

Guadalquivir Case Study Fact Sheet

AquaMoney Policy Brief No. 4-6

August 2009

The heart of AquaMoney ([see Policy Brief No. 1](#)) are 11 case studies from different European countries. Based on these case studies, AquaMoney developed guidelines for benefit transfer. This policy brief will present the main results of the Guadalquivir Case study. The idea is to give policy makers an overview of the range of values that can appear and how the perception of environmental problems in the different countries differs.

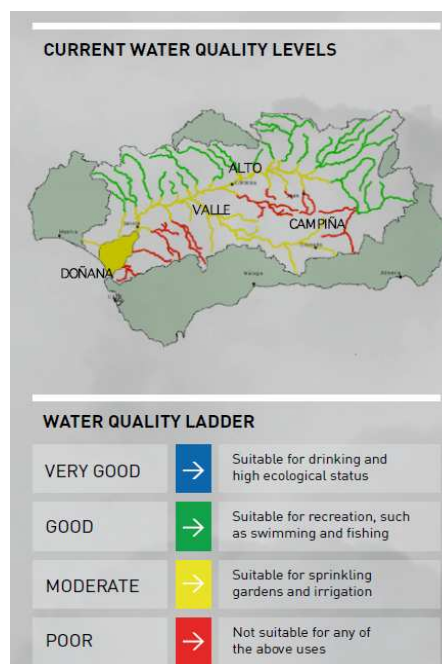
The Guadalquivir Case Study

The Guadalquivir River Basin (GRB) is the largest in South of Spain (>4 million people, 57 thousands km²).



For this study, the entire basin was divided in 4 zones, Alto, Valle, Campiña and Doñana.

The water quality is defined based on a Quality Ladder of water uses (Resource for the Future Approach) 619 individuals were interviewed in October 2006 from a cross section of the RB population.



Characteristic	Sample	River basin population*
Gender distribution (% women)	54.7	51.4
Age distribution (%)		
18-34 years	34.1	32.5
35-59 years	44.6	48.8
> 60 years	21.3	18.7
Average household size (people)	3.3	2.8
Average disposable household income (€/month)	1,940	1,619
Education distribution (%)		
No finished education level	15.3	17.1
Higher education level (university)	20.0	13.0

Population and sample characteristics National Institute of Statistics: www.ine.es

AquaMoney is a research project funded under the 6th EU Framework Programme.





Social perception and attitudes

Water is a very important issue for most sample respondents. Over 90 % consider water issues one of the most important problems facing the region. 60 % have suffered water cuts in the past. 40 % perceive water quality in the GRB as poor. Less than 25 % of all respondents believe that current water quality is good or very good. Only 10 % of the sample population recreates in the Guadalquivir River and its tributaries, such as fishing and swimming. 40 % is well aware of his or her current water bill. More than 60% of the sample is willing to pay to improve the RB water quality.

The aggregated benefits for a total population of more than 4 million people is almost 365 million € per year.

Summary



In the GRB there is a clear social interest in water issues. This interest translates into significant WTP for the improvement of water quality. Non-market social benefits should be considered in the implementation of the WFD. Local residents place an additional value on reaching the high ecological status on their place of residence. Accounting for this extra value is necessary for the accurate aggregation of benefits.

Willingness-to-Pay

610 individuals were interviewed, 6.2% of them were classified as protest answer. The main protest concerns distrust on the administration. Higher level of water quality improved generates higher benefits (sensitivity to scope).

Further information can be found in the Case Study Reports and in further Policy Briefs on:
www.aquamoney.org

A differentiated analysis for local and non-local residents of each of the zones was done in the valuation of the water quality improvement for the whole GRB. For the good level of water quality there is no difference between the residents of the different zones. But for the very good level (high ecological status), we observe that the local residents place an extra-value to the improvement of the water quality in their own zone of residence.

Mean WTP for improving the whole RB to the good level (€ / household per year)				
Whole basin sample	Sub-basin sample			
	Alto	Valle	Campiña	
143.1	143.1	143.1	143.1	
Mean WTP for improving the whole RB to the very good level (€ / household per year)				
Whole basin sample	Sub-basin sample			
	Alto	Valle	Campiña	
256.8	202.2	196.9	228.8	

