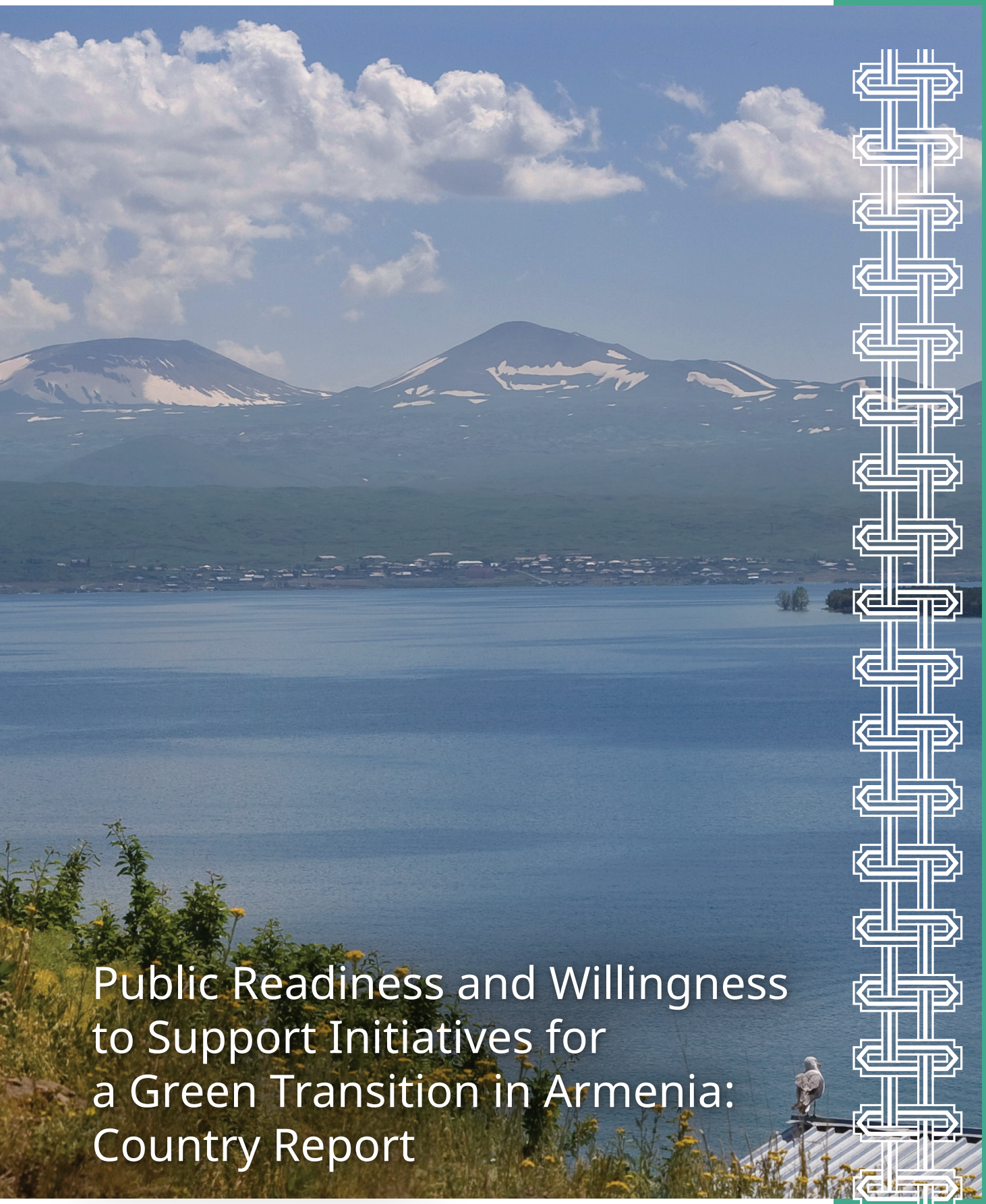
● ARMENIA
May 2025



Public Readiness and Willingness to Support Initiatives for a Green Transition in Armenia: Country Report

Prepared within the Stockholm Environment Institute's Project:
"Green Agenda for Armenia, Georgia, Moldova and Ukraine"

Foreword

This research report was developed by ACT Global, as commissioned by the Stockholm Environment Institute (SEI) within its project, "Green Agenda for Armenia, Georgia, Moldova, and Ukraine." **The views, opinions and interpretations presented in this study are solely those of the authors and do not necessarily reflect the official policies or positions of the Stockholm Environment Institute (SEI)**. The findings and conclusions are based on data analysed by the authors and should only be considered within the specific context of this research.

ACT Global

ACT Global is a women-led consultancy headquartered in Tbilisi, Georgia, with over 20 years of experience empowering change across more than 30 countries, with particular emphasis on the Eastern Partnership, Central Asia, MENA, and Western Balkan regions.

The organization collaborates with leading donor organizations - including USAID, UN agencies, the EU, and the World Bank - as well as private enterprises, civil society actors, and public institutions to deliver evidence-based support for economic, social, and governance reforms. Core areas of expertise include good governance, social inclusion and transformation, economic development, and strategic advisory services for corporations.

ACT Global is dedicated to fostering social change by promoting informed decision-making, sustainable development, and innovation.

The organization collaborates with a network of local partners. This public perception study was prepared in close cooperation with International Marketing Research (IMR), an Armenian company that managed national data collection.

Stockholm Environment Institute (SEI)

Stockholm Environment Institute (SEI) is an international non-profit research and policy organization focused on environmental and development challenges. Connecting science with policy impact, SEI addresses climate, water, air, land use, governance, economy, gender and health issues. SEI emphasizes stakeholder engagement, capacity building and institutional support to enable long-term impact. Research findings are available to decision-makers and the public through open-access materials, academic publications and tailored decision-support tools. SEI also facilitates knowledge exchange by bringing together stakeholders from policy, academia and practice, operating locally and globally through its offices across five continents.

Citation

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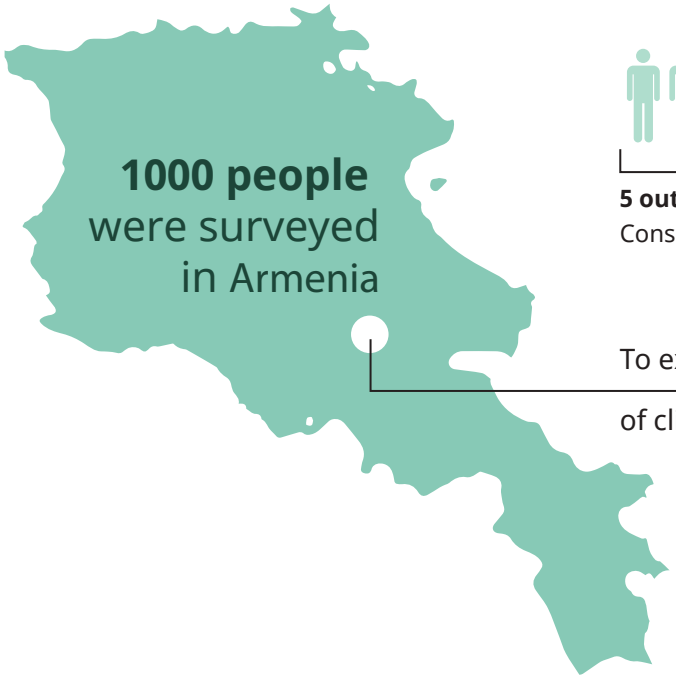
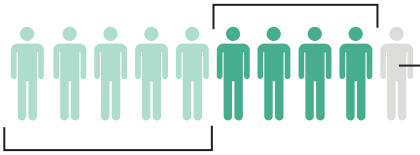
Public Readiness and Willingness to Support Initiatives for a Green Transition in Armenia

Key findings

Understanding of climate change in Armenia



4 out of 10 people
Rate their understanding of climate change as "good" (18%) or "very good" (20%)

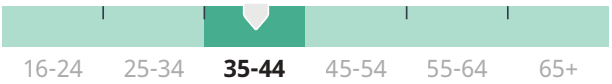


1 out of 10 people
Sees it as "poor" (7%)

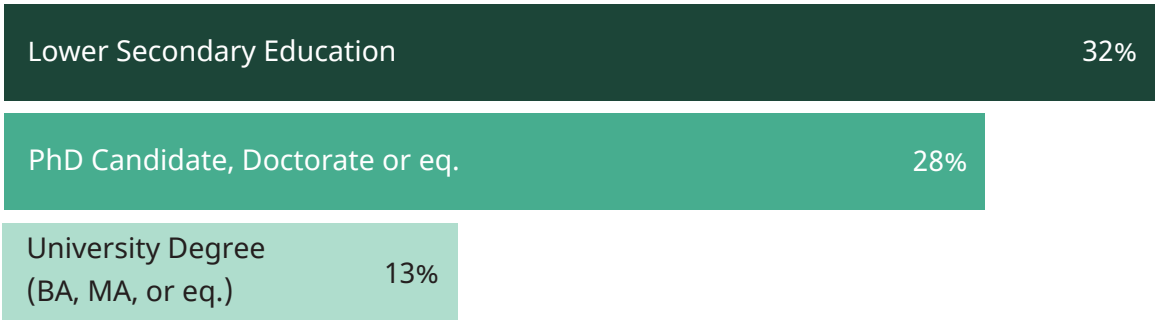
5 out of 10 people
Consider it "moderate" (55%)

To explore their understanding of climate change in-depth.

Age plays a crucial role
with perceived knowledge peaking among 35-44-year-olds.

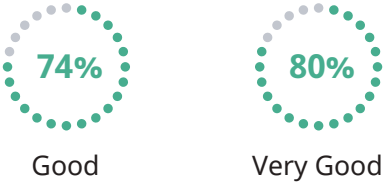


The relationship between educational attainment and perceived climate change understanding reveals an interesting trend. Rating their knowledge as "**very good**":



Sources of information on climate change and environmental issues in Armenia

The study shows **no link** between **the perceived understanding of climate change** and **the reception of environmental information** in Armenia. Among those who had not received any thematic information in the past three months describing their understanding as:



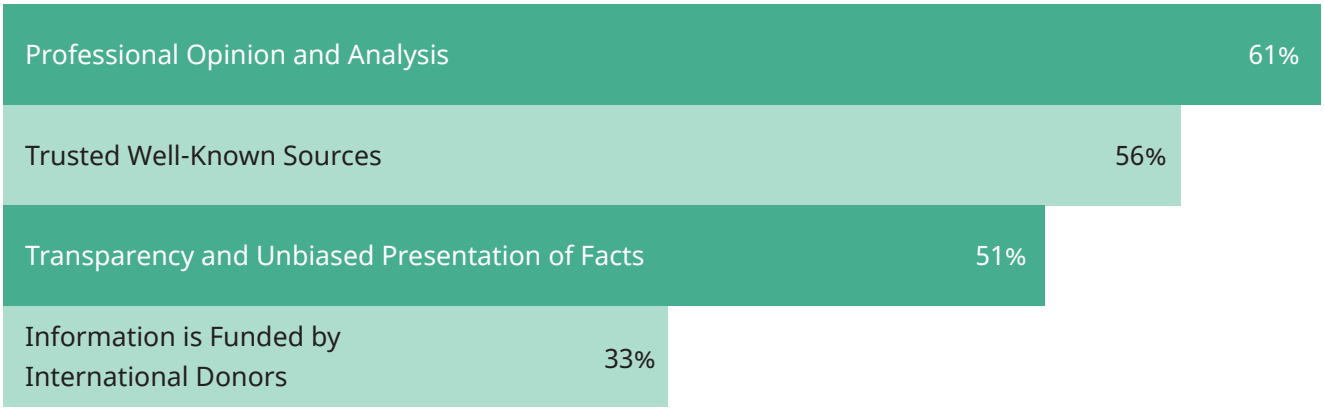
Key findings

The sources of environmental information vary notably across demographics.

Facebook is the primary source of thematic information:

- 70% Unemployed
- 64% 
- 62% Aged 35-44
- 60% Rural Residents
- 60% Upper Secondary Education
- 60% University Degree (BA, MA, or eq.)
- 59% Married
- 49% 

When it comes to information credibility, people in Armenia value:



Perceptions on the impact of climate change in Armenia

Personal networks are crucial in raising awareness of climate change impacts in Armenia.

86%

Among those who receive environmental information from **family, friends, neighbours or colleagues** report that **climate change directly affects them** or those around them.

77% Acknowledge experiencing climate change impacts:

- 90% Adverse Impact on Health
- 77% Weather-Related Disruptions
- 70% Natural Disasters
- 61% Economic Impact
- 43% Displacement due to Environmental Factors

Key findings

Perceived root causes of climate change in Armenia

Perceptions of the root causes of climate change show notable similarities among **rural, urban** and **capital** residents.

Transport Emissions
is the most recognized human-related driver.

Rural Capital Urban

Non-Energy-Efficient Practices
are the least acknowledged root cause.

Capital Urban Rural

Environmental issues and the priority areas of environmental protection in Armenia

Deterioration of food product quality due to environmental factors emerging as the most caustic problem.

Capital Rural Urban

Agricultural issues is another significant issue.

Rural Urban Capital

Interestingly, not everyone feels the effects of environmental issues. Only **4%** of respondents across all areas report that environmental issues **do not affect their daily lives**.

Environmental protection priorities in Armenia, in order of importance:

Key findings

Perceived importance and efficiency of different actors in environmental protection

The most important contributors to environmental protection (Only most and least importants)

- Educational Institutions
- Religious Institutions

The most efficient contributors to environmental protection (Only most and least efficient)

- Educational Institutions
- Private Sector

The **international community and donor organizations** are also considered key players in advancing environmental protection.

Respondents' views on EU cooperation shaping Armenia's environmental policies:

Personal engagement in environmental protection in Armenia

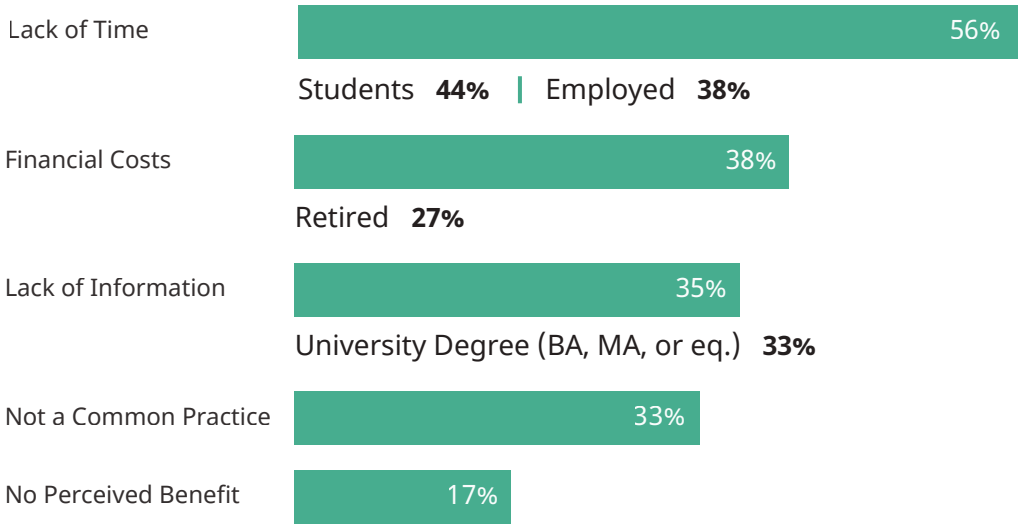
Engagement in activities that help protect the environment varies across demographic groups, with the highest participation rates. Among those:

Perceptions on the effective ways of individual contribution to environmental protection

Individual actions for protecting the environment, in order of effectiveness:

Key findings

Obstacles to engaging in environmental protection activities



Concern regarding energy prices in Armenia

40% **Gas** is the top energy price.

32% **Electricity Prices**

16% **Petrol/Fuel**

Only **4%** of respondents reported no concerns about energy prices.

The practice of adopting renewable energy in Armenia

19%

Adopt renewable energy in their households. Most adopters are **51%**

The most significant barriers for non-adopters: Cost **43%** | Impractical **13%**

Public opinion on renewable energy in Armenia

The public in Armenia "**Strongly Agreed**" that:

1. Renewable energy sources are more environmentally friendly than fossil fuels.
   46% Rural

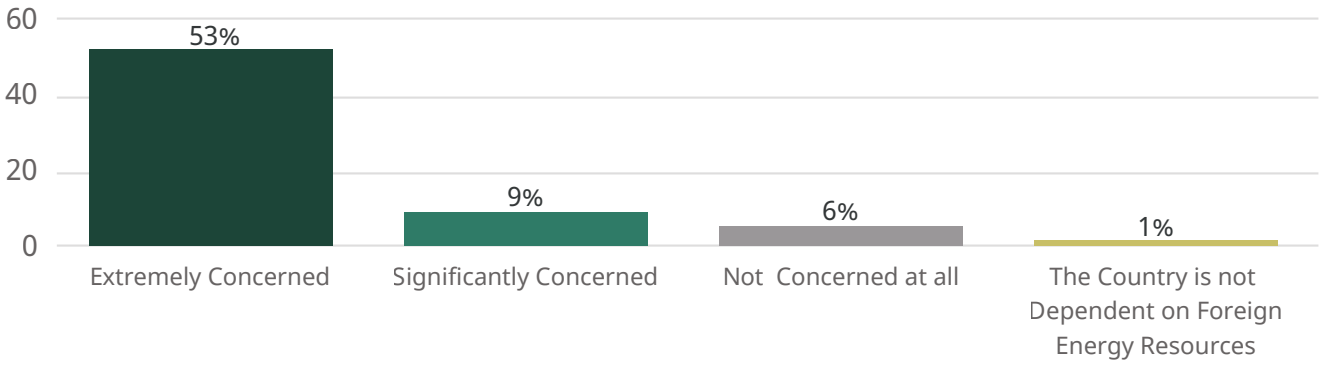
2. The government should provide financial incentives for households adopting renewable energy.
   86% PhD Candidate, Doctorate or eq. | 74% University Degree (BA, MA, or eq.)

3. Adopting renewable energy could enhance their community's social and economic well-being.
   69% of Rural | 69 % Non-capital Urban

Key findings

Public concerns regarding the dependence on foreign energy sources in Armenia

A majority, 62%, express high concern about the country's dependence on foreign energy sources, with:



Perceptions on the ways of achieving greater energy independence in Armenia

91%

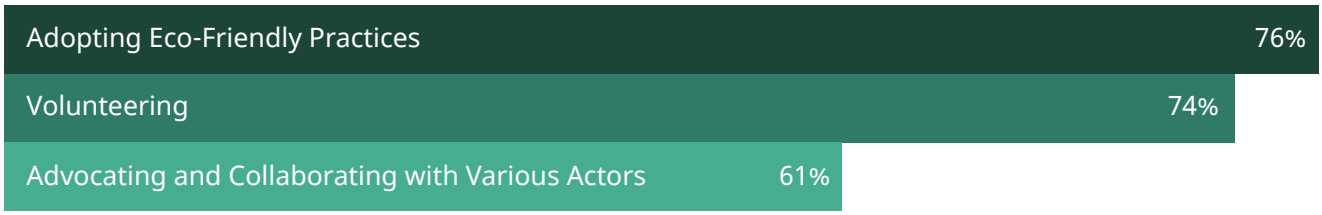
The most widely supported approach to achieving energy independence in Armenia is the development of the **solar and wind power industries.**

Aged 65+ **96%** | Rural **93%**

Public support for thematic initiatives

Of all actors in environmental work, **educational programs and information campaigns receive the highest public support**. NGO projects are the least likely to be supported by the public.

When contributing to such initiatives, people in Armenia prefer doing so by:



The main barriers to supporting these initiatives include:

- **84%** Indifference
- **72%** Lack of Awareness
- **72%** Lack of Finances
- **67%** Distrust in the Effectiveness of the Initiatives and the Actors Involved

1. Introduction

Public Readiness and Willingness to Support Initiatives for a Green Transition in Armenia

1. Introduction

The Stockholm Environment Institute's (SEI) Green Agenda Project supports **Armenia**, **Georgia**, **Moldova** and **Ukraine** in advancing climate neutrality through tailored green transition strategies. Aligned with the European Green Deal, the project develops country-specific roadmaps for sustainable development, aiming to modernize economies, enhance citizen well-being, and address climate goals in clean energy, circular economy and biodiversity. These efforts also support policy alignment with EU frameworks, facilitating potential cooperation and fulfilling Paris Agreement commitments.

As part of this initiative, the present study examines public perceptions and attitudes in **Armenia** toward climate change, environmental protection, energy security and efficiency, and thematic EU cooperation. It assesses awareness, engagement and support for various initiatives and identifies perceived barriers to participation. Additionally, the analysis delves into public opinion on the effectiveness and importance of different actors in driving environmental policies and actions. The findings highlight public views on how the country can adapt to and mitigate the impacts of climate change through sustainable practices and policies.

2. Methodology

Public Readiness and Willingness to Support Initiatives for a Green Transition in Armenia

2. Methodology

This study assesses public readiness and willingness in Armenia to support green transition initiatives, focusing on public awareness, attitudes and engagement with climate change and environmental issues. The research aims to explore public understanding of climate change; evaluate information sources and the trust criteria shaping their credibility; analyse perceptions of climate change impacts across demographic groups; investigate perceived root causes of climate change; identify public priorities for environmental protection; assess the roles and efficiency of various actors in environmental protection; measure personal engagement in thematic activities; examine perceptions of energy efficiency and security; and gauge support for thematic initiatives, including preferred contributions and barriers.

ACT Global conducted two focus group discussions (six participants per group) with the general public and field professionals, as well as five in-depth, cognitive-testing interviews to design and refine the survey instrument, followed by a nationwide telephone survey (CATI) of 1000 individuals aged 16 and older.[1] The survey achieved a 95% confidence interval with a 3.1% margin of error, ensuring representative findings. Data were processed and analysed using SPSS for accuracy and reliability (see Annex 2 for additional details on methodology).

[1] *During the quantitative study conducted in Armenia, all respondents rated their understanding of climate change. According to the survey protocol, if a respondent found it difficult to rate their awareness or it was "very poor", the interview was terminated as their lack of understanding would limit the depth of their responses. Approximately 8% of the initial number (1089 respondents), or 89 individuals, fell into this category and were thus excluded from continuing.*

3. Public survey results

Public Readiness and Willingness to Support Initiatives for a Green Transition in Armenia

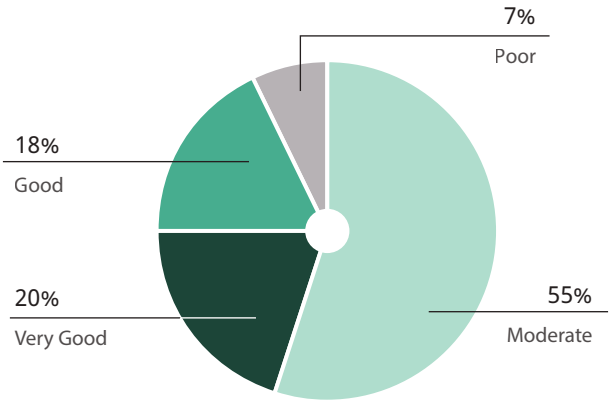
3. Public survey results

This section presents research findings on public perceptions and attitudes in Armenia toward climate change, environmental protection, energy security, efficiency and thematic EU cooperation. It examines awareness, engagement and support for related initiatives, as well as perceived obstacles to participation in environmental protection activities. The analysis further explores public opinion on the effectiveness and role of various actors in advancing environmental policies and actions. Additionally, it highlights public views on adapting to and mitigating climate change impacts through sustainable practices and policies.

3.1. Understanding of climate change in Armenia

Among those who had lived in Armenia for over two years, 55% rated their understanding of climate change as “moderate”, 20% as “very good”, 18% as “good” and 7% as “poor” (Figure 1).

Figure 1. Perceived understanding of climate change in Armenia (%). n=1000.

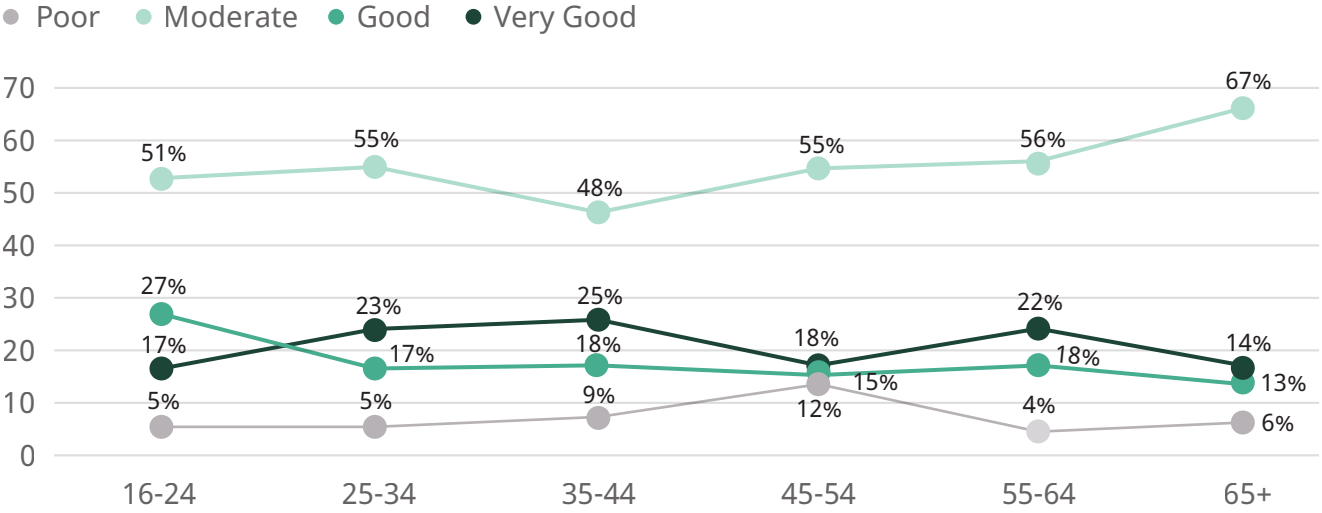


The segmented analysis of climate change understanding in Armenia below reveals how demographic factors such as age, gender, education and residence may correlate with the perceived levels of understanding. Examining these variables can identify patterns that suggest where targeted efforts are needed to enhance public understanding of climate issues.

Segmented analysis of climate change understanding by age

Perceived understanding of climate change in Armenia varies across different age groups, consistent with the overall distribution of understanding levels (Figure 2).

Figure 2. Perceived understanding of climate change in Armenia by age (%). n=1000.

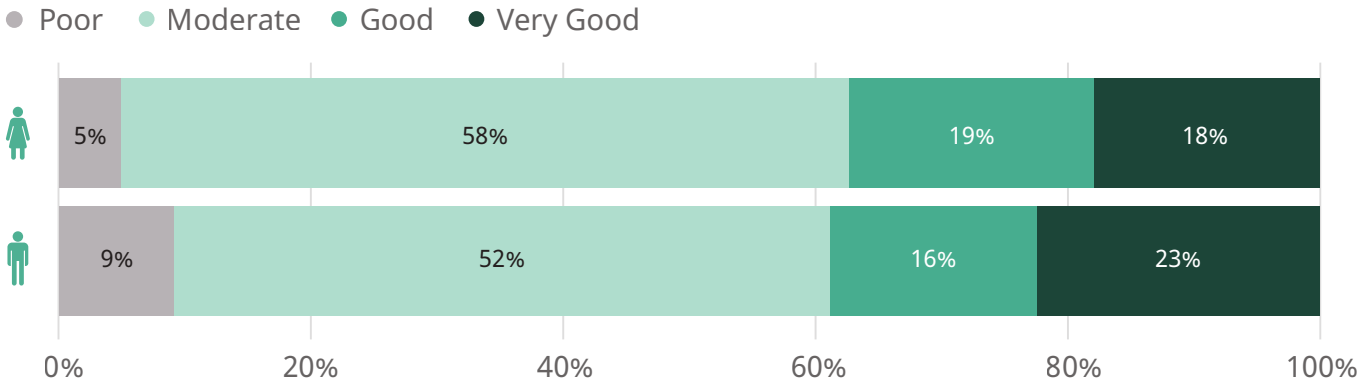


Perceived climate change understanding is highest among people aged 35-44 in Armenia, with 25% rating their knowledge as “very good”. Confidence declines in older age groups, especially those aged 45-54, where 12% feel their understanding is “very poor” (Figure 2).

Segmented analysis of climate change understanding by gender

Climate change understanding differs between genders. Among men, 16% rated it as “good” and 23% as “very good”. For women, 19% considered it as “good” and 18% as “very good” (Figure 3).

Figure 3. Perceived understanding of climate change in Armenia by gender(%). n=1000.



The analysis further examines the relationship between marital status and climate change understanding among different genders. The focus is on determining if being married affects the perceived levels of awareness and knowledge of climate change differently for men and women. By comparing married and single people, the analysis aims to identify differences in perceived understanding, revealing how marital status may influence climate change awareness differently for men and women (Table 1).

Table 1. Marital status and perceived understanding of climate change in Armenia (%). n=1000.

Gender	Marital Status	% within Poor Understanding	% within Moderate Understanding	% within Good Understanding	% within Very Good Understanding
			(% within gender & marital status)		
	Married	59% (9%)	42% (52%)	39% (15%)	50% (24%)
	Married	41% (5%)	58% (58%)	61% (18%)	50% (19%)
			(% within gender & marital status)		
	Married	70% (5%)	50% (48%)	56% (22%)	71% (25%)
	Married	30% (3%)	50% (62%)	44% (22%)	29% (13%)

In Armenia, marital status does not impact the perceived understanding of climate change. Among women, the perception of "good" understanding decreases from 22% for single women to 18% for married women, whereas "very good" understanding rises from 13% to 19%. For men, the perception of "good" understanding decreases from 22% among single men to 15% among married men, and "very good" understanding remains nearly unchanged, shifting from 25% to 24%, showing no notable differences between genders (Table 1).

Segmented analysis of climate change understanding by education

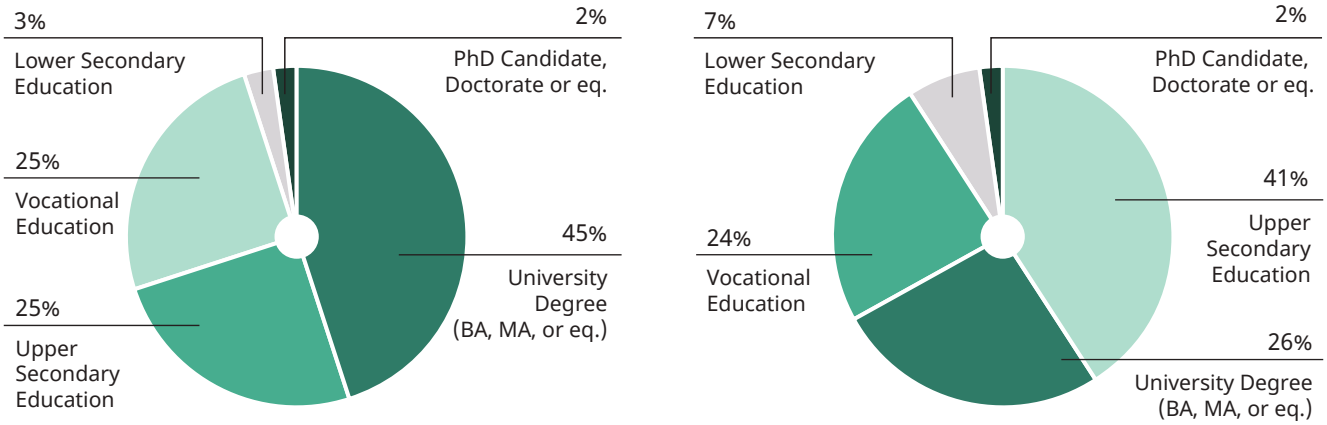
The report examines whether education level correlates with perceived climate change understanding in Armenia, assessing if higher education influences awareness differently across educational backgrounds. By comparing respondents with different levels of education, the analysis seeks to identify whether significant differences in perceived understanding exist (Table 2).

Table 2. Achieved level of education and perceived understanding of climate change in Armenia (%). n=1000.

Achieved level of education	% within Poor Understanding	% within Moderate Understanding	% within Good Understanding	% within Very Good Understanding
	(% within education Level)			
Lower Secondary Education	1% (1%)	4% (53%)	3% (14%)	7% (32%)
Upper Secondary Education	21% (5%)	25% (49%)	25% (16%)	41% (30%)
Vocational Education	9% (3%)	28% (61%)	25% (17%)	24% (19%)
University Degree (BA/MA/or eq.)	68% (11%)	42% (57%)	45% (19%)	26% (13%)
PhD Candidate, Doctorate or eq.	1% (8%)	1% (28%)	2% (36%)	2% (28%)

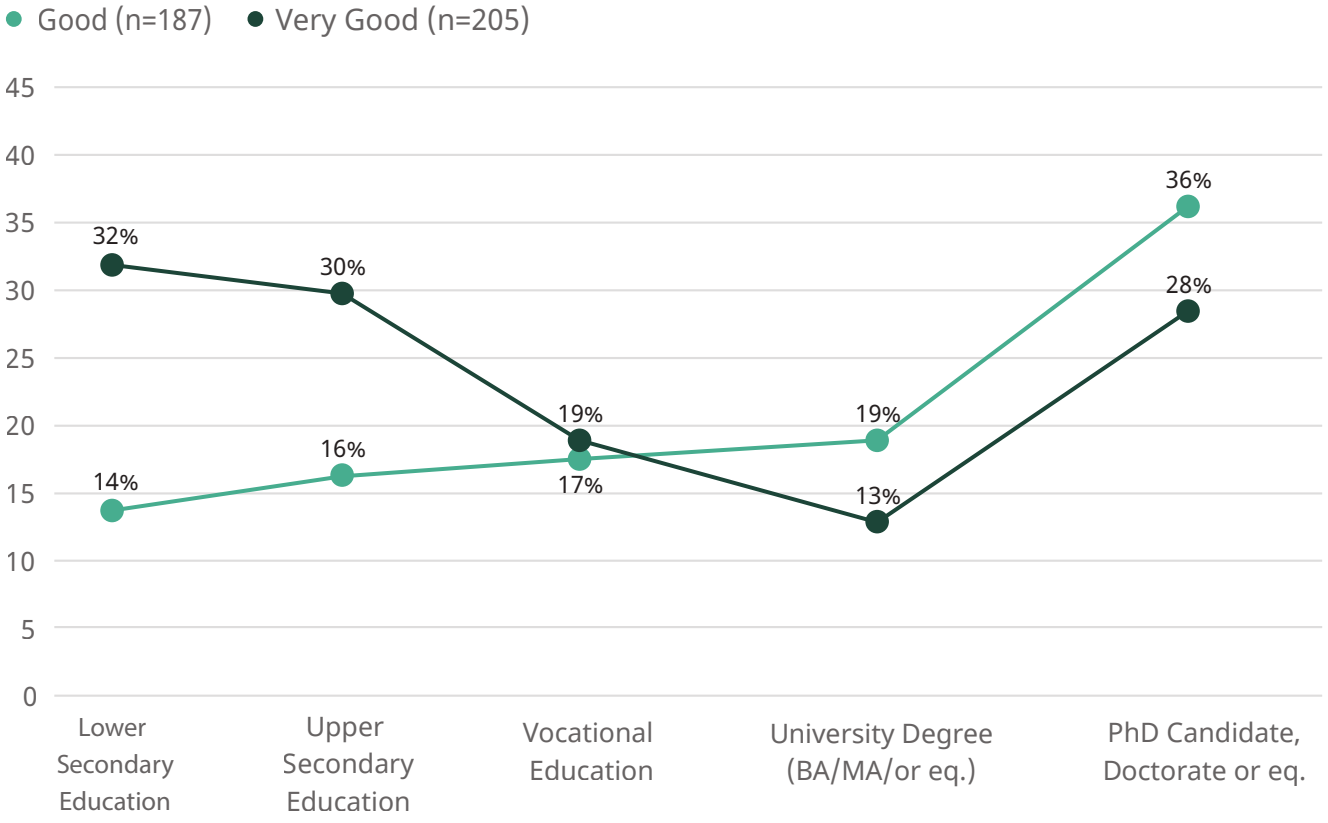
Table 2 shows that 45% of individuals with a perceived "good" understanding of climate change hold university degrees (bachelor's, master's or equivalent), whereas 41% of those with a perceived "very good" understanding have upper secondary education (Figure 4).

Figure 4. People with perceived "good" (left, n=187) and "very good" (right, n=205) understanding of climate change in Armenia by education (%).



Individuals with higher levels of education (bachelor's, master's, PhD or equivalent) are more likely to rate their understanding of climate change as "good" (36% for PhD candidates, doctorates or equivalent) compared to those with lower secondary education (14%). However, those with lower secondary education and upper secondary education are more likely to perceive their understanding of climate change as "very good" (32% and 30%, respectively) compared to people with a university degree (13% with bachelor's, master's or equivalent) and even PhD candidates or doctorates (28%) (Figure 4.1).

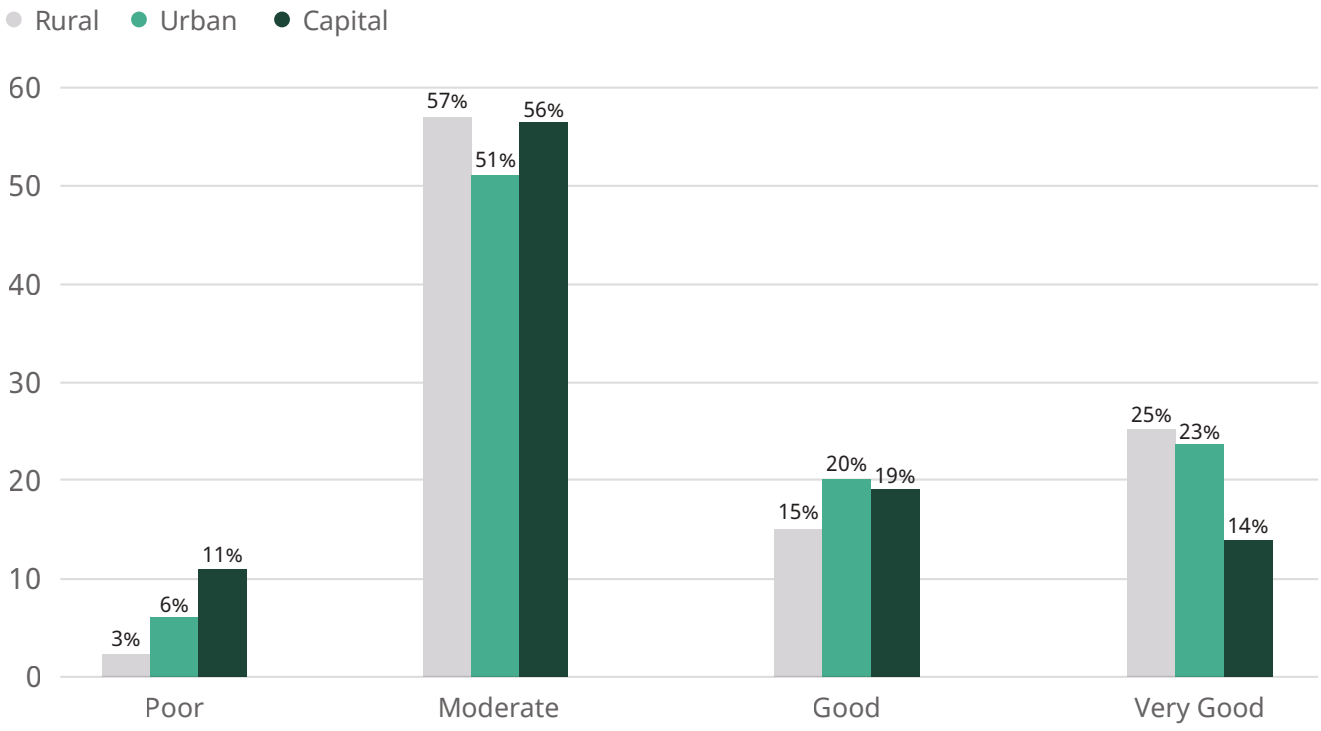
Figure 4.1. Perceived understanding of climate change in Armenia by education level (%).



Segmented analysis of climate change understanding by residence

In rural areas, 15% rate their understanding of climate change as “good” and 25% as “very good”. Confidence is slightly higher in urban areas, where 20% described it as “good” and 23% as “very good”. In the capital, 19% of residents claim they have a “good” understanding, and 14% say it is “very good” (Figure 5).

Figure 5. Perceived understanding of climate change in Armenia by residence (%). n=1000.



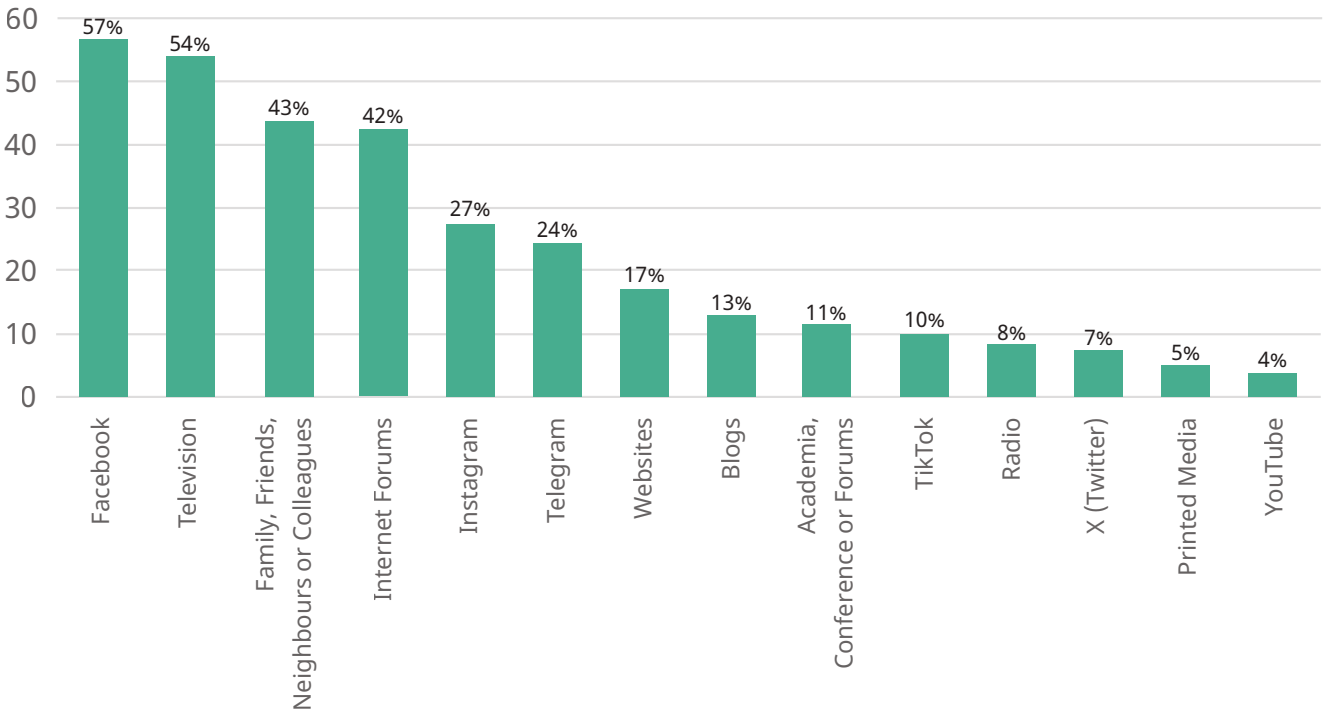
Perceived climate change understanding varies across different areas in Armenia, but the differences between capital, urban and rural areas are statistically insignificant (Figure 5).

3.2. Sources of information on climate change and environmental issues in Armenia

The data reveals that, in Armenia, there is no connection between perceiving one’s understanding of climate change as “good” or “very good” and recent exposure to information on environmental issues. A majority, 74%, of those who describe their understanding of climate change as “good”, and 80% of those who describe it as “very good”, reported not having received any information on environmental issues in the past three months.

Overall, only 26% reported receiving information on environmental issues. Among these 271 respondents, the most common source was Facebook (cited by 57% of people receiving information), followed by television (54%) and family, friends, neighbours or colleagues (43%). Other sources included Instagram (27%) and Telegram (24%). Less frequently mentioned sources were radio (8%) and print media (5%) (Figure 6).

Figure 6. Sources of information on environmental issues in Armenia (%). n=271.



Interestingly, 61% of those receiving information on environmental issues confirmed staying updated on current and upcoming thematic policies through advertisements in mainstream and social media (68% of those who stay updated about the policies), or by attending government (39%) and NGO-organized thematic events (meetings, conferences, workshops, forums, etc) (21%).

Top sources of information on environmental issues and their audience in Armenia

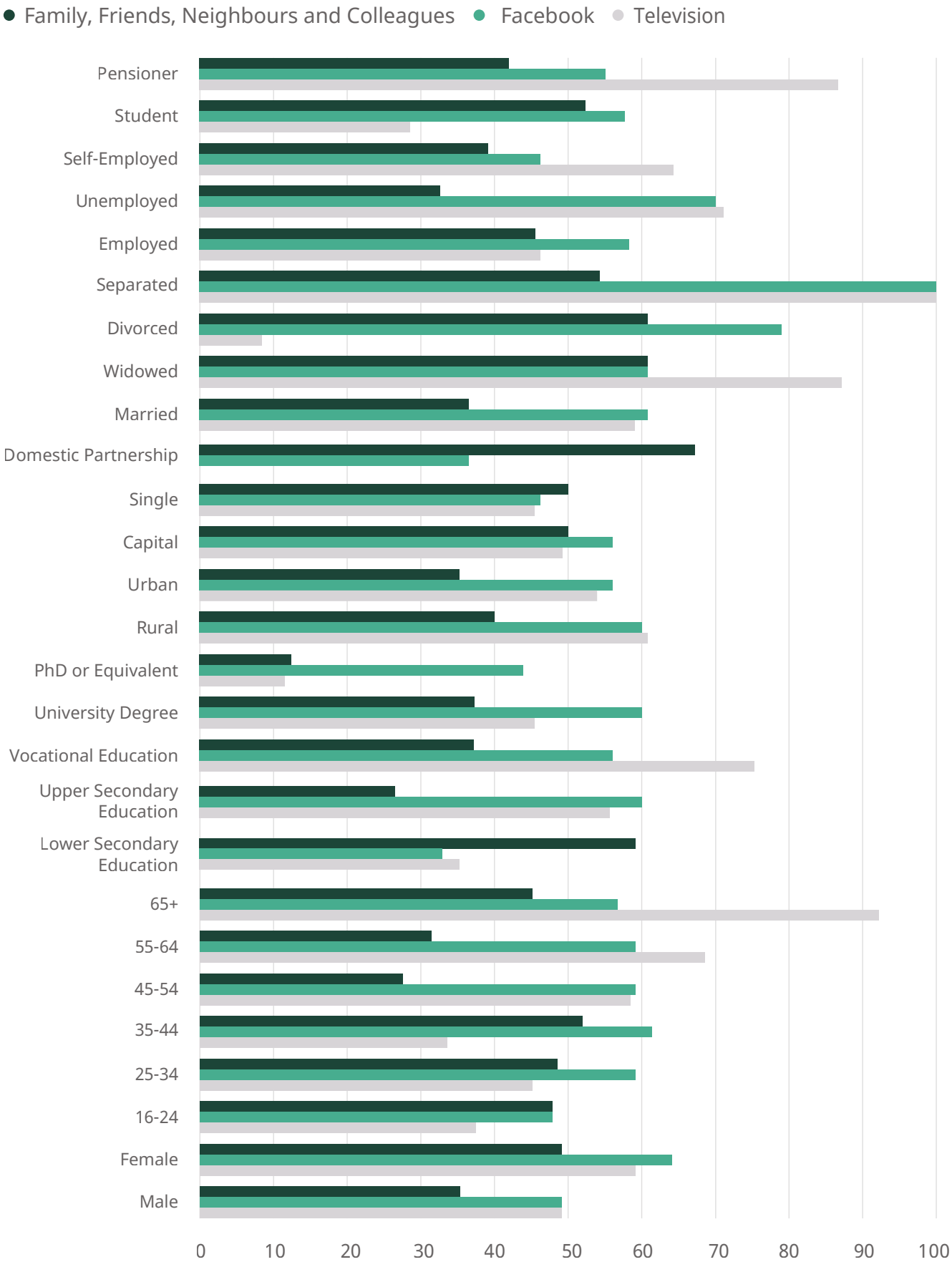
This segment describes the top three sources of environmental information in Armenia – Facebook, television and personal networks (family, friends, neighbours or colleagues) – by audience (Figure 7). Understanding these patterns reveals which groups rely on each source, enabling more targeted communication to boost awareness.

Facebook is the primary source of environmental information for 70% of unemployed individuals who receive information on environmental issues, 64% of women, 62% of those aged 35-44, 60% of individuals with university degrees (bachelor's, master's or equivalent), 60% of individuals with upper secondary education, 60% of rural residents, 59% of married people and 49% of men.

Television appeals to 93% of people aged 65+ receiving information on environmental issues, 75% of people with vocational education, 72% of the unemployed, 61% of people from rural areas, 59% of women and 49% of men who report receiving information on environmental issues.

Of people who confirm receiving information on environmental issues, family, friends, neighbours or colleagues provide thematic information for 59% of respondents with lower secondary education, 53% of people aged 35-54, 52% of students, 50% of capital residents, 50% of single individuals and 49% of women (Figure 7).

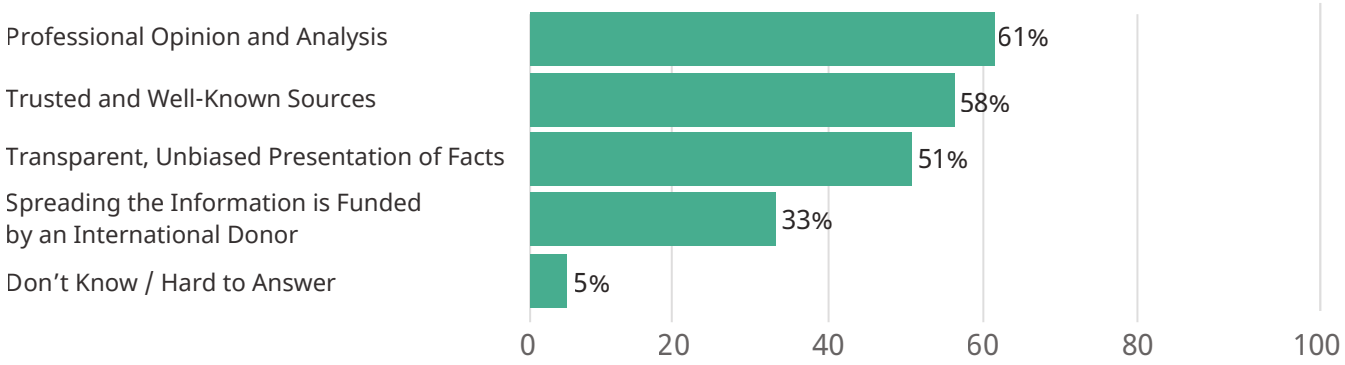
Figure 7. Top sources of information on environmental issues and their audience in Armenia (%). n= 271.



Credibility criteria for the information on environmental issues and climate change

When it comes to credibility, most people who confirmed receiving information on environmental issues prioritize professional opinion and analysis (61%) and trusted and well-known sources (58%). Transparent, unbiased presentation of facts is critical for 51%, whereas 33% appreciate it when the information is funded by international donors (Figure 8).

Figure 8. Credibility criteria for information on climate change and environmental issues (%). n=271.

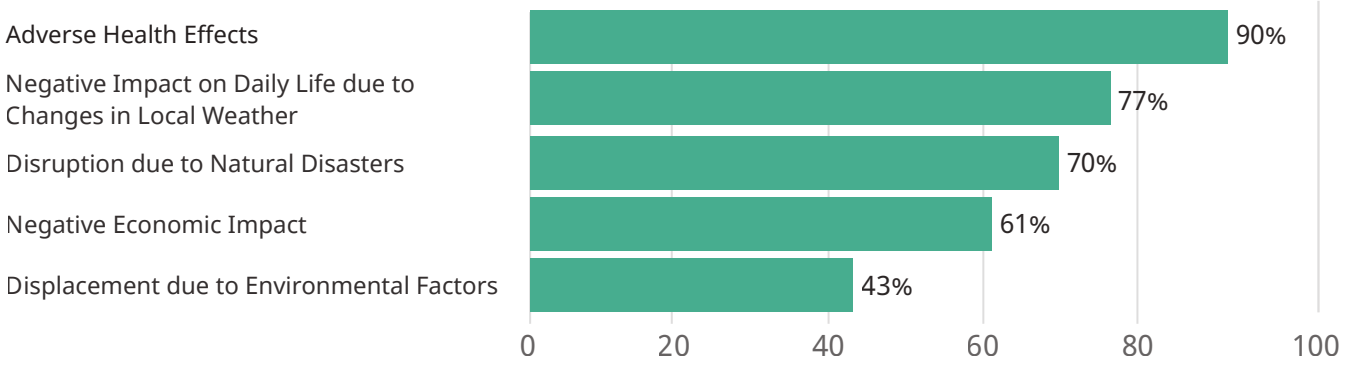


3.3. Perceptions on the impact of climate change in Armenia

People who receive environmental information from personal networks notice climate change impacts around them more – 86% of those receiving information from family, friends, neighbours or colleagues say climate change affects them or those around them.

An overwhelming majority in Armenia, 77%, confirm that climate change personally affects them or their family, relatives, friends or neighbours. The most commonly recognized impacts are adverse health effects (cited by 90% of those affected), negative impacts on daily life due to local weather changes (77%), disruptions due to natural disasters (70%), economic impacts (61%) and displacement due to environmental factors (43%) (Figure 9).

Figure 9. The most cited negative impacts of climate change in Armenia (%). n=771.



Due to statistically insignificant demographic differences concerning the negative impact on daily life from local weather changes, disruptions from natural disasters or displacement due to environmental factors, this chapter focuses on adverse health and economic effects.

Adverse health effects of climate change by age, gender and residence

Among the 771 respondents affected by climate change, 90% (691 people) cited adverse health impacts. Patterns in age, gender and residence show how different groups in Armenia perceive these health effects.

The percentage of people perceiving negative health impacts of climate change on themselves or their immediate social circles (family, relatives, friends, neighbours or others) increases with age, ranging from 84% of people aged 16-24 to 99% of people aged 65+ who recognize the negative impacts of climate change. At the same time, the youngest group, aged 16-24, represents the smallest share (12%) of those reporting such impacts, while individuals aged 35-44 and 65+ make up the largest groups (20% and 19%, respectively) experiencing these health concerns (Figures 10 and 11).

Figure 10. Group reporting adverse health effects on themselves or their social circles by age (%). n=691.

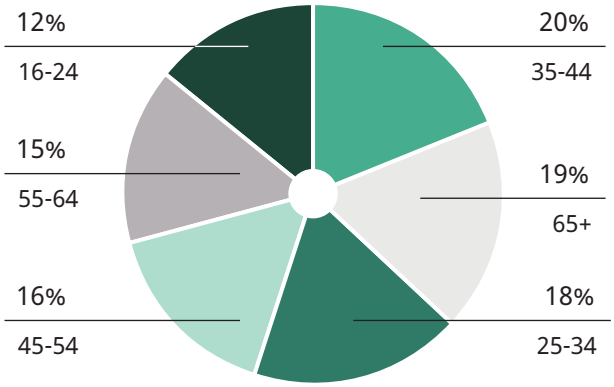
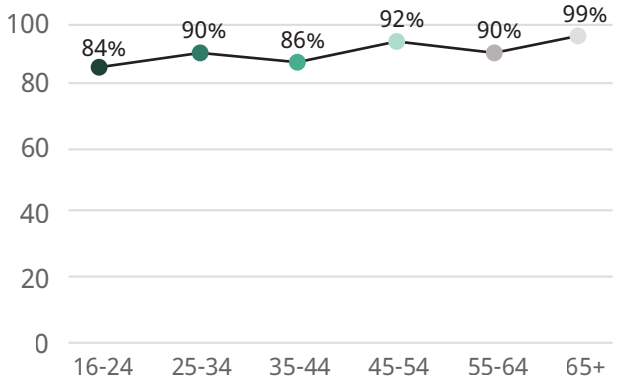


Figure 11. Reported negative health impacts of climate change by age (%). n=691.



Furthermore, noticeable gender differences emerge regarding reported adverse health impacts of climate change. Women in Armenia are more likely to report that climate change negatively impacts their health or that of their immediate social circles (93% of women who recognize negative climate change impacts, compared to 87% of men), and they do so more frequently than men (58% of people who report such impacts are women).

Since 691 individuals reported health impacts, focusing on respiratory issues due to air pollution (as an example), and 20% of total survey respondents ranked air quality improvement as Armenia's top environmental priority, it is crucial to examine how these health issues vary across different residence types (Figures 12 and 13). It is especially relevant given that air pollution levels are typically higher in capitals than rural areas.

Figure 12. Reported adverse health impacts on the respondents or their social circles by residence (%). n=691.

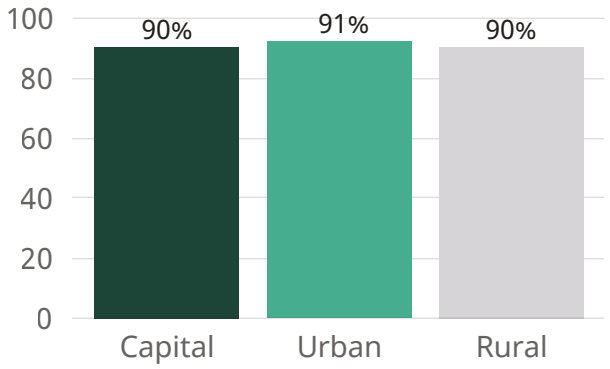
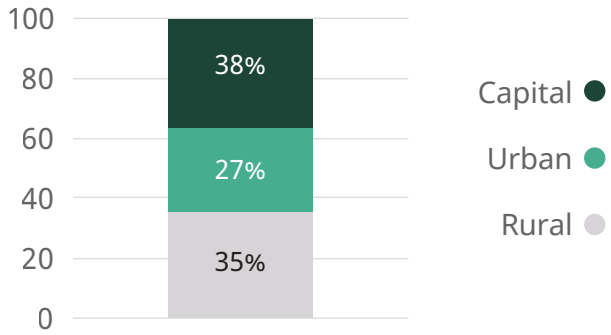


Figure 13. Group reporting adverse health impacts on themselves or their immediate social circles (%). n=691.



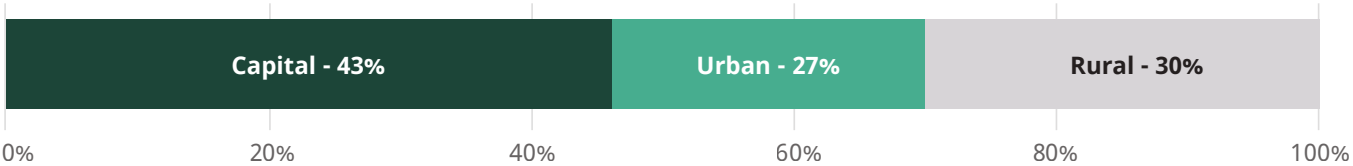
Residents of urban, capital and rural areas in Armenia are equally likely to report that climate change negatively impacts their health or that of their immediate social circles, with respiratory issues from air pollution frequently cited as an example. Additionally, urban residents from the capital and other cities represent the majority (38% from the capital and 27% from different cities/towns) of those citing the negative health impacts of climate change on themselves, their family members, friends, neighbours, colleagues and others (Figures 12 and 13).

Perceived negative economic impacts of climate change by residence and employment status

Of the people who confirmed the overall negative impacts of climate change on themselves or their immediate social circles, 61% reported negative economic impacts. The analysis by area of residence and employment status reveals which groups perceive themselves as more vulnerable to the financial consequences of climate change.

Rural residents, reliant on agriculture, are particularly vulnerable to climate-related economic impacts. They account for 30% of those reporting such effects of climate change (Figure 14), with 70% of rural residents highlighting issues such as soil degradation and inadequate pastures. In contrast, urban and capital residents, comprising 70% of those affected (27% and 43%, respectively), primarily cite rising heating and cooling costs as their economic concerns. Urban residents comprise 79% (45% from the capital, 34% from other cities/towns) of all people who claim they face increased costs of conditioning/heating due to environmental issues.

Figure 14. Group reporting negative economic impacts of climate change by residence (%). n=453.



Employed individuals represent the majority (59%) of those reporting negative economic impacts of climate change. Among those who recognize the overall negative influence of climate change, 75% of retirees name economic effects, followed by 67% of the unemployed, 62% of the self-employed, 56% of the employed and 43% of students (Figures 15 and 16).

Figure 15. Reported negative economic impacts of climate change by employment status (%). n=453.

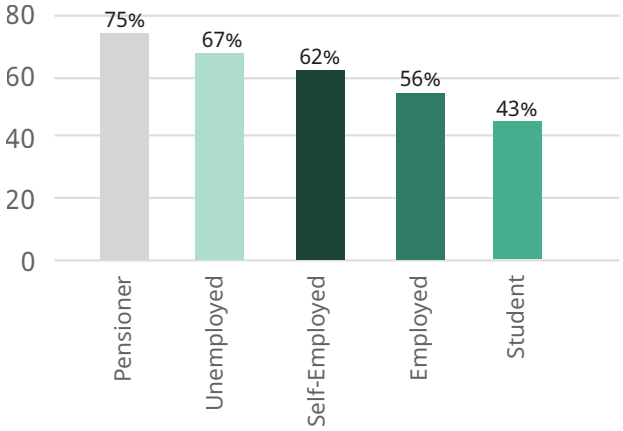
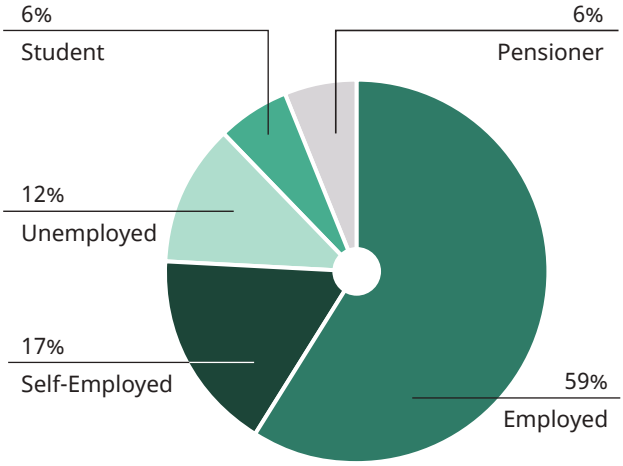


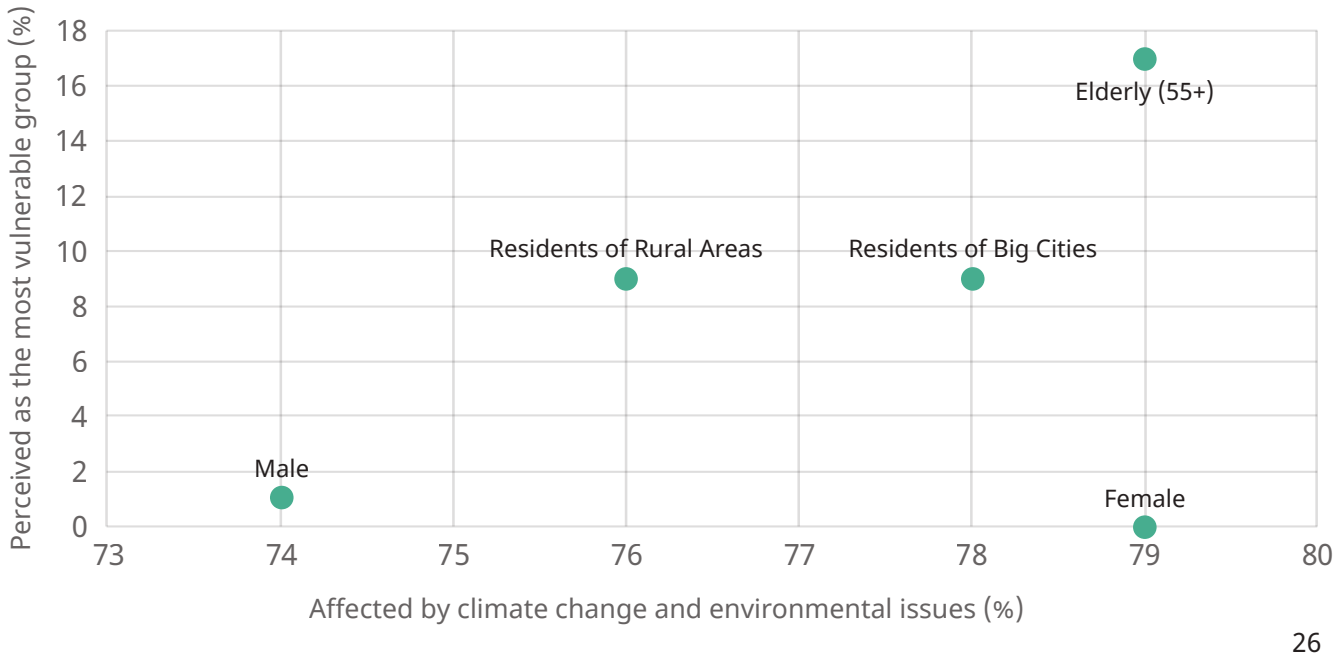
Figure 16. The group reporting negative economic impacts of climate change by employment status (%). n=453.



The most impacted by climate change in Armenia and their perceived vulnerability

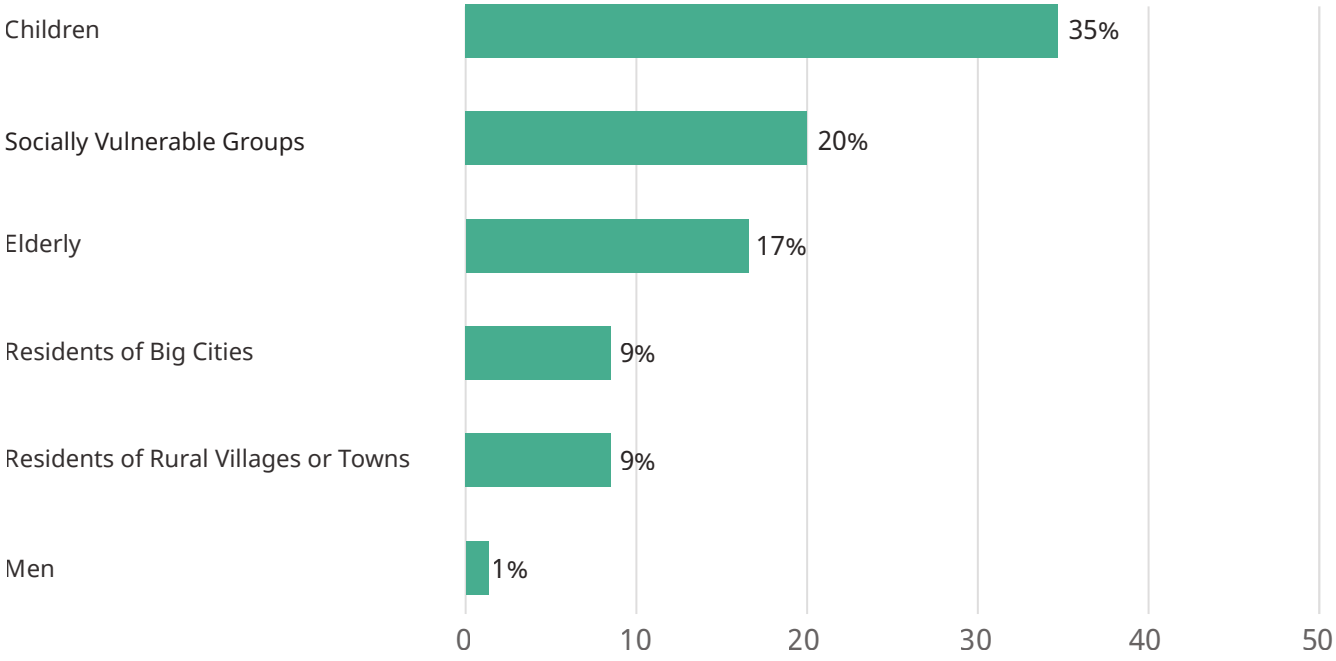
Understanding which groups are most affected by climate change and comparing it to public perceptions of their vulnerability is crucial for developing effective adaptation strategies. The survey observes how different demographics report negative climate change impacts and contrasts them with public views on which groups are the most vulnerable in the country.

Figure 17. Groups affected by climate change/environmental issues and their perceived vulnerability (%). n=1000.



The groups perceived as most vulnerable to climate change in Armenia (listed in order) are children (considered the most vulnerable by 35% of respondents), socially vulnerable persons (20%) and the elderly (17%). However, a significant disparity exists between those perceived as most vulnerable and the groups reporting experiencing the impacts of climate change. While women frequently report the effects of climate change on themselves and their immediate social circles, the public in Armenia does not perceive them as the most vulnerable. Similarly, although many individuals aged 55 and older report impacts (76% of people aged 55+), this group is recognized as most vulnerable by only 17% of respondents. Rural and urban residents also report substantial impacts (76% and 78%, respectively), yet they are seldom viewed as the most susceptible (each described as most vulnerable by only 9%) (Figures 17 and 18).

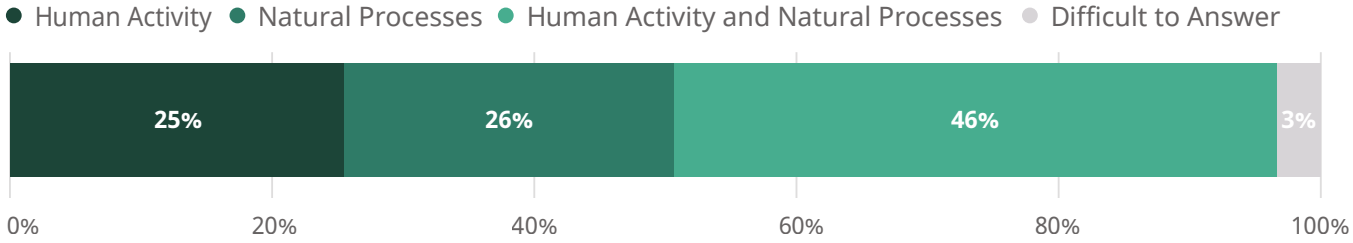
Figure 18. Public ratings of the most vulnerable groups to climate change and environmental issues (%). n=1000.



3.4. Perceived root causes of climate change in Armenia

The survey asked respondents to identify what they believed to be the primary cause of climate change. In response, 25% of people identified human activity as the root cause, 26% attributed it solely to natural processes, and 46% believed that both human activity and natural processes cause climate change (Figure 19).

Figure 19. Perceived root causes of climate change in Armenia (%). n=1000.

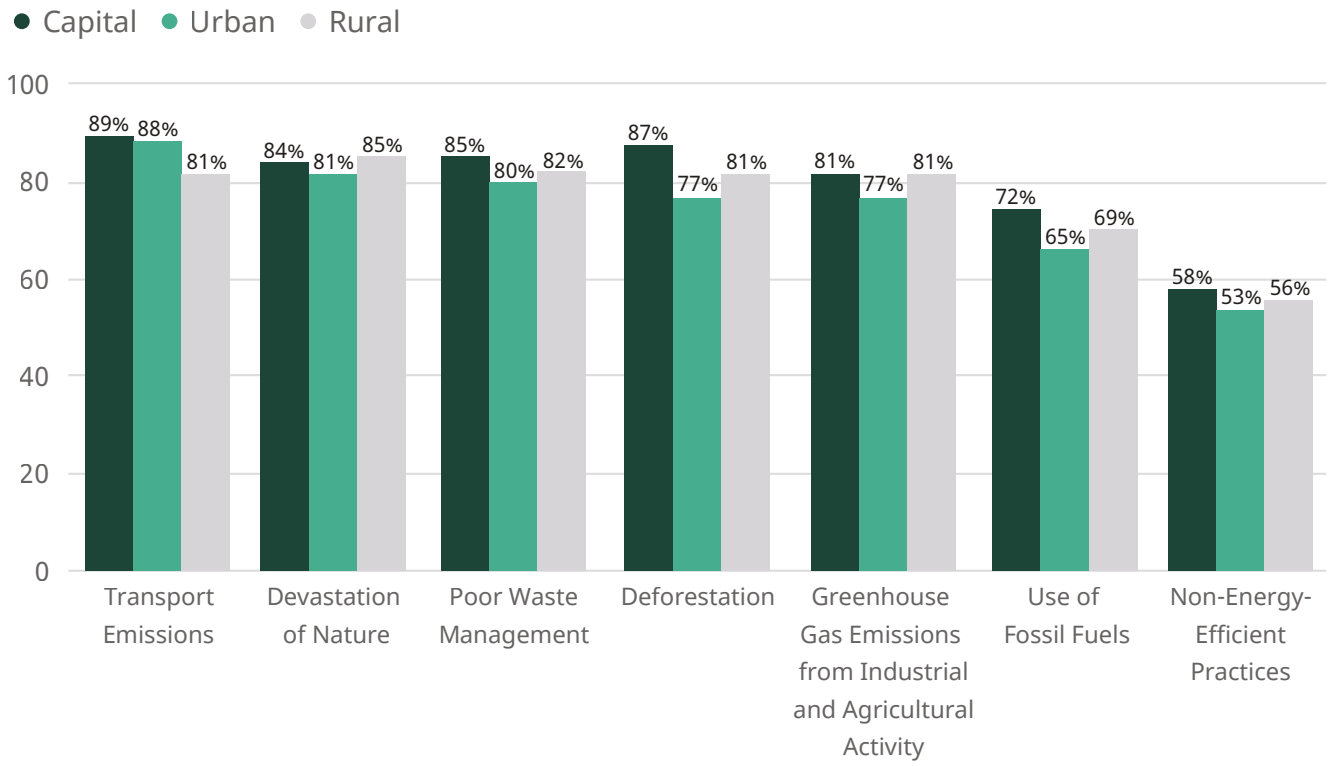


Perceived human-activity-related causes of climate change in Armenia

Among the 728 respondents who identified human activity or a combination of human activity and natural processes as causes of climate change, the most frequently mentioned causes were transport emissions (cited by 86%), devastation of nature (83%), poor waste management and unauthorized dumping (83%), deforestation (82%), greenhouse gas emissions from industrial and agricultural activities (78%), use of fossil fuels (69%) and non-energy-efficient practices (56%). Interestingly, 8% of respondents in Armenia acknowledged "wars and military operations" as a human-activity-related root cause of climate change.

Understanding how people from rural, urban and capital areas view human-activity-related root causes of climate change is valuable, as their perspectives may differ based on their unique environmental contexts and daily experiences (Figure 20).

Figure 20. Recognition of human-activity-related causes of climate change in Armenia (%). n=728.



Transport emissions are the most recognized human-activity-related cause of climate change in Armenia, cited by 89% of capital, 88% of urban and 81% of rural residents.

Non-energy-efficient practices are among the least acknowledged human-activity-related cause of climate change, noted by 58% of citizens in the capital, 56% in rural areas and 53% in urban areas (Figure 20).

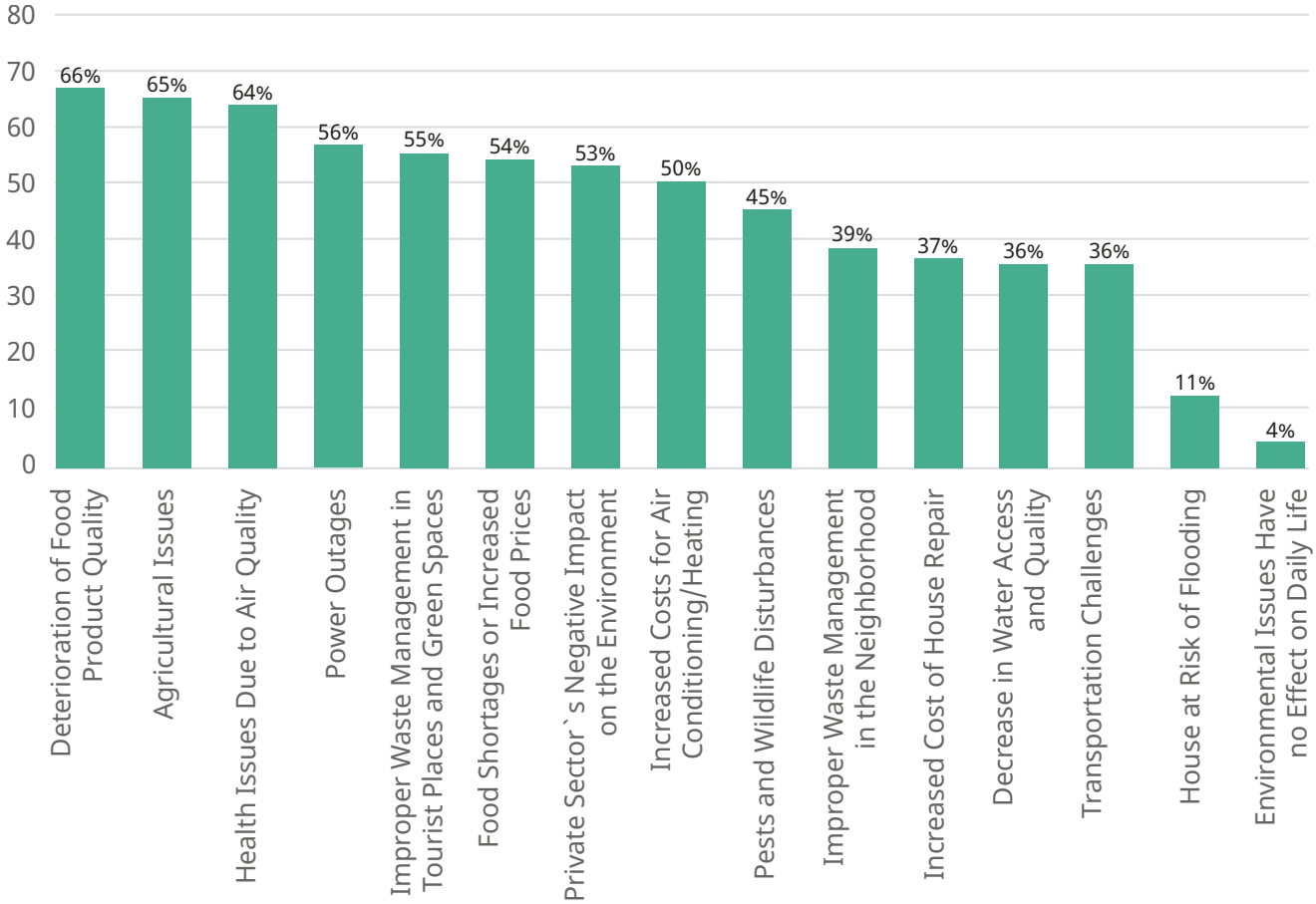
3.5. Public perceptions on environmental issues and the priority areas of environmental protection in Armenia

This subchapter analyses public perceptions of environmental issues and priority areas for environmental protection in Armenia to inform the development of effective policies and strategies that address the most pressing concerns. The following sections explore how residents perceive daily challenges, such as air pollution, waste management or water quality. By examining the public's priorities for environmental protection, this section identifies the areas deemed most urgent for policy intervention. Furthermore, it investigates the link between people's exposure to environmental problems and their prioritization of relevant fields of environmental protection, providing valuable insights into the connection between lived experiences and prioritization.

Pressing environmental issues that affect the daily lives of people in Armenia

To understand the impact of environmental issues on daily life, respondents identified specific areas where they felt affected. The results reveal a broad spectrum of challenges that people in Armenia face due to environmental problems (Figure 21).

Figure 21. Areas of daily life affected by environmental issues in Armenia (%). n=1000.



According to the public survey, people think deterioration of food product quality, agricultural issues and health issues due to environmental factors are the top three environmental problems in Armenia.

In rural areas, 70% of residents reported agricultural issues, 66% mentioned power outages and 65% were concerned about food quality. Food shortages affected 57%, improper waste management in tourist areas concerned 53%, and pests and wildlife disturbed 53%.

In urban areas, 65% identified agricultural problems, 61% worried about food quality and 56% cited health issues due to air quality. Improper waste management concerned 51%, and 50% noted power outages.

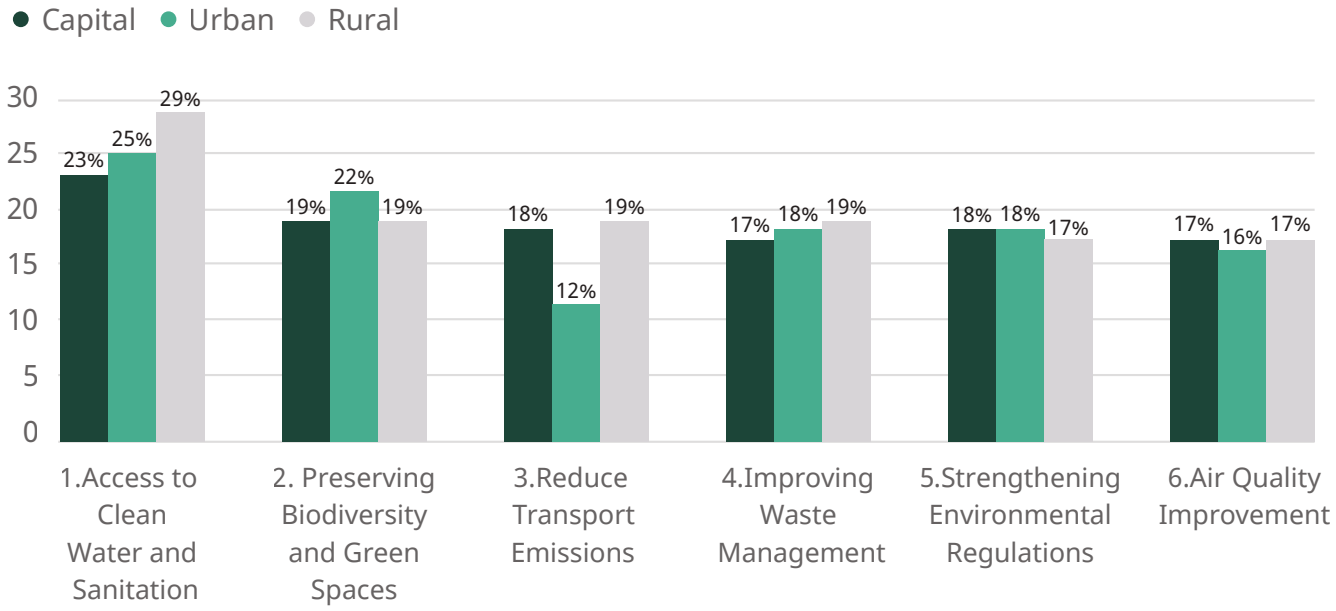
In the capital, 73% cited health issues from poor air quality, 70% were concerned about food quality and 61% were worried about the private sector's negative impact on the environment.

Only 4% of respondents across all areas stated that environmental issues did not affect their daily lives.

The priority areas of environmental protection in Armenia

After identifying the environmental issues that impact the public daily, it is crucial to understand how these concerns align with their priority areas of environmental protection. These areas include air quality improvement, access to clean water and sanitation, preserving biodiversity and green spaces, reducing transport emissions, improving waste management, and strengthening environmental regulations and compliance across various sectors (Figure 22).

Figure 22. Priority areas of environmental protection as ranked by the public in Armenia (%).
1= Highest Priority, 6 = Lowest Priority. n=1000.



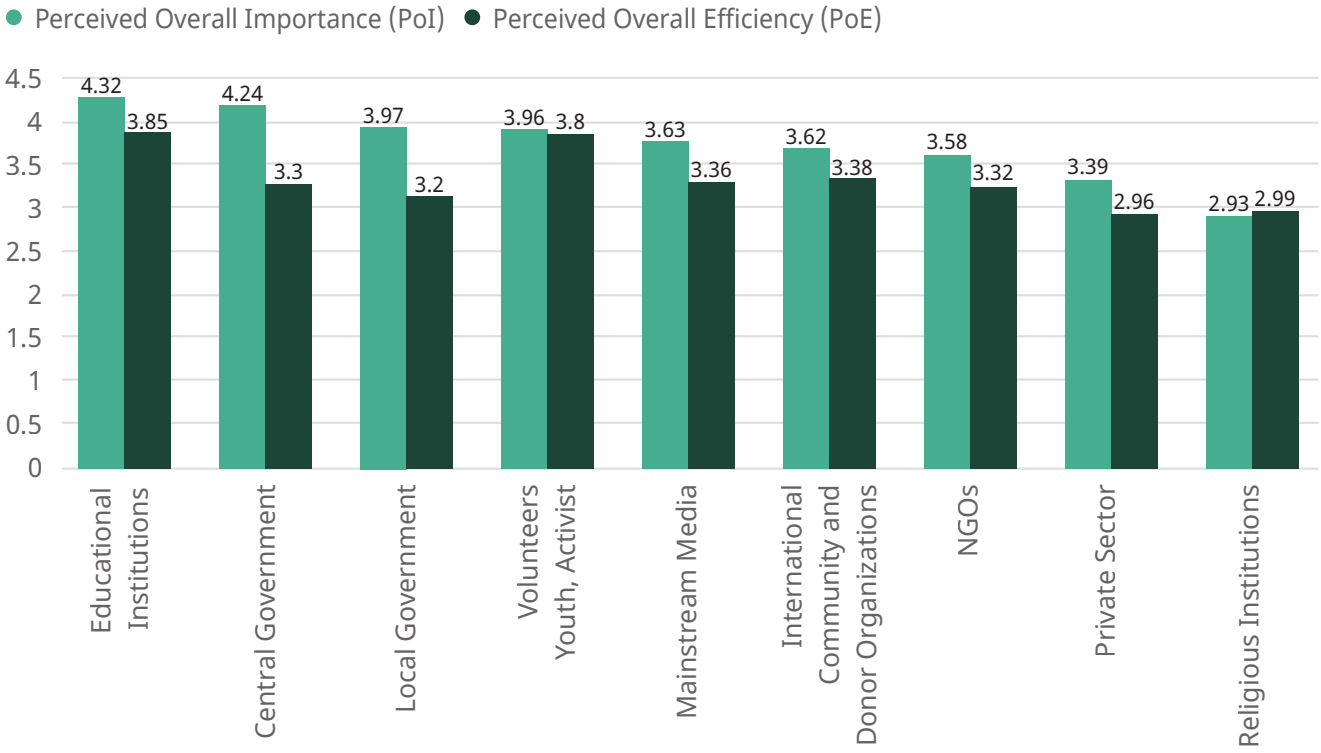
In Armenia, the public's top environmental priorities are as follows: [1] permanent access to clean water and sanitation; [2] preserving biodiversity and green spaces; [3] reducing transport emissions; [4] improving waste management; [5] strengthening environmental regulations; and [6] improving air quality (Figure 22).

3.6. Perceived importance and efficiency of different actors in environmental protection

Survey participants rated the importance and efficiency of various actors in implementing environmental protection activities, programs or regulations on a scale from 1 (not important/efficient at all) to 5 (extremely important/efficient). The perceived overall importance (POI) and efficiency (POE) rely on arithmetic means to determine which entities the public considers most influential in driving environmental action in Armenia (Figure 23).

In Armenia, the public views educational institutions as the most important and efficient in environmental protection. Central government is viewed as second most important and religious institutions are seen as the least important, and the private sector is considered the least efficient (Figure 23).

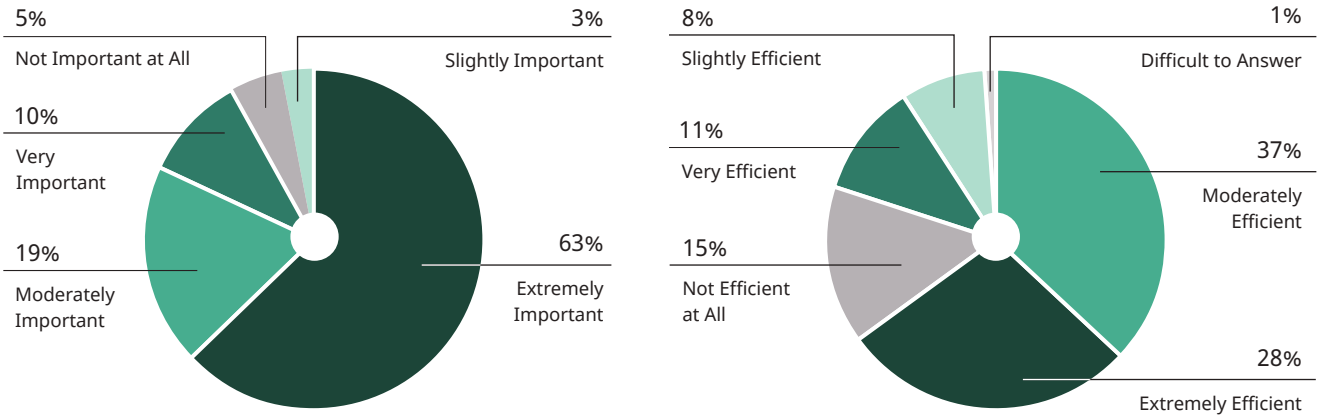
Figure 23. Perceived overall importance and efficiency of different actors in Armenia. n=1000. On a scale from 1 to 5.



Central government's perceived overall importance and efficiency in environmental protection

The central government is perceived as "very important" in environmental protection (POI=4.3 out of 5), with 63% of respondents rating its role as "extremely important" and 10% as "very important". However, only 28% of respondents view it as "extremely efficient", while 15% consider the central government "not efficient at all" (Figure 24). This disparity is reflected in the perceived overall importance (POI=4.24 out of 5) and efficiency (POE=3.3 out of 5) scores. Notably, 20% of participants report they are "extremely likely" and 8% "very likely" to support new thematic policies introduced by the central government.

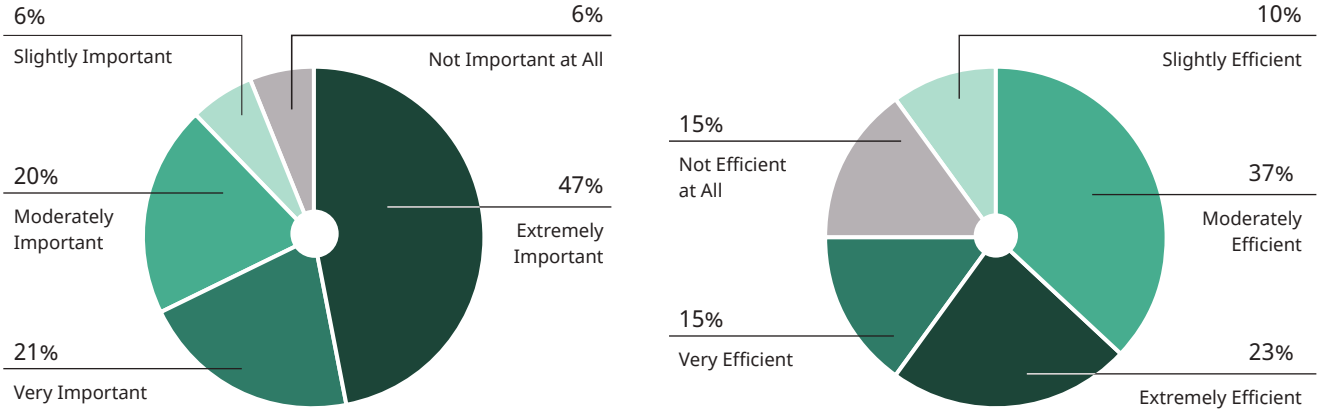
Figure 24. People in Armenia rating the importance (left) and efficiency (right) of central government in environmental protection (%). n=1000.



Local government's perceived overall importance and efficiency in environmental protection

The public in Armenia views local government as "very important" (POI=3.97 out of 5) in environmental protection and as "moderately efficient" (POE=3.2 out of 5). Notably, 52% of people view them as "extremely important" in the capital, compared to 42% in rural settlements (47% in total, including urban areas). Meanwhile, only 23% (overall) consider them "extremely efficient" (Figure 25).

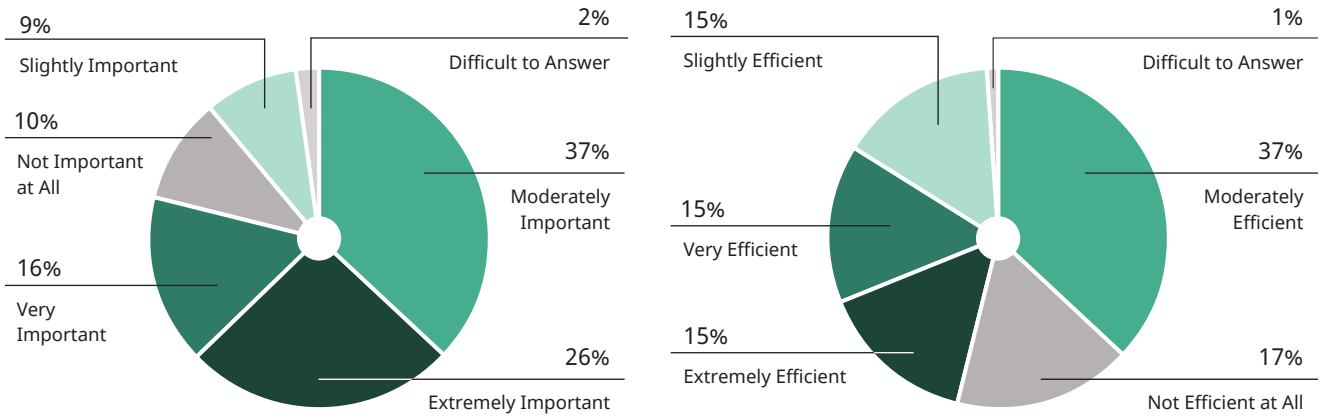
Figure 25. People in Armenia rating the importance (left) and efficiency (right) of local governments in environmental protection (%). n=1000.



Private sector's perceived overall importance and efficiency in environmental protection

The public considers the private sector to be "moderately" important and efficient in environmental protection (POI=3.39 out of 5, POE=2.96 out of 5). It is "extremely important" for 26% and extremely "efficient" for 15% (Figure 26). Notably, 17% in Armenia are "extremely likely" and 11% are "very likely" to support corporate sustainability initiatives.

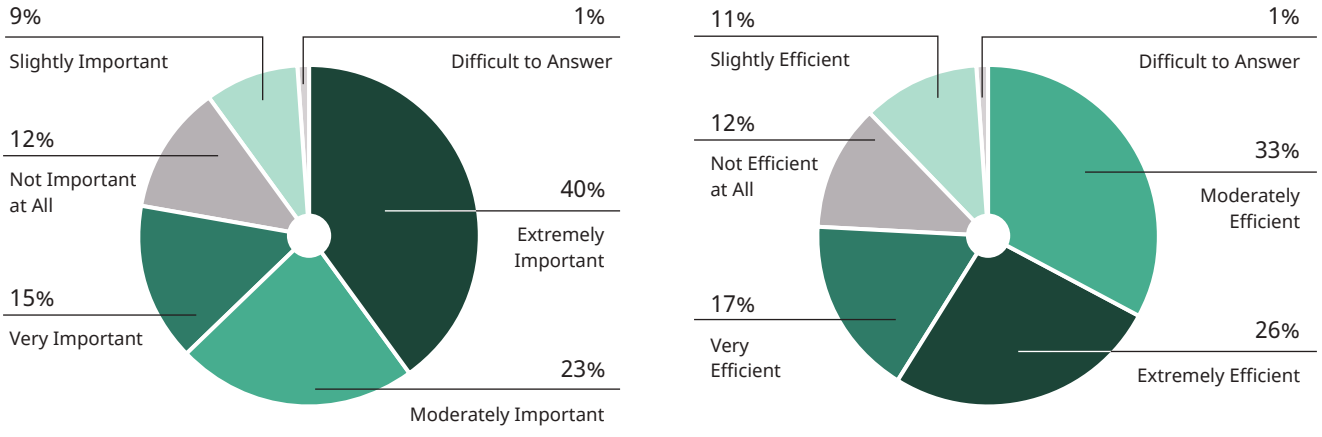
Figure 26. People in Armenia rating the importance (left) and efficiency (right) of private sector in environmental protection (%). n=1000.



Mainstream media's perceived overall importance and efficiency in environmental protection

Mainstream media, including television, radio and press, is viewed as falling between the "moderately" and "very" important/efficient category (POI=3.63 out of 5, POE=3.36 out of 5) in environmental protection, with 40% of respondents rating it as "extremely important" and 26% as "extremely efficient" (Figure 27).

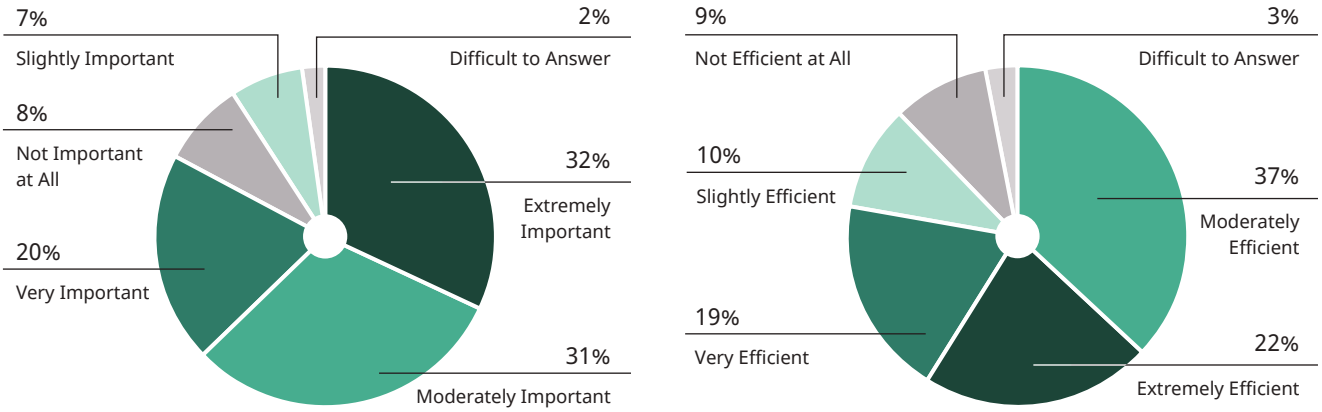
Figure 27. People in Armenia rating the importance (left) and efficiency (right) of mainstream media in environmental protection (%). n=1000.



International community and donor organizations' perceived overall importance and efficiency in environmental protection

The international community and donor organizations play a crucial role in environmental protection in Armenia, with a perceived importance (POI) rating of 3.62 and efficiency (POE) of 3.38 out of 5. Notably, 32% of the public view them as "extremely important" and 22% find them "extremely efficient" (Figure 28).

Figure 28. People in Armenia rating the importance (left) and efficiency (right) of international community and donor organizations in environmental protection (%). n=1000.



Because the EU plays a significant role in environmental protection in Armenia, the survey collected information on public opinion about its thematic influence: 35% consider EU cooperation "very significant" and 10% "significant" in influencing environmental policies in the country. The most desired EU support includes the facilitation of thematic international cooperation (89%), sharing expertise and technology (88%), and financial assistance for environmental projects (88%) (Figures 29 and 30).

Figure 29. Public perceptions about EU cooperations' influence on environmental policies in Armenia (%). n=1000.

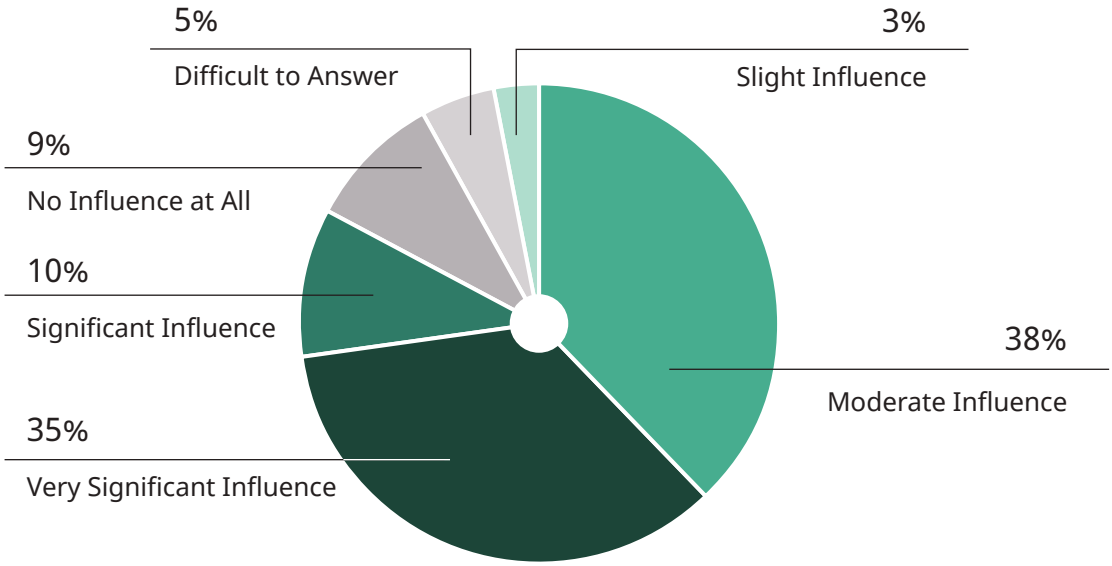
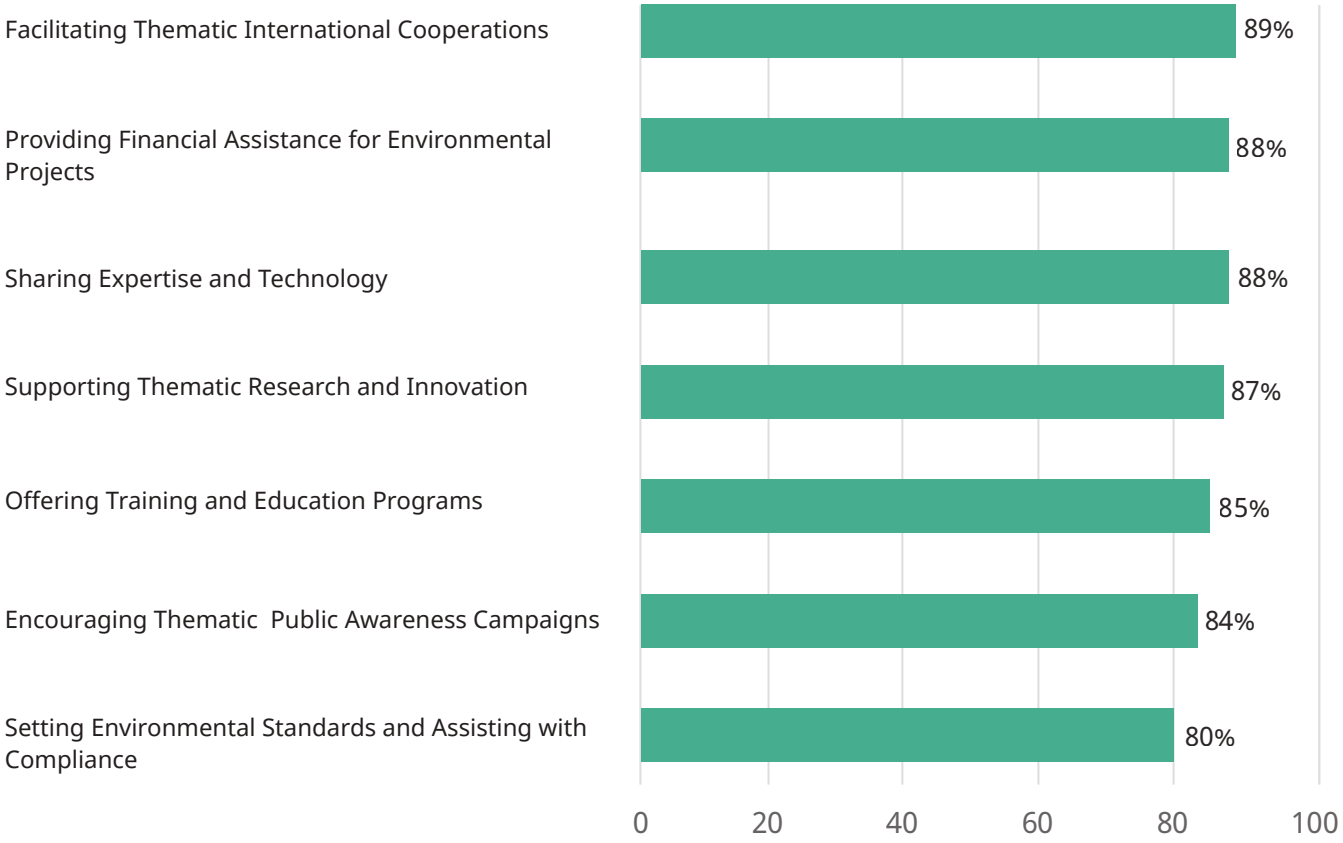


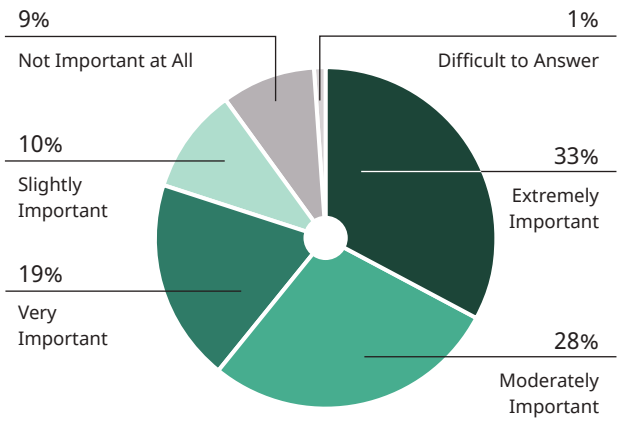
Figure 30. Perceived ways of EU thematic support to Armenia (%). n=867.

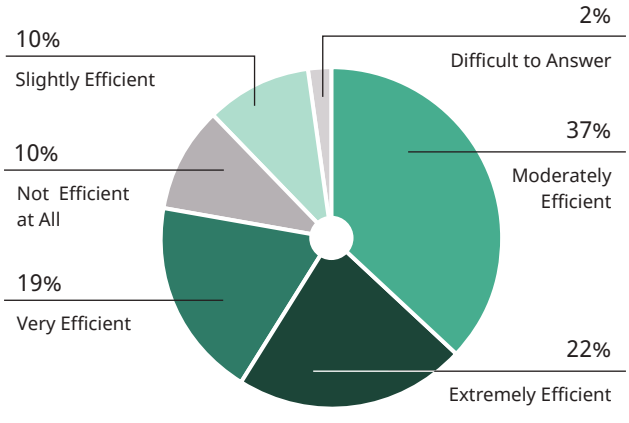


Non-governmental organizations' (NGOs) perceived overall importance and efficiency in environmental protection

The public views non-governmental organizations (NGOs) as "moderately important" (POI=3.58 out of 5) and "moderately efficient" (POE=3.32 out of 5) in environmental protection. While 33% see NGOs as "extremely important" and 22% as "extremely efficient" (Figure 31), only 13% are "extremely likely" and 9% "very likely" to support NGO-led thematic initiatives.

Figure 31. People in Armenia rating the importance (left) and efficiency (right) of NGOs in environmental protection (%). n=1000.

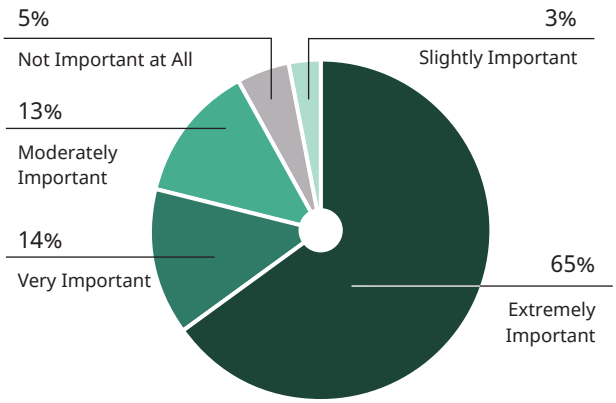


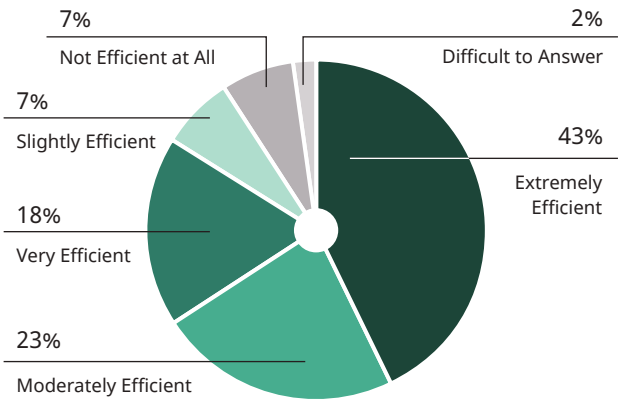


Educational institutions perceived overall importance and efficiency in environmental protection

With 65% of respondents rating them as “extremely important” and 43% as “extremely efficient” (Figure 32), educational institutions, including schools and universities, are considered “very important” (POI=4.32 out of 5) and “very efficient” (POE=3.85 out of 5) in driving environmental action. Notably, 40% say they are “extremely likely” and 14% “very likely” to support thematic educational programs and information campaigns.

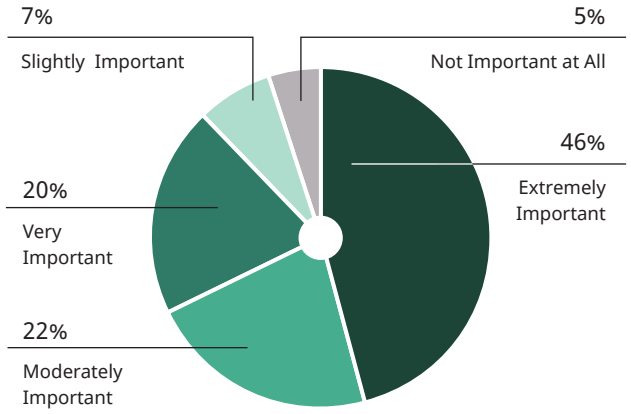
Figure 32. People in Armenia rating the importance (left) and efficiency (right) of educational institutions in environmental protection (%). n=1000.

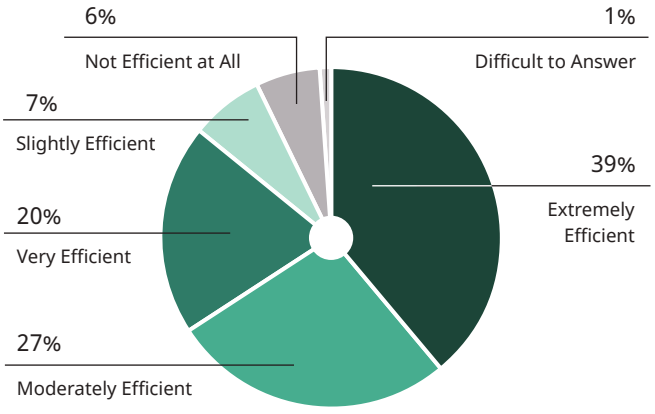




Volunteers, youths and activists’ perceived overall importance and efficiency in environmental protection

Figure 33. People in Armenia rating the importance (left) and efficiency (right) of volunteers, youth and activists in environmental protection (%). n=1000.



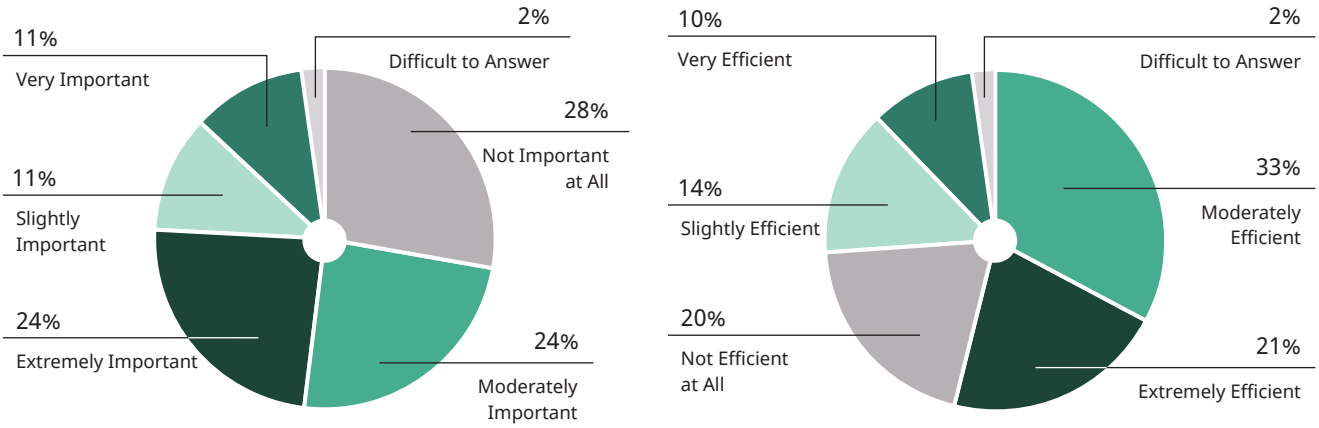


Public perceptions position volunteers, youths and activists as “very important (POI=3.96 out of 5) for their role in environmental protection, with their efficiency rated as nearly “very efficient” (POE=3.8 out of 5). Among respondents, 46% consider these groups “extremely important” and 39% “extremely efficient” (Figure 33). Notably, 54% of people aged 55-64 consider volunteers, youth and activists “extremely important”. In contrast, the smallest percentage of respondents who rate them as “extremely important” is in the 16-24 age group (44%).

Religious institutions’ perceived overall importance and efficiency in environmental protection

In Armenia, the public views religious institutions as “moderately important” (POI=2.93 out of 5) and “moderately efficient” (POE=2.99 out of 5) in driving environmental action. Specifically, 24% rate their role as “extremely important” and 21% as “extremely efficient” (Figure 34).

Figure 34. People in Armenia rating the importance (left) and efficiency (right) of religious institutions in environmental protection (%). n=1000.



3.7. Personal engagement in environmental protection in Armenia

The survey asked respondents whether they engage in activities to protect the environment, such as recycling or reducing waste. The results offer insight into individual commitment to environmental protection, with 22% of all respondents reporting participation in such activities. Examining engagement across different demographics is valuable, highlighting the recognition of environmental responsibility among various cohorts.

Engagement in environmental activities demonstrates that men are more active (25%) than women (19%); 52% of participants in such activities are men.

When examining age groups, people aged 16-24 exhibit the highest engagement at 28%, followed by respondents aged 25-34 at 27% and those aged 35-44 at 24%. In comparison, people aged 65+ display the lowest engagement rate at 10%. People aged 25-34 represent the largest cohort (24%) (Figures 35 and 36).

Figure 35. Reported engagement in environmental protection activities by age in Armenia (%).n=231.

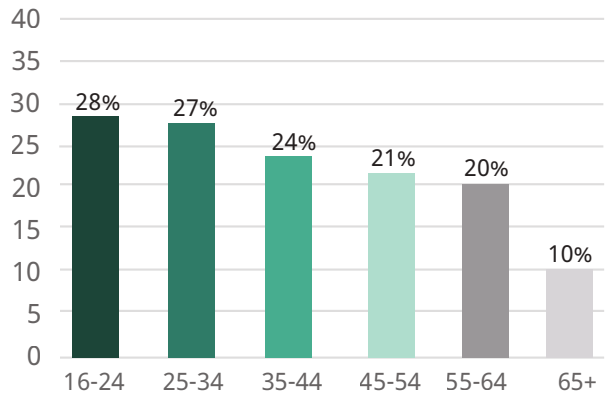
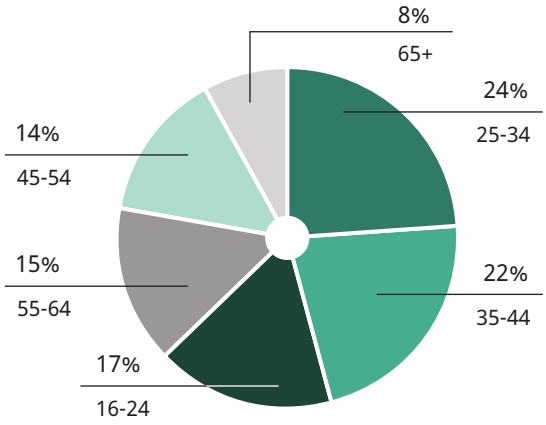


Figure 36. Group of people engaged in activities to protect the environment by age(%). n=231.



Those with PhD degrees, doctorates or equivalent are the most active, with a 31% participation rate in activities that help protect the environment. Participants with a university degree (bachelor's, master's or equivalent) have a 22% engagement rate, closely followed by those with vocational education at 18%. Interestingly, individuals with upper secondary education have a 22% participation rate, while respondents with lower secondary education report the second highest number at 29% (Figure 37).

While engagement in activities that help protect the environment fluctuates, individuals with a university degree (bachelor's, master's or equivalent) represent the largest group of those engaged in such activities, accounting for 41% (Figure 38).

Figure 37. Reported engagement in environmental protection activities by education in Armenia (%). n=231.

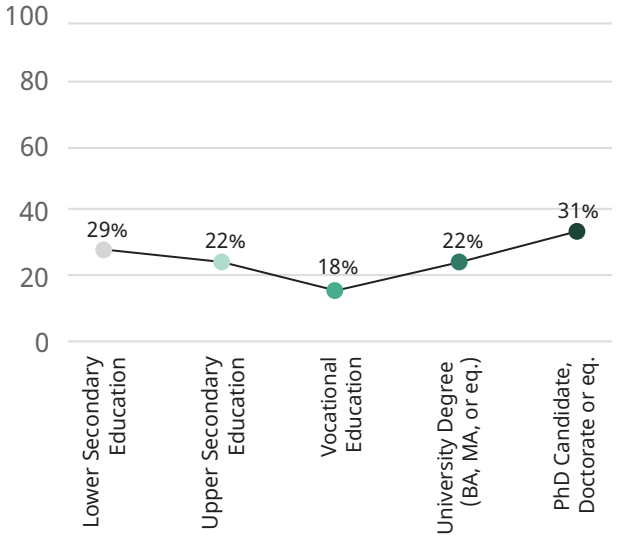
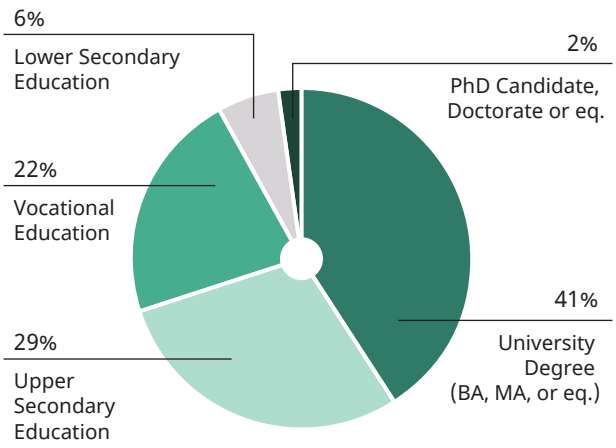


Figure 38. Group of people engaged in activities to protect the environment by education (%). n=231.



Urban residents demonstrate the highest level of engagement in activities that help protect the environment, with 27% of this group reporting participation, followed by people from rural areas (20%). Capital residents have the lowest engagement rate of 19% in such activities. When looking

at the composition of the group of people who report participation in activities that help protect the environment, urban residents represent the largest group (67%) (Figures 39 and 40).

Figure 39. Reported engagement in environmental protection activities by residence in Armenia (%). n=231.

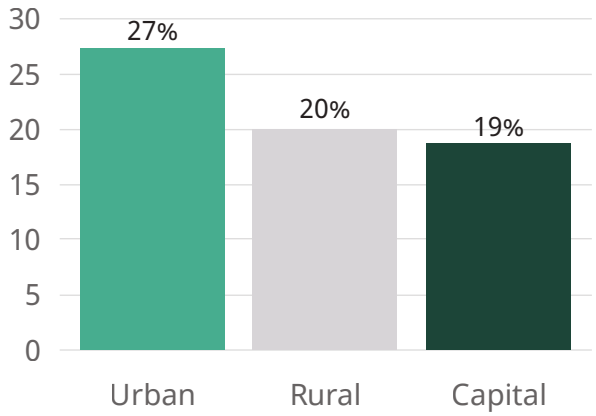
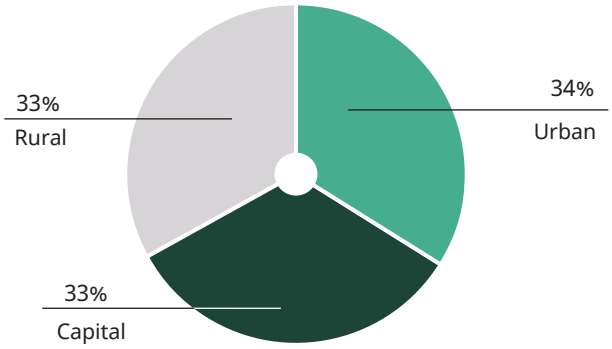


Figure 40. Group of people engaged in activities to protect the environment by residence (%). n=231.



Marital status reveals interesting patterns regarding engagement in activities that help protect the environment. While married individuals constitute the majority of those engaged in environmental activities (58%), their engagement rate (20%) ranks third, after people in domestic partnerships (43%) and single individuals (28%) (Figures 41 and 42).

Figure 41. Engagement in activities that help protect the environment by marital status (%) n=231.

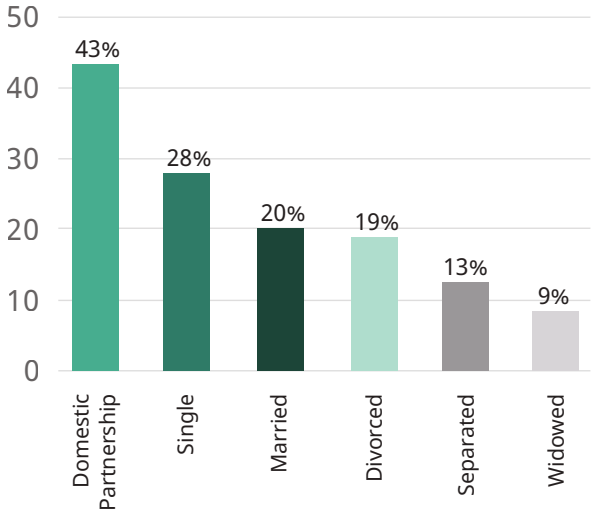
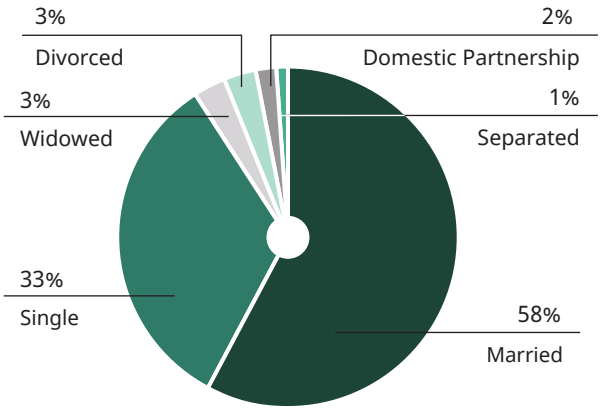


Figure 42. Group of people engaged in activities to protect the environment by marital status (%). n=231.



Employment status reveals differences in engagement levels. The employed are the most active, with 26% participating in activities that help protect the environment, followed by students at 22% and self-employed individuals at 19%. Unemployed individuals show a 17% participation rate, while it is 12% for retired individuals. The majority of people who participate in environmental protection activities are employed (64%) (Figures 43 and 44).

Figure 43. Engagement in activities that help protect the environment by employment status (%). n=231.

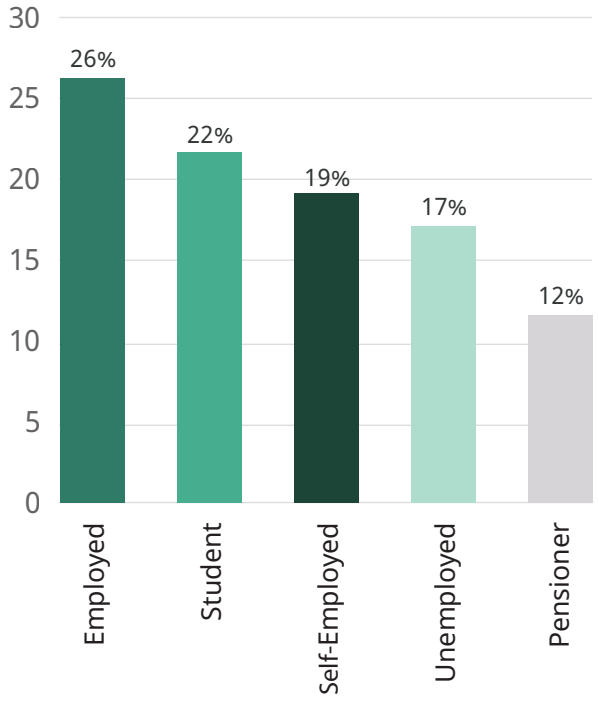
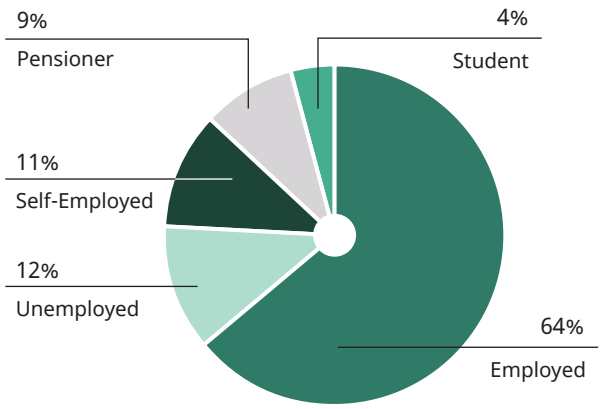


Figure 44. Group of people engaged in activities to protect the environment by employment status (%). n=231.



The report describes engagement in activities that help protect the environment according to the engagement rate (the proportion of people within a demographic (e.g. women) who participate in such activities) and their representation rate (the share of that demographic within the total group of active participants).

The highest engagement rates are found among individuals with the following characteristics: men (25%), aged 16-24 (28%), advanced education (PhD candidates, doctorate or equivalent) (31%), urban residents (27%), in a domestic partnership (43%), and employed people (26%).

Conversely, when considering the composition of those engaged in environmental activities, the majority consists of men (58%), individuals aged 25-34 (24%), those with university degrees (bachelor's, master's or equivalent) (41%), urban (non-capital) residents (34%), married individuals (58%) and the employed (64%).

Perceptions on the effective ways of individual contribution to environmental protection

The survey asked the 231 respondents who reported engaging in environmental protection activities to rate the effectiveness of ways individuals can personally contribute to environmental protection. The options were rated on a scale from 1 (not effective at all) to 5 (extremely effective), providing insight into public perceptions of the most impactful forms of contribution. Arithmetic means are used to determine the perceived most impactful way of contributing (Figure 45 and Annex 3).

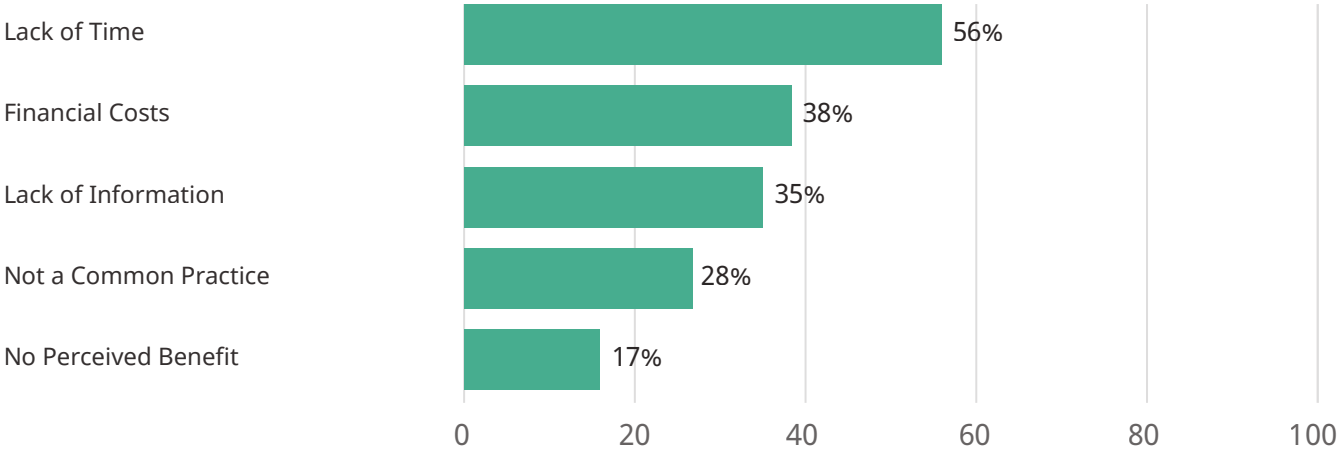
Figure 45. Perceived overall effectiveness of individual contribution to environmental protection (scale 1-5). n=231.

The public in Armenia perceives recycling and reducing waste as the most effective individual action for environmental protection, followed closely by saving energy. Sustainable transportation is viewed as the third most effective while supporting environmental policies and initiatives ranks fourth. Supporting sustainable, eco-friendly practices is considered the least effective among the options cited (Figure 45).

Obstacles to engaging in environmental protection activities

After inquiring about the public's perception of how individuals can contribute to environmental protection, the survey asked the 769 respondents who reported not being personally engaged in environmental activities to identify the obstacles that prevent them from participating (Figure 46).

Figure 46. Cited obstacles to personally engaging in environmental protection activities (%). n=769



Lack of time was the most commonly cited barrier to participating in environmental protection activities, cited by 56% of respondents, particularly students (44%) and employed individuals (38%), who also represent 61% of non-participants. Financial costs were the second most cited obstacle, mentioned by 38% of respondents, especially retired individuals (27%). Lack of information was reported by 35%, with university graduates being the largest group (33%) affected by this barrier. Additionally, 28% of respondents did not participate because they viewed environmental activities as uncommon, and 17% saw no benefits in participating.

3.8. Perceptions regarding energy efficiency and energy security in Armenia

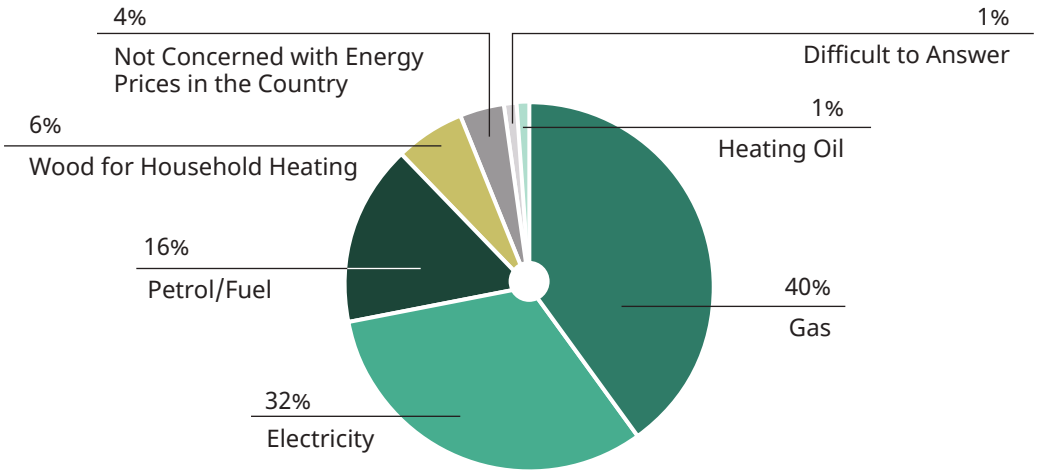
Non-energy-efficient practices were identified as an issue by 56% of people who consider human activity a cause of climate change. Saving energy was rated as an "extremely effective" way of contributing to environmental protection by 55% of those who claim to engage in such activities and "very effective" by 21%. Therefore, exploring public perceptions regarding energy efficiency and security in Armenia is crucial.

The survey explored various topics, including concerns about energy prices, perceptions and practices related to adopting renewable energy in Armenia, and concerns regarding dependence on foreign energy sources.

Concern regarding energy prices in Armenia

The survey asked people in Armenia to identify the most concerning energy prices. With one response allowed only, the segment below provides insight into which types of energy are perceived as the most financially burdensome in the country (Figure 47).

Figure 47. Energy price that concerns the public in Armenia the most (%). n=1000.



Among all respondents, the most commonly cited concern was the price of gas, selected by 40%. The second most concerning energy cost was electricity prices, chosen by 32% of respondents. Petrol/fuel prices worried 16% of respondents. Only 4% of people expressed no concern about any energy prices in Armenia.

The practice of adopting renewable energy in Armenia

Nearly two out of ten respondents (19%) reported attempting to adopt renewable energy sources in their households. Adoption is more common among men (26% of male respondents, representing 51% of all adopters) and rural residents (26% of respondents from rural areas, also accounting for 51% of adopters).

For those who have not pursued renewable energy adoption, the primary reasons were financial inability (cited by 43% of non-adopters) and the belief that living in small urban apartments makes it impractical (13%).

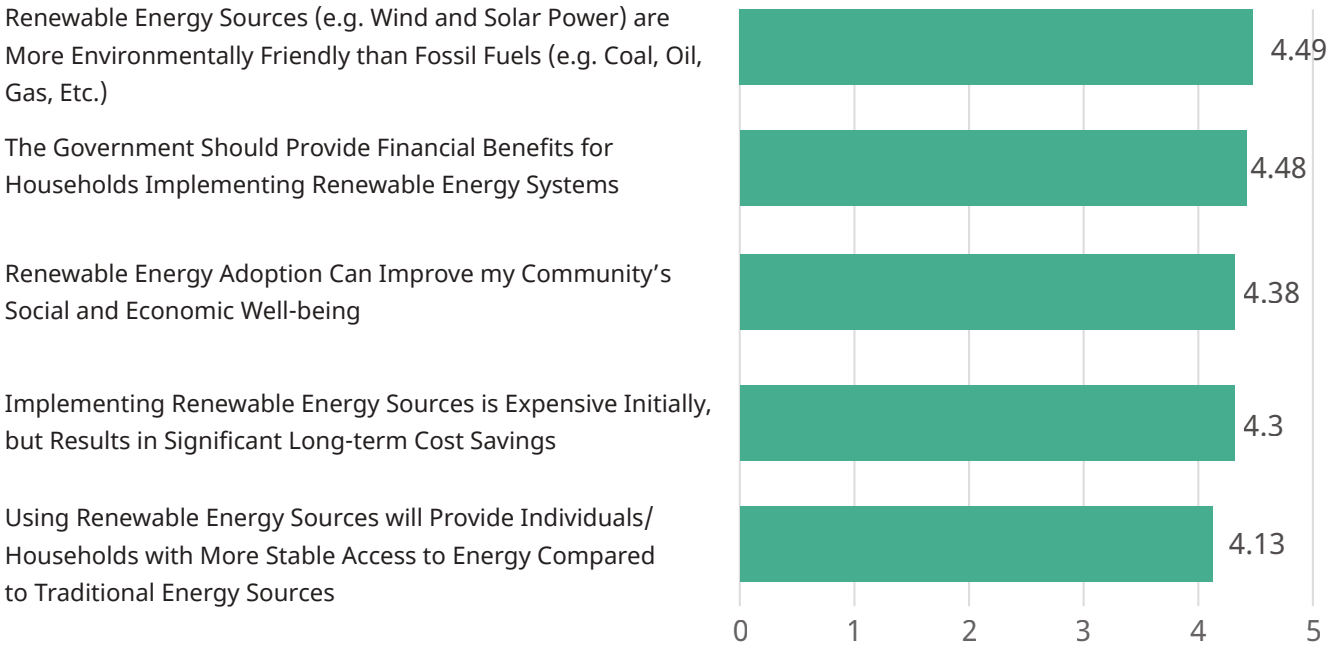
Public opinion on renewable energy in Armenia

Although only 19% of all survey respondents reported having attempted to adopt renewable energy in their households, interest in adoption is evidenced by the fact that 50% of respondents claimed they are likely to support initiatives targeted at developing wind and solar energy (with 37% being “extremely likely” and 13% “very likely”).

Given this interest, understanding public opinion on renewable energy options like wind and solar power is crucial. The survey also gauged the level of agreement among respondents regarding the environmental and economic benefits of renewable energy and the perceived role of the government in facilitating its adoption.

Respondents were asked to indicate their level of agreement with a series of statements about renewable energy on a scale from 1 (strongly disagree) to 5 (strongly agree). The overall level of agreement for each statement represents arithmetic means to determine which statements were more acceptable (Figure 48).

Figure 48. Overall public agreement with statements on renewable energy. On a scale from 1-5. n=1000.



The most widely supported belief is that renewable energy sources are more environmentally friendly than fossil fuels (overall public agreement score: 4.49 out of 5), with backing from rural residents (46% of those who "strongly agree").

Closely following this, most respondents believe the government should provide financial incentives for households implementing renewable energy systems (overall public agreement score: 4.48), with higher agreement among university graduates (74% of individuals with a bachelor's, master's or equivalent degree, and 86% of PhD candidates, doctorates or equivalent "strongly agree" with this statement).

Many also believe that adopting renewable energy could enhance their community's social and economic well-being (overall public agreement score: 4.38), with significant support from 69% of rural and urban (non-capital) residents who "strongly agree" with the statement.

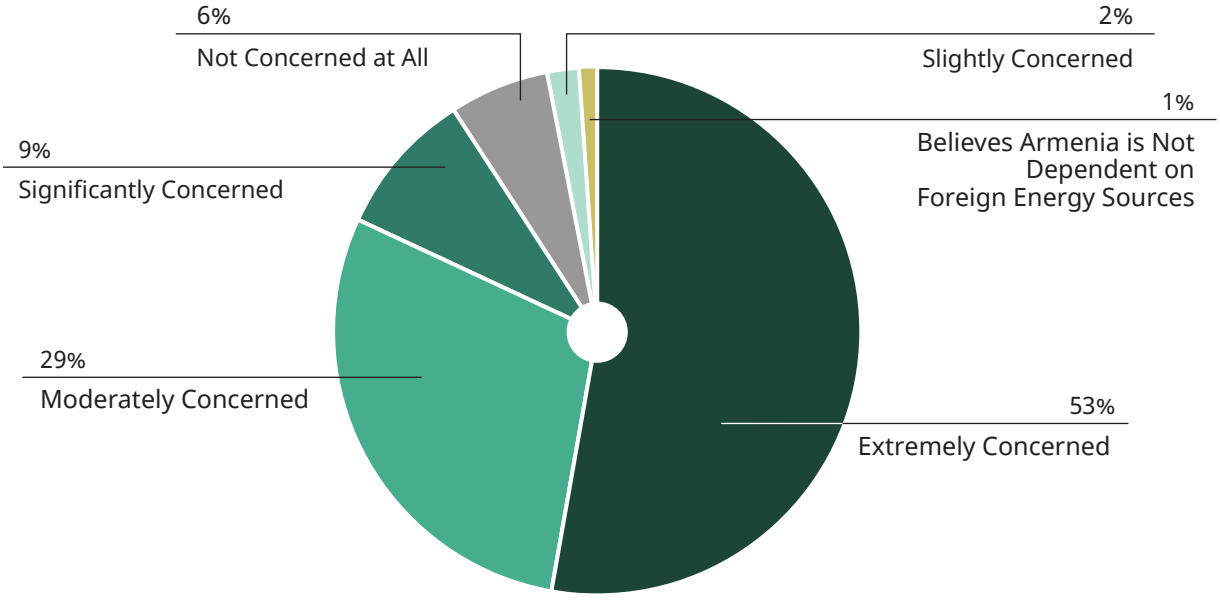
Long-term cost savings are recognized as a benefit of adopting renewable energy, although high initial costs remain a concern (overall public agreement score: 4.3), and 55% of people aged 25-34 "strongly disagree" that adopting renewable energy results in significant cost-savings.

Lastly, many view renewable energy as providing more stable access than traditional sources (overall agreement score: 4.13).

Public concerns about dependence on foreign energy sources in Armenia

The survey asked respondents to rate their level of concern about Armenia's dependence on foreign energy sources from 1 (not concerned at all) to 5 (extremely concerned) to gauge public sentiment on energy security and the potential vulnerabilities associated with relying on external energy suppliers (Figure 49).

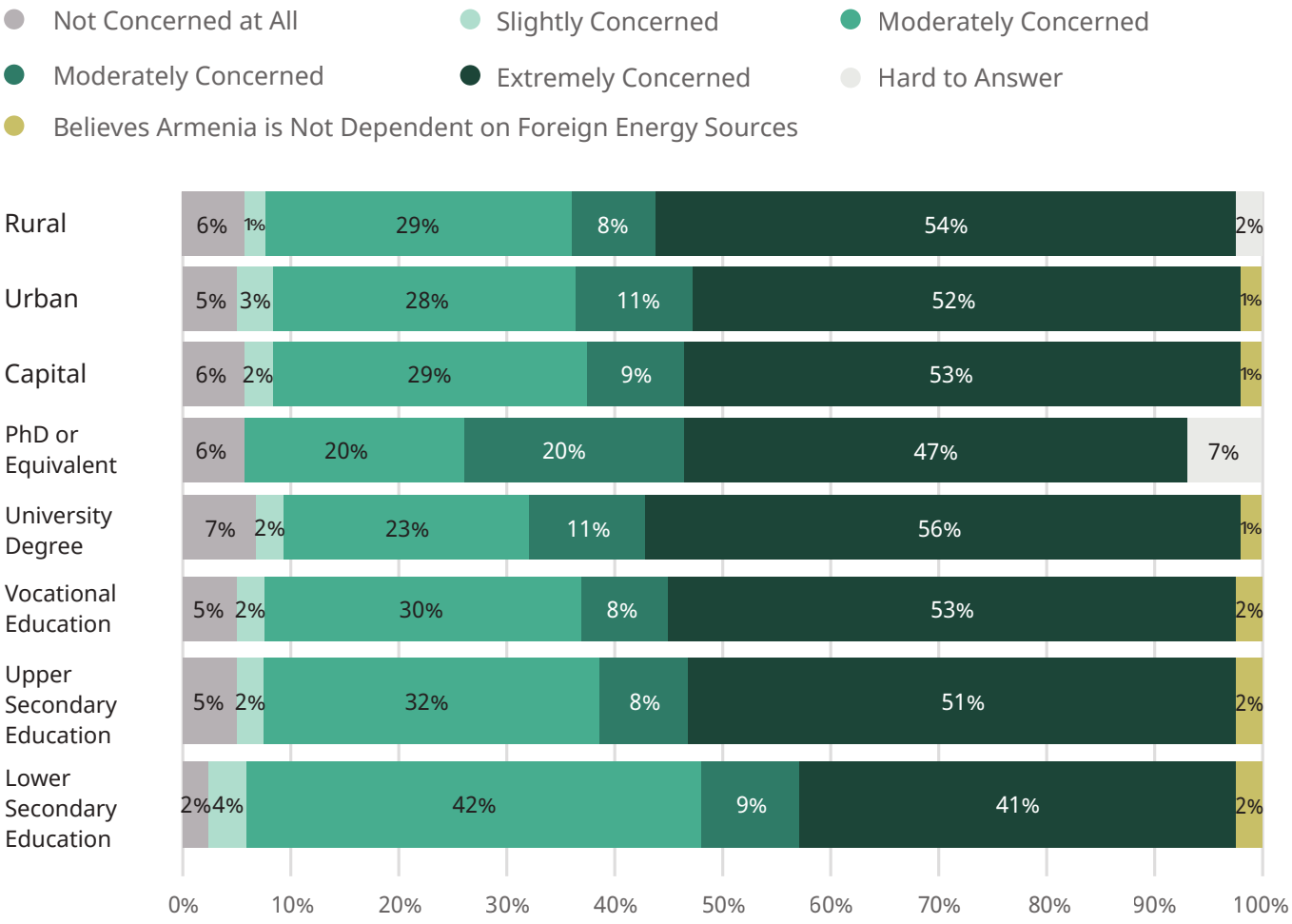
Figure 49. Concerned with Armenia being dependent on foreign energy sources (%). n=1000



Among all respondents, 62% expressed high concern about Armenia's energy dependence on foreign sources, with 53% being "extremely concerned" and 9% "significantly concerned". Only 6% were "not concerned at all" and 1% believe Armenia is not dependent on foreign energy sources (Figure 49).

The survey reveals how different groups perceive Armenia's dependence on foreign energy sources. Levels of concern vary significantly based on factors such as residence and education (Figure 50).

Figure 50. Concern with foreign energy dependence in Armenia by area of residence and education (%). n=1000



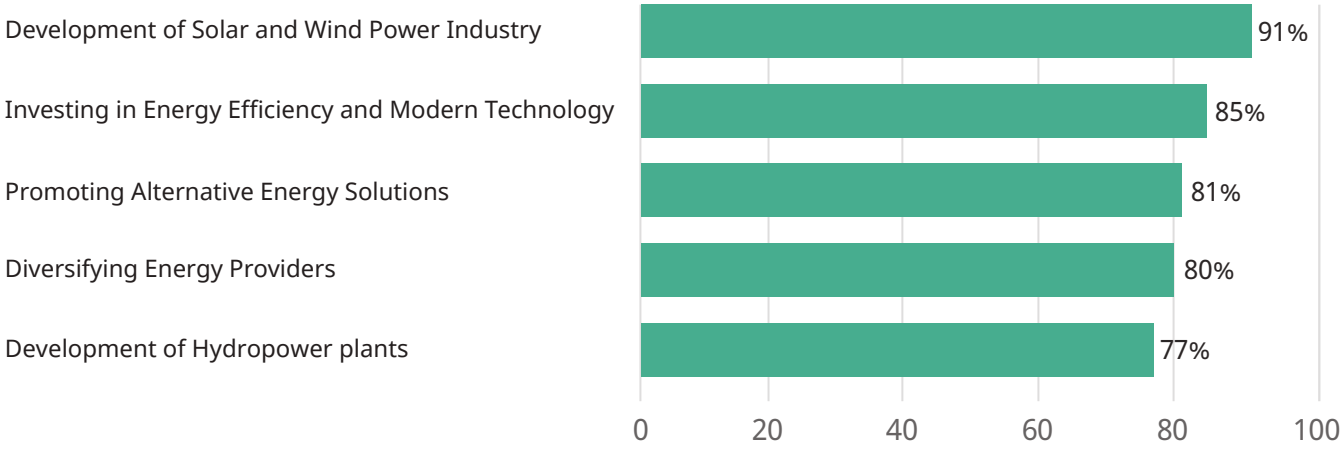
There is no significant variation across residence areas when it comes to concerns about Armenia's dependence on foreign energy sources. Regardless of location, only a small share of residents report no concern at all (6% in rural and capital and 5% in urban areas).

Notably, "extreme concern" reaches 56% among people with university degrees (bachelor's, master's or equivalent), whereas 7% of this group report no concern (Figure 50).

Perceptions on the ways of achieving greater energy independence in Armenia

The survey asked the 929 respondents who expressed concern about Armenia's dependence on foreign energy sources to name all the ways they believe the country can achieve greater energy independence (Figure 51).

Figure 51. Cited ways of Armenia achieving greater energy independence (%). n=929.

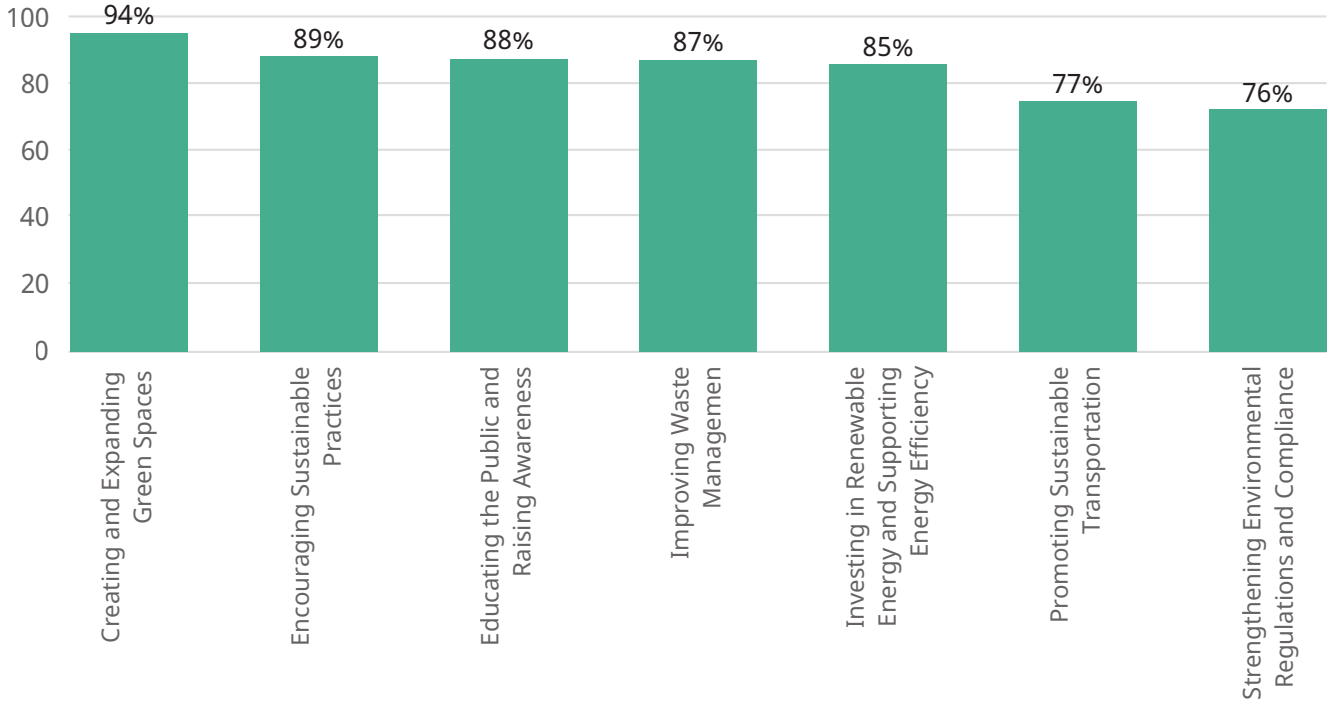


Among respondents concerned about Armenia's dependence on foreign energy resources, 91% support the development of solar and wind power, with this initiative primarily backed by rural residents (93% of concerned rural residents) and the 65+ age group (96%). Investing in energy efficiency and modern technology is supported by 85% of respondents, with women making up 64% of these supporters. Promoting alternative energy solutions is favoured by 81% of respondents, with 50% of supporters being rural residents and 43% being university graduates. Additionally, 80% favour diversifying energy providers, while 77% support the development of hydropower plants.

3.9. Public support for thematic initiatives

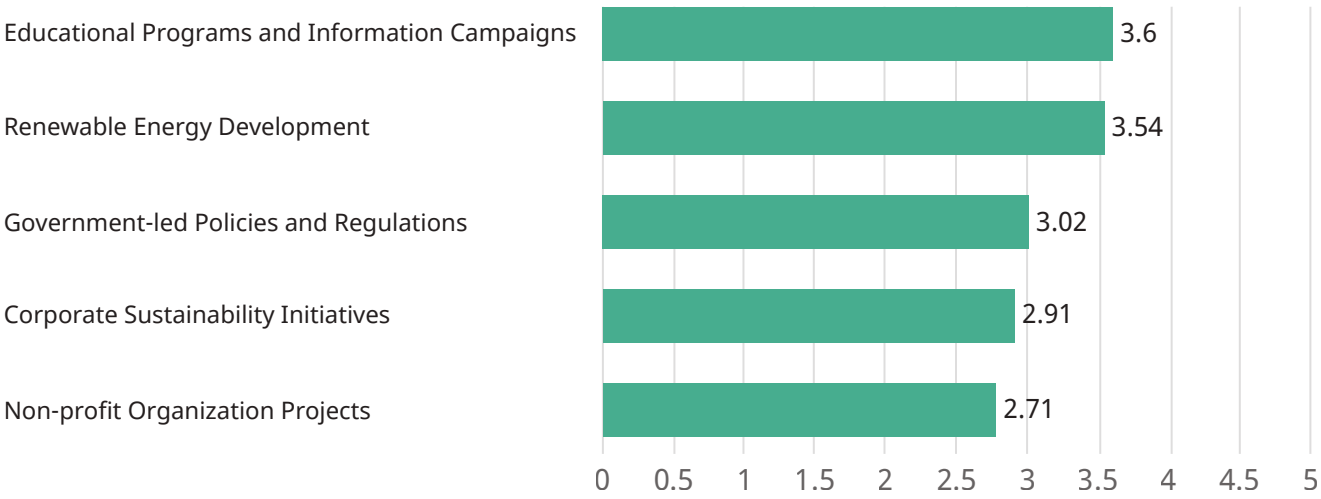
Respondents shared their preferred strategies for how Armenia can address various environmental and climate issues. The most popular option was creating and expanding green spaces (94%), followed by encouraging sustainable practices (89%), educating the public and raising awareness (88%), and improving waste management (87%) (Figure 52).

Figure 52. Effective strategies against environmental issues and climate change (%). n=1000.



The survey also asked respondents to rate their likelihood of supporting various initiatives aimed at climate change, environmental protection, energy security and independence on a scale from 1 (not likely at all) to 5 (extremely likely). The overall support of thematic initiatives was calculated using arithmetic means to determine which initiatives are more likely to be favoured (Figure 53 and Annex 4).

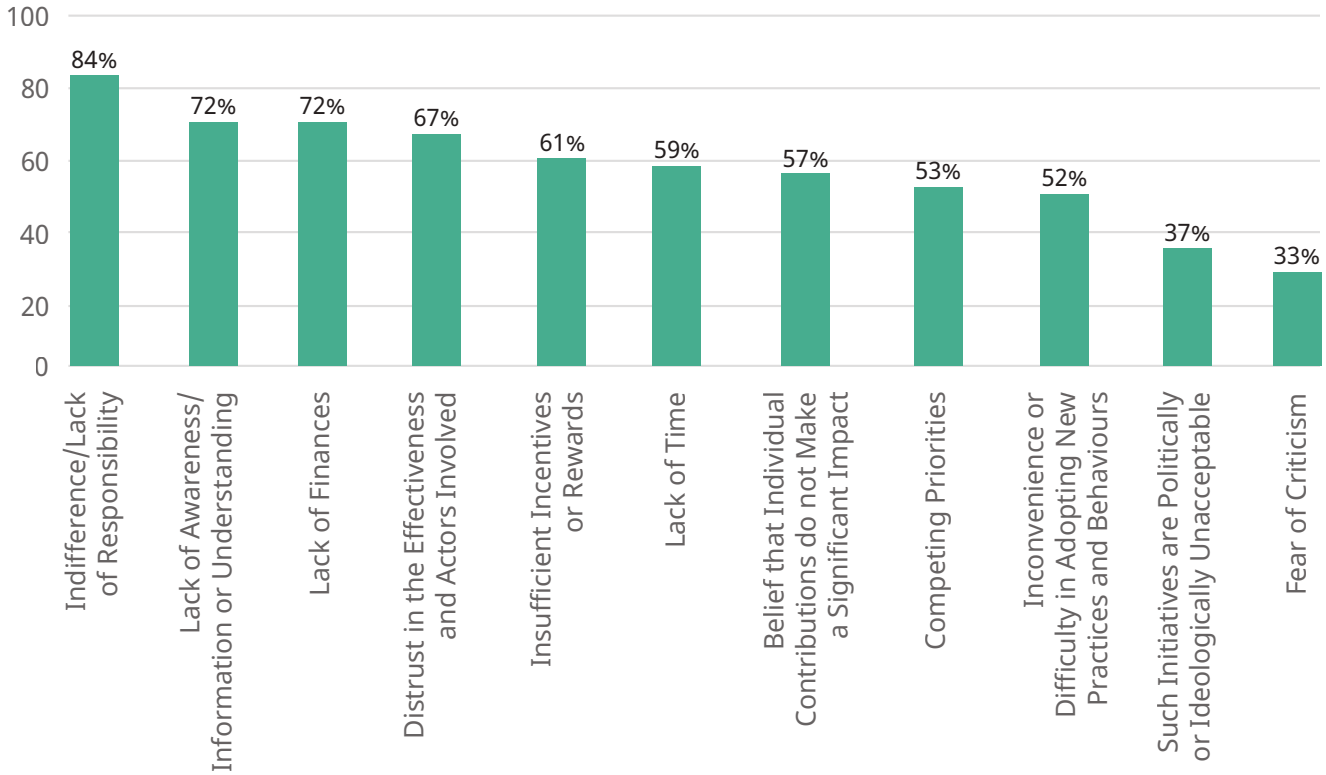
Figure 53. Overall support for different thematic initiatives. n=1000.



When asked about their preferred ways of supporting the aforementioned initiatives, 967 respondents identified the top six forms of support as follows: adopting eco-friendly practices in daily life (76%), volunteering time and effort for relevant activities (74%), advocating and collaborating with various actors (61%), attending workshops, seminars and educational programs on environmental issues (60%), participating in awareness campaigns and sharing information (58%), and providing financial support (by donating money or resources to thematic initiatives) (54%).

On the other hand, the most frequently perceived obstacles to supporting such initiatives were indifference or lack of responsibility (cited by 84%), lack of awareness (72%), lack of finances (72%) and distrust in the effectiveness of the initiatives and the actors involved (67%) (Figure 54).

Figure 54. Perceived obstacles to supporting thematic initiatives (%). n=1000.



4. Conclusion

Public Readiness and Willingness to Support Initiatives for a Green Transition in Armenia

4. Conclusion

This study focuses on public perceptions in Armenia on climate change and environmental issues. It is designed to inform different stakeholders – including the government, civil society, the private sector, as well as the general public interested and engaged in environmental action – about public views and opinions regarding climate change, environmental issues, priority areas for action and the roles of various actors in addressing these topics. By providing insights into public understanding, sources of information, engagement in environmental activities and support for thematic initiatives, the study aims to enhance informed decision-making in addressing environmental challenges.

A complementary qualitative study is recommended to enhance understanding of the quantitative findings and provide valuable context. Through interviews and focus groups, this approach can reveal nuanced perspectives, motivations and barriers to climate action that numbers alone cannot capture. A qualitative study would illuminate the lived experiences of different demographic groups, shedding light on the emotional and social factors influencing environmental awareness and actions in Armenia. Additionally, it could explore how local culture, socio-economic conditions and regional differences shape climate perceptions and priorities, ultimately guiding policymakers in creating targeted, effective interventions to support environmental initiatives across the country.

Annexes

Public Readiness and Willingness to Support Initiatives for a Green Transition in Armenia

Annex 1: Demographic information of respondents

Figure 1. Respondents' gender, age and education (%). n=1000.

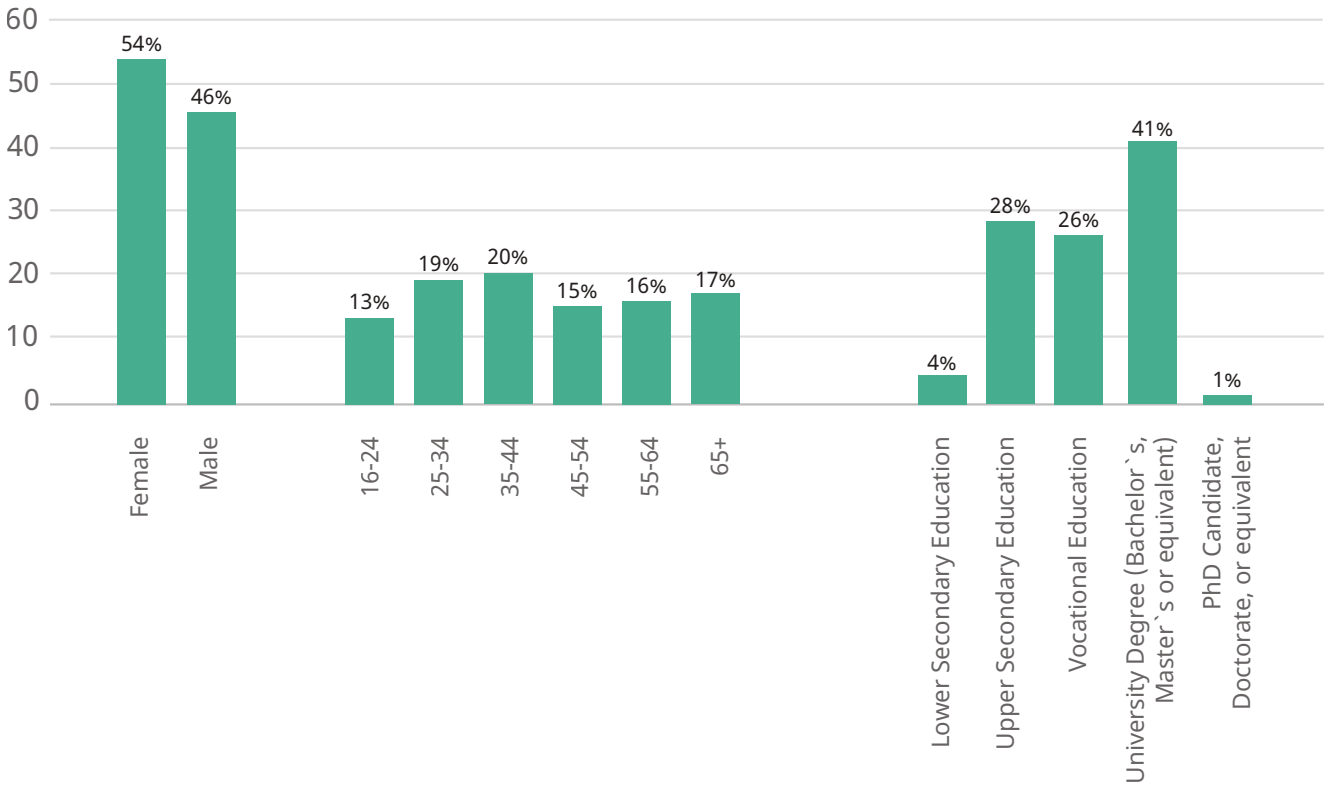


Figure 2. Respondents' ethnicity, residence, employment status (%). n=1000.

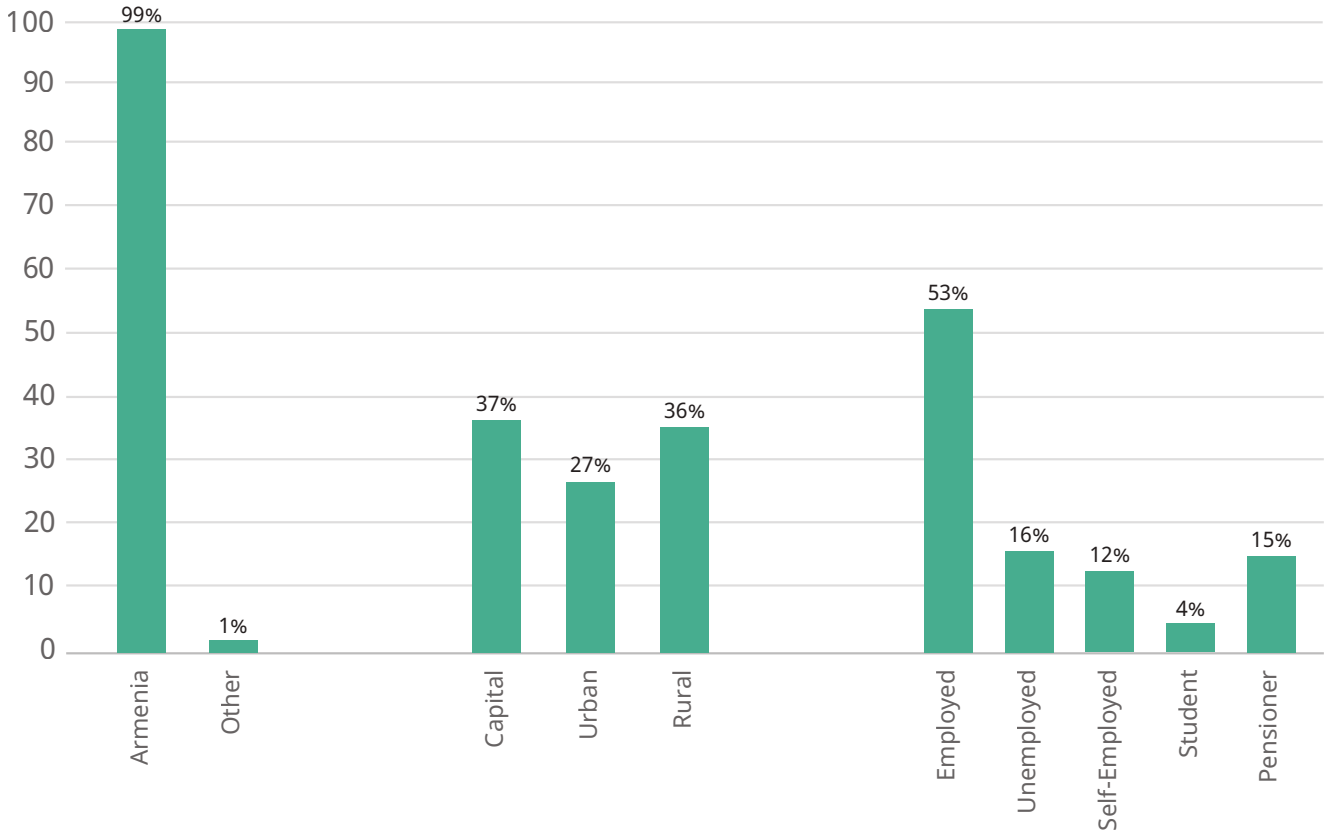
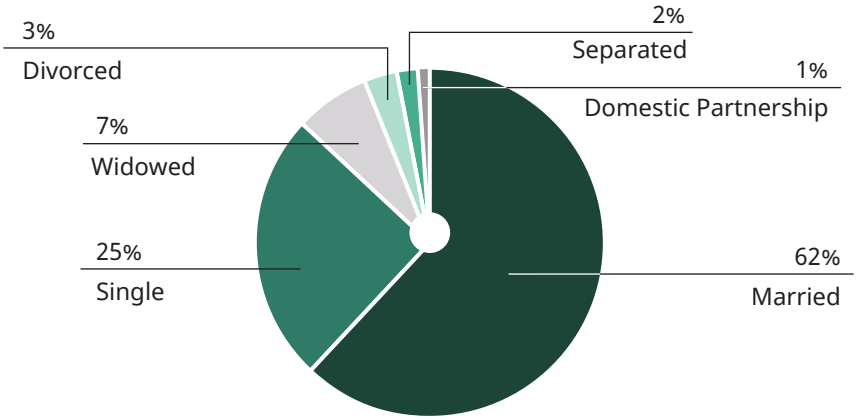


Figure 3. Respondents' marital status (%). n=1000.



Annex 2: Research methodology

This research evaluates the public's readiness and willingness to support green transition initiatives in Armenia. It seeks to understand public awareness, attitudes and levels of engagement with climate change and environmental issues. Consequently, the study will address the following objectives:

- Explore the public's understanding of climate change in Armenia;
- Identify available sources of information on climate change and environmental issues for the public in Armenia and evaluate the credibility criteria that shape trust in these sources;
- Analyse perceptions of climate change impact across different demographic groups in Armenia;
- Investigate perceived root causes of climate change within Armenia;
- Assess public perceptions of environmental issues and determine priority areas for environmental protection in Armenia;
- Evaluate the perceived importance and efficiency of various actors in environmental protection;
- Measure levels of personal engagement in environmental protection activities across Armenia;
- Examine public perceptions regarding energy efficiency and energy security;
- Gauge public support for thematic initiatives related to the green transition, and identify preferred contribution forms and barriers to supporting these initiatives.

This set of objectives has persuaded ACT Global to use both qualitative and quantitative methods of data collection.

Focus Group Discussions (FGDs) and In-Depth Interviews (IDIs)

ACT Global utilized qualitative methods to develop a robust quantitative research instrument (survey questionnaire). Two focus groups took place in Armenia: one with the general public (six participants) to gather initial thoughts, perceptions, attitudes and awareness to inform the drafting of the survey instrument, and another with six field professionals to provide feedback

on the developed instrument and ultimately validate it. Once the survey questionnaire was validated, it underwent five in-depth cognitive interviews with representatives from the general public to ensure clarity and comprehensibility. The information collected from these sessions was processed through content analysis, further refining the survey instrument.

Computer-Assisted Telephone Interviewing (CATI)

ACT Global conducted a countrywide telephone survey using randomly generated mobile phone numbers covering all provider codes within Armenia. These numbers were put into a specialized telephone survey program, automatically dialing and connecting respondents to an interviewer when they answered the call.

ACT collected data from individuals aged 16+ who had resided continuously in the country for at least two years. Sampling for the survey focused on the area of residence (capital, urban, rural) in the country. The table below shows the population alongside the corresponding quota allocation by settlement type (Table 1).

Table 1. General population and quotas within the study.

	Population(N)			Quotas(N)		
Region	City	Village	Total	City	Village	Total
Yerevan	867 488	-	867 488	370	0	370
Aragatsotn	20 182	77 183	97 365	9	33	42
Ararat	55 419	146 190	201 609	23	63	86
Armavir	65 024	145 530	210 554	28	62	90
Gegharkunik	51 485	128 839	180 324	22	55	77
Lori	97 219	67 234	164 453	41	26	70
Kotayk	105 338	91 089	196 427	45	39	84
Shirak	105 889	73 585	179 474	45	32	77
Syunik	74 245	35 535	109 780	32	15	47
Vayots Dzor	12 682	25 126	37 808	5	11	16
Tavush	40 267	55 500	95 767	17	24	41
Total	1 495 238	845 811	2 341 049	637	363	1000

The survey consisted of 1000 interviews, achieving a 95% confidence interval with a 3.1% margin of error, allowing for high reliability and representativeness of the findings across the target population aged 16 and older in Armenia. Each interview was assigned a weight after data cleaning to ensure generalizability to the target population. The data weighting process adjusts for any minor deviations that may have arisen during fieldwork, restoring the overall demographic structure.

The research team used SPSS as the primary data processing and analysis tool. It facilitated the cleaning and organization of the collected data, identifying and correcting logical inconsistencies.

Study limitations: This research has several limitations that merit consideration. The focus group sample, while informative, is relatively small, which may constrain the broader applicability of the findings. Although the cognitive interviews aimed to ensure clarity, they were limited to a general demographic, potentially overlooking the nuances of specific population segments. Additionally, qualitative insights carry inherent subjectivity, as participant perceptions and facilitator interpretations may subtly influence the survey's design. Lastly, the geographic focus on Armenia limits the transferability of findings to different cultural or regional environments, which may have unique contextual dynamics affecting survey responses.

Annex 3: Perceptions on the effective ways of individual contribution to environmental protection

Among the various options offered to respondents, the most highly rated way for individuals to contribute to environmental protection was recycling and reducing waste. It was considered "extremely effective" by 62%, "very effective" by 16%. Additionally, 16% found it "moderately effective", 4% rated it "slightly effective" and 2% saw it as "not effective at all".

Saving energy was rated as the second most effective form of individual contribution. It was considered "extremely effective" by 55% and "very effective" by 21% of respondents who participate in activities that help protect the environment. Meanwhile, 19% viewed it as "moderately effective", 2% as "slightly effective" and 3% as "not effective at all".

The public perceives sustainable transportation as the third most effective form of individual contribution to environmental protection. It was considered "extremely effective" by 49% of respondents, "very effective" by 23%, "moderately effective" by 20%, "slightly effective" by 4% and "not effective at all" by 4%. The recognition of the importance of sustainable transportation is further demonstrated by the fact that reducing transport emissions was voted the top environmental protection priority by 10% of respondents.

Supporting environmental policies and initiatives was considered the fourth most effective form of individual contribution to environmental protection. It was rated "extremely effective" by 47% of respondents and "very effective" by 22%. Additionally, 21% rated it as "moderately effective", 7% as "slightly effective" and 3% as "not effective at all".

Supporting sustainable, eco-friendly practices, such as buying organic products or refusing plastic bags, ranked as the fifth most effective form of individual contribution to environmental protection, rated as "extremely effective" by 45%, "very effective" by 21% of respondents. Meanwhile, 26% rated it as "moderately effective", 3% as "slightly effective", and 4% as "not effective at all". Only 1% of respondents found it difficult to rate the effectiveness of supporting sustainable, eco-friendly practices.

Annex 4: Public support for various initiatives

Educational programs and information campaigns emerged as the most supported type of initiative, with 40% of respondents reporting they are “extremely likely” to support such efforts, and 14% being “very likely”.

The second most anticipated initiative was renewable energy development (i.e. wind and solar), with 37% “extremely likely” and 13% “very likely” to support it.

Government-led policies and regulations are “extremely likely” to be supported by 20% of respondents and “very likely” by 8%

Finally, 17% of the public are “extremely likely” and 10% “very likely” to support corporate sustainability initiatives, while NGO projects are “extremely likely” to be supported by 13% and “very likely” by 9%.