

“Capacity Building and Strengthening Institutional Arrangement”

Subcomponent Awareness Building

“Available tools to assess and to evaluate environmental awareness (part 2): presentation of results regarding environmental surveys carried out at Italian level”

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1. Introduction

In this presentation are presented 2 environmental surveys promoted one by APAT and a second by Italian Ministry of the Environmental and Territorial Protection

These surveys represent important examples regarding as environmental institutions can use tools to evaluate and assess environmental awareness towards citizens

2. Survey 1 : "Representation of public environmental institutions by citizens"(I)

Since environmental problems and their effects on daily life are more and more interesting and concerning people, APAT decided to examine opinions and perceptions of citizens regarding environmental issues

In particular, the Service for the Promotion of Environmental Capacity Building of APAT carried out a survey to understand and analyse how public opinion perceives and judges activities in the protection of the environment by environmental institutions, such as:

- Ministry of the Environment and Land Protection (MATT)
- Agency for the protection of the environment and for technical services (APAT)
- Environmental Agencies at Regional and Provincial level (ARPA-APPA)

2. Survey 1: "Representation of public environmental institutions by citizens"(II)

The methodology : definition of the thematic areas

In the first survey's phase APAT analysed which environmental fields and topics needed to be focalised, in order to analyse and evaluate the citizens' opinions and decided to develop the survey on 3 specific thematic areas:

1^a Thematic Area :

Interest of the citizens on the environmental issues

2^a Thematic Area:

The relation between the mass-media and environment

3^a Thematic Area:

Public Environmental Institutions

2. Survey 1: "Representation of public environmental institutions by citizens"(III)

The methodology : development of the questionnaire

After the definition of the main topics, a questionnaire was developed, divided in the 3 thematic areas already defined and composed by 34 questions

In the first thematic area, "Interest of the citizens on the environmental issues" 7 questions were prepared concerning citizens' interest and levels of attention with regard to environmental issues and also their opinions about the most urgent environmental problems in Italy

2. Survey 1: "Representation of public environmental institutions by citizens"(IV)

In the second thematic area, "The relation between the mass-media and environment" 9 questions were prepared concerning the citizens opinions on the relationships between the environment and mass-media and how mass-media spread environmental information to the public

In the third thematic area, "Public Environmental Institutions" 18 questions were prepared to assess the people's awareness on the environmental protection institutions at National and Regional level, their tasks and activities

2.Survey 1 : "Representation of public environmental institutions by citizens"(V)

As an example of the questions prepared for the first thematic area of the questionnaire, one aspect that has been considered, is the interest about the citizens on the environmental issues

1^a thematic area : Interest of the citizens on the environmental issues

- 1) Among these topical subjects that I will list, you show a score from 1 to 5 as regards what you think to be their importance:

Economy	1	2	3	4	5
Education	1	2	3	4	5
Public Health	1	2	3	4	5
Justice	1	2	3	4	5
Environment	1	2	3	4	5
Security	1	2	3	4	5
Pension	1	2	3	4	5
Culture	1	2	3	4	5
Scientific Research	1	2	3	4	5

- 2) Have you ever read any publications regarding environmental themes? ☒ yes ☐ no

- 3) Have you ever followed with particular interest some environmental events? ☐ yes ☐ no

- 4) If so, what topics or issues were these events speaking about?

- 5) Your interest is addressed more to the ecological problems of:

(the interviewed must show only one voice)

- ☐ International Level
☐ National Level
☐ Local Level
☐ All the Levels

- 6) Regarding to the initiatives in environmental field, you give more importance to the initiatives implemented by :

(the interviewed must show a score between 1 to 5 for every voice).

• Non Governmental Organizations	1	2	3	4	5
• Government	1	2	3	4	5
• Public Environmental Institutions	1	2	3	4	5
• Others National or International Organizations	1	2	3	4	5

- 7) In your opinion, which is the most urgent environmental matter ?

.....

2. Survey 1 : "Representation of public environmental institutions by citizens"(VI)

Regarding the number of the population to whom has been administered the questionnaire, the sample was defined in 1500 people, in order to have significantly relevant data and results in short time.

Then, the sample was split up on the whole Italian Regions, according with a criteria of proportionality (for example in Lombardia were administered about 10% of the total questionnaires which represents the 10% of the Italian populations).



The map shows the number of people interviewed for each Italian Region

2. Survey 1: "Representation of public environmental institutions by citizens"(VII)

The methodology : definition of the sample

To define the sample chosen APAT followed 3 steps:

First step:

Definition of the sample (1500 people) to administer the questionnaire on the "Public Environmental Institutions"

Second step:

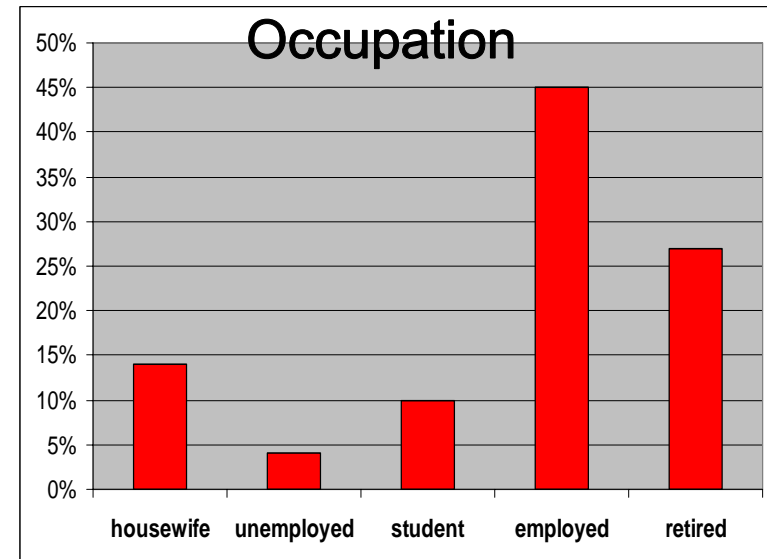
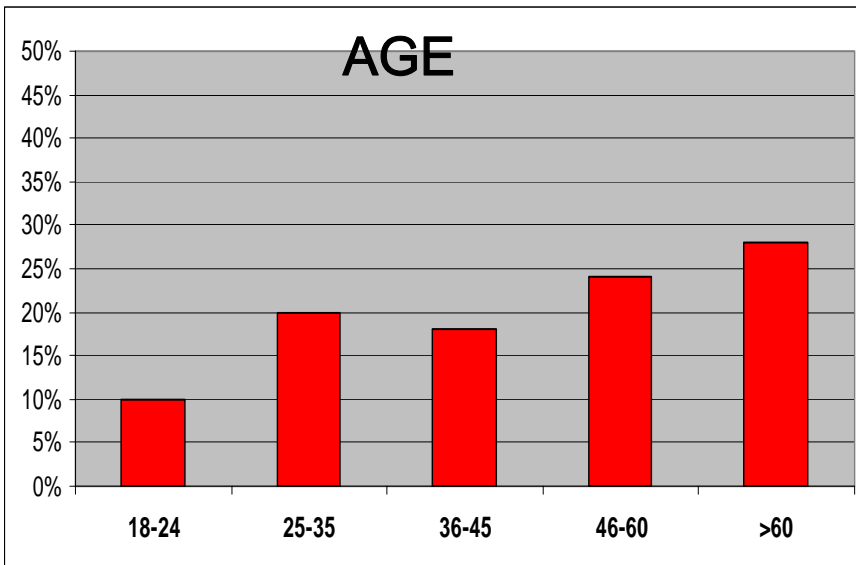
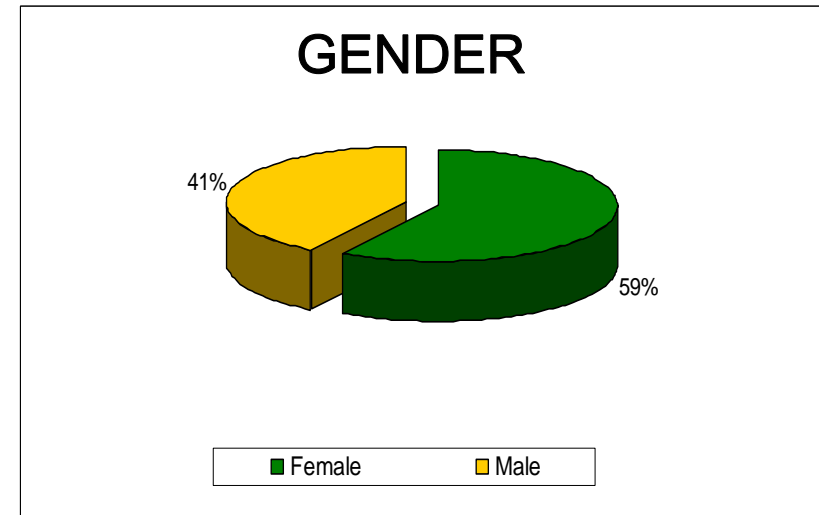
Definition of the numbers of questionnaires to administer for every Region

Third step:

Definition of the procedures to administer the questionnaire towards population (by telephone interview)

2. Survey 1: "Representation of public environmental institutions by citizens"(VIII)

The sample defined was characterized by the following social and demographic aspects :



2. Survey 1: "Representation of public environmental institutions by citizens"(IX)

The methodology : the administration of the questionnaire

Regarding the procedure to administer the questionnaire, the method chosen was the telephone interview, conducted by APAT and some environmental Agency at Regional and Provincial level (ARPA-APPA). The people to administer the questionnaire were chosen in a random way, drawing names from the telephone directory of each regional capital (the figure shows this process)



Drawing of telephone numbers by telephone directory



At the end of the telephone interviews, all the answers to the questionnaire were collected in a database to analyse data and represent results obtained

2. Survey 1: "Representation of public environmental institutions by citizens"(X)

Graphic representation

The survey on "Representation of public environmental institutions by citizens" carried out by APAT was realized during November 2003 and March 2004, and all the data obtained were collected and codified between April and May 2004

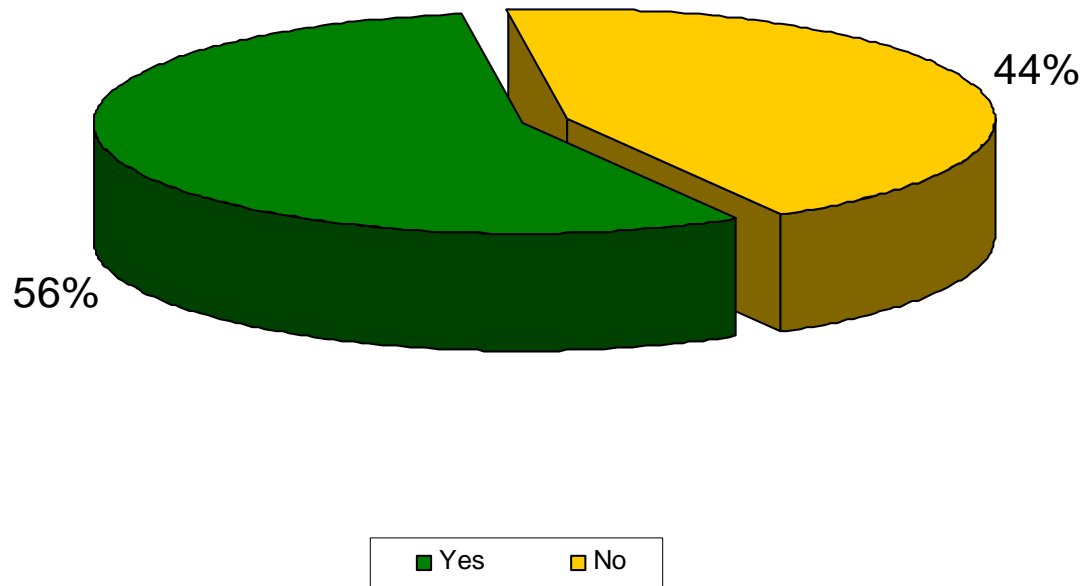
Trends and results obtained were presented in the Eighth Italian Conference of Environmental Agencies and published in the APAT web site

Some results of this survey are presented in the following graphics

2. Survey 1: "Representation of public environmental institutions by citizens"(XI)

Interest of citizens for environmental issues

"Have you ever read any publication regarding environmental issues?"

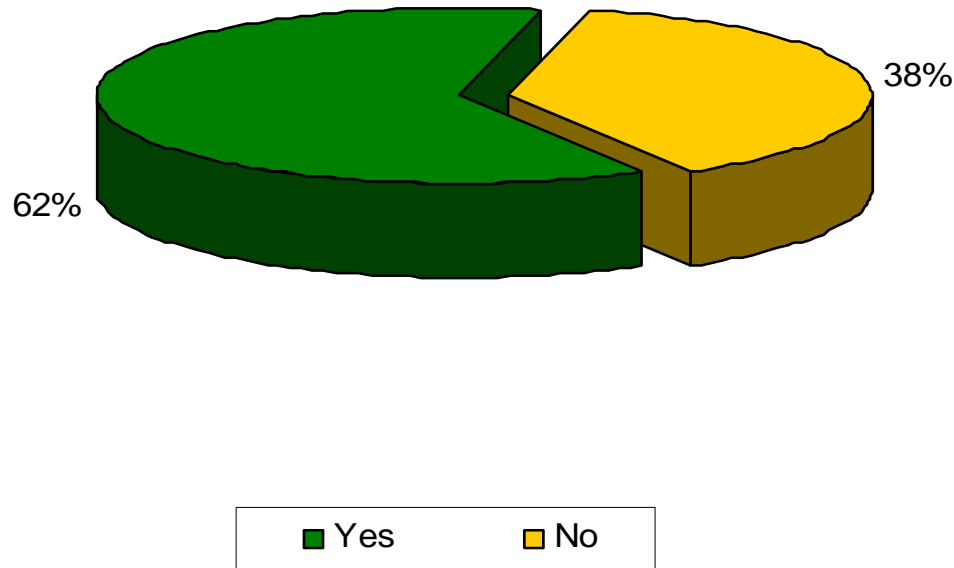


More than 50% of the interviewed have read articles or publications about environmental issues

2. Survey 1: "Representation of public environmental institutions by citizens"(XII)

Level of interest and issues

"Have you ever followed with particular interest some environmental events?"

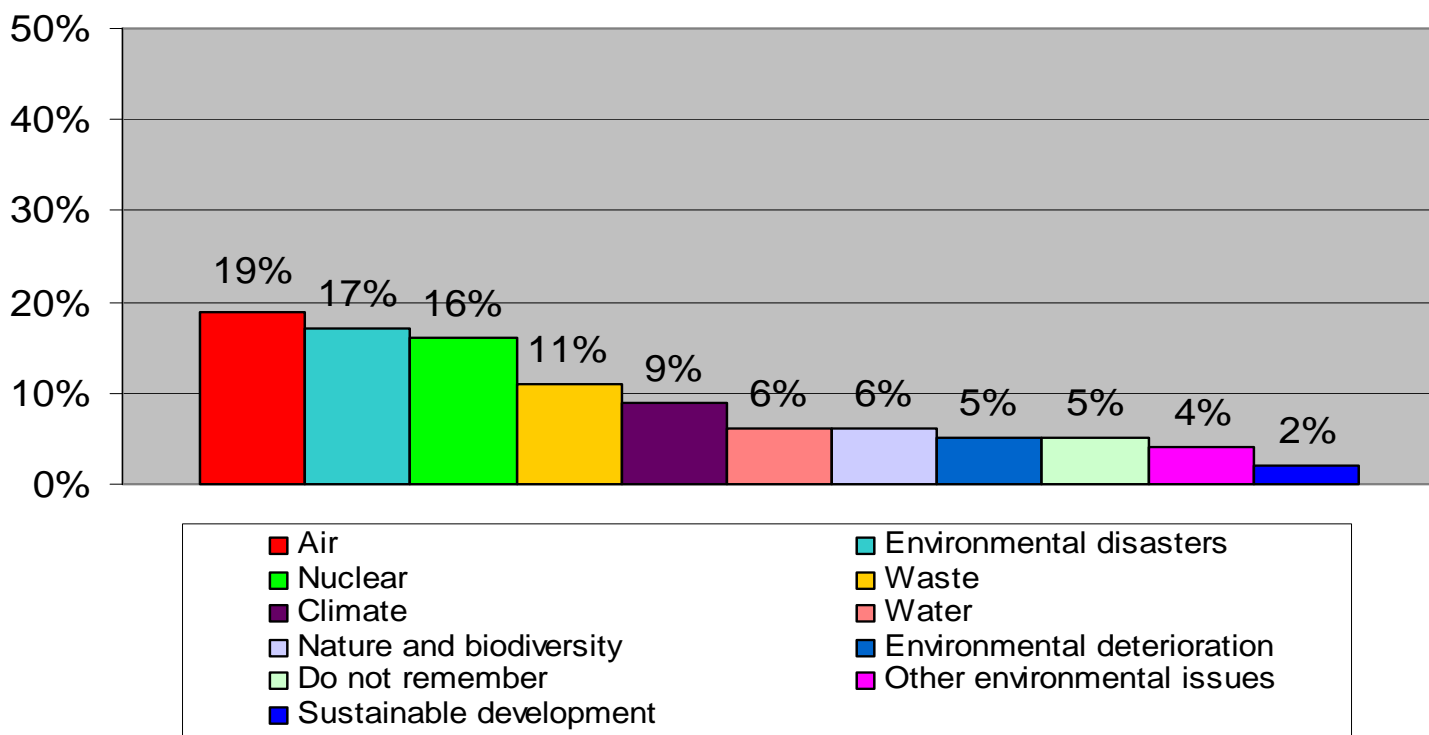


More than 60% of the interviewed followed with particular interests environmental issues

2. Survey 1: "Representation of public environmental institutions by citizens"(XIII)

Most felt environmental issues

"Which issues or problems did they deal with?"

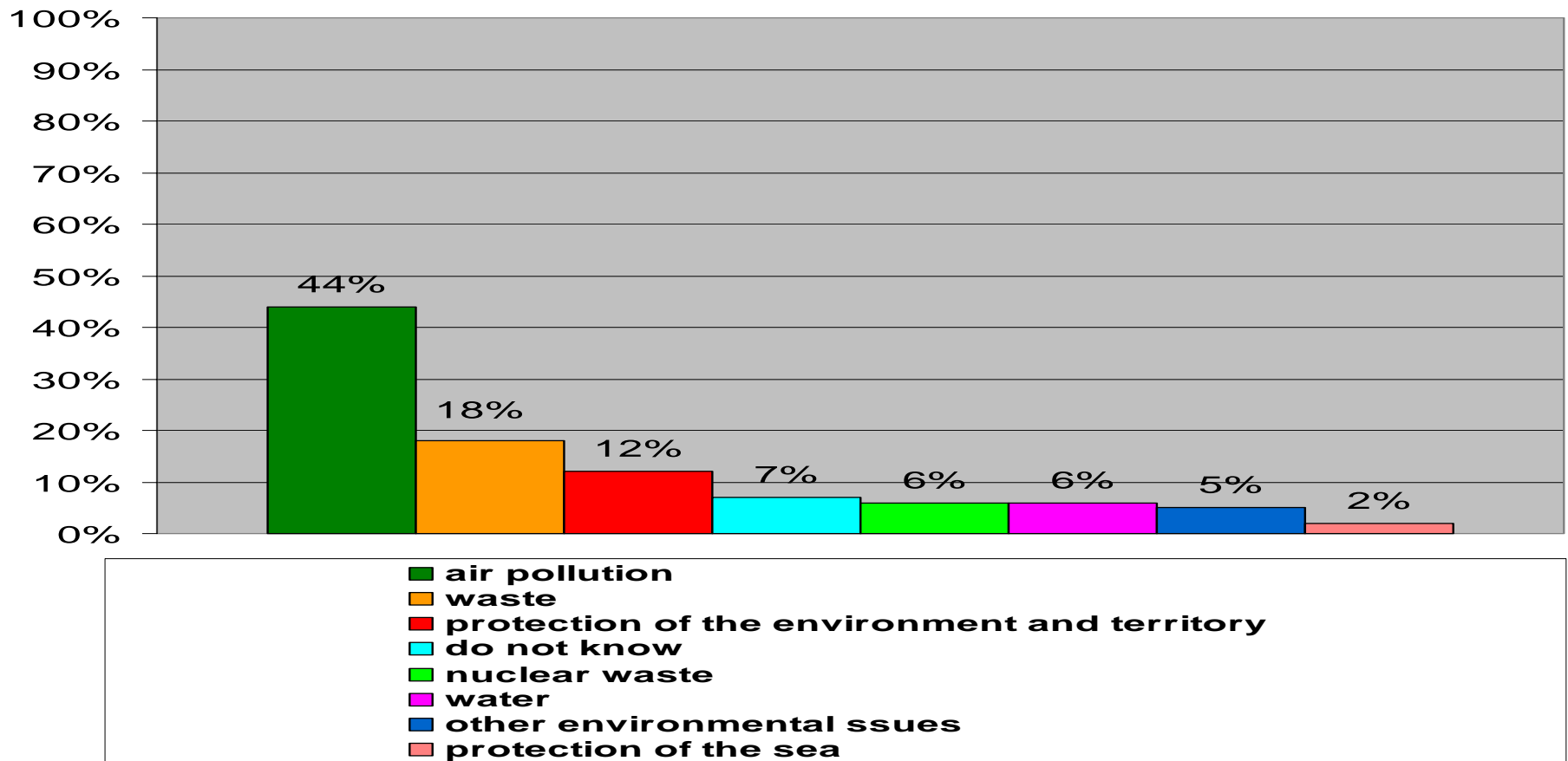


The issues related to air and environmental disasters results to be the most followed problems.

2. Survey 1: "Representation of public environmental institutions by citizens"(XIV)

Most urgent problems

"In your opinion which is the most urgent environmental issue in Italy ?"

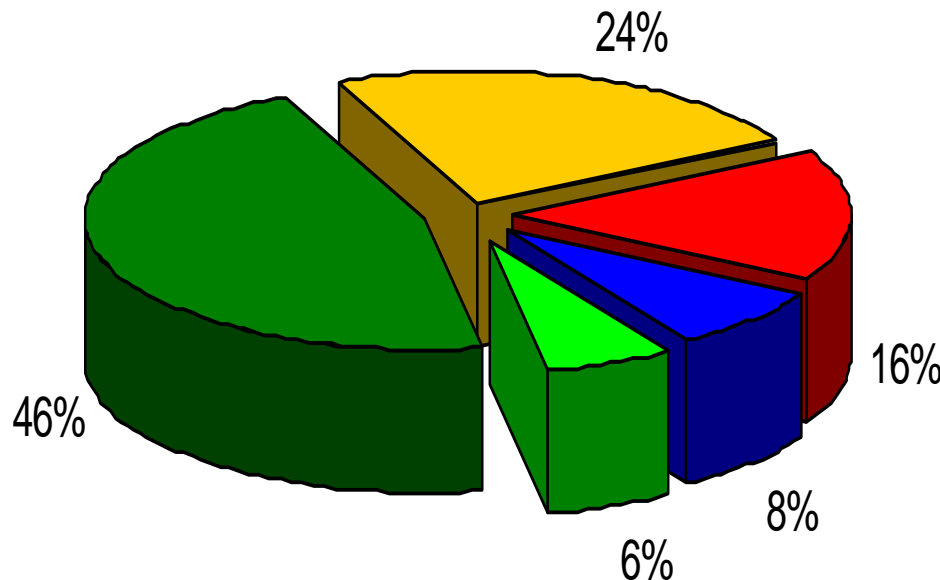


For about half of the interviewed air pollution is the most urgent issue in Italy

2. Survey 1: "Representation of public environmental institutions by citizens"(XV)

Environmental problems

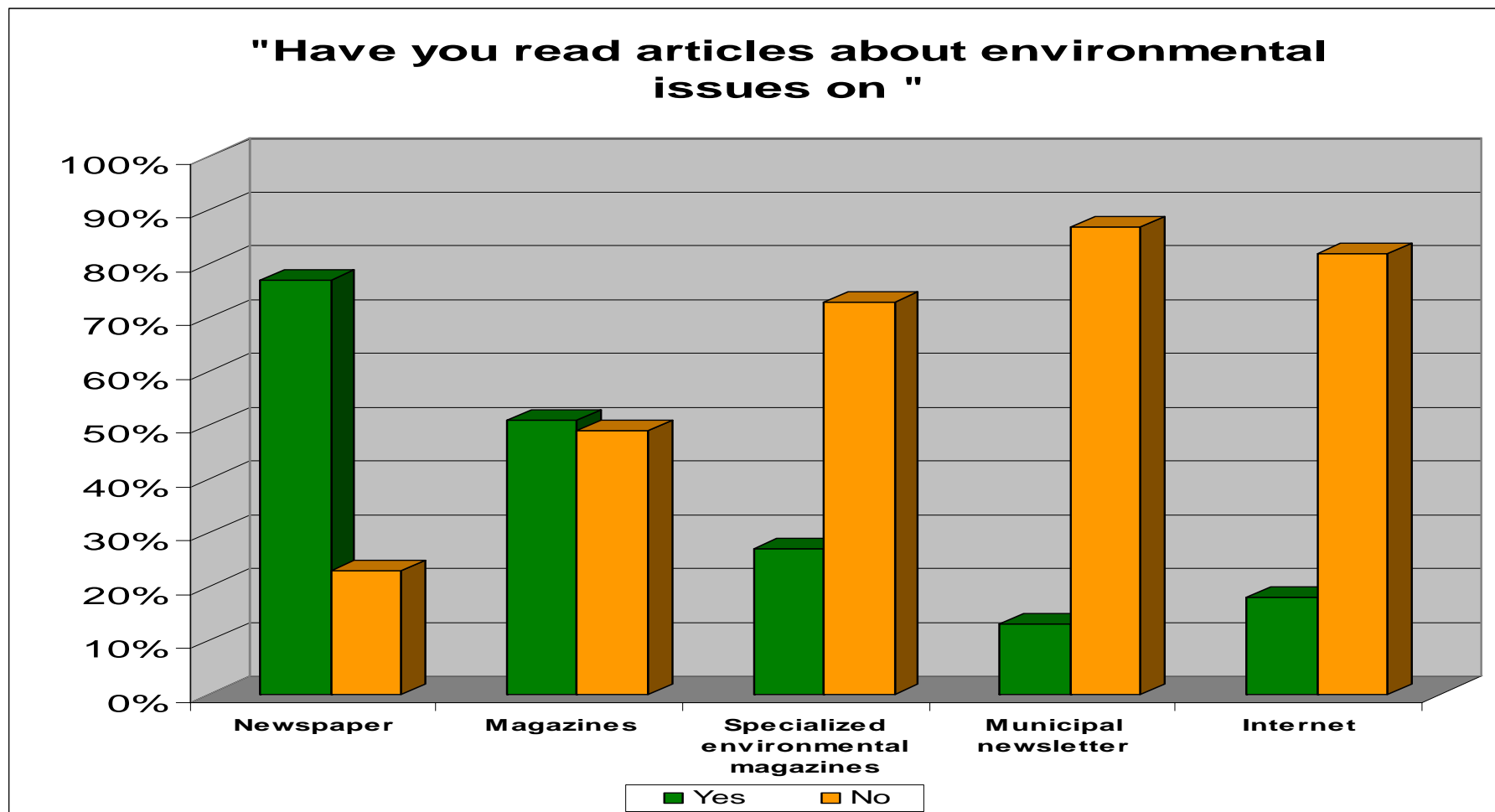
"Your interest is addressed more to the environmental problems at:"



All the levels
 International level
 National level
 Local level
 Don't know

2. Survey 1: "Representation of public environmental institutions by citizens"(XVI)

Environmental Information Sources

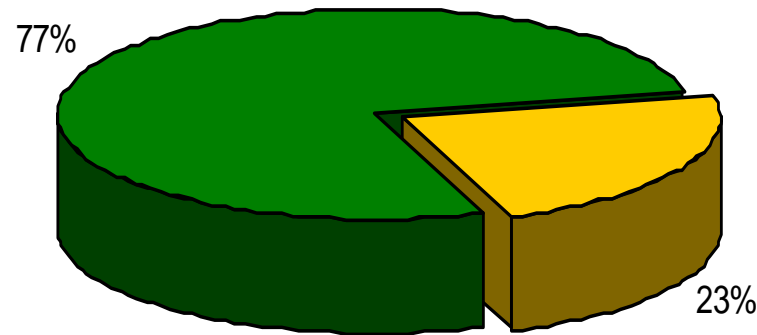


The main source of environmental information for the interviewed is the newspaper

2. Survey 1: "Representation of public environmental institutions by citizens"(XVII)

Most favourite programmes

"Have you ever watched a television programme with environmental contents?"



■ Yes

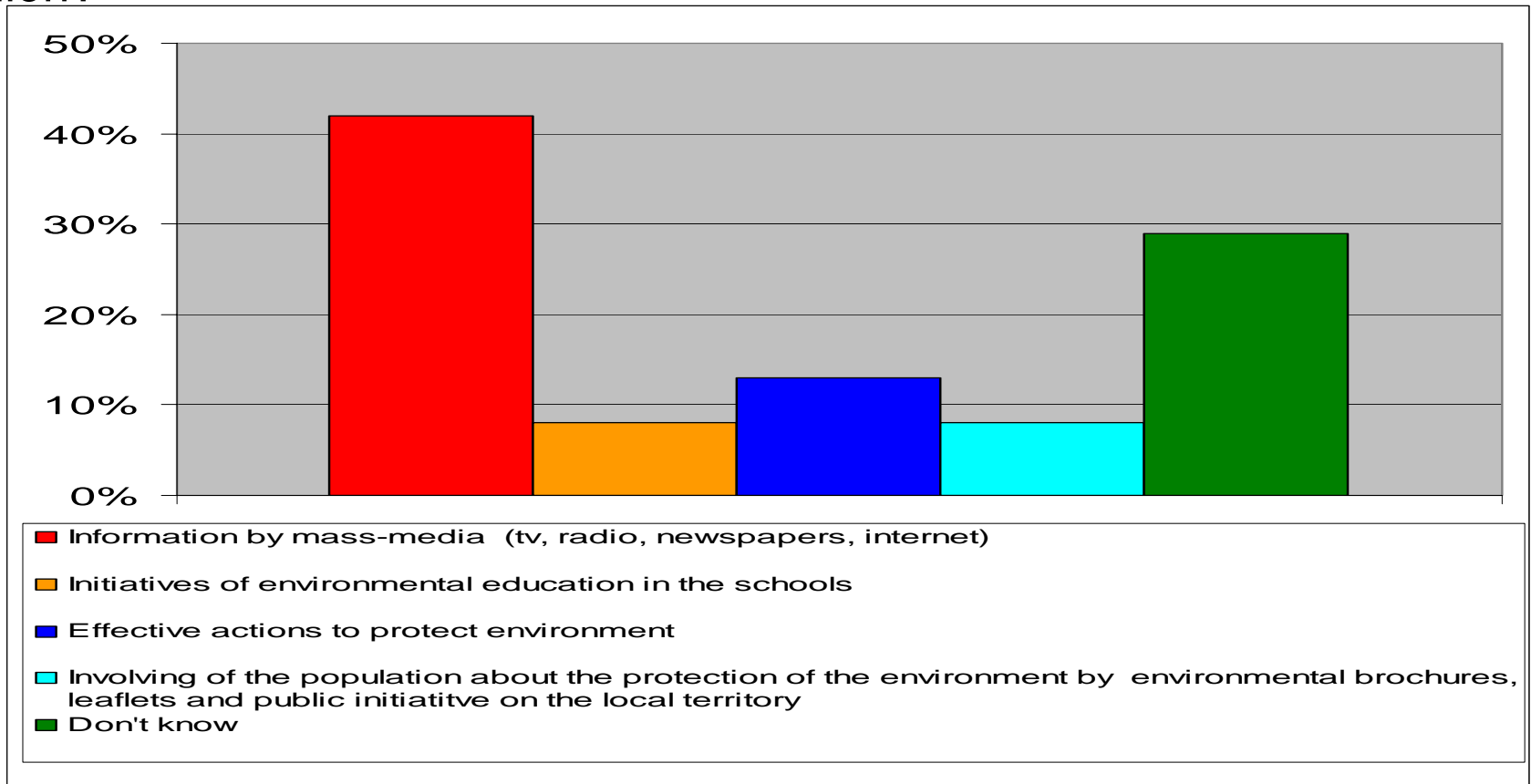
■ No

The survey's results show also that the most favourite environmental television programmes are naturalistic documentaries and specials regarding main environmental issues.

2. Survey 1: "Representation of public environmental institutions by citizens"(XVIII)

People suggestions

"On the basis of your professional experience and requirements, which suggestions can you give in order that the public environmental institutions can improve environmental awareness towards to public opinion?"



3. Survey 2: “Monitoring of attitudes and policy for the environment”(I)

The Italian Ministry of the environment and territorial protection (M.A.T.T.), in cooperation with the Institute for Studies about Public Opinion (ISPO) and the Institutional Relation and Legislative Studies (RISL) has participated to the MOPAmbiente Project, with the aim to “Monitoring attitudes and policy for the environment”.

The target of the MOPA Project is to promote communication between people, business and Institutions about environmental issues.

To achieve this objective MOPA has carried out surveys concerning the following aspects:

- people's attitude towards the environment
- business's opinions towards the environmental sustainability

3. Survey 2: “Monitoring of attitudes and policy for the environment”(II)

Regarding the people's attitude toward the environment, a survey was developed to compare same questions in different moments, taking into account a sample composed by 3.700 people and dividing the thematic areas of the questionnaire in the following topics:

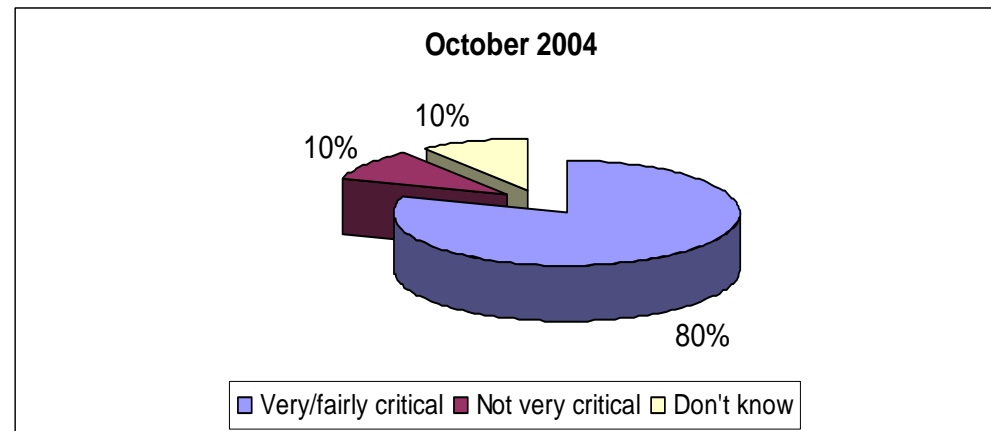
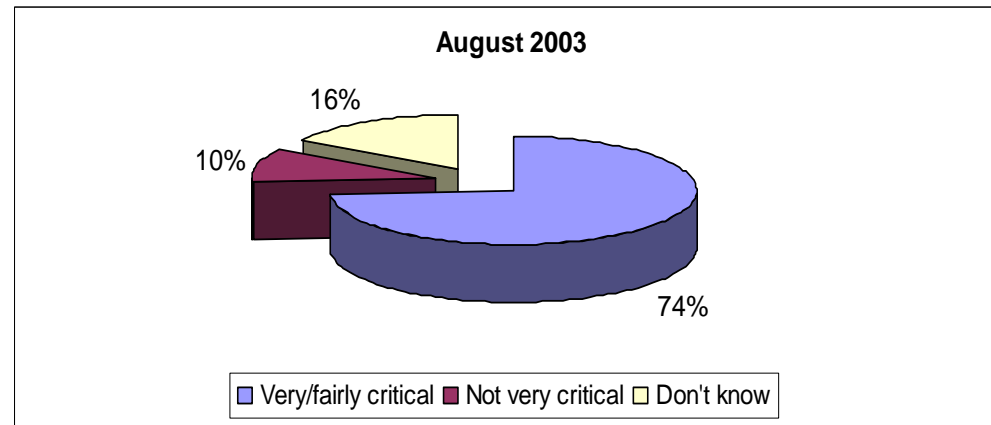
1. Perceptions of the environmental problems
2. Sensibility towards environment
3. Environment and economic development

Some results of this survey are presented in the following graphs

3. Survey 2 : “Monitoring of attitudes and policy for the environment” (III)

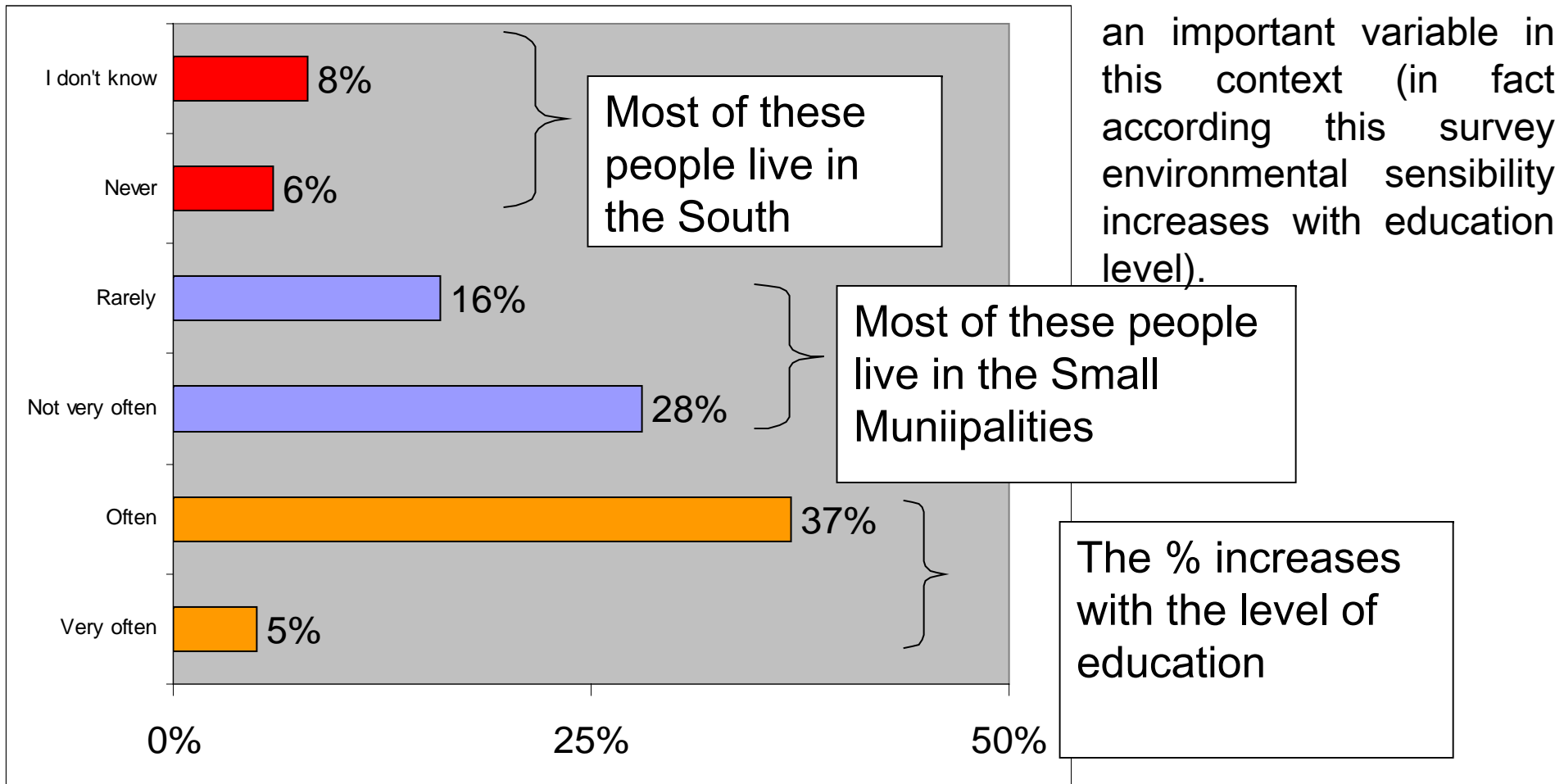
Questions : “Some people think that environment situation has reached very critical levels. Some others, instead, think that environmental situation is still under the critical level. What is your opinion?”

In one year, people who think that environmental situation is very critical are increased (from 74% to 80%).



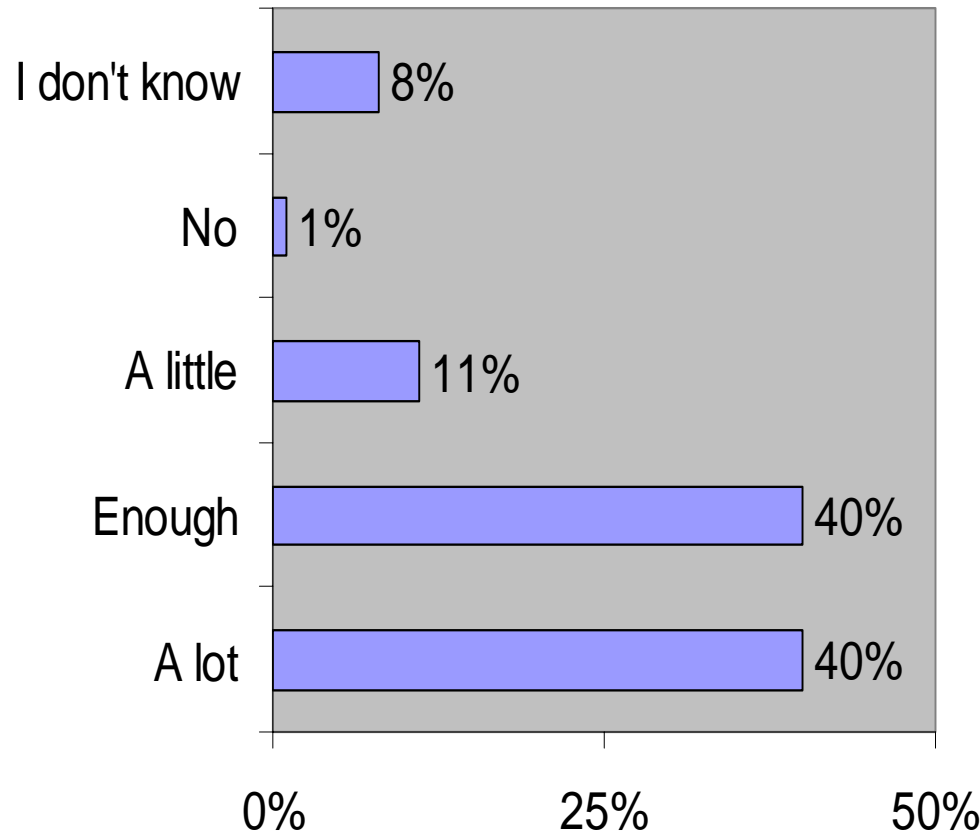
3. Survey 2: "Monitoring of attitudes and policy for the environment" (IV)

Question: "How often do you speak about the environment and the need to protect it, with your relatives, friends and workmates?"



3. Survey 2: “Monitoring of attitudes and policy for the environment” (V)

Question: “According your opinion, how much each person can contribute to the reduction of environmental pollution?”

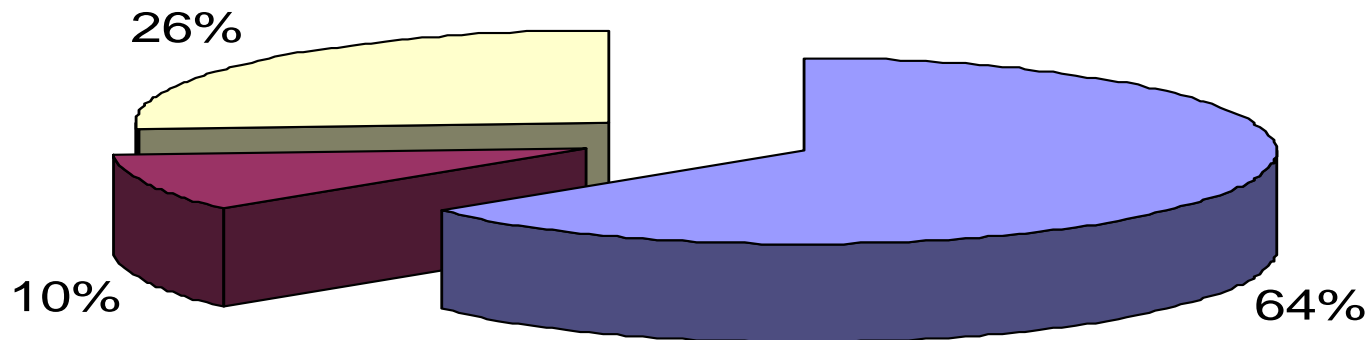


The majority of people think that individual behaviour can contribute to reduce air pollution

3. Survey 2 “Monitoring of attitudes and policy for the environment” (VI)

Question: “Do you agree with this opinion?”

October 2004



- It's better to protect environment, even if this means less economic development and less jobs
- It's better to guarantee the economic and industrial development, even if this could damage the environment
- I don't know

3. Survey 2 “Monitoring of attitudes and policy for the environment” (VII)

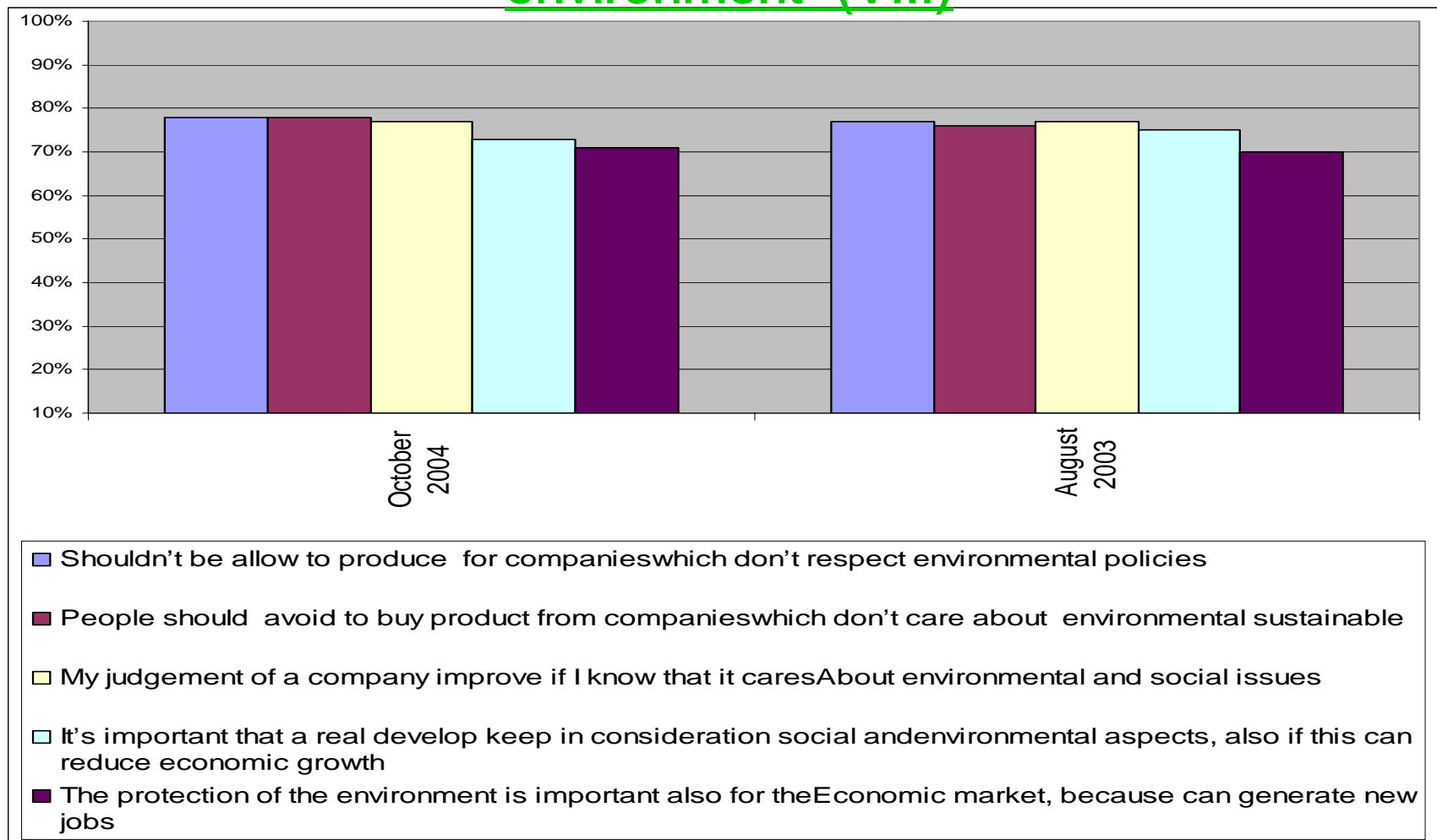
Environment and economic development: for each of the following statements, please indicate your agreement or disagreement.

	October 2004	August 2003
Shouldn't be allow to produce for companies which don't respect environmental policies	78%	77%
People should avoid to buy product from companies which don't care about environmental sustainable	78%	76%
My judgement of a company improve if I know that it cares About environmental and social issues	77%	77%
It's important that a real develop keep in consideration social and environmental aspects, also if this can reduce economic growth	73%	75%
The protection of the environment is important also for the Economic market, because can generate new jobs	71%	70%

Possible answer: very much - quite a lot - not much - not at all

The % in the table is given by the total amount of people who answered 'very much' and 'quite a lot'

3. Survey 2 “Monitoring of attitudes and policy for the environment” (VIII)



For more than 3/4 people interviewed, companies which don't respect environmental polices shouldn't be allowed to produce

4. Conclusions

These surveys show some interesting results, such as the following:

- Scarce awareness of the environmental institutions, their activities and tasks
- The needed to be more informed by citizens about the protection of the environment
- Air pollution is felt as the main environmental problem in Italy
- TV is first source to receive environmental information
- 2/3 people think that environment should be protected also if means less economic development

Following these indications could be possible to prepare environmental protection information activities and communication campaigns