# CERV Young people research

This research is based on a survey conducted as part of the **"Cities for YOUth – Next Generation"** project, funded by the European Union under the CERV programme. A total of **500 young people** from **Pissouri, Limassol, Kourion, and surrounding areas** participated anonymously in the survey.

The aim of the research was to better understand the **needs, daily realities, and aspirations** of youth living in small towns and rural communities. The insights gathered will inform the creation of a **Youth Activity Map** and provide guidance to local authorities on how to **create more inclusive, engaging, and youth-friendly environments**.

1. Gender:
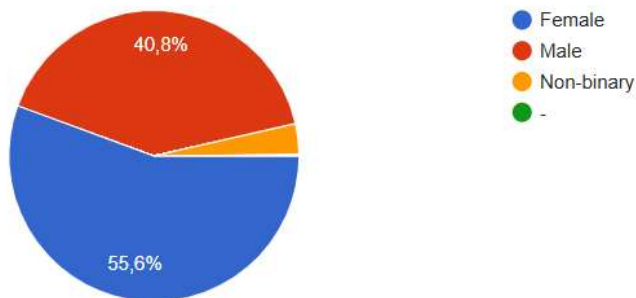
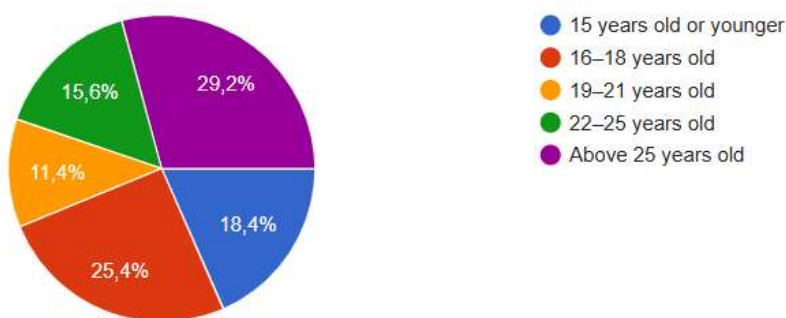| Gender	Percentage	Number of Responses
Female	55.6%	278
Male	40.8%	204
Non-binary	3.6%	18
Unspecified ("-")	0%	0

2. I study at:

Category	Percentage	Number of Responses
I do not study	34.6%	173

Category	Percentage	Number of Responses
High school (general secondary school)	30.2%	151
Primary school	9.4%	47
University in Cyprus	7.8%	39
High school (technical school)	5.8%	29
University outside of Cyprus	10.4%	52
Others (working, soldier, etc.)	1.8%	9

These likely fall under the "other" or "I do not study" umbrella, but here they are:
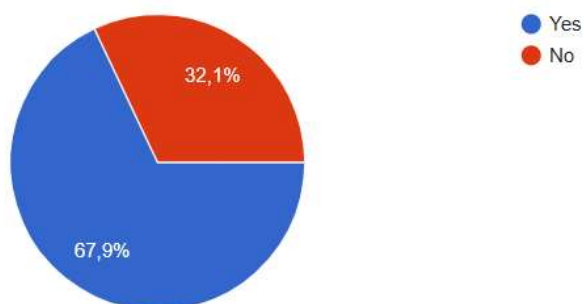- I work as a teacher
- Barbering School
- Stratiotis (Greek for "Soldier")
- Academic Studies completed at post graduate level
- Work
- Army

3. Age:

Age Group	Percentage	Number of Responses
15 years old or younger	18.4%	92
16–18 years old	25.4%	127
19–21 years old	11.4%	57
22–25 years old	15.6%	78
Above 25 years old	29.2%	146

4. Do you live in Pissouri or Sorrounded areas (permanently or some time)?

Response	Percentage	Number of Responses
Yes	67.9%	340
No	32.1%	160

5. Where do you live?
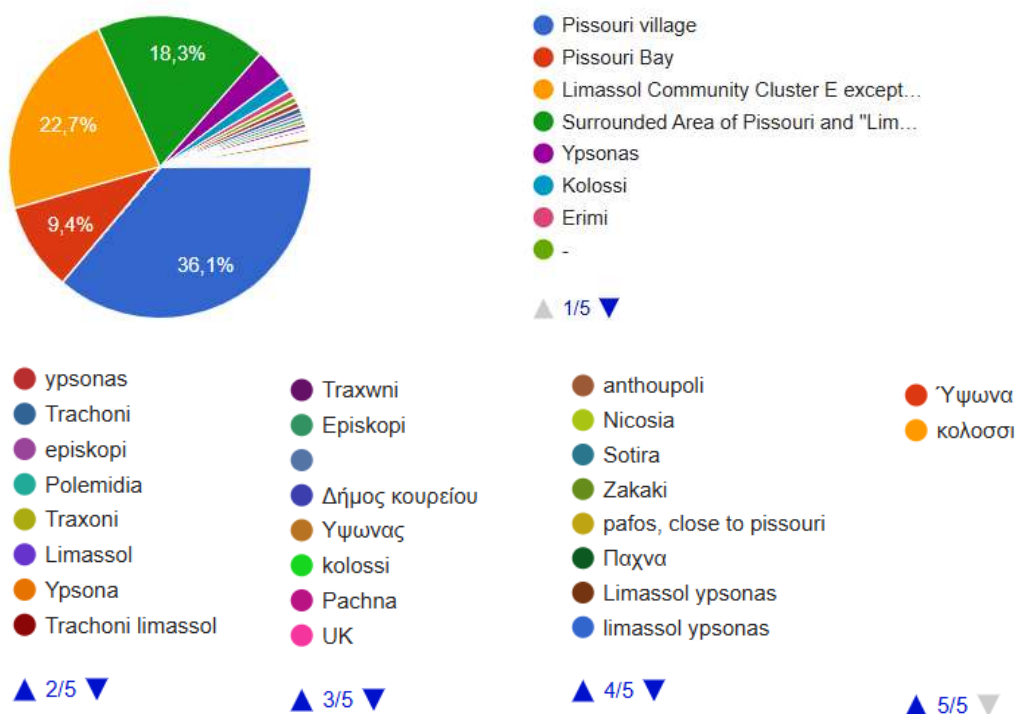

Top Locations (based on visible chart):

Location	Percentage	Number of Responses
Pissouri village	36.1%	180
Limassol Community Cluster E (except from Pissouri)	22.7%	113
Surrounded Area of Pissouri and "Limassol Community Cluster E"	18.3%	91
Pissouri Bay	9.4%	47

The remaining 13.8% (69 responses) is distributed across **many smaller locations** shown across the other 4 legend pages.

Examples of other mentioned locations (combined 13.8%):
- Kolossi
- Ypsonas
- Erimi
- Limassol (various neighborhoods)
- UK
- Nicosia
- Episkopi
- Zakaki
- Pafos (close to Pissouri)
- Trachoni
- Sotira
- Anthoupoli
- Polemidia
- Pachna
- And others (including variations in Greek and duplicates like "Limassol Ypsonas" and "limassol ypsonas")

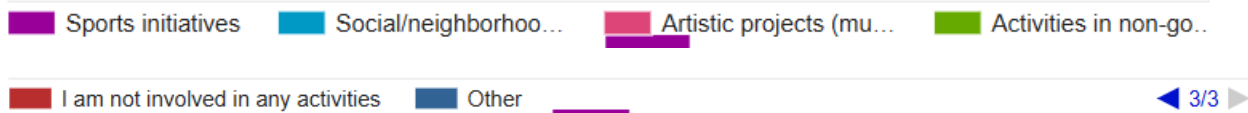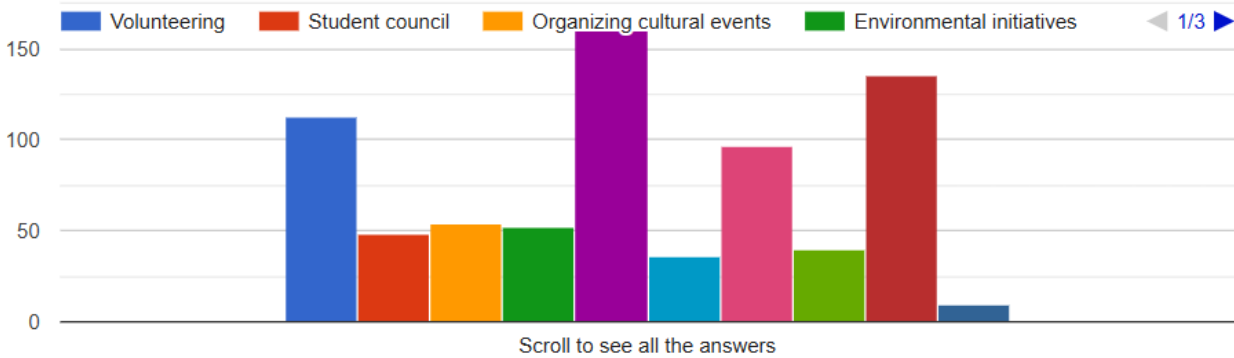## 6. Do you work?
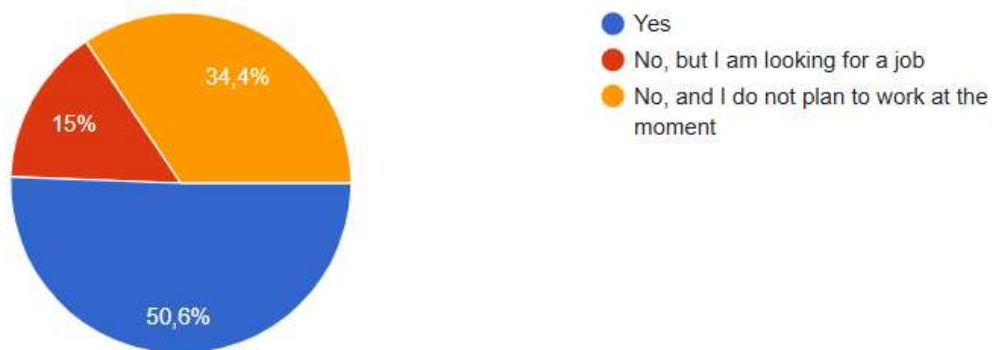
Employment Status:

Response	Percentage	Number of Responses
Yes	50.6%	253
No, but I am looking for a job	15%	75
No, and I do not plan to work at the moment	34.4%	172

## 7. What activities do you participate in?

Scroll to see all the answers

Activity	Estimated Count
Sports initiatives	160
I am not involved in any activities	135
Volunteering	113
Artistic projects (music, theater, etc.)	97
Organizing cultural events	54
Environmental initiatives	52
High school student council	48
Social/neighborhood assistance	36
Activities in NGOs (non-governmental organizations)	40
Other	9

This gives a rough hierarchy:
- **Most popular**: Sports, not involved, volunteering
- **Mid-level participation**: Artistic, cultural, environmental
- **Least engaged**: Social initiatives, NGOs, other

The data shows that **sports** and **volunteering** are the dominant areas of engagement, followed by the **arts**. A sizable number of people aren't involved in any activities, which presents an opportunity for outreach and inclusivity. Less popular activities like NGO work, student council, and environmental initiatives might benefit from targeted promotion or better access. This breakdown helps understand not only what people are doing, but also where gaps in participation may exist.

8. If you selected "I am not involved in any activities," why?

- 🔵 I don't have time
- 🔴 I don't feel like it
- 🟠 I am not interested
- 🟢 I don't see the point
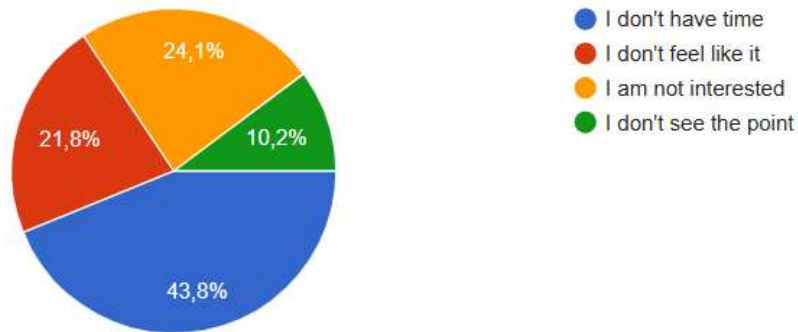
Among those who don't engage in any activities, the **most common reason** by far is **lack of time**, mentioned by around **167 individuals**. This suggests that many people might be willing to participate if activities were better aligned with their schedules or offered in more flexible formats.
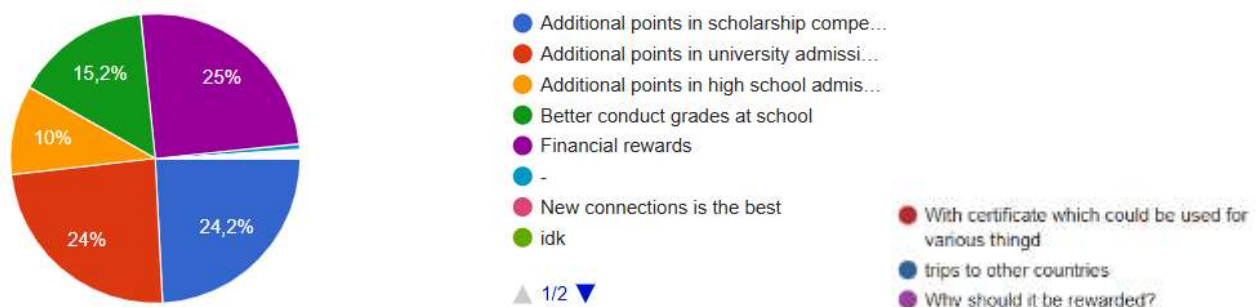
Following that, **lack of interest** was cited by about **92 people**, indicating a possible disconnect between available activities and what people find engaging or valuable.

A further **83 respondents** admitted they simply **don't feel like it**, which may reflect emotional fatigue, lack of motivation, or a comfort preference for non-participation.

Lastly, **39 people** stated that they **don't see the point** in participating. This reflects a deeper perception issue — where activities might seem meaningless or irrelevant to their lives.

Overall, the results show that practical barriers (like time) and personal perception (lack of interest or purpose) are the main reasons for non-involvement. This highlights areas where better outreach, more appealing options, and flexible formats could make a real difference.

9. How should young people's social involvement be rewarded?

- 🔵 Additional points in scholarship compe…
- 🔴 Additional points in university admissi…
- 🟠 Additional points in high school admis…
- 🟢 Better conduct grades at school
- 🟣 Financial rewards
- 🔵 -
- 🔴 New connections is the best
- 🟢 idk

- 🔴 With certificate which could be used for various thingd
- 🔵 trips to other countries
- 🟣 Why should it be rewarded?

▲ 1/2 ▼

The **most selected option**, chosen by **25% of respondents** (125 people), was **financial rewards**. This indicates a strong interest in **direct, tangible benefits** for social engagement — perhaps reflecting current economic pressures or a desire to have efforts practically recognized.

Closely behind, **24.2%** (121 people) supported **additional points in scholarship competitions**, and **24%** (120 people) favored **additional points in university admissions**. These results show that academic incentives remain very meaningful, nearly tying with financial compensation as preferred rewards.

Other notable responses include:
- **Better conduct grades at school**: 15.2% (76 people)
- **Additional points in high school admissions**: 10% (50 people)

Smaller slices represent opinions such as:
- **New connections is the best**
- **Trips to other countries**
- **Certificates for various uses**
- **"Why should it be rewarded?"**
- **"idk" or unspecified responses**

While **financial compensation** tops the list, the combined percentage of respondents favoring **academic recognition** (scholarships + university + high school points = ~58%) shows that many still associate social involvement with educational advancement.

Meanwhile, a much smaller group values **experiential or ideological rewards**, such as personal connections or philosophical rejection of the idea that involvement must be rewarded.

This mixed response suggests that young people want **both real-world benefits and recognition** — financial or academic — for their contributions. At the same time, there remains a minority who are either unsure, uninterested in external rewards, or motivated by intrinsic value alone.

10. How do you rate the availability of places and initiatives for young people in your area? (Scale from 1 to 5, where 1 = very poor, 2 = poor, 3 = neutral, 4 = good 5 = very good)
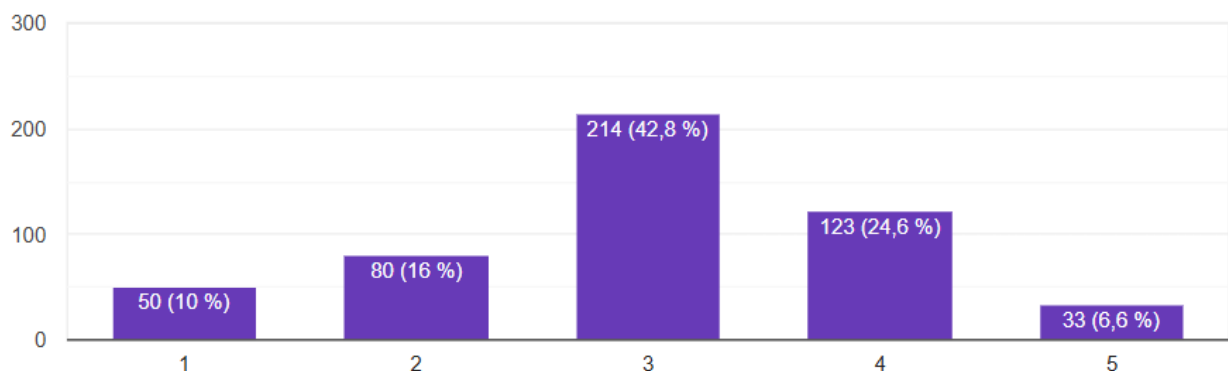
The overall sentiment about the availability of youth-oriented places and initiatives is **lukewarm**, leaning toward **neutral to slightly negative**.

The largest group — **214 people (42.8%)** — rated the situation as a **3**, meaning they feel **neutral** about what's available. This may reflect inconsistency, limited awareness, or mixed experiences in their local environment.

A combined **26%** (130 respondents) gave it a **1 or 2**, indicating that over a **quarter of respondents feel the situation is poor or very poor**. That's a clear signal that a substantial portion of young people think their communities are not offering enough for them.

On the more positive side, **24.6%** rated availability as "good", and only **6.6%** called it "very good". This suggests that **only about 1 in 3 respondents view the current offerings positively**, and **very few are truly satisfied**.

Most young people are **unimpressed or indifferent** about local opportunities and spaces for their age group. There's a clear opportunity for communities to **expand, improve, or better communicate** existing initiatives to shift perceptions from "meh" to meaningful.

11. Which places do you use most often?
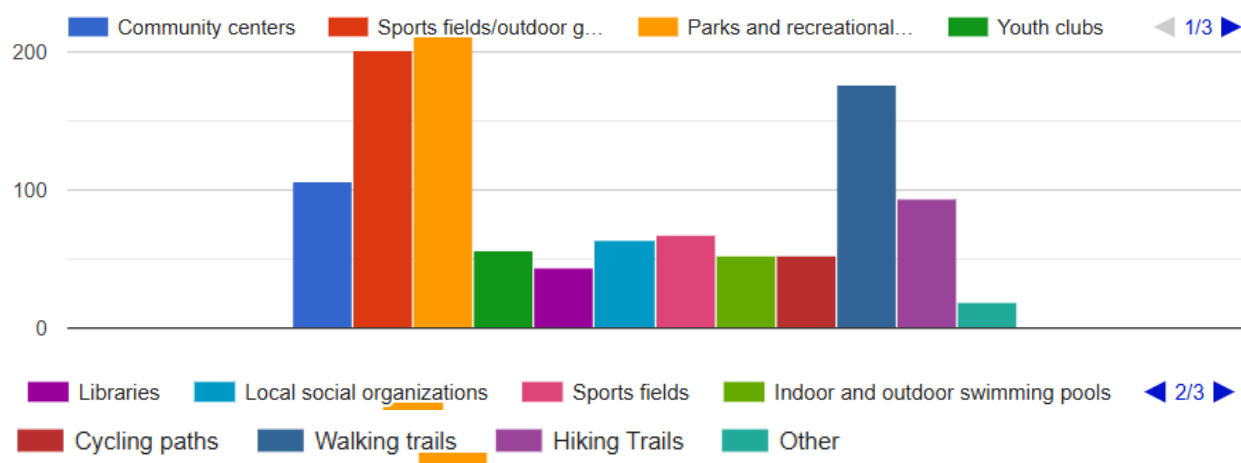
This provides great insight into the **preferred public spaces among young people**. Based on visual bar height comparisons, here's a natural interpretation with estimated participation numbers:

- Parks and recreational areas – 212
- Sports fields/outdoor gyms – 202
- Walking trails – 176
- Community centers – 106
- Libraries – 44
- Youth clubs – 56
- Indoor/outdoor swimming pools 52
- Local social organizations – 64
- Hiking trails – 94

- Cycling paths – 53
- Sports fields (repeated category) – 67
- Other – 19

The data shows that young people most often prefer **outdoor and informal spaces** for their activities. Parks, sports fields, and walking trails are among the most commonly used, indicating a strong interest in accessible and active environments. More structured indoor places like community centers and youth clubs are moderately used, while libraries, swimming pools, and local organizations receive lower engagement. This suggests that to better support youth participation, communities should prioritize **maintaining and improving open, social, and recreational areas** where young people can naturally gather, move, and connect. This highlights a clear need for **maintaining and expanding open public spaces**, while also recognizing opportunities to **revitalize underused places** (like youth clubs or social orgs) through better programming, visibility, or access.

12. In which part of your area do you most often use the previously mentioned activities and places?"

(Total: 492 responses)

Most Common Areas Used:
- **Parks & green spaces** – Frequently mentioned (e.g. "local park", "village park")
- **Beaches** – Especially **Pissouri Bay**, Dasoudi, Kourion
- **Cafes & social spots** – "Cafe", "Coffee Island", "Clock", "Cafeterias"
- **City centers** – "Limassol", "Old town", "Marina", "Square"
- **Sports areas** – "Gym", "Football field", "Basketball court", "Sport club"
- **Trails** – Hiking and walking trails (e.g. Troodos, Genesis)
- **Community buildings** – Libraries, schools, youth centers

Patterns:
- Most people use **places near their home**.
- Popular spots are **outdoors or casual social areas**.
- A few don't use any places or stick to **indoor/home spaces**.

13. Do you think there are not enough places for young people in your area?

Legend:
- Yes
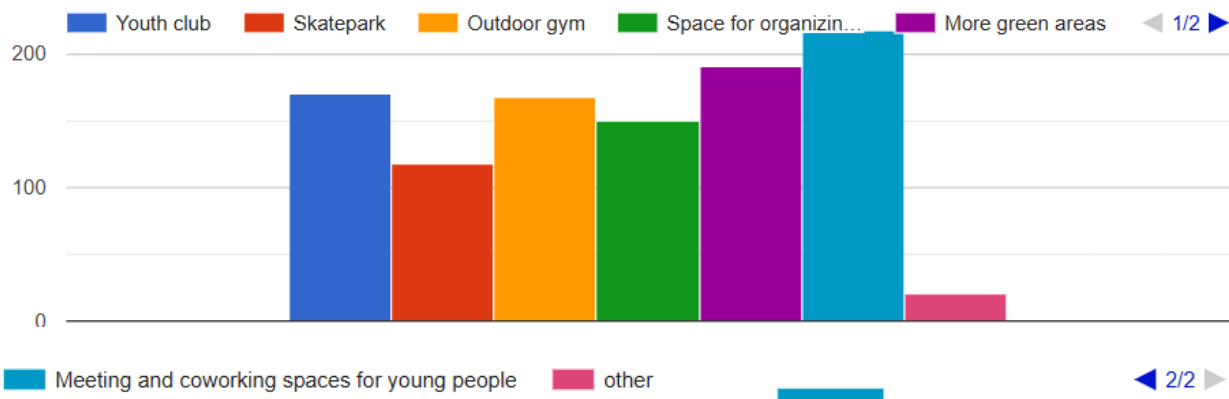- No
- I don't know

27,8%
18,4%
53,8%
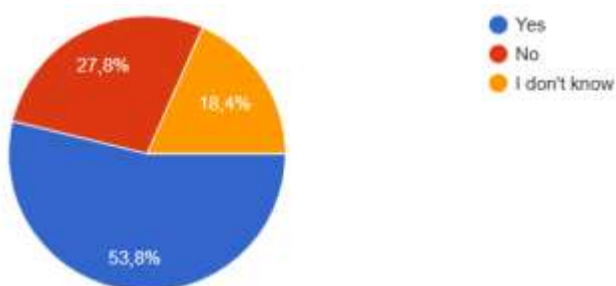
Results:

- **Yes** – 53.8% (269 people)
- **No** – 27.8% (139 people)
- **I don't know** – 18.4% (92 people)

More than **half of respondents feel there aren't enough youth spaces** in their area. Only about **1 in 4 disagree**, while nearly **1 in 5 are unsure** — showing a clear **perception gap** and likely **room for improvement** in local youth infrastructure.

14. What is missing in your area?

Most Wanted Additions (Estimated by Bar Height):

1. **Meeting and coworking spaces for young people** – **217**
2. **Space for organizing activities/events** – **149**
3. **Outdoor gym** – **168**
4. **Youth club** – **170**
5. **More green areas** – **191**
6. **Skatepark** – **117**
7. **Other** – **21**

Most young people feel the area **lacks structured, flexible spaces** — like coworking hubs and event venues. There's also strong demand for **outdoor fitness spaces**, **youth clubs**, and **green areas**. The least mentioned is "Other," showing the listed categories reflect real needs well.

This reinforces earlier findings: while informal outdoor spots are well-used, youth still seek **dedicated, well-equipped spaces to meet, create, and stay active**.

15. If the answer is other please specify

(27 responses)

Sports & Recreation (10 mentions)
- "Football field", "Volleyball court", "Beach volleyball", "Beach / Sand Volleyball", "Sports clubs", "Padel", "Billiardo", "Fields"
  ➜ Strong demand for **more diverse and specialized sports facilities**.

Libraries & Study Spaces (3 mentions)
- "Library", "Better bigger library", "Board game club"
  ➜ Desire for **learning, reading, and social hobby** spaces.
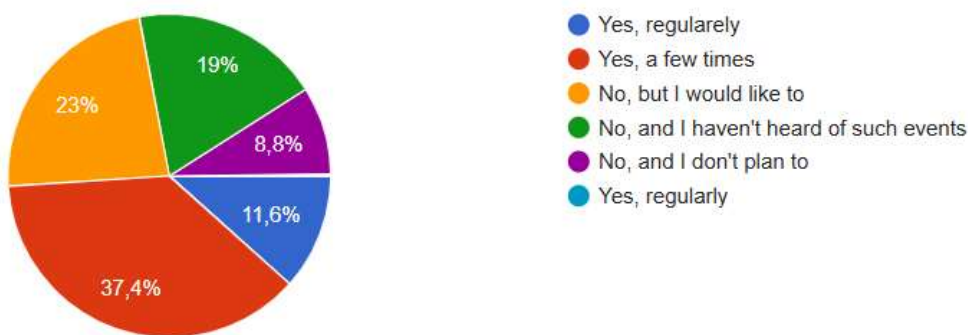
Cafes & Social Spots (3 mentions)
- "Cafes", "Coffee places", "Beach bar"
  ➜ Continued need for **informal gathering spaces**.

Other Facilities (5 mentions)
- "Shopping centers", "Place to arrange meetings", "Chick-fil-A", "Fillet-o-fish", "No"
  ➜ A few mentioned **commercial or fast-food spaces**, showing interest in **hangout zones** beyond traditional youth services.

Even outside preset options, young people consistently ask for **more sports courts**, **study/club spaces**, and **casual venues**. These answers support earlier results and add detail on **specific needs** like volleyball courts, game clubs, and modern libraries.

16. Have you ever participated in events organized for young people in your area?

Legend:
- Yes, regularely
- Yes, a few times
- No, but I would like to
- No, and I haven't heard of such events
- No, and I don't plan to
- Yes, regularly

Pie chart values: 19%, 23%, 8,8%, 11,6%, 37,4%

While **245 out of 500 respondents (49%)** have participated in youth events at least once, only **58 people (11.6%)** say they attend **regularly**. A significant portion — **115 individuals (23%)** — said they **haven't participated but would like to**, and **95 people (19%)** said they **haven't even heard of such events**. This points to a clear **gap in visibility and accessibility**. Only **44 respondents (8.8%)** stated they **do not plan to participate at all**, showing that true disinterest is relatively low.

In short, there's strong interest, but many young people are **unaware or unsure how to get involved**, highlighting the need for **better outreach and communication**.

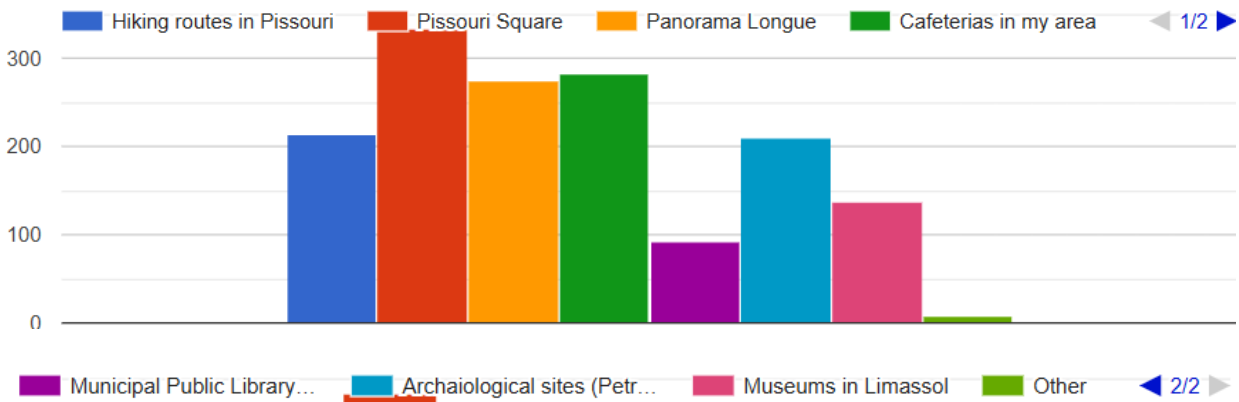## 17. Where do you most often spend time with your friends?

- **Cafeterias of my area** – 21.4% → **107 people**
- **In squares with friends** – 21.6% → **108 people**
- **In the beach of my area** – 20.2% → **101 people**
- **Shopping malls** – 12.6% → **63 people**
- **City parks** – 8.6% → **43 people**
- **Home** – 12.6% → **63 people**
- **I don't spend time with friends** – not labeled clearly (likely <1–2%)

Additional Mentions (from expanded list):

- "Board games and museums", "Basketball court", "Restaurants", "Training", "All of the above", "Tavernas", "Outdoor hiking", "Mall", etc.
  ➡ These reflect **varied but less frequent choices**—mostly individual or mixed responses.

Most young people spend time with friends in **casual public spaces** like **cafes (107)**, **squares (108)**, and **beaches (101)**. A smaller but notable number prefer **malls (63)**, **parks (43)**, or simply staying **at home (63)**. This confirms a strong preference for **social, low-cost, and open environments**, reinforcing trends seen in earlier answers.

18. Have you ever been to any of the following? (*Multiple choices allowed; based on bar heights*)

Hiking routes in Pissouri | Pissouri Square | Panorama Longue | Cafeterias in my area

Municipal Public Library... | Archaiological sites (Petr... | Museums in Limassol | Other

Most Visited Places (Estimated counts):

Location	Approx. Responses
Pissouri Square	333
Panorama Longue	274
Cafeterias in my area	282
Hiking routes in Pissouri	214
Archaeological sites (Petra etc.)	210
Municipal Public Library	93
Museums in Limassol	137
Other	Very low - 8

Pissouri Square is the most visited location by far, followed closely by **cafeterias** and **Panorama Longue**. **Hiking routes** and **archaeological sites** are also popular, showing interest in both **nature and heritage**. Libraries and museums are visited less frequently, suggesting lower engagement with more formal cultural spaces.

19.Which places do you avoid or feel uncomfortable in? (open-text responses)
(260 responses)

Main Themes Identified:

Crowded Places – mentioned ~30+ times
- Words used: "crowded places", "overcrowded", "places with a lot of people", "big stores", "public places", "events", "shopping malls", "concerts", "tourist spots", etc.
  ➡ **Overcrowding and noise** are the **most common reasons for discomfort**.

Specific Public Areas
- **Molos / Limassol Marina** – ~5 mentions
- **Parks / City parks** – ~3 mentions

- **Beach / Swimming pool** – ~3 mentions
  ➞ Even some popular public spaces are avoided due to **social pressure or crowding**.

Educational Settings
- "School", "Class", "Library" – ~5 mentions
  ➞ Some youth feel **uncomfortable in structured or academic environments**.

Unsafe-feeling or socially awkward areas
- "Dark alleys", "areas with not a lot of lights", "places with older people", "clubs", "business areas", "my friend's house"
  ➞ Reflects **personal safety, social anxiety, or cultural mismatch**.

Nowhere or 'None'
- About **25–30 people** said they avoid no place or feel uncomfortable **nowhere**, indicating a **generally confident or neutral attitude**.

Examples of Unique or Personal Mentions:
- "Pissouri municipality council" (mentioned twice)
- "Coffe Lab – too many noisy kids"
- "Naked beach"
- "High class areas"
- "Where there are a lot of people elder than me"

Most discomfort comes from **crowds**, **noise**, and **lack of personal space**, especially in **public or tourist-heavy areas**. A smaller group mentions **academic or formal settings**, and some cite **specific locations** due to personal or cultural reasons. Yet a good number say they feel **comfortable everywhere**, showing how much **comfort in spaces is shaped by personality, social confidence, and context**.

20. **How would you rate access to information about events and initiatives for young people in your area?** (Scale from 1 to 5, where 1 = very poor, 2 = poor, 3 = neutral, 4 = good 5 = very good)
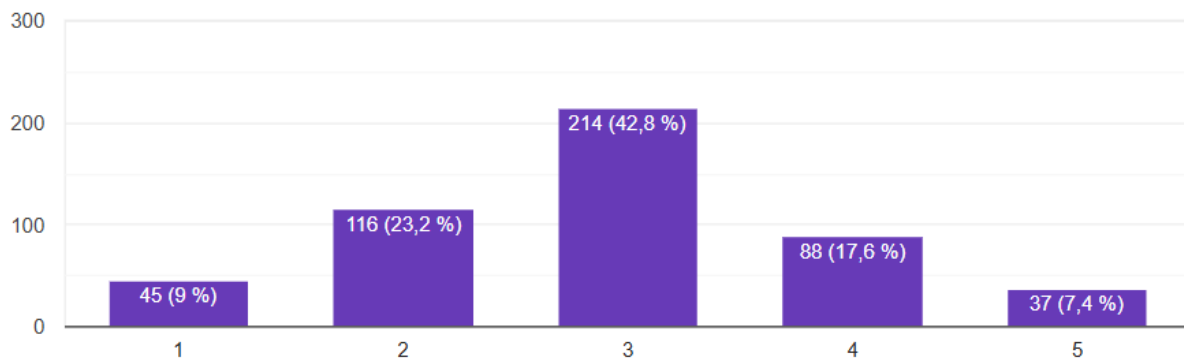
- The majority — **214 people (43%)** — feel **neutral** about access to information.
- A combined **161 respondents (32.2%)** rated access as **poor or very poor**, showing that nearly **1 in 3 feel uninformed**.
- Only **125 respondents (25%)** rated access as **good or very good**, meaning **1 in 4 feel positively** about it.

There's a clear gap in how well young people are informed about local events and initiatives. Most sit in the **"neutral to negative" range**, pointing to a strong need for **better outreach, clearer communication channels, and visibility** of youth opportunities.

21. Where do you most often get information about events aimed at young people in your area? (*Multiple answers allowed*)
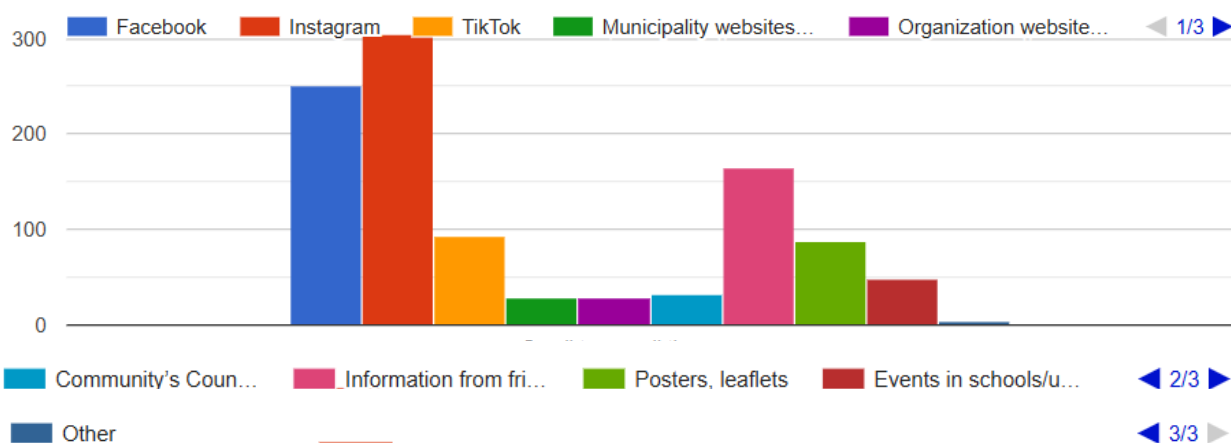
- **Instagram** - 304
- **Facebook** - 250
- **TikTok** - 93
- **Posters / Leaflets –** 87
- **Friends / Word of Mouth** - 164
- **Municipality / Organization Websites** - 28
- **Events in schools/universities** - 49
- **Community Council** - 32
- **Other** - 4

Social media dominates:
- **Instagram and Facebook are by far the most used platforms**, together accounting for **well over half of all sources**.
- **TikTok** plays a smaller but growing role.

Offline methods like **posters** and **word of mouth** still matter, but **official channels (municipal websites, schools)** are among the **least used**, showing a clear **disconnect between institutions and youth communication habits**.

If event organizers want to reach young people, they need to **focus on Instagram, Facebook, and peer-based sharing**, rather than relying on websites or formal announcements.

22.   What mode of transportation do you use most often?
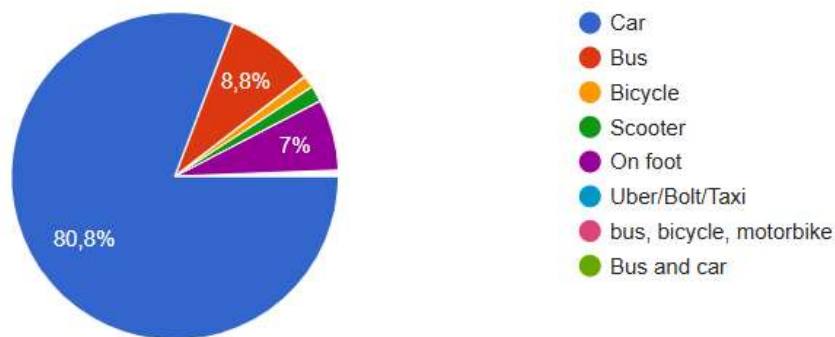
- **Car** use dominates by far, with **404 people (81%)** saying it's their main mode.
- **Public transportation (bus)** is used by **44 people (9%)**.
- **Walking** comes third with **35 people (7%)**.
- All other modes (bike, scooter, taxi, combo options) are **rarely used**.

This shows a **heavy dependence on cars**, with **limited use of public or active transport**, which could reflect infrastructure gaps, long distances, or cultural preferences.

23. Do you have trouble getting around your area?
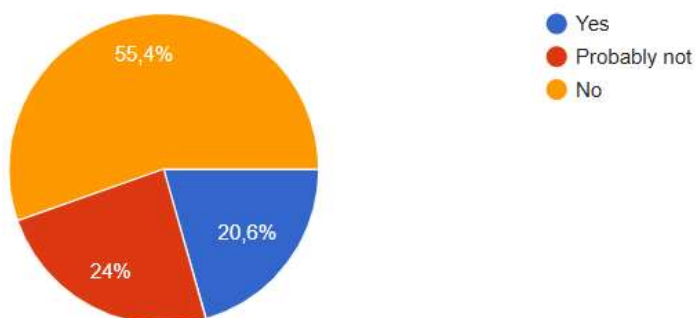
- A **majority (277 people)** say they **don't have trouble moving around**, suggesting decent access or transportation options.
- However, **about 1 in 5 (103 people) do struggle**, which is significant.
- The **24% who answered "probably not"** (120 people) shows a level of uncertainty — they may manage but not with full confidence.

Overall, while over half are mobile without issues, **nearly half (223 total)** either face challenges or are unsure, which signals that **mobility could still be improved**, especially for non-drivers or in underserved areas.

24. Do you think that the Municipality or the City of your area supports young entrepreneurs? (e.g., ACPELIA's projects, City Employment Office, etc.)
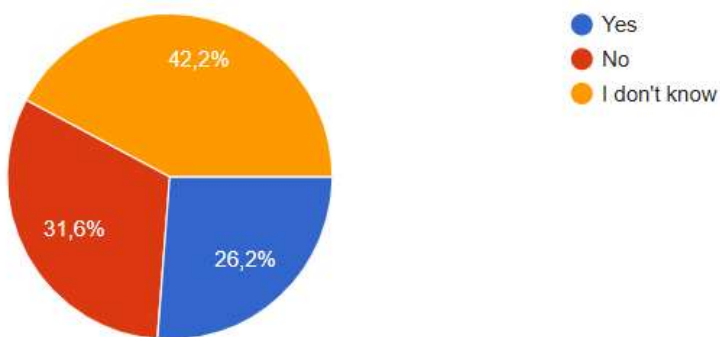
- Only **131 people (26.2%)** believe the municipality supports young entrepreneurs.
- A larger group — **158 respondents (31.6%)** — think **it does not**.
- Most notably, **the largest segment 211 people, (42.2%) simply don't know**, which suggests a major **awareness and communication gap**.

This implies that even if support programs exist, they are **not well known or visible** to young people, and outreach needs serious improvement.

25. Have you ever used such support (for your ideas)?
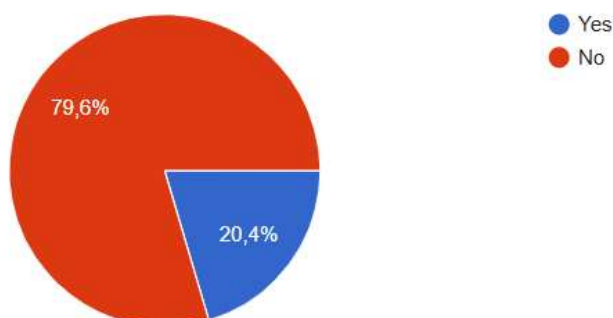
Despite the existence of support for young entrepreneurs, **only 1 in 5 (102 people)** have actually used it. The vast majority — **398 respondents (nearly 80%)** — have **never accessed this support**.

This aligns with earlier data showing that many young people are **unaware of or uncertain about available programs**, pointing to a need for **stronger promotion, clearer access points, and possibly more youth-relevant initiatives**.

26."What initiatives aimed at young people in your area do you value the most?"
(487 responses)

Most Frequently Mentioned Categories & Examples:

1. Youth Organizations / Projects
- **ACPELIA** – mentioned ~6–7 times
- **SKE**, **Young Cities**, **Simvoulio**
  ➡ ACPELIA stands out as the **most recognized initiative**, with others less frequently but clearly valued.

2. Events & Festivals
- **Limassol Music Festival (LMF)** – multiple mentions
- **Dance festivals**, **music events**, **artistic street festivals**, **Guaba summer events**
  ➡ Cultural and music-based events are widely appreciated.

3. Volunteering & Environmental Initiatives
- "Volunteering", "ZeroWaste", "Cleaning the environment", "Green initiatives", "Sustainable practices"
  ➡ Shows a strong **interest in social and eco-conscious action**.

4. Sports & Outdoor Spaces
- "Football pitch", "Basketball court", "Skatepark", "Track and field", "Beach volleyball", "Gym"
  ➡ Indicates the importance of **accessible physical activity spaces**.

5. Cafes & Social Spots
- "Clock Cafe" (multiple), "Coffeeshop at the square", "Cafe"
  ➡ Youth value **informal social spaces** as key parts of their community.

6. Education & Creativity
- "Libraries", "Youth centers", "Co-working spaces", "STEM events", "Paint the walls (graffiti)"
 ➡ Appreciation for **learning spaces and creative outlets**.

Uncertainty or Lack of Awareness

- "I don't know", "None", "Nothing", "Idk" – appears in **at least 100+ responses** → **~20–25% of respondents are unaware of any initiatives**, which suggests a **major awareness or engagement gap**.

Young people value:
- **Creative festivals**, **sports infrastructure**, and **youth-led spaces**.
- **ACPELIA**, **volunteering**, and **Clock Cafe** stand out as repeated favorites. But a large portion **doesn't know or recall any initiatives**, pointing to a need for **better communication, outreach, and visibility** of programs.

27. Do young people in your area have a real impact on the decisions made by the city authorities?
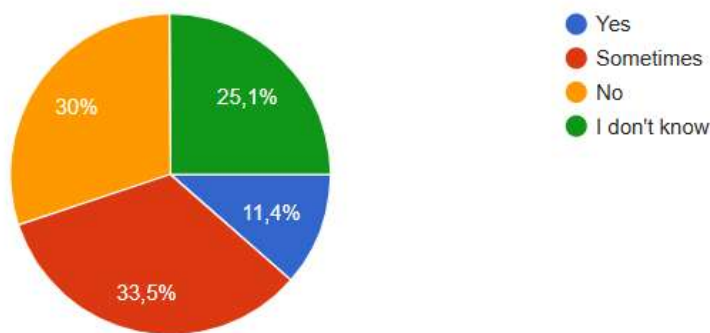
- Only **56 people (11.4%)** believe young people truly influence local decisions.
- The largest group — **164 respondents (33.5%)** — think youth impact decisions only **sometimes**.
- Meanwhile, **147 people (30%)** feel **youth have no real influence**.
- A notable **123 (25.1%) aren't sure**, indicating low visibility of youth participation mechanisms.

The data shows that **youth influence is perceived as weak or inconsistent**. Over half of respondents (267) either think young people **have no impact** or **aren't sure**, which suggests a need for **more transparent, visible, and inclusive decision-making processes** involving young people at the municipal level.

28. What do you think would most encourage young people to engage more in social activities in your area? (*Multiple choices allowed; ~500 respondents*)
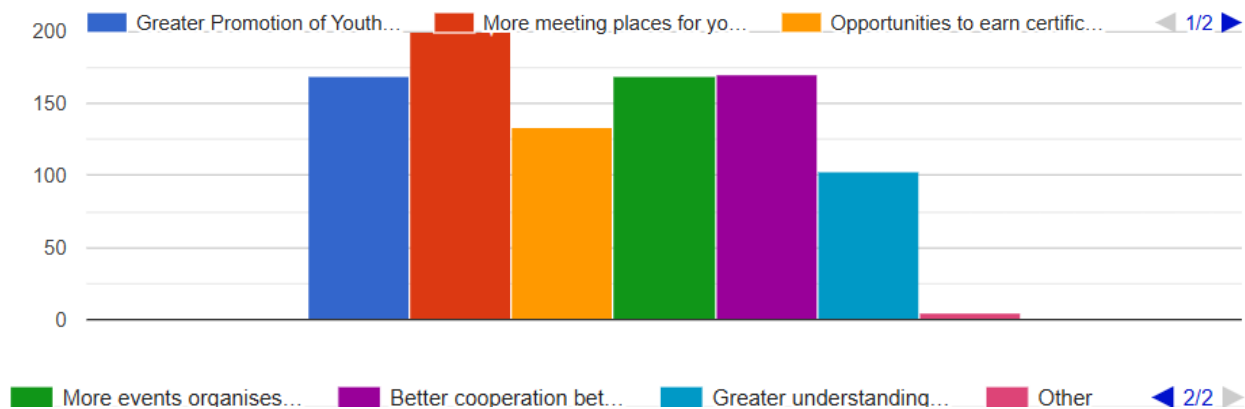
- **More meeting places for youth** - 200
- **Greater promotion of youth activities** - 169
- **Opportunities to earn certificates/skills** - 134
- **More events organized by young people** - 169
- **Better cooperation between youth and city (municipality) authorities** - 170
- **Greater understanding and openness from schools/universities** - 103
- **Other** - 5

The most popular motivator is **having more dedicated spaces** where youth can meet and connect.

There's equally strong demand for **better promotion** and **increased event opportunities** — not necessarily new programs, but better visibility and access to existing ones.

Practical incentives like skill-building and certification also matter but are secondary.

Cooperation between institutions and **stronger youth–community integration** are critical to boosting engagement.

29.If the answer is other please specify (8 responses)

- **"more arranged events"** – aligns with the existing popular option for **more organized activities**
- **"understanding them better"** – echoes the need for **better empathy/support from adults or authorities**
- **"More respect for the youth"** – similar to the above; points to **generational trust and recognition**
- **"TikTok"** – likely means **using popular platforms** for outreach

Though few in number, these responses emphasize:

- The importance of **feeling respected and understood**
- The need for **modern communication tools (e.g. TikTok)**
- And again, the call for **more structured events**

30. What changes in your area could encourage young people to participate more in social life?

Top Themes Identified:

1. Youth Centers & Spaces – Most frequently mentioned
- "Youth center", "places for young people", "meeting places", "chill parks", "cafeterias for youth", "spaces to organize events"
- Many want **dedicated, accessible hangout spots** for informal and organized activities.

2. More Events & Festivals
- "More events", "youth festivals", "cultural events", "weekly activities", "movie nights", "parties"
- Repeated demand for **regular, diverse, and youth-targeted social events**.

3. Better Promotion & Information
- "Better information", "more promotion", "communication with authorities", "dissemination of events"
- Youth want to **know what's happening** — visibility is just as important as availability.

4. Inclusion in Decision-Making
- "Listen to youth", "youth councils", "better cooperation", "youth-led initiatives"
- There's a **strong desire to be involved in shaping their community**, not just attending events.

5. Public & Green Spaces
- "Parks", "green spaces", "outdoor gyms", "sports fields", "beach volleyball", "social parks"
- Outdoor activity spaces remain **essential for engagement and mental well-being**.

6. Transportation
- "Better public transport", "flexible buses", "accessible timetables"
- Lack of mobility is a barrier to participation — **transport improvements are key**.

7. Skill-building & Volunteer Opportunities
- "Volunteering", "entrepreneurship", "certifications", "organizing events", "community work"
- Young people value **purposeful involvement** — not just fun but also personal growth.

Additional Suggestions:
- Lower costs: "cheaper rent", "economic benefits"
- Inclusivity: "events for introverts", "respect for beliefs"
- Safety concerns: "safe spaces", "fear of illegal immigrants"
- Tech/media use: "TikTok", "social media promotion"

Young people are asking for:
- **Real spaces, real voices, and real opportunities**
- More than just events — they want **ownership**, **respect**, and **access**
- Supportive infrastructure (like transport, communication, funding) is as important as activities themselves