

Abstract

Public support for climate finance transfers from the Global North to the South is limited in the EU, and scientific knowledge of its determinants is equally scarce. This paper addresses this by examining EU public support for climate finance allocation to the Global South, focusing on perceptions of domestic green transitions and the role of climate justice values. Using logistic regression and mediation analyses with data from the European Investment Bank's Climate Survey 2023-2024, this study finds that positive evaluations of the fairness and effectiveness of domestic green transitions correlate with increased support for North-South climate finance. Willingness to pay domestically for poorer households both moderates and mediates this relationship. Notably, the demand for a socially equitable domestic transition is negatively correlated with support in some EU countries. These findings highlight the importance of implementing and effectively communicating fair green policies to enhance public support for international climate finance initiatives.