

# Executive Management Summary

## SURVEY ON “FUTURE OF SUSTAINIBILITY”

Shell India conducted a survey with 7,000 students from class 9<sup>th</sup> and 10<sup>th</sup> across Ahmedabad, Bengaluru, Chennai, Delhi, Hyderabad, Kolkata and Mumbai. The objective of the survey was to understand the perspective of students on how prepared is India to face future energy demands and how concerned is the youth on issues facing the ecosystem in terms of shortage of energy and sustainability.

### *Key Results Highlights*

- **Awareness Levels**
  - Energy Conservation and Energy Efficiency
    - “Energy efficiency and conservation are different” – 75% Agree
    - “Energy efficiency is a way to conserve energy” – 83% Agree
  - Activity Classification
    - 66% respondents classified “Driving Less” as “Energy Conservation”
    - 40% respondents classified “Using Solar Lights at home” as “Both Energy Conservation and Energy Efficiency”
    - 78% respondents classified “Turning off a light” as “Energy Conservation”
    - 56% respondents classified “Driving with a higher mileage vehicle” as “Energy Efficiency”
  - 5% of the respondents wrongly classified coal as a renewable source of energy
- **How concerned is youth**
  - 100% of the respondents rated the importance of energy efficiency and conservation as “important” and “very important”
  - 95% of the respondents believe that Current energy efficient practices would have an impact on future energy sustainability



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- According to 88% of the students, a considerably high level of impact is foreseen in future, if energy efficiency and conservation is not practiced today
- According to 91% of the respondents, individual behavior and practices would affect future energy sustainability
- **Youth's contribution towards Energy Conservation and Efficiency**
  - 78% of the respondents optimize power usage at home
  - 68% of the respondents use reusable carry bags
  - 62% of the respondents use car pooling
  - 35% of the respondents undertake urban cleanliness activities
  - 76% of the respondents indicated that they would like to propagate energy conservation practices at a community level
- **Environmental Concerns for youth**
  - Air & Water Pollution, and Fresh Water shortage are the most important concerns for the Indian youth
- **Impact of corporate entities on energy sustainability**
  - 25% of the respondents believe that there is a negative impact of the corporate offices on the environment
- **Youth perception of energy efficiency and sustainability in India**
  - Current State
    - 48% respondents believe that Usage of Existing Resources is high
    - 38% respondents believe that Existing Resources are inadequate
    - 20% respondents believe that Policy and Government Support is poor
    - 15% respondents believe that attitude of people towards energy efficiency and conservation is poor
  - The most highlighted energy related challenges mentioned by the respondents were "Power/ electricity shortage", "Shortage of natural resources", and "Air & Water Pollution"
  - The most prominently mentioned steps were "Awareness/ Education on Energy Saving, "Implementing Eco-friendly systems", and "Awareness/ Education on using energy efficient devices"



- How prepared is India?
  - 26% of the respondents believe that India is not prepared for future energy challenges, and 21% respondents believe that India is still preparing for it
  - 13% of the respondents believe that there is a lack of initiatives and 9% respondents believe that current initiatives are not adequate

