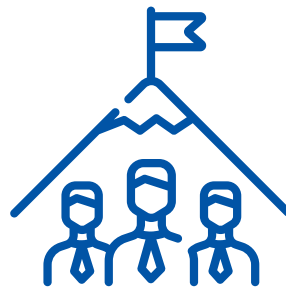


Need for achievement and confidence in other people are values that are important for the economic success of a country. Estonia is one of the leaders among the countries of the world in terms of achievement values, when we speak of valuing commitment and industriousness. At the same time, around one third of people feel trust in other people, which is a relatively modest result in comparison with other countries.

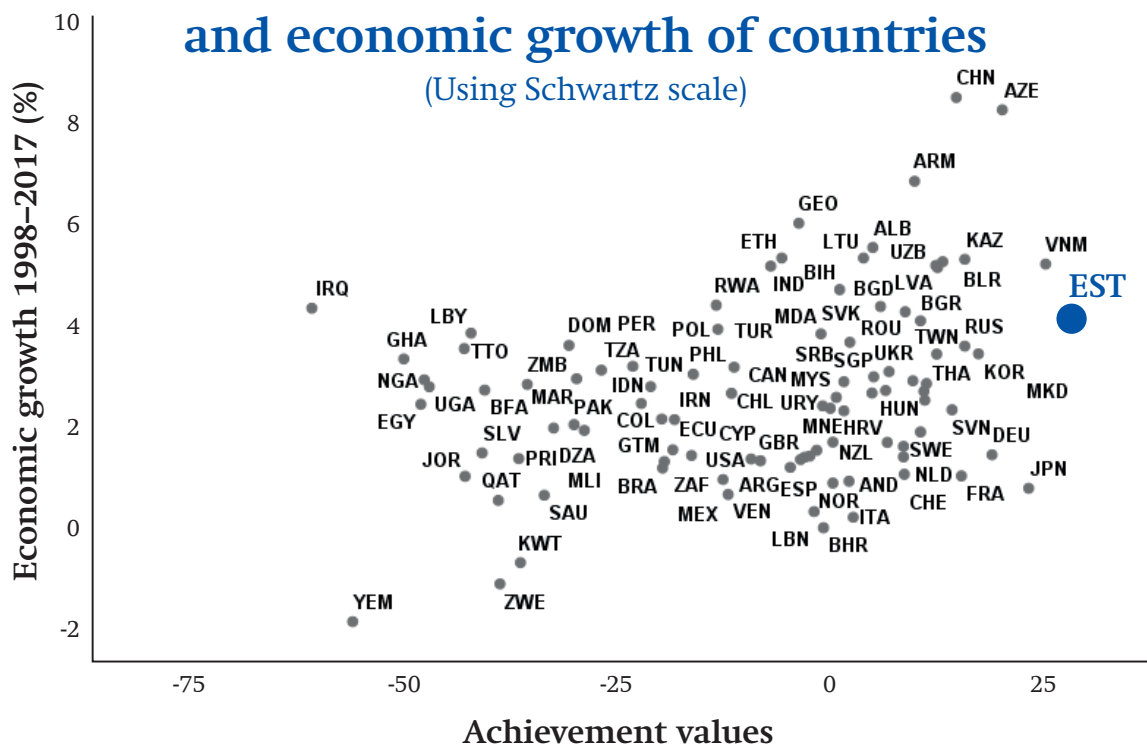
Achievement values denote valuing of commitment, industriousness and succeeding in life. It is preferred to teach children determination and saving money (instead of teaching obedience and religious values). People carrying these values work hard and do not waste the fruit of their work (wealth) at once, but save it for further economic activities.



The researchers also point to a contradiction – although it is considered right in Estonia to instill achievement value in children, the grown-ups do not very well correspond to that ideal. Values connected with innovation and achievement (where creativity, novelty of activities, recognition, success are valued) are on a relatively modest level in Estonia in comparison with such countries like Germany, Finland or Slovenia.

Connection between achievement values and economic growth of countries

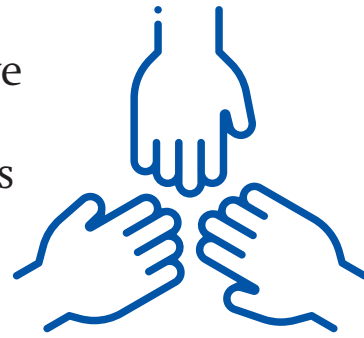
(Using Schwartz scale)



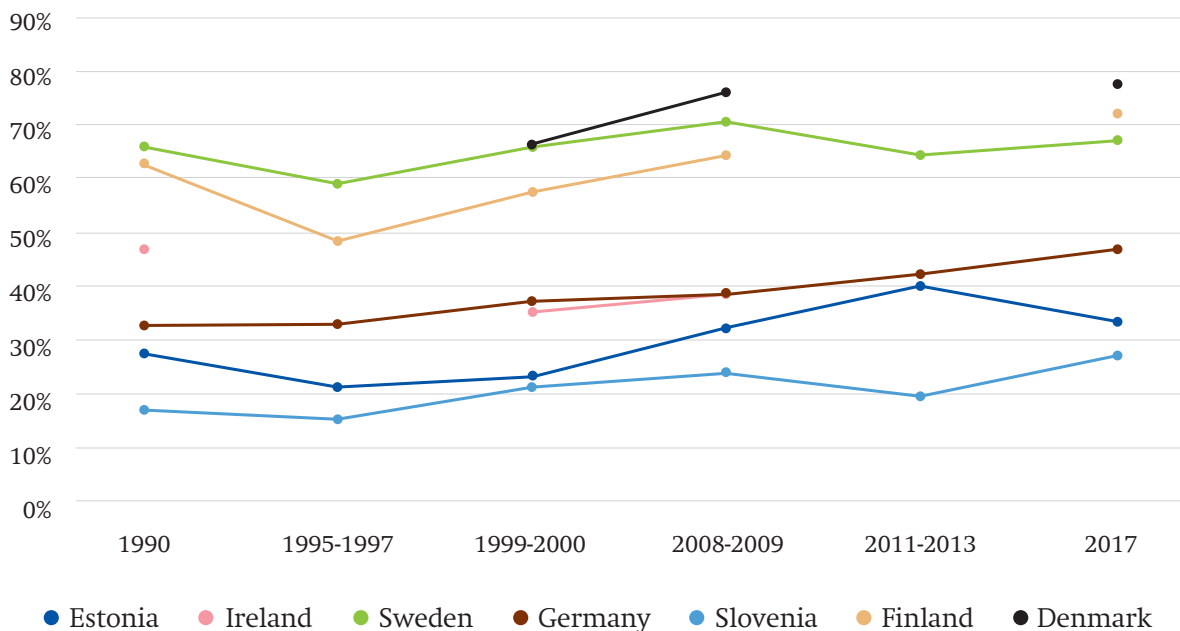
The impact of achievement values on economy is universal, which means that it cannot be explained by the phenomenon of region (e.g., East Asia) or social formation (e.g., post-socialism).

The University of Tartu carried out the study “Values as Human Resource, and Their Connection to Social Development” on the commission of the Foresight Centre. The study uses mainly the country data on Estonia in three databases: The European Social Survey (ESS), and the European Values Study, World Values Survey (EVS/WVS). The samples of the studies are representative of Estonian residents aged 18 years and over. Data representative of the country (weighted data) are used to compare countries and to describe the situation. The study is available on the webpage of the research “The Situation of the Estonian Human Resources” of the Foresight Centre: www.riigikogu.ee/arenguseire/eesti-inimvara-olukord.

The level of **trust** in society is in positive correlation with economic growth. When people trust each other, it creates favourable conditions for investments and economic cooperation.



Level of trust in Estonia in comparison with other countries



By 2018, the level of trust in Estonia has dropped to the same level as ten years ago, that is, to around 33–34%. Thus, the majority of people in Estonia (66%) still believe that they must be very careful when interacting with others.

In comparison with other countries, the general level of trust in Estonia is considerably lower than in Scandinavian countries and Germany, but in 2018 it is somewhat higher than in Slovenia (27%).

The countries where post-materialist values prevail are not the engines of global economic growth. However, the countries with high achievement values are.

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