

# Abstract

First part of the thesis presents foundations and purpose of eco-counselling as a social institution in Czechoslovakia, the Czech republic and also in general.

Data set consisting of queries sent to czech eco-counsellors throughout one year is described in the empirical part. It also presents in detail methods and execution of classification of more than 9 000 queries. Resulting structure is then analyzed thoroughly from different points of view.

This synthetic and analytic process gives facts about clients' regions of interest in landscape, nature and environment protection and also everyday life. Analysis also reveals clients' true motivation and subjective or objective urge. Thus it can serve eco-counselling offices as a source material for a mid-term conception to increase its competence in environmental education. It can also be used for political and strategic decision making concerning eco-counselling in the Czech republic.

Results show that majority of clients use eco-counsellor's service for ecological and environmental reasons, thus eco-counselling serves as an effective preventive environmental policy instrument. Eco-counselling can be then considered to be able to decrease costs related to correction of human negative impact to environment and an effective way of decreasing environmental burden while meeting people's needs.