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# Analysis of Interviews and Focus Groups: Insights from Greece and Romania on Digital Skills and Environmental Awareness

## Interview Summaries

The interviews conducted with youth workers and stakeholders provide detailed qualitative insights into the challenges, needs, and opportunities for digital skill development and environmental advocacy. Below is a synthesis of findings from two interviews in Greece and one in Romania.

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### Interview 1: Greece

#### Background:

The participant is a youth worker with five years of experience in informal education programs focused on urban environmental sustainability. They work predominantly with young people from urban areas, many of whom face social or economic challenges.

#### Key Insights:

- **Digital Skills:** While comfortable with basic tools such as Microsoft Office and social media platforms, they struggle with advanced tools like video editing or campaign analytics.
  - **Challenges:** Limited access to training opportunities on integrating digital tools for advocacy is a barrier. Most workshops they attended emphasized either environmental education or digital tools but never combined the two.
  - **Opportunities:** They expressed interest in learning to create interactive online campaigns (e.g., gamified learning modules) to make environmental education more engaging for urban youth.
  - **Specific Needs:** Practical training in designing digital campaigns and accessing affordable or free tools was emphasized.
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### Interview 2: Greece

#### Background:

The participant represents a local NGO that works with youth in semi-urban and rural areas. Their organization has implemented small-scale environmental projects, such as tree planting drives, but lacks expertise in digital advocacy.

#### Key Insights:





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- **Digital Skills:** The organization's youth workers often rely on social media for outreach but lack training in effective content creation and audience targeting. They rarely analyze engagement metrics, limiting the impact of their campaigns.
- **Challenges:** Youth from rural areas often have limited access to reliable internet and digital devices, making it hard to engage them consistently. Additionally, environmental topics sometimes seem abstract to their target group due to a lack of contextual examples.
- **Opportunities:** The stakeholder suggested creating region-specific resources tailored to rural communities, such as videos on agricultural sustainability practices or eco-friendly techniques for small-scale farming.
- **Specific Needs:** A need for user-friendly guides on environmental communication using mobile devices was highlighted.

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### Interview 3: Romania

#### Background:

The participant is a youth worker, focusing on ecological education in schools and community centers in rural areas.

#### Key Insights:

- **Digital Skills:** The youth worker feels confident in using basic tools but faces challenges with digital storytelling and creating impactful visuals. Their outreach is currently limited to in-person interactions and sporadic posts on social media.
- **Challenges:** The rural youth they work with have minimal exposure to digital tools beyond smartphones, and their knowledge of global environmental challenges is superficial.
- **Opportunities:** The participant identified significant potential in creating short, localized video content that explains how global environmental problems manifest at a community level.
- **Specific Needs:** Training on using digital storytelling platforms like Canva or Powtoon, combined with workshops on developing relatable environmental narratives, was suggested.

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### Synthesis of Data

The interviews reveal a nuanced understanding of the digital and environmental needs in Greece and Romania.

#### 1. Common Challenges:

- Limited advanced digital skills among youth workers.
- Lack of contextualized environmental resources tailored to specific audiences (urban vs. rural).





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- Barriers to consistent engagement due to resource constraints, particularly in rural areas.
- 2. **Opportunities:**
  - Strong interest in digital storytelling and online advocacy as tools for engaging youth.
  - The potential for region-specific campaigns that connect global issues to local realities.
- 3. **Specific Recommendations:**
  - **Training Modules:** Develop hands-on training sessions for youth workers on digital tools like Canva, Powtoon, and social media analytics.
  - **Localized Content:** Provide templates and strategies for creating content that resonates with rural and urban audiences.
  - **Digital Equity:** Advocate for low-cost or open-access tools to ensure inclusivity for disadvantaged groups.

These findings align with the project's aim to empower youth workers with digital skills to effectively promote environmental awareness, paving the way for targeted interventions.

## Analysis of Focus Groups: Insights from Greece and Romania on Digital Skills and Environmental Awareness

### Focus Group Summaries

Three virtual focus groups were conducted to explore the perspectives of youth workers, educators, and stakeholders. Two sessions were held in Greece and one in Romania. These discussions provided diverse insights into the challenges, needs, and opportunities for advancing digital skills and environmental advocacy among youth.

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### Participants:

Eight youth workers from urban and semi-urban organizations, primarily engaged in informal education and local environmental projects.

### Key Insights:

- **Digital Skills:** Most participants felt confident using basic digital tools but struggled with creating engaging multimedia content, such as videos or infographics, to communicate environmental messages. They lacked knowledge of tools like video editing software or platforms for audience analysis.
- **Challenges:**
  - A major concern was the limited training opportunities that integrate environmental education with advanced digital tools.





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- Participants highlighted a lack of collaboration between organizations, leading to redundancy and inefficiency in local environmental initiatives.
  - **Opportunities:**
    - There was strong interest in collaborative campaigns across organizations, such as shared platforms for uploading and distributing educational materials.
    - Many participants believed gamified learning could significantly enhance youth engagement in environmental topics.
  - **Specific Needs:**
    - Training on tools like Canva, Adobe Spark, and storytelling platforms.
    - Workshops on digital campaign strategies tailored for urban youth, focusing on social media trends.
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## Focus Group 2

### Key Insights:

- **Digital Skills:** Most youth workers expressed confidence with basic tools like PowerPoint and social media platforms but lacked expertise in creating professional-quality content. Some had limited exposure to advanced tools for analytics or video production.
  - **Challenges:**
    - Youth workers noted a general disinterest in environmental topics among their target groups, stemming from a lack of relatable examples or hands-on activities.
    - A significant barrier was the absence of localized digital resources, with most materials sourced from generic international campaigns.
  - **Opportunities:**
    - Participants saw potential in training young people to use digital tools to document and share local environmental challenges, such as deforestation or waste mismanagement.
    - Collaborative efforts between youth workers and schools were highlighted as a way to sustain long-term engagement.
  - **Specific Needs:**
    - Capacity-building programs focused on digital storytelling and video production.
    - Resources for facilitating workshops on local environmental issues that include interactive digital elements.
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## Synthesis of Data

The focus groups provided a layered understanding of the challenges and opportunities in Greece and Romania.

### 1. Common Challenges:



- Lack of advanced digital skills among youth workers, particularly in content creation and analytics.
- Limited access to devices and reliable internet, especially in rural areas.
- Difficulty in sustaining youth interest in environmental topics due to a lack of localized, relatable content.

## 2. Opportunities:

- Strong interest in using digital storytelling and gamified learning to engage youth.
- Potential for collaborative campaigns between organizations to pool resources and amplify impact.
- Using mobile-friendly, low-bandwidth tools to address digital inequities in rural areas.

## 3. Specific Recommendations:

- **Training Programs:** Develop modular training for youth workers on digital tools like Canva, Powtoon, and analytics platforms.
- **Localized Content Creation:** Focus on producing resources tailored to the realities of urban and rural communities, such as eco-farming guides or waste management tips.
- **Cross-Border Collaboration:** Facilitate a shared platform where Greek and Romanian youth workers can exchange resources and best practices.

The focus group discussions affirm the critical role of tailored training and resources in bridging the digital and environmental education gap, ensuring that youth workers are empowered to engage their target groups effectively.

Photo evidence

