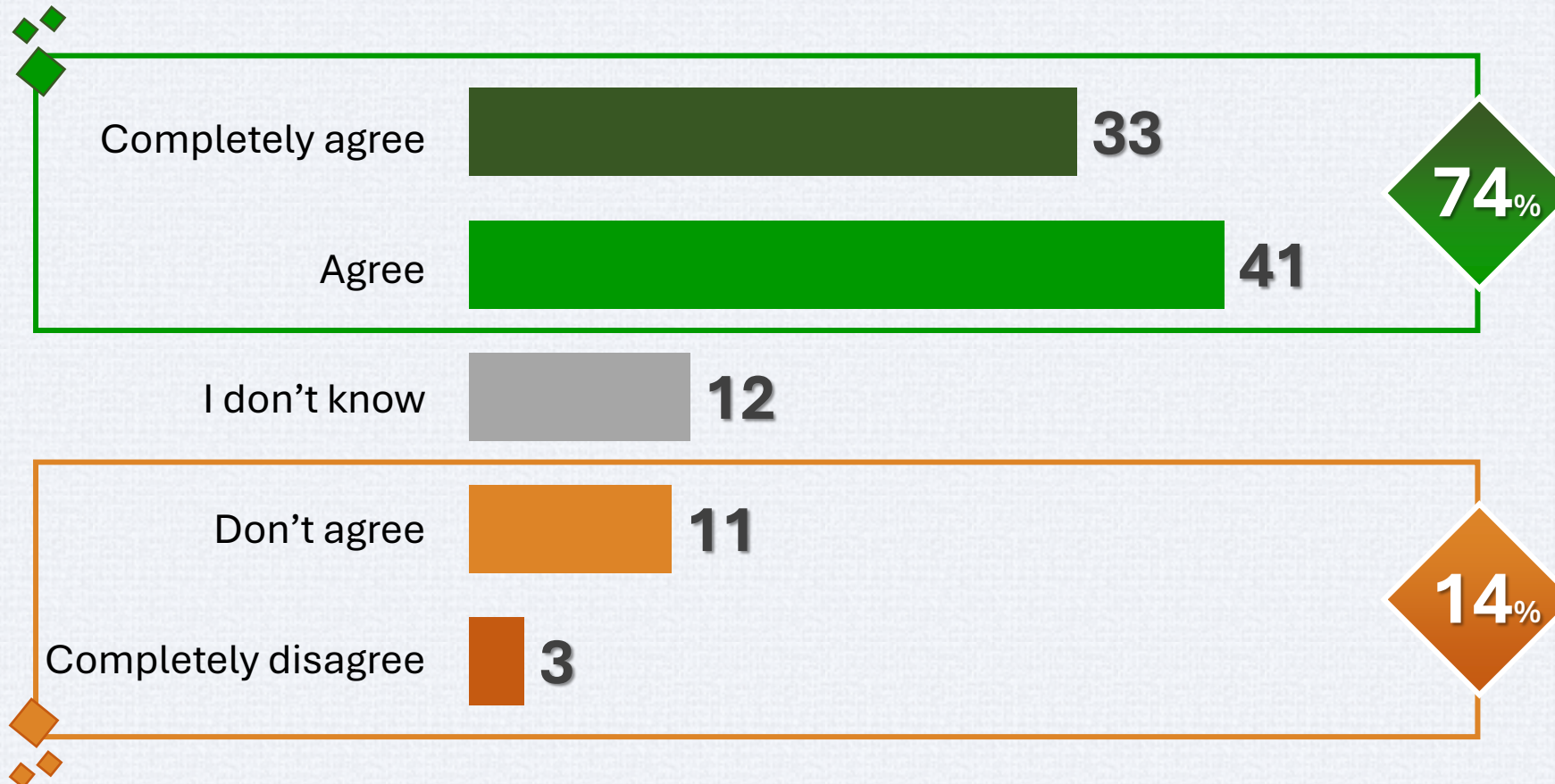
% AGREEMENT	TOTAL	Right	Center-right	Center	Centre-left	Left	Unplaceable
should be legally obliged to prevent damage caused by their activities to people , the environment and the climate, even if this entails additional costs for them	85	85	83	85	93	92	80
for the product or service they offer, they should be liable if they, their subsidiaries, partners, suppliers and subcontractors cause damage to people, the environment or the climate	84	83	83	85	91	88	79
should be obliged to make plans to reduce their CO2 emissions and limit global warming , even if this entails additional costs for them.	79	70	76	70	89	94	72

Competitiveness and protection of rights

Competitiveness goes hand in hand with the protection of human rights, the environment and climate change

Indicate your level of agreement with the following statement

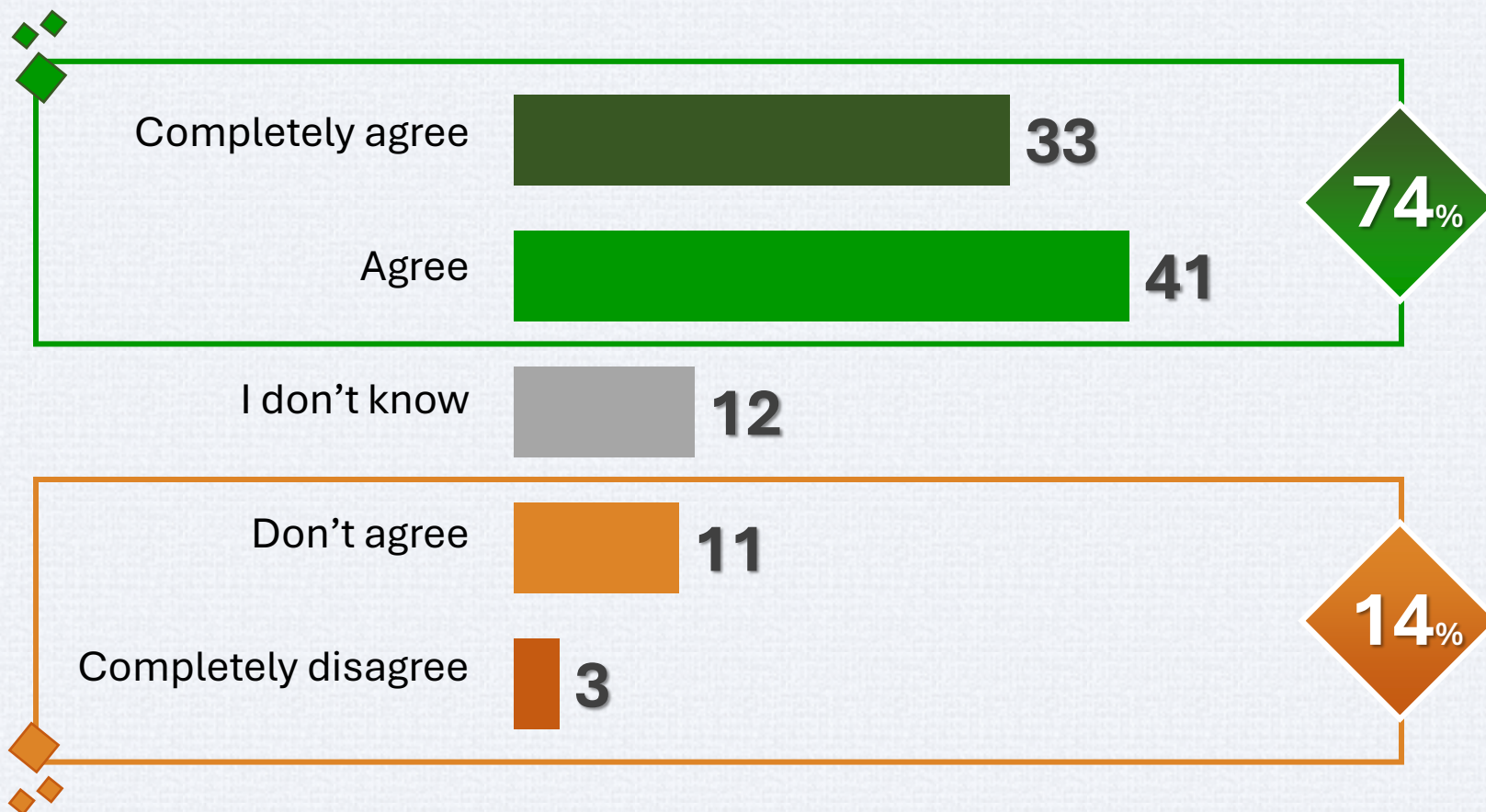
There can be no competitiveness without the protection of human rights, the environment and the fight against climate change



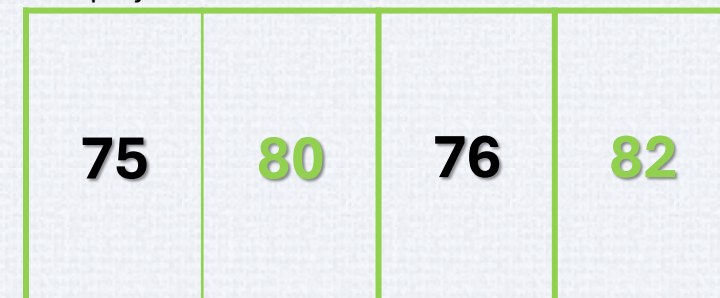
Competitiveness and protection of rights - details

Indicate your level of agreement with the following statement

There can be no competitiveness without the protection of human rights, the environment and the fight against climate change



Entrepreneurs /self- employed	Employees	Catholics	Residents North- East
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Entrepreneurs /self- employed	Employees	Catholics	Residents North- East
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Competitiveness and protection of rights - age

Broad support across all age groups for the distribution of incentives to those who do not exploit workers and reduce pollution. Although in favor, 18-24 year-olds are a little more cautious

Indicate your level of agreement with the following statement

There can be no competitiveness without the protection of human rights, the environment and the fight against climate change

	AGE						
	TOTAL	18-24 years old	25-34 years old	35-44 years old	45-54 years old	55-64 years old	Over 64 years old
% AGREE	74	50	78	70	69	83	82
I DON'T KNOW	12	21	4	14	13	9	10
% DISAGREE	14	29	18	16	18	8	8

Competitiveness and protection of rights – political placement

Broad agreement on the link between competitiveness and the protection of rights, particularly among the left and centre-left

Indicate your level of agreement with the following statement

There can be no competitiveness without the protection of human rights, the environment and the fight against climate change

POLITICAL SELFPLACEMENT

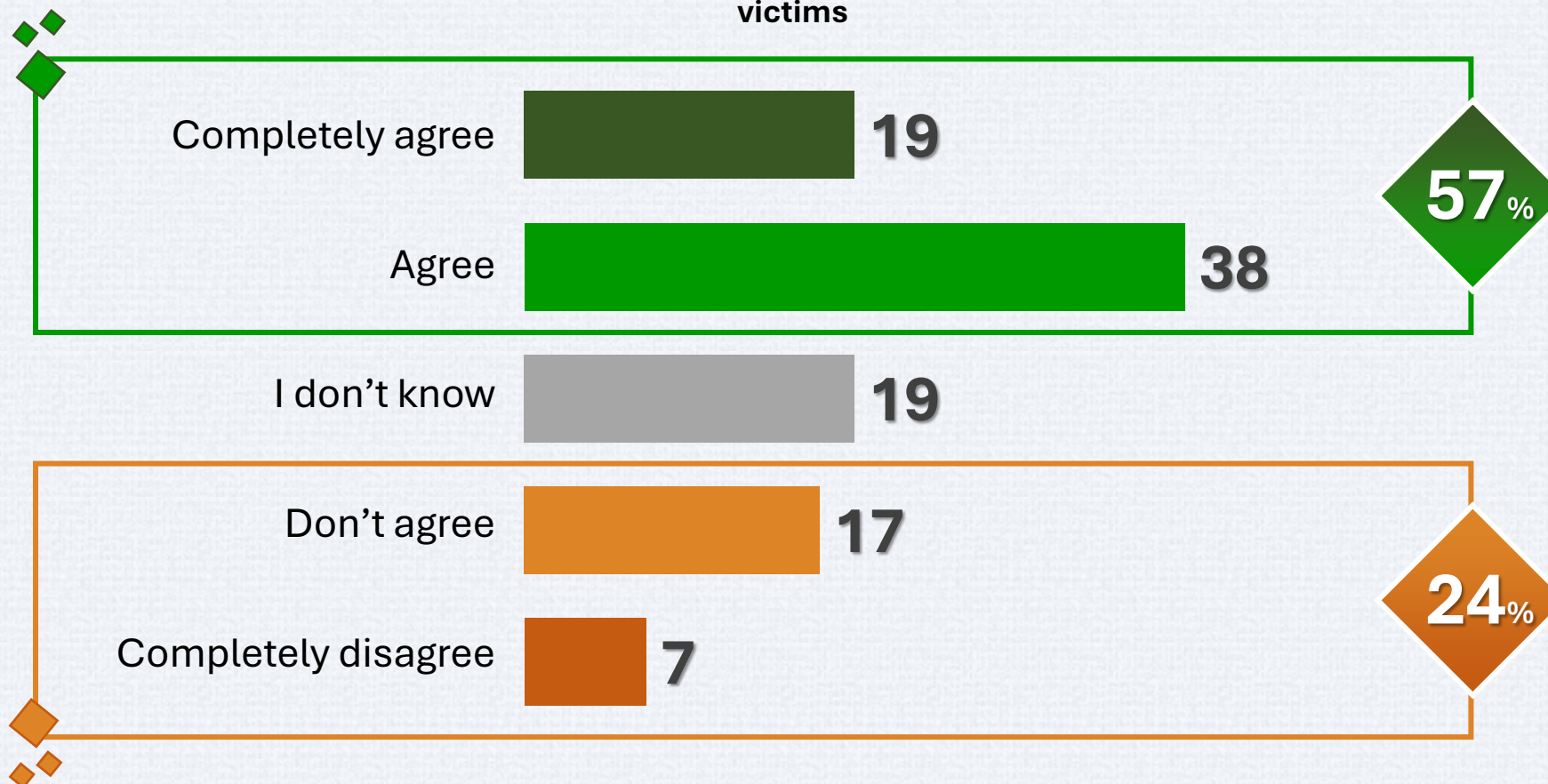
	TOTAL	Right	Centre-right	Centre	Centre-left	Left	Unplaceable
% AGREE	74	68	74	66	83	87	72
I DON'T KNOW	12	5	7	18	6	6	17
% DISAGREE	14	27	19	16	11	7	11

The actions of citizens

57% of Italians would be willing to vote for a party that promises to make it compulsory for companies to prevent damage to people, the environment and the climate.

Indicate your level of agreement with the following statement.

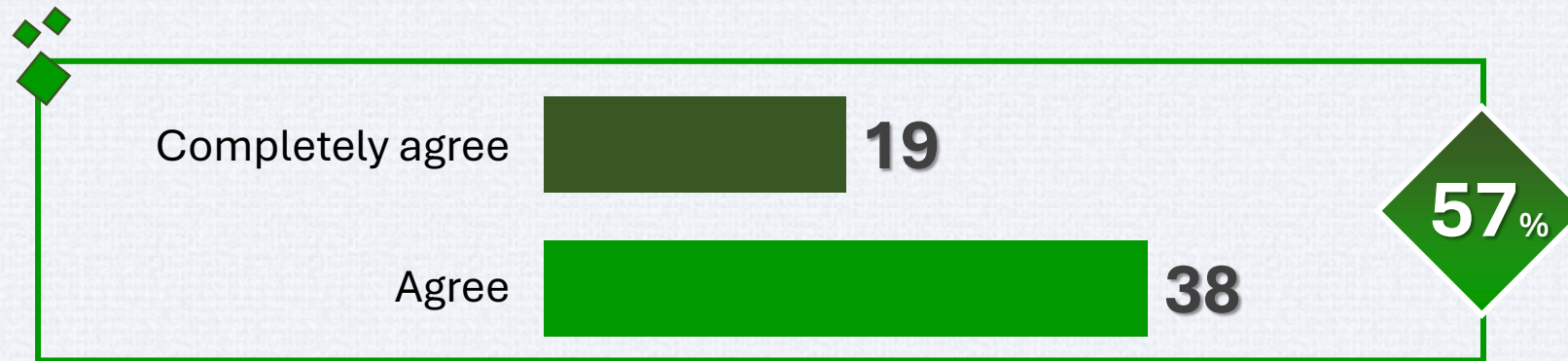
I am willing to vote for the party that obliges companies to prevent damage to people's rights, the environment and the climate, and to compensate victims



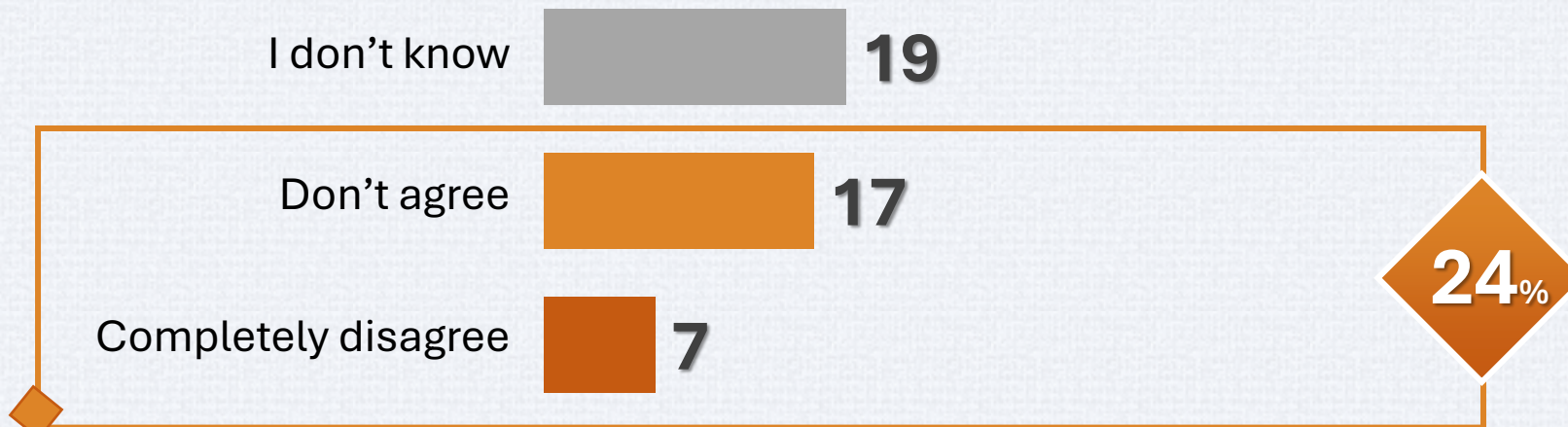
The actions of citizens - details

Indicate your level of agreement with the following statement.

I am willing to vote for the party that obliges companies to prevent damage to people's rights, the environment and the climate, and to compensate victims



Entrepreneurs /self- employed	Employees	Catholics	Residents North- East
56	59	57	59



Entrepreneurs /self- employed	Employees	Catholics	Residents North- East
25	26	25	27

The actions of citizens – age

The proposal for a party to take responsibility for promoting corporate responsibility for prevention could attract potential voters across all age groups.

Indicate your level of agreement with the following statement.

I am willing to vote for the party that obliges companies to prevent damage to people's rights, the environment and the climate, and to compensate victims.

AGE							
	TOTAL	18-24 years old	25-34 years old	35-44 years old	45-54 years old	55-64 years old	Over 64 years old
% AGREE	57	51	60	51	57	58	60
I DON'T KNOW	19	18	19	19	19	20	16
% DISAGREE	24	31	21	30	24	22	24

The actions of citizens – political placement

The idea of a party promoting corporate responsibility finds greater enthusiasm among the left and centre-left and partial consensus among the centre and centre-right.

Indicate your level of agreement with the following statement

I am willing to vote for the party that obliges companies to prevent damage to people's rights, the environment and the climate, and to compensate victims.

POLITICAL SELFPLACEMENT

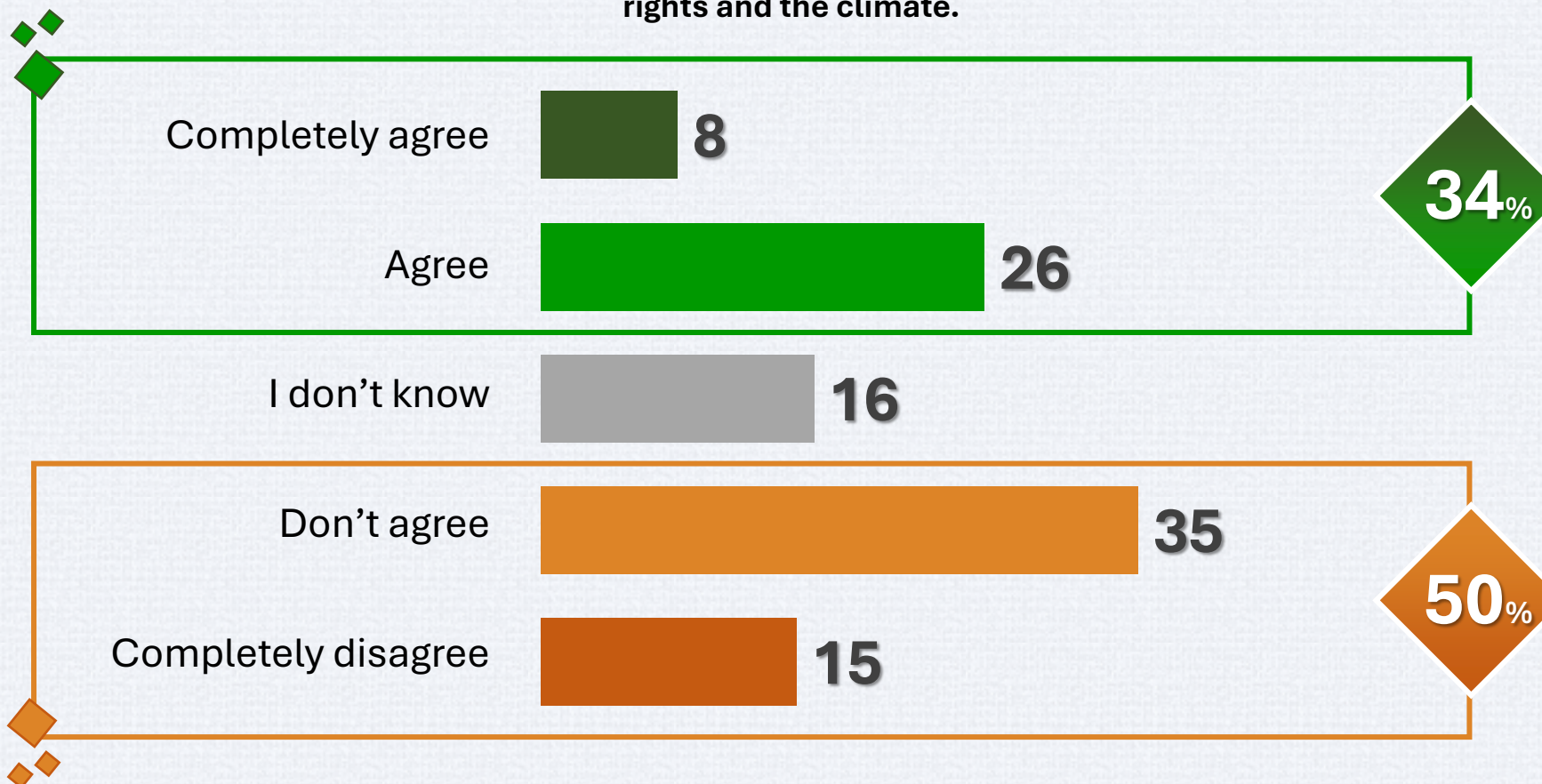
	TOTAE	Right	Centre-right	Centre	Centre-left	Left	Unplaceable
% AGREE	57	47	55	53	70	72	51
I DON'T KNOW	19	11	16	28	16	13	18
% DISAGREE	24	42	29	19	14	15	31

The actions of public authorities

There is also a lack of trust in public authorities: 50% believe they are not doing enough companies to prevent damage to people, the environment and the climate.

Indicate your level of agreement with the following statement

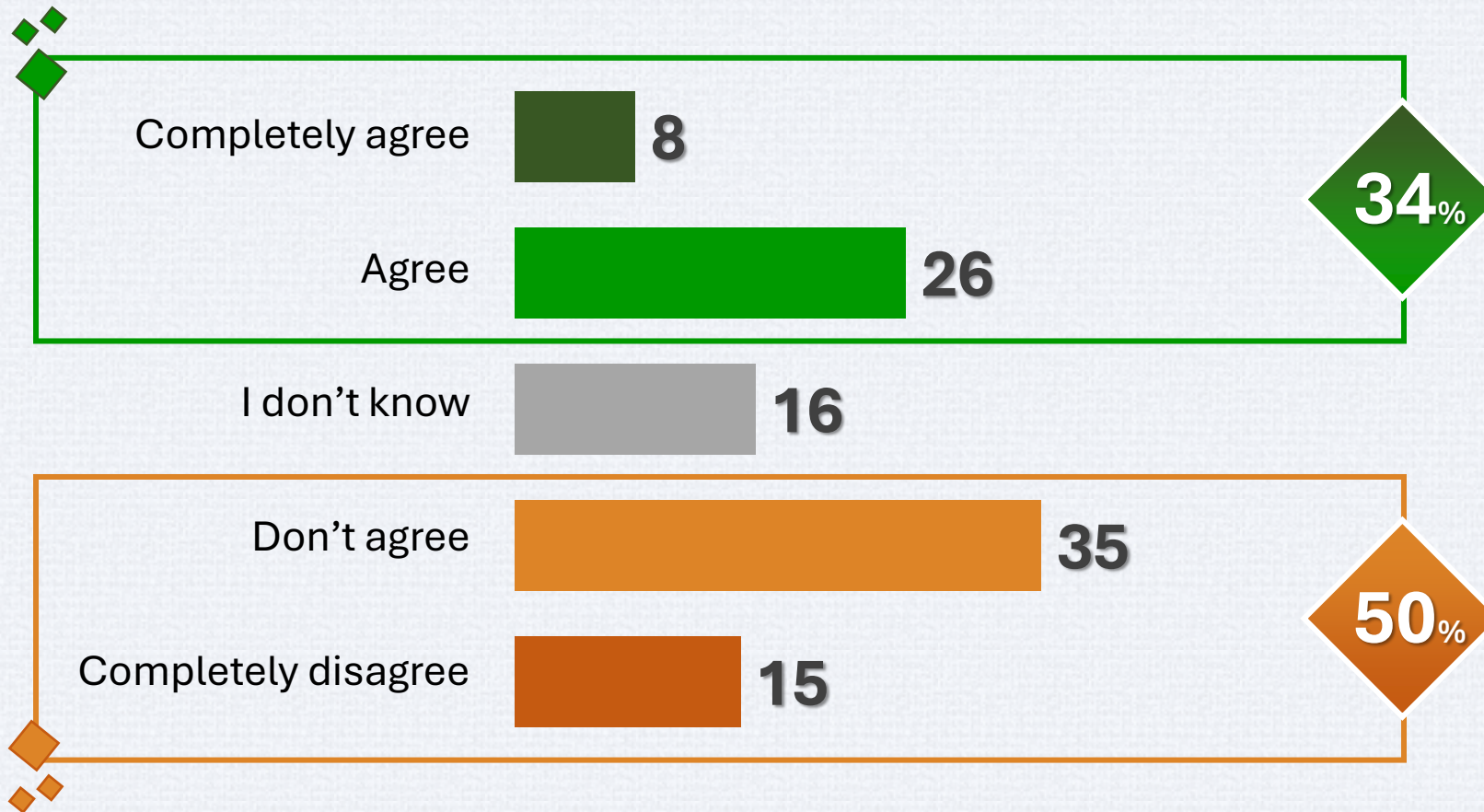
Public authorities are doing enough to compel large European companies and those exporting to the EU to reduce their negative impact on human rights and the climate.



The actions of public authorities - details

Indicate your level of agreement with the following statement

Public authorities are doing enough to compel large European companies and those exporting to the EU to reduce their negative impact on human rights and the climate.



Entrepreneurs /self- employed	Employees	Catholics	Residents North- East
42	35	39	31

Entrepreneurs /self- employed	Employees	Catholics	Residents North- East
46	50	46	57

The actions of public authorities – age

Across all age groups, with the exception of 25-34 year olds, there is general agreement that public authorities are not doing enough.

Indicate your level of agreement with the following statement

Public authorities are doing enough to compel large European companies and those exporting to the EU to reduce their negative impact on human rights and the climate.

	AGE						
	TOTAL	18-24 years old	25-34 years old	35-44 years old	45-54 years old	55-64 years old	Over 64 years old
% AGREE	34	37	45	34	30	34	32
I DON'T KNOW	8	12	15	18	17	14	17
% DISAGREE	50	51	40	48	53	52	51

The actions of public authorities – political placement

Those on the left and center-left disagree with the idea that public authorities are doing enough to compel large companies to reduce their impact on human rights and the climate.

Indicate your level of agreement with the following statement

Public authorities are doing enough to compel large European companies and those exporting to the EU to reduce their negative impact on human rights and the climate.

POLITICAL SELFPLACEMENT

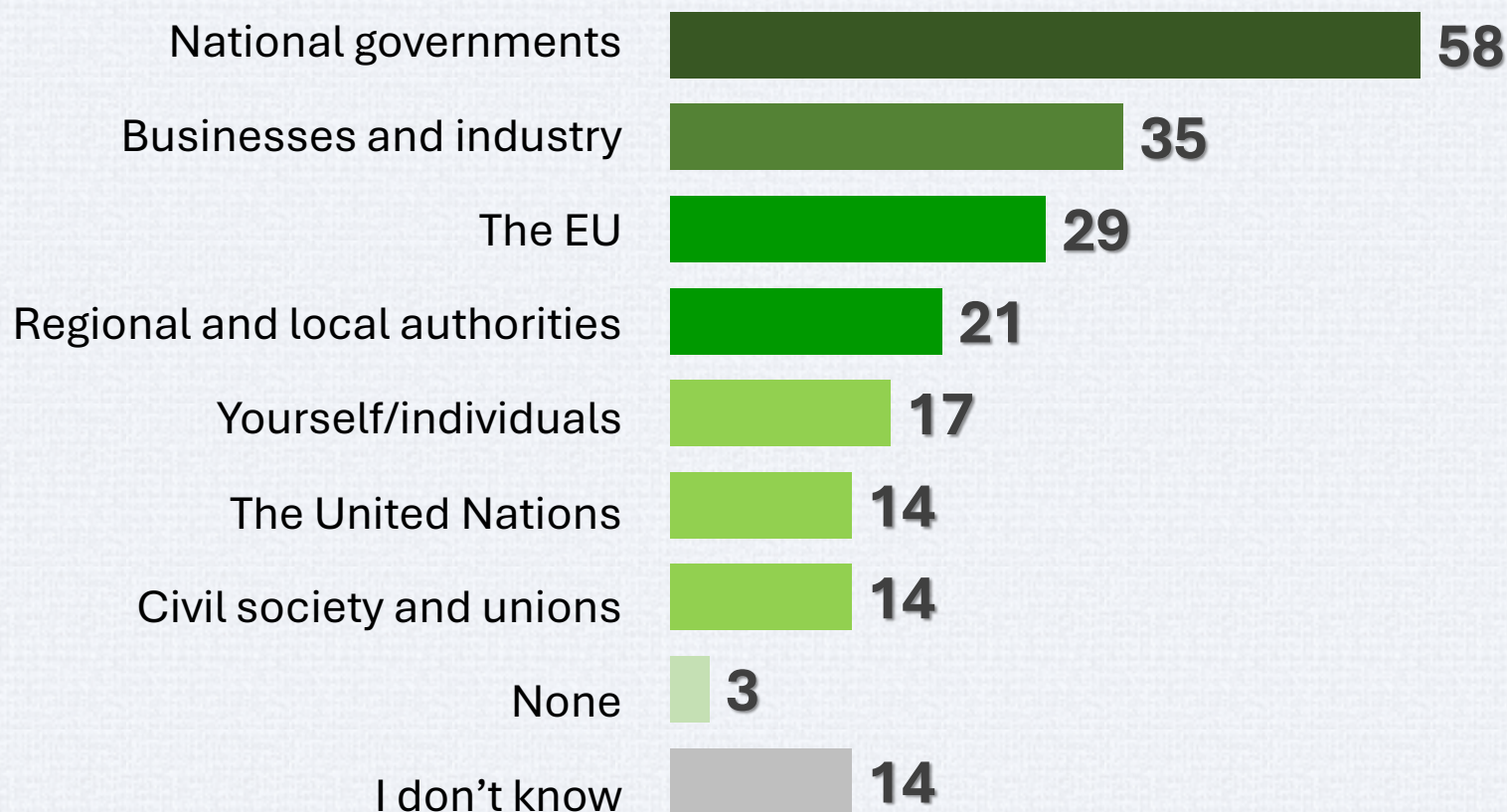
	TOTAL	Right	Centre-right	Centre	Centre-left	Left	Unplaceable
% AGREE	34	60	45	35	28	22	25
I DON'T KNOW	8	11	17	14	13	6	20
% DISAGREE	50	29	38	51	59	72	55

Those responsible for protecting human rights

National governments are recognised as primarily responsible, but one third of respondents also hold companies responsible.

Who is most responsible for protecting human rights in the process of producing and consuming goods and services?

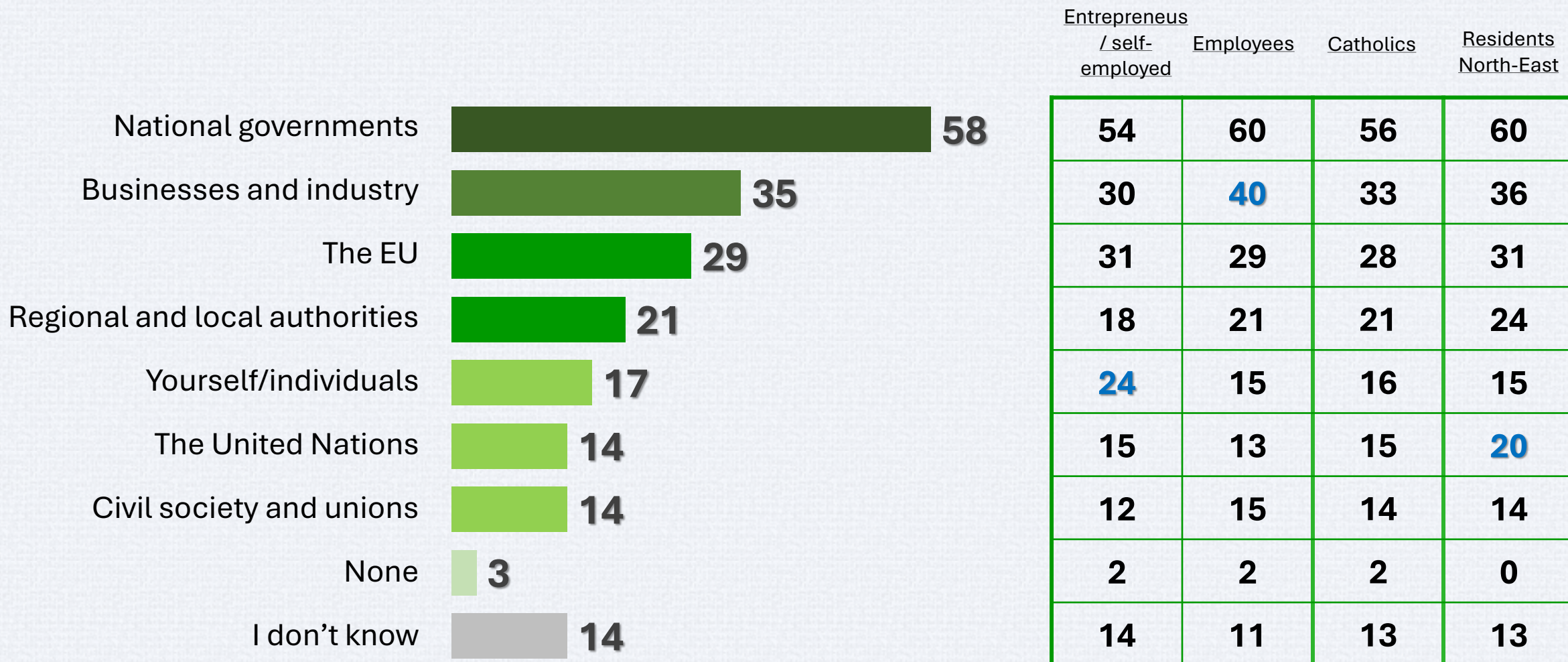
Up to 3 possible answers



Those responsible for protecting human rights - details

Who is most responsible for protecting human rights in the process of producing and consuming goods and services?

Up to 3 possible answers



Those responsible for protecting human rights - age

People over 55 place greater responsibility for protecting human rights on governments and companies

Who is most responsible for protecting human rights in the process of producing and consuming goods and services?

Up to 3 possible answers

AGE

% AGREEMENT	TOTAL	18-24 years old	25-34 years old	35-44 years old	45-54 years old	55-64 years old	Over 64 years old
National governments	58	43	49	46	50	68	70
Businesses and industry	35	12	43	27	31	41	41
The EU	29	28	45	25	31	33	22
Regional and local authorities	21	22	16	10	17	23	29
Yourself/individuals	17	18	20	18	10	17	18
The United Nations	14	13	17	16	16	15	11
Civil society and unions	14	5	14	15	9	17	16
None	3	0	5	6	3	1	0
I don't know	14	33	11	13	19	10	9

Those responsible for protecting human rights – political placement

A sinistra e centrosinistra viene data particolare importanza alla responsabilità di governi nazionali, aziende e UE

Who is most responsible for protecting human rights in the process of producing and consuming goods and services?

Up to 3 possible answers

POLITICAL SELFPLACEMENT

% AGREEMENT	TOTAL	right	centre-right	centre	centre-left	left	unplaceable
National governments	58	53	55	43	72	64	57
Businesses and industry	35	34	33	24	42	46	33
The EU	29	15	29	30	38	41	22
Regional and local authorities	21	20	23	20	24	23	17
Te stesso/individui	17	20	18	16	16	13	20
The United Nations	14	14	17	15	16	14	10
Civil society and unions	14	12	17	13	15	21	9
None	3	10	2	2	0	1	3
I don't know	14	5	11	18	10	7	17

Those responsible for climate change

The responsibility given to national governments prevails over that given to companies and the European Union. Individual choices and behaviors matter, but only for a quarter of respondents.

Who is most responsible for combating climate change in the process from production to consumption of goods and services?

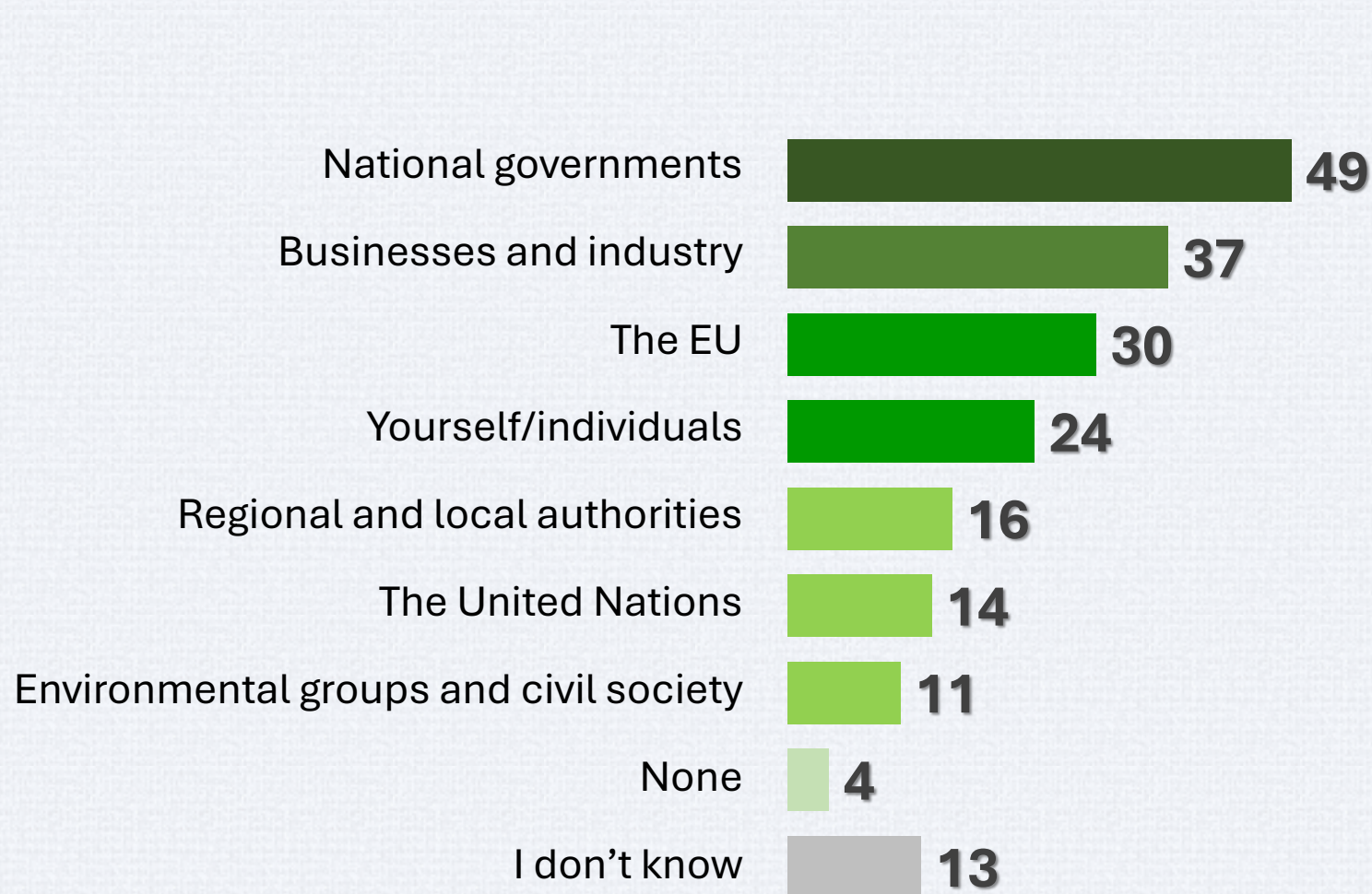
Up to 3 possible answers



Those responsible for climate change – details

Who is most responsible for combating climate change in the process from production to consumption of goods and services?

Up to 3 possible answers



Entrepreneurs / self- employed	Employees	Catholics	Residents North-East
48	53	49	57
30	38	36	45
27	31	28	32
25	25	25	25
16	18	17	14
13	15	14	10
14	11	9	9
3	4	4	3
13	11	13	9

Those responsible for climate change – age

For older people, governments and businesses can do the most to combat climate change.
Among adults, around one third also rely on action by the European Union.

Who is most responsible for combating climate change in the process from production to consumption of goods and services?

Up to 3 possible answers

AGE

% AGREEMENT	TOTAL	18-24 years old	25-34 years old	35-44 years old	45-54 years old	55-64 years old	Over 64 years old
National governments	49	27	55	36	45	55	57
Businesses and industry	37	13	39	29	35	42	43
The EU	30	28	38	33	35	32	23
Yourself/individuals	24	21	26	19	27	27	22
Regional and local authorities	16	8	11	8	12	18	25
The United Nations	14	19	15	15	14	14	11
Environmental groups and civil society	11	15	13	8	7	14	11
None	4	0	2	8	7	3	3
I don't know	13	38	13	14	13	6	9

Those responsible for climate change – political placement

Across the political spectrum, responsibility is placed on national governments. Particular importance is also given to the role of businesses in combating climate change, especially among the centre-left and centre-right.

Who is most responsible for combating climate change in the process from production to consumption of goods and services?

Up to 3 possible answers

POLITICAL SELFPLACEMENT

% AGREEMENT	TOTALE	right	centre-right	centre	centre-left	left	unplaceable
National governments	49	40	47	39	58	63	48
Businesses and industry	37	24	42	26	44	48	34
The EU	30	19	25	45	37	44	21
Yourself/individuals	24	30	26	20	25	20	28
Regional and local authorities	16	11	20	14	19	21	11
The United Nations	14	12	14	16	16	17	10
Environmental groups and civil society	11	12	8	7	18	13	8
None	4	8	5	2	1	2	8
I don't know	13	14	7	16	9	7	14

**SWG***"There is nothing so stable as change"**Bob Dylan*

Values, behaviours, tastes, consumption and political choices. Reading and anticipating them is our mission

Founded in Trieste in 1981, SWG designs and conducts market research, opinion polls, institutional surveys, sector studies and observatories, analysing and integrating trends and dynamics in the market, politics and society.

SWG supports its clients in making strategic, communication and marketing decisions by identifying, understanding and interpreting the thoughts and behaviours of public opinion and stakeholders in light of social, political and economic dynamics, using reliable and innovative methodologies.

- ✓ **RELIABILITY**, 40 YEARS OF MARKET EXPERIENCE AND MANAGEMENT SKILLS
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- ✓ **PEOPLE**, PROFESSIONAL ETHICS AND METHODOLOGICAL RIGOUR

SWG S.p.A. - Società Benefit since December 2022

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SWG S.p.A., in line with the common benefit objectives set out in its articles of association and the company's Code of Ethics, has obtained gender equality certification in accordance with UNI/PdR 125:2022. The purpose of the Gender Equality Certification System for companies is to promote the adoption of policies for gender equality and female empowerment at company level and thus to improve women's access to the labour market, leadership and work-life balance.

TRIESTE

Via San Giorgio 1 - 34123
Tel. +39 040 362525

MILAN

Via G. Bugatti 5 - 20144
Tel. +39 02 43911320

ROME

Piazza di Pietra 44 - 00186
Tel. +39 06 42112

BRUSSELS

Square de Meeûs, 35
1000 Brussels
info@pollingeurope.eu

