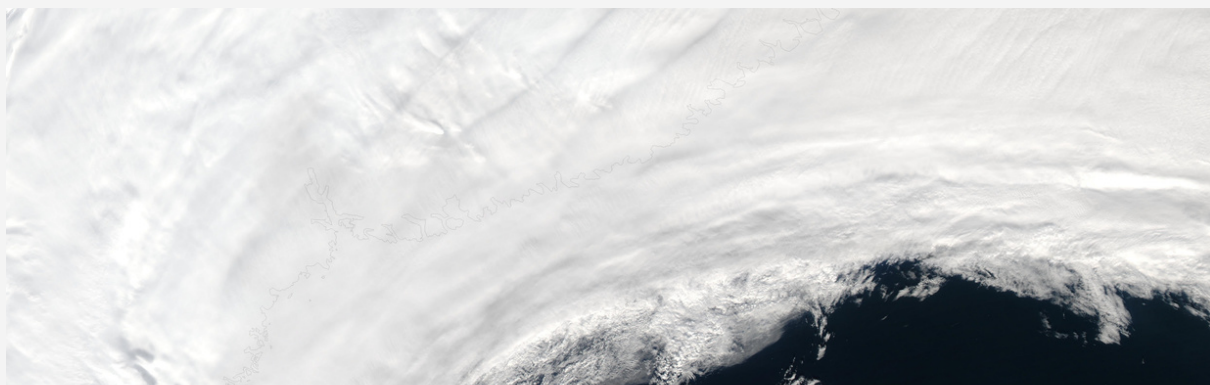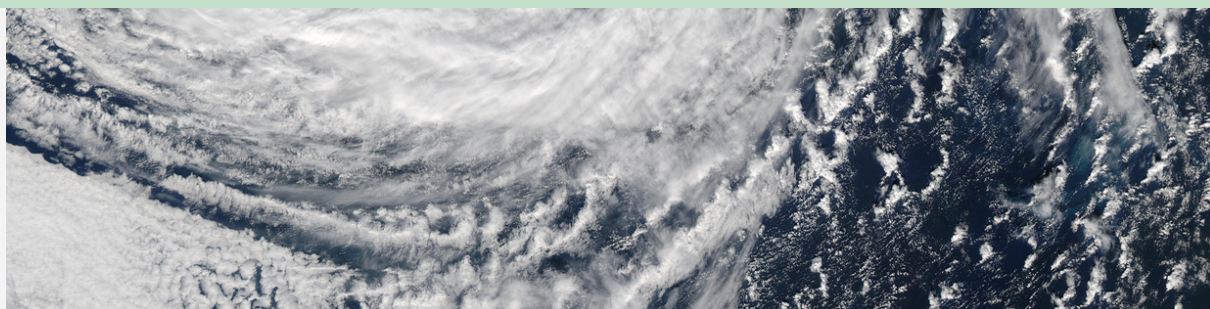NATIONAL REPORT
AUSTRIA

VAEV

Community Media for E-Volunteering on Climate Change

Project Number: 2021-1-ES01-KA220-ADU-000026310

ECO-MEDIA

REPORT ON RESULTS OF THE SURVEY IN THE FRAMES OF ECO-MEDIA PROJECT

Eco-Media is an Erasmus+ project involving six partners. The project's goal is to teach social and youth workers, school guides, mentors, tutors, and other professionals how to use community media to improve their work and communication with young people. One of the project's key goals is to empower young people and raise knowledge of different types of volunteering, such as e-volunteering and digital activism, with a focus on climate change.

This survey has gathered information about digital strategies and tools that Austrian organizations are employing to engage young people in digital volunteering activities, especially during the COVID-19 outbreak. The results of this survey are based on 30 responses collected from NGOs, youth centres, foundations' youth workers, social workers, school guides, mentors, tutors, and professionals who work with youth around Austria.

Most of the participants voted that their organization's youth workers' level of familiarity with digital tools is quite satisfying, and only 4 people voted for excellent familiarity, which shows that further improvement is required in order to achieve a great level of competency.

1) In a scale from 1 to 5, how would you rate your organization's youth workers level of familiarity with digital tools in order to provide quality digital youth work?   Kopieren
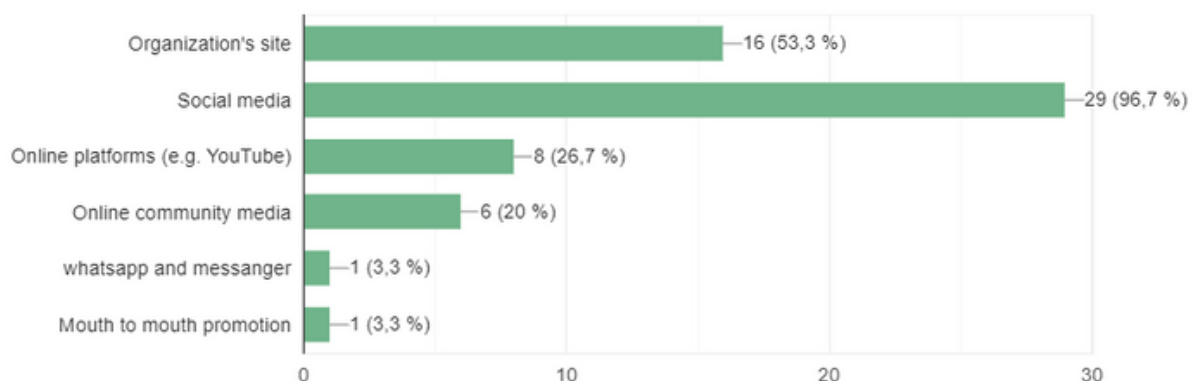
30 Antworten
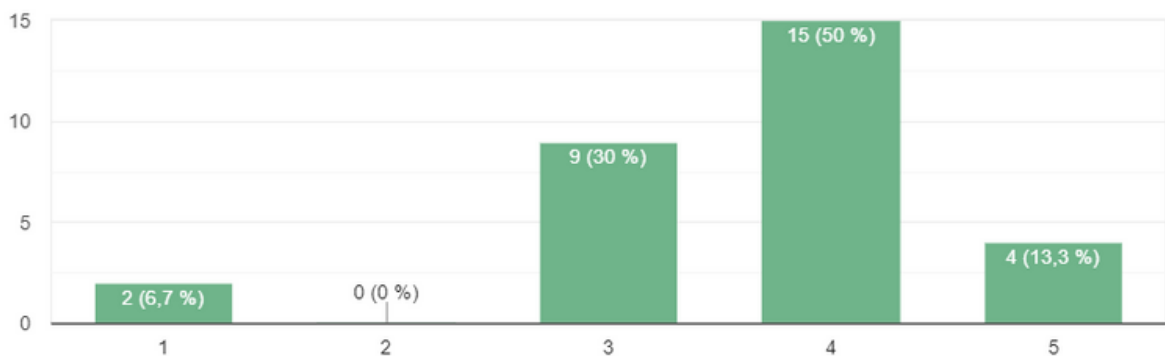
According to the participants, the most popular base for informing youth about volunteerism is social media, however, many organizations also use their own websites and other online platforms, such as YouTube.

2) Which digital media your organization uses in order to inform youth for volunteerism?   Kopieren
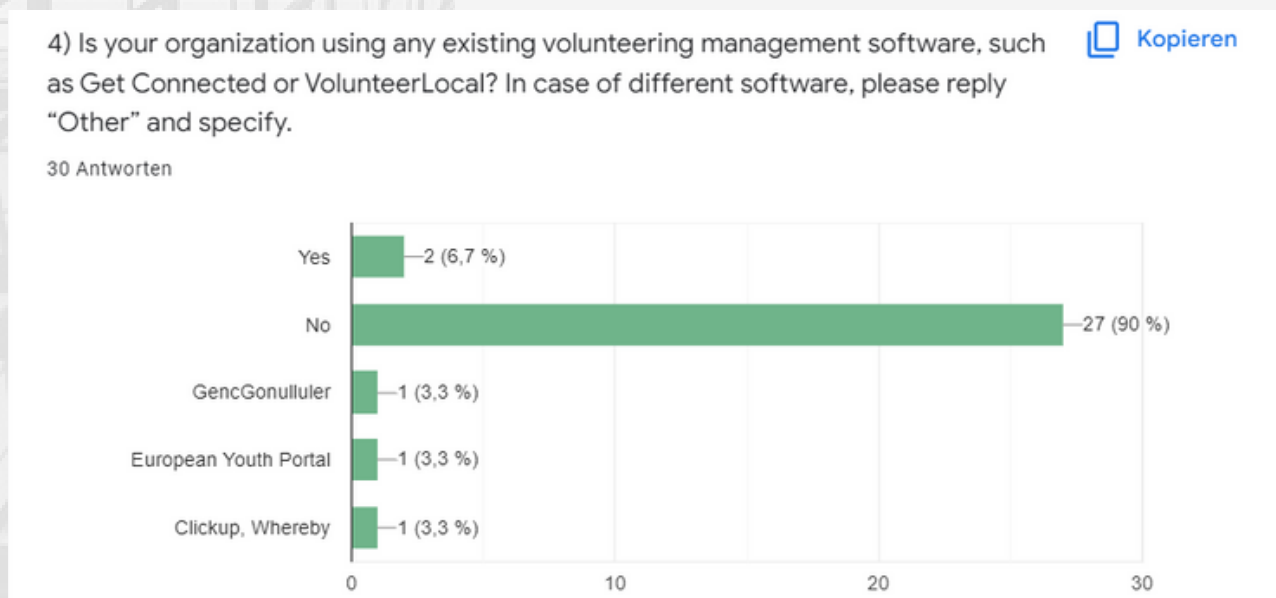
30 Antworten

As shown in the chart, the most popular digital means that Austrian organizations employ to motivate youth participation in volunteering activities are meeting, workshops and games (87.7%).

3) Which of the following digital means your organization employs in order to motivate youth to participate in volunteering activities?

Kopieren

30 Antworten

Category	Value
Articles / videos	11 (36,7 %)
Forums/ conferences/ lectures	12 (40 %)
Meetings/Workshops/Games	26 (86,7 %)
Mobile tools	11 (36,7 %)

Almost all participants mentioned that their organization doesn't use any existing volunteering management software, except for a small percentage of GencGonulluler, European Youth Portal, Clickup and Whereby users.

This clearly shows the importance of further training of youth workers in terms of digital volunteering tools.

4) Is your organization using any existing volunteering management software, such as Get Connected or VolunteerLocal? In case of different software, please reply "Other" and specify.

Kopieren

30 Antworten

| Category	Value
Yes	2 (6,7 %)
No	27 (90 %)
GencGonulluler	1 (3,3 %)
European Youth Portal	1 (3,3 %)
Clickup, Whereby	1 (3,3 %)

According to the youth workers, the response of young volunteers to the digital methods they applied is quite sufficient, though 10 respondents reported that the youth are not completely satisfied. In particular, 6.7% of the answers are close to disappointing.

5) In a scale from 1 to 5 how would you rate the response of young volunteers to the digital methods you applied?

30 Antworten

| Rating	Count
1	0 (0 %)
2	2 (6,7 %)
3	8 (26,7 %)
4	16 (53,3 %)
5	4 (13,3 %)
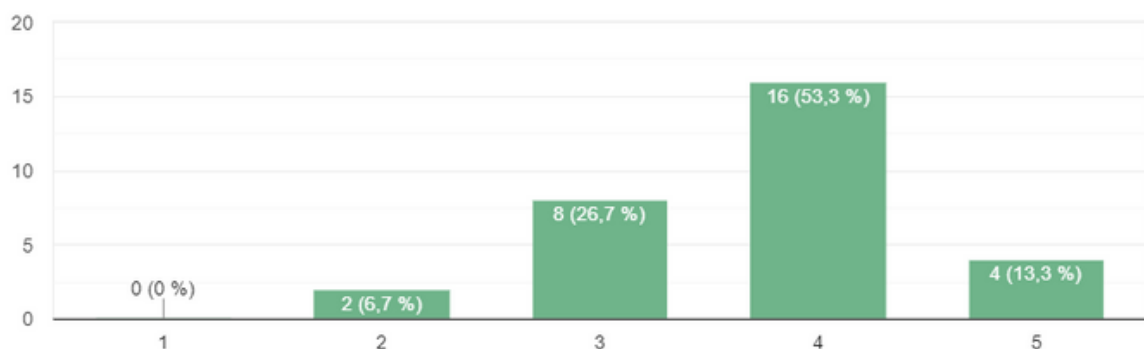
Most of the respondents agreed that free digital tools and e-learning platforms related to the climate crisis could sufficiently foster youth motivation in volunteerism and, therefore, should be increased.

6) In a scale from 1-5 please rate in how efficient you believe that free digital tools and e-learning platforms related to climate crisis could be, for motivation of youth to volunteerism.

30 Antworten

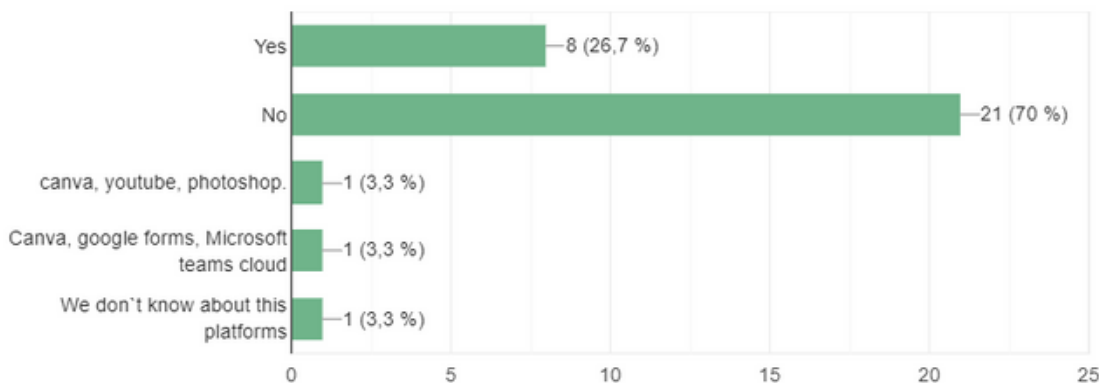| Rating	Count
1	0 (0 %)
2	2 (6,7 %)
3	5 (16,7 %)
4	12 (40 %)
5	11 (36,7 %)
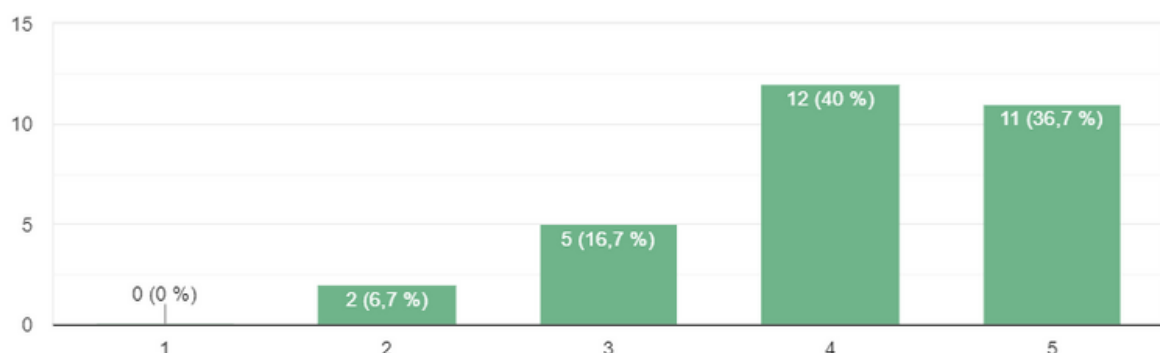
Most people stated that they do not promote the usage of free access platforms among young people for development of their digital skills, however one forth of the interviewed tries to do so. They use Canva, YouTube, Photoshop, Google forms and so on.

The most important action to contribute to youth engagement in volunteering activities is, according to the answers, more opportunities for e-volunteering in organizations as well as delivering technical seminars for young people on how to use the provided digital means.
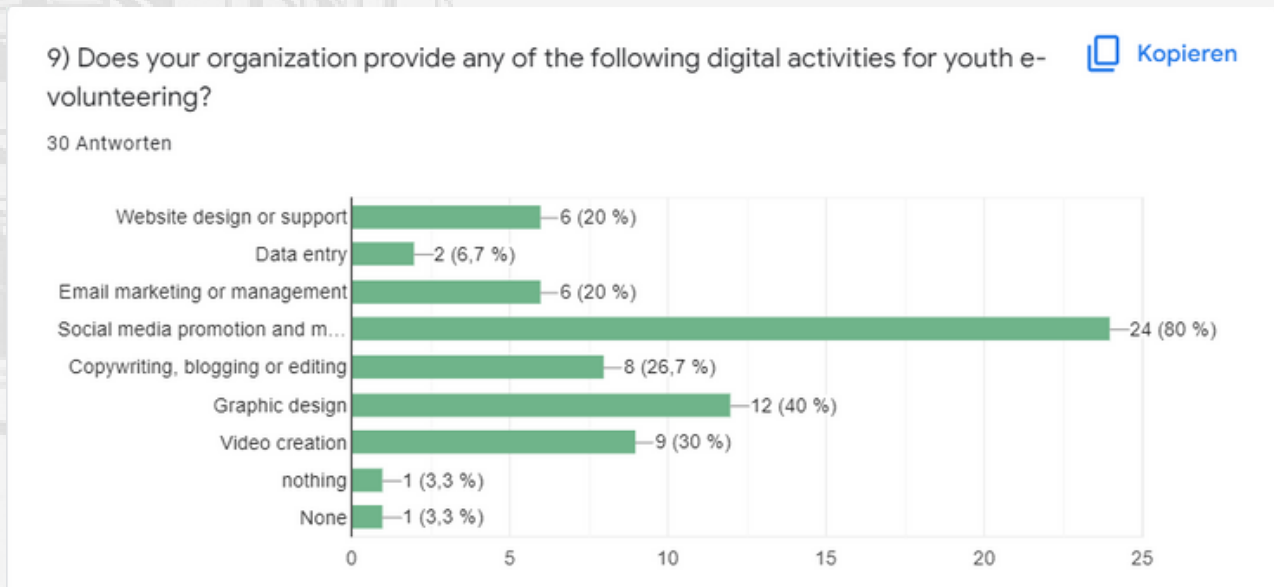
Briefing for digital - social media activism and enhancement of youth workers' digital skills were the second most popular answers.
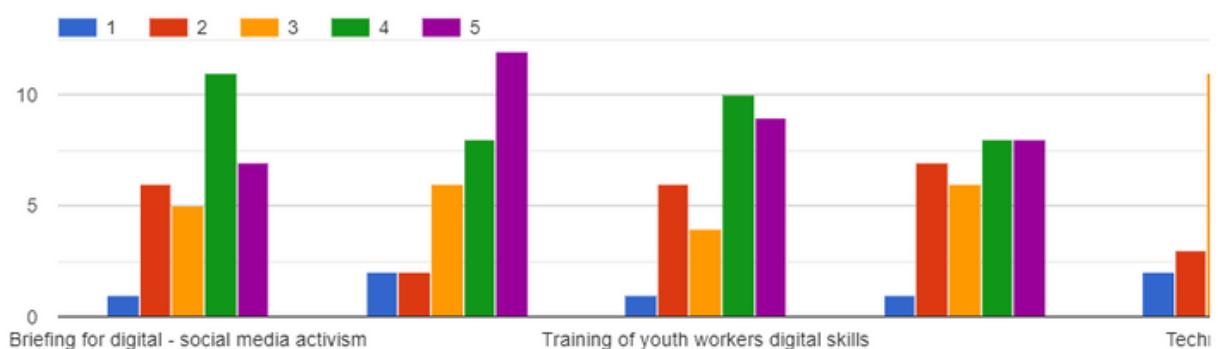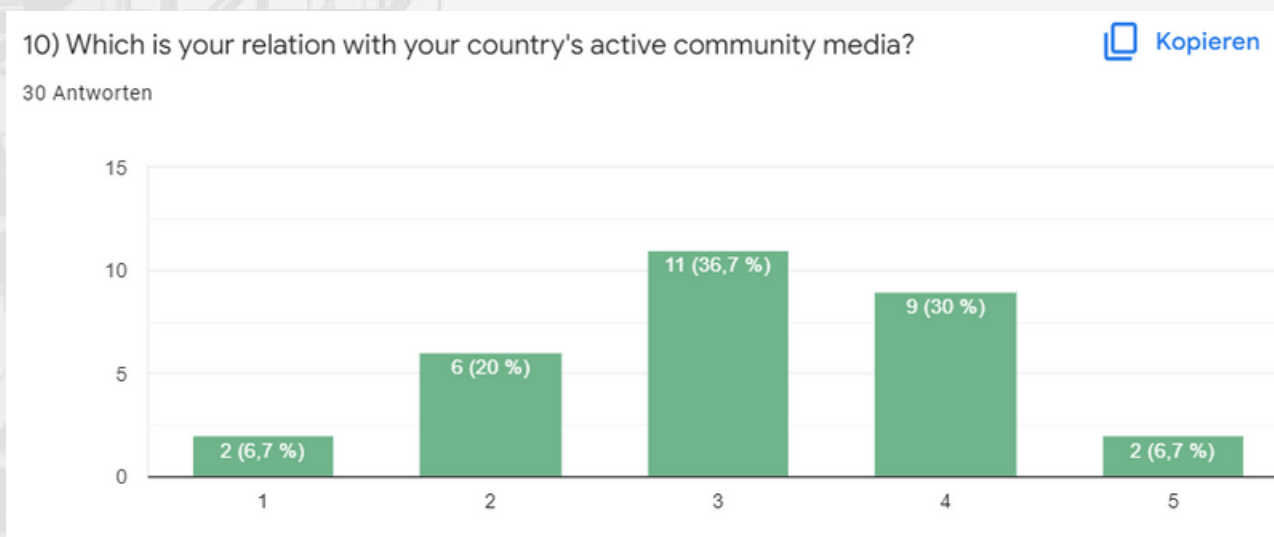
Most participants stated that their organizations provide social media and management (80%), in order to publicise and promote e-volunteering activities. Additionally, they use digital activities such as graphic design (40%) and video creation (30%) for the same purpose.

9) Does your organization provide any of the following digital activities for youth e-volunteering?

30 Antworten

- Website design or support — 6 (20 %)
- Data entry — 2 (6,7 %)
- Email marketing or management — 6 (20 %)
- Social media promotion and m… — 24 (80 %)
- Copywriting, blogging or editing — 8 (26,7 %)
- Graphic design — 12 (40 %)
- Video creation — 9 (30 %)
- nothing — 1 (3,3 %)
- None — 1 (3,3 %)

Only 6.7% of the respondents stated that the engagement with Austria's active community media is excellent, while the majority (36.7%) are only quite satisfied with it.

This proves that stronger networks and connections among national and local community media must be built to provide appropriate support for young people to access e-volunteering opportunities.

10) Which is your relation with your country's active community media?

30 Antworten

- 1: 2 (6,7 %)
- 2: 6 (20 %)
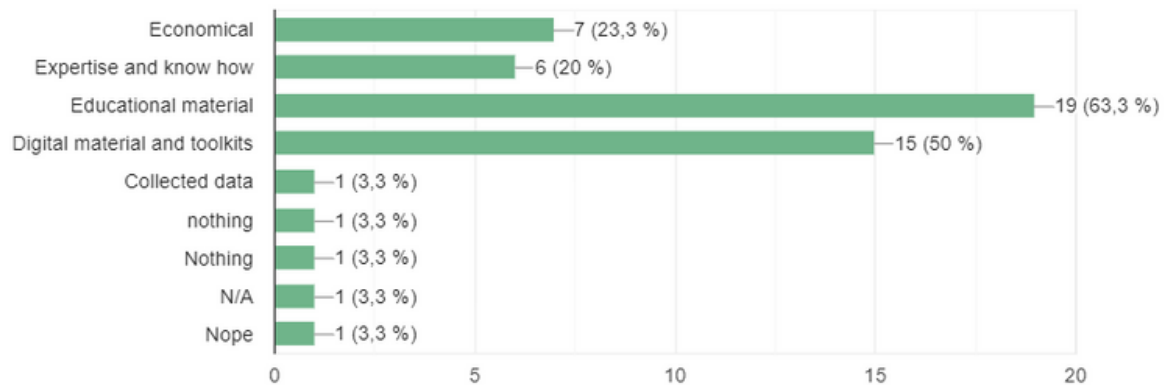- 3: 11 (36,7 %)
- 4: 9 (30 %)
- 5: 2 (6,7 %)

The organizations mostly provide support to local community media in the form of educational (63.3%) and digital materials and toolkits (50%).

11) Is your organization providing any of the following kind of support to local community media? If other please specify.

30 Antworten

Kopieren

- Economical — 7 (23,3 %)
- Expertise and know how — 6 (20 %)
- Educational material — 19 (63,3 %)
- Digital material and toolkits — 15 (50 %)
- Collected data — 1 (3,3 %)
- nothing — 1 (3,3 %)
- Nothing — 1 (3,3 %)
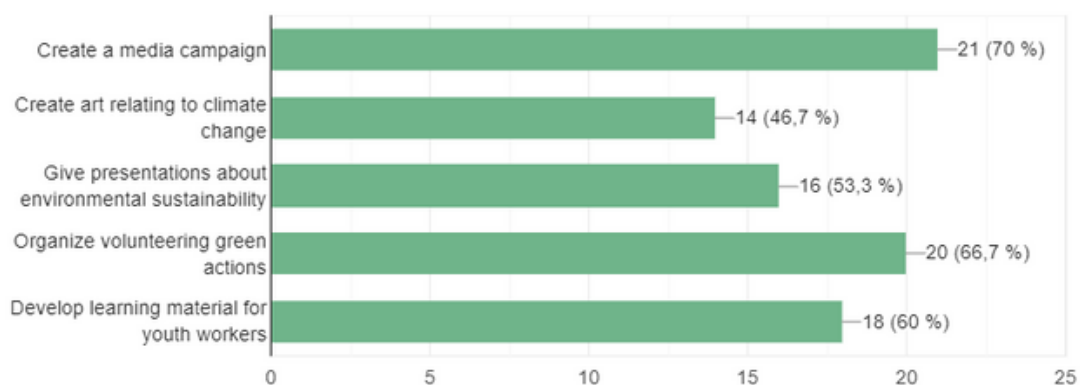- N/A — 1 (3,3 %)
- Nope — 1 (3,3 %)

Answers of the participants vary, and all the methods listed in the options to raise youth awareness regarding climate change were voted for. The two most chosen are creating a media campaign (70%) and organizing volunteering green actions (66.7%).

12) Which of the following methods you would choose in order to raise youths awareness regarding climate change?

30 Antworten

Kopieren

- Create a media campaign — 21 (70 %)
- Create art relating to climate change — 14 (46,7 %)
- Give presentations about environmental sustainability — 16 (53,3 %)
- Organize volunteering green actions — 20 (66,7 %)
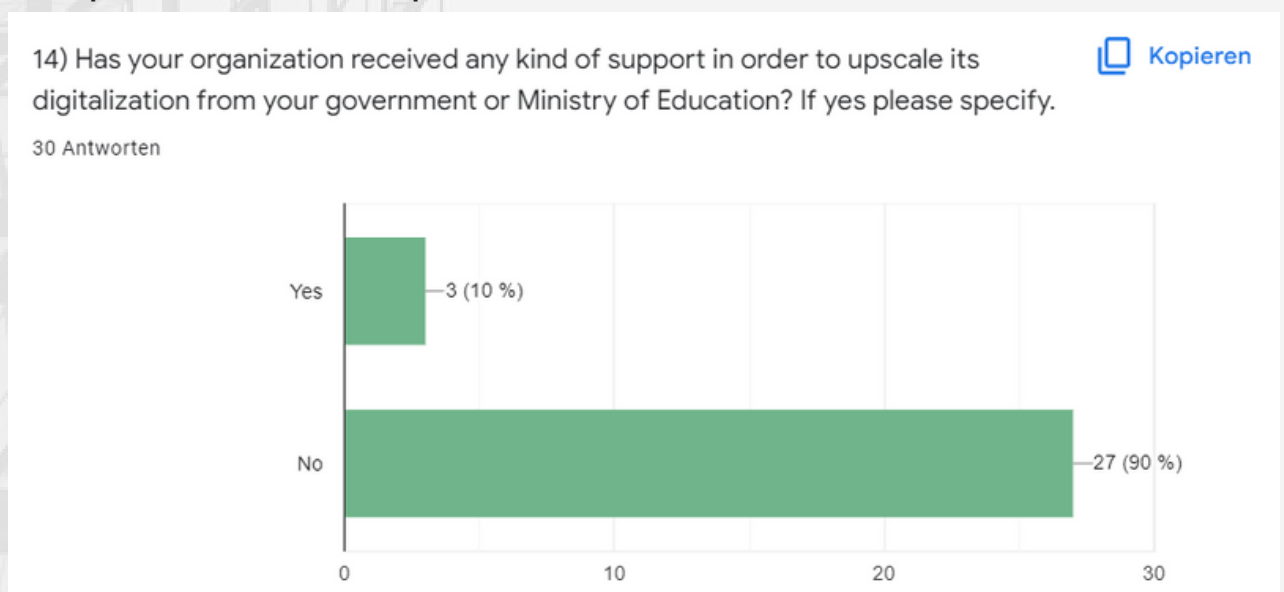- Develop learning material for youth workers — 18 (60 %)

The study, then, focused on the issues encountered by youth workers during the COVID-19 pandemic specifically related to the involvement of young people in volunteering activities.

Lack of participants seemed to be the major challenge (70%) followed by economic difficulties (50%) in the organisations themselves.

13) What were the obstacles and challenges that your organization came across during the pandemic regarding volunteering?

30 Antworten

Kopie...

- Economic — 15 (50 %)
- Lack of participants — 21 (70 %)
- Lack of expertise in organizations digitalization — 12 (40 %)
- Absence of digital tools — 7 (23,3 %)

Only 10% of the respondents stated that they received some kind of support in order to upscale the organisation's digital equipment from the government or the Ministry of Education.

This confirms the necessity for stronger cooperation between the public and non-profit sectors.

14) Has your organization received any kind of support in order to upscale its digitalization from your government or Ministry of Education? If yes please specify.

30 Antworten

Kopieren
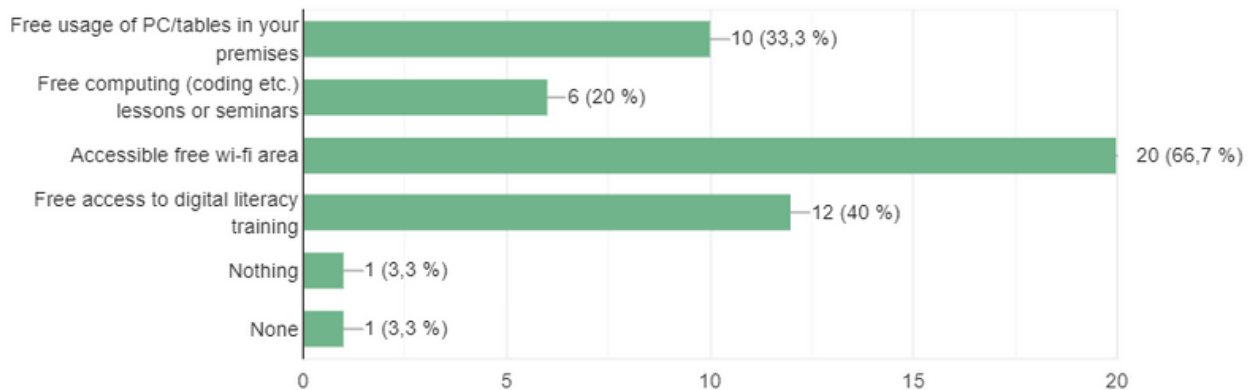

- Yes — 3 (10 %)
- No — 27 (90 %)

66.7% of the respondent youth workers stated that their organisations mostly offer some opportunities to reduce the digital divide among young people.

Accessible free wi-fi area and free access to digital literacy training are the most available.

15) Does your organization offer any of the following opportunities to reduce the digital divide among young people? If other please specify.

30 Antworten

Category	Value
Free usage of PC/tables in your premises	10 (33,3 %)
Free computing (coding etc.) lessons or seminars	6 (20 %)
Accessible free wi-fi area	20 (66,7 %)
Free access to digital literacy training	12 (40 %)
Nothing	1 (3,3 %)
None	1 (3,3 %)

The study conducted on 30 youth workers, mentors, tutors, and, in general people working with young people and volunteers, showed that in Austria there is still room for improvement when it comes to the awareness of e-volunteering opportunities, especially linked to the lack of information (for example about specific platforms and tools).

Additionally, if on one hand there is a quite satisfying level of familiarity with the digital tools among young people, there is a need for more appropriate digital education for youth workers, to be able to empower potential young volunteers in e-volunteering activities.

This will also support the effort to promote green e-activism in the scope of climate change.

Moreover, according to the findings, the involvement of public stakeholders and representatives of the government in the NGO sector, should be reinforced in order to provide greater support in the digital field, thus, contributing to the resilience of organisations.