



Results from the

**Survey on preferences of  
communication tools and  
information needs of  
practitioners working in  
mountain regions of the  
European Union**



# 1. Objectives of the survey

- The survey aimed at gathering information on the following aspects:
  - Field of work (Responsibilities/management issues and topics addressed in the respondents' work)
  - Potential and challenges for sustainable development in the mountain area where the respondents work
  - Information use and needs of respondents: type of data needed, sources of information consulted, obstacles encountered when looking for information, format of presentation of data preferred
  - Information on the access capabilities of the respondents: languages spoken, use of technology

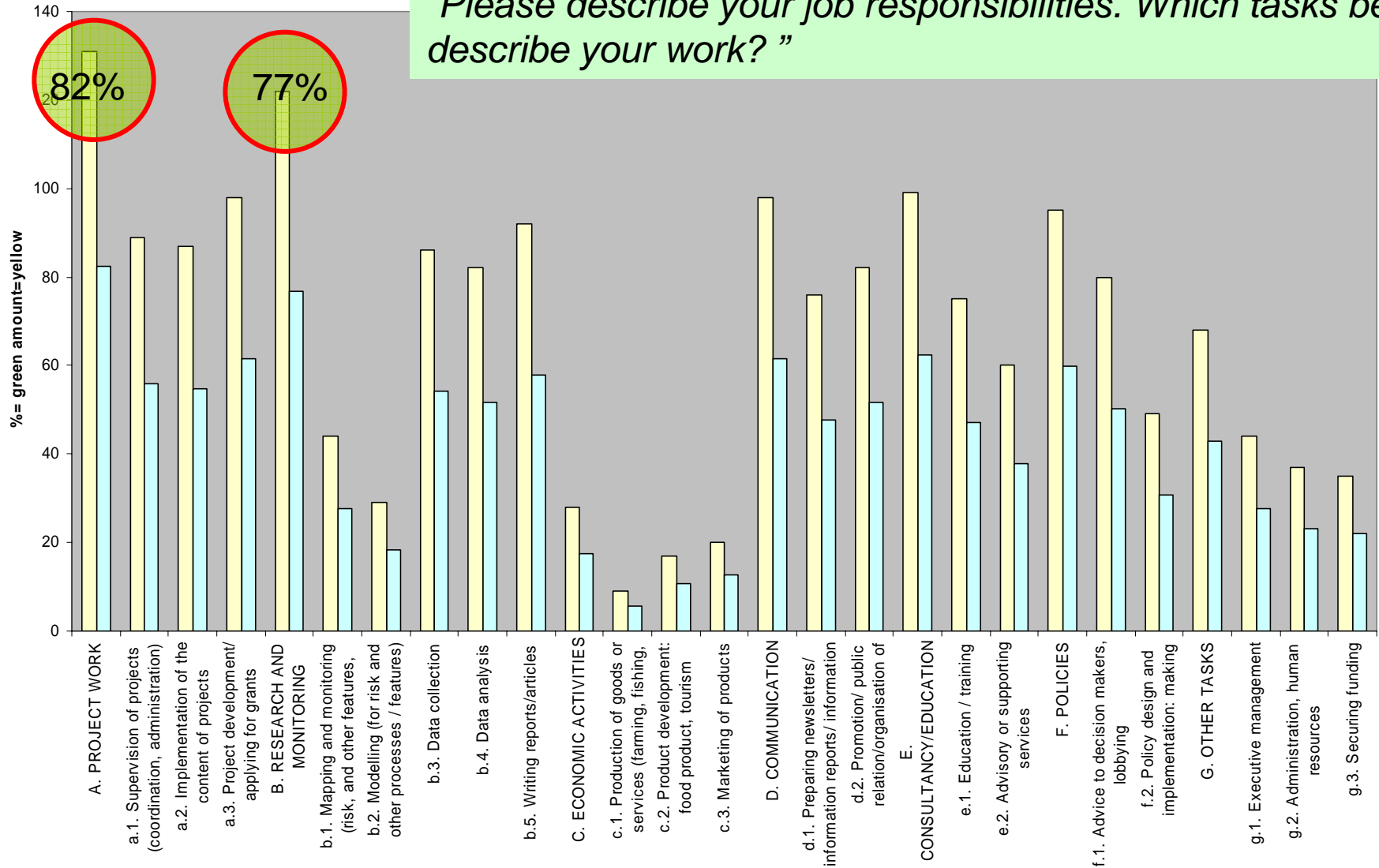


## 2. The results

- More than 170 actors dealing with mountain development answered the questionnaire either online or by face-to-face interviews
- EU level, multi-national, national and regional actors answered the survey
- The respondents mainly come from Spain, Romania, Poland, Austria and from EU level
- The respondents work within universities, regional development agencies, local/regional/national administrations, NGOs

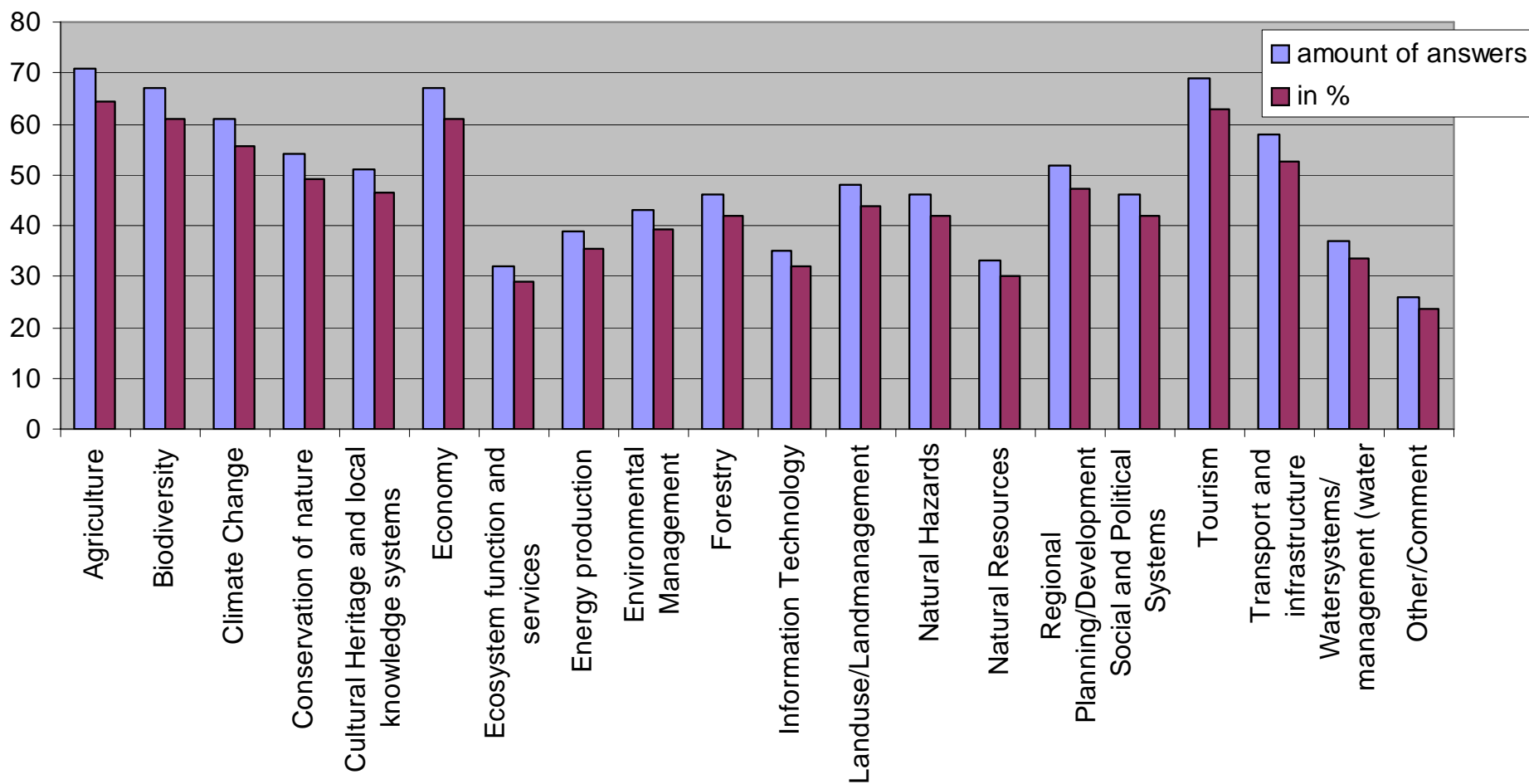
Job Responsibilities n=159 (n=156 for subcategories)

*“Please describe your job responsibilities. Which tasks best describe your work?”*



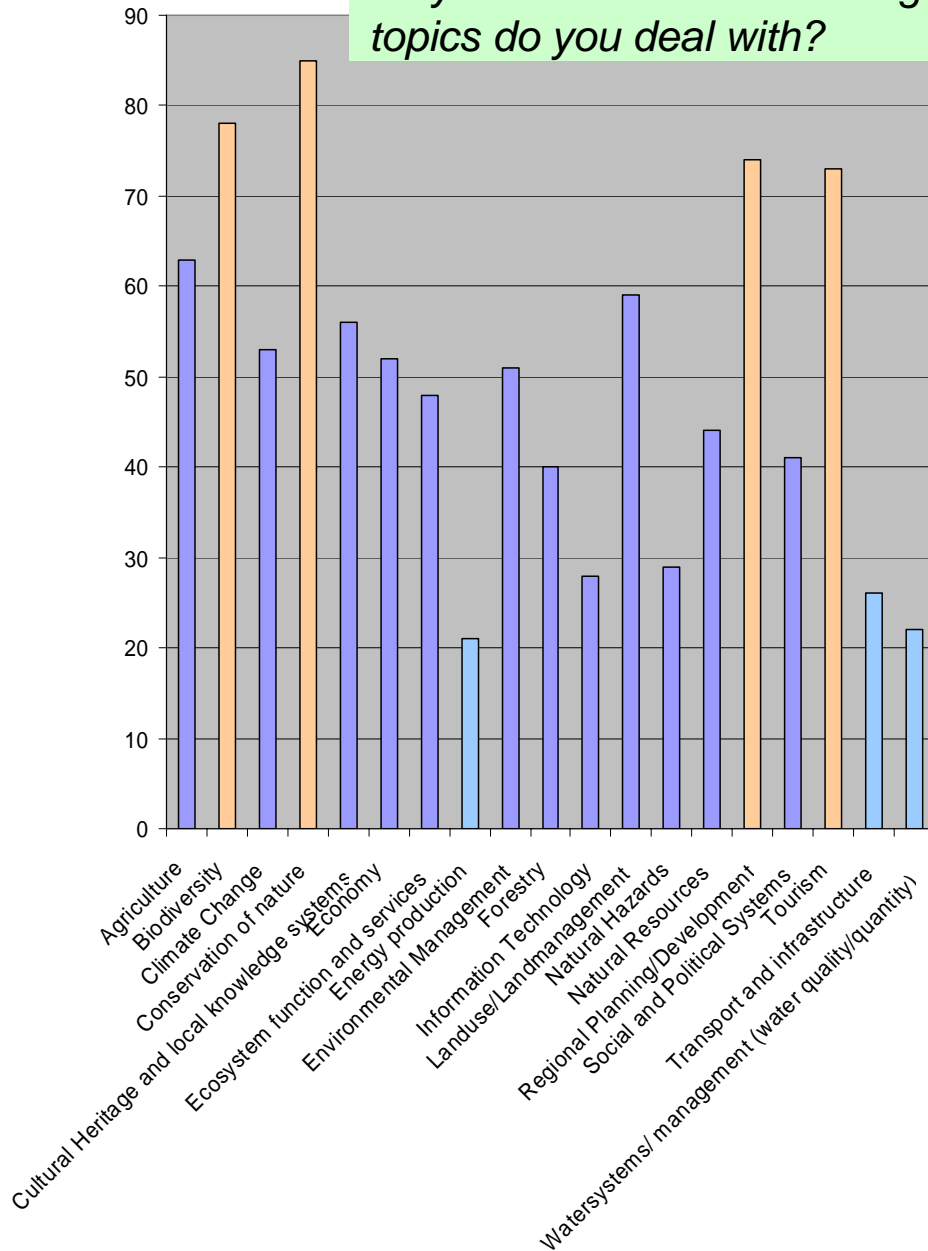
*„What are the challenges the area your work focuses on is currently facing?“*

Challenges the geographical area your work focuses on is facing (n=110)



Main topics dealt with at work  
(n=159)

*“In your work in mountain regions, which main topics do you deal with?”*

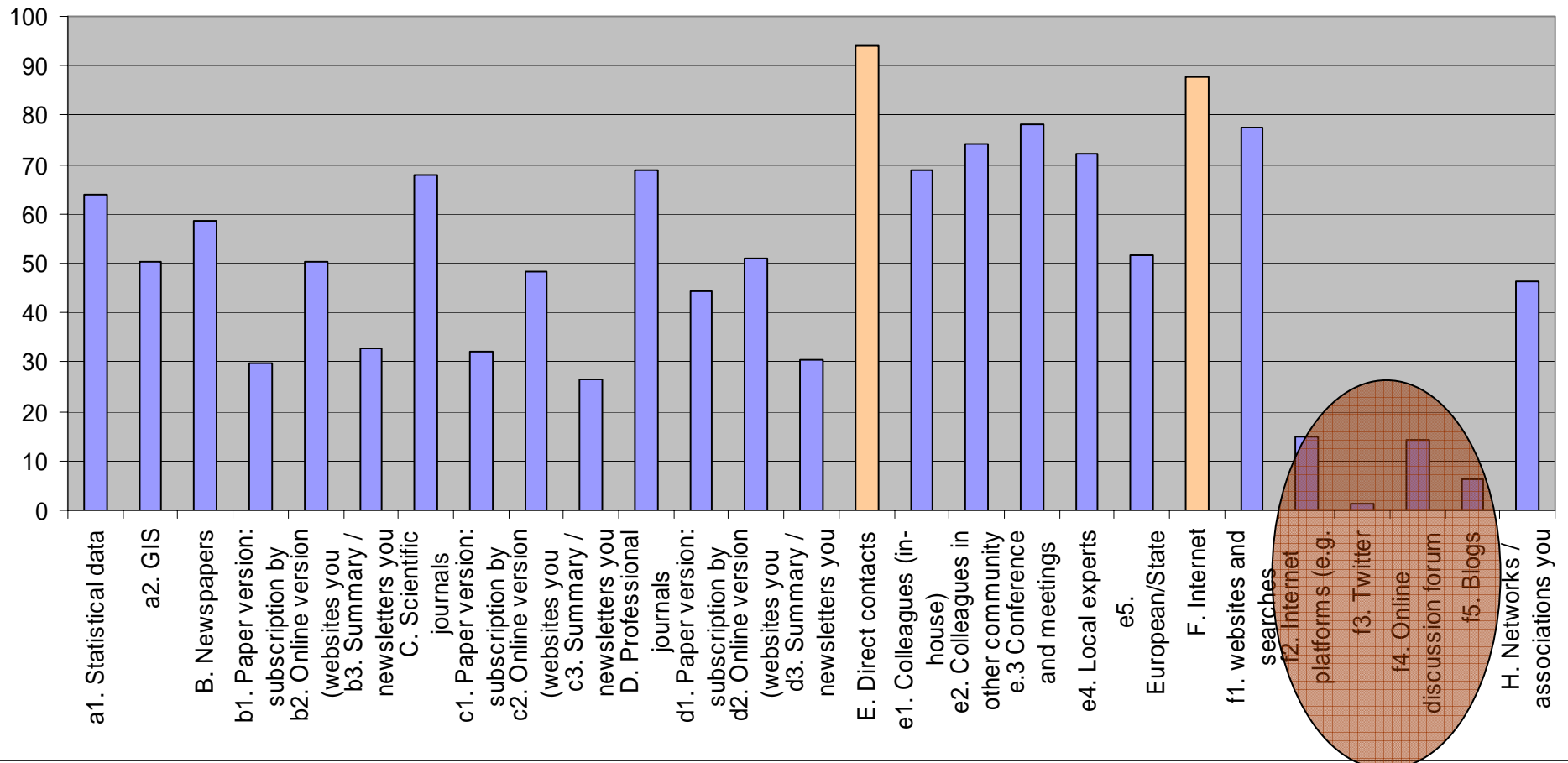


*“What do you think are the challenges this area currently faces?”*

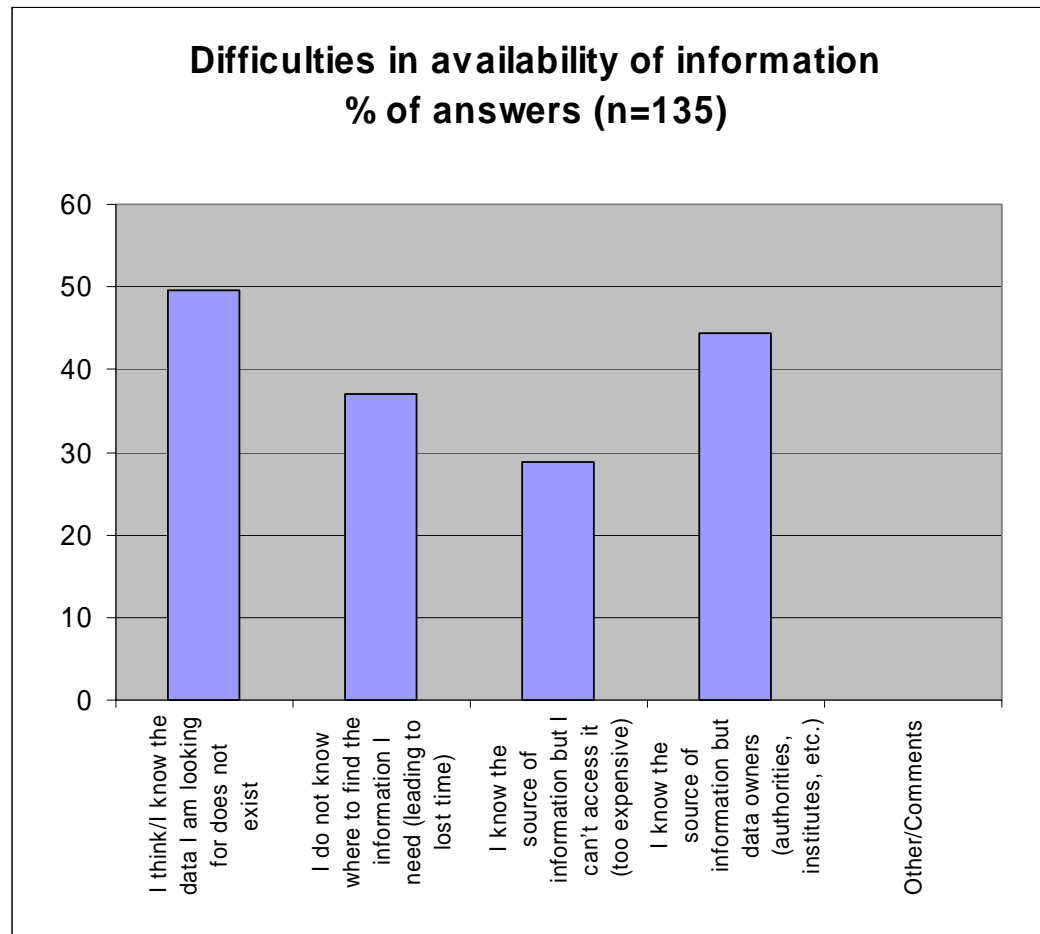
- 110 respondents answered the question about the challenges the area they work on faces. Among the topics that were named most often belong:
  - agriculture
  - tourism
  - economy
  - biodiversity
  - climate change

*“What sources do you typically consult to obtain the data and information you need for your work?”*

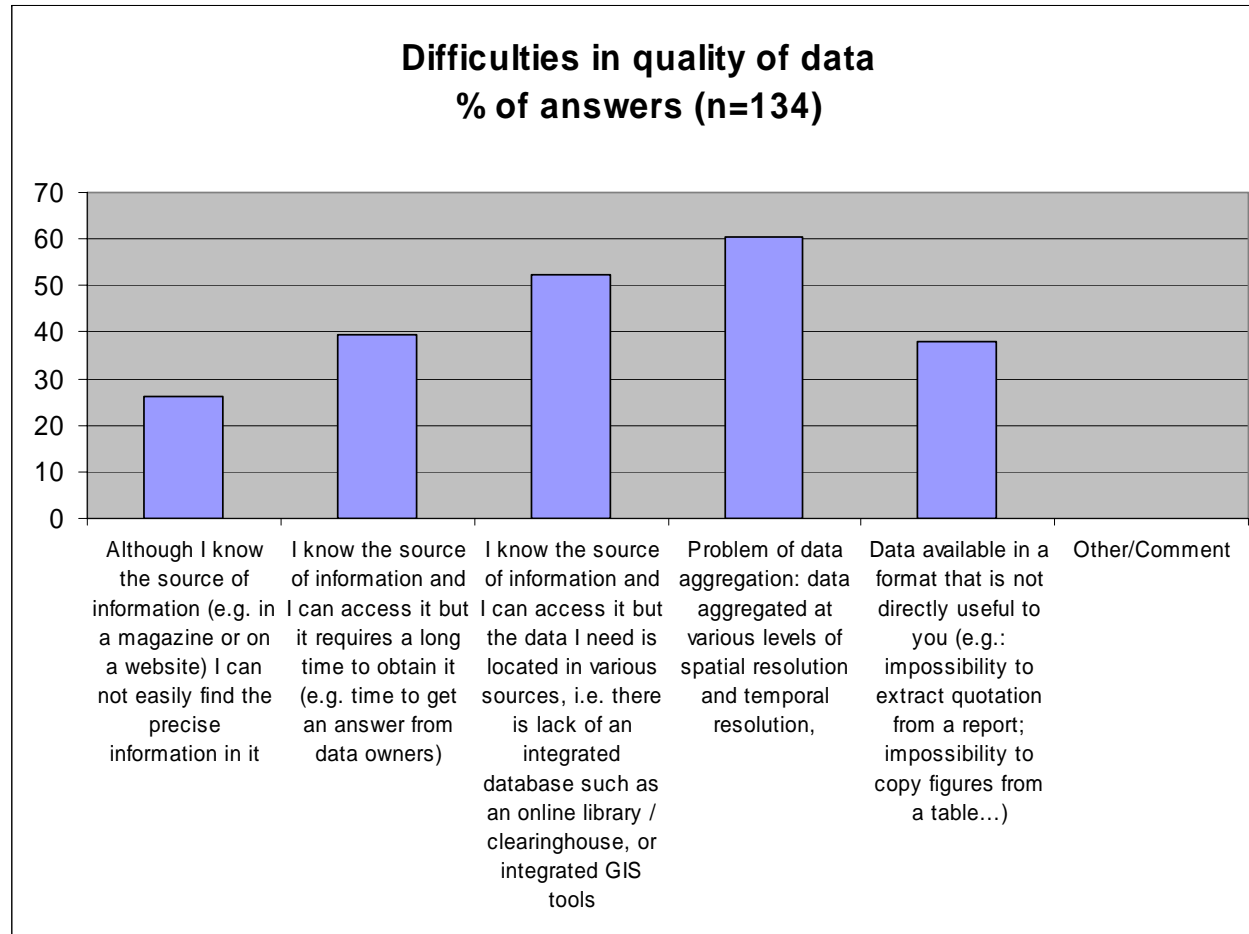
**Sources used to obtain data+information in % (n=155)**



*“What main difficulties in availability of information do you encounter?”*



# What difficulties in quality of data/ information management do you encounter in your work?



*„Do you think that the data and information you use is displayed in a useful format?“*

- Only 69 people answered this question
- Need for modifying the data that is found
- pdf files stored in a protected format are not useful
- Excel is a format that was deemed useful
- Short summaries including links to more complete information are useful
- The language chosen should be in an easy style
- Data should be portrayed in a rather specific than general way

*"In order for you to improve your knowledge about certain topics relevant for your work how useful would you consider any of the following tools"*

- 159 stakeholders answered this question.
- The tools for which more than half of the respondents declare they are **"very useful"** are the following:
  - Informal personal exchanges (74%)
  - Practical trainings on relevant topics/information tools (58%)
  - Online library (57%)
  - Articles scientific journals (56%)
  - Regular conferences presenting research results (52%)
- Information tools with the highest percentage of answer **"not useful at all"**:
  - Internet platform (28%)
  - Internet blogs (25%)
  - Internet discussion forums (18%)
  - Audio guides/ podcasts (17%)
  - Online videos (14%)



### 3. And now? What are we going to do with these results?

- Thorough analysis for each target group
  - Sustainable Farming
  - Mountain Quality Products
  - Climate Change
  - Regional planning
- Target groups were developed based on the findings of workpackage 2 (see: [Link to the article of Catalina](#))
- Preparation of communication strategies aiming at better satisfying information needs and habits of the respective target group.



### 3. And now? What are we going to do with these results?

- Testing of first communication products during a workshop in November 2010
- Aim: gathering feedback from the practitioner's perspective in order to improve the communication products that were developed so far.
- Do you have any comments? Do you want to contribute to the future improvement of the transfer of information from research to practice?
- Please contact us: [info@mountaintrip.eu](mailto:info@mountaintrip.eu)



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