

**Educating adults about
volunteering and organic food production
on farm enterprises**

EDVORG

Need Analysis Survey

January 12, 2015

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EDVORG Project

About

Educating adults about volunteering and organic food production on farm enterprises (EDVORG) is the focus of this partnership project with national organisations from ten European countries. It will develop and promote a Learning Guide as an online open educational resource (OER) for adult learners about organic food production, entrepreneurship, volunteering and cultural exchange on farm enterprises. The adults, especially 18-34 year olds, can then relate this online learning to practical residential work experience and informal learning on a range of small enterprises in different European countries.

EDVORG aims to develop and promote a Learning Guide as an online open educational resource for adult learners about organic food production, entrepreneurship, volunteering and cultural exchange on farm enterprises, so they can relate this to practical residential work experience and informal learning on a range of small enterprises in different European countries. This would be the first free European online education resource specifically on adult volunteering and organic food production on farm enterprises and targeted at non-professional adults.

The Learning Guide will be freely available and usable online on an "open educational resource" for anyone who wants to learn about organic food production, sustainable lifestyles, rural entrepreneurship, cultural understanding and volunteering on farm enterprises. It will help any entrepreneur or cooperative to set up a new small farm/garden enterprise (singularly or cooperatively) based on organic food production, as well as enable people to learn how to volunteer, live and work on a farm enterprise in a responsible, sustainable, safe and healthy way.

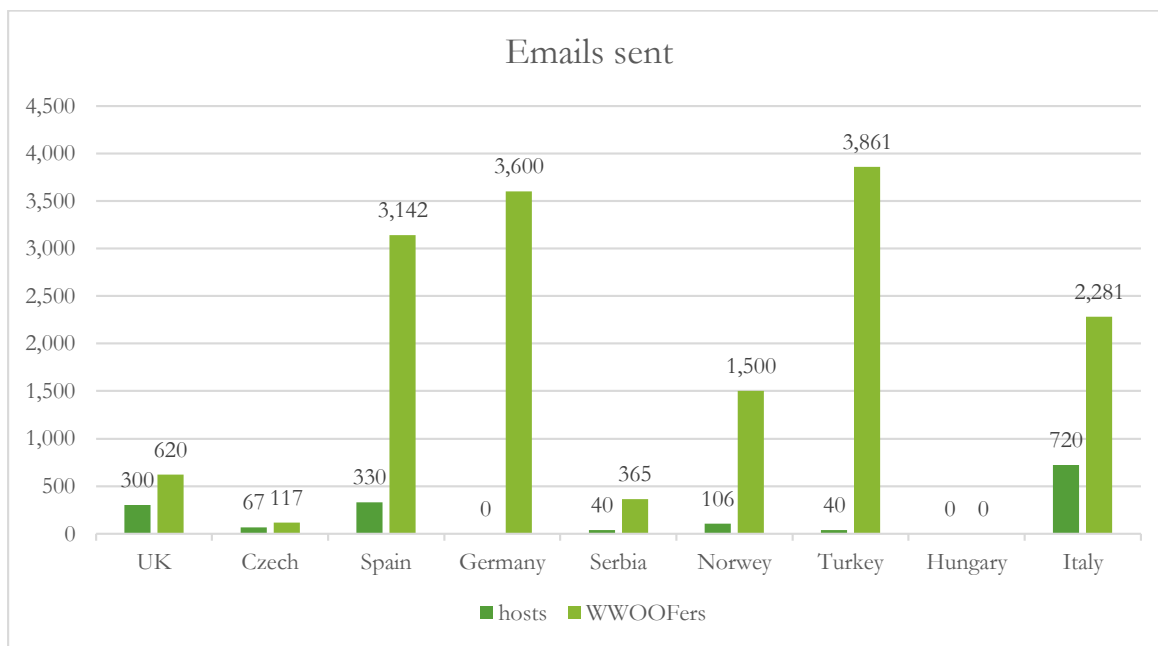
EDVORG project will last from September 1st 2014 – August 31st 2016 (two years in total). It is funded by EU Erasmus Plus Strategic Partnership programme, ref. Number: 2014-1-UK01-KA200-000047.

Executive Summary

WWOOF members of ten national WWOOF organisations in Europe (Czech Republic, Germany, Hungary, Ireland, Italy, Norway, Serbia, Spain, Turkey and UK) were asked to participate in an anonymous survey to help the project team to develop online Learning Guide as an "open educational resource".

The survey translated in 9 European languages was published online using Google forms platform¹. WWOOF members were delivered an email invitation for the both English and local language survey. Partners WWOOF Spain, WWOOF Italia, Amma published the news about the survey on their websites, as well as WWOOF Facebook page. Responses were being taken for two weeks from December 24th 2014 – January 08th 2015.

The survey included questions about members' experience in organic farming/sustainable living, their interests in subcategories of these two topics, and their willingness to contribute future Guide. A total of 1,822 responses were received from a total of 11,688 surveys mailed to members and more than 10,000 reach through the Facebook sharing and websites.



Graph 1

Note: The complete survey questionnaire in English is included later in this document for reference.

¹ English - <http://goo.gl/1oQsYk>
Czech - <http://goo.gl/za3Z2t>
Spanish - <http://goo.gl/forms/wdh9VurKSL>
German - <http://goo.gl/forms/HLHSJJ1v0e>
Serbian - <http://goo.gl/forms/1Ho93Ftw1X>
Norwegian - <http://goo.gl/forms/efq2u0gtdr>
Turkish - <http://goo.gl/forms/nNm2CvLRaE>
Hungarian - <http://goo.gl/forms/zPYINTCLPx>
Italian - <http://goo.gl/forms/T3bXoFQm7h>

Methodology

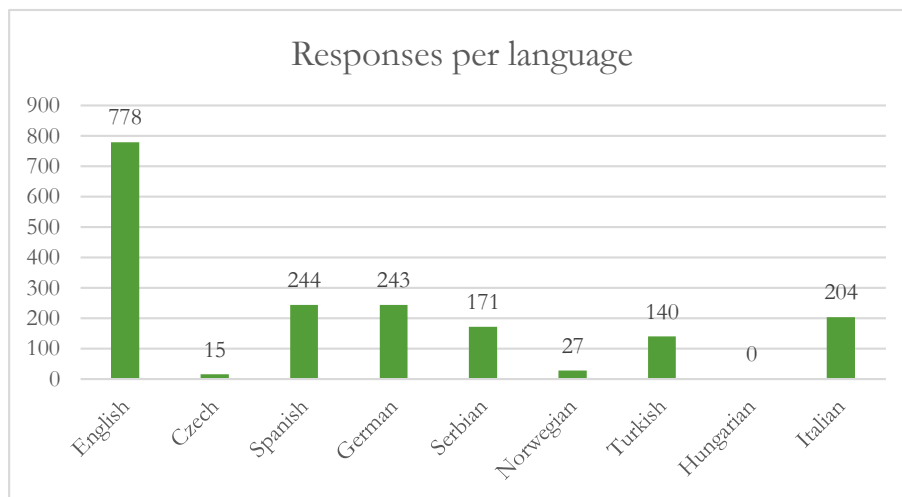
The survey form was developed by Amma (Serbia) with an input from the brainstorming held during the partners' meeting in Turkey in October 2014. A preliminary draft of the survey was then sent to all partners, who were asked to respond to the questions and make suggestions for possible changes, additions, or deletions.

WWOOF members were asked to complete the final survey online.

After scanning, the responses were imported into Microsoft® Excel by the survey administrator. Errors were checked against the individual forms. Data analysis was completed using Excel.

Demographics per language

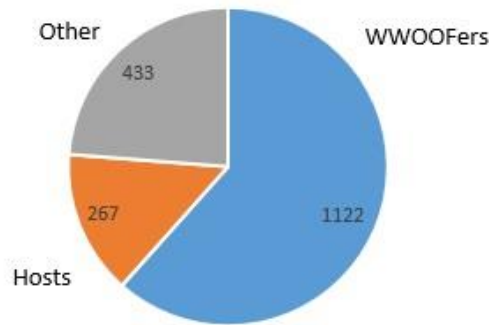
- Survey responses are broken out by languages, as follows:



Graph 2

Survey Results

- Relation to WWOOF

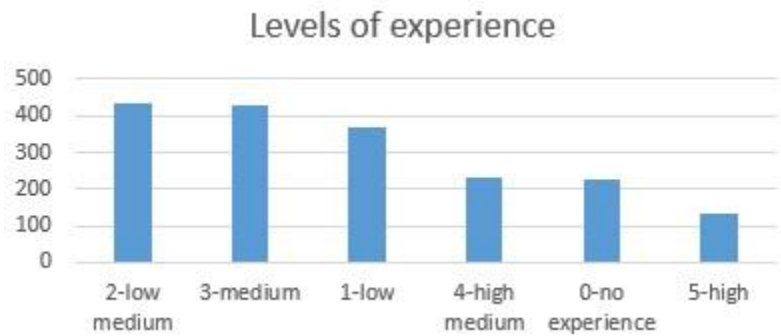


Graph 3

- Level of experience in organic farming/sustainable living



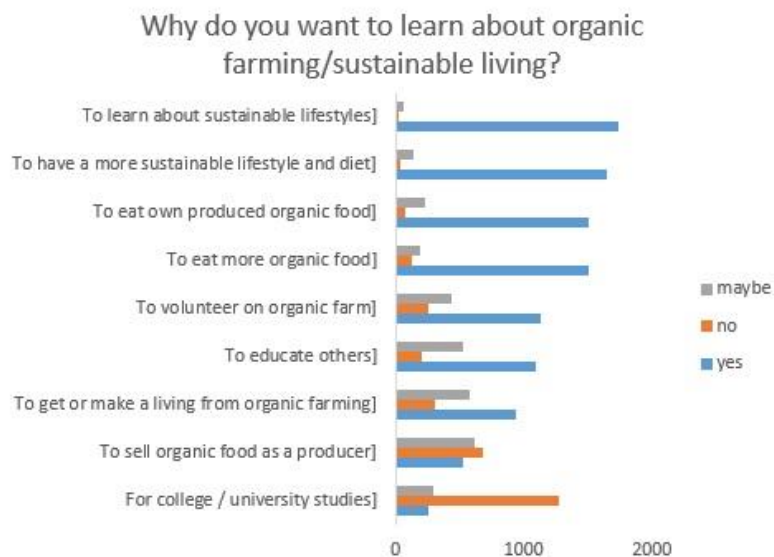
Graph 4



Graph 5

Motivation and challenges

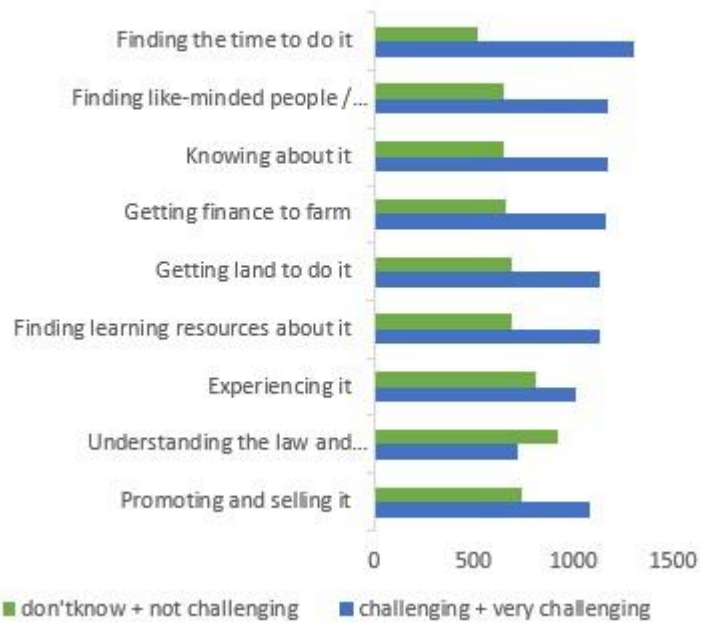
- Motivation to learn about organic farming/sustainable living



Graph 6

- Challenges with organic farming/sustainable living

What do you find challenging with organic farming/sustainable living?

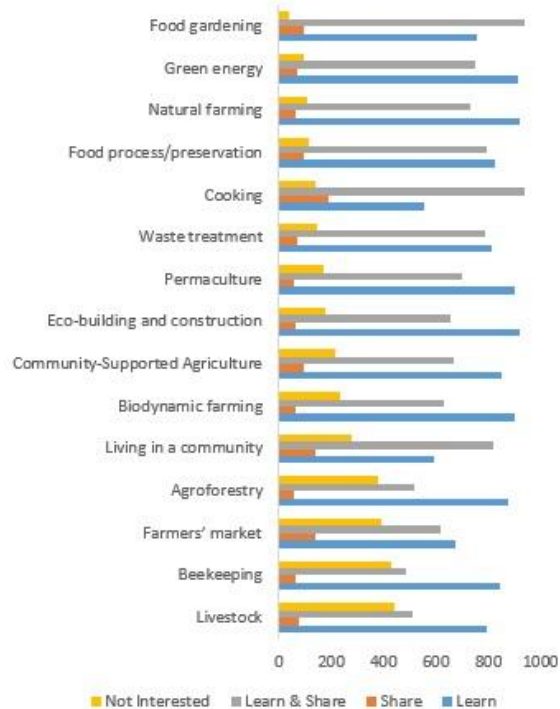


Graph 7

Interests and use

- Interest to learn / share online

What specifically would you like to 1-Learn / 2-Share online?



Graph 8

- Key phrases and websites

Favourite Google Phrases	Count
permaculture	183
permacultura	94
Selbstversorgung	94
Organic	90
sustainable	59
Wwoof	57
Organic farming	53
Permakultur	50
permakültür	41
sustainability	35
biologische landwirtschaft	31
sostenible	30
permakultura	28
bio	27
biologico	26
natural	24
Selbstversorger	22
sustainable living	21
Green	20
farming	19
agricultura biologica	18
organic food	18
fukuoka	16
Agricultura ecológica	15
Ecológico	15
organik tarim	15
agricultura	14
agricultura sostenible	14
biodinamica	14

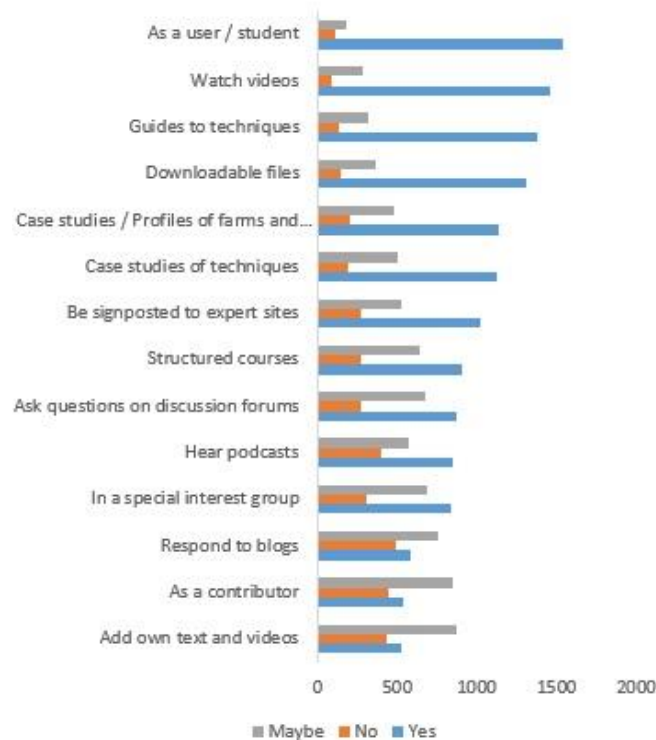
Table 1

Favourite Websites	Count
Wwoof	113
Youtube	18
bugday.org	17
woof.de	17
nessuno	16
TaTuTa	16
Woof	15
N/a	13
Buğday Derneği	12
keine	12
www.serbiaorganica.info	12
demeter	11
experimentselfbstversorgun	11
http://www.woof.net/	11
wikipedia	10
Fundacion casa casero	9
Google	9
http://experimentselfbstver:	9
Rincón del Segura	9
ser vida mujeres de La Alpu	9
www.bugday.org	9
www.woof.it	9
Wwoofing	8
www.woof.net	8
Buğday	7
http://www.permaculture.cc	7
permacultura	7
eartheasy.com	6
Permaculture magazine	6

Table 2

- Potential use of the online resource on organic farming/sustainable living

How would you use the online resource on organic farming/sustainable living?

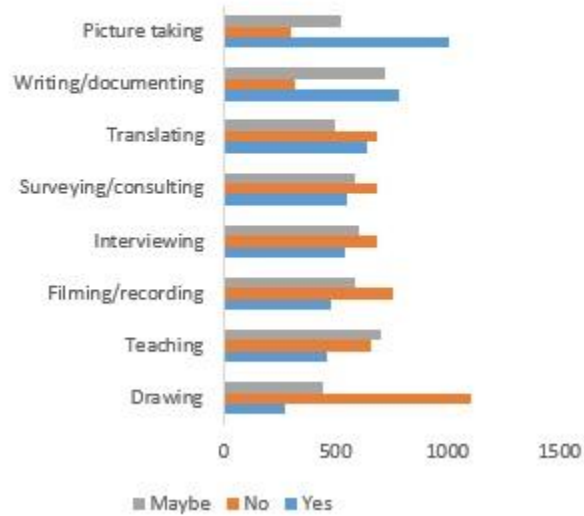


Graph 9

Contribution

- Ways of contribution to the online resource on organic farming/sustainable living

In which ways would you like to contribute to the online resource on organic farming/sustainable living?



Graph 10

Survey Questionnaire

EDVORG Survey 2014

Dear WWOOF members,

We are building a free online learning tool that will serve WWOOF members and anyone else interested in organic farming and sustainable living. Over the next two years, 10 European WWOOF organisations will work on it.

This survey aims to find out what sort of online learning you would find useful in terms of organic farming / sustainable living. It should only take you about 5-10 minutes to complete so please help us and other WWOOF members to design a really useful tool.

We are offering a prize draw for 10 people to get a year's free membership of all of the 10 European WWOOF organisations involved. We would appreciate to have your reply no later than Jan 8th 2015.

Your reply will only be used anonymously and a summary of the findings will be published on the website of the Federation of WWOOF Organisations (FoWO) at www.woof.net

WWOOF Czech, WWOOF Germany, WWOOF Hungary, WWOOF Ireland, WWOOF Italy, WWOOF Norway, WWOOF Serbia, WWOOF Spain, WWOOF Turkey, WWOOF UK

Please tell us just a bit about yourself...

How are you related to WWOOF?

-
- WWOOFer - past or present WWOOF host - past or present I have no relation to WWOOF

What is the level of your experience in organic farming/sustainable living?

-
- | | | | | | | | |
|---------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|-----------|
| | 0 | 1 | 2 | 3 | 4 | 5 | |
| No experience | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | Very high |

Why do you want to learn about organic farming/sustainable living?

-
- | | Yes | No | Maybe |
|--|--------------------------|--------------------------|--------------------------|
| To volunteer on organic farm | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| To get or make a living from organic farming | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| To learn about sustainable lifestyles | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

To educate others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To have a more sustainable lifestyle and diet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To eat more organic food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To eat own produced organic food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To sell organic food as a producer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
For college / university studies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What do you find challenging with organic farming/sustainable living?

	Don't know	Not challenging	Challenging	Very challenging
Knowing about it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Experiencing it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promoting and selling it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Finding learning resources about it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Finding like-minded people / networking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Getting finance to farm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Getting land to do it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Finding the time to do it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Understanding the law and governmental rules	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What specifically would you like to learn / share online?

	Learn	Share	Learn & Share	Not interested
Eco-building and construction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food gardening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Biodynamic farming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Permaculture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Farmers' market	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Beekeeping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community-Supported Agriculture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Green energy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food process/preservation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cooking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Living in a community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Agroforestry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Livestock	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Natural farming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Waste treatment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What are the keywords or phrases you have googled when it comes to organic farming/sustainable living? (maximum 3, please use comma (,) to separate)

How would you use the online resource on organic farming/sustainable living?

	Yes	No	Maybe
As a user / student	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
As a contributor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Downloadable files	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Structured courses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Guides to techniques	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Case studies of techniques	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Case studies / Profiles of farms and farmers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Be signposted to expert sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watch videos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hear podcasts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Respond to blogs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ask questions on discussion forums	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In a special interest group	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Add own text and videos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

In which ways would you like to contribute to the online resource on organic farming/sustainable living?

	Yes	No	Maybe
Writing/documenting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Filming/recording	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drawing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Picture taking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Translating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interviewing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Surveying/consulting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Teaching	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What web-sites on organic farming/sustainable living do you visit?
(maximum 3, please use comma (,) to separate)

If you would like to be eligible for the award, please enter your email.

Thank you for your time and Happy New Year!