

# European Attitudes to Water Pricing: Recovery of Environmental and Resource Costs

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## **Abstract:**

With the binding objectives of the Water Framework Directive, there is a need for increased understanding of the implementation process and the related attitudes among the EU public. To address the current lack of implementation with regard to including environmental and resource costs in the price of water, we investigate spatial differences in the public attitude towards environmental and resource costs across the EU regions. We then use an ordered probit model with country-specific spatial fixed effects to estimate the effect of information levels on the attitude towards including these costs. We show that regional differences in the attitudes exist across the EU regions and that neighbouring regions tend to hold similar attitudes towards the issue. Furthermore, we find that information has a significant and positive effect on attitudes, but also that no regional differences exist in the effect of information. The results could have implications for the future implementation of the water framework directive with regards to information campaigning.

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