



Final conference



30th June 2014, Boulogne-sur-Mer

Results of ISECA surveys :

1. General perception on eutrophication in the 2Seas Region
2. Socio-economic perception on eutrophication in the 2Seas Region

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1. General perception on eutrophication

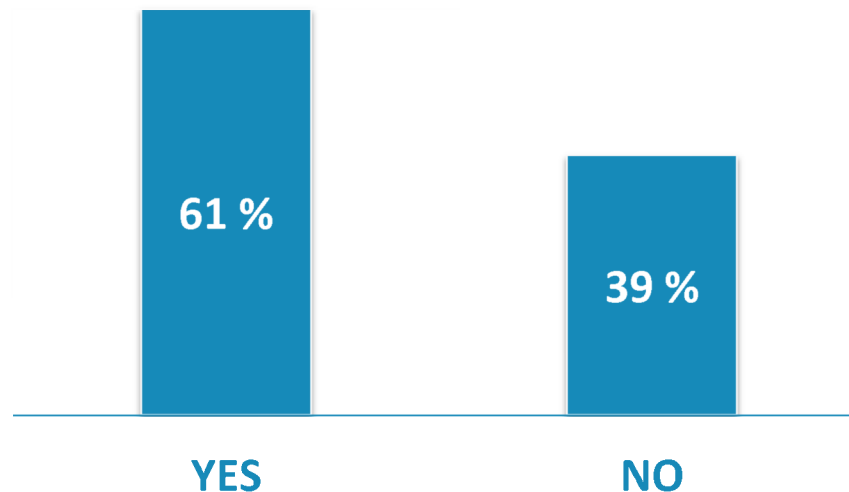
- Have people ever observed foam on the beach ?
 - How do people think and feel about the foam ?
 - Do they know about the eutrophication phenomenon ?
- Do we need to communicate towards general public ?

1. General perception on eutrophication

Main statistics		
Location	Sea Life, Blankenberge (B) 	Nausicaá, Boulogne-sur-Mer (FR) 
Date	31-10-2011 and 01-11-2011	August – December 2011
Method	Active (field survey)	
# responses	87	213

1. General perception on eutrophication

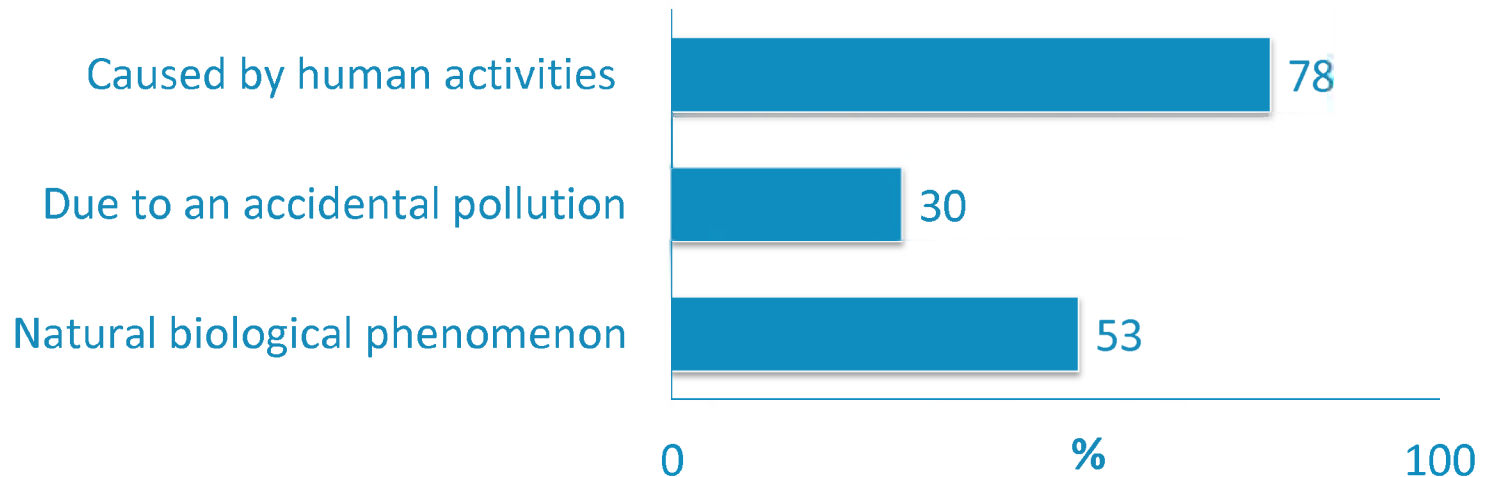
What % of respondents has already seen foam on the beach ?



1. General perception on eutrophication

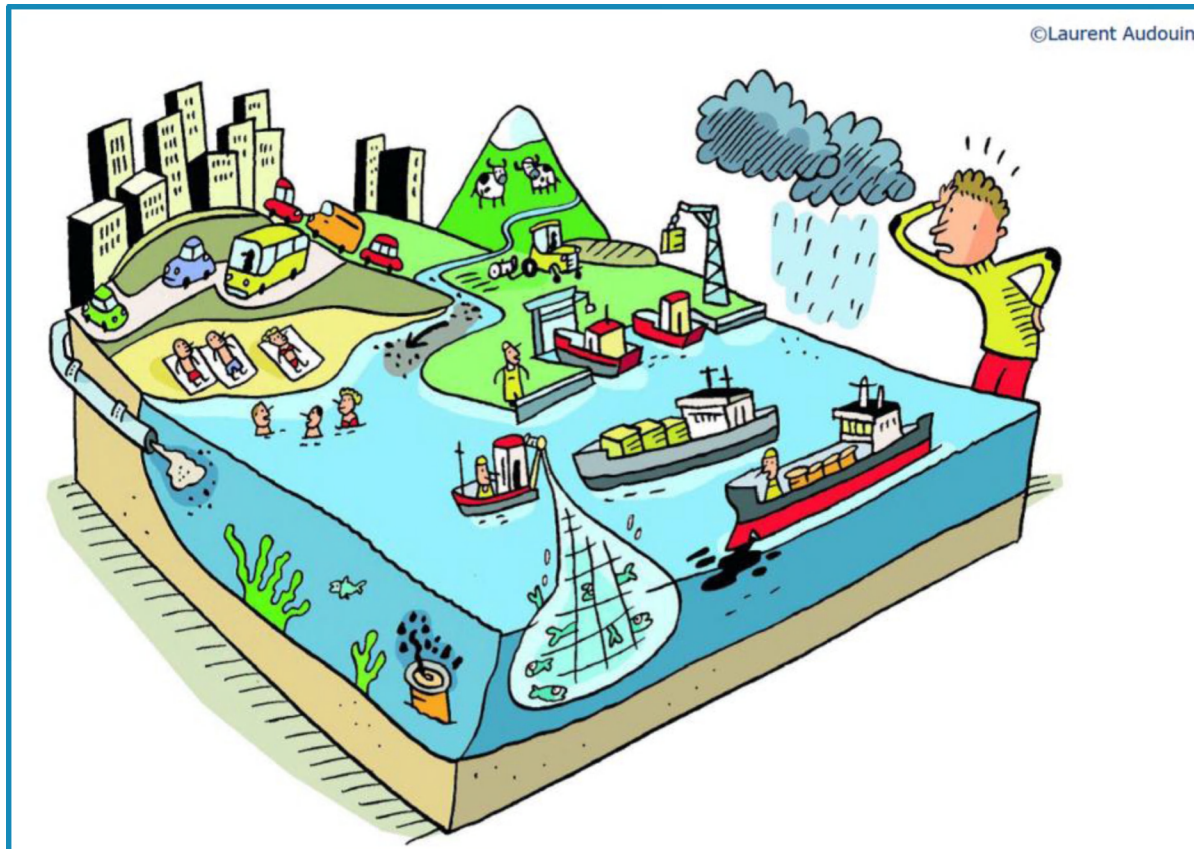
What causes the foam ?

50 % of all respondents has no idea on the cause or origin of the foam phenomenon !



1. General perception on eutrophication

If the foam is caused by human activities, is it related to :



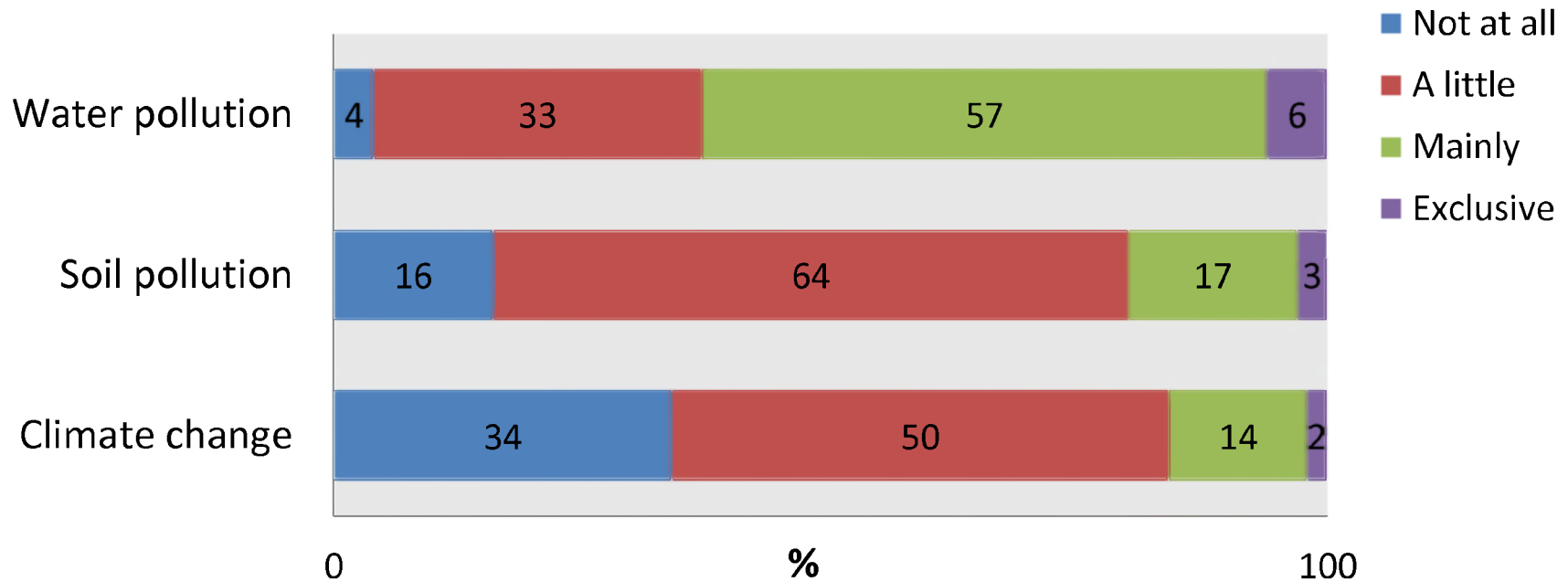
Climate change ?

Soil pollution ?

Water pollution ?

1. General perception on eutrophication

If the foam is caused by human activities, it is related to :

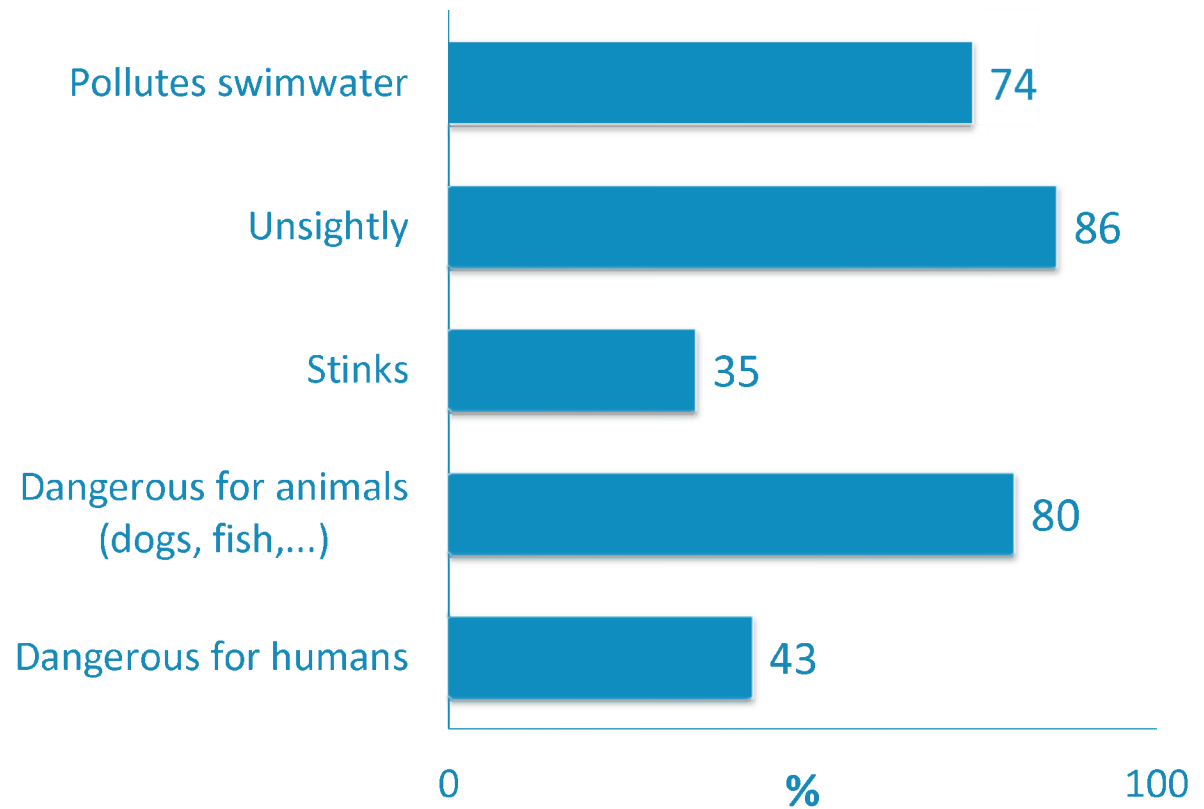


Almost all respondents think the foam is caused by a combination of human activities but mainly due to water pollution

1. General perception on eutrophication

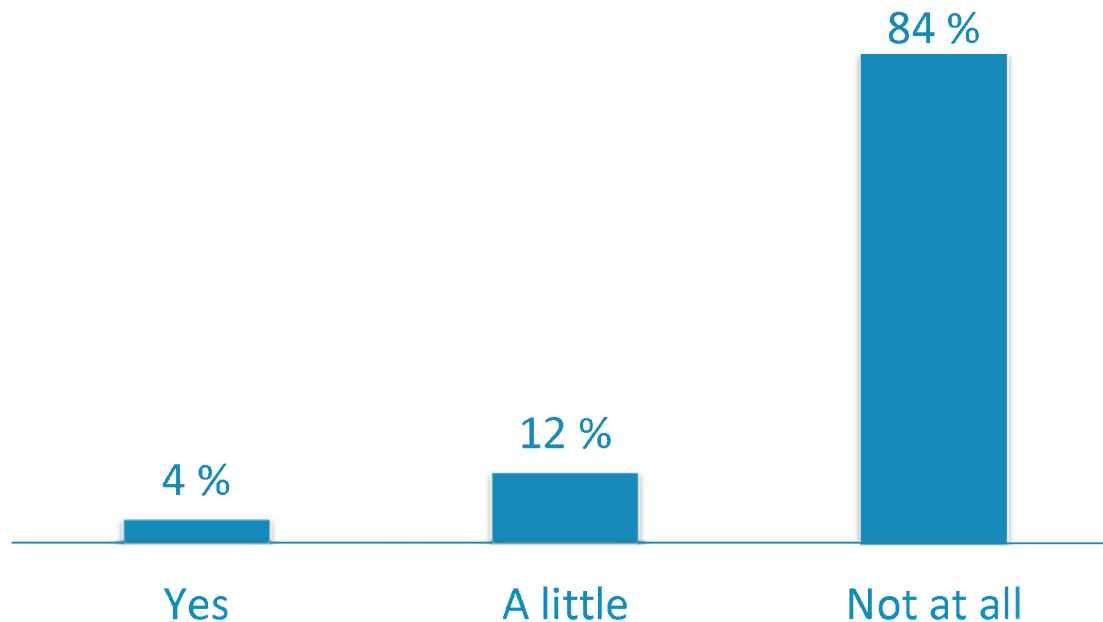


How do people feel or think about the foam ?



1. General perception on eutrophication

Do you know the phenomenon of eutrophication in our coastal areas ?



84 % of respondents doesn't know at all the eutrophication phenomenon !

1. General perception on eutrophication

- *61 % of respondents has already seen foam on the beach*
- *53 % supposes it is a natural phenomenon but amplified with human activities (78 %)*
- *62 % thinks the foam is dangerous : 43 % says it is dangerous for humans, 80 % thinks it is dangerous for animals*
- *84 % is not aware of the eutrophication phenomenon !*

1. General perception on eutrophication

Communication in the ISECA project was necessary to inform people on the eutrophication phenomenon in general !

- *Web Information Server (WIS)*
- *Creation of educational tools*
- *Creation of communication tools*
- *Organisation of communication events*

References :

- *Chiroutre E., Goffin A., Santer-Limerez A., Vernier A., De Kok J.L., Wattage P., Martinez Vicente V., Cira M., Santer R. (2013). A1.3: Perception of the eutrophication. ISECA Project Rapport.*

2. Socio-economic perception on eutrophication

Aim of survey ?

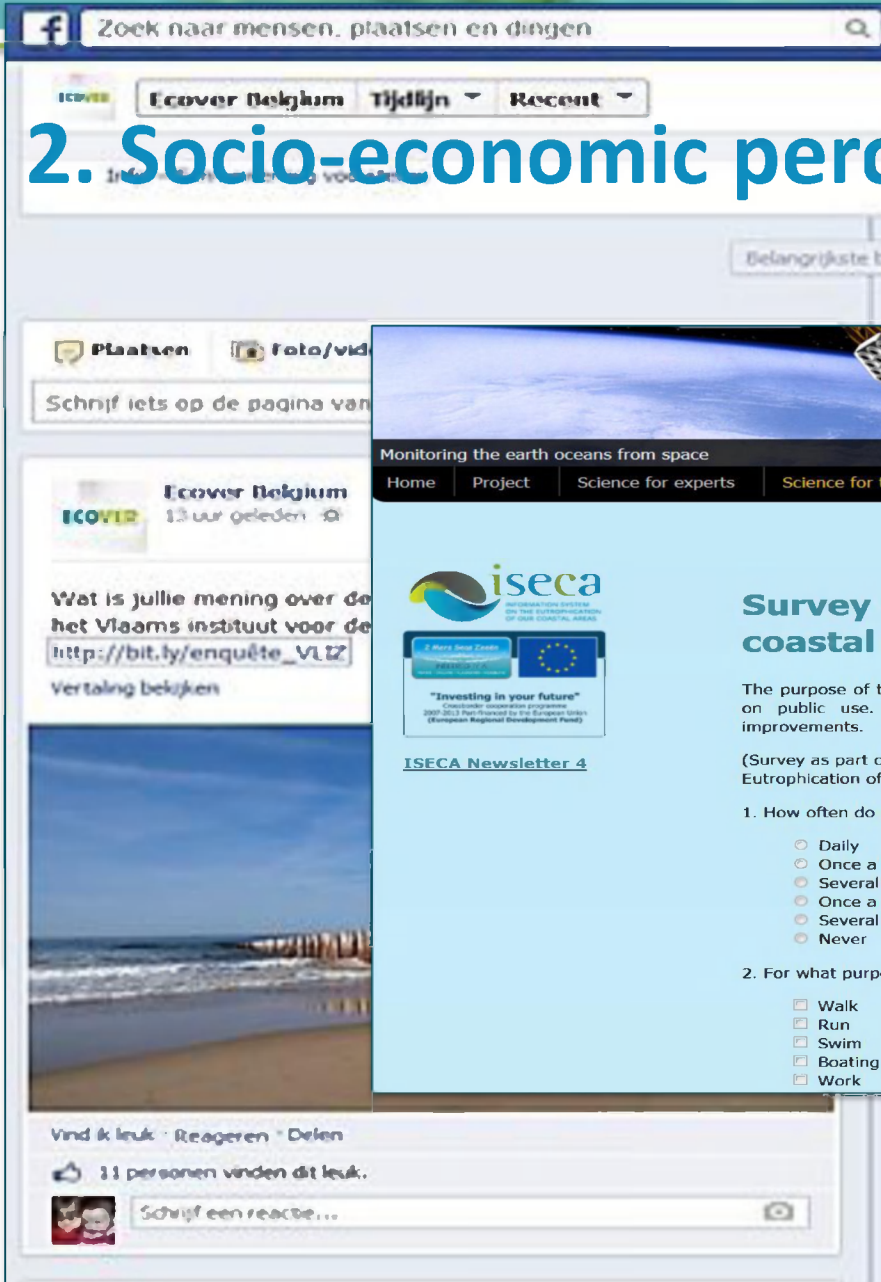
- Integration of socio-economic and socio-professional criteria
 - Is the perception in United Kingdom, Belgium, France and the Netherlands the same ?
 - Are they willing to address or to get involved in solving the eutrophication problem ?
- **Do we need to change the management and policy on eutrophication (and water quality in general) ?**
- **Is further communication towards general public necessary ?**

2. Socio-economic perception on eutrophication

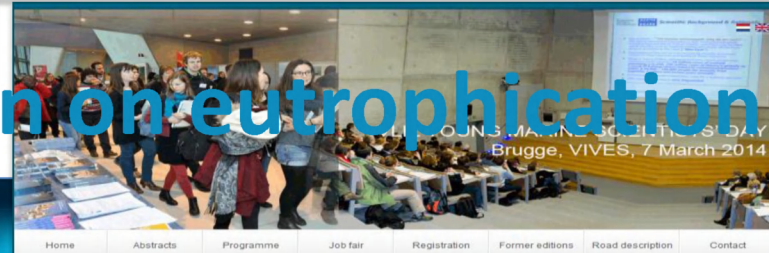
Main statistics	
Where	Belgium / Netherlands France United Kingdom Other (outside the 2Seas Region)
When	2012 – 31 th May 2014
Method	Active / passive

2.2 Main statistics

2. Socio-economic perception on eutrophication



Facebook post from Ecover Belgium. The post includes a search bar with the text "Zoek naar mensen, plaatsen en dingen", a navigation bar with "Ecover Belgium", "Tijlijn", and "Recent", and a main text area with a link to a survey: "Wat is jullie mening over de... het Vlaams instituut voor de... http://bit.ly/enquête_VLIZ". Below the text is a photo of a beach and a comment section with "11 personen vinden dit leuk."



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iseca
INFORMATION SYSTEM ON THE EUTROPHICATION OF OUR COASTAL AREAS

Investing in your future
Cross-border cooperation programme
2007-2013 Part-financed by the European Union
(European Regional Development Fund)

Survey on public interest on the quality of coastal waters

The purpose of this survey is to determine the public's perception of water quality and its effects on public use. It also aims at better defining the public's willingness to contribute to improvements.

(Survey as part of the INTERREG IVA 2Seas "ISECA" project - Information System on the Eutrophication of our Coastal Areas)

1. How often do you visit the beach? *

- Daily
- Once a week
- Several times a week
- Once a month
- Several times a year
- Never

2. For what purpose (s) do you go to the beach? *

- Walk
- Run
- Swim
- Boating
- Work

ISECA Newsletter 4

has become an established event for all marine and its neighbouring regions. Dating back to its this event has evolved since 2000 into an annual and coastal experts from all disciplines come to this posters, demonstrations and interactive sessions.



Boerenbond website. The page features a search bar, a navigation menu, and a main content area with a headline: "Automatisatie in de arbeidsintensieve aspergeteelt". Below the headline is a photo of a greenhouse structure. The footer includes the ISECA logo and the text: "INFORMATION SYSTEM ON THE EUTROPHICATION OF OUR COASTAL AREAS".

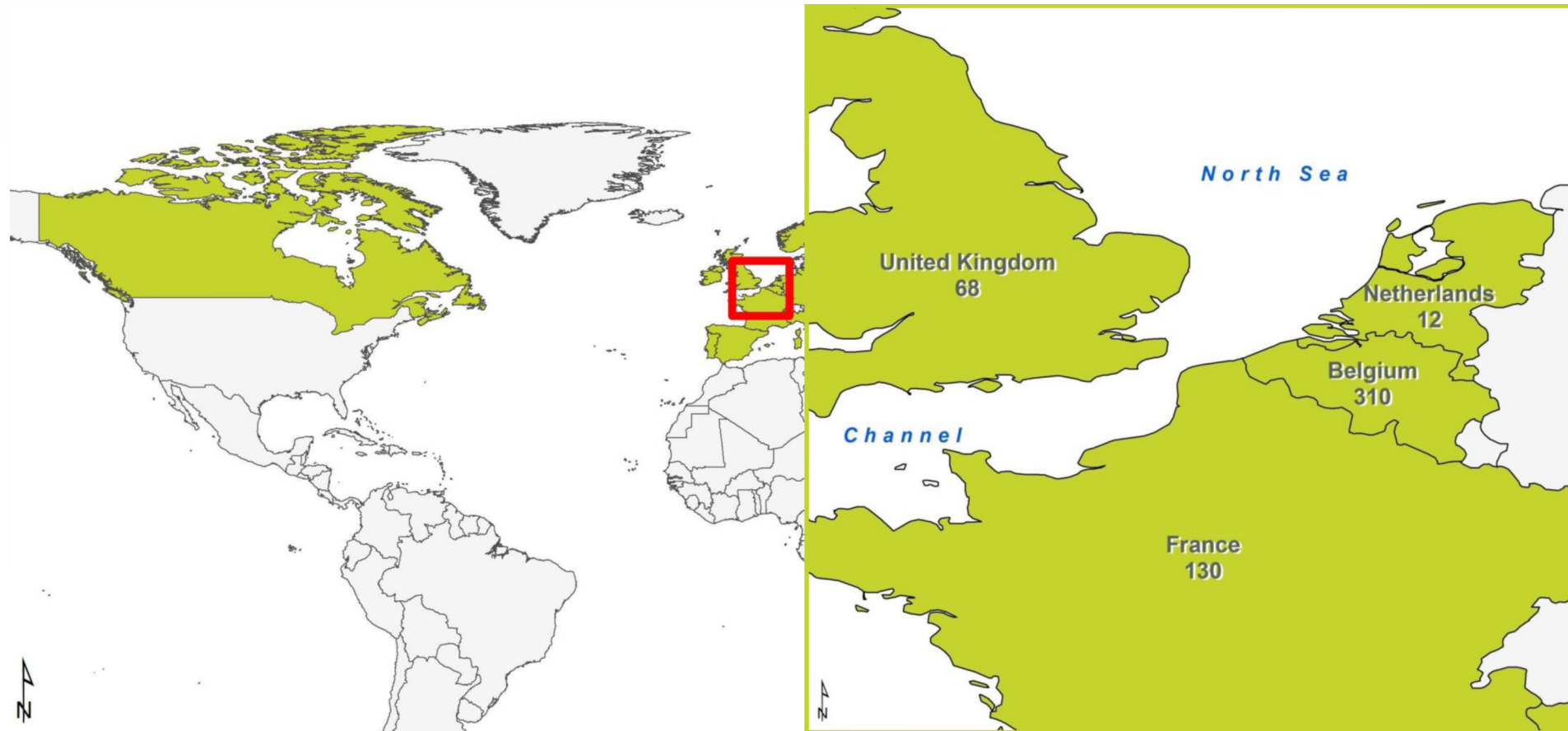


2. Socio-economic perception on eutrophication

“ The World Wide Web of ISECA respondents ”

Total : 590 respondents

Interreg 2Seas Region : 520

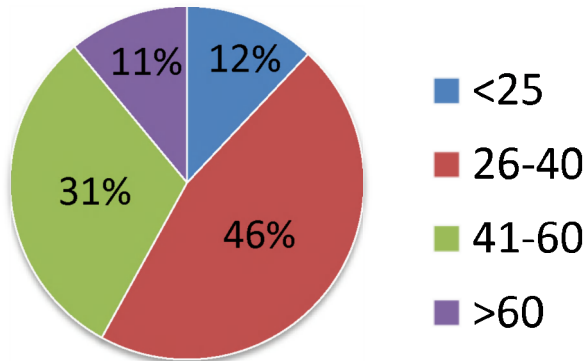


2. Socio-economic perception on eutrophication

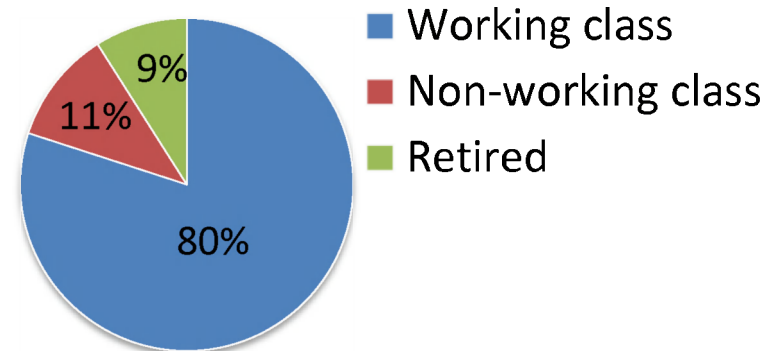
Children : 57 %

Sex : M 52 %, F 48%

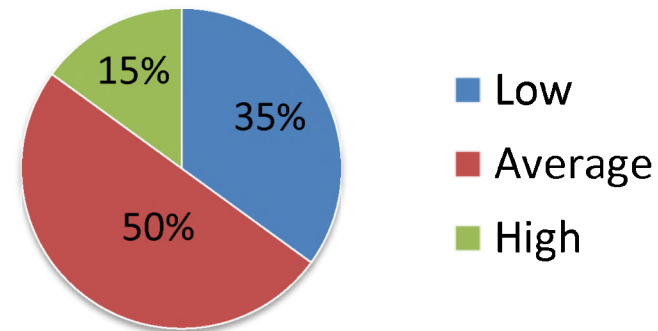
Age category



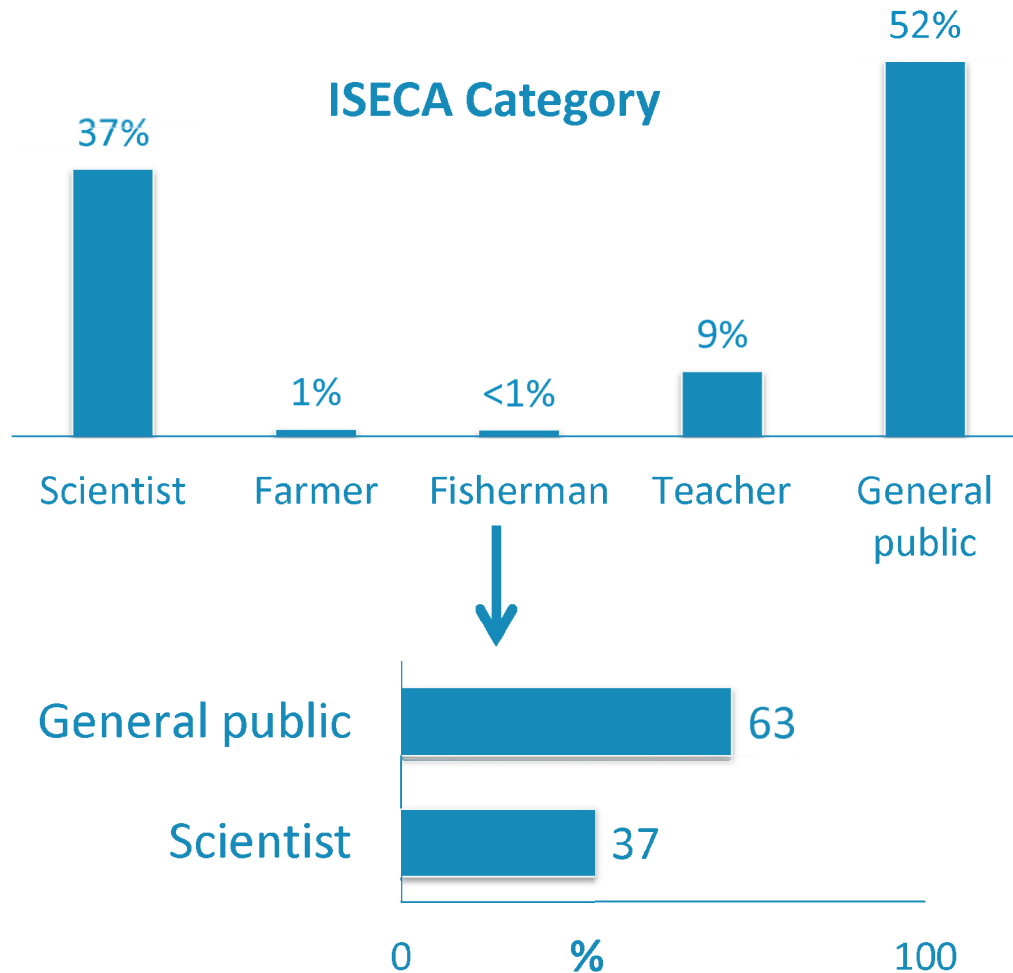
Professional category



Annual household



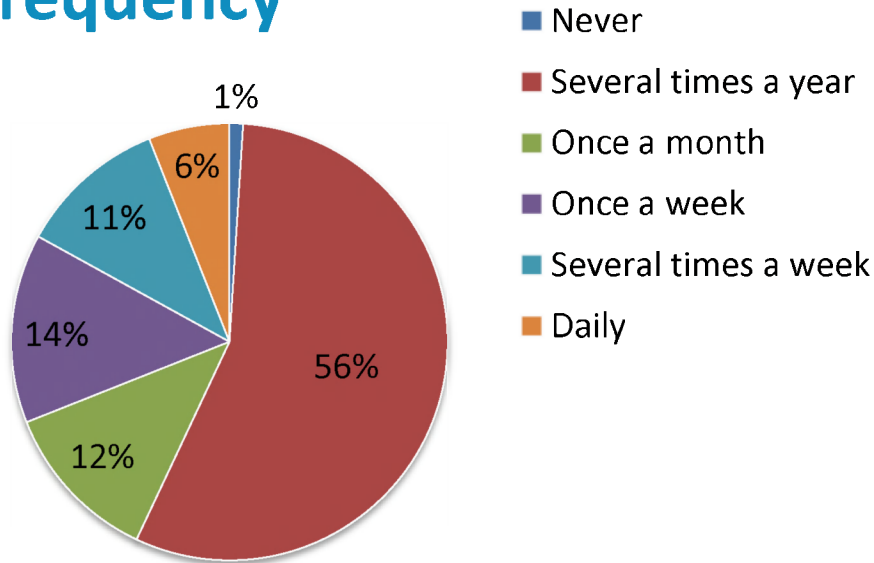
2. Socio-economic perception on eutrophication



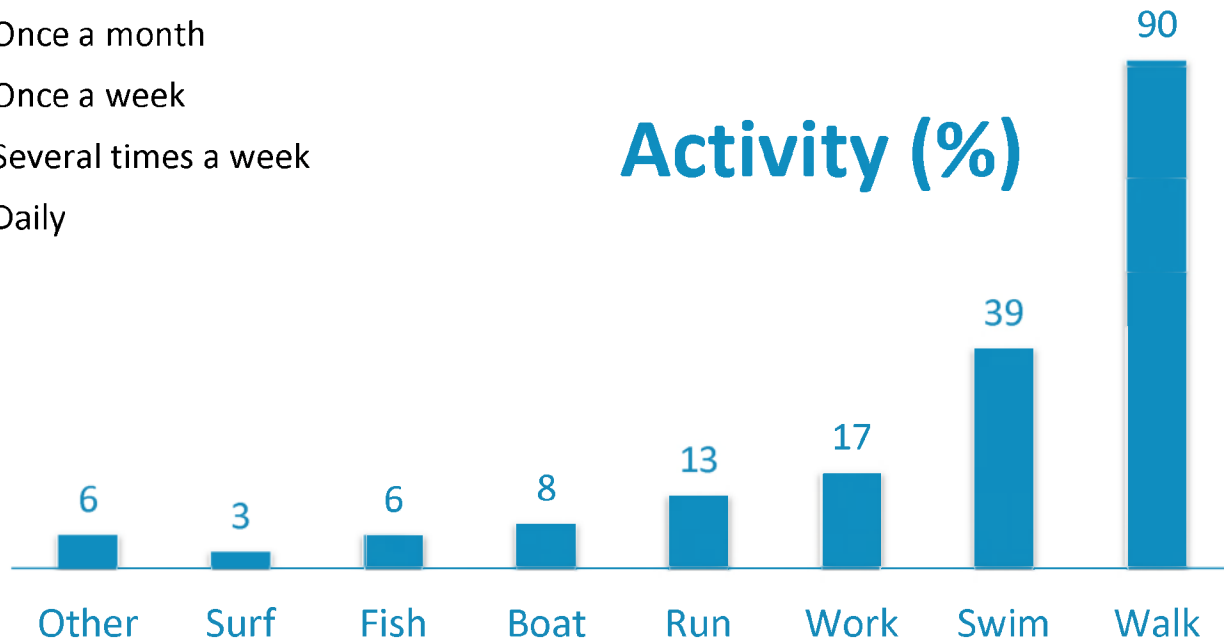
2. Socio-economic perception on eutrophication

Our visit to the beach

Frequency

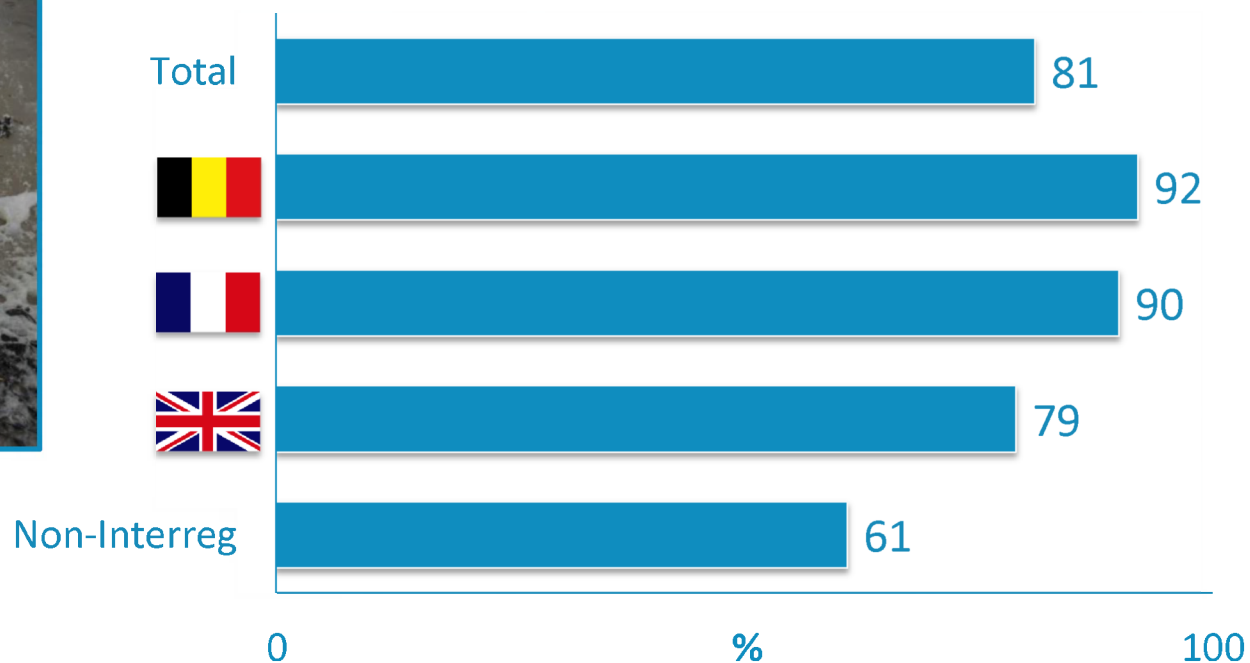


Activity (%)



2. Socio-economic perception on eutrophication




Have people ever seen foam / green algae on the beach ?



81 % of all respondents has already observed foam at the beach
The occurrence of foam seems to be a bigger problem in the 2Seas Region

2. Socio-economic perception on eutrophication

Does the general public know what is causing the foam ?

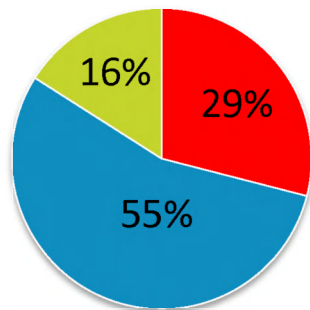
Country	%
Total	50
	50
	48
	55

1 / 2 or 50 % of general public does not know what is causing the foam on the beach

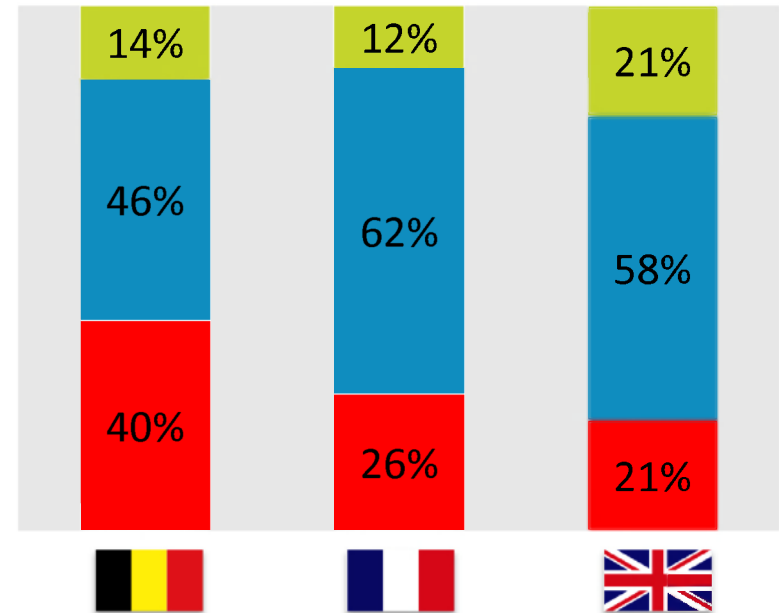
2. Socio-economic perception on eutrophication

Do they know the eutrophication phenomenon?

Total general public



- Not at all
- A little
- Very well

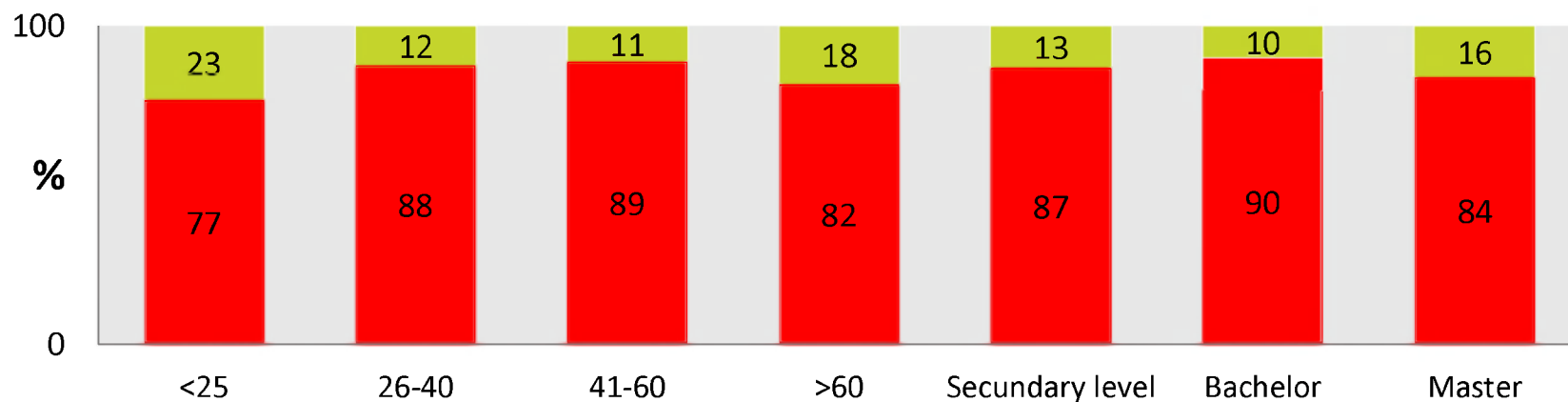


84 % of general public in the 2Seas Region (Belgium: 86 %, France: 88 % and UK: 79%) is *not or almost not* aware of the eutrophication phenomenon !

2. Socio-economic perception on eutrophication

Is the knowledge of eutrophication related to age or education ?




■ Knowledge low to zero ■ Knowledge very well



There seems to be no pronounced difference in knowledge between age and educational level of general public

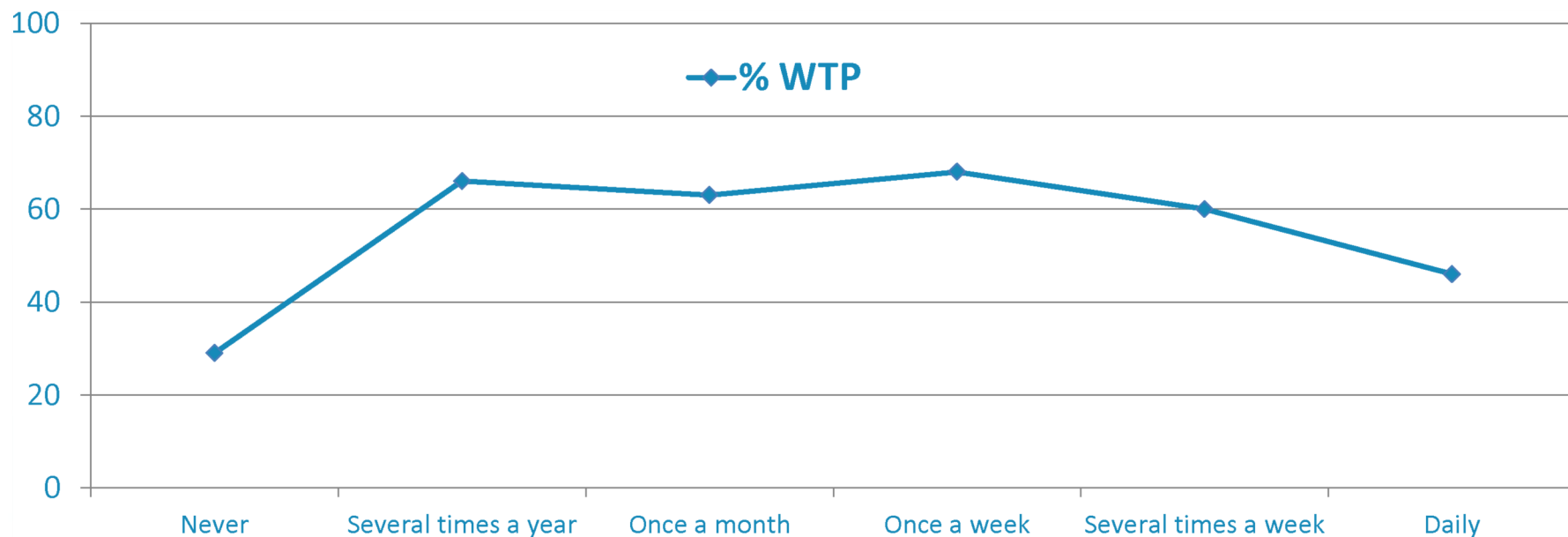
2. Socio-economic perception on eutrophication

*Would you accept an increase in the water bill to improve water quality ?
What is the amount you are willing to pay (WTP) ?*

	WTP (%)	20 € (in %)	35 € (in %)
Total	64	95	46
	67	95	45
	55	94	40
	67	100	61

2. Socio-economic perception on eutrophication

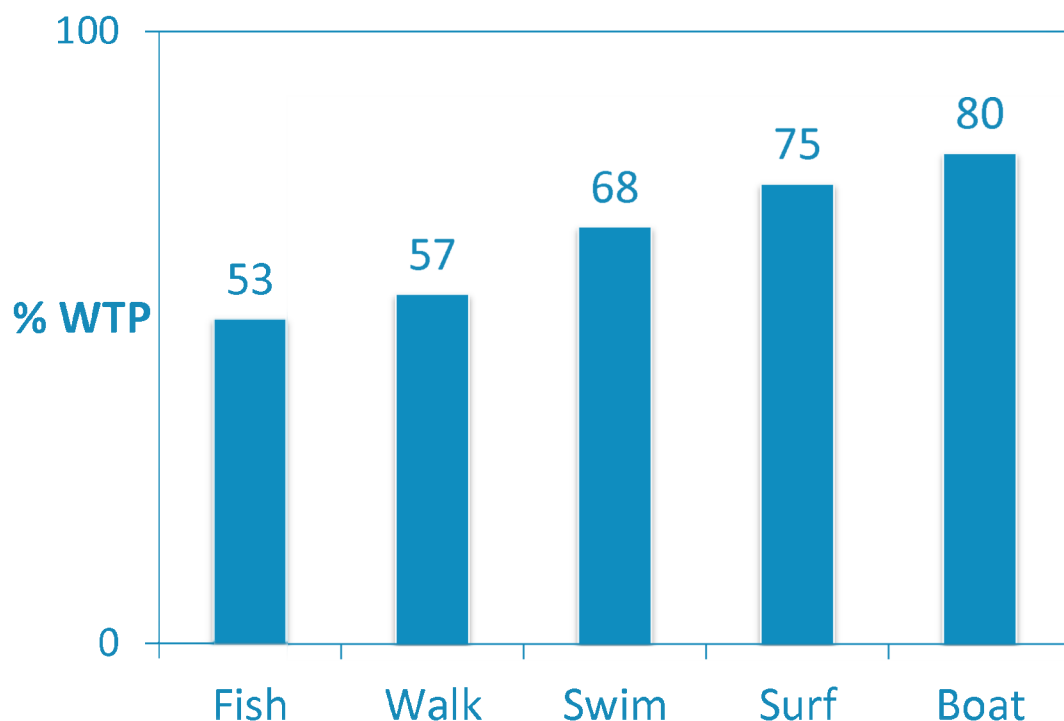
Is the WTP related to the frequency of beach visits ?



The WTP seems not to be increasing with the number of visits to the beach, and seems even a little lower for people that visit the beach more than once a week.

2. Socio-economic perception on eutrophication

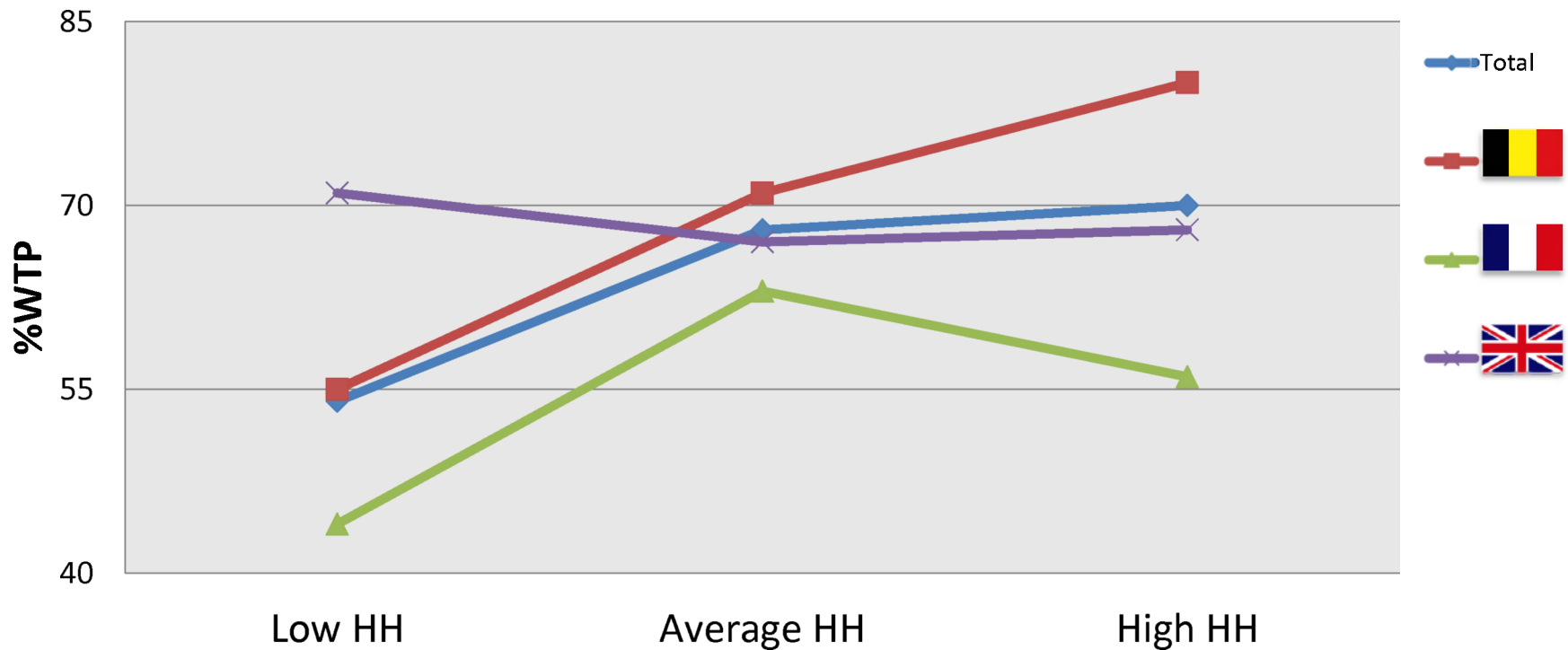
Is the WTP related to our activities at the beach or in the sea ?



Respondents that perform beach activities with that involve more contact with water (swimming, surfing), have a higher WTP compared to respondents that walk along the beach

2. Socio-economic perception on eutrophication

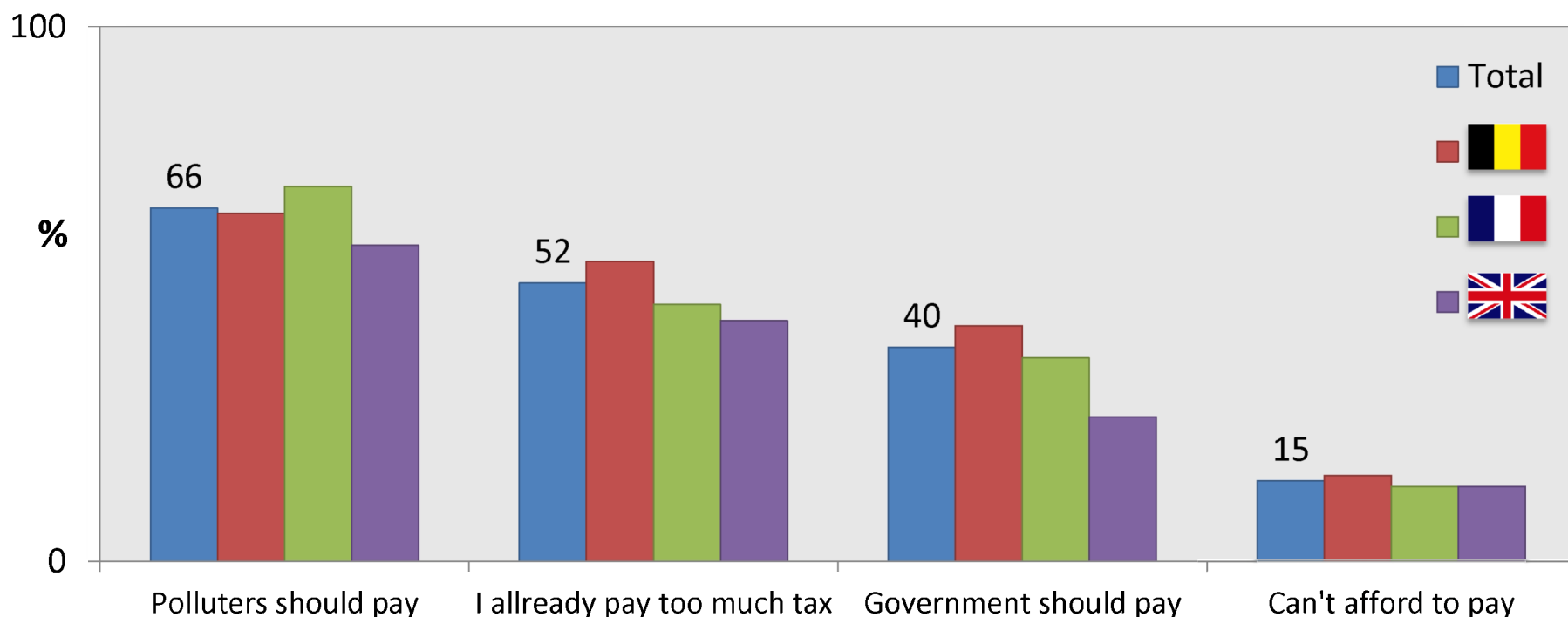
Is willingness to pay related to our households (HH) ?



On average, respondents with a higher income have a higher WTP

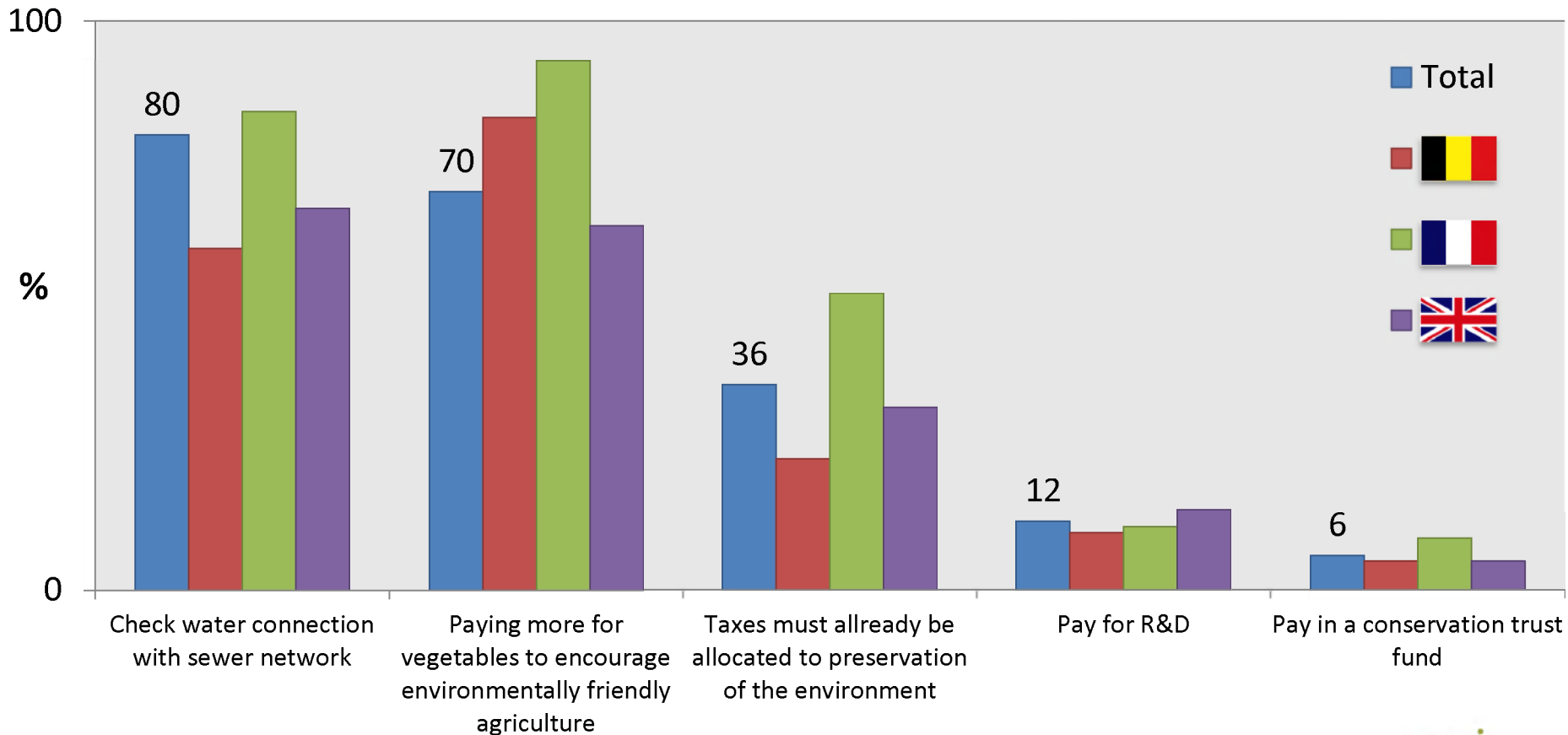
2. Socio-economic perception on eutrophication

What are the main reasons that 36 % of all respondents is not willing to pay ?



2. Socio-economic perception on eutrophication

What other measures would they take when not willing to pay?



2. Socio-economic perception on eutrophication

- ✓ *81 % of all respondents has already observed foam on the beach but is more likely to appear in the 2Seas Region (87 % vs 61 % outside)*
- ✓ *Only 50 % of general public has an idea on the cause of the foam*
- ✓ *84 % of general public in the 2seas Region is not informed on the eutrophication of our coastal areas !*

2. Socio-economic perception on eutrophication

- ✓ *64 % of all respondents is willing to accept an increase in the water bill to prevent or limit eutrophication : 95 % is willing to pay 20 €/year, less than half (46 %) is willing to pay 35 €/year*
- ✓ *The main reasons respondents do not want to pay is that polluters should pay (66 %), they already pay too much tax (52 %) and the Government should pay to obtain a better water quality (40 %)*
- ✓ *If people do not want to pay, they do want to take other measures to improve water quality : check their sewer (80 %) and pay for environmentally friendly agriculture (70 %), however...only 12 % would pay for R&D*

THANKS FOR YOUR FOAMING ATTENTION

Thanks to :

- *Annelies Goffin*
- *Leo Denocker*
- *Premachandra Wattage*
- *Elise Chiroutre*
- *All survey respondents*