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Analysis of the questionnaire on environmental awareness in the Baltic Sea

Analysis of the answers received to the questionnaire targeted on several key expert groups within the 14 countries of the Baltic Sea catchment area

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PREFACE

The project "*Raising Environmental Awareness in the Baltic Sea area*", here abbreviated as *SPA project*, started in January 1998 by the Finnish Environment Institute (FEI). It was supported by the Finnish Ministry of Environment, the Baltic Marine Environment Protection Commission (HELCOM), and the European Union.

The original goal of the project was to create guidelines for improving public awareness and environmental education in the Baltic Sea catchment area by applying the concept of raising environmental awareness in a society developed in FEI. The higher the environmental awareness of the people, the more effective will be the efforts to improve the state of the Baltic Sea. During the project implementation the idea of guidelines was modified towards presenting ideas and proposals for raising environmental awareness in the region in different levels and sectors of activity.

In order to gather the necessary background information, the project team in co-operation with the HELCOM PITF Working Group on Public Awareness and Environmental Education prepared a questionnaire, which in the late spring/early summer 1998 was distributed among several key expert groups in all the 14 countries of the Baltic Sea catchment area (Annex 1). The aim was to collect the answers from about 150 key-persons representing different fields in the Baltic Sea catchment area.

In autumn 1998 on the basis of the respondents' early answers and suggestions the project team created draft proposals, which were further elaborated during an international workshop held in November, 1998 in Helsinki. By January 1999, the total of 148 answers to the project questionnaire had been returned to the Finnish Environment Institute and analysed. The final report "*Raising Environmental Awareness in the Baltic Sea area*" was published in October, 1999 by the Finnish Environment Institute. It is available on paper: The Finnish Environment 327; and on the Internet: http://www.vyh.fi/eng/orginfo/publica/electro/fe_327/fe_327.htm

This collection of analysed fixed-choice answers and assorted summaries of open-ended answers to the questionnaire was initially written by the project group for purely internal use. There were no resources for the actual editing of this versatile and largely heterogeneous material. The text itself is therefore mainly representing a "notebook style". Since the interest by several external stakeholders in this material proved to be clear, the project group decided to publish this analysis. The project team wants to emphasise the nature of this information as background information for planning environmental information campaigns and activities.

We want to thank all the experts who devoted their time and energy to answering the questionnaire. We also thank the members of the HELCOM PITF Working Group on Public Awareness and Environmental Education who commented the questionnaire in its early stage and partly helped us to find out the key-persons from different fields, as well as everybody else who contributed into the project work. Our sincere hope is that you can make use of this background information in spite of its humble form.

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INTRODUCTION

Analysis of the answers per region and field of work

The SPA project questionnaire was targeted on several key expert groups from the 14 countries of the Baltic Sea catchment area. The questionnaire focused on several issues such as:

- What is the need for environmental information in different countries and the different fields of work?
- What is the importance of specific means of disseminating information - newspapers, television, seminars, discussions, the Internet, etc. - in different countries and within various target groups (see Figure 1, page 7)?
- How does environmental awareness vary in the countries of the Baltic Sea area?
- What can the countries around the Baltic Sea, the EU, HELCOM, and other actors do in order to increase environmental awareness in this area?
- How to motivate people to search for and use environmental information in their fields of work?
- How could the main actors in this area disseminate environmental information and communicate more effectively?
- What kind of projects, plans or co-operation connected to environmental education had the respondents observed?

In the period of time between May and July 1998 over 700 copies of the project questionnaire were sent directly to the experts and about 200 copies were distributed through the couriers. Moreover, the questionnaire was available on the Internet. The language of the questionnaire was English. However, the Russian speaking experts could answer in Russian. In August 1998 the questionnaire was translated into Polish and the additional 70 copies were disseminated.

The questionnaire included both fixed-choice and open-ended questions. Until November 1998, 138 questionnaires were returned. The answers to the fixed choice questions were analysed by statistical means. The analysis of the open-ended questions also included about 10 responses that were returned later as well as personal interviews covering the same topics as the questionnaire. The project group made most of the on-the-spot interviews in Russia, especially St. Petersburg in November 1998, to compensate the relatively small amount of responses from this important sub-region.

In the analysis of the answers to the questionnaire the respondents are classified according to their country of residence as well as according to their professional –occupational - groups (see the question number 1.1, Annex 1) as follows:

- academic researchers
- environmental education at universities
- schoolteachers
- business, industry and trade
- national administration
- local administration
- environmental non-governmental organisations
- farmers and farmers organisations
- journalists
- politicians
- international organisations.

Many respondents represented several professional categories. It was quite difficult and sometimes arbitrary to classify a big number of the respondents into one category only, since many of them could not make a clear choice themselves. For this reason, the answers of environmental education at universities and university research were combined as well as the answers of local and national administration. Many representatives of non-governmental organisations (NGO) were also representing academic researchers and teachers - and vice versa. In such cases they were placed into one category only. People working in private enterprises (business, industry or trade), administration, farming and media/journalism did not have many overlapping primary activities with other groups.

According to the answers there were relatively clear similarities among some of the countries. Therefore, it was considered rational to combine them into the following subgroups, see Figure 2 (p. 7):

Sub-region 1: Denmark, Finland, Germany, Norway and Sweden.

Sub-region 2: Estonia, Latvia and Lithuania, Poland, Czech Republic and Slovakia.

Sub-region 3: Belarus, Russia (with the largest urban population of the catchment area living in the Leningrad region - forming the main source of information from Russia) and Ukraine.

When reading this publication with the report "**Raising Environmental Awareness in the Baltic Sea Area**" it should be noticed that the sub-regions have different numbers in the two reports. The cumulative amount of answers to the fixed-choice questions per country and per professional group is shown in the following table:

	Academic research & educat.	School teachers	Business & industry	Nat. & loc. administration	NGOs	Farmers	Journalists	Politicians	Intern. organ.	Consumers
Germany (7)	3	1		-	2		1			
Denmark (6)	-	1		3	1					1
Finland (31)	4	1	10	5	5		3	1	2	
Sweden (9)	1	1	2	2	1	1	1			
Norway (1)				-					1	
Nordic and German representatives (53)	8	4	12	10	9	1	5	1	3	1
Estonia (11)	2	2	3	2	1				1	
Latvia (17)	2	3	5	2	2	2		1		
Lithuania (14)	5			4	2	1	1		1	
Poland (25)	7	3	7	3	2	1	2			
Czech Rep. (1)									1	
Slovakia (-)										
Baltic and Polish representatives (68)	16	8	15	11	7	4	3	1	3	
Russia (15)	9		1		4		2			
Belarus (-)										
Ukraine (2)	1				1					
Russian and Ukrainian representatives (17)	10		1		5		2			
Total: 138	34	12	28	21	21	5	10	2	6	1

Fixed-choice questions were answered within a scale from 1 to 5; number one meaning "not at all", 2 = "not very much", 3 = "to some extent", 4 = "quite much" and 5 = "very much". Respondents were also able to answer "cannot say" (=0).

In most tables presenting the numeric results both the mean values and the combined value of "quite much" and "very much" answers are shown together with the respective standard deviations and number of missing cases. Since the questionnaire respondents represent only a limited amount of subjectively selected professionals, the **numeric results** of the multiple choice questions are meant to be only **tools for combined qualitative analysis** of both the direct verbal answers and the whole questionnaires. Most verbal answers are quoted here in a condensed "notebook" form.

The results are described in the following chapters according to the sections of the questionnaire:

1. Environmental issues and need for environmental information in the respondent's field of work
2. Channels and forms of information
3. Information producers
4. Country characteristics relating to environmental awareness
5. Projects, plans and co-operation
6. Comments on the project questionnaire.

1. ENVIRONMENTAL ISSUES AND NEED FOR INFORMATION IN RESPONDENTS FIELD OF WORK

Refers to the section 1 of the questionnaire (see annex 1).

General results of the section

Almost every respondent needs more environmental information in his/her field of work. Most of the respondents emphasise the quality of information in relation to quantity. This is especially relevant in the "western" countries where economic, technical and other limitations for producing and spreading information have become so minimal that the partly low-quality mass production of information has put many respondents under meaningless information stress.

Quality is emphasised by all professional groups, but especially among representatives of business, media, NGOs and administration, because of their often urgent need for very specific reliable data and because of their work/information overload. Better quality of information helps anybody in need for it.

The requested **quality** comes from

- 1) **reliability** (scientific or trust based on the producers/distributors general qualities, e.g. independence of suspected financial or political interests)
- 2) **professional** processing/analysis, editing, presentation and circulation of the information (rapid perceptibility, visual effectiveness, practical presentation, design, freshness, updating and easy accessibility) and
- 3) **applicability** or other direct relationship to the receivers own activity. It must be close and concrete enough to compete with any other information in the flow.

Information overload among urban and well equipped professionals makes them emphasise - aside of the quality - the possibility of the autonomous search and the selection of material.

Most respondents, but especially, rural teachers, farmers, municipal administrators, journalists and NGOs need concrete, local examples in their **own language**. For example, how to reduce nitrogen leakage from the farms, examples of local initiatives for better environment, teaching material and methods that are operational in spite of severely reduced educational and other budgets. Even though the use of English has increased considerably in the Baltic Sea area in the previous decade, in order to reach a wide public in the Sub-regions 2 and 3, environmental information should be available also in Russian and Polish.

Specialised organisations and professionals (like NGOs and researchers) often mention their own, differentiated, rational interests (Neva River Clearwater association in Sweden & St Petersburg, packing association, personal field of research, etc). Professionals with good facilities in central urban areas and in the EU member countries tend to emphasise highly differentiated, edited and refined, fresh, updated data for sophisticated purposes like EIA, EMAS and ISO standards, international projects, Agenda 21, etc.

The differences between the groups of countries and between the professional groups are presented later in this text.

1.1. Environmental information needed now in respondents field of work

Refers to the question number 1.3 (see Annex 1).

General results

Information needed is widely various, for example:

- 1) **scientific** (like bio-diversity and taxonomic changes in the polluted areas),
- 2) **technical** (like environmental education practises, waste water treatment, environmental management systems),
- 3) **political or social** (like draft legislation, policy differences in EU and CEE countries, environmental conflict resolution),
- 4) **administrative and economic** (like environmental taxation or fees, business offers on environmental technology, economic effects of environmental pollution and damages).

All information concerning **future developments, early signals and rising topics** is important and highly interesting. Not only expert but also popularised (scientific and other) information was widely needed.

The need of common indicators, indicator based information about the state of environment and respective public databases were also generally mentioned, to enable proper, up-to-date temporal and spatial comparison as well as information quality control.

1.1.1. Regional comparisons

Sub-region 1: Nordic countries and Germany

This sub-region has quite good availability of public international, national and local environmental information through several different media. The need of information is mostly concentrating on special, professionally channelled expert information and also to the harmonisation of different levels and forms of available data and information. The EU is currently working for the harmonisation of the information production and delivery.

1. **Scientific** information: e.g. economic analysis of the consequences of the Kyoto agreement, sustainable development in all societal sectors in the local community/regional/country/ level, bio-diversity changes, indicators of water quality, exploitation of space, up-to-date and compatible environmental data, "short summaries in every field", industrial and municipal emission data, "the role of Ammonium in the Baltic Sea", causal relation information of nutrient loss/pollution, etc.
2. **Technical** information: international standards like ISO, environmental management systems (EMS), Eco-Management and Audit Scheme (EMAS); Environmental Impact Assessment (EIA), sustainable forest management, international (comparative) legislation and guidelines, cost-benefit-analysis for environmental investments, practical information of working with Agenda 21 and project news about it, environmental performance in line organisation (industrial production), educational leaflets and handbooks for various professional groups (farmers, teachers, journalists, administrators, business), public awareness (PA) and environmental education (EE) project contents and results, pollution control methods, etc.

3. **Political and social** information: any kind of environmental information that "points towards presenting and solving environmental problems", especially local examples and initiatives (for educational and PA purposes); possibilities for common international projects and initiatives; how to start municipal garbage awareness campaigns taking the existing level of awareness into account; privatisation in the Eastern Europe and globalisation of the economy, supporting farmers and other occupational interest organisations in the transition economy countries; getting ideas about relationship between politics, economy and environment; receiving latest news about international treaties, consumer behaviour and integrated environmental policy on products, etc.
4. **Administrative and economic** information: financial and advisory assistance to farmers preparing their environmental plans and receiving information about possibilities to obtain financial compensation for their environmental investments/actions, timber trade flows, the activities of international corporations, local administrative solutions and activities concerning Agenda 21.

Sub-region 2: Baltic States, Poland, Czech Republic and Slovakia

The Baltic States and Poland are thematically in between Russian and German-Nordic sub-regions e.g. in manifesting their interest in environmental standards, environmental management systems (EMS), Environmental Impact Assessment (EIA) and other refined requirements of the market economy competition. They still do, at the same time, require more information about basic water, waste management etc. technologies and international information. This is especially true in relation to technical and scientific information and administration.

1. **Scientific** information about, e.g. environmental effects of agricultural production, state of the environment in Baltic States and Europe, biodiversity changes, HELCOM documents and basic scientific research data about environmental and pollution research, hazardous wastes and expired chemicals, environmental health risks, local level data, inland water monitoring (agricultural, semi-urban and rural nitrogen and phosphorus leakage), air pollution from stationary point sources (energy production), climate change, etc.
2. **Technical** information about, e.g. environmental education methodology ("innovations in education", "experimental material"), EIA (Environmental Impact Assessment), ISO and EMAS environmental management systems, environmental standards, waste water treatment, waste processing and circulation ("number of sewage plants being built and their size and respective plans for 5 years, level of environmental fees for water"), "acts and orders in environmental protection" (e.g. EU and other European legislation and norms), Local Agenda -21, environmental education, "Environmental Technology Databases (similar to GNET)", "new technologies with proven market potentials", ongoing projects (as examples for education and models for project initiatives), etc.
3. **Political and social** information about, e.g., public participation and public relations methodology, examples/results of international co-operation in environmental issues, success stories and the emergence of new "hot spots" pointed out by HELCOM, environmental policy and comparative legislation and norms in other European countries and EU (such as: "World and EU proposals effecting agricultural production for entering the EU"), European and national policies, etc.
4. **Economic and administrative** information, e.g. about ways to control environmental risks in real estate development activities, project design and financing, "information regarding contract propositions from International Development Agencies (CIDA, SIDA), "financing options."

Sub-region 3: Russia and Belarus and Ukraine

Difficulties in availability and distribution of public, up-to-date environmental information has caused a general need of a wide range of environmental, especially local and international information. There are very few "hard copies" of available national information, a clear lack of any up-to-date local (municipal, company, etc.) information and often the international information is available only through the Internet.

1. **Scientific** information about, for example, radioactive and chemical pollution, basic ecological situation of the Baltic Sea and North Western Russia, comparative data from other European countries, mathematical modelling of water bodies.
2. **Technical** information about, for example waste water processing and technology, de-eutrophication technologies, alternative energy production, city environment.
3. **Political and social** information about decision making concerning city problems, access to local/regional/national administrative and research data and the right to distribute it (part of the information is considered classified or otherwise not public), integration of varied forms and levels of environmental administration, environmental conflict resolution, nature reserves, environmental education programmes etc.
4. **Economic and administrative** information on, for example, financial assistance for environmental projects and European co-operation.

1.1.2. Comparisons by profession

The respondents were asked to answer the questionnaire as representatives of their field of work, according to their occupational, professional needs. This text does not contain all the mentioned topics but concentrates on the characteristic and differentiating remarks made by the respondents.

The European Integration and Agenda 21 process seem to be some of the strongest motivators for seeking more environmental information in most professional groups.

Administration

- Relying mostly on scientific information, legislation and internal, administrative information.
- NGOs and the media are held (in some extent) as information sources and project partners in the Western region and in some extent also in the Polish-Baltic region.
- The approach and co-operation of this group with other interest groups like NGOs and journalists is quite distant, often tensed (distrust, bureaucracy, hiding information) and highly administrative (control, management, legislative and financial aspects) in Russia and some other areas.

Academic research and education

- Developing common indicators for research and information presentation purposes is essential in every part of the region.
- Need for better, open databases is also universal.

- Russian and Baltic-Polish academic community is eager to take part in the western co-operation in the form of research programmes, information exchange (databases, comparative information for reference, etc), conferences, seminars, etc. Resource limitations and the formerly closed borders create both financial and sociological needs for such exchange.
- Academics in the CEE countries are widely involved in NGOs and political processes (concerning ecology and partly other local democracy aspects), working to find independent information to be used in public debates and campaigns for better environment. Their western colleagues are more "introvert" in their relation to the society, politics and NGOs. The distance and distrust towards the political system is often very clear.
- Any high quality methodological and up-to-date basic research information is needed within the whole Baltic Sea region and the researchers are widely appreciated as reliable information producers.
- They still tend to see themselves to be not paid attention to in the real decision making process - especially in the sub-region 1, where they do not participate in politics so much. In Nordic countries and Germany the academics do not consider their work "political" but merely "professional."

Schoolteachers

- Schoolteachers are often working without strong scientific contacts. They need environmental education methods and practical, down to earth examples. Simple but high quality (preferably local) information/data and interesting cases would be applicable in their work.
- There are several "nature schools" in many countries both in the Western and the "Baltic-Polish" region. Many of them direct their activities in teacher training as well as public awareness and environmental education (PA&EE) methodology development, which is their primary field of interest and information, as well as any applicable study material. Their methodological and study material development expertise could be better utilised in "ordinary" schools that need methods and material reinforcements.
- University teachers can and need to collect scientific data from own research and from their colleagues. They are often linked with the NGOs in the CEE countries, because of their mutual interests and practise in PA and EE issues, and because of the early stage of environmental awareness raising in the society.
- Teachers often have strong ideological motivation in every level of PA and EE.

Business, industry and trade

- Homogenous and rational group that often has effective and competent personnel and focused, conscious activity in their strictly limited fields of activity. Especially western business experts often describe themselves as the "real experts" (along with the scientists) compared with the administration, politicians, journalists or the NGO's.
- Collegial information production and sharing through the Internet, Intranet and personal discussions is highly relevant.
- Environmental management systems (EMS) and related topics interest most respondents, although the development in the Russian region is not very rapid.
- Fresh information on the developments in ones own field of work of business is universally relevant. CEE business representatives hope to find practical examples of successful environmental actions in relation to profit and marketing to motivate environmental actions and investments.
- Information quality requirements of this group are quite similar with the journalistic criteria of good quality/easily applicable information. It must be short, sharp, reliable and immediately available.
- This group shares a clear antagonism to any information that can be considered ideological. Therefore, scientific, legislative and administrative information (especially national or EU) was favoured aside of the information produced by colleagues and other business organisations.

Farming

- "Western" farmers emphasise practical information for their making of environmental plans and investments, and simultaneous informing the administrators, politicians and public about the financial support required for the farmers in their environmental investments etc. This may be due to the considerably strong public financial support and assistance and possibly greater average production units in the private western farms.
- Farmers in the CEE (transition economy) countries emphasise practical assistance and advisory activities in sustainable basic production, e.g. avoiding nitrogen leakage. This advisory information is also needed in western farms.
- Most of the farmers in Sub-regions 2 and 3 are, however, living a very isolated and local life in relation to the international farmer organisations and macro-level developments such as the EU directives and money made available for more sustainable agricultural practices. Reaching and motivating these farmers seems to be a massive and simultaneously a very important challenge. Without taking the farmers into account the amount of hot spots pointed out by HELCOM may be reduced but the massive diffuse leakage of nutrients cannot be stopped.
- Ecological farming (natural production without chemical fertilisers and pesticides) is a raising interest in at least Baltic and Nordic countries.

Journalism

- Need fresh information from all sources.
- Emphasise accessibility, reliability and openness of the information (technically and politically available information).
- Need quality more than amount; practical applicability, scientifically reliable, independently produced information. (e.g. researchers vs. business organisations as information producers and transmitters). In sub-region 1 there is a tendency to rely most on researchers and administration and in sub-region 3 on researchers and NGOs.
- Comparable up-to-date statistics, economic analysis of the environmental data.

NGOs

- Desire popularised scientific and reliable, open administrative and business information of local, national and international environmental issues from pollution to community agenda issues and international affairs.
- Their needs and requirements are quite similar to journalists, as one of their main purposes is to increase public information and to stimulate public debate of closed administrative or/and business issues, often in conflict of interest with their most important sources of information. The administration often wants to prepare and to decide things internally, and the business organisations want to keep their best side up, and to inform more about improvements than problems.

Consumers (no direct material; compiled from other respondents:)

- Topic in sub-region 1: conscious consumer, consumer behaviour, natural and healthy products, production methods, safety aspects, juridical rights, advertising norms and sanctions, pressure groups, boycotts.
- Topics in sub-regions 2 and 3: health aspects are possibly more important than in the west. Bio-ethics not as widely represented as among the western colleagues.

International organisations

- Very heterogeneous group. Universal approach, generalists, well aware of differences, possibilities and requirements. Sophisticated and specialised interest and sources of information.

1.2. Changes of the amount and quality of environmental information in the future

Refers to the question number 1.4 (see Annex 1).

Most respondents emphasise **qualitative changes** in information. The majority of respondents see the **Internet and other electronic** communication as the major factor in improving the quality and accessibility of up-dated, sharp, essential, reliable, easily applicable and both locally/globally relevant information with the lowest possible cost. Most respondents still value personal information exchange and experience as a relevant way of evaluating and considering the applicability of any information.

1.2.1. Regional comparisons

Sub-region 1: Nordic countries and Germany

"The problem is sorting out the right information."

"Reliable ways of interpreting for instance Life-Cycle-Analyses will be needed. So the quality is important, not the amount."

"You should discuss the quality of the information rather than the amount of it."

"The focus of the future information: describing e. situation vs. qualifying people for a sustainable way of life by various methods of communication"

"The quality has not increased according to the quantity".

"Growing up, more locally detailed"

"Develops more and more to contacts and information through E-mail and Internet. Besides this personal contacts."

"More concrete, specific and easier to find, when someone has a concrete question or needs a specific example".

"The possibility to link our activities to other activities and impacts, possibility to compare by similar units, e.g. harbours (kg, micrograms, m3,)"

"Risk analysis will probably become more important."

"More up-to-date and international-oriented information"

"More information about future trends of the society will be needed"

"More quality focussed in separate aims"

"More concentration and simplification"

"I hope electronic way of communication will make it much easier, quicker and cheaper to exchange information."

"Geographically differentiated information that would make a more targeted (regional/local) approach possible"

"Probably not. I already have access to a large number of databases, magazines, personal networks, etc."

"Indicators will have to be developed at local level; improved quality will be demanded in this field."

"More data, more details, more organised, more quality"

"Short information that must be concrete" (local)

"Its not enough with facts - its more about attitudes"

Sub-region 2: Baltic States and Poland (incl. Czech Republic and Slovakia)

"Will change depending on the my project - in case by case basis."

"More local information on the Internet" (local administration.)

"I don't expect major changes" (same)

"Qualitative shift in amount and consistency of data and information in the near future; international co-operation"

"Both amount and quality have to improve"

"Integrated monitoring of inland water quality and quality research in small agricultural watersheds"

"It will change because there is not enough statistical information in Lithuania"

"Yes, more reviewed."

"Changes in environmental policy, new legislation, regulations and permits in Estonia and these connected with the EU"

"Basic environmental data and the analyses, evaluations of the environmental situations in different fields. Inter-disciplinary education at schools."

"More detailed information needed, especially on activities on local level"

"We are establishing a local environmental monitoring system" (nat. admin)

"A lot more. More publicly understood, attractive with concrete guidelines for every-day behaviour and for strategic planning. Internet 2: virtual Eco-catastrophes, good role plays and networking distance education"

"Increase of the amount and quality of the information."

"Further information on ISO 14001 and other Environmental Management Systems and Environmental Technology Databases, similar to GNET)"

"The most important is World wide exchange of data (Database) of standards, technologies, and scientific economic information of external environmental costs of some investments"

"Yes, by the Internet"

Sub-region 3: Russia, Belarus and Ukraine

"The only way which I see is co-operation with different countries and companies"

"The quality and amount can be improved by proposing moderators of e-networks, election of necessary sources of information and inclusion to the Internet"

"Yes, modern electronic connection The Internet will allow changing the amount and quality of environmental information."

"We need more information from Europe"

"Environmental and political prognosis of the development in the North West Russia and around the Finnish Gulf".

1.2.2. Professional comparisons:

Administration

"Probably not. I already have access to a large number of databases, magazines, personal networks, etc."

"Indicators will have to be developed at local level; improved quality will be demanded in this field."

"More quality focussed in separate aims"

"Reliable ways to interpret LCA and more analysts. The quality is important"

"Geographically differentiated information that would make a more targeted (regional/local) approach possible" (national administration)

"Short information that must be concrete" (local)

"More local information on the Internet" (local)

"Don't expect major changes" (same)

"We are establishing a local environmental monitoring system" (national administration)

Academic research and education

"Improved by e-networks, inclusion to the Internet"

"Yes, Modern electronic connection"

"Environmental and political prognosis of the development in the North West Russia and around the Finnish Gulf"

"The quality has not increased according to the quantity".

"Growing up, more locally detailed"

Qualitative shift in amount and consistency of data and information in the near future; international co-operation"

"Integrated monitoring of inland water quality and quality research in small agricultural watersheds"

"It will change because there is not enough statistical information in Lithuania"

"Yes, more reviewed."

Schoolteachers

"The focus of the future information: describing environmental situation versus qualifying people for a sustainable way of life by various methods of communication"

"I hope electronic way of communication will make it much easier, quicker and cheaper to exchange information."

"Its not enough with facts - its more about attitudes"

"Basic environmental data and the analyses, evaluations of the environmental situations in different fields.

Interdisciplinary education at schools."

Business, industry and trade

"Technological innovations and cost-benefit analysis. Profitable investments."

"The most important is World wide exchange of data (database) of standards, technologies, and scientific economic information of external environmental costs of some investments"

"The only way which I see is co-operation with different countries and companies"

"The possibility to link our activities to other activities and impacts, possibility to compare by similar units, e.g. harbours (kg, micrograms, m3,)"

"More concentration and simplification"

"More data, more details, more organised, more quality"

"Changes in environmental policy, new legislation, regulations and permits in Estonia and these connected with the EU:"

Farming

"Information on the Internet is always good" (Baltic)

International organisation

"Will change depending on the my project - in case by case basis."

Journalism

"Risk analysis will probably become more important."

"More up-to-date and international-oriented information"

NGOs

"Polish 1989-98 domestic budget - no money" for environmental education and information. 1999-> = incalculable. You - curiosity. I - to be or not to be."

"We need more information from Europe"

"More concrete, specific and easier to find, when someone has a concrete question or needs a specific example".

"More information about future trends of the society will be needed"

"Both amount and quality have to improve"

"More detailed information needed, especially on activities on local level".

1.3. Need for more information about the environmental situation of the Baltic Sea catchment area

Refers to the question number 1.5 (see Annex 1).

The majority (approximately 4/5 of respondents) of the 138 respondents who gave multiple choice answers need more information about the environmental situation around the Baltic Sea catchment area. They need reliable data, indicators, legislative rules, norms and simultaneously practical, concrete, local examples and practical experiences, such as Agenda - 21 "success stories" and co-operative, international projects etc.

Many of the features in this case are the same as in the Chapter 1.3 (Environmental information in your field of work").

1.3.1. Regional comparisons

The need for more information about the environmental situation around the Baltic Sea catchment area is strongest in the region 2 (nearly 6/7 of respondents). In the sub-regions 3 and 1 the figures were approximately 3/4 of respondents - slightly more in the region 3. The nature of requested information is varied and somewhat different in these sub-regions.

Here are some examples of requested information:

Sub-region 1: Nordic countries and Germany

"Yes, state emissions coming from our eastern neighbours, state of efforts to improve the environmental situation of those neighbours."

"Developments at country level, including policies, examples of how people try to do something".

"Overviews, graphics, comparisons of situations in different countries"

"Data of water quality, moving nitrogen at municipal waste water treatment, changes in fish and wildlife populations, agriculture around the Baltic Sea etc."

"Quality".

Sub-region 2: Baltic States, Poland (Czech Republic and Slovakia)

"New standards, rules and legal regulations"

"Sustainability indicators, Agenda 21 case studies"

"Concrete information, success stories of the region, how other countries fight with environmental problems, committed policies obligating states to direct economy for sustainable development, up-to date policies."

"Co-operation between private, public and 3'rd sector"

"Reliable and public data"

"Wide range of environmental data connected with economic and political context; future prognoses,

"Waste management, inland water quality changes, small agricultural watersheds, climate change, pollution, co-ordination efforts"

"Handbook of ecological foundations"

"Baltic Agenda -21, "HELCOM standards"

"Research activities of r. institutions active in waste management in the BSCA and investments in waste water treatment around the Sea."

"How the changes influence the governmental decisions".

"State of the Baltic States; contents of annual heavy metals waste flow; investments in waste water treatment around the Sea; comparison of levels of contamination in different states".

"Pollution of the Sea and prevention of it".

"Water quality, amount of pollution, plans for future".

"Water blooms, nutrient pollution".

Sub-region 3: Russia, Belarus and Ukraine

"Possibility of NGO participation in concrete international environmental projects."

"Hydrological, hydro-chemical, level of eutrophication, changes in taxonomic composition versus pollution, information on species and maps".

"Updated information".

1.3.2. Professional comparisons

Administration

"How the changes influence the governmental decisions" (national administration).

"Sustainability indicators, Agenda 21 case studies" (local administration).

Academic research and education

"Water blooms, nutrient pollution".

"Hydrological, hydro-chemical, level of eutrophication, changes in taxonomic composition vs. pollution...."

"Developments at country level, including policies".

"Standards and legal regulations".

"Concrete information, success stories of the region".

"Inland water quality changes, small. Agricultural watersheds."

"Climate change, pollution, co-ordination efforts".

Schoolteachers

"Yes, state emissions coming from our eastern neighbours, state of efforts to improve the environmental situation of those neighbours."

"Data of water quality, etc."

Business, industry and trade

"HELCOM standards".

"Research activities of r. institutions active in waste management in the BSCA".

"State of the Baltic States; contents of annual heavy metals waste flow; investments in waste water treatment around the Sea".

"Water quality, amount of pollution, plans for future".

"Updated information about those things".

International organisation

"Legal regulations".

Journalism

"Pollution of the Sea and prevention of it".

NGOs

"Baltic Agenda -21".

"Possibility of NGOs participation in concrete international environmental projects."

"Yes, including information on species and maps".

"Overviews, graphics, comparisons of situations in different countries".

"Reliable data".

1.4. Factors increasing the need for environmental information

Refers to the question number 1.6 (see Annex 1).

All the presented alternatives seem to be the important factors for most of the respondents. The need for environmental information is considered to increase, especially because of co-operation with the European Union and staying professionally up-to date. These are the most important factors in all regions and professional groups.

Other international co-operation, legislative changes, saving resources, policy changes, health reasons and customers demand are, in this order, the next important factors.

Question 1.6. Factors increasing the need for environmental information in respondents field of work according to **all respondents** (138):

	Quite or Very much (%)	Mean value	Standard deviation	Missing cases
d) EU co-operation	72	4,0	1,03	7
b) Staying up-to-date	67	3,9	1,28	9
e) Other international co-op.	54	3,6	1,15	7
a) Changing legislation	53	3,5	1,26	9
i) Saving resources	51	3,6	1,09	10
h) Health reasons	48	3,5	1,16	7
c) Policy change	49	3,3	1,29	10
g) Customers demand	43	3,1	1,46	8
j) Process changes in production	40	3,1	1,34	11
f) Increased export	21	2,2	1,43	10
k) Change of ownership or management	16	2,3	1,42	12

1.4.1. Regional comparisons

The **EU co-operation** is the most important factor within the whole region, but especially within sub-regions 2 and 3, as an emerging issue combined with EU membership applications and other new co-operation. In Sub-region 1 it is perhaps considered as an everyday life activity.

Change of ownership is a more important factor in the CEE countries, probably partly because of the new foreign or international owners taking more active role in environmental protection. In the sub-region 1 the level of environmental activity is already quite high and this factor does not often cause big changes in the environmental activity. **Health reasons** are a strong factor in the sub-region 3.

Question 1.6. Factors increasing the need for environmental information in respondents field of work according to **Nordic and German** respondents (53):

	Quite or Very much (%)	Mean value	Standard deviation	Missing cases
d) EU co-operation	58	3,8	0,96	4
b) Staying up-to-date	62	3,6	1,36	5
i) Saving resources	57	3,7	1,01	5
e) Other International co-op.	49	3,6	0,86	4
g) Customers demand	51	3,5	1,17	4
c) Policy change	49	3,3	1,33	5
h) Health reasons	43	3,5	1,06	4
a) Changing legislation	46	3,3	1,03	5
j) Process changes in production	38	3,0	1,31	6
f) Increased export	11	2,1	1,19	6

Question 1.6. Factors increasing the need for environmental information in respondents field of work according to **Baltic and Polish** respondents (68)

	Quite or Very much (%)	Mean value	Standard deviation	Missing cases
d) EU co-operation	81	4,2	1,09	3
b) Staying up-to-date	72	4,0	1,28	4
a) Changing legislation	58	3,8	1,21	4
e) Other International co-op.	54	3,6	1,29	3
i) Saving resources	49	3,5	1,20	5
c) Policy change	50	3,5	1,17	4
h) Health reasons	47	3,5	1,13	3
j) Process changes in production	41	3,2	1,27	5
g) Customers demand	35	2,9	1,44	4
f) Increased export	28	2,5	1,50	4
k) Change of ownership or management	22	2,3	1,48	4

- The order of the most important motivating factors within this sub-region is quite similar to the medium order of factors among all respondents within the whole region.

- Principal differences compared with the mean results are quantitative; top values are much higher than among the average respondents scores.
- Legislative changes: 64% considered quite or very important. Acute situation in legislation: changing rapidly because of the EU harmonisation.
- The value of the EU co-operation is very strong, probably due to the acute situation and the application for the EU membership.

Question 1.6. Factors increasing the need for environmental information in respondents field of work in the Russian region (17)

	Quite or Very much (%)	Mean value	Standard deviation	Missing cases
d) EU co-operation	82	3,9	0,86	0
b) Staying up-to-date	59	4,0	0,96	0
h) Health reasons	65	3,8	1,51	0
e) Other International co-op.	65	3,5	1,37	0
a) Changing legislation	47	3,0	1,77	0
i) Saving resources	41	3,4	1,33	0
c) Policy change	41	3,1	1,65	1
g) Customers demand	47	2,8	2,01	0
j) Process changes in production	41	3,2	1,55	0
k) Change of ownership or management	29	2,8	1,30	0
f) Increased export	24	1,7	1,65	0

- Health reasons are estimated to be the 3rd important factor in this sub-region. This factor is much more important than in other sub-regions; and 18 percent compared with the Baltic-Polish region and 22 percent compared with German-Nordic region.
- The EU-co-operation and other international co-operation are ranked very high; this may be partly due to the small amount of respondents and over-representation of academics.
- Change of management/ownership is ranked higher than in any other sub-region (strong structural changes happening all the time both in private and public sectors; international owners in private sector and terms of financial support in public projects)

1.4.2. Professional conclusions

The importance of the co-operation with the **European Union (EU)** is strongest among the politicians and academic respondents. **Staying up-to-date** is especially important for the representatives of business, industry and trade, as well as administrators, NGOs and politicians. **Other international co-operation** is most essential for academic researchers, educators and politicians. **Changing legislation** is most important for representatives of business, farming and international organisations.

Question 1.6. Factors increasing the need for environmental information in respondents field of work among **academic research and education** (34)

	Quite or Very much (%)	Mean value	Standard deviation	Missing cases
d) EU co-operation	82	4,1	0,93	0
e) Other International co-op.	71	3,9	0,89	0
b) Staying up-to-date	62	3,8	1,38	0
a) Changing legislation	59	3,6	1,30	1
h) Health reasons	50	3,5	1,19	0
c) Change of policy	50	3,4	1,39	1
i) Saving resources	42	3,2	1,32	1

Question 1.6. Factors increasing the need for environmental information in respondents field of work among **teachers** (12)

	Quite or Very much (%)	Mean value	Standard deviation	Missing cases
d) EU co-operation	75	4,1	0,70	1
i) Saving resources	50	3,9	0,94	1
e) Other International co-op.	50	3,3	1,49	1
h) Health reasons	50	3,7	1,57	2
b) Staying up-to-date	58	3,3	2,1	1
j) Process changes in production	58	3,3	1,49	1

Question 1.6. Factors increasing the need for environmental information in respondents field of work among **business, industry and trade** (28)

	Quite or Very much (%)	Mean value	Standard deviation	Missing cases
b) Staying up-to-date	61	3,9	1,25	4
d) EU co-operation	72	3,7	1,29	2
a) Changing legislation	54	3,7	1,10	3
j) Process changes in production	57	3,6	1,22	3
i) Saving resources	54	3,6	1,16	3
g) Customers demand	46	3,2	1,24	2
e) Other International co-op.	43	3,1	1,28	2
f) Increased export	25	2,6	1,38	3

- Staying up-to-date is according to the mean value, even more important factor than the EU-co-operation.
- Increased export: very low value.

Question 1.6. Factors increasing the need for environmental information in respondents field of work among **national and local administrators** (21)

	Quite or Very much (%)	Mean value	Standard deviation	Missing cases
b) Staying up-to-date	76	3,9	1,20	0
d) EU co-operation	62	3,9	1,15	0
i) Saving resources	67	3,8	0,93	0
a) Changing legislation	52	3,4	1,12	0
c) Change of policy	52	3,4	1,12	0

- Staying up-to-date is a very strong factor.

Question 1.6. Factors increasing the need for environmental information in respondents field of work among **NGOs** (21)

	Quite or Very much (%)	Mean value	Standard deviation	Missing cases
b) Staying up-to-date	71	4,2	0,90	2
d) EU co-operation	62	4,0	1,05	2
h) Health reasons	62	3,9	1,15	2
g) Customers demand	62	3,8	1,40	2
e) Other International co-op.	57	3,7	1,28	2
i) Saving resources	57	3,7	1,19	3
a) Changing legislation	62	3,5	1,43	2
c) Policy change	43	3,2	1,26	3

- Staying up-to-date is the most important factor increasing the need for environmental information, although the EU co-operation was almost equally important.
- Health reasons and customers demand are also considered to be very important, just as other international co-operation. NGOs probably consider people as their customers, which makes this factor more important than the average scores indicate.

Question 1.6. Factors increasing the need for environmental information in respondents field of work among **journalists** (10)

	Quite or Very much (%)	Mean value	Standard deviation	Missing cases
h) Health reasons	70	4,0	0,82	0
b) Staying up-to-date	70	3,8	1,14	0
d) EU co-operation	60	3,8	0,79	0
c) Policy change	60	3,8	0,79	0
e) Other International co-op.	50	3,6	0,97	0
a) Changing legislation	50	3,5	0,85	0
i) Saving resources	50	3,3	1,16	0

- Health reasons, staying up-to-date, the EU co-operation, policy change and other international co-operation are all the strong reasons for journalists to look for more environmental information.

Question 1.6. Factors increasing the need for environmental information in respondents field of work among farmers (5)

	Quite or Very much (%)	Mean value	Standard deviation	Missing cases
d) EU co-operation	80	4,3	0,55	1
a) Changing legislation	80	4,2	0,84	0
b) Staying up-to-date	100	4,0	0,00	0
c) Policy change	60	4,3	0,96	1
g) Customers demand	60	3,8	0,50	1

- EU co-operation, changing legislation, and staying up-to-date are clearly the strongest factors increasing the farmers need for environmental information.
- Saving resources (energy, fertilisers, etc.) is a very weak motivator (mean value 3,00) for this group!

Question 1.6. Factors increasing the need for environmental information in respondents field of work among politicians (5)

	Quite or Very much (%)	Mean value	Standard deviation	Missing cases
b) Staying up-to-date	80	4,8	0,50	1
d) EU co-operation	100	4,6	0,55	0
e) Other International co-op.	80	4,0	0,71	0
i) Saving resources	40	3,8	0,96	1
h) Health reasons	40	3,6	1,34	0
a) Changing legislation	40	3,5	1,29	1
c) Policy change	60	3,2	1,00	0

- Co-operation with the EU, staying up-to-date and other international co-operation are, along with policy change, the strongest factors increasing the politicians need for environmental information.

Question 1.6. Factors increasing the need for environmental information in respondents field of work among international organisations (6)

	Quite or Very much (%)	Mean value	Standard deviation	Missing cases
d) EU co-operation	83	4,6	0,55	1
c) Policy change	67	4,2	0,84	1
a) Changing legislation	67	4,0	1,23	1
b) Staying up-to-date	67	4,0	1,23	1
g) Customers demand	50	3,8	0,84	1
i) Saving resources	34	3,6	0,89	1
e) Other International co-op.	33	3,6	0,89	1

- Co-operation with the EU is clearly the dominant reason increasing the need for environmental information in the respondents field of work within this group of respondents.
- Policy and legislative changes as well as staying up-to-date are also the significant motivators, just as customers demand, saving resources and other international co-operation.

1.5. Factors decreasing ability or motivation to use environmental information

Refers to the question number 1.7 (see annex 1).

General results

Disharmonious legislation, information overload (probably often combined with too many things to cope with) and bureaucracy are the most important reasons discouraging the respondents to use and distribute environmental information. One fifth of the respondents also consider the low priority of environmental issues at work, lack of knowledge in other organisations, corruption and lack of competition to be quite or very important factors decreasing their motivation to use environmental information.

Question 1.7. Factors decreasing the ability or motivation to use more environmental information in respondents field of work according to **all respondents** (119)

	Quite or Very much (%)	Mean value	Standard deviation	Missing cases
c) Disharmonious legislation	37	3,0	1,41	14
f) Information overload	27	2,8	1,29	18
a) Bureaucracy	30	2,7	1,53	13
e) Too many things to cope w.	25	2,8	1,23	18
d) Low priority/interest at work	26	2,5	1,49	15
h) Lack of knowledge in other organisations	23	2,5	1,37	15
b) Corruption	22	2,1	1,64	16
g) Lack of knowledge in own organisation	17	2,3	1,30	17
j) Lack of competition	16	2,1	1,42	22

1.5.1. Regional conclusions

Question 1.7. Factors decreasing the ability or motivation to use more environmental information in respondents field of work according to **Nordic and German respondents** (53):

	Quite or Very much (%)	Mean value	Standard deviation	Missing cases
f) Information overload	34	3,0	1,30	8
e) Too many things to cope w.	30	2,9	1,22	6
a) Bureaucracy	32	2,7	1,70	6
c) Disharmonious legislation	30	2,7	1,49	6
h) Lack of knowledge in other organisations	26	2,4	1,45	5
d) Low priority/interest at work	17	2,2	1,48	6
g) Lack of knowledge in own organisation	13	2,2	1,35	8
b) Corruption	25	1,9	1,85	7
i) Absence of interest for better standards	15	2,0	1,52	9

- "Western" respondents consider bureaucracy the most important factor along with information overload.
- "Too many things to cope with" is experienced heavier than in the CEE regions.
- Environmental information has here a higher priority than in the CEE countries.

Question 1.7. Factors decreasing the ability or motivation to use more environmental information in respondents field of work according to **Polish and Baltic respondents (68)**.

	Quite or Very much (%)	Mean value	Standard deviation	Missing cases
c) Disharmonious legislation	38	3,2	1,22	8
e) Too many things to cope w.	25	2,8	1,24	12
d) Low priority/interest at work	32	2,7	1,55	9
h) Lack of knowledge in other organisations	22	2,7	1,34	10
a) Bureaucracy	25	2,5	1,40	7
f) Information overload	21	2,6	1,30	10
g) Lack of knowledge in own organisation	16	2,3	1,25	9
b) Corruption	15	2,1	1,37	9
j) Lack of competition	15	1,9	1,39	12

- Information overload in sub-region 2 is less relevant than in sub-region 1; extra information may therefore have more value here.

Question 1.7. Factors decreasing the ability or motivation to use more environmental information in respondents field of work according to **Russian and Ukrainian (1) respondents (14)**:

	Quite or Very much (%)	Mean value	Standard deviation	Missing cases
a) Bureaucracy	47	3,6	1,41	0
c) Disharmonious legislation	53	3,2	1,67	0
b) Corruption	47	2,8	1,78	0
f) Information overload	29	2,7	1,22	0
g) Lack of knowledge in own organisation	29	2,7	1,41	0
d) Low priority/interest at work	29	2,5	1,23	0
e) Too many things to cope w.	12	2,5	1,23	0
h) Lack of knowledge in other organisations	18	2,4	1,23	0
j) Lack of competition	29	2,3	1,58	1

- Bureaucracy and corruption are strong de-motivating factors in this region.
- Disharmonious legislation is also a more important issue in Russian region than elsewhere.
- Lack of knowledge in ones own organisation is a strong factor here.

1.5.2. Professional conclusions

Journalists, NGO-representatives and business people seem to be most discouraged to use more environmental information by several factors. The least discouraged groups among the respondents embrace the national and local administrators.

Bureaucracy is according to the peak values, a strong discouraging factor among academic researchers and teachers (41%), politicians (40%), journalists (40%), the business people (36%), and second strongest factor among NGOs (32%), and school-teachers (25%). Disharmonious legislation discourages most politicians (60%), then academic teachers and researchers (56%), journalists (47%), NGOs (38%), administrators (33%), schoolteachers (25%) and international organisations (17%).

Low priority or lack of interest at work is considered most important among schoolteachers (50%) and the NGOs (29%), farmers (20%) and international organisations (17%). Too many things to cope with: farmers (60%), NGOs (29%), business organisations (36%), administration (29%) and international organisations (17%). Information overload is especially common among farmers (60%), business (39%), NGOs (29%) journalists (20%), administration (29%) and schoolteachers (25%).

Lack of knowledge in own organisation: academic education and researchers (20%). Lack of knowledge in other organisations is an important discouraging factor for journalists (50%) and members of the business community (36%).

Question 1.7. Factors decreasing the ability or motivation to use more environmental information in respondents field of work according to representatives of **academic research and education** (34):

	Quite or Very much (%)	Mean value	Standard deviation	Missing cases
c) Disharmonious legislation	56	3,3	1,46	3
a) Bureaucracy	41	3,1	1,41	3
e) Too many things to cope with	20	2,7	1,15	4
g) Lack of knowledge in own organisation	32	2,8	1,32	4
f) Information overload	18	2,6	1,02	5
h) Lack of knowledge in other organisations	27	2,8	1,25	4

- Academics are most discouraged by disharmonious legislation and bureaucracy.
- Low priority/interest at work and information overload are also important factors, but not more than among the average respondents.

Question 1.7. Factors decreasing the ability or motivation to use more environmental information in respondents field of work according to **schoolteachers** (12):

	Quite or Very much (%)	Mean value	Standard deviation	Missing cases
d) Low priority/interest at work	50	3,8	1,47	1
c) Disharmonious legislation	25	2,7	1,56	1
f) Information overload	25	2,4	1,50	1
a) Bureaucracy	25	2,3	1,56	1

- Teachers are mostly discouraged to use more environmental information because of the low priority/interest of environmental information at work.
- Also disharmonious legislation, information overload and bureaucracy are important de-motivators.

Question 1.7. Factors decreasing the ability or motivation to use more environmental information in respondents field of work according to the representatives of **business** (28):

	Quite or Very much (%)	Mean value	Standard deviation	Missing cases
e) Too many things to cope w.	36	3,1	1,27	3
f) Information overload	39	3,0	1,57	4
c) Disharmonious legislation	29	2,9	1,20	3
h) Lack of knowledge in other organisations	36	2,8	1,35	3
a) Bureaucracy	36	2,6	1,58	3

- Business representatives are discouraged to use more environmental information most by too many things to cope with and information overload (total workload).
- Also disharmonious legislation, lack of knowledge in other organisations and bureaucracy are important factors.

Question 1.7. Factors decreasing the ability or motivation to use more environmental information in respondents field of work according to **national and local administrators (21)**:

	Quite or Very much (%)	Mean value	Standard deviation	Missing cases
c) Disharmonious legislation	33	2,8	1,34	0
f) Information overload	29	2,8	1,45	1
e) Too many things to cope with	19	2,5	1,32	1
a) Bureaucracy	10	1,8	1,25	0
b) Corruption	14	1,5	1,33	0

- Administrators are discouraged most by disharmonious legislation, information overload and workload.
- Bureaucracy and corruption values are less than average.

Question 1.7. Factors decreasing the ability or motivation to use more environmental information among **NGO (21)**:

	Quite or Very much (%)	Mean value	Standard deviation	Missing cases
c) Disharmonious legislation	38	3,1	1,68	2
a) Bureaucracy	32	3,1	1,62	2
f) Information overload	29	2,9	1,24	2
e) Too many things to cope with	29	2,9	1,28	3
d) Low priority/interest at work	29	2,8	1,51	2

- Disharmonious legislation, bureaucracy, information and work overload and low priority/interest at work dominate as the de-motivating factors among the NGOs.

Question 1.7. Factors decreasing the ability or motivation to use more environmental information among **farmers (5)**:

	Quite or Very much (%)	Mean value	Standard deviation	Missing cases
e) Too many things to cope w.	60	3,8	0,50	1
f) Information overload	60	3,2	1,30	0
c) Disharmonious legislation	20	2,8	1,10	0
g) Lack of knowledge in own organisation	20	2,8	1,10	0
b) Corruption	20	2,8	1,26	1
d) Low priority/interest at work	20	2,8	1,26	1

- Too many things to cope with and information overload are the clearly dominating de-motivating factors among farmers (the small amount of politically active respondents may explain this result). Also disharmonious legislation, lack of knowledge in ones own organisation and corruption have relatively high mean values.

Question 1.7. Factors decreasing the ability or motivation to use more environmental information among **journalists** (17).

	Quite or Very much (%)	Mean value	Standard deviation	Missing cases
c) Disharmonious legislation	40	3,6	1,33	1
a) Bureaucracy	40	3,4	1,35	0
b) Corruption	40	3,4	1,35	0
f) Information overload	20	2,9	0,88	0
h) Lack of knowledge in other organisations	50	2,6	1,58	0

- Disharmonious legislation, bureaucracy and corruption are equally strongly the discouraging factors.
- Information overload is surprisingly unimportant among the information processing professionals.

Question 1.7. Factors decreasing the ability or motivation to use more environmental information in respondents field of work according to **international organisations** (6)

	Quite or Very much (%)	Mean value	Standard deviation	Missing cases
e) Too many things to cope with	17	3,0	1,00	3
f) Information overload	-	3,0	0,00	3
c) Disharmonious legislation	17	2,3	1,52	3
d) Low priority/interest at work	17	2,3	2,31	3
a) Bureaucracy	17	2,3	2,33	3

- Too many things to cope with and information overload are the most important factors here, indicating workload but - simultaneously - perhaps independence of many other factors. The amount of respondents was quite small.

Question 1.7. Factors decreasing the ability or motivation to use more environmental information in respondents field of work among **politicians** (5)

	Quite or Very much (%)	Mean value	Standard deviation	Missing cases
c) Disharmonious legislation	60	3,5	1,73	1
b) Corruption	60	3,2	1,64	0
a) Bureaucracy	40	3,2	1,48	0
e) Too many things to cope with	-	2,8	0,50	1
h) Lack of knowledge in other organisations	-	2,75	0,50	1

- Corruption and disharmonious legislation are the most discouraging factors. Also bureaucracy has a strong effect.
- "Too many things to cope with" and "lack of knowledge in other organisations" have high mean values but low peak values. Other factors are considered almost meaningless.

1.6. Future trends and innovations concerning the environment in respondents field of work

Refers to the question number 1.8 (see Annex 1).

General characteristics

More international co-operation and activity is both expected and hoped to gain ground /support in the future. Environmental information is expected and hoped to be better and more available than now. Public and professional environmental awareness is also expected to raise. The cross-sector and inter-disciplinary activities are becoming more important.

1.6.1. Professional comparisons

Academic research and environmental education

- More international co-operation through research programmes (EU) and better availability of high quality electronic and other information are expected throughout the Baltic Sea area.
- Western researchers suppose environmental protection to become more effective through economically profitable projects and Agenda 21 process.
- Professionals in CEE countries expect to have better availability to public environmental information (e.g. concerning former military areas), things caused by the EU approximation like better environmental laws, more natural parks/protected areas, material and energy flows (modelling systems, waste collection, recovering, re-using), and basic ecological study of industrial pollution and ways to decrease it.

Schoolteachers

- The development of field-work pedagogy is a common interest throughout the whole region, as well as the expectation of rising environmental awareness among especially younger people.
- Western participants mention the co-operation of teachers and students.
- Both western and CEE representatives mention their difficulties in having their practical and especially field work methods accepted by the authorities both financially and for simply allowing such practices. Nature schools and similar organisations are developing towards methodological development centres for pedagogical practices in, e.g. teacher training for ordinary schools.
- CEE representatives are worried about the severe lack of any financial resources for any basic education, not to mention environmental education. The integration of environmental information to several taught subjects (inter-disciplinary trend) is also about to emerge in at least more advanced sites of education; and it may become stronger in the western countries.

National and local administration

- National representatives suppose the general environmental awareness to increase, together with local participation. They expect that cross-sectoral planning may become more popular and that environmental monitoring will develop. Concrete areas of action are especially concentrating on waste and sewage water management (CEE).
- Sustainable development in municipal level in the Agenda 21 framework is characteristic of local administration in both western and CEE countries. This framework is concretised through themes like developing indicators and follow up of sustainable development, eco-cycle society.
- Western representatives often mention eco-management (and eco-audit).
- CEE representatives want to develop e. g. waste-water treatment and solid waste management in this framework, often with recycling and the better use of EIA.

Business, industry and trade

- "Western": Internationalisation and globalisation of business processes, market and consumer driven changes, together with clean and resource saving production technologies, with standardised environmental management and information systems as tools. Energy and electricity are - partly as consequences of the Kyoto agreement - favoured topics. This trend may decrease fossil point-source pollution (CO₂ emissions). Information technology concerning e.g. logistics, controlling industrial and energy production processes will make them more effective.
- Also CEE countries are starting to implement ISO and EMAS environmental management systems as well as B.A.T. (installing modern equipment) and LCA and EIA and more complicated risk analysis, and calculating also externalised economic effects of environmentally harmful activities. Also cleaner, renewable energy and increasing energy efficiency are the important themes in the CEE countries, but not so strongly motivated by the Kyoto agreement as in the west. Staff training is increasingly important in the business organisations within the CEE countries, but equally important in the west.
- The number of institutional and private partners is expected to increase in relation to business operations concerning the environment. Business representatives also expect the NGO projects and activity and nature conservation to increase.

NGOs

- NGO representatives mention means of communication, which are expected to develop through increased international co-operation and electronic communication via the Internet innovations and WWW technologies like multimedia and better information management.
- Also other international and co-operative activities are expected to increase, like for example the Swedish Neva River Clearwater building an environmental demonstration centre in St. Petersburg with several partners including international business.
- The CEE participants hope that environmental awareness in their societies will increase. They hope that the environmental movement will develop and that there will be more possibilities to spread environmental information. E.g. the Russian (St. Petersburg) Environmental North - West Line (ENWL) Internet network and EcoNews is managed by NGOs with very scarce resources. They badly need financial support just like the environmental education sector as a whole in the transitional CEE economies needs it in the middle of severe economic imbalance. NGOs also want to develop better relations with local administrators - for co-operation, lobbying and to finance their projects.
- NGOs in Nordic Countries and Germany seem to have a closer relationship with the Agenda 21 process (sustainable development), possibly because of their more established relationships with the local and national administration.
- Baltic representatives mention the EU harmonisation and development towards EU requirements in general.

Farming

- Farmers hope for more, close international co-operation across the Sea, more information and personal exchange, education and communication on environmental affairs.
- They mention agro-ecological monitoring and investigating nutrients migration and ecological transformations of small river basins (as ecosystems). They hope for the implementation of Good Agricultural Practises, which have been actively developed by their representatives in farmers organisations.
- The Nordic farmers organisations (Swedish, Finnish and Danish) have effective organisations, substantial economic resources and recognised influence on both national and EU decision makers. It means that as/if they are motivated to work for better agricultural practises around the whole Sea, they have a good field organisation and international network to realise their aims effectively, especially in relation to the possible change of the EU agricultural structure and subsidies policy.

Journalism

- Western journalists emphasise the effects of expanding international economic co-operation and globalisation. They need combined analysis of economic and ecological information in internationalised market situation. They require more refined, high quality data/information with better public accessibility with, e.g. the evolution of the Internet information.
- Eastern colleagues establish eco-pages and have more specialised journalists working on environmental affairs. They hope that environmental information would become more public/open, and that they would be able to make journalistic research on major operations with environmental implications, and that co-operation and integration with the EU will increase the importance of environmental affairs in their society. They hope to raise the environmental consciousness of the people in general.
- Their western colleagues also want to give more background information on, for example the Kyoto agreement, to be able to influence the information struggle among other information producers and interest groups with differing environmental concerns in the society.

International organisation

- Some respondents hope to find sustainable development databases on the Internet. They expect the Agenda 21 process to become increasingly important. They are ready to risk capital to enter in environmental activity because of the expected financial benefits.

2. CHANNELS AND FORMS OF INFORMATION

Refers to the section 2 of the questionnaire (see Annex 1).

General results of the section

There are numerous channels and forms of information, see Figure 1 (p. 7). Most respondents emphasise the importance of professional information sources and channels along with personal communication with colleagues and experts. Personal contacts are established both face to face - at work, during seminars, conferences and other professional occasions - and virtually - by electronic communication.

The Internet and e-mail are playing a significant role practically in all the analysed geographical areas and professional groups. They are - for technical and economic reasons - better established in the EU member countries, but they are well known and more and more widely used also in the countries of the Sub-region 2 and 3. Many respondents believe that the Internet offers a chance to solve many of the present basic communication problems in the transition economy countries.

Reading national and regional newspapers and following national TV and radio is universal in all the countries of the Baltic Sea catchment area.

Differences between countries are not very strong in relation to differences among professional groups.

2.1. Channels of information in the respondents field of work

Refers to the question number 2.1 (see Annex 1)

Most respondents favour professional and personal channels above all. Participating in professional events and following professional publications are also popular. Using the Internet and e-mail is favoured if they are technically and economically available. Reading national, regional and local newspapers is also quite important, more important for the experts than watching/listening to the TV/radio.

2.1.1. Regional conclusions

Background features

Baltic States and Poland (and Czech and Slovakia)

- Good TV and radio coverage
- Rather a good newspaper and magazine coverage.
- Some regular environmental magazines and TV and radio programmes.
- Lacking international scientific publications.
- Lack of national professional publications in the Baltic States. In Poland the situation is better because of the bigger economy and subscription base.
- The Internet coverage is very important but still limited to professional use. The motivation to expand the Internet services is good.

- The traditional telephone network is quite heterogeneous (especially in rural areas and in Lithuania, that has had an underdeveloped system). The mobile telephone networks are developing rapidly (e.g. in Poland) because of the competing operators and the lighter infrastructure requirements compared with expanding the traditional telephone networks.

Nordic countries and Germany

- Good media facilities and rapidly increasing electronic communication with only few economic and technical limitations.
- Strong competition of competing operators developing services and making them cheaper; nearly anybody in this region can afford modern mobile and electronic communication.
- The traditional press, TV and radio are also well established and widespread. E.g. Finland has one of the best newspaper coverage in the world - in relation to the total population.

Russia and Belarus and Ukraine

- TV and radio coverage is quite good in this sub-region.
- The newspaper and magazine coverage has also been quite good but has been severely threatened because of economic difficulties in publishing them. About one fifth of the journalists got unemployed after the latest fall of the national economy in the autumn 1998.
- The lack of international scientific and professional publications is severe. Libraries and organisations cannot afford to subscribe many international journals and other publications. This is one of the reasons why the Internet has become so important for the scientists within this sub-region.
- There are some regular environmental magazines and TV and radio programmes published/ broadcasted in this sub-region. The recent economic crisis did, however, make the situation of environmental journalists difficult.
- The national ground mail is not working effectively. The insecure delivery of printed information makes the Internet more important for professional and personal communication within the bigger cities like St. Petersburg, Moscow and Kiev.
- Internet coverage is severely lacking but important with good motivation and intellectual capacity to expand the service in North Western Russia.
- The traditional telephone networks are satisfactory but the mobile networks have not been developing very much outside big cities.

2.1.3. Professional conclusions

Teachers, scientists, NGOs and part of the administrators have been receiving only minimal or no salaries at all in the sub-region 3 during the time of economic difficulties.

Administration

- This professional group is organised for distributing information as part of their professional duties. Administrators generally have good access and direct links to the best available information and international contacts, with minimal or no personal cost.
- In Russia and Poland the Internet is mostly limited to central, scientific and business organisations and regional or national capitals. The situation is somewhat better in the Baltic States.

Academic research and education

- Availability of information has been about same or better than in administration (without so many administrative duties).
- *In the transition economies lack of money has been lately the most serious reason for not being able to use professional scientific media and educational facilities available in Scandinavia and Germany. There is no censorship present any more.*

Schoolteachers

- The situation has been mostly the same as for the academic people, but even less money and educational facilities in the transition economies.

Business, industry and trade

- Emphasise operational, practical and dense information through professional and personal channels.
- Generally good access to information but too little time to select and study background information - especially above the manager level.

Journalism

- Journalists are heavy users of information. They emphasise accessibility, quick perception, reliability, independence of the information sources and various different sources to get the whole picture.

Farming

- Farmers are not often able to follow new information because of technical and educational limitations (in sub-regions 2 and 3).
- Professional organisations and printed professional information is often most important and available for the farmers - especially considering environmental information.

International organisations

-

Politics

- This group is generally well informed according to any criteria; overload of information and channels.

2.2. Requested channels for environmental information

Refers to the question number 2.2 (see Annex 1).

General features

Researchers, national administrators, business people and journalists strongly favour diversified, carefully differentiated professional information sources. Some features and sources of information are still universally favoured in producing and distributing information for professional use:

- Professional publications: scientific/special magazines and newsletters, electronic bulletins and mailing lists
- Discussions with colleagues and experts
- Seminars, conferences, other events, professional training
- Internet and e-mail (cheap, fast, open and international)
- Exhibitions, shows and experiencing things personally.

TV, radio, entertaining programmes and magazines are generally associated with emotionally and visually powerful mass media with large PA and EE capacity. They are not considered as important sources of professional information. Especially scientists, NGOs and international organisations generally valued mass media as opinion builders, information producers and mediators (with businessmen as an exception in relation to NGOs, especially in the sub-region 1).

2.2.1. Regional conclusions

Nordic countries and Germany

- Results show the universal features as presented above.
- More emphasis is given for the importance of the individual citizen, his/her possibility to choose and evaluate information, and the independent, critical character of reliable information; therefore e.g. NGOs are valued as information producers and commentators among journalists, administrators and even scientists. On the other hand there is stronger opposition of NGOs and business organisations as in for example in Russia.

Baltic states, Poland and Czech and Slovakia

- Results show the universal features as presented above.
- Weak national environmental media -> International channels and the Internet.
- More reliance on international organisations and EU as motivators for using environmental information, producing and delivering it, than for example in Scandinavia and Germany.

Russia and Belarus and Ukraine

- Mass media and general information for the professionals as anywhere.
- Because of the lack of money to subscribe professional publications e.g. scientists hope to get access to Internet, and to get money for publishing and subscribing professional publications. The Internet is considered to be cheaper and faster media for scientific and other professional information than traditional newspapers and magazines.
- NGO activity even more economically demanding than in Scandinavia; most professionals do not have required salaries for their families and everyday life. Not very much free time or money is available for voluntary activity, which may require high telephone costs, a modern computer with a modem and only a limited time/active user, to be able to network internationally in a country without actually functioning land mail.

2.2.2. Professional characteristics

Administrators

- Administrators seem to prefer scientific and legislative information as neutral, correct information for argumentation in between politicians, journalists, NGOs and other interest groups.
- Environmental information conflict with journalists and NGOs can be seen especially in Russia and partly in the Baltic states and Poland (see the Århus agreement on open environmental information 25.06.1998) Administrators in Scandinavia and Germany seem to be more willing to co-operate with journalists and NGOs.

Academic research and education

- Universal features and own study - and colleagues – are considered to be reliable, i.e. more scientific and administrative information.
- This group often mentioned scientists as "real experts." This may be a frustrated expression of not being taken seriously enough by other information producers, distributors and decision-makers.

Schoolteachers

- Teachers watch TV, use public libraries and follow local and general flow of information more than other professional groups. This may be partly due to lack of resources and specific contacts producing and delivering first hand information but also the grass-roots pedagogic aspects.
- Teachers/EE prefer direct personal experience (visits, excursions, concrete sensing of situations and phenomena) more than other groups, although most respondents value personal advice, visits and excursions, which have similar motivational background as "learning by doing."

Business, industry and trade

- Businessmen valued especially much colleagues, as well as legislative, normative, scientific and economic information (it is considered to be operative).
- They usually have better financial resources for modern technology but less time for going through new information than many other groups. Therefore they use traditional professional means of communication, and, as an universal feature, favour strong personal communication with other businessmen.

Journalism

- Prefer scientific and international administrative and NGO information, because of urgent need for up-to-date (absolutely new), deep, scientifically reliable and independent information.
- Asked for concrete, down to earth applications.

Farming

- Farmers value concrete models, examples and advice. They need advisers, brochures and professional organisations in the background.

International organisations

- People working in these organisations are often abstract, independent "macro-generalists".
- They are often able and interested to receive the latest information and to enjoy the modern technical means of communication. International information is cheap and easily available for them.
- Their colleagues, researchers and acknowledged institutions and organisations are their most reliable sources.

2.3. Importance of different channels in respondents field of work

Refers to the question number 2.3 (see Annex 1).

Qualitative results of these numeric results are mainly presented in the previous pages in chapters 2.1 and 2.2.

2.3.1. General numeric results according to all respondents

Professional events and **publications** are the most important channels of information in respondents field of work. Other professional situations like visits and excursions and training at work are also considered very important channels of information.

The **Internet**, **newspapers** and **magazines** are the most important sources outside direct professional circles. The same applies to inter-governmental organisations and NGOs.

Libraries have probably suffered from financial and location limitations: they have not been able to serve their customers as conveniently and fully as other media like the Internet.

TV and radio are mostly considered the secondary sources of professional information. Public services and official information are valued more than the information through the radio but less than the information broadcasted through the TV - especially in the "east".

These general results can be seen in Figure 3 (p. 61) and in the following tables:

Question 2.3. The importance of following information channels in respondents field of work (138 respondents):

	Quite or very important channel	Mean value	Standard deviation	Missing value (%)
f) Professional events etc	80	4,3	0,86	2
g) Professional publications	73	4,1	1,07	4
i) Visits, excursions	71	3,9	0,95	5
c) Newspapers and magazines	67	4,0	0,98	1
e) The Internet:	66	3,8	1,34	-
h) Training at work:	59	3,7	1,21	4
k) Inter-governmental organisations	54	3,5	1,28	3
d) Libraries	48	3,4	1,10	7
j) NGOs	48	3,3	1,34	6
a) TV	39	3,1	1,26	2
l) Public services/officials:	28	2,9	1,20	9
b) Radio	22	2,8	1,06	3
(m) Other channels	14	2,4	2,31	98(!)

2.3.2. Regional results

Professional events are most important in the Russian region, next in the Polish - Baltic region and least important in the "western" region; perhaps because of broader general information network for every professional group. Professional publications are most important in Polish - Baltic region, and about equally important in Russian and western regions. Training at work is equally important in both "eastern" regions, and considerably less important in the "west." Visits and excursions are most important for Russian respondents and least important for the "western" respondents. The **Internet** is equally important in all regions.

NGOs are most important for Russian respondents, and about equally important for the western and the Polish - Baltic respondents. The same applies to **inter-governmental organisations**, which are equally important for the Russians as professional events, visits and excursions, which together are the most favoured channels of information for them.

Libraries are most important in Polish - Baltic region and somewhat less important in Russian region and least important in the "west". The Internet may have taken part of the library functions in the western countries. There may be more books and magazines available in Polish -Baltic region than in the Russian region.

Public services and officials are most valued in the "western" countries and least important among the Russian respondents. This may be due to the differences in the availability and transparency of official information for the public, and the obvious distrust that both many scientists and NGOs are experiencing in relation to public officials (open/closed society/information).

Both **TV and radio** are more popular in the "western countries" which have many other equally available sources of professional information. TV is more popular in the Baltic States and Poland than in Russia. This may be due to the consistency of Russian respondents, which is rather small and heavily directed to academic researchers and teachers. There are less academic respondents in the western group of respondents. Public (official) information may be more available (open, essential and, thus, reliable) in the western countries, making critical journalism more possible?

Newspapers and magazines are most important in the "western" countries and least important in Russia. This may be due to availability reasons: there are too small amounts of hard copies available and poor ground mail at the same time. The things said above (in relation to TV and radio) about the openness and availability of official/public information can be applied to here, too.

These results are shown in the following tables:

Question 2.3. The importance of the following information channels in respondents field of work in **Nordic countries and Germany** (53 respondents):

	Quite or very important (%/resp.)	Mean value	Standard deviation	Missing value
c) Newspapers and magazines	76	4,1	0,88	-
f) Professional events etc	72	4,0	0,95	-
g) Professional publications	68	3,9	1,00	-
i) Visits and excursions:	62	3,8	1,02	2
e) The Internet:	64	3,7	1,43	-
j) NGOs:	55	3,4	1,43	2
k) Inter-governmental organisations	47	3,5	1,18	1
a) TV:	49	3,4	1,24	1
h) Training at work:	42	3,3	1,19	1
d) Libraries:	28	3,2	0,96	4
l) Public services/officials:	34	3,0	1,24	5
b) Radio	28	3,0	0,94	2

Question 2.3. The importance of the following information channels in respondents field of work within the **Baltic States, Poland and the Czech Republic.** (68 respondents):

	Quite or very imp. channel (%)	Mean value	Std deviation	Missing value
f) Professional events etc	82	4,5	0,75	2
g) Professional publications	76	4,3	0,94	4
i) Visits, excursions	72	3,9	0,98	3
c) Newspapers and magazines	69	4,0	1,03	1
e) The Internet:	66	3,8	1,32	-
h) Training at work:	69	3,9	0,99	3
d) Libraries	62	3,6	1,15	3
k) Inter-governmental organisations:	50	3,3	1,35	2
j) NGO	35	3,1	1,30	3
a) TV	35	3,0	1,25	1
l) Public services/officials:	27	2,9	1,22	3
b) Radio	18	2,7	1,05	1

Question 2.3. The importance of the following information channels in respondents field of work in the **Russian region** (17 respondents):

	Quite or very imp. channel (%)	Mean value	Std deviation	Missing value
f) Professional events etc	94	4,6	0,80	-
i) Visits and excursions	94	4,18	0,53	-
j) NGO	82	4,13	0,81	1
h) Training at work	76	4,2	0,97	-
g) Professional publications	77	4,1	1,56	-
k) Inter-governmental organisations	88	3,9	1,22	-
e) The Internet:	69	3,8	1,24	-
c) Newspapers and magazines	35	3,6	0,86	-
d) Libraries	53	3,3	1,26	-
a) TV	24	2,8	1,24	-
b) Radio	18	2,5	1,42	-
l) Public services/officials	12	2,5	1,03	1

2.3.3. Professional results

The main results are presented in Figure 3 (p. 61) as well as in the following tables. Although TV has a low overall importance, it has relatively high support among schoolteachers and NGOs. The Internet is most important for the journalists, NGOs and academics; it is least important for business and administration - but relatively important for them, too. NGOs are considered to be least important among business, administration and academics; they have, on the contrary, highest importance among the NGOs, farmers and schoolteachers.

Question 2.3. The importance of following information channels among **academic** researchers and university educators (34):

	Quite or very imp. channel (%)	Mean value	Standard deviation	Missing value
f) Professional events etc	91	4,6	0,61	1
g) Professional publications	77	4,3	1,12	2
i) Visits, excursions	82	4,1	0,86	1
h) Training at work	71	3,8	1,08	2
e) The Internet:	68	3,9	1,18	0
k) Inter-governmental organisations	65	3,9	0,89	1
d) Libraries	62	3,9	1,06	2
c) Newspapers and magazines	50	3,8	0,90	1
j) NGO	56	3,5	1,03	3
a) TV	41	3,3	1,18	1
b) Radio	24	3,1	0,98	1
l) Public services	26	3,0	0,96	4

- Professional events and publications are the most important information channels together with visits and excursions and training at work.
- The Internet has the role of the libraries played previously among the academics; perhaps partly because of the lack of resources (money, publications) in the libraries and the direct international access to the new international information through the Internet.
- In the sub-regions 2 and 3 there is an exceptional lack of resources in the libraries and the academic people have better access to the Internet than the average citizens. The same that applies to libraries may be true with professional newspapers and scientific magazines, for the same reasons.
- The position of the intergovernmental organisations is remarkably important for these respondents.

Question 2.3. The importance of the following information channels among **schoolteachers** (12):

	Quite or very imp. channel (%)	Mean value	Standard deviation	Missing value
f) Professional events etc	83	4,5	1,00	0
i) Visits and excursions	83	4,5	0,69	1
c) Newspapers and magazines	77	4,5	0,80	0
h) Training at work	75	4,5	0,82	1
g) Professional publications	67	4,3	0,91	1
d) Libraries	83	3,9	1,08	0
j) NGOs	58	3,7	1,56	0
a) TV	50	3,4	1,38	0
e) The Internet:	50	3,3	1,44	0
b) Radio	33	3,0	1,21	0

- Schoolteachers value newspapers, magazines, and libraries more than academic researchers and educators (lack of teaching material, direct scientific data and money; available resources used). Teachers also appreciate NGOs as information channels.
- The Internet and professional publications are used less - probably because of the lack of money, equipment and other accessibility/availability reasons.
- Teachers value TV more than any other group; also training at work is more important for them than for other groups.

Question 2.3. The importance of the following information channels among **business, industry and trade** (28):

	Quite or very imp. channel (%)	Mean value	Standard deviation	Missing value
f) Professional events etc	68	4,1	1,01	1
g) Professional publications	68	3,8	1,15	0
i) Visits and excursions	68	3,7	0,94	1
c) Newspapers and magazines	61	3,7	1,19	0
e) The Internet:	61	3,5	1,67	0
h) Training at work	46	3,4	1,17	0
a) TV	32	2,8	1,28	1
d) Libraries	18	2,7	0,87	2
k) Inter-governmental organisations	32	2,7	1,27	0

- Professional events and publications together with visits and excursions are the signs of personal communication and experience, that was heavily emphasised in the business respondents direct verbal feedback.
- Newspapers and magazines together with the Internet and training at work are other important channels relating to independent search of new up-to-date information.

Question 2.3. The importance of the following information channels among **national and local administrators** (21):

	Quite or very imp. channel (%)	Mean value	Standard deviation	Missing value
f) Professional events etc	81	4,3	0,78	0
g) Professional publications	76	4,2	0,93	0
c) Newspapers and magazines	72	4,1	0,94	0
i) Visits and excursions	52	3,6	1,02	0
h) Training at work	48	3,6	0,97	0
k) Inter-governmental organisations	52	3,4	1,35	1
e) The Internet:	48	3,4	1,25	0
d) Libraries	48	3,3	1,02	0
a) TV	43	3,0	1,20	0

- Administrators value professional events and publications, as well as newspapers most; visits, excursions and training at work are relatively similar, important channels.
- The position of inter-governmental organisations is higher than average and the Internet slightly less important than for the average respondents. Administrators also value NGOs less than the average (-24%; -0,6/mean value).

Question 2.3. The importance of the following information channels among **NGOs** (21):

	Quite or very imp. channel (%)	Mean value	Standard deviation	Missing value
j) NGOs	81	4,4	0,88	1
f) Professional events etc	76	4,1	0,89	0
c) Newspapers and magazines	76	4,1	0,91	0
e) The Internet:	76	4,1	1,38	0
i) Visits, excursions	81	4,0	0,82	2
h) Training at work	77	4,0	1,03	1
g) Professional publications	81	3,9	1,22	0
k) Inter-governmental org's	77	3,9	1,28	0
a) TV	48	3,6	1,07	0
d) Libraries	52	3,2	1,28	1

- NGOs need direct information from other NGOs.
- Professional events, visits and excursions and training at work are the important related channels of information, as well as newspapers and the magazines, the Internet and professional publications.
- A major part of NGO-information is published on the Internet - because of fast and inexpensive international access and co-operation.

Question 2.3. The importance of the following information channels among **journalists** (10):

	Quite or very imp. channel (%)	Mean value	Standard deviation	Missing value
e) The Internet:	100	4,5	0,53	0
f) Professional events etc	80	4,5	0,85	0
c) Newspapers and magazines	70	4,1	1,10	0
g) Professional publications	70	3,9	1,45	0
k) Inter-governmental organisations	70	4,2	0,92	0
j) NGOs	70	4,0	1,05	0
i) Visits and excursions	60	3,6	1,08	0
d) Libraries	50	3,5	0,85	0

- The Internet is the most essential channel of information among journalists; more than for any other group.
- Professional events, newspapers and professional publications are also important channels of information.
- Inter-governmental organisations and NGOs are highly valued among journalists.

Question 2.3. The importance of the following information channels among **farmers** (5):

	Quite or very imp. channel (%)	Mean value	Standard deviation	Missing value
c) Newspapers and magazines	100	4,4	0,55	0
g) Professional publications	80	4,5	0,58	1
j) NGOs	100	4,4	0,55	0
e) The internet:	80	4,0	0,71	0
h) Training at work	80	3,8	0,45	0
d) Libraries	60	3,8	0,50	1
f) Professional events etc	60	3,6	0,55	0
i) Visits and excursions	80	3,6	0,89	0
k) Inter-governmental organisations	60	3,6	0,55	0

- The small amount of respondents probably stresses several alternative channels like the Internet too much. It is not likely to be a very common source of information among the farmers around the Baltic Sea. Most numbers seem to be too high for the "average farmers" and represent merely the situation in farmers organisations.
- The importance of newspapers is, however, clearly dominant in this group and according to other information, also quite reliable result. Non-governmental organisations are also quite important for farmers - especially, their own professional interest organisations, which these respondents clearly represent.

Question 2.3. The importance of following information channels among politicians (2)

	Quite or very imp. channel (%)	Mean value	Standard deviation	Missing value
f) Professional events etc	100	4,6	0,55	
k) Inter-governmental organisations	80	4,2	0,84	
c) Newspapers and magazines	80	4,0	0,71	
e) The Internet:	80	3,6	1,52	
i) Visits and excursions	80	3,8	1,10	
g) Professional publications	60	3,8	0,84	
h) Training at work				
j) NGOs				

- Politicians have several very important information channels. They seem to value especially much professional events, inter-governmental organisations (which they often know better than most of the other groups), public services/officials, the Internet, professional publications and visits and excursions.
- TV and radio did not receive very high results in this group, just as training at work.
- The small amount of respondents does not reflect this group reliably. Anyway, the interviews and other information support these results.

Question 2.3. The importance of following information channels among respondents representing international organisations (6)

	Quite or very imp. channel (%)	Mean value	Standard deviation	Missing value
e) The Internet:	83	4,5	0,84	0
g) Professional publications	83	4,2	0,75	0
k) Inter-governmental organisations	67	4,2	0,84	1
f) Professional events etc	67	4,2	1,33	0
h) Training at work	83	3,8	0,98	0
c) Newspapers and magazines	67	3,8	0,75	0
i) Visits and excursions	50	3,2	0,98	0

- Representatives of international organisations need most the Internet, professional publications and inter-governmental organisations as primary channels of information. They also value professional events, training at work, newspapers and magazines and visits and excursions.

2.4. Important sources of environmental information in respondents field of work and the reasons for evaluated importance

Refers to the question number 2.4 (see annex 1).

Qualitative regional and professional results of these numeric results are mainly presented in the previous chapters 2.1 and 2.2. Many respondents consider this question (2.4) to be overlapping with the question 2.3, and did not answer for this reason. The difference in obtaining general and environmental information is not remarkable. Most respondents receive their environmental information through the same channels as any other professional information. There were only few supplementary features presented in addition to the ones presented in chapters 2.1 and 2.2. They are summarised here.

2.4.1. Additional professional features

Academic research and education

Personal research, international and national scientific publications, colleagues and professional events.

Schoolteachers

Professional training and colleagues; NGOs, administration, TV and libraries.

Business, industry and trade

Professional channels and colleagues, scientific and administrative information (national and EU), information produced through ISO and EMAS standardised systems, environmental reports and LCA.

Administration

Administrative, legislative and scientific information is appreciated. Professional publications and events.

NGOs

Colleagues and direct international co-operation/exchange of information and lobby activities.

Journalism

News agencies, international media e.g. The Financial Times, National Geographic. Direct contacts to researchers, politicians, administrators and NGOs to get fresh and first hand information.

Farming

Farmers union, professional newspapers or magazines, practical "field" advisers and recently the EU (supported environmental programmes and subsidised production).

Politics

Direct contacts to interest groups, administration and scientific specialists to find fresh ideas and to stay up-to-date.

International organisation

News agencies, own organisations internal/specialist bulleted information briefings.

2.5. Preference of ways and means in spreading environmental information in respondents field of work

Refers to the question number 2.5 (see annex 1).

2.5.1. General numeric results according to all respondents

Discussing with colleagues, professional publications, newspapers and magazines and the **Internet** are the most appreciated means of spreading environmental information in the average respondents field of work. Experiencing things personally together with visiting exhibitions and shows are also effective ways to spread environmental information, like TV/radio news and documentary programmes. All presented alternatives are considered to be quite important. These general results are presented in the following tables.

Question 2.5. Preference of ways and means of spreading environmental information among all respondents (138):

	Considers quite or very important (%)	Mean value	Standard deviation	Missing value
c) Discussing with colleagues and experts	78	4,2	0,78	8
e) Professional publications	73	4,1	1,07	7
d) Newspapers and magazines	60	3,8	0,94	8
g) The Internet	59	3,7	1,31	14
a) Experiencing things personally	57	3,6	1,37	7
b) Visiting exhibitions and shows	48	3,5	1,09	9
f) News and documentary/TV and radio	47	3,5	1,12	8
h) CD-ROM	33	2,9	1,45	17
i) Entertaining programmes	25	2,7	1,39	9

2.5.2. Sub-regional differences in preferences

Professional publications are the most preferable media in the sub-regions 2 and 3, but nearly equally important in the sub-region 1. **Discussing with colleagues and experts** is preferred most in the sub-region 1 and second in the other sub-regions. Personal communication is often used to evaluate the quality and applicability of the pieces of information picked up from the massive information flow through various other channels. This is especially true in the sub-region 1 with most other media well available.

The **Internet** seems to be most preferred means of spreading environmental information in the Russian region, third important in the Baltic - Polish region and fourth important in the "western" region. In Russia it may be the best and one of the relatively well available forms of media for getting and spreading environmental information effectively, due to the irregularities in ground mail, lack of telefax and telephone communications, as well as lack of international and up-to-date public information through "hard copies" of books and magazines. The Internet is widely considered to be cheap, fast and international means for various kinds of use; not only for receiving or transmitting scientific or other information but also for organising and communicating things interactively. In the "west" it is one of the several important, complementary media. In the Polish-Baltic region the good command of English language - the dominant Internet language - is not very common and even less common in Russia.

Question 2.5. Preference of ways and means of spreading environmental information among Nordic and German respondents (50):

	Considers quite or very important (%)	Mean value	Standard deviation	Missing value
c) Discussing with colleagues and experts	85	4,2	0,67	3
e) Professional publications	64	3,7	1,16	3
a) Experiencing things personally	58	3,7	1,36	2
g) The Internet	55	3,6	1,44	4
d) Newspapers and magazines	53	3,6	0,80	2
f) News and documentary/TV and radio	51	3,4	1,18	3
b) Visiting exhibitions and shows	42	3,3	1,04	3
h) CD -ROM	30	2,6	1,57	4
i) Entertaining programmes	25	2,5	1,30	5

Question 2.5. Preference of ways and means of spreading environmental information among Baltic, Polish and Czech (1) respondents (68):

	Considers quite or very important (%)	Mean value	Standard deviation	Missing value
e) Professional publications	81	4,3	0,84	4
c) Discussing with colleagues and experts	76	4,3	0,80	5
d) Newspapers and magazines	68	4,0	0,86	6
g) The Internet	59	3,8	1,20	10
a) Experiencing things personally	60	3,7	1,35	5
b) Visiting exhibitions and shows	56	3,7	0,97	6
f) News and documentary/TV and radio	44	3,5	1,08	5
h) CD -ROM	35	3,1	1,34	13
i) Entertaining programmes	24	2,8	1,39	4

Question 2.5. Preference of ways and means of spreading environmental information among Russian and Ukrainian (1) respondents (17):

	Considers quite or very important (%)	Mean value	Standard deviation	Missing value
e) Professional publications	69	4,0	1,32	
c) Discussing with colleagues and experts	65	3,9	0,93	-
g) The Internet	71	3,8	1,33	
d) Newspapers and magazines	53	3,4	1,37	-
f) News and documentary/TV and radio	47	3,3	1,36	
h) CD -ROM	35	3,1	1,30	
b) Visiting exhibitions and shows	35	3,0	1,46	
a) Experiencing things personally	35	2,9	1,39	-
i) Entertaining programmes	35	2,8	1,52	

- The Internet is exceptionally relevant in this respondent group, having better access to this media through their work than the average citizens in this sub-region. Experiencing things personally is considered much less important than in the other sub-regions, especially in sub-region 1 where it is ranked as the third important media/source of environmental information.

2.5.3. Professional conclusions

Professionals often prefer occupational/**professional publications and events**, personal **discussions** with colleagues and experts as well as **electronic communication** as the best media for their occupational information. National and local newspapers along with TV-news and documentary programmes are primarily sources of general information. Professional groups prefer these sources of professional information for several reasons. They appreciate the accessibility/availability/speed (colleagues, the Internet), reliability (colleagues, other professional sources, independent NGOs or researchers), relevance for professional activity (colleagues, professional publications and events) and the moderate price (the Internet) of the media.

Teachers, local administrators and NGOs emphasise especially practical, experimental learning situations, learning by participation, being present and doing things personally. They prefer more emotional and visual, experimental forms of information, although personal experience is highly valued in all analysed groups. Also entertaining programmes are preferred among teachers and NGOs, but not among business and farmer respondents. CD-ROM is preferred among academics, but not by farmers and administrators. These results can be read in the following numeric tables:

Question 2.5. Preference of ways and means of spreading environmental information among academic research and education (34 respondents):

	Considers quite or very important (%)	Mean value	Standard deviation	Missing value
e) Professional publications	76	4,3	1,14	2
c) Discuss with colleagues & experts	74	4,2	0,86	2
g) The Internet	68	4,0	1,14	3
d) Newspapers and magazines	47	3,6	1,00	4
a) Experiencing things personally	47	3,4	1,32	1
f) News and documentary/TV and radio	41	3,5	1,15	3
h) CD-ROM	44	3,2	1,50	4
b) Visiting exhibitions and shows	41	3,2	1,01	3

Question 2.5. Preference of ways and means of spreading environmental information among schoolteachers (12 respondents):

	Considers quite or very important (%)	Mean value	Standard deviation	Missing value
a) Experiencing things personally	100	4,9	0,29	0
d) Newspapers and magazines	83	4,2	0,94	0
c) Discuss with colleagues & experts	83	4,1	0,67	0
b) Visiting exhibitions and shows	75	3,9	1,08	0
e) Professional publications	75	3,8	1,21	0
f) News and documentary/TV and radio	75	3,8	1,47	0
g) The Internet	67	3,5	1,44	1

- Teachers have many important ways and means of spreading environmental information, but experiencing things personally is their favourite. Discussing with colleagues and experts and visiting exhibitions and shows is a similar, important alternative. Newspapers and magazines are more important than the Internet and professional publications, - e.g. compared with academic researchers and educators - perhaps partly because of limited access and availability (for economic reasons). Most presented alternatives are very important for them.

Question 2.5. Preference of ways and means of spreading environmental information among business, industry or trade (29 respondents):

	Considers quite or very important (%)	Mean value	Standard deviation	Missing value
c) Discuss with colleagues & experts	86	4,3	0,76	1
e) Professional publications	78	4,0	1,02	1
g) The Internet	61	3,5	1,53	2
d) Newspapers and magazines	46	3,5	0,89	1
a) Experiencing things personally	39	3,0	1,43	1
f) News and documentary/TV and radio	25	2,9	0,83	1
h) CD -ROM	39	2,9	1,49	2
b) Visiting exhibitions and shows	57	3,6	1,01	1

- Business people value discussing with colleagues and experts as a good way of spreading environmental information within their field of work. Professional publications, the Internet, newspapers and magazines are also very important.

Question 2.5. Preference of ways and means of spreading environmental information among national and local administration (26 respondents):

	Considers quite or very important (%)	Mean value	Standard deviation	Missing value
c) Discuss with colleagues & experts	86	4,6	0,69	1
e) Professional publications	81	4,3	0,87	1
a) Experiencing things personally	71	3,9	1,25	1
d) Newspapers and magazines	57	3,8	0,85	1
f) News and documentary/TV and radio	52	3,6	1,14	1
g) Internet	48	3,6	1,02	2
b) Visiting exhibitions and shows	38	3,5	1,10	1

- This group is very near to the average respondent; only the Internet is slightly less popular and experiencing things personally slightly more popular than the average.

Question 2.5. Preference of ways and means of spreading environmental information among NGOs (21 respondents):

	Considers quite or very important (%)	Mean value	Standard deviation	Missing value
c) Discuss with colleagues & experts	71	4,2	0,77	2
d) Newspapers and magazines	81	4,0	0,89	1
e) Professional publications	67	3,9	1,21	1
g) Internet	62	3,8	1,3	2
f) News and documentary/TV and radio	62	3,7	1,14	1
a) Experiencing things personally	57	3,6	1,47	1
b) Visiting exhibitions and shows	48	3,6	1,21	2

- The Internet, newspapers and magazines are slightly more popular among the NGOs than among the "average respondents".

Question 2.5. Preference of ways and means of spreading environmental information among **journalists** (10 respondents):

	Considers quite or very important (%)	Mean value	Standard deviation	Missing value
c) Discuss with colleagues & experts	80	4,1	0,74	0
e) Professional publications	70	4,2	0,92	0
d) Newspapers and magazines	70	4,1	1,1	0
a) Experiencing things personally	70	3,9	0,99	0
g) Internet	60	3,6	1,51	0
f) News and documentary/TV and radio	50	3,4	1,17	0

- Journalists prefer colleagues and experts, as well as professional publications, newspapers and magazines as the best ways and means of spreading environmental information in their field of work. Experiencing things personally and the Internet are also important.

Question 2.5. Preference of ways and means of spreading environmental information among **farmers** (5 respondents):

	Considers quite or very important (%)	Mean value	Standard deviation	Missing value
d) Newspapers and magazines	80	4,2	0,84	0
c) Discuss with colleagues & experts	80	3,8	0,45	0
g) Internet	60	4,0	0,82	1
a) Experiencing things personally	60	4,0	1,41	1
b) Visiting exhibitions and shows	80	3,8	0,45	0
e) Professional publications	60	3,8	1,30	0

- Newspapers and magazines are exceptionally much preferred among farmers; also experiencing things personally and visiting shows and exhibitions are important, just like professional publications. The popularity of the Internet can probably be explained by the fact that the respondents represent farmers organisations, and are not the average farmers.

Question 2.5. Preference of ways and means of spreading environmental information among **politicians** (2 respondents):

	Considers quite or very important (%)	Mean value	Standard deviation	Missing value
Professional publications	80	4,8	0,50	
Internet	60	4,3	0,58	
Experiencing things personally	60	4,3	0,96	
News and documentary/TV and radio	80	4,2	0,84	
Discuss with colleagues and experts	40	4,3	0,96	
Newspapers and magazines	80	4,0	0,71	

Question 2.5. Preference of ways and means of spreading environmental information among international organisations (6 respondents):

	Considers quite or very important (%)	Mean value	Standard deviation	Missing value
c) Discuss with colleagues & experts	83	4,6	0,55	1
g) Internet	50	3,8	1,79	1
e) Professional publications	50	3,4	0,89	1
b) Visiting exhibitions and shows	51	3,2	1,64	1
h) CD-ROM	34	3,4	1,14	1

- This group relies on colleagues and experts and the Internet more than the average.

2.6. Combination of ways and forms in spreading environmental information in respondents field of work

Refers to the question number 2.6 (see annex 1).

The answers to this question reflect the same results as questions number 2.2 and 2.5. It is most effective to combine personal communication and experience with the Internet and professional data sources in personal professional use. Mass media can be used for general public information.

2.7. What makes environmental information to be useful, effective and of good quality?

Refers to the question number 2.7 (see annex 1).

The results are mainly the same results that have been presented in chapter 1.3. Most common **problems** are:

- excessive **bad quality** information flows: no time and motivation to select the necessary information and to edit and distribute it into a more applicable form under heavy workloads
- old, **not up-to-date** information: makes the amount even more de-motivating to go through
- raw, **unedited, general** (too abstract without concrete attachments or without scientific background) only verbal information, lack of visualisation
- **availability** of information: confidentiality (business, administration), administrative or military secrecy (Russia), high price (of international scientific journals, the Internet, foreign contacts and professional occasions /exchange abroad), badly organised databases.

2.7.1. Some regional remarks

Nordic countries and Germany

Problems with confidentiality can be helped for example in the following ways:

- distinguish between different types of information
- make sure that nothing shall be found hidden.

Information is usable if it:

- affects long range planning to some extent
- is practical, understandable, clear, reliable, specific, precise, easy to draw comparisons, digestible and available
- is early, condensed, straightforward .

2.7.2. Some professional remarks

Academic research and education

"Information is seldom up-to date."

"Make sure the information is accurate, reliable, easy to understand."

"Real (meaningful?) information is based on research and it can be got from real experts."

"Information should be based on ecological knowledge."

"Effective information is given by joint groups of ecologists and representatives of other fields."

Schoolteachers

"Experimental, participating methods on-site learning."

Business, industry and trade

"Reduces legal and other risks and costs."

"Better understand compliance issues in different markets."

"Scientific progress, real results are always interesting and useful, not "Bla Bla".

"Make sure that nothing shall be found hidden."

"Must be practical, understandable, clear, reliable, specific, precise, easy to draw comparisons, digestible, available, early, condensed, straightforward."

"Usable if affects long range planning to some extent."

Farming

"Concrete advice in practical problems through field advisors and handbooks."

Journalism

"Easy access to high quality, reliable information."

"Fresh, compatible data and analysis."

NGO

"Giving sustainable answers on existing questions."

"Concrete and democratic information."

2.8. Obstacles in spreading environmental information. How to minimise them?

Refers to the question number 2.8 (see Annex 1).

General results

Lack of time and money seem to be the most common obstacles in spreading environmental information throughout the region. Money is an important obstacle in the CEE countries as well as among NGOs, teachers and researchers. The difficult forms or the bad availability of information make the limited time even more critical resource.

Motivational aspects are often mentioned in relation to bad quality in many forms. The distant form and orientation of the contents were often mentioned as alienating factors for the respondents. Many people need primarily concrete, down to earth information with clear connections to local or professional reality. Different professional groups had various ideas how to minimise obstacles.

2.8.1. Regional results

Nordic countries and Germany

"Defective classifying of information and defective databases in the use of different organisations can be helped by building general and reliable databases easy to use with keywords etc "

"Methods (pedagogic) and attitudes, also financial hinders"

"Overload of work and bad quality information can be relieved by editing and organising information."

"Lack of interest, time, money and knowledge about sources of information can be helped by selecting recipients and by minimising the time involved in searching for information by editing and organising environmental information"

"Information is not often up-to date; make sure the information is accurate"

"I do not have time to read information, translate and revise it for the work in school. If there could be teachers who revise the information before I get it, so I could spread it to all teachers before the information is too old"

"Very few have the possibility to use their knowledge at work; their jobs are not very good either. "

"People need practical, not only theoretical information."

"Government should support also other than economic thinking."

"The players are not interested in environmental information because other problems seem to be more important."

"Environmental information should take up the questions which are of central interest and show the link to environmental issues and the advantage of working with a qualified environmental background information"

"Confidentiality reasons, in-house capacity limitations; distinguish between different types of information and increase capacity."

"Lack of knowledge of natural sciences among journalists."

"Preparing good background information, handbooks, etc."

"Lack of resources -> more resources."

"Time and attitudes."

"Lack of knowledge of natural sciences among journalists. Prepare good background information, handbooks etc."

"Lack of high quality, accessible data."

"Lack of time; too many things to do and follow (a special problem for international activities where the scale of themes as well as geographical dimensions is wide)."

"To select only certain number of priorities and learn to work efficiently in this framework."

"To be campaign oriented."

"The choice of stakeholder."

"Lack of understanding the importance and competing information. "

"Comprehensive communication and strategy plans".

"The amount, the difficulty of the issues".

"Organisations working together, visualisation."

"Amount of information/information overload, selection of it, time to receive it and to adopt to it, lack of the 'information receptors' time."

"Concentration/condensation, selection, maximising quality of information."

"Straightforward and well-focussed information."

"Already too many sources."

"Co-operation between organisations "over the frontiers".

"Not in understandable form, diffuse, continuous flow, confidentiality."

"Clear comparisons, edited information, one page - information".

"The media and its willingness to publish all material from all sources without any understandable criticism; education of the media, to reach a minimum degree of self-criticism."

"Lack of interest, information flow as a whole, workload."

"Targeting the information to address people, combine it with interesting things, concretising the meaning as much as possible."

"Teachers do not care about these things."

"We should invite them to participate in short courses (free) on teaching and learning about environmental issues."

"Political level is more interested in policy and interior political struggle and the goals of their political party; ministry of Environment is almost totally politically bound."

"Lack of money: EU projects/programmes and money."

"Connected with the economic problems, difficulties to work with persons who are not known or when authorities do not permit new methods."

"Finding sponsors with common interests in ecology. New ideas must be carefully discussed with the authorities at the same time they are introduced to the teachers."

"Working on the new ideas together."

"Low quality information, because excessive."

"Need less but better information."

"Finding time to write/prepare; finding interesting scientific publications."

"To make people read it: information overload."

"Concentrate information, make it interesting and of a good quality."

Baltic States, Poland and Czech Republic and Slovakia

"Too diffuse targeting".

"I cannot see any principle obstacles".

"There should be a law of environmental. Information with the help of the law".

"Poor knowledge of English and computer ability."

"Minimising obstacles: co-operation of western countries with the former Soviet Union area: 1) common projects, 2) inviting students and scientists for transferring knowledge; 3) common publications - use local language!"

"Lack of financing"

"Free of charge distribution of environmental information; more EU support and foreign funds"

"Involvement in personal activities"

"Minimise."

"Development of multi-disciplinary academic system"

"Printing and spreading the material needs a lot of money. The others need money for buying the material more money for printing and preparing educational material from the government and municipalities"

"The interest has increased and the level of foreign languages is improved."

"Economic problems. Living standards for teachers are going down. Lot of schools are in extreme financial situation."

"More support for education."

"Changes in economy."

"Participating in different projects helps to create an environmental friendly attitude and action."

"Lack of interest in such projects slows down the process."

"Making every person interested in his own problems."

"Small awareness of the people."

"More education, information, training."

"Economic obstacles - it is, due to money, not possible to visit all the conferences and seminars I'd need to, as well as the lack of the Internet and, as a personal obstacle, insufficient knowledge of foreign languages."

"To make the necessary and up-to-date information available (via the Internet)"

"Needs little governmental support."

"Time and patience"

"Language barrier (most relevant information is in English). Maybe in 5 years time it will not be a problem anymore."

"Lack of time and finance."

"Lack of funding, time/work capacity and professional knowledge."

"Strategic planning of the communication."

"Technical."

"Finances."

"Preparation of simple, well comprehensive, not very large informative documents."

"Lack of groups of organised citizens" (NGO)

"Rising of the awareness of the society."

"Low motivation."

"Education, awareness, training depending on specific target group interests, appropriate means and methodology"

"Lack of finances, facilities, interest (of receivers), willingness/time (from authorities)"

"Information should be available in different forms (easy access, cheap carrier)"

"Information should be set as a priority for the society!"

"Collecting and spreading information costs money, biggest problem for our association.

Minimise obstacles by co-operation."

"To outside -> need to translate some of the information; environment is not a priority in the society, keep working."

"Information overload."

"Select and prioritise."

"Environmental concerns in transition countries have low priority."

"Media guru' do not understand the importance: information is edited out."

"Media implementing its power through standards, not with educating people."

"Editors-in-chief round table in discussion form -> they should answer the question: does media support the development into the 21'st century or running behind as project Estonia 21 is doing"

"Too much information/too little time."

"Use specialists more"

"Policy, law, notorious financial deficiency."

"Look for sponsors."

"Limited finances and wrong distribution of money."

"Funds for systematic environmental education by ecology teachers; academic teachers should be obliged to distribute environmental education."

"Low ecological consciousness."

"Better access to laws and regulations."

"Lack of information transfer to similar organisations."

"More co-operation."
 "No professional PR officer."
 "Mass media interested in commercials, not in environment."
 "Lack of time, bureaucracy, too much different type of information."
 "Language, lack of motivation, people hate changes."
 "Learn and teach."
 "Lack of time to search different sources of environmental information."
 "Lack of well prepared persons with knowledge of foreign languages to deal with the information and to send it outside."
 "Short and clear information in simple language, well prepared information service - ready for the use of journalists and TV-journalists."

Russia, Belarus and Ukraine

"Financial and technical reasons are important."
 "Absence of money for participating in different meetings."
 "To use more actively the possibilities of PC-computer and POST."
 "Insufficient development of communications (e-mail, the Internet, lack of money)"
 "Realising joint projects" -> external financing
 "Absence of periodical foreign journals in the library because of lack of currency to subscribe -> financial support"
 "Censorship, spreading of false information about events or/and key persons, creation of false contexts of events in public consciousness."
 "To change the context of public perceiving of events through proposition of new paradigms of the reality and new beliefs as well (by explanations, shows, music, modern art, etc."
 "Low rate of public awareness."
 "By putting LA21 process forward and financial support from EU/EC."
 "Technical problems; lack of copying and computer equipment."
 "Lack of time, information overload."
 "To minimise: good quality!"
 "Small number of hard copies."
 "Poor access to e-mail and the Internet in Russia."
 "Print larger number of hard copies, develop electronic communications."
 "New Russian law about payment for telephone fees -> consolidated resistance in Russia (may be in Europe)"
 "Insufficient financing and unawareness of the situation to organise education and family upbringing."
 "To set up governmental programmes and financial foundations."
 "Corruption of the owners of the mass media means: the non-coincidence of interests of given mass media with the publication theme (for instance, the honour of a friendly firm is affected); pressing on the mass media owners from shady (illegal) structures; psychological pressing on journalists by persons involved in the publications or by city officials, responsible for the law and order."
 "Course of the normalisation of situation in the country. Ecological education of the public consciousness."
 "The intensification of the role of the Journalists Society as a professional union organisation, which will add to the independence of the journalist brethren."

2.8.2. Professional results

Academic research and education

- "Defective classifying of information and defective databases in the use of different organisations by building general and reliable databases easy to use with keywords etc."
- "Lack of interest, time, money and knowledge about sources of information."
- "Select recipients and minimise the time involved in searching for information by editing and organising environmental information."
- "Information is not up-to date."
- "Make sure the information is accurate, reliable, easy to understand."
- "Real (meaningful) information is based on research and it can be got from real experts."
- "Information should be based on ecological knowledge."
- "Effective information is given by joint groups of ecologists and representatives of other fields."
- "Political level is more interested in policy and interior political struggle and the goals of their political party; ministry of environment is almost totally politically bound."
- "Lack of money: EU projects/programmes and money."
- "Finding time to write/prepare; finding interesting scientific publications."
- "Too diffuse targeting."
- "I cannot see any principle obstacles."
- "There should be a law of environmental information: with the help of the law -> obstacles."
- "Poor knowledge of English and computer ability."
- "Minimise the obstacles: co-operation of western countries with the former Soviet Union area: 1) common projects, 2) inviting students and scientists for transferring knowledge; 3) common publications (-> local language!)"
- "Lack of financing."
- "Free of charge distribution of environmental information."
- "More EU support and foreign funds".
- "Involvement in personal activities."
- Minimise obstacles: "Development of multi disciplinary academic system."
- "Limited finances and wrong distribution of money."
- "Funds for systematic environmental education by ecol. Teachers; academic teachers should be obliged to distribute environmental education."
- "Administrative and financial barriers."
- Minimise obstacles: "Good management and providing adequate means."
- "Absence of money for participating different meetings."
- Minimise obstacles: "To use more actively the possibilities of PC-computer and POST."
- "Insufficient development of communications (e-mail, the Internet, lack of money)."
- "Realising joint projects -> external financing."
- "Absence of periodical foreign journals in the library because of lack of currency to subscribe -> financial support"
- "Censorship, spreading of false information about events or/and key persons, creation of false contexts of events in public consciousness."
- "To change the context of public perceiving of events through proposition of new paradigms of the reality and new beliefs as well (by explanations, shows, music, modern art, etc)."
- "Low rate of public awareness."
- "By putting Local Agenda 21 process forward and financial support from EU/EC."
- "Technical problems; lack of copying and computer equipment."

Schoolteachers

"Time and attitudes."

"I do not have time to read information, translate and revise it for the work in school."

"If there could be teachers who revise the information before I get it, so I could spread it to all teachers before the information is too old".

"Printing and spreading the material needs a lot of money. The others need money for buying the material."

"More money for printing and educational material from the government and municipalities"

"The interest has increased and the level of foreign languages is improved. "

"Economic problems. Living standards for teachers are going down. Lot of schools are in extreme financial situation.

"More support for education."

"Changes in economy."

"Participating in different projects helps to create an environmental friendly attitude and action. "

"Lack of interest on such projects slows down the process."

"Making every personality be interested in his own problems "

Business, industry and trade

"The choice of stakeholder."

"Lack of understanding the importance and competing information."

"Comprehensive communication and strategy plans."

"Amount of information/information overload, selection of it, time to receive it and to adopt to it, lack of time of 'information receptors'."

"Concentration/condensation, selection, maximising quality of information."

"Straightforward and well-focussed information."

"Already too many sources."

"Co-operation between organisations 'over the frontiers'."

"Not in understandable form, diffuse, continuous flow, confidentiality."

"Clear comparisons, edited information, one page – information."

"The media and its willingness to publish all material from all sources without any understandable criticism."

"Education of the media, to reach a minimum degree of self-criticism."

"Confidentiality reasons."

"Distinguish between different types of information."

"Widespread information and open discussion."

"In-house capacity limitations."

"Increase capacity."

"Lack of fresh, compatible data and analysis."

"Make the information fresh, compatible and easy to access."

"Small awareness of the people."

"More education, information, training".

"Economic obstacles - it is, due to money, not possible to visit all the conferences and seminars I'd need to, as well as the lack of the Internet and, as a personal obstacle, insufficient knowledge of foreign languages."

"To make the necessary and up-to-date information available (via the Internet)."

"Needs little governmental support."

"Time and patience."

"Language barrier (most of relevant information is in English) maybe in 5 years time it won't be a problem anymore"

"Lack of time and finance."

"Better access to laws and regulations."

"Lack of information transfer to similar organisations."

"More co-operation."

"No professional PR officer."

"Mass media interested in commercials, not in environment."
"Lack of time, bureaucracy, too much different type of information."
"Lack of time, information overload."
"To minimise obstacles: good quality!"

Administration

"Low quality information, because excessive."
"Need less but better information."
"Lack of time."
"With integration, special projects, etc."
"Lack of interest, information flow as a whole, workload."
"Targeting the information to address people, combine it with interesting things, concretising the meaning as much as possible."
"Teachers don't care about these things."
"We should invite them to participate short courses (free) in teaching and learning about environment."
"Language, lack of motivation, people hate changes."
"Learn and teach."
"Lack of time to search different sources of environmental information."
"Lack of well prepared persons with knowledge of foreign languages to deal with the information and to send it outside."
"Short and clear information in simple language, well prepared information service - ready for the use of journalists, and TV-journalists."

NGOs

"Very few have the possibility to use their knowledge at work; their jobs are not very good either."
"People need practical, not only theoretical information."
"Government should support also other than economic thinking."
"The players are not interested in environmental information because other problems seem to be more important."
"Environmental information should take up the questions which are of central interest and show the link to environmental issues and the advantage of working with a qualified environmental background information"
"Lack of time; too many things to do and follow (a special problem for international activities where the scale of themes as well as geographical directions is wide)."
"To select only certain number of priorities and learn to work efficiently in this framework."
"To be campaign oriented."
"Connected with the economic problems, difficulties to work with persons who are not known or when authorities do not permit new methods."
"Finding sponsors with common interests in ecology. New ideas must be carefully discussed with the authorities at the same time they are introduced to the teachers."
"Working on the new ideas together."
"Lack of finances, facilities, interest (of receivers), willingness/time (from authorities)."
"Information should be available on different forms (easy access, cheap carrier)."
"Information should be set as a priority for the society!"
"Collecting and spreading information costs money, biggest problem for our association."
"Minimise obstacles by co-operation."
"To outside - need to translate some of the information."
"Environment is not a priority in the society - keep working."
"Policy, law, notorious financial deficiency."
"Look for sponsors."
"Small number of hard copies."

- "Poor access to e-mail and the Internet in Russia."
- "Print larger number of hard copies."
- "Develop electronic communications."
- "New Russian law about payment for telephone fees consolidated resistance in Russia (may be in Europe)"
- "Insufficient financing and unawareness of the situation."
- "To organise education and family upbringing (work with the attitudes)."
- "To set up governmental programmes and financial foundations."

Farming

- "Too much diffuse, theoretical information."
- "To make people read it: information overload."
- "Concentrate information, make it interesting and of good quality."

Journalism

- "Lack and availability of fresh, compatible/high quality data and analysis."
- "Make the information fresh, compatible and easy to access."
- "Lack of knowledge of natural sciences among journalists."
- "Preparing good background information, handbooks, etc."
- "Lack of resources -> more resources."
- "Attitudes and low ecological consciousness."
- "Administrative and financial barriers."
- "Good management and providing adequate means."
- "Corruption of owners of mass media means: the non-coincidence of interests of given mass media with the publication theme (for instance, the honour of a friendly firm is affected); pressing on the mass media owners from shady (illegal) structures; psychological pressing on journalists by persons involved in the publications or by city officials, responsible for the law and order."
- "Course of the normalisation of situation in the country. Ecological education of the public consciousness. The intensification of the role of the Journalists Society as a professional union organisation, which will add to the independence of the journalist brethren."

Politics

- "The amount, the difficulty of the issues."
- "Organisations working together, visualisation."

International organisation

- "Environmental concerns in transition countries have low priority. "
- "'Media guru' do not understand the importance: information is edited out."
- "Media implementing its power through standards, not with educating people."
- "Editors-in-chief round table in discussion form -> they should answer the question: does media support the development into 21'st century or running behind as project Estonia 21 is doing."
- "Too much information/too little time, information overload."
- "Use specialists more."
- "Select and prioritise."

3. INFORMATION PRODUCERS

Refers to the section 3 of the questionnaire (see Annex 1).

General results of the section

Numerous groups could serve as producers of environmental information, see Figure 1 (p. 7). The Nordic and German respondents tend to favour the holistic responsibility of the society towards the environment - they emphasise it is everybody's responsibility. The CEE respondents seem to have expectations targeted on the specialists, experts and specific activities. Information producers and distributors are considered to be the more distinctive part of the society than in the EU countries. This is clearly visible in Figure 4 (p. 61).

There is a clear gap between the present and the potential information producers when considering the essential groups having direct influence on the Baltic Sea environment. The role of the business organisations and farmers is underestimated or it is not understood among the different expert groups and actors around the Baltic Sea. The same applies to the international organisations. Moreover, the international organisations do not themselves acknowledge their role as potential information producers on national level, unlike most other groups. The role of researchers, journalists, NGOs and administrators in focussing on environment is most easily recognised by the respondents.

3.1. Who should be active in focussing on environmental problems in the respondent's country ?

Refers to the question number 3.1 (see Annex 1).

3.1.1. General numeric results

Journalists, academic researchers and NGOs should be most active in focussing on the environmental problems in the respondents country. Academic teachers, national and local administrators and schoolteachers belong to the next important group. According to most of the respondents, farmers, international organisations and businesspeople are not expected to be active in focussing in environmental problems in their countries. This is surprising when considering the importance both business and farming have in creating environmental problems around the Baltic Sea.

Since environmental problems are in many ways international, the lack of emphasising the role of international organisations in focussing on environmental problems also on country level is rather surprising. If this is the case among the experts, this attitude may be even more distinctive among the general public. Also the representatives of the international organisations themselves estimate that they should not be very much more active than they are now.

The majority of the respondents seem to think that it is the responsibility of professional, specialised information producers, i.e. media, researchers and NGOs to produce and distribute environmental information stretches to about any field of information.

Part of the expressed expectations on journalists, researchers, NGOs and administrators may be due to the need for independent information in comparison to political or economic information produced by different interest organisations.

Question 3.1. Respondents opinion of who should be active in focussing on environmental problems in their respective countries (138 respondents)

	Quite or very much (%)	Mean value	Standard deviation	Missing cases
g) environmental NGOs	77	4,3	1,00	7
a) academic researchers	77	4,2	0,87	8
i) journalists	78	4,1	1,02	6
f) university teachers	70	4,0	1,00	7
c) national administrators	70	3,9	1,19	10
d) municipal/local administrators	68	3,9	1,02	9
e) schoolteachers	65	3,9	1,09	7
j) consumers	62	3,7	1,25	8
k) politicians	62	3,7	1,43	12
l) international organisations	48	3,7	1,66	47
b) business, industry and trade	51	3,5	1,3	10
h) farmers	44	3,3	1,27	9

3.1.2. Regional comparisons

General belief in **everybody's responsibility** can be seen in the Nordic and German sub-region (see the amount of **bolded scores in the following table**). The value levels are quite even, even though international organisations, farmers, business people and politicians are left behind in this sub-region, too. The supposed average need to focus on environmental issues is respectively higher in the Nordic and German sub-region; much responsibility is left for journalists, NGOs and other special groups in the CEE countries. Is this a sign of enlightenment -type of thinking ("People will understand if the right, authorised people will only tell them...").

Researchers, NGOs, journalists, teachers, administrators and consumers have highest scores in the Nordic and German sub-region. Also business and farmers scores are quite high in this region, especially compared to the CEE countries. Is this due to their shared responsibility (expressed by the public business actors and acknowledged and supposed by others)? Or is it because of the critical expectations towards these groups? Also the Polish respondents rank business people higher than other CEE countries - partly because several respondents are related to business?

Farmers receive lowest scores in the Russian region, a little more in other CEE countries and much higher scores in the Nordic and German region. Is this because of the general knowledge of their nitrogen and phosphorus leakage together with their strong representation in the Nordic and German societies - in decision making and opinion building?

Question 3.1. Respondents opinion of who should be active in focussing on environmental problems in Germany and Nordic countries (50 respondents)

	Quite or very much (%)	Mean value	Standard deviation	Missing value
a) academic researchers	85	4,4	0,67	3
i) journalists	83	4,3	0,81	3
g) environmental NGOs	77	4,3	0,87	3
j) consumers	77	4,3	0,93	3
e) schoolteachers	75	4,2	0,95	3
f) university teachers	76	4,2	0,89	3
c) national administrators	77	4,1	0,82	3
d) municipal/local administrators	77	4,1	0,80	4
k) politicians	72	4,2	1,07	6
b) business, industry and trade	70	4,1	0,95	3
h) farmers	66	4,0	1,02	3
l) international organisations	42	3,7	1,81	22

- The high percentage of consumers may be a sign of the modern market economy, where consumers have a functional established role that is acknowledged by other actors.
- NGOs are and they are supposed to be active. People seem to be quite satisfied with them. This means good potential for distributing new information.

Question 3.1. Respondents (68) opinion of who should be active in focussing on environmental problems in the Baltic - Polish region

	Quite or very much (%)	Mean value	Standard deviation	Missing value
a) academic researchers	77	4,1	0,81	5
i) journalists	75	4,1	1,08	3
g) environmental NGOs	74	4,1	1,16	4
c) national administrators	69	4,0	1,18	7
d) local administrators	68	4,0	1,03	5
f) university teachers	62	3,9	0,99	4
l) international organisations	53	3,9	1,47	22 (!)
e) schoolteachers	59	3,8	1,08	4
k) politicians	60	3,6	1,47	6
j) consumers	57	3,5	1,31	5
b) business, industry and trade	44	3,2	1,23	7
h) farmers	34	3,1	1,23	6

Question 3.1. Respondents opinion of who should be active in focussing on environmental problems in the Russian region (17 respondents)

	Quite or very much (%)	Mean value	Standard deviation	Missing value
g) environmental NGOs	88	4,5	0,87	-
f) university teachers	82	4,0	1,25	-
i) journalists	76	3,8	1,03	-
l) international organisations	55	3,8	1,48	-
a) academic researchers	53	3,8	1,20	-
e) schoolteachers	59	3,7	1,16	-
d) municipal/local administrators	41	3,5	1,23	-
c) national administrators	47	3,2	1,70	-
j) consumers	29	3,0	1,41	-
k) politicians	35	2,9	1,54	-
h) farmers	19	2,5	1,5	-
b) business, industry and trade	18	2,4	1,41	-

- Local authorities are often favoured more than national ones. The central authorities are usually far away.

3.1.3. Professional comparisons

Most groups think **they themselves** should be active in focussing on environmental problems in their countries (that they are important actors). This means that they also have a significant potential motivation for this activity. Most important actors are considered to be **NGOs, researchers and journalists**. Farmers are ignored among about all other professional groups as potential actors in relation to their actual emissions.

Question 3.1. Academic researchers and educators opinion of who should be active in focussing on environmental problems in their countries (34 respondents)

	Quite or very much (%)	Mean value	Standard deviation	Missing value
a) academic researchers	71	4,4	0,99	3
f) university teachers	74	4,2	0,96	3
i) journalists	68	4,0	1,03	2
e) schoolteachers	62	4,0	1,05	3
d) municipal/local administrators	65	4,0	1,09	2
g) environmental NGOs	62	3,9	1,25	3
c) national administrators	62	3,9	1,31	4
l) international organisations	41	3,7	1,76	12

- Academic researchers and university teachers should be most active. Journalists, schoolteachers, municipal administrators and NGOs should also be very active.
- There is a strong spirit of enlightenment present - it helps just to tell people the truth.

Question 3.1. Schoolteachers opinion of who should be active in focussing on environmental problems in their countries (12 respondents)

	Quite or very much (%)	Mean value	Standard deviation	Missing value
g) environmental NGOs	100	4,9	0,29	0
f) university teachers	100	4,7	0,49	0
e) schoolteachers	92	4,7	0,65	0
d) municipal/local administrators	75	4,5	0,82	1
i) journalists	83	4,3	1,22	0
l) international organisations	58	4,4	1,77	4
c) national administrators	75	4,3	1,27	1
a) academic researchers	75	4,2	0,98	1
j) consumers/ their organisations	67	3,4	1,9	0
k) politicians	50	3,4	1,91	1

- Environmental NGOs, university teachers, municipal administrators and journalists are the most preferred actors to focus on environmental problems in their countries, aside of the schoolteachers themselves.

Question 3.1. Business, industry and trade opinion of who should be active in focussing on environmental problems in their countries (28 respondents)

	Quite or very much (%)	Mean value	Standard deviation	Missing value
i) journalists	72	4,0	1,18	2
a) academic researchers	71	4,0	0,80	2
b) business, industry and trade	68	3,9	0,93	2
c) national administrators	68	3,8	1,29	2
g) environmental NGOs	65	3,8	1,05	2
d) municipal/local administrators	57	3,6	1,06	2
j) consumers	50	3,5	1,24	2
f) university teachers	46	3,4	0,94	2
k) politicians	43	3,5	1,24	5

- Business people see journalists, researchers and national administrators potentially focusing on environmental problems as much as themselves or more.
- They also value environmental NGOs and consumers quite much - in spite of their traditional antagonistic roles in the market economy; these respondents probably are progressive representatives of their community.

Question 3.1. National and local administrators opinion of who should be active in focussing on environmental problems in their countries (21 respondents)

	Quite or very much (%)	Mean value	Standard deviation	Missing value
a) academic researchers	86	4,4	0,82	1
i) journalists	82	4,4	0,88	1
k) politicians	81	4,2	1,24	1
d) municipal/local administrators	71	4,1	0,89	1
f) university teachers	71	4,1	0,91	1
j) consumers	67	4,2	1,09	1
g) environmental NGOs	67	3,9	1,15	1
c) national administrators	67	4,1	0,95	1
e) schoolteachers	67	4,0	1,00	1
l) international organisations	48	3,7	1,68	6
b) business, industry and trade	50	3,4	1,42	1

- Administrators consider that researchers, journalists and politicians should be more active than they themselves are. Administrators have higher expectations on politicians than other groups have. They also value consumers and NGOs quite much - but business people are not considered to actively focus on environmental problems.

Question 3.1. NGOs opinion of who should be active in focussing on environmental problems in their respective countries (21 respondents)

	Quite or very much (%)	Mean value	Standard deviation	Missing value
g) environmental NGOs	100	4,8	0,40	0
l) international organisations	57	4,5	0,66	8
i) journalists	86	4,1	0,96	0
e) schoolteachers	81	4,2	1,03	0
j) consumers	81	4,2	1,25	0
a) academic researchers	81	4,1	0,83	0
f) university teachers	81	4,0	1,24	0
k) politicians	81	4,0	1,24	0
d) municipal/local administrators	76	4,0	0,97	1
c) national administrators	76	3,7	1,31	0

- NGOs think they themselves should focus on environment more than the other groups, also the position of international organisations is exceptionally strong. NGOs are expecting less focussing from business people than business people from the NGOs!
- NGOs also favour international organisations, journalists, university teachers, schoolteachers, researchers and even politicians more than business people, farmers and international organisations. Administrators come somewhere in between these poles. NGOs expect active focussing from most presented groups.

Question 3.1. Journalists opinion of who should be active in focussing on environmental problems in their respective countries (10 respondents):

	Quite or very much (%)	Mean value	Standard deviation	Missing value
g) environmental NGOs	100	5,0	0,00	0
i) journalists	100	4,4	0,52	0
l) international organisations	60	4,7	0,52	4
j) consumers	90	4,2	0,63	0
e) schoolteachers	80	4,3	0,82	0
c) national administrators	80	4,2	1,03	0
k) politicians	80	4,2	0,79	0
a) academic researchers	80	4,1	0,99	0
f) university teachers	80	4,0	0,67	0
d) municipal/local administrators	70	4,2	0,92	0
h) farmers	60	3,8	0,79	0

- Journalists consider that NGOs should focus on environmental issues as much as they do themselves. International organisations and consumers are exceptionally high scored among journalists. Schoolteachers, national administrators, politicians and academic researchers are the next important actors in their ranking list, followed by local administrators. Journalists expect a broad responsibility of most groups.

Question 3.1. Farmers opinion of who should be active in focussing on environmental problems in their countries (5 respondents)

	Quite or very much (%)	Mean value	Standard deviation	Missing value
a) academic researchers	100	4,0	0,00	0
g) environmental NGOs	80	4,2	0,84	0
i) journalists	80	3,8	0,45	0
l) international organisations	60	4,3	0,96	1
c) national administrators	80	3,6	0,89	0
h) farmers	80	3,6	0,89	0
f) university teachers	60	3,6	0,55	0
j) consumers	40	3,5	0,58	1

- Farmers, like administrators, consider that some other groups should focus on environment more than they themselves. Especially academic researchers, environmental NGOs and journalists should focus on the environmental issues in their countries. Also international organisations and national administrators are valued in this respect (farmers own international organisation was mentioned in the direct verbal answers).

Question 3.1. International organisations opinion of who should be active in focussing on environmental problems in their countries of operation (6 respondents)

	Quite or very much (%)	Mean value	Standard deviation	Missing value
g) environmental NGOs	83	4,6	0,55	1
d) municipal/local administrators	83	4,6	0,55	1
i) journalists	83	4,4	0,55	1
k) politicians	83	4,4	0,55	1
c) national administrators	83	4,4	1,55	1
j) consumers	83	4,2	0,45	1
e) schoolteachers	68	4,4	0,89	1
b) business, industry and trade	67	4,2	0,84	1
a) academic researchers	67	3,8	0,45	1
h) farmers	50	3,8	0,84	1
f) university teachers	50	3,8	0,84	1
l) international organisations	33	3,0	2,65	3

- International organisations consider that their activity should be less than on the average level. Especially NGOs, local administrators, journalists, politicians, national administrators, consumers, teachers and business people should focus more on environmental issues in their countries than international organisations. Stressing national responsibility?

Question 3.1. Politicians opinion of who should be active in focussing on environmental problems in their respective countries (2 respondents)

	Quite or very much (%)	Mean value	Standard deviation
i) journalists	100	4,8	0,45
g) environmental NGOs	100	4,8	0,45
a) academic researchers	100	4,6	0,55
l) international organisations	80	4,7	0,50
k) politicians	80	4,3	0,50
f) university teachers	80	4,2	0,84
e) schoolteachers	80	3,8	1,64
d) municipal/local administrators	60	3,8	0,50
j) consumers	40	3,8	1,50
b) business, industry and trade	40	3,5	0,58
h) farmers	20	3,5	1,00

- Politicians value especially journalists, NGOs and researchers but they also know the value of international organisations. They suppose that most of the groups should be quite active. They do not, nevertheless, value farmers, business people or consumers as the potential environmental actors. (Only 2 respondents!)

3.2. Activity of certain groups or sectors in distributing environmental information in their countries

Refers to the question number 3.2 (see Annex 1).

3.2.1. General results

NGOs receive clearly the highest scores as the most active environmental information distributors; this can also be seen in the regional and professional comparisons. **Journalists, EU and HELCOM** receive the second best scores. HELCOM results indicate that those who know about its activities appreciate the organisation but there are many that do not know about it at all. This is indicated by the high number of missing cases, strong standard deviation and - on the other hand - high scores among those who evaluate its activity.

Most passive distributors are considered to be CIS, politicians, farmers and members of the business community.

Question 3.2. Activity of the following groups and sectors in distributing environmental information in respondents country according to **all respondents** (139):

	Quite or very much active (%)	Mean value	Standard deviation	Missing cases
g) Environmental NGOs	62	3,7	1,20	8
i) Journalists	35	3,2	0,92	6
n) EU	36	3,0	1,15	10
l) HELCOM	34	2,7	1,46	13
a) Academic researchers	22	2,8	1,02	7
c) National administrators	19	2,7	1,01	7
e) Schoolteachers	25	2,6	1,26	9
f) University teachers	24	2,6	1,27	8
o) UN/UNDP	20	2,6	1,26	13
d) Local/municipal administrators	15	2,5	1,04	10
j) Consumers	15	2,3	1,16	7
b) Business, industry and trade	7	2,1	0,99	9
k) Politicians	7	2,1	0,98	9
h) Farmers	6	1,8	1,01	10
m) CIS	3	1,4	1,12	18

3.2.2. Regional comparisons

The activity of NGOs is seen to be strongest in all regions (in Poland the EU goes clearly to the top). Journalists are considered to be active in the Russian and Nordic-German region. Also consumers and consumer organisations are considered to be active in Nordic-German region. The EU is appreciated more in both Russian and Baltic - Polish regions than in the "western" region. HELCOM is highly merited as a distributor of environmental information in all regions. Business people, farmers, politicians and consumers are appreciated exceptionally low in the Russian region.

Question 3.2. Activity of the following groups and sectors in distributing environmental information in respondents country according to **Nordic and German respondents** (53):

	Quite or very much Active (%)	Mean value	Standard deviation	Missing cases
g) Environmental NGOs	62	3,9	1,23	4
i) Journalists	36	3,3	0,87	3
j) Consumers	28	2,9	1,05	3
l) HELCOM	32	2,8	1,37	6
n) EU	25	2,9	1,10	4
c) National administrators	25	2,8	1,02	3
a) Academic researchers	17	2,8	1,02	3
e) Schoolteachers	23	2,5	1,36	4
d) Municipal administrators	19	2,5	1,10	4
b) Business, industry and trade	11	2,5	0,95	3
o) UN/UNDP	13	2,4	1,14	4
k) Politicians	11	2,3	1,05	3
f) University teachers	9	2,1	1,32	5
h) Farmers	11	2,0	1,02	5
m) CIS	4	1,4	1,17	6

Question 3.2. Activity of the following groups and sectors in distributing environmental information in respondents country according to **Baltic and Polish respondents (55):**

	Quite or very much active(%)	Mean value	Standard deviation	Missing cases
g) Environmental NGOs	56	3,6	1,12	4
i) Journalists	31	3,1	0,94	3
n) EU	43	3,1	1,21	3
f) University teachers	31	2,9	1,12	3
l) HELCOM	33	2,7	1,53	5
o) UN/UNDP	27	2,9	1,22	6
a) Academic researchers	25	2,8	1,00	4
c) National administrators	18	2,8	0,92	4
e) Schoolteachers	28	2,8	1,21	5
d) Municipal administrators	12	2,5	0,92	6
k) Politicians	5	2,1	1,05	6
b) Business, industry and trade	5	1,9	1,00	6
j) Consumers	7	1,9	1,09	4
h) Farmers	3	1,7	0,91	5
m) CIS	2	1,2	1,09	10

Question 3.2. Activity of the following groups and sectors in distributing environmental information in respondents country according to **Russian and Ukrainian (1) respondents (17):**

	Quite or very much Active (%)	Mean value	Standard deviation	Missing cases
g) Environmental NGOs	82	4,1	1,07	-
i) Journalists	47	3,3	0,90	-
f) University teachers	41	3,0	1,17	0
n) EU	41	2,9	1,69	3
l) HELCOM	41	2,5	2,00	2
a) Academic researchers	24	2,6	0,93	-
e) Schoolteachers	23	2,8	1,20	-
d) Municipal administrators	18	2,5	1,00	-
o) UN/UNDP	18	2,1	1,70	3
j) Consumers	6	2,1	1,05	0
c) National administrators	6	2,1	0,93	-
k) Politicians	-	1,9	0,93	0
b) Business, industry and trade	-	1,6	0,71	-
m) CIS	6	1,6	1,24	2
h) Farmers	-	1,4	0,94	-

3.2.3. Professional comparisons

NGOs are clearly number ones in **active distribution** - according to nearly every evaluating group. Nearly every group considers themselves as the active distributors, except politicians and administrators. Farmers, business people, politicians and CIS are considered to be most **passive** according to all groups (except farmers/business group themselves).

Question 3.2. Activity of the following groups and sectors in distributing environmental information in respondents country according to **academic researchers and educators** (34):

	Quite or very much Active (%)	Mean value	Standard deviation	Missing cases
g) Environmental NGOs	68	3,5	1,26	3
n) EU	59	3,6	1,12	3
i) Journalists	44	3,4	0,90	1
f) University teachers	47	2,3	1,02	1
l) HELCOM	47	3,1	1,71	5

- NGOs, EU and journalists are most appreciated among academic researchers and teachers, they themselves taking the 4th active position. HELCOM is the 5th active actor in their opinion.

Question 3.2. Activity of the following groups and sectors in distributing environmental information in respondents country according to respondents representing **business, industry and trade** (29):

	Quite or very much Active (%)	Mean value	Standard deviation	Missing cases
g) Environmental NGOs	43	3,5	1,26	3
i) Journalists	32	3,2	1,10	2
c) National administrators	32	2,9	1,00	3
b) Business, industry and trade	25	2,8	1,16	3
n) EU	29	2,6	1,47	3
l) HELCOM	21	2,3	1,4	3

- Members of the business community give NGOs clearly highest credits, even though their often controversial positions in distributing public environmental information. Journalists and national administrators are ranked at the next category with even scores. Business people rank themselves among quite active environmental information distributors. The EU and HELCOM represent the "upper middle class" of the actors.

Question 3.2. Activity of the following groups and sectors in distributing environmental information in respondents country according to representatives of **local and national administration** (21):

	Quite or very much active(%)	Mean value	Standard deviation	Missing cases
g) Environmental NGOs	48	3,5	1,32	1
i) Journalists	24	3,1	0,71	2
l) HELCOM	43	3,1	1,37	1
n) EU	29	3,0	0,92	1
e) Schoolteachers	33	2,8	1,16	1
c) National administrators	14	2,7	0,93	1
d) Municipal administrators	10	2,4	1,02	1

- NGOs, journalists, HELCOM, EU and schoolteachers are able to receive more appreciation as information distributors from the administrators than themselves.
- Administrators rank themselves among the lowest middle class as information distributors but see politicians and farmers fall even lower, under the level of clear visibility.

Question 3.2. Activity of the following groups and sectors in distributing environmental information in respondents country according to **NGOs** (21):

	Quite or very much active(%)	Mean value	Standard deviation	Missing cases
g) Environmental NGOs	91	4,3	0,64	0
i) Journalists	38	3,2	0,77	0
l) HELCOM	38	2,6	1,61	1
e) Schoolteachers	33	2,8	1,40	0
j) Consumers	33	2,7	1,27	0
n) EU	24	2,7	1,11	2
d) Municipal administrators	24	2,7	1,04	1

- After estimating themselves as most active information distributors, NGOs also give substantial credits to journalists, HELCOM and schoolteachers. The position of HELCOM may be partly due to these respondents close contact to it; this in any case offers substantial possibilities for HELCOM to use NGOs as co-informers and producers of information material.

Question 3.2. Activity of the following groups and sectors in distributing environmental information in respondents country according to **journalist** respondents (10):

	Quite or very much active(%)	Mean value	Standard deviation	Missing cases
g) Environmental NGOs	50	3,9	0,99	0
i) Journalists	50	3,5	0,85	0
n) EU	30	2,9	1,10	0
e) Schoolteachers	20	2,7	1,25	0
l) HELCOM	30	2,5	1,08	0
d) Municipal administrators	20	2,8	0,79	0

- Journalists consider - aside of NGOs, the EU, schoolteachers and HELCOM - themselves to be considerably active information producers. This is promising when considering the HELCOM and the EU as future information campaigners. The combination of NGOs, the HELCOM, the EU and journalists would therefore be the most valuable one, when discussing actual campaign planning.
- Their estimation of the business community, farmers and politicians is clear; they consider at the same time (see the question number 3.1) that especially politicians but also business and farmers representatives should be much more active in distributing information.

Question 3.2. Activity of the following groups and sectors in distributing environmental information in respondents country according to **farmers** (5):

	Quite or very much active(%)	Mean value	Standard deviation	Missing cases
g) Environmental NGO	80	3,8	0,45	0
h) Farmers	60	3,4	0,89	0
i) Journalists	40	3,4	0,55	0
f) University teachers	80	3,2	1,79	0
a) Academic researchers	20	3,2	0,45	0
l) HELCOM	-	1,5	1,00	1
n) EU	40	2,0	1,10	0

- Farmers consider themselves among active distributors of environmental information (inside the farmers community?). Farmers give the lowest general credits to every other group/sector but NGOs, journalists and university teachers and researchers. HELCOM and EU do not have very good credits. There is a small amount of respondents.

Question 3.2. Activity of the following groups and sectors in distributing environmental information in respondents country according to representatives of **international organisations** (6):

	Quite or very much active (%)	Mean value	Standard deviation	Missing cases
g) Environmental NGOs	50	4,0	0,82	2
o) UN/UNDP	33	3,4	0,55	1
n) EU	33	3,2	0,84	1
i) Journalists	-	2,8	0,45	1
l) HELCOM	34	2,8	1,92	1
a) Academic researchers	17	3,0	0,71	1

- UN/UNDP, EU, HELCOM and journalists receive the best credits after NGOs, which have also here good credits. Small amount of respondents.

Question 3.2. Activity of the following groups and sectors in distributing environmental information in respondents country according to **politicians** (2):

	Quite or very much active(%)	Mean value	Standard deviation	Missing cases
g) Environmental NGOs	80	4,7	0,50	1
a) Academic researchers	80	3,8	0,84	0
c) National administrators	60	3,8	0,84	0
i) Journalists	40	3,6	0,89	0
l) HELCOM	40	3,6	0,89	0
f) University teachers	40	3,6	0,89	0
e) Schoolteachers	40	3,4	1,14	0
n) EU	40	3,3	0,84	0
k) Politicians	-	2,4	0,55	0

- Politicians are self-critical (e.g. compared to farmers).
- They value NGOs, academic researchers and national administrators especially much. Also journalists, the EU and HELCOM receive considerably high credits. All groups but farmers, consumers and politicians are considered quite active information distributors.
- Note: small amount of respondents!

3.3. Actors that could improve their environmental information

Refers to the question number 3.3 (see Annex 1).

Most comments stress that it is **every ones responsibility** to improve the ways in which they distribute environmental information. This is especially true among the western respondents. Most groups were mentioned very often; businessmen only seldom and farmers nearly not at all. CIS is probably considered inactive; the respondents do not expect very much from it.

Nordic countries and Germany

(Condensed quotations of the verbal answers)

- All of them (could improve the ways to distribute environmental information), but not by increasing quantity: its all a matter of quality.
- Consumers, politicians, HELCOM, EU, UN/UNDP.
- Semi-official organisations working as nodes in a network (NGO).
- HELCOM by managing a contact list and using the Internet.
- National government should work with local groups, and by using high-quality TV-programmes.
- Inter-governmental organisations should not support only big projects.
- Supporting NGOs in environmental education (-> compare with active and potential distributors).
- Organise training courses for teachers and other help for teachers (material missing).
- Academic researchers could make their results more public in an understandable way.
- EU distributes too much irrelevant information; "it is hard to sort out the important parts".

Baltic States and Poland and Czech Republic and Slovakia

(Condensed quotations of the verbal answers)

- All (could improve the ways to distribute environmental information): by development of databases, reports, briefings, detailed electronic versions and by making environmental material more accessible.
- Ministry of Environment: by making environmental information more accessible; other national administrators by inter-institutional co-ordination and publication.
- EU etc.: with more elaborated official publications.
- Business and consumers: by producing and publishing articles and other material.
- HELCOM: by organising seminars, activities in newspapers, TV and radio.
- NGOs and official campaigns: more examples and concretion.
- Researchers and educators (and others): more attractively presented research data; schoolteachers - working also with adult audiences; academic teachers - by changing curricula of lectures.
- Politicians: by a strong ecological lobby, through better understanding of ecology and by focussing on environmental problems during election campaigns. They should apply sustainable development to the practise, decision making process.
- Media: from every point of view, by incorporating environmental issues into the proper economic and political perspectives; a high quality environmental monthly needed (Estonia and Latvia), possibly governmental (Latvia); by publishing at least one good ecological magazine (business/Poland).
- International organisations: through journalists (TV etc.).

Russia and Belarus and Ukraine

(Condensed quotations of the verbal answers)

- Business people (could improve the ways to distribute environmental information): by paying more attention to environmental information (business).
- EU: by 1) assisting developing communication for environmental NGOs and others
2) supporting NGOs, independent Internet servers in the Russia, publishing popular books and articles to change public consciousness, environmental movies, TV-programmes, special TV- or radio-channel (NGO).
- Many actors should publish a joint environmental newspaper or magazine.
- More effective work of TV, radio and the press.
- Many organisations by developing their activity in local level, working with people and supporting very concrete environmental projects.
- Artists, HELCOM (in North-west Russia).

3.4. Has the European Union brought changes in the respondent's field of work?

Refers to the question number 3.4 (see Annex 1).

Most respondents present comments with examples to the question about the possible changes the EU has brought in their field of work. One of the most common answers in the Baltic and Polish region, and often also in the Nordic-German region is the positive effect of taking environmental issues into consideration more seriously in terms of

- preparing new, effective legislation,
- voluntary actions like environmental management systems and better standards in business
- academics, teachers and NGO people often mention various EU programmes as positive examples.

The following examples are meant to describe the variation of answers (as condensed quotations of the verbal answers):

Nordic Countries and Germany

- International organisations give financial assistance (NGOs).
- More difficult to obtain information (journalists).
- Better environmental conditions in waste processing and circulation as well as in agriculture.
- EMAS and ISO environmental management systems.
- International contacts and information.
- Things get more calculated and less adapted for national needs.

Baltic States, Poland (Czech Republic and Slovakia)

- Legal system adoption; new environmental laws for example for waste management.
- Political pressure on government and protectionism from the government.
- Attractive teaching techniques in environmental education.
- More attention to environmental protection; other sectors have had to accept the importance of environmental issues; better environmental awareness.
- Harmonisation of environmental legislation; "engine of changes" in environmental policy.
- Pressure, incentives to change, new developments.
- Work and funding.
- More motivation in business; orientation of industry to EU market and production standards; more projects.
- Initiation of common academic projects and programmes.
- Bureaucracy, too much useless/irrelevant information.

Russia , Belarus and Ukraine

The EU has brought mostly positive or neutral changes, like:

- new equipment, technologies.
- possibility of participation in seminars and conferences.
- vast information about ecological situation in different regions of the world using different channels.

There has also occurred negative issues like "misunderstanding of local rules and norms".

Examples of answers:

- Steep rise in flow of information. Thanks to the "western" experience in working with the population, Russian industrial and state officials are giving more information to the journalists, public relations are widely practised; enterprises and large firms are opening their servers on the Internet; a lot of international ecological seminars and press-conferences are common (journalist).
- Mainly western specialists take part in the EC Projects. This does not only hold back the development of the Russian science and industry but asserts the stereotype of "second sort" in the public consciousness in regard to native know-how and technology (journalist).
- Not yet (gender studies, academic education).
- No (national administration).
- New equipment, technologies; ... : misunderstanding of local rules and norms (business).
- Possibility for participation in seminars (worker in EU program, NGO-journalist).
- Now we are receiving vast environmental information about ecological situation in different regions of the world using different channels (research).
- A little bit. Not enough. ...; We don't know real and effective projects (NGO).
- For the moment it is the main source of support; --: the time for promoting project application is too long (research and BLA21).
- Positive changes (NGO).
- Certain consulting and information distribution; --: Tacis supports nuclear power (NGO and research and business).
- Positive changes (academic and NGO).

3.5. Has the European Union brought environmental issues in the respondents field of work?

Refers to the question number 3.5 (see Annex 1).

3.5.1. General results

Two thirds of all respondents claim that the EU has brought environmental issues in their field of work. Major issues are new **environmental legislation** (directives and laws), **implementing/obeying laws**, EMAS and ISO -**standards** as well as environmental **management** and EIA (business), **research programmes**, **international exchange** (academics and teachers), **publications**, massive and too **unspecific information** (administration, farmers, scientists, journalists), more **administrative - frustrating - duties**.

3.5.2. Regional results

Nearly two thirds (60%) of the Nordic and German respondents, 63% of the respondents in the Baltic and Polish region, and 65% of the Russian and Ukrainian respondents claim that the EU has brought environmental issues in their field of work. This has to be true only in specialised circles with some knowledge of, e.g. other European languages.

Respondents present examples of the EU influence in their field of work. The contents of these examples are summarised here.

Nordic countries and Germany

Main examples of influence (new member countries – Finland and Sweden - experience stronger influence):

- Legislative changes, two legislators instead of one
- Sponsoring/financing of research and other programmes and NGO-activities
- EMAS, ISO -standards
- Better waste processing and recycling systems and rules
- Critical discussion about democracy
- Environmental competition possibilities and pressures in the agricultural sector.

Baltic States and Poland (Czech Republic)

Principal effects (new applicants have started to approximate actively):

- Workload, legislative work, international co-operation in various forms
- Aid funds, ecological projects subsidies, equipment and tuition
- Modern solutions, information exchange and contacts
- Waste management systems
- European programmes in environmental education.

Russia and Ukraine

- Many publications by different EU organisations (research).
- Supported our first steps in initiating the Local Agenda-21 process in North-west of Russia (research).
- Internet information (research).
- "I don't know exactly" (business).
- Since Russia has begun to actively co-operate with the West, the necessity has arisen in a wider scope of information (journalist).
- Not enough information (NGO).
- Not yet (research).
- Some ecological education projects were realised in Karelia with Finnish, German, Norwegian, Swedish specialists participating. Some research energetics (incl. Alternative one) programmes for Karelia were sponsored by EU (NGO-research).
- Magazines (research, Ukraine).

3.6. Have international organisations and companies effected the local companies?

Refers to the question number 3.6 (see Annex 1).

A quarter (27%) of all respondents consider, that international organisations and companies have effected the environmental performance of the local companies quite or very much. Differences between the three analysed regions are quite minimal.

	German & Nordic	Baltic Polish	Russian region
Quite or very much (%)	23	28	24
Mean value	2,7	2,8	2,2
Standard deviation	1,43	1,33	1,85
Missing cases	7/53	5/68	0/17

Examples of Baltic and Polish replies:

"Quite much: protection of the environment" (business).

"Quite much: they pay a lot of attention on environmental investments" (business).

"Some companies (not in our business) still think that in Estonia there is no need for specific environmental issues and try to avoid environmental investments to gain larger profit" (business).

"Quite much: they introduced ISO 9002 and ISO 14001 standards, eco-labelling, etc" (research & international organisations).

"Very much: in sanitary problems -> better conditions in food industry, shops, cafés?; also more sewage water treatment plants".

"All kinds of packages appeared in huge amounts."

"Food products preserve for very long time and need a lot of conservatives."

"High cost of products."

"Dumping of prices from international companies sometimes" (teaching & environmental education).

"To some extent: voluntary application of environmental management systems and practices."

"Philips; new technologies developed. Application of the environmental audit by banks to loan projects."

"New economic developments (big projects planned by big production units of foreign companies) will have negative effects/increase energy consumption and pollution" (NGO & politics).

"Environmental management systems are becoming normal" (international organisation).

"To some extent: more attention to environmental issues and long-term planning" (national administration).

"Not very much: the new packing of goods, the old equipment are procured to East" (NGO).

"Positive effects" (industry).

"Quite much; new practices and technologies, introduction of quality management systems and environmental management systems" (business).

"Not very much: higher standards, western management systems" (business).

"To some extent: Joint companies are coming with their own standards."

"Looking for cheap land-use; permits for pollution" (local administration).

"To some extent: higher production standards of e.g. gasoline stations" (academic research).

"Quite much: local companies need to use international economic standards" (academic research).

"Improves the quality of national products; product prices rise" (academic research).

"To some extent: better standards, more environmental friendly production; slowing down some investments/economy growth" (international organisation).

"Local companies begun to undertake environmental projects" (media).

"Better quality" (local administration & NGO).

- "Export of production to common European market is the best motivation" (academic research).
- "Some companies want to be "green" enough to have a good reputation abroad" (NGO).
- "Positive effects on society; negative effects: foreign "experts" without skills" (academic & NGO).

Russian and Ukraine

- "Quite much: the demands on safety of potentially dangerous industrial installations have grown. The newly built enterprises are being equipped with modern purifying facilities. Problems of resource economy, recycling and waste are being considered, etc." (journalism).
- "To some extent: harmonisation and introduction of new standards" (research & administration).
- "Very much; our company brought new standards which permit to work at international level" (business).
- "Quite much: suspension (moratorium) for cutting of old-growth forests; financing research programmes, seminars and conferences; imbalance in assistance to governmental structures and NGOs" (research & NGO).
- "Not very much: some technology (clearing water), information about preserving rare objects of nature etc. in EU countries, information about some green organisations; logging, export of resources" (research & NGO).
- "To some extent: Destruction of forests at the Karelian Isthmus by Finnish timber cutting companies" (research & business).
- "Positive effects - to some extent" (research).

3.7. Factors that encourage economy towards environmentally sustainable practices

Refers to the question number 3.7 (see Annex 1).

3.7.1. General results

Effective **supervision of environmental laws and financial subsidies** for e.g. environmental investors are considered the most important means of encouraging the economy towards sustainable practises among the average respondents. Also pricing of products, better environmental information, individual decisions and actions, as well as international influence are considered as quite or very important means by at least half of the respondents.

3.7. All respondents (138) opinion of the importance of following factors in encouraging the economy in their countries to move towards more environmental practises:

	Quite or very much active(%)	Mean value	Standard deviation	Missing cases
d) Effective supervision of environmental laws	73	4,0	1,05	7
c) Financial subsidies e.g. for investors who use better technology	69	3,9	1,08	8
b) Higher prices for harmful products	61	3,8	1,32	13
f) Better environmental information	56	3,7	0,94	9
g) International influence	50	3,6	0,95	11
e) Decisions and actions made by individual citizens	52	3,5	1,15	9
a) Higher environmental taxes	49	3,4	1,36	13

3.7.2. Regional results

The **sub-regional differences** are clearly visible varying from views of individuals interest and responsibility to trust on supervision.

3.7. **Nordic and German respondents (50)** opinion of the importance of following factors in encouraging the economy in their countries to move towards more environmental practises:

	Quite or very much Active (%)	Mean value	Standard deviation	Missing cases
b) Higher prices for harmful products	62	3,9	1,36	5
e) Decisions and actions made by individual citizens	60	3,7	1,09	4
c) Financial subsidies e.g. for investors who use better technology	60	3,6	1,08	4
d) Effective supervision of environmental laws	56	3,5	1,21	4
a) Higher environmental taxes	50	3,4	1,50	5
f) Better environ. information	46	3,4	1,03	4
g) International influence	36	3,2	0,96	4

- "Western" region favours more **individual decisions and actions** than other regions. The high preference of environmental taxes and prices for harmful products are also indicating this "liberal" feature within this region.

3.7. **Baltic and Polish respondents (55)** opinion of the importance of following factors in encouraging the economy in their countries to move towards environmental practises:

	Quite or very much Active (%)	Mean value	Standard deviation	Missing cases
c) Financial subsidies e.g. for investors who use better technology	78	4,3	0,83	4
d) Effective supervision of environmental laws	80	4,2	0,81	3
b) Higher prices for harmful products	58	3,9	1,09	8
f) Better environmental information	60	3,8	0,80	5
g) International influence	55	3,8	0,82	6
a) Higher environmental taxes	47	3,5	1,26	6
e) Decisions and actions made by individual citizens	45	3,3	1,27	5

- People in this region emphasise **financial subsidies** e.g. for environmental investors (note: the Polish environmental fund system). "Economic incentives (taxes) do not have positive impact unless funds (e.g. environmental funds) do not allocate part of revenues for improving businesses performance".
- Also **effective supervision** of environmental laws ("every regulation or tool depends on its implementation") is valued nearly as much as in the sub-region 3.
- This sub-region also values better **environmental information** more than the others.

3.7. Russian region respondents (14) opinion of the importance of following factors in encouraging the economy in their countries to move towards environmental practises:

	Quite or very much Active (%)	Mean value	Standard deviation	Missing cases
d) Effective supervision of environmental laws	93	4,3	0,83	0
c) Financial subsidies e.g. for investors who use better technology	79	4,1	1,27	
g) International influence	71	3,9	0,73	0
f) Better environmental information	57	3,4	1,16	0
b) Higher prices for harmful products	57	3,2	1,4	0
e) Decisions and actions made by individual citizens	36	3,1	1,00	0
a) Higher environmental taxes	36	2,8	1,25	0

- **Effective supervision of environmental laws, financial subsidies and international influence** are the most differentiating features for this region.
- Environmental taxation is not favoured (all taxation is under development).
- Decisions and actions made by individual citizens are valued much less than in the "western" region (see score 60 % for decisions and actions made by individuals in Nordic Countries and Germany).

Some Russian comments:

"It is necessary to reduce economic taxes in parallel with developing environmental taxation" (NGO & research).

"We think the very effective direction is to consolidate local municipal level of state management now; activists have enough environmental information; the population has not" (NGO).

"Further assistance in the development of the NGO-net in Russia could help in some extent" (journalist).

4. COUNTRY CHARACTERISTICS RELATING TO ENVIRONMENTAL AWARENESS

Refers to the section 5 of the questionnaire (see Annex 1).

In the final section of the questionnaire respondents were asked about their opinions on the state of the environment and on factors affecting environmental awareness in their home country, two neighbouring countries, and one country in some other part of the Baltic Sea catchment area. The respondents were asked to give their opinion on nine statements (see Annex 1, section 5). To allow easier comparison, each statement was supposed to be evaluated on the scale from 0 (not at all) to 5 (very much).

Everybody usually has some ideas about his/her own country in relation to neighbouring countries. Therefore the questionnaire answers were organised so that the evaluations from the countries around the Baltic Sea formed a circle, where countries are "hand in hand", see Figure 5 (p. 83). Since considerable differences within the Baltic Sea catchment area exist within the factors affecting environmental awareness in each country, it was regarded as necessary that each respondent would evaluate both the EU-countries and non-EU-countries, see Figure 5 (p. 83). With this method, each person had to relate their opinions quite homogeneously and the differences of individual scales were minimised.

It has to be stressed that the data in this questionnaire is based on individual opinions, even though the respondents were the experts in their professional field. It would be worthwhile to obtain another perspective on these country comparisons by measuring some objectively verifiable indicators, but this method would be considerably more difficult and expensive.

As mentioned above, each respondent were requested to answer by giving evaluations for four countries - their home country and three other countries. The evaluation data is presented in Annex 2. These evaluations are bolded if the country evaluated is the respondents' home country. The numbers of persons that answered statements for each country was as follows: 49 persons evaluated Belarus, Denmark (15 evaluations), Estonia (41), Finland (48), Germany (38), Latvia (30), Lithuania (26), Poland (63), Russia (47) and Sweden (82). These countries (which received 99% of the total 442 evaluations) were selected to the comparative country analysis described in this chapter. Other evaluations (3 persons evaluated Norway and 1 person evaluated Ukraine) were excluded from further consideration.

The statements were answered quite homogeneously - there was from 413 to 434 evaluations received for each statement. Only in one statement - "Everyday life situations hinder people from acting in an environmentally friendly way" - the respondents seemed to have noticeable difficulties to answer: 30 evaluations of 442 were not considered (6.8 %). This indicates that the respondents had generally understood the statements well.

Since the amount of respondents of the questionnaire is limited, a detailed statistical analysis of the results is not advantageous. However, even with the limited amount of respondents, several noticeable distinctions emerged in the questionnaire results. These are presented and discussed below in the following three parts:

- 1) State of the environment
- 2) Factors describing opportunities to act environmentally friendly
- 3) Level of environmental awareness.

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Scale of evaluations:

0 = not at all

1 = a bit

2 = to some extent

3 = moderately

4 = quite much

5 = very much

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Figure 8. Opinions on the differences in the level of environmental awareness

Average evaluations given to three statements:

1) People have a good level of environmental and scientific knowledge

2) People are well motivated to improve the environment

3) People think that a healthy environment is a part of sustainable development

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1

2

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Scale of evaluations:

0 = not at all

1 = a bit

2 = to some extent

3 = moderately

4 = quite much

5 = very much

0

1

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4.1 Opinions on state of the environment

Two questions were designed to characterise the differences in views about the state of the environment. One of them concerned the opinions on the health effects affected by environmental problems today, the other the future trends of development in the state of the environment.

The average evaluations given to these statements are presented in Figure 6 (p. 83). Remarkable differences exist in the views about the health effects. According to the respondents' opinions, environmental problems do not affect much the health of the people in Sweden, Finland and Denmark. In Germany and the Baltic States the environmental problems are believed to affect the health of the people "to some extent". The results show that in Belarus, Poland, and Russia the state of the environment is considered to affect the health of the people. These results can be compared to the previous multinational studies on environmental awareness. In the *Health of the Planet* survey (Gallup International Institute, 1992) people from 24 Countries around the world were interviewed. Five of the Baltic Sea catchment area countries - Denmark, Finland, Poland, Russia and Norway - were included. It turned out that in the three Nordic countries a relatively small amount of people (from 14 to 27 per cent of population) believed that environmental problems affect their health now, whereas in Poland and Russia the amount was remarkably higher (80% in Poland, 89% in Russia). To allow comparison with this previous international study, the question posed in this questionnaire was formed identically. The results obtained were well in line with the *Health of the Planet* survey.

In the second statement the respondents had to evaluate the current trend in the state of the environment. According to the views of the respondents, only in Russia and Belarus the state of the environment is becoming worse. Poland, which is still considered to have serious environmental problems nowadays, is at the same time seen as having started the recovering process. In all the other countries the state of the environment is believed to be improving.

4.2 Opinions on factors describing opportunities to act environmentally friendly

The respondents were also asked to give their opinion on some external factors which affect the possibility to act environmentally friendly and on some factors describing environmental awareness.

The statements which described some external factors affecting the possibilities to act environmentally friendly were as follows:

- 1) Everyday life situations do not prevent people from acting in an environmentally friendly way
- 2) It is easy to get environmental information through media
- 3) NGOs are working actively and are widely supported
- 4) People have good practical means and possibilities to act environmentally friendly.

The responses to the statements were averaged and these average evaluations for each country are presented in Figure 7 (p. 84). Differences in the perceived opportunities to act environmentally friendly in the different countries within the Baltic Sea catchment area are strong. The respondents feel that in the four EU countries there exist generally good opportunities that allow people to make environmentally friendly choices. Therefore, they see that it is mainly up to the individuals' own environmental awareness whether they make environmentally friendly choices or not. In contrast, in the non-EU countries everyday life situations and the lack of practical means and possibilities is believed to prevent environmentally friendly actions to a large degree. According to the respondents, the countries most in need of improving the situation are Russia and Belarus.

4.3 Opinions on level of environmental awareness

Three statements were meant to characterise the differences in the level of environmental awareness. These were:

- 1) People think that healthy environment is part of sustainable development
- 2) People have good motivation to improve the environment
- 3) People have good level of environmental and scientific knowledge.

Average evaluations given to these statements are presented in Figure 8 (p. 84). Also these questions were evaluated on a scale from 0 (not at all) to 5 (very much). Although there were marked differences between the EU and non-EU countries, they are less sharp than in the case of the perceived opportunities to act. Therefore, it should be remembered that together with direct environmental awareness-raising activities, real investments in the practical means and possibilities to act are also needed. The improved awareness without some practical possibilities to act environmentally friendly would only create frustration.

5. PROJECTS, PLANS AND CO-OPERATION

Refers to the section 4 of the questionnaire (see Annex 1).

General results of the section

Respondents emphasise sharply designed and differentiated projects, plans, co-operation and information products, to make them interesting (useful) and effective. They resist any general, abstract forms, with diffuse target groups and responsibility. Most respondents want to link their projects, plans and possible co-operation with their normal professional context and interests - partly due to information and work overload, and partly because of the experienced frustration on too general activities.

5.1. Examples of successful or failed projects

Refers to the question number 4.1 (see Annex 1).

Nordic countries and Germany

Succeeded:

"An environmental information service via the Internet, through which people interested on environmental education are in touch" (academic).

"National park discussion and acceptance depending on information policy and means" (academic).

"The working group of the official environmental academies in Germany (BABU); the working group of environmental education with its network (ANU). Increase of power by increasing flow of information" (environmental education).

"Fishing with a rod in the port and eating the fish at same occasion, with wide TV and radio audience. You must do what you say. If you say the fish is good to eat - so eat it" (business).

"This was my main field of work. I was involved to many different co-operation projects between Germans and partners in Estonia, Latvia and Lithuania" (NGO).

"Employ regional consultants, who speak personally with the people, ask them about their specific situation and give them concrete assistance. People understand the background and advantages of environmentally friendly actions and realise them" (NGO).

Failed:

"Lots of written and printed information, which have been very general -> nothing happens. Information has to be more `useful` in the praxis of people" (NGO).

Baltic States, Poland, Czech Republic and Slovakia

Succeeded:

"Implementation of the Small Municipalities Environmental Programme was successful; the result was good quality drinking water and wastewater treatment" (business).

"I am happy to send you our `Environmental Review` No 1 we produce such each year, as it has become our environmental policy" (business).

"Operative and correct information for specialists" (research).

"Many practical implementation projects (cleaner production) in business as success stories. Finnish-Estonian co-operation project: training program for municipal environmental managers" (business).

" A very successful project: 'Sustainable living style' for teachers (95) concerning energy saving and sustainable consuming in schools. Teachers studied different methods and got information which they used in local projects in schools" (nature school).

"Youth forest centre" - a 3 year project where school classes get active education in nature" (nature school).

"NEAP development process with broad participation of different stakeholders (260 persons), consensus building and special emphasis for information and communication was success" (NGO and politics).

"Estonia 21 is UNDP financed and SEI Tallinn co-ordinated project to build capacity for implementation of Sustainable Development in Estonia -> to raise environmental awareness has a key role -> Sustainable Development database on the Internet is one output, seminars and publications are other outputs (including a CD-ROM)" (international organisation).

"We publish a monthly newsletter to inform our community about issues and our work. This has been successful "(national administration).

"All the necessary information we received from the association of Finnish Local Authorities, Waste Management Association of Finland; good contacts are developed with Swedish Waste Management Association" (NGO and research).

"A successful waste minimisation project at electroplating shop conducted by the World Environment Centre/U.S.A." (business).

"A Swedish governmental programme "Environmentally adapted Energy systems in Baltic States and Eastern Europe, implemented by SPEM (STEM, former NUTEK/NUTEX) and different companies" (business).

" A Dutch PSO Programme "Clean Technology and Energy Conservation in food industry in Latvia" implemented by four consulting companies from Netherlands and Latvia. Information promoted by projects and book in Latvia" (business).

"BEAROP - Agricultural Run-of Management. Training, establishment of monitoring station" (academic research and education).

"In 1996 I took part in conference in Bornholm; it was a successful project. I met many interesting people from Baltic and Scandinavian Countries and got rich information about environment in the region" (academic research).

"A Finnish-Latvian project in order to elaborate the new law on Environmental Impact Assessment" (national administration).

"International projects in environmental education (Latvia-Norway, Latvia-Denmark and others) resulted in new methods, a lot of teaching materials, experience and contacts" (teaching at school) .

"Joining PHARE projects has given new channels of information and technological basis for some schools" (teaching at school, research and business).

"Special made sealings (seals/ labels?) for Sarlin pumps" (NGO and journalism).

"People are not interested in environmental information if it is not connected with human health or finances -> some energy saving, "green consumer" campaigns organised by Lithuanian Green Movement" (local administration and NGO).

"Field days in demonstration farms of the BAAP project were the most successful examples of information. It was showed for farmers how to make sustainable agriculture more profitable than ordinary" (academic research).

Failed:

"The creation of 'Club of Interest of Entrepreneur' in our municipality -> fear of publicity; trying to shade mistakes and, probably, everybody wants to be a leader; perhaps, - perspective was not laid clear enough; lack of finances to monitoring exchange of information on-line" (local administration).

"Dissemination of project results to broader extent is a weak point of most projects which took place" (academic research).

Russia and Belarus and Ukraine

Success:

"A big resonance was noted by the Finnish-Russian seminar in the House of Journalists on the information concerning the dangerous condition of the nuclear storage waste facility in Sosnovy Bor. Several months later, journalists of leading Finnish publication (Helsingin Sanomat) visited the "Radon" facility in Sosnovy Bor and a year and a half later, in the frame of TACIS, means were assigned for the reconstruction of the storage. The published information played a positive role in this matter" (journalist). "Participation in PEX'86 and SCAGEX'90 in BALTIC; BSEP in Black Sea (a lot of data, information, training of specialists and comparison of methods)" (research).

"Responsible care programme` in Neste/St Petersburg. Staff began to understand something in protection of environment" (business).

"Creation and activity of the ecological network (Socio-Ecological Union, Sacred Earth Network, ISAR US/AID)"(NGO, research).

"Projects with the financial assistance ISAR US/AID and Institute of Open Society (Moscow) for development of e-mail, environmental newspaper (Zelyoni List), realisation of seminars etc"(research).

"Assistance of e-mail communications and the Internet for five environmental NGOs by the Trans-boundary Environmental Information Agency (TEIA)" (research, NGO).

"The creation of activity Environmental North West Line/St Petersburg, N-W-Russia" (research, NGO).

"KE-Association (Russia) and EUCC (The Netherlands, in the framework of TACIS Programmes) `Project of Coastal Zone Code of Russian Federation` (research, academic education).

"Training environmental decision makers of `District administration of Leningrad Oblast` in the Taxis - Bistro context" (NGO & research)

"Most successful projects get international financial support in Moscow (such as Eurasia, ISAR, etc) conjointly SEU (Moscow and Russia in general). I do not know large projects in Northwest Russia/St. Petersburg area. ENWL (Environmental North-West Line) exists now under temporary minimal support of Norway Society of nature preserving Naturverforbundet (up to July 1998)" (research).

"ENWL and TEIA electronic lists sending environmental news in 1996 - 1998" (NGO).

"I have good examples but no time to describe it" (research).

"BEENET: co-operation of 14 schools in Finland, Estonia, Germany and Russia (Karelia) on climate protection and energy saving (<http://members.aol.com/beenetcl/beenet/beenet1.htm>) " (research & education).

"Some schools in Karelia took part in SPIRE project (Norwegian colleagues as co-ordinators). Small TACIS projects. As far as I know they all were rather successful" (research and education).

"Publications of Green World Baltic News (electronic newsletter) and Baltic Region - Our Habitat (information and analytical bulletin) launching Green World homepage on the Internet: <http://spb.org.ru/greenworld> " (NGO).

Failed:

"One of the St. Petersburg newspapers refused to publish an interview with a well-known Moscow ecologist Alexei Yakovlev, who strongly criticised the idea of ports construction in the Gulf of Finland, since one of its investors is also an investor of the port construction. But "Smena" published this interview - its Editors have no connection with the ports. This shows a big dependence of mass media on the bosses of the publication" (journalist).

"Banning the broadcast of the video film about oil terminal planned within a Natural Reserve Lebyazhiy that was made by Green World. Learnt: Now in Russia commercial interests are much stronger than environmental ones" (NGO).

"The project in TACIS - Tempus `Development of Centre for Environmental Training` was rejected because it was oriented for raising environmental awareness in administration" (researcher).

"Our large programme for COPERNICUS was refused" (research).

5.2. Environmental information and education policy and strategy in the respondents field of work

Refers to the question number 4.2 (see Annex 1).

General results:

Scientific bodies are working for the creation of better shared, available, international or at least national databases; this need is greatest in the CEE countries but also in the western countries. Professionals in the **scientific and primary/secondary education** field are preparing curricula, programmes, courses and study material for environmental education in the CEE regions.

Business organisations in the Baltic and Polish region are rapidly following their western competitors in integrating environmental issues in their corporate policies and strategies. They are establishing standardised environmental management systems (EMS) and opening their communication more towards public debate; they need better public or low-cost-basis environmental data to manage their everyday functions. Russian companies still search for examples and motivation for more intensive actions.

Most of the concrete examples are mentioned here.

5.2.1. Regional examples

Nordic countries and Germany

"We have our guidelines and are belonging to the above mentioned BABU -> guidelines of the BABU" (environmental education).

"We are going towards ISO 14001 and constructing the parts of it. Enclosed environmental policy in Port Handbook -98" (business).

"Concentrate more on the experience of the people giving the information, their background, culture, motivation, and the society they are influenced of" (NGO).

"To give the information more personal and specific and oriented on the actual problems the different persons/organisations have at that moment. Helpful: linkages between people with similar problems. Strategy could be supported by the local agencies with preferably inter-disciplinary staff, which can give help and consultation" (NGO-journalist).

Baltic States, Poland and Czech

"Environmental information for schools (students and teachers) should contain information in more popular form and concrete action and instructions what to do and how to do it".

"I am working on teaching materials in environmental studies for secondary schools".

"I am preparing environmental science program and methods of implementation on OMTK - Olaine Mechanical and Technology College".

"Integration of environmental issues into corporate/business management (ecological and economic efficiency) and production of annual environmental reviews is becoming usual in bigger and export-oriented companies. Smaller ones often have no certain policy. Information is collected and split by subjects and items."

"Environmentally adapted Energy Planning on regional - local level - also in information and educational level".

"New Polish act on waste - a chance for foreign investors and environment. Regular press conferences, workshops for journalists, stands on ecological fairs, systematic paper information. Sales depend on the environmental limits - distribution of such information is main basic. Scientific environmental databases should be available/public; for private industry/business databases available on a cost basis" (business).

"Design and implementation of environmental and ecological study programs and integration into various curricula" (scientific).

"Preparation and implementation of national policy and action plans on environmental information, education and public awareness (Lithuania/ready 1997/8; working on it in other Baltic States and Poland)" (administration).

"Administrative environmental information systems are under construction. National Centre for Environmental Information will be created (Poland) for also public information and education purposes." (Several respondents wanted a law on environmental information to secure the administrators interest in public information.)

"Conferences and publications on local languages."

"Taking use of 'pre-elections time' (money and labour available) and regular contacts with key-persons."

"Co-operation between university - school - municipality "

"Transferring our knowledge to extension service, universities and direct teaching in field days directly in experimental plots of demonstration farms" (research & farming).

"Development of Code of Good Agricultural Practises" (farming).

"Focus on current issues, important to the city residents, and general environmental issues important on the national level" (journalist).

"To reach wider circles of readers and to participate in local and international fairs" (journalist).

"Organisation of regular seminars, excursions to other countries, preparation of a newspaper together with other associations (e.g. association of package materials)" (NGO).

"Strategy: RCEE (Regional Centres for Environmental Education) together with WOK should generate and spread Polish information. But they have no money! Patent of Europa! Information annex" (NGO).

Russia and Belarus and Ukraine

"Annual review of monitoring data from all Russian seas issued as a book which is distributed widely among governmental organisations, institutions and libraries".

"Development of the e-mail network in some towns of Karelia."

"Assistance for the newspaper Zelyoni List."

"The creation and publication of a Karelian-Finnish (or other European state) environmental newspaper or magazine."

"The consolidation of collaboration with non-environmental mass-media."

"New investigations of the environmental pollution."

"As a rule we use all ways to draw public attention to the ecological problems. For example, we publish articles in national and international issues. One of them 'Urgent call for support to protect The Koorgalsky Peninsula' was published in WWF Baltic Bulletin 4-5/95: -> Harbours of Luga Bay, Kingisepp and Narva. "

"Use TV and radio for propaganda of environmental information etc."

"Now, within the project 'Coastal conservation on LA21' we came back to the idea of administration training - one of the cornerstone of any Local Agenda 21".

"We have a continuous Responsible Care programme."

"We need to educate people and professionals with conflict resolution methods in different fields (community, business, schools, etc). Open special Centres and organise special European Community Network".

"I sent one abstract of ENWL (Environmental North-West Line, an electronic newspaper) and EcoNews."

"Our strategy is both news and giving the full picture of events, to develop new ideology and philosophy of being in modern world and Europe in particular. See <http://solar.rtd.utk.edu/~valery/econews.html>

"Concerning our policy: information (periodicals and films) that we produce and publish is not copyright protected. We welcome its copying and further distribution. Strategy: more attention to the Internet. Material: see <http://spb.org.ru/greenworld>

"You may find one of our bulletins at: <http://www.bellona.no/e/russia/sos/index.htm> Our NGO has plane also good collaboration with 'All Ukrainian Eco-journalists Association'."

5.2.2. Professional ideas

Academic research and education

"Co-operation between the university, schools and the municipality".

"Transferring our knowledge to extension service, universities and direct teaching in field days directly in experimental plots of demonstration farms."

"Development of Code of Good Agricultural Practises."

"There must be a law on environmental information."

"Annual review of monitoring data from all Russian seas issued as a book which is distributed widely among governmental organisations, institutions and libraries."

"Development of the e-mail network in some towns of Karelia."

"Assistance for the newspaper Zelyoni List."

"Creation and publication Karelian-Finnish (or other European state) environmental newspaper or magazine."

"Consolidation of collaboration with non-environmental mass-media."

"New investigations of the environmental pollution."

"As a rule we use all ways to draw public attention to the ecological problems. For example, we publish articles in national and international issues. One of them 'Urgent call for support to protect The Koorgalsky Peninsula' was published in WWF Baltic Bulletin 4-5/95 -> harbours of Luga Bay, Kingisepp and Narva. Use TV and Radio for propaganda of environmental information etc."

"Now, within the project 'Coastal conservation on LA21' we came back to the idea of administration training - one of the cornerstone of any Local Agenda 21."

Schoolteachers

"Environmental information for schools (students and teachers) should contain information in more popular form and concrete action and instructions what to do and how to do it."

"I am working on teaching materials in environmental studies for secondary schools".

"I am preparing environmental science program and methods of implementation on OMTK - Olaine Mechanical and Technology College".

Business, industry and trade

"We are going towards ISO 14001 and constructing the parts of it. Enclosed environmental policy in Port Handbook -98".

"To integrate environmental issues into corporate/business management (achieving both ecological and economic efficiency)".

"Producing annual environmental reviews and reports".

"Environmentally adapted Energy Planning on regional and local level - also in information and educational level".

"New Polish act on waste - a chance for foreign investors and environment. Regular press-conferences, workshops for journalists, stands on ecological fairs, systematic paper information. Sales depend on the environmental limits - distribution of such information is basic. Scientific environmental databases should be made available/public; for private industry and business databases could be available on a cost basis."

"No certain policy. Information is collected and split by subjects and items".

"We have a continuous responsible care programme".

Administration

"National Strategy and Action Plan of Environmental Education, Awareness and Training" (approved in 2/98/Lithuania; working on it in other Baltic States and Poland). NEAP has developed set of priority action

to be taken next. See web site: <http://www.envir.ee/neap>".

"Administrative environmental information systems are under construction. National Centre for Environmental Information will be created (Poland) for also public information and education purposes".

"Conferences and publications on local languages".

"Making use of "pre-elections time" (money and labour available) and regular contacts with key-persons".

NGOs

"Organisation of regular seminars, excursions to other countries, preparation of a newspaper together with other associations (e.g. Packaging Association)."

"Strategy: RCEE (Regional Centres for Environmental Education) in co-operation with WOK; but distributing and utilising Polish information. We have no money! Patent of Europa! Information annex."

"We need to educate people and professionals with conflict resolution methods in different fields (community, business, schools, etc.). Open special Centres and organise special European Community Network".

"I sent one abstract of ENWL and EcoNews".

"Our strategy is both news and giving the full picture of events, to develop new ideology and philosophy of being in modern world and Europe in particular. See <http://solar.rtd.utk.edu/~valery/econews.html>"

"Policy: information (periodicals and films) that we produce and publish is not copyright protected. We welcome its copying and further distribution. Strategy: more attention to the Internet".

"Material: see <http://spb.org.ru/greenworld>

You may find one of our bulletins at: <http://www.bellona.no/e/russia/sos/index.htm> ".

"Our NGO has also good collaboration with 'All Ukrainian Eco-journalists Association' (Russia).

Journalism

"Focus on current issues, important to the city residents, and general environmental issues important on the national level".

"To reach wider circles of readers and to participate in local and international fairs".

Farming

"Development of Code of Good Agricultural Practises".

5.3. Goals, target groups, means and partners in promoting environmental information

Refers to the question number 4.3 (see Annex 1).

Most presented examples are strictly professional and very specialised. Regional features are more diffuse than professional ones; differences are mainly professional. Here are some examples of professional descriptions:

Academic research and education

"a) Goal: Sustainable and well-organised ecological education; integrating ecological topics into basic courses of natural sciences; schools and universities co-operation in environmental monitoring.

b) Target groups: For all people with prior attention to youth.

c) Means: Teachers and researchers from the whole area.

- a) Goal: Improvement of information and better usage of this information for nature protection.
- b) Target groups: Governmental and local administrators, inhabitants of certain areas, scientific community.
- d) Partners: Governmental environmental protection organisations; mass media (versus closed, introvert official information)."
- "a) Goal: Initiation of the LA21 process.
- b) Target groups: Involving local administration and the NGOs,;
- c) Means: Organising seminars and preparing booklets etc.
- d) Partners: GTF, City of Lahti."
- "To disseminate information on developments in the environmental field in the region through the research community and NGOs, -> BUP - HELCOM - EU - REC – NGOs."

Schoolteachers (and other environmental education)

"The goals are: spreading environmental knowledge and awareness -> multipliers in various fields of work -> seminars and publications -> administration, NGOs, business, experts."

Business, industry and trade

"A port is a part of environmentally friendly transport that must involve the port users (ships, passengers), end users (cargo owners) and municipal decision makers. ISO 14001 is an important tool in achieving this goal, together with active information directed to other ports, shipping companies, stevedores and city industry agencies" (Finland).

"Raise citizens awareness about environmental risks concerning wastes through local administration and industrial staff. Also the Internet and environmental fairs and meetings with other research institutions are important in achieving this" (Poland).

"Writing a new law on wastes that is targeted for entrepreneurs and administrators, with politicians, journalists and local administrators as implementing partners" (Poland).

"Better understanding of ecological and economic benefits of environmental investments -> local authorities and government officials -> mass media, conferences -> Partners: NGOs, Ecological Press Club" (Poland).

"To provide customers with knowledge about water standards and how to reach them. This can be done through articles, seminars and visits, and with the help of National Fund for Environmental Protection and local Funds" (Poland).

Administration

"Innovations in environmental protection require the involvement of investors, funds, financing bodies and enterprises. Their motivation can be improved through newspapers, the Internet and personal contacts (National Fund for Environmental Protection/Poland).

"To make environmental education more effective by helping different target groups like teachers, local administrators, NGOs and politicians. It also requires equal access to information to all partners; fast reaction to up-to-date facts and innovations. Also International institutions, Research centres and the Central Government are relevant actors" (Poland).

NGO

"A common network of NGOs around the Baltic Sea with equal chances and possibilities to contact and meet each other."

"People who are engaged, institutions, regional projects."

"I hardly find some in my own country."

"Spread environmental knowledge which can be used in daily life and lead to practical actions to the local

players."

"Roof organisation in all sectors of life to some extent."

"a) Goal: Sustainable development; -> b) Target groups: broad public, c) Means: publications (hard copies; e-mail delivery lists; the Internet; video films; conferences, workshops; actions; d) Partners: any organisations and individuals."

"Distribution of information, development of new ideology; targets: NGOs, individuals, specialists; via the Internet".

"With NGOs, international organisations (especially if they work on the Internet), scientific institutions."

"We may be a base organisation in it (conflict resolution/education, see 4.2); complete joint movement with social, environmental, local governmental and bureaucracy participants".

"Goals: 1. Development of the regional network for environmental NGOs. 2. Involving of environmental NGOs to inter-regional and global networks. 3. Change of information quality (ordering character of information like to What's new?' of CCI's SEU service). 4. Increase of mass media activity in qualitative environmental information.

Target groups: 1. Technical group for developing the communication facilities. 2. Information service group. 3. Mass media assistance group. 4. Contact group.

Means: Joint projects, grants and fundraising.

Partners: 1. SEU. 2. ENWL, TEIA. 3. EU and other European partners (may be in future)" (Russia).

Journalists

"To increase ecological consciousness -> education -> local and national administrators, politicians, NGOs" (Poland).

"a) Goals: Assistance in the formation of public ecological conscience. b) Target groups: Creation of groups of public control, groups of conductance of ecological actions; c) Means: Organisation of information campaigns in mass media, carrying out discussion, round tables, ecological actions; d) Partners: Greens, (NGOs), ecologists, journalists, teachers, scientists, local population, concerned with the ecological conditions, local officials (rarely)" (Russia).

5.4. Requested future co-operation with the respondents

Refers to the question number 4.4 (see Annex 1).

General results

A clear majority, 84% of the respondents are interested in the future co-operation concerning environmental information. Many of them wanted to know what kind information would it be all about (in the future) before answering. As most respondents were professionals, most co-operations offers or acceptance to co-operate is **combined with the core activity of the respondent**. Their time and resources were mostly in full use and many mention their strict time limits in co-operation. Most respondents obviously hoped more mediating information for relevant directions (including themselves) than expected others to become their partners in some permanent co-operation.

The hope to develop or influence **information networking** may have been the most common denominator of all respondents, considering their expectations of the SPA and any extra co-operation with external partners. Most analysed professional groups but especially teachers, researchers and NGO specialists are prepared to share their professional expertise in future co-operation. This co-operation should be professional and well defined.

5.4.1. Regional examples of suggested co-operation

Examples of the answers to the question number 4.4: "Are you interested in co-operation concerning environmental information? How would you like to take part in doing it?"

Nordic countries and Germany

Yes: "By providing and exchanging information" (research).

Yes: "By reception by the Internet, no own input" (research).

"Maybe; I don't want to have lots of paper. Could save it and so we'd not have to cut so many trees" (teacher).

Yes: "Co-operation will be rather unilateral; to fulfil our purpose we are interested in gaining as much information as possible but we are nearly unable to offer much information apart of our target groups" (environmental education).

Yes: "Reforming my information to fit to the others" (business).

Yes: "Canalisation, through organisations like NMC (Swedish Association of Environmental Managers)" (business).

Yes: "Exchange of personal experience" (business).

Yes: "By the Internet" (local administration).

Yes: "By e-mail or on a seminar" (NGO).

Yes: "By translating information from English to German. Visiting Baltic States and writing about their situation. Organise and evaluate seminars with German participants. Help people getting direct contacts to colleagues. This work I am practising right now. International support would of course strengthen this?" (NGO).

Yes: "With very few time, unfortunately! Perhaps as a kind of consultant and contact person to tourism in Schleswig-Holstein, but I do not know how long" (NGO).

Yes: "By writing own articles on magazines and newspapers. I do not have capacity for any more" (farmer/farmers organisation).

Baltic States and Poland

Yes: "Share experience, common projects".

Yes: "Cannot dedicate much time -> review your information and send sometimes some brief feedback"

"Exchange of scientific information and invitations to conferences, workshops, etc."

"Interested in information concerning community development" (local administration).

Yes: "Common publication, exchange of publications, participation of common projects, conferences and workshops" (science).

Yes: "Preparation of special publications for different groups of society".

Yes: "Change of experience" (business).

Yes: "Exchange of ideas" (European Commission).

Yes: "Information exchange" (business).

Yes: "Exchange of papers, results" (academic research).

Yes: "We would appreciate any opportunity to share our experience"(business).

Yes: "Share views, ideas, develop projects, implement projects" (NGO and politics).

Yes: "Networking is the best way in the framework of common interests with other institutions" (national administration).

Yes: "To provide regular information about waste management situation in our country" (academic research and NGO).

Yes: "I'd like to be a part of information exchange network and to pass this information to colleagues and other interests, also through my activity in journalism" (business, journalism).

"Subscription, writing articles" (business).

Yes: "Distance training, books in Latvian, leaflets, brochures, seminars, workshops (business).

Yes: "Organisation of events in our municipality; participation in organising events of any kind; sharing my personal experience" (local administration).

Yes: "Exchange of information, participation in professional meetings, discussions, joint projects" (academic research).

Yes: "We need close co-operation between Baltic and Scandinavian countries in environmental policy. We need conferences, article exchange, information about different activities in our countries and EU" (academic research).

Yes: "Discussion, analysis of the present situation of E.I. Ass. In Latvia by summarising them in a book" (national administration).

Yes: "To take part in working-out a project to get a law on environmental information" (academic research).

Yes: "I can not dedicate much time -> review the information you provide and send sometimes some brief feedback" (international org/ERDB).

Yes: "Share experience, common projects" (local admin and NGO).

Yes: "Exchange of scientific information and invitations to conferences, workshops, etc." (local administration/applied science).

Yes: "We are starting EU project Local Agenda 21 for Kaunas" (academic research).

Yes: "We are interested in exchange of information concerning community development" (academic research).

Yes: "Producing material in local language (written, video)" (NGO).

Yes: "Common publication, exchange of publications, participation in common projects, conferences and workshops" (academic research) .

Yes: "Preparation of special publications for different groups of society" (academic research).

Russia (, Belarus) and Ukraine

Yes: "To be a user" (research). Yes: "But I have no time!" (research).

Yes: "To exchange of information by e-mail, links on WWW-pages, workshops, conferences (research).

Yes: "Joint project and e-mail exchange of information followed by seminars and training process" (research).

Yes: "Information exchange (books, articles); joint projects, meetings and scientific personal communication" (research).

Yes: "Joint project (newspaper, magazine, etc; it is necessary to spread information from region and to region); developing networks" (research).

"In present the spread of environmental information is qualitatively changing" (research).

Yes: "Activists in large and quite large centres have big volumes of environmental information and want to change quality and trend of their field of work. It is often impossible because of technical difficulties (e.g.. old computers like IBM 286, with about 20 Mb, or have only three hours in week for work with e-mail and the Internet, or has not Internet possibility in general)" (research).

Yes: "Local activists in smaller towns and villages do not have any e-mail and the Internet because they have no computers, modems or money. They can only use newspapers, TV and radio information" (research).

Yes: "Local populations are receiving very seldom any necessary environmental information. Therefore 'environmental literacy' and information on nature and health conditions of population is very poor. It is important to take into account all this in future. And it is right to make same questionnaires for clarification of regional environmental information needs" (research).

Yes: "By close contacts with my professional colleagues and with NGOs" (research).

Yes: "To receive updated information" (Business).

Yes: "In our NGO we have specialists in environmental issues from Karelian Research Centre. If joint projects were established and grants be given, then they could participate in developing the curricula, writing materials and delivering lectures, etc." (NGO).

Yes: "I am ready to present information, which I have, together with the available publications" (Journalist)

6. COMMENTS ON THE QUESTIONNAIRE

The respondents' opinions on the questionnaire were both commendatory and critical. The feedback received from the CEE countries was more positive, whereas the respondents in Nordic countries and Germany were rather more critical.

In general, the respondents considered the questionnaire thematically interesting but too long and too complicated. Some of them avoided open questions, some complained that there was too little space to answer. Some respondents suggested that better results could have been achieved through conducting interviews.

It also turned out that the level of the English language needed for responding the questionnaire constituted a problem to some of the respondents, especially from the CEE countries.

Some examples of the comments are presented below:

Sub-region 1: Nordic countries and Germany

"Long. But not too long."

"Depends on the results and how they will be used"

"Several questions unclear/different interpretations -> Different possible answers, too complicated, 0-survey" (business).

"Very difficult to answer your questions; most of them are not applicable to our work.

"Difficult to separate my answers/principal field of work/volunteering in NGOs -> I focused in my principal field of work "

"Since it is difficult to specify our field of work regionally and theoretically (environment in general) and since it is our explicit task to spread all sorts of environmental information some questions seemed to fit not very well."

"Quite abstract, not easy to answer shortly, but I try to support your project "

"Please send me the results, preferably via the Internet. Thanks."

"Very healthy to answer; it cleared my mind very much."

"Should have been made as an interview " (business).

Sub-region 2: Baltic States and Poland

"Useful but time consuming" (business).

"Too general, not directly to my field of work - manufacturing of building materials" (business).

"Very typical and unfortunately not very resultative attempt" (academic research).

"Our answers do not necessarily reflect the opinion of regular client as we do represent intermediary organisation between government, municipality and industries " (business).

"Interesting" (NGO, politics and consulting).

"Difference between information and communication is not very clear "(national administration).

"Quite much; some questions should be divided in two: for professionals and inhabitants" (administration).

"Thank you for your confidence in my experience. Looking forward to receive guidelines. Please, feel free to contact me, if you need additional information " (business, journalism).

"Waiting for positive feedback " (business/research).

"A great main advice: in all materials we should stress the role of individual person or action, more information, not facts only. Have a great success in the environmental protection field!" (local administration/national administration, farming).

"Many aspects, sometimes difficult to get the right understanding about meaning of questions" (academic research).

"It was very interesting. I wish to get more information, co-operation and the final material" (academic research).

"Many-sided and quality " (academic research).

"Thank you for this possibility. I was surprised when I received your letter. I hope that you can use some ideas" (teaching at school).

"Thank you very much!" (teacher).

"Not clear who and how is intending to improve co-operation transferring information ".

Sub region 3: Russia, Belarus, Ukraine

"Some of the questions are difficult to translate. Some inaccuracies are present. Questions may turn out to be inadequate" (journalist).

"We hope that it could be of help in organising co-operation work" (academic education).

"Quite interesting. I got the letter from you only at June. It took by post from 22.5 -> 04.06: more than 2 weeks! Field or scale of the questions are not always clear (local/global; for individuals or for organisation); some questions are interesting to reply " (academic).

"Looking forward for future co-operation" (academic).

"Questions 1.6 and 1.7 are not too clear" (academic).

"Thank you for the questionnaire. Interesting for me. Not enough time for detailed answers. Answer with pleasure. Interest in future collaboration. Where did you find my contact information?" (academic).

7. CONCLUSIONS

This report is based on 148 questionnaire answers from different professional groups in the Baltic Sea catchment area. The methods used in the analysis of the questionnaire answers (including both fixed choice questions and open-ended questions) allowed finding many important results.

Clear similarities between some countries were found. Therefore, the Baltic Sea catchment area could be divided into three sub-regions. These three sub-regions had different features in many important aspects, which indicates that they are in different stages of environmental awareness. Since the countries of the Baltic Sea area are in different stages of environmental awareness, they need various tailored action proposals and support to fulfil their needs in the field of environmental information, education and training.

The different professional groups and their channels of information were also investigated in this study. It was found out that each professional group tends to favour some particular channels and forms of information which are important to use while addressing this group. The differences between professional groups were at least as strong and visible as the sub-regional or national differences. In addition to the traditional information channels, the Internet and other forms of electronic communication have become increasingly significant, although their availability is not equal in the Baltic Sea area.

The findings presented in this report were further elaborated in a separate report "Raising Environmental Awareness in the Baltic Sea area", which includes many proposals for improving environmental awareness for different action levels. The report was published by Finnish Environment Institute in October 1999, and is available both in paper and on the Internet in the following address:

The Internet : http://www.vyh.fi/eng/orginfo/publica/electro/fe_327/fe_327.htm

Postal orders: ISBN 952-11-0528-3 from Edita, PO Box 800, FIN-00043, Helsinki, Finland

Telephone: +358-9-566 0266, Fax: +358-9-566 0380

Section 1

ENVIRONMENTAL ISSUES IN YOUR FIELD OF WORK

The importance of environmental issues in different fields of work may change for many reasons and within a short period of time. Some things can make it difficult to use environmental information rationally, even if the information was relevant.

1.1. What is your principal field of work?

Please underline the best alternative!

- a) academic research
- b) business, industry or trade
- c) national administration
- d) local/municipal administration
- e) teaching at school
- f) environmental education at university
- g) environmental non-governmental organisation (NGO)
- h) farming or farmers organisation
- i) journalism or the public media
- j) consumer organisation
- k) politics
- l) international organisation, which? _____
- m) others, which? _____

1.2. Do you have important secondary activities in the other fields mentioned? In which?

1.3. What kind of environmental information, if any, is needed right now in your field of work?

1.4. Will the amount and quality of the environmental information you need change in the future? In which ways?

1.5. Do you need more information about the environmental changes taking place in the Baltic Sea catchment area?

Please circle the right alternative:

- a) no
- b) yes; what kind of information?

1.6. Will the need for environmental information in your field of work increase by the following factors?

Please circle the best number:

- | | | | | | | | |
|--|---|---|---|---|---|---|------------------|
| a) changes in environmental legislation | 1 | 2 | 3 | 4 | 5 | 0 | 1=not at all |
| b) staying professionally up-to-date | 1 | 2 | 3 | 4 | 5 | 0 | 2=not very much |
| c) change of policy | 1 | 2 | 3 | 4 | 5 | 0 | 3=to some extent |
| d) co-operation with the European Union | 1 | 2 | 3 | 4 | 5 | 0 | 4=quite much |
| e) other international co-operation | 1 | 2 | 3 | 4 | 5 | 0 | 5=very much |
| f) increased export of products | 1 | 2 | 3 | 4 | 5 | 0 | 0=cannot say |
| g) customers demand for improved environmental quality | 1 | 2 | 3 | 4 | 5 | 0 | |
| h) health risks | 1 | 2 | 3 | 4 | 5 | 0 | |
| i) saving resources or material | 1 | 2 | 3 | 4 | 5 | 0 | |
| j) process changes in production | 1 | 2 | 3 | 4 | 5 | 0 | |
| k) change of ownership or management in my branch | 1 | 2 | 3 | 4 | 5 | 0 | |
| l) other factor? | 1 | 2 | 3 | 4 | 5 | 0 | |
| _____ | 1 | 2 | 3 | 4 | 5 | 0 | |
| m) no need for more information | 1 | 2 | 3 | 4 | 5 | 0 | |

1.7. Will the ability or motivation to use more environmental information in your field of work decrease by the following factors?

Please circle the best number:

- | | | | | | | | |
|--|---|---|---|---|---|---|------------------|
| a) bureaucracy | 1 | 2 | 3 | 4 | 5 | 0 | 1=not at all |
| b) corruption | 1 | 2 | 3 | 4 | 5 | 0 | 2=not very much |
| c) disharmonious legislation | 1 | 2 | 3 | 4 | 5 | 0 | 3=to some extent |
| d) low priority or lack of interest at work | 1 | 2 | 3 | 4 | 5 | 0 | 4=quite much |
| e) already too many things to cope with | 1 | 2 | 3 | 4 | 5 | 0 | 5=very much |
| f) information overload | 1 | 2 | 3 | 4 | 5 | 0 | 0=cannot say |
| g) lack of knowledge in your organisation | 1 | 2 | 3 | 4 | 5 | 0 | |
| h) lack of knowledge in other organisations | 1 | 2 | 3 | 4 | 5 | 0 | |
| i) absence of interest in better standards for example in export | 1 | 2 | 3 | 4 | 5 | 0 | |
| j) lack of competition in your field of activity | 1 | 2 | 3 | 4 | 5 | 0 | |
| k) other factors, what? | 1 | 2 | 3 | 4 | 5 | 0 | |
| _____ | 1 | 2 | 3 | 4 | 5 | 0 | |
| _____ | 1 | 2 | 3 | 4 | 5 | 0 | |

Do you want to specify your answer?

1.8. With regard to the environment, what are the most prominent future trends or innovations in your field of work?

Section 2

CHANNELS AND FORMS OF INFORMATION

A television programme can be effective in receiving and transmitting public information. Discussing with your colleague or reading an article in your daily newspaper may be useful in sharing and receiving information in your field of work.

- 2.1. Please name the newspapers, programmes or other channels of information that people in your field of work follow most?

- 2.2. Through which channels would you and your colleagues like to receive environmental information?

- 2.3. How important are the following information channels in your field of work?

Please circle the best number after each alternative:

a) Television	1	2	3	4	5	0	1=not at all
b) radio	1	2	3	4	5	0	2=not very
c) newspapers & magazines	1	2	3	4	5	0	3=of some importance
d) libraries	1	2	3	4	5	0	4=quite important
e) the internet	1	2	3	4	5	0	5=very important
f) professional events, seminars, congresses	1	2	3	4	5	0	0=cannot say
g) professional publications	1	2	3	4	5	0	
h) training within your work	1	2	3	4	5	0	
i) visits, excursions	1	2	3	4	5	0	
j) non-governmental organisations	1	2	3	4	5	0	
k) inter-governmental organisations like EC/EU, CIS, HELCOM	1	2	3	4	5	0	
l) public services/officials	1	2	3	4	5	0	
m) other channels? _____	1	2	3	4	5	0	
n) _____	1	2	3	4	5	0	

2.4. Please name the most important sources of environmental information (e.g. newspaper, the internet, group of colleagues, or the most useful TV-programme) in your field of work?

Why are they important?

2.5. What ways and means should be used to spread environmental information in your field of work?

Please circle the best number:

- | | | | | | | | |
|---|---|---|---|---|---|---|------------------|
| a) experiencing things personally
(seeing, smelling, touching etc.) | 1 | 2 | 3 | 4 | 5 | 0 | 1=not at all |
| b) visiting exhibitions and shows | 1 | 2 | 3 | 4 | 5 | 0 | 2=not very much |
| c) discussing with colleagues and experts | 1 | 2 | 3 | 4 | 5 | 0 | 3=to some extent |
| d) newspapers and magazines | 1 | 2 | 3 | 4 | 5 | 0 | 4=quite much |
| e) professional publications | 1 | 2 | 3 | 4 | 5 | 0 | 5=very much |
| f) news and documentaries on
television & in radio | 1 | 2 | 3 | 4 | 5 | 0 | 0=cannot say |
| g) internet | 1 | 2 | 3 | 4 | 5 | 0 | |
| h) CD -rom | 1 | 2 | 3 | 4 | 5 | 0 | |
| i) entertaining programmes or stories
on television, radio, the press,
music or theatre | 1 | 2 | 3 | 4 | 5 | 0 | |
| j) other form/s? What? | 1 | 2 | 3 | 4 | 5 | 0 | |
| k) _____ | 1 | 2 | 3 | 4 | 5 | 0 | |
| _____ | 1 | 2 | 3 | 4 | 5 | 0 | |

Why do you prefer some of these more than others?

2.6. What kind of combination of ways and forms would be most effective in spreading environmental information in your field of work?

2.7. What makes environmental information useful and effective in your field of work? Where, in your opinion, does the quality of information come from?

2.8. What would be the probable obstacles in spreading environmental information in your field of work (within your organisation or outside, with the help of your organisation) if this was necessary?

How to minimise such obstacles?

Section 3

PEOPLE WHO PRODUCE ENVIRONMENTAL INFORMATION

Different groups have different roles in producing and distributing environmental information.

3.1. Who should be active in focusing on environmental problems in your country?

Please circle the right number:

- | | | | | | | | |
|--|---|---|---|---|---|---|--------------------|
| a) academic researchers | 1 | 2 | 3 | 4 | 5 | 0 | 1 = not at all |
| b) people in business, industry & trade | 1 | 2 | 3 | 4 | 5 | 0 | 2 = not very much |
| c) national administrators | 1 | 2 | 3 | 4 | 5 | 0 | 3 = to some extent |
| d) municipal/local administrators | 1 | 2 | 3 | 4 | 5 | 0 | 4 = quite much |
| e) schoolteachers | 1 | 2 | 3 | 4 | 5 | 0 | 5 = very much |
| f) university teachers | 1 | 2 | 3 | 4 | 5 | 0 | 0 = cannot say |
| g) environmental non-governmental organisations (NGOs) | 1 | 2 | 3 | 4 | 5 | 0 | |
| h) farmers and their representatives | 1 | 2 | 3 | 4 | 5 | 0 | |
| i) journalists and the public media | 1 | 2 | 3 | 4 | 5 | 0 | |
| j) consumers and their organisations | 1 | 2 | 3 | 4 | 5 | 0 | |
| k) politicians | 1 | 2 | 3 | 4 | 5 | 0 | |
| l) international organisations, which? | 1 | 2 | 3 | 4 | 5 | 0 | |
| m) <u>others, which? _____</u> | 1 | 2 | 3 | 4 | 5 | 0 | |

3.2. How active are the following groups or sectors in distributing environmental information in your country?

Please circle the best number:

- | | | | | | | | |
|--|---|---|---|---|---|---|--------------------|
| a) academic researchers | 1 | 2 | 3 | 4 | 5 | 0 | 1 = not at all |
| b) people in business, industry & trade | 1 | 2 | 3 | 4 | 5 | 0 | 2 = not very much |
| c) national administrators | 1 | 2 | 3 | 4 | 5 | 0 | 3 = to some extent |
| d) municipal/local administrators | 1 | 2 | 3 | 4 | 5 | 0 | 4 = quite much |
| e) schoolteachers | 1 | 2 | 3 | 4 | 5 | 0 | 5 = very much |
| f) university teachers | 1 | 2 | 3 | 4 | 5 | 0 | 0 = cannot say |
| g) environmental non-governmental organisations (NGOs) | 1 | 2 | 3 | 4 | 5 | 0 | |
| h) farmers and their representatives | 1 | 2 | 3 | 4 | 5 | 0 | |
| i) journalists and the public media | 1 | 2 | 3 | 4 | 5 | 0 | |
| j) consumers and their organisations | 1 | 2 | 3 | 4 | 5 | 0 | |
| k) politicians | 1 | 2 | 3 | 4 | 5 | 0 | |

Inter-governmental actors like

- | | | | | | | | |
|---|---|---|---|---|---|---|--|
| l) Baltic Marine Environment Protection Commission (HELCOM) | 1 | 2 | 3 | 4 | 5 | 0 | |
| m) Commonwealth of Independent States (CIS) | 1 | 2 | 3 | 4 | 5 | 0 | |
| n) European Union (EU) | 1 | 2 | 3 | 4 | 5 | 0 | |
| o) United Nations (e.g. UNDP) | 1 | 2 | 3 | 4 | 5 | 0 | |
| p) others, which? _____ | 1 | 2 | 3 | 4 | 5 | 0 | |
| q) _____ | 1 | 2 | 3 | 4 | 5 | 0 | |

3.3. Which actors could improve the ways in which they distribute environmental information in your country? How?

3.4. Has the European Union (EU) brought changes in your field of work? Please state what these are.

a) positive changes

b) negative changes

3.5. Has the European Union (EU) brought environmental issues in your field of work?

a) yes

b) no

How?

3.6. Have international organisations and companies effected the environmental performance of the local companies, for example the level of environmental standards used in production?

Please circle the best number:

1=not at all

2=not very much

3=to some extent

4=quite much

5=very much

0=cannot say

What kind of effects have you noticed?

Positive effects:

Negative effects:

3.7. How much, in your opinion, could the following factors encourage the economy in your country to move towards more environmental practices?

Please circle the best number:

- | | | | | | | | |
|---|---|---|---|---|---|---|------------------|
| a) higher environmental taxes | 1 | 2 | 3 | 4 | 5 | 0 | 1=not at all |
| b) higher prices for harmful products | 1 | 2 | 3 | 4 | 5 | 0 | 2=not very much |
| c) financial subsidies e.g. for investors who use better technology | 1 | 2 | 3 | 4 | 5 | 0 | 3=to some extent |
| d) effective supervision of environmental laws | 1 | 2 | 3 | 4 | 5 | 0 | 4=quite much |
| e) decisions and actions made by individual citizens | 1 | 2 | 3 | 4 | 5 | 0 | 5=very much |
| f) better environmental information | 1 | 2 | 3 | 4 | 5 | 0 | 0=cannot say |
| g) international influence | 1 | 2 | 3 | 4 | 5 | 0 | |
| h) other ways, what? _____ | 1 | 2 | 3 | 4 | 5 | 0 | |
| i) _____ | 1 | 2 | 3 | 4 | 5 | 0 | |

Do you want to specify your answer? _____

Section 4 PROJECTS, PLANS AND CO-OPERATION

4.1. Can you give examples of successful or failed projects to promote environmental information in your field of work? What happened? What was learnt?

4.2. Do you have a policy or strategy concerning environmental information in your field of work? Please describe it briefly! We would also be interested to receive any material of these issues.

4.3. What could be the
a) goals,

b) target groups,

c) means and

d) partners

in promoting environmental information in your field of work?

4.4. Are you interested in co-operation concerning environmental information?

- a) YES
- b) NO

How would you like to take part in doing it?

Please comment this questionnaire here:

Section 5

COMPARING NEIGHBOURING COUNTRIES

Consider that the statements in the following table relate to your country, two neighbouring countries and one other country in the Baltic Sea Area. Do these statements equal your impression of the situation in these countries? Mark the most suitable number for each country and statement.

0 = not at all, 1 = a bit, 2 = to some extent, 3 = moderately, 4 = quite much, 5 = very much

	Russia	Finland	Belarus	Poland
The state of the environment is getting worse in				
Environmental problems affect the health of the people in				
People are aware that preserving healthy environment is essential with regard to sustainable economic development in				
Everyday life situations hinder people from acting in an environmentally friendly way in				
People have good motivation to improve the environment by their own behaviour in				
People have good level of environmental and scientific knowledge in				
It is easy to get environmental information through media (television, radio, newspapers) in				
Non-governmental environmental organisations are working actively and are widely supported by the people in				
People have good practical means and possibilities (recycling facilities, public transport, water and gas saving equipment...) to act environmental-friendly in				

Would you like to comment or specify your answers? Please write here.

FOR FURTHER CO-OPERATION:

Name: _____

Address: _____

Tel.: _____

Fax: _____

Belarus

49 evaluations received

Respondent code	755	1022	768	715	738	0	1054	1041	1026	1038	766	845	e1	e3	e4	k20	k21	k22	k5	998	k4	e9	k12	k10	k10
1 The state of the environment is getting worse	4	2	1	3	5	4	5	2	2	1	3	5	3	5	5	5	3	2	4	4	5	1	4	2	
2 Environmental problems affect the health of the people	2	5	4	2	5	5	3	5	5	1	2	5	4	5	5	5	3	5	5	5	3	4	4		
3 People think that healthy environment is part of sustainable dev.	0	0	0	2	0	0	3	0	1	3	4	1	2	1	1	2	3	1	4	1	3	1	1		
4 Everyday life situations do not prevent people from acting	0	0	0	0	0	1	1	0	0	3	3	2	0	0	0	1	0	3	0	2	0	2	1	1	
5 People have good motivation to improve the environment	0	0	0	2	1	0	4	4	1	0	0	0	2	1	5	1	0	3	1	3	0	1	1	1	
6 People have good level of environmental and scientific knowledge	0	2	0	1	2	0	0	1	0	3	1	2	2	2	0	2	2	2	1	4	1	3	1	1	
7 It is easy to get environmental information through media	4	1	0	1	2	0	0	1	2	1	2	1	1	2	1	2	1	2	1	3	1	4	2	1	
8 NGOs are working actively and are widely supported	0	1	0	2	1	0	3	0	1	2	2	1	1	3	2	1	2	3	1	3	1	1	1	1	
9 People have good practical means and possibilities to act	0	0	1	1	1	0	1	0	0	1	0	1	1	0	0	0	0	2	0	3	0	1	1	1	
Average	6	13	8	14	12	11	13	20	10	11	12	16	23	14	24	14	18	15	23	14	31	14	19	16	13

Respondent code	717	842	1112	1114	x1	827	k1	1098	1098	731	k3	k6	Alex	1010	k14	k15	k18	1020	1013	k18	p1	k8	k19	1280
1 The state of the environment is getting worse	2	2	0	3	5	0	4	2	4	3	2	5	5	3	5	5	4	3	2	3	2	4	2	
2 Environmental problems affect the health of the people	2	3	3	5	5	5	5	2	5	4	4	5	5	3	5	5	5	4	4	5	4	4	4	5
3 People think that healthy environment is part of sustainable dev.	2	3	3	2	0	1	3	0	4	1	2	2	0	4	1	2	2	1	1	5	2	0	1	3
4 Everyday life situations do not prevent people from acting	1	0	2	0	1	0	2	0	1	1	3	0	0	0	0	1	0	1	2	2	2	0	2	1
5 People have good motivation to improve the environment	3	1	0	2	0	0	3	0	1	2	1	1	0	0	1	1	1	0	1	5	1	0	1	0
6 People have good level of environmental and scientific knowledge	2	2	1	3	0	1	3	0	3	1	2	5	2	2	1	1	1	1	1	3	2	0	0	0
7 It is easy to get environmental information through media	1	1	1	2	0	1	3	0	2	2	2	1	2	0	1	1	1	2	5	2	1	0	3	
8 NGOs are working actively and are widely supported	0	2	1	3	0	2	3	0	1	2	1	1	1	0	1	2	0	0	1	2	1	0	1	2
9 People have good practical means and possibilities to act	0	0	1	1	0	0	2	0	1	0	2	1	2	0	1	1	0	1	1	2	0	0	0	
Average	13	14	12	21	11	10	28	4	22	16	19	21	17	12	16	19	13	11	15	31	18	9	11	14

AVERAGE SCORES

	Belarus
1 The state of the environment is getting worse	3,2
2 Environmental problems affect the health of the people	4,1
3 People think that healthy environment is part of sustainable dev.	1,7
4 Everyday life situations do not prevent people from acting	0,9
5 People have good motivation to improve the environment	1,2
6 People have good level of environmental and scientific knowledge	1,5
7 It is easy to get environmental information through media	1,5
8 NGOs are working actively and are widely supported	1,3
9 People have good practical means and possibilities to act	0,7
Average	1,8

Comparing neighbouring countries: Analysis of the results of the questionnaire

Denmark

15 evaluations received

Germany

38 evaluations received

	Respondent code							
	866	935	891	936	789	857	806	788
1 The state of the environment is getting worse	0	0	2	2		1	1	0
2 Environmental problems affect the health of the people	1	1	2	2	1	2	2	5
3 People think that healthy environment is part of sustainable dev.	2	3	4	3	5		4	3
4 Everyday life situations do not prevent people from acting	3	4	1	4		0	3	3
5 People have good motivation to improve the environment	4	2	4	4	5	2	4	3
6 People have good level of environmental and scientific knowledge	3	3	4	3	3	3	3	3
7 It is easy to get environmental information through media	4	4	4	4	4	3	4	4
8 NGOs are working actively and are widely supported	4	2	4	2	2	2	5	5
9 People have good practical means and possibilities to act	4	3	3	4		2	5	3
Average	25	22	28	28	20	15	31	29

	935	1022	936	789	808	788	917	797	1041	1026	1036	787	782	1009	k20	k21	k22	k12	996
1 The state of the environment is getting worse	0	1	3		2	0	2	0	0	0	0	2	2	0	3	2	0	1	0
2 Environmental problems affect the health of the people	1	2	2	3	3	5	1	2	1	1	1	2	1		5	3	5	3	2
3 People think that healthy environment is part of sustainable dev.	4	4	3	4	2	3	4	2	1	4	4	2	3	4	4	4	4	1	5
4 Everyday life situations do not prevent people from acting	4	3	4		3	2	2	4	4	5	3	3	5		2	4	2	4	5
5 People have good motivation to improve the environment	2	4	3	2	4	3	2	2	2	5	4	1	1	4		4	3	4	4
6 People have good level of environmental and scientific knowledge	3	4	3	2	3	3	3	3	1	4	4	3	4	4	4	4	3	4	4
7 It is easy to get environmental information through media	3	4	4	3	4	4	2	5	3	5	4	2	5		4	3	3	4	4
8 NGOs are working actively and are widely supported	3	5	3	2	4	5	2	3	4	4	3	2	4		4	4	3	2	4
9 People have good practical means and possibilities to act	3	4	3		4	5	4	4	3	4	3	5	5	4	5	4	4	4	5
Average	23	31	28	16	29	30	22	25	19	32	26	22	30	16	31	32	27	27	33

	Respondent code							
	889	1219	883	917	797	787	792	
1 The state of the environment is getting worse	3	2	0	1	0	2	1	
2 Environmental problems affect the health of the people	2	2	2	1	2	1	0	
3 People think that healthy environment is part of sustainable dev.	3	4	3	3	2	2	3	
4 Everyday life situations do not prevent people from acting	1	1	4	3	4	3	5	
5 People have good motivation to improve the environment	4	4	3	3	2	1	2	
6 People have good level of environmental and scientific knowledge	2	2	4	2	3	3	4	
7 It is easy to get environmental information through media	3	2	4	3	5	2	4	
8 NGOs are working actively and are widely supported	4	2	4	3	3	2	3	
9 People have good practical means and possibilities to act	3	2	3	3	4	5	5	
Average	25	21	27	22	25	21	27	

	1117	1112	1114	1098	1098	1219	k3	1010	k14	k15	k18	1020	1013	p1	k19	1288	k8	k10	k11
1 The state of the environment is getting worse	4	0	3	2	0	2	4	0	1	2	2	2	0	4	1	4	2	2	1
2 Environmental problems affect the health of the people	3	1	5	2	2	2	2	1	2	2	3	4	2	2	1	4	2	1	2
3 People think that healthy environment is part of sustainable dev.	4	1	3	4	5	4	4	5	4	4	3	3	3	4	4	2	4	4	4
4 Everyday life situations do not prevent people from acting	3	1	1	3	3	1	1		4	3	4	3	3	4	4	4	3	4	4
5 People have good motivation to improve the environment	5	3	3	3	4	3	4	5	5	4	4	4	4	4	4	3	2	4	4
6 People have good level of environmental and scientific knowledge	5	3	3	3	4	2	4	2	4	3	4	4	4	4	4	3	3	4	4
7 It is easy to get environmental information through media	5	4	4	4	5	3	5	4	5	3		4	4	5	4	3	3	4	4
8 NGOs are working actively and are widely supported	5	4	4	5	5	2	4	3	4	2	4	4	4	4	4	4	3	4	4
9 People have good practical means and possibilities to act	5	3	4	5	4	2	5	3	4	4	4	5	5	5	4	3	3	5	4
Average	39	20	30	31	32	21	33	23	33	27	28	33	29	36	30	30	25	32	31

AVERAGE SCORES

	Denmark
1 The state of the environment is getting worse	1,1
2 Environmental problems affect the health of the people	1,7
3 People think that healthy environment is part of sustainable dev.	3,1
4 Everyday life situations do not prevent people from acting	2,8
5 People have good motivation to improve the environment	3,1
6 People have good level of environmental and scientific knowledge	3,0
7 It is easy to get environmental information through media	3,6
8 NGOs are working actively and are widely supported	3,1
9 People have good practical means and possibilities to act	3,5
Average	2,8

Germany

1,5
2,3
3,4
3,2
3,4
3,4
3,9
3,6
4,1
3,2

Comparing neighbouring countries: Analysis of the results of the questionnaire

Estonia

41 evaluations received

	Respondent code																						
	968	608	683	682	684	967	652	680	602	695	973	968	697	944	1129	1127	1170	952	1141	1176	1196	971 e6	
1 The state of the environment is getting worse	4	0	0	2	4	0	0	0	1	1	0		0	0	1	1	5	2	3	3	2	2	3
2 Environmental problems affect the health of the people	2	3	3	3	2	3	1	1	2	3	1		1	3	2	2	5	1	5	4	4	3	4
3 People think that healthy environment is part of sustainable dev.	2	2	3	3	4	3	0	0	2	1	2		2	2	0	2	3	1	1	2	1	3	1
4 Everyday life situations do not prevent people from acting	1	1	2	3	1	2	2	1	2	1	2			2	1	4	0	2	0	1	1	1	4
5 People have good motivation to improve the environment	1	1	1	1	3	2	1	2	1	2	1	3	2	1	3	3	0	1	2	1	1	0	1
6 People have good level of environmental and scientific knowledge	3	2	4	2	4	3	0	1	1	2	2	3	2	1	1	3	0	2	1	1	1	2	2
7 It is easy to get environmental information through media	1	0	3	2	4	3	0	2	1	0	3		2	3	2	3	0	4	2	2	1	1	2
8 NGOs are working actively and are widely supported	0	2	4	2	4	3	1	2	2	3	4	3	2	2	1	3	1	2	1	1	0	2	3
9 People have good practical means and possibilities to act	0	3	3	2	4	1	0	1	2	1	1		1	2	2	2	0	3	1	0	0	0	3
Average	14	14	23	20	30	20	5	9,5	14	14	16	9	12	16	13	23	14	18	16	15	11	14	23

	Respondent code																			
	1136	1163	698	1167	1190	1174	961	1178	1168	1220	1179	966	1243	1238	14	k13	1223	12		
1 The state of the environment is getting worse	3	0	0	2	1	3	0	4	1	2	1	0	3	0	2	0	3	3		
2 Environmental problems affect the health of the people	2	3	5	2	3	3	3	4	2	2	2	1	2	1	3	2	4	4		
3 People think that healthy environment is part of sustainable dev.	2	1	3	3	3	3	1	2	3	0	1	3	2	1	1	2	4	3		
4 Everyday life situations do not prevent people from acting	1	1	1	2		1	1	2	2	2	4	1	0	4	1	2	4	1		
5 People have good motivation to improve the environment	3	2	2	2	2	4	3	1	3	1	3	1	3	2	3	1	3	1		
6 People have good level of environmental and scientific knowledge	4	2	2	0	3	1	3	1	1	2	2	3	0	1	1	1	3	0		
7 It is easy to get environmental information through media	3	2	1	2	3		0	2	1	2	2	4	0	0	2	1	2			
8 NGOs are working actively and are widely supported	3	1	1	0	2	2	1	2	1	2	2	3	0	2	1	2	2	2		
9 People have good practical means and possibilities to act	1	2	1	1	2		2	2	1	1	2	3	0	0	1	1	3	1		
Average	22	14	16	14	19	17	14	20	15	14	19	19	10	11	15	12	28	15		

AVERAGE SCORES

	Estonia
1 The state of the environment is getting worse	1,5
2 Environmental problems affect the health of the people	2,7
3 People think that healthy environment is part of sustainable dev.	2,0
4 Everyday life situations do not prevent people from acting	1,7
5 People have good motivation to improve the environment	1,8
6 People have good level of environmental and scientific knowledge	1,8
7 It is easy to get environmental information through media	1,8
8 NGOs are working actively and are widely supported	1,9
9 People have good practical means and possibilities to act	1,4
Average	1,8

Comparing neighbouring countries: Analysis of the results of the questionnaire

Finland

48 evaluations received

Norway

3 evaluations received

Respondent code	866	967	891	973	966	1129	1127	1170	952	1141	1176	845	1196	971	e1	e3	e4	k4	1223	e7	i2	e8	e9	1286
1 The state of the environment is getting worse	0	0	2	0		1	0	1	1	2	1	0	0	1	2	1	2	4	1	0	3	0	1	3
2 Environmental problems affect the health of the people	1	2	2	1		2	1	1	1	2	2	0	1	3	3	1	3	5	2	2	3	1	2	3
3 People think that healthy environment is part of sustainable dev.	2	4	4	3		1	2	4	4	2	3	4	4	4	1	4	4	5	5	2	4	4	5	3
4 Everyday life situations do not prevent people from acting	3	3	1	4		4	4	5	1	5	4	5	4	3	3	3	3	2	4	4	1	4	3	1
5 People have good motivation to improve the environment	4	2	4	4	3	4	4	4	4	2	4	5	5	1	4	3	5	5	4	3		4	2	3
6 People have good level of environmental and scientific knowledge	3	2	4	4	3	3	4	4	4	3	4	4	5	3	4	3	4	5	3	4	2	4	1	2
7 It is easy to get environmental information through media	4	4	4	4	4	5	5	4	5	4	3	5	4	2	5	3	4	4	4	4	5	2	3	4
8 NGOs are working actively and are widely supported	4	4	4	4	4	2	5	3	3	2	2	5	4	3	4	3	4	4	4	4	4	2	4	4
9 People have good practical means and possibilities to act	4	4	3	4	4	4	4	4	5	3	3	4	5	4	4	5	4	4	4	4	4	2	5	5
Average	25	25	28	28	18	26	29	30	28	25	25	32	32	23	30	26	33	38	31	28	19	29	27	25

Respondent code	1136	1163	1187	842	1190	889	1174	837	981	1178	1186	1220	827	e5	k1	1179	986	i4	k6	Alex	k13	k18	1260	883	k5	13	1288		
1 The state of the environment is getting worse	1	2	0	0	1	3	2	1	0	4	0	1	0	0	0	1	3	1	2	1	0	1	2	2	3	0	5	0	3
2 Environmental problems affect the health of the people	1	2	0	1	1	2	2	3	1	1	1	1	2		2	1	2	2	1	1	0	1	2	2	3	1	3	1	3
3 People think that healthy environment is part of sustainable dev.	3	4	3	4	4	3	3	4	4	4	4	4	5	4	5	4	4	1	5	4	4	5	5	3	5	4	3	4	3
4 Everyday life situations do not prevent people from acting	4	4	4	2		1	2	2	4	3	4	4	5	4	3	5	3	2	5	4	3	4	3	4	0	2	4	2	4
5 People have good motivation to improve the environment	4	3	2	3	3	4	2	4	4	4	4	3	5	4	5	5	3	2	5	4	3	5	4	3	5	3	3	3	3
6 People have good level of environmental and scientific knowledge	4	4	0	4	3	2	4	4	4	5	3	3	4		4	3	4	1	3	3	3	5	3	4	4	2	2	2	2
7 It is easy to get environmental information through media	5	4	2	2	3	3	4	4	4	5	3	3	5	4	4	4	1	5	4	3	5	4	4	4	4	4	3	4	3
8 NGOs are working actively and are widely supported	4	3	1	4	3	4	3	5	5	4	2	4	5		4	4		2	4	3	4	5	4	4	5	2	4	2	4
9 People have good practical means and possibilities to act	3	5	4	4	4	3	3	4	4	4	4	5	5	4	4	4	4	1	5	4	4	5	5	3	4	3	3	3	3
Average	29	31	16	24	22	25	25	31	30	34	25	28	36	16	31	30	25	15	34	29	25	35	30	27	35	21	28		

AVERAGE SCORES

	Finland	Norway
1 The state of the environment is getting worse	1,1	2,0
2 Environmental problems affect the health of the people	1,7	2,3
3 People think that healthy environment is part of sustainable dev.	3,7	3,3
4 Everyday life situations do not prevent people from acting	3,3	2,3
5 People have good motivation to improve the environment	3,7	3,0
6 People have good level of environmental and scientific knowledge	3,4	2,0
7 It is easy to get environmental information through media	3,8	3,3
8 NGOs are working actively and are widely supported	3,6	3,3
9 People have good practical means and possibilities to act	4,0	3,0
Average	3,1	2,7

Comparing neighbouring countries: Analysis of the results of the questionnaire

Latvia

30 evaluations received

	Respondent code														
	608	663	682	684	755	967	768	715	746	738	652	680	602	695	973
1 The state of the environment is getting worse	0	0	2	4		0	4	0	0	2	0	0	2	2	0
2 Environmental problems affect the health of the people	3	3	3	2	0	3	5	3	1	1	0	1	2	4	1
3 People think that healthy environment is part of sustainable dev.	2	3	3	4	0	3	3	1	4	2	0	0	1	1	2
4 Everyday life situations do not prevent people from acting	1	1	3	0	0	2	0	1	1	1	2	1	2	1	2
5 People have good motivation to improve the environment	1	1	1	3	0	2	2	1	2	2	1	2	1	2	1
6 People have good level of environmental and scientific knowledge	2	4	2	4	1	2	1	1	2	3	0	1	1	1	2
7 It is easy to get environmental information through media	0	3	2	4	4	3	1	2	2	3	0	2	1	0	3
8 NGOs are working actively and are widely supported	2	3	2	4	2	3	1	1	3	2	1	2	3	3	4
9 People have good practical means and possibilities to act	3	2	2	4	1	1	1	1	1	2	0	1	2	1	1
Average	14	20	20	29	8	19	18	11	16	18	4	9,5	15	15	16

	Respondent code														
	717	698	981	731	986	1243	1238	9	692	697	944	952	786	605	971
1 The state of the environment is getting worse	1	0	0	0	0	3	0	0	0	0	0	4	0	0	2
2 Environmental problems affect the health of the people	1	5	3	3	1	2	1	2	2	1	2	3		4	3
3 People think that healthy environment is part of sustainable dev.	3	3	1	3	3	2	1	4	1	2	2	1		3	3
4 Everyday life situations do not prevent people from acting	1	1	1	2	1	0	4	3	1		1		4	3	1
5 People have good motivation to improve the environment	3	1	3	3	1	3	2	2	2	2	1	1	1	1	0
6 People have good level of environmental and scientific knowledge	3	1	3	2	3	0	1	1	2	1	1	2	2	1	2
7 It is easy to get environmental information through media	3	1	0	3	4	0	0		3	2			2	2	1
8 NGOs are working actively and are widely supported	3	1	1	3	3	0	2	2	3	3		2	3	1	2
9 People have good practical means and possibilities to act	2	0	2	1	3	0	0		2	1			2	1	0
Average	20	13	14	20	19	10	11	14	16	12	7	13	14	16	14

AVERAGE SCORES

	Latvia
1 The state of the environment is getting worse	0,9
2 Environmental problems affect the health of the people	2,2
3 People think that healthy environment is part of sustainable dev.	2,1
4 Everyday life situations do not prevent people from acting	1,5
5 People have good motivation to improve the environment	1,6
6 People have good level of environmental and scientific knowledge	1,7
7 It is easy to get environmental information through media	1,9
8 NGOs are working actively and are widely supported	2,2
9 People have good practical means and possibilities to act	1,4
Average	1,7

Lithuania

26 evaluations received

	Respondent code													
	608	663	682	684	755	768	715	746	738	652	680	695	0	
1 The state of the environment is getting worse	0	0	2	3		5	0	0	2	0	0	2	2	0
2 Environmental problems affect the health of the people	3	4	3	3	0	5	3	1	1	0	1	4	3	
3 People think that healthy environment is part of sustainable dev.	2	3	3	4	0	1	1	4	2	0	0	1	1	
4 Everyday life situations do not prevent people from acting	1	1	3	0	0	0	1	1	1	2	1	1	2	
5 People have good motivation to improve the environment	1	1	1	3	0	0	1	2	2	1	2	2	0	
6 People have good level of environmental and scientific knowledge	2	4	2	3	1	0	1	2	3	0	1	1	1	
7 It is easy to get environmental information through media	0	3	2	3	4	0	2	2	3	0	2	0	1	
8 NGOs are working actively and are widely supported	2	3	2	4	2	0	0	3	2	1	2	3	1	
9 People have good practical means and possibilities to act	3	2	2	4	1	1	2	1	2	0	1	1	1	
Average	14	21	20	27	8	12	11	16	18	4	9,5	16	13	

	Respondent code													
	717	698	732	x1	731	1243	1238	697	768	734	730	746	802	
1 The state of the environment is getting worse	1	0	0	3	0	3	0	2	0	1	1	0	2	
2 Environmental problems affect the health of the people	1	5	2	3	3	2	1	1		3	2	2	2	
3 People think that healthy environment is part of sustainable dev.	3	3	3	1	3	1	1	2		4	1	1	1	
4 Everyday life situations do not prevent people from acting	1	1	1	2	3	0	4		4	4	3	4	2	
5 People have good motivation to improve the environment	3	2	1	0	4	3	2	1	0	2	0	3	1	
6 People have good level of environmental and scientific knowledge	3	1	1	1	2	0	1	1	2	2	1	1	1	
7 It is easy to get environmental information through media	3	1	3	1	3	0	0	2	2	3	1	1	1	
8 NGOs are working actively and are widely supported	2	1	2	1	4	0	2	2	3	0	2	1	2	
9 People have good practical means and possibilities to act	2	0	1	1	1	0	0	1	2	0	0	1	1	
Average	19	14	14	13	23	9	11	12	13	19	11	14	13	

Lithuania

1 The state of the environment is getting worse	1,2
2 Environmental problems affect the health of the people	2,3
3 People think that healthy environment is part of sustainable dev.	1,8
4 Everyday life situations do not prevent people from acting	1,7
5 People have good motivation to improve the environment	1,5
6 People have good level of environmental and scientific knowledge	1,5
7 It is easy to get environmental information through media	1,7
8 NGOs are working actively and are widely supported	1,8
9 People have good practical means and possibilities to act	1,1
Average	1,6

Comparing neighbouring countries: Analysis of the results of the questionnaire

Russia

47 evaluations received

Ukraine

1 evaluation received

	Respondent code																								
	967	789	973		944	1129	1127	797	1170	952	787	1141	792	1176	945	1196	971 e1	e3	e4	k4	1223 e7	1054			
1 The state of the environment is getting worse	0	5	4	5		1	3	2	5	5	4	4	3	4	3	2	5	5	5	4	5	5	5	5	5
2 Environmental problems affect the health of the people	4	5	5	5	4	4	4	5	5	5	4	5	4	5	2	5	3	5	5	5	5	5	5	5	5
3 People think that healthy environment is part of sustainable dev.	2		0	1		0	1	1	2	1	0	1	1	1	3	0	2	5	1	3	4	4	1		
4 Everyday life situations do not prevent people from acting	2		0	1	0	1	0	0	0		0	0	0	0	3	0	0	0	0	1	1	0	0		
5 People have good motivation to improve the environment	1		0	2		2	1	2	0	1	0	2	2	0	0	0	0	3	1	5	3	0	0		4
6 People have good level of environmental and scientific knowledge	2		0	3		0	1	1	0	2	1	1	3	0	1	0	2	1	3	3	3	2	2		4
7 It is easy to get environmental information through media	1		1	3		1	1	3	0		0	2	2	1	2	0	1	3	1	3	2	1	1		3
8 NGOs are working actively and are widely supported	3		1	4		1	1	3	0	2	0	1	2	0	2	0	1	5	2	4	2	1	1		2
9 People have good practical means and possibilities to act	1		0	2		1	1	1	0		1	1	2	0	0	0	0	1	1	0	2	0	0		2
Average	16	10	11	26	4	11	13	18	12	16	10	17	19	11	16	7	14	28	19	28	27	18	15		25

	Respondent code																							
	1136	1163	1187	842	1190	1174	837	981	1178	1188	1220	827	e5	k1	1179	986	k8	k7	k13	k18	k5	1260	e8	e8
1 The state of the environment is getting worse	4	3	5	2	2	5	5		5	3	2	0	3	4	2		5	4	3	2	1	4	2	5
2 Environmental problems affect the health of the people	4	4	4	3	3	5	5		5	3	3	4	4	5	3		5	3	3	5	3	5	3	5
3 People think that healthy environment is part of sustainable dev.	1	0	3	3	2	4	3	1	0	1	3	1	1	3	1	2	2	0	0	5	2	3	3	3
4 Everyday life situations do not prevent people from acting	1	1	3	0		0	1		0	0	0	0	0	1	1	1	0	1	1	2	4	1	4	0
5 People have good motivation to improve the environment	0	2	2	1	1	5	3		0	2	0	0	0	2	0		1	1	0	5	1	0	1	5
6 People have good level of environmental and scientific knowledge	3	2	0	3	2	0	3		0	1	0	2	1	4	0	2	5	3	0	4	2	0	3	1
7 It is easy to get environmental information through media	1	2	2	1	2		3	0	1	1	0	1	1	3	1		1	2	1	5	2	3	2	1
8 NGOs are working actively and are widely supported	1	1	1	2	2		4		1	0	0	3	1	4	1		1	2	1	3	3	2	3	
9 People have good practical means and possibilities to act	0	2	2	1	1		2		0	1	0	0	1	2	0	2	1	2	1	1	1	0	1	1
Average	15	17	22	16	15	19	29	1	12	12	8	11	12	28	9	7	21	18	10	32	19	18	19	24

AVERAGE SCORES

	Russia	Ukraine
1 The state of the environment is getting worse	3,5	5,0
2 Environmental problems affect the health of the people	4,2	5,0
3 People think that healthy environment is part of sustainable dev.	1,8	
4 Everyday life situations do not prevent people from acting	0,7	
5 People have good motivation to improve the environment	1,3	4,0
6 People have good level of environmental and scientific knowledge	1,6	4,0
7 It is easy to get environmental information through media	1,5	3,0
8 NGOs are working actively and are widely supported	1,8	2,0
9 People have good practical means and possibilities to act	0,9	2,0
Average	1,9	3,6

Poland

63 evaluations received

Respondent code	966	935	891	1022	936	789	857	0	808	1054	788	917	797	1041	1028	1036	787	792	1009	845	e1	e3	e4	k20	k21	k22	990	k4	k5	k9	k11	k12		
1 The state of the environment is getting worse	1	0	2	0	3		4	1	4	3	1	2	0	0	0	0	3	1	0	2	4	3	2	4	4	0	0	4	2	4	2	4	2	1
2 Environmental problems affect the health of the people	4	2	4	4	4	4	4	3	5	4	5	4	4	2	4	4	3	1	4	2	4	3	3	5	5	5	4	5	2	5	2	4		
3 People think that healthy environment is part of sustaina ...	3	2	2	1	1		2	1		3	2	1	3	3	2	0	2	3	3	3	3	4	2	2	4	3	4	4	3	2	3			
4 Everyday life situations do not prevent people from actin ...	1	3	0	1	1		0	2	1	1	0	1	3	2	0	1	0		3	1	2	2	1	1	2	2	2	1	2	2	3			
5 People have good motivation to improve the environmen ...	2	2	2	2	1		2	1	3	2	1	2	3	4	0	0	3	1	1	3	2	5	2	1	1	3	4	2	0	2	1			
6 People have good level of environmental and scientific k ...	2	2	3	4	1		2	2	3	2	1	1	1	2	1	1	3	3	2	3	2	4	1	3	3	2	4	3	1	2	3			
7 It is easy to get environmental information through medi: ...	2	2	3	3	1		3	3	3	3	1	4	1	3	2	1	3	2	2	2	2	4	1	2	3	3	4	4	1	2	4			
8 NGOs are working actively and are widely supported	3	2	2	4	1		3	2	4	4	3	3	3	3	2	1	3	2	2	3	2	4	3	2	2	3	4	4	2	2	2			
9 People have good practical means and possibilities to ac ...	1	1	1	2	1		1	1	2		2	0	2	1	1	0	2	3	2	1	2	2	3	0	1	2	3	4	4	1	1	1		
Average	19	16	19	21	14	4	16	17	26	7	23	14	18	17	22	11	12	19	17	18	25	21	31	19	21	22	23	35	26	19	17	22		

Respondent code	1117	842	1112	888	1114	x1	827	k1	1098	1098	1219	k3	k6	Alex	1010	k14	k15	k16	k20	1020	1013	k17	k18	883	k19	1260	1288	k5	k8	k10	1288	
1 The state of the environment is getting worse	3	1	0	4	3	1	1	3	0	2	1	4	4	3	1	4	4	3	4	3	0	3	1	1	1		5	3	3	3	5	
2 Environmental problems affect the health of the people	5	3	2	3	5	3	3	5	2	4	3	3	4	3	2	4	4	4	5	4	3	3	3	4	4	2	5	3	3	3	5	
3 People think that healthy environment is part of sustaina ...	2	3	2	3	2	2	4	4	3	4	4	2	2		2	2	2	2	2	2	2	1	5	1	3	4	2	3	1	2	2	
4 Everyday life situations do not prevent people from actin ...	0	1	2	1	0	2	2	1	1	1	1	2	1		2	3	0	1	2	2	2	3	3	1	4	3	3	2	1	2	2	
5 People have good motivation to improve the environmen ...	1	2	1	4	2	0	2	4	1	2	3	2	3		0	1	1	1	2	2	2	0	5	3	2	2	3	3	1	1	3	
6 People have good level of environmental and scientific k ...	1	3	2	2	3	1	2	4	2	3	3	3	4	3	2	1	2	1	1	2	2	1	4	1	2		2	2	1	1	2	
7 It is easy to get environmental information through medi: ...	2	2	2	2	3	1	4	4	4	4	2	3	2		3	3	2	1	1	4	4	1	5	1	3	4	3	3	2	3	3	
8 NGOs are working actively and are widely supported	2	3	2	4	3	1	4	4	3	3	1	2	2		0	1	2	1	3	1	3	1	4	1	4	3	3	3	1	3	3	
9 People have good practical means and possibilities to ac ...	1	3	2	2	1	1	2	3	1	2	1	3	3		0	1	1	1	0	3	3	2	2	0	3	3	3	3	1	2	3	
Average	17	21	15	25	22	12	24	32	17	25	19	24	25	9	10	19	21	14	19	23	21	15	32	13	26	21	29	25	14	20	28	

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AVERAGE SCORES

Poland

1 The state of the environment is getting worse	2,1
2 Environmental problems affect the health of the people	3,6
3 People think that healthy environment is part of sustaina ...	2,5
4 Everyday life situations do not prevent people from actin ...	1,6
5 People have good motivation to improve the environmen ...	2,0
6 People have good level of environmental and scientific k ...	2,2
7 It is easy to get environmental information through medi: ...	2,6
8 NGOs are working actively and are widely supported	2,5
9 People have good practical means and possibilities to ac ...	1,7
Average	2,3

Comparing neighbouring countries: Analysis of the results of the questionnaire

Sweden

82 evaluations received

Total number of evaluations received for each statement, all countries included

Respondent code	608	663	682	684	755	866	935	891	1022	768	715	748	738	936	1288	680	857	730	802	695	0	697	1054	1127 #7	917	1129	1170	1041	1026	1036	766	1141	1176	1009	1196	k20	k21	k22	k12	996			
1 The state o ...	2	0	1	5	0	0	2	0	0	0	0	1	2	3	1	1	1	0	1	1	0	0	1	0	1	0	1	0	0	0	0	2	1	0	0	3	1	2	1	0	231		
2 Environmer ...	2	0	1	1	0	1	1	2	0	2	2	0	1	2	3	1	2	2	1	3	2	1	2	2	2	1	1	1	0	0	1	0	2	2	1	5	1	5	2	1	235		
3 People thin ...	4	5	5	5	5	2	4	4	5	4	4	5	5	3	3	4	1	4	3	4	2	3	3	4	2	4	2	4	0	5	5	2	4	5	4	4	4	4	5	5	225		
4 Everyday li ...	3	4	3	4	3	4	1	4	3	2	5	3	4	1	4	0	2	4	3	3	3	4	4	3	4	5	5	4	5	5	4	5	5	4	4	2	4	2	4	5	221		
5 People hav ...	4	5	4	5	5	4	2	4	5	4	4	5	4	3	4	2	0	3	3	3	2	5	4	2	5	4	1	5	5	5	4	4	4	4	5	4	3	4	5	5	232		
6 People hav ...	4	4	4	5	5	3	4	4	5	4	3	4	4	3	2	3	3	1	4	3	2	3	4	4	3	5	4	3	5	4	5	4	5	4	3	4	5	4	4	4	5	235	
7 It is easy to ...	4	4	4	5	5	4	4	4	5	4	4	4	4	4	3	3	3	1	5	3	3	3	4	5	3	5	4	3	5	5	4	5	4	5	4	5	4	3	4	4	4	228	
8 NGOs are \ ...	3	5	4	5	5	4	2	4	5	4	4	3	3	2	4	4	2	2	4	2	2	3	4	4	3	5	3	4	5	4	5	4	5	4	3	4	4	4	3	3	4	233	
9 People hav ...	4	5	4	5	5	4	3	3	5	4	4	5	3	4	3	5	2	0	5	2	4	3	4	4	2	4	4	4	5	4	5	4	5	4	4	4	5	5	5	5	4	5	229
Average	30	32	27	39	34	25	24	28	34	29	27	30	29	28	25	29	15	10	30	23	24	17	2	31	30	22	31	30	20	35	32	29	32	29	21	34	31	30	32	31	34		

Respondent code	1136	912	717	1163	698	1187	1190	1112	889	1174	1114	1178	1188	1220	x1	1096	1088	1179	731	1219	1243	1238	k4	k5	k2	k3	1010	k13	k14	k15	k16	1020	1013	p1	k19	1288	883	k8	k10	k11	1223		
1 The state o ...	1	2	0	2	0	0	1	0	3	2	2	4	0	1	1	0	0	0	0	2	1	1	2	0	3	4	0	1	1	1	1	2	0	4	0	3	0	1	1	1	1	1	197
2 Environmer ...	1	2	1	2	5	0	1	1	2	2	5	1	1	1	2	1	1	1	1	2	0	0	2	1	3	2	1	0	1	1	3	4	1	2	0	3	2	1	1	1	1	2	199
3 People thin ...	4	3	5	4	5	3	5	0	3	3	4	4	4	4	4	5	5	4	4	4	5	5	4	4	4	5	5	5	5	4	3	4	4	5	3	3	5	5	4	5	5	200	
4 Everyday li ...	5	2	3	4	4	4	4	1	3	2	3	4	5	3	3	2	5	4	1	5	5	2	2	4	1	3	4	4	4	3	3	4	5	4	4	4	4	4	4	4	4	192	
5 People hav ...	5	3	5	4	4	2	4	3	4	3	3	4	4	3	3	5	5	5	4	4	5	5	3	3	1	4	5	4	5	4	5	4	4	4	5	3	3	3	4	4	5	199	
6 People hav ...	4	4	4	4	4	0	3	4	2	4	3	5	3	3	2	5	4	3	4	3	5	5	2	2	2	4	2	4	5	5	5	4	4	4	5	2	4	4	4	4	4	199	
7 It is easy to ...	5	4	5	4	3	2	3	4	3	4	4	5	3	3	3	5	5	5	5	4	5	5	2	4	2	5	4	4	5	4	4	4	5	3	4	4	4	4	4	4	4	192	
8 NGOs are \ ...	4	3	5	4	4	2	3	4	4	4	5	4	3	4	2	5	5	5	5	3	5	5	2	2	3	4	4	4	4	5	4	4	4	5	4	4	4	4	4	4	4	195	
9 People hav ...	3	3	5	5	4	3	4	3	3	4	4	4	4	5	4	5	4	5	4	3	5	5	2	3	2	5	5	4	5	5	5	5	5	5	5	5	3	4	4	5	4	4	196
Average	32	26	33	33	33	16	24	23	25	29	32	34	26	29	24	34	31	33	31	26	36	36	17	21	24	33	26	29	35	33	32	33	29	36	35	28	28	30	32	30	34		

AVERAGE SC ... Sweden

1 The state o ...	1,0	428
2 Environmer ...	1,5	434
3 People thin ...	4,0	425
4 Everyday li ...	3,5	413
5 People hav ...	3,9	431
6 People hav ...	3,7	434
7 It is easy to ...	4,0	420
8 NGOs are \ ...	3,8	428
9 People hav ...	4,0	425
Average	3,3	

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David Pemberton, Marjut Partanen-Hertell and Pekka Harju-Autti

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Analysis of the questionnaire on environmental awareness in the Baltic Sea area; Analysis of the answers received to the questionnaire targeted on several key expert groups within the 14 countries of the Baltic Sea catchment area.

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Report

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Abstract

The project "Raising environmental awareness in the Baltic Sea area" started in January 1998 by the Finnish Environment Institute (FEI). It was supported by the Finnish Ministry of Environment, the Baltic Marine Environment Protection Commission (HELCOM), and the European Union (EU). In order to gather the background information, a questionnaire was prepared and distributed among several key expert groups in all the 14 countries of the Baltic Sea catchment area. By January 1999, the total of 148 answers to the questionnaire were returned to FEI and analysed.

The questionnaire was focussed on several issues such as: What is the need for environmental information in different countries and different fields of work? What is the importance of specific means of disseminating information - newspapers, television, seminars, discussions, the Internet, etc. - in different countries and within various groups? How does environmental awareness vary in the countries of the Baltic Sea area? What can the countries around the Baltic Sea, the EU, HELCOM, and other actors do in order to increase environmental awareness in this area? How to motivate people to search for and use environmental information in their fields of work? How could the main actors in this area disseminate environmental information and communicate more effectively? What kind of projects, plans and co-operation connected to environmental information, education and training had the respondents observed?

In the questionnaire there were both fixed-choice and open-ended questions. In the analysis of the answers the respondents were classified according to their country of residence as well as according to their professional or occupational groups. Clear similarities between some countries were found. Therefore the catchment area could be divided into three sub-regions which had different features in many aspects. It was also found out, that each professional group tends to favour some particular channels and forms of information which are important to use while addressing this group.

Keywords

environmental awareness, environmental education, environmental information, questionnaire, professional groups, Baltic Sea

Other project publications:

Raising environmental awareness in the Baltic Sea area, Finnish Environment 327, FEI, Helsinki 1999.
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Tekijä(t) (toimielimestä: nimi, puheenjohtaja, sihteeri)
David Pemberton, Marjut Partanen-Hertell ja Pekka Harju-Autti

Julkaisun nimi (myös ruotsinkielinen)

Analysis of the questionnaire on environmental awareness in the Baltic Sea area; Analysis of the answers received to the questionnaire targeted on several key expert groups within the 14 countries of the Baltic Sea catchment area. (Ympäristötietoisuutta Itämeren alueella tutkineen kyselyn tulokset)

Julkaisun laji

Raportti

Toimeksiantaja

Julkaisun osat

Tiivistelmä

Suomen ympäristökeskuksessa alkoi tammikuussa 1998 projekti, jonka tavoitteena oli selvittää edellytyksiä parantaa ympäristötietoisuutta Itämeren alueella. Hanke sai tukea ympäristöministeriöltä, Itämeren merellisen ympäristön suojelukomissiolta (HELCOM) ja Euroopan unionilta (EU). Taustatiedon keräämiseksi valmisteltiin kysely, joka jaettiin keskeisiä yhteiskunnan ammattiryhmiä edustaville asiantuntijoille 14 maahan Itämeren valuma-alueella. Tammikuussa 1999 kaikkiaan 148 vastausta oli palautettu Suomen ympäristökeskukseen ja analysoitu.

Kyselyllä selviteltiin mm. seuraavia asioita: Mikä on ympäristötiedon tarve eri maissa ja eri ammattialoilla? Kuinka tärkeitä eri maissa ja eri ryhmien keskuudessa ovat tietyt tiedon jakamisen keinot, kuten sanoma-lehdet, televisio, koulutustilaisuudet, keskustelut, Internet jne.? Kuinka ympäristötietoisuus vaihtelee eri maissa Itämeren alueella? Miten Itämerta ympäröivät valtiot, EU, HELCOM ja muut tahot voivat lisätä ympäristötietoisuutta tällä alueella? Kuinka ihmisiä voidaan kannustaa etsimään ympäristötietoa ja käyttämään sitä toimialoillaan? Millä keinoin tämän alueen merkittävimmät toimijat voisivat nykyistä tehokkaammin jakaa ympäristötietoa ja olla yhteydessä keskenään? Minkälaisiin ympäristötietoisuuteen liittyviin hankkeisiin, suunnitelmiin tai yhteistyöhön vastaaja oli tutustunut?

Selvityksessä oli sekä vapaamuotoisia että monivalintakysymyksiä. Tuloksia selvitettäessä vastaajat luokiteltiin toisaalta kotimaan toisaalta ammatin tai toimialan perusteella. Eräiden maiden välillä löydettiin selviä yhtäläisyyksiä. Siksi valuma-alue voitiin jakaa kolmeen osa-alueeseen, jotka erosivat toisistaan useilta piirteiltään ympäristötietoisuuden sekä sen parantamisen edellytysten osalta. Myös jokainen ammatti-ryhmä tuntui suosivan tiettyjä tietokanavia ja tiedon muotoja - jotka on tärkeä tuntea jaettaessa tietoa kyseiselle ryhmälle.

Asiasanat (avainsanat)

Ympäristötietoisuus, ympäristökasvatus, ympäristötieto, kyselytutkimus, ammattiryhmät, Itämeri

Projektin muut julkaisut

Raising environmental awareness in the Baltic Sea area. Suomen ympäristö/The Finnish Environment 327. Suomen ympäristökeskus/Finnish Environment Institute, Helsinki 1999. ISBN 952-11-0528-3. Julkaisu on saatavilla myös osoitteella: http://www.vyh.fi/eng/orginfo/publica/electro/fe_327/fe_327.htm

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David Pemberton, Marjut Partanen-Hertell, Pekka Harju-Autti

Publikation (även den finska titeln)

Analysis of the questionnaire on environmental awareness in the Baltic Sea area; Analysis of the answers received to the questionnaire targeted on several key expert groups within the 14 countries of the Baltic Sea catchment area. (Resultatet av en förfrågan om miljömedvetenheten i Östersjöområdet)

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Publikationens delar

Referat

Projektet "Raising environmental awareness in the Baltic Sea area" inleddes i januari 1998 vid Finlands miljöcentral. Projektet fick stöd av miljöministeriet i Finland, kommissionen 'the Baltic Marine Environment Protection Commission' (HELCOM) och Europeiska Unionen (EU). Bakgrundsinformation insamlades med en enkät till experter representerande centrala yrkesgrupper i alla 14 länder inom Östersjöns dräneringsområde. I januari 1999 hade totalt 148 svar returnerats till Finlands miljöcentral och analyserats.

Enkäten skulle utreda bl.a. följande frågor: Vilket är behovet för miljöinformation i olika länder och inom olika professionella grupper? Hur viktiga är olika former av informations spridning såsom dagstidningar, television, utbildningstillfällen, diskussioner, Internet osv? I vilken grad varierar miljömedvetandet runt Östersjön? Vilka förutsättningar har länderna i Östersjöområdet, EU, HELCOM och eventuella andra aktörer att höja miljömedvetenheten i detta område? Hur kan människorna inspireras att söka miljöinformation och utnyttja den i sitt yrke? På vilket sätt kunde de viktigaste aktörerna i området mera effektivt sprida miljöinformation och kommunicera sinsemellan? Hurudana projekt, planer och samarbete i anslutning till miljömedvetande i allmänhet känner man till?

Enkäten innehöll såväl öppna som fleralternativuppgifter. I analysen indelades svaren såväl enligt hemland som enligt yrke eller verksamhetsområde. Betydande likheter kunde påvisas mellan vissa länder. Det var därför möjligt att indela hela dräneringsområdet i tre delområden, som i flera avseenden skilde sig från varandra. Det var också tydligt, att varje yrkesgrupp verkade ha sina bestämda informationskanaler och -former. Dessa är viktiga att känna till, då man vill närma sig olika grupper med information.

Sakord (nyckelord)

Miljömedvetande, miljöfostran, miljöinformation, enkät, yrkesgrupper, Östersjön

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