PODCAST

A Compiled Report: Spain, Belgium, Greece, Portugal, Italy and Serbia

Speak. Connect. Empower: the role of podcasting in Youth Development 📢

WP2 - Guide for Young People and Youth Workers in Digital Tools PODCast - POwer of Diverse Communities - 2024-1-ES02-KA220-YOU-000244308

Created by: Formación para el Desarrollo y la Inserción (DEFOIN)

Content

Introduction

This is the first result of the European project *"PODCast - POwer of Diverse Communities"*, with reference number *2024-1-ES02-KA220-YOU-000244308,* under the framework of *Working Package 2: Guide for Young People and Youth Workers in Digital Tools*. The project is formed by partners from Spain, Italy, Portugal, Greece, Belgium, and Serbia.

This compiled report is intended to serve as a basis for creating future project results, especially those concerning the training of young people. In order to get an idea of the framework of this report and the future materials to be created, it is important to know the general objectives of WP2, which are:

- To get to know the reality and the own, collective, and community needs faced by young people and youth workers in relation to their work with people at social risk of exclusion in terms of the use of digital tools.

- To alleviate the lack of documentation/training resources for youth workers and young people in the field of youth participation and digital content, especially linked to the use of podcasts as a tool of empowerment.

- To promote active work and up-to-date youth work links with young people at risk of social exclusion to promote their sense of belonging to a community.

Objectives

As specific objectives of this report based on national research, the consortium aimed to:

- Find out the different opinions, perspectives and ideas of young people on the use of podcasts in a passive (consumers) and active (creators) way.

- Find out the different opinions, perspectives, and ideas of youth workers on the use of podcasts as a tool for youth work.

- Find out about the different realities in the partner countries regarding the use of the podcast tool among young people.

- Investigate existing good practices and tools for youth workers in terms of podcasting initiatives.

- Identify possible gaps and shortcomings in terms of existing tools and materials for practitioners.

Methodology

In order to achieve these specific objectives, two main actions have been carried out:

- On the one hand, two significant studies have been carried out, one related to the research of tools and methodologies to work with young people at risk of social exclusion, and the other about good practices where young people are the protagonists through the podcast tool.

- On the other hand, surveys in all partners' countries have been carried out, aimed at young people (aged between 13 and 30) and youth workers. The surveys were translated into partners' languages in order to facilitate its accessibility. It is important to mention that some translations may have affected the original questions.

Each target group had specific questions to answer.

The survey results were obtained by distributing questionnaires through the partners' networks. A total of 308 people responded to the questionnaires (204 young people and 104 youth professionals) from the partner countries plus France and Cyprus.

This document is intended to be an initial basis on which the consortium will work to achieve the rest of the project's objectives, including training for young people and professionals on the use of podcasts.

Research

Youth realities: common struggles and barriers faced by young people with fewer opportunities

Across Europe, young people at risk of social exclusion share strikingly similar challenges despite differences in national contexts. Structural barriers are economic instability, lack of access to education and employment, and political disengagement, which continue to restrict their opportunities for full participation in society. The evidence from the partner countries (Spain, Belgium, Greece, Italy, Serbia, and Portugal) demonstrates that youth exclusion is not a localized issue but a Europe-wide crisis requiring urgent intervention. Some of the factors that produce an increase in the exclusion of young people are:

Economic exclusion

Economic instability is the most pervasive challenge faced by at-risk youth in partner countries. Without financial security, young people struggle to transition into independent adulthood, fuelling cycles of **poverty, dependency, and social disengagement**. According to the national research, the countries participating in this project highlighted:

- Spain and Greece report alarming youth unemployment rates (28.6% and 35%, respectively). This directly contributes to poverty and prevents young people from securing stable futures.

- Italy suffers from widespread job insecurity, with 41% of young Italians in precarious jobs. The country also sees a significant brain drain, with thousands of young people emigrating each year in search of better opportunities.

- Serbia faces extreme poverty among youth, particularly within Roma communities, which experience higher unemployment rates and social discrimination than the general population.

- Portugal and Belgium have relatively lower unemployment rates but still struggle with low wages and job insecurity, making financial independence difficult for young people.

Economic exclusion does not just affect job prospects but also has a ripple effect on all aspects of life, such as access to housing, social mobility, and overall well-being.

- In **Spain**, young people are unable to afford independent housing, with rental prices far exceeding their income.

- **Serbian youth**, facing severe income inequality, are often forced to **emigrate** or accept unstable, informal work.

- In **Portugal**, temporary work contracts and low wages mean that many young people remain dependent on their families well into adulthood.

Educational gap

Education is often seen as the key to escaping poverty; many young people across Europe still struggle to access quality education and vocational training.

- Greece and Serbia have some of the highest NEET (Not in Education, Employment, or Training) rates, with 19% of young Greeks and a large portion of Serbian youth disengaged from the education system.

- Italy's education system struggles to keep young people engaged, contributing to high dropout rates and low employment prospects for graduates.

- Belgium and Portugal perform slightly better in education accessibility, but economic barriers still prevent lower-income youth from pursuing higher education.

Political and social disengagement

Many young people across Europe feel disconnected from political processes and institutions, reinforcing a cycle of alienation. Low youth representation in decision-making bodies and a lack of policies addressing their specific needs contribute to political apathy.

- In Spain, more than 50% of young people express little to no interest in politics.

- Italy has seen an 80% drop in young politicians, meaning youth voices are largely absent from government decisions.

- Serbia's youth surveys show that nearly half of young people do not trust institutions, reinforcing a sense of hopelessness about the future.

- Belgium and Portugal have slightly higher levels of youth political participation, yet economic concerns still dominate youth priorities over civic engagement.

This disengagement is not accidental but a direct result of governments failing to provide meaningful opportunities for young people to influence policies that affect them.

Mental health and social isolation

The mental health crisis among European youth is an invisible but growing challenge. Social exclusion and economic struggles directly impact psychological well-being, leading to high levels of anxiety, depression, and hopelessness.

- Serbia reports an alarming rise in youth anxiety, particularly among those struggling with unemployment and poverty.

- Portugal identifies social isolation as a major barrier for youth who lack access to cultural and recreational activities.

- Italy and Spain have high levels of stress among young people, linked to job insecurity, economic struggles, and political alienation.

Despite the clear connection between social exclusion and mental health issues, few governments have implemented youth-centered mental health policies to address this growing concern.

While youth exclusion is a shared challenge, each country has unique barriers that further complicate the issue.

Country	Specific Barriers
Spain	Severe housing crisis, making youth independence unattainable.
Belgium	Regional inequalities between Brussels, Wallonia, and Flanders create uneven opportunities.
Greece	Extreme gender inequality and rural exclusion leave young women and NEET youth behind.
Italy	Brain drain of young professionals weakens economic and social stability.

Serbia   Roma youth face extreme poverty and systemic discrimination.

Portugal Cultural and social isolation limit youth participation in civic and creative initiatives.

Use of Podcast in partners countries

Podcasts have emerged as a powerful and preferred medium for engaging and empowering young people. It has become an increasingly popular medium across Europe, with significant differences in adoption and audience engagement among countries. While some nations among the partner countries (for example, Spain and Italy) have embraced podcasts as a key tool for youth engagement, others lag behind due to digital divides, lack of infrastructure, or limited awareness of the medium's potential.

The flexibility of the format, allowing on-the-go consumption, has made it a valuable tool for engaging audiences who may otherwise disengage from traditional media. While some countries, such as Spain and Italy, have well-established podcast cultures with millions of regular listeners, others, such as Serbia and Greece, are still in the early stages of widespread podcast adoption.

A common trend across these European countries is that young people make up a significant portion of podcast listeners, often using mobile devices to access content. Moreover, the topics of interest vary, with news, personal development, and entertainment dominating listenership in Western Europe, while social issues, activism, and education gain traction in Southern and Eastern Europe.

Spain has positioned itself as one of the top podcast-consuming countries in Europe, with 39.2% of internet users regularly listening to or downloading podcasts. This figure highlights a sharp increase from previous years, reflecting the growing penetration of digital audio content. Spanish youth are particularly active in this space, with listeners under 24 making up the largest demographic segment. Mobile devices dominate podcast consumption as they offer flexibility in when and where content can be accessed. Spanish-language podcasts are preferred over content in Catalan or English, reinforcing the importance of local and culturally relevant content.

Podcast consumption in Belgium is steadily increasing, with 39% of Belgians now listening to podcasts, marking a 10% increase from 2022. The most substantial

growth is observed among 25-45-year-olds, suggesting that younger audiences are gradually becoming a key segment in the Belgian podcast ecosystem.

However, regional disparities exist, with Flanders exhibiting higher digital engagement than Wallonia and Brussels. The latter regions, which have higher poverty rates, also experience lower digital inclusion, which may affect access to podcasting resources.

Unlike Spain and Belgium, Greece has yet to establish a strong podcasting culture among young people. The format remains relatively underdeveloped, with limited structured use in youth work or digital engagement programs.

One of the key challenges is the low awareness and availability of youth-oriented podcast content.

Italy is one of the strongest podcast markets in Europe, with 12 million monthly listeners. Notably, 39% of podcast consumers are under 35, demonstrating the medium's relevance among younger generations.

A defining characteristic of the Italian podcasting landscape is the high engagement rate. Studies show that 62% of listeners complete full podcast episodes, and the number of people who listen to entire podcast series has increased significantly compared to previous years.

Another trend in Italy is that podcasts are often used as a multimedia reference, with 68% of listeners reporting that they have read a book after hearing about it in a podcast, surpassing the activation rate of social media (59%).

Despite its overall strong podcasting ecosystem, Italy faces regional disparities similar to those in Belgium, with northern regions showing higher engagement than the south. Initiatives like IncluCity are attempting to use podcasts as tools for social inclusion, particularly in underprivileged urban areas.

Portugal stands out as one of the few European countries that actively integrates podcasts into youth participation initiatives. The country hosts the only national podcast festival, demonstrating institutional recognition of podcasting as a valuable tool for education and community building.

Portuguese youth engagement in podcasting is still relatively low. One challenge Portugal faces is ensuring that podcasts reach socially vulnerable youth, as many marginalized communities still lack digital access. Nevertheless, the proactive efforts to incorporate podcasting into non-formal education and community

development projects make Portugal an example of how digital storytelling can be used for youth engagement.

Podcasting in Serbia has grown since the COVID-19 pandemic, particularly on YouTube and Spotify, but it remains a niche medium compared to Western European nations.

Young Serbians listen to 2-5 podcasts per month, indicating that the format is gaining some traction but is not yet mainstream. The primary barriers to widespread adoption include low digital literacy among disadvantaged youth and limited production infrastructure for independent podcast creators.

Thus, while Spain and Italy lead in podcast adoption, Greece and Serbia lag behind, primarily due to low digital engagement and limited podcasting infrastructure. Belgium and Portugal, though not as advanced as Spain or Italy, show strong potential with growing grassroots initiatives and institutional support, respectively.

The accessibility of podcasts is a key factor in their relevance to young people. With the widespread availability of smartphones and internet access, podcasts can be easily accessed anytime and anywhere. This convenience allows young listeners to explore a vast array of topics that interest them, from science and technology to arts and culture. The ability to listen on the go, whether commuting to school or at home, makes podcasts an integral part of their daily lives.

Moreover, the diversity of content available in podcasts caters to the varied interests and needs of young people. Podcasts can cover niche topics that may not be addressed in traditional media, providing a voice to underrepresented communities and perspectives. This diversity fosters a sense of inclusion and belonging, encouraging listeners to explore new ideas and viewpoints. It also helps them develop critical thinking skills and a broader understanding of the world around them.

The intimate nature of podcasts also plays a significant role in their impact on young people. Unlike other forms of media, podcasts create a personal connection between the host and the listener. The conversational tone and storytelling format make listeners feel like they are part of a dialogue rather than passive recipients of information. This intimacy can be particularly empowering for young people as it validates their experiences and emotions and encourages them to engage more deeply with the content.

Furthermore, podcasts can serve as a valuable educational resource for young people. Many podcasts are designed to be informative and educational, covering topics such as history, science, and personal development. By presenting information in an engaging and accessible manner, podcasts can enhance learning and stimulate intellectual curiosity. They can also provide practical advice and guidance on issues relevant to young people's lives, such as mental health, career development, and social relationships.

Tools, initiatives, and methodologies to promote youth participation

Youth participation is crucial for fostering inclusive, democratic, and socially engaged societies. Youth workers employ a variety of tools, initiatives, and methodologies to ensure that young people —especially those at risk of social exclusion— can actively engage in their communities. These approaches range from digital education programs and grassroots activism to podcasting and non-formal education initiatives.

Across all six countries, youth participation efforts share several common characteristics:

- Digital Literacy & Online Engagement: Youth workers increasingly use digital platforms, podcasts, and social media to engage young people who may feel disconnected from traditional forms of civic participation.

- Non-Formal Education: Many programs emphasize experiential learning, mentorship, and skill-building rather than traditional classroom-based education.

- Community-Based Initiatives: Local youth centers, volunteer programs, and municipal projects play a crucial role in ensuring inclusive participation.

- Focus on Marginalized Groups: Many initiatives target NEET youth (Not in Education, Employment, or Training), rural youth, and ethnic minorities who face higher risks of social exclusion.

While all six countries share common goals in promoting youth participation, their methodologies vary significantly:

Country	Key Approach to Youth Engagement

Spain   Digital storytelling, youth councils, and civic participation programs.

Belgium   Digital inclusion, grassroots activism, and youth-led projects.

Greece   Volunteering, non-formal education, and sustainability-focused youth work.

Italy   Structured volunteer service (Servizio Civile Universale) and local youth councils.

Serbia   Youth activism, digital storytelling, and political engagement.

Portugal Podcasting, media-driven participation, and innovation-based youth work.

Good Practices of Podcast

This section compiles different good practices around partner countries.

Country	Name of the Good Practice	Why it is a Good Practice	Link to the Podcast
Spain	Voces ON	Young people from the area have created an initiative by and for teenagers and young people to share and give a voice to interesting topics for this generation.	https://www.youtube.com/@voceson/featured
Spain	¿Quién dijo miedo? ("Who said fear?")	Aims to raise awareness of human rights and human rights violations in different corners of the world.	https://www.es.amnesty.org/podcast/quien-dijo-miedo/
Belgium	Teen Story	Shares personal experiences of adolescents, tackling identity and activism.	https://www.rtbf.be/article/podcast-teen-story-15-recits-inspirants-d-adolescence-11430593
Belgium	Festival de Podcasts Oreilles Rebelles	Promotes the voices of marginalized communities through independent podcasting.	https://www.micros-rebelles.fr/site/
Greece	Green is Easy	Promotes green alternatives and sustainability through engaging podcast content.	https://open.spotify.com/show/72TyXcHTabP82I9zvPtVHE
Greece	Volunteers Sharing Their Experiences	Greek volunteers sharing experiences volunteering abroad, fostering youth engagement.	https://hellenicyouthparticipation.com/resource.php?type=Podcasts

Greece	Podcast: Employ Yourself in Culture	Encourages young people to explore career opportunities in the cultural sector through podcasting.	https://open.spotify.com/show/5EBAqNlBIrnQpALpm0MwUN
Greece	Crips Talk	A podcast tackling issues around disabilities and empowerment in Greek society.	https://open.spotify.com/show/2IkbNKBVFPl9EAvwJ95qz4
Greece	AUEB Cast	University podcast engaging students and professors in discussions about education and youth life.	https://open.spotify.com/show/00ILSngMTLBHwT5gai6YMf
Italy	GreenPizza	The first podcast created by the well-known non-governmental organization Greenpeace.	https://youtube.com/playlist?list=PL9K79cTnSG22Zsl-LxPnGvPTHoom6n-xf&feature=shared
Italy	Uguali	A podcast produced by the independent international organization ActionAid, whose mission is to ensure equal rights and equity worldwide.	https://open.spotify.com/show/0Tsg5Kt2iCBQJGTU9vx6tc
Italy	Noi siamo i giovani	A podcast series promoted by the Italian National Agency.	https://open.spotify.com/show/5ZEApUGWOzXh2LsxIvdXgQ
Serbia	Youth Rights Talks	Explores identity, cultural ties, and peace initiatives among Serbian youth.	https://www.youtube.com/playlist?list=PLY_KSLbuCz0r1B1WTQCv1BhZm-p4C8es9
Serbia	Mladi o mladima	A youth podcast featuring discussions on self-employment, volunteering,	https://freemedia.rs/tag/sa-mladima-o-mladima/

		and challenges young people face.	
Serbia	Umologija	Breaks stereotypes about mental health through youth-led storytelling.	https://fabrikakreativnosti.com/category/fpodcast/umologija/
Serbia	Zdrava priča sa mladima	A teen podcast discussing important topics affecting young people in Serbia.	https://www.instagram.com/zdravapricasamladima/
Portugal	O Ambiente É Fixe!	Engages youth in environmental awareness through podcasting and social initiatives.	N/A
Portugal	Ponto de Luz	A podcast giving voice to young people on mental health, social inclusion, and equality.	https://open.spotify.com/show/2IoEH2FPXaqKwzrAkbISNz
Portugal	PODES	Encourages youth engagement on citizenship and democracy through youth-produced podcasts.	https://podes.pt/
Portugal	O Falar Criativo	A podcast exploring creativity, personal development, and cultural innovation.	http://falarcriativo.com/
Portugal	A Portuguesa	A Portuguesa podcast featuring interviews with inspiring young professionals and entrepreneurs.	https://www.rtp.pt/play/podcasts

And what role can podcasts play in reducing social exclusion among young people? Like any other media, podcasts are a way of communicating with other people and obtaining new information. The diversity of topics covered by podcasts makes this

medium a great source of stimulus and knowledge not only for young people but for all kinds of audiences. Moreover, as previously mentioned, the format in which they are developed -many understand it as the evolution of radio- allows them to be accessed at almost any time and from practically any device.

Thus, podcasts, beyond being a mere entertainment tool, can act as a powerful source of dissemination and exchange of perspectives. Through podcasts, young people can find the opportunity to learn about social issues in an engaging and easily accessible way. In this way, podcast creation and listening can act as an agent against misinformation and marginalisation, allowing creators and listeners to express themselves, get different opinions, testimonies, and points of view, and create a community.

Survey results

To find out what young people and youth workers think about podcasts and how podcasting can help to reduce the risk of exclusion in young people, the partners of the European Project PODCast have designed a survey targeted to youth workers and young people. The survey is composed of closed and open questions.

It was carried out through Google Forms. Partners decided to translate the questionnaire into partners' languages for greater accessibility. In turn, the information obtained will be used by the consortium to create future project materials and activities.

Below are the results of the survey.

The total number of respondents was 308. From them, 33,8% corresponds to the youth workers category and 66,2% corresponds to the young people category.

Puntuación obtenida

Youh workers
33,8%

Young people
66,2%
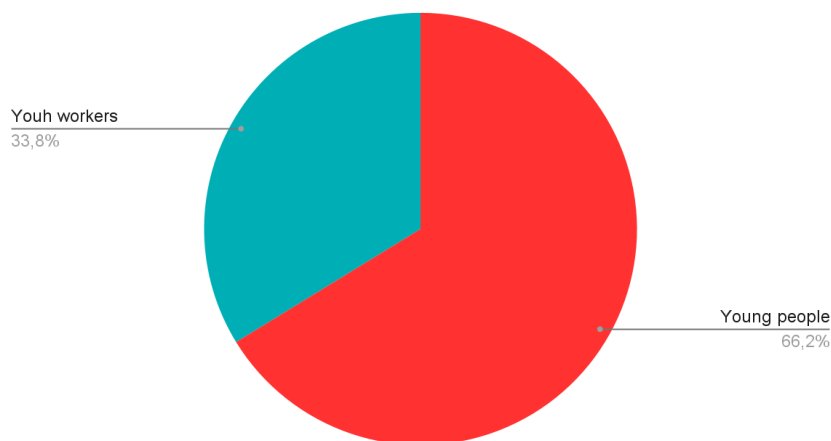
Youth workers

Youth workers are a fundamental piece in the growth and development, both personal and professional, of youth, especially those at risk of social exclusion. Their point of view and opinions are relevant to include realistic perspectives in our work within the framework of this project.

The total number of responses received from youth workers was 104. In this subsection, it will be represented according to the demographic data and the one related to the podcasting from their perspectives.

- **Countries represented:**

- Spain: 25 (24%)

- Portugal: 21 (20%)

- Greece: 20 (19%)

- Serbia: 19 (18%)

- Belgium: 12 (12%)

- Italy: 5 (5%)

- Cyprus: 2 (2%)

- **Gender breakdown:**

  - Female: 65 (63%)

  - Male: 30 (29%)

  - Non-binary: 4 (4%)

  - Prefer not to say: 5 (5%)

Usually, women are more represented in social and care work, with more than half of the respondents.

- **Age range:**

  - 16–18 years: 1 (1%)

  - 19–25 years: 8 (8%)

  - 26–30 years: 43 (41%)

  - 31–40 years: 26 (25%)

  - +41 years: 26 (25%)

Most of the youth workers are still considered within the range of young people.

- **Barriers faced:**

  - 50% reported no barriers.

  - 11% experienced social barriers (gender, sexual orientation).

  - 11% faced economic barriers (low income).

  - 4% cited mental health barriers.Some noted combinations of barriers (around 7%).

What impact do you think podcasting has on the lives of teenagers and young people?

The main ideas that youth workers exposed in the answers were related to:

- o **Empowerment and voice:** Most youth workers (approx. 75%) believe podcasts empower young people to express themselves.

- o **Learning and education:** About 60% indicated that podcasts are a tool for non-formal education and lifelong learning.

- o **Inspiration and community building:** Over 50% mentioned building communities and connecting diverse youth through storytelling.

How would you measure the success of a podcasting project aimed at empowering young people?

The main ideas that youth workers exposed in the answers were related to:

- o **Reach and engagement:** 70% proposed measuring the number of listeners, shares, and feedback.

- o **Youth participation:** Around 60% highlighted the level of youth involvement in the production and development as a key indicator.

- o **Impact on skills/confidence:** 40% suggested qualitative measures such as increased self-confidence and improved communication skills.

What key topics or themes would you prioritize in a youth-focused podcast?

The main ideas that youth workers exposed in the answers were related to:

- o **Mental health and well-being** (mentioned by 65%).

- o **Social inclusion and diversity** (60%).

- o **Career development and entrepreneurship** (50%).

Young people

The survey then set out questions for the young people. The questions and their answers are listed below. **Total of respondents:** 204.

- **Countries represented:**

- Portugal: 78 (38%)

- Serbia: 35 (17%)

- Spain: 30 (15%)

- Greece: 29 (14%)

- Belgium: 16 (8%)

- Italy: 15 (7%)

- France: 1 (0.5%)

- **Gender breakdown:**

  - Female: 117 (57%)

  - Male: 79 (39%)

  - Others (non-binary, genderfluid, unusual answers): 8 (4%)

- **Age range:**

  - 13–15 years: 16 (8%)

  - 16–18 years: 65 (32%)

  - 19–25 years: 79 (39%)

  - 26–30 years: 42 (21%)

  - 31–40 years: 2 (1%)

Our surveyed people were mostly between 16-25 years old.

- **Barriers faced:**

  - 95 (47%) reported no barriers.

  - 34 (17%) faced **economic barriers**.

  - 12 (6%) reported **social barriers** (gender, sexual orientation).

  - 10 (5%) faced **mental health barriers**.

Other barriers were combinations of economic, social, and geographical issues.

Have you ever listened to a podcast?

Response	Number	%	Spain	Portugal	Serbia	Belgium	Italy	Greece	France
Yes	194	95%	29 (97%)	71 (91%)	35 (100%)	16 (100%)	14 (93%)	28 (97%)	1 (100%)
No	10	5%	1 (3%)	7 (9%)	0 (0%)	0 (0%)	1 (7%)	1 (3%)	0 (0%)

Podcast listening is extremely high in all countries, especially Serbia, Belgium, and France (100%).

While listening to podcasts, do you also like to watch the video recording?

Response	Number	%	Spain	Portugal	Serbia	Belgium	Italy	Greece	France
Yes	127	62%	20 (67%)	62 (79%)	22 (63%)	1 (6%)	7 (47%)	15 (52%)	0 (0%)
No	77	38%	10 (33%)	16 (21%)	13 (37%)	15 (94%)	8 (53%)	14 (48%)	1 (100%)

Key points:

- Belgium prefers audio-only (94% no video).
- Portugal and Spain show high interest in video podcasts.

How often do you listen to podcasts/ videopodcasts?

Frequency	Number	%	Spain	Portugal	Serbia	Belgium	Italy	Greece	France
Daily	26	13%	4 (13%)	4 (5%)	9 (26%)	2 (12%)	1 (7%)	6 (21%)	0 (0%)
Weekly	56	27%	6 (20%)	15 (19%)	13 (37%)	6 (38%)	6 (43%)	10 (34%)	0 (0%)

Monthly	38	19%	5 (17%)	10 (13%)	6 (17%)	4 (25%)	7 (50%)	6 (21%)	0 (0%)
Rarely	72	35%	13 (43%)	40 (51%)	7 (20%)	4 (25%)	1 (7%)	6 (21%)	1 (100%)
Never	12	6%	2 (7%)	9 (12%)	0 (0%)	0 (0%)	0 (0%)	1 (3%)	0 (0%)

- **Key Points**:

  - Serbia and Greece have more daily listeners.

  - Portugal and Spain show higher rates of rare or never listening.

What kind of podcasts do you enjoy?

- **Entertainment (music, TV, celebrities)** → 60%

- **Storytelling (comedy, interviews, true crime)** → 55%

- **Up-to-dateness (news, politics, societal issues)** → 50%

- **Educational content** → 40%

- **By Country**:

  - Spain: Entertainment, Education, Social topics.

  - Portugal: Entertainment, Storytelling, Leisure.

  - Serbia: Education, News, Storytelling.

  - Belgium: Entertainment, News, Education.

  - Italy: Entertainment, News, Leisure.

  - Greece: News, Personal Development, Storytelling.

  - France: Leisure, Education.

- **Key Points**:

  - Entertainment dominates across countries.

  - Serbia and Greece show more political/educational podcast interest.

Have you ever created a podcast?

Response	Number	%	Spain	Portugal	Serbia	Belgium	Italy	Greece	France
Yes	34	17%	6 (20%)	6 (8%)	10 (29%)	4 (25%)	5 (33%)	3 (10%)	0 (0%)
No	170	83%	24 (80%)	72 (92%)	25 (71%)	12 (75%)	10 (67%)	26 (90%)	1 (100%)

- **Key Point**:

  - Most of the surveyed young people have never created or participated in the creation of a podcast.

  - Italy, Serbia, and Belgium have the highest rates of young podcast creators.

To find out more, we asked participants who created or participated in the creation of a podcast **how their experiences were,** and in general, they showed a positive experience where they learnt different things, such as editing, use of different tools, communicative and technical skills, among other less relevant.

In order to know more about their experiences, we asked them what kind of **tools they used for sharing a podcast**. This was a multiple-choice question with the possibility to add more tools. Among the most relevant ones, they highlighted **YouTube and Spotify**; Ivoox is not too popular among the participants surveyed. On the other side, some of them also mentioned iCloud, Podbean, Deezer, and Podcast r.s

For editing podcasts, we also asked to dive into the experience of young people who have already participated in the creation of a podcast: the most popular ones are **Capcut and Audacity**, as well as Adobe Creative Suite. Canva is not popular for post-editing. Other tools that participants mentioned were Reaper, Videopad, Tonac, and Inshot.

Also, it is important to mention that there are some preferred tools that participants in the survey highlighted. Several participants mentioned that having good tangible materials is highly important (microphones, cameras, laptops, etc), although intangible materials are important as well, for example, sharing good content and being charismatic. Editing is another important part, being **Audacity** the most popular tool among the surveyed people, as mentioned before. Besides

the ones already mentioned, some participants also include Davinci Resolve, Zencastr, Adobe Audition, Reaper, Record, Premiere/Sony Vegas, and Inshot.

Do you think podcasting could be a way to express your ideas, thoughts, or emotions?

Response	Number	%	Spain	Portugal	Serbia	Belgium	Italy	Greece	France
Yes	175	86%	28 (93%)	67 (86%)	32 (91%)	14 (88%)	12 (80%)	21 (72%)	1 (100%)
Maybe	21	10%	2 (7%)	8 (10%)	2 (6%)	1 (6%)	2 (13%)	6 (21%)	0 (0%)
No	8	4%	0 (0%)	3 (4%)	1 (3%)	1 (6%)	1 (7%)	2 (7%)	1 (0%)

- **Key Point**:

  - 86% of young people see podcasting as a real tool for expression.

What topics would you like to talk about in a podcast?

- **General Favorite Topics**:

  - **Mental health and well-being** → ~60%

  - **Social inclusion, diversity, and human rights** → ~55%

  - **Education, career paths, entrepreneurship** → ~50%

  - **Culture and arts** → ~40%

  - **Personal stories and life experiences** → ~35%

- **By Country**:

  - Spain: Mental health, diversity

  - Portugal: Education, social issues

  - Serbia: Human rights, entrepreneurship

  - Belgium: Arts, social inclusion

  - Italy: Career, mental health

  - Greece: Mental health, diversity

How important is it for you to have a space to express yourself freely without judgment?

Response	Number	%	Spain	Portugal	Serbia	Belgium	Italy	Greece	France
Very important	154	75%	25 (83%)	54 (69%)	28 (80%)	11 (69%)	11 (73%)	24 (83%)	1 (100%)
Important	42	21%	5 (17%)	20 (26%)	6 (17%)	4 (25%)	3 (20%)	4 (14%)	0 (0%)
Slightly important	6	3%	0 (0%)	3 (4%)	1 (3%)	1 (6%)	1 (7%)	0 (0%)	0 (0%)
Not important	2	1%	0 (0%)	1 (1%)	0 (0%)	0 (0%)	0 (0%)	1 (3%)	1 (0%)

- **Key Points**:

  - 96% of young people say that having a safe, judgment-free space is important or very important.

What impact do you think podcasting has on the lives of teenagers and young people?

- A large majority (approx. 65%) said podcasts offer a **space for free expression and sharing opinions**.

- Many linked podcasts with **mental health support** and **awareness building**.

- Focus on **learning new skills** and **getting inspired by different success stories** (about 60%).

- Highlighted the **importance of belonging to a community** through shared experiences   (~70%).

Overall main ideas:

- 60% believe **podcasts give youth a voice**.

- 55% feel **it helps with self-confidence**.

- 50% think podcasts can **fight social isolation**.

Challenges faced when trying to create a podcast (Multiple choice)

- **Top challenges (General):**

- **Lack of technical skills** (editing, recording) — ~60%

- **Lack of equipment or resources** — ~55%

- **Lack of self-confidence** — ~45%

- **Difficulty finding topics or guests** — ~30%

- **Key by country:**

  - Spain: Lack of technical skills, resources

  - Portugal: Technical skills, confidence

  - Serbia: Equipment, networking issues

  - Belgium: Resources, content planning

  - Italy: Confidence, technical tools

  - Greece: Technical skills

Would you be interested in receiving training or guidance on creating your own podcast?

Response	Number	%	Spain	Portugal	Serbia	Belgium	Italy	Greece	France
Yes	147	72%	23 (77%)	56 (72%)	28 (80%)	10 (63%)	12 (80%)	17 (59%)	1 (100%)
Maybe	45	22%	5 (17%)	15 (19%)	5 (14%)	5 (31%)	3 (20%)	10 (34%)	0 (0%)
No	12	6%	2 (6%)	7 (9%)	2 (6%)	1 (6%)	0 (0%)	2 (7%)	1 (0%)

- **Key Point**:

  - Huge interest (**72%** said **Yes**).

  - **Serbia** and **Italy** are especially eager for training.

Do you think creating a podcast could improve your confidence in expressing yourself?

Response	Number	%	Spain	Portugal	Serbia	Belgium	Italy	Greece	France
Yes, significantly	121	59%	17 (57%)	49 (63%)	22 (63%)	7 (44%)	8 (53%)	18 (62%)	0 (0%)

Response	Number	%	Spain	Portugal	Serbia	Belgium	Italy	Greece	France
Yes, a little	61	30%	8 (27%)	16 (21%)	11 (31%)	6 (38%)	6 (40%)	13 (45%)	1 (100%)
Maybe	15	7%	3 (10%)	5 (6%)	2 (6%)	2 (13%)	1 (7%)	2 (7%)	0 (0%)
No, not really	7	4%	1 (7%)	3 (4%)	0 (0%)	1 (6%)	0 (0%)	0 (0%)	0 (0%)

- **Key Point**:

  - 89% of young people believe podcasting would increase their confidence.

What skills could you develop by creating a podcast? (Multiple choice)

- **Top Skills (General):**

  - **Communication skills** — ~70%

  - **Technical skills** (audio recording/editing) — ~60%

  - **Creativity and critical thinking** — ~50%

  - **Teamwork and project management** — ~40%

- **Top country notes**:

  - Spain: Creativity and communication

  - Portugal: Technical editing

  - Serbia: Project management

  - Belgium: Communication

  - Italy: Creativity and technical skills

  - Greece: Communication and critical thinking

How do you think podcasting could help you connect with others? (open question)

- **Top themes (General)**

  - **Creating communities** based on shared interests → ~50%

- **Connecting through storytelling** → ~40%

- **Feeling less isolated** → ~30%

- **By country**:

    - **Spain**: Creating new spaces for dialogue.

    - **Portugal**: Socializing and opening up to others.

    - **Serbia**: Building networks and working in teams.

    - **Belgium**: Trust and deep connections through authentic discussions.

    - **Italy**: Discovering people with similar interests.

    - **Greece**: Broadening networks through shared conversations.

Do you feel podcasting could help you feel more included in your community or society?

Response	Number	%	Spain	Portugal	Serbia	Belgium	Italy	Greece	France
Yes	68	33%	10 (33%)	16 (21%)	15 (43%)	5 (31%)	7 (47%)	14 (48%)	1 (100%)
Maybe	78	38%	9 (30%)	32 (41%)	14 (40%)	9 (56%)	5 (33%)	9 (31%)	0 (0%)
Not sure	30	15%	5 (17%)	12 (15%)	6 (17%)	0 (0%)	1 (7%)	6 (21%)	0 (0%)
No	28	14%	6 (20%)	18 (23%)	0 (0%)	2 (13%)	2 (13%)	0 (0%)	1 (0%)

- **Key Point**:

    - Over 70% feel that podcasting can strengthen social inclusion or at least maybe.

What type of podcasting initiatives would most appeal to you? (Multiple choice)

- **Top Preferred Initiatives**:

    - **Workshops or training on podcast creation** → ~65%

    - **Community podcasts (working together)** → ~60%

    - **Storytelling platforms (personal stories)** → ~55%

- **Podcasts focusing on youth issues** → ~50%
- **By Country**:
  - Spain: Community projects, personal storytelling
  - Portugal: Workshops and technical training
  - Serbia: Youth activism and rights
  - Belgium: Storytelling and skills development
  - Italy: Workshops, entrepreneurship podcasts
  - Greece: Storytelling, mental health projects

What would encourage you to get involved in a youth podcasting initiative? (Multiple choice)

- **Main Motivations**:
  - **Free access to equipment and resources** → ~70%
  - **Supportive mentors and coaching** → ~65%
  - **Opportunities to collaborate with others** → ~60%
  - **A chance to raise awareness about important topics** → ~55%
  - **Recognition or public visibility** → ~45%
- **By Country**:
  - Spain: Free resources, mentoring
  - Portugal: Equipment, raising awareness
  - Serbia: Collaboration opportunities
  - Belgium: Supportive guides and networking
  - Italy: Mentorship and community
  - Greece: Free resources, social impact

Conclusions and Recommendations

Podcasting today is increasingly seen as more than just a new media trend. For both youth workers and young people, it represents a powerful channel for personal growth, community building, and meaningful expression. Throughout the survey, both groups demonstrated a strong belief in the positive impact that podcasting can have on young people's lives.

The majority of young people — an impressive 95% — reported having listened to a podcast. Youth workers emphasized that podcasts are effective tools to empower youth, allowing them to develop communication skills, share their stories, and build their identity.

Moreover, podcasting is not just passive listening. Seventy-two percent of young people showed clear interest in learning how to create their own podcasts. They don't want to remain only listeners; they aspire to become content creators, leaders, and voices for their generation.

This aspiration was equally recognized by youth workers, who highlighted that the success of a podcasting initiative depends on active youth participation —when young people truly own the process.

Yet, the journey is not without obstacles. Many young people pointed out that a lack of technical skills (editing, recording) and a lack of access to proper equipment were major barriers. Similarly, youth workers stressed the importance of mentorship, guidance, and access to resources to truly empower young creators. This shows a clear need for practical, inclusive training programs that combine technical skills development with creative freedom.

Beyond skills, both young people and youth workers recognized the deeper impact of podcasting on self-confidence and social inclusion. Almost nine out of ten young respondents stated that creating podcasts could boost their confidence in speaking and expressing themselves. They view podcasts as safe spaces — places where they can share their emotions, discuss sensitive topics, and connect with others who understand them. Youth workers echoed this, underlining the role of podcasting in creating communities, fighting social isolation, and giving marginalized youth a platform to be heard.

The content young people wish to address through podcasting is profoundly meaningful.
Rather than focusing only on entertainment, they expressed a strong desire to talk

about mental health, social inclusion, diversity, entrepreneurship, and personal stories.

They want to engage with real-world issues that reflect their lived experiences and challenges.

This deep and thoughtful interest shows the maturity and social awareness of today's youth and their wish to participate actively in shaping the society they live in.

When asked what would encourage them to join podcasting initiatives, young people were very clear:

They need free access to equipment, support from mentors, opportunities for collaboration, and recognition for their work.

Youth workers fully agreed, affirming that resources, training, and supportive environments are essential to allow young people to fully engage and flourish through podcasting.

In summary, podcasting holds extraordinary potential to become a central tool for youth empowerment.

It offers a unique combination of technical education, personal expression, social connection, and civic engagement.

However, for this potential to be realized, we must ensure that podcasting:

- Remove barriers by providing training and equipment,

- Create safe spaces for free and authentic expression,

- Focus on real, meaningful topics that matter to young people,

- Encourage youth leadership and give them ownership of their stories.