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**Engaging the community to understand the public's
perception, willingness to pay, and barriers
to vertical greening**

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The Green Solution

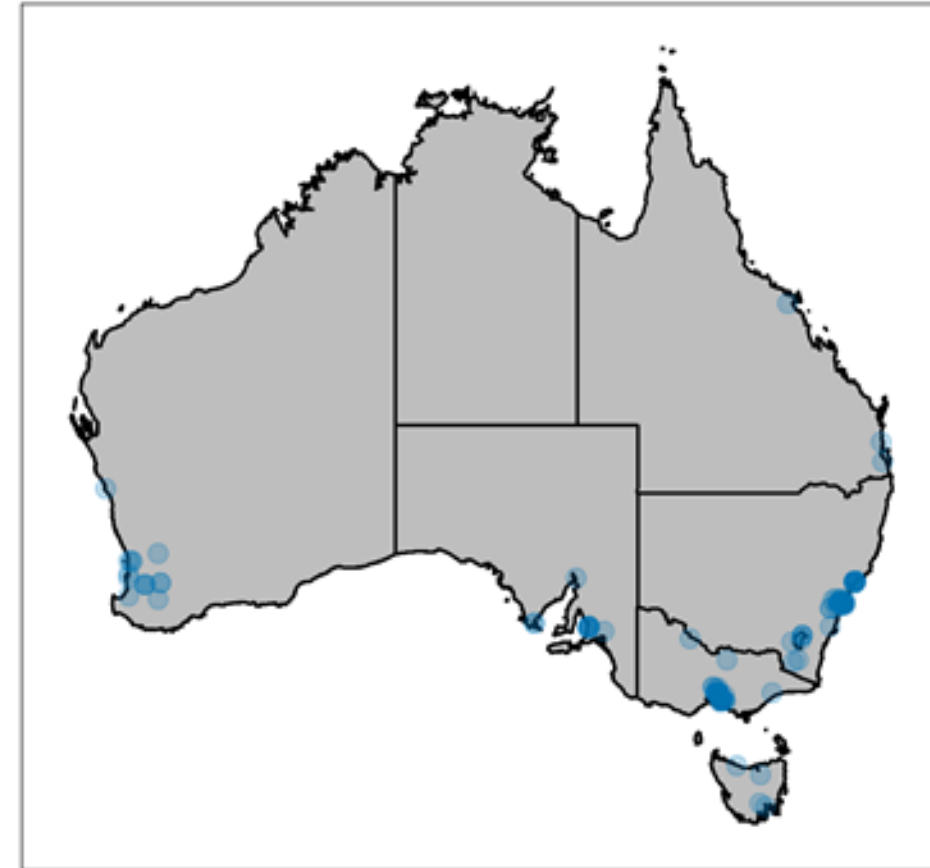


Investigation In Question

- In order to overcome these obstacles, greater understanding is required
- This study aimed to understand:
 - The general public's awareness, experience, and perception of green walls
 - The willingness to pay for local green wall development
 - The barriers to implementation
- Nationwide survey distributed to local governments and voluntary councils and through council e-newsletters.

Survey Engagement And Processing

- 161 individuals responded
- Distribution of respondents reflects the Australia's population density
- Incomplete surveys were removed from the analysis
- Responses were categorised by demographics
 - Age
 - Income
 - Gender
 - Education
 - Residential remoteness
- Pearson chi-square tests for independence with Monte Carlo simulations were used to examine differences across the five demographic groups.



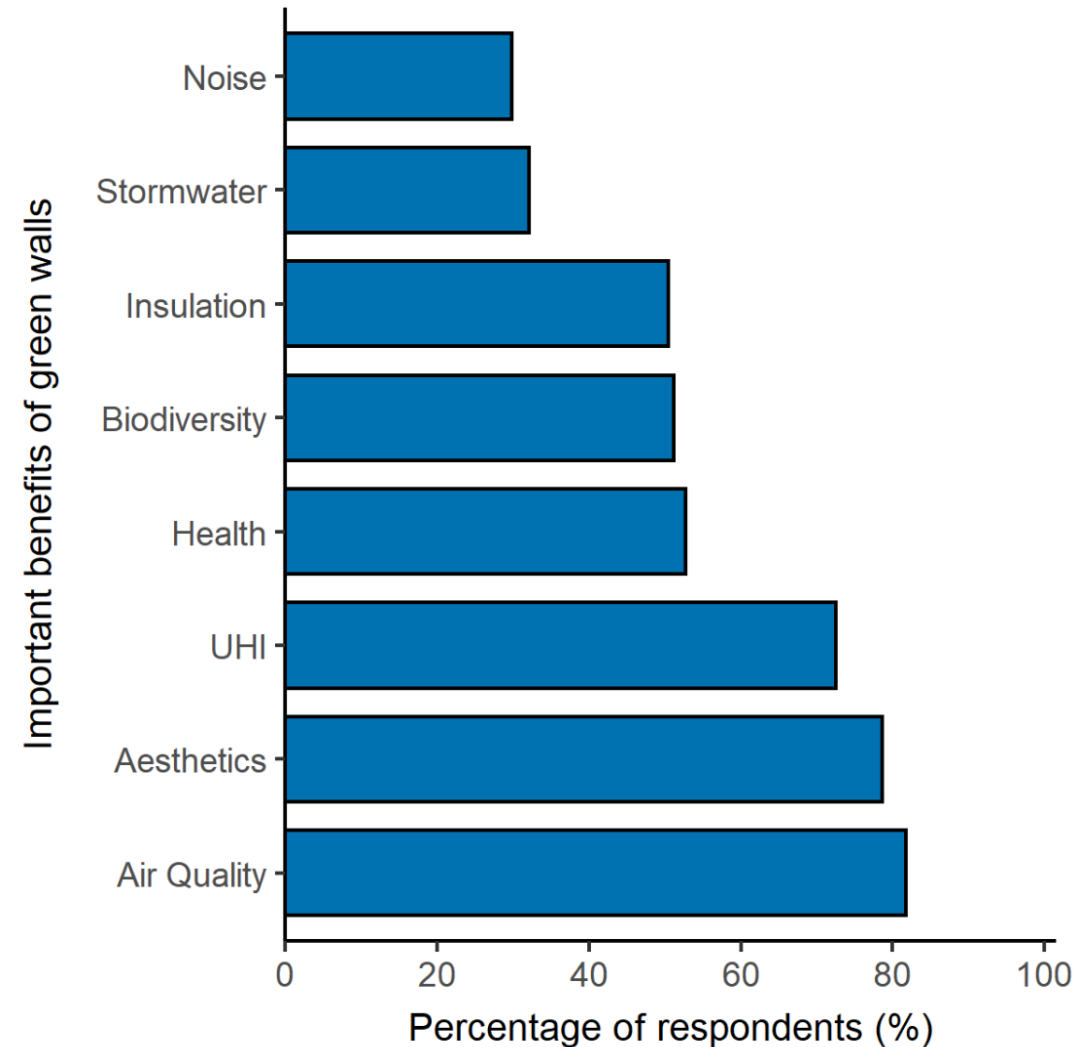
Distribution of survey respondents within Australia.

Green Wall Awareness, Experience, And Perception

- 86% had heard of green walls prior to the survey with moderate awareness/understanding (37%)
- Females reported significantly greater levels of awareness
- 83% did not live or work near a GW
- 72% liked a feature of GWs, with urban residents reported to like GW features significantly more than other regions
- 81% believed having a GW at their place of residence would improve their quality of life

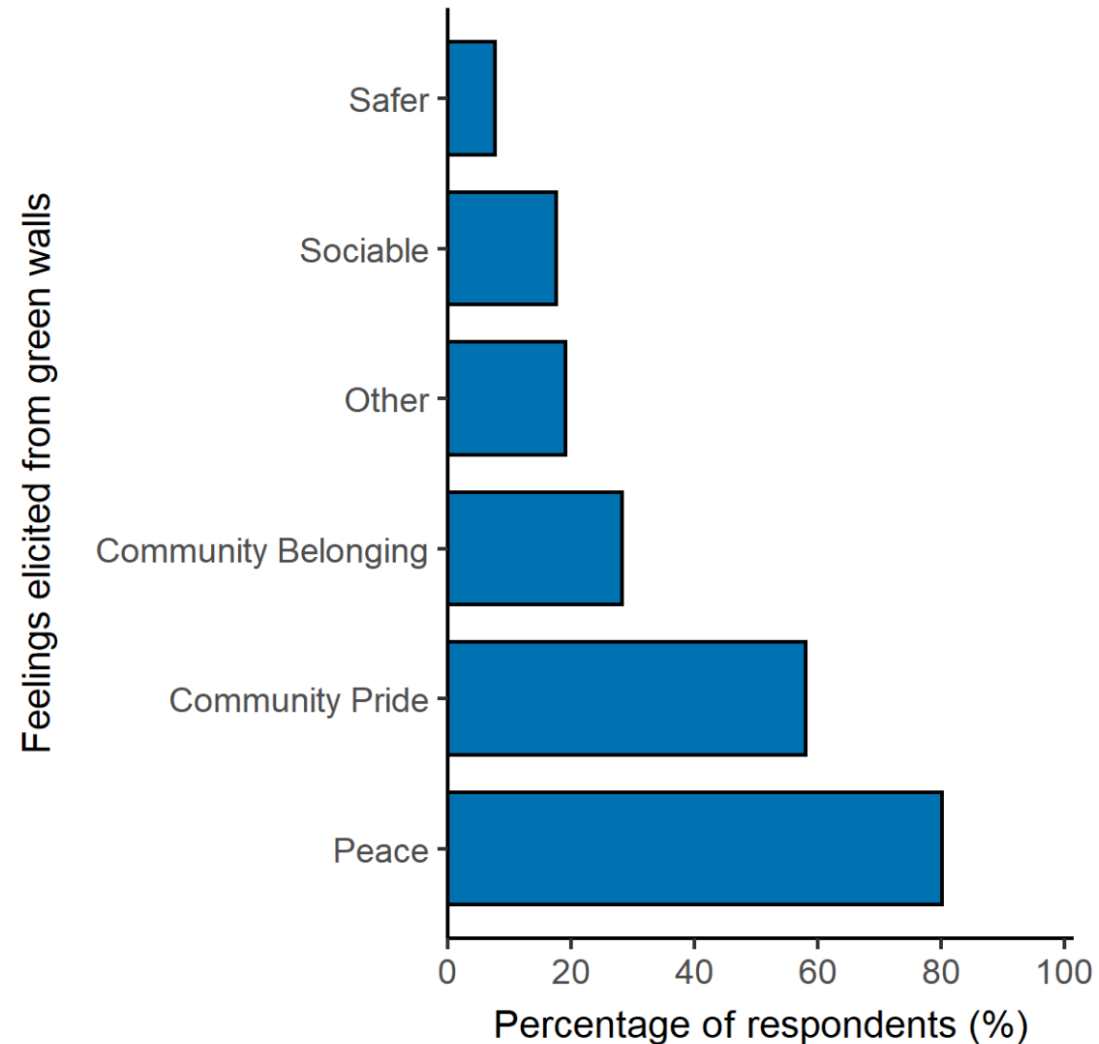
Green Wall Awareness, Experience, And Perception

- Important benefits included:
 - Improved air quality (82%)
 - Beauty and aesthetics (79%)
 - Reduced the urban heat island effect (73%)
- Females identified beauty and aesthetics as a significantly important benefit
- Low to median income earners significantly identified increased biodiversity as important



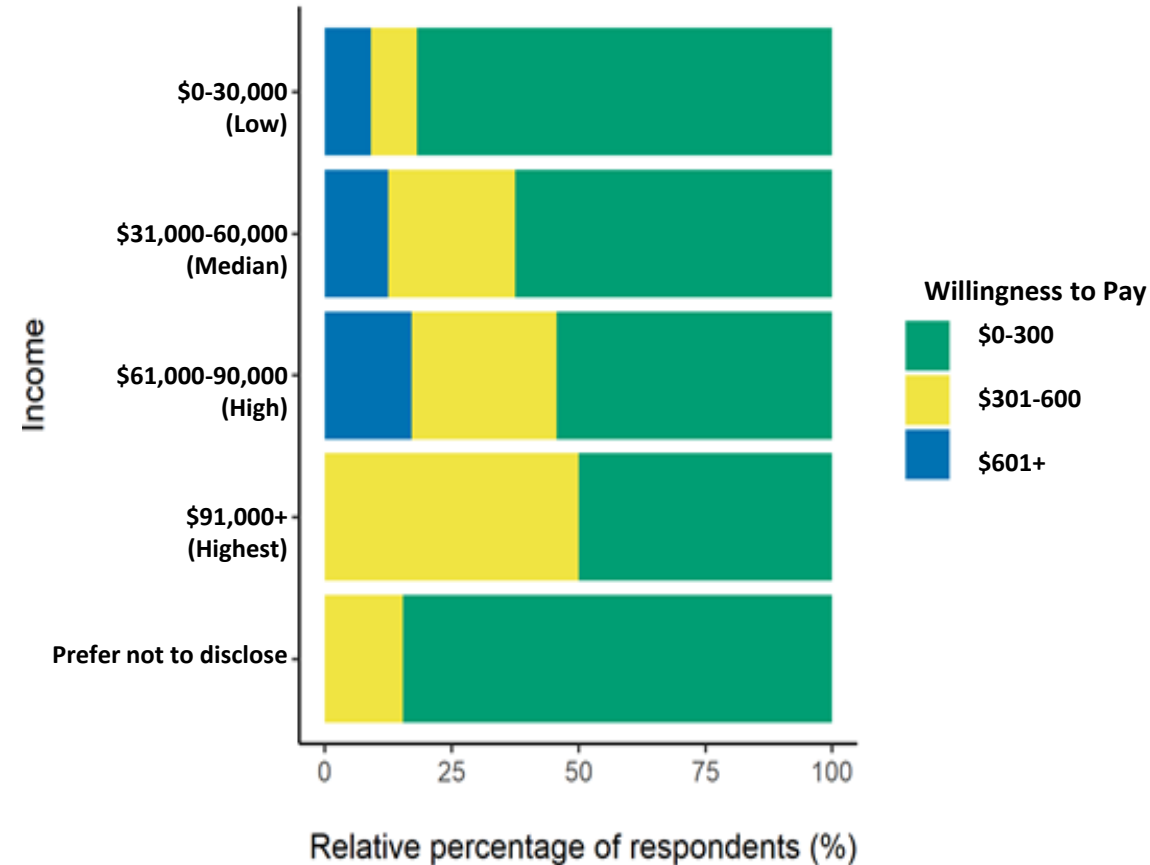
Green Wall Awareness, Experience, And Perception

- 95% reported they felt different in the presence of a GW
- Most identified feelings were:
 - Being more at peace (80%)
 - A stronger sense of community pride (58%)
- Females had a significantly stronger sense of community pride
- Young participants felt significantly more at peace
- Residents from non urban areas felt a significantly stronger sense of community belonging



Willingness To Pay For Local Green Wall Development

- 92% reported they were willing to pay for a GW construction
- 70% would be willing to invest \$0-300 USD towards GW construction
- Income was the only demographics to show significant differences
- High income earners were more likely to invest >\$600 USD (17%)
- Highest income earners had the lowest incidence of investing >\$600 USD (0%)



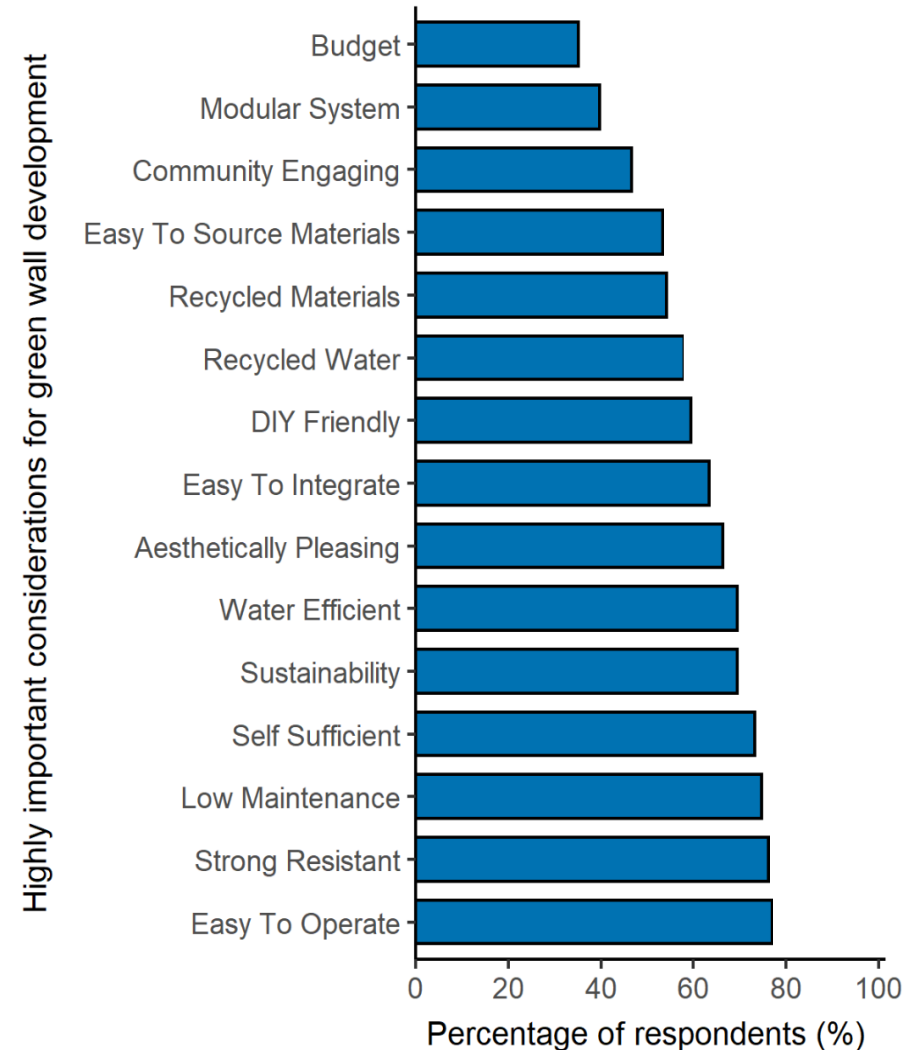
Willingness to pay for green wall implementation of respondents belonging to various income brackets.

Potential Barriers To Local Green Wall Development

- 82% stated they would consider constructing a GW if assisted
- 69% identified the need for more information as the primary assistance required, such as:
 - Guidance/advice
 - Workshops
 - Technical support/consults
- The secondary assistance required was identified as fiscal (40%) in the form of:
 - Rebates
 - Funding
 - Subsidies
 - Incentives/grants

Potential Barriers To Local Green Wall Development

- Important considerations to develop a GW varied across all demographics, except education
- Important considerations for GW development were:
 - Systems being easy to operate (77%)
 - Structurally sound and weather resistance (76%)
 - Low maintenance (75%)
- Females showed significantly strong support for the greatest number of considerations prior to construction



Addressing The Barriers

- Australian public has a positive relationship with green wall awareness, experiences and perceptions
- There is a demand for greater educational, technical and fiscal support
- This study identified the demographic groups that are likely to be the most receptive to green wall initiatives
- Using this information could have a marked impact on GW uptake
- Different levels of governments and businesses could focus their GW efforts

A scenic view of a park with a pond, trees, and a building in the background. The text "Thank You" is overlaid in the center.

Thank You

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Youtube: https://www.youtube.com/watch?v=On_L8z9SgiU