

---

# Climate skepticism and social opposition to the green transition.

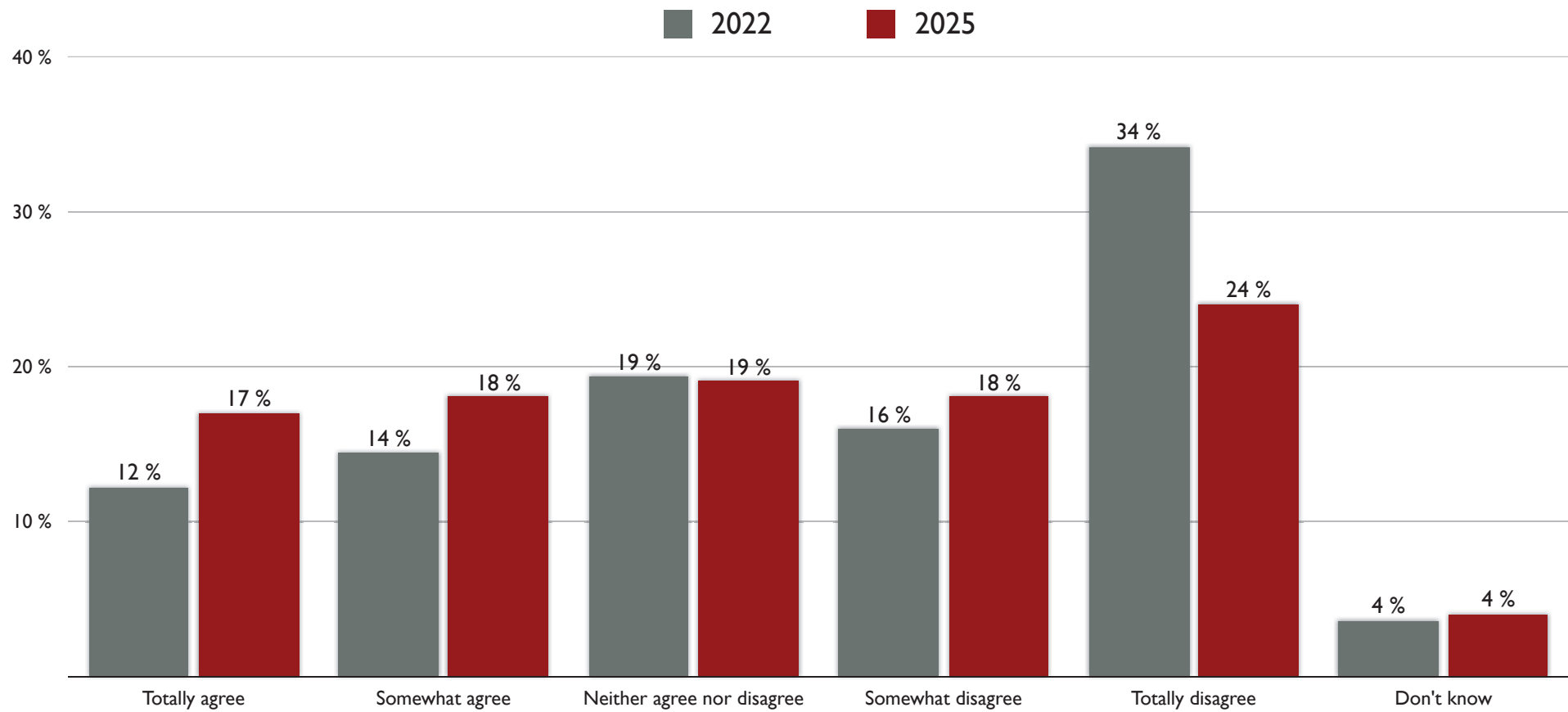
The debate viewed from three defining trenches where each have their archetypically Joker and Thief.

Is there some kind of way to any middle ground?

Dag Inge Fjeld.

Lahti Dec. 4th 2025

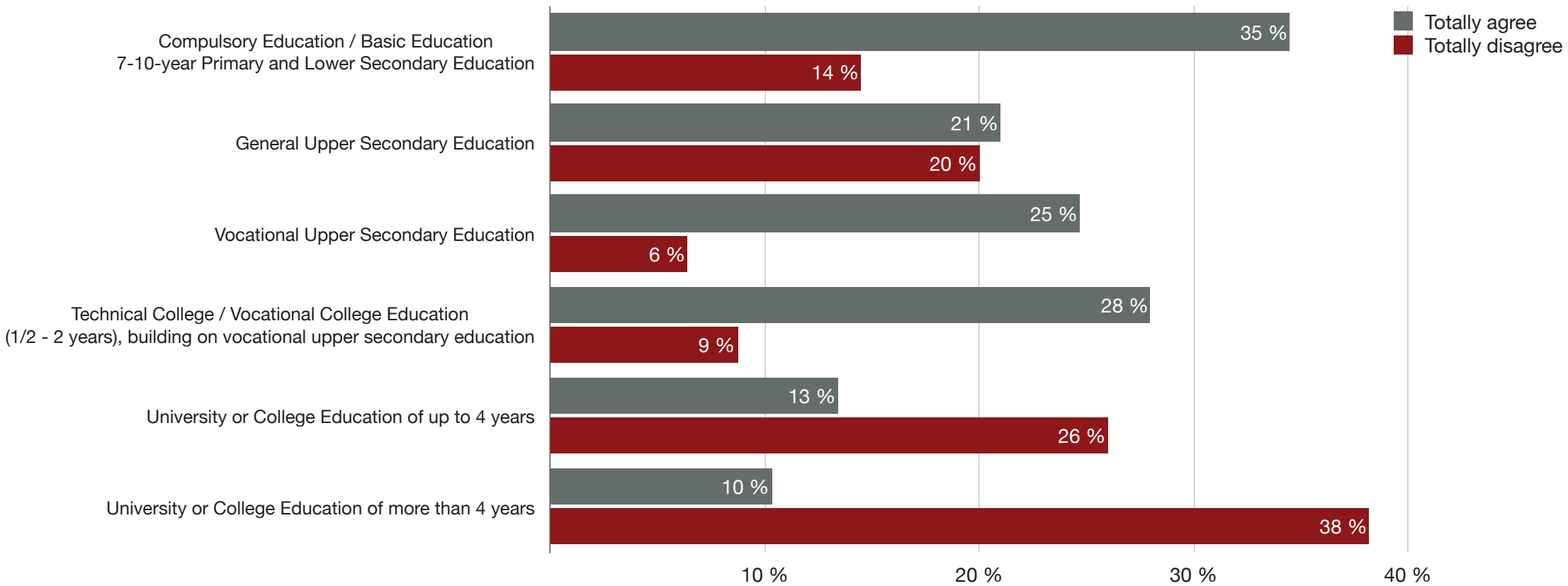
# The green transition has gone too far



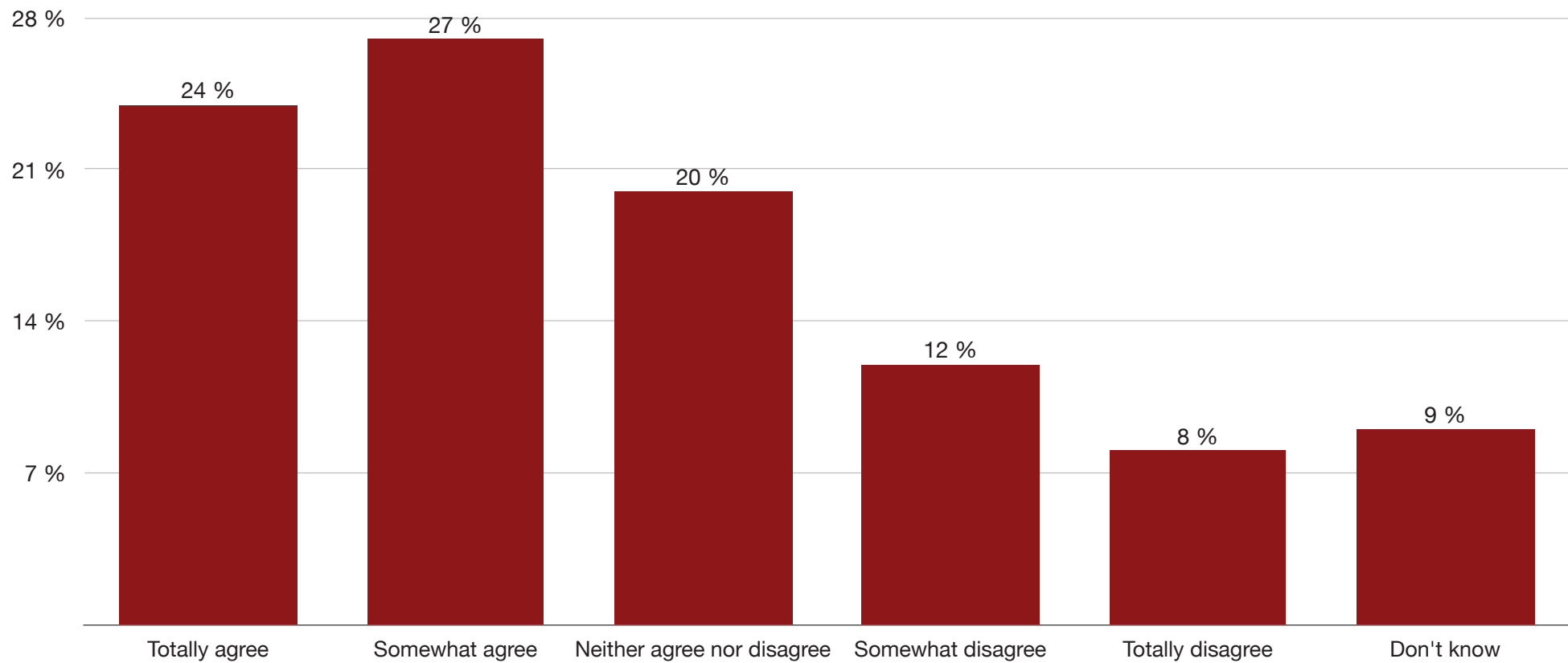
Kantar Sosioraster webpanel survey January 2025. Hydro

Kantar Sosioraster webpanel 8-19 des 2022

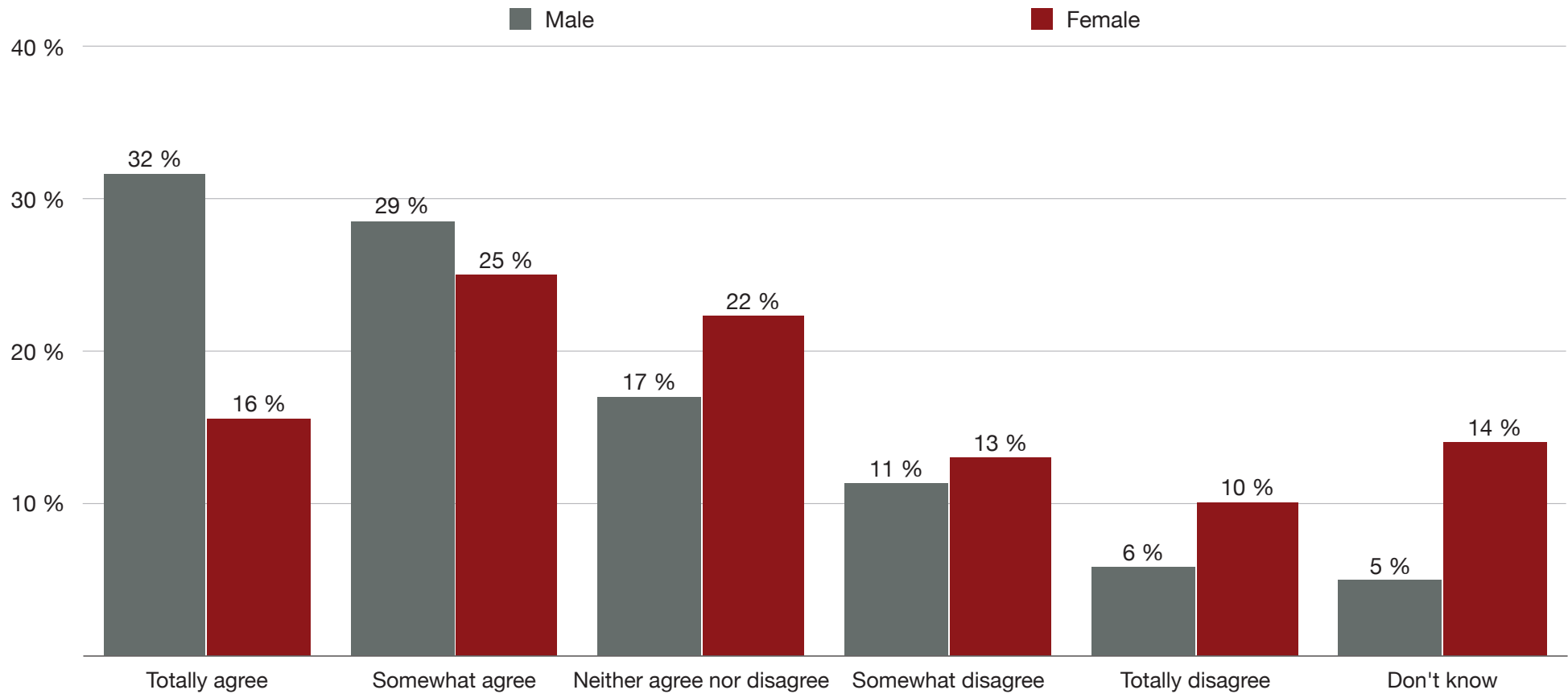
# *The green transition has gone too far*



*The green transition has in reality become a race to grab public funds.*



*The green transition has in reality become a race to grab public funds.*

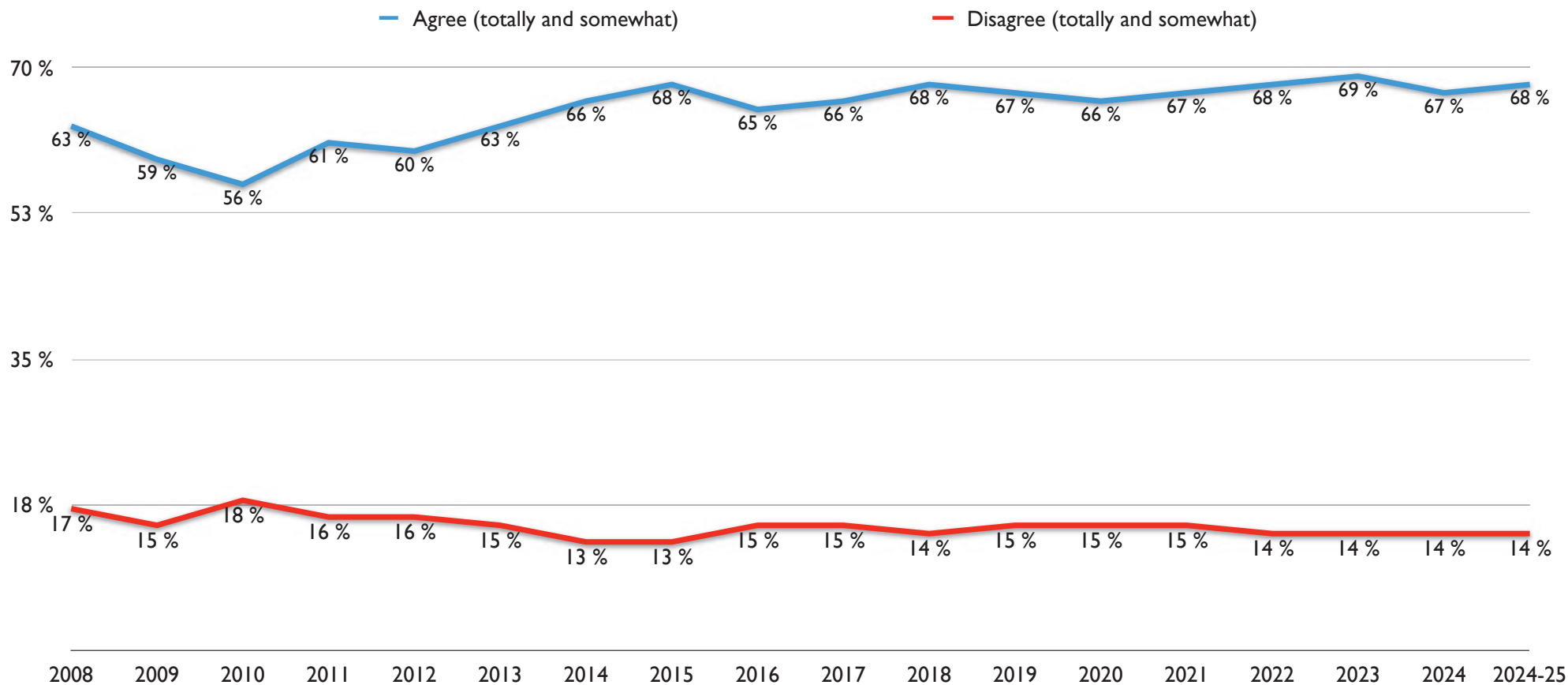


---

## Interests and statements in *Kantar Forbruker & Media*

1. Environmental protection - degree of interest.
2. Nature conservation - degree of interest.
3. Energy saving - degree of interest.
4. I am happy to pay a little extra for a product that is environmentally friendly.
5. I avoid buying or using products that pollute the environment.
6. I accept a lower standard of living to reduce environmental damage.
7. I believe the environmental crisis is human-made.
8. I have stopped buying certain products/ services because of their impact on the environment or society.
9. I actively look for companies and brands that offer ways to compensate for their environmental impact (e.g., planting trees).
10. By choosing sustainable products or environmentally and socially conscious services, I show others who I am and what I believe in.
11. In a decision-making situation, jobs should be prioritized over environmental protection.

*I believe the environmental crisis is human-caused*



## Occupation and «*I believe the environmental crisis is human-caused*»

	<b>Strongly agree</b>	<b>Somewhat agree</b>	<b>Neither agree nor disagree</b>	<b>Somewhat disagree</b>	<b>Strongly disagree</b>
National average	41 %	27 %	18 %	8 %	6 %
Research/Analysis	58 %	26 %	10 %	5 %	1 %
Media/Advertising/PR/Information	52 %	23 %	13 %	8 %	4 %
Transportation	34 %	26 %	19 %	11 %	11 %
Oil/Gas/Energy	32 %	28 %	20 %	12 %	8 %
Construction	26 %	33 %	19 %	13 %	10 %
Beauty and Wellness	21 %	28 %	38 %	11 %	2 %

## Occupation and «*I believe the environmental crisis is human-caused*»

	<b>Strongly agree</b>	<b>Somewhat agree</b>	<b>Neither agree nor disagree</b>	<b>Somewhat disagree</b>	<b>Strongly disagree</b>
National average	41 %	27 %	18 %	8 %	6 %
Primary/Lower Secondary Education (equivalent to 9–10 years of compulsory schooling)	34 %	30 %	19 %	10 %	6 %
Upper Secondary Education (general studies, vocational training, folk high school)	36 %	30 %	20 %	8 %	6 %
Vocational Certificate or Post-Secondary Vocational Education	31 %	26 %	23 %	12 %	8 %
University/College Education of 1–4 Years (Bachelor's level)	45 %	27 %	16 %	8 %	5 %
University/College Education of More Than 4 Years (Master's level or equivalent)	58 %	22 %	10 %	5 %	4 %

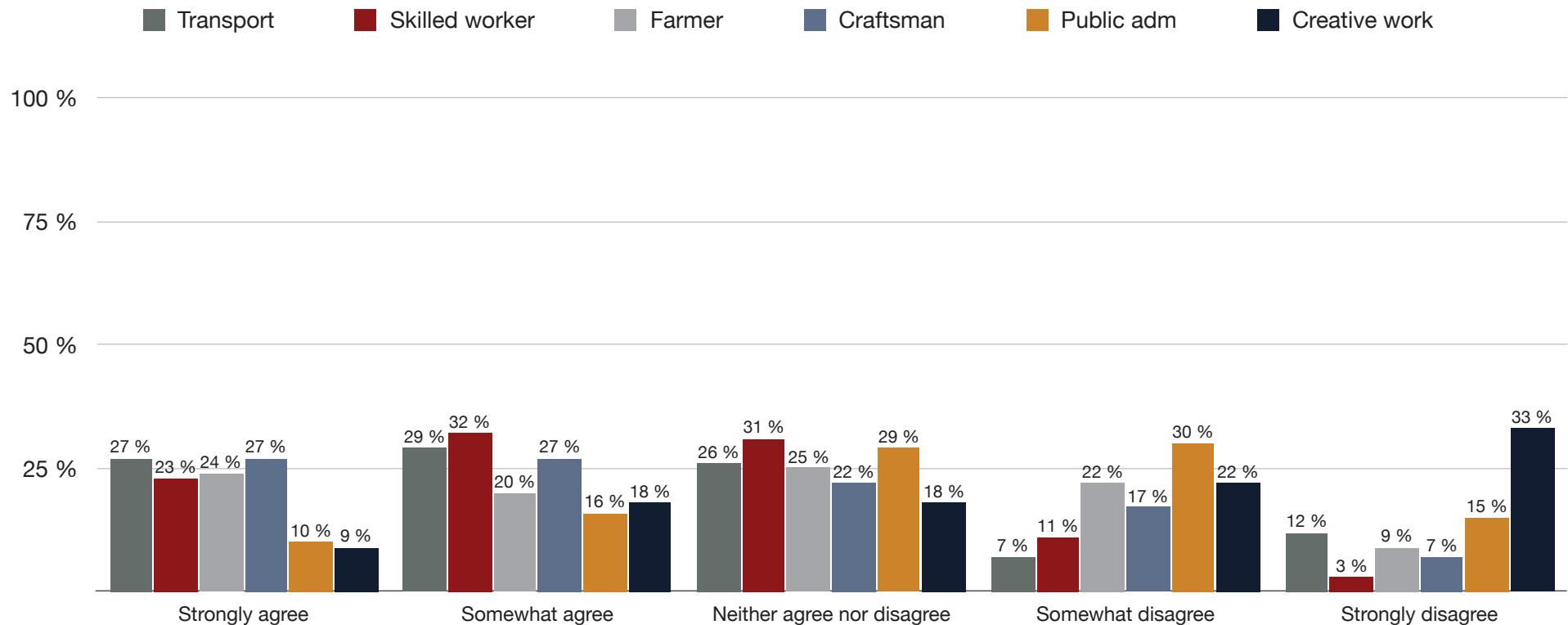
*I believe the environmental crisis is human-caused  
Your fathers employment when you grew up.*

	<b>Strongly agree</b>	<b>Somewhat agree</b>	<b>Neither agree nor disagree</b>	<b>Somewhat disagree</b>	<b>Strongly disagree</b>
National average	41 %	27 %	18 %	8 %	6 %
Don't know/Not relevant	30 %	23 %	26 %	9 %	8 %
Fisher	32 %	29 %	23 %	10 %	6 %
Owner/Co-owner of a shop, craft business, consulting firm, etc.	35 %	30 %	18 %	13 %	5 %
Farmer	37 %	28 %	18 %	10 %	7 %
Self-employed: Physician, lawyer, economist, architect, or other professional occupation	41 %	27 %	17 %	8 %	7 %
Employed: Physician, lawyer, economist, architect, or other professional occupation	55 %	24 %	12 %	5 %	4 %

*I believe the environmental crisis is human-caused  
Your mothers employment when you grew up.*

	<b>Strongly agree</b>	<b>Somewhat agree</b>	<b>Neither agree nor disagree</b>	<b>Somewhat disagree</b>	<b>Strongly disagree</b>
National average	41 %	27 %	18 %	8 %	6 %
Don't know/Not relevant	25 %	24 %	28 %	11 %	7 %
Owner/Co-owner of a shop, craft business, consulting firm, etc.	36 %	26 %	18 %	12 %	9 %
Employed: Physician, lawyer, economist, architect, or other professional occupation	56 %	24 %	12 %	5 %	3 %

# *In a decision-making situation, jobs should be prioritized over environmental protection.*





---

# Somewhere

Production/Operations.

Warehouse/Logistics/Distribution.

Care/Nursing/Treatment.

Skilled Trades (Plumber, Electrician, etc.)

Transportation.

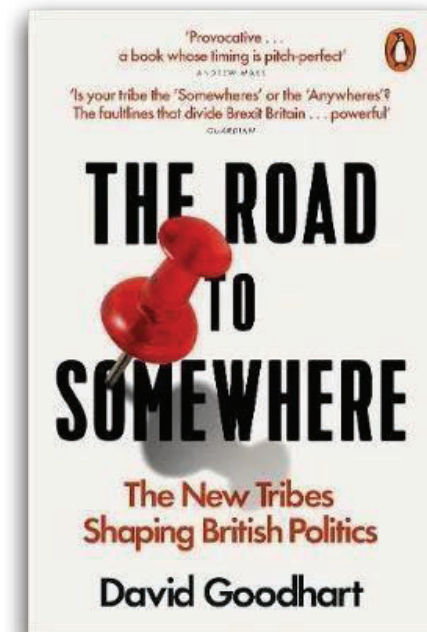
Farmer.

Skilled Worker (Hairdresser, Carpenter, etc.)

Shop Assistant/Service.

Industry/Technology (or Technical).

Beauty and Wellness.

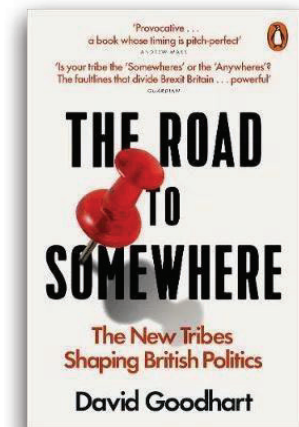


---

## *Somewhere* division

Job/branch- position and views on multi-culture.

*Hard authoritarians and Somewhere soft*



---

“Professional Knowledge Class». «Investor Class».  
«Hard authoritarians». «Somewhere soft».

Statement	Response	Hard authoritarians	Somewhere - soft	Investor Class	Professional Knowledge Class
One should seize opportunities in life when they arise	Totally disagree	1 280	124		
Foreign cultures in Norway are exciting	Totally disagree			300	
It is important to keep learning new things throughout life	Totally disagree	854	161		
It is important to stay informed	Totally disagree	832		459	
I believe the environmental crisis is man-made	Totally disagree	661	30	174	26
I care about having a healthy diet	Totally disagree	604	49	234	22
One must keep trying even if one has failed before	Totally disagree	595			
I gladly donate money to humanitarian causes	Totally disagree	592	18	294	42
I have friends in many different circles/environments	Totally disagree	573	42	71	16
I accept a high level of taxation to preserve public goods in society	Totally disagree	562	112	848	21
Reading books – frequency	Never	559	45	138	0
Employees should have much greater influence in their workplaces	Totally disagree	536	177	971	24
Health – level of interest	Very uninterested”	534	49	380	43
Children should be allowed to express themselves freely	Totally disagree	526	52	84	30
People should generally be allowed to smoke wherever they want	Totally agree	480	18	362	119
I feel confident about the food products I buy in Norwegian grocery stores	Totally disagree	478	159	288	133
I avoid buying or using products that pollute the environment	Totally disagree	477	12	341	30
I have stopped buying certain products/services because of their impact on the environment or society	Totally disagree	472	26	310	48
I am willing to spend time and money to support companies that try to do good things	Totally disagree	468	51	217	45
I am happy to pay a little extra for an environmentally friendly product	Totally disagree	462	32	277	26
I accept a lower standard of living to reduce environmental damage	Totally disagree	458	9	376	56
I want a group of close friends who support me when things are difficult	Totally disagree	456	0	202	27
Foreign aid should be reduced	Totally agree	428	25	278	42
I think we should strive for equality for everyone in society	Totally disagree	417	79	436	33
I feel that I can make a difference in the world around me through my choices and actions	Totally disagree	406	48	161	42

## The new protesters

- ... fight the green transition and show «what is really behind the curtain».
- It is about a bigger agenda among the global elite.
- The small man against the state.
- ... a manipulative climate agenda and a covert war-agenda in Ukraine.

KLASSEKAMPEN      Utgave: Lørdag 29. juli

Forsida    Kommentar    Aktuelt    Politikk    Innenriks    Dokument    Utenriks    Med andre ord    Me

I Danmark vil en ny protestbevegelse bekjempe den grønne omstillingen og vise deg «hva som er bak kulissene».

## DET NYE RASERIET

DOKUMENT | Ida Nyegård Espersen (tekst), København og og Frederik Danielson (foto) | 29. juli



Den store planen: Mikkel Meinike og hans meningsfeller samles utenfor Christiansborg i København, hvor den danske regjering og folkevalgte holder hus. De protesterer mot en ny drivstoffavgift, som de mener er «del av en større plan» for å kontrollere folket.

Hjelpeleier Mikkel Meinike er barn av hippiebevegelsen. Han har vokst opp i kollektiv, er formet av Rudolf Steiners natursyn og stemte i mange år på grønne partier. Men nå står han foran Christiansborg – slottet som huser den danske regjeringen og de folkevalgte – og demonstrerer mot statens nye avgift.

The Joker: HR given prominence by advocating values as the driving force for business objectives.  
The Thief: Businessmen posing as green on the front-stage. Leave after the wine is empty.

Joker: NGOs turned bureaucrats, acting as business-overlords handing out subsidies, without skills in calculating NPV.  
The Thief: PC-handpicking new industries top-down.

The Joker: Government claim a green transition when when they are ruining nature with wind-turbines. It doesn't make sense.  
The Thief: We pay for the EU-globalist agenda that is draining Norway's energy resources through export-cables.

**Italien.** Kan prisen for den grønne omstilling blive for høj? Det mener stadig flere italienere, og en protestbevægelse kæmper med alle midler for at bremse udrulningen af vindmøller og solcelleparker.

# Grøn energi med mørke skygger

KARPER KLØD



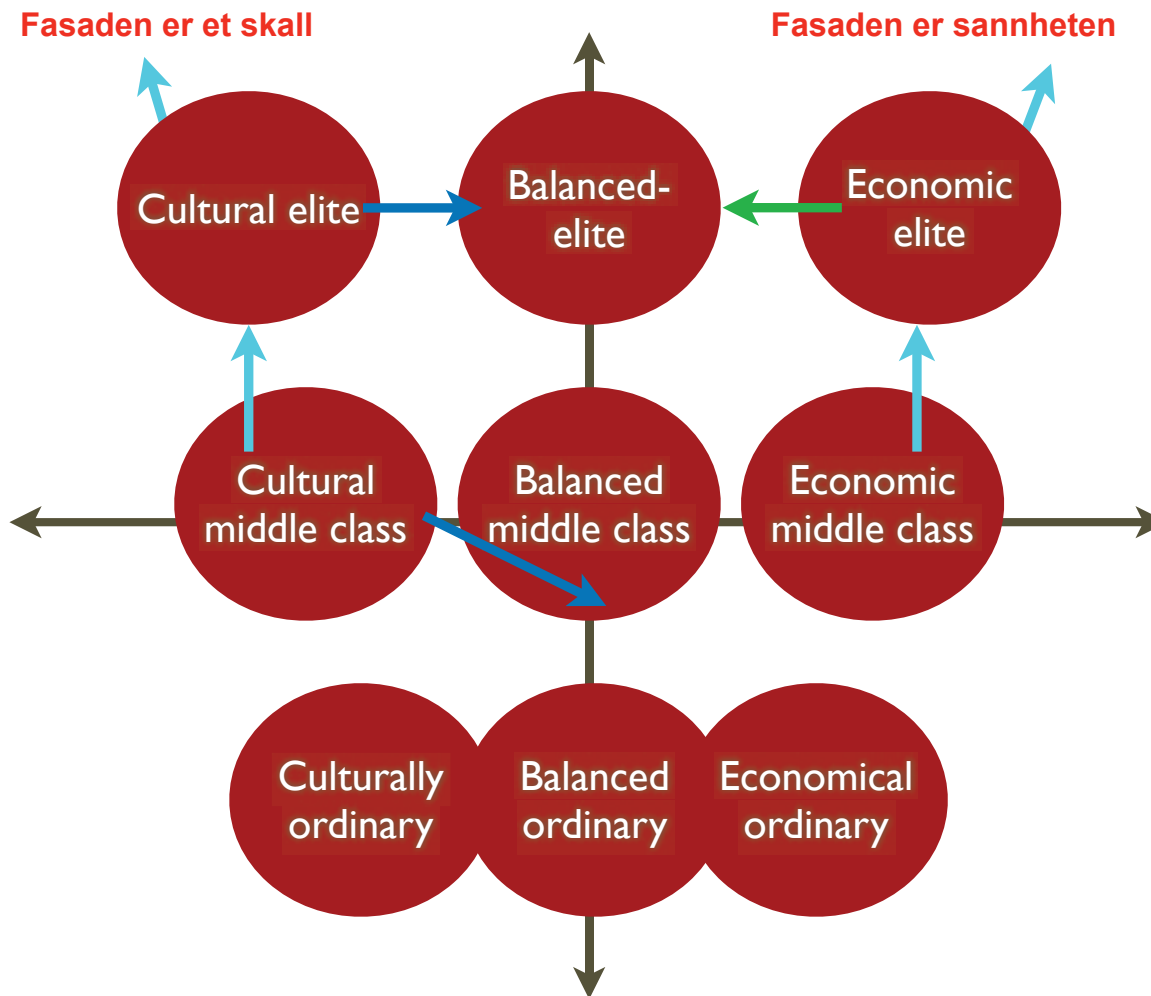
Her i den toscanske del af Apenninerne skal der efter planen ligge nye vindmøllepladser. Men lokale beboere kæmper mod energiselskabets plan. For de vil ikke have vindmøller i deres landskab, og de vil heller ikke have solcelleparker, og de skal lige påklæbe en besværlig og dyr licens. Foto: Thomas Vilhain/Sygnet

► Læs | | Gem artikel

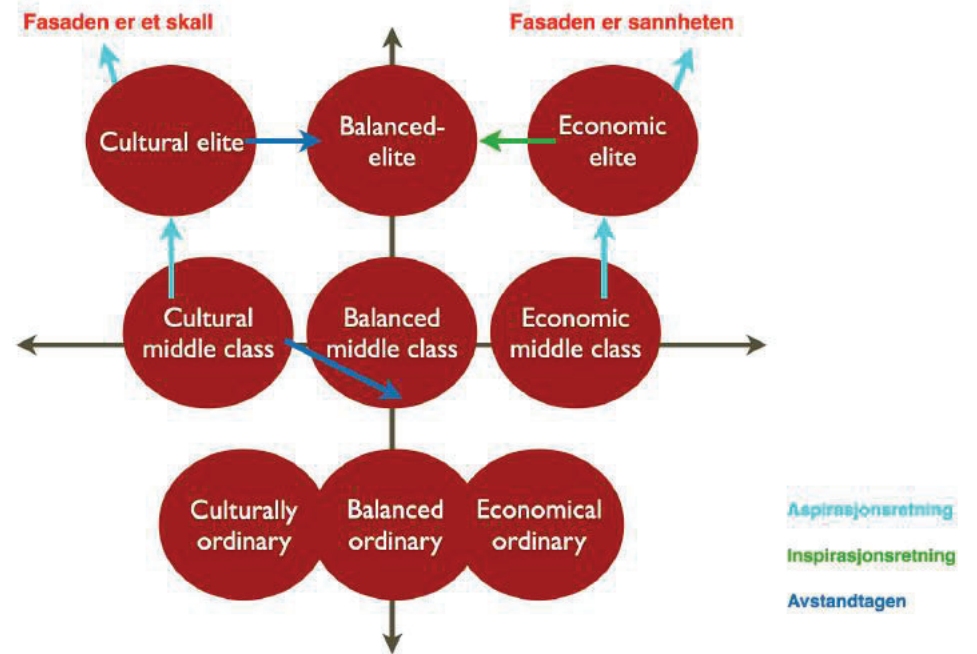
**TRECOMANO, TOSCANA** – Fjernet fra byen bevæger sig spad gennem terrænet med lene skridt og stansende forest, da vi når et udsigtspunkt. Her er vi har det fulde overblik over det dramatiske landskab. Her peger over mod en skovklædt bjergryg nogle hundrede meter væk.

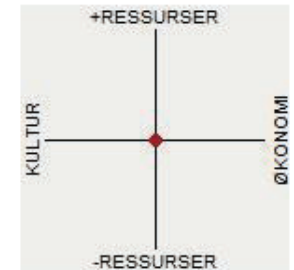
Dark shadows for green energy.

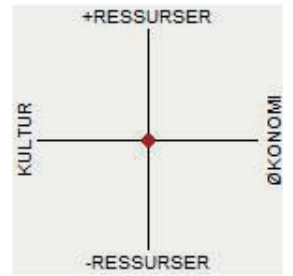
Toscana, Italy



Aspirasjonsretning  
 Inspirasjonsretning  
 Avstandtagen

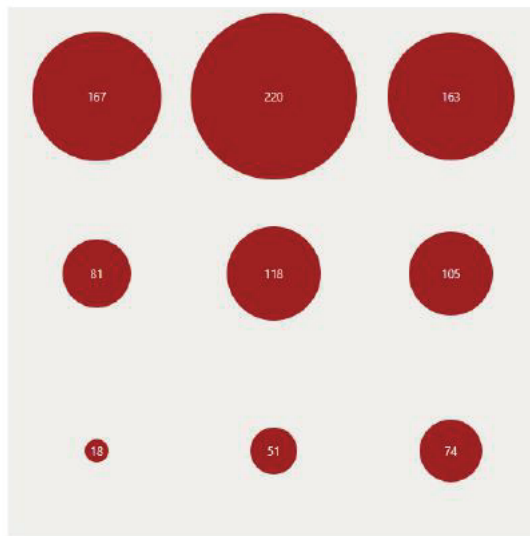






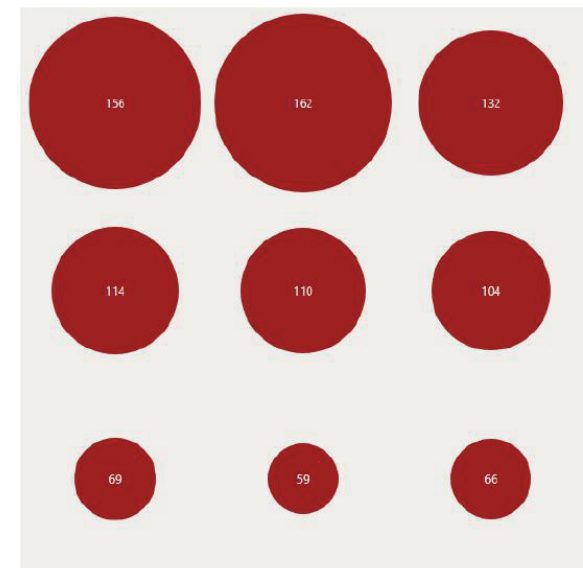
# «Anywhere-trench» and «Black-Box» for strategic messaging

- Jeg liker å leve et liv med utfordringer, nyheter og forandringer - enig/uenig.Helt enig
  - Det er spennende med fremmede kulturer i Norge - enig/uenig.Helt enig
  - Jeg mener miljøkrisen er menneskeskapt - enig/uenig.Helt enig
- Totalt antall: 128,329



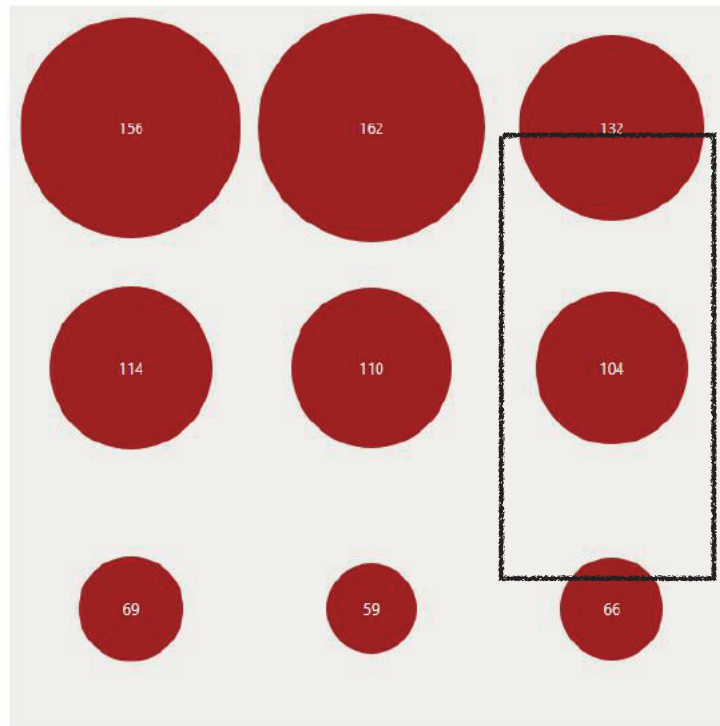
SOSIORASTER™

- Black Box for energi-miljø løsninger
- Totalt antall: 984,841



SOSIORASTER™

■ Black Box for energi-miljø løsninger  
Totalt antal: 904,841



SOSIORASTER™

FJELD  
BLICHFELDT

Energy is valuable.

The craftsman and its identity is no longer losing out.

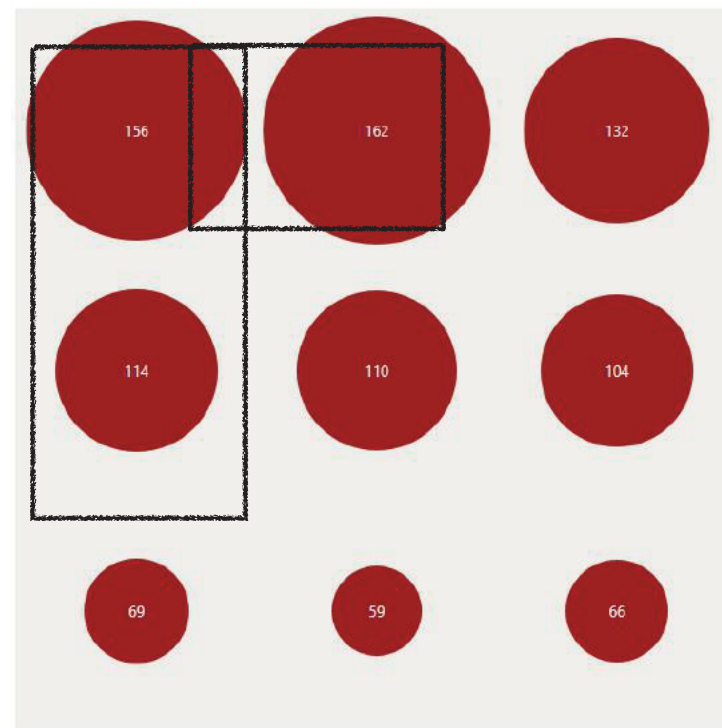
There is huge business-opportunities in insulation, rehabilitation and energy efficiency for new buildings and renovation.

It's once again a safe choice for young people to enter. The energy-standards in Nordic housing makes it less risky in a European labour-market.

We need data-centers.

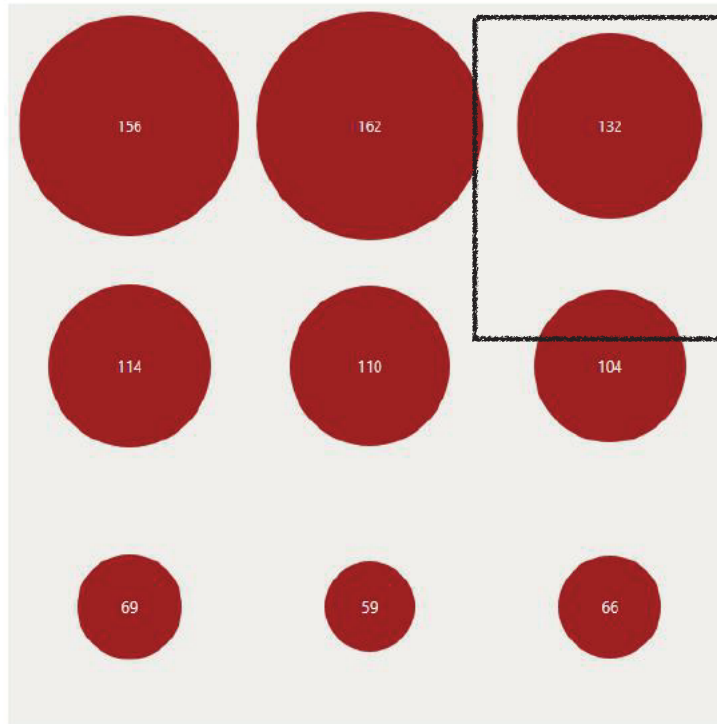
Due to the fear of losing our privacy and the Nordic way of life to the surveillance capitalism of silicon valley, in an age of necessary use of big data for health care, elderly care, and a lean public sector.

■ Black Box for energi-miljø løsninger  
Totalt antal: 984,841



SOSIORASTER™

■ Black Box for energi-miljø løsninger  
Totalt antal: 984,841

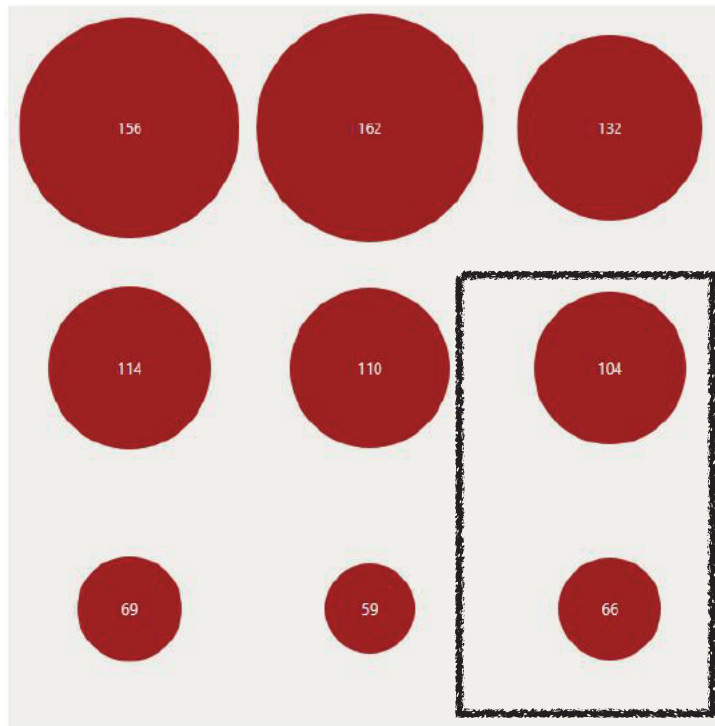


SOSIOASTER™

FJELD  
BLICHFELDT

Fear of loosing out to PC/  
lobbying companies that  
are hijacking investments  
through the green  
transition. Let creative  
destruction run its course  
based on price mechanism.

■ Black Box for energi-miljø løsninger  
Totalt antal: 984,841



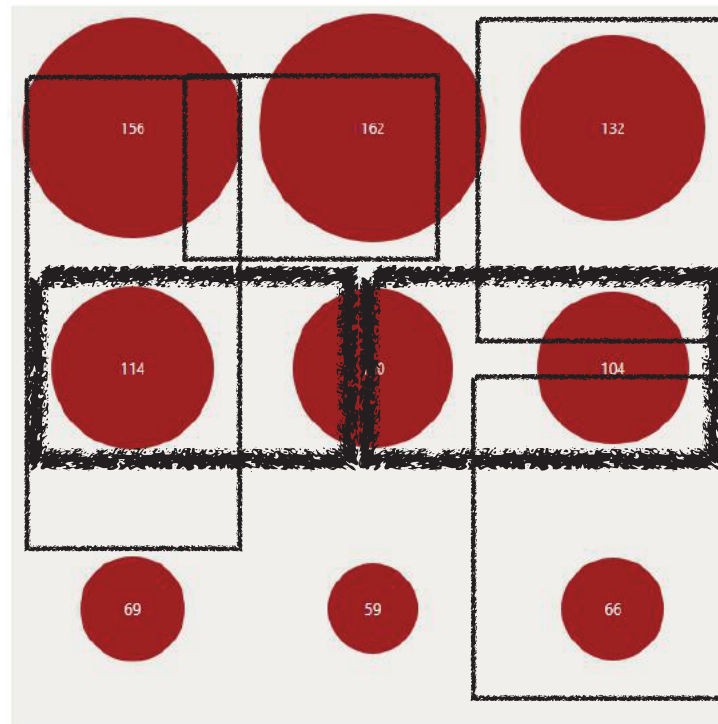
SOSIOGRAFI™

FJELD  
BLICHFELDT

Wind-turbines can be acceptable if there is a direct link with local industry, and no export of energy.

And no usage for data-centers for TikTok's cat-videos.

■ Black Box for energi-miljø løsninger  
Totalt antal: 984,841



SOSIOGRASTER™

FJELD  
BLICHFELDT

6 different perspectives that in sum could end up supporting the green transition. Through:

- Self-centered (work, occupation, identity).
- «Group-based» emotions and tangible facts.

---

DaglInge.Fjeld@kristiania.no

fjeld@fb-innsikt.no