

A woman with long blonde hair, wearing a black long-sleeved shirt and black pants, is walking on a paved path. She is holding a baby in her arms. The path is next to a car, and there is a white building in the background. The scene is outdoors, with trees and a clear sky.

# Electrical cars and sustainability

A SURVEY CONDUCTED BY YOUNG & RUBICAM ON BEHALF OF EURO BATTERY MINERALS AB



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# Introduction

There is much discussion across Europe on the need for sustainable mining as the electric vehicle and battery industries grow. But what do end consumers think? We were curious to hear their thoughts to help us understand their perspective on this issue. Why would they buy an electric car? How would they feel if they knew parts of the e-vehicle production chain are not sustainable? Would they still buy the vehicle or have second thoughts?

These were the main reasons for conducting this survey: to gain better insight into how end consumers value sustainability in connection to electric cars and batteries. The electrification of the vehicle industry is considered one of the cornerstones in reducing climate impact. One fundamental component of any electric car, scooter, truck, etc. is its battery. The battery contains several critical raw materials, including copper, cobalt and nickel. Today, a vast majority of these battery minerals are mined in countries outside of the EU, and in many cases are unsustainably produced under poor working conditions, using child labour and in polluted environments.

As you will see in the survey commissioned from the analysis institute YouGov of a representative part of the adult population in Sweden and Germany, it is clear that sustainability really is a top priority for most people considering investing in an electric car. The results are also somewhat challenging for the automotive industry as a large share of respondents would refrain from buying a car if the battery minerals are unsustainably sourced. Today, many car and battery producers are struggling to find sustainably sourced materials and it is obvious that we need to open more battery mineral mines in Europe and to improve traceability in the production process.

**Roberto Garcia Martinez,**  
*CEO Eurobattery Minerals*



## **ABOUT THE SURVEY**

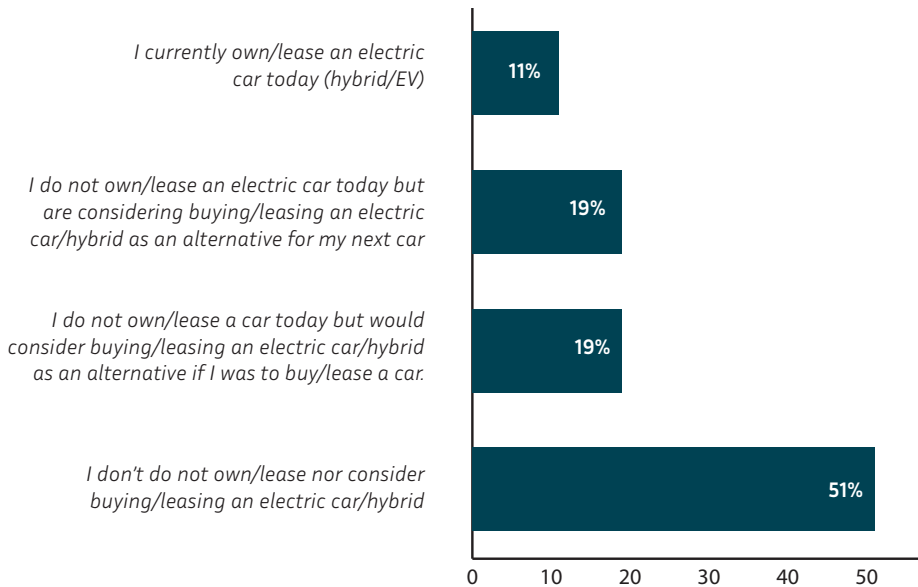
The survey was conducted by the analysis institute YouGov simultaneously in Sweden and Germany. A total of 2,017-computer assisted web interviews took place of Swedes and a total of 2,129 of Germans aged 18+ between 11-16 August 2021 targeting individuals who currently own or lease – or are interested in buying or leasing – an electric or hybrid car.

In the survey “sustainability” has been defined using the UN definition: meeting the needs of the present without compromising the ability of future generations to meet their own needs.

### QUESTION 1

## Which of the following applies to you?

### Sweden

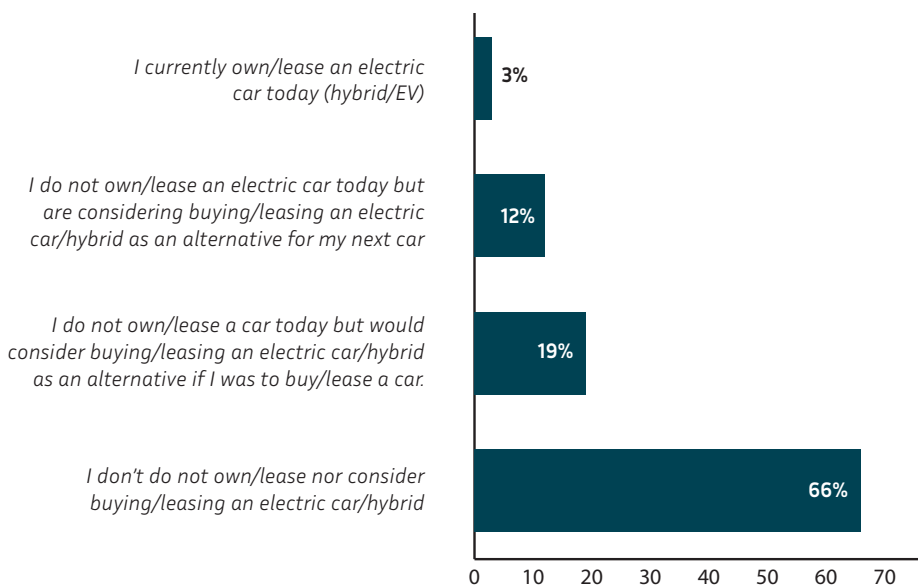


#### COMMENT QUESTION 1, SWEDEN

Based on a representative number of Swedes aged 18+, the survey shows that a total of 49% own or lease an electric or hybrid car today or plan to do so as their next car or at some stage in the future. In terms of the differences between age categories, respondents in the younger population either already buy or lease an electric car or plan to do so to a greater extent than those in the older population.

**Base:** All (2017)

### Germany



#### COMMENT QUESTION 1, GERMANY

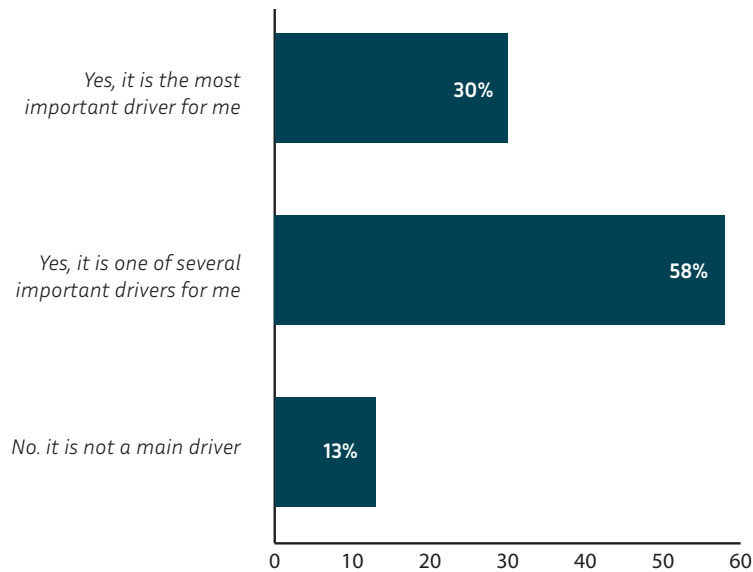
Based on a representative number of Germans aged 18+, the survey shows that a total of 66% do not own or lease an electric/hybrid car nor are they thinking of buying or leasing one. In Germany's eastern federal states, the percentage of people not planning on buying or leasing an electric/hybrid car is even higher, between 72% and 74%. 49% of the younger population aged between 18 and 24 years are planning to buy an electric/hybrid car, but 72% of older Germans (55+) have no such plans.

**Base:** All (2128)

## QUESTION 2

Is sustainability\* a main driver for you when buying/leasing  
(or consider buying/leasing) an electric car/hybrid?

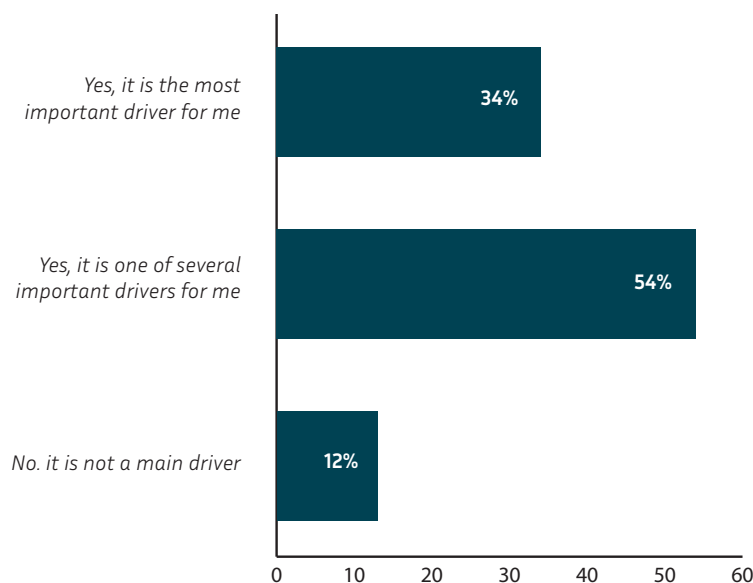
## Sweden

**COMMENT QUESTION 2, SWEDEN**

It is clear that sustainability is of key importance for this target group in relation to their car. One in three said sustainability is the most important reason for buying/leasing or considering to buy/lease an electric car. Almost nine out of ten give this as the most important reason, or as one of several key reasons.

**Base:** Owns/leases (or considers to buy/lease) electric car hybrid (991)

## Germany

**COMMENT QUESTION 2, GERMANY**

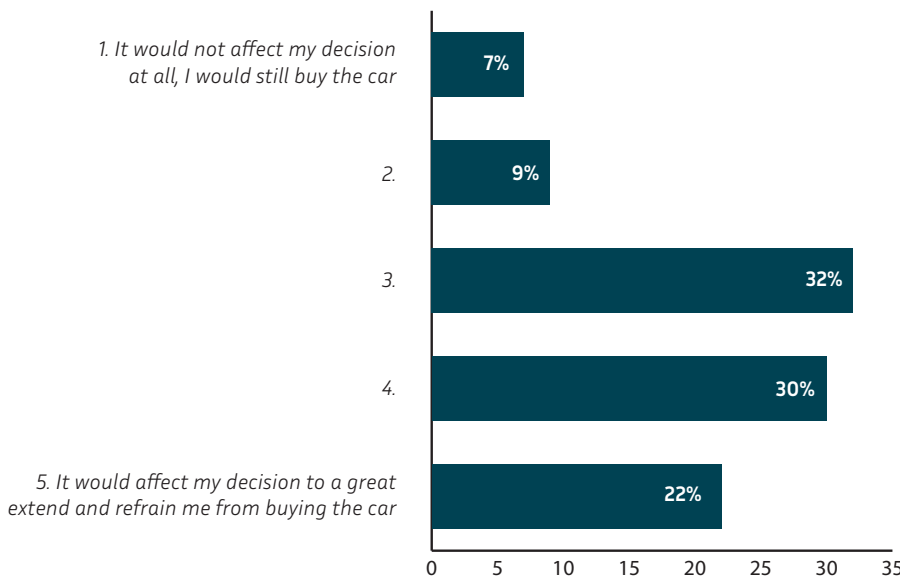
Sustainability is the main reason that people buy or lease an electric/hybrid car. Some 88% of the participants said sustainability is "the most important" or "one of several important reasons" for buying or leasing an electric/hybrid car.

**Base:** Owns/leases (or considers to buy/lease) electric car hybrid (734)

### QUESTION 3

If you found out that the battery minerals in the car you intend to buy were produced in an unsustainable\* way to what extend would that affect your buying/leasing decision?

#### Sweden

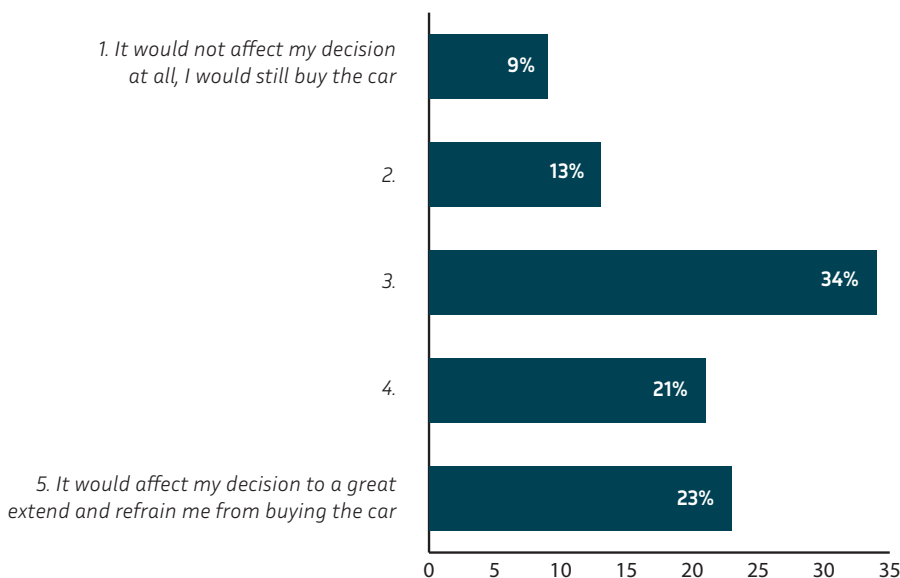


#### COMMENT QUESTION 3, SWEDEN

One fundamental component of an electric car is its battery. The battery contains several critical raw materials, including copper, cobalt and nickel. Today, a vast majority of these battery minerals are mined in countries outside of the EU and in many cases are unsustainably produced under poor working conditions, using child labour and in polluted environments. The respondents were asked about how their purchasing decisions would be affected if they found out that the minerals in the car they intended to buy/lease were unsustainably produced. 22% said they would refrain from buying the car and 30% said it would strongly impact their buying decision.

**Base:** Owns/leases (or considers to buy/lease) electric car hybrid (991)

#### Germany



#### COMMENT QUESTION 3, GERMANY

Only 9% of respondents said it would not affect their decision at all if they found out that the car battery minerals were unsustainably produced. They would still buy the car. 23% (33% in the 55+ category) said it would affect their decision to a great extent and they would refrain from buying the car.

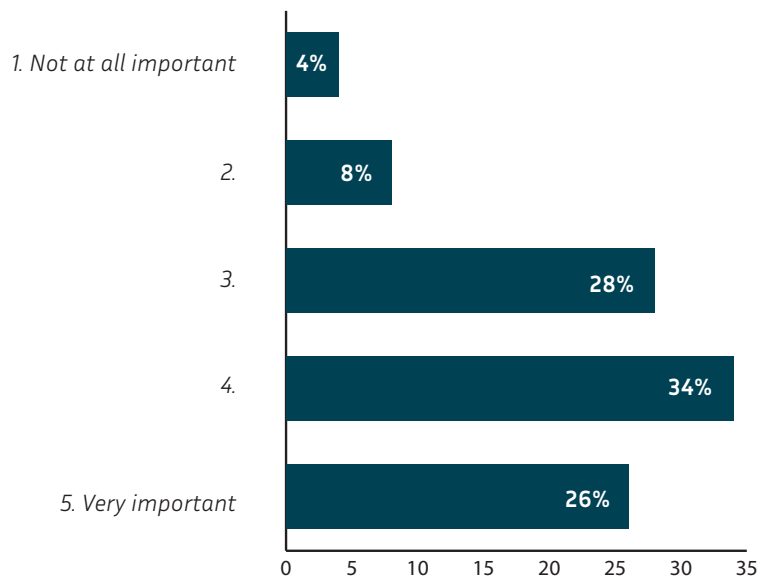
**Base:** Owns/leases (or considers to buy/lease) electric car hybrid (734)

\*With unsustainable way we mean a production that is NOT environmentally friendly, POOR conditions of labour, etc.

## QUESTION 4

How important, if at all, is it for you that the whole manufacturing process of the car is sustainable (for example that the car and all of the components and materials used in the car is produced as environmentally friendly as possible, under good conditions of labour, etc)?

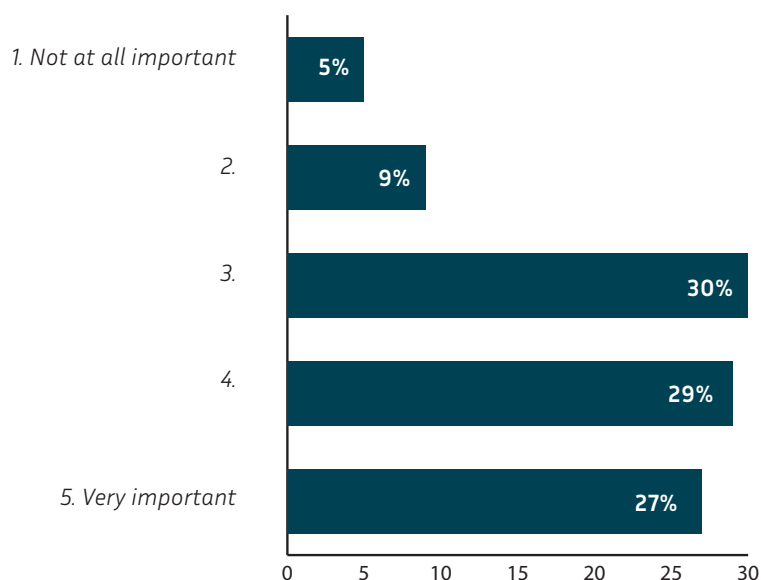
## Sweden

**COMMENT QUESTION 4, SWEDEN**

Looking at the broader manufacturing process, 60% said that it is crucial that the entire car manufacturing process is sustainable. 54% of men stated that it is important that the entire manufacturing process is sustainable, while the figure for women respondents was much higher at 67%.

**Base:** Owns/leases (or considers to buy/lease) electric car hybrid (991)

## Germany

**COMMENT QUESTION 4, GERMANY**

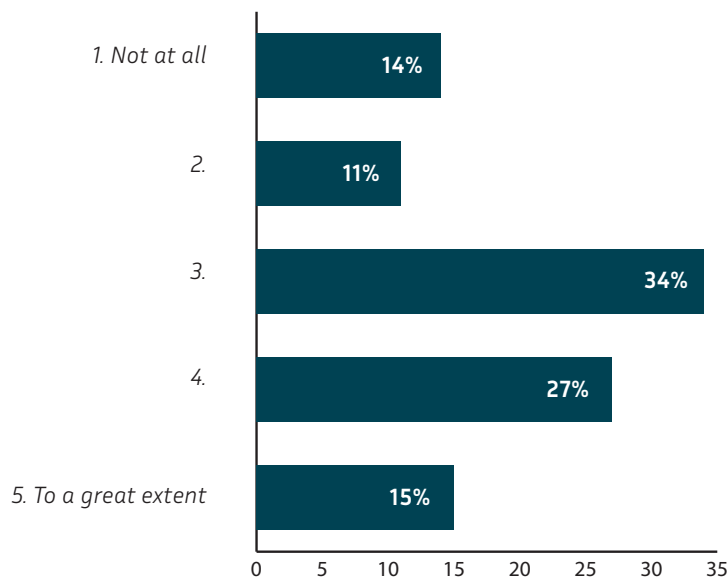
56% of the respondents find it "important" or "very important" that the entire car manufacturing process is sustainable (i.e. that the car and all of the components and materials used in the car are produced as environmentally friendly as possible, under good labour conditions, etc). Significant: 69% of respondents in the 55+ category stated it was "important" or "very important" that all components of an electric/hybrid car are sustainably produced.

**Base:** Owns/leases (or considers to buy/lease) electric car hybrid (734)

## QUESTION 5

And to what extent would you be prepared to pay a higher price for an electric car/ hybrid if the battery minerals and metals are were produced in a more sustainable way?

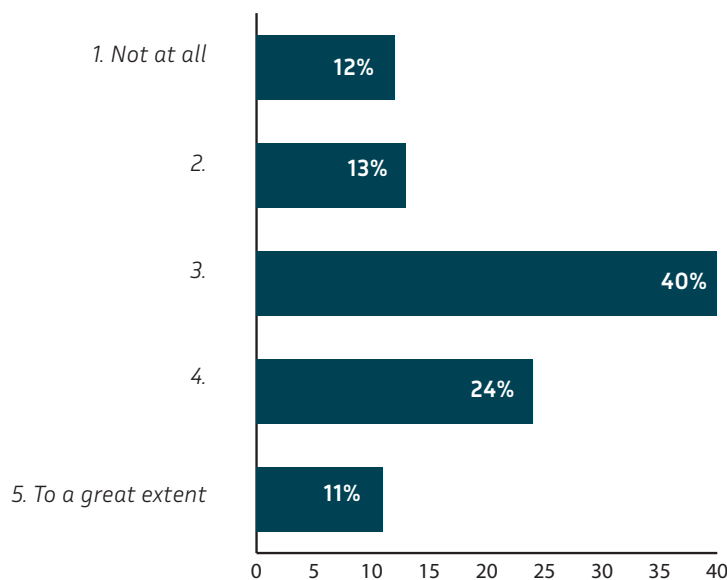
## Sweden

**COMMENT QUESTION 5, SWEDEN**

With sustainability high on the agenda for people who own or lease – or plan to own or lease – an electric car and strong interest in using sustainably sourced battery minerals, the survey also found that a total of 42% (27% agree and 15% largely agree) state that they are willing to pay a higher price for a car when the battery minerals are more sustainably produced. Women are more inclined to pay a higher price, with a total of 50% willing to pay a higher price (32% agree and 18% largely agree).

**Base:** Owns/leases (or considers to buy/lease) electric car hybrid (991)

## Germany

**COMMENT QUESTION 5, GERMANY**

11% of those surveyed agreed to a “great extent” to pay a higher price for an electric car if they can be sure that the minerals and metals used in the car battery were produced sustainably. Another 24% agree to pay more and only 12% are not willing “at all” to pay a higher price for an electric/hybrid car with sustainably produced battery components.

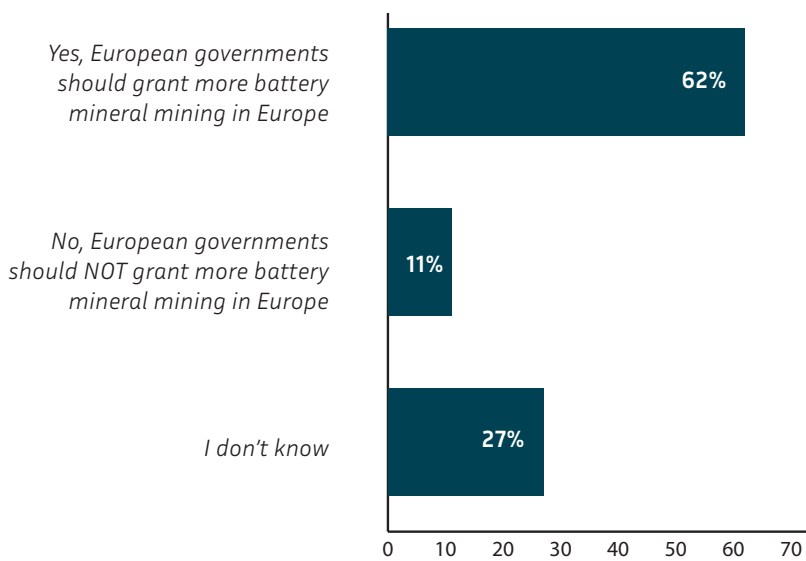
**Base:** Owns/leases (or considers to buy/lease) electric car hybrid (734)

QUESTION 6

China is an important producer of battery minerals upon which the car manufacturing industry in Sweden rely on for its electrical car production.

Do you believe European governments should grant more battery mineral mining in Europe to lessen dependency on countries like China?

Sweden

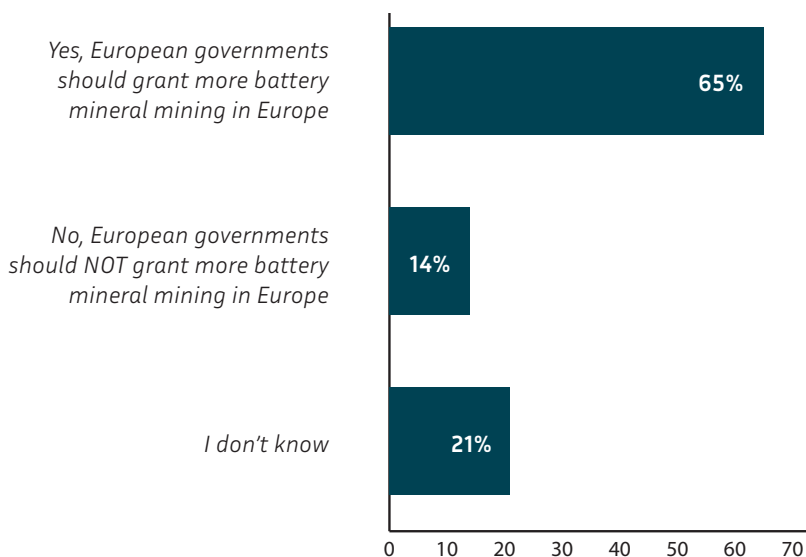


COMMENT QUESTION 6, SWEDEN

The electric car and battery industry is heavily reliant on raw materials from abroad and China is one of the key markets for critical raw materials. The participants were asked in the survey on their attitudes to this and whether they believe Europe should agree to mine more battery minerals within the region to reduce dependency on China. 62% agreed with this statement. From a gender perspective, men are generally more positive to allowing more mining in Europe (69%) compared with women (54%).

**Base:** Owns/leases (or considers to buy/lease) electric car hybrid (99)

Germany



COMMENT QUESTION 6, GERMANY

65% of respondents who own or lease an electric car or intend to buy or lease an electric car are in favour of intensifying mining of battery minerals in Europe – meaning an increase in the number of mines – to reduce dependency on China. Only 14% said European governments should NOT permit more battery mineral mining in Europe. Men are more in favour of an intensification of mining (73%) compared with women (56%).

**Base:** Owns/leases (or considers to buy/lease) electric car hybrid (734)





Eurobattery Minerals AB is a Swedish mining company listed on NGM Nordic SME (BAT) and Börse Stuttgart (EBM). As the foundation of the battery value chain the company's vision is to help Europe become self-sufficient in ethical and fully traceable battery minerals for the electric vehicle industry. The company is focused on exploration and development of several nickel-cobalt-copper projects in Europe to supply sustainably mined raw materials critical to the rapidly growing battery market. Please visit [eurobatteryminerals.com](http://eurobatteryminerals.com) for more information.

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