

2. RESULTS

2.1 Ranking of social needs

In the first step, respondents selected two categories of needs. We can regard this as giving preference to the areas they liked and felt most competent. The distribution of preferences is given in Figure 2. We can divide the themes/needs in three basic groups:

- i) Very popular themes (marked blue) being selected by more than 800 respondents i.e. more than a quarter of participating respondents. These are: Sustainable Economy (rank 1) and Equality (2);
- ii) Popular themes (marked brown) receiving attention of 12% to 20 % of respondents: Strengths-Based Education and Experiential Learning, Citizenship Awareness and Participation, Harmony with Nature, Holistic Health, Personal Development, Sustainable Energy, Unity and Cohesion, Sustainable Food;
- iii) Special themes (marked yellow) being chosen by less than 10% of respondents: Green Habitats, Life-Long Processes.

The national results showed some remarkable differences in the social needs selection. The prioritization might be influenced by following factors. The people tended to choose topics more understandable for them. It should be topics more frequent in media thus more attractive from this point of view.

The most selected need is the **Sustainable Economy** selected by 1074 respondents. This topic was ranked first place in Germany, Netherlands, Finland, Italy, Switzerland, Belgium, United Kingdom, Spain, Cyprus and also in Slovenia, Czech Republic, Latvia. On the second place it was ranked in Austria, France, Luxembourg, Norway, Portugal, Hungary and Romania and on the third place in Denmark, Catalonia and Slovakia. Generally, we could note that one third of the respondents gave a high priority to the Sustainable Economy.

Equality is the second most selected need in the participating countries. The highest priority obtained the need from the respondents in the South European countries (Malta, Portugal, Catalonia), in Ireland, Austria and Lithuania. The Equality was ranked on the second place by respondents in Italy, Spain, Belgium, Sweden, United Kingdom and Slovenia. This need was placed in the third position in Norway, Finland and Latvia. Not surprisingly the theme/need was not ranked high in most post-communist countries (new MS); reservations of post-communist societies toward equity are commonly known.

Strengths-Based Education and Experiential Learning was prioritized significantly by the respondents of the new EU countries such as Bulgaria, Poland, and Romania. In the second position was it ranked in Slovakia and as third in Slovenia. The issue was highly prioritized in Malta (the second place) as well as in Catalonia and in Spain and Greece (the third position).

This social need obtained a high significance and importance in most of the new EU Member States in general.

On the other hand the **Citizenship Awareness and Participation** the fourth most selected need on European level was prioritized significantly in Austria, Germany, Belgium, Switzerland, Italy, Portugal, Greece and Cyprus. Hungary and Romania are the new EU countries where respondents gave significance to this need (the third position).

Harmony with Nature was on the fifth place on the European level and prioritized in the North European countries such as Sweden (the first position), Denmark and Finland (the second position) and also in Switzerland, Luxembourg and Malta. In the new EU Member States was given preference to it in Hungary and Slovakia (the first position), Czech Republic and Lithuania (the second position) and Bulgaria (the third position).

Holistic Health prioritized significantly in the new EU countries such as Estonia (the first place), Latvia (the second place) and Poland (the third position) and also in Greece (the second position) and the United Kingdom (the third position).

The seventh most selected need was **Personal Development**. This need was ranked on the higher position in Poland and Bulgaria (the second position) and in Estonia and Lithuania (the third position) and in Cyprus (the second position) and Luxembourg (the third position).

Sustainable Energy seems to be the most important issue in the North European countries (Denmark and Norway - the first position, Ireland – the third place) and in the Czech Republic (the third position). The need **Unity and Cohesion** was significantly prioritized in the old EU countries such as France, Luxembourg (the first position) Netherlands (the second place) and Switzerland (the first position). The need **Sustainable Food** was ranked in the third place in France, Sweden and Netherlands. **Green Habitats and Life-Long Processes** were the two less selected needs on the European level.

As we can see from the chart in Figure 2, there can be even finer division as the “popular” group can be divided in 3 sub-groups of themes/needs. It together results in 5 groups of themes/needs (see also Figure 3). The most popular (preferable) are themes/needs related to shared principles or common European values: Sustainable Economy and Equality. The second popular group relates to methods/approaches to societal problems: Strengths-Based Education and Experiential Learning and Citizenship Awareness and Participation. Then we can recognise a group of needs related to individual/personal dealing with common issues: Harmony with Nature, Holistic Health, and Personal Development. Slightly below average from the perspective of popularity among respondents are three globalisation issues: Sustainable Energy, Unity and Cohesion and Sustainable Food. The last group consists of forward looking themes which enjoyed least attention of participants in the online consultation.

Figure 2 Distribution of needs according to their popularity (frequency)

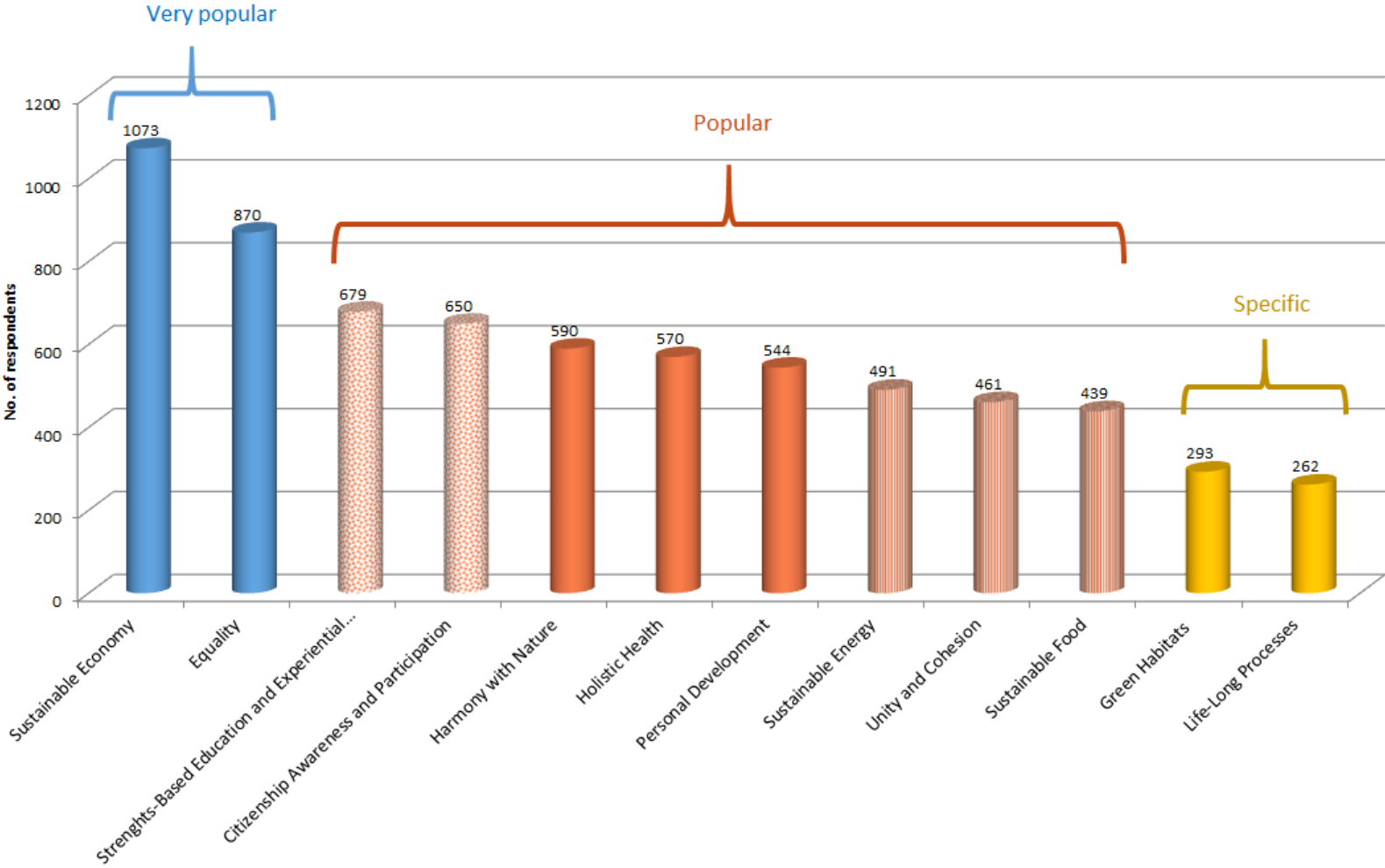












Figure 3 Classification of needs based on the frequency of choices.

		Principles (general themes)	Most popular
		Methods	↕
		Individualistic	
		Globalisation related	
		Futuristic (coming)	Specific