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Sustainability Literacy and Perspectives II: The Emerging Role of SDGs in the Greek educational system and everyday life



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The 17 Sustainable Development Goals

Executive Summary

The need to achieve a sustainable society and economy has turned out to be one of the most important goals of the contemporary world. Thus, in September 2015, 193 nation-members of the United Nations signed the Agenda 2030, introducing the 17 Sustainability Development Goals. The timely accomplishment of these goals requires governments, supranational bodies, corporations and citizens to cooperate uneventfully. Therefore, sustainable awareness is crucial for the development of these goals and their success.

Reflecting on these developments, in 2020 Get Involved decided to develop the "Sustainability Literacy and Perspectives" project to evaluate the impact of age, gender and scientific background as well as the actual knowledge of sustainability issues on the perspectives and beliefs on sustainability. This is the second report of this project and aims to investigate the role of sustainability in the Greek tertiary educational system as well as its impact on consumer behaviours. As the first report, this report includes the findings coming from an online survey that young Greek university students and graduates, aged from 18 to 29, and of various academic backgrounds, answered from May 13 to June 25, 2021. Furthermore, the aim of this research is to examine the extent to which variables of age, gender, and academic background affect the sample's perspectives on various topics such as the role of the Greek tertiary educational system on sustainability issues and the way consumer behaviour is affected by the active engagement in sustainability.

Of all the examined variables, gender seemed to have the most notable impact on the sample's perspectives and interpretation of sustainability and its issues. A general cognitive deficiency across all the examined variables and an alarming mismatch of our sample's awareness of the contemporary social and economic dynamics of Greece, along with a significant gap between what the Greek Universities do and what they should do were observed.

Consumer behaviour was notably affected by the active engagement in sustainability issues by firms, while the environmental pillar was found to be the pillar which should be prioritized. Moreover, Decent Work and Economic Growth [SDG 8] remained, according to our sample, the most important goal for Greece, albeit with a smaller percentage than the first survey. Finally, the respondents remained highly pessimistic on the likelihood of achieving the Sustainability Development Goals by 2030.

This research was conducted to promote the awareness of sustainability and find ways to promote its issues more efficiently. Therefore, Get Involved is willing to grant third parties and individuals sharing the same goal access to the report's data. To apply for the data please contact us via the info@gettinginvolved.gr mail.

Vasilis Angelopoulos, *Managing Partner*

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Introduction

Sustainability, and the aspiration to accomplish the Sustainability Developments Goals, has become one of the most important challenges of our time. Sustainable Development is defined as “*The development that meets the needs of present generations without compromising the ability of future generations to meet their needs*” by the World Commission on Environment and Development (1987). In 2015, all the Member-States of the United Nations adopted the Agenda 2030 for Sustainable Development [from now on Agenda 2030], which included 17 Sustainable Development Goals, 169 targets and 231 unique indicators with the objective to promote peace, growth, and prosperity for all (Efstathiadis et al., 2021).

Major political and economic organizations, including governments, supranational bodies, and corporations, have adopted the Agenda 2030, its vision, goals and policies so as to have an active role in achieving it. Some of the most significant advancements for the promotion of sustainability were the completion of the European Green Deal by the European Commission in 2019 with a view to transforming Europe into the first continent with net-zero greenhouse emissions by 2050 and to decoupling its economic growth from resource use. The European legislators with the Directive 2014/95/EU, broadly known as the “Non-Financial Reporting Directive” [NFRD], have imposed rules on corporations that meet certain criteria on disclosing non-financial materials such as diversity issues, environmental practices, and anti-corruption policies. A noteworthy development in the corporate spectrum was the announcement of the creation of the standard-setting body, International Sustainability Standards Board [ISSB] by the IFRS Foundation Trustees on the 3rd of November 2021. The aim of this new body is to develop standards for disclosing sustainability materials for the global financial markets.

Box: Sustainability Literacy and Perspectives

The current research is the second part of the research series ‘Sustainable Literacy and Perspectives’ in which we aim to assess empirically the impact of promoting Sustainable Awareness on people’s perspectives and beliefs, as well as bringing forth the viewpoint of Greek youths on issues regarding sustainability. The first report of this series named “Sustainable Literacy and Perspectives” (from now on the “first report”) was published in November 2020, in which the impact of sustainability awareness and of age, gender and scientific background (from now on “Demographic Variables”) were examined based on the sample’s perspectives and beliefs. The sample was gathered by means of an online survey, from April 12th to June 11th, 2020, in which young Greek university students and graduates, aged 18 to 29 participated.

It is important to highlight that the first report focused simultaneously on the “perceptions”, as we called the general ideas and the “beliefs”, as we called the specific views, of the sample. The knowledge questions that were asked, were structured so as to incorporate to a significant extent the sample’s perception. They incorporated the three pillars and were about contemporary issues of the Western Civilization.

The key findings of the First Report were that the level of sustainability awareness affected our sample’s “beliefs”, the specific ideas, and that from the Demographic Variables only age seemed to affect our sample’s “perspectives”. According to the responses given, there was significant concentration of the given answers on the more general questions, whereas this phenomenon was not evident on more specific questions. Also, the Demographic Variables of gender and the academic background seemed to have little impact on the respondents’

perspective, highlighting the poor performance of universities in spreading the message of SDGs. Finally, a cognitive deficiency across all the Demographic Variables was found.

The objective of the current research is to shed light on the observed perspectives of the respondents in a number of topics by using the results of the first report¹. This report aims to re-examine the impact of sustainability awareness and of the variables of age, gender and scientific background² on our sample's perception on sustainability issues, as well as exploring the current and the desired role of tertiary education on sustainability; the way consumer behaviour is affected by the active engagement of sustainability and the evolution of sustainability perspectives between the first and the second report of this series. The objective of this research is to explain and promote the observed perspectives of the Greek youth, not to try to analyse the reasoning behind them.

The current research is following the principles and procedures of the first one as the structure of the questionnaire remained identical, regardless of their different approaches. The questionnaire which the survey derived from, had 17 questions³, three of which were to define the Demographic Variables (age, gender and academic background); the next five questions were about estimating the level of sustainability awareness (by examining actual knowledge), and the last nine questions explored our participants' perceptions on sustainability from various angles. It should be noted that the samples of the current and the first survey are not correlated, and the sample examined in this research derived from an online questionnaire answered by 506 young Greeks between May 13 and June 25, 2021.

Following the Introduction, in the chapter "Survey Demographics", the data which our research is based will be analysed and the correlation of the Demographic Variables with sustainability awareness will be examined. After that, the results and the findings of knowledge questions will be studied in the chapter "Examining the level of awareness". Then, the current role of the Greek tertiary educational system, as well as its potential on informing the youth on sustainability issues and opportunities will be dealt with in the chapter "The role of Universities on Sustainability". Afterwards, in the chapter "The impact of Sustainability on consuming behaviours", the level sustainability should be incorporated into business models and the pillar or pillars which the corporations should prioritize in their decision-making processes will be examined. Lastly, the changes in perceptions on the importance of certain SDGs and how likely they are to be fulfilled, compared to our first report, will be assessed in the "Evolution of sustainability perspectives and its impact on everyday life".

Survey Demographics

Our respondents were mostly aged between 21 and 23, mostly women and the majority with an academic background in economic sciences. Most of the respondents, more precisely 40.91%, were between 21 to 23 years old, while only 14.62% of them belonged to the 24 to 25 age group. Women represented 54.94% of our sample, outnumbering men in all age groups. The academic field with the most respondents was the economic sciences with 31.62%, followed by law studies with 18.18%. The other 50.2% of the respondents were of polytechnic, information technology, political sciences, and medicine backgrounds among others.

¹ See Box: Sustainability and Literacy and Perspectives.

² From now on Demographic Variables.

³ To examine the questionnaire, please go to the Appendix.

Following the methodology of the first report, the participants are considered to be aware when they answer 4 or 5 questions correctly, adequately aware if they answer 2 or 3 questions correctly and inadequately aware with 0 or 1 correct answer. The survey's average was 1.3, comparatively lower by 0.1 than the results of the first report, indicating a strong lack of awareness on the part of the participants.

There is little to no evidence in our survey to indicate that any of the demographic variables affects the level of sustainability awareness of our sample⁴. In this research we will not analyse the level “sustainable aware”, as just 0.79% of our respondents answered correctly 4 to 5 knowledge questions⁵. The least aware age group of our sample⁶ was the 26+, with 67.04% inadequately aware respondents while 31.82% of them were adequately aware. Overall, 60.87% of our respondents were inadequately aware and 38.34% were considered adequately aware. What strikes a direct contrast with our first report was the performance of the age group 18 to 20, where it had the most inadequately answers while in the current survey it had the least inadequately aware percentage with 58.39%.

Examining the level of awareness

The methodology of examining the level of sustainable awareness remained similar to our first report, but its scope changed. Following the methodology of the first report, the level of awareness of each respondent was examined using five knowledge questions⁷ which screened the actual knowledge of participants on specific issues of sustainability. These questions cover all three pillars of sustainability, namely economic development, environmental protection and social development, as well as issues that were discussed in Greece in the first months of 2021 such as gender equality, greenhouse emissions and the freedom of press. This approach although similar in structure to our first report alters the scope of the knowledge questions as in our first questionnaire the questions were on broader issues that were of interest in the Western Civilization.

More than three out of five respondents from our sample assumed that the percentage of women holding senior managerial positions in Greece was less than 15% in 2019. Just 25.89% of our sample was aware that women represented the 10.3% of the senior managerial executives in Greece in 2019. It is alarming that although Greece was ranked 25th in the European Union in this category (the European average in 2019 was 28.4%), facts about this issue remain unknown to the vast majority of our sample as gender inequality and economic growth have strong reverse correlation (Bertay A. C. et al., 2020). The two answers with the two highest percentages, namely the options “23.7%” and “35.1%”, were deemed correct by the 41.67% of our male respondents and by the 33.82% of the female ones.

68.57% of the respondents deemed Greece to be an average emitter of greenhouse emissions. In the second question of the survey, the sample was given the information that Greece in 2018, on average emitted nine tones of greenhouse gas per inhabitant, and then was asked to assume the rank of Greece within the European Union on this issue. The Demographic Variables did

⁴ In the first report, age seemed to impact the level of sustainability awareness, as the older respondents tended to answer more knowledge questions correctly.

⁵ More on these questions on the chapter ‘Examining the level of awareness’.

⁶ We consider the variables that contain at least the 10% of the answers given.

⁷ To examine the knowledge questions, please go to the Appendix.

not seem to affect the respondents' answers. 33.99% of our sample assumed correctly that Greece in 2018 was the 17th country within the Union with the most greenhouse emissions per capita, whereas 34.58% believed that Greece was 12th. The fact that 68.57% of our sample ranked Greece in the 12th and 17th place, strongly indicates that the median perspective is that Greece is an average emitter of greenhouse gas within the European Union.

More than three out of five of our respondents were unaware of the fact that preschool participation of children, aged 4 to 6, declined in 2018. Of our sample only 24.9% responded correctly that the percentage of enrolled children, aged 4 to 6, in preschool education in Greece, in 2018, was 75.2%, compared to the percentage of 2017, which was 81.5%. Females tended to answer this question more correctly (27.7%), compared to males (21.49%). Preschool education is of paramount importance as it helps the development of social skills, to understand and follow “rules” and to grow as a person in general. The fact that a strong majority of the respondents, more precisely 67%, was unaware of this negative development further indicates the mismatch between the beliefs of our sample on the current socio-economics dynamics.

Almost 84.8% of our sample believed that less than 50% of Greeks were satisfied with Public Transportation in 2018. Just 11.86% of the respondents were aware that 57% of Greeks declared to be satisfied with the Greek Public Transport in 2018, making it the most “difficult” of the knowledge questions. Age seems to play a role in the answers given, as the two highest options were given mostly from the two younger groups, the respondents aged 18 to 20 and 21 to 23, which more likely use Public Transportation frequently. The ability of Public Transportation to offer its services with quality and safety has been a topic of discussion in Greece since the outbreak of the pandemic SARS-Cov-2.

Around nine out of ten of the respondents placed Greece at the bottom half of the European Union members list of the World Freedom of Press Index of Reporters Without Borders in 2020. 33.2% of our sample assumed correctly that Greece held the 22nd place among its European counterparts in the World Freedom of Press Index for the year 2020, making it the knowledge question with the most correct answers. Since 2020, there has been a growing debate over the independency and impartiality of the Greek media. The three given choices in this question placed Greece in the bottom-half of this list - specifically in the “16th”, “22nd” and “26th” positions - cumulatively gathered 88.14% of the responds. This is an alarming fact that brings forth the young Greeks’ mistrust of the Greek media.

The role of Universities on Sustainability

The results of our survey bring to the fore a severe mismatch between what the Greek Universities are doing and what they should do, while gender seems to have an impact on this divergence. Only 0.79% of the respondents believed that the Greek universities inform on Sustainability Issues to a great deal and only 25.1%⁸ of them gave an answer in the top half of the scale used in the questionnaire⁹. On the contrary, 55.92% of our sample believed that the Universities should educate on these issues to a great deal and 95.05% believed that they should inform at least to an acceptable degree¹⁰. There is an evident discrepancy between the views of females and males on the role Universities should have in informing and promoting

⁸ From the given scale of 0 to 5, just the 0.79% of our sample answered with 5.

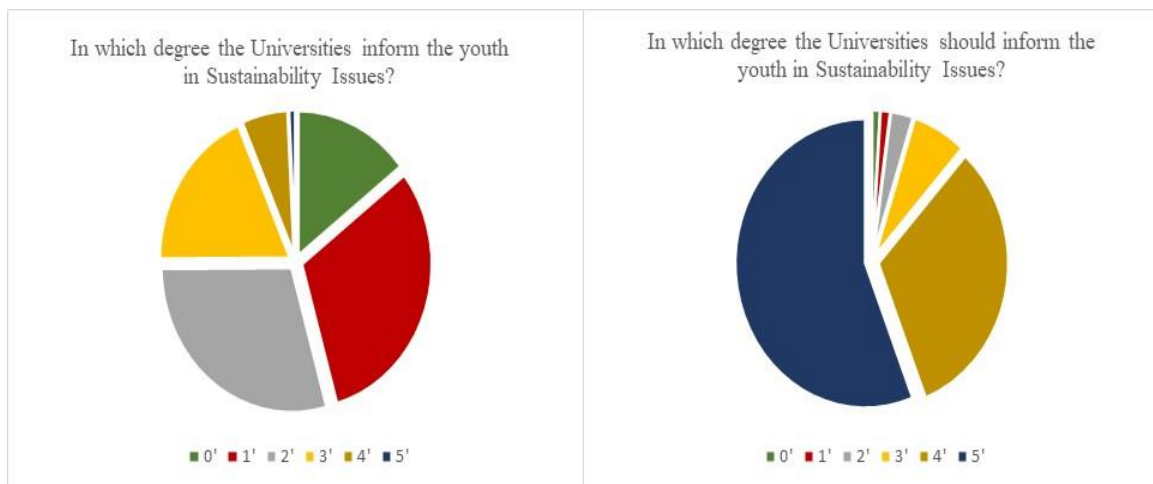
⁹ To review the given scales on our report, please go to the Appendix.

¹⁰ They gave an answer on the top half of the scale.

sustainability issues, as on average there is a 7.58% difference between each given option and more emphatically in the highest option, to a great deal, where females and males responded 66.18% and 43.43%, respectively. Finally, the average per person difference, on the scale 0 to 5, between how much the Universities should and are informing was 2.65, proving the observed asymmetry, meaning that on average a person believes that the Universities should do a lot more on informing and educating on sustainability issues.

There is a big difference between the perceived actual level of informing and educating in the Greek tertiary education and the level that it should be, as indicated in Graph 1. We use two pie charts to highlight this mismatch, the left pie chart shows what is perceived the Universities are doing and the right one shows what they should do.

Graph 1: *The perceived role of the Universities on Sustainability, and what it should be.*



When asked to judge the number of courses with sustainability in their syllabus, there seems to be a disparity on what sustainability consists of between the two genders. Our respondents were asked to disclose the number of courses they had, as undergraduates, about sustainability issues on their syllabus. 83.01% of the respondents answered that they had up to two courses of which 37.75% did not have a single course on these issues. Only 2.17% of the respondents claimed to have had more than six (6) courses. Gender played an important role as there was an average difference of 4.34%, in each given option, between males and females indicating a lack of a common understanding of what a course on sustainability should include.

The impact of Sustainability on consuming behaviours

According to our respondents, their consuming behaviour is positively affected by the successful incorporation of the SDGs in a firm’s business model, with the female respondents being more impacted. Only 12.06% of our respondents indicated that the active engagement of an enterprise with the SDGs does not impact them to a noteworthy extent¹¹, while 61.46% of our sample is greatly affected¹². To achieve the Sustainable Development Goals by 2030 there is an increasing need for the private sector to be involved. The fact that the vast majority of our sample is being positively impacted by a firm’s active engagement with the SDGs, highlights a change of consumer behaviour that will result in the transformation of the generally accepted

¹¹ They gave an answer on the bottom half of our scaling, specifically from 0 to 2.

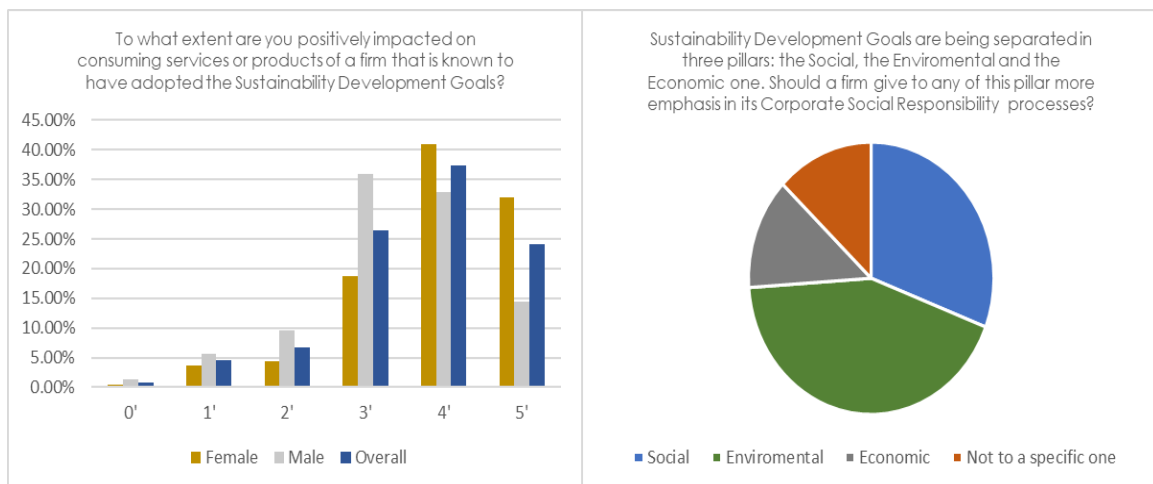
¹² They gave an answer on the upper half of our scaling, specifically from 4 to 5.

business model. The gender of the respondents seems to influence their consuming behaviour as 73.01% of females answered that they were greatly affected by the active engagement of firms, whereas the respective percentage for males was 47.36%.

The environmental pillar was regarded as the pillar which corporations should prioritize. The respondents had to answer which pillar they believed a firm should prioritize, responding, regardless of their sustainability awareness or their demographic variables that the environmental pillar should be prioritized. Overall, 43.08% of our sample considered the environmental pillar more important than the social (30.83%) and the economic (13.24%) ones, while 12.85% of the respondents deem that firms should not prioritize any pillar. Gender and sustainability awareness, even though they did not affect the ranking of the pillars, affected the distribution of the given answers.

As seen in Graph 2, our respondents are positively motivated to consume goods and services of a firm that is known to incorporate sustainability issues in its decision-making processes, whereas they rank the environmental pillar as the one which the firms should prioritize. The same holds true, even more emphatically for our female respondents.

Graph 2: *The impact of sustainability in consuming behaviour and prioritizing the pillars.*



The majority of the respondents indicated that they incline towards legislations aiming to assist the accomplishment of the SDGs, even though they may increase the cost of living. Of our sample, 29.25% and 30.04% responded that they are positive to a good and a great extent, respectively to such legislations. 62.98% of the inadequately aware respondents responded that they were positive to at least a good extent¹³, whereas the respective percentage for the adequately aware was 53.61%. The females were significantly more positive than males on this subject, where 65.83% of the responses came from the top two options¹⁴. Lastly, age seemed to impact the most positive option (5' - to a great deal) as its answered rate increased as the age groups grew, ranging from 25.55% in the age group 18 to 20, to 36.36% for the respondents aged from 26 to 29.

¹³ They gave the top two answers, especially they responded 4 or 5.

¹⁴ To a good extent and to a great deal.

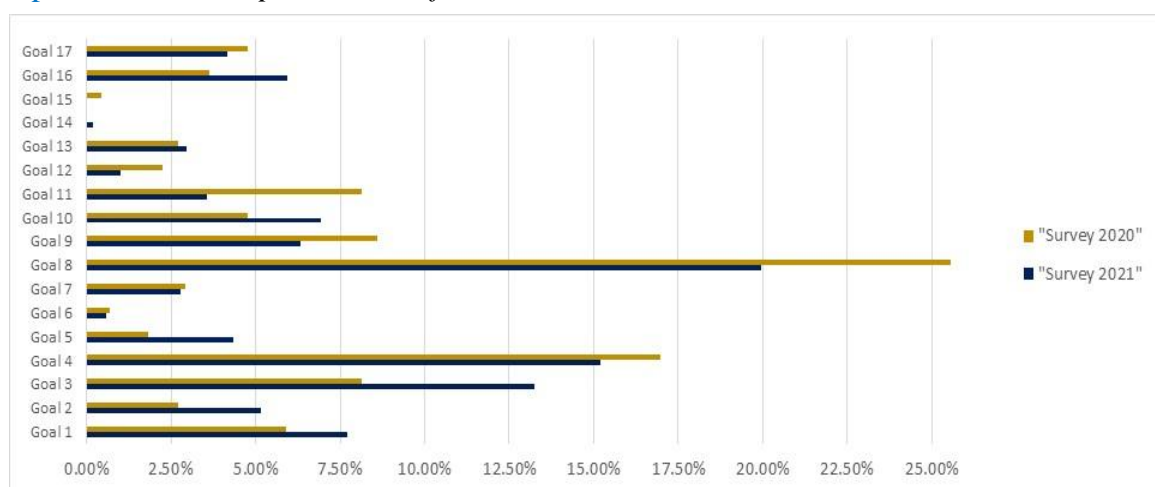
Evolution of sustainability perspectives and its impact on everyday life

Although in our first report the broad majority of the sample believed that sustainability would affect their everyday life greatly, according to the current survey this does not seem to have occurred yet. In the survey of 2020¹⁵, 67.8% of its respondents believed that their everyday lives will be greatly impacted by sustainability. In the current survey, almost 56% of our sample answered that their everyday life has been altered by sustainability from a little to a moderate extent. Just 4.74% of the respondents responded that their lives have changed a great deal, while 6.32% claimed that their lives were not affected at all. As 2030 is approaching, there is a need for noteworthy developments in impacting the everyday life so as to involve the majority of people in its goals.

The goals for Decent Work and Economic Growth [SDG 8] and Quality Education [SDG 4] remained the Sustainable Development Goals with the biggest importance for Greece in the survey of 2021, but the goal for Good Health and Well-Being [SDG 3] overtook the Industry, Innovation, and Infrastructure [SDG 9] goal as the third most important goal. Although the goal for Decent Work and Economic Growth remained the most important goal for Greece, its percentage decreased significantly from 25.57% in 2020 to 19.96% in 2021. This also occurred in the goal of Quality Education, even though to a lesser extent, falling to 15.21% in the current survey from 16.98% in the survey of 2020. The goal of Good Health and Well-Being gained significant support from 8.14% in 2020 to 13.24% in 2021, an increase of 5.1%. This increase can be attributed to the continuous effects of the global pandemic of SARS-Cov-2 and its toll on everyday life. It should be noted that the goal of Gender Equality increased by 2.54% to 4.35% in the current survey after the many reported incidents of violence and abuse of women in Greece during 2021. 7.18% of female respondents prioritized this goal, while just 0.88% of men deemed this goal as the most important in Greece.

In Graph 3, we see the percentages that each Sustainability Development Goal scored in the survey of 2020 and that of 2021.

Graph 3: *The most important SDG for Greece in 2020 vs 2021*



¹⁵ We call the survey that occurred for the first report “Survey of 2020” and the survey for the current report as “Survey of 2021”.

Our sample remained highly pessimistic on the likelihood of the completion of the Agenda by 2030, achieving similar results as of the survey of 2020. More specifically, only 21.34% of our respondents believed that at least most of the goals will be achieved; the respective percentage in the survey 2020 was 24.8%. Of our sample, 77.67% expect that only a minority of the Goals will have been accomplished by 2030, while just 0.99% believe that all the goals will be achieved in the determined timetable. This pessimism is alarming and may be an indicator that the respondents are not persuaded that the governments, corporations and supranational bodies are doing enough to achieve these goals.

Conclusion

Of all the examined variables, gender seems to have an impact on sustainability perspectives but not on the knowledge on actual sustainable issues. Our female respondents tended to be more positive on changes for the promotion of sustainability, and more positive to alter their consuming behaviour for the benefit of firms with active engagements on these issues. As for the knowledge questions, the results bring to the fore a deficiency in informing the youth on sustainable issues on the part of Universities and other sources.

The Greek tertiary educational system should focus significantly more on informing the youth on sustainable issues. The considerable mismatch that we observed highlights that the youth wish to be educated more on these issues and for the Universities to offer notable more initiatives on sustainability. Also, a disparity on what sustainability consists of, was observed between the two genders.

Sustainability seems to affect the consumer behaviour of the majority of our sample, with the environmental pillar deemed as the most important. Consumer behaviour was found to be positively affected by the active engagement in the Sustainable Development Goals. Regardless of the Demographic Variables or the sustainable awareness of our sample, its majority agreed that of the three pillars of sustainable development the environmental one should be prioritized.

Finally, there is no evident development in the perspectives of our respondents regarding the likelihood of the Agenda 2030 to be accomplished in the agreed timeframe and on the most important Sustainable Development Goals for Greece. Compared to the first “Sustainability Literacy and Perspectives” survey the respondents remained pessimistic on the chances of accomplishing the Sustainable Development Goals by 2030. The goals for Decent Work and Economic Growth and Quality Education are still considered the most important for Greece according to our sample.

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Appendix

N/N	Question	Answers	N/N	Question	Answers
1	To which age group do you belong?	18 - 20	10	To what extent should Universities inform the youth about Sustainability Issues?	0' - Not at all
		21 - 23			1' - Not much
		24 - 25			2' - Little
		26+			3' - Moderate
2	What is your gender?	Female			4' - A good extent
		Male			5' - A great Deal
3	What is your academic background?	Economic Science	11	How many courses or initiatives are there (or were there) in your undergraduate syllabus that are/were correlated directly or indirectly with the Sustainable Development Goals?	0
		Polytechnic			1 - 2
		Law			3 - 5
		Information Technology			6+
		Medicine	12	Are you willing to consume products or services from a firm that is known to have adopted the Sustainable Development Goals?	0' - Not at all
		Political Science			1' - Not much
		Pedagogical Studies			2' - Little
		Business Studies			3' - Moderate
Military Education	4' - A good extent				
Other	5' - A great Deal				
4	What is the percentage of women executives in Greece in 2019?	35,1%	13	The SDGs are divided into three pillars: Social, Environmental and Economic. Which of them should a firm prioritize according to its Corporate Social Responsibility?	Κοινωνικό
		23,7%			Περιβαλλοντολογικό
		10,3%			Οικονομικό
		14,5%			Κανέναν συγκεκρμένο
5	According to Eurostat, in Greece, in 2018, nine (9) tons of greenhouse gasses per inhabitant were emitted. What is Greece's ranking in the greenhouse gasses emissions per inhabitant index within the European Union?	8η	14	To what extent have the policies for the accomplishment of the Sustainable Development Goals influenced your everyday life?	0' - Not at all
		12η			1' - Not much
		22η			2' - Little
		17η			3' - Moderate
6	In 2017, the percentage of children aged 4 to 6 who enrolled in pre-school education was 81.5%. What was the percentage in 2018?	83,1%	15	To what extent are you in favour of legislations that contribute to the accomplishment of the Sustainable Development Goals at the same time increasing the cost of living (for example the taxation of plastics)?	4' - A good extent
		75,2%			5' - A great Deal
		88,4%			0' - Not at all
		69,7%			1' - Not much
7	According to a 2018 study, to what extent were the Greek people satisfied with Public Transportation?	35%	15	To what extent are you in favour of legislations that contribute to the accomplishment of the Sustainable Development Goals at the same time increasing the cost of living (for example the taxation of plastics)?	2' - Little
		46%			3' - Moderate
		57%			4' - A good extent
		68%			5' - A great Deal
8	According to the World Freedom of Press Index of Reporters Without Borders, what is the ranking of Greece within the European Union in 2020?	22η	16	In your opinion, which is the most important goal for Greece?	SDG 1 -
		11η			SDG 17
		16η	17	In your opinion, to what extent will the SDGs have been successful by 2030?	Will not succeed at all
		26η			Their minority will succeed
9	In what extent do the Universities inform the youth about Sustainability Issues?	0' - Not at all			Their majority will succeed
		1' - Not much			Will fully succeed
		2' - Little			
		3' - Moderate			
		4' - A good extent			
5' - A great Deal					