

# **IBO-NEDERLAND ACTIVITY REPORT 2023**

**PROJECTS, STATISTICS & FEEDBACK**

**OCTOBER 2023**



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## FOREWORD

Welcome to IBO-Nederland's overview of 2023! In this Activity Report we look back on the year, supported by statistics and project evaluations.

In terms of numbers of volunteers, 2023 was a disappointing year. With less subscriptions and many cancellations, both for groups and individuals, we experienced a decrease in volunteers compared to the previous year. The volunteers that did go however made a positive impact and experienced cultural exchange in practice in 13 different countries.

In collaboration with our partner organisation in Uganda, we introduced a CO<sub>2</sub> emission compensation program, through which we encourage volunteers to offset their emissions of their travel to an IBO-project. We also had more supporters joining IBO, growing our group of people active in the organisation. Most of the individual volunteers this year joined a project for the first time, so we are hopeful they will join again.

Finally, we decided to bring back our end of season drink for volunteers and others involved in IBO and invited everyone of the last few years who had to miss out on the drink before. We celebrated there and hope to continue doing that!

**BELEEF  
CULTUUR  
EN  
BOUW  
MEE**

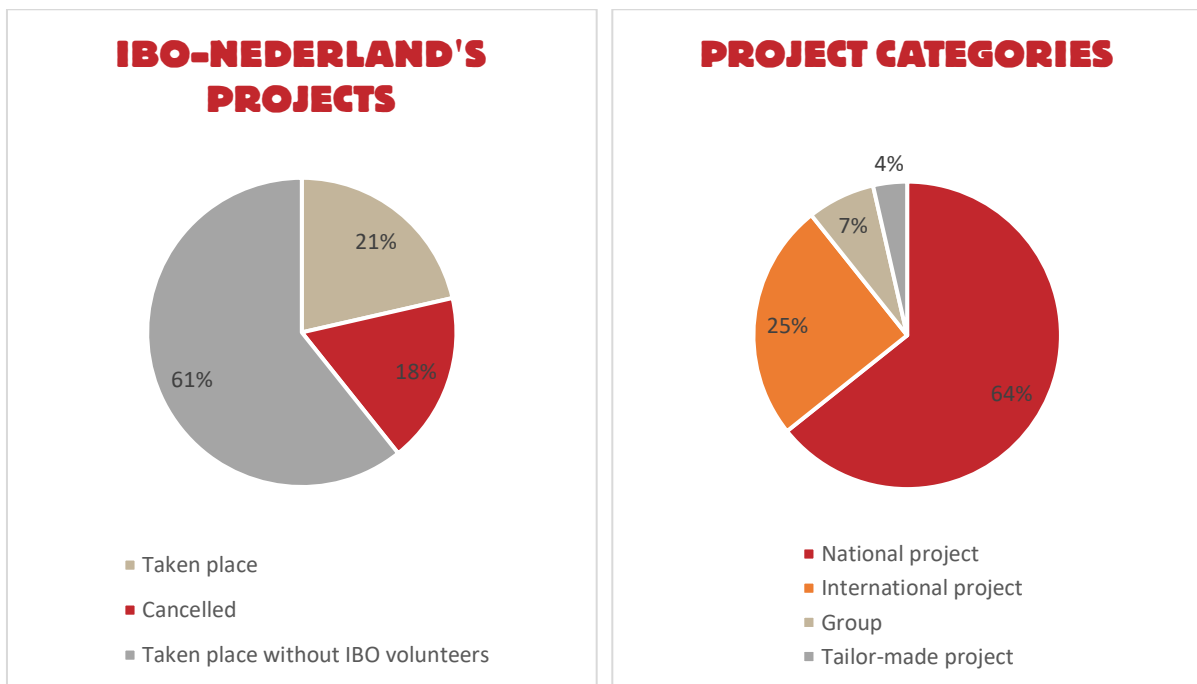
# PROJECTS

## PROJECTS IBO-NEDERLAND

In 2023, we planned both projects and fixed groups. We organised 7 international projects and worked with organisations in the Netherlands to offer 18 social holiday projects. Due to the low number of volunteers this year, we unfortunately had to cancel most of our projects. Because of many different reasons, most of the groups planning to go to a project this year did not go, only 2 groups remained. 1 volunteer did a tailor-made project.

In the overviews below, we distinguish between different project categories:

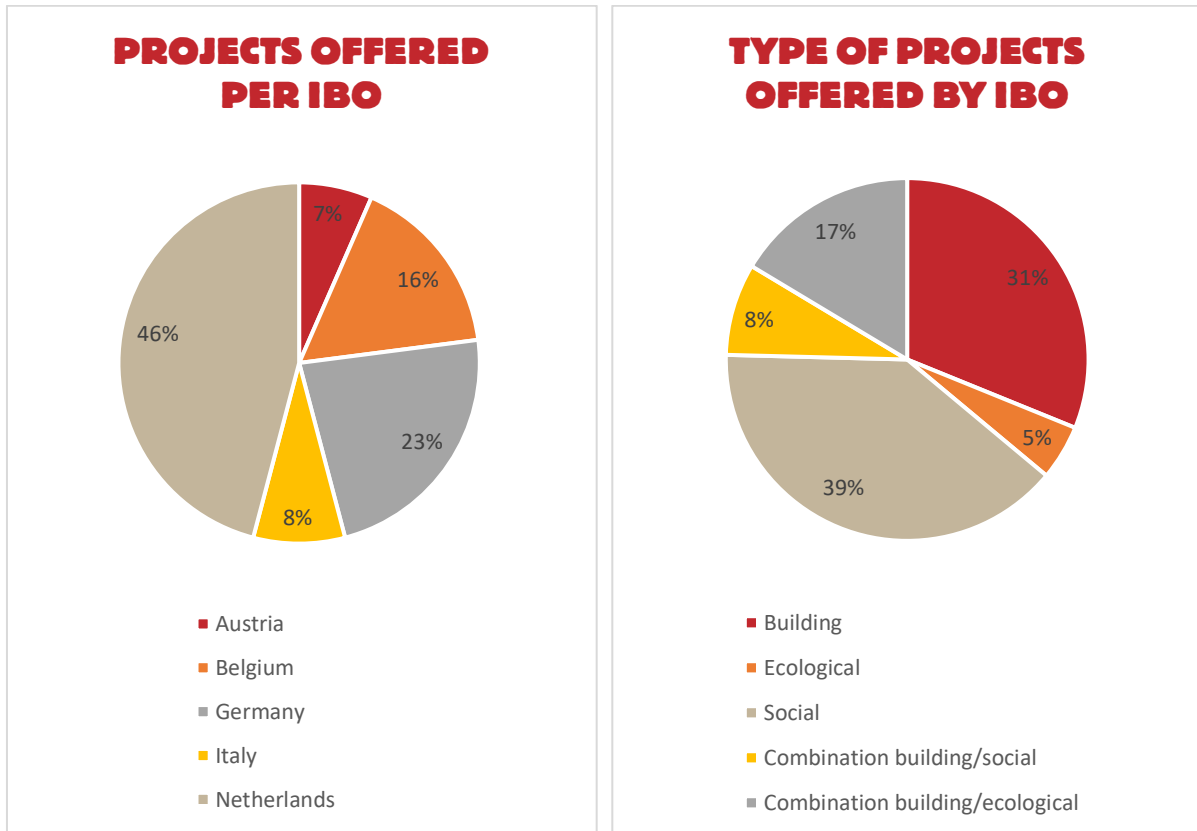
- National project: volunteers from the Netherlands volunteer in Dutch project
- International project: individual volunteers from different countries volunteer together
- Group: (Dutch) group goes abroad to volunteer
- Tailor made: one volunteer is matched to a specific project organisation



<b>PROJECT</b>	<b>TYPE</b>	<b>COUNTRY</b>	<b>DATES</b>		<b>TAKEN PLACE</b>
Onbeperkt watersporten	National	Netherlands	-	-	Yes, but without IBO volunteers
Chorzow	Group	Poland	05/06/2023	09/06/2023	Yes
Online	International	Ukraine	12/06/2023	30/06/2023	Yes, but without IBO volunteers
Straseni	International	Moldova	01/07/2023	15/07/2023	No
Weekje Weg I	National	Netherlands	07/07/2023	14/07/2023	Yes, but without IBO volunteers
Adawso	International	Ghana	08/07/2023	29/07/2023	No
Arnhem I	National	Netherlands	14/07/2023	21/07/2023	Yes, but without IBO volunteers
Weekje Weg II	National	Netherlands	14/07/2023	21/07/2021	Yes, but without IBO volunteers
Sociale Groepsvakanties I	National	Netherlands	15/07/2023	21/07/2023	Yes
Presov	International	Slovakia	15/07/2023	29/07/2023	No
Weekje Weg IX	National	Netherlands	17/07/2023	24/07/2023	Yes, but without IBO volunteers
Brezovica	International	Croatia	17/07/2023	29/07/2023	Yes
Weekje Weg III	National	Netherlands	21/07/2023	28/07/2023	Yes, but without IBO volunteers
Sociale Groepsvakanties II	National	Netherlands	22/07/2023	28/07/2023	Yes, but without IBO volunteers
Kayunga	International	Uganda	24/07/2023	13/08/2023	No
Weekje Weg IV	National	Netherlands	28/07/2023	04/08/2023	Yes, but without IBO volunteers
Sociale Groepsvakanties III	National	Netherlands	29/07/2023	04/08/2023	Yes, but without IBO volunteers
Weekje Weg V	National	Netherlands	04/08/2023	11/08/2023	Yes, but without IBO volunteers
Sociale Groepsvakanties IV	National	Netherlands	05/08/2023	11/08/2023	Yes, but without IBO volunteers
Weekje Weg VI	National	Netherlands	11/08/2023	18/08/2023	Yes, but without IBO volunteers
Sociale Groepsvakanties V	National	Netherlands	12/08/2023	18/08/2023	Yes, but without IBO volunteers
Zagreb	International	Croatia	14/08/2023	26/08/2023	No
Weekje Weg VII	National	Netherlands	18/08/2023	25/08/2023	Yes, but without IBO volunteers
Arnhem II	National	Netherlands	18/08/2023	25/08/2023	Yes
Weekje Weg VIII	National	Netherlands	25/08/2023	01/09/2023	Yes, but without IBO volunteers
Arnhem III	National	Netherlands	25/08/2023	01/09/2023	Yes, but without IBO volunteers
Straseni	Group	Moldova	04/09/2023	19/09/2023	Yes
Straseni	Tailor-made	Moldova	11/10/2023	01/11/2023	Yes

## INTERNATIONAL PROJECTS

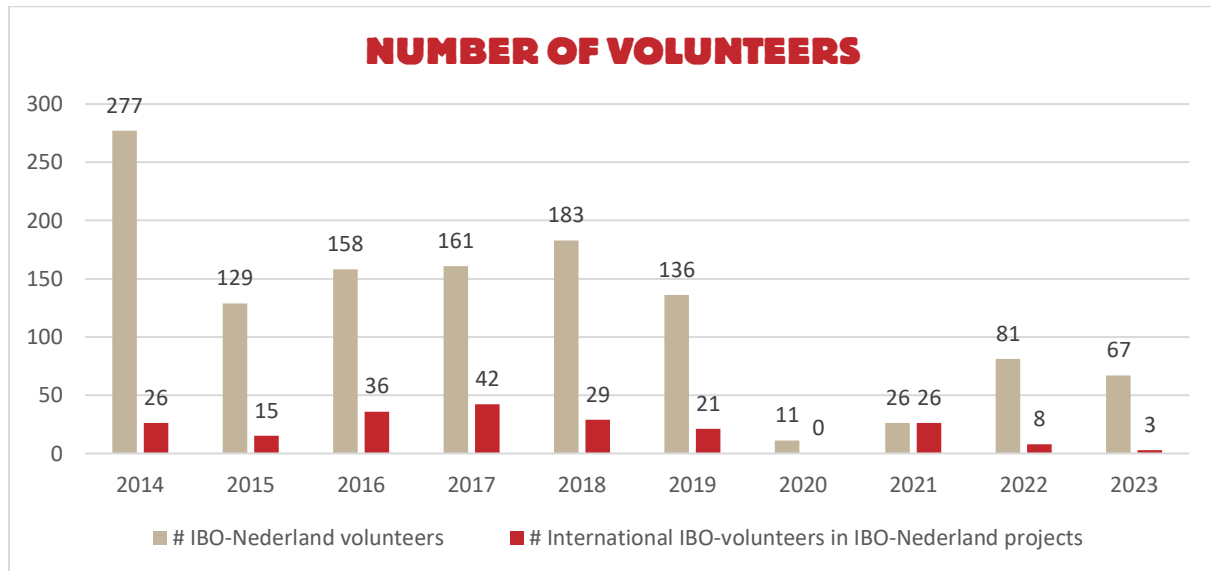
In total IBO-Nederland could offer 61 projects for individual volunteers on her website – organised by IBO-Nederland, Internationaler Bauorden DE, IBO-Italia, Bouworde BE and IBO Austria. Not all of these projects took place. Due to the large number of social holiday projects in the Netherlands, most projects took place there and are social projects. After the social projects, most on offer are building projects.



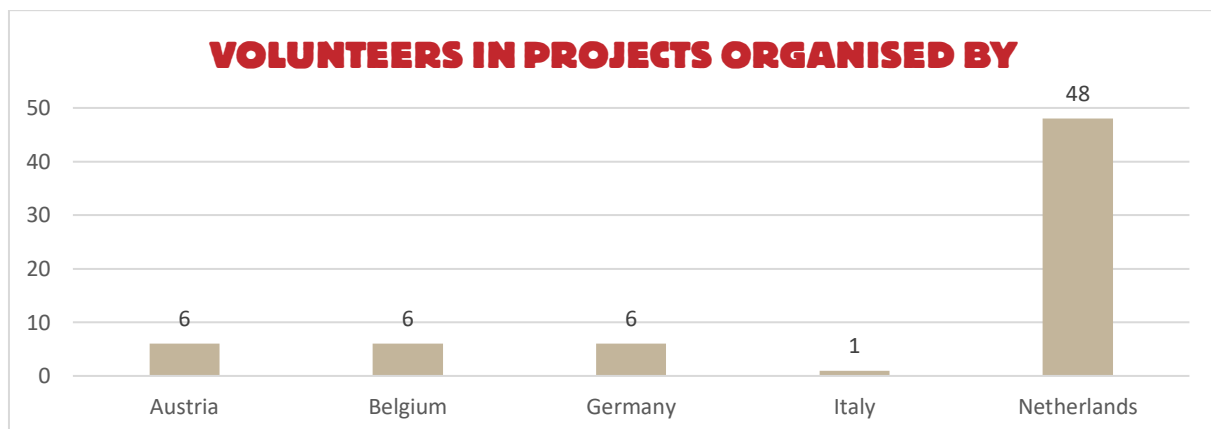
# VOLUNTEERS

## PROJECTS AND GROUPS

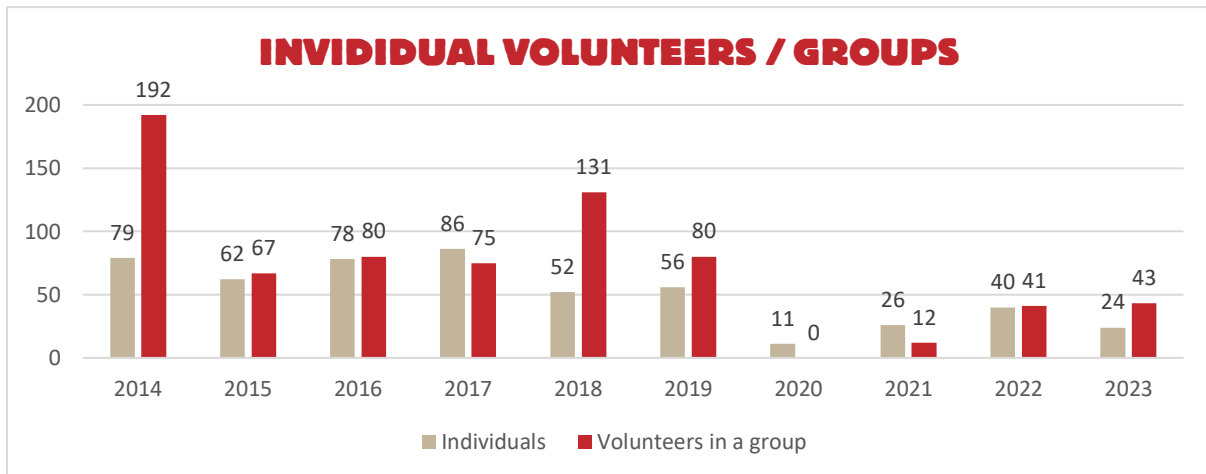
A total of 67 volunteers enrolled with IBO-NL and participated in one of the international projects, both individual and in groups. In addition, 3 international volunteers from Bouworde joined the project in Brezovica, Croatia, organised by IBO-NL.



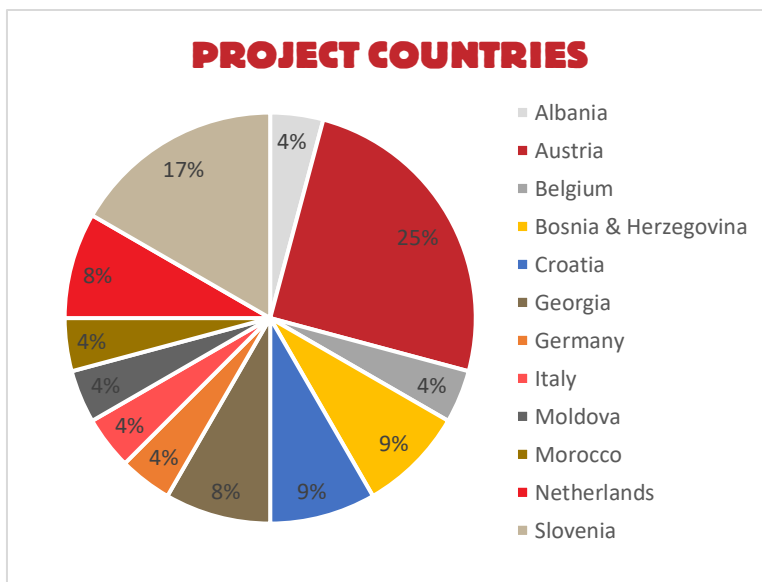
The 67 volunteers that enrolled with IBO-Nederland went to projects organised by the IBO's in Austria, Belgium, Germany, Italy and the Netherlands.



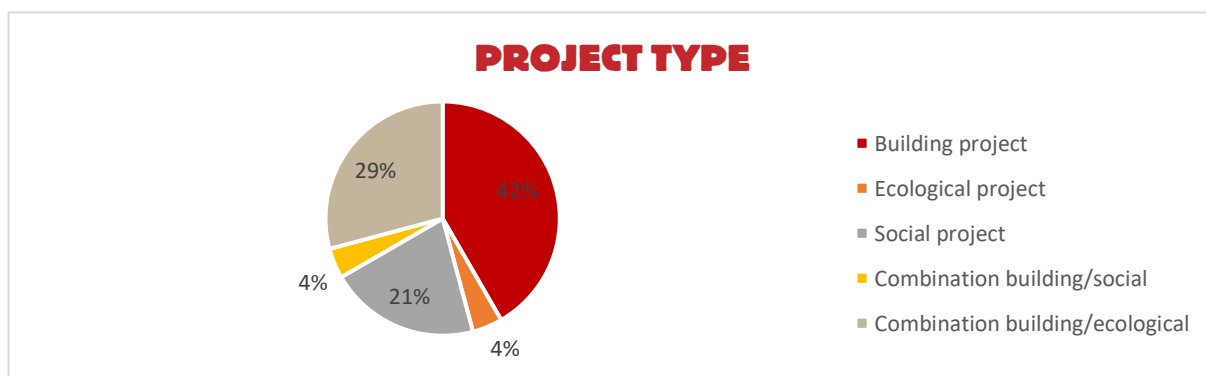
In 2023, most of IBO-volunteers joined a project with their own group, the other volunteers joined individually. One of the groups was a school, the other an association.



## VOLUNTEERS' CHARACTERISTICS

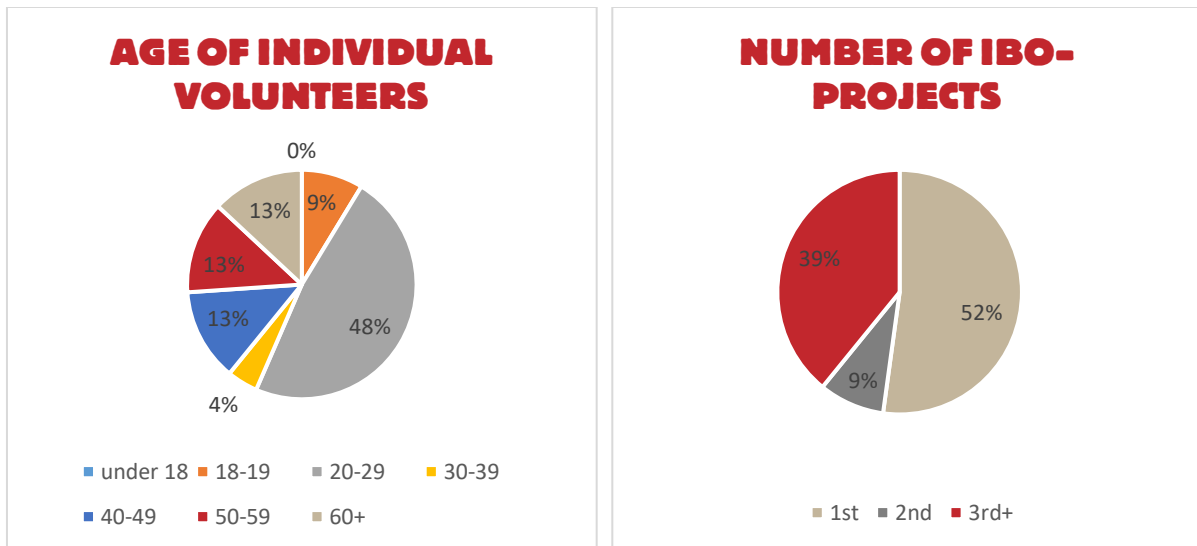


Most individual volunteers chose to join a building project, followed by a social project. The others joined either an ecological project or a combination of the different types. Volunteers went to a range of different countries. With one exception, namely the volunteer who went to Morocco, all participants volunteered in European countries.

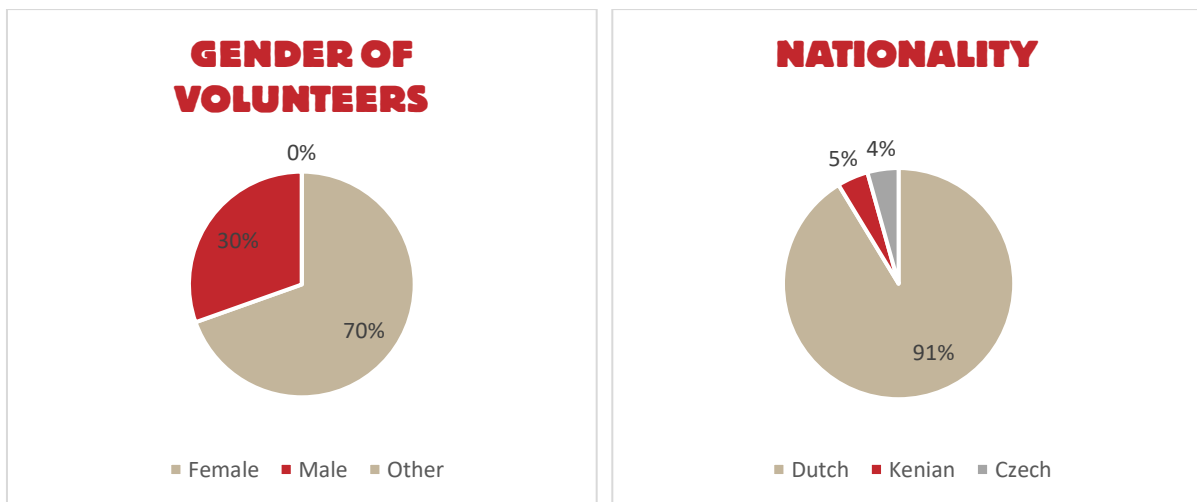




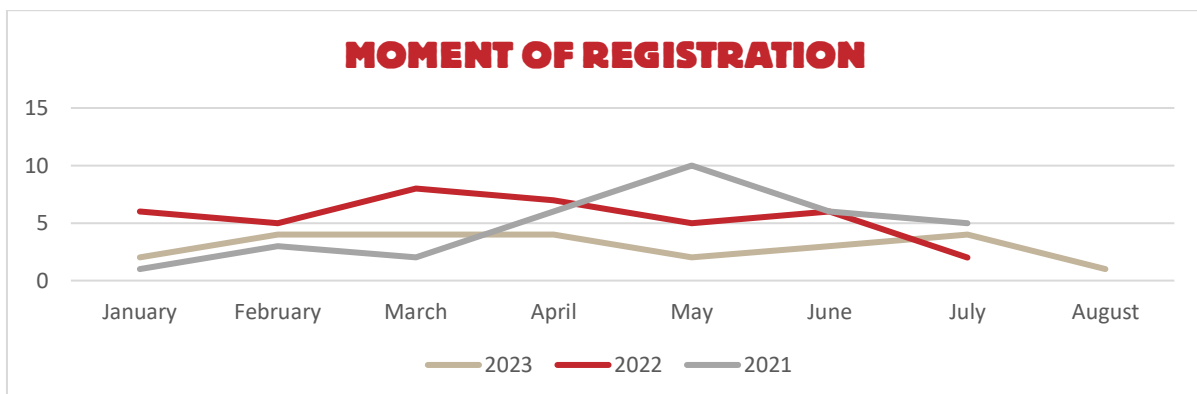
Volunteers from different age groups participated, with the majority being 20 to 29 years old. Most of them joined an IBO project for the first time, but many others had done at least two projects before.



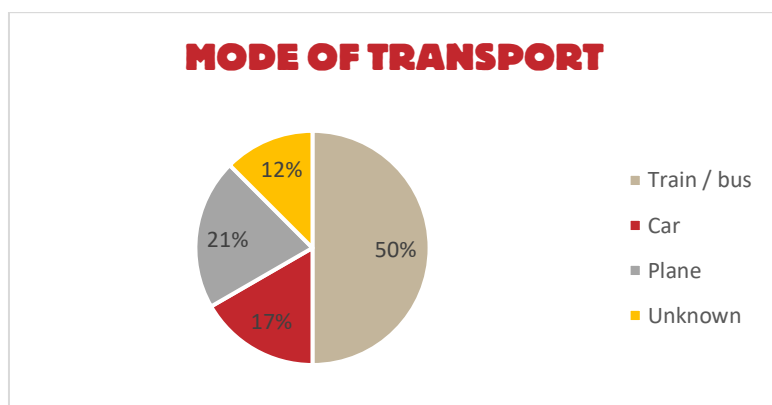
Most volunteers identified as female and were Dutch. Two international volunteers joined through IBO-Nederland, one from Czechia and one from Kenya.



Volunteers applied gradually throughout the first half of the year, a different pattern than in previous years. This graph only includes volunteers who went to a project, not those who cancelled.



We actively encouraged volunteers to travel in the most sustainable way possible, while also introducing our carbon compensation program in collaboration with our partner organisation in Uganda. Most volunteers chose to travel over land, with the majority travelling by train or bus.



### FINDING AND CHOOSING IBO

In the evaluations we ask volunteers how they found IBO-Nederland originally and why they chose to join a project with IBO, instead of another organisation, in 2023. 17 volunteers filled their evaluation form and answered these questions, resulting in the insights below.



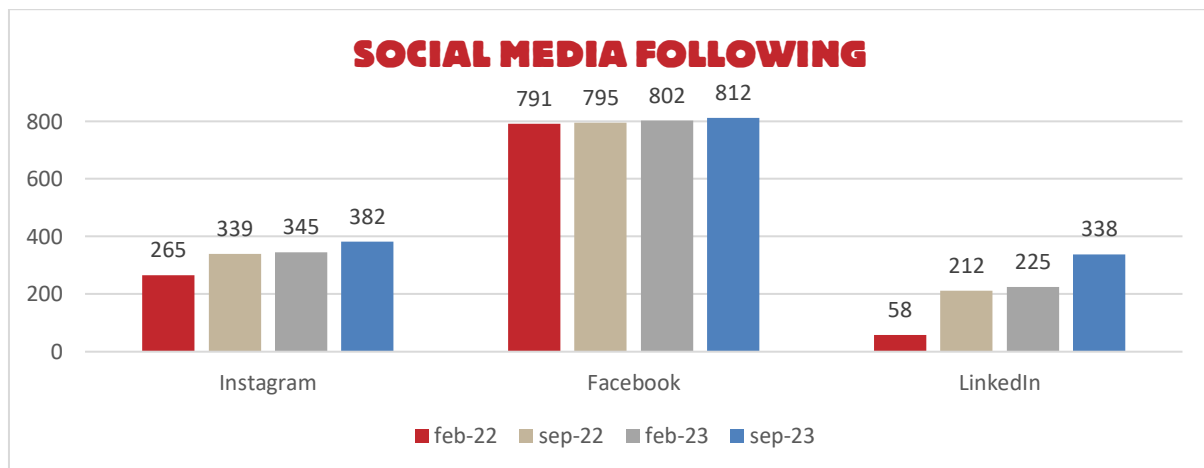
# OFFICE

## COMMUNICATION NEWSLETTER

The newsletter still has around 1450 recipients, this has remained more or less stable with unsubscribes and new subscriptions evening each other out. Around one third of the recipients opens the newsletters and the click rate differs around 5%.

## SOCIAL MEDIA

In 2022, we harmonised the looks and content of all social media channels and implemented the house style that was before only used on the website and print. This resulted in putting the same banner and profile pictures on all accounts, updating the description and cutting the pictures in the signature IBO shape. We also reviewed the target groups and related tone of voice and content for the channels, resulting in focusing LinkedIn on (potential) donors, Instagram for younger volunteers and Facebook for older volunteers. In general, we have been updating our social media channels much more frequently, with at least one post per week, which has paid off in higher engagement and more followers. From around July, we added Google My Business as a channel, where we now also post updates and pictures, so that visitors of our Google profile can immediately find more information. All of this has been continued in 2023.



### INSTAGRAM

Our Instagram following is still slowly increasing, unfortunately not at the speed we would like to see. Actively inviting and connecting with volunteers continues to help, as well as aiming to post stories and posts at least once a week. During the ‘main’ season, from April to June, in which most volunteers sign up, we used Instagram more frequently. We again invited our volunteers to share their experiences for a day during their project, resulting in several successful Instagram takeovers. Our Instagram audience is younger than our Facebook audience, the majority being 18 to 24 years old.

### LINKEDIN

In the beginning of 2022, before LinkedIn was actively used, the year our page had 56 followers and hardly any posts or interaction. It has now grown to 317 followers. Interaction and reach are still improving, on average we reach 150 – 250 people with a post, where in 2022 the reach was on average between 125 and 200 people. Interaction has also improved, with on average 5% - 10% interaction compared to 3% - 8% in the previous year.

### **FACEBOOK**

The Facebook following has been more or less stable for years, remaining around 800 followers. While we are not reaching many new people on this channel, we do have an average reach of 200-300 per post and 5-15 engagement, so although these are mostly the same people we are still reaching them. Our Facebook audience is mostly between 25 and 44 years old.

### **GOOGLE MY BUSINESS**

We started using this as a channel in 2023. It is not clear what the reach is, but since it is a low effort way of keeping our Google account up to date, we will continue.

### **WEBSITE**

The website has been well visited in 2023, although this has not resulted in more volunteers. There are still chances for improving the use of analytical insights. The menus have been cleaned up and there is looked into improving the processes for volunteers on the website. Statistics show that we 'lose' most website visitors on the project page. The project page currently consists of a list of projects, which looks unattractive and unclear to potential volunteers. It is therefore of vital importance to improve this page in the upcoming period, before the start of the new season.

### **BOUWBERICHTEN**

*Bouwberichten* is the physical newsletter that IBO-Nederland sends out 3 times a year, to donors, former volunteers and other interested parties. They were sent to around 2700 addresses (3x), but this number is now decreasing. All the receivers who are not yet structurally donating to IBO also receive a debit card, to encourage them to donate. In 2023, we have started the digitalisation of the *Bouwberichten*. This means that new volunteers will no longer receive the paper version, but instead only online. Donors can still ask for the paper version. This is both a cost-saving measure as well as a sustainability consideration, resulting in less paper newsletters.

### **STAFF**

A new project coordinator for 24 hours per week started in January. The previous project coordinator ended her employment in May, after which two project coordinators with both 24 hours per week were working in the office. They split the tasks, with one focusing on our own projects, fundraising and finances and the other on international projects and communication. The newest project coordinator resigned per September, resulting in a new round of application procedures for a replacement.

## QUESTIONNAIRE

In order to evaluate the projects, all volunteers receive an evaluation form with questions about the project, accommodation, meals, group and project information. These questions could be answered with marks from 1- 5. 17 volunteers filled out their form in 2023.

Marks
5 = very positive/ totally agree
4 = positive / agree
3 = blank / no opinion
2 = negative / disagree
1 = very negative/ totally disagree

Average marks (1 – 5)	2021 (19 forms)	2022 (26 forms)	2023 (17 forms)
Goal	4.76	4.64	4.65
Project is useful	3.88	4.52	3.88
Project is necessary	4.06	4.00	3.94
Contact with target group	3.41	4.36	3.31
Enough work to do	3.65	4.52	4.00
Enough materials	3.88	4.60	4.12
Technical guidance	3.53	4.16	3.82
Safety at work	4.12	4.28	4.12
Work was practicable	4.35	4.48	4.29
Hospitality	4.18	4.96	4.65
Accommodation	4.06	4.24	4.47
Info local situation	4.00	4.44	3.88
Meals	4.24	4.52	4.76
Contact local population	3.76	4.52	3.88
Atmosphere in the group	4.59	4.56	4.47
Number of volunteers	4.06	4.52	4.41
IBO-information	4.29	4.40	4.12
Expectation versus reality	3.88	4.48	4.00
<b>Overall mark (1-10)</b>	<b>8.3</b>	<b>8.54</b>	<b>8.06</b>