

Memo

USAID Cluster Competitiveness Activity Bosnia & Herzegovina

Administered by Emerging Markets Group as Contractor to USAID

Subject:	EXECUTIVE SUMMARY: Public Opinion Survey on Environmental Cleanliness
Date:	23-Jul-07

Introduction

A public opinion survey at the close of last year's "Tourism – A Treasure at Hand" public awareness campaign found that the BiH public considered the littered environment to be the second greatest obstacle to the growth of the country's tourism sector, after the absence of overall tourism policy and strategy.

This led the Tourism Advisory Working Group, consisting of representatives of MOFTER, both entity Tourism Ministries, and both entity Tourism Associations, to which CCA provides technical assistance, to adopt a new campaign theme for this year, namely, "Culture of Living – Environment & Tourism". This campaign will take place over the July 2007 – June 2008 period, with the slogan, "Cisto je ljepo".

For the campaign launch, USAID CCA commissioned a public opinion survey in May 2007 focused on environmental cleanliness.

Scope of the Public Opinion Survey

The survey addressed the following questions:

1. What is the public perception of the environment and its management in BiH?
Three areas of attention were selected:
 - a) general environmental cleanliness
 - b) the urban environment and its management
 - c) the environment and its management of forest recreational areas
2. Who does the public think is most responsible for the current situation with respect to environmental cleanliness, and who should take the lead in overcoming problems?
3. To what extent does the public view the condition of the cleanliness of the environment as an obstacle to the development of tourism in BiH?
4. What measures does the public think would make the greatest contribution toward addressing the problems of environmental cleanliness in BiH?
5. How willing are citizens themselves to take part in community cleanup actions, and who should organize these?

The survey was conducted by the Prism Research Agency during May 2007 with 1500 respondents, through face-to-face interviews. The poll's standard margin of error is +/- 3%.

Major findings

1. Environmental cleanliness and management:

- a. Two-thirds of citizens consider general environmental cleanliness to be dissatisfactory (35% consider it extremely dissatisfactory, and 32% somewhat dissatisfactory).
 - b. Two-thirds of citizens consider the cleanliness and maintenance of urban environments to be dissatisfactory (30% extremely and 34% somewhat).
 - c. A similar share of citizens thinks that the cleanliness and management of forest recreational areas is dissatisfactory (33% extremely and 27% somewhat).
2. In a notably honest response, 27% of the public see themselves as primarily responsible for maintenance of a clean environment. 19% say municipal departments, 12% communal police, and 11% utility companies.

Since municipal departments, communal police, and utility companies added together count for 42% of respondents to this question, we can conclude that the public views municipal-level authorities as having the greatest public sector responsibility in environmental cleanliness.

3. Two-thirds of respondents see the dissatisfactory state of environmental and urban cleanliness as a significant obstacle to tourism growth and development. (Over one third see it a major obstacle, and another third view it is an obstacle at some level.)
4. Far more than any other response, the majority of citizens (29%) think that more rigorous enforcement of fines and punishments for littering and polluting would make the greatest contribution toward addressing the dissatisfactory state of environmental cleanliness in BiH. This is followed by 15% who think that the most effective means is to strengthen municipal departments responsible for environmental cleanliness, 8% who cite the value of improved education about the environment, and 7% who point to the greater public awareness as the best avenue for addressing the problem.

Smaller percentages cited the need for introduction of regional plans for solid waste management, including the installation of sanitary landfills, suggesting a lack of public awareness about the importance of this critical element of the problem.

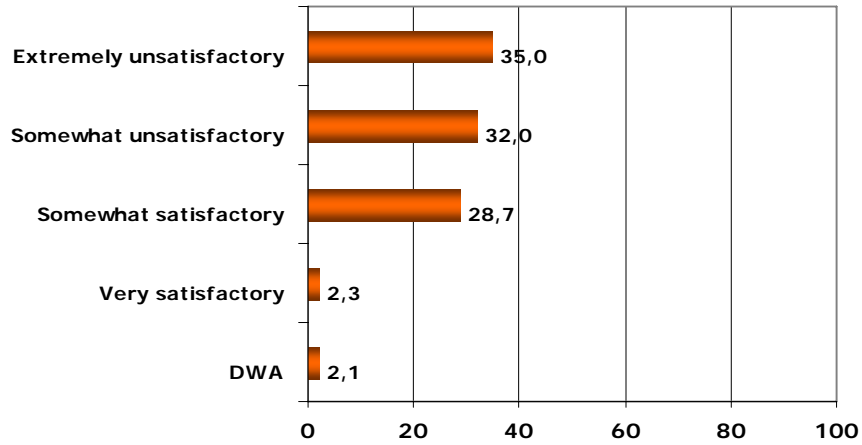
5. Fully 50% of citizens say they have participated in actions focused on environmental issues. Of those that have not, most cite the lack of such actions in their neighborhoods, or their lack of awareness of such actions.

When asked what action they might participate in to improve the environment, almost 90% said they would do something. About half said they stood ready to participate in clean-up actions in their towns or villages. An additional 10% would participate in forest-related actions and 10% in cleaning riverbanks.

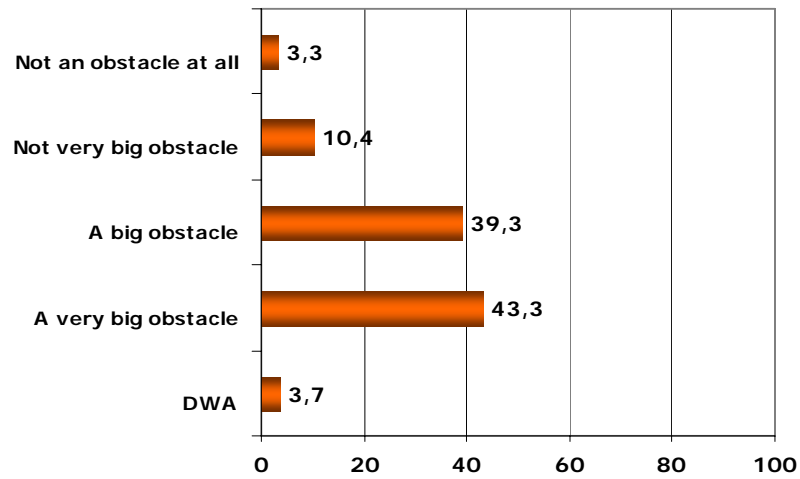
Again, communal authorities – municipal departments or police – are seen as responsible for organizing these activities by about half the respondents. They are followed by ecology associations (14%), ministries (13%), and cantonal authorities (9%).

The major results of the survey in graphical form are below.

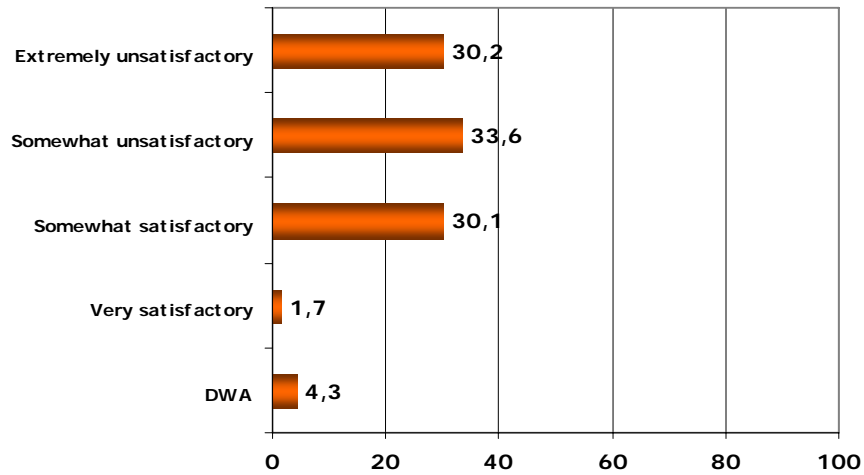
1. Which of the following do you think most accurately describes the general cleanliness of the BiH environment?



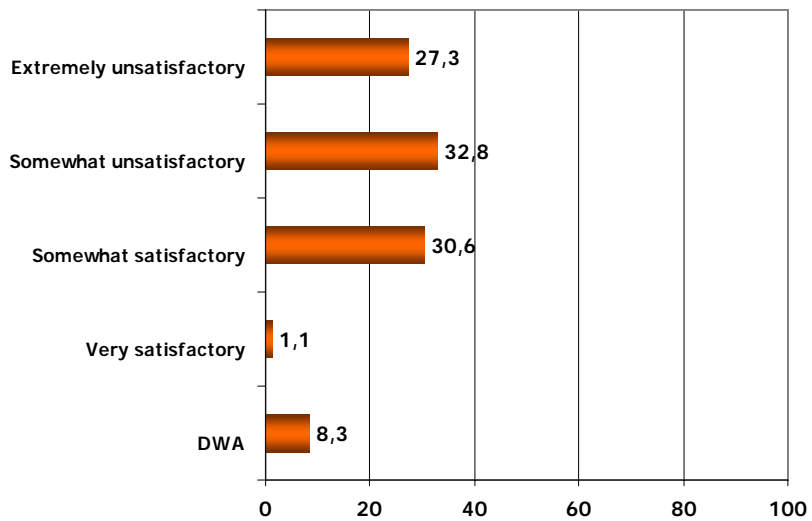
2. To what extent do you think the general cleanliness of the BiH environment is an obstacle to the development of BiH tourism?



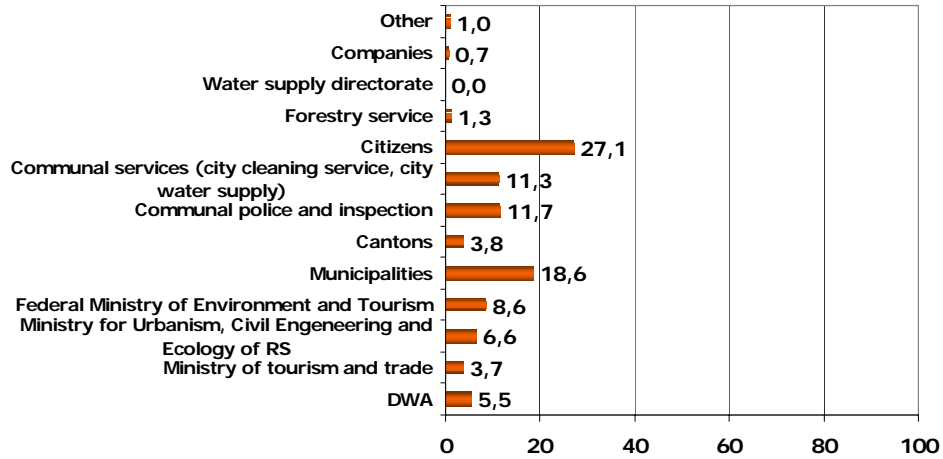
3. Which of the following do you think most accurately describes the condition and management of urban environments in BiH?



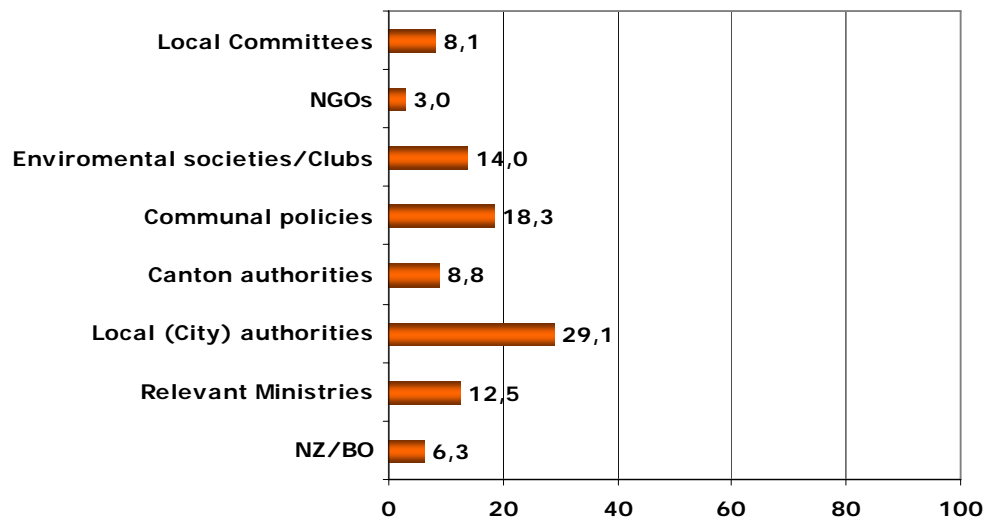
4. Which of the following do you think most accurately describes the adequacy, condition, and management of forest recreation areas in BiH?



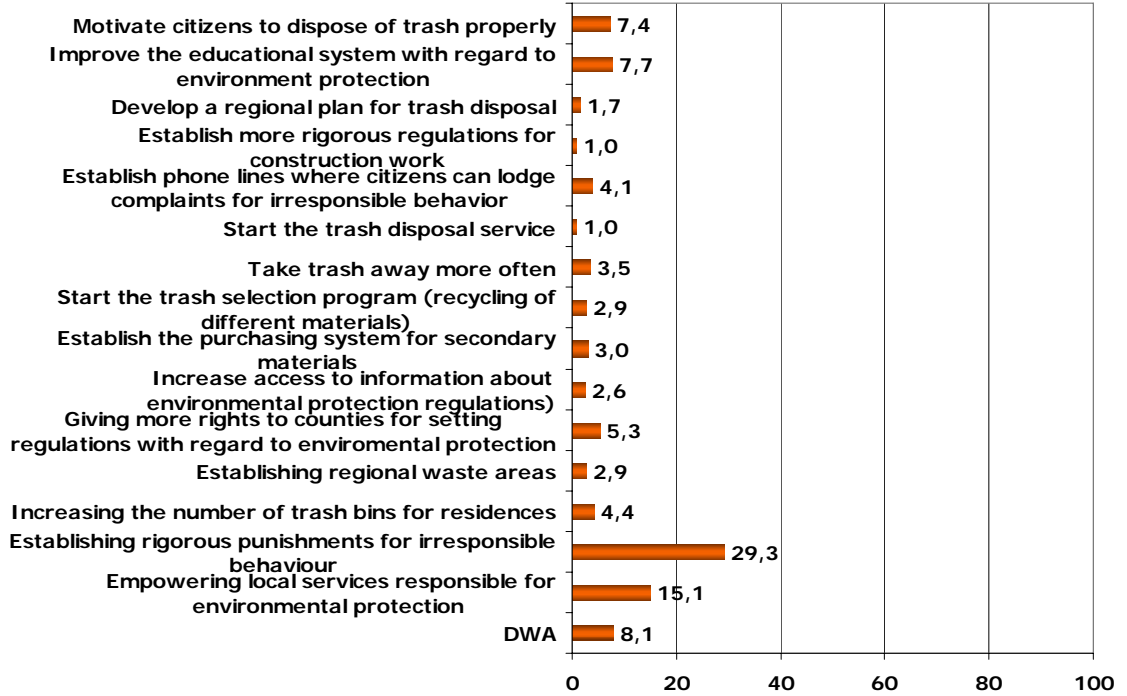
5. Who, in your opinion, is most responsible for maintaining a clean environment?



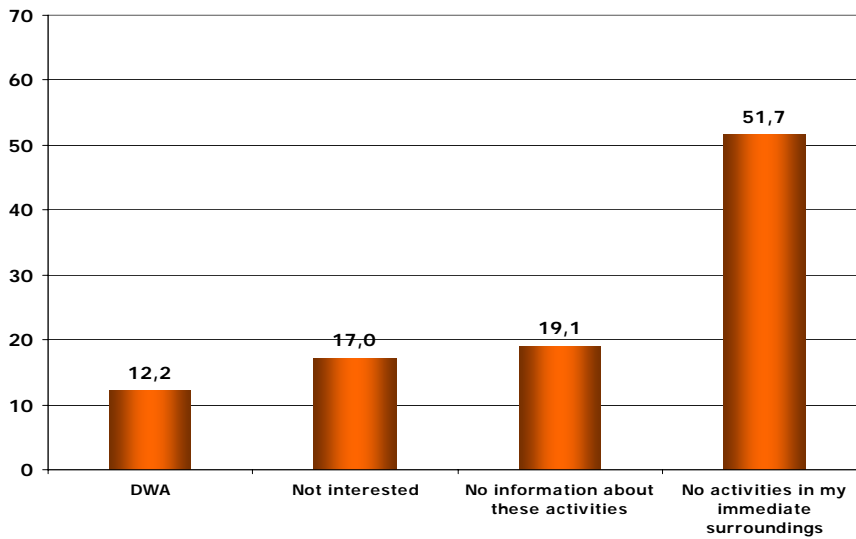
6. Which organization, in your opinion, should have the leading role in activities focused on improvement of environment?



7. What, in your opinion, would most contribute to the improvement of cleanliness of our environment?



8. If you have not participated in activities related to environmental protection (46% of respondents), why not?



9. In which of the following environmental activities would you be most likely to participate? (Choose one)

