

We estimate the willingness to pay for electricity generated from renewable energy in the Czech Republic. Discrete choice experiment is used to elicit preferences for various attributes of renewable electricity support scheme (PM emission, GHG emission, size of RE power plant, revenue distribution, and costs). Original survey is carried with 404 respondents living in two regions – Ustecky (polluted area) and Southern Bohemia (cleaner area). We find that respondents prefer decentralized renewable electricity sources over centralized, local air quality improvements over reduction in greenhouse gas emissions. Estimated marginal willingness to pay for 1% reduction in emission of particulate matter equals to 49 CZK, respectively 3.7 % of average monthly electricity bill. In total, WTP for green electricity is larger than current compulsory contributions to renewable energy support scheme.