

# PROMAR: KAP Survey 2022-2024

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03 March 2025

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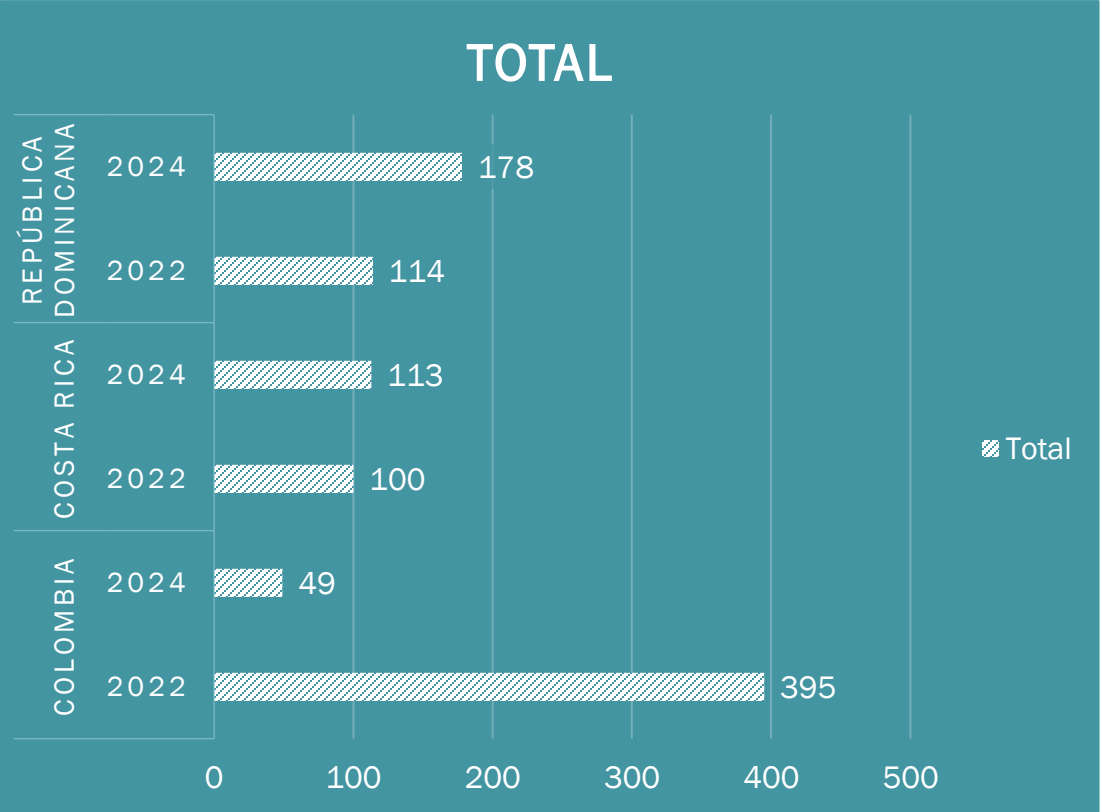
- Data characterization
- Survey answer variation
- Deeper analysis
- Conclusion
- Recommendations and key takeaways



# Sample characterization

| Sample x Country            | Quantity   |
|-----------------------------|------------|
| <b>Colombia</b>             | <b>444</b> |
| 2022                        | 395        |
| 2024                        | 49         |
| <b>Costa Rica</b>           | <b>213</b> |
| 2022                        | 100        |
| 2024                        | 113        |
| <b>República Dominicana</b> | <b>292</b> |
| 2022                        | 114        |
| 2024                        | 178        |
| <b>Grand Total</b>          | <b>949</b> |

| Sample x year        | Quantity   |
|----------------------|------------|
| <b>2022</b>          | <b>609</b> |
| Colombia             | 395        |
| Costa Rica           | 100        |
| República Dominicana | 114        |
| <b>2024</b>          | <b>340</b> |
| Colombia             | 49         |
| Costa Rica           | 113        |
| República Dominicana | 178        |
| <b>Grand Total</b>   | <b>949</b> |



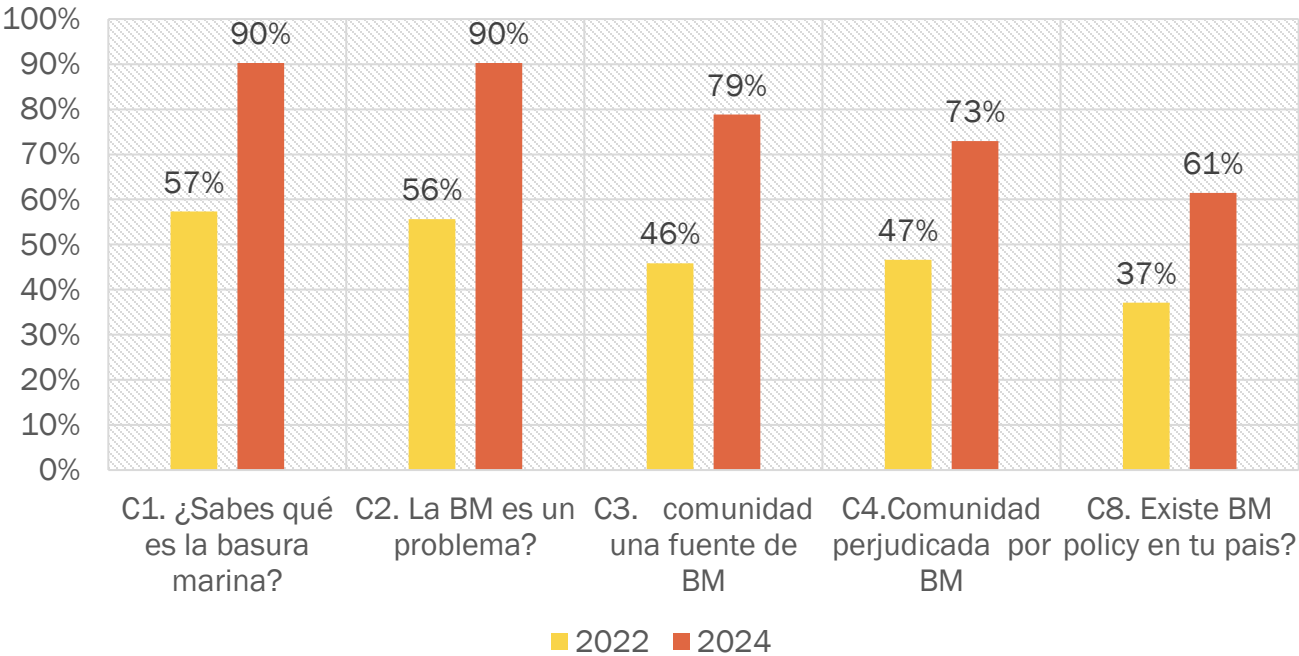
# Error margin of Survey

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| Impact factor      | Population | Sample | Error margin |
|--------------------|------------|--------|--------------|
| Costa Rica         | 150        | 113    | 4.6%         |
| Dominican Republic | 2,478      | 178    | 7%           |
| Colombia           | 46,000     | 49     | 10.3%        |

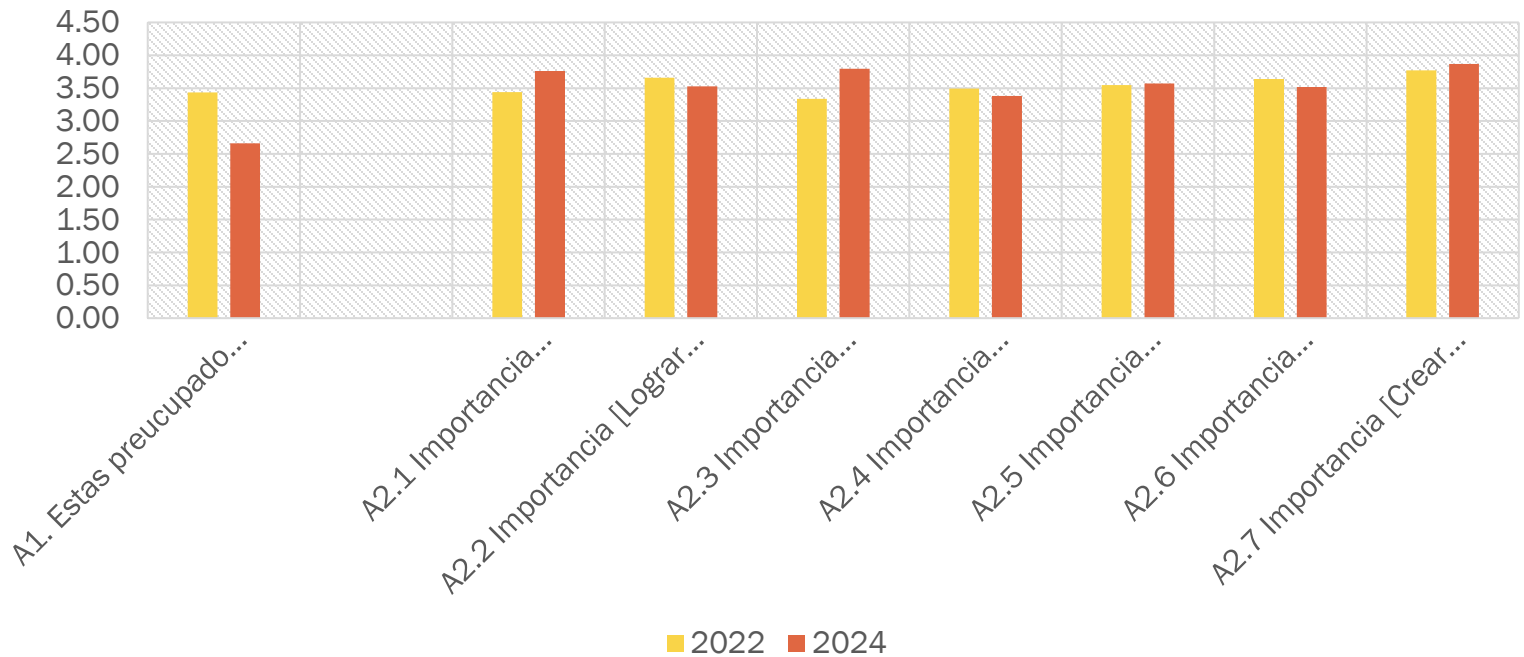
**\*At 95% confidence level**

Variation Section C



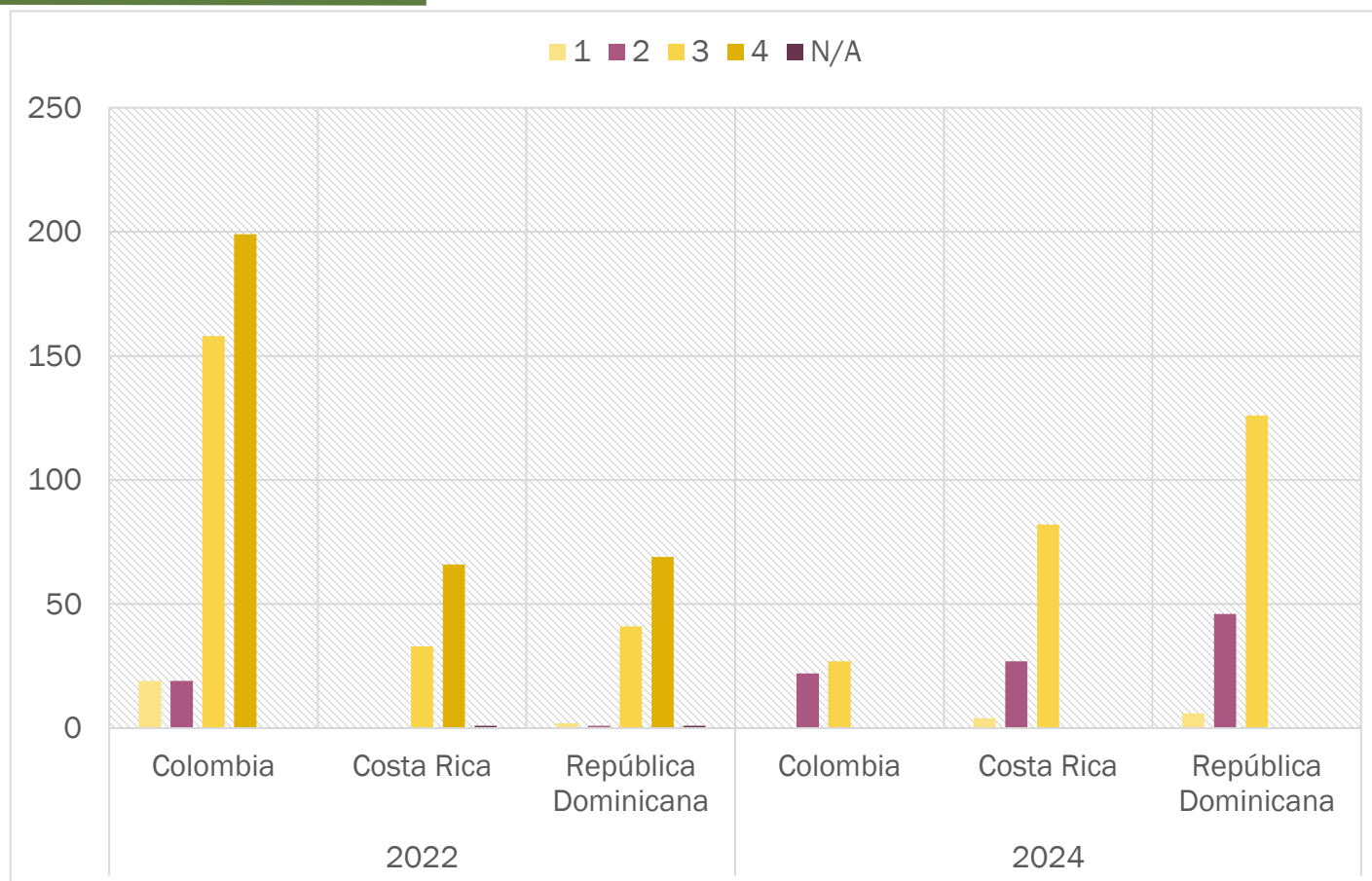
|   |                                     | 2022 | 2024 | Difference | Average |
|---|-------------------------------------|------|------|------------|---------|
| C | C1. ¿Sabes qué es la basura marina? | 57%  | 90%  | ▲ 33%      | ▲ 30%   |
|   | C2. La BM es un problema?           | 56%  | 90%  | ▲ 35%      |         |
|   | C3. comunidad una fuente de BM      | 46%  | 79%  | ▲ 33%      |         |
|   | C4. Comunidad perjudicada por BM    | 47%  | 73%  | ▲ 26%      |         |
|   | C8. Existe BM policy en tu pais?    | 37%  | 61%  | ▲ 24%      |         |

Variation Section A1 A2



|    |                                                                                 | 2022 | 2024 | Difference | Average |
|----|---------------------------------------------------------------------------------|------|------|------------|---------|
| A1 | A1. Estas preocupado por la BM?                                                 | 3.44 | 2.66 | ▼ -78%     | ▼ -78%  |
| A2 | A2.1 Importancia [Responsabilizar a las industrias de sus productos y residuos] | 3.44 | 3.76 | ▲ 32%      | ▲ 8%    |
|    | A2.2 Importancia [Lograr un tratamiento eficiente de los residuos]              | 3.66 | 3.53 | ▼ -13%     |         |
|    | A2.3 Importancia [Educar sobre las causas y consecuencias de la basura marina]  | 3.34 | 3.80 | ▲ 46%      |         |
|    | A2.4 Importancia [Prohibir la producción de plásticos de un sólo uso]           | 3.49 | 3.38 | ▼ -11%     |         |
|    | A2.5 Importancia [Regular el uso de plásticos en las playas y zonas costeras]   | 3.55 | 3.57 | ▲ 3%       |         |
|    | A2.6 Importancia [Establecer alianzas para enfrentar la contaminación marina]   | 3.64 | 3.52 | ▼ -12%     |         |
|    | A2.7 Importancia [Crear conciencia entre el público]                            | 3.77 | 3.87 | ▲ 10%      |         |

# A1 Deeper analysis, outliers

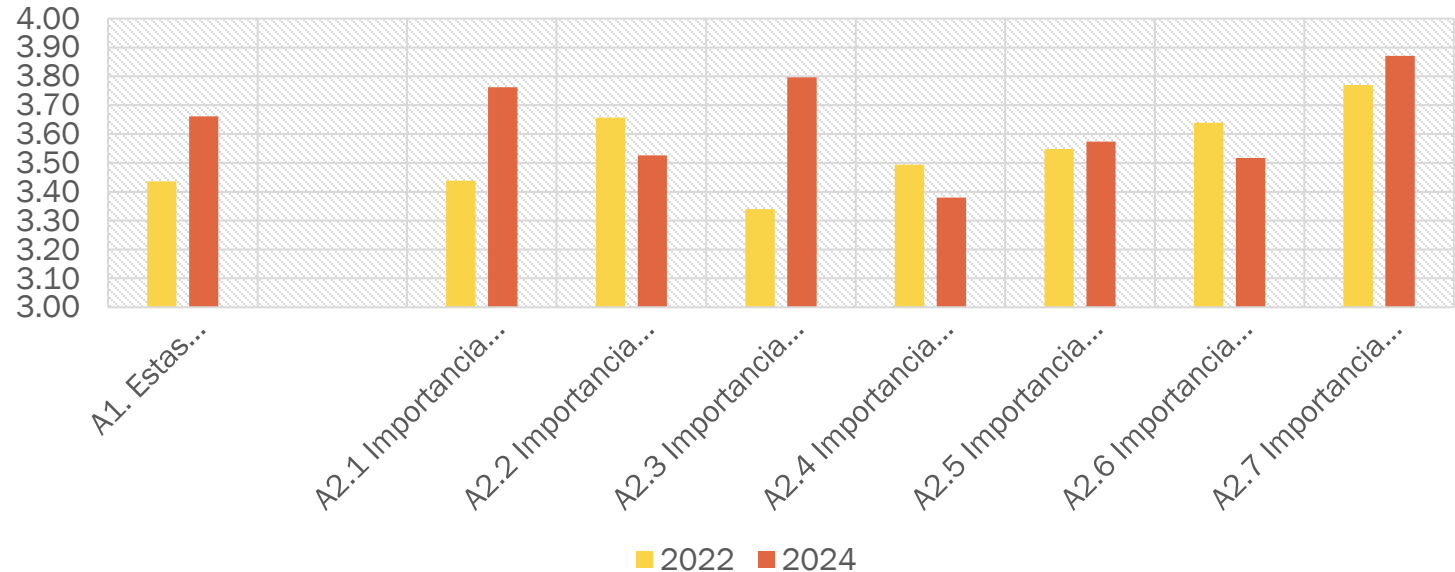


For A1 on 2024, not one answer was higher than 3. This would seem to signal that the survey scale for the 2 years were different.

- 2022: 1-4
- 2024: 1-3

This will be corrected in further analysis to account for this outlier

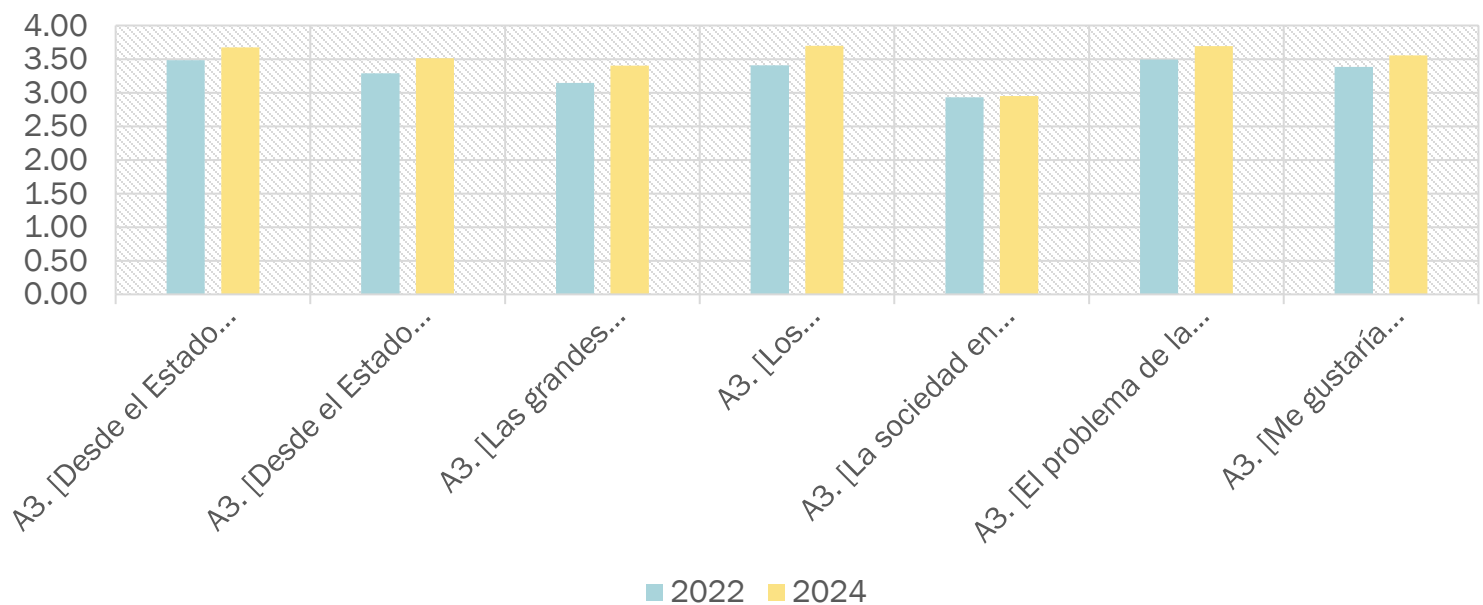
## Corrected Variation Section A1 A2



|                                 | 2022 | 2024 | Difference | Average |
|---------------------------------|------|------|------------|---------|
| A1. Estas preocupado por la BM? | 3.44 | 3.66 | ▲ 22%      | ▲ 22%   |

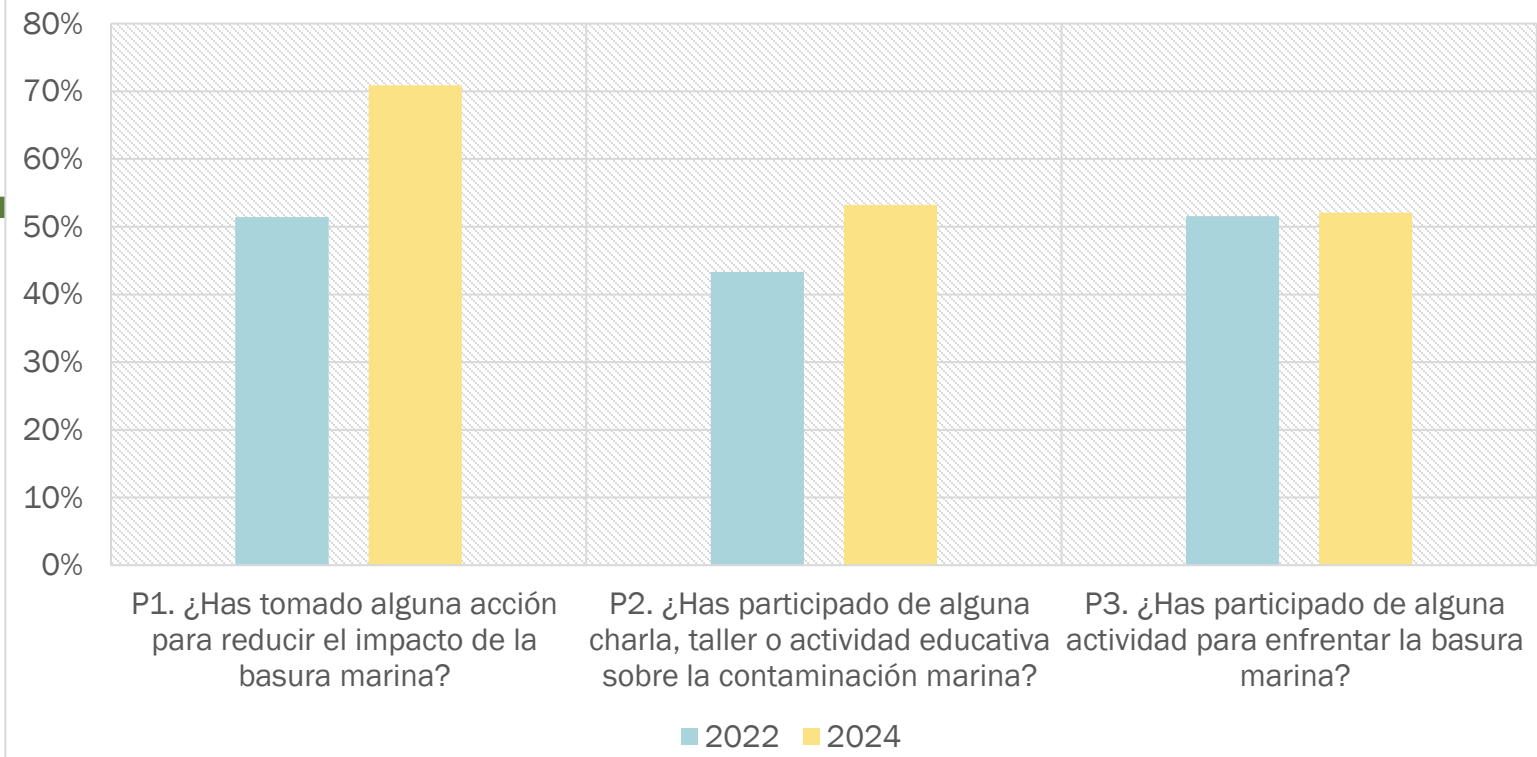
|                                                                                 |      |      |        |      |
|---------------------------------------------------------------------------------|------|------|--------|------|
| A2.1 Importancia [Responsabilizar a las industrias de sus productos y residuos] | 3.44 | 3.76 | ▲ 32%  | ▲ 8% |
| A2.2 Importancia [Lograr un tratamiento eficiente de los residuos]              | 3.66 | 3.53 | ▼ -13% |      |
| A2.3 Importancia [Educar sobre las causas y consecuencias de la basura marina]  | 3.34 | 3.80 | ▲ 46%  |      |
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| A2.6 Importancia [Establecer alianzas para enfrentar la contaminación marina]   | 3.64 | 3.52 | ▼ -12% |      |
| A2.7 Importancia [Crear conciencia entre el público]                            | 3.77 | 3.87 | ▲ 10%  |      |

Variation Section A3



|    |                                                                                                                              | 2022 | 2024 | Difference | Average |
|----|------------------------------------------------------------------------------------------------------------------------------|------|------|------------|---------|
| A3 | A3. [Desde el Estado se debe contar con un plan nacional que garantice la gestión adecuada de los residuos con el objetivo   | 3.48 | 3.68 | ▲ 19%      | ▲ 19%   |
|    | A3. [Desde el Estado se reconoce la responsabilidad y se impulsa la participación de diferentes sectores de la sociedad (edu | 3.29 | 3.51 | ▲ 22%      |         |
|    | A3. [Las grandes industrias son la principal causa de la basura en los mares, y por tanto deben ser quienes se responsabilic | 3.15 | 3.40 | ▲ 26%      |         |
|    | A3. [Los consumidores son tan responsables como las industrias por las cantidades de basura que llegan al océano]            | 3.41 | 3.70 | ▲ 29%      |         |
|    | A3. [La sociedad en general cuenta con información suficiente para manejar la basura marina]                                 | 2.93 | 2.95 | ▬ 2%       |         |
|    | A3. [El problema de la basura marina debe ser preocupante para todos los sectores de la sociedad]                            | 3.49 | 3.69 | ▲ 20%      |         |
|    | A3. [Me gustaría recibir más información sobre soluciones para prevenir la basura marina]                                    | 3.39 | 3.55 | ▲ 17%      |         |

Variation Section A4



|    |                                                                                                    | 2022 | 2024 | Difference |     | Average |
|----|----------------------------------------------------------------------------------------------------|------|------|------------|-----|---------|
| A4 | P1. ¿Has tomado alguna acción para reducir el impacto de la basura marina?                         | 51%  | 71%  | ▲          | 19% | ▲ 10%   |
|    | P2. ¿Has participado de alguna charla, taller o actividad educativa sobre la contaminación marina? | 43%  | 53%  | ▲          | 10% |         |
|    | P3. ¿Has participado de alguna actividad para enfrentar la basura marina?                          | 52%  | 52%  | ▬          | 0%  |         |

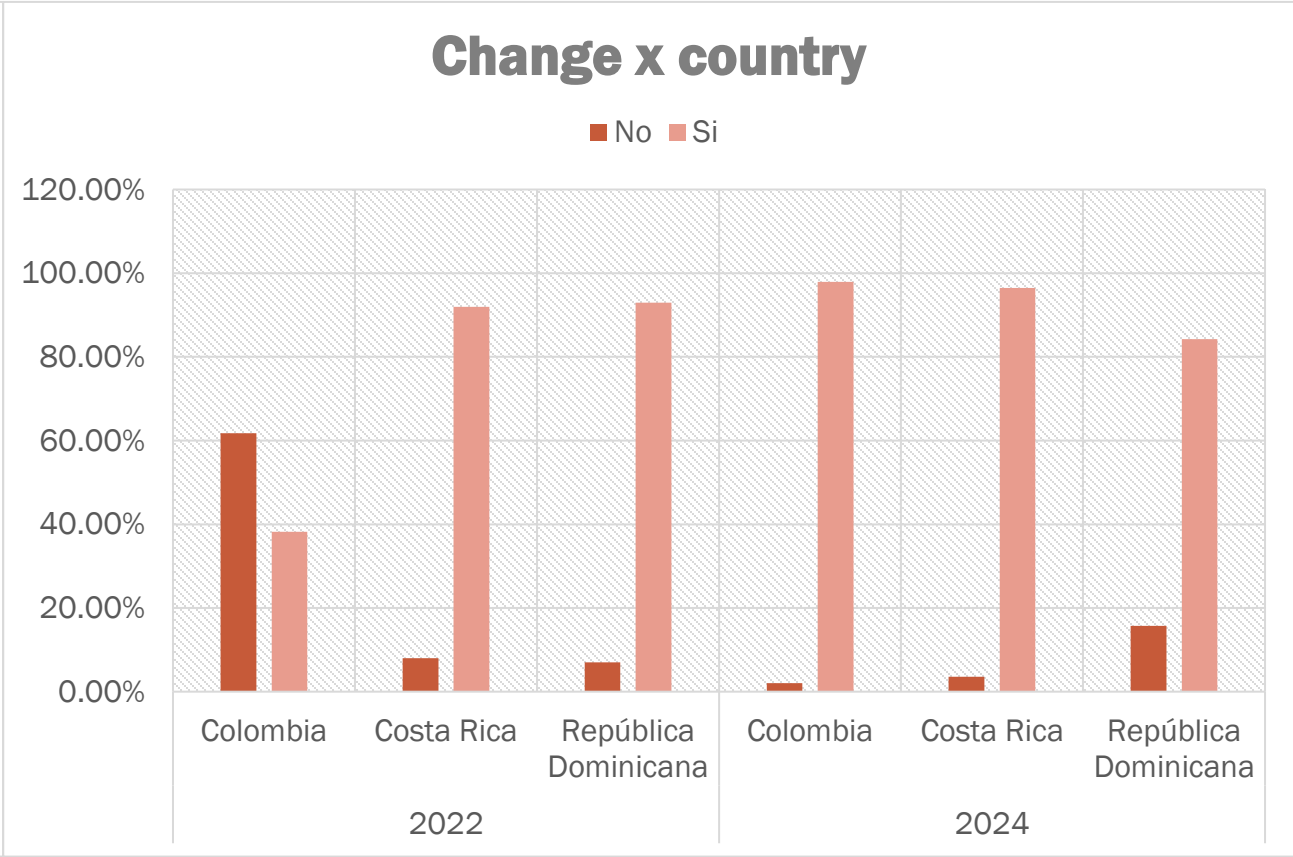
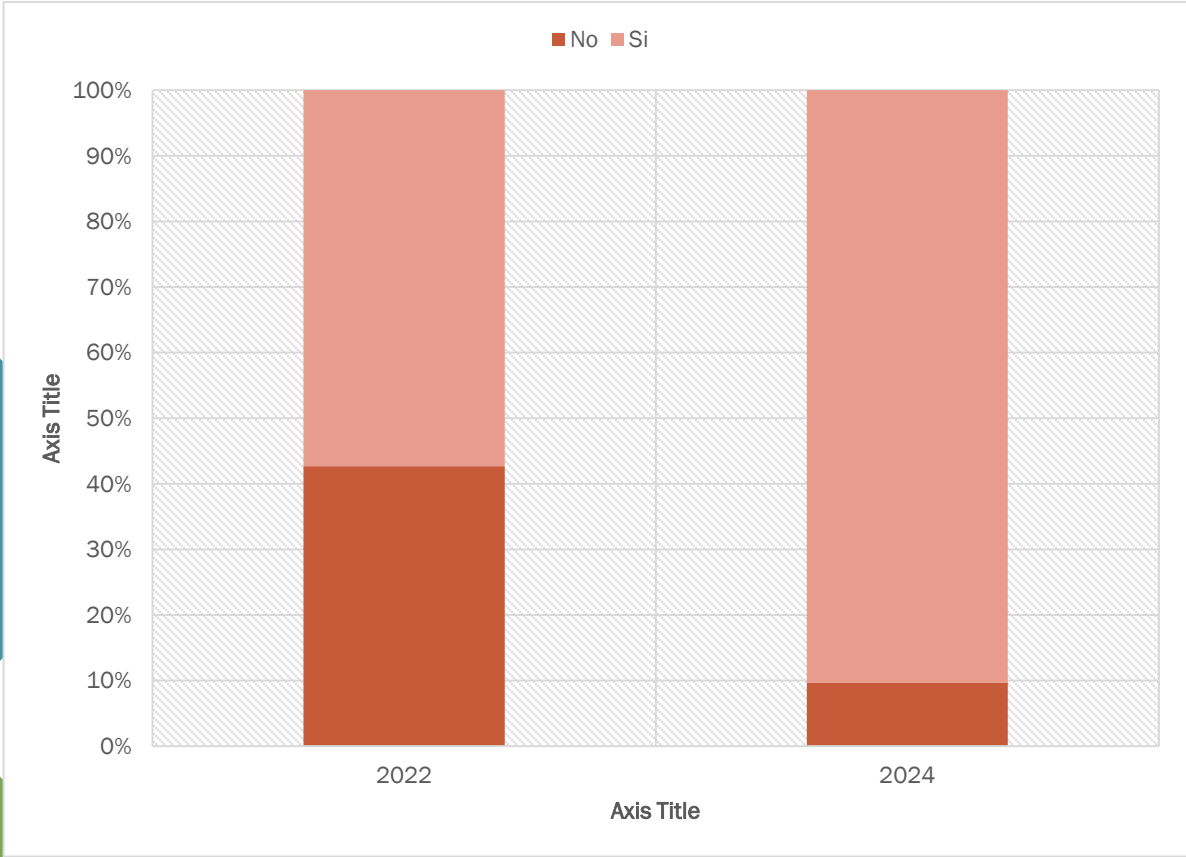
A vertical image on the left side of the slide showing a close-up of a wood grain texture, with various shades of brown and black forming concentric, wavy patterns.

# Deeper analysis of relevant questions

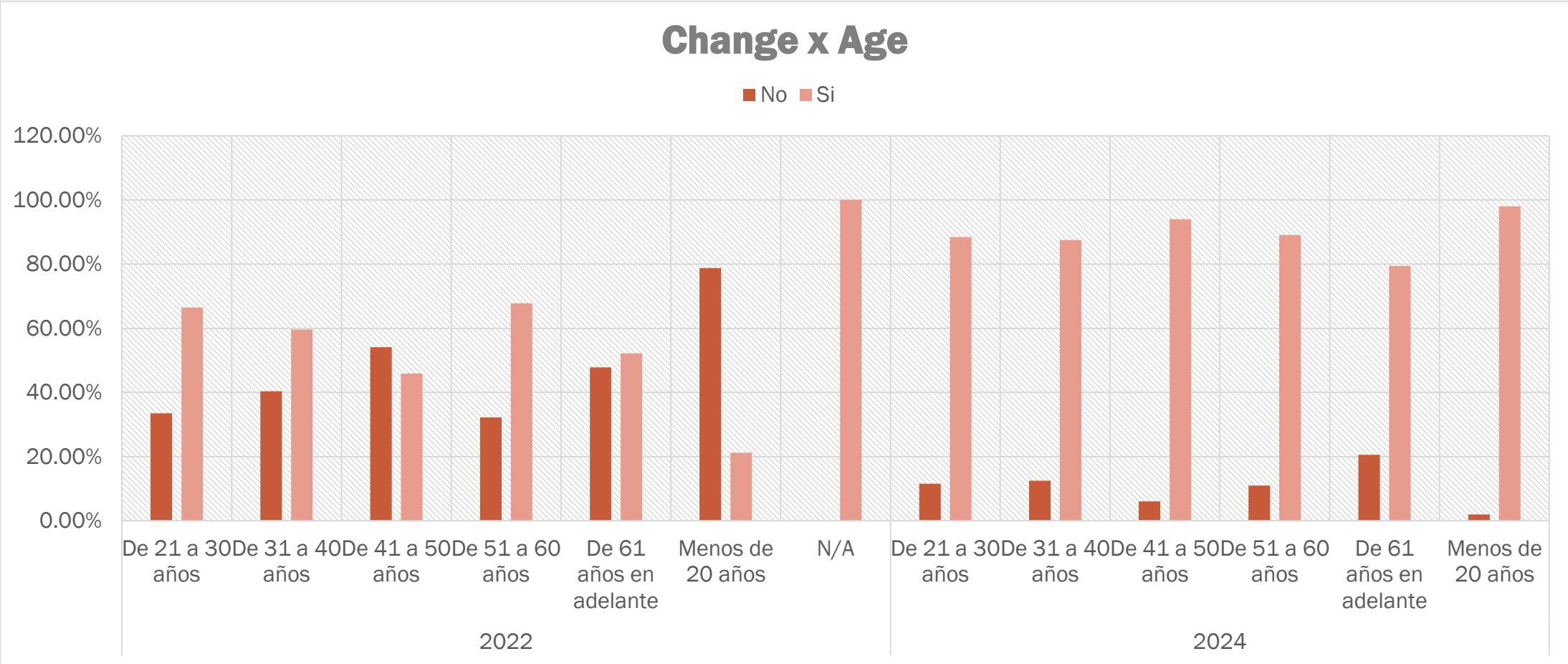
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Priority questions C1 and A3

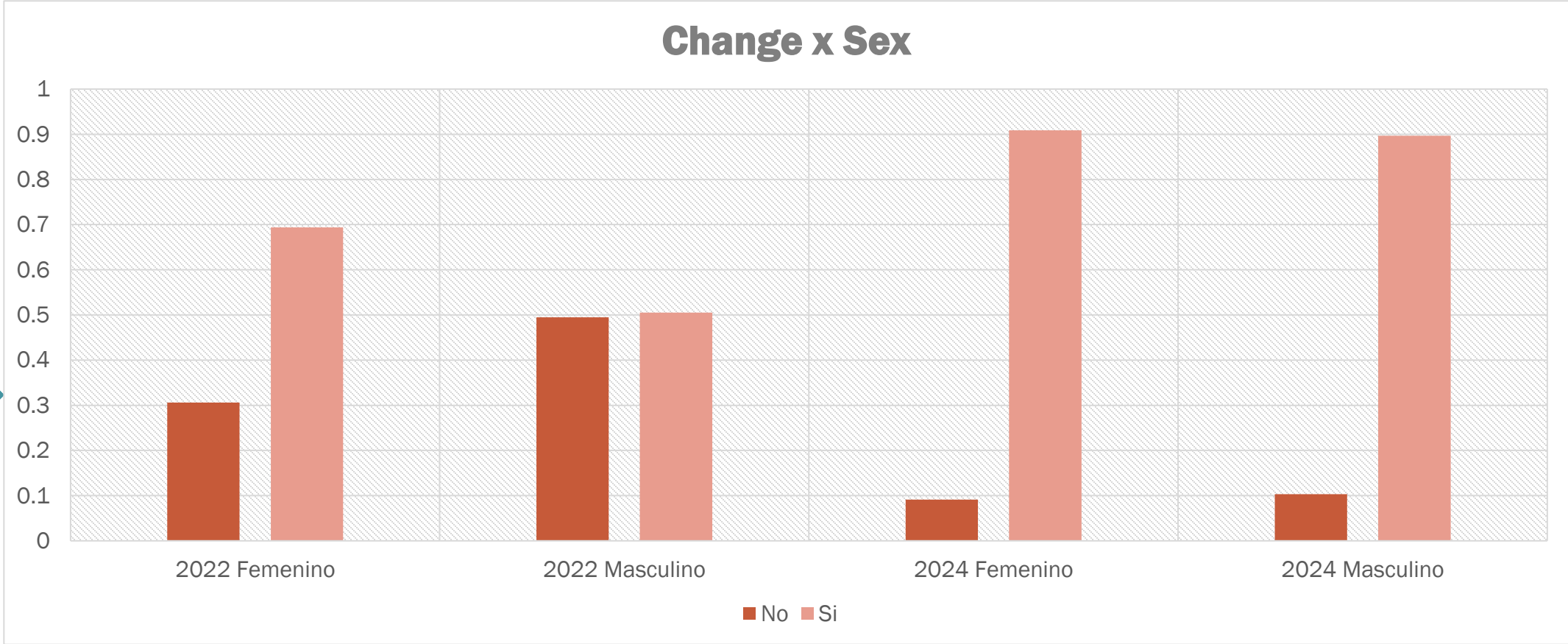
# C1 – Do you know what is marine litter?



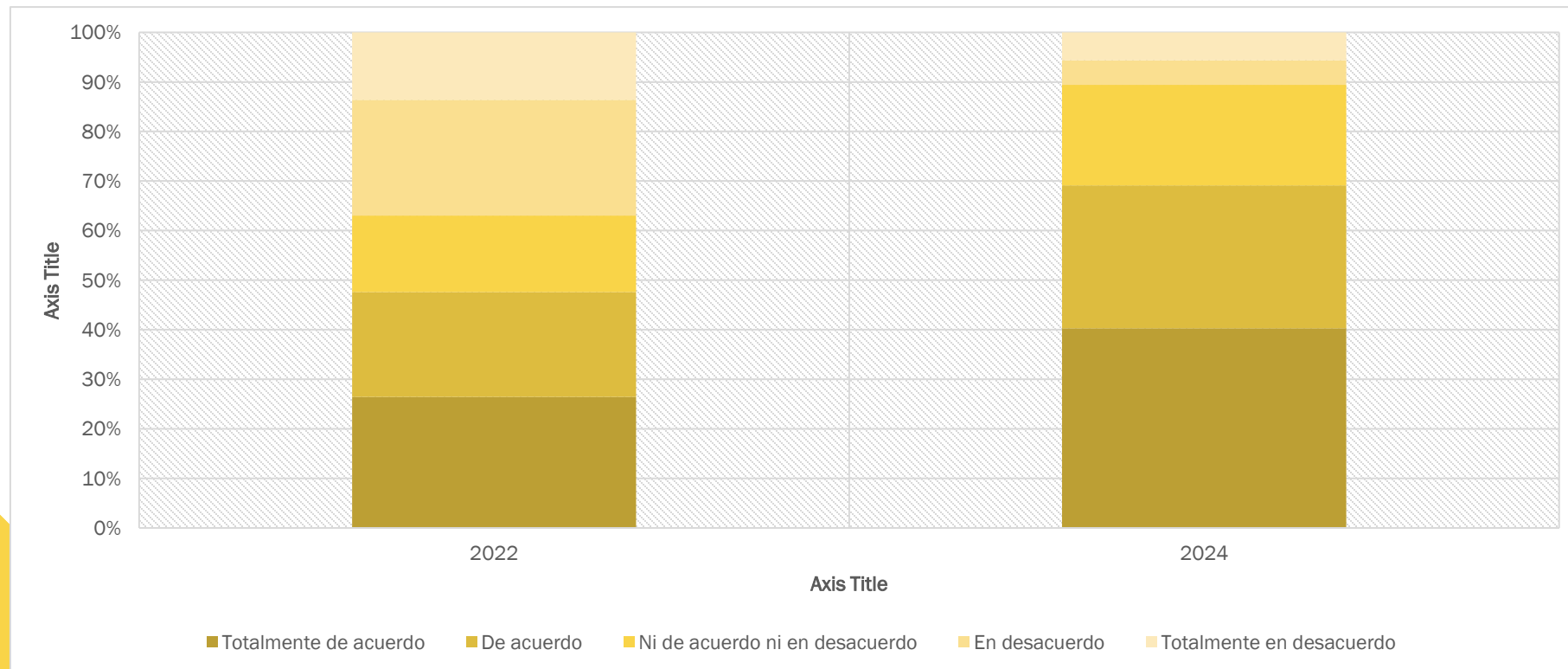
# C1 – Do you know what is marine litter?



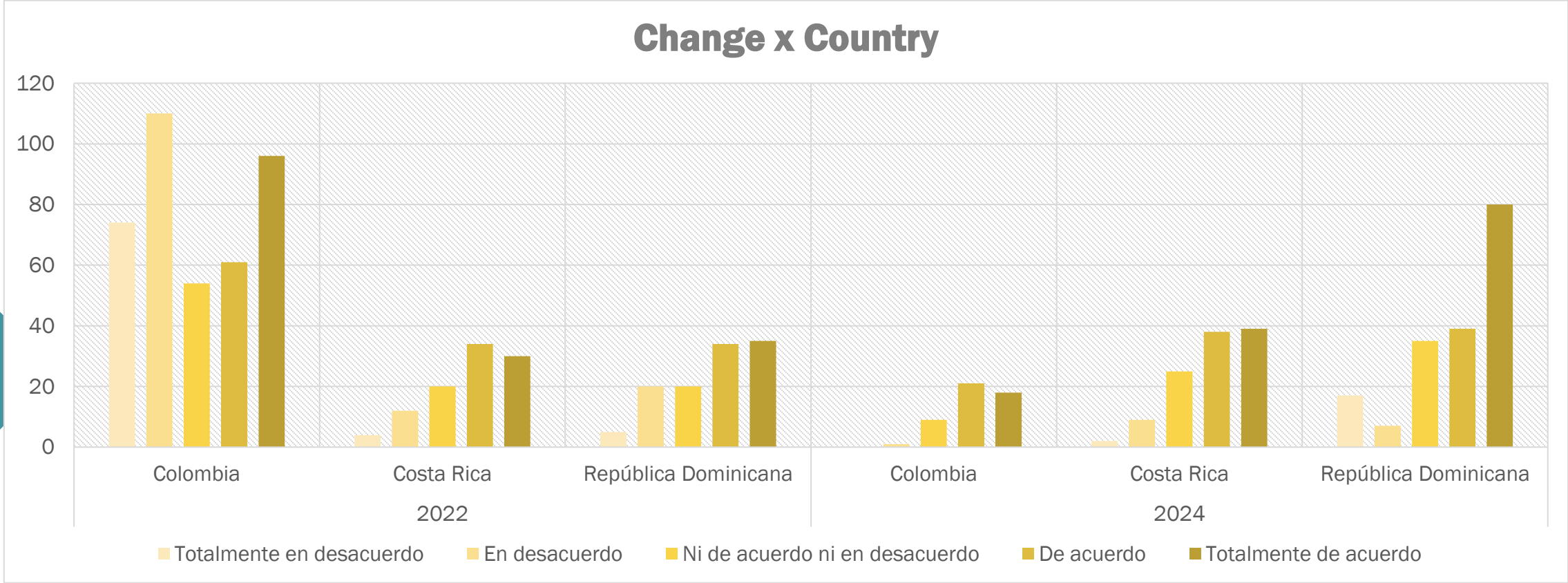
# C1 – Do you know what is marine litter?



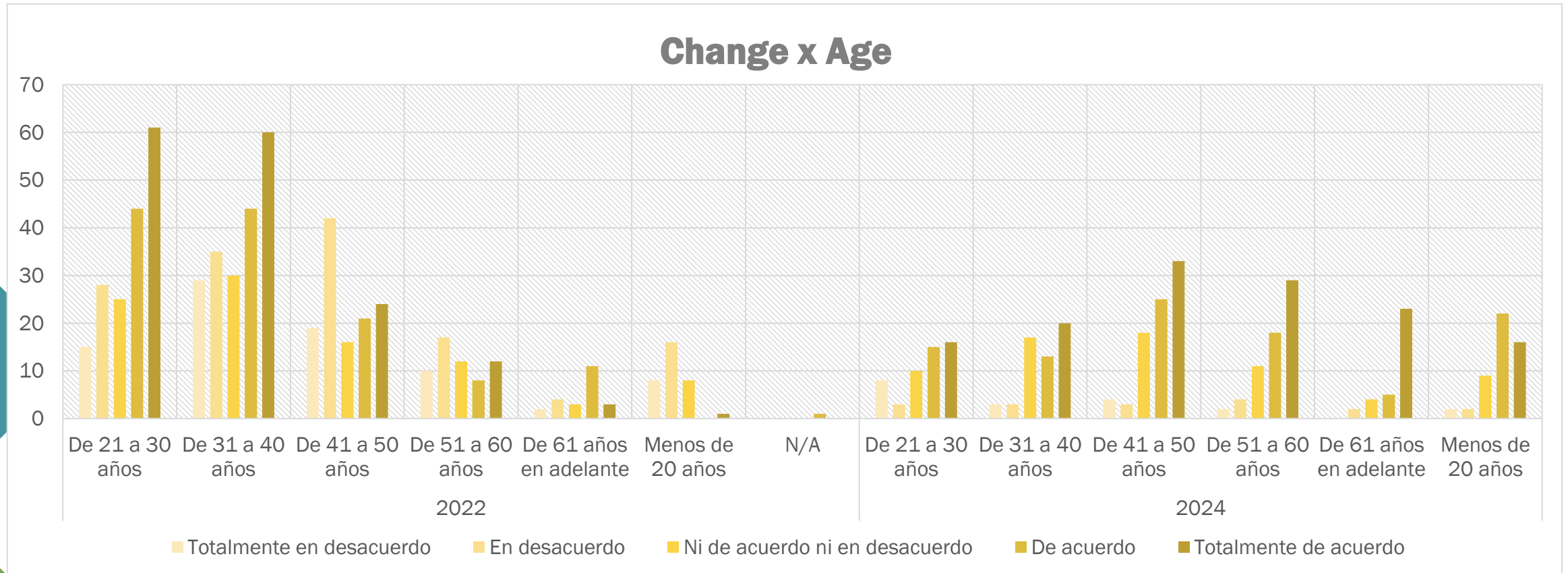
# A3 – I have enough information to act against marine litter



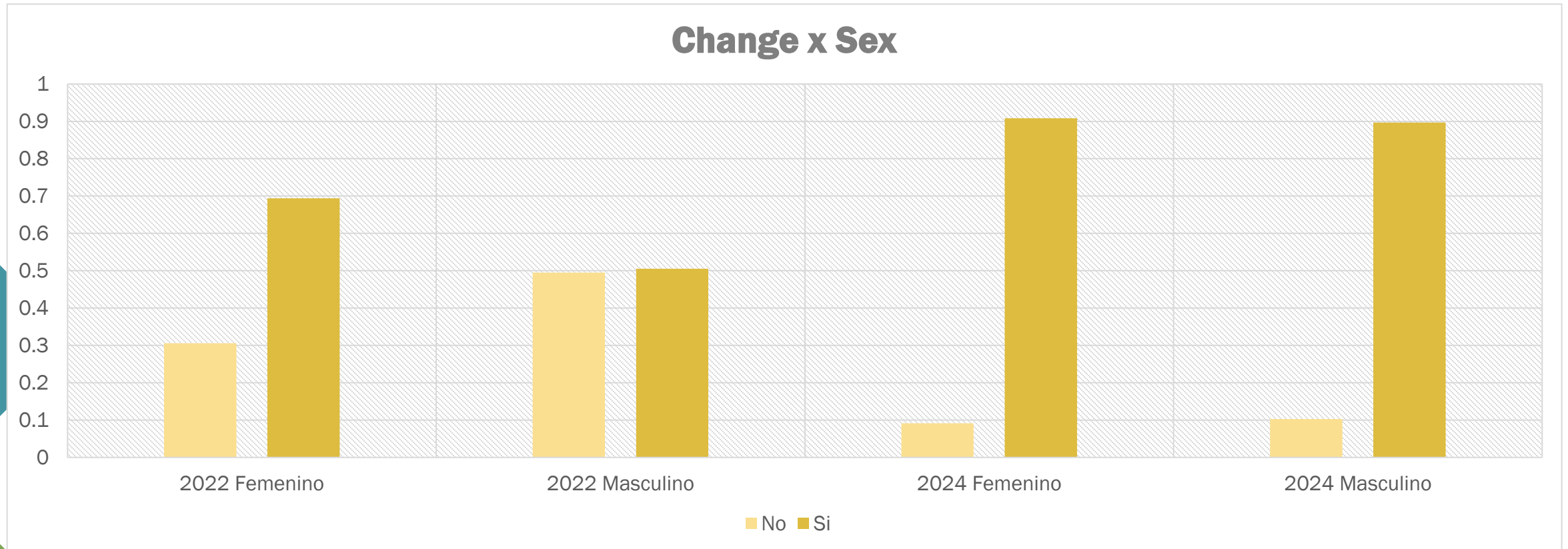
# A3 – I have enough information to act against marine litter



# A3 – I have enough information to act against marine litter



# A3 – I have enough information to act against marine litter





# Conclusion

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# Variation per section

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| Section | Variation |
|---------|-----------|
| C       | ▲ 30%     |
| A1      | ▲ 22%     |
| A2      | ▲ 8%      |
| A3      | ▲ 19%     |
| A4      | ▲ 10%     |

|    |                                                                                                                              | 2022 | 2024 | Improvement? |
|----|------------------------------------------------------------------------------------------------------------------------------|------|------|--------------|
| C  | C1. ¿Sabes qué es la basura marina?                                                                                          | 57%  | 90%  | Yes          |
|    | C2. La BM es un problema?                                                                                                    | 56%  | 90%  | Yes          |
|    | C3. comunidad una fuente de BM                                                                                               | 46%  | 79%  | Yes          |
|    | C4.Comunidad perjudicada por BM                                                                                              | 47%  | 73%  | Yes          |
|    | C8. Existe BM policy en tu país?                                                                                             | 37%  | 61%  | Yes          |
| A1 | A1. Estas preocupado por la BM?                                                                                              | 3.44 | 3.66 | Yes          |
| A2 | A2.1 Importancia [Responsabilizar a las industrias de sus productos y residuos]                                              | 3.44 | 3.76 | Yes          |
|    | A2.2 Importancia [Lograr un tratamiento eficiente de los residuos]                                                           | 3.66 | 3.53 | No           |
|    | A2.3 Importancia [Educar sobre las causas y consecuencias de la basura marina]                                               | 3.34 | 3.80 | Yes          |
|    | A2.4 Importancia [Prohibir la producción de plásticos de un sólo uso]                                                        | 3.49 | 3.38 | No           |
|    | A2.5 Importancia [Regular el uso de plásticos en las playas y zonas costeras]                                                | 3.55 | 3.57 | No           |
|    | A2.6 Importancia [Establecer alianzas para enfrentar la contaminación marina]                                                | 3.64 | 3.52 | No           |
|    | A2.7 Importancia [Crear conciencia entre el público]                                                                         | 3.77 | 3.87 | Yes          |
| A3 | A3. [Desde el Estado se debe contar con un plan nacional que garantice la gestión adecuada de los residuos con el objetivo   | 3.48 | 3.68 | Yes          |
|    | A3. [Desde el Estado se reconoce la responsabilidad y se impulsa la participación de diferentes sectores de la sociedad (edu | 3.29 | 3.51 | Yes          |
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|    | A3. [Los consumidores son tan responsables como las industrias por las cantidades de basura que llegan al océano]            | 3.41 | 3.70 | Yes          |
|    | A3. [La sociedad en general cuenta con información suficiente para manejar la basura marina]                                 | 2.93 | 2.95 | No           |
|    | A3. [El problema de la basura marina debe ser preocupante para todos los sectores de la sociedad]                            | 3.49 | 3.69 | Yes          |
|    | A3. [Me gustaría recibir más información sobre soluciones para prevenir la basura marina]                                    | 3.39 | 3.55 | No           |
|    |                                                                                                                              |      |      |              |
| A4 | P1. ¿Has tomado alguna acción para reducir el impacto de la basura marina?                                                   | 51%  | 71%  | Yes          |
|    | P2. ¿Has participado de alguna charla, taller o actividad educativa sobre la contaminación marina?                           | 43%  | 53%  | Yes          |
|    | P3. ¿Has participado de alguna actividad para enfrentar la basura marina?                                                    | 52%  | 52%  | No           |

# % of improvement

# 70%

# General variation of survey

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+ 18%

# Conclusions – Key results

The intervention demonstrated overall positive outcomes across all assessment sections. Key findings include:

## 1. Response Analysis:

- 70% of evaluated indicators showed statistically significant positive change
- Mean improvement across all measures was +18 percentage points

## 2. Sectional Performance:

- Peak performance: Section C (30% improvement)
- Lowest performance: Section A2 (8% improvement)

## 3. Anomalies Identified:

- Section A2 represented the sole instance of negative outcomes, with specific indicators showing performance regression
- This suggests potential deficiencies in either content delivery or participant comprehension for Section A2 subject matter

|                                                                                 |      |      |   |      |      |
|---------------------------------------------------------------------------------|------|------|---|------|------|
| A2.1 Importancia [Responsabilizar a las industrias de sus productos y residuos] | 3.44 | 3.76 | ▲ | 32%  | ▲ 8% |
| A2.2 Importancia [Lograr un tratamiento eficiente de los residuos]              | 3.66 | 3.53 | ▼ | -13% |      |
| A2.3 Importancia [Educar sobre las causas y consecuencias de la basura marina]  | 3.34 | 3.80 | ▲ | 46%  |      |
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| A2.6 Importancia [Establecer alianzas para enfrentar la contaminación marina]   | 3.64 | 3.52 | ▼ | -12% |      |
| A2.7 Importancia [Crear conciencia entre el público]                            | 3.77 | 3.87 | ▲ | 10%  |      |

# Conclusions – Limitations

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## **Indicator IV.3:**

"By project completion, a minimum of 75% of participating stakeholders shall demonstrate measurable improvement in Knowledge, Attitudes and Practices (KAP) related to marine litter prevention, as evidenced through standardized assessment following awareness-raising interventions."

- **Methodological Limitations Identified:**

1. The current KAP survey instrument lacks validated knowledge-based assessment components, relying primarily on self-reported perceptions rather than objective measurement of learning outcomes.
2. The absence of a longitudinal study design with matched cohorts prevents valid pre-post intervention comparison, as baseline and endline assessments were conducted with different sample populations.
3. Significant sample size discrepancies (n=365 baseline vs n=49 endline in Colombia) introduce potential sampling bias and threaten the statistical reliability of reported outcomes.

# Conclusions – Key takeaways

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Overall, we obtained positive results across all sections of the interview, with over 70% of the tested knowledge areas demonstrating strong performance. This indicates that the country-level projects had a measurable and noticeable impact on the communities where they were implemented.

Although a direct improvement comparison was not possible, the results clearly demonstrate the positive influence of the pilots, both individually in each country and collectively as a whole.

For future implementations of the KAP survey, we recommend the following adjustments:

- Adapt questions to better assess the population's knowledge.
- Standardize answer scales (e.g., 1 to 5) across all questions.
- Modify the indicator to measure overall improvement rather than direct improvement, given the challenges of re-interviewing the same individuals years later.
- Standardize target populations and sample sizes to ensure effective survey implementation.