

## Paying for environmental protection and attitude towards nature protection in Estonia in international comparison

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## Willingness to pay for the environment

- Motivation
  - Scarce resources
  - Compare benefits to costs
- Practical experience
  - Individuals are prepared to pay more than generally expected by policy makers
- Cross-country comparison
  - Necessitate comparable surveys

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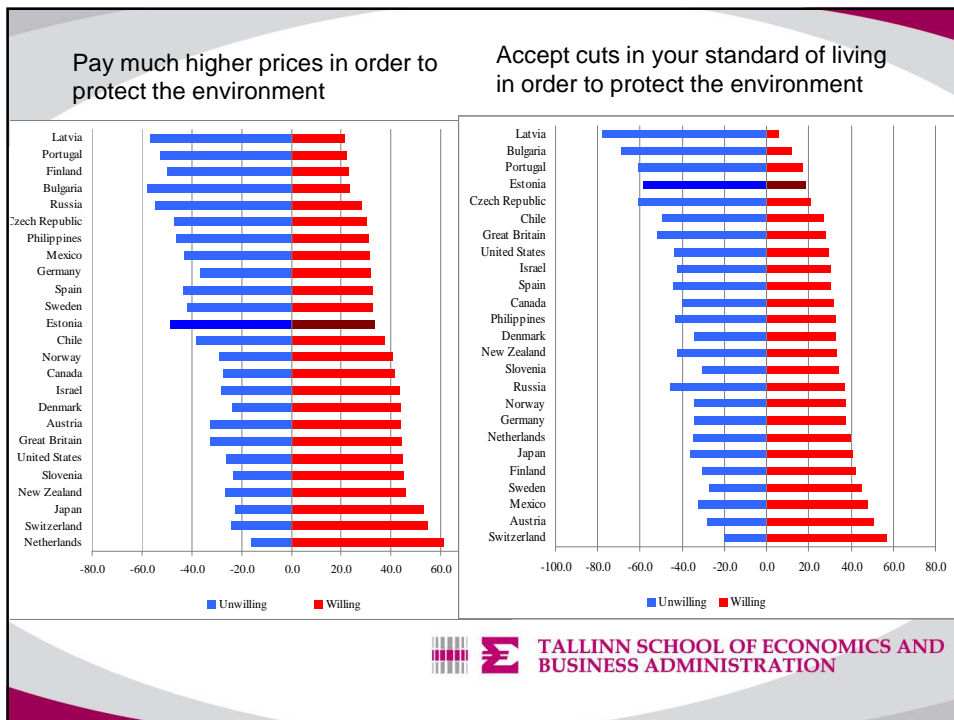
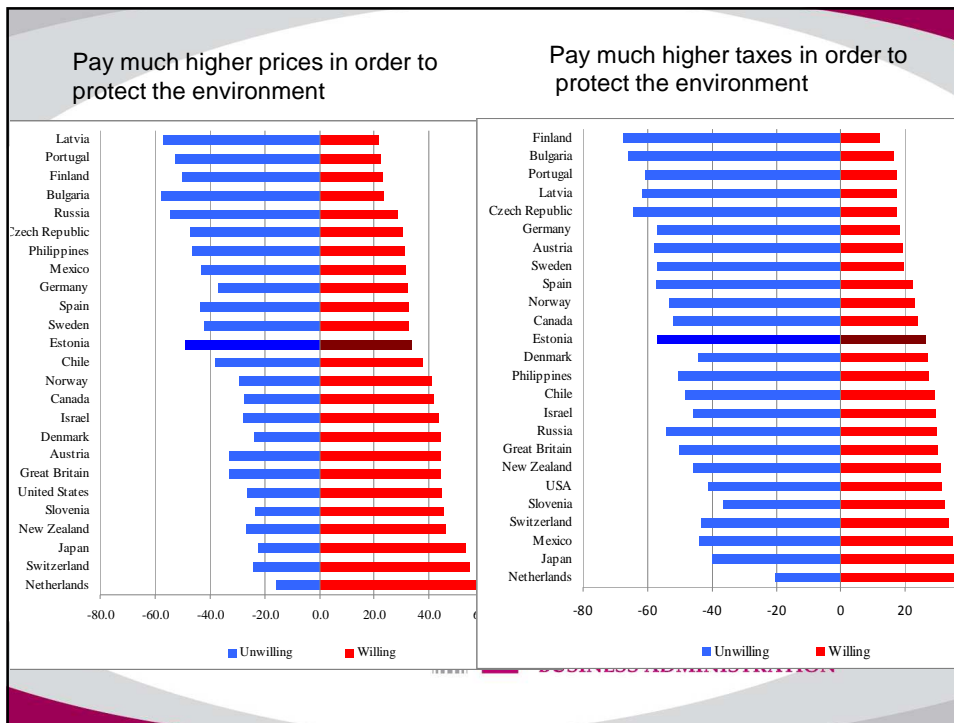
- **Survey of environmental attitudes in Estonia**
  - About 850 questionnaires were returned of 1,200 (Dec 2009-Feb 2010)
  - Included questions of ISSP
  - Environmental Board in co-operation with Tallinn University of Technology
- **International Social Science Program (ISSP)**
  - 25 countries (not Estonia)
  - Almost 30,000 observations
- **Cross-country comparison**
  - “How willing would **you** be to pay **much higher prices** in order to protect the environment?”
  - “How willing would **you** be to pay **much higher taxes** in order to protect the environment?”
  - “How willing would **you** be to be to **accept cuts** in your **standard of living** in order to protect the environment?”

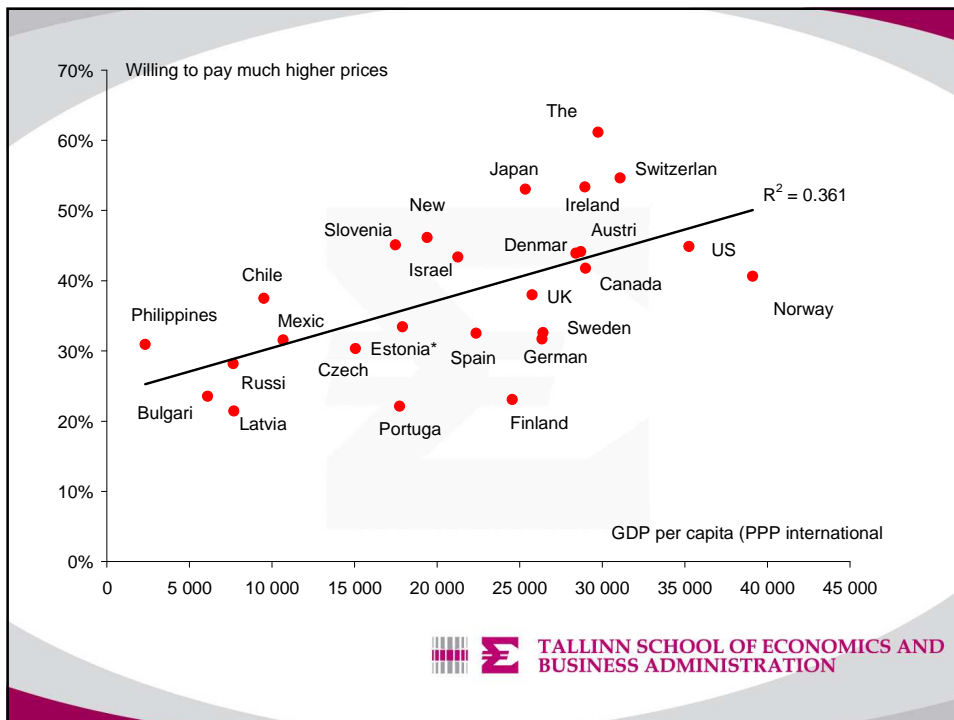
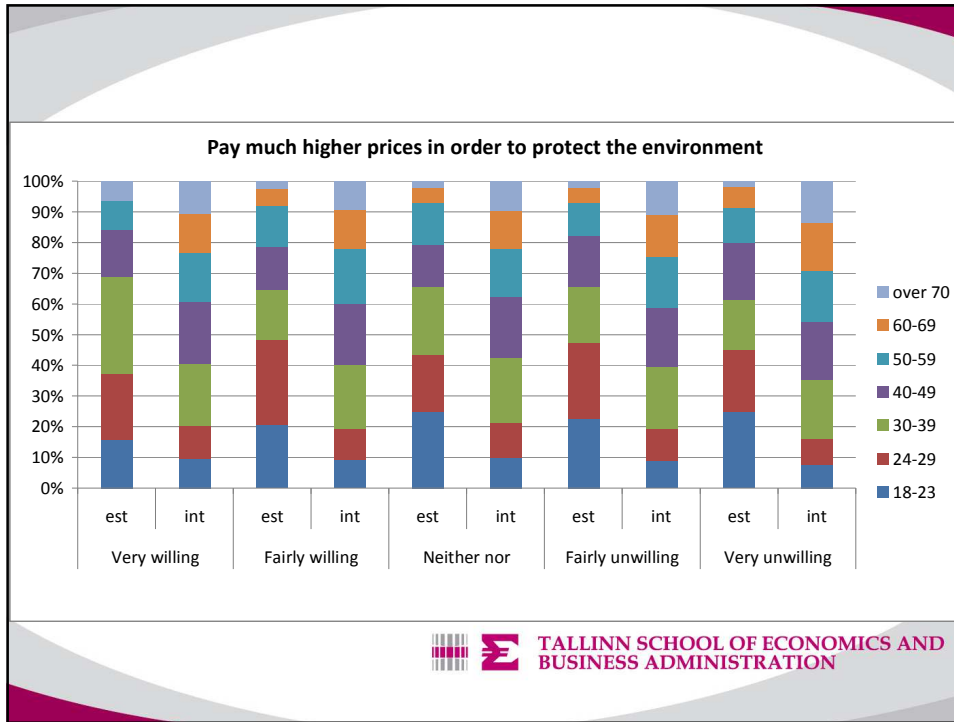


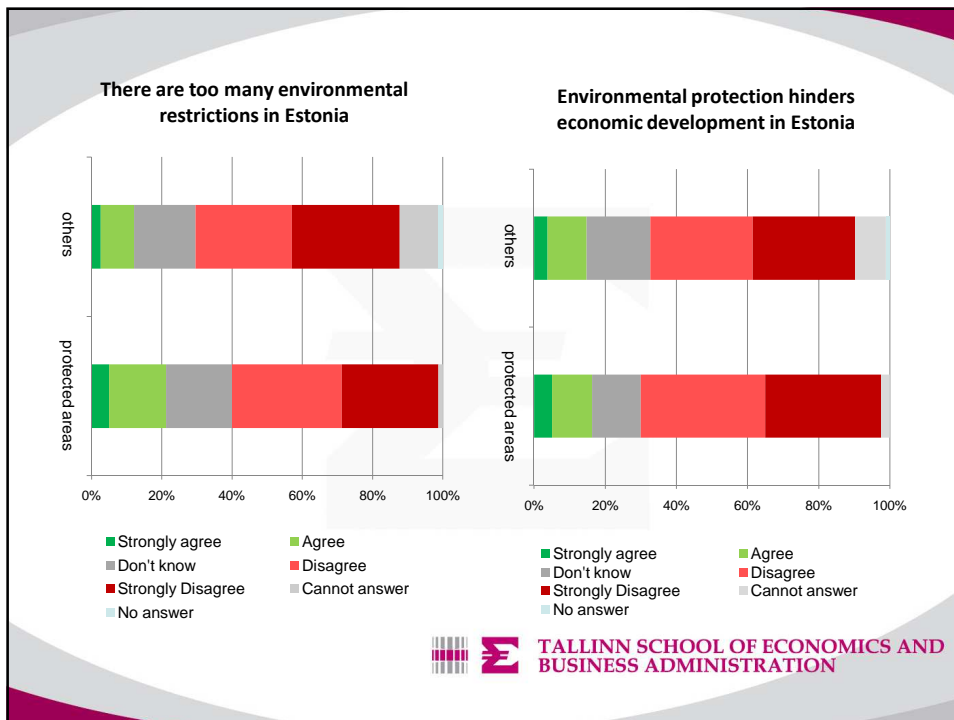
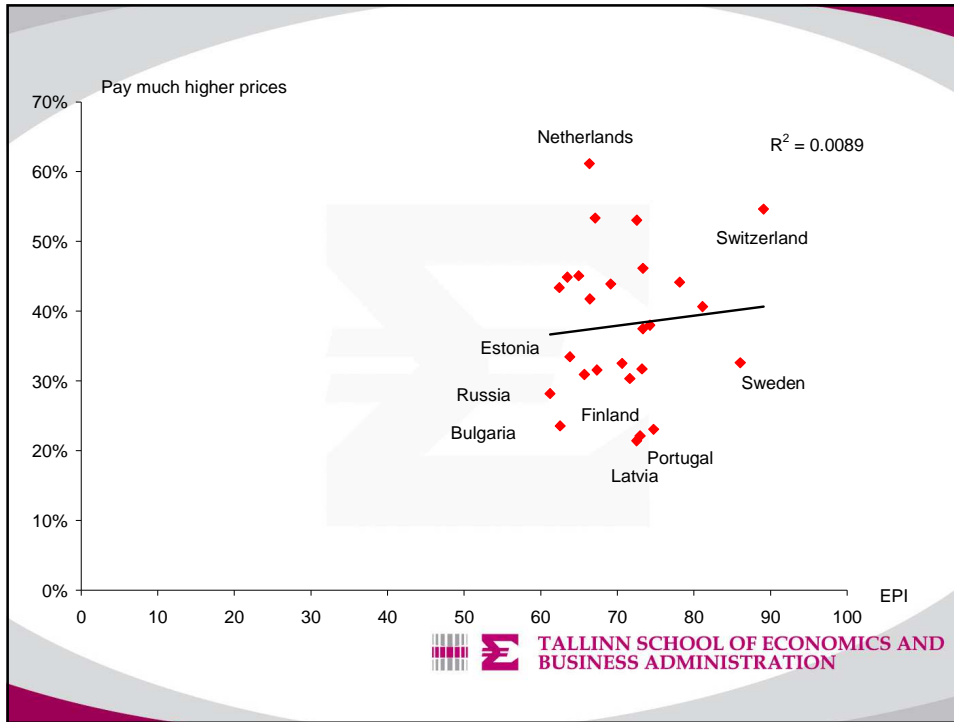
## Expectations

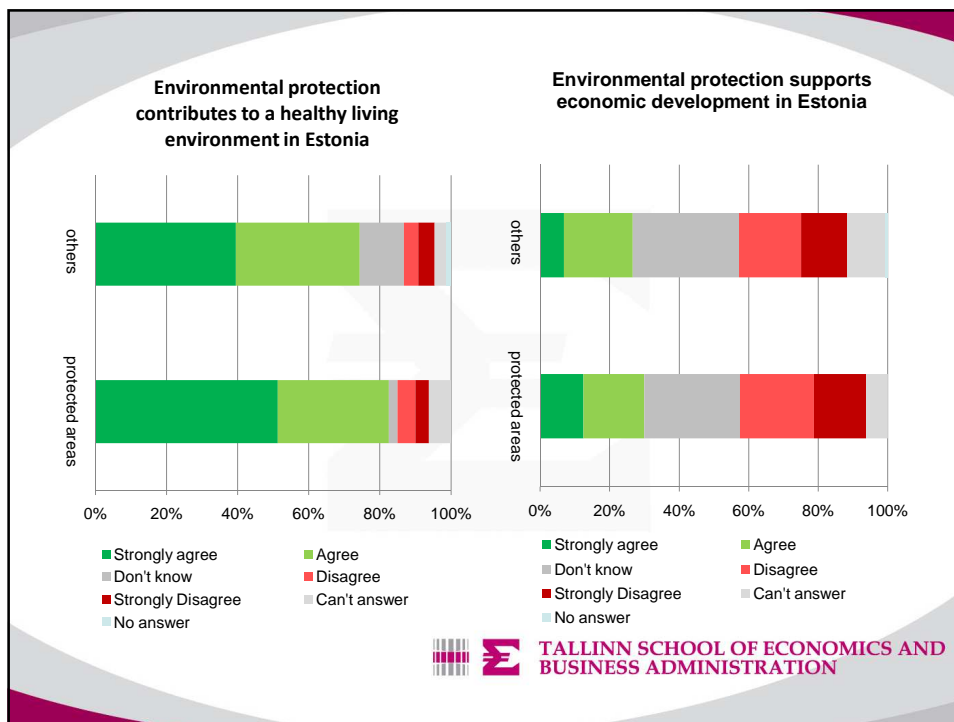
- People in richer countries are more willing to pay for environmental protection
  - Resources for the environment depend on a country's level of economic development (EKC hypothesis)
  - When people have met their basic needs (food, shelter) they tend to express more concern for post-materialist values, including environmental protection
- Environmental scarcity
  - Large needs for environmental improvement will increase concern for the environment











## Conclusions

- **Estonia in mid position**
  - In line with expectations
  - Age and willingness to pay different in Estonia than internationally
- **International**
  - Finland surprisingly low willingness to pay higher prices
  - Different pattern between taxes and prices
  - CEE countries sensitive to cuts in living standards
- **Expectations**
  - Country level wealth increases willingness to pay
  - Post materialistic values find support
  - No support for expectation that environmental problems increase willingness to pay for the environment

Thank you for your attention!

