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**PLACE IDENTITY AS A DIMENSION OF
SUSTAINABLE DEVELOPMENT AND THE
INCENTIVE OF SENSE OF BELONGING TO LOCAL
VALUES AMONG YOUNG PEOPLE**

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Abstract

The paper aims at presenting the manner one can stimulate the citizens' sense of belonging to local environment and values. It also tackles the issue of educating the place awareness in their mentality and attitudes as well as their confidence in the place's future and in the opportunities it offers. The sense of belonging to a community with a very distinct specific personality which strongly differentiates it from other communities augments young people's attachment towards what is significant for them as members of the respective community.

Keywords: ecological learning, place identity, sense of belonging, local values, sustainable mentality
