Ministry of Tourism and Environment

Endline Knowledge, Attitude and Practices Survey on Environment in Laamu Atoll

Endline Report September 2, 2025













This report was prepared by Riyan Private Limited as per the Terms of Reference (IUL)438-ENV/438/2025/17.

The report addresses the following deliverables:

- Review the baseline KAP survey report and project implementation reports to understand the interventions and baseline findings.
- Develop an endline KAP survey questionnaire aligned with baseline indicators and objectives.
- Collect data from a sample size of at least 10% of the adult population, ensuring consistency with the baseline sample size using a sampling method such as stratified random sampling.
- Analyze data to identify trends, changes, and gaps compared to baseline results.
- Submit a comprehensive report, including:
 - o A comparison of baseline and endline data.
 - o Disaggregated findings (e.g., by gender, age, education level).
 - o Key successes, challenges, and recommendations for future action.

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Abbreviations

CSO Civil Society Organization

ENDhERI Enhancing National Development through Environmentally Resilient Islands

ESMF Environmental and Social Management Framework

ESMP Environment and Social Management Plan

FGD Focus Group Discussion

GEF Global Environment Facility

KAP Knowledge, Attitudes, and Practices

KII Key Informant Interviews

LECReD Low Emission and Climate Resilient Development

M&E Monitoring and Evaluation

MBS Maldives Bureau of Statistics

MMA Managed Marine Area

MoTE Ministry of Tourism and Environment

NC Natural Capital

PA Protected Areas

SEP Stakeholder Engagement Plan

UNEP United Nations Environment Programme

WDC Women Development Committee



Executive Summary

This report presents the findings of the endline Knowledge, Attitudes, and Practices (KAP) survey conducted under the Enhancing National Development through Environmentally Resilient Islands (ENDhERI) project in Laamu Atoll, Maldives. The project, funded by the Global Environment Facility (GEF) and implemented by the Ministry of Tourism and Environment (MoTE) with technical support from United Nations Environment Program (UNEP), aims to strengthen reef resilience, promote ecosystem recovery, and integrate marine biodiversity into national development planning. To achieve this several environmental knowledge building and strengthening initiatives was undertaken, focusing on enhancing social capital and environmental protection and preservation of Laamu Atoll.

The endline survey assessed changes in environmental awareness and behavior among the local population since the baseline survey in 2022. It further measured the effectiveness of project interventions and identified barriers to community engagement and sustainability. A mixed-methods approach was used to ensure geographic, gender, and age representativeness, while capturing diverse community perspectives. A total of 1,553 individuals were surveyed across all 11 inhabited islands of Laamu Atoll. Further stakeholder consultations, Focus Group Discussions (FGDs) and Key Informant Interviews (KIIs) were conducted across all survey islands to triangulate and enrich the data collected through the quantitative survey.

While key findings point to both progress and persisting challenges, the endline survey reveals measurable changes when compared to the baseline study, particularly in public awareness, media preferences, and perceptions of environmental responsibility. Awareness of the ENDhERI project remains moderate, with 25 percent of respondents indicating familiarity with its objectives. Notably, the survey highlighted a significant shift in communication preference, with social media surpassing traditional media as the primary source of information including environmental content. Environmental awareness has improved, especially on issues such as climate change, renewable energy, and coral bleaching. Public recognition of environmental projects has also increased since the baseline survey. However, it was observed that despite the rising visibility, public confidence in the effectiveness of these projects remain limited, suggesting a need for more tangible impacts and strengthened community engagement.

Behavioral shifts since the baseline survey indicates increased self-reported adoption of environmentally responsible practices, such as reduction in electricity and water use, food waste, and plastic consumption. Moreover, perceptions of environmental threats have deepened, with coastal erosion, marine pollution, and reef degradation identified as major concerns. Nevertheless, participation in activities related to environmental protection remains limited.

While the impact on individual lifestyles and community-wide awareness from the Project is evident, limited reach beyond the atoll capital, and challenges in sustaining initiatives due to resource constraints were observed. Gains in knowledge relevant to local planning was highlighted by the stakeholders, along with the need for broader participation and stronger inter-island coordination. Consultations also highlighted over-saturation of soft environmental initiatives in the atoll, indicating need for diversification of projects actions and techniques utilized in capacity development. Simultaneously, similar initiatives can be concentrated towards other atolls and islands where awareness and capacity development needs strengthening. The report concludes with actionable recommendations, including the need to enhance digital outreach strategies, as well as to continue monitoring and adaptive communication strategies to sustain impact and strengthen environmental resilience at the local level.



1.1 Project Background

The "Enhancing National Development through Environmentally Resilient Islands (ENDhERI)" project is implemented by the Government of the Maldives through the Ministry of Tourism and Environment (MoTE). Funded by GEF and supported by UNEP, the project aims to strengthen reef protection, enhance ecosystem resilience, and support recovery by mitigating the environmental impacts of development in Laamu atoll, Maldives. The project also aims to promote nationwide replication of these efforts through public awareness campaigns and by integrating the values of marine biodiversity and natural capital into national planning and policies.

The objectives of the endline KAP survey were to:

- 1. Assess changes in community knowledge, attitudes, and practices regarding environmental conservation since the baseline survey.
- 2. Measure the effectiveness of project interventions in improving environmental awareness and promoting sustainable behaviors.
- 3. Identify remaining barriers and opportunities to further enhance environmental resilience and conservation efforts.
- 4. Provide data to inform future strategies for scaling up project outcomes nationally.



2.1 Approach

A mixed methods approach was used in data collection, which included combining both qualitative and quantitative methods to identify any changes in knowledge and behavior of the target population throughout the project implementation period. As such, the data collection process was conducted in all eleven inhabited islands of Laamu Atoll, and which included a quantitative survey among the local community, along with Focus Group Discussions (FGDs) for business owners, women, youth and Civil Society Organizations (CSOs).

Key Informant Interviews (KIIs) were held with participants of various trainings conducted under the ENDhERI project, and stakeholder consultations were held with Island Councils, Women Development Committees (WDCs), Six Senses Laamu, Maldives Resilient Reefs, and Blue Marine Foundation to understand the institutional capacity from the project, and identify future needs and expectations related to similar environmental projects.

Two separate questionnaires were developed, with one for the quantitative survey and the qualitative survey. The quantitative questionnaire was primarily based on the baseline survey, with additional questions included to identify any changes in the behavior, knowledge, or perceptions related to the environment and project outcomes. The qualitative questionnaire was used as a guiding tool during the discussions, and both the questionnaires are attached in the Annex 1 of the report.



2.2 Quantitative Data Collection and Analysis

While the target for the quantitative survey was 18 percent of the adult population of Laamu Atoll, which amounted to 1,491 locals, a total of 1,553 samples were collected in the survey, exceeding the target by 4.2 percent. The following Table 1 below presents the distribution of the sample across Laamu atoll islands for both baseline and endline survey.

Table 1: Distribution of the Sample for Baseline and Endline Surveys

No.	Name of the Island	Total Resident Population (Maldivian)	Target Sample Size – Endline Survey	Sample Size reached - Endline Survey	Percentage Completed – Endline Survey	Sample Size - Baseline Survey
1	Isdhoo	858	100	102	102%	110
2	Kalaidhoo	589	67	71	106%	66
3	Dhanbidhoo	567	66	71	108%	73
4	Maabaidhoo	495	54	57	106%	76
5	Mundoo	140	18	22	122%	27
6	Gan	3,856	433	449	104%	375
7	Maavah	1,312	152	154	101%	184
8	Fonadhoo	2,738	316	316	100%	291
9	Maamendhoo	787	96	97	101%	107
10	Hithadhoo	1,049	121	145	120%	109
11	Kunahandhoo	581	68	69	101%	72
TOTAL		12,972	1,491	1,553	104%	1,490

The survey was conducted face-to-face by eight enumerators recruited from Laamu Atoll. Enumerators were selected from applications received for the published announcement on hiring enumerators for the survey. Enumerators with prior experience in conducting surveys were preferred in the selection process. A training session was conducted for all the enumerators prior to the survey, explaining the questionnaire and best practices of conducting a survey. Enumerators were than divided into two groups, with each group traveling to selected islands. However, all the enumerators took part in collecting data from Gan and Fonadhoo, given the sample size of the islands. Each island was divided into different zones and each enumerator was assigned a particular zone, ensuring that all the residential areas are covered. Age categories and gender of the respondents were monitored throughout the survey period and data collection was conducted in each island, until the targeted

sample size was reached. Data collection was carried out from 21 June to 09 July 2025, over 20 days, as presented in Table 2.

Data was collected using the KOBO Data Collection tool, which hosted the main database. Regular data checks were done to ensure data accuracy and validity. Upon completion of data collection, the data was exported to Microsoft Excel for cleanup and data analysis. While the data was analyzed using frequency tables and cross tabulation, key demographic variables were used for more insight and comparison. Throughout the data analysis, findings from the endline survey were compared with that of the baseline, and relevant visualizations were presented.

Table 2: Data Collection Timeline

С	ate	Activity	Island	Team
From	То	Activity	isialiu	Team
21 June 2025	21 June 2025	Enumerator Training	Fonadhoo	1 & 2
21 June 2025	21 June 2025	Pilot Testing	Fonadhoo	1 & 2
22 June 2025	25 June 2025	Data Collection	Fonadhoo	1 & 2
26 June 2025	28 June 2025	Data collection	Isdhoo	1
26 June 2025	27 June 2025	Data collection	Kunahandhoo	2
28 July 2025	30 June 2025	Data collection	Hithadhoo	2
29 June 2025	30 June 2025	Data collection	Kalaidhoo	1
01 July 2025	02 July 2025	Data collection	Dhanbidhoo	1
01 July 2025	03 July 2025	Data collection	Maamendhoo	2
03 July 2025	03 July 2025	Data collection	Mundoo	1
04 July 2025	05 July 2025	Data collection	Maabaidhoo	1
04 July 2025	07 July 2025	Data collection	Maavah	2
06 July 2025	09 July 2025	Data collection	Gan	1 & 2

2.3 Qualitative Data Collection and Analysis

The research team, with support from the local councils, sought to conduct KIIs, FGDs, and stakeholder consultations in all inhabited islands of Laamu atoll. The implementation of KIIs and FGDs depended on the availability of relevant community groups. KIIs were scheduled based on the list of participants provided by the Ministry, while FGDs participants were selected informally, primarily through public announcements made by the councils. The following Table 3 below summarizes the stakeholder consultations, KIIs and FGDs conducted in each island.

Table 3: Summary of the stakeholder consultations, KIIs and FGDs held

No.	Name of the Island	Stakeholder Consultation	FGD - Business Owners	FGD - Women	FGD - Youth & CSOs	KIIs
1	Isdhoo	✓		✓	✓	✓
2	Kalaidhoo	✓		✓	✓	✓
3	Dhanbidhoo	✓	✓			✓
4	Maabaidhoo	✓	✓	✓	✓	
5	Mundoo	✓				✓
6	Gamu	✓		✓		✓
7	Maavah	✓		✓	✓	✓
8	Fonadhoo	✓				✓
9	Maamendhoo	✓		✓		✓
10	Hithadhoo	✓	✓	✓	✓	✓
11	Kunahandhoo	✓	✓	✓	✓	

(Note: ✓ indicates that meetings were conducted successfully. Column for the stakeholder consultation represents meetings with both the island council and WDC)

While stakeholder consultations mainly focused around the activities carried out by the project and its impact on the local community, along with its contribution to enhance institutional capacity and how environmental projects can be made more effective, FGDs were more towards understanding different demographics of the particular group. KIIs were more focused on the activities that each participant took part in and how the activity or activities had an impact on their professional and everyday life. FGDs with students were not conducted as a list of participants could not be obtained.

Separate FGDs were held for different stakeholder groups to encourage open sharing of opinions and to create an environment that each group would find most comfortable. While separate meetings with island councils and WDCs were held in all the islands, FGDs with women were held in 8 of the 11 islands.

FGDs with youth and CSOs were held in 6 of the islands and FGDs with business owners were held in 4 islands. KIIs were held in 9 of the islands, with 13 different individuals from various fields, including agriculture, fishery and education sector. The following Table 4 summarizes the gender distribution of participants in the qualitative data collection process and Table 5 summarizes sector distribution of the KIIs.

Table 4: Gender Distribution of Qualitative Consultation Participants

	Stakeholder Consultations & FGDs	KIIs
Male	76	8
Female	141	5

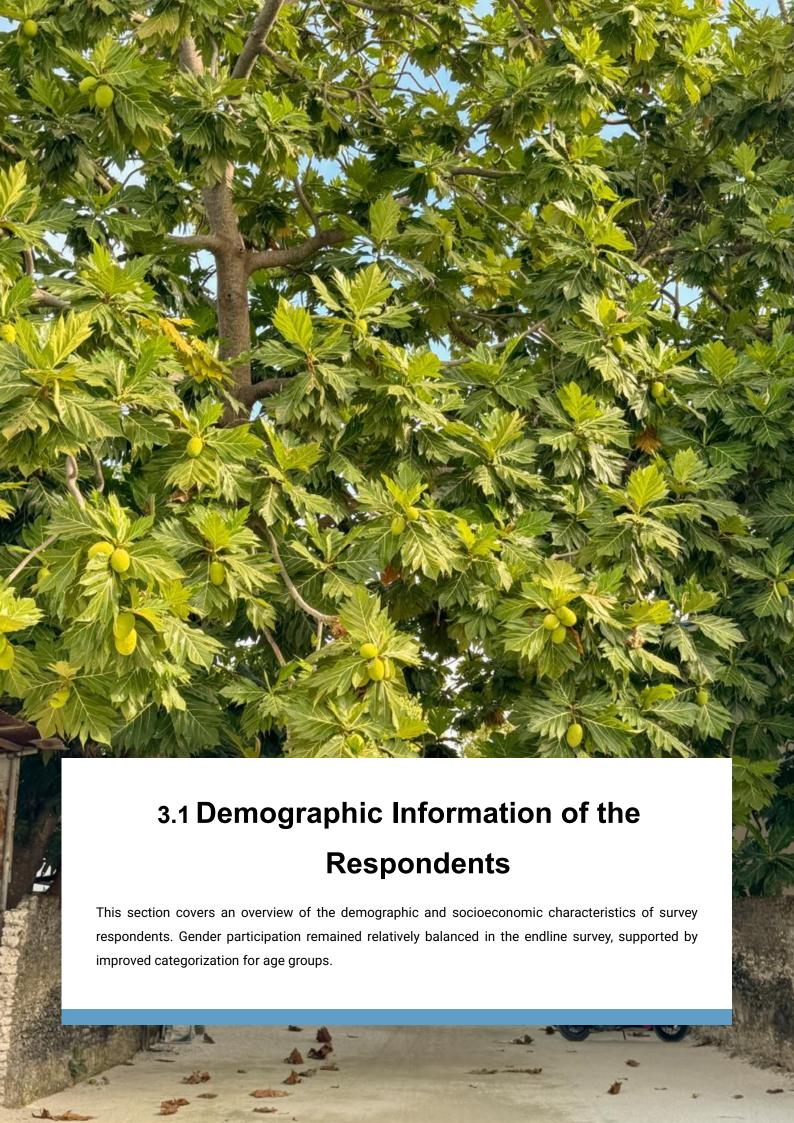
Table 5: KII Sector Distribution

Sector	No of Participants
Council Staff	5
Agriculture Sector	2
Fisheries Sector	1
Education Sector	2
CSO	2
Student	1

2.4 Challenges and Limitations

The data collection process faced several logistical and other challenges due to the geographic and social characteristics of the target population. The table in Annex 1 outlines the key challenges encountered during the survey and consultation process, along with the mitigation measures adopted to address them.





3.1.1 Total Respondents

Figure 1 and Table 1 shows distribution of survey respondents across the 11 inhabited islands of Laamu atoll during both the baseline and endline surveys. Overall, Gan has the highest portion of respondents in both rounds reflecting on its bigger population size compared to rest of the islands in the atoll. Total respondents from the islands reflect the resident population size of the islands and aligns with the sample target set out for the survey. A total 97 responses were recorded from Maamendhoo in the endline survey, whereas no data collection was conducted in this island during the baseline survey due to Covid-19 related restrictions.

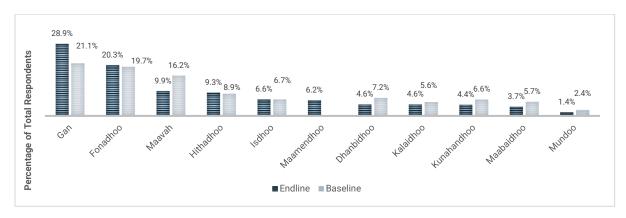


Figure 1: Distribution of respondents by island (percentage)

Table 6: Total number of respondents by island

	Endline	Baseline	
Dhanbidhoo	71	80	
Fonadhoo	316	219	
Gan	449	235	
Hithadhoo	145	99	
Isdhoo	102	74	
Kalaidhoo	71	62	
Kunahandhoo	69	73	
Maabaidhoo	57	63	
Maavah	154	180	
Maamendhoo	97		
Mundoo	22	27	
Total	1,553	1,112	

3.1.2 Gender Distribution

The gender distribution of participants across islands remained broadly balanced in both endline and baseline surveys, as illustrated in Figure 2. **Overall, females accounted for 45.9 percent and males 54.1** percent of total respondents in the endline survey, compared to 52.7 percent females and 47.3 percent males in the baseline.

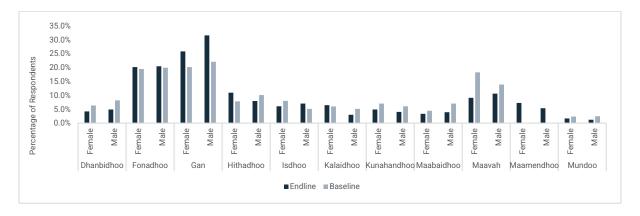
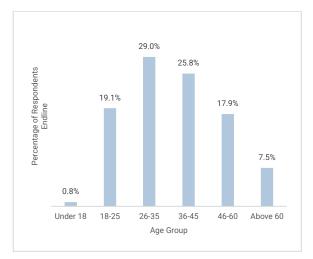


Figure 2: Total Respondents - Gender Distribution

3.1.3 Age Distribution

The age groupings between the baseline and endline surveys differ slightly, with the baseline using overlapping ranges (e.g., 25–35 years, 35–45 year) as shown in Figure 4, while the endline uses mutually exclusive categories (e.g., 26–35 years, 36–45 years) as shown in Figure 3. This refinement in the endline enhances analytical clarity by preventing double-counting of respondents across age bands. Respondents are fairly distributed across age groups in both, baseline as well as the endline survey, with 29.0 percent of the respondents in the age group 26-35 years, and 25.8 percent of respondents in the age group 36-45 years in.





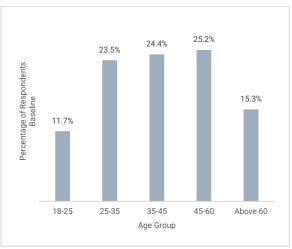


Figure 4: Age Distribution - Baseline

3.1.4 Education Attainment

As Figure 5 indicates, 26.5 percent of the respondents in the endline survey reported that they had basic education, while 44.3 percent of the respondents stated that they had O-Level qualification, and 8.3 percent stated that they had first degree or above, as their highest level of education attainment.

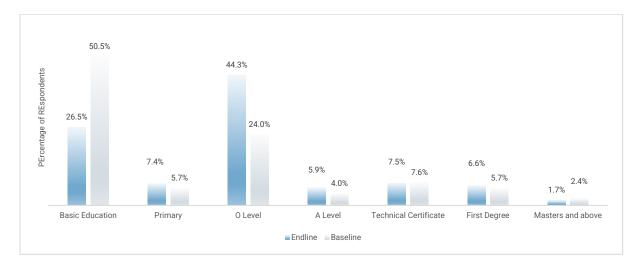


Figure 5: Distribution of Respondents by Education Level

3.1.5 Employment

As shown in Figure 6, out of the 1,553 individuals surveyed, the largest share (38.4 percent) reported being unemployed, while 26.9 percent of the respondents were employed in the civil sector, and 12.1 percent of the respondents employed in the private sector. A further 15.6 percent of the respondents of endline survey reported to be self-employed.

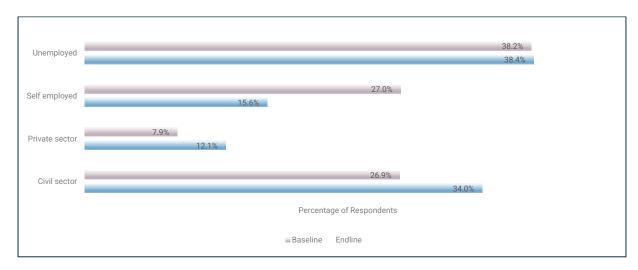
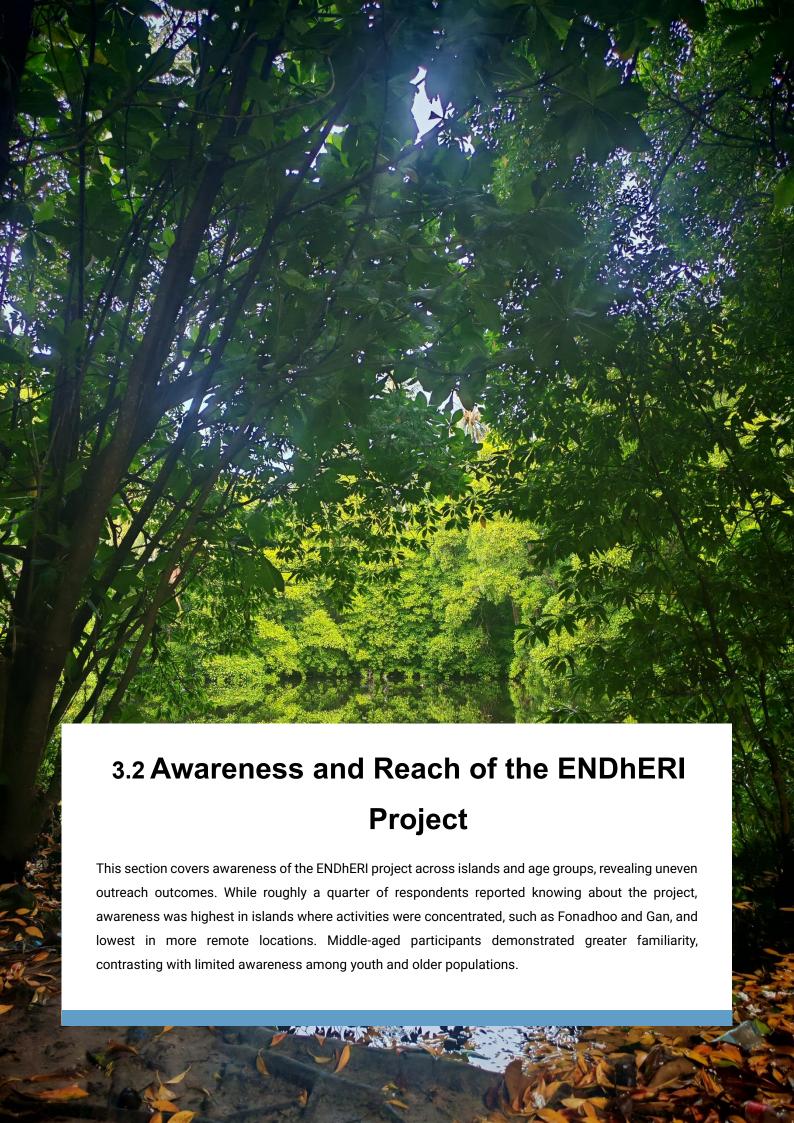


Figure 6: Distribution of Respondents by Employment Status



3.2.1 Awareness of the ENDhERI Project

Figure 7 below shows that while 25.6 percent of the total respondents of the endline survey stated that they have heard about ENDhERI project, the distribution varies across islands and age groups. The highest proportion of respondents who reported having heard about the project were from Fonadhoo (22.9 percent) and Gan (22.1 percent), indicating relatively stronger outreach or engagement in these locations. This was supported by the qualitative findings, wherein the stakeholders highlighted that most of the project activities were conducted in Gan and Fonadhoo for ease of logistical arrangements.

Moderate awareness was observed in Maavah (10.3 percent), Isdhoo (8.3 percent), and Hithadhoo (8.0 percent). In contrast, the lowest levels of awareness were reported in Mundoo (3.0 percent), Maamendhoo and Kunahandhoo (both 3.3 percent), and Kalaidhoo (5.8 percent).

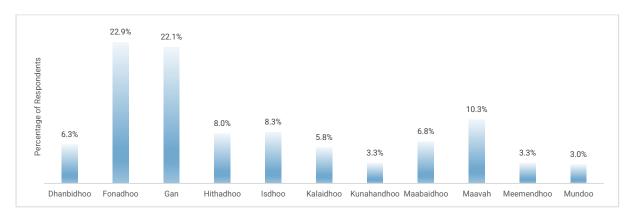


Figure 7: Respondents who have heard about the project - Distribution across islands

Among those who reported awareness of the ENDhERI project, the majority were from the 26–35 age group (34.7 percent), followed closely by the 36–45 group (31.2 percent), as illustrated in Figure 8 below. Youth aged 18–25 accounted for 12.8 percent, while older age groups had comparatively lower awareness, with only 2.3 percent of respondents above 60 and 1.5 percent under 18, which may be due to limited exposure to formal communication channels and reduced participation in project outreach efforts, highlighting the need for more inclusive communication strategies.

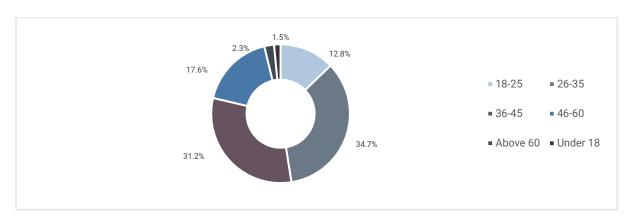


Figure 8: Respondents who have heard about the project - Age Distribution

3.2.2 Awareness of the Objective of the ENDhERI Project

Among the 398 respondents who said they had heard about the project, 42.7 percent identified "environmental protection" as its main objective, while 12.8 percent mentioned both "environmental protection and awareness". Only 6.3 percent cited "environmental awareness" alone. Notably, 23.6 percent of respondents stated they did not know the project's objective, and 7.0 percent left the response blank. A very small proportion referred to sustainable development or provided broader objectives, suggesting that while the primary goal of environmental protection is relatively well

understood, future projects could benefit from clearer and strengthened communication around the full scope and purpose, building upon the lessons learned from ENDhERI.

Correspondingly, through community discussions, it was noted that the level of awareness of the ENDhERI project in the island communities was low. Most of the participants of the FGDs were not aware of project and its purpose.

The main reason identified for this lack of awareness was the absence of activities with visible outcomes targeted to the

"We are not really aware of the ENDhERI project. The few of us that is aware is because we work in the council."

- FGD participant -

"I am aware as I got the opportunity to participate in one of the awareness sessions as a council staff."

- FGD participant -

island residents, and lack of tangible benefits and changes in the community resulting from the project. Island level stakeholders also highlighted a general lack of community participation in awareness and information sessions, as well as in other community activities.

They cited consultation fatigue, busy schedules and a reluctance to engage in activities with no direct impact as contributing factors. This challenge was also evident during qualitative data collection, as multiple attempts and measures had to be taken to capture community perspectives.

"It is difficult to get community participation even for council community meetings. People are usually not interested in participating in activities that does not directly give any benefit to them."

- Council Member -

3.2.3 Channel of Knowledge

Among the respondents that were aware of the project, Figure 9 below indicates that social media and community-based communication were the most prominent channels through which respondents learned about the ENDhERI project. Facebook was the leading source of information, followed by communal areas and word of mouth, and posters and billboards.

Endline Knowledge, Attitude and Practices Survey on Environment in Laamu Atoll

Endline Report

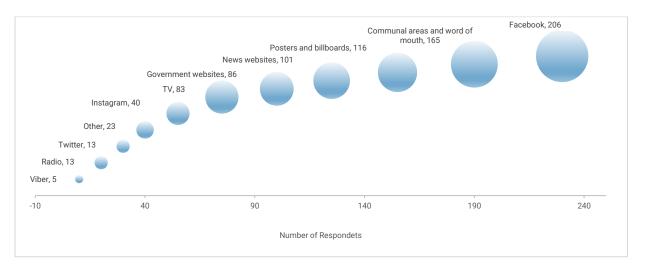
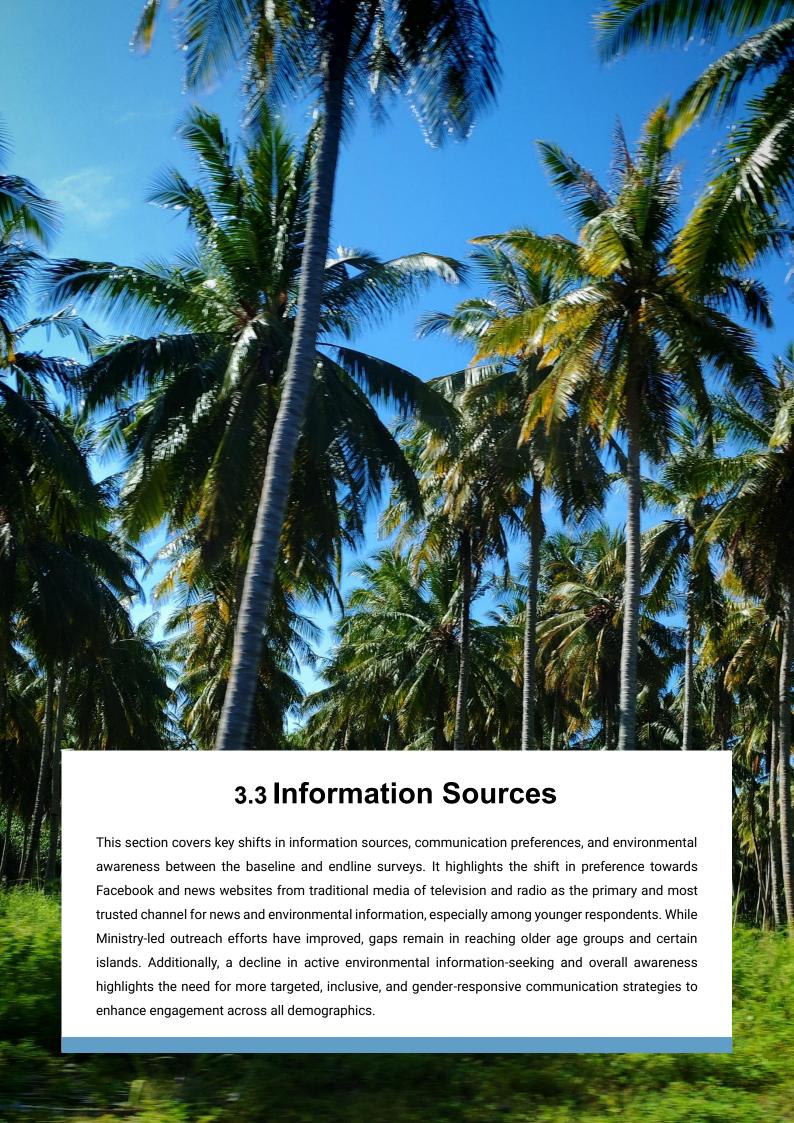


Figure 9: Channels Through Which Respondents Heard About the Project



3.3.1 Main Source of Information

Though the highest share of respondents highlighted TV as the main source of news and information during the baseline survey (accounting for 68.4 percent), endline survey shows that the majority (74.8 percent) of the survey respondents relies on Facebook for news and information, as shown in Figure 10 below. While Facebook was the second most popular source of information in the baseline survey, 50.3 percent of the endline survey respondents stated news website as a main source of news and information, making it the second most popular source.

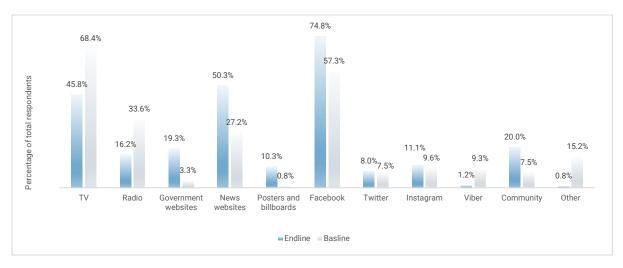


Figure 10: Main Source of News and Information - Endline & Baseline

Looking at the gender distribution, Figure 11 below shows that the largest share of female respondents stated Facebook as their main source of information, where as it was TV in the baseline survey. Moreover, female respondents stating news websites as the main source of information has significantly increased compared to the baseline. This trend holds true among the male respondents as well.

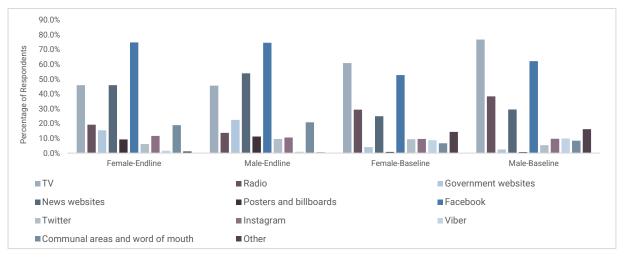


Figure 11: Main Source of Information - Gender Distribution

While the preference towards Facebook and news websites is evident in the distribution across age groups, as shown in Figure 12 below, respondents in their 20s and 30s prefer Facebook, while people in their late 40s, and 50s stated TV as the main source of information. This aligns with the responses in baseline survey as well, as shown in Figure 13 below. Moreover, it can be observed that less respondents chose "others" in the endline survey, compared to the baseline survey. Under 18 is a new age category in the endline survey, which was not presented in the baseline survey, and in this age group, a strong preference towards social media can be observed.

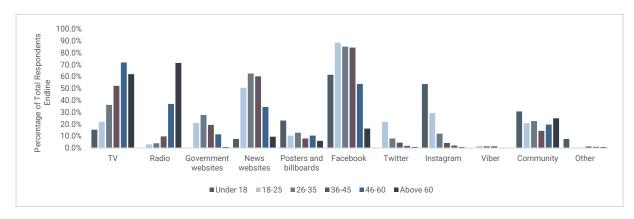


Figure 12: Main Source of Information - Age Distribution in Endline

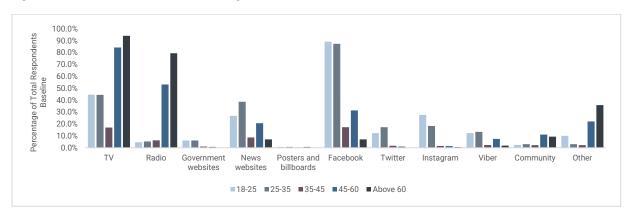


Figure 13: Main Source of Information - Age Distribution in Baseline

3.3.2 Most Reliable Source of Information

From the total respondent, as shown in Figure 14 below, 62.3 percent in the endline survey stated that Facebook is the most reliable source of information. This is significantly different from the findings of the baseline survey, in which 67.0 percent of the respondents stated that TV is the most reliable source of information. However, in the endline survey, TV was identified as the second most reliable source of information, with 45.8 percent of the respondents selecting it. It is important to note that the percentage of respondents stating that Government websites and news websites as the most reliable source of information has increased significantly compared to the baseline survey.

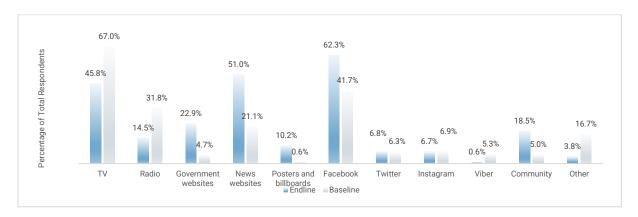


Figure 14: Most Reliable Source of Information

3.3.3 Main Source of Environmental Information

The changes in sources used for obtaining news and information is also reflected in the responses for the question on the main source of environmental information, with 65.4 percent of the respondents stating Facebook as the main source, as shown in Figure 15 below. While most of the respondents of the baseline survey (67.5 percent) selected TV as their main information source, less than 50 percent (48.1 percent) of the respondents from the endline survey selected the option. It can also be observed that the role of news websites and community engagement has significantly increased as observed in the endline survey, compared to baseline survey.

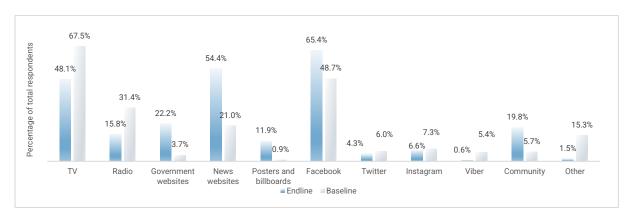


Figure 15: Main Source of Environmental Information

Regarding environmental information received from activities carried out by the Ministry, as shown in Figure 16 below, 51.7 percent of the respondents of the endline survey stated that only a little environmental information is received in this manner. This is a significant increase from the responses received in the baseline survey, in which only 36.5 percent of the respondents stated receiving little amount of environmental information from the activities carried out by the Ministry. Similarly, there was a decrease in respondents stating to have received no information from Ministry activities; 39.0 percent in baseline, compared to 27.5 percent in the endline survey, showing an overall increase in information

learnt via Ministry activities. Moreover, the proportion of respondents indicating "high" or "very high" levels of information remains low, at just 4.9 percent combined in the endline survey, suggesting that while reach has expanded, the depth and quality of communication may require strengthening. Overall, the findings reflect incremental progress in the Ministry's outreach efforts, but highlight the need for more targeted and impactful engagement strategies to enhance the relevance and clarity of environmental messaging.

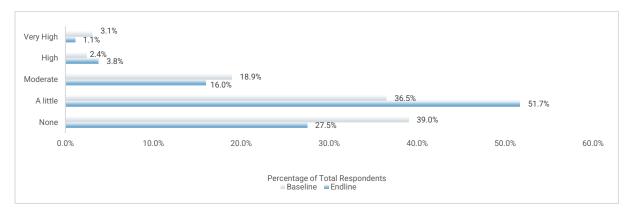


Figure 16: Environmental Information from Activities carried out by the Ministry

Perceptions of the environmental information disseminated through activities conducted by the Ministry have significantly shifted across islands. The proportion of respondents stating they received no information declined significantly in all islands except Isdhoo, where the percentage increased from 13.5 percent at baseline to 21.6 percent in the endline, as shown in Figure 17 below. Conversely, the share of those reporting they received little information increased across all islands, with the exception of Maabaidhoo, where it declined from 36.5 percent to 26.3 percent, as shown in Figure 18 below.

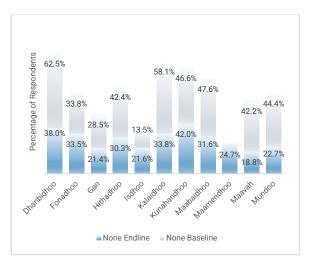


Figure 17: Environmental Information from Ministry Activities by Island - None

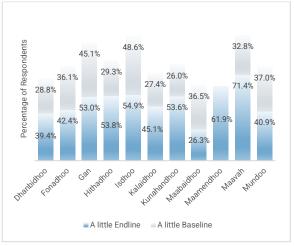
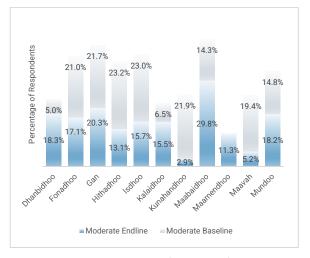


Figure 18: Environmental Information from Ministry Activities by Island – A little

Figure 19 below shows that the proportion of respondents indicating that they received a moderate level of information showed varied trends between the two surveys. Encouragingly, as shown in Figure 20 below, those reporting a high level of information increased in most islands, except Fonadhoo, Kunahandhoo, and Maavah, where a decline was observed. Notably, in Dhanbidhoo, Maabaidhoo, Maamendhoo, and Mundoo, where no respondents reported receiving a high level of information in the baseline, the endline data indicates the emergence of such responses.



3.7%
5.9%
5.9%
5.4%
4.2%
2.8%
5.6%
4.1%
2.2%
1.3%

Physicial Co. Col. Little abroom self-control to the se

Figure 19: Environmental Information from Ministry Activities by Island – Moderate

Figure 20: Environmental Information from Ministry Activities by Island - High

However, in most islands' respondents reporting receiving a very high level of information decreased in the endline survey compared to the baseline survey as shown in Figure 21 below. For instance, in Kalaidhoo, no respondent reported receiving a very high level of information in either survey, suggesting a persistent gap in outreach effectiveness on that island.

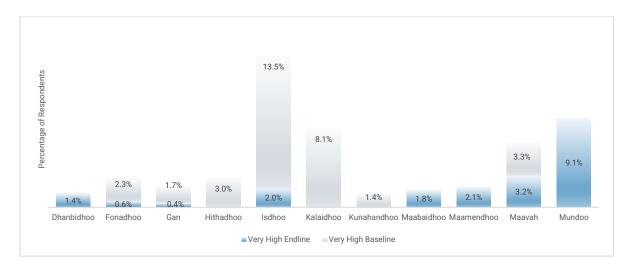


Figure 21: Environmental Information from Ministry Activities by Island – Very High

In terms of distribution across age groups, as indicated in Figure 22 below, the endline survey shows that respondents above 60 years (59.5 percent) and those under 18 years (46.2 percent) most frequently reported receiving no information from Ministry-led activities. Among the remaining age groups, over 45 percent of respondents within each group stated they receive a little information. This pattern represents a shift from the baseline, where only the 18–25 and 25–35 age groups reported "a little information" as the most common response, as shown in Figure 23 below. In all other age groups during the baseline, the dominant response was receiving no information, suggesting an overall improvement in outreach across most age groups in the endline survey.

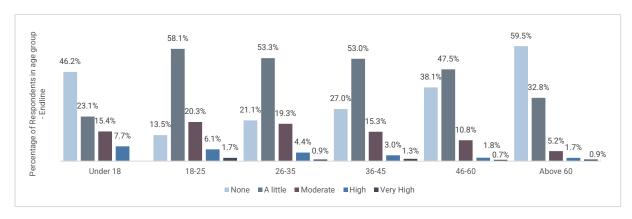


Figure 22: Environmental information from activities carried out by the Ministry - Distribution by Age in Endline

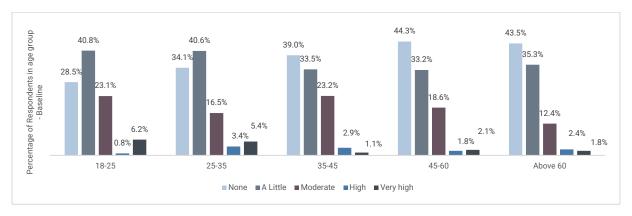
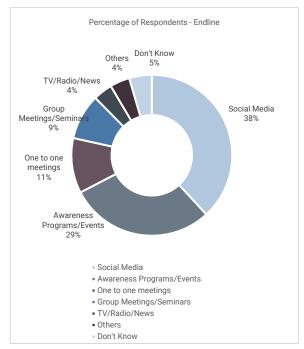


Figure 23: Environmental information from activities carried out by the Ministry - Distribution by Age in Baseline

3.3.4 Preferred Communication Channels for Environmental Information

The survey results indicate a shift in preferred communication channels for environmental information between the baseline and endline periods. Figure 24 below shows that in endline, respondents most commonly identified social media as the most effective means of communication, followed by awareness programs or events and one-to-one meetings. In the baseline, however, awareness programs were cited most frequently, with social media and traditional media (TV/radio) following, as illustrated in Figure 25 below. Mentions of traditional media declined significantly by endline. This shift toward digital platforms reflects evolving information consumption preferences and underscores the importance of integrating online channels into future environmental communication strategies.

Moreover, the increased level of access to the digital technologies and improved digital literacy in outer islands resulted in obtaining information via digital means.



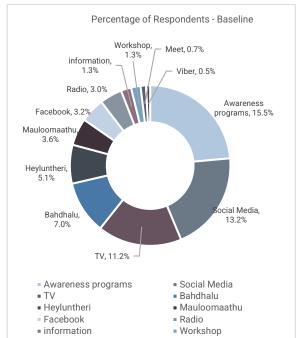


Figure 24: Preferred Communication Channels – Endline

Figure 25: Preferred Communication Channels - Baseline

3.3.5 Media Consumption Patterns

Figure 26 below shows a significant decline in the frequency of watching television or listening to the radio across all specific time slots. At endline, only 1.7 percent of respondents reported doing so in the morning, down from 12.8 percent at baseline. Similarly, night-time media consumption dropped sharply from 52.4 percent to 22.0 percent. Notably, the proportion of respondents who **do not use these media at all more than doubled**, rising from 16.5 percent to 34.4 percent. There was also a marked increase in those indicating **no specific time** (from 28.1 percent to 40.6 percent), suggesting a move away from regular media habits toward more fragmented or on-demand consumption patterns.

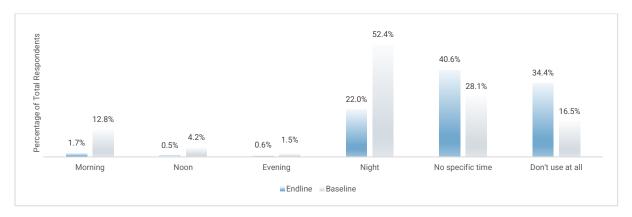


Figure 26: Preferred Times for TV and Radio

Gender-disaggregated data, as shown in Figure 27 below, reveals a notable decline in regular television and radio consumption across all time slots for both females and males. At baseline, over half of both female (53.2 percent) and male respondents (51.2 percent) reported watching or listening at night; by endline, this fell to 23.4 percent for females and 20.7 percent for males. Morning and noon usage also declined sharply across genders. Meanwhile, the share of respondents reporting no specific time increased significantly, and those who do not use television or radio at all more than doubled, increasing to 32.5 percent among females and 36.1 percent among males. These trends point to a broader shift away from traditional media consumption, with implications for the effectiveness of TV and radio as outreach tools.

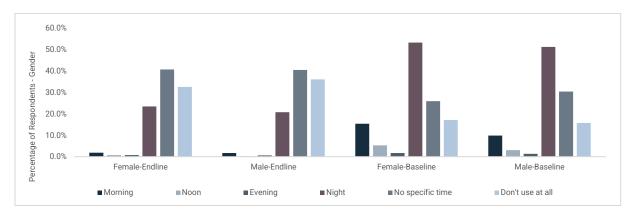


Figure 27: Preferred Times for TV and Radio - by Gender

Figure 28 (endline) compared to Figure 29 (baseline) also indicate a generational shift away from regular television and radio consumption. At baseline, older age groups were the most consistent users, with **74.1 percent watching or listening at night** and minimal reporting of non-use (2.4 percent). By endline, usage declined sharply across all age groups. The **above 60** group, though still more engaged than others, also showed reduced night-time usage (down to 24.1 percent) and increased reports of having **no specific time** (62.9 percent).

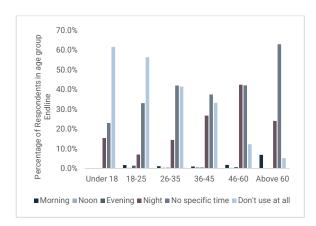


Figure 28: Preferred Times for TV and Radio – by Age Group in Endline

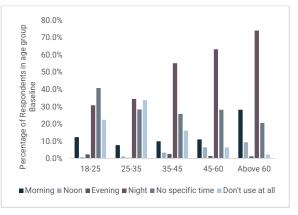


Figure 29: Preferred Times for TV and Radio – by Age Group in Baseline

There is a clear shift in social media usage patterns over time as well, as shown in Figure 30 below. At endline, 72.1 percentage of respondents reported no specific time for using social media, up from 42.9 percentage at baseline, indicating more irregular or on-demand usage. Usage during specific times of day declined across all categories, with night-time use falling from 32.0 percent to 15.7 percent. Additionally, the share of respondents who do not use social media at all dropped from 22.4 percent to 10.4 percent, suggesting overall increased adoption, though with less structured usage patterns.

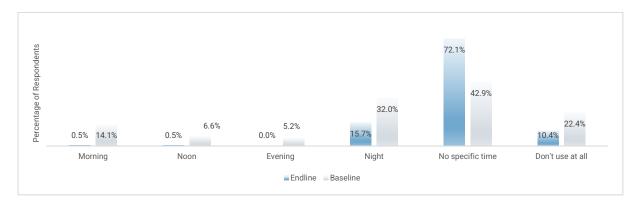


Figure 30: Preferred Times for Social Media

As for the gender distribution, substantial majority of both female (67.9 percent) and male (75.7 percent) respondents reported having no specific time for using social media, which is an increase from 40.1 percent and 45.9 percent, respectively, from baseline, as shown in Figure 31 below. The share of female respondents using social media at night fell from 35.7 percent to 17.1 percent, while for males it dropped from 27.7 percent to 14.5 percent. Notably, the proportion of respondents who reported not using social media at all declined over time, from 21.5 percent to 13.2 percent among females, and from 23.3 percent to 8.0 percent among males. While the sharp decline in night-time usage across gender points to reduced reliance on specific time slots for accessing content, the significant increase in the number of respondents reporting no specific time for use suggests a move away from structured or routine engagement. These trends highlight the increase in pervasiveness of social media as an information source, though in less predictable patterns, which as implications for the timing and targeting of digital outreach efforts.

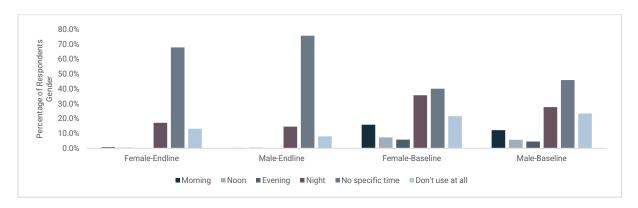
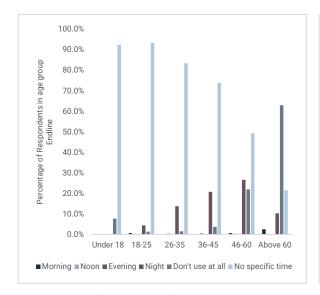


Figure 31: Preferred Times for Social Media - by Gender

The age distribution data from the respondents reveals a marked generational shift toward more flexible social media usage patterns over time. At endline (Figure 32), the vast majority of respondents across all age groups reported using social media with **no specific time**, particularly among the **18–25** (93.2 percent), **26–35** (83.3 percent), and **36–45** (73.8 percent) age groups. In contrast, baseline data (Figure 33) showed more defined usage patterns, with higher proportions reporting use during the **morning, noon, and night**, especially among older cohorts. Notably, the share of respondents who reported **not using social media at all** declined across younger age groups but remained higher among those aged **46 and above**. These trends indicate increasing adoption of social media, particularly among younger cohorts, accompanied by a move away from scheduled usage toward more on-demand and unstructured engagement.



70.0%

60.0%

60.0%

50.0%

20.0%

10.0%

10.0%

18-25

25-35

35-45

45-60

Above 60

Morning Noon Evening Night Don't use at all No specific time

Figure 32: Preferred Times for Social Media – by Age Group in Endline

Figure 33 Preferred Times for Social Media – by Age Group in Baseline

3.3.6 Environmental Information Seeking Behavior

The endline survey shows a shift toward lower levels of information-seeking behavior on environmental issues compared to the baseline, as shown in Figure 34 below. The proportion of respondents who reported seeking environmental information to a "high" or "very high" extent declined notably, from 18.7 percent in the baseline to 6.4 percent in the endline. At the same time, there was an increase in the share of respondents selecting "a little" (from 22.8 percent to 28.9 percent) and "moderate" (from 17.7 percent to 23.5 percent), indicating a movement toward more passive or occasional engagement. The proportion indicating "none" remained relatively unchanged at around 40 percent, reflecting limited proactive information-seeking overall.

Endline Report

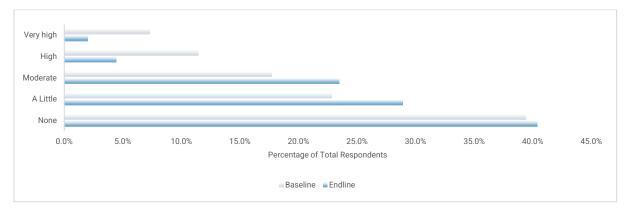
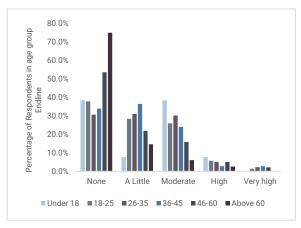


Figure 34: Information Seeking Behavior on Environmental Issues

Compared to the baseline (Figure 36), the endline survey (Figure 35) shows a decline in high-level information-seeking across all age groups, with fewer respondents reporting "high" or "very high" engagement. Younger age groups (18–35) continue to be more active overall, but their engagement levels have shifted toward "a little" or "moderate." In contrast, older age groups—particularly those above 60—reported a higher level of putting no effort to seek environmental information.



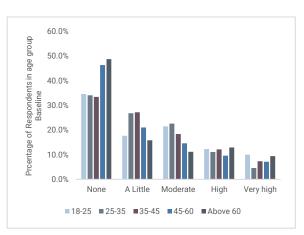


Figure 35: Environmental Information Seeking Behavior – by Age Group in Endline

Figure 36: Environmental Information Seeking Behavior – by Age Group in Endline

In the endline survey, 47.0 percent of female respondents reported not seeking any environmental information, compared to 34.8 percent of male respondents—marking a reversal from the baseline, where non-engagement was higher among males (43.5 percent) than females (34.7 percent), as shown in Figure 37 below. The share of respondents reporting "high" or "very high" levels of information-seeking declined significantly across both genders. Additionally, while moderate engagement increased among males (from 16.7 percent to 27.9 percent), it remained relatively unchanged among females. These trends indicate a general decline in active environmental information-seeking over time, with a more pronounced reduction among women, highlighting the need for gender-responsive outreach and awareness initiatives.

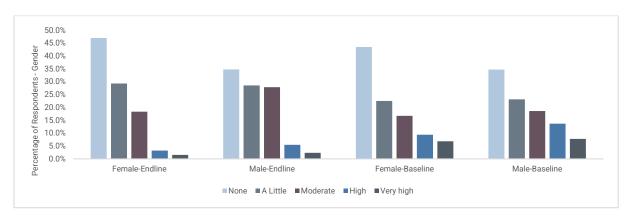


Figure 37: Environmental Information Seeking Behavior - by Gender

3.3.7 Perceived Levels of Environmental Awareness

The data as shown in Figure 38 below also indicates a shift toward lower levels of environmental awareness over time. While the proportion of respondents who reported having no information remained stable (24.4 percent at endline compared to 24.1 percent at baseline), those reporting only a little information increased significantly from 37.4 percent to 52.3 percent. At the same time, the share of respondents with moderate to very high awareness declined across all categories. As this is an assessment of the individual perceived levels of environmental awareness, these trends indicates that the majority of the population believes that their depth of environmental awareness needs to be increased, highlighting an area for strengthened outreach and education efforts in the future.

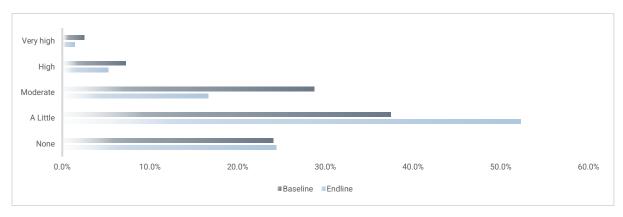


Figure 38: Perceived Levels of Environmental Awareness

Gender-disaggregated data (Figure 39) reveals a decline in higher levels of environmental awareness across both female and male respondents over time. In endline survey, the majority of respondents reported having little information about the environment, with this response increasing significantly among both females (49.4 percent) and males (54.2 percent) compared to baseline levels (36.7 percent and 37.6 percent, respectively). Meanwhile, moderate awareness dropped notably, particularly among

females, from 30.5 percent to 15.1 percent. The share of respondents reporting high or very high awareness also declined, especially among males, falling from 12.8 percent to 7.5 percent.

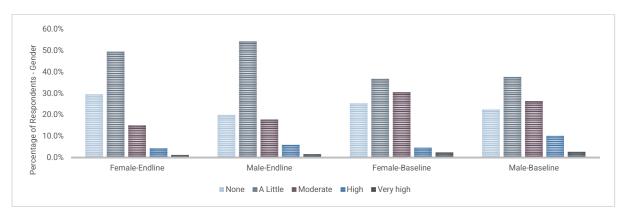


Figure 39: Perceived Levels of Environmental Awareness - by Gender

Similarly, the data shows a general decline in higher levels of environmental awareness across age groups in endline survey (Figure 40) compared to baseline (Figure 41). Younger age groups (18–25 and 26–35) reported higher shares of having "a little" information, while moderate to high awareness decreased across most age brackets. Notably, the proportion of respondents aged 46–60 with no awareness increased from 30.4 percent at baseline to 36.7 percent at endline. Similarly, those aged 36–45 and 46–60 showed significant drops in moderate awareness. These patterns suggest a broad weakening in environmental knowledge across age groups, particularly among older respondents.

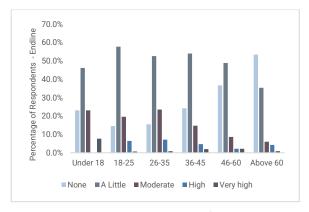


Figure 40: Perceived Levels of Environmental Awareness – by Gender in Endline

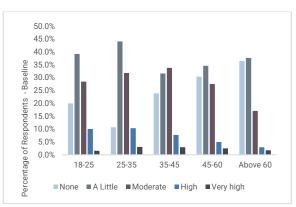
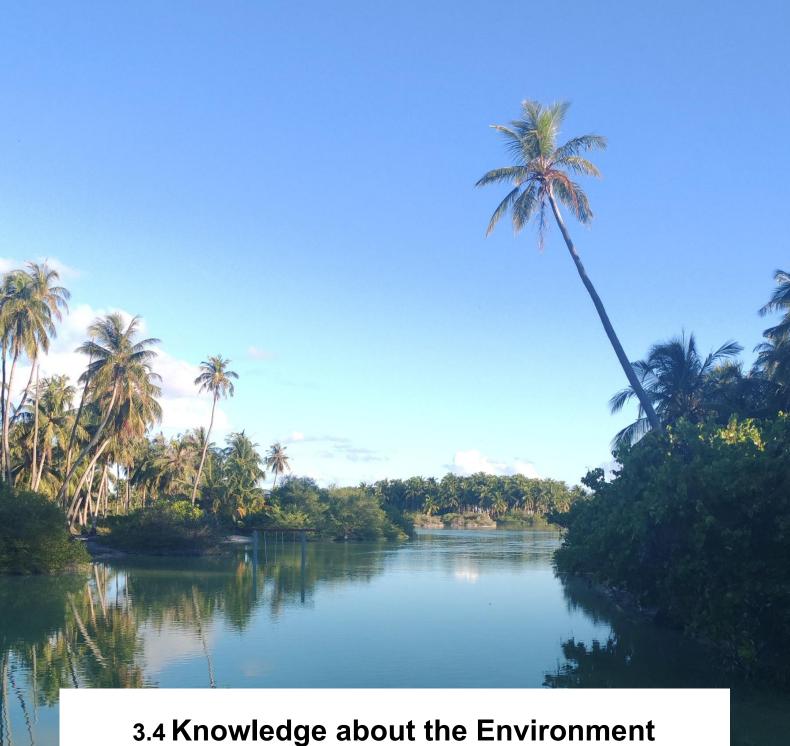


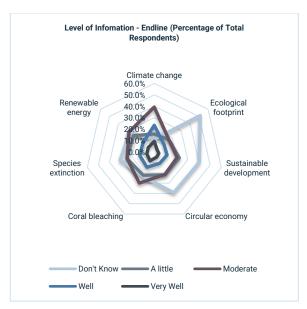
Figure 41: Perceived Levels of Environmental Awareness – by Gender in Baseline



This section covers trends in public awareness of environmental issues, projects, and organizations working in the sector in the Maldives. Overall, awareness has improved moderately over time, particularly around climate change and renewable energy, while knowledge of more complex topics remains limited. Women have made significant improvement in this area, narrowing the gender gap while younger age groups consistently show higher awareness. Awareness of environmental projects and related organizations has increased notably, though over half of respondents remain unaware, and confidence in project effectiveness is low. Continued targeted communication and local engagement are essential to address these gaps and strengthen public trust.

3.4.1 Awareness about Environmental Topics

A moderate improvement in public awareness of key environmental issues over time can be observed from the data, from baseline (Figure 43) to endline (Figure 42). The share of respondents reporting they "don't know" about topics such as climate change (11.1 percent) and renewable energy (27.6 percent) decreased in the endline survey, compared to baseline levels (29.0 percent and 37.9 percent, respectively), indicating increased exposure to these issues. Additionally, there were modest gains in the proportion of respondents reporting "moderate," "well," or "very well" informed, particularly on climate change, coral bleaching, and renewable energy. For instance, those who reported being "well" or "very well" informed about climate change increased from 20.6 percent at baseline to 32.8 percent at endline. However, knowledge levels on complex topics like ecological footprint and circular economy remain relatively low, with over 50 percent still indicating little or no knowledge. These shifts indicate a gradual but uneven improvement in public understanding, with some environmental concepts still requiring targeted communication and awareness efforts.



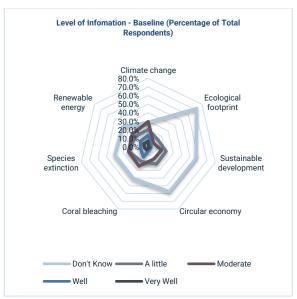
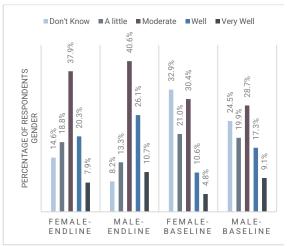


Figure 42: Level of Awareness about Environmental Figure 43: Level of Awareness about Environmental Topics - in Endline

Topics - in Baseline

The gender-disaggregated data reveals notable improvements in environmental awareness for both women and men between the baseline and endline. While men generally reported higher awareness across most topics at both time points, the gap narrowed considerably over time. Women showed significant gains, particularly in areas like climate change (Figure 44), coral bleaching (Figure 48), and renewable energy (Figure 50). For instance, the number of women reporting being well or very well informed about climate change more than doubled. However, both genders continued to show limited understanding of more technical topics such as ecological footprint (Figure 45), sustainable development (Figure 46), circular economy (Figure 47) and species extinction (Figure 49).



■ Don't Know ■ A little ■ Moderate ■ Well ■ Very Well 70.5% 55.7% PERCENTAGE OF RESPONDENTS GENDER 47.6% MALE-ENDLINE BASELINE BASELINE ENDLINE

Figure 44: Level of Awareness about Climate Change - by Gender

Figure 45: Level of Awareness about Ecological Footprint - by Gender

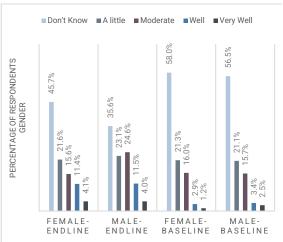


Figure 46: Level of Awareness about Sustainable

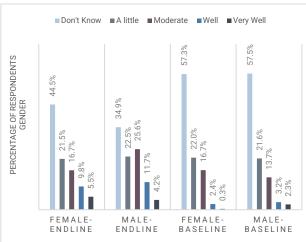
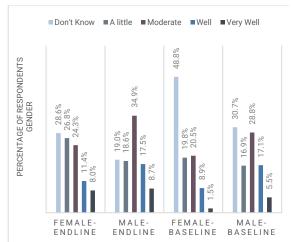


Figure 47: Level of Awareness about Circular Economy by Gender



Development - by Gender

Figure 48: Level of Awareness about Coral Bleaching - by Gender

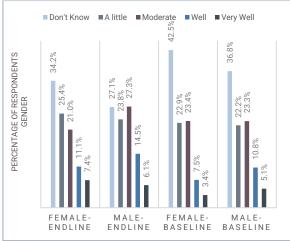


Figure 49: Level of Awareness about Species Extinctionby Gender

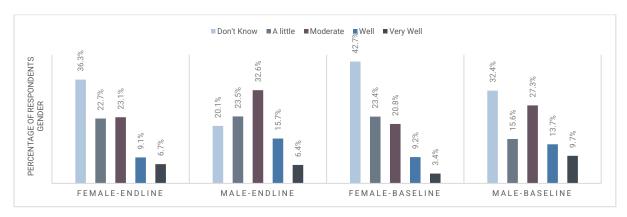


Figure 50: Level of Awareness about Renewable Energy - by Gender

To facilitate cross-age and temporal comparisons of environmental awareness, a composite index score (ranging from 1 = "Don't know" to 5 = "Very well informed") was calculated by assigning numerical values to response categories and averaging them for each topic across age groups. This method standardizes the data, making it easier to interpret trends in awareness levels.

Across both endline (Figure 51) and baseline (Figure 52) datasets, younger age groups consistently exhibit higher awareness across most environmental topics. Endline scores improved in all categories and age groups compared to baseline, suggesting the effectiveness of recent outreach or education initiatives. Notably, awareness of climate change, coral bleaching, and renewable energy is highest among 26–45-year-olds in the endline, while awareness remains lowest among older age group (Above 60), particularly for ecological footprint and circular economy.

The improvements from baseline to endline are most significant in climate change and renewable energy, indicating increased exposure or public discourse. However, low scores in ecological footprint and circular economy highlight knowledge gaps that require targeted interventions.

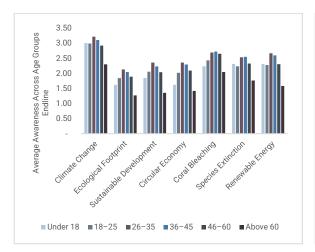


Figure 51: Level of Awareness about Environmental Topics – by Age Group in Endline

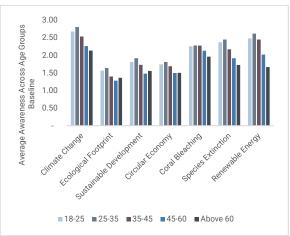


Figure 52: Level of Awareness about Environmental Topics – by Age Group in Baseline

3.4.2 Awareness of Environmental Projects

Respondents' awareness of environmental projects in the Maldives has significantly improved from the baseline to the endline, as shown in Figure 53 below. In the baseline, 87.4 percent of respondents reported no awareness of any projects. This figure dropped sharply to 57.6 percent in the endline, indicating increased visibility or communication of environmental initiatives over time.

The proportion of respondents aware of at least one project increased significantly – from just 5.8 percent in the baseline survey to 31.7 percent in the endline survey. Moreover, awareness of multiple projects also increased: those aware of two or three projects increased from 4.8 percent to 9.2 percent, and even awareness of more than three projects, while low in absolute terms, showed a slight uptick.

These results indicate progress in public exposure to environmental efforts. However, it also shows that more than half of the population still reports no awareness, highlighting the need for more accessible, targeted outreach and communication strategies to ensure broader public engagement.

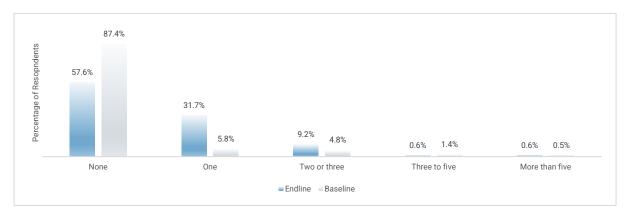


Figure 53: Awareness of Environmental Projects in the Maldives

Figure 54 below shows that among respondents who identified a specific environmental project, priorities varied across sectors. Projects related to agriculture (19.3 percent), waste management (18.5 percent), and fisheries/marine life (17.5 percent) were viewed as the most beneficial, indicating strong public interest in initiatives that directly impact livelihoods and food security.

Smaller proportions highlighted water and sewerage (8.1 percent), mitigation of coastal erosion (6.3 percent), and nationally recognized programs such as LECReD (4.7 percent) and ENDhERI (3.4 percent). The presence of "others" (13.8 percent) suggests a diversity of locally relevant initiatives not captured in mainstream categories.

Within the "others" category, respondents cited a wide range of smaller-scale or mixed-focus initiatives, including awareness campaigns, solar energy projects, tree planting, clean-up efforts, and combined activities involving agriculture, fisheries, and coastal protection. Several responses mentioned nationally branded programs such as the 500 million Tree Program, and a few gave irrelevant or unclear answers (n=22).

The results underscore the need to strengthen communication about nationally significant projects while continuing to invest in sectors with visible and tangible local benefits.

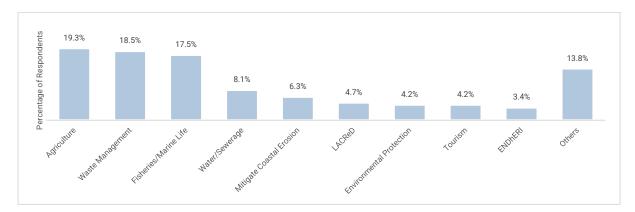


Figure 54: Environmental Projects Perceived as Most Beneficial

Public perception of the effectiveness of environmental projects in the Maldives is mixed, as shown in Figure 55 below. While a combined 34.0 percent of respondents rated the impact as "good" or "enough", the majority expressed limited confidence in the results. 42.4 percent of respondents felt that the projects are making only "a little" difference, and nearly one in five (19.7 percent) believed they are making no impact at all. Only a small fraction (3.5 percent) rated the impact as "very good". These findings suggest that while environmental initiatives are recognized, their visibility or perceived outcomes remain insufficient for a large share of the population, pointing to the need for stronger communication of results and community engagement.

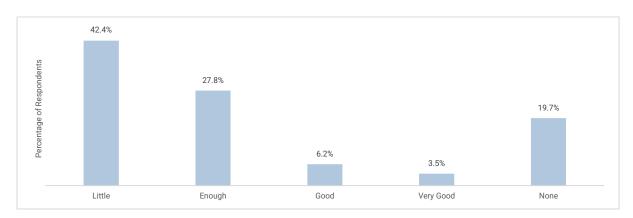


Figure 55: Perception on Effectiveness of Environmental Projects

Awareness of environmental projects carried out in Laamu Atoll has improved considerably since the baseline, as shown in Figure 56. The share of respondents who reported being unaware of any projects declined from 86.4 percent at baseline to 58.7 percent at endline, indicating progress in outreach and project visibility. Notably, one in three respondents (33.3 percent) at endline reported awareness of at least one project, compared to just 10.2 percent at baseline. Awareness of two or more projects also saw a modest increase, though it remains low in absolute terms.

While the data shows positive momentum, over half the population still lacks awareness, highlighting the continued need for localized communication efforts and greater community-level visibility of environmental initiatives.

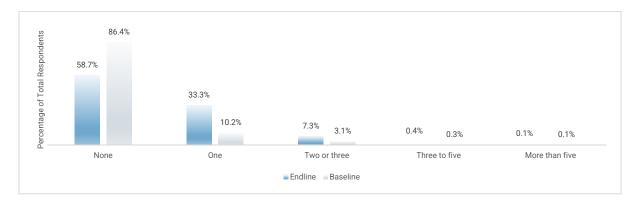


Figure 56: Awareness on Environmental Projects carried out in Laamu

As Figure 57 below shows, data from the endline survey indicates a measurable improvement in awareness of environmental projects in Laamu across both genders, though disparities persist. While 89.6 percent of female respondents and 82.5 percent of male respondents reported no awareness of any such projects, in the baseline survey, these figures decreased to 64.2 percent for females and 54.0 percent for males in the endline survey. The data also shows that awareness of at least one project has increased significantly, with 29.9 percent of women and 36.2 percent of men reporting knowledge of one project (8.4 percent and 12.1 percent respectively, in the baseline survey). While awareness of multiple projects remains relatively low, slight increases were observed, particularly among male respondents, highlighting the need for more inclusive communication strategies to better engage women, and ensure equitable access to information about local environmental initiatives.

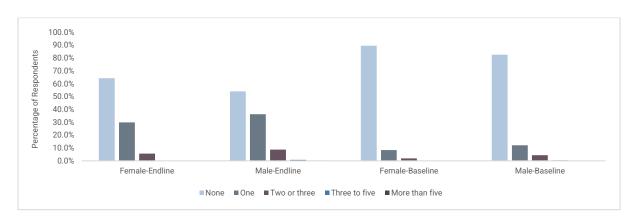


Figure 57: Awareness on Environmental Projects carried out in Laamu - by Age Group

Similarly, awareness of environmental projects in Laamu has increased significantly across all age groups since the baseline, with the most notable improvements observed among individuals aged 26–

45. While the proportion of respondents reporting no awareness declined sharply, particularly among those within the 26–45 age brackets, awareness of at least one project was reported at significantly higher levels. Younger age groups (18–35) also reported greater awareness of multiple projects, indicating broader exposure. However, older populations, especially those above 60, remain largely unaware, suggesting that outreach efforts have been more effective among younger and middle-aged groups, likely due to their greater access to digital platforms and community-based engagement.

3.4.3 Awareness of Environmental Legislations

Awareness of environmental regulations has become more evenly distributed over time, though with a notable increase in respondents reporting no awareness at all, as shown in Figure 58 below. At baseline, only 3.6 percent of respondents indicated no awareness of any regulations, whereas this increased to 28.8 percent at endline. This suggests a possible shift in how information is accessed or understood, or a misinterpretation of the term 'regulations' by the general public wherein, prohibitions and restrictions related to the environment and marine life may not be recognized as legislative actions, Meanwhile, those reporting awareness of only one regulation decreased sharply from 72.7 percent at baseline to 27.0 percent at endline, while awareness of two or more regulations increased significantly. Specifically, respondents aware of two or three regulations increased from 6.1 percent to 23.9 percent, and those identifying more than three increased modestly.

These results reflect a diversification in regulatory knowledge, though the growing share of respondents with no awareness indicates a need to strengthen communication and education on environmental legal frameworks.

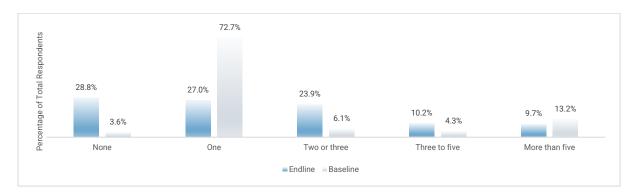


Figure 58: Awareness of Environmental Regulations in the Maldives

A comparison of responses between the baseline (Figure 60) and endline surveys (Figure 59) shows a shift in awareness of environmental regulations across age groups. In the baseline survey, a majority of respondents (over 69.0 percent across all age categories) reported being unaware of any environmental regulations. In contrast, more than 60.0 percent of respondents aged between 18–45 years in the endline survey reported being aware of one or more environmental regulations. These changes observed since the baseline survey indicate considerable progress in expanding

environmental awareness, particularly among younger and middle-aged respondents, who are likely more engaged with major communication channels such as social media and more active in community work.

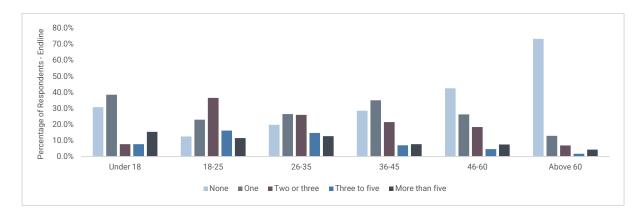


Figure 59: Awareness of Environmental Regulations in the Maldives - By Age Group in Endline

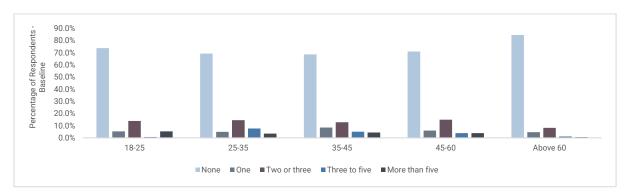


Figure 60: Awareness of Environmental Regulations in the Maldives - By Age Group in Baseline

An analysis of gender-disaggregated data (Figure 61) indicates that female respondents continue to report lower awareness of environmental regulations, consistent with findings from the baseline survey. This persistent gender gap in awareness suggests that women may face barriers in accessing environmental information, potentially due to differences in access to communication platforms, levels of community engagement, or targeted outreach.

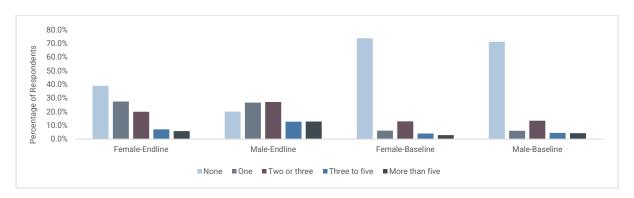


Figure 61: Awareness of Environmental Regulations in the Maldives - By Gender

3.4.4 Awareness of Environmental Organizations

Figure 62 below shows that awareness of environmental organizations in the Maldives has increased substantially since the baseline survey. At baseline, a significant majority (86.7 percent) of respondents reported no awareness of any environmental organizations, but this figure decreased markedly to 52.4 percent at endline. Correspondingly, awareness of at least one organization increased sharply from 7.0 percent to 34.4 percent, while those aware of two or three organizations also more than doubled, increasing from 4.9 percent to 11.5 percent. Despite this progress, over half of respondents remain unaware of any environmental organizations, underscoring the ongoing need to enhance public outreach and engagement efforts to build broader recognition of key stakeholders in environmental protection.

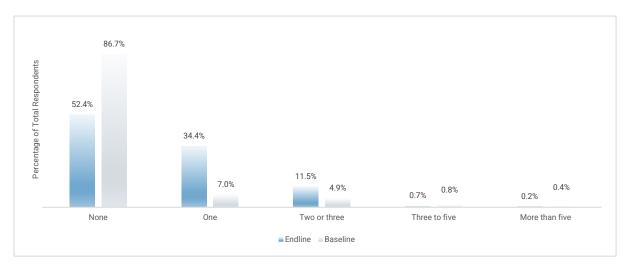


Figure 62: Awareness of Environmental Organizations

The comparative analysis of baseline (Figure 64) and endline (Figure 63) survey data shows a significant improvement in public awareness regarding environmental organizations, particularly among younger and middle-aged population.

With figures ranging from 81.2 percent (ages 25–35) to 95.3 percent (ages above 60), an overwhelming majority of respondents across all age groups reported no awareness of environmental organizations, in the baseline survey.

However, data from the endline survey shows a marked decline in the proportion of respondents indicating no awareness, especially among younger age brackets. Despite this overall progress, awareness remains low among older respondents. In the 46–60 and above 60 age categories, 70.5 percent and 87.9 percent respectively still reported being unaware of any environmental organizations. These figures, though slightly improved from the baseline, highlight a persistent information gap among older populations, along with the need for targeted strategies to each older population.

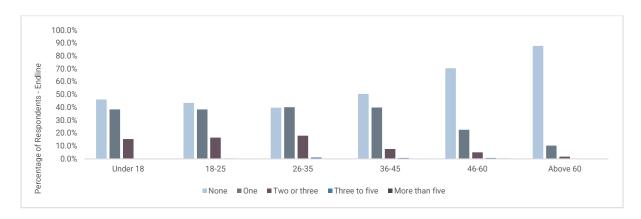


Figure 63: Awareness of Environmental Organizations - By Age Group in Endline

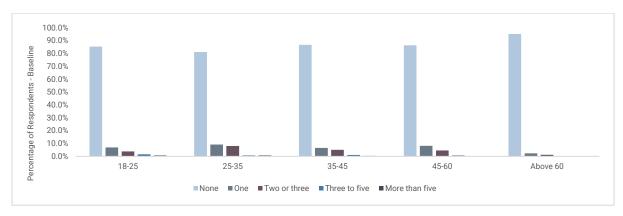


Figure 64: Awareness of Environmental Organizations - By Age Group in Baseline

As Figure 65 below indicates, disaggregated gender analysis highlights persistent disparities in awareness of environmental organizations, though improvements are evident among both male and female respondents since the baseline survey. At baseline, awareness was notably low across both the genders, with 88.9 percent of female and 83.9 percent of male respondents reporting that they were not aware of any environmental organizations. Endline findings, however, show significant improvements, particularly among male respondents. As such, the proportion of men reporting no awareness decreased to 44.0 percent, compared to 62.3 percent among women.

In addition, 38.2 percent of male respondents in the endline survey stated awareness of one organization, an increase from 7.4 percent at the baseline, while this figure increased from 30.0 percent from 6.7 percent, among female respondents. Furthermore, while awareness of "three to five" and "more than five" organizations remained limited, a higher proportion of male respondents reported awareness in these categories at endline, suggesting a broader and deeper engagement with environmental actors among men, relative to women.

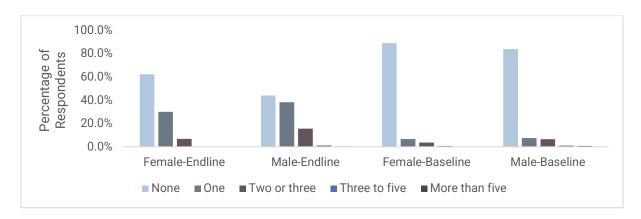


Figure 65: Awareness of Environmental Organizations - By Gender

3.4.5 Importance of Environment Knowledge

Respondents were asked to assess the importance of being knowledgeable about the environment of their atoll or island. The findings, as shown in Figure 66 below, indicate a modest shift in perceptions between the baseline and endline surveys, with an increase in those rating it as "a little important," despite sustained overall recognition of its relevance.

In the endline survey, the proportion of respondents who considered it "a little important" to be knowledgeable about the environment of their atoll or island increased to 52.0 percent, up from 37.2 percent in the baseline survey. Conversely, the share of respondents who rated the importance as "moderate," "high," or "very high" declined relative to the baseline. The percentage of respondents who perceived it as "not important" also increased slightly, from 23.9 percent to 24.3 percent. Despite these shifts, overall perceptions remain broadly consistent across both survey rounds, with over 80 percent of respondents in each survey indicating that knowledge of the local environment is of "high" or "very high" importance.

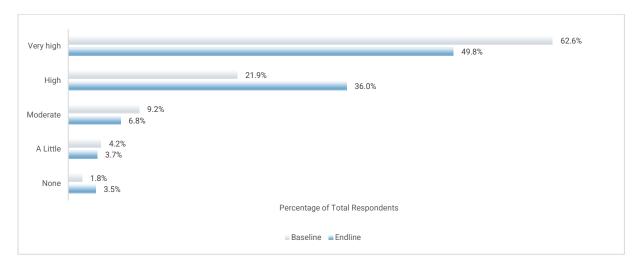
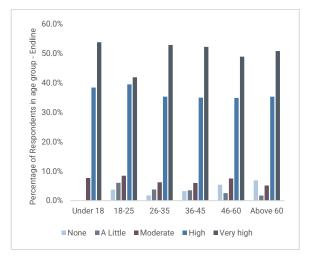


Figure 66: Importance of being Knowledgeable about the Environment of the Atoll or Island

Age-disaggregated data further illustrates this trend, revealing a decline in 'very high' importance ratings across adult age groups in the endline survey, as shown in Figure 67 below. Compared to the baseline (Figure 68), the endline survey shows a decline in the proportion of respondents rating the importance of environmental knowledge as "very high" across all adult age groups. However, the combined share of those rating it as "high" or "very high" remains consistently above 80 percent. There is also a slight increase in moderate-to-low importance ratings in the endline, indicating a shift toward more neutral perceptions.



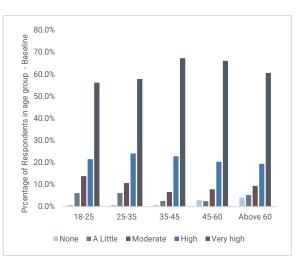
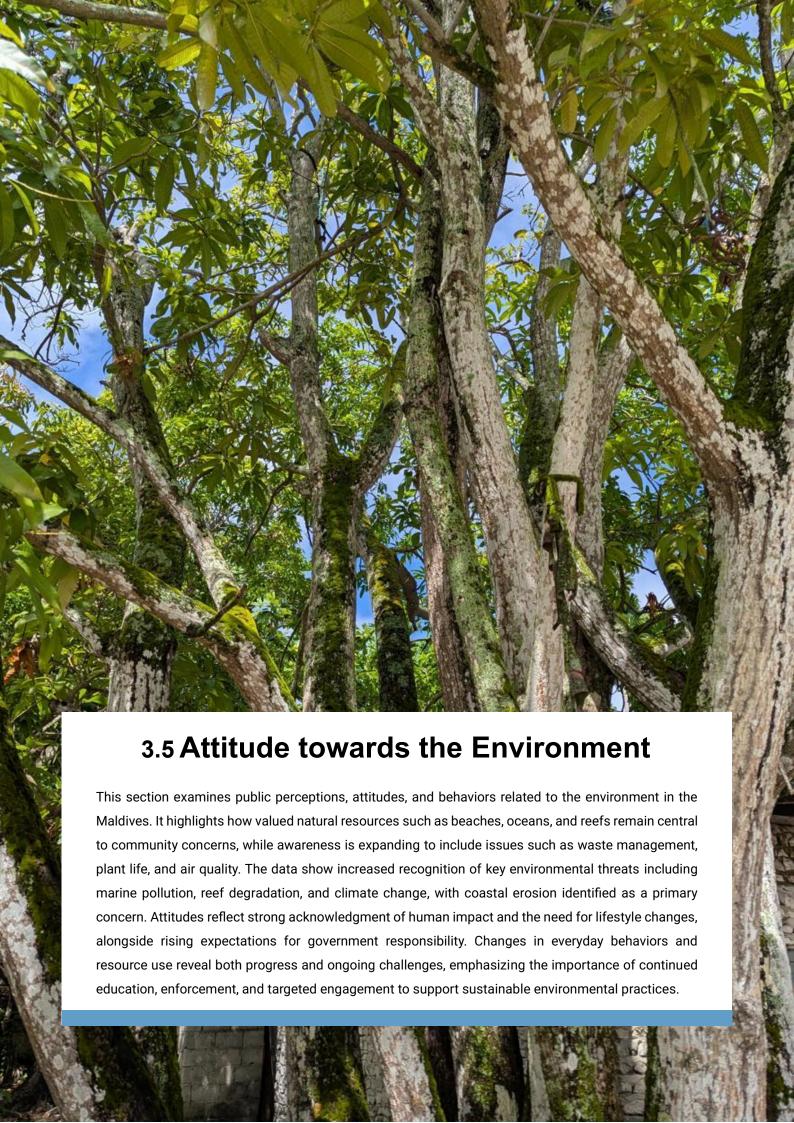


Figure 67: Perceptions of Environmental Knowledge Importance by Age Group – in Endline

Figure 68: Perceptions of Environmental Knowledge Importance by Age Group – in Baseline



3.5.1 Perception of Most Valuable Natural Resource

Respondents continue to identify beaches, oceans, and reefs as the Maldives' most important environmental resources, as shown in Figure 69 below. While beaches remain the top-cited resource, mentions declined from 72.3 percent at baseline to 62.7 percent at endline. In contrast, recognition of the ocean increased from 51.3 percent to 57.3 percent, and reef ecosystems also remained prominent, though slightly lower than baseline.

Awareness of other resources showed modest gains. Mentions of fish stocks increased from 24.4 percent to 30.5 percent, and plant life from 33.8 percent to 38.1 percent. The share identifying natural beauty remained relatively stable, while awareness of the freshwater lens, a critical but often overlooked resource, remained low across both rounds.

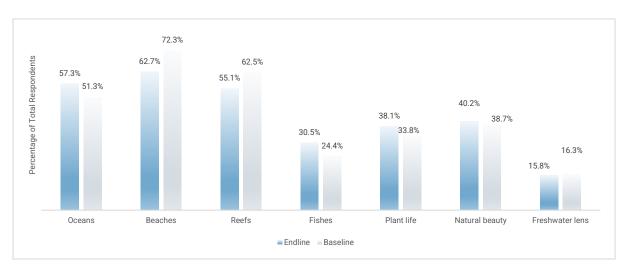


Figure 69: Most Valuable Natural Resource

3.5.2 Perception of Environmental Priorities

The endline survey findings reveal a notable shift in public perceptions regarding environmental priorities. While beaches and reefs remain high on the list of concerns, there is a discernible increase in the proportion of respondents identifying waste disposal, plant life, and clean air as sectors requiring urgent attention, as seen in Figure 70 below. Specifically, concern over waste disposal increased from 37.5 percent at baseline to 45.3 percent at endline, indicating heightened awareness of land-based environmental degradation. Similarly, attention to plant life increased from 22.0 percent to 26.5 percent, and clean air, though still cited by a smaller share of respondents, more than doubled from 3.8 percent to 8.4 percent. In contrast, slight declines were observed for traditionally emphasized sectors such as beaches, reefs, and natural beauty. These trends suggest a gradual broadening of environmental concern beyond coastal and marine assets toward terrestrial ecosystems and pollution-related issues, underscoring the need for integrated and adaptive environmental management strategies.

Endline Report

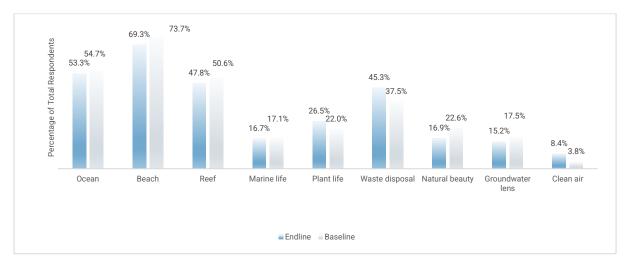


Figure 70: Perception of Environmental Priorities

Disaggregated by gender, the endline data reveals nuanced shifts in environmental priorities. As Figure 71 below indicates, while both women and men continue to view beaches and reefs as vital resources, women reported greater concern for terrestrial ecosystems. For instance, 33.5 percent of female respondents identified plant life as a priority, compared to just 20.6 percent of males, an increase from the baseline, particularly among women. Conversely, male respondents consistently placed greater emphasis on ocean and marine life, with 57.0 percent of men citing the ocean compared to 48.9 percent of women. Notably, concern for clean air increased among both genders, especially women (rising from 4.4 percent to 9.3 percent), suggesting growing recognition of air quality as a critical issue. While waste disposal remains a shared concern across both groups, the marginal gender differences point to slightly more acute awareness among men in the endline.

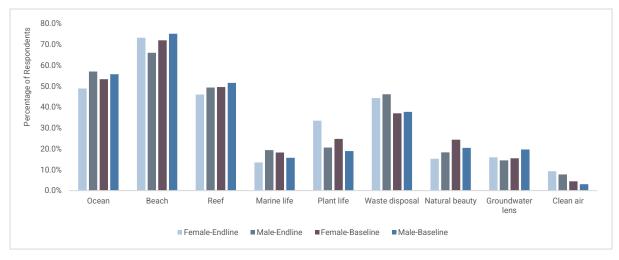


Figure 71: Perception of Environmental Priorities - by Gender

3.5.3 Perception of Environmental Threats and Concerns in Maldives

Between baseline (Figure 73) and endline (Figure 72), public understanding of key environmental challenges in the Maldives has notably deepened. Endline results show a significant reduction in respondents selecting "no knowledge" across nearly all issues, most strikingly for air pollution (down from 38.9 percent to 3.9 percent), marine pollution (15.5 percent to 2.3 percent), and reef degradation (13.0 percent to 0.7 percent). Moreover, the proportion of respondents identifying issues as "very severe" increased across most categories, especially for marine pollution (from 36.2 percent to 44.0 percent), reef degradation (36.9 percent to 54.6 percent), waste disposal (45.6 percent to 51.8 percent), and climate change (21.1 percent to 39.0 percent).

Other issues such as groundwater pollution, biodiversity extinction, and habitat loss also saw marked increases in perceived severity. These shifts reflect growing recognition of both global and locally visible environmental stressors. However, issues like light pollution and traffic remain relatively lower in perceived severity, though awareness still improved. Overall, the data indicates progress in environmental literacy and concern, likely supported by recent outreach and education campaigns.

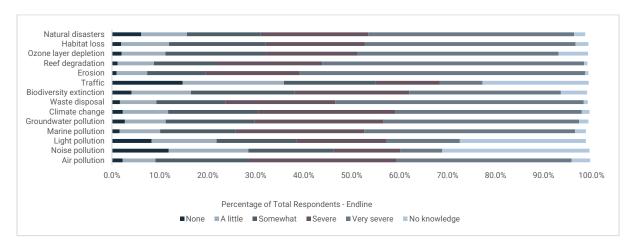


Figure 72: Perception of Environmental Threats in Maldives - in Endline

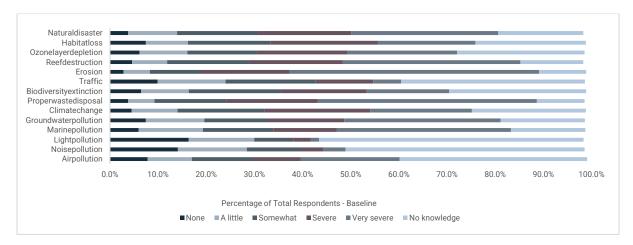


Figure 73: Perception of Environmental Threats in Maldives - in Baseline

Average perception scores for age groups and across gender were calculated using a weighted mean approach, where response frequencies for each categorical rating were multiplied by their corresponding numerical scale values (ranging from 0 for "No knowledge" to 6 for "Very severe"). This method ensures that the average reflects both the distribution and intensity of perceptions within each subgroup.

The analysis reveals a clear disparity between baseline (Figure 75) and endline (Figure 74) perceptions of environmental phenomena across age groups. Younger cohorts (Under 18 to 46-60) consistently report higher concern levels, particularly for critical issues such as marine pollution, erosion, and reef degradation, where average scores exceed 4.5 on a 0–6 scale. In contrast, baseline averages across adult groups (18-25 to Above 60) remain significantly lower, generally ranging between 1.1 and 2.9, indicating limited awareness or perceived severity at baseline.

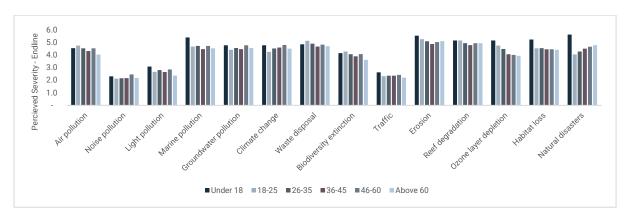


Figure 74: Perception of Environmental Threats in Maldives - by Age Group in Endline

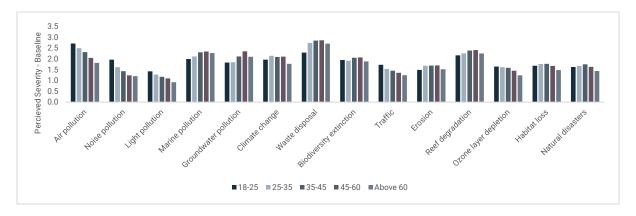


Figure 75: Perception of Environmental Threats in Maldives – by Age Group in Baseline

The data shows a marked increase in the perceived severity of all environmental phenomena from baseline to endline for both genders, as shown in Figure 76 below. Endline averages for phenomena such as reef degradation, erosion, climate change, waste disposal, marine pollution, and groundwater pollution are all above 3.5, indicating high levels of public concern. In contrast, noise pollution, traffic, and light pollution remain below or around the midpoint for both genders, even in the endline, suggesting lower perceived severity or awareness relative to other environmental issues.

The change from baseline is particularly pronounced in air pollution, light pollution, and ozone layer depletion, where endline scores moved from below-average levels to well above the midpoint, indicating a significant shift in public perception over time.

Gender differences remain relatively small across most categories, though males generally reported slightly higher scores in endline for air pollution, marine pollution, and ozone layer depletion, while females consistently perceived slightly higher severity in noise and traffic pollution.

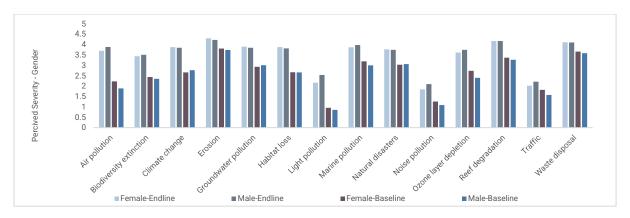


Figure 76: Perception of Environmental Threats in Maldives - by Gender

In response to the question "What is your biggest environmental concern?", coastal erosion emerged as the most frequently cited issue in the endline survey, with 44.9 percent of respondents identifying it as their primary concern, more than double the 18.2 percent recorded in the baseline, as shown in Figure 77 below. Concerns over improper waste disposal also increased slightly, from 19.6 percent to 22.8 percent. Interestingly, issues such as freshwater degradation, sand mining, cutting down trees, and reef degradation saw moderate increases, though they remained relatively lower in overall frequency.

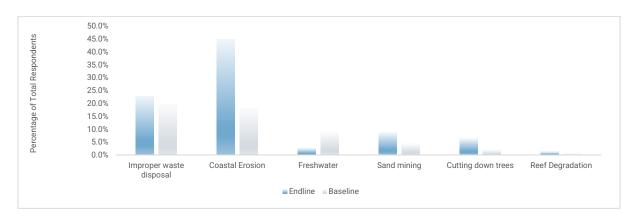


Figure 77: Biggest Environmental Concerns

"The island's beach has been experiencing erosion over the past two years, accompanied by instances of sea swelling. This situation has begun to affect some residential areas, with a few houses already impacted."

- FGD participant -

Participants of community discussions across all islands highlighted coastal erosion as the most significant environmental concern. It was also noted that coastal erosion has led to the loss of biodiversity and infrastructure.

Additional concerns highlighted includes reduction in migratory birds and specific marine biodiversity, fresh water lens contamination and flooding. Illegal fishing and collection of marine species such as shrimps and crabs, improper waste management practices and illegal sand mining was also cited as the contributing factors, showing a general awareness of practices leading to environmental issues in the communities.

"Coastal erosion around the island. Has led to loss of trees around the coastal areas. In the future, can cause loss of buildings such as the waste management center near the coast."

- FGD participant -

"There is poor waste management on the island. The natural fresh water layer has also been contaminated."

- FGD participant -

"There is decrease in biodiversity, specifically decrease in fish supply observed."

- Council Member -

3.5.4 Perception of the Environment of Laamu Atoll and its Islands

Regarding individual perception about the environment of Laamu atoll, results comparability was impacted due to differing ranking scale provided in baseline to endline survey. Notably, the endline survey did not include a "no information" option, and the baseline survey did not include a "very severe concerns" category. These differences affect comparability, as changes in response structure can influence how respondents classify the severity of their concerns.

For the purpose of consistency and comparability, the following analysis in this section combines the two categories, "severe concerns" and "very severe concerns", in the endline survey data and is referred to as "severe concerns". When the two categories "very severe concerns" and "severe concerns" are combined, there is a significant increase in the number of participants ranking their perception of Laamu Atoll Environment as severely concerning, from 55.1 percent in baseline to 65.3 percent in endline, as shown in Figure 78 below.

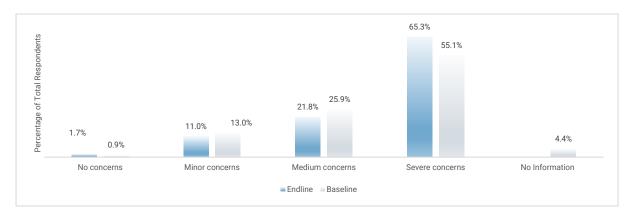


Figure 78: Perception about the Environmental Situation of Laamu Atoll (1)

When asked regarding the level of concern about the environment of their island, participants in the endline survey consistently showed heightened concern, with 65.3 percent reporting "severe concerns", as shown in Figure 79 below. Meanwhile, "medium concerns" fell from 25.9 percent to 21.8 percent and "minor concerns" fell from 13.0 percent to 11.0 percent.

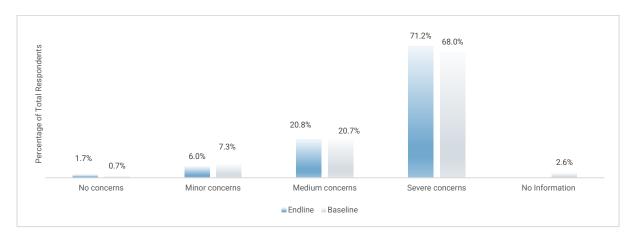


Figure 79: Perception about the Environmental Situation of Individual Islands

In terms of individual island comparison, the concern levels regarding their island's environment shows a spilt imagery. The number of respondents reporting "severe concerns" increased from baseline to endline (Figure 80) in over half of the islands, with significant increase noted in Isdhoo (25.9 percent point increase) Kunahandhoo (25.7 percent point increase), Hithadhoo (25.7 percent point increase), and Kalaidhoo (21.2 percent point increase). Contrastingly, a reduction in the share of "Severe Concerns" is observed in other islands when compared to the baseline (Figure 81), namely in Maabaidhoo (24 percent decrease), Dhanbidhoo (19.1 percent), and Fonadhoo (17 percent), reflecting a redistribution of concern levels, with more respondents selecting "medium concerns" and "minor concerns".

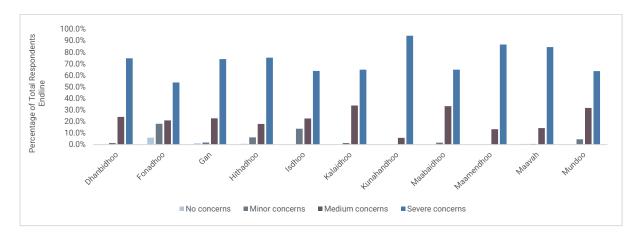


Figure 80: Perception about the Environmental Situation of Individual Islands - by Island in Endline

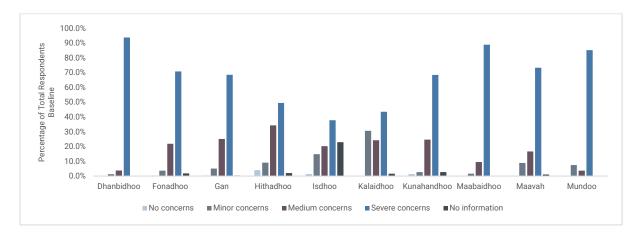


Figure 81: Perception about the Environmental Situation of Individual Islands – by Island in Baseline

Comparatively, when the data is analyzed in maintaining the original ranking scales of endline and baseline survey, as shown in Figure 82, there is a significant percentage of participants reporting their concern levels as "very severe" (44.2 percent), while those choosing "severe concerns" dropped from 55.1 percent to 21.1 percent. This indicates that when further clarity in perceptions is provided, participants report higher level of concern, suggesting a heightened level of awareness about environmental issues that affect the atoll.

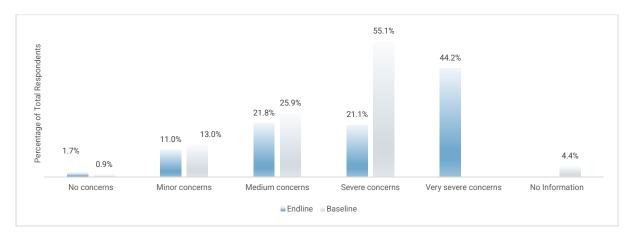


Figure 82: Perception about the Environmental Situation of Laamu Atoll (2)

3.5.5 Change in Attitude towards the Environment

When asked regarding the change in the perceived importance of the environment compared to three years ago, there was a notable variation in the results across age groups, as seen in Figure 83. Overall, 48.6 perception of respondents believed awareness had increased, while 50.6 percent said it had not. Youth aged 18–25 was the most optimistic, with 62.2 percent affirming greater awareness, substantially higher than any other group. In contrast, older respondents were more skeptical, with only 39.7 percent of those above 60 and 42.3 percent of those aged 36–45 agreeing. These findings suggest

generational differences in how shifts in environmental awareness are perceived, with younger cohorts possibly more exposed to awareness campaigns or environmental discourse.

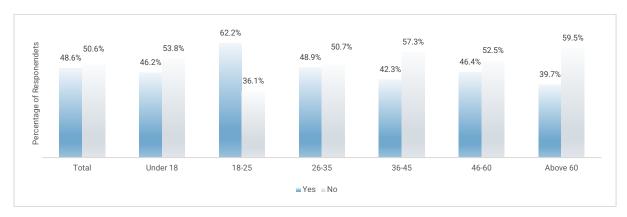


Figure 83: Change in Perceived Importance of the Environment

3.5.6 Attitudes toward Environmental Responsibility

In both the baseline and endline surveys, respondents overwhelmingly indicated that citizens and the island council should lead environmental protection efforts, with support increasing slightly in the endline to 94.2 percent and 96.2 percent respectively, as shown in Figure 91. The Ministry of Tourism and Environment also saw a significant rise in perceived responsibility, from 18.9 percent in the baseline to 45.8 percent in the endline, suggesting growing public expectations for national-level engagement.

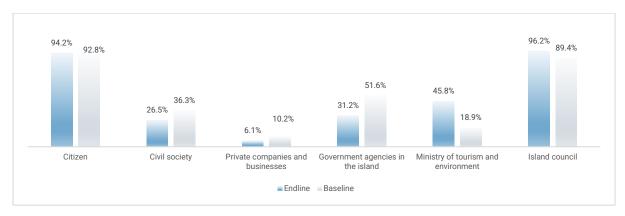


Figure 84: Perception of Responsible Parties in Leading Environmental Protection Efforts

Island councils highlighted various environmental protection efforts taken through collaborations with individuals, civil society organizations and private institutions such as Six Senses Laamu. These initiatives included waste recycling, banning of plastic, reusing practices (cloth bags), beach cleaning and tree plantation. However, a lack of citizen responsibility in ensuring environmental protection was also noted. Few of the respondents and stakeholders noted that most citizens are generally aware of the impact of actions such as open burning and disposal of waste to beaches and ocean. However, due to the lack of regulation enforcement and monitoring, they continue on the improper practices as an easier way.

To evaluate the attitude towards the overall environment of the Maldives and perceptions of individual and civic responsibility in environmental protection, respondents were given the following statements, and asked to indicate their level of agreement.

- Maldivian environment is properly protected
- Environmental projects provide acceptable benefits
- Human activity effects the environment
- World's resources are not infinite, so our current lifestyles are not sustainable
- Maldives ecosystem is very fragile
- Lifestyle is dependent on the health of the ecosystem
- People are causing severe damage to the environment
- Destruction of natural resources for economic activity is acceptable
- I do not pay enough attention to the environment
- We need to bring changes to our lifestyle to alleviates environmental issues
- Air conditioner power usage goes up in hotter days

Survey responses reflect strong and increasing public awareness of environmental fragility and the consequences of human activity. In both baseline (Figure 86) and endline (Figure 85) datasets, over 90 percent of respondents agreed (either "well" or "very well") that human activity impacts the environment, that ecosystems are fragile, and that lifestyle changes are necessary to address environmental issues. Notably, agreement that people are causing severe damage to the environment declined slightly from 54.9 percent in the baseline to 51.1 percent in the endline, but still represents a strong majority. While the belief that the Maldivian environment is "properly protected" remains low (only 1.8 percent said "very well" in the endline), recognition of unsustainable lifestyles and rising energy demand (e.g., air conditioning use) remains high, particularly in the endline (38.9 percent selected "very well" for power usage rising on hotter days). These findings signal a shift toward greater public concern and awareness, reinforcing the need for integrated environmental and behavioral policies.

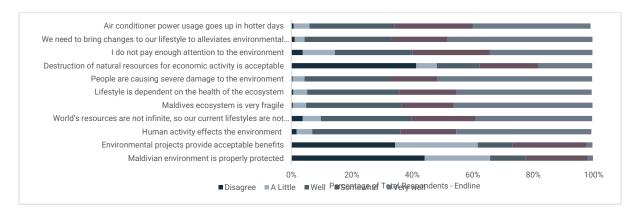


Figure 85: Attitude towards Environmental Responsibility – in Endline

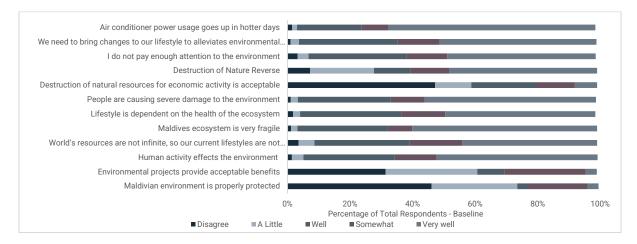


Figure 86: Attitude towards Environmental Responsibility - in Baseline

The age-disaggregated data reveals strong and consistent environmental awareness across generations, with particularly high levels of agreement on key ecological risks. Endline findings (Figure 88) show near-universal acknowledgment among all age groups, that human activity negatively affects the environment (above 95 percent across all cohorts) and that lifestyle changes are necessary to address environmental issues (above 97 percent). Agreement that the Maldives ecosystem is fragile and that air conditioner usage increases on hotter days also exceeds 95 percent across most age brackets.

Compared to the baseline (Figure 87), perceptions remain broadly consistent, with slight increases in concern among older groups. Notably, the perception that environmental projects deliver acceptable benefits and that destruction of nature for economic activity is acceptable varies more significantly across ages and between survey rounds. While support for environmental projects is highest among younger groups in both rounds, endline data suggests a moderate decline among older cohorts. Meanwhile, the belief that economic development justifies environmental degradation is most prevalent among youth, though the proportion declines slightly with age in each case.

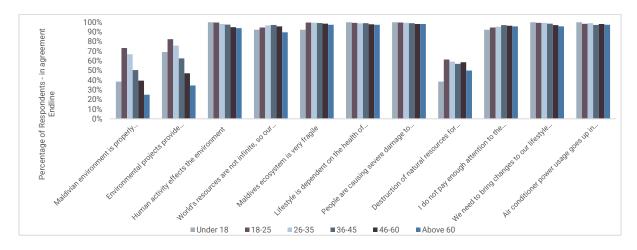


Figure 87: Attitude towards Environmental Responsibility - by Age Group in Endline

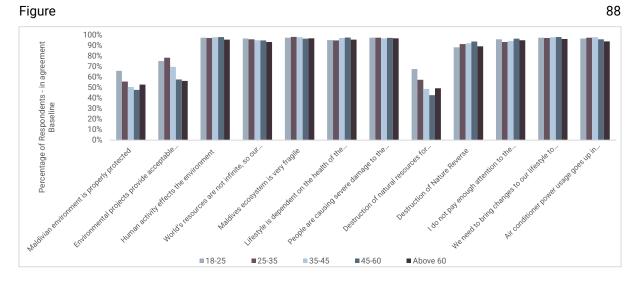


Figure 88: Attitude towards Environmental Responsibility - by Age Group in Baseline

The survey data shows a high level of environmental awareness among both women and men in both baseline (Figure 90) and endline (Figure 89) rounds. Male respondents in the endline were more likely than females to agree that the environment is properly protected (62.7 percent and 47.3 percent respectively) and that environmental projects deliver acceptable benefits (71.3 percent and 58.3 percent respectively). Across all key environmental issues, such as ecosystem fragility, the impact of human activity, and the need for lifestyle changes, both genders showed consistently strong agreement (above 95 percent) in both rounds. Notably, acceptance of natural resource destruction for economic activity increased slightly for both genders in the endline, with men remaining more accepting than women. Overall, while gender gaps widened slightly in perceptions of institutional performance, concern for environmental sustainability remains high across both groups.

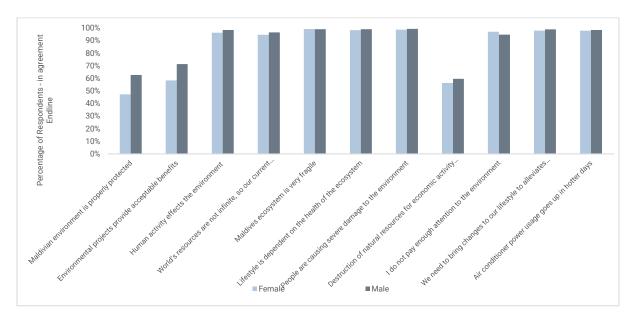


Figure 89: Attitude towards Environmental Responsibility – by Gender in Endline

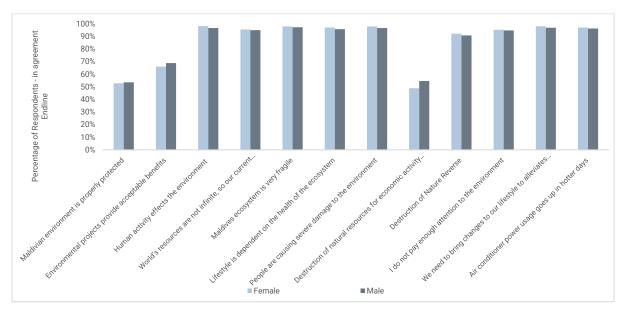


Figure 90: Attitude towards Environmental Responsibility - by Gender in Baseline

In terms of impact of individual behaviors, the results reveal shifts in public perceptions of the environmental impact of everyday behaviors between baseline (Figure 92) and endline (Figure 91) surveys. Across most categories, endline respondents were more likely to recognize a "very well" or "well" level of impact. The perceived impact from using motorized vehicles declined, with "very well" ratings falling from 48.4 percent to 35.1 percent, possibly reflecting normalization of transport use or a shift in perceived relative impact. In contrast, perceived impact from wasting electricity and wasting food has increased to 44.0 percent and 20.6 percent respectively. Overall, public concern over behaviors like throwing rubbish and using single-use plastics remains high, but the results point to uneven awareness across different issues, highlighting areas where targeted awareness campaigns could strengthen public understanding.

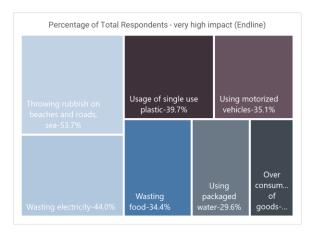


Figure 91: Perception of Environmental Impact from Everyday Activities – in Endline

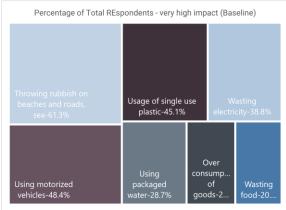


Figure 92: Perception of Environmental Impact from Everyday Activities – in Baseline

Gender-disaggregated findings from both the baseline and endline surveys as shown in Figure 93 below, reveals important trends in public awareness of the environmental impacts of daily behaviors. In the endline, female respondents were more likely than males to perceive wasting electricity and using packaged water as highly impactful, with 47.0 percent and 35.3 percent of females respectively rating these behaviors as having significant environmental effects, compared to 41.5 percent and 24.6 percent of males. However, male respondents were more likely to recognize the adverse effects of single-use plastics (40.7 percent compared to 38.4 percent) and littering (56.5 percent compared to 50.4 percent).

From baseline to endline, perceptions of environmental harm associated with food waste increased considerably across both genders, rising from 18.3 percent to 34.8 percent among women, and from 23.1 percent to 34.2 percent among men. Notably, recognition of the environmental impact of motorized vehicle use declined among males (from 54.5 percent to 32.9 percent) and females (from 42.8 percent to 37.7 percent), suggesting a possible shift in priorities or normalization of this behavior.

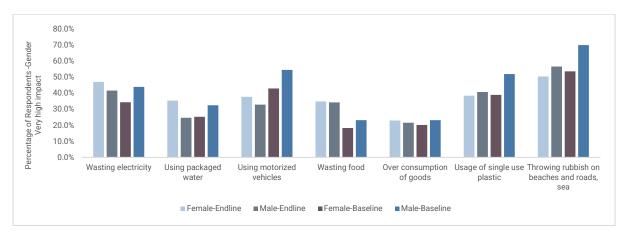


Figure 93: Perception of Environmental Impact from Everyday Activities - by Gender

As Figure 94 below shows, the endline data reveal a significant shift in public perceptions regarding the motivations behind environmentally harmful behavior. While ignorance or lack of awareness remained the most cited reason, its prevalence declined markedly from 66.1 percent in the baseline to 43.8 percent in the endline, suggesting growing environmental consciousness among the population. In contrast, responses citing financial gain and momentary enjoyment increased substantially, from 3.9 percent to 11.6 percent and 4.2 percent to 17.2 percent, respectively, indicating a growing recognition of deliberate, benefit-driven or emotionally motivated behavior.

The share of respondents identifying no suitable alternatives also increased, pointing to potential structural barriers that inhibit environmentally friendly choices. Meanwhile, references to old habits and inconvenience from stopping remained relatively stable, and the proportion of those unsure or citing other reasons dropped to 1.0 percent.

Endline Knowledge, Attitude and Practices Survey on Environment in Laamu Atoll

Endline Report

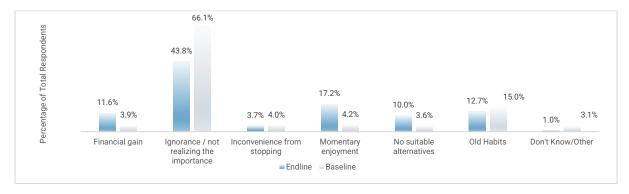


Figure 94: Reasons for Environmentally Harmful Actions

Perceptions of the personal impact of environmental laws shifted notably between the baseline and endline surveys, as seen in Figure 95 below. In the baseline, majority (68.1 percent) stated that environmental laws had no effect on them, whereas this declined to 46.1 percent in the endline, indicating growing recognition of the relevance of such laws in daily life. Moreover, the proportion of respondents who believed environmental laws brought "only benefits" increased sharply from 1.0 percent to 13.4 percent, suggesting a more positive outlook on regulation. Overall, the data reflect increased public awareness and perceived relevance of environmental governance over time.

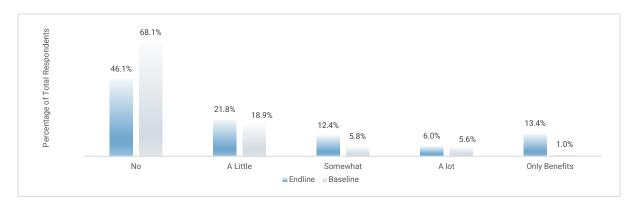
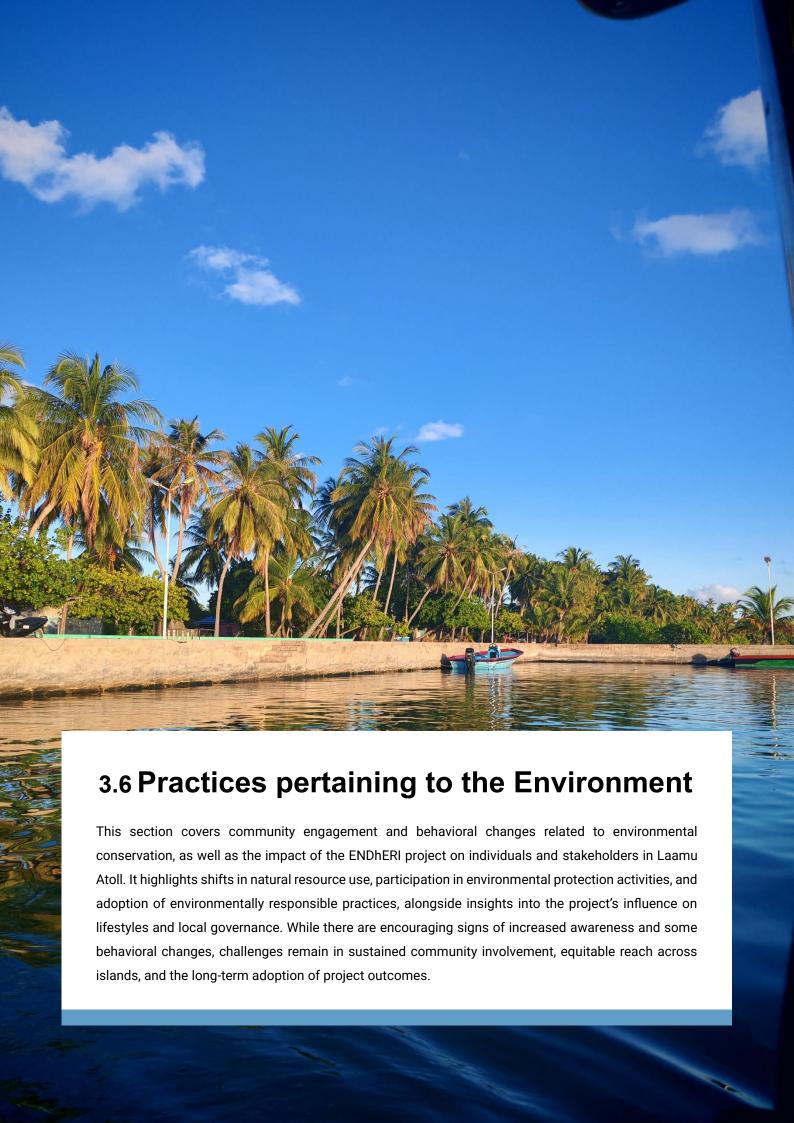


Figure 95: Perception of Individual Impact of Environmental Laws



3.6.1 Use of Natural Resources

The endline results show a decline in regular use of natural resources such as oceans, reefs, marine life and groundwater, with a notable increase in respondents saying they do not use them at all (28.1 percent, up from 11.1 percent), as shown in Figure 96. This may indicate shifting behaviors or greater awareness of environmental impact.

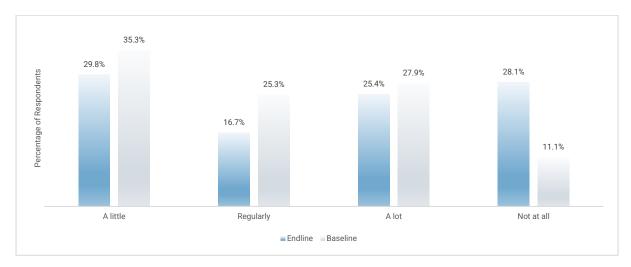


Figure 96: Use of Natural Resources

As Figure 97 shows, in endline, a higher share of women (34.8 percent) reported only limited use of natural resources compared to men (25.6 percent), while men were more likely to use them regularly (21.2 percent). Notably, the proportion of women not using natural resources at all increased significantly from 8.7 percent at baseline to 27.2 percent, suggesting a marked behavioral shift.

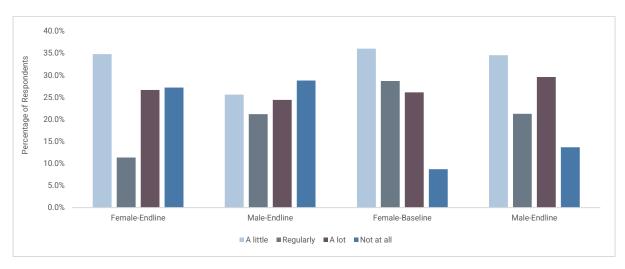


Figure 97: Use of Natural Resources - by Gender

Although there is a decline seen in the usage of natural resources, the data for usage of specific resources shows mixed variation. Use of marine life increased significantly from 49.0 percent to 60.5

percent, and groundwater usage increased from 28.7 percent to 44.7 percent, indicating growing reliance on these resources. Use of reefs also saw a marked rise from 27.9 percent to 38.4 percent. While usage of plant life remained stable, reliance on beaches and natural beauty slightly declined, as shown in Figure 98.

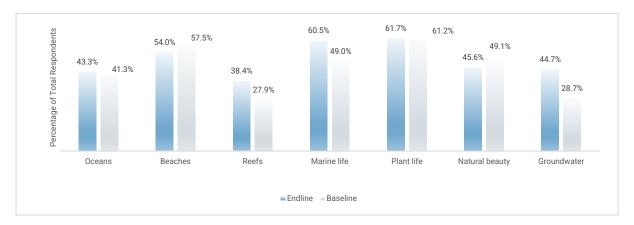


Figure 98: Use of Specific Natural Resources

3.6.2 Participation Levels in Environmental Protection

As Figure 99 shows, participation in community activities focused on environmental protection remained limited in both surveys, with just over half of respondents in the endline (51.8 percent) and baseline (49.6 percent) reporting no involvement in the past five years. However, the endline data suggests a modest increase in occasional participation, with those who participated once increasing from 10.1 percent to 16.8 percent, and those who participated nearly doubling from 7.8 percent to 14.1 percent. Conversely, the proportion of respondents who participated three or more times declined significantly, from 15.3 percent in the baseline to 6.9 percent in the endline. The share citing no time or opportunity to participate also dropped, suggesting improving access but potentially declining sustained engagement. Similar trends were observed in the age distribution of the data.

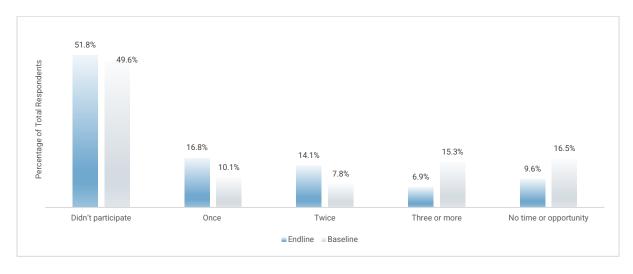


Figure 99: Participation Levels in Environmental Protection Activities

Gender-disaggregated data (Figure 100) reveals important shifts in participation in environmental protection activities over the past five years. In the endline, female non-participation stood at 54.8 percent, slightly higher than males at 49.2 percent, though both groups showed marginal declines from the baseline. Notably, female participation once increased from 10.2 percent to 17.8 percent, while participation twice remained relatively stable. Among males, the share reporting twice increased from 8.5 percent to 17.0 percent, while three or more times fell from 17.1 percent to 8.1 percent, suggesting a shift from frequent to more occasional involvement. The decline in the "no time or opportunity" response across both genders indicates improved access, though overall engagement still appears sporadic, especially among women.

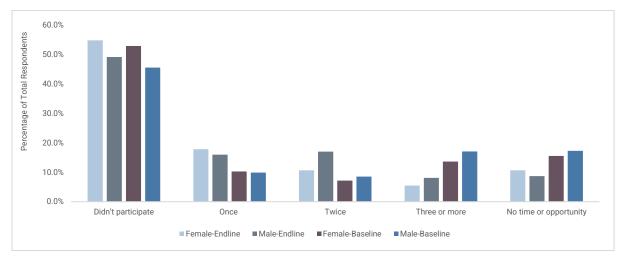


Figure 100: Participation Levels in Environmental Protection Activities - by Gender

3.6.3 Environmentally Conscious Practices

Data from the surveys were also analyzed to identify environmentally conscious behaviors, along with awareness and action towards resource conservation among respondents. While the endline survey responses show a marked increase in self-reported environmentally responsible behaviors compared to the baseline, the most significant changes include a sharp increase in reducing electricity usage, (from 70.1 percent to 94.6 percent) and a significant increase in the use of bottled water alternatives (from 43.3 percent to 82.0 percent), reflecting increased awareness around resource conservation, as shown in Figure 101 below. Similarly, efforts to reduce food waste increased from 77.9 percent to 91.1 percent, and reducing wastage of water improved from 78.4 percent to 89.1 percent. It was also observed that the share of individuals reducing plastic use also increased from 62.2 percent to 77.9 percent. While there was improvement in walking, cycling, or using public transport (from 44.3 percent to 54.9 percent), the percentage reporting that they avoid littering remained largely unchanged (48.4 percent to 47.1 percent), suggesting that certain behavioral norms may be more resistant to change despite broader gains in environmental practices. This trend was consistent among all age groups, with an increase in self-reported environmentally responsible behaviors.

Endline Report

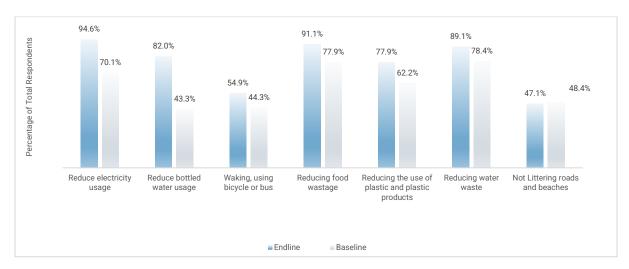


Figure 101: Self-reported Environmentally Conscious Practices

The endline data shows broad improvements across both genders in self-reported environmental behaviors. Notably, both **female (94.8 percent) and male (94.4 percent) respondents** reported high levels of **electricity conservation**, up significantly from baseline levels (68.8 percent and 71.3 percent, respectively). Similarly, efforts to **reduce bottled water usage** increased for both groups, with females increasing from 44.4 percent to **84.6 percent**, and males from 41.7 percent to **79.9 percent**. Modest gains were also seen in **sustainable transportation choices** and **plastic reduction**, **as shown in** Figure 102 below.

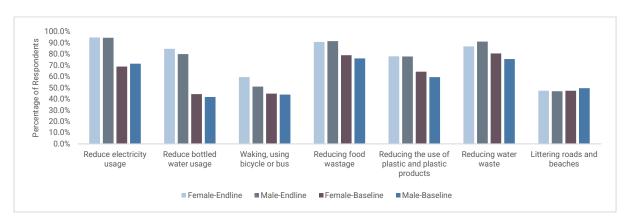


Figure 102: Self-reported Environmentally Conscious Practices – by Gender

3.6.4 Project's Impact

3.6.4.1 Impact on Individual Lifestyle and Community

Only **4.5 percent of total respondents** indicated that the ENDhERI project had an impact on their lifestyle. Among respondents who reported that the ENDhERI project had an impact on their lifestyle, the majority were aged 26–35 (38.6 percent), followed by those aged 36–45 (25.7 percent) and 46–60 (15.7 percent). Youth aged 18–25 accounted for 11.4 percent, while only 2.9 percent were under 18 and

5.7 percent were above 60, indicating lower engagement at the age extremes. Gender-wise, 62.9 percent of those who experienced an impact were male, and 37.1 percent were female, suggesting relatively greater influence among men. And when asked whether they believe that these habits can be maintained even after the project, 97.5 percent of the respondents who stated that there was an impact on their lifestyle answered yes. These findings are supported by the qualitative data analysis, which

showed that only a few participants reported having taken part in ENDhERI project activities.

Regarding community-wide impact, participants noted that, as tangible outcomes were not evident, the perceived impact of the project was low.

"Since none of the programs of the project were held on the island, we do not think that the project had any influence or impact in this island."

- FGD participant -

"The initiative has primarily consisted of workshops, with no observable changes or improvements. While it has been noted that the number of workshops has increased since the introduction of the ENDhERI Project, there have been no visible outcomes or tangible benefits resulting from them."

- Council Member -

Alternatively, participants of the KIIs highlighted that the sessions provided them with new information

related to the environment and lifestyle practices, such as organic agriculture, sustainable fisheries, and proper waste management techniques. They further stated that they had received an adequate amount of information through the sessions they attended and felt confident in their ability to share this knowledge with the community.

"I learnt a lot of information on treating plant diseases using homemade organic pesticides. I have shared this knowledge with others to the best of my ability."

- KII participant -

"Important planning sessions and project development programs were conducted as part of the initiative.

The most valuable takeaway for us was learning how to develop project proposals effectively. One participant, who engages in fishing during his leisure time, gained new and useful information related to fishing practices. He learned how to dive through the information and guidance provided by this program. I now have the confidence to share knowledge on how to prepare proposals and legal documents that need to be submitted to councils or other relevant authorities."

- KII Participant -

"We learnt about new terminologies and information such as "Natural Capital" and the importance of preserving and taking care of our natural habitat the same way, we do our homes."

- Council Member -

3.6.4.2 Impact on Stakeholders

Island level stakeholders identified coral reef monitoring, the importance of natural capital and protected area management practices as key pieces of new information acquired through the ENDhERI project. This knowledge was noted to be beneficial in the development of island development plans, waste management plans and formulation of workplans island development initiatives.

While various awareness and training sessions were conducted under the project, stakeholders noted that the **overall reach of these initiatives remained limited**, especially when the entire atoll population is considered. The concentration of project sessions and activities in the atoll capital was highlighted as a key factor that may have restricted broader participation and reduced the retention and application of information across the other islands.

Additionally, **limited financial and infrastructural capacity** was frequently cited as barriers to fully implementing and sustaining the practices introduced during the sessions on the respective islands. In a few islands, projects launched through the ENDhERI small

"Meetings were concentrated to the hubs of the atolls. When compared to the entire atoll population, not enough outreach and information sharing to entire community was done."

- Council Member -

"It is difficult to change our daily schedules and go to another island to participate in the awareness sessions. When we go, we are travelling by launch and going. And it is difficult to take up all the information in one day."

- Council Member -

grants component encountered difficulties in maintaining continuity, largely due to a lack of technical expertise, insufficient funding, and challenges in acquiring the necessary equipment for sustainable implementation.

"Funds are not given based on needs. Sometimes due to the location of islands, enough opportunities for projects are not available. And even if we get a project, the funding under the project is not enough to cover all the expenses of the project, which makes it difficult to get contractors to carry out the projects."

- Council Member -

As one of the main components of the project was to identify and develop management plans for seven protected areas in Laamu Atoll, islands without designated protected areas expressed that fewer project initiatives were directed toward addressing their specific needs. Moreover, limited information sharing among stakeholders and weak community links with stakeholders were also cited as challenges in ensuring the long-term impact of the project.

"The relationships and connections within the community is very weak."

- Council Member -

"There is a lack of participation from citizens, CSOs and institutions even when participation is requested."

- Council Member -



The ENDhERI project is a technical environmental initiative undertaken by the MoTE in Laamu Atoll from July 2021 to August 2025. The project focused on awareness-building, capacity development, and social capital enhancement in the field of environmental conservation. To achieve this, over the course of the three years, various stakeholders at national and island level, along with community groups such as students were engaged with. Specifically, a number of environmental education programs were conducted, particularly in Gan and Fonadhoo in order to enhance environmental stewardship of the atoll citizens. This overall increase in educational programs reflects the project's emphasis on knowledge transfer and behavioral change, as compared to infrastructural development and resource provision, which were not included in the scope of the project.

The endline survey presents a nuanced picture of ENDhERI project's reach and community engagement across all islands of Laamu Atoll, reflecting both progress and areas that require strategic review. Awareness of the ENDhERI project remains moderate, with only a quarter of respondents reporting familiarity, and understanding of the project's objectives. The main reason cited for this was the lack of tangible benefits or visible change for the residents of the islands. It was noted that projects with infrastructural change such as LECReD were perceived as more beneficial by the respondents. Nonetheless, survey results highlighted an overall increase in environmental knowledge and awareness, indicating positive impacts in line with the project's intended objective.

Survey results also highlight a marked shift in the information landscape, with social media overtaking traditional media as the dominant source of news, general information, and environmental content. Age and gender disaggregated data confirm this trend, with younger respondents showing strong preferences for social media, while older age groups continue to rely on TV. The shift toward digital platforms was particularly pronounced among female respondents, who moved away from TV as their primary information source.

In terms of environmental knowledge, the survey highlights a notable improvement in public awareness, especially regarding issues such as climate change, renewable energy, and coral bleaching. Younger populations continue to demonstrate higher levels of awareness, while the gender gap in environmental knowledge has narrowed over time. However, more technical topics, such as ecological footprints and the circular economy, still present significant knowledge gaps, indicating areas that require continued educational efforts.

Public awareness of environmental projects in the Maldives has also improved, although more than half of the respondents remains unaware of ongoing initiatives. Among those who are aware, projects related to waste management, agriculture, and marine life were seen as the most beneficial. Despite this progress, a substantial share of the population continues to express limited confidence in the effectiveness of these projects, suggesting that while visibility has increased, the perceived impact of these efforts can be improved.

Furthermore, there has been a marked increase in the public's concern over key environmental threats, including marine pollution, reef degradation, and waste disposal. These issues are now seen as more severe, with a growing number of respondents perceiving them as critical challenges. Additionally, environmental priorities have expanded to include concerns about terrestrial ecosystems, particularly waste disposal and clean air, indicating a broader understanding of environmental degradation beyond coastal and marine ecosystems.

The qualitative discussions highlighted the gap in information sharing and engagement with the community. While initiatives taken under ENDhERI was stated as important and informative, the reach of the information was noted to be low. Limitations in financial and infrastructural resources along with technical expertise further hindered the proper implementation and sustainability of project initiatives.

Overall, the endline survey findings point to a shift in both public perceptions and media habits, emphasizing the need for continued adaptation of communication strategies and greater engagement at the local level.



Based on the in-depth analysis of both quantitative and qualitative data derived from the public, stakeholders and community groups, the following recommendations are proposed to strengthen and improve community behavioral change.

1. Enhance Digital Communication Strategies

Given the clear shift towards social media as the most effective communication channel for environmental issues, prioritizing digital platforms in future outreach campaigns and projects is essential. This will also help in enhancing the fragmented outreach efforts currently undertaken. Social media strategies can be designed to deliver engaging, on-demand content such as short videos, podcasts, and infographics across multiple platforms. This could ensure that information reaches target audiences at their convenience, regardless of the time of day.

Additionally, continuous monitoring of the effectiveness of communication strategies through regular surveys and feedback mechanisms is recommended as media consumption habits and environmental awareness continue to evolve. Real-time adjustments to outreach efforts will ensure sustained impact and relevance.

2. Address Knowledge Gaps on Complex Environmental Topics

While general awareness regarding issues such as climate change and renewable energy has improved compared to the baseline survey, significant knowledge gaps remain in areas such as the ecological footprint and circular economy. It is recommended that future education and communication efforts to prioritize these technical topics, using simplified, relatable messaging to ensure broader understanding, especially among older age groups. Furthermore, the use of appropriate tools and mechanisms is recommended to support targeted awareness efforts and ensure the timely and effective delivery of information.

3. Engage Gender and Age-Specific Messaging

With different gender and age groups exhibiting differing levels of environmental consciousness, understanding these generational and gender differences will help in creating more relevant and engaging content for specific community groups. For instance, targeted educational programs and campaigns can be increased for youths using digital tools, such as online webinars, social media campaigns, and gamified learning platforms, while tailored communication strategies that address gender-specific concerns could also enhance the effectiveness of projects. Such initiatives are expected to foster greater engagement and long-term environmental stewardship.

4. Improve Community Involvement and Engagement in Environmental Initiatives

The growing gap in awareness at the community level highlights the need for localized engagement. As such, community-based environmental programs and events need to be prioritized and conducted at a regular consistent basis. This grassroots approach can build stronger community ownership of environmental issues and solutions could be co-created or co-developed.

It was also evident from the data that despite improved awareness, more than half of respondents remain unaware of environmental projects in the Maldives. Thus, communication efforts need to be enhanced at the local level, with more visible and accessible information about ongoing environmental initiatives. Local community can also be involved in the project design and implementation phase, ensuring projects formulated are based on gaps and needs of individual islands. A focus on highlighting the tangible benefits of these projects, particularly those impacting the communities directly, could also increase public engagement and support. For instance, in addition to conducting awareness and training sessions, providing the physical resources needed for implementing the learned lessons along with technical expertise for a period can ensure visible outcomes for the community.

5. Improve Public Confidence in Project Effectiveness:

As public perception of the effectiveness of environmental projects remains mixed, with many respondents expressing limited confidence in their impact, environmental agencies can provide clearer, more frequent updates on project outcomes and successes. Additionally, the connectivity and information sharing mechanisms amongst stakeholders and within stakeholders to community needs to be improved on. Such transparency could foster greater public trust and participation.

6. Enhance Geographical Dispersion of Environmental Initiatives

According to survey results, the Laamu Atoll has benefited from multiple environmental and developmental projects, including ENDhERI. The citizens of the atoll show an increasing level of environmental awareness and knowledge regarding practices harmful for the environment. This, combined with the lack of participation and community collaboration indicates a saturation in awareness activities and a general uninterest in soft environmental initiatives. Thus, it is recommended that future technical projects be directed toward other geographic locations where environmental awareness and capacity-building efforts are still lacking. Furthermore, alternative and new methods of engagement and project initiatives has to be applied in atolls such as Laamu to enhance community participation in environmental projects in the future.



Annex 1: Challenges and Limitations

Challenges and	Details	Mitigation Measures Adopted
Limitations		
Geographic	Laamu Atoll consists of 11	Enumerators were divided into two
dispersion of	inhabited islands, making travel	teams, with each team traveling to
islands	between islands time consuming.	selected islands so that the required
		sample can be collected from all the
		islands within the set time period.
Limited	Though local ferries are available,	Coordinated with private parties to
transportation	timing of the ferries and	arrange transportation to ensure that
infrastructure	transportation across islands was	enumerator teams can travel between
	inconvenient.	islands conveniently, reducing the
		transportation time and maximizing
		time allocated for data collection.
Language and	With the variations in languages	Local enumerators were hired and
dialect barriers	and dialects used in the atoll,	trained for the survey, so that a person
	some respondents faced	familiar with the language and culture
	challenges in understanding the	was present to assist when required and
	questions asked in both the	relevant.
	qualitative survey and stakeholder	
	consultation sessions.	
Sampling bias in	Limited participation from specific	In consultation with local councils,
stakeholder	community groups such as youth	meetings were rescheduled to
consultation	and women, due to consultation	convenient times and locations.
	fatigue and limited availability	
	during the scheduled meeting	
	times.	
Inconsistencies in	Variations among enumerators in	Thorough training was conducted prior
data quality	how they recorded and interpreted	to data collection, and pilot testing was
	responses during both quantitative	carried out to ensure that all
	and qualitative data collection.	enumerators understood the
		questionnaire well. Assistance was
		provided to the enumerators throughout
		the survey to ensure data quality.

Annex 2: Endline KAP Survey Questionnaire

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		ינני ניסיס? מת ממתמתם?	
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1- دَوِدُوَ رِهْرَوَعُرْوَرُ	5. صرير لاير درديرة دوري	56
2. אריים בריים	(C) 1x	
3. פחנית אל שיחבית 3. פחנית אל שיחבית		

Annex 3: FGD Questionnaire

	English	Dhivehi			
	Understanding and Awareness				
1.	How has your understanding of environmental issues changed over the	۵۰۶ و و و و ر ر ر ر ر ر ر ر ر ر ر ر ر ر ر			
	last 2–3 years?	ע קיינים איני ביינים?!			
Project Specific Insight					
2.	What activities or messages from the	יים) יים יים יים יים יים יים יים יים יים			
	ENDhERI project do you remember most?	2000 ב			
		איני איני איני איני איני איני איני איני			
3.	How has the ENDhERI project affected	וס) י סיכייס ליכי איניס בייס מוס מייס מייס מייס מייס מייס מייס מי			
	your daily life or practices?	הבינים האמע ברפות ערות ביני אין" הבינים האמע ברפות			
		ם ני נים ?! בינק פי מינים!			
4.	Can you share an example where your	و د سایدرد سره هر تریم در			
	behavior changed because of this project?	(?;; " ×; " " " " " " " " " " " " " " " "			
	Perceived Community Change				
5.	How have community attitudes towards	ב ליינו ביני לייני ליינ			
	the environment changed since the)))×0 () () () () () () () () () (
	project began?	وراي مورو و دوم مرسمون امر و سرو برمسوء			
6.	What environmental practices do people	0.x (0(0) % (0) (%) (%) (%) (%) (%) (%) (%) (%) (%) (%			
	now take more seriously?	ינ 0 ינים) ×0 ייי יס יס ייים?? תרב תתב מייע באיי מייע מייע מייע מייע מייע מייע מייע מ			
Barriers & Suggestions					
7.	What prevents you or others in your	012 (100 110 110 110 110 110 110 110 110 11			
	community from practicing more eco-				
	friendly habits?	יינים אל מינים לא מינים מינים מינים מינים לא מי			
		ريز موركور الماري المار			
8.	What should future projects do differently	יו לייני ביני מינים ביני ביני בצב הפתם הפתיע התבינתית פבת בישים בישיל בה			
	to better support behavior change?	ו מי און אי מי			
		۶۵۰۱۵۵. سرس و دهی			

Annex 4: KII Questionnaire

	Questions	Dhivehi			
	Traini	ng			
1.	What training(s) did you attend under the	ט ט י ט ככב ז יכ ט יו יול ב ט י א א א א א א א א א א א א א א א א א א			
	ENDhERI project?				
		ים כ ימם יל? סב תיית סממ בניס?			
2.	Were the sessions relevant to your work or	ر جُوْيِرِسْجِنَانٍ جِيرَوْرُقُوْ وَ-اَدْنَاقُرِ شَوْهُ دُوْدُو			
	personal life? How so?	وِبِرِدُوْدُرِ دُوْدُرْبِ مُؤْبِرِسٌ مُعْدُمُ؟ دُوِدُوسٍ			
		ער מינים?? ער מרום אער בתפיצעתם:			
	Learning & A	nnlication			
3.	What was the most valuable thing you				
3.	learned?	ב הפלת המית החצימה תפות הייקב הציק			
	learneu:	ינינין אין אין לין לין אים אין ליין אין אין אין אין אין אין אין אין אין			
		? ? . × × × × × × × × × × × × × × × × ×			
4.	Have you applied any of the training	ה ה ה ה ה ה ה ה ה ה ה ה ה ה ה ה ה ה ה			
	content in your life or work? Please				
	describe.	בארלכבת יתפה כ־הרעהבת שיניתיית בתפה.			
		ים ב ×0 יו יו ?? ה צי הייק מינ בק פ'			
	Effective	eness			
5.	Do you feel confident in sharing what you	מרצית בניים לייני איני איני בנייני איים פתר בייני איים פתר בייני איים פתר בייני אינים פתר ביינים ביינים ביינים			
	learned with others in your community?	ל המי מינט מינט מינט מינט מינט מינט מינט מי			
		ינם נכננה) יכו בשלמת פס. ילת בשלמת פס.			
6.	Were there any challenges in applying the	//> 0/2/2 20 / 0 (L (2/0 0/			
0.	skills or knowledge?				
	online of Mile medge.	מנינים מנים בין מנים מנים מנים מנים מנים מנים מנים מנים			
		رُبرد مروم:			
	Improvements				
7.	What suggestions do you have for future	و در و در می در در می در می می می می در می			
	training programs?	ר בי			
8.	What support would help you continue or	מו אל כי היים היים אין היים היים היים ביים ביים ביים מפת מתפים מתפים מתפים מתפים ביים ביים ביים ביים ביים ביים			
	expand on what you learned?	רום ביוברים מוכם, מסוונים ומסף הפמת צלממכת שתיתפית מיתמת התפמעברים?			