

COST-EFFECTIVENESS ANALYSIS OF PUBLIC AID FOR ENVIRONMENTAL IMPROVEMENT IN THE BASQUE COUNTRY

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At Naider, we are collaborating with [Ihobe — the Basque Government's public environmental management company](#) — to evaluate aid programmes aimed at promoting environmental sustainability among local businesses and entities in the Basque Country between 2020 and 2023.

This work involves carrying out a [cost-effectiveness](#) analysis (CEA), a methodology that enables the results obtained from the programmes to be compared with the costs of their implementation. Based on these results, policymakers can identify the options that will have the greatest impact for each euro invested, thus facilitating better resource allocation and maximising the return on public investment.

The evaluation covers two main areas:

- **Businesses** can receive aid in the form of an **investment programme for environmental projects** and subsidies for **innovation in the circular economy**. This is aimed at promoting environmental innovation in industrial companies in the Basque Country.
- **Local authorities** can access up to **seven different lines** of funding, focusing on areas such as climate change, land management and environmental education.

This assessment is based on a database that collects key information on the scope of the programmes, the profile of the beneficiaries, and the environmental and socio-economic results obtained. Based on this preliminary work, a **cost-effectiveness** analysis is conducted and then complemented by benchmarking with similar initiatives.

The ultimate goal is to make recommendations that will improve the design of these public policies and increase their impact, which are key to continuing progress towards a more sustainable country.

