

# THE VALUE OF ACHIEVING GOOD ENVIRONMENTAL STATUS | SWEDEN'S SEA WATERS

## Valuation Study

### OBJECTIVES

A Swedish Government Agency wanted to understand and quantify the public value of “good environmental status” (GES) in Sweden’s marine waters in accordance with the European Union’s Marine Strategy Framework Directive (MSFD).

### PROJECT

Anthesis conducted a comprehensive study to measure public willingness to pay to achieve GES in marine waters. People were asked through surveys about the monetary value of hypothetical scenarios for environmental change and their willingness to pay.

The study captured use and non-use values to gain information on other ecosystem services related to cultural and social value in marine environments as well. The purpose of valuing ecosystem services is to elucidate human dependence on functioning and healthy ecosystems in order to recognize and address them in decision-making processes.

### SERVICES

- Designed comprehensive survey with special attention to language around “good status.” The intention was for any respondent, without previous knowledge, to gain an understanding of the current environmental situation and the importance of improving the marine water quality.
- Designed recruitment strategy for questionnaire, sent out on August 2019. The recruitment took place gradually to ensure that the final sample was nationally representative of age, gender, education and region. There were 1039 respondents.
- Conducted descriptive and statistical analyses. A regression analysis was performed to investigate which factors explain a willingness to pay, such as income, proximity to the sea, and knowledge of the environmental problems in the sea.

### OUTPUTS

According to the results, the Swedish population’s aggregate willingness to pay for the additional measures required to achieve good environmental status in the Swedish marine waters by 2040 is SEK 8.2 billion per year. This is based on an average willingness to pay corresponding to SEK 1075 / person / year and a Swedish population of 7,610,775 persons, aged 18-79 years.

### IMPACTS

The results of the study will inform socio-economic analyses required by the EU to update the action program for the marine environment and to update the Baltic Sea Action Plan in collaboration with Finland, Germany and other surrounding countries. These include cost-benefit analysis and cost-effectiveness analysis of the proposed measures.

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