

<https://doi.org/10.7250/CONNECT.2023.120>

HOW TO MEASURE PUBLIC AWARENESS OF ENVIRONMENTAL PROTECTION

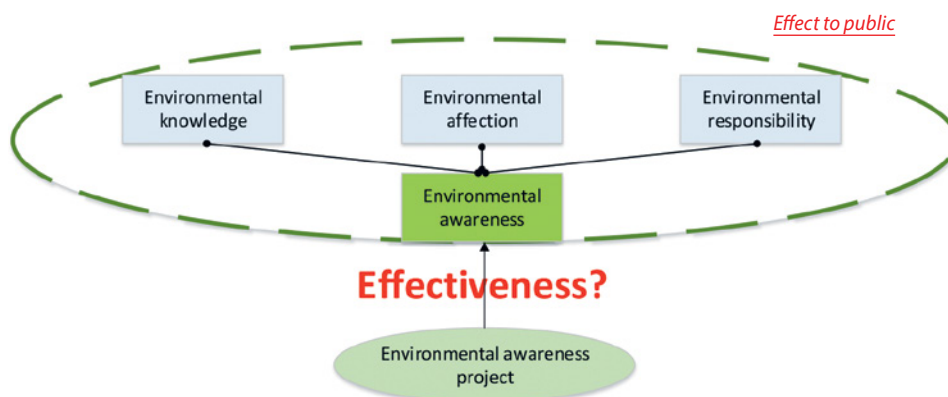
Edgars KAVALS¹, Silvija Nora KALNINS², Julija GUSCA^{3*}

¹⁻³ Institute of Energy Systems and Environment, Riga Technical University, Āzenes iela 12/1, Riga, LV-1048, Latvia

* **Corresponding author.** E-mail address: Julija.Gusca@rtu.lv

Abstract – Human actions intensified processes in the environment, such as climate change, loss of biodiversity and environmental pollution, escalating the role of environmental awareness. Along with the formal environmental education performed in pre-schools, schools and universities, vocational education is taking a special role due to the flexibility of educational formats as well as the diversity and deepness of topics to be covered. While there are a lot of public awareness campaigns on climate change, environmental and nature protection issues, there is still a lack of methods on how to measure the effectiveness of these. Within the present paper, the methodology for measuring the effectiveness of outdoor events focused on awareness raising of local society on nature protection actions. The methodological framework is based on the ecosystems services travel cost method – estimation of the value of nature provided benefits generated by ecosystems. As a case study object to adapt the methodology, a project named Nature Concert Hall is selected. Nature Concert Hall is a symbiosis of science, music, poetry and visual art organising annual summer festivals (1–2 per year) in previously unrecognized natural settings, such as meadow, forest, seacoast or riverside but dedicated to a specific nature protection topic. The effectiveness of the event is measured for the period of 7 years.

Keywords – Ecosystems services; environmental education; nature protection; public participation; sustainability



Insight into a methodology for measuring environmental awareness.