

The Role of Green Policies in Promoting Sustainable Development in Albania

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Abstract In light of global challenges, such as climate change, environmental pollution, and the uncontrolled exploitation of natural resources, green policies represent a key instrument for promoting sustainable development. This study examines the role of green policies in supporting sustainable development in Albania, focusing on individuals' perceptions regarding their level of knowledge, attitudes, and assessments of the effectiveness and impact of these policies. The study employs a quantitative approach, based on a structured questionnaire administered electronically, incorporating demographic data and closed-ended questions formulated using a Likert scale. The empirical analysis is conducted through the estimation of an Ordinary Least Squares (OLS) model with robust standard errors (Newey–West), as well as a Binary Logit model, which is appropriate for the binary nature of the dependent variable. The results indicate that education level and awareness of green policies are the most significant factors positively influencing perceptions of the impact of green policies on future generations, while other demographic characteristics appear to be less influential. The findings also reveal a moderate level of public awareness and a generally positive attitude toward green policies, particularly with respect to long-term economic development and improvements in quality of life. Nevertheless, the effectiveness of policy implementation is perceived as limited, mainly due to insufficient financial resources, weak institutional coordination, and a relatively low level of environmental education. Priority areas for intervention include renewable energy, green technologies in industry, and waste management. The findings indicate

that limitations in implementation capacity and public awareness constrain the effective contribution of green policies to sustainable development.

Keywords Green Policies, Sustainable Development, Green Economy, Environmental Governance, Green Transition

1. Introduction

Sustainable development has become a central priority for policymakers worldwide, particularly in response to the growing challenges posed by climate change, environmental degradation, and resource scarcity. A substantial body of research highlights that environmental sustainability and economic performance are closely interconnected, with policy interventions playing a critical role in shaping long-term development outcomes [1], [2]. Governments have increasingly adopted green policy instruments aimed at promoting cleaner production, renewable energy use, and environmentally responsible investment. These policies are designed not only to mitigate environmental risks but also to improve economic efficiency and governance quality. Empirical evidence suggests that stronger environmental governance and sustainability-oriented policies contribute to improved environmental and economic performance [3].

In parallel, technological innovation has emerged as a fundamental driver of sustainable growth. Studies

emphasize that green innovation, eco-innovation, and investments in clean technologies are essential for reducing environmental impacts while sustaining economic development [4], [5], [6].

Despite this progress, the effectiveness of green policies varies significantly across countries. In many developing and transition economies, structural constraints such as limited financial resources, institutional weaknesses, and insufficient technical capacities continue to hinder policy implementation and outcomes [7], [8].

Albania represents a relevant case in this context. As a transition economy striving to align with European Union environmental standards, the country has undertaken several policy initiatives aimed at promoting sustainability. However, empirical evidence on the effectiveness of these policies remains limited, particularly in terms of their combined economic and environmental impacts.

Against this background, this study aims to assess the role of green policies in promoting sustainable development in Albania. By focusing on a country with specific structural and institutional characteristics, the paper contributes to the existing literature by providing context-specific insights into policy effectiveness and sustainable development dynamics.

2. Literature Review

Sustainable development and green policies have attracted significant academic attention, particularly in relation to the need for integrated approaches with particular emphasis on the need for integrated approaches that combine environmental protection, economic growth, and social well-being. Foundational studies underline that achieving sustainability requires coordinated policy frameworks and long-term strategic planning [9], [10].

The concept of green growth has gained prominence as a framework linking economic development with environmental sustainability. Existing research suggests that green growth involves not only efficiency improvements but also structural transformation, innovation, and changes in production and consumption patterns [11].

An important part of the existing research examines the role of policy instruments in facilitating sustainable transitions. Environmental regulations, market-based instruments, and financial incentives are widely recognized as effective tools for encouraging the adoption of cleaner technologies and improving resource efficiency. However, their success depends on policy design, institutional quality, and enforcement mechanisms [12], [13].

In the context of developing and transition economies, these challenges are particularly significant. Existing evidence (studies) suggests that limited access to finance, weak institutional frameworks, and low levels of environmental awareness can constrain the implementation

of green policies [7], [14]. At the same time, the adoption of green economy principles is considered essential for addressing environmental challenges while maintaining economic growth [8].

Environmental regulation and public policy are also closely linked to the development of sustainable energy systems. Research shows that policies promoting renewable energy, emission reductions, and energy efficiency can significantly improve environmental outcomes when supported by appropriate institutional structures and public [15].

At a more strategic level, green industrial policy has emerged as an important instrument for addressing climate change while promoting economic development. Such policies focus on investments in infrastructure, technological upgrading, and domestic production, with the aim of enhancing competitiveness and generating employment opportunities [16].

At the same time, research points to potential trade-offs associated with green policy interventions. For instance, support for renewable energy and green industries may create tensions within international trade systems and affect global supply chains, which are critical for reducing costs and scaling up green technologies [17].

The role of innovation remains central to the transition toward sustainability. Studies emphasize that green innovation and eco-innovation are key drivers of sustainable development, contributing to reduced environmental pollution and more efficient use of natural resources [5], [18]. Technological progress, including the development of smart and energy-efficient systems, is considered essential for achieving long-term sustainability goals [19].

Furthermore, recent literature has increasingly highlighted the importance of corporate behavior and governance in advancing sustainability objectives. Firms are progressively integrating environmental considerations into their innovation processes, recognizing the strategic importance of sustainability for long-term competitiveness [20], [21].

Despite the growing body of research, several gaps remain. First, much of the literature focuses on developed economies, providing limited insights into smaller transition economies. Second, there is often a lack of integration between policy analysis, technological innovation, and empirical assessment of outcomes. Third, the interaction between institutional capacity, public perception, and policy effectiveness remains underexplored.

These limitations point to the need for more context-specific and empirically grounded studies. In this regard, the present research contributes to the literature by examining the effectiveness of green policies in Albania, with a focus on their role in promoting sustainable development across both economic and environmental dimensions.

3. Materials and Methods

3.1. Study Design

This study is based on a quantitative research approach using a cross-sectional design. This approach was considered appropriate as it allows for the systematic measurement of individuals' perceptions, attitudes, and levels of awareness regarding green policies and sustainable development at a specific point in time. Given the exploratory nature of the study in the Albanian context—where empirical evidence on public perceptions of green policies remains limited—a cross-sectional survey provides a practical and reliable framework for capturing a broad overview of current trends and patterns.

3.2. Sampling Strategy and Participant Selection

The study employed a non-probability convenience sampling strategy, primarily due to time and resource constraints, as well as the exploratory character of the research. Participants were selected based on their accessibility and willingness to take part in the survey.

The final sample consisted of 250 respondents with diverse demographic characteristics, including variation in age, gender, education level, employment sector, and place of residence. Particular attention was given to including respondents from both urban and rural areas in order to better reflect differences in perceptions related to environmental issues and green policies. While the sampling method does not allow for full generalization of the findings to the entire population, it provides useful indicative insights, especially in contexts where comprehensive sampling frames are not readily available.

3.3. Data Collection

Data were collected through a structured questionnaire administered in electronic format. The questionnaire was designed based on a review of relevant literature on green policies, environmental awareness, and sustainable development, ensuring that the items reflected key dimensions identified in previous studies.

The instrument consisted of two main sections:

- the first section captured demographic information (e.g., age, gender, education, employment, and residence);
- the second section included items measuring respondents' knowledge, attitudes, and perceptions regarding green policies and their perceived impact on sustainable development.

Most of the attitudinal items were measured using a five-point Likert scale (ranging from “strongly disagree” to “strongly agree”), allowing for a standardized assessment of responses and facilitating quantitative analysis.

Participation in the survey was voluntary and

anonymous, and respondents were informed about the purpose of the study prior to completing the questionnaire.

3.4. Data Analysis

The collected data were coded and analyzed using the statistical software EViews. The analysis was conducted in two main stages.

First, descriptive statistical analysis was used to summarize the main characteristics of the sample and to identify general patterns in responses. This included the calculation of frequencies, percentages, and measures of central tendency.

Second, additional analytical techniques were applied to explore relationships between key variables. In particular, correlation analysis was used to examine the association between respondents' level of awareness of green policies and their attitudes toward sustainable development. Furthermore, comparative analysis across demographic groups (e.g., urban vs. rural respondents, different education levels) was conducted to identify potential differences in perceptions.

This combination of descriptive and inferential analysis enhances the robustness of the findings and allows for a more comprehensive interpretation of the data.

3.5. Ethical Considerations

The study was conducted in accordance with fundamental ethical principles of scientific research. Participation in the survey was voluntary, and all respondents were informed about the purpose and scope of the study prior to their involvement.

Anonymity and confidentiality were strictly maintained throughout the research process. No personally identifiable information was collected, and the data were analyzed and reported only in aggregated form. The information obtained was used exclusively for academic and research purposes.

4. Results and Discussion

This section presents and interprets the empirical findings of the study, integrating descriptive statistics and econometric analysis in order to provide a comprehensive understanding of individuals' perceptions of green policies and their role in promoting sustainable development in Albania.

4.1. Sample Characteristics and Descriptive Insights

The analysis begins with an overview of the demographic composition of the sample. As shown in Figure 1, the gender distribution of respondents is relatively balanced, with males accounting for 58% and females for 42% of the sample. This distribution supports

the validity of gender-based comparisons and reduces the risk of bias associated with the overrepresentation of a single group.

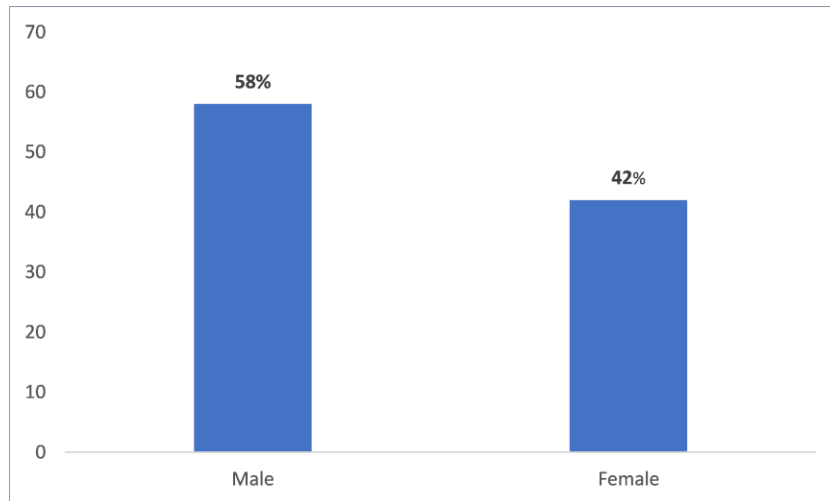
As shown in Figure 2, the age distribution of respondents is relatively balanced across categories, with a slightly higher concentration in the 45–54 age group. The representation of younger and older cohorts remains substantial, indicating that the sample captures a diverse range of age perspectives. This diversity enhances the robustness of the analysis by incorporating views from different generational groups.

As shown in Figure 3, the educational profile of the sample suggests a relatively high level of human capital. A considerable share of respondents hold postgraduate qualifications, with 35% having completed a master’s degree and 11% a doctorate, while 32% report holding a bachelor’s degree. Only 22% of respondents have completed high school as their highest level of education.

Overall, this pattern points to a well-educated sample, which strengthens the reliability of responses, particularly on environmental and sustainability issues.

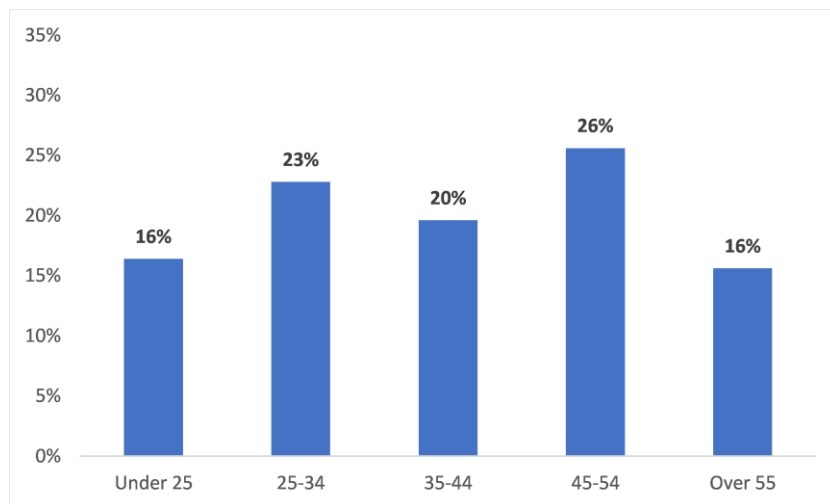
The distribution of respondents across employment sectors, presented in Figure 4, indicates a relatively diverse sample. The largest share is employed in the private sector (37%), followed by the public sector (27%) and non-profit organizations (18%). Smaller shares include students (10%) and respondents affiliated with academia (8%). This distribution suggests a broad institutional representation, which contributes to a more comprehensive understanding of perceptions across different professional contexts.

The distribution of respondents by place of residence, presented in Figure 5, shows a balanced representation between urban and rural areas. This balance contributes to a more comprehensive perspective, ensuring that the analysis captures views from different territorial contexts within the country.



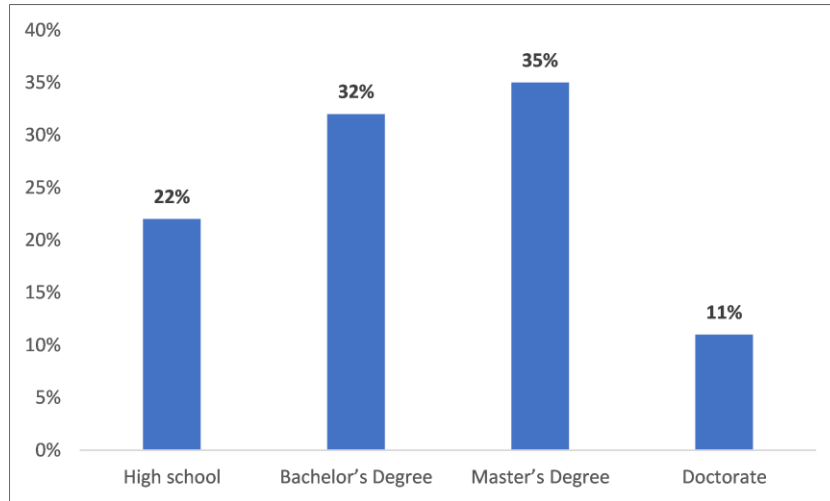
Source: Author’s calculations (2025), EViews

Figure 1. Gender Distribution of Survey Respondents (%)



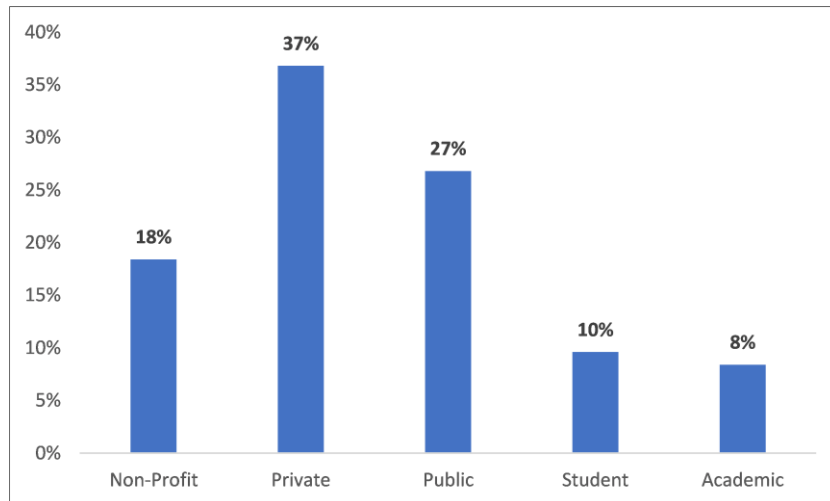
Source: Author’s calculations (2025), EViews

Figure 2. Age Distribution of Respondents (%)



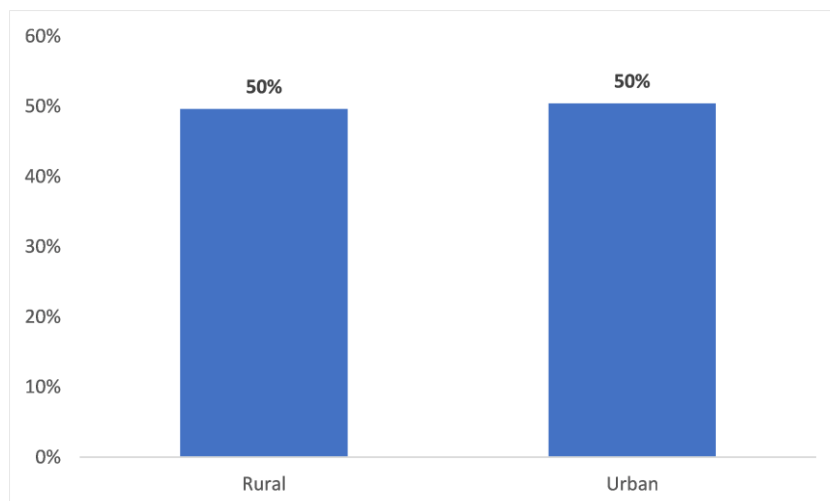
Source: Author's calculations (2025), EViews

Figure 3. Distribution of Respondents by Education Level (%)



Source: Author's calculations (2025), EViews

Figure 4. Employment Sector of Respondents (%)



Source: Author's calculations (2025), EViews

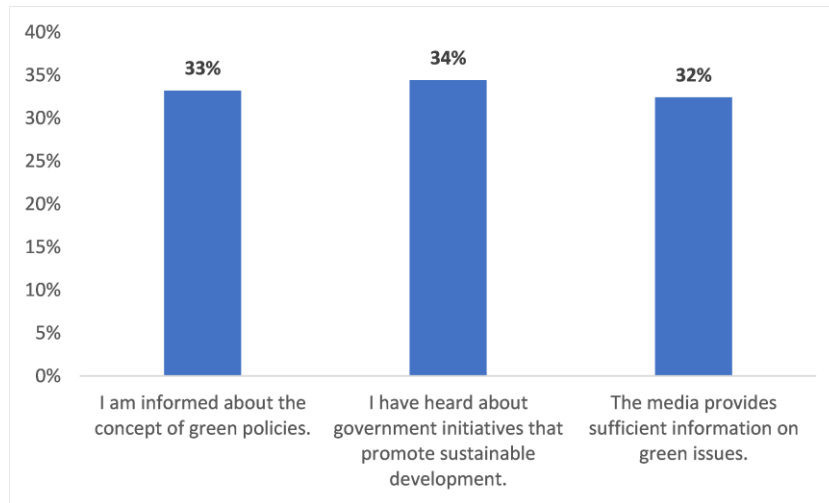
Figure 5. Place of Residence of Respondents (%)

4.2. Knowledge, Attitudes, and Perceptions of Green Policies

The results presented in Figure 6 point to a moderate level of knowledge regarding green policies among respondents. Around one-third report being informed about the concept (33%) and related government initiatives (34%), while a slightly smaller share (32%) considers the information provided by the media to be sufficient. The close distribution of responses suggests a consistent, yet not fully developed, level of awareness, indicating that knowledge of green policies remains partial rather than comprehensive. This pattern may reflect limited exposure to structured environmental information channels. This moderate level of awareness is in line with existing literature, which finds that public knowledge of green

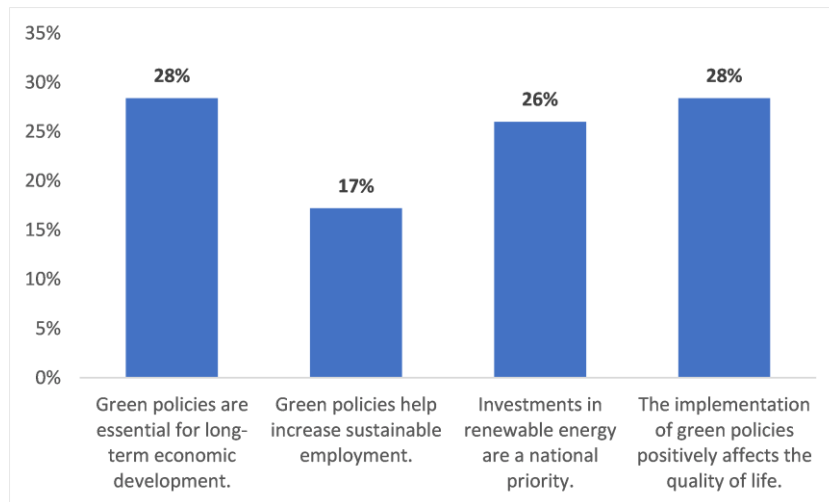
policies tends to be uneven and often limited in developing and transition economies.

Figure 7 highlights generally favorable attitudes toward green policies among respondents. A notable share considers such policies essential for long-term economic development (28%) and acknowledges their positive impact on quality of life (28%). In addition, 26% identify investments in renewable energy as a national priority, while 17% associate green policies with the creation of sustainable employment. Overall, these responses suggest that support for green policies is primarily driven by their perceived economic and social benefits. This finding is consistent with prior studies, which emphasize that public support for green policies is strongly influenced by perceived economic benefits and improvements in well-being.



Source: Author's calculations (2025), EViews

Figure 6. Level of Knowledge on Green Policies (%)



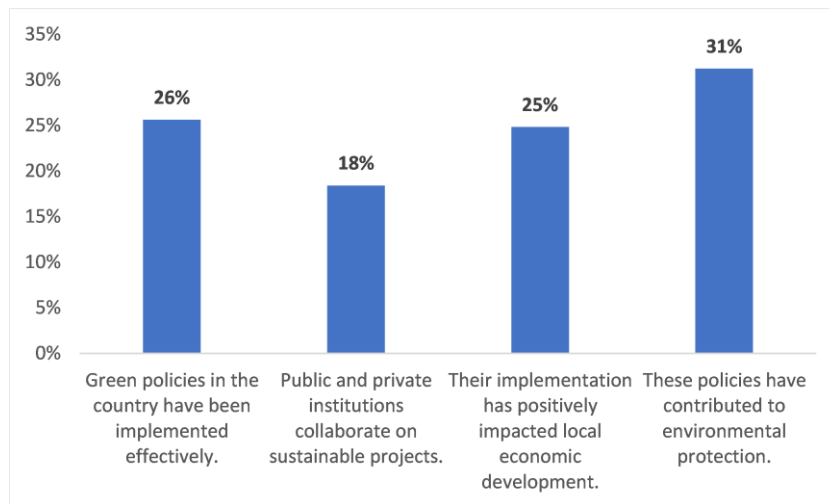
Source: Author's calculations (2025), EViews

Figure 7. Perceived Public Attitudes toward Green Policies (%)

The pattern observed in Figure 8 reveals a clear contrast with the generally positive attitudes discussed earlier, pointing to more critical views on the effectiveness of policy implementation. Only 26% of respondents consider green policies to be effectively implemented, while an even smaller share (18%) perceives strong collaboration between public and private institutions. Although 25% acknowledge positive effects on local economic development and 31% recognize contributions to environmental protection, the overall picture suggests a disconnect between policy intentions and their practical outcomes. This gap between supportive attitudes and perceived implementation challenges is widely documented in the literature, particularly in developing contexts where institutional and financial constraints tend to limit policy effectiveness.

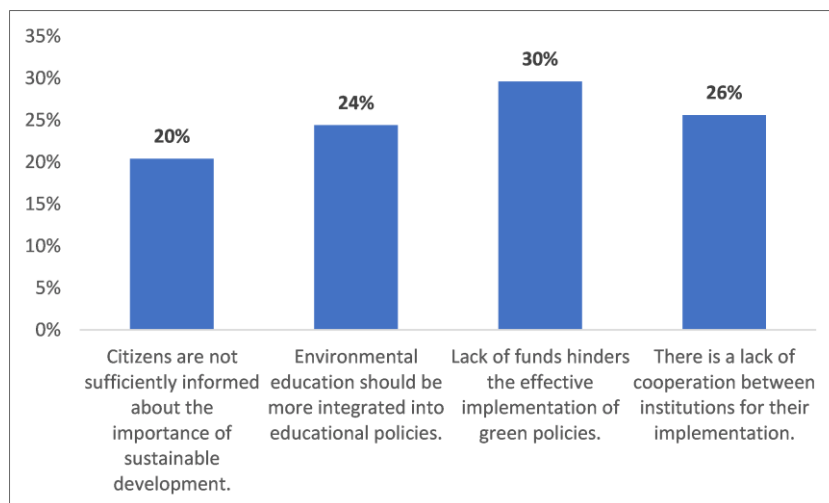
4.3. Barriers and Priority Areas for Green Policy Development

Figure 9 provides further insight into the factors underlying the implementation challenges identified earlier. The most prominent constraint is the lack of financial resources (30%), followed by weak institutional cooperation (26%) and the need for improved environmental education (24%). Limited public awareness (20%) is also reported as a relevant barrier. Taken together, these findings point to a combination of financial and institutional limitations that help explain the gap between positive attitudes toward green policies and their perceived effectiveness in practice. This pattern is consistent with existing literature, which emphasizes that insufficient funding, weak institutional coordination, and limited public awareness are among the most common barriers to effective green policy implementation in developing economies.



Source: Author's calculations (2025), EViews

Figure 8. Perceived Effectiveness and Impact of Green Policies (%)

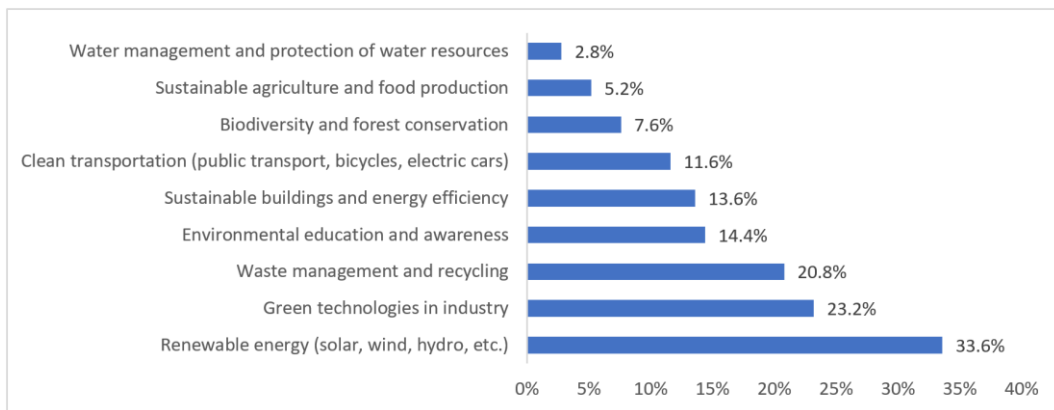


Source: Author's calculations (2025), EViews

Figure 9. Perceived Obstacles to the Implementation of Green Policies (%)

Figure 10 highlights the main areas that respondents consider a priority for green policy intervention. Renewable energy emerges as the leading focus (33.6%), followed by green technologies in industry (23.2%) and waste management and recycling (20.8%), pointing to a clear preference for energy- and technology-oriented solutions. In contrast, biodiversity conservation, sustainable agriculture, and water management receive comparatively less attention, suggesting that these areas are perceived as less immediate or less directly linked to economic outcomes. This distribution is in line with existing literature, which shows that public preferences in developing contexts tend to favor sectors with more visible economic and technological benefits, such as energy and industrial innovation.

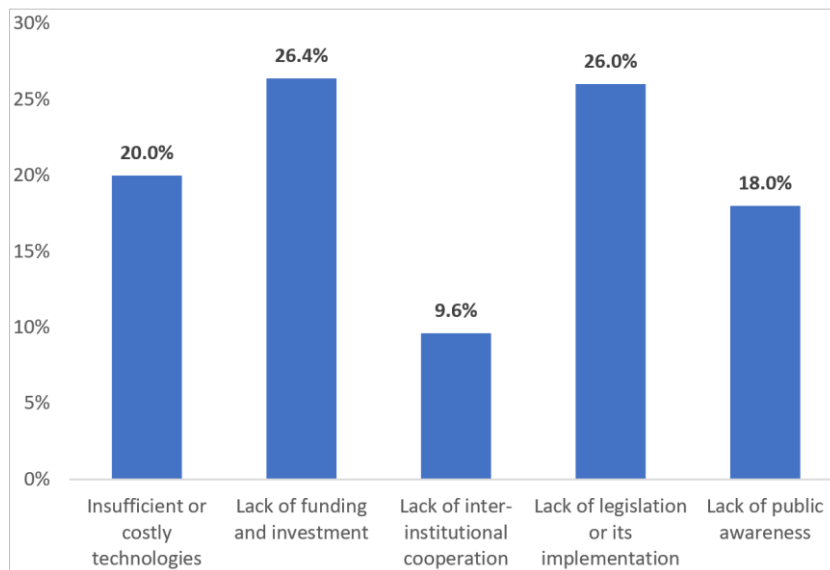
Building on the previous findings, Figure 11 further clarifies the areas where respondents expect more targeted policy intervention. Particular emphasis is placed on renewable energy, green industrial technologies, waste management, and environmental education, suggesting a preference for sectors that combine economic relevance with tangible environmental benefits. Compared to other areas, these priorities appear to reflect a more pragmatic orientation, where policy support is directed toward interventions perceived as both feasible and impactful. This pattern aligns with existing research, which indicates that public preferences tend to favor policy areas with clear and measurable outcomes, especially in contexts where resources are limited and policy effectiveness is closely scrutinized.



Source: Author's calculations (2025), EViews

Note: Respondents were allowed to select multiple options; therefore, percentages do not sum to 100%.

Figure 10. Priority Areas for Green Policy Focus (Multiple Responses) (%)

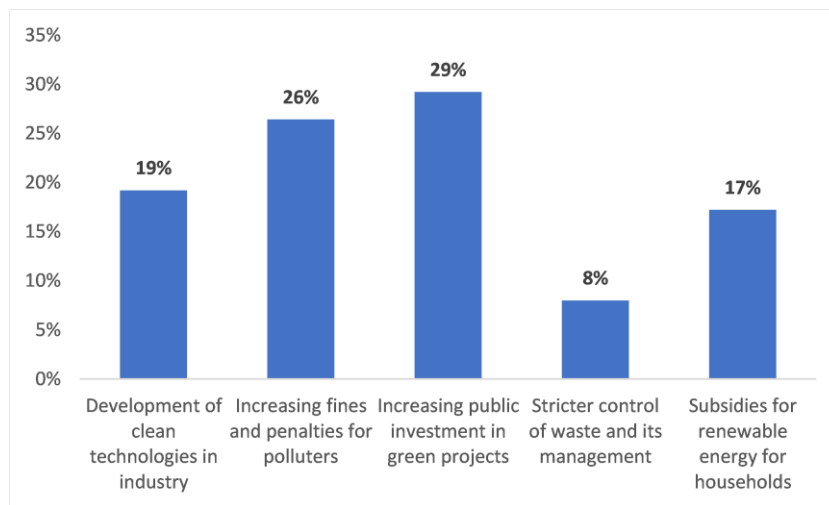


Source: Author's calculations (2025), EViews

Figure 11. Priority Areas for Green Policy Intervention (%)

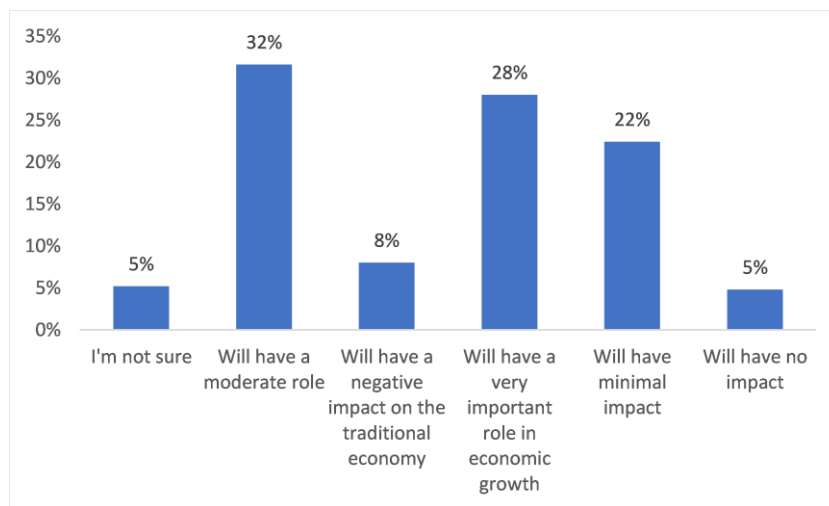
Figure 12 provides additional insight into the key challenges associated with advancing sustainable development in Albania, as perceived by respondents. The findings point to increasing public investment in green projects (29%), stricter fines and penalties for polluters (26%), and the development of clean technologies in industry (19%) as the most pressing areas for action. Rather than representing barriers in a narrow sense, these responses highlight the main policy gaps that need to be addressed in order to support effective implementation. This perspective is consistent with the literature, which emphasizes that financial constraints, weak enforcement mechanisms, and limited technological capacity remain critical obstacles to sustainable development in developing economies.

Figure 13 presents respondents' expectations regarding the economic impact of green policies. The results indicate a predominantly positive outlook, with a considerable share of respondents anticipating either a moderate (32%) or a very significant (28%) contribution to economic growth. At the same time, a non-negligible proportion expects only minimal effects (22%) or even negative impacts (8%), pointing to the persistence of uncertainty and skepticism among certain groups. This distribution aligns with existing empirical studies, which suggest that while green policies are generally associated with long-term economic benefits, short-term adjustment costs and structural constraints may influence public perceptions and generate mixed expectations.



Source: Author's calculations (2025), EViews

Figure 12. Barriers to Sustainable Development Implementation in Albania (%)



Source: Author's calculations (2025), EViews

Figure 13. Expected Economic Impact of Green Policies (%)

4.4. Descriptive Statistics and Model Diagnostics

The descriptive statistics of the main study variables are reported in Table 1. The dependent variable, capturing perceptions regarding the impact of green policies on future generations, exhibits a mean value of 0.368, indicating a moderately positive overall assessment among respondents.

From a distributional perspective, several variables display slight asymmetry, as indicated by the skewness coefficients, while kurtosis values below 3 suggest a platykurtic distribution in most cases. The results of the Jarque–Bera test indicate that the null hypothesis of normal distribution is rejected for the majority of variables at conventional significance levels ($p < 0.05$), implying deviations from normality.

These findings justify the application of econometric techniques that are robust to non-normality assumptions. In addition, the presence of serial autocorrelation is further examined using the Breusch–Godfrey test, the results of which are presented in Table 2.

The results of the Breusch–Godfrey Serial Correlation LM test reported in Table 2, evaluate the null hypothesis of no serial correlation in the residuals up to the specified lag length.

Both the F-statistic and the Obs*R-squared statistic are highly significant ($p < 0.01$), leading to a clear rejection of the null hypothesis. This indicates the presence of serial correlation in the residuals, suggesting that the error terms are not independently distributed.

The estimated coefficients of the lagged residuals, RESID (-1) and RESID (-2), are positive and statistically significant, further confirming the persistence of autocorrelation over time.

The presence of serial correlation has important econometric implications, as it may lead to biased standard

errors and unreliable statistical inference if not properly addressed. Consistent with the econometric literature, this issue necessitates the use of corrective estimation techniques, such as robust standard errors or alternative model specifications, to ensure the validity of the results.

4.5. Econometric Results and Interpretation

To address the presence of heteroskedasticity and serial correlation identified in the diagnostic tests, the regression model was estimated using heteroskedasticity and autocorrelation consistent (HAC) standard errors based on the Newey–West approach (Table 3).

The results indicate that the level of information on green policies has a positive and statistically significant effect on perceptions regarding their impact on future generations ($\beta = 0.202, p < 0.01$). This finding underscores the central role of information and awareness in shaping pro-environmental perceptions and supports existing empirical evidence emphasizing the importance of informational factors in environmental policy acceptance.

In contrast, most demographic variables—including age, gender, place of residence, and employment sector—do not exhibit statistically significant effects, suggesting that perceptions are not strongly differentiated across these groups. The level of education shows a positive but only marginally significant effect ($p < 0.10$), indicating a limited but supportive role in influencing perceptions.

The overall explanatory power of the model remains relatively low ($R^2 = 0.135$), implying that perceptions of green policies are influenced by additional unobserved factors, such as institutional trust, policy credibility, or individual environmental values. This result is consistent with the literature, which highlights the multidimensional nature of environmental attitudes and the limitations of purely demographic models.

Table 1. Descriptive Statistics of Study Variables

	Y	Age	Gender	Education	Residence	Employment	Information
Mean	0.368000	2.668000	1.576000	2.612000	1.340000	3.108000	1.996000
Median	0.000000	3.000000	2.000000	3.000000	1.000000	3.000000	2.000000
Maximum	1.000000	4.000000	2.000000	4.000000	2.000000	5.000000	3.000000
Minimum	0.000000	1.000000	1.000000	1.000000	1.000000	1.000000	1.000000
Std. Dev.	0.483229	1.150247	0.495182	1.256891	0.474659	1.079350	0.814024
Skewness	0.547421	-0.231965	-0.307574	-0.199668	0.675521	-0.157779	0.007311
Kurtosis	1.299670	1.620672	1.094602	1.397738	1.456328	2.477647	1.515224
Jarque-Bera	42.60210	22.06017	41.75989	28.40327	43.83578	3.879481	22.96641
Probability	0.000000	0.000016	0.000000	0.000001	0.000000	0.143741	0.000010
Sum	92.00000	667.0000	394.0000	653.0000	335.0000	777.0000	499.0000
Sum Sq. Dev.	58.14400	329.4440	61.05600	393.3640	56.10000	290.0840	164.9960
Observations	250	250	250	250	250	250	250

Source: Author’s calculations (2025), EViews output

Table 2. Breusch–Godfrey Serial Correlation LM Test Results

Breusch-Godfrey Serial Correlation LM Test:				
Null hypothesis: No serial correlation at up to 2 lags				
F-statistic	1684.511	Prob. F (2,242)		0.0000
Obs*R-squared	233.2457	Prob. Chi – Square (2)		0.0000
Test Equation:				
Dependent Variable: RESID				
Method: Least Squares				
Sample: 1 250				
Included observations: 250				
Presample missing value lagged residuals set to zero.				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
Age	0.026747	0.006603	4.051024	0.0001***
Gender	0.051202	0.015223	3.363384	0.0009***
Education	-0.029496	0.006044	-4.880644	0.0000***
Information	-0.030334	0.009356	-3.242212	0.0014***
Employment	0.007318	0.006996	1.046012	0.2966
C	-0.034999	0.041469	-0.843977	0.3995
RESID (-1)	0.690858	0.056121	12.31025	0.0000**
RESID (-2)	0.295318	0.056341	5.241610	0.0000**
R-squared	0.932983			
Adjusted R-squared	0.931044			
Log likelihood	183.4691			
F-statistic	481.2887			
Prob(F-statistic)	0.000000			

Source: Author's calculations (2025), EViews output

Note: Dependent variable: Y (perceived impact of green policies on future generations). *** $p < 0.01$.

Table 3. Regression Results with Newey–West HAC Standard Errors

Dependent Variable: Y (Impact of Green Policies on Future Generations)

Method: Least Squares

Sample: 1–250

Included observations: 250

HAC standard errors & covariance (Bartlett kernel, Newey–West bandwidth = 5)

Variable	Coefficient	Std. Error	t-Statistic	Prob.
Age	-0.032329	0.027974	-1.155709	0.2489
Gender	-0.074261	0.061205	-1.213316	0.2262
Education	0.047590	0.028447	1.672911	0.0956
Residence	0.035360	0.115294	0.306690	0.7593
Information	0.202027	0.067688	2.984679	0.0031**
Employment	-0.001432	0.038789	-0.036907	0.9706
C	0.000807	0.261084	0.003091	0.9975

R-squared: 0.135176

Adjusted R-squared: 0.113822

Prob (F-statistic): 0.000003

Prob (Wald F-statistic): 0.004258

*Note: *** $p < 0.01$, ** $p < 0.05$, * $p < 0.10$*

Source: Author's calculations (2025), EViews output

4.6. Binary Logit Model and Hypothesis Testing

Given the binary nature of the dependent variable, a Binary Logit model was estimated to examine the determinants of positive perceptions regarding the impact of green policies on future generations (Table 4).

The results indicate that both education and information on green policies have a positive and statistically significant effect on the likelihood of expressing a favorable perception. In particular, the coefficient associated with information is large and highly significant ($\beta = 0.920, p < 0.01$), suggesting that individuals with greater access to information are substantially more likely to perceive green policies positively. This result is consistent with prior empirical findings emphasizing the role of information in shaping environmental attitudes and policy support.

Education also exhibits a positive and statistically significant effect ($p < 0.05$), although its magnitude is considerably smaller, indicating a more limited influence compared to informational factors. In contrast, other demographic variables, including age, gender, and employment sector, do not show statistically significant effects, reinforcing the conclusion that socio-demographic characteristics alone are insufficient to explain variations in perceptions.

The model demonstrates acceptable explanatory power (McFadden $R^2 = 0.108$), which is typical for discrete

choice models. Furthermore, the likelihood ratio (LR) test is statistically significant ($p < 0.01$), confirming the overall validity of the model.

Overall, these findings provide partial support for Hypothesis H1, indicating that while certain factors—particularly information—play a decisive role, not all explanatory variables contribute significantly to shaping perceptions.

4.7. Integrated Discussion

Overall, the findings point to a clear and consistent pattern. While public attitudes toward green policies in Albania are generally positive, their perceived effectiveness remains limited due to ongoing implementation challenges. This contrast suggests that favorable perceptions alone are not sufficient to ensure effective policy outcomes.

A key result across all empirical models is the strong and statistically significant role of information and education. In line with existing literature on sustainable development, these findings indicate that awareness and knowledge act as important enabling factors, shaping perceptions and increasing support for long-term environmental policies. In this sense, green policies should be viewed not only as regulatory or economic tools, but also as processes that depend on communication and public engagement.

Table 4. Binary Logit Regression Results

Dependent Variable: Y (Impact of Green policies in the new generation)
Method: ML - Binary Logit (Newton-Raphson / Marquardt steps)
Included observations: 250
Convergence achieved after 3 iterations
Coefficient covariance computed using observed Hessian

Variable	Coefficient	Std. Error	z-Statistic	Prob.
Age	-0.175300	0.124075	-1.412861	0.1577
Gender	-0.370050	0.287004	-1.289355	0.1973
Education	0.234005**	0.113812	2.056060	0.0398**
Information	0.919587***	0.184599	4.981551	0.0000***
Employment	0.041930	0.135003	0.310588	0.7561
C	-2.157692***	0.789738	-2.732164	0.0063*
McFadden R-squared	0.107654	Mean dependent variable		0.368000
S.D. dependent variable	0.483229	S.E. of regression		0.457129
Akaike info criterion	1.222118	Sum squared resid.		50.98787
Schwarz criterion	1.306633	Log likelihood		-146.7647
Hannan-Quinn criterion	1.256133	Deviance		293.5295
Restr. deviance	328.9413	Restr. log likelihood		-164.4707
LR statistic	35.41185	Avg. log likelihood		-0.587059
Prob (LR statistic)	0.000001			

Note: *** $p < 0.01$, ** $p < 0.05$, * $p < 0.10$ **Source:** Author's calculations (2025), EViews output

At the same time, the results point to the presence of structural barriers, including limited financial resources, weak institutional coordination, and gaps in environmental education. These constraints suggest that the main challenges are systemic rather than purely behavioral. This is consistent with broader research, which highlights the importance of aligning regulatory frameworks, investment strategies, and institutional capacity.

This is particularly relevant in the Albanian context, where institutional capacity and financing constraints remain significant. The findings also confirm the existence of a gap between positive public perception and the actual effectiveness of policy implementation. This gap reflects underlying governance limitations and suggests that improvements in policy design should be accompanied by stronger enforcement and institutional support.

Despite these contributions, the study is subject to several limitations. First, the use of cross-sectional survey data limits the ability to draw causal inferences. Second, the relatively low explanatory power of the models suggests that additional factors—such as cultural attitudes or institutional trust—may also play an important role but were not included in the analysis. Future research could address these limitations by incorporating longitudinal data and a broader set of explanatory variables.

4.8. Policy Implications

The findings imply that improving the effectiveness of green policies in Albania requires a multidimensional approach. In particular, strengthening public awareness, increasing investment in green sectors, enhancing institutional coordination, and expanding environmental education are essential steps.

In practical terms, these findings point to the need for more targeted and operational policy instruments. For instance, the introduction of green financing mechanisms, such as green bonds, could support large-scale investments in renewable energy and sustainable infrastructure. At the same time, direct subsidies or fiscal incentives for households and small businesses adopting renewable energy technologies would help accelerate the green transition at the micro level. Strengthening regulatory enforcement, including stricter monitoring and higher penalties for environmental violations, is also essential to ensure policy credibility. Furthermore, promoting clean technologies through targeted support for industries, combined with public-private partnerships, could enhance both environmental performance and economic competitiveness. These measures would allow policymakers to move beyond general commitments and translate public support into tangible and measurable outcomes.

Overall, the study suggests that Albania has a favorable social basis for advancing green policies, but further efforts are required to bridge the gap between policy design and implementation.

4.9. Limitations and Future Research

While the study provides useful insights into public perceptions of green policies in Albania, several limitations should be acknowledged. First, the use of convenience sampling may limit the generalizability of the findings, as the sample may not fully represent the broader population. Second, the relatively low explanatory power of the econometric models (as indicated by the McFadden R^2) suggests that additional factors—such as income level, political attitudes, or regional differences—may also play an important role but were not captured in the current analysis. Third, potential issues related to data distribution, including non-normality, may affect the robustness of the estimates, although the use of a Binary Logit model helps mitigate some of these concerns.

Future research could build on these findings by employing more representative sampling techniques and incorporating a wider range of explanatory variables. In addition, longitudinal studies would be particularly valuable in capturing how perceptions of green policies evolve over time. Finally, combining quantitative approaches with qualitative methods, such as interviews or focus groups, could provide deeper insights into the underlying motivations and attitudes that shape public responses to green policy initiatives.

5. Conclusions

This study examined public perceptions of green policies in Albania and their role in promoting sustainable development, combining descriptive and econometric analysis. The findings show that public attitudes are generally positive, particularly regarding the long-term benefits of green policies, although concerns remain about their effectiveness in practice.

The empirical results highlight the central role of information and awareness in shaping perceptions. Both the OLS and Binary Logit models indicate that better-informed individuals are significantly more likely to view green policies as impactful, while most demographic variables do not show statistically significant effects.

At the same time, the analysis identifies key structural constraints, including limited financial resources, weak institutional coordination, and gaps in environmental education, which help explain the gap between positive attitudes and perceived implementation challenges.

Overall, the study provides evidence that Albania has a supportive social basis for advancing green policies. However, improving their effectiveness requires stronger implementation mechanisms, greater access to information, and more consistent institutional engagement.

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