



Figure 4 – Ageing Issue Country Clusters per Issue. Country bubbles resized according to number of actors mentioning the issue. Source: News sections of significant AGE Platform Europe members, January – December 2011.<sup>11</sup>

At the same time, as Venturini argues, the social cartography space should also be filled with the presence of “disagreeing minorities, for no matter how marginal they are,” they have the potential to unlock original and powerful perspectives, or in this case reveal powerfully senses of the local (2010b: 3). This approach is two-fold as on the one hand the considerable number of smaller issues and sub-issues in the cloud that are supported by figures lower than 10 actors represent a galaxy of diverse European NGO activities directed towards the local needs of the elderly, with such interesting examples as the sport and cultural activities for the Nordic countries: creativity (1), writing (2), emotion in elderly (2), table tennis (2), and recreation (4); or for certain Southern and Eastern regions, another set of issues: violence (3), world day to combat violence against elderly (3), emergency care and assistance (4). There is even a specific issues in a country, Grandparent Day in Poland. At the same time, approaching the most visible issues in the cloud, according to the countries providing the actors mentioning the issues, we can gain a sense of majorities, minorities and the sense of local. Western

<sup>11</sup> Consider addition of the data as appendix. (Original note: See Appendix 2 for an extended view.)