Vjosa Valley’s Survey
EcoAlbania
Study results

November 2020
**Online interview - IDRApoll**

Most of the interviews in this survey were collected through online access.

IDRA has launched and administers an online panel called IDRApoll (https://idrapoll.com/), where users register and participate in surveys to win gifts.

The selection and sampling of users within IDRApoll is random and guarantees nationwide coverage as well as representation for ages 18-44.

Number of persons not covered by IDRApoll (rural area and older ages) are completed by telephone interviews.

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**Telephone interview**

The CATI (telephone interview) methodology was also applied to this survey for those quotas that were not completed by the IDRApoll approach.

IDRA's CATI platform guarantees that the selected person is random and provides coverage in terms of geography as well as other demographic parameters such as age, area of residence, etc.

Both approaches make it possible for the results and findings generated to be representative of the whole of Albania.
• The survey consists of 801 interviews distributed throughout Albania
• The survey is representative for 18-64 years old.
• The collection of interviews was done through the online IDRApoll panel (https://idrapoll.com/) and the telephone interviews to fill in the remaining quotas not completed by IDRApoll.
• Random selection of respondent
• Data collection calendar: 11 - 24 November 2020
• Error margin calculated ± 3.46% with 95% confidence interval
Survey findings

EcoAlbania
The results of the survey show that the majority of the Albanian public have heard about the Vjosa Valley but have not visited it (44%).

Meanwhile, almost 1 in 5 respondents say they have visited it, mainly for tourism reasons.
Please tell us which of the following statements is true about your case.

- Furthermore, the results of the survey show that almost 1 in 4 respondents plan to visit the Vjosa Valley in the future, while more than half say they will most likely visit it although there is no plan.
**Vjosa National Park?**

**Will you visit the Vjosa valley areas in the future**  
*(only those who do not live in the area, N=770)*

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I plan to visit the Vjosa</td>
<td>27%</td>
</tr>
<tr>
<td>Most probably I will visit the Vjosa, but no schedule yet</td>
<td>56%</td>
</tr>
<tr>
<td>Most probably I will not visit the Vjosa</td>
<td>6%</td>
</tr>
<tr>
<td>I will not go in that area</td>
<td>3%</td>
</tr>
<tr>
<td>I don't know</td>
<td>8%</td>
</tr>
</tbody>
</table>

**What motivates you the most to visit these areas?**  
*(only those who will most likely visit it, N=638)*

<table>
<thead>
<tr>
<th>Motivation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourism</td>
<td>89%</td>
</tr>
<tr>
<td>Visit my friends</td>
<td>6%</td>
</tr>
<tr>
<td>Business Trip</td>
<td>3%</td>
</tr>
<tr>
<td>Sports Activity</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
</tbody>
</table>

- Those who will most likely visit the Vjosa Valley in the future were asked what motivates them to do so, and the study shows that the main reason is related to tourism (89%).
Based on what you know, is the Vjosa Valley a National Park?

52%

Of the Albanian public declares that Vjosa is currently a National Park, at a time when this is not true. These results suggest that although Vjosa is not a National Park, the Albanian public has the perception that the Vjosa Valley enjoys this title.

Moreover, the survey findings show that in this category are more adults (51-64 years, 65%), from rural areas (58%) and men (60%) compared to the other party.

48%

On the other hand 48% of the public say that Vjosa is not a National Park. This is correct as long as Vjosa has not yet been declared a National Park.
Considering that the declaration as a National Park means that the valley is protected by law, how much do you support the initiative to declare the Vjosa Valley as a National Park?

65%

65% of Albanian public fully support the declaration of the Vjosa Valley National Park.

Moreover, about 29% of respondents support the declaration of the Vjosa Valley National Park.

Altogether, 94% of respondents say they support the declaration of Vjosa as a National Park.
The main reason why citizens support the declaration of the Vjosa Valley as a National Park is related to the natural beauties which according to the respondents should be protected and the declaration of a national park makes such a thing possible.

The reasons that pushes the respondents to speak in favor of declaring the national park are related to the protection of the area and resources as a whole which have potential for tourism but also historical value.
What do you think about the idea of building hydropower plants in the Vjosa Valley? Do you support or oppose their construction?

52%

Of the Albanian public completely opposes the construction of hydropower plants in the Vjosa Valley. In other words, 1 in two Albanians says so.

This people, together with those who "oppose" the construction of HPPs constitute 78% of respondents (more than 3 in 4 people).

The survey and its findings show that the vast majority of the Albanian public opposes the construction of the HPP in Vjosa.
Please tell us what motivates you to give this rating. Why do not you support the construction of hydropower plants? Please express your opinion as clearly as possible. (some answers allowed)

The main reason why they oppose the construction of HPPs on the Vjosa River is related to the "destruction of natural beauty"
Vjosa with dam?
(Only those who support, N=64)

Please tell us what motivates you to give this rating. Why do you support the construction of hydropower plants in this area?

- Produces clean and renewable energy without damage to the environment: 58%
- The investment is large and gives development to the area (employment and infrastructure): 48%
- Creates opportunities for tourism through the lake that will be created by the construction of HPP: 34%
- Brings income to affected families by selling property that will be flooded by the lake: 22%
- There is no high maintenance cost: 6%
- Other: 9%

Those who support the construction of the HPP mention the fact that clean energy is produced as a motivating reason to support its construction on the Vjosa River.
Considering all, if we place on a scale from 1 to 10, where 1 = Declaration National Park and 10 = construction of hydropower plants, where do you position yourself on this scale?

76% of the public is placed on the side of the national park when asked to position itself between the National Park and the construction of the HPP.

7% Only 7% of the public leans towards the construction of the HPP when faced with this choice.
Consequences of construction of HPP

In your opinion, “The construction of a hydropower plant in the Vjosa valley, leads to:

- Damage of the valuable historical heritage sites: 71% agree, 5% disagree.
- Alteration of the natural river flow: 63% agree, 10% disagree.
- Damage to the environment in the area where the HPP will be built (Plants and animals): 61% agree, 9% disagree.

Furthermore, based on what you know or have heard, how much do you agree with the following statements: “The construction of a hydropower plant in the Vjosa valley is accompanied by:

- Economic benefits for the country: 35% agree, 22% disagree.
- Economic and infrastructural development of the area: 19% agree, 18% disagree.
- High cost for the project implementation: 26% agree, 9% disagree.

The vast majority of respondents (over 75%) think that the construction of a hydropower plant in the Vjosa valley leads to environmental damage in the area, change in the natural course of the river and damage to points of historical value.

Furthermore, the public is more inclined towards the fact that the construction of HPP is associated with high costs, does not bring economic development and does not realize economic benefits for the country.
In recent years there has been a campaign by environmental activists opposing the construction of hydropower plants in the Vjosa Valley. Are you aware of this campaign?

Are you aware of this campaign?

57% I am aware
43% I am not aware

Where have you heard about it?
(only those who are aware of the campaign by activists, N=459)

- TV: 84%
- Social Media: 41%
- From my friends: 10%
- Newspapers: 8%
- Radio: 4%
- I have participated on this Campaigns' events: 2%
- Other: 1%

Asked if they are aware of the campaign made by environmental activists against the construction of HPPs on the Vjosa River, about 57% of them say they are aware and that the main source of this information is through TV (84%) and social network (41%).
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Survey findings

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