

# Understanding the Private Demand for International Payments for Ecosystem Services

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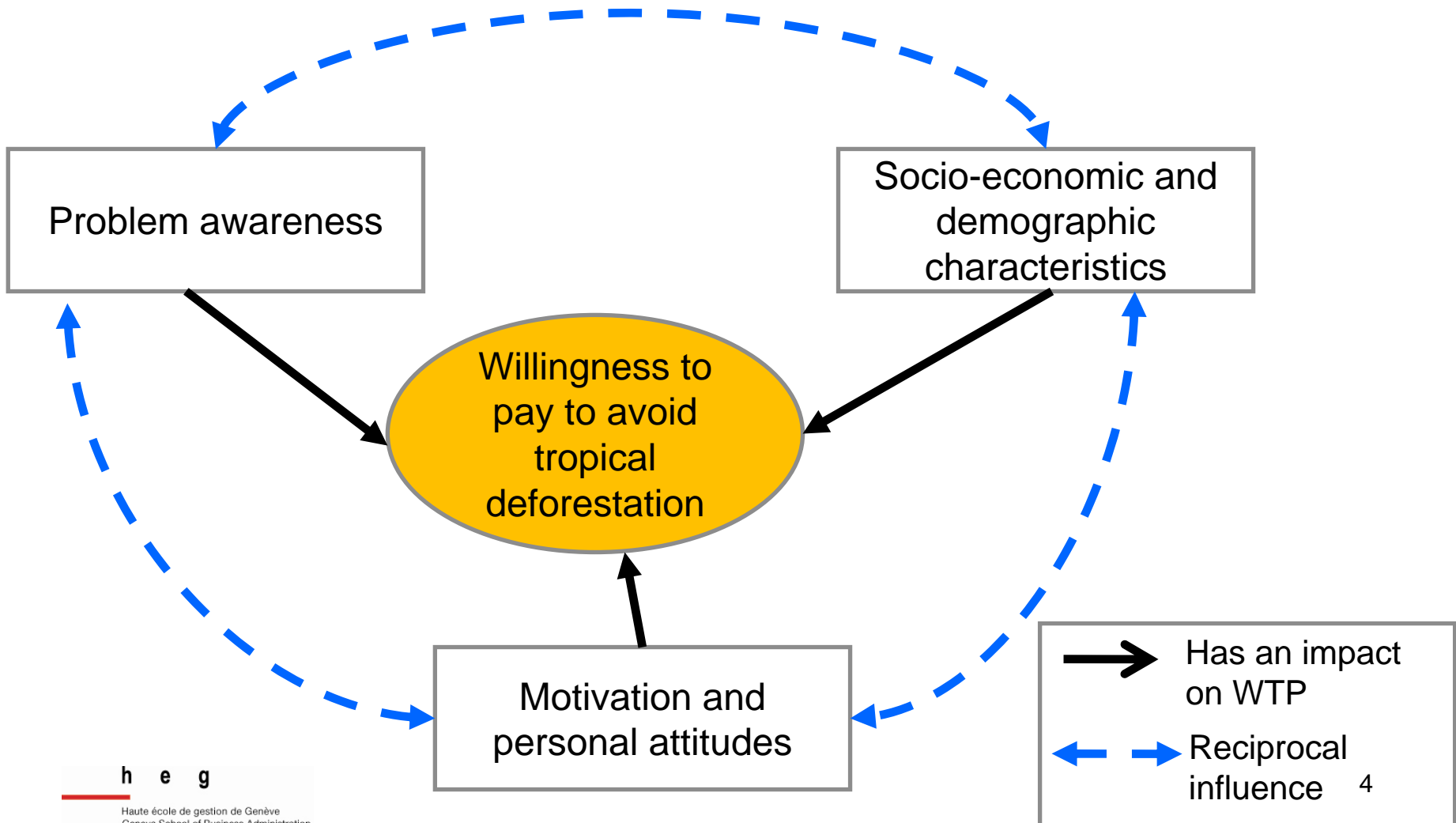
# Background of the project

- Project financed by GIAN
- As part of the project, pilot survey on Geneva population on avoiding tropical deforestation, in order to gauge
  - Level of awareness of global environmental degradation, especially biodiversity loss and climate change
  - Determine willingness to pay for forest conservation and its determinants
- Preliminary results only !!

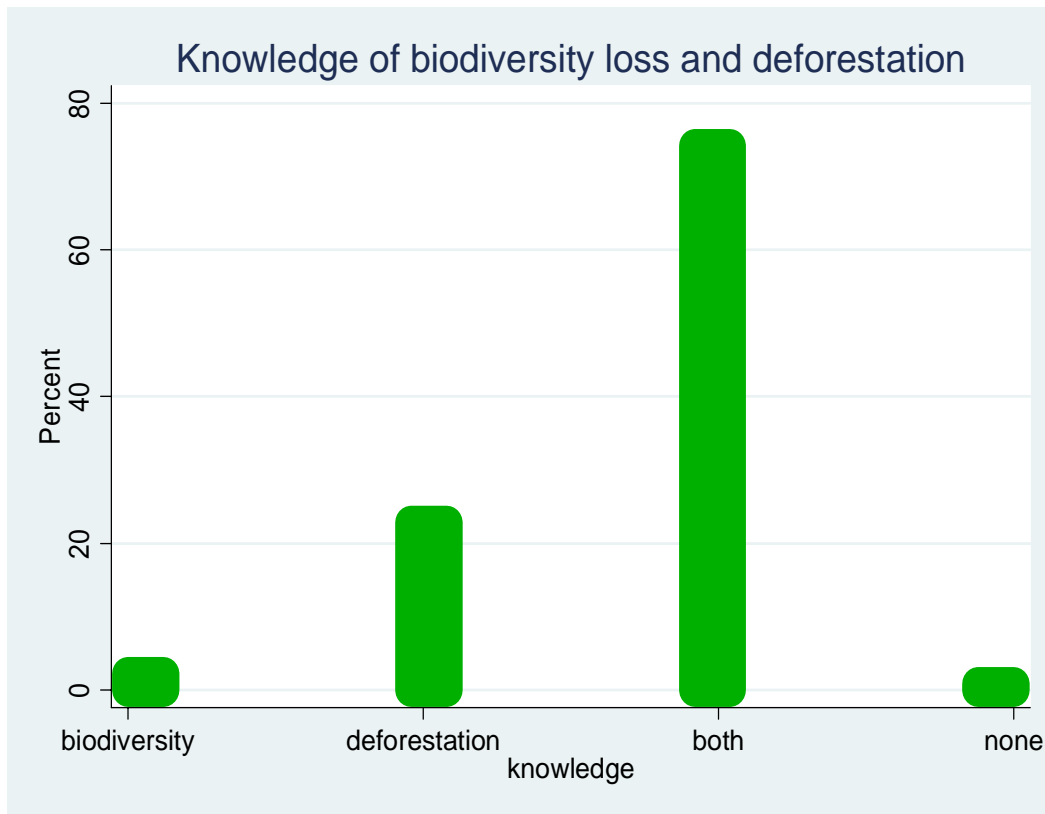
# Survey characteristics

- Face-to-face survey on the streets
- Survey conducted in November 2007, by students of HEG Geneva, under the supervision of the project collaborators
- Final sample = about 600 individuals, representative of the Geneva population
  - 2 samples: same questionnaire, except for the payment vehicle
    - Global deforestation avoidance fund vs tax for preservation

# Methodology and structure of the questionnaire

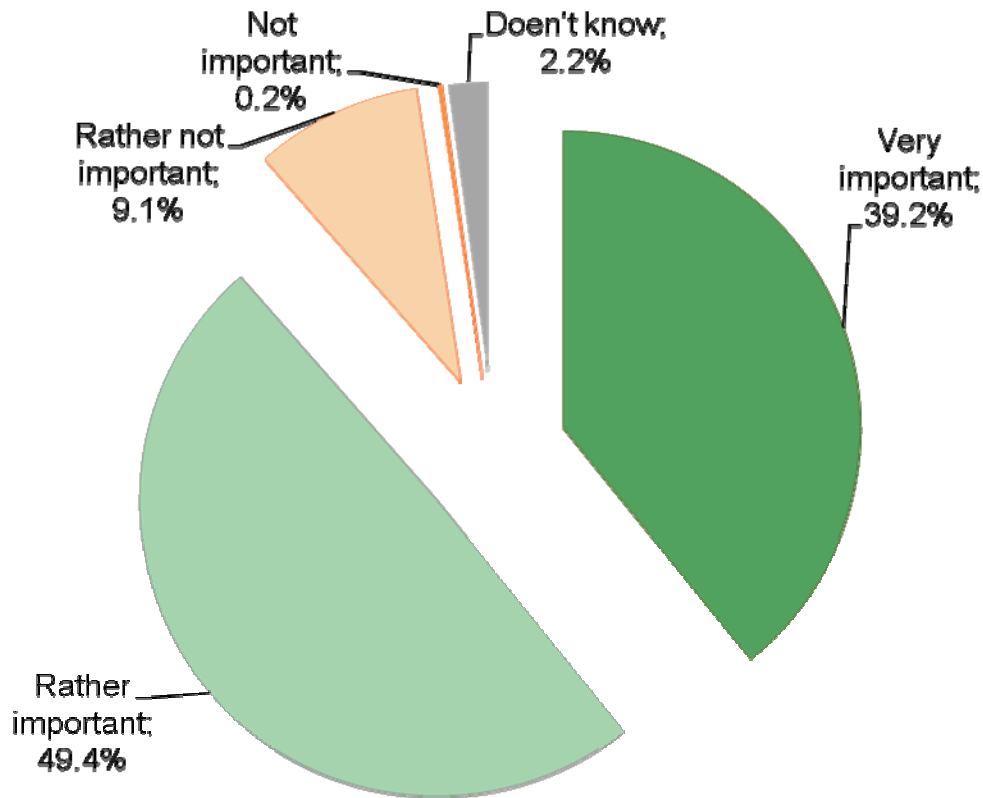


# Knowledge of biodiversity loss and deforestation problems



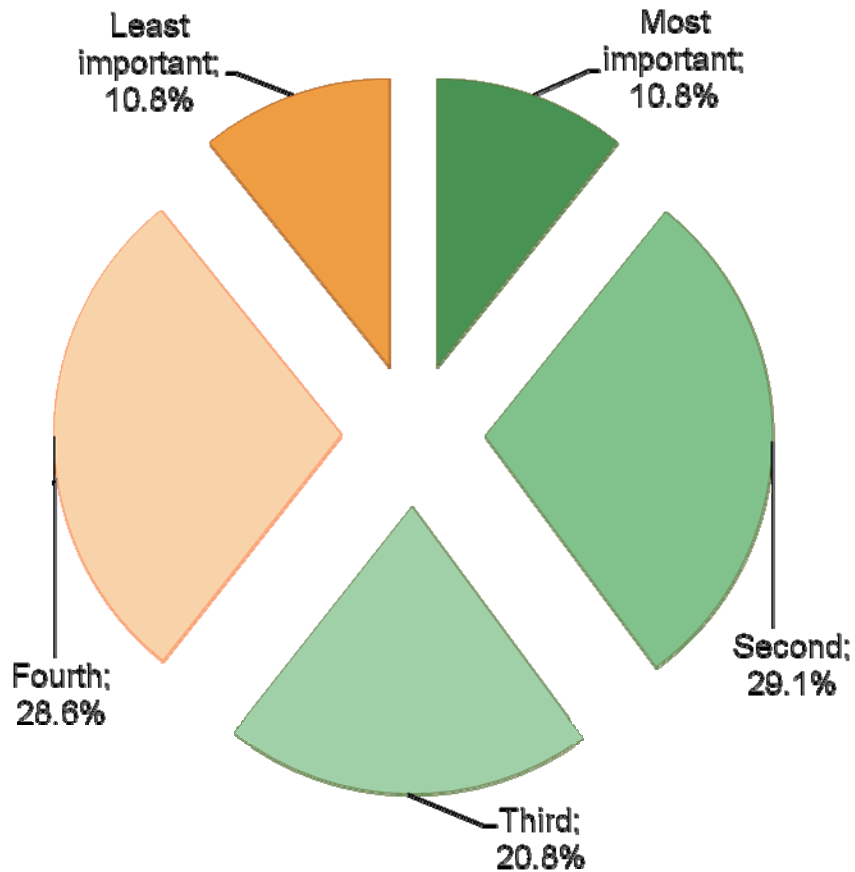
- 76% of the respondents have never visited a tropical forest
- Do you plan to visit a tropical forest in the future ?
  - Yes: 29%
  - 22% will never visit
  - and 49% are not sure

# Perceived importance of environmental problems



- A vast majority of respondents (88.6%) thinks that environmental problems are very important or rather important compared to other issues

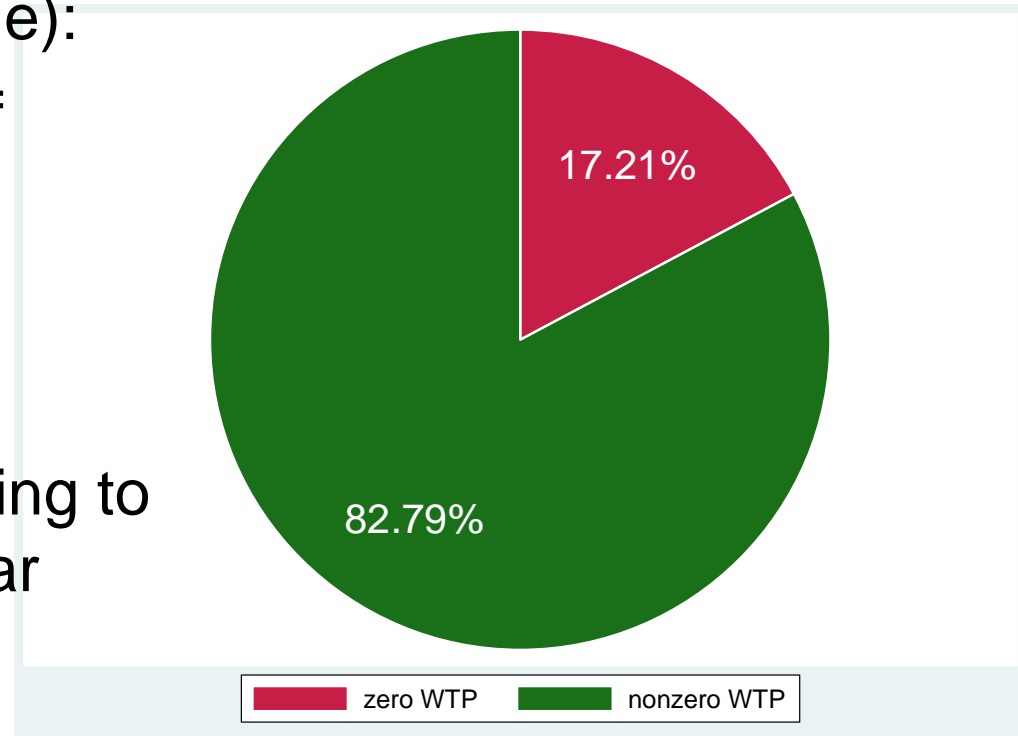
# Perceived importance of deforestation



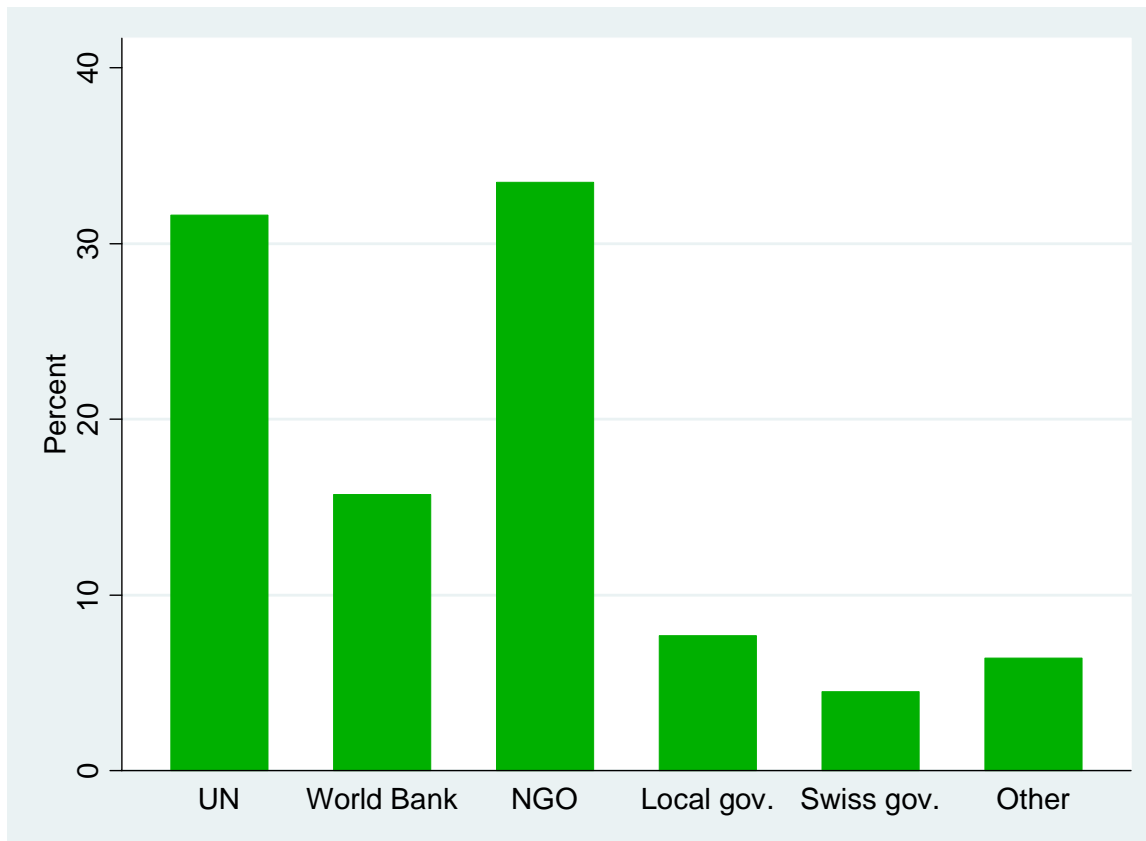
- One out of three respondents places deforestation among the top two environmental issues

# Willingness-to-pay to avoid deforestation

- Mean WTP (whole sample): CHF 92.2/year (std dev = 151.5)
  - Minimum: 0.-
  - Maximum: 1001.-
- Mean WTP among respondents who are willing to contribute: CHF 110.5/year (std dev = 159.6)
  - Minimum: 1.-
  - Maximum: 1001.-

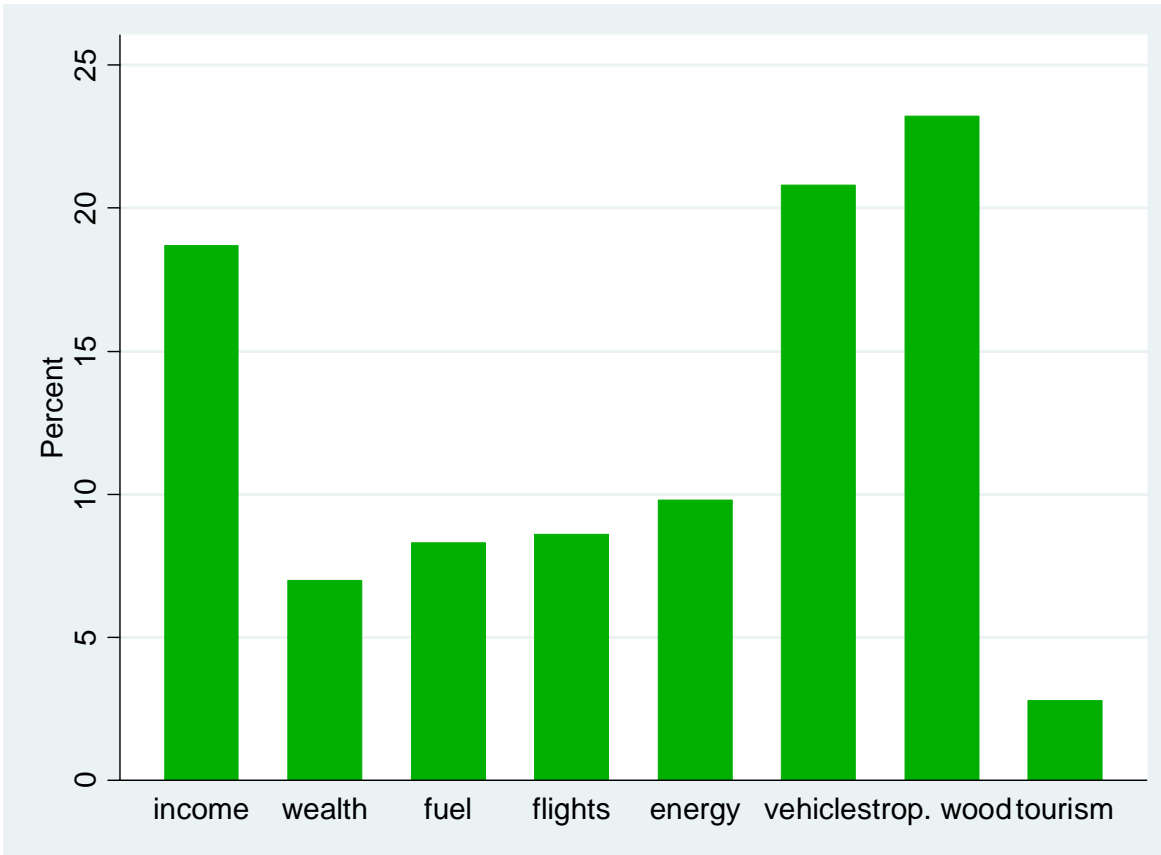


# Who should manage the fund?



- Most respondents would prefer an NGO (34%) or the UN (31%)
  - Note The World Bank: 16%

# What kind of a tax?



- Tax on tropical wood: 23.2%; income: 18.7%; polluting cars: 20.8%
  - Note tourism tax 2.8% only