IO5 – NATIONAL RESEARCH REPORT

Rightchallenge

ΠGEnvironment

Foster European Active Citizenship and Sustainability
Through Ecological Thinking by NGO's

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1. Introduction

1.1 Sociodemographic profile of the respondents

The Portuguese National Research Report presents 17 respondents between 23 and 60 years old who completed the questionnaire by e-mail. In terms of gender, 11 respondents are female and 6 are male.
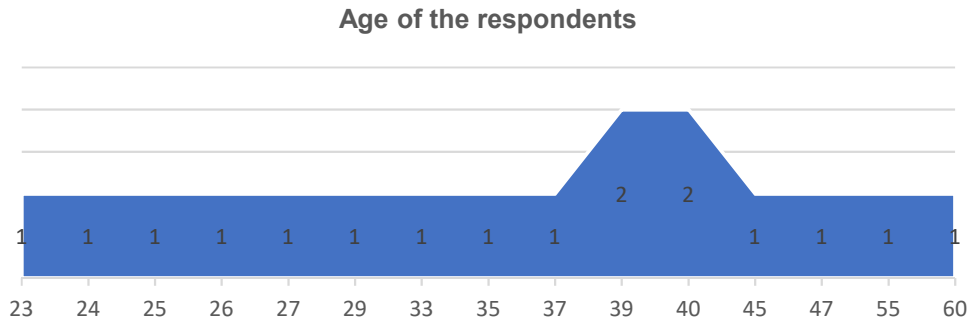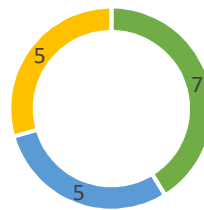
Age of the respondents

Chart 1: Age of the respondents

According to chart 1, the Portuguese respondents are mainly young adults and adults. 7 respondents are between 23-33 years old and 10 respondents are between 35-60 years old.

Category of the respondents

■ Existing NGO leaders and staff members ■ Potential new NGO leaders ■ Social and green activists

Chart 2: Category of the respondents

Regarding the category, 7 of the respondents affirmed that they're NGOs leaders and/or staff members, 5 said they are potential new NGO leaders and 5 are social and green activists.

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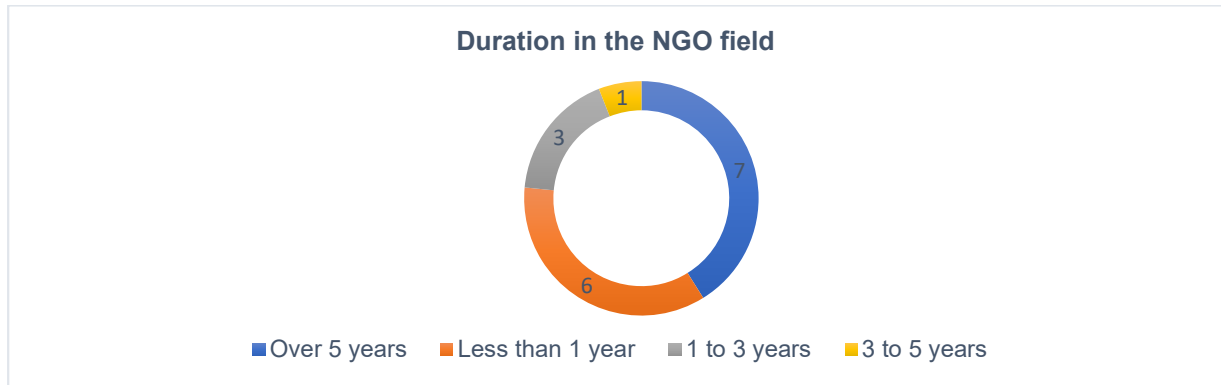
Duration in the NGO field

Chart 3: Duration in the NGO/Entrepreneurship field

In terms of the length of experience and duration in the NGO/Entrepreneurship field, 7 respondents affirmed that they have more than 5 years of experience, 6 respondents said less than 1 year, 3 respondents enounced 1 to 3 years and only 1 respondent said 3 to 5 years
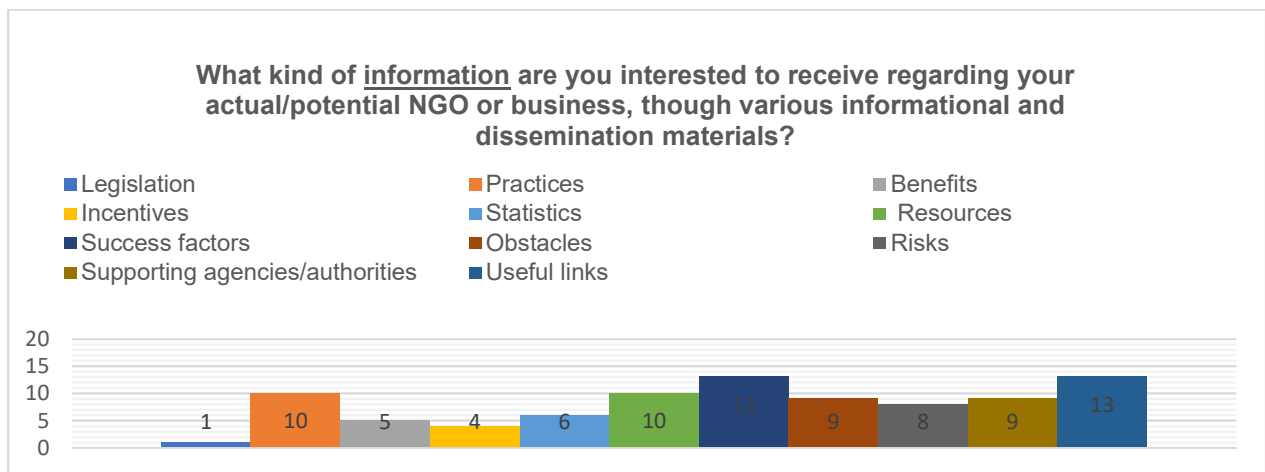
2. Main findings

Chart 3: Information of interest

When asked about the kind of information and dissemination materials that they are interested (Question 1), 13 respondents said that they want to know about the success factors and useful links, respectively. 10 respondents are interested in resources, 9 in the supporting agencies/authorities and the obstacles, 8 in risks, 6 in statistics, 5 in benefits, 4 in incentives and 1 in legislation.

Materials of interest	(N=)
Articles	13
Policy papers	11
Reports	11
Toolkits	8
Handbooks	8
Brochures	7
Posters	6
Newsletters	5
Reviews	5
Books	3
Pens	2
Bags	1
USB sticks	1

Table 1: Materials of interest

Dissemination and advertising channels	(N=)
Websites	14
Emails	13
Social media	13
Blogs	7
Meetings	7
Workshops	7
Round tables	7
Info fairs	5
Conferences	4
Seminars	4
Thematic/specialized exhibitions	4
Information centres	4
Civic events	4
TV	3
Radio	1
Written press	1

Table 2: Dissemination channels of interest

Table 1 presents the materials of interest referred by the 17 Portuguese respondents. Articles (N=13), policy papers (N=11) and reports (N=11) were the most asked materials, followed by toolkits (N=8), handbooks, (N=8), brochures (N=7), posters, (N=6), newsletters (N=5), reviews (N=5), books (N=3), pens (N=2), bags (N=1) and USB sticks (N=1).

In terms of dissemination channels, table 2 shows that digital dissemination is the main preference of the Portuguese respondents: Websites (N=14), emails (N=13), social media (N=13) are the most preferred, followed by blogs (N=7), meetings (N=7), workshops (N=7), round tables (N=7), info fairs (N=5), conferences (N=4), seminars (N=4), thematic/specialized exhibitions (N=4), information centres (N=4), civic events (N=4), tv (N=3), radio (N=1) and written press (N=1).
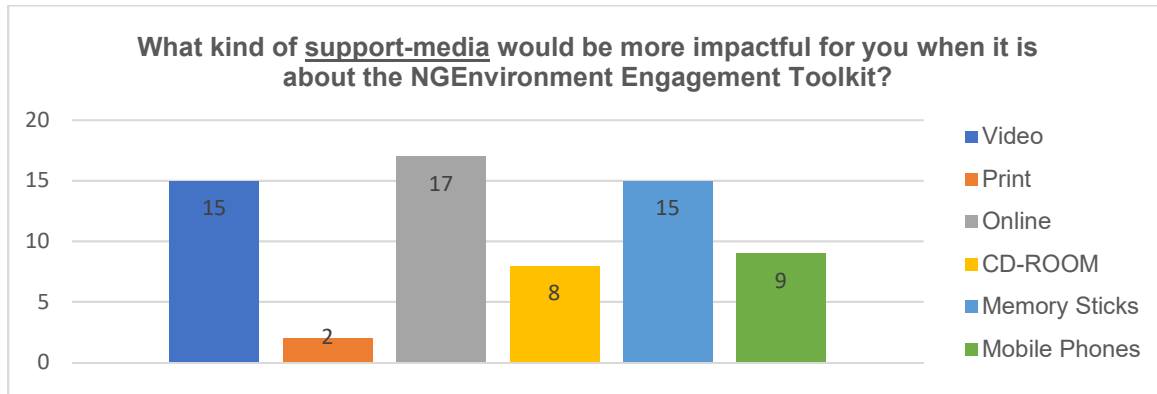
What kind of support-media would be more impactful for you when it is about the NGEnvironment Engagement Toolkit?

Chart 4: Engagement Toolkit support-media

In terms of support-media that would me more impactful, 17 respondents enounced online environments, 15 said video and memory sticks respectively, 9 said mobile phones, 8 cd-room and 2 respondents enounced printed materials.
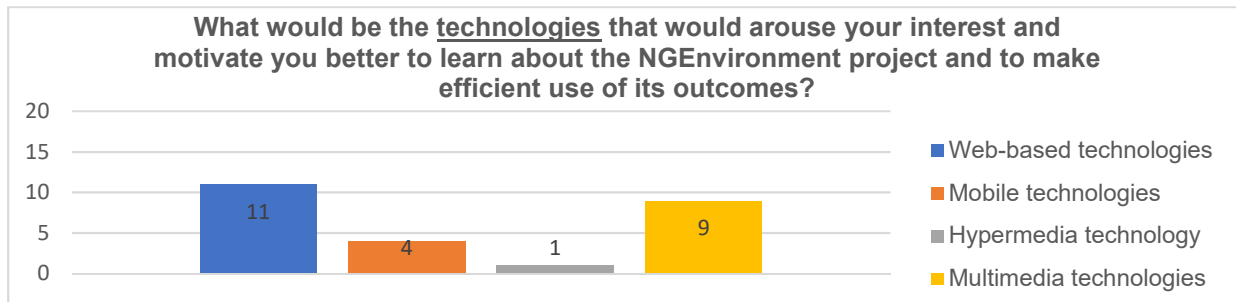
What would be the technologies that would arouse your interest and motivate you better to learn about the NGEnvironment project and to make efficient use of its outcomes?

Chart 5: Technologies of interest

Regarding the technologies of interest, 11 respondents enounced that web-based technologies would be more impactful in terms of motivation, 9 enounced multimedia technologies, 4 said mobile technologies and only 1 respondent enounced hypermedia technologies.
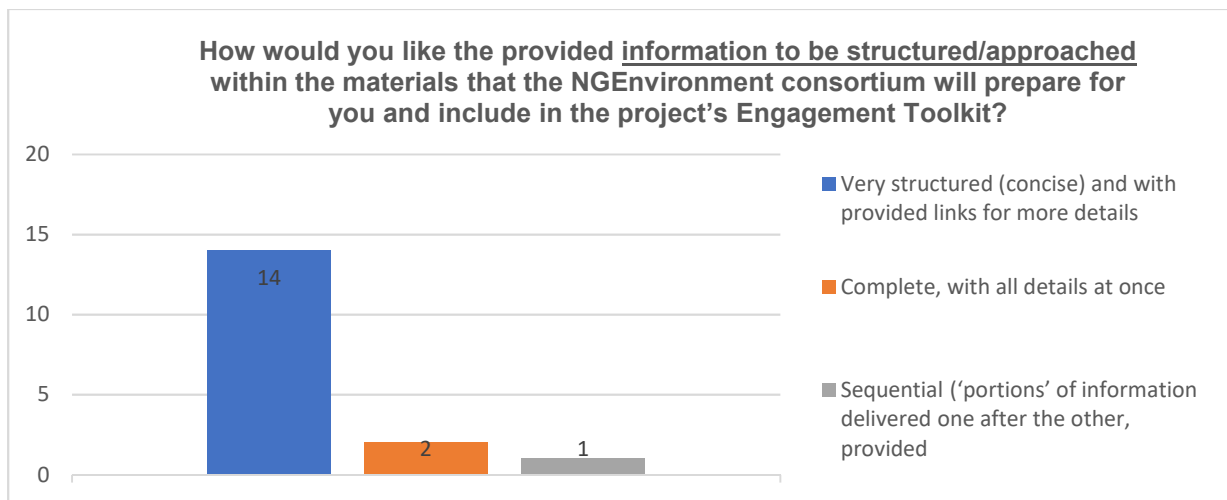
How would you like the provided information to be structured/approached within the materials that the NGEnvironment consortium will prepare for you and include in the project's Engagement Toolkit?

Chart 6: Structure of the information

In terms of the information structure, 14 respondents enounced that they prefer the information very structure and with links provided for more details, 2 affirmed that they prefer the information complete and with all the details at once and 1 preferred sequential information.

3. Conclusions

After analysing of the surveys' results, it's important to emphasise that the respondents were mainly females (64,71%) and of all the total (N=17) respondents, 41,18% are involved with NGOs for more than 5 years, although 35,29% are involved for less than 1 year (e.g. the younger respondents were the ones who referred that are involved for less years).

In terms of the information that they intend to receive about NGOs and business-related, useful links, success stories, supporting agencies and resources are the main asked by the respondents. Regarding the materials, articles, policy papers and reports were on top of the most interested materials to receive.

In terms of the dissemination channels, it's important to notice that most of the respondents said that the online environments would me more impactful (e.g. social media, websites and blogs). In fact, more than a half of the respondents enounced the websites (76,4%) as the most preferred dissemination channel.

Furthermore, the most preferred media-support was also online-based and digital (e.g. video, mobile phones), and the technology that would be more impactful in terms of motivation was also the web-based, with 64,71% of the total answers.

It also appeared to be a consensus in terms of how the information should be organised: 82,25% of the respondents preferred the very structured and concise scenario. Finally, no respondent answered the question related to the additional recommendations.

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