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SOCIAL CAPITAL AND WILLINGNESS TO PAY FOR ENVIRONMENTAL PROTECTION: A CONTEXT-SENSITIVE FRAMEWORK FOR TRANSITIONAL SOCIETIES

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ABSTRACT

Understanding willingness to pay (WTP) for environmental goods requires integrating economic, behavioral, social, institutional, and technological perspectives. Traditional economic methods—such as contingent valuation, choice experiments, and hedonic pricing—quantify nonmarket values but often overlook the psychological and social mechanisms shaping environmental preferences. Cognitive biases, including temporal discounting, status quo bias, loss aversion, and framing effects, interact with moral norms, perceptions, and risk assessments to influence WTP. Social capital—comprising trust, networks, and civic engagement—functions as an invisible infrastructure, mitigating biases, facilitating information diffusion, and enhancing collective efficacy. Policy instruments, including producer levies, consumer fees, and earmarked charges, further shape public acceptance, while AI-driven digital platforms can amplify or undermine these mechanisms through information flows and echo chambers. This study develops a multidimensional framework linking economic valuation, cognitive biases, social capital, policy instruments, and digital moderators to WTP and environmental protection outcomes. Using Albania as a case study, it illustrates how low institutional trust and historical governance legacies influence the translation of individual environmental preferences into collective action. By highlighting sector-specific opportunities in plastics, construction, and energy, the framework provides actionable, context-sensitive insights for de-signing credible, effective, and socially legitimate environmental interventions in transitional societies.

KEYWORDS: Willingness to Pay, Environmental Valuation, Social Capital, Cognitive Biases, AI, Transitional Societies, Albania.

1. INTRODUCTION

Public resource allocation is traditionally guided by market mechanisms, where consumer preferences are inferred from willingness to pay (WTP) [1,2]. While WTP provides a useful foundation for valuing goods and services, its application to nonmarket environmental goods faces challenges. Prices are often absent, information is asymmetric, and environmental degradation frequently stems from market failures such as externalities, public goods, and incomplete property rights [3]. Environmental economists have developed methods—contingent valuation, choice experiments, and hedonic pricing—to estimate WTP, yet these approaches often overlook the social and institutional contexts shaping individual valuations [4].

Social capital—networks, norms, and trust—plays a critical role in shaping environmental concern and behavioral willingness [5]. It influences WTP through mechanisms such as information diffusion, norm enforcement, and collective efficacy [6, 7, 8]. However, most evidence comes from OECD countries, relies on aggregated measures of social capital, and underrepresents low-trust or transitional societies where social networks and civic engagement operate differently [8]. WTP is also socially and psychologically mediated: cognitive biases, moral motivations, cultural norms, and perceived consumer effectiveness shape environmental decision-making [9, 10]. Emerging digital technologies, particularly AI-driven platforms, further modulate these social and behavioural mechanisms by amplifying information flows or propagating misinformation [11, 12].

Transitional societies such as Albania offer a particularly insightful context to examine these dynamics. Historical legacies of centralized governance, weak institutional trust, and donor-driven civil society have fostered distinctive patterns of social capital and environmental concern [13,14]. Evidence from Albania indicates that income, education, and trust in institutions significantly influence WTP for local environmental initiatives; however, existing studies remain largely descriptive and seldom account for the multidimensional nature of social capital or the mechanisms through which it operates [15,16]. To date, no comprehensive, theory-driven model explains how trust, civic engagement, and supportive communities interact with sociodemographic traits to shape environmental awareness and WTP in transitional, post-communist contexts. Most prior research, drawn from OECD settings, treats social capital in aggregate, offering

limited insight into how its distinct dimensions function in environments characterized by low institutional trust and informal networks [[17]. In Albania, these historical legacies continue to shape unique configurations of social capital and environmental concern, underscoring the need for context-sensitive analysis [18, 19]. At the same time, Albania's alignment with EU environmental standards and the OECD Circular Economy Roadmap, coupled with the growing influence of AI-mediated information flows, creates a timely and compelling opportunity to explore how social capital interacts with policy instruments and digital communication to shape citizens' WTP [20].

Building on these insights, this paper makes three contributions. First, it proposes a multidimensional conceptual framework linking social capital—including trust, civic engagement, and supportive communities—to WTP, emphasizing mechanisms of information diffusion, normative influence, and collective efficacy. Second, it situates this framework within the “who pays” debate, examining both market-based and nonmarket payment instruments and their acceptance. Third, it introduces a digital dimension, considering AI-mediated information systems and environmental echo chambers as moderators that can either enhance or weaken the translation of social capital into WTP.

2. THEORETICAL-CONCEPTUAL APPROACH

This study develops a theoretical-conceptual approach, built on seminal contributions by Putnam, Fukuyama, Gray, Dunlap, and Inglehart [5, 21, 22, 23, 24, 25], and extending through recent research (2010–2025), which positions willingness to pay (WTP) for environmental protection as the outcome of interconnected economic, psychological, social, and institutional dynamics. Rather than treating WTP as a purely economic indicator of preferences, the framework emphasizes the multidimensional processes through which individual valuations are shaped, mediated, and ultimately translated into collective environmental outcomes.

At the core of this approach lies the economic valuation tradition, which interprets environmental degradation as a consequence of market failures and relies on WTP as a corrective metric [46, 47, 48]. Conventional stated-preference and revealed-preference methods capture the monetary value individuals assign to environmental goods, yet methodological refinements—including hybrid choice models, latent class models, and integrated choice-latent variable (ICLV) approaches—demonstrate that valuation is deeply intertwined

with psychological and normative constructs [34]. Hence, valuation cannot be understood solely as an economic signal, but as a process embedded in individual cognition.

Behavioral and psychological perspectives further illustrate this complexity. Cognitive biases such as present bias, loss aversion, and optimism bias systematically distort environmental valuations [49, 50, 51]. Similarly, subjective and moral norms, perceived risk, and emotions strongly influence stated willingness to contribute [40, 52]. The well-documented intention–action gap highlights that even individuals with strong environmental attitudes may fail to translate these into monetary commitments [53, 54, 55]. These insights underscore that WTP represents a bounded rational choice shaped as much by psychological constraints as by economic calculation. Yet, individual cognition alone provides an incomplete explanation. Social capital—comprising networks, norms, and trust—constitutes the invisible infrastructure through which individual valuations gain credibility and stability [56, 57]. Trust reduces free-rider concerns [58], shared norms embed expectations of reciprocity [59], and networks diffuse environmental knowledge and enhance collective efficacy [60, 61]. In contexts where formal institutions are weak, community-level social capital often substitutes for governance capacity, enabling cooperation and compliance with environmental measures [62, 63]. By mitigating cognitive biases and reinforcing pro-environmental norms, social capital functions as a critical mediator between fragile individual valuations and robust collective commitments.

Policy instruments and digital technologies further condition these dynamics. The design of environmental charges—particularly the identity of the payer, the transparency of revenue use, and the presence of earmarking—affects public acceptability and legitimacy [64, 65, 66]. In low-trust societies, institutional credibility can be enhanced through transparent communication, independent audits, and dedicated funds that visibly link contributions to outcomes [67, 68]. At the same time, digital platforms and AI-mediated communication act as second-level moderators. On one hand, they can amplify awareness, mobilize civic engagement, and provide transparency through dashboards and targeted campaigns [69, 70]. On the other, they risk propagating misinformation and reinforcing scepticism in polarized environments [71, 72, 73]. The digital sphere therefore represents both an opportunity and a threat to the legitimacy of environmental policy.

Taken together, this theoretical–conceptual approach frames WTP as a multidimensional construct shaped by the interplay of valuation methods, cognitive mechanisms, social capital, and institutional as well as digital moderators. In transitional societies such as Albania, where institutional trust remains fragile, the integration of social capital with credible policy instruments and digitally mediated participation becomes essential for transforming individual willingness to pay into effective collective environmental action.

3. LITERATURE REVIEW

3.1 *Economic Valuation of Environmental Goods*

Neoclassical economic frameworks often interpret environmental degradation as a consequence of market failures—such as externalities, public goods, and incomplete property rights—which justify corrective policy interventions [26, 27, 28, 29]. Central to this tradition is willingness to pay (WTP), a metric for the value individuals assign to nonmarket environmental goods, commonly estimated using contingent valuation, choice experiments, experimental auctions, and hedonic pricing methods [30, 31, 32, 46, 47, 48]. Environmental amenities are also conceptualized as “luxury goods,” whose salience rises with socioeconomic development and post-materialist values [25, 26]. Yet cross-national evidence shows that residents of lower-income countries often express strong local environmental concern and WTP for locally salient issues [23, 33].

Since 2010, methodological refinements have further advanced these approaches. Stated-preference methods are increasingly incorporating hybrid choice models, latent class models, and integrated choice–latent variable (ICLV) approaches, which link economic valuations to psychological constructs such as environmental identity, trust, and moral norms [34]. These developments highlight that WTP is not merely an economic measure but also shaped by cognitive and normative mechanisms. At the same time, progress in revealed-preference methods—including travel-cost modelling, property value capitalisation, and the use of big data from digital platforms—has enabled more precise measurement of actual behaviour, complementing stated-preference techniques by validating expressed preferences against observed actions [35, 36]. Collectively, these advances underscore that understanding environmental valuation requires integrating behavioural economics and social dimensions [37]. Yet, valuation does not occur in a vacuum; it is filtered through the lenses of individual psychology and the collective social fabric. A

growing body of literature also explores the psychology behind WTP, emphasizing the influence of subjective norms, personal moral norms, risk perceptions, and emotions on pro-environmental valuation [38]. Recent empirical studies found that 61% of German online consumers were willing to pay a premium for sustainable last-mile delivery [39], and that subjective and personal moral norms significantly predict WTP for eco-friendly accommodation across seven countries [40]. These findings underscore that WTP is embedded in a broader behavioral and social context rather than representing a purely economic choice.

3.2 Cognitive Biases Embedded in Individuals

A growing body of literature also explores the psychology behind WTP, emphasizing the role of cognitive biases on pro-environmental valuation [49, 52, 74, 75, 76, 77, 78, 79, 80, 81].

Willingness to Pay (WTP) for environmental goods and services is not only an economic decision but is also significantly shaped by psychological mechanisms and cognitive biases [82, 83, 84]. Research shows that individuals often display a temporal dis-counting bias, undervaluing long-term environmental benefits in favour of short-term consumption or financial savings [58]. This contributes to the intention–action gap [53] where people express strong pro-environmental attitudes yet fail to translate them into concrete monetary commitments [54, 55, 85]. Also, cognitive shortcuts, such as status quo bias [86] and optimism bias, may further distort WTP estimates [87] leading individuals to underestimate environmental risks or overestimate the effectiveness of small contributions [51]. Moreover, framing effects and loss aversion play a significant role: people tend to resist paying for environmental improvements when these are framed as new costs [88]. Still, they are more willing when framed in terms of preventing losses to existing natural assets. Together, these psychological and behavioral barriers reveal that WTP for environmental goods is not a straightforward reflection of preferences but the outcome of bounded rationality, time-inconsistent choices, and socio-cognitive constraints [49, 51, 87, 89, 90].

Cognitive biases, which tend to reduce perceived environmental risks and weaken WTP, can be mitigated by substantial social capital [56, 57, 91] – in particular through trust [58], shared norms [59], networks [56], and social participation, which help correct misperceptions, spread environmental knowledge, and enhance self-efficacy [60]. Empirical studies show that communities with higher levels of

social norms, networks, and trust exhibit higher WTP for environmental goods (e.g. green energy) and more consistent pro-environmental behaviour, in part because social capital regulates cognitive bias and supports more accurate risk appraisal [57],

To bridge the gap between valuation and effective behaviour, an additional layer of infrastructure is needed – an invisible one that supports cooperation, reduces biases, and builds trust.

3.3. Social Capital and Contextual Determinants

Despite methodological and empirical advances in economic valuation, WTP alone cannot fully explain environmental preferences, as it often overlooks the social and informational dynamics that shape decision-making. Social capital, conceptualized as net-works, norms, and trust, provides a valuable framework for understanding these dynamics [5, 41]. It facilitates collective action and environmental cooperation through multiple mechanisms: the diffusion of information accelerates awareness of environmental issues, social norms embed expectations and sanctions that guide behaviour, and civic engagement fosters collective efficacy and organisational capacity [5, 42]. Trust itself is multifaceted – generalised, particularised, and political – and these types may have divergent effects on environmental preferences and WTP [43, 44, 61].

Empirical studies confirm these complex interactions: civic trust increases WTP for renewable energy while collectivist values predict pro-environmental consumption in Korea [45]. However, aggregated indices of social capital often obscure these pathways, emphasizing the need for disaggregated analysis and conceptual models that trace causal paths from social capital dimensions – trust, civic engagement, and supportive communities – through mediating mechanisms such as norms, information, and collective efficacy, to WTP [6, 7, 92].

The influence of social capital and other determinants of environmental concern is highly context-dependent. Comparative evidence shows that in high-income democracies, WTP aligns with post-materialist values and higher income levels [25, 93], whereas in low- and middle-income countries, WTP is more strongly influenced by material threats such as pollution exposure and health risks [11, 23, 33]. Similarly, the role of social capital varies by institutional context: in strong institutional settings, generalised trust amplifies cooperative behaviour, while in weak or fragile states, local community networks often substitute for formal governance and

become key drivers of environmental protection [62, 94, 95, 96]. Cross-national research further highlights that individual-level factors—such as subjective norms, perceived consumer effectiveness, moral norms, and personality traits—interact with institutional and cultural contexts to shape WTP, suggesting that a one-size-fits-all approach is insufficient [40, 45].

Social capital thus functions as the bridge between fragile individual valuations and robust collective market and policy signals.

3.4. Policy Instruments and Digital Moderators

Policy instruments also mediate environmental preferences. The OECD PINE framework distinguishes among payment vehicles—including producer levies, consumer fees, earmarked charges, and general revenues—and instrument families, comprising market-based approaches such as carbon taxes, emissions trading schemes, and extended producer responsibility (EPR), as well as non-market instruments such as regulations and standards [63; 97]. Public acceptability depends on both the identity of the payer and the transparency of revenue use; producer levies are often perceived as fairer than consumer fees, and earmarked revenues enhance trust by linking payments to observable outcomes [64, 65, 66, 98]. Instrument design interacts with social capital: in low-trust environments, transparent earmarking and independent audits enhance legitimacy, whereas opaque or regressive charges can erode support [99].

In recent years, digital technologies, particularly AI-driven platforms, have emerged as significant moderators of environmental awareness and WTP. Social media algorithms, recommender systems, and generative tools can amplify pro-environmental messaging but may also propagate misinformation and reinforce skepticism in resistant groups [73, 100, 101, 102, 103]. Echo chambers, by limiting exposure to diverse perspectives, exacerbate these effects, particularly in low-trust societies such as Albania [104]. These dynamics underscore the importance of strategic communication, as environmental policies must be transparently conveyed through digital platforms equipped with dashboards and independent audits [105, 106, 107]. Simultaneously, AI can serve as a tool to enhance the legitimacy of interventions, for example, through targeted campaigns promoting pay-as-you-throw schemes. In this sense, AI functions as a second-level moderator: social capital shapes norms, trust, and information flows, which influence WTP, while AI diffusion can either amplify legitimacy or undermine it through

misinformation [69, 70, 71, 72].

Ultimately, willingness to pay for environmental protection is not determined by valuation methods alone, but by the strength of the social capital that invisibly supports markets and policies—now increasingly mediated by digital technologies.

Comparative and empirical evidence shows that the effects of social capital vary according to national development, cultural norms, and institutional strength, highlighting the importance of context-sensitive, multidimensional frameworks. Such frameworks highlight the complex interactions among trust, networks, civic engagement, policy instruments, and digital communication in shaping willingness to pay, providing a robust basis for understanding environmental behavior in transitional societies.

Economic valuation of environmental goods represents the essential first step in recognizing the importance of non-market ecosystem services and translating them into decision-making metrics. Yet, valuation alone rarely produces accurate signals, because individuals assess environmental trade-offs through the prism of bounded rationality and cognitive biases. Present bias leads to the postponement of action, loss aversion heightens resistance to change, and social desirability generates gaps between stated intentions and actual behaviours. As a result, willingness to pay (WTP) for environmental protection, though measurable, often remains unstable and fragmented when filtered solely through market mechanisms.

Here lies the rationale for introducing social capital as the invisible infrastructure. Trust, shared norms, participation, and networks serve not merely as contextual factors but as the mediating architecture that transforms fragile individual valuations into credible collective commitments. Social trust reduces free-rider concerns, bridging networks diffuse environmental norms across groups, and linking ties connect citizens with responsive institutions. Together, these dimensions mitigate cognitive biases, reduce uncertainty, and foster conditional cooperation, thereby narrowing the gap between attitude and behaviour. In this way, WTP becomes embedded in a broader social context, making valuation outcomes more reliable and actionable.

In the current digital era, artificial intelligence (AI) operates as both an enabler and a stressor of this invisible infrastructure. AI-powered monitoring, citizen science, and open-data dashboards can strengthen linking social capital by enhancing transparency and accountability, while

misinformation, opacity, and digital divides threaten to erode trust. For transition countries—such as Albania and beyond—the integration of EU governance mechanisms with substantial social capital and digitally mediated participation offers a pathway for converting individual willingness to pay

into collective environmental protection. Thus, social capital integration for environmental protection (SCIEP) underscores that the credibility of valuation, the effectiveness of market instruments, and the legitimacy of policy ultimately depend on this invisible but indispensable infrastructure.

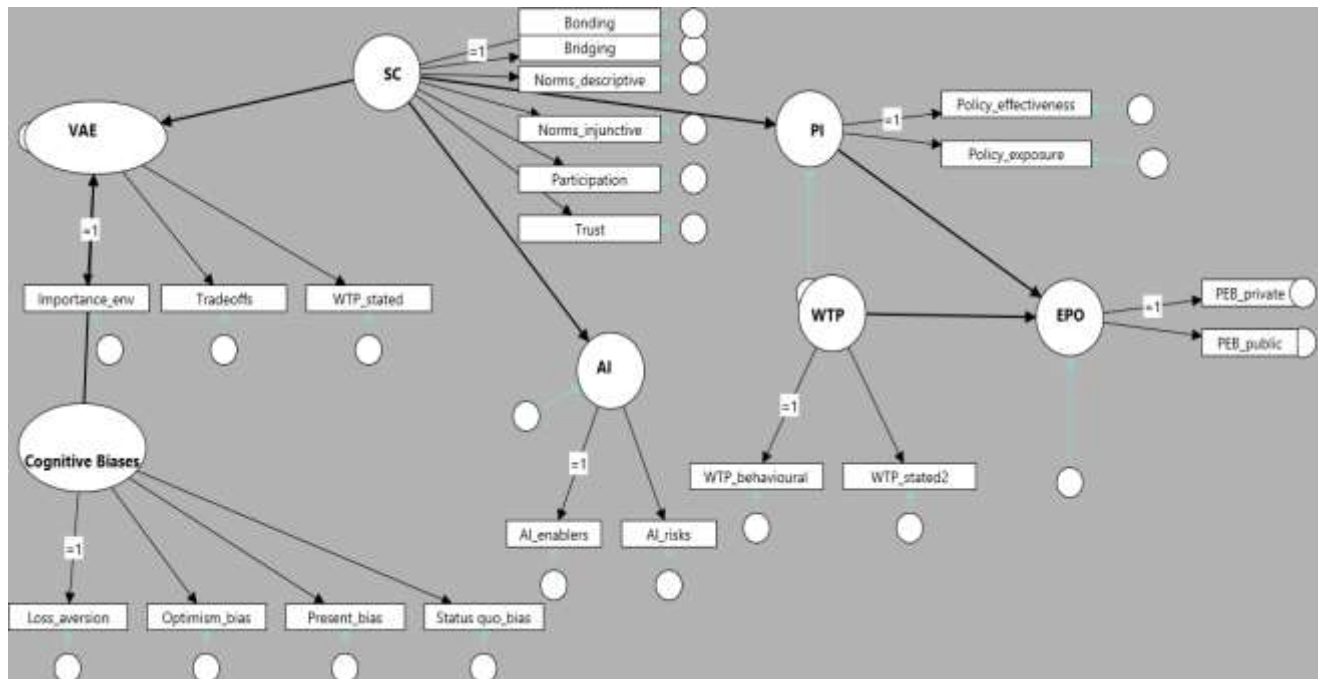


Figure 1: SCIEP Framework: Social Capital as Invisible Infrastructure for Environmental Protection.

Note: Abbreviations: VAE = Valuation of Environmental Goods; SC = Social Capital; PI = Policy Instruments; AI = Artificial Intelligence Moderators; WTP = Willingness to Pay; EPO = Environmental Protection Outcomes; PEB_private = Private-sphere Pro-Environmental Behaviour; PEB_public = Public-sphere Pro-Environmental Behaviour.

The model links valuation of environmental goods, cognitive biases, social capital, policy instruments, and AI moderators to willingness to pay (WTP) and environmental protection outcomes (EPO). Social capital acts as both a mediator and a moderator, translating fragile individual valuations into credible collective commitments, while policy and digital conditions shape the strength of this translation.

4. ALBANIA AS A CASE STUDY

4.1. Environmental Priorities and Policy Instruments

Albania offers a compelling setting for examining the interaction of economic, social, and institutional factors in environmental governance. Its environmental priorities, shaped by EU integration objectives and OECD guidance, focus on waste management, plastics reduction, construction, and energy transition [108, 109]. Policy instruments address both environmental and fiscal objectives while reflecting the “who pays” question, encompassing producers, consumers, and taxpayers. The policy

framework is evolving from a fragmented, donor-led approach to a more structured, EU-aligned system [110], but implementation is constrained by limited fiscal space, weak enforcement, and low institutional trust [111, 112].

In the plastics and packaging sector, a small number of importers dominate the market, making extended producer responsibility (EPR) fees administratively feasible [108, 113]. Earmarked revenues could fund recycling infrastructure, public awareness campaigns, and waste separation programs, with social capital enhancing acceptance through local networks and civic engagement. AI-mediated platforms could further support compliance and transparency by disseminating information and monitoring performance. The construction sector contributes substantially to waste and energy use. Modest levies on construction permits, earmarked for treatment of construction and demolition waste, could internalize environmental costs while remaining transparent, drawing on OECD analogues in emerging economies. Social capital can reinforce uptake by mobilizing local

contractors and community stakeholders, while AI tools can track permit-based contributions and provide public dashboards to enhance legitimacy. In the energy sector, aligning diesel and gasoline excises with EU benchmarks would introduce a quasi-carbon price, generating predictable revenue. Part of this revenue could fund energy-efficiency retrofits and public transport, with social networks and civic engagement supporting compliance. AI-driven communications can enhance awareness and transparency, mitigating skepticism and reinforcing WTP [114].

Household municipal waste charges are currently flat and widely perceived as inequitable. Introducing pay-as-you-throw (PAYT) schemes in urban municipalities with functioning waste collection infrastructure could incentivize recycling while remaining administratively feasible [108, 115]. Across sectors, the identity of the payer and transparency of revenue use remain critical for social acceptance and WTP.

4.2. Institutional and Social Determinants of WTP

Designing environmental charges in Albania requires careful consideration of the dynamics of institutional and social capital. Low political trust [116], weak enforcement capacity [117, 118], and donor dependency [119, 120] necessitate mechanisms that reinforce credibility and legitimacy. Legal earmarking of environmental revenues—through dedicated sector-specific funds—can enhance predictability and accountability [96, 121]. Transparency via annual reports and independent audits strengthens civic engagement and social trust, enabling networks and community support to translate into higher WTP [67,68,112,122,123].

Albania's post-communist legacy of centralised planning, clientelism, weak institutional trust, and donor-driven civil society constrains the capacity of formal institutions to generate pro-environmental behaviour [124]. Within this context, generalized and political trust, civic engagement, and supportive communities act as alternative pathways through which environmental awareness can convert into WTP [125].

Bonding and bridging networks can mobilize participation in initiatives such as PAYT schemes or local recycling programs [126, 127, 128]. Disaggregating social capital into trust, norms, and networks clarifies which mechanisms—information diffusion, norm enforcement, and collective efficacy—are most operative, providing explanatory depth beyond aggregate indices.

4.3. Digital Moderators and Implications for Transitional Societies

High social media penetration combined with low institutional trust makes environmental debates in Albania vulnerable to AI-mediated echo chambers [129]. Generative AI, recommender systems, and social media algorithms can simultaneously promote pro-environmental behaviors and propagate misinformation, shaping perceptions of fairness and legitimacy [130, 131, 132, 133]. Consequently, the effectiveness of instruments such as fuel excise alignment or plastics EPR depends not only on economic efficiency and institutional transparency but also on strategic digital communication capable of mitigating misinformation and reinforcing trust. The deployment of AI-mediated dashboards, targeted messaging, and community engagement can strengthen the translation of social capital into WTP [134, 135, 136, 137].

Albania illustrates broader lessons for transitional societies: sector-specific levies internalize environmental costs, earmarking and audits establish legitimacy, and community networks compensate for weak institutions, mobilizing compliance for PAYT schemes or local recycling initiatives [138]. Albania illustrates broader lessons for transitional societies: sector-specific levies internalize environmental costs, earmarking and audits establish legitimacy, and community networks compensate for weak institutions, mobilizing compliance for PAYT schemes or local recycling initiatives [138]. Integrating economic instruments, social capital, and AI-mediated participation ensures that environmental awareness and civic engagement effectively convert into WTP, enhancing both policy effectiveness and social acceptability.

5. CONCLUSION

This study develops a multidimensional framework for understanding willingness to pay (WTP) for environmental goods in transitional societies, integrating economic, social, institutional, and technological perspectives. The analysis demonstrates that WTP is shaped not only by economic valuation but also by the interplay of behavioral processes, social capital, policy instruments, and digital communication pathways. Cognitive biases and normative beliefs influence individual valuations, highlighting that WTP is a socially and psychologically mediated construct rather than a purely economic measure.

Social capital—comprising trust, networks, and civic engagement—functions as an invisible

infrastructure that stabilizes individual valuations and translates them into credible collective commitments. By facilitating information diffusion, norm enforcement, and collective efficacy, social capital mitigates cognitive constraints, strengthens cooperation, and enhances compliance, particularly in low-trust, post-communist contexts. In this way, fragile individual intentions are transformed into robust, actionable environmental commitments. The design and implementation of environmental policies further condition these dynamics. Payment vehicles, earmarking, and transparency influence perceptions of fairness and legitimacy, while AI-mediated platforms and digital communication can amplify awareness, foster civic engagement, and reinforce WTP. At the same time, digital pathways carry the risk of misinformation and echo chambers, underscoring the importance of integrating social, institutional, and technological considerations to maximize both policy effectiveness and public trust.

The Albanian case illustrates these insights in

practice. Sector-specific levies, legally protected funds, transparent reporting, and independent audits can internalize environmental costs while leveraging community networks to compensate for institutional weaknesses. These context-sensitive, mechanism-based approaches demonstrate how environmental awareness and civic engagement can be converted into concrete WTP, offering broader lessons for transitional societies.

Future research should empirically test this framework to validate the mechanisms linking behavioral, social, institutional, and digital factors to WTP. Comparative and longitudinal studies could examine how institutional strength, cultural norms, civic engagement, and AI-mediated communication moderate these relationships across sectors and countries. By addressing these gaps, future work can refine the conceptual model, enhance evidence-based policy design, and deepen understanding of the social, economic, and technological drivers of pro-environmental action in transitional contexts.

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Abbreviations

WTP	Willingness to Pay
DOAJ	Directory of open access journals
PAYT	Pay-As-You-Throw
EU	European Commission
EPR	Extended Producer Responsibility
GSDRC	Governance and Social Development Resource Centre
OECD	Organization for Economic Co-operation and Development
UNECE	United Nations Economic Commission for Europe
ICLV	Integrated Choice-Latent Variable
AI	Artificial Intelligence

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