

VALUTA L'ARIA

la percezione dei cittadini
sulla qualità dell'aria



The citizens' perception of the quality of air in the Po Basin
The results of a survey

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The air quality survey “Valuta l’Aria”

The air quality survey investigated the **perception and awareness** of citizens on the air quality and on the main sources of air pollution. It also investigated the **availability of citizens to be involved** in initiatives for the **quality of air**.

It has been the first of its kind to investigate the **Po basin as a whole**.

The air quality survey “Valuta l’Aria”

- The survey was conducted **exclusively via social networks**.
- **7.331 citizens involved** (original goal of 50000 widely exceeded)
- Excellent distribution of the sample: all **42 main cities** of the basin are represented

To encourage participation the filling out of the survey was linked to the plantation of approximately 250 trees.



The results

An extensive and complex research can be difficult to interpret, therefore, to facilitate understanding, we grouped the results into “facts” through which the results can be interpreted.

Fact 1 PERCEPTION

Fact 2 INFORMATION DRIVERS

Fact 3 GLOBAL vs LOCAL

Fact 4 WILLINGNESS AND CHOICE OF MOBILITY

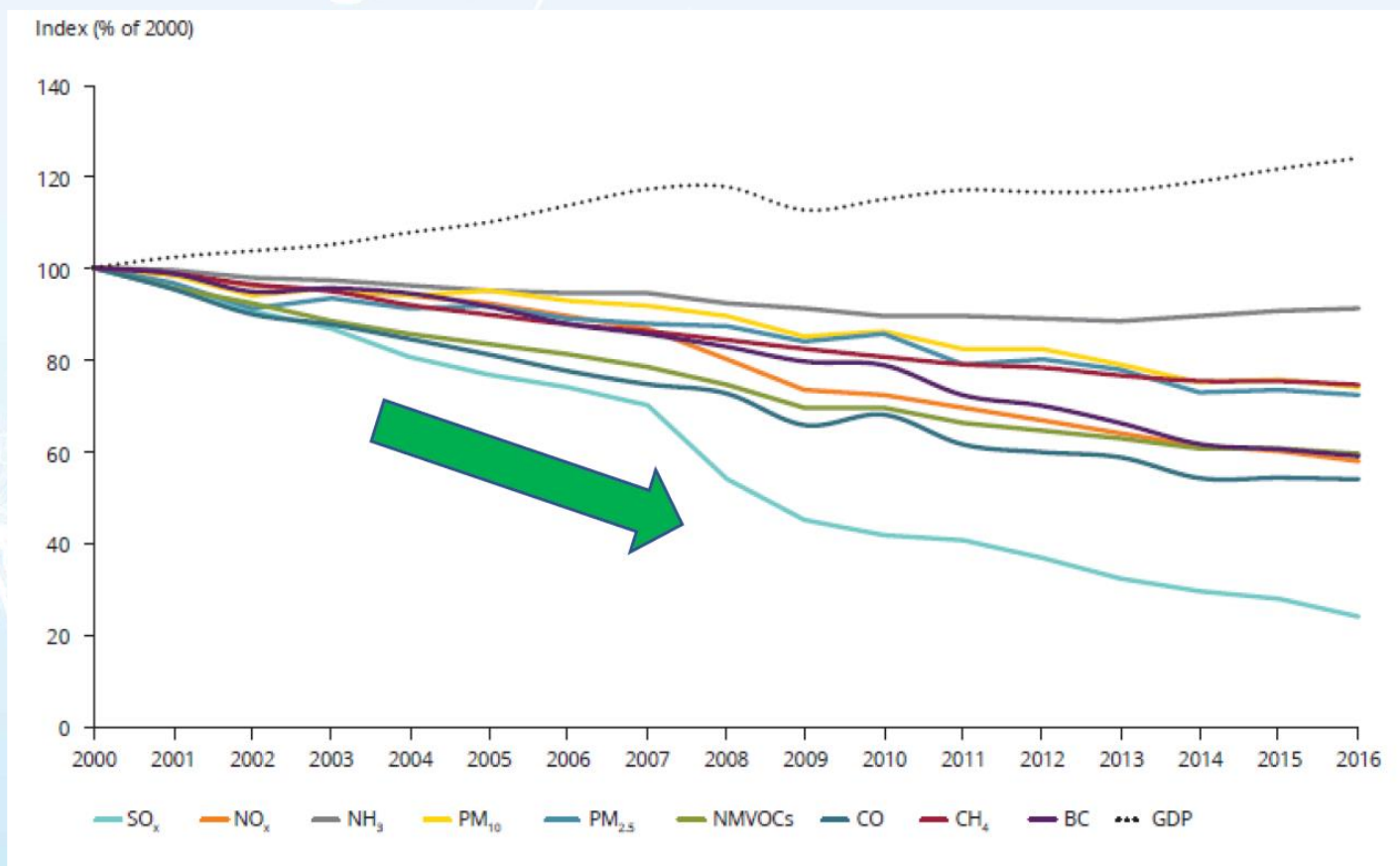
Fact 5 YOUR FEEDBACK

Fact 6 PROFILE OF THE RESPONDENTS



Fact 1 PERCEPTION

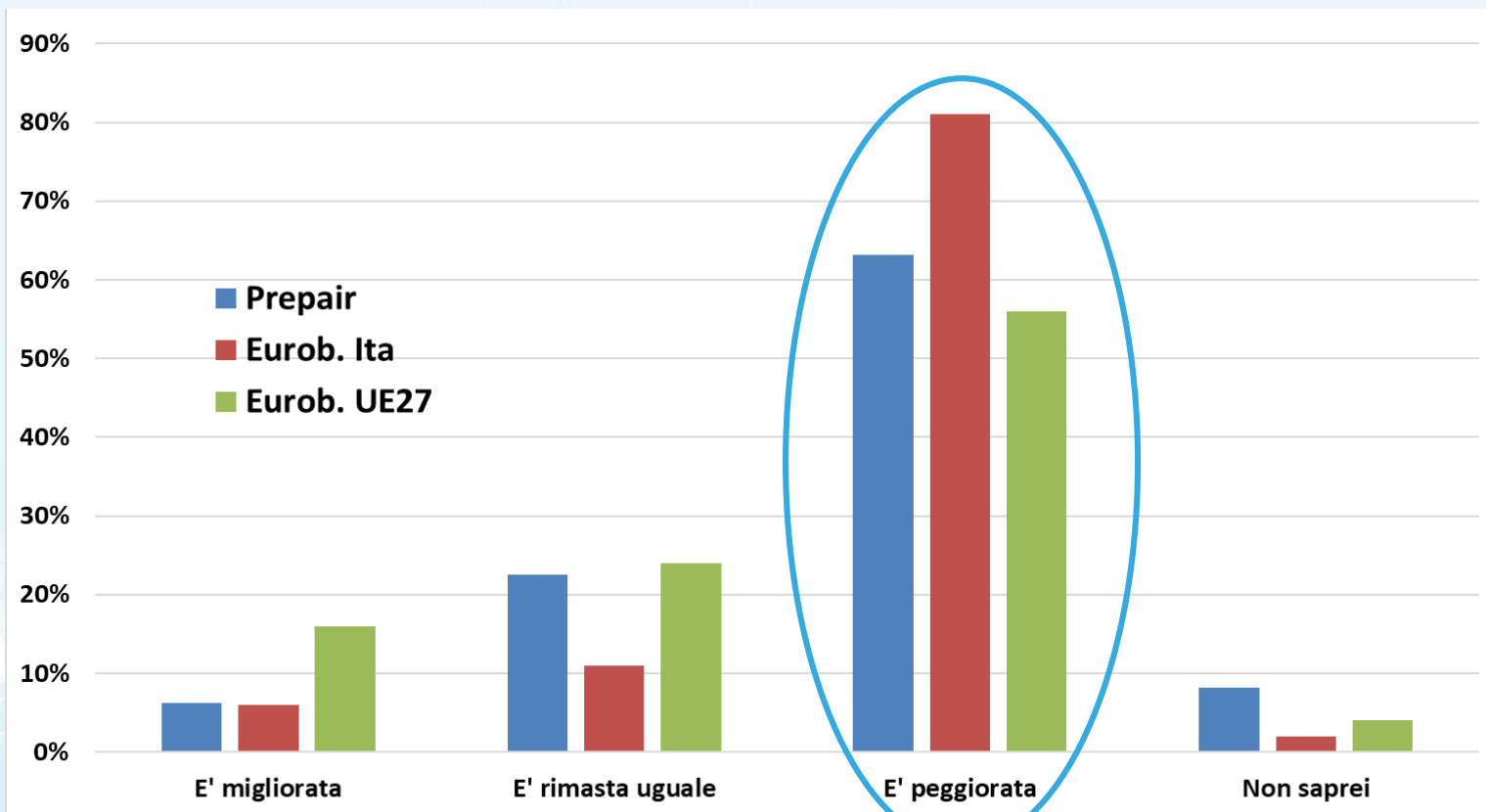
Since 2000, the European air quality framework has improved: all main pollutant emissions are decreasing.



Air quality from 2000 to 2016. EEA source

Fact 1 PERCEPTION

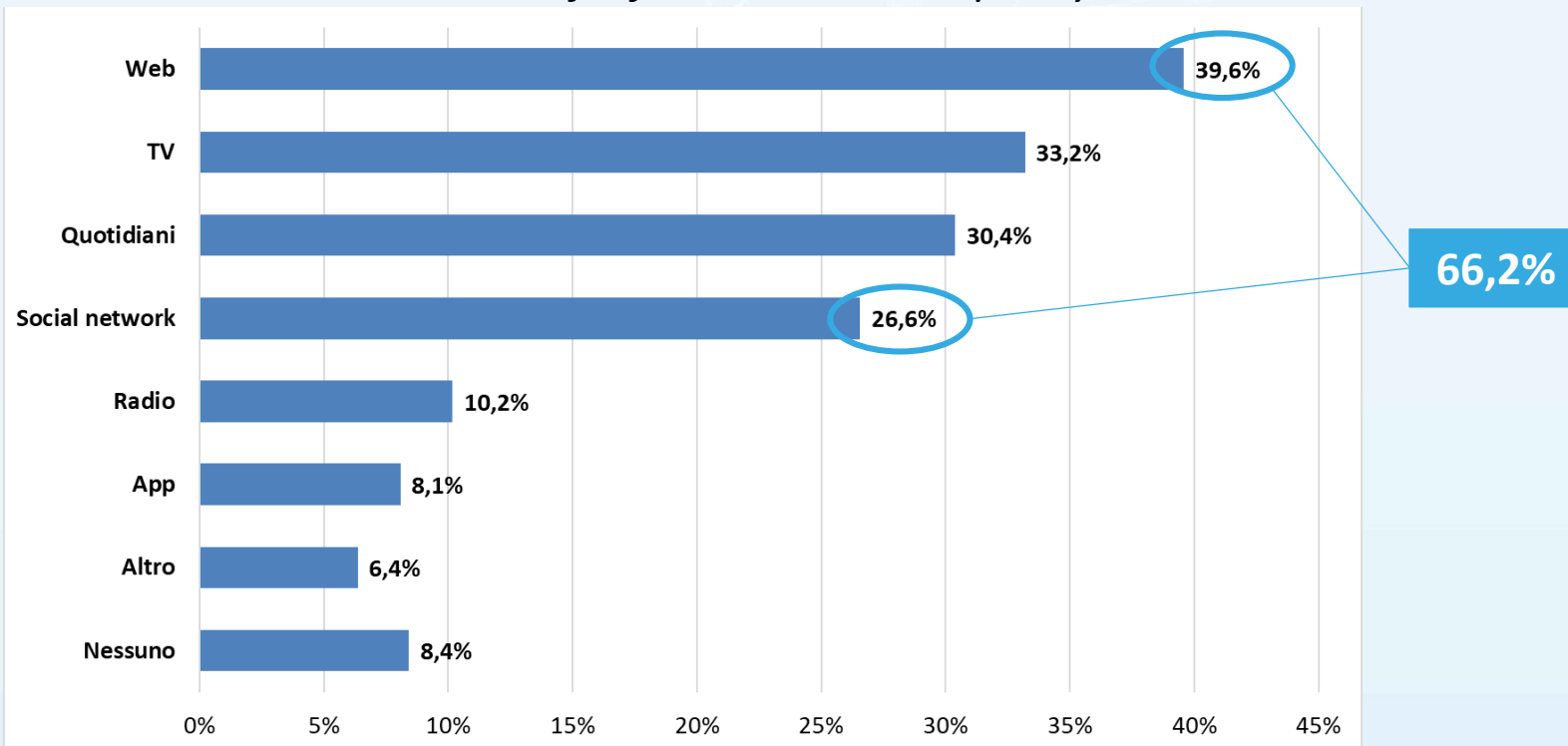
*Perception of the air quality trend over the last 10 years
Comparison between the Po Basin and Eurobarometer*



The perception of Citizens do not generally correspond to the data. Most of the european citizen **perceive the air quality as worsening** in the last decade.

The residents of the Po basin are slightly more pessimistic than European average but substantially more optimistic than the Italian citizens as a whole.

Main sources of information on air quality

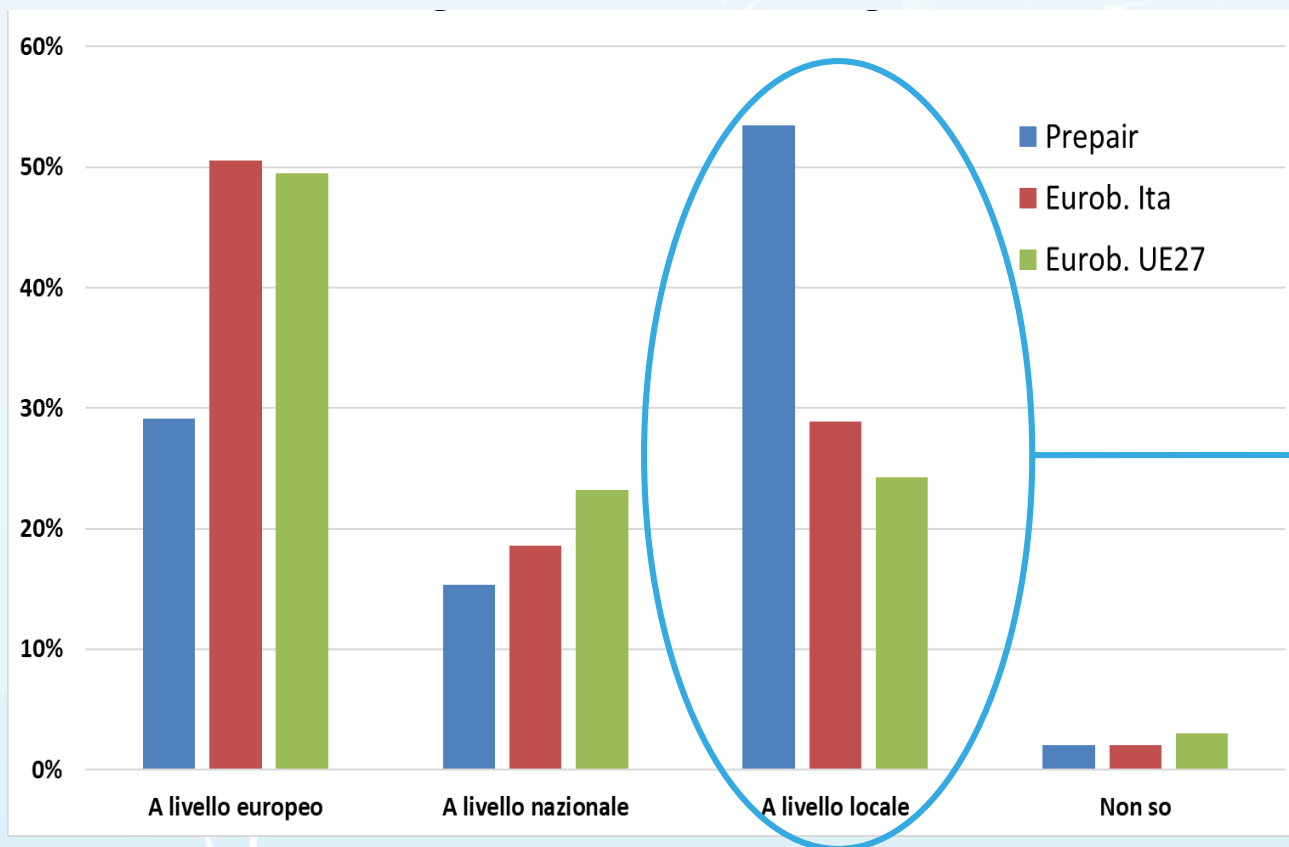


Citizens appear to derive their main source of information on air quality from **the Internet and social media (a total of 66.2% of respondents)**, but the respondents still use traditional sources such as TV and newspapers.

However, although it is easier to reach citizens via the Internet, there is a risk of "fake news".

The communication strategies relating to the Po basin must considered this factor.

Best area where to act, comparison with Eurobarometer



In the Po basin there is the perception that local administrations can improve the air quality more efficiently than Italian and European institutions.

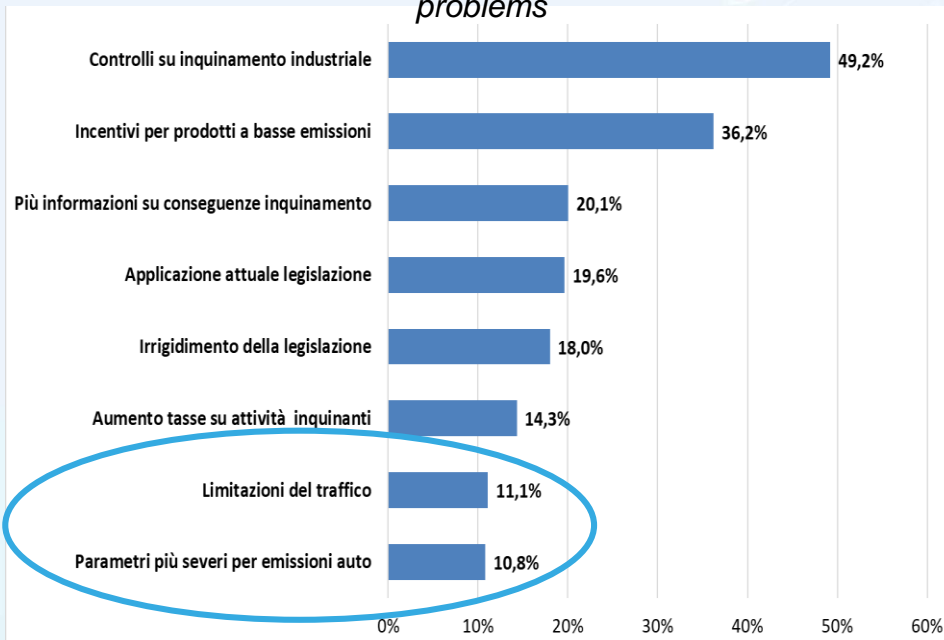
Given that promoting a change in people's lifestyles is one of the essential elements for air quality policies, This result stresses the importance of an alliance between local governments and citizens to empower air quality policies.

This result is not always confirmed in other parts of the survey....

Fact 3

GLOBAL vs LOCAL

Actions considered most effective to solve the air quality problems



Which is the most effective means to tackle the issue of air pollution?

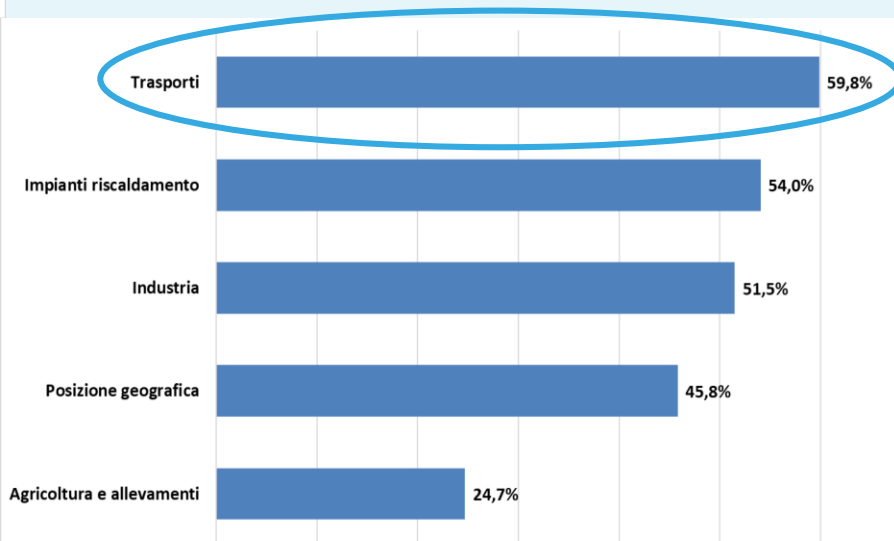
- Industrial pollution controls 50%
- incentives for low-emission products (36.2%).

Least effective: traffic restrictions and new parameters for the emissions of new cars....

But everyone is convinced that Transportation is the first source of pollution...

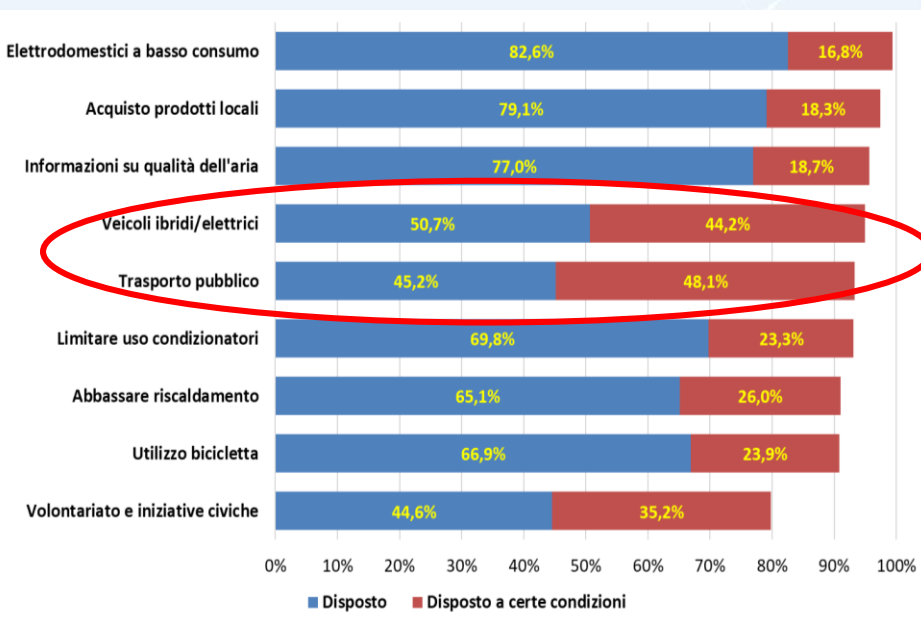
“involve us directly only once you have done everything possible on the other fronts”

Main sources of air pollution

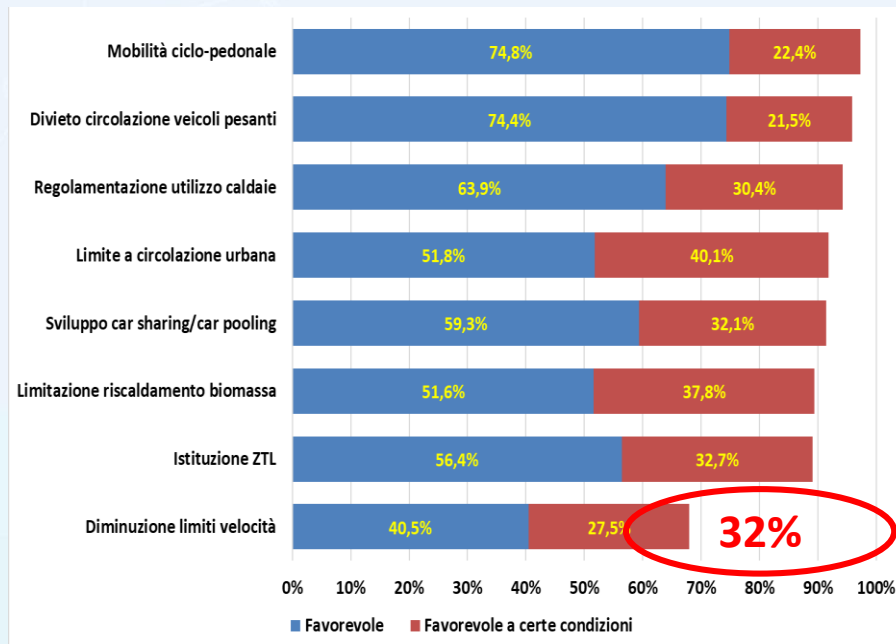


Fact 4 WILLINGNESS AND INDIVIDUAL CHOICES

Behaviours that citizen would be willing to implement



Citizens opinions of proposed initiatives

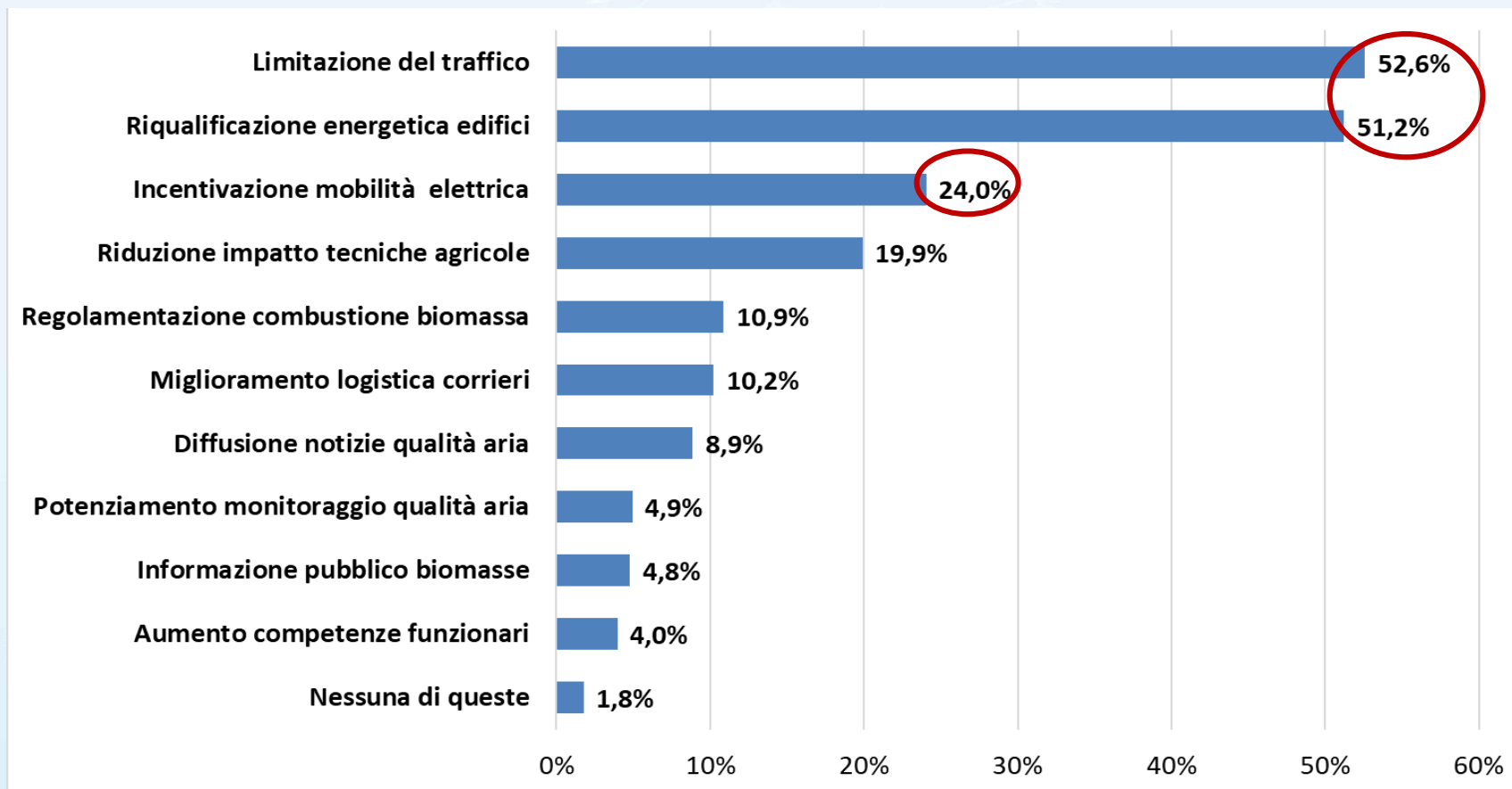


The results reveal some scepticism toward the improvement of some behaviour that are demanded to citizen:

- Conditional approval is a sign that some topics are more difficult and demand more attention as far as concern communication strategies at a basin level;
- Public transport with 48,1 conditional approval rate is a remainder of the necessity to implement the service;
- The conditional approval rate of Hybrid electric vehicles 44,2% reminds to the topic of infrastructures and high cost of this kind of vehicles;
- Higher level of aversion is related to initiative directly affecting the citizens.

Fact 5 your feedback

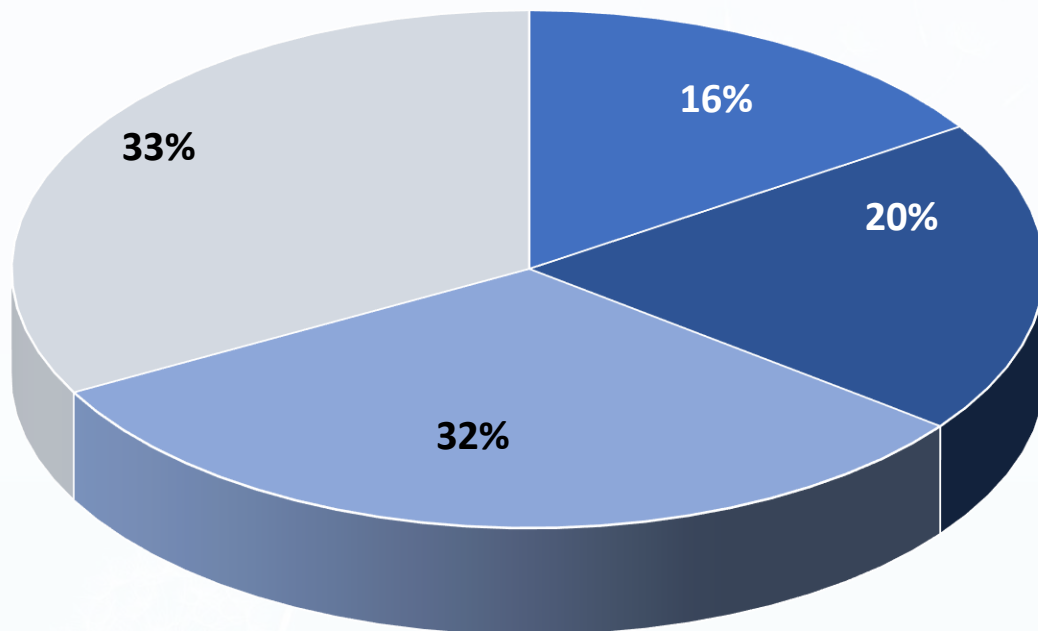
Activities to focus on



- Traffic restriction (52.6%) and energy requalification of buildings (51.2%) were the most widely considered initiatives;
- 24% of citizens considered the incentive of electric mobility to be important.

Fact 6 PROFILE OF THE RESPONDENTS

Distribution of sample in the four clusters



- Engaged and proactive
- Available but..
- Hesitant
- Not available

The multivariate analysis highlighted 4 clusters of citizens divided on the basis of **proactivity** / **availability** to implement virtuous behaviors to improve air quality.

Fatto 6 Profilazione dei rispondenti

Engaged and proactive. (16%) The citizens that are more motivated to commit in air quality related activities:

- They think EU has a key role in the improvement of air quality.
- They are willing to choosesustainability even in their most private sphere such as private transport and the efficiency of heating.

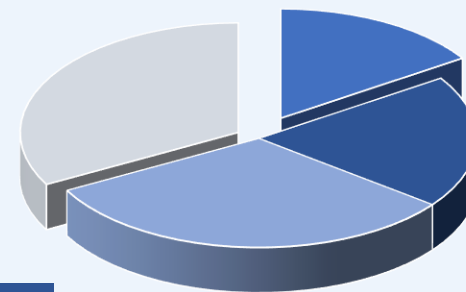
Disponibile, ma... (20%) The citizens that make up this cluster are available to commit in a generic way without identifying a specific behavior or activity, They see supra-regional and regional institutions as the actors who should do more to achieve the goals.

Titubante. (32%) citizens who show little willingness to act to improve air quality. Nevertheless they are more concerned about the quality of the air than those of the other clusters.

- They see EU as the actors who should do more to improve air quality;
- Sustainable mobility is among their less appreciated initiatives

Non disponibile. (33%) Even though he citizens of in this cluster perceive a continuously deteriorating quality of the air they do not want to commit to reduce air pollution.

Again Sustainable mobility is among their less appreciated initiatives.



CONCLUSION

The six factors described represent a simplification and an interpretation of the research and for this reason they can already be considered a conclusion.

Interestingly, some (though not the majority) citizens of the Po basin already appear to be willing to change their lifestyles.

To achieve real change, the unity of purpose and clarity with which actions and proposals are presented to citizens appear to be key elements.

Even the most responsible and aware citizens, in fact, assesses how much they are subjected not only in terms of technical information but also through their own emotional sphere.

The greater the transparency of the process and the commitment of the parties involved, the greater the effectiveness of communication policies.



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prepAIR
Partnership Project to Improve Air

Thank you for your attention!
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