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FROM ENVIRONMENTAL AWARENESS IN WORD TO ENVIRONMENTAL AWARENESS IN DEED: THE CASE OF LJUBLJANA

OD DEKLARATIVNE DO DEJANSKE OKOLJSKE OZAVEŠČENOSTI NA PRIMERU LJUBLJANE

Aleš Smrekar

MIHA PAVŠEK

Sava in Ljubljana.
Sava v Ljubljani.

From environmental awareness in word to environmental awareness in deed: The case of Ljubljana

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ABSTRACT: Modern lifestyles demand the exploitation of natural resources, which results in a significantly deteriorated living environment. The goal of this study was to determine and evaluate people's relationship to the environment and their willingness to take action themselves to protect it. The majority of people (or more than half, in this case) support environmental protection in principle, especially in word only, because this is also socially desirable. However, when they must address limitations that would interfere with their lives by limiting activities or increasing costs, their enthusiasm abates quickly. Twenty percent of people can be defined as being in favor of environmental protection and regarding it as a value. Education level plays a very important role in people's behavior towards environmental issues. This study was carried out in Ljubljana by surveying 408 people.

KEYWORDS: geography, awareness, education, environment, groundwater, Ljubljana

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Contents

1 Introduction

Modern development demands a high cost due to the excessive exploitation of natural resources, which is reflected in a significantly lower quality of the living environment. The environmental issues of modern civilization have social and anthropological origins. People stand out not merely as their cause, but ultimately as their victims as well. One can distinguish between two types of environmental issues: natural and anthropogenic ones (Kirn 2004). The relationship to the environment is shaped based on how various population groups perceive, understand, and accept the environment (Polajnar 2008), but one must bear in mind that everyone is responsible for further development, not just decision-makers (Fridl et al. 2009).

Environmental awareness is a dynamic historical category because it takes place in a specific environment, historical process, and state of society. Its development and scope do not depend on actual threats to the environment, but on the social relationship to the environment and its natural components (Cifrić 1989).

The first public opinion survey on the environment was conducted in 1969 by the Gallup Institute in the U.S., in which 1,500 people were asked about their opinions and understanding of environmental issues. The survey showed that the interest in environmental issues is greater in the urban environment. The respondents regarded technological improvements as a suitable solution to environmental issues, but they were not willing to change their habits (McEvoy 1972). Comparing these results to more recent surveys conducted in both the U.S. and Europe shows that in identifying environmental issues the Americans, in contrast to the Europeans, are less inclined to look for the causes in their lifestyle and believe that others are primarily responsible for finding the right solutions (Špes 1994). In Slovenia, the Slovenian Public Opinion survey (*Slovensko javno mnenje*) has been conducted since 1968 (Toš 2004) and has included environmental issues since 1972.

Slovenian society is considered to be modern, rational, and secular, positioned somewhere in the middle in terms of its materialist-postmaterialist value orientation – like the majority of western EU member states (Inglehart 1997; Kirn 2003; Mlinar 2008).

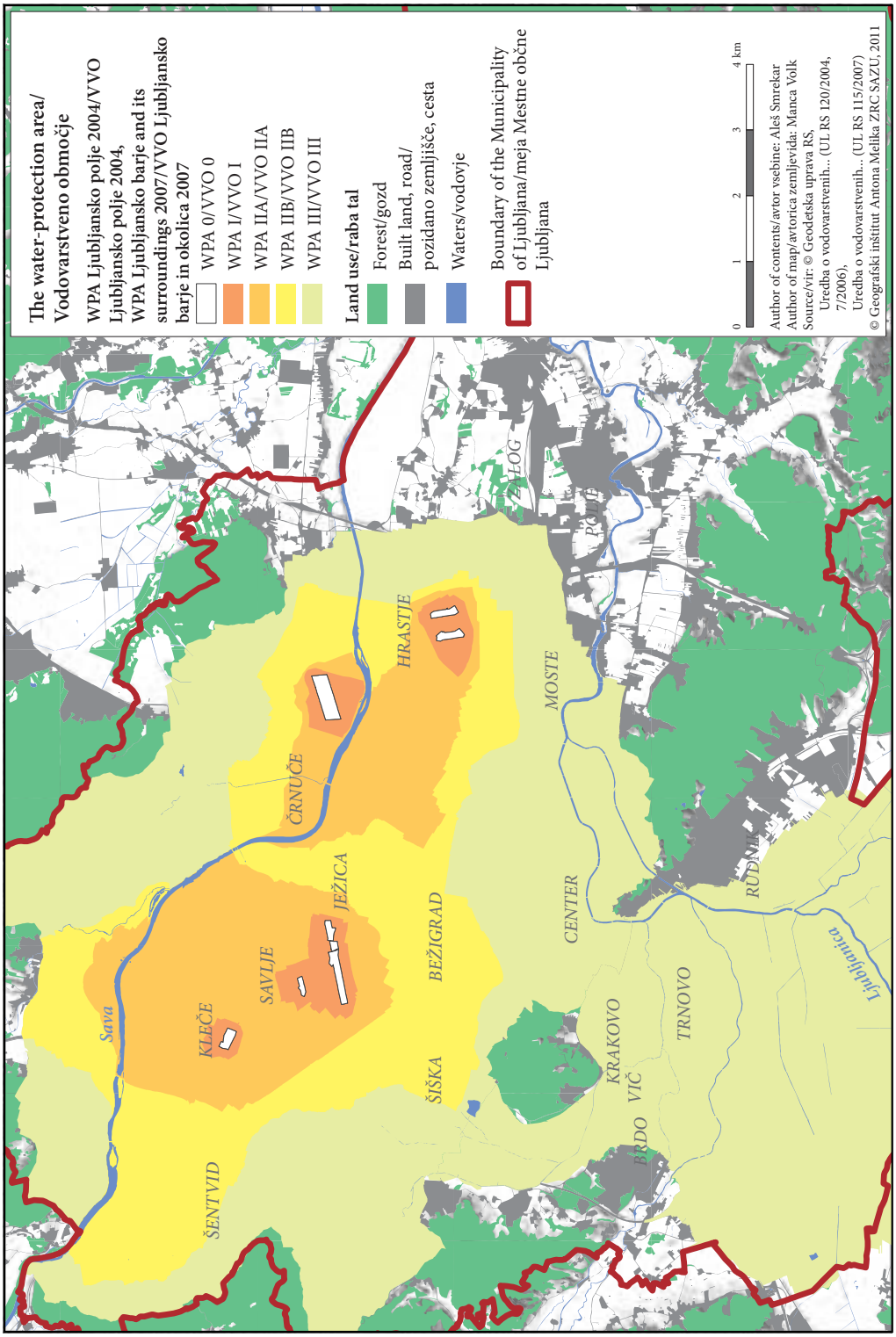
This study, which provides an answer to how many people act in an environmentally friendly way and to what extent, was conducted in Ljubljana. With a population of 270,000 and 160,000 jobs, Ljubljana is Slovenia's most attractive employment center and has excellent transport accessibility (Bole 2004; Ravbar 2009; Kozina 2010), and is the country's most important urban center. Ljubljana lies in a basin and is influenced by the Sava and Ljubljanica rivers and the surrounding Ljubljana Plain and Ljubljana Marsh with substantial groundwater resources that make up the city's main water source (Hrvatin and Perko 2003; Smrekar 2006). The frequently deficient environmental awareness of the public is proved by numerous illegal waste dumps (Breg et al. 2007), gravel pits filled with waste (Urbanc and Breg 2005), and unenclosed manure piles (Kladnik et al. 2003) practically at houses' doorsteps, which compromise drinking-water sources.

2 Methods

In 2010, we conducted a survey, as an empirical method of studying the selected population and its sample, on a sample of 408 people in the Ljubljana area as part of an extensive study on the informedness and awareness of Ljubljana residents regarding the environment and groundwater as a source of drinking water. The subjective method of direct surveying answers a number of questions regarding how the local people understand the environment in which they live, degrade it, perceive its degradation, accept changes, are prepared to respond to them, and actively contribute to improving environmental conditions.

In selecting the respondents, we followed three demographic criteria: age, sex, and education. Based on these criteria, the sample was made representative. Half of the surveys were conducted among people »actively« stressing the groundwater situation (twenty-five percent inside and twenty-five percent outside the water-protection area), and half among those »passively« stressing the groundwater (twenty-five percent inside and twenty-five percent outside the water-protection area). The term »active« covered people living in private houses with gardens, which meant that their gardening activities made them more connected

Figure 1: This study focuses on the Slovenian capital, Ljubljana. ► p. 280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WPA Ljubljansko barje and its surroundings 2007/VVO Ljubljansko barje in okolica 2007
WPA 0/VVO 0
WPA I/VVO I
WPA IIA/VVO IIA
WPA IIB/VVO IIB
WPA III/VVO III
Land use/raba tal
Forest/gozd
Built land, road/
pozidano zemljišče, cesta
Waters/vodovje
Boundary of the Municipality of Ljubljana/meja Mestne občine Ljubljana
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Author of contents/avtor vsebine: Aleš Smrekar
Author of map/avtorica zemljevida: Manca Volk
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Uredba o vodovarstvenih... (UL RS 115/2007)
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with the environment and the groundwater. The term »passive« covered people living in condominiums or apartment buildings that were thus less connected with the environment and the groundwater.

In 2004, a study was conducted in Slovenia on people's awareness of the use of water as a natural resource (Smrekar 2006). The study was repeated in 2010 on a smaller, more focused sample. Certain questions were taken from the Slovenian Public Opinion surveys conducted as part of the International Social Survey Program: Environment (ISSP 2000 … 2002). Thus these results can be compared and contextualized within a wider Slovenian and European context.

3 Results and discussion

In principle, people support environmental protection without reservation. At the first, hypothetical level, respondents were asked about how much they agree with the statement »There's no point in trying your best to take care of the environment if others don't do so too« (Anketa o … 2010). A negative sentence was used on purpose because it is well known that respondents tend to agree with the statements posed, especially those less educated (Schumann and Presser 1996). However, in this case they had to actively support their choices. It is common for some respondents to agree with the statements provided regardless of what they are about because it is more stressful for them to disagree than to agree with the statements (Malnar 2002). We provided a statement that practically calls for a socially desirable answer. Nonetheless, only slightly more than half of the respondents (i.e., 52.6%) chose the answers »Strongly disagree« and »Disagree« with an average score of 2.6 or, converted into positive answers, a score of 3.4.

Education level was divided into four classes: primary or less, secondary vocational, secondary technical and general, and tertiary education. The distribution in terms of educational structure also shows that the education level is in fact extremely important. Approximately forty percent of respondents with only primary education (i.e., 40.7%) and half of those with vocational and technical or general secondary-school education (i.e., 48.1 and 49.5%, respectively) »Completely disagree – 1« or »Disagree – 2« with the statement above. The percentage increases significantly among the highly educated, reaching 62%.

In 2004, respondents from the wider Ljubljana area responded to this statement very similarly (Smrekar 2006), whereas four years before that respondents from across all of Slovenia provided considerably different answers (ISSP 2000 … 2002). Their average score was 3.1, which means they were closest to the answer »Agree – 3;« however, this was not the predominant answer. The majority (i.e., 34%) chose »Disagree – 2.« In this case, the average score of 2.8 among 14 European countries (ISSP 2000 … 2002) is closer to the results of the present study. Compared to the Slovenians, the Portuguese »agree« even more (3.5), and

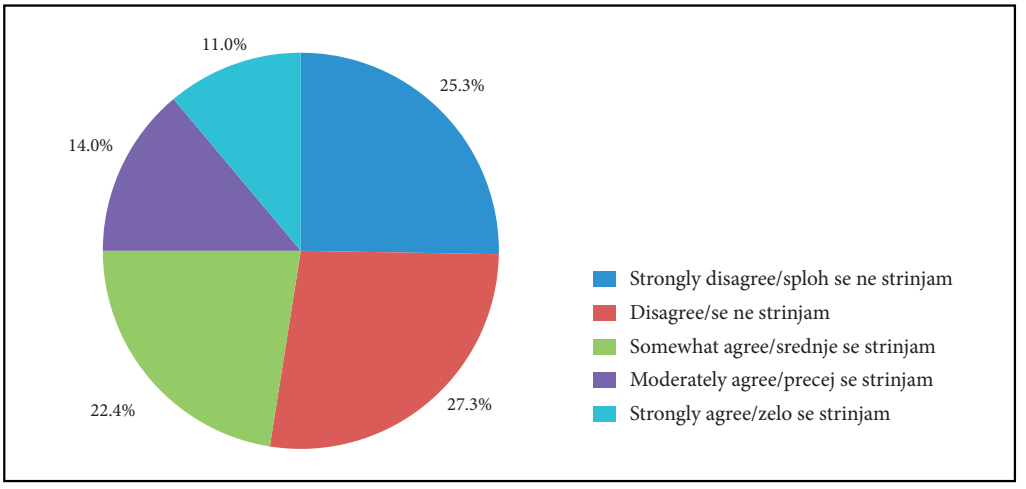

Figure 2: Agreement with the statement: »There's no point in trying your best to take care of the environment if others don't do so too« (Anketa o … 2010; *N*=408).

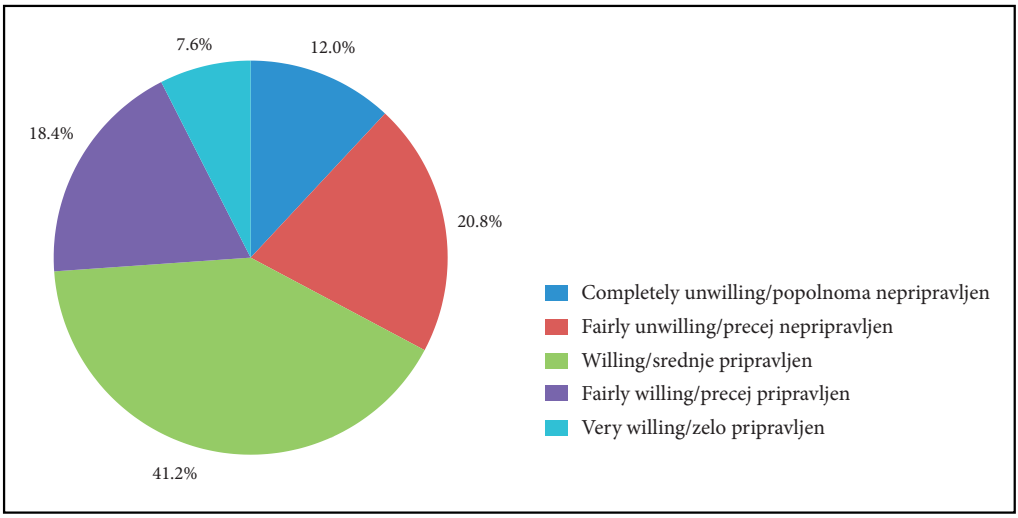

Figure 3: Respondents' willingness to pay significantly higher prices for various products to protect the environment (Anketa o … 2010; *N*=408).

surprisingly, given the previous response, the same applies to people in Northern Ireland (3.2) and the Spanish (3.1). At the other end are the responses of the Finns (2.2) and Swedes (2.4), who »Disagree – 2.«

We also sought to determine the extent to which the residents of Ljubljana were willing to actively take part in protecting the environment by providing considerably higher financial contributions. According to the respondents, paying significantly higher prices for various products to protect the environment would meet with a considerably more negative response because the average score was 2.9.

Only 26% of respondents are »Fairly willing – 4« and »Very willing – 5« to protect the environment with their own financial contributions; the percentage is higher among those campaigning for higher-quality drinking water (i.e., 35%).

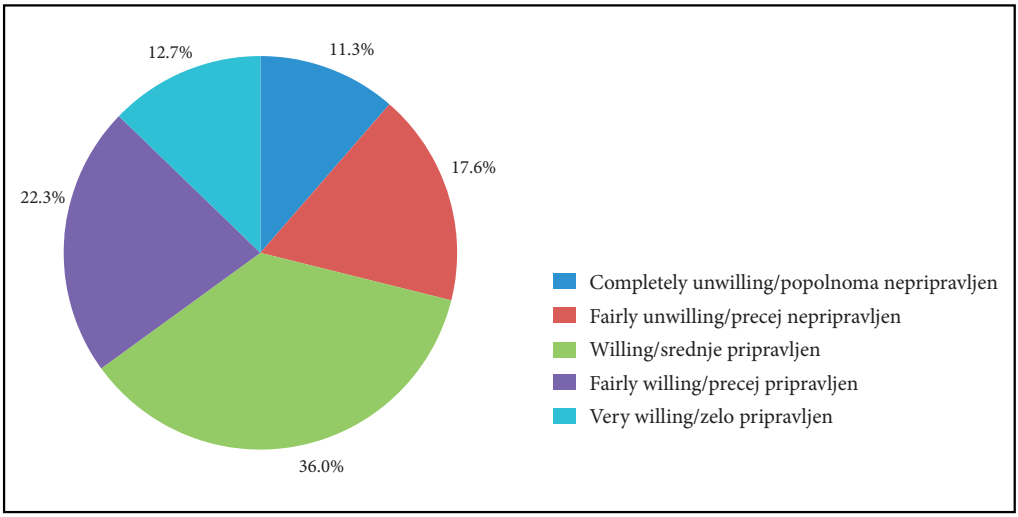

Figure 4: Respondents' willingness to pay significantly higher prices for various products to protect groundwater as a source of drinking water (Anketa o … 2010; *N*=408).

With the first statement, the respondents did not feel such a great need to group themselves with the seemingly undeclared because only 22.4% chose the answer »Somewhat agree – 3.« However, with this question they already felt more threatened, so it is no surprise that 41.2% were »Somewhat willing – 3.«

The results of this study deviate significantly from the results of the survey that covered all of Slovenia; the deviation is slightly smaller compared to the sample of 14 European countries used in 2000 (ISSP 2000 . . . 2002). The answer »Fairly willing – 4« predominates (i.e., 33.4 and 37.8%) with the scores 3.2 and 3.0. People in Portugal (2.5), in the Czech Republic (2.7), and perhaps a little surprisingly in Finland (2.6) are least willing to pay significantly higher prices for products; they are most willing to pay for this in the Netherlands (3.5), and surprisingly (compared to Finland), in Norway (3.3).

It has already been mentioned that people identify water as a more important commodity than the environment as a whole. With the question of paying significantly higher prices for various products to protect groundwater as a source of drinking water, the willingness increases by 0.2 points to 3.1 compared to the environment. 35% of the respondents are »Fairly willing – 4« and »Very willing – 5« to protect groundwater with their own financial contributions.

Here too education plays an important role because only 15.4% of the respondents with a vocational education are »Fairly willing – 4« and »Very willing – 5.« The percentage is slightly higher among those with only a primary education (i.e., 25.9%), and the case is very similar among those with a secondary-school education (i.e., 26.9%). The percentage is the highest (i.e., 28.9%) among those with a university degree. In the survey conducted in 2004 (Smrekar 2006), the answers are not significantly different; somewhat greater deviations can only be found among those with a university degree, where the percentage was 44.3%.

There is a generally accepted fact in society that adequate funding must be provided for environmentally friendly management of resources. The differences are only in the ideas about who is supposed to provide it. However, the interest here was in whether individuals were really willing to contribute anything to a healthy living environment. The respondents were introduced to the (made-up) Foundation for Healthy Drinking Water, which sought to improve the quality of groundwater as a source of drinking water in Ljubljana. The most pressing issues were presented that should at least be reduced as soon as possible (e.g., watertight wastewater disposal and treatment in households and factories, illegal waste dumps, and non-watertight manure-collection structures). The funding for these programs was planned to be collected from a surcharge on the electricity bill that would be introduced a few months after the end of the survey, in which the surcharge would be itemized on the bill. The company *Elektro Ljubljana*, as an unaffected organization with which the foundation would make an agreement, would transfer the collected

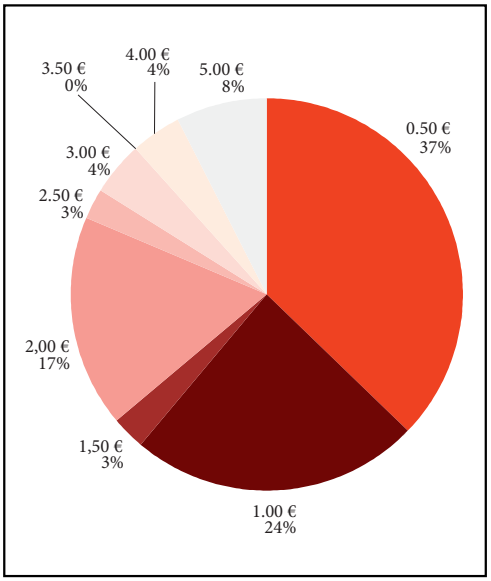

Figure 5: Willingness to pay a monthly contribution of €0.50 or more to the Foundation for Healthy Drinking Water in order to protect the quality of groundwater as a source of drinking water (Anketa o . . . 2010; *N*=275).

money to the Foundation for Healthy Drinking Water as a non-profit fund that would use all the funds collected exclusively for solving the issues described. We thought this was the only convincing and clear way to measure the actual willingness of the residents to help save the increasingly threatened water source. The questions regarding the foundation were so convincing and realistic that the respondents did not have even the slightest doubt about the fund's existence. We were interested in whether the respondents were willing to pay € 0.50 a month toward solving the issues discussed.

66.6% of respondents were in favor of this. Nearly the same percentage (i.e., 65.4%) was also recorded in 2004 (Smrekar 2006), when respondents were asked whether they would be willing to contribute SIT 100 (or € 0.42), which is nominally approximately the same amount, but mentally is considerably less because the basic value scale shifted from SIT 100 to € 1.

We were also interested in whether the respondents were willing to pay higher monthly contributions to the foundation than merely the symbolic € 0.50 per household; that is, € 1.00, € 1.50, € 2.00, and all the way up to € 5.00. 31.1% of respondents had already decided that they were not willing to pay even € 0.50, and 25% believed that a monthly contribution of € 0.50 was completely sufficient. Thus, a little less than half of all the respondents (i.e., 44%) were in favor of a higher contribution than merely the basic one; the majority of these (i.e., 16.2%) were in favor of paying € 1.00, which was the lowest possible increase. Only 5.1% were in favor of paying the highest contribution suggested in the amount of € 5.00.

There was significant variation in the answers to this question in terms of various education levels. 18.5% of those with primary education, only 17.3% of those with vocational education, 25.5% of those with a secondary-school degree, and slightly more respondents with a university degree (i.e., 26.4%) were willing to pay € 2.00 or more a month to the foundation. In the 2004 survey the differences were considerably greater (Smrekar 2006): among the respondents with a vocational education, only 8.2% were willing to pay at least SIT 500 or € 2.08, whereas among those with a university degree the percentage was 31.1%.

4 Conclusion

The key issue here is how to obtain an answer to the question of how many people (as well as which and to what extent) are actually willing to contribute to preserving the current environmental conditions or improving them, and to what extent they are capable of taking part in land-use planning in order to preserve a quality environment and water. We are interested in how many people truly act in an environmentally friendly manner, rather than merely in word or, as suggested in sociological literature, how many are »ecologically oriented« (Malnar 2002) and educated. This involves people that declare themselves in favor of environmental protection. However, this does not mean they all consider it a value. According to the dictionary, a value is something more, something that people ascribe a great value in principle and thus give priority. The people that actually do something for the environment give priority to this kind of a lifestyle.

The extremely hypothetical questions nonetheless enable environmentally aware respondents to support the statements. However, when they must decide between environmental protection and their personal living standard, their enthusiasm decreases. Thus the actual willingness of respondents to pay significantly higher prices for various products in order to protect the environment is considerably smaller. The last question already shifts to a seemingly active environmental action because the respondents were convincingly presented with a made-up Foundation for Healthy Drinking Water, whose goal was to improve the quality of groundwater as a source of drinking water in Ljubljana. Judging from the respondents' reactions, they really believed this institution existed. Therefore it is not surprising that the willingness to pay a monthly contribution per household was a step lower.

Judging from the convincingly posed question about the foundation, the common public theses that more educated people provide significantly more socially desired answers even to more complex questions can be rejected. With this question, the respondents became frightened that, based on this study, the foundation would really come to life and that their answers would determine how much they would have to actually contribute to the fund for solving the issue of those putting the greatest stress on groundwater in their environment.

It turned out that respondents with a vocational education are the least aware of the importance of protecting water sources. This had already been determined during the field survey because the interviewers complained the most about the respondents' occasional inappropriate attitude towards them and envi-

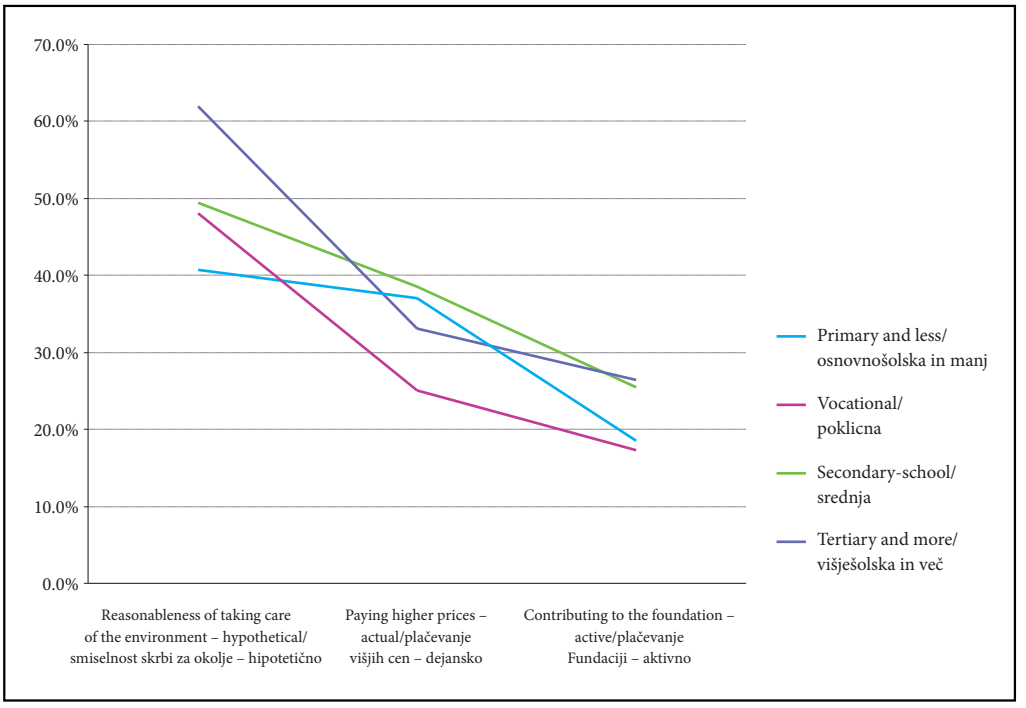

Figure 6: Changes in the percentage of answers to the question regarding the reasonableness of taking care of the environment, paying higher prices, and contributing to the Foundation for Healthy Drinking Water by education group (Anketa o … 2010; *N*=408).

ronmental issues in general. Their unwillingness to take an active part in solving environmental issues thus does not come as a surprise. This can be partly explained by the absence of these issues in the school curriculum. Respondents with a primary education or even less were not greatly in favor of protecting the environment. However, those with a secondary-school education react to these types of issues completely differently, and people with a university degree are even more environmentally friendly compared to the latter.

All of the efforts presented, alongside others, must lead to a clearly set goal: protection of the environment and individual landscape-forming elements. The increasingly stricter legislation and improved inspection (despite its numerous deficiencies) are placing increasingly greater pressure on spatial users to protect the environment as a whole. However, this will only bear fruit if the entire population is appropriately informed and educated – not only in Ljubljana, but across all of Slovenia. Thus all population groups (i.e., age, occupation, and locally defined) must be constantly educated.

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Uredba o vodovarstvenem območju za vodno telo vodonosnika Ljubljanskega barja in okolice Ljubljane. Uradni list RS 115, 2007. Ljubljana.

Uredba o vodovarstvenem območju za vodno telo vodonosnika Ljubljanskega polja. Uradni list RS 126, 2004. Ljubljana.

Od deklarativne do dejanske okoljske ozaveščenosti na primeru Ljubljane

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IZVLEČEK: Sodoben način življenja zahteva izkoriščanje naravnih virov, kar vodi v bistveno poslabšano življenjsko okolje. Želeli smo ugotoviti ter ovrednotiti odnos do okolja ter njihovo pripravljenost na lastno udeležbo pri varovanju. Večina ljudi (v našem primeru več kot polovica) načeloma podpira varovanje okolja, še zlasti deklarativno, saj je to tudi družbeno zaželeno dejanje. Ko pa se soočijo z omejitvami, ki bi posegle v njihov način življenja v obliki omejevanja njihovih aktivnosti ali povečanja stroškov, ta vnetost hitro popusti. Mi bi petino prebivalcev opredelili kot osebe, ki so naklonjene varovanju okolja in jim to pomeni vrednoto. Stopnja izobrazbe je zelo pomembna pri obnašanju ljudi do okoljskih problemov. Študijo smo opravili v Ljubljani z anketiranjem 408 oseb.

Ključne besede: geografija, ozaveščenost, izobrazba, okolje, podzemna voda, mesto, Ljubljana

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Vsebina

1 Uvod

Sodobno naravnan razvoj zahteva visoko ceno zaradi pretiranega izkoriščanja naravnih virov, ki se povratno kaže predvsem v bistveno poslabšani kakovosti življenjskega okolja. Okoljski problemi sodobne civilizacije so po svojem izvoru družbenoantropološki. Človek izstopa ne samo kot njihov vzrok, ampak v končni posledici tudi kot njihova žrtev. Poznamo dve vrsti sodobnih okoljskih problemov: naravne in antropogene (Kirn 2004). Odnos do okolja se oblikuje na podlagi dejstva, kako različne skupine prebivalcev zaznavajo, razumejo in sprejemajo okolje (Polajnar 2008), vendar se moramo zavedati, da smo za nadaljni razvoj odgovorni vsi, ne le nosilci odločanja (Fridl in ostali 2009).

Okoljska zavest je dinamična in zgodovinska kategorija, ker se dogaja v določenem okolju, zgodovinskem procesu in stanju družbe. Njen nastanek in obseg nista pogojena z dejansko ogroženostjo okolja, temveč z odnosom družbe do okolja oziroma njegovih naravnih sestavin (Cifrić 1989).

Prvo javnomnenjsko anketo o okolju je leta 1969 opravil Gallupov inštitut iz Združenih držav Amerike, ko so 1500 ljudi spraševali o njihovem mnenju in razumevanju okoljskih vprašanj. Raziskava je pokazala, da je zanimanje za okoljske probleme večje v urbanem okolju. Ustrezno rešitev za okoljske probleme so videli anketiranci v tehnoloških izboljšavah, medtem ko sami niso bili pripravljeni spreminjati življenjskih navad (McEvoy 1972). Primerjava rezultatov te ankete z nekaterimi novejšimi, tako v Združenih državah Amerike kot v Evropi, kaže na to, da so Američani v nasprotju z Evropejci pri prepoznavanju okoljskih prob - lemov redkeje iskali vzroke v svojem načinu življenja, rešitve naj bi bile predvsem v rokah drugih (Špes 1994). V Sloveniji od leta 1968 izvajajo anketo Slovensko javno mnenje (Toš 2004), ki vsebuje okoljske tematike že od leta 1972.

Slovenija velja za sodobno, racionalno in posvetno družbo, ki se glede materialistične – postmateriali - stične vrednostne usmeritve uvršča nekako na sredino prostora, kamor je uvrščena tudi večina zahodnoevropskih članic Evropske unije (Inglehart 1997; Kirn 2003; Mlinar 2008).

Raziskavo, ki nam odgovarja na vprašanje, koliko ljudi in do kakšne stopnje je okolju prijaznih, smo izvedli v Ljubljani, ki je z 270.000 prebivalci in 160.000 delovnimi mesti najbolj privlačno zaposlitveno središče z odlično prometno dostopnostjo (Bole 2004; Ravbar 2009; Kozina 2010) in torej najpomembnejše urbano središče v Sloveniji. Kotlinsko lego Ljubljane izrazito zaznamujejo vodotoka Sava in Ljubljanica ter okrog njiju razprostranjena Ljubljansko polje in Ljubljansko barje z izdatnima telesoma podzemne vode, ki predstavljata glavni vodni vir za mesto (Hrvatin in Perko 2003; Smrekar 2006). Marsikdaj pomanjkljivo okoljsko ozaveščenost prebivalcev dokazujejo na primer številna divja odlagališča odpadkov (Breg in ostali 2007), nelegalne, z odpadki napolnjene gramoznice (Urbanc in Breg 2005) in neurejeni gnojni objekti (Kladnik in ostali 2003) skoraj na njihovem pragu, ki ogrožajo vire pitne vode.

Slika 1: Območje raziskave je Ljubljana, glavno mesto Slovenije.
Glej angleški del prispevka.

2 Metode dela

Anketiranje, ki je metoda empiričnega vpogleda v izbrano populacijo in njen vzorec, smo leta 2010 opravili na vzorcu 408 oseb na območju Ljubljane in je del obsežnejše raziskave o informiranosti in ozaveščeno - sti prebivalcev Ljubljane o okolju in podzemni vodi kot viru pitne vode. Subjektivna metoda neposrednega anketiranja nam odgovarja na številna vprašanja, kako lokalno prebivalstvo dojema okolje, v katerem živi, ga degradira, zaznava njegovo degradacijo, sprejema spremembe, se je pripravljeno odzivati nanje in aktivno pripomoči k izboljšanju stanja okolja.

Pri izboru anketirancev smo sledili trem demografskim kriterijem: starosti, spolu in izobrazbi. Na podlagi teh kriterijev smo dosegli reprezentativnost vzorca. Polovico vseh anket smo opravili med »aktivnimi« obremenjevalci podzemne vode (četrtina znotraj in četrtina zunaj vodovarstvenega območja), polovico pa med »pasivnimi« obremenjevalci podzemne vode (četrtina znotraj in četrtina zunaj vodovarstvenega območja). Pod pojmom »aktivni« smo želeli zajeti prebivalce, ki živijo v individualnih hišah in imajo ohišnice ter so posledično s svojim ravnanjem na vrtovih bolj povezani z okoljem oziroma podzemno vodo. Pod pojmom »pasivni« smo želeli zajeti prebivalce, ki živijo v večstanovanjskih hišah ali blokih ter so posledično manj povezani z okoljem oziroma podzemno vodo.

V Sloveniji smo leta 2004 opravili sistematično anketiranje o zavesti prebivalcev o rabi vode kot naravnega vira (Smrekar 2006), v ponovitvi leta 2010 pa isto ponovili na manjšem, bolj usmerjenem vzorcu. Nekatera vprašanja smo povzeli tudi po anketah Slovenskega javnega mnenja, projekta International Social Survey Programme – Environment (ISSP 2000 … 2002). Tako lahko na podlagi primerjave te rezultate postavljamo v širši slovenski oziroma evropski kontekst.

3 Rezultati in diskusija

Ljudje načelno dokaj brez zadržkov podpirajo varovanje okolja. Na prvi, hipotetični ravni smo anketirance povprašali o njihovem strinjanju s trditvijo: »Nobenega smisla ni, da po svojih najboljših močeh skrbiš za okolje, če tega ne počnejo tudi drugi.« (Anketa o … 2010). Namerno smo podali nikalno poved, saj je znano, da se anketiranci radi nagibajo k soglašanju, še zlasti manj izobraženi (Schumann, Presser 1996). V tem primeru pa je potrebno aktivno zagovarjanje izbire. Znano je namreč, da del anketirancev soglaša s ponujenimi trditvami ne glede na vsebino, saj je zanje večji napor izražati nasprotovanja kot soglasja s ponujenimi trditvami (Malnar 2002). Podali smo trditev, ki sicer kar kliče po v družbi zaželenem odgovoru. Kljub vsemu se je samo malce več od polovice anketirancev (52,6 %) odločilo za odgovora sploh se ne strinjam in se ne strinjam s povprečno oceno 2,6 oziroma prevedeno v pozitivne odgovore z oceno 3,4.

Slika 2: Strinjanje s trditvijo: »Nobenega smisla nima, da po svojih najboljših močeh skrbim za okolje, če tega ne počnejo tudi drugi« (Anketa o … 2010; N = 408).
Glej angleški del prispevka.

Izobrazbo smo razdelili v štiri razrede (osnovnošolska in manj, srednja poklicna, srednja strokovna in splošna ter višja, visoka in univerzitetna). Da je stopnja izobrazbe res zelo pomembna, nam pokaže tudi razporeditev po izobrazbeni strukturi. Približno dve petini osnovnošolsko (40,7 %) izobraženih ter po polovica poklicno (48,1 %) in srednješolsko (49,5 %) izobraženih se »sploh se ne strinja – 1« oziroma se ne strinja – 2" z zgoraj podano trditvijo. Ta delež pa že bistveno naraste med visokošolsko izobraženimi, kjer dosega že skoraj dve tretjini (62,0 %) takšnih odgovorov.

Na isto vprašanje so leta 2004 (Smrekar 2006) zelo podobno odgovorili anketiranci iz širšega območja Ljubljane, precej drugače pa odgovorili še štiri leta pred tem anketiranci iz vse Slovenije (ISSP 2000 … 2002). V povprečju so odgovorili z oceno 3,1 in se tako najbolj približali oceni »srednje se strinjam – 3«, kar pa ni bil prevladujoč odgovor. Največ, več kot tretjina (34,0 %), se jih je tako odločilo za trditev »se ne strinjam – 2«. Tokrat pa je povprečje 14 evropskih držav (ISSP 2000 … 2002) bližje rezultatom pričujoče raziskave z oceno 2,8, pri čemer se v primerjavi s Slovenci še bolj »strinjajo« Portugalci (3,5) in presenetljivo, glede na prejšnji odgovor, tudi Severni Irci (3,2), enako pa Španci (3,1). Prav na drugem koncu so trditve Fincev (2,2) in Švedov (2,4), ki »se ne strinjajo – 2«.

Poskušali smo tudi ugotoviti, kakšna je pripravljenost prebivalcev Ljubljane, da bi aktivno sodelovali pri varovanju okolja s precej višjimi finančnimi prispevki. Plačevanje dosti višjih cen raznih artiklov z namenom varovanja okolja bi bilo med prebivalci po navajanju anketirancev že precej slabše sprejeto, saj je skupna ocena 2,9.

Slika 3: Pripravljenost anketirancev plačevati dosti višje cene raznih artiklov z namenom varovanja okolja (Anketa o … 2010; N = 408).
Glej angleški del prispevka.

Varovati okolje z lastno finančno udeležbo je »kar precej pripravljenih – 4« in »zelo pripravljenih – 5« samo še malo več kot četrtina anketirancev (26,0 %), višji pa je še delež tistih, ki se borijo za kakovostnejšo pitno vodo (35,0 %).

Pri prvi trditvi anketiranci niso čutili tako velike potrebe po begu med navidez neopredeljene, saj se jih je tako opredelila le malo manj kot četrtina (22,4 %). Pri tem vprašanju pa so se čutili že bolj ogrožene, zato nas ne preseneča skoraj tretjina (41,2 %) »srednje pripravljenih – 3«.

Rezultati te raziskave kar precej odstopajo od rezultatov anketiranja na vzorcu celotne Slovenije in malo manj na vzorcu 14 evropskih držav leta 2000 (ISSP 2000 … 2002). Z več kot tretjino (33,4 in 37,8 %) prevladuje odgovor kar precej pripravljeni – 4 in ocenama kar 3,2 oziroma 3,0. Najmanj so pripravljeni

plačevati dosti višje cene artiklov na Portugalskem (2,5), Češkem (2,7) ter mogoče malo presenetljivo tudi na Finskem (2,6), najbolj pa na Nizozemskem (3,5) in presenetljivo, v primerjavi s Finsko, na Norveškem (3,3).

Da ljudje zaznavajo vodo kot pomembnejšo dobrino kot okolje kot celoto, smo že zapisali. Tudi pri vprašanju o plačevanje dosti višjih cen raznih artiklov z namenom varovanja podzemne vode kot vira pitne vode v primerjavi z okoljem naraste pripravljenost in sicer za 0,2 razreda na oceno 3,1. Varovati podzemno vodo z lastno finančno udeležbo je »kar precej pripravljenih – 4« in »zelo pripravljenih – 5« malo več kot tretjina anketirancev (35,0 %),

Slika 4: Pripravljenost anketirancev plačevati dosti višje cene raznih artiklov z namenom varovanja podzemne vode kot vira pitne vode (Anketa o … 2010; N = 408).
Glej angleški del prispevka.

Tudi tukaj ima izobrazba pomembno vlogo, saj je poklicno izobraženih »kar precej pripravljenih – 4« in »zelo pripravljenih – 5« samo 15,4 %, osnovnošolsko izobraženih malce več (25,9 %), zelo podobno tudi srednješolsko izobraženih (26,9 %). Med visokošolsko izobraženimi pa jih je nekaj več (28,9 %) le odgovorilo, da so »kar precej pripravljeni – 4« in »zelo pripravljeni – 5«. V anketi, opravljeni leta 2004 (Smrekar 2006), ni bistveno drugačnih odgovorov, večja odstopanja so le pri visokošolsko izobraženih, saj smo pri njih namerili kar 44,3 % pripravljenost.

V družbi je splošno sprejeto dejstvo, da je za okolju prijazno gospodarjenje treba zagotoviti zadostna finančna sredstva. Razlike so le v predstavah, kdo naj bi jih zagotovil. Nas pa zanima, ali je posameznik resnično pripravljen kaj prispevati za zdravo življenjsko okolje. Anketirancem smo predstavili (izmišljeno) Fundacijo za zdravo pitno vodo, ki želi izboljšati kakovost podzemne vode kot vira pitne vode v Ljubljani. Predstavljeni so bili najbolj pereči problemi, ki bi jih bilo treba čim prej vsaj zmanjšati (vodotesno odvajanje in čiščenje odpadnih voda iz gospodinjstev ter proizvodnih obratov, neurejena odlagališča odpadkov in nevodotesni gnojni objekti). Finančna sredstva za te programe naj bi se zbirala iz stalnega dodatka k računu za porabo električne energije začenši že nekaj mesecev po koncu anketiranja, pri čemer bi bil prispevek naveden kot samostojna postavka na računu. Elektro Ljubljana kot neprizadeta organizacija, s katero naj bi Fundacija sklenila dogovor, bi zbrani denar nakazovala Fundaciji za zdravo pitno vodo kot neprofitnemu skladu, ki bi ves zbrani denar uporabil izključno za reševanje navedene problematike. Menili smo, da lahko le na tako prepričljiv in nazoren način izmerimo dejansko pripravljenost prebivalcev, da pomaga reševati vedno bolj ogrožen vodni vir. Vprašanja v zvezi s fundacijo so bila tako prepričljivo in realno sestavljena, da anketiranci niso podvomili o resničnosti tega sklada. Zanimalo nas je, ali so anketiranci pripravljeni za razreševanje navedene problematike plačevati 0,5 € na mesec.

Za to sta se odločili natanko dve tretjini (66,6 %) vprašanih, skoraj povsem enak delež (65,4 %) smo zasledili tudi leta 2004 (Smrekar 2006), ko smo jih spraševali o pripravljenosti prispevati 100 SIT (0,42 €), kar je nominalno približno enak znesek, mentalno pa je še precej manj, saj se je pomaknila lestvica temeljne vrednosti s 100 SIT na 1 €.

Zanimalo nas je tudi, ali so anketiranci pripravljeni plačevati Fundaciji tudi višje mesečne prispevke kot le simboličnih 0,5 € na gospodinjstvo, po 1 € oziroma 1,50 € oziroma 2 € pa vse do 5 €. Malo manj kot tretjina anketirancev (31,1 %) se je že predhodno opredelila, da ni pripravljena plačevati niti 0,50 €, nadaljnja četrtina (25,0 %) je menila, da je 0,5 € mesečnega prispevka povsem dovolj. Za večji prispevek od osnovnega se je torej odločila malo manj kot polovica vseh vprašanih (44,0 %), največ za najmanjši možni dvig na 1 € in sicer nadaljnih 16,2 %. Za najvišji predlagani prispevek v vrednosti 5 € pa se je odločilo le še 5,1 % anketiranih.

Slika 5: Pripravljenost plačevati Fundaciji za zdravo pitno vodo mesečni prispevek na gospodinjstvo 0,5 € ali več z namenom reševanja kakovosti podzemne vode kot vira pitne vode (Anketa o … 2010; N = 275).
Glej angleški del prispevka.

Pri odgovorih na to vprašanje je veliko odstopanje glede na različne izobrazbene ravni. Približno petina osnovnošolsko (18,5 %) in malo več kot šestina poklicno (samo 17,3 %) izobraženih, četrtina srednješolsko izobraženih (25,5 %) ter še za odtenek več fakultetno izobraženih (26,4 %) anketirancev je pripravljena plačevati Fundaciji po 2 € ali več na mesec. Razlike so bile pri raziskavi leta 2004 (Smrekar 2006) precej večje, od 8,2 % poklicno izobraženih do 31,1 % visokošolsko izobraženih pri pripravljnosti plačevati najmanj 500 SIT oziroma 2,08 €.

4 Sklep

Ključno vprašanje, s katerim se dejansko ukvarjamo, je, kako priti do odgovora, koliko ljudi, kateri in v kakšnem obsegu so dejansko pripravljeni prispevati za ohranitev zatečenega stanja okolja oziroma njegovo izboljšanje in koliko so sposobni sodelovati pri načrtovanju rabe prostora za ohranitev kakovostnega okolja oziroma vode. Zanima nas, koliko, ne le deklarativno, je okolju prijaznih ljudi oziroma, kot lahko zasledimo v sociološki literaturi, je ekološko orientiranih (Malnar 2002) in tudi tovrstno izobraženih. Gre za ljudi, ki na ravni stališč izražajo naklonjenost do varovanja okolja. Vsem pa ne pomeni to tudi vrednote. Vrednota je namreč (Slovar slovenskega knjižnega jezika 1995), nekaj več, čemur kdo priznava veliko načelno vrednost in mu zato daje prednost. Tisti ljudje, ki dejansko nekaj naredijo za okolje, dajejo tovrstnemu življenjskemu stilu prednost.

Zelo hipotetično zastavljena vprašanja še vedno omogočajo opredeljevanje za okoljsko ozaveščene anketirance. Ko pa postavimo na tehtnico varovanje okolja na eni in osebni standard na drugi strani, že sledimo upadanju te vneme. Tako je dejanska pripravljenost anketirancev za plačevanje dosti višjih cen raznih artiklov z namenom varovanja že dosti manjša. Pri zadnjem izbranem vprašanju pa že prehajamo k navidez aktivnemu okoljskemu delovanju, saj smo anketirancem povsem prepričljivo predstavili izmišljeno Fundacijo za zdravo pitno vodo, katere cilj naj bi bil izboljšanje kakovosti podzemne vode kot vira pitne vode v Ljubljani. Iz reakcij anketirancev lahko sklepamo, da so verjeli v resničen obstoj te ustanove. Zato ne preseneča še za stopnjo manjša pripravljenost plačevati mesečni prispevek na posamezno gospodinjstvo.

Slika 6: Gibanje deležev odgovorov na vprašanja o smiselnosti skrbi za okolje, plačevanju višjih cen in plačevanju Fundaciji za zdravo pitno vodo po izobrazbenih skupinah (Anketa o … 2010; N = 408).
Glej angleški del prispevka.

Glede na očitno prepričljivo postavljeno vprašanje o Fundaciji bi lahko ovrgli v javnosti prisotne teze, da bolj izobraženi tudi pri bolj zapletenih vprašanjih bistveno bolj ponujajo družbeno zaželene odgovore. Pri tem vprašanju so se namreč anketiranci množično ustrašili, da bi na podlagi pričujoče raziskave Fundacija zaživela in bi bilo torej tudi od njihovih odgovorov odvisno, koliko bodo dejansko morali prispevati v sklad za reševanje najbolj perečih obremenjevalcev podtzemne vode v njihovem okolju.

Izkazalo se je, da se poklicno izobražena populacija najmanj zaveda pomembnosti varovanja vodnega vira, kar smo ugotovili že pri terenskem anketiranju, saj so anketarji najbolj negodovali prav zaradi njihovega včasih neprimernega odnosa tako do njih kot do okoljske problematike na splošno. Zato ne preseneča njihova nenaklonjenost aktivnemu sodelovanju pri reševanju okoljskih problemov. Deloma si to lahko razlagamo s pomanjkanjem teh vsebin v učnih programih. Osnovnošolsko in manj izobraženi anketiranci prav tako niso pokazali velikega navdušenja nad varovanjem okolja. Srednješolsko izobražena populacija pa se že povsem drugače odziva na tovrstne probleme, še za precejšnjo stopnjo okolju prijaznejši pa je visokošolsko izobražen kader.

Vsa predstavljena in še druga prizadevanja morajo voditi k jasno zastavljenemu cilju, zaščiti okolja in posameznih pokrajinotvornih sestavin. Vse strožja zakonodaja in kljub številnim pomanjkljivostim tudi boljši inšpekcijski nadzor vse bolj pritiskata na uporabnike prostora, da zaščitijo okolje kot celoto. Vendar bo vse to rodilo sadove le ob ustreznem informiranju in izobraževanju celotne populacije, ne le v Ljubljani, temveč v vsej Sloveniji. Torej moramo stalno izobraževati vse skupine prebivalcev (starostne, izobrazbene, poklicne, krajevno opredeljene.

5 Zahvala

Članek je rezultat raziskave Improved management of contaminated aquifers by integration of source tracking monitoring tools and decision strategies – INCOME, ki je financiran v okviru programa/finančnega mehanizma Evropske unije LIFE+, LIFE07 ENV/SLO/000725.

6 Literatura

Glej angleški del prispevka.