

Report on the Motivation Factors of Young People



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INTRODUCTION

This report was born as a result of cooperation between the Regional Youth Council of Žilina (RMŽK) and Council of Children and Youth of the Moravian-Silesian Region (RADAMOK) on the Motivation and Youth Do an Innovation project (MAYDAI), supported by the Erasmus + Programme of the European Union. The experts of both organisations were nominated as project co-authors.

The research on motivation factors of young people resulted from the disinterest of young people and also from the need to increase the involvement of young people in voluntary and neighbourhood activities, as identified by youth workers.

The report is based on a survey carried out in the Slovak Republic and the Czech Republic. The connection and comparison of young people's opinions and attitudes with the opinions and attitudes of youth workers and youth leaders resulted in an innovative feature of this report. It also reflects a wider and more comprehensive view of the current situation.

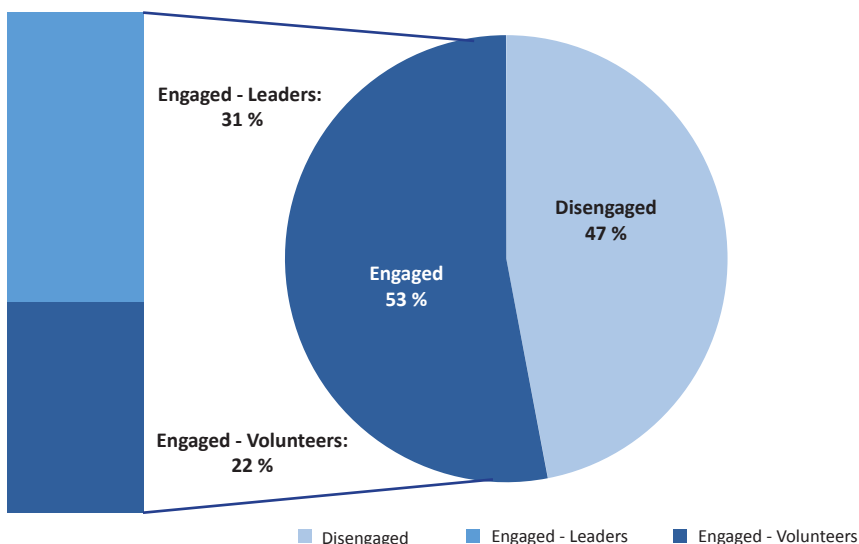
The questionnaire survey involved 1047 surveyed with an average age of 19 years old (18.8 years old in the Slovak Republic, 20.5 years old in the Czech Republic); 126 of them were from the Czech Republic, 921 from the Slovak Republic. The surveyed were divided into 3 age groups during the evaluation of responses: 1. up to 15 years old, 2. 16 – 18 years old, and 3. over 18 years old.



Areas of engagement

Firstly, the surveyed were asked if they use to engage in voluntary activities. 558 surveyed replied they were actively engaged in voluntary activities, 489 were disengaged. In percentage terms, the ratio of engaged to disengaged is 53 % to 47 %.

Graph 1: Engagement in voluntary activities - whole sample

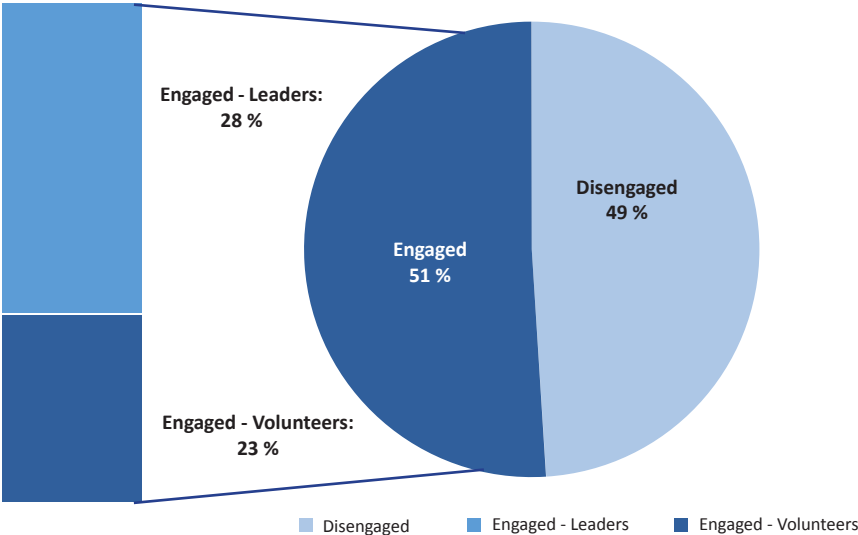


According to the graph above, 558 surveyed actively engage in voluntary activities (out of the total number of surveyed: 1047), and 324 out of 558 are also working with youth as leaders (58% out of 558).

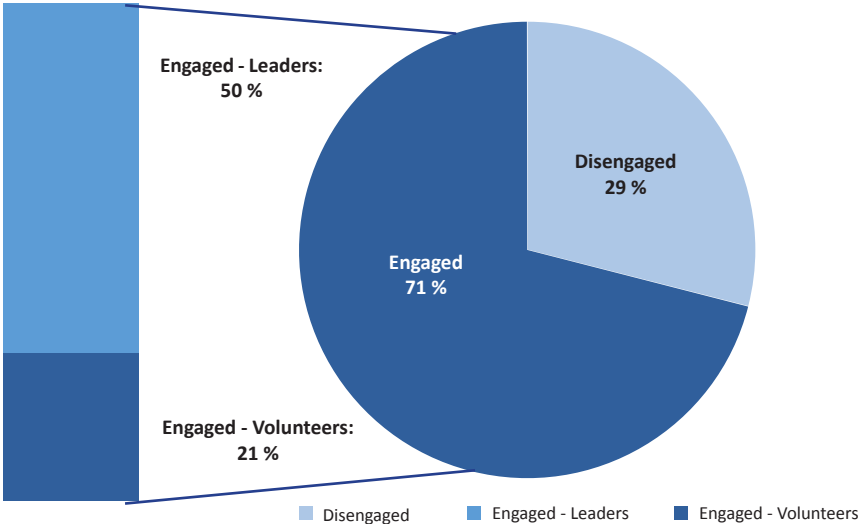
The ratio between engaged vs. disengaged is different in each country. Out of 126, 90 surveyed (71 %) are involved and 35 surveyed (29 %) are not involved in voluntary activities in the Czech Republic. 51 % of surveyed are active in voluntary activities in the Slovak Republic.

Areas of engagement

Graph 2: Engagement in voluntary activities - SK



Graph 3: Engagement in voluntary activities - CZ



Areas of engagement

The total number of actively involved in voluntary activities is 468 and the number of youth leaders out of that is 261 (56% out of 468) in the Slovak republic. In the Czech Republic the total number of voluntarily active is 261, out of which 63 are youth leaders (71% out of 90).

According to statistics, in particular the recent Eurobarometer survey, we can say that the level of participation in voluntary activities is similar as the EU average (53%) but it is in the contrast with the findings that apply in the Slovak republic. Based on the Eurobarometer focused on youth participation, only 30% of surveyed were active in at least one voluntary activity during the last 12 months in the Slovak Republic. It means that the Slovak Republic is on the last place in the ranking. In the Czech Republic the value is 51%. Since the last survey in 2014, the percentage of engaged young people increased in the Czech Republic by 6%, while in Slovakia it decreased by 3%.

There are a few reasons why different results occurred in the survey. One of them are significant regional differences between regions in Slovakia, different levels of development stages and activities of non-governmental organizations. On the assumption that the majority of surveyed were from Žilina region where the activity level of non-governmental organizations is high, it would correspond with the regional realities and at the same time it would prove that the level of participation in this region is similar as the European average.

The survey in the Czech Republic was carried out mostly in the Moravian-Silesian Region which is one of the largest and the most active region when it comes to voluntary activities.

In the next step, the questionnaire was diversified. If the surveyed answered positively the question about engaging in voluntary activities, he/she continued answering the following question: „Where do you engage as a volunteer?“ The surveyed had a multiple choice here.

Areas of engagement

Chart 1: The area of engagement - volunteers

	The area of engagement – volunteers	Number of responses	%
1.	Youth organisation	240	43 %
2.	Community/ my surrounding	186	33 %
3.	School councils and student parliaments	141	25 %
4.	Religious organisations	130	23 %
5.	Fire brigade	84	15 %
6.	Music and folk groups	72	13 %
7.	Tourists	68	12 %
8.	Municipal Youth Parliaments and Municipal Youth Councils	51	9 %
9.	Amateur theatre groups	40	7 %
10.	Shelters	38	7 %
11.	Hunters/Fishermen	33	6 %
12.	Red Cross	33	6 %
13.	Environmental organisations	31	6 %
14.	Political organisations	25	4 %
15.	Children’s homes	22	4 %
16.	Retirement homes	17	3 %
17.	Hospitals	16	3 %

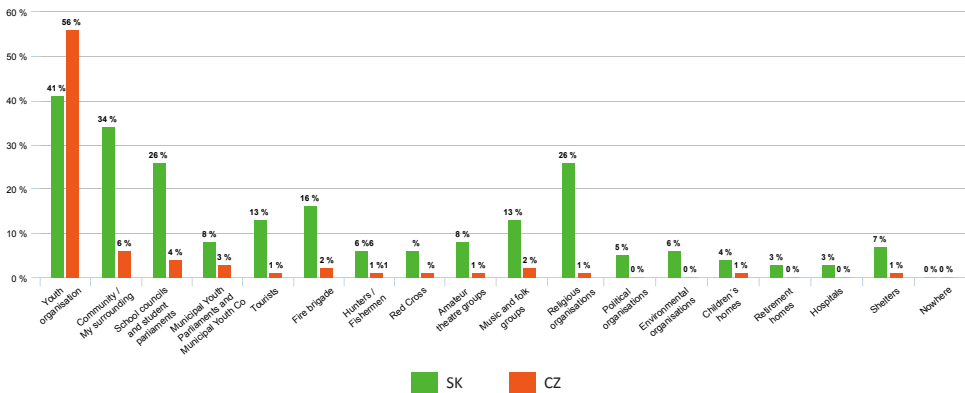
The responses show that 558 of surveyed are actively involved in volunteering activities in a wide range of organizations. The whole sample of volunteers (558) shows the highest amount involved in **youth organizations** (240 out of 558, 43%); the second highest number of volunteers help in their **neighbourhood and community** (186 out of 558, 33%); the third type of organizations in the row are the **school councils and student parliaments** (141 out of 558, 25%). **The lowest number of volunteers** is involved in **political organizations, children’s homes, retirement homes and hospitals** (below 5%).

Areas of engagement

The sample of Slovak volunteers shows similar values and ranking as the whole sample: youth organizations – 41%, neighbourhood and community – 34%, school councils and student parliaments as well as religious organizations – 26%. The sample of Czech volunteers differs in their values, but the order of the first three types of organizations is the same as in the Slovak Republic.

Highest values are reported in case of volunteering in youth organizations – 56%; the second highest number of volunteers help in their neighbourhood and community 31%; the third type of organizations are the school councils and student parliaments – 23%; and the fourth position belongs to municipal youth parliaments and municipal youth councils – 14%.

Graph 4: Area of Engagement - SK and CZ



The surveyed who responded they are not active in voluntary activities, were given one additional question: “Which of selected areas would be the most interesting for you, if you were to actively participate in one of them?” The answers have shown interesting view on the spheres of interest of those who have not been motivated to engage in voluntary activities so far. These are important information because we do not dispose of other sources or comparable data that would analyse exactly this area.

Areas of engagement

Chart 2: Potential area of engagement - current disengaged

	Potential area of engagement – current disengaged	Number of responses	%
1.	Shelters	206	42 %
2.	Youth organisation	140	29 %
3.	Children’s homes	121	25 %
4.	Tourists	118	24 %
5.	Community/My surrounding	94	19 %
6.	Red Cross	90	18 %
7.	Environmental organisations	87	18 %
8.	Hospitals	87	18 %
9.	Amateur theatre groups	82	17 %
10.	Music and folk groups	80	16 %
11.	Fire brigade	75	15 %
12.	Retirement houses	72	15 %
13.	School councils and student parliaments	64	13 %
14.	Hunters/Fishermen	59	12 %
15.	Nowhere	54	11 %
16.	Political organisations	47	10 %
17.	Religious organisations	38	8 %
18.	Municipal Youth Parliaments and Municipal Youth Councils	35	7 %

Out of the sample of disengaged surveyed, up to 42% of can imagine their involvement in activities in shelters, followed by youth organizations – 29%. On the third place there are the children’s homes with 25% and tourists with 24%.

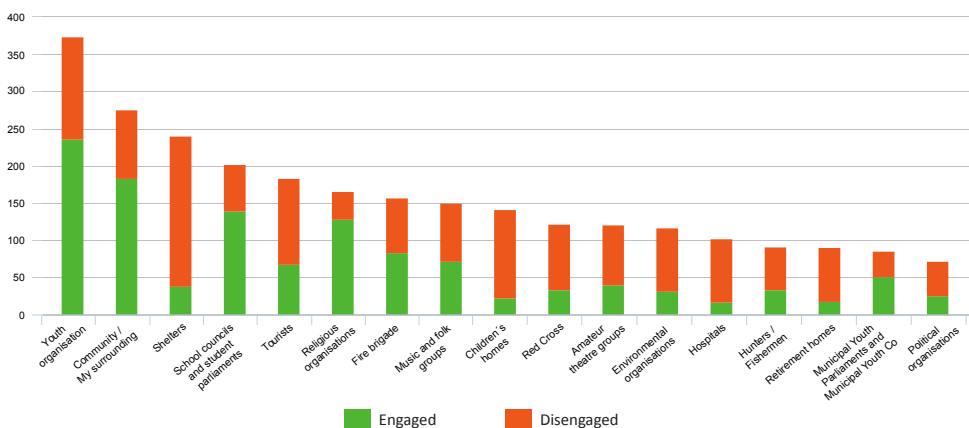
11% of surveyed said they would not carry out any voluntary service in any field. This result is surprising, namely the fact that surprisingly few young surveyed have reacted negatively – as it is generally assumed that young people are not interested in leisure time activities and there is a general apathy towards organized activities in spare time. This result may indicate that activities of non-governmental

Areas of engagement

organizations and other entities may not always be targeted at areas of interest of the young people or there is a lack of activities “on the market” that would be attractive enough to potential volunteers. In general, this result can be seen as a positive outcome and it expresses a wide potential when it comes to interest of the currently disengaged young people.

After the counting the number of current volunteers and currently disengaged young people who can imagine themselves as volunteers in specific areas, then the simulated ranking shows a clear shift especially in case of shelter and tourists which outstrip the total number of potential volunteers in religious organizations, fire brigade, or music and folk groups. A shift in this simulated ranking would also be recorded for children’s homes (from 15th to 9th place). On the contrary, the Municipal Youth parliaments would decrease significantly (from 8th to 16th place). Youth organizations and community volunteers would continue to maintain their primacy.

Graph 5: Volunteers and potential volunteers



As part of a qualitative survey, we have also verified the same questions directly with smaller groups of young people in Žilina region. Some groups have not have experience with volunteering and the group members were not able to answer particular questions. On the other hand, other focus groups have confirmed the active involvement of young people in various youth organizations, in particular in school councils, youth parliaments or non-formal learning events (European Youth Parliament, UN Model Session).

Barriers of engagement

Participants also expressed their experiences with help in children’s homes, shelters, churches, and retirement houses. There is a correlation between the questionnaire survey in which potential volunteers would like to join in these areas, but it seems that the organized offer of this type of activities is not sufficient.

Barriers of engagement

Barriers from the point of view of disengaged young people

If the surveyed answered negatively the question about his/her involvement in voluntary activities, he/she was expected to take a stand on individual barriers that limit him/her in engaging in voluntary activities. Total number of surveyed was 1047, the number of disengaged respondents is 489.

For each barrier, the surveyed could indicate the extent of this barrier, from „almost never true“, „occasionally true“ and „often true“ to „almost always true“.

After taking into account the number of responses and the value of each option, we get the following order of barriers: (The first three barriers have been confirmed also when using other methods to determine the validity of the barriers).

Chart 3: Barriers according to disengaged

	Barries according to disengaged	Average
1.	I would be interested but I do not have time	1,42
2.	I do not know about any activities	1,31
3.	I do not feel like	1,30
4.	I would be interested but I do not know how to get involved	1,06
5.	I know how to get involved but I do not have friends there	1,00
6.	I do not see any sense	0,89
7.	I would be interested but my current situation does not allow me to engage	0,84
8.	I do not get rewarded	0,79
9.	I would be interested but I do not have the skills	0,76

Barriers of engagement

The biggest barrier presented as **the lack of time** is quite relative, especially in case of young people. The fact that young people lack the **information about voluntary activities** could partially be seen as a failure of the environment in which young people are getting formed. The passivity of young people also does not help in identifying the opportunities for self-realization and engagement. The barrier appearing at the individual level, namely that the **young person does not want to be involved**, is to some extent the result of lack of motivation provided by the external environment and also lack of self-motivation. The barrier in the form of **not knowing how to get involved** is closely linked to the lack of information about volunteering activities, projects, or initiatives.

A situation that does not allow a young person to engage in volunteer activities can have different reasons. It is not possible to assess the relevance of this barrier or to offer solutions how to tackle it without additional information. Another of the barriers is **the fear of being engaged without having friends involved already** or getting getting engaged alone. Young people use to join unknown situations together with well-known people, respectively there is a tendency to get involved where a familiar face is expected to wait for them. The distraction from an unknown environment is much greater if a young person has to face a new situation alone or without friends. **Lack of skills**, as a barrier, is easily convertible into opportunities; the reason for this is that volunteering is one of the less responsible environments that overlooks mistakes and inexperience, and it is a perfect platform for gaining and/or developing competences.

Lacking the **sense of volunteer activities** can be perceived from different points of view - the sense for someone can be financial efficiency, which is obviously lacking in voluntary activities. At the same time, it is very likely that the lack of sense lies rather in lack of understanding of the disengaged young people and/or in the lack of communication of the sense of volunteer activities by volunteer organizations/initiatives.

Another barrier of engagement is also that the young person **does not get any reward for his/her activity**. This perception is of course limited and very superficial. The reason may be an inadequate and/or inefficient communication by the environment but also by the voluntary organizations themselves. It would also be beneficial if the voluntary activities were more recognized by educational institutions (credits) or future employers (references).

Barriers of engagement

Barriers from the leaders point of view

We asked the same questions the young leaders, youth leaders and youth workers (total number of surveyed was 324). In their opinions, the most common reasons why young people do not engage in volunteer activities are as follows:

Chart 4: Barriers according to leaders

	Barriers according to leaders	Average
1.	They do not feel like	2.18
2.	They do not know about these activities	1.63
3.	They do not see the added value for themselves	1.61
4.	They know how to get engaged but they do not have friends there	1.53
5.	They would be interested but they do not know how to get involved	1.47
6.	They do not see the added value for their neighbourhood	1.40
7.	They would be interested but they do not have time	1.36
8.	They would be interested but their current situation does not allow it	1.14
9.	They would be interested but they do not have the skills	0.92

The comparison of results of both groups shows that the youth workers and disengaged young people have similar opinions on engagement barriers.

The motivation of young people remains a big challenge because it is evident that the majority of young surveyed would be willing to engage in certain types of activities of organizations or possibly in informal groups' actions.

Approximately 20% of the above mentioned youth leaders surveyed confirmed that there are also „some other reasons why young people do not engage in volunteer activities“. These reasons were identified: volunteer activities are not „cool“ or attractive; young people prefer to work for a financial reward; they want to avoid situations when other young people of their age would have fun of them because of volunteering; they also want to avoid potential troublesome situations; individualism associated with careerism; their far-right orientation; absence of heroes to be followed in childhood; or early surrender after the first failure; the closure to the virtual world; but also obstacles arising of actions of the over-motivated parents who organize the most of their children's free time. Among other

Motivation factors

possible reasons why young people do not engage in volunteer activities include the following: poor promotion of volunteering; parents/current time/school/society do not lead young people towards voluntary activities; fear from responsibility and also of entering a new environment full of unknown people; membership in different groups which use their time differently (e.g. even by illegal activities); but also fear of damaging his/her reputation and losing self-confidence.

Motivation factors

In the survey questionnaire, we also asked about the motivation factors which drive young people being engaged in volunteer activities. In this section, the questionnaire was focused not only on those who has been active and motivated already, but also questioned those who are currently passive. This group was also supposed to define possible motivational elements which would convince them to engage in volunteer activities in their leisure time. At the same time, the surveyed could express their motivation in case of each factor on the scale “no motivation - weak motivation - strong motivation - very strong motivation”. We ranked the order of each motivation factor based on the weighted average.

The chart of motivation factors in volunteer activities, indicating the averages reported for the individual groups of surveyed (volunteers /without leaders/, leaders, disengaged), shows several facts: First, it is evident that **the averages shown by individual motivation factors have similar values for volunteers and leaders**. Differences are significant for disengaged in comparison to the group of volunteers and leaders.

Secondly, studying the highest average values added to **motivation factor showed that the motivation factors „kill boredom“ and „I can do it by myself“ have obtained the highest average value in the group of volunteers; motivation factors „financial rewards“ and „other material rewards“ received the highest average value in the group of disengaged young people in volunteer activities**; other motivation factors („I enjoy it“, „I help someone“, „I spend time with friends“, „I can change something“, etc.) have shown the highest average value in the group of youth leaders.

Thirdly, if we focus on the whole sample, we find out that the **highest average value belongs to the motivational factor „I help someone“**. After this one, the factor „I enjoy it“ and „I spend time with my friends“ appears. On the fourth place there is the factor „I can change something“ and on the fifth „I make new friends“.

Motivation factors

Fourthly, studying the results in case of the **group of voluntarily disengaged young people, it has shown the highest average value by the motivation factor „I help someone“**. The second motivation factor in the row was the „I enjoy it“ and the third „I spend time with friends“. After that, „I can change something“ and „I make new friends“ followed. The above mentioned results in the finding that “help” is one of the highest universal principles and values. The feeling of individual satisfaction, fulfillment and/or entertainment are also placed on high pitch and encourage motivation. Time spent with existing or new friends is also a highly valued attribute according to surveyed young people.

The last factor is the possibility to change something. We assume that it is about changing the situation to the better, which is also a driving engine named by young people. It should also be noted that this order is similar with the ranking of young volunteers: 1. I help someone, 2. I enjoy it, 3. I spend time with friends, 4. I make new friends, 5. I can change something. The first 5 motivation factors for engaged and disengaged young people are the same.

Developing these motivational factors into concrete action plans and their active use in efforts to engage (yet) disengaged young people can be a way how to involve a larger number of young people successfully.

Chart 5: Motivation factors

MOTIVATION FACTORS	AVERAGE			
	Volunteers (without leaders)	Youth leaders	Disengaged	Whole sample
I learn something new	1,99	2,10	1,72	1,90
I can change something	2,10	2,29	1,87	2,05
I help someone	2,41	2,49	2,16	2,32
I spent time with friends	2,34	2,37	1,93	2,16
I find new friends	2,12	2,18	1,83	2,00
I kill boredom	1,55	1,51	1,30	1,42
Financial reward	1,32	1,14	1,57	1,38
Other material reward	1,20	1,15	1,39	1,27
Someone will praise me	1,66	1,72	1,51	1,61
I enjoy it	2,35	2,57	1,96	2,23
I can do it by myself	1,93	2,08	1,78	1,91

Motivation factors

While comparing the responses of Czech and Slovak surveyed, we found major differences in the responses of disengaged people: significantly more young people answered that they make new friends in the Czech Republic (the most common motivation in the Czech Republic), followed by „I will help someone“ and „I can do it by myself.“; in the Slovak Republic the order of the first 3 factors was the same as showed by the whole sample of surveyed (1. „I help someone“, 2. „I enjoy it“, 3. „I spend time with friends“).

In general, we can conclude that motivation factors are very similar among inactive young people and those who already have a volunteer experience (with minor variations in the importance of individual aspects). The challenge is to offer activities that entertain young people while spending time with their peers in combination with the possibility to change something. Factors like this attract young people the most in getting engaged in volunteer activities.

The question: „The list of motivation factors may not have been complete. Do you want to add something?“, was answered positively by 67 of surveyed (out of those who are engaged in volunteer activities). Among the additionally identified motivational factors were the following: joy from work being done, seeing others happy and visible /tangible results, feeling successful and satisfaction, saving life, helping the poor, traveling around the world, motivating others, thank, entertainment, change, personal development, education others/young generation, bettering the day/life of others, form of relaxation, opportunity to present own volunteer action in searching for a job, but also the fulfillment of ones dreams, or the inspiration by personal stories the volunteers come in contact with.



Competences

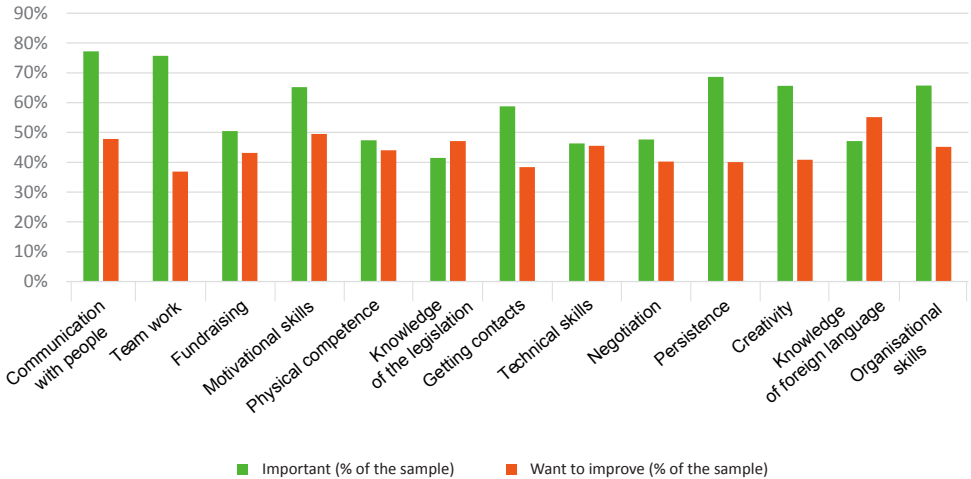
Competences

In the field of competences, the questionnaire survey focused on what the surveyed think, what competences a volunteer should dispose of. At the same time, the aim of this part was also naming of the competences in which they wanted to improve. Finally, these two aspects have been compared in a group of those who are already engaged with the responses of those who are inactive so far.

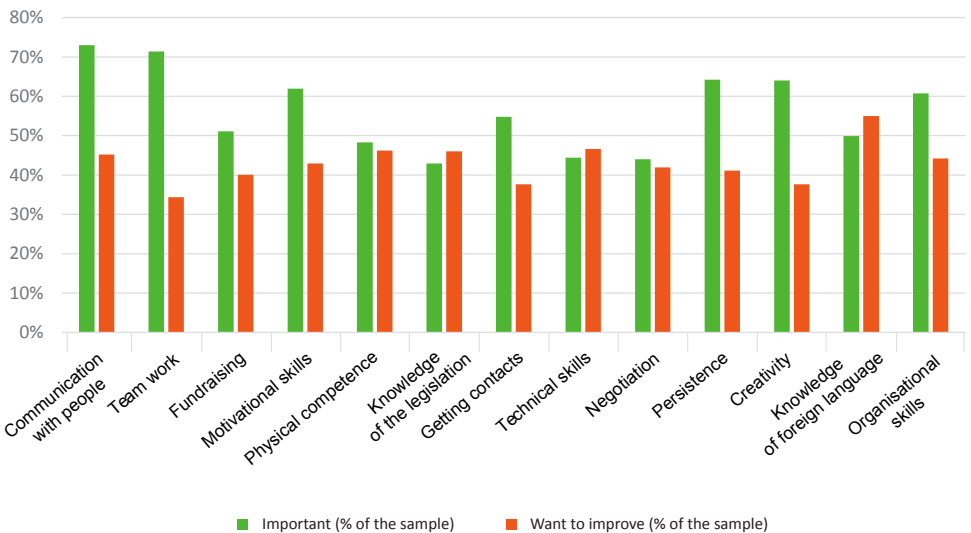
Chart 6: Competences

	Whole sample 1047		Disengaged 489		Volunteers 234		Leaders 324	
	Important	I want to improve	Important	I want to improve	Important	I want to improve	Important	I want to improve
Communication with people	77 %	48 %	73 %	45 %	74 %	49 %	86 %	51 %
Team work	76 %	37 %	71 %	34 %	74 %	39 %	84 %	39 %
Fundraising	50 %	43 %	51 %	40 %	48 %	44 %	51 %	47 %
Motivational skills	65 %	49 %	62 %	43 %	63 %	51 %	72 %	58 %
Physical competence	47 %	44 %	48 %	46 %	52 %	44 %	43 %	41 %
Knowledge of the legislation	41 %	47 %	43 %	46 %	38 %	48 %	41 %	48 %
Getting contacts	59 %	38 %	55 %	38 %	59 %	40 %	64 %	39 %
Technical skills	46 %	46 %	44 %	47 %	45 %	51 %	50 %	40 %
Negotiation	48 %	40 %	44 %	42 %	49 %	39 %	52 %	38 %
Persistence	69 %	40 %	64 %	41 %	69 %	40 %	75 %	38 %
Creativity	66 %	41 %	64 %	38 %	62 %	45 %	70 %	43 %
Knowledge of foreign language	47 %	55 %	50 %	55 %	50 %	54 %	41 %	56 %
Organisational skills	66 %	45 %	61 %	44 %	67 %	44 %	72 %	48 %

Graph 6: Competences - whole sample

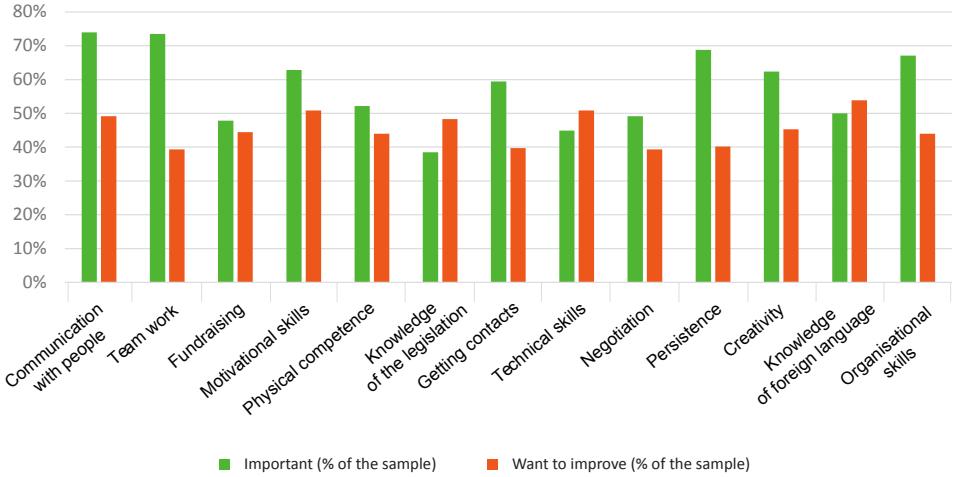


Graph 7: Competences - disengaged

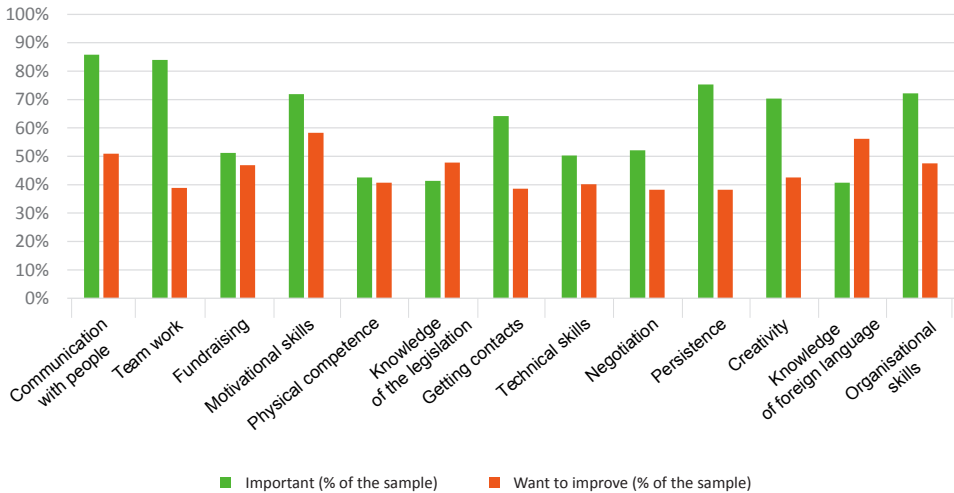


Competences

Graph 8: Competences - volunteers without leaders



Graph 9: Competences - leaders

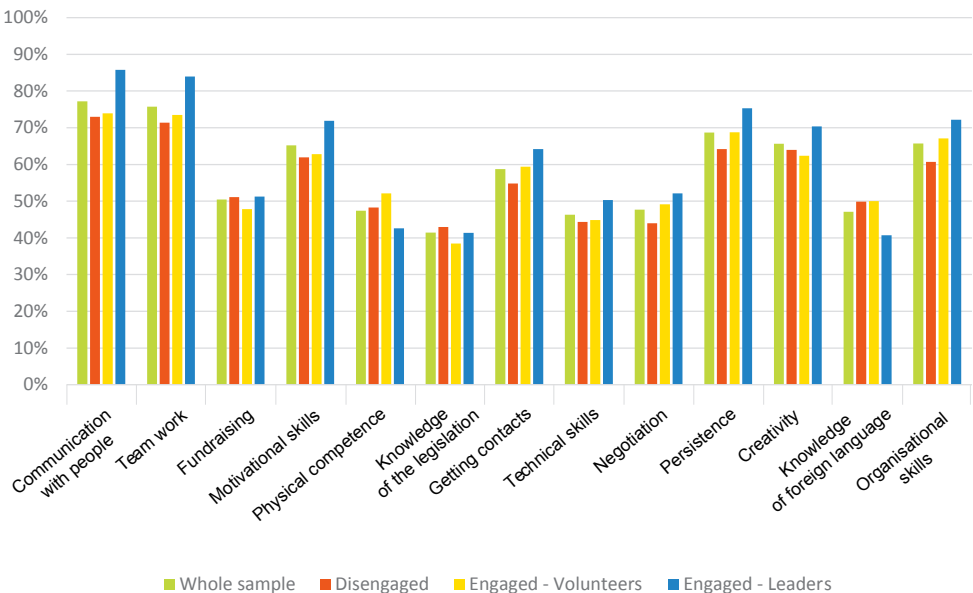


In both groups monitored (engaged volunteers and those who are not active so far) **communication with people** was outlined as the most important competence (77 %). **Teamwork** is almost at the same level (76 %), while the third most important competence according to the engaged surveyed is **persistence** (69 %), and according to the non-engaged surveyed, **organizational skills** (66 %).

Both groups of young people, as well as those who declared themselves as young leaders, youth leaders or youth workers, consider same areas as a key competences. In case of this target group the same ranking was achieved as for volunteers.

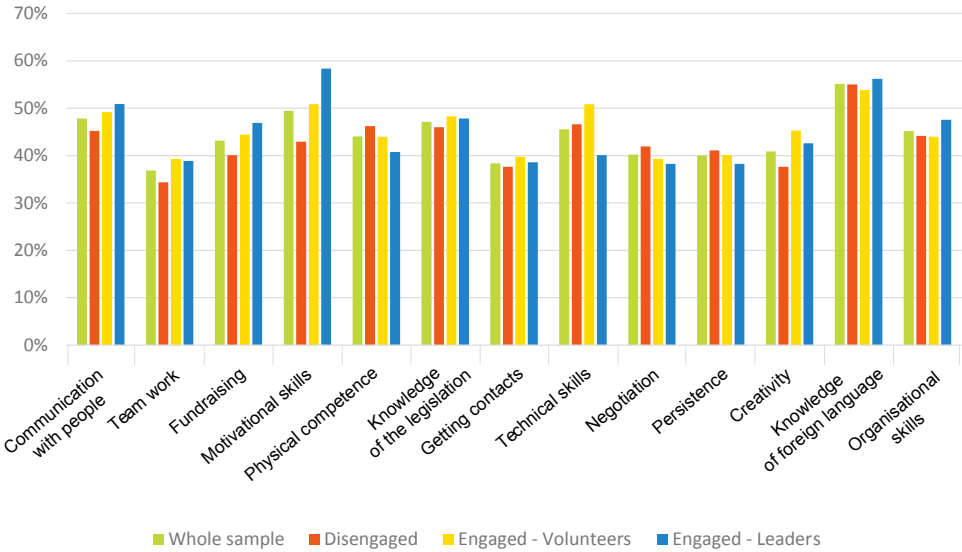
Physical competence was considered the least necessary competence for volunteering (this competence has shown bigger differences between the Czech and Slovak surveyed – while 6.2 % of Slovaks declared this competence as important, only 4.3 % of the surveyed from the Czech Republic did the same). The least important competences included negotiation and knowledge of legislation.

Graph 10: The importance of competences



Competences

Graph 11: In which competence would you like to improve?



In the next section, we also observed the competences in which young people would like to improve. An interesting result in this part of the survey is that knowledge of **foreign languages** is considered as an important competence only by the third smallest percentage of surveyed. Paradoxically, this competence has received the most positive answers when asked whether they would like to improve this competence of theirs (55%). This may be due to the fact that the surveyed answered in general terms and not in relation with the performance of volunteering.

The second most frequent answer was the **ability to motivate** (49% in total) and third the **communication with people** (48%).

Another interesting fact is that the „**ability to motivate**“ has not emerged as an important competence in the group of disengaged young people. At the same time, in the group of active young people, there was a relatively high need for improvement in technical skills identified, which may result from their practical experience and their awareness of the need to have comprehensive skills for volunteering.

The least important competence in which surveyed want to improve is surprisingly teamwork - only 37%. This finding is interesting, given that 76% of the young people surveyed stated teamwork as the second most important competence in

Competences

the survey. Possible explanation is that the surveyed are convinced that this competence is well developed, which is in turn contrary to the general findings saying that teamwork is one of the least developed competences in today's generation of young people.

The other competences to be improved at least popular places were "making new contacts" (38%) and "negotiation" together with "persistence" (40%).



CONCLUSION

Our conclusions and recommendations:

1. There is a need to raise awareness and education about the importance of volunteering and activism itself, not only for the purposes of ones surroundings but also for the good of personal development of young people; as unfortunately there is a significantly big group of young people not seeing these activities as a potential for their future personal and professional benefit.
2. In this context, it is also necessary to adapt the activities and opportunities offered, in order to reflect the latest trends among young people, to make the offers attractive for them and to create space for spare time activities that are both fun and enjoyable together with their peers. This aspect is often forgotten and activities are organized in traditional ways being interesting 10 – 20 years ago, but having no potential to attract young people of today.
3. Motivational factors can be promoted and presented in various forms by using new methods (e.g. by using “living book” stories), where a personal story, the opportunity to experience a story, and the personalization of positive examples can also be one way of encouraging disengaged young people to volunteer.

PROJECT IMPLEMENTERS

Regional Youth Council of Žilina

Regional Youth Council of Žilina (RMŽK), founded in 2001, is a democratic, voluntary association, independent of any political parties and movements. The RMŽK associates 62 member organizations, including youth organizations, student councils and youth parliaments.

The mission of the RMŽK is to represent the legitimate interests of children and young people, thus helping to create conditions for the all-round development of children and youth of the region of Žilina in physical, mental, spiritual and social sense.

The activities of the RMŽK have long-term focus on participation, active citizenship and structured dialogue, human rights and prevention, volunteering, youth work, health and healthy lifestyle of young people.

Among the most prominent activities and projects of the RMŽK are accredited education programs: Leader of the School Board, Awarding Active Citizenship and Humanity, On-line simulated youth elections, cooperation with municipalities in preparation of work concepts concerning youth, development of youth councils and others.

Web: www.rmzk.sk

Council of Children and Youth of the Moravian-Silesian Region - RADAMOK

RADAMOK was founded in 2000 as an umbrella organization of youth non-profit associations in the Moravian-Silesian Region. Its main mission is to support the legitimate interests of children and youth and to support its members in methodical, personal and legal fields. It associates more than 20 organizations and represents almost 30,000 children, young people, leaders and instructors.

RADAMOK acts as an umbrella support organization for non-profit organizations working with children and youth. It provides help with leadership training, accident insurance and accountability for children and youth activities, helps young people to fundraise for their activities, offers networking, participation, and active dialogue, and provides materials, methodical and legal services to the organizations.

Emphasis is placed on direct work with youth – education of leaders and instructors (camp schools, exchanges of experience, and seminars on current topics), physical workshops, youth participation at local level, competence development programs, project marketing to fundraise for youth initiatives, etc.

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