National Report

Spain

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1 Executive Summary

This report provides insight into the digital strategies and means that organizations are using for youth engagement in volunteering activities.

The survey has compiled information on digital strategies and tools that different Spanish youth volunteers, groups and organizations use for the different contact and dissemination tasks when involving young people in different activities. The results of this survey are based on 14 responses collected, although they have been disseminated to different NGOs, youth centres, foundation youth workers, social workers, schools, mentors, tutors and professionals who work with young people in Spain. With this we deduce that the lack of answers is the answer itself.

These questionnaires were distributed online through our network of collaborators, especially through our social media platforms (WhatsApp, Instagram, Email, among others). The collected data was then analyzed to create a nationwide report, presenting the current situation of digital youth work in Spain.

2 Introduction

The ECO-MEDIA project aims to train social and youth workers, school guides, mentors, tutors and, in general, professionals working with youth, in using community media as a tool to enhance the quality of their work and communication, to empower young people, and finally to raise awareness on other volunteering approaches, i.e. e-volunteering and digital activism, with a focus on climate change.

To achieve the aforementioned goals, a number of tangible results are scheduled to be developed throughout the project's lifespan. The first one is the development of a descriptive map of community media approaches amongst partner countries, through study, evaluation and analysis of data on digital methodologies for youth engagement in volunteering activities.

To collect all the necessary data, a questionnaire was developed and distributed in all partner countries. This report focuses on the analysis of the responses received from the questionnaires that were disseminated to the target group of interest in Austria and also present relevant national findings on community media approaches for digital youth work.

3   Part A: Questionnaire

3.1 Methodological framework and objectives

Bearing in mind the needs addressed by the ECO-MEDIA project and, in general, its main goals and objectives, mapping the Community Media approach among partner countries has been the first step to gaining a greater understanding of the recent situation of digital youth work around Europe, especially taking into account the COVID-19 pandemic and its repercussions on face-to-face volunteering activities. For this purpose, a questionnaire was created and distributed to youth workers, school guides, mentors, tutors, and, in general, professionals working with youth in all partner countries. The final result is the development of six separate national reports (Austria, Cyprus, Finland, Greece, Italy, and Spain) that will be consolidated into a final comparative analysis of the survey results and relevant national findings report. That way, we will obtain a more comprehensive understanding of youth work in the frame of community media and digital methodologies in all partner countries.
A total of 14 people from Spain have responded to the test questionnaire, which has been carried out in each member country. The questionnaire contains relevant questions on specific aspects of digital youth work and e-volunteering, including the familiarity of youth workers with digital tools to promote e-activism, the motivation of young people towards volunteering activities and the specific support received during the COVID-19 pandemic, as well as collaboration with the public sector. Additionally, the questionnaire investigated youth awareness of e-volunteering opportunities with a specific focus on climate**.**

3.2 Reaching out to the target group and collection of responses

In order to obtain the results on the specific needs of the target groups and collect all the necessary information, although they have not been all the expected ones, but we consider it an answer as well, a questionnaire has been developed in English, a Google form was created and it was then distributed to a list of stakeholders in the Youth Sector. Taking into account that in Spain the vast majority of young people have a low level of English, the questionnaire was translated into Spanish.
The survey was then shared with youth workers, school guides, mentors, tutors and, in general, professionals, schools, NOG'S and organizations that work with young people. In addition, it was distributed via social networks (Facebook and Instagram) and Whatsapp.

By engaging the largest possible number of people to complete the questionnaires, we intended to collect valuable data and information in relation to:

- Digital methodologies for youth engagement in volunteering activities
- Youth engagement in volunteerism through community media
- Youth work and climate change; methodologies for raising awareness amongst young people
- Challenges and obstacles imposed by the COVID-19 pandemic and the organizations' adaptation to them

4. Part B: Country mapping and relevant national findings

4.1 Survey results

In this first question, we wanted to rate the level of familiarity of minor workers with digital media, it has been specified on a scale of 1 to 5 (from insufficient to excellent). The graph shows that of the 14 responses obtained, the highest percentage 57.1% has a very good level of familiarity with digital tools.
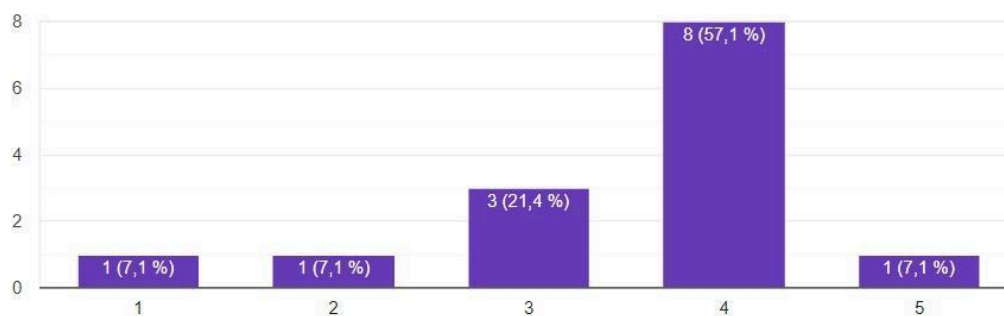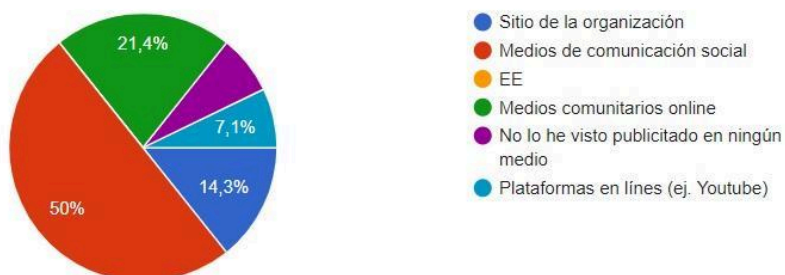

Figure 1: 1st question of the survey

2) ¿Qué medios digitales utiliza su organización para informar a los jóvenes sobre el voluntariado?

14 respuestas

- Sitio de la organización
- Medios de comunicación social
- EE
- Medios comunitarios online
- No lo he visto publicitado en ningún medio
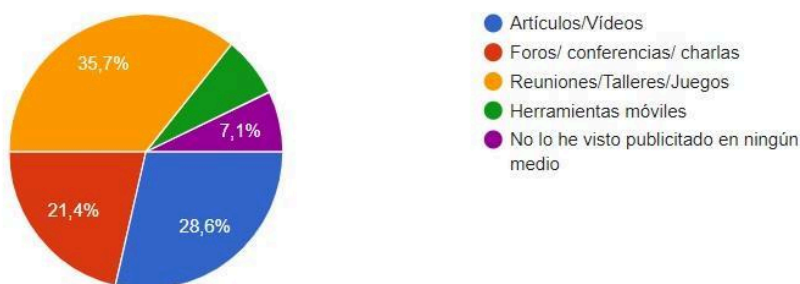- Plataformas en línes (ej. Youtube)

21,4% / 7,1% / 14,3% / 50%

Figure 2: 2ⁿᵈ question of the survey

La segunda pregunta (Figura 2) pretende recibir información sobre los medios que utilizan las organizaciones para difundir las noticias y oportunidades de voluntariado. Según resultados mostraron que la base más popular para informar a los jóvenes sobre el voluntariado son las redes sociales (50 %), sin embargo, muchas organizaciones también utilizan los medios comunitarios online (21,4%).

3) ¿Cuál de los siguientes medios emplea su organización para motivar a los jóvenes a participar en actividades de voluntariado?

14 respuestas

- Artículos/Vídeos
- Foros/ conferencias/ charlas
- Reuniones/Talleres/Juegos
- Herramientas móviles
- No lo he visto publicitado en ningún medio

35,7% / 7,1% / 21,4% / 28,6%

Figure 3: 3ʳᵈ question of the survey

In the answers to the third question, it is generally seen how the organizations that have answered the survey usually use digital media to motivate participation in volunteering. They mostly do it through articles or videos and workshops or games. In addition, it is very similar to forums, conferences and talks. It shows deficiency is shown in terms of mobile tools.

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In the next question (Figure 4), it is observed that the majority (78.7%) do not use any type of volunteer management software.

4) ¿Utiliza su organización algún software de gestión de voluntariado existente, como Get Connected o VolunteerLocal? En el caso de un software diferente, responda "Otro" y especifique.

14 respuestas

● Sí
● No

78,6%

21,4%
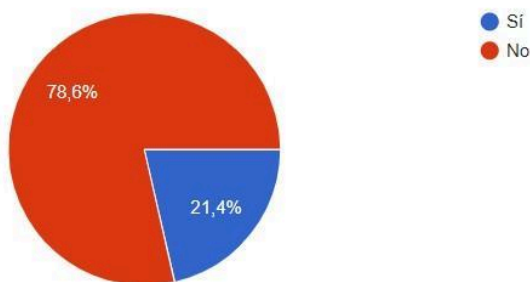
Figure 4: 4ᵗʰ question of the survey

According to the youth workers, the response of young volunteers to the digital methods they applied is quite sufficient, though 50% of the respondents reported that the youth are not completely satisfied. In particular, 14,3% of the answers are close to disappointing, as shown in Figure 5.

5) En una escala del 1 al 5, ¿cómo calificaría la respuesta de los jóvenes voluntarios a los métodos digitales que aplicó?

14 respuestas
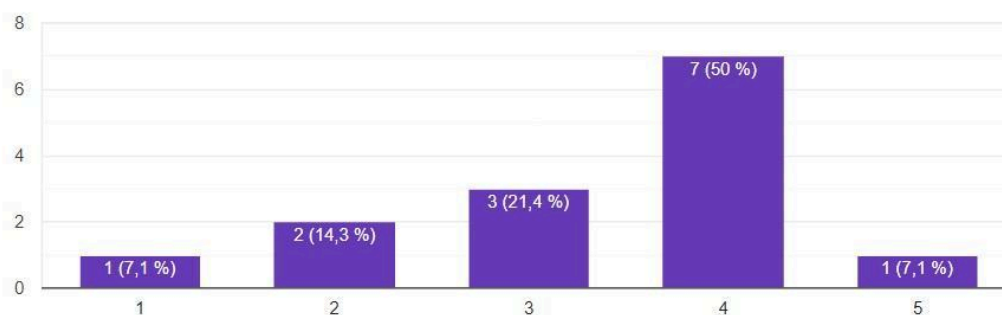
Figure 5: 5ᵗʰ question of the survey

In the question 6, scored from 1 to 5, talks about free digital tools and platforms related to the climate crisis and how they can help motivate young people. Most of the respondents (42.9%)

agreed that they could sufficiently encourage the motivation of young people in volunteering and could therefore be increased (Figure 6).

However, 85,7% of these young workers do not promote free access platforms for the development of digital skills of young people. However, 14,3% intend to do so. (Figure 7)

6) En una escala del 1 al 5, califique qué tan eficientes cree que podrían ser las herramientas digitales gratuitas y las plataformas de aprendizaje electrónico relacionadas con la crisis climática para motivar a los jóvenes al voluntariado.
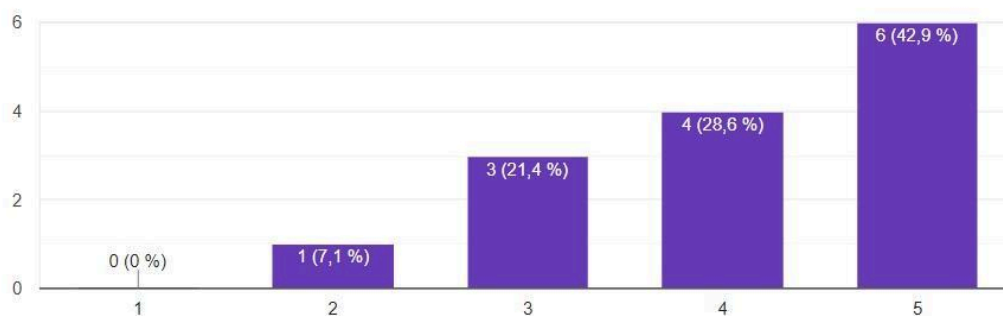
14 respuestas

Figure 6: 6th question of the survey

7) ¿Promueve el uso y la exploración de plataformas de libre acceso (por ejemplo, Allyouneediscode) entre los jóvenes para desarrollar sus habilidades digitales? En caso afirmativo, especifique qué plataformas.
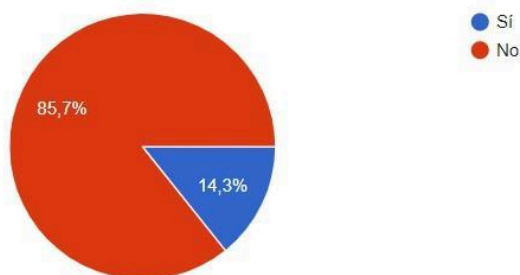
14 respuestas

Figure 7: 7th question of the survey

The most important action to contribute to the participation of young people in volunteering activities is, according to the responses, more opportunities for electronic volunteering in organizations, as well as the realization of technical seminars for young people on how to use the digital media provided.

Information for digital activism on social networks, improving the digital skills of young workers and training days have been the most popular responses, as shown in Figure 8.
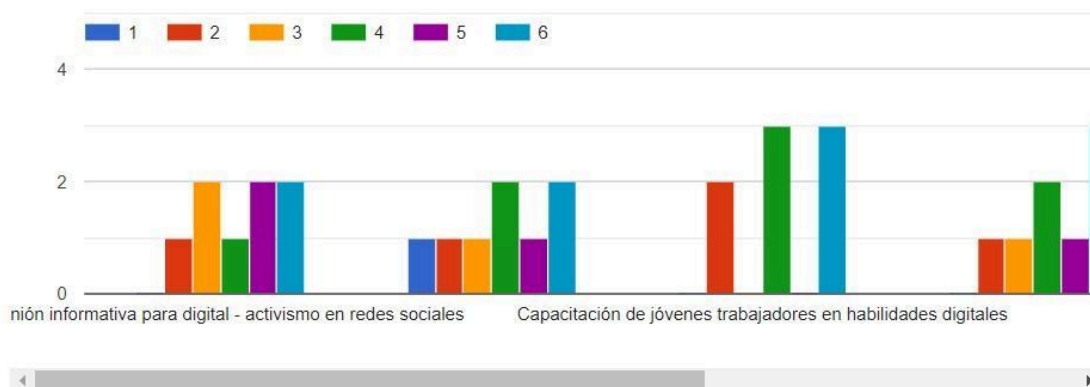

Figure 8: 8th question of the survey

In terms of e-volunteering activities (Figure 9), is fairly divided between the promotion and management of social networks (35.7%), writing and editing (28.6%), and also the creation of videos (28.6%). For its part, graphic design it is what is not usually offered among the organizations surveyed.

Figure: 9th question of the survey

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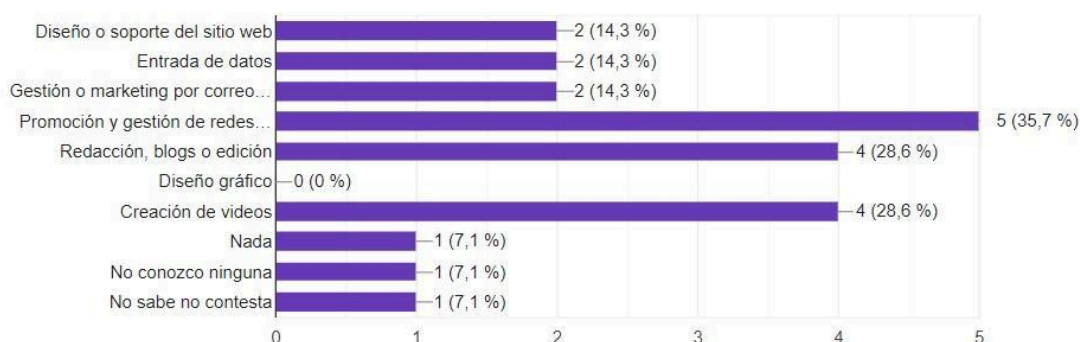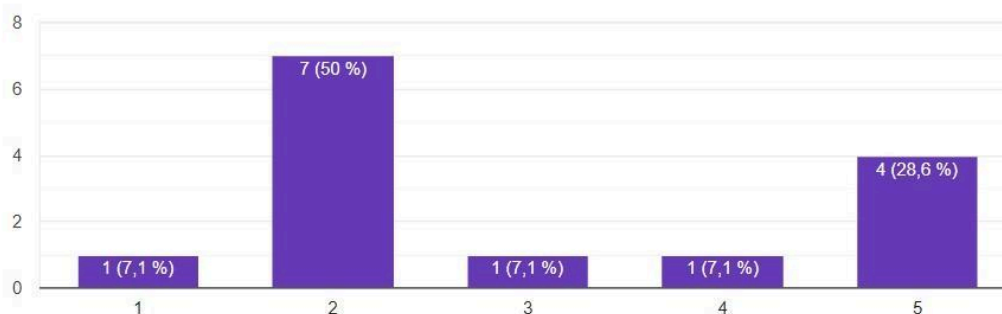the European Union

The majority of those surveyed claim to have practically no contact with active community media in their country. Only four of the fourteen respondents have an excellent relationship.

This shows a need for training. In relation to Figure 10.

Figure 10: 10th question of the survey
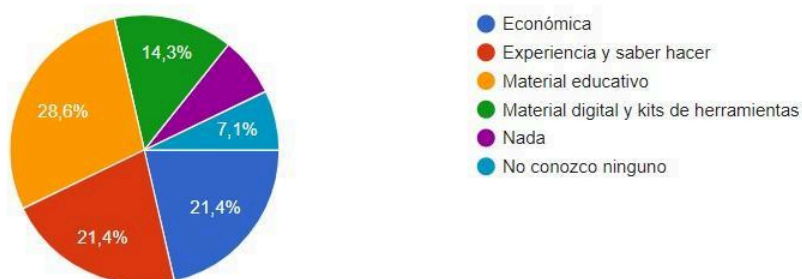
Figure 11: 11th question of the survey

Taking into account the little support received by the local community media from the organizations or people who have carried out this survey (Figure 11), it is important to find a solution. For this reason, and based on the results observed in the following question (Figure 12), the creation of learning material for youth workers (35,7%) and the organization of green actions (35,7%) are proposed. These have been the answers that have had the most acceptance within the options.

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12) ¿Cuál de los siguientes métodos elegiría para concienciar a los jóvenes sobre el cambio climático?

14 respuestas

- Crear una campaña de medios
- Crear arte relacionado con el cambio climático
- Dar presentaciones sobre sostenibilidad ambiental
- Organizar acciones verdes de voluntariado
- Desarrollar material de aprendizaje para trabajadores juveniles

Figure 12: 12th question of the survey

Going through the survey we verified that in most of the organizations the problem they have had is the lack of participants, in addition to the little knowledge in digitalization and the few learning facilities on the part of the Ministry, as shown in the figures Figures 13 y 14.

13) ¿Cuáles fueron los obstáculos y desafíos que encontró su organización durante la pandemia con respecto al voluntariado?
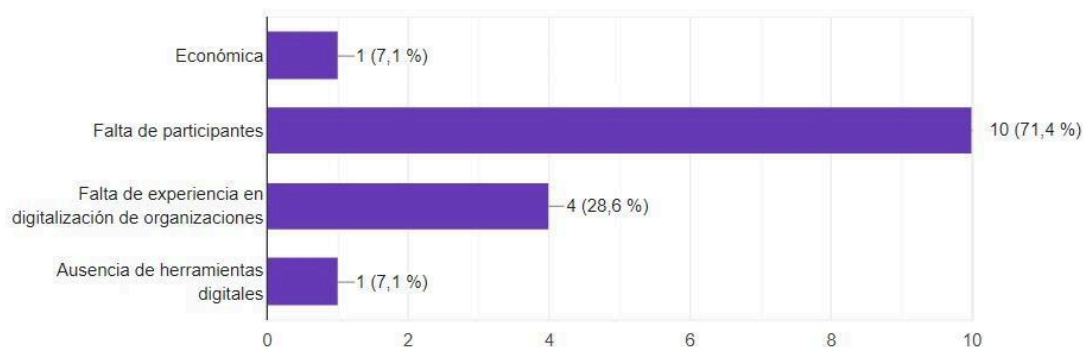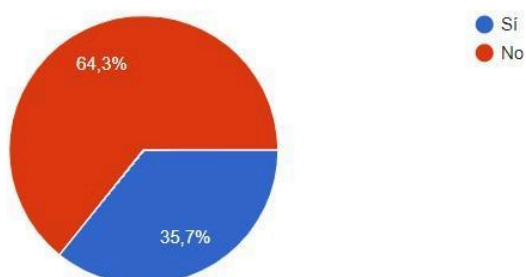
14 respuestas

Figure 13: 13th question of the survey

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14) ¿Ha recibido su organización algún tipo de apoyo para mejorar su digitalización por parte de su gobierno o Ministerio de Educación? En caso afirmativo, especifique.
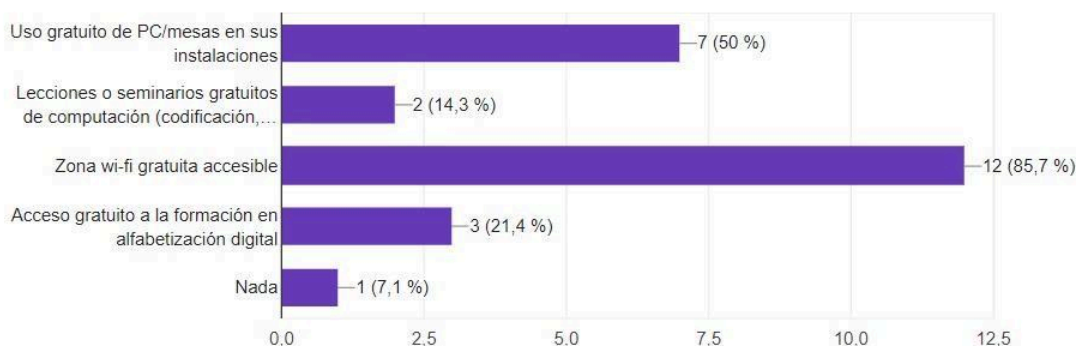
14 respuestas

Figure 14: 14th question of the survey

In order to reduce the digital divide among young people, 85.7% of the youth workers surveyed stated that their organizations mostly offer some opportunities: an accessible free wi-fi area, followed by free use of PCs/tablets in the facilities of the organizations (50%). (Figure 15)

15) ¿Su organización ofrece alguna de las siguientes oportunidades para reducir la brecha digital entre los jóvenes? En otro caso, por favor especifica.

14 respuestas

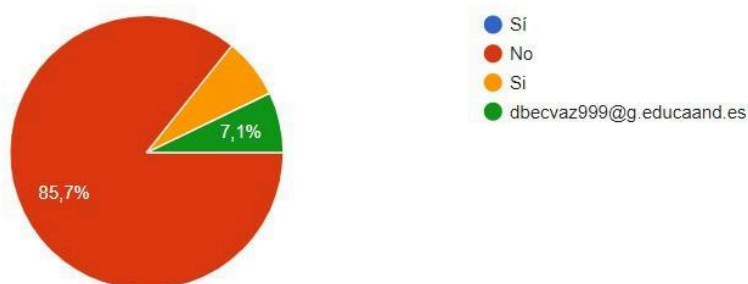**Figure 15**: 15th question of the survey

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16) ¿Te gustaría recibir material informativo del proyecto ECO-MEDIA? En caso afirmativo, proporcione su correo electrónico personal u organizacional.

14 respuestas

Legend:
- Si (blue)
- No (red)
- Si (orange)
- dbecvaz999@g.educaand.es (green)

7,1%

85,7%

Figure 16: 16th question of the survey

5 Conclusions

The study carried out has made clear different fields of improvement in Spain. In the first place, despite the distribution via social networks, mailing and Whatsapp to 14 youth workers, mentors, tutors, NGOs and, in general, people who work with young people and volunteers, only a total of 14 responses were received, which implies that participation in volunteering, in general, must be reformed in the youth field.

In addition, as specified, there is a digital divide among young people when it comes to developing and linking their organizations with community media. In the same answers we find the request for training courses, because despite the fact that we live in a digital age, perhaps the use of specific tools is not carried out.
This will also support the effort to promote green e-activism in the field of climate change.

On the other hand, the participation of public actors and government representatives in the voluntary sector must be strengthened to provide greater support in the digital field, thus contributing to the resilience of organizations and involving young people and associations.

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