

The fight against climate change — a top priority for 65% of the Canary Islands' population

- *The Spanish Fair Transition Observatory has presented its first regional report on society's perception of the ecological transition in the Canary Islands.*
- *It revealed that 80.5% of citizens firmly believe that climate change is happening.*
- *More than 70% believe that the ecological transition can improve air quality, health, and urban environments.*
- *See the full report [here](#)*

Santa Cruz de Tenerife, October 29, 2025 - At an event held in Santa Cruz de Tenerife, the Spanish Fair Transition Observatory (OTJ) presented the **first regional report on public perception of the ecological transition in the Canary Islands**. Driven by **Fundación Moeve** and **Red2Red**, the study provides an in-depth analysis of how the archipelago's population understands, values, and relates to sustainable transformation processes.

During the presentation event, public figures such as **Mariano Hernández Zapata**, Minister of Ecological Transition in the Government of the Canary Islands, highlighted the need to build "a transition for the Canary Islands that generates employment and value and makes the territory **a cleaner and fairer place**." At the end of the event, **Yolanda Baumgartner**, director of Social Action for the Tenerife Island Council, emphasized that "the ecological transition cannot be understood in isolation from social welfare," and defined it as "**an opportunity to build a more resilient, equitable, and prosperous Canary Islands for everyone**."

Furthermore, institutional participation and the roundtable discussion addressed two main themes: **how to advance towards an active transition that places citizens at the heart of change** and **how to strengthen collective action from the climate consensus**. The roundtable involved **Pedro Millán**, *Director of Natural Environment for the Tenerife Island Council*; **Enrique Gómez**, *specialist at Oficinas Verdes Canarias and environmental science graduate*; and **Vicente Zapata**, *professor of human geography at the University of La Laguna*. They all agreed on the importance of facilitating the territorial implementation of the ecological transition and activating social involvement with accessible, educational, and participatory tools.

High level of climate awareness and optimism about the future

The report highlights that 65% of the population of the Canary Islands believes that combating climate change should be a priority. Moreover, 80.5% firmly believes that it is happening, in line with the national average.

Citizens of the Canary Islands identify **drought** and the **decrease in water resources** (41%) as the main impacts of climate change in their surroundings, while nationally, phenomena such as **extreme temperatures** (52%) or **intense storms** (44%) stand out.

Ecological transition: awareness, hope, and importance

Forty-nine percent of the Islands' population says they are familiar with and understand the concept of ecological transition, although information gaps identified in certain age and gender groups reveal the need to strengthen communication.

The perception of the ecological transition process in the Canary Islands is, in general, positive. **Around 70% of the population believes it will have a significant impact on reducing pollution, while 64% trusts in its health benefits.** Furthermore, the most frequently mentioned emotions when thinking about this transformation are hope (25%), interest (23%), and responsibility (17%), which reflects that citizens are open to change and willing to get involved.

Sustainable behaviors and mobility: progress and barriers

Recycling (71%) is the most widespread practice, followed by **monitoring energy consumption** (29%) and the use of **public transport** (26%). However, many people believe that they are already doing enough, which can limit new actions.

Private vehicles continue to be the most common form of transport (61%), although walking or public transport are growing in popularity. The perception of **electric cars** is positive (due to their eco-friendly nature and low consumption), but there are still concerns as regards the price and the lack of charging points.

Social profiles: committed citizens

The study identifies three different types of citizen in relation to the ecological transition: committed people (49.5%) who are very aware of the environment and willing to take action, skeptics (40%) who show support as long as there is no cost for them personally, and individuals who are resistant to change (10.5%) and are less willing to embrace the transition.

In the case of the Canary Islands, these groups have more similar positions, reflecting less polarization and a more cohesive social context with regard to the transition.

Anabel Suso, coordinator of the report and director of Public Policy Innovation at Red2Red, indicated that "the Canary Islands present a scenario of opportunity. Citizens show a high level of awareness and hope, but also demand measures adapted to their social and territorial reality. The transition will only be legitimate if it is also accessible and understandable."

Teresa Mañueco, director of Fundación Moeve, pointed out that "this first report in the Canary Islands allows us to better understand the challenges and opportunities in this territory. The report is a key tool for all of us to implement more inclusive and effective responses to the climate crisis."

Conclusion and methodology

This study by the Fair Transition Observatory in the Canary Islands reveals that citizens are aware of, optimistic about, and committed to climate-related challenges. **The ecological transition is seen as a real opportunity for the archipelago, as long as the transformation is fair, effective, and inclusive, and is adapted to the needs of its population and the geographical context.**

The research was carried out based on a representative survey conducted between January and March 2025 with 394 people in the Canary Islands and 3,280 throughout Spain, with quotas regarding age, gender, size of area and the region. This edition also includes a specific module on mobility and perceptions of electric cars, along with blocks on knowledge, attitudes, and citizen profiles regarding the transition.

About the authors of the report

Spanish Fair Transition Observatory

The Spanish Fair Transition Observatory was born with a vocation for public service, providing public bodies at all levels, as well as all the agents involved in the ecological transition process, with a space for reflection and shared knowledge to support the transition toward a sustainable energy model, anticipate possible conflicts, and generate joint conclusions and recommendations that facilitate decision making.

RED2RED

This Spanish consulting firm is specialized in the design, analysis, and evaluation of public policies, with a focus on sustainability, social and territorial cohesion, and competitiveness. Since 2000, it has worked in close collaboration with public bodies at all levels, European institutions, and multilateral organizations to provide innovative solutions to current economic, social, and environmental challenges. Its work combines technical knowledge, a strategic vision, and a commitment to public interest, with the aim of driving an equitable and sustainable transformation in society.

Fundación Moeve

Fundación Moeve is a non-profit, general interest organization, whose goal is to carry out initiatives to address the main challenges of society in the areas where its founder, Moeve, conducts its work. It aspires to be an agent of change and a driver of the ecological transition. Fundación Moeve's scopes of action are people, biodiversity, and social innovation.

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