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yEUcycling

**RESEARCH ON THE CAPACITIES OF
YOUTH ORGANIZATIONS TO INTEGRATE
CYCLING IN THEIR ACTIVISTIC ACTIONS**



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1. SAMPLE DESCRIPTION

Analysis of statistical data within the “yEUcycling” research with local youth organizations includes a sample of 30 respondents from Serbia, Croatia, and North Macedonia. The research was implemented within the project “yEUcycling - Inspiring cycling-based social activism among young people in Europe” which is co-funded by the European Union. Its goal is to assess the capacities of local youth organizations to integrate cycling and other sports as a methodology in their activist actions and initiatives for promoting inclusion and active citizenship.



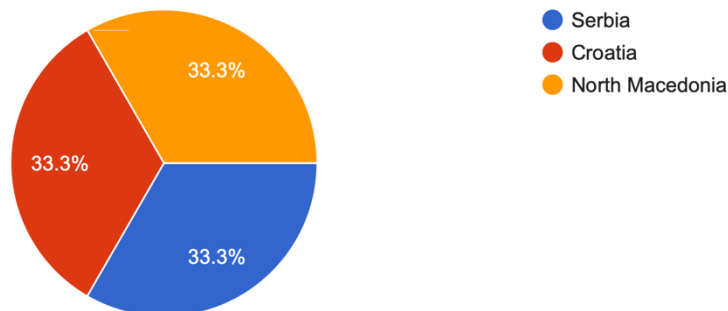
The research was divided into four thematic units: **1.** Introduction, **2.** Capacities for conducting social activist actions, **3.** Capacities for utilizing sport in social activist actions and **4.** General knowledge and experience of the organization with policy aspect of social issues.

The above-mentioned thematic units will be analyzed on the basis of the data collected by the online questionnaire. The following paragraphs represent a presentation of the descriptive statistics of all variables in the research in order to determine general trends, and make research conclusions about the researched issue.

1.1. THEMATIC UNIT 1 - Introduction

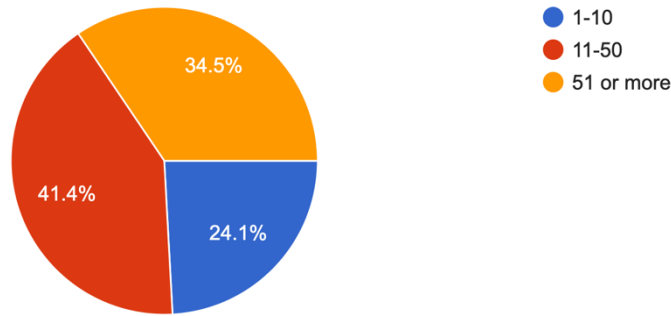
The analysis will begin with an overview of the results from the first thematic unit - Introduction. This unit enables us to examine the characteristics of the sample based on the country of the organization, the number of members, and dominant areas of work.

Graph 1: In which country is your organization located?



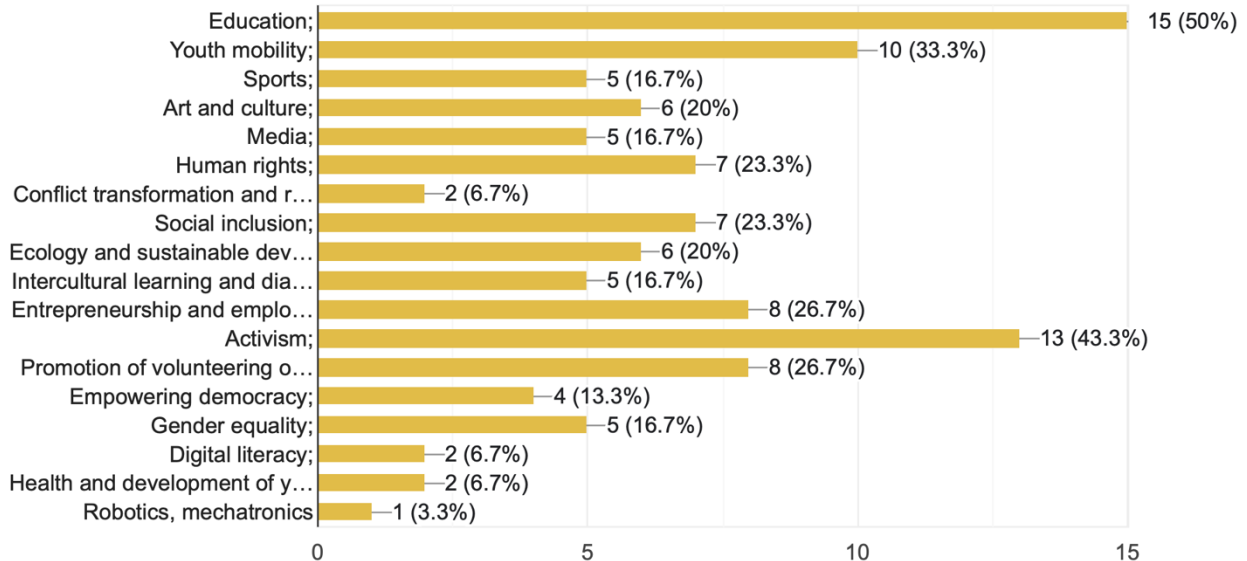
The number of responses is equally distributed between the three countries in which the research was conducted, with 10 organizations surveyed per Serbia, Croatia, and North Macedonia. This was done to ensure equal representation of all three countries involved in the project and ensure statistically relevant research data.

Graph 2: How many members do you have including volunteers?



Among the organizations that took part in the research, there are 41% medium-sized ones with 11-50 members, 34,5% large ones with over 51 participants, and 24% small ones with less than 10 members.

Graph 3: What are the main areas of work of your organization?

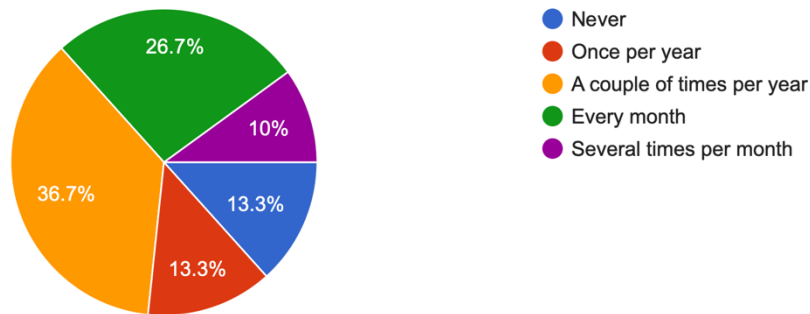


When it comes to the main areas of work of organizations, we asked them to select up to 3 responses that best fit their profile. The most prevalent areas of work are education (50%), activism (43%), and youth mobility (33%). On the other hand, areas of work related to health, digital literacy, conflict transformation, and robotics/mechatronics were the least common.

1.2. THEMATIC UNIT 2 - Capacities for conducting social activistic actions

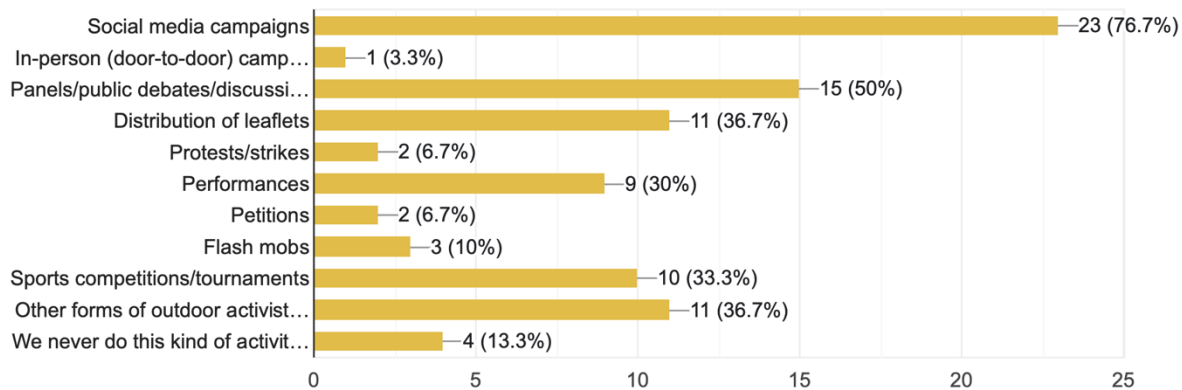
This section of the research was dedicated to assessing and analyzing the overall capacities of local youth organizations to conduct social activistic actions in their communities.

Chart 4: How often does your organization implement activistic actions in your local community?



The responses to this question showed that the biggest portion of organizations implements activistic actions a couple of times per year (36,7%) or every month (26,7%). Only 13% of surveyed organizations never implement these types of actions in their communities.

Chart 5: What forms do activistic actions take?



When it comes to the form of activistic actions implemented by the researched organizations, the most prevalent ones are social media campaigns and public panels/debates and discussions, with 76,7% and 50% of respondents selecting these options, respectively. Door-to-door campaigns, protests, petitions, and flash mobs were the least represented forms of activistic actions.

Chart 6: Capacities to utilize and implement the main elements of conducting social activist campaigns

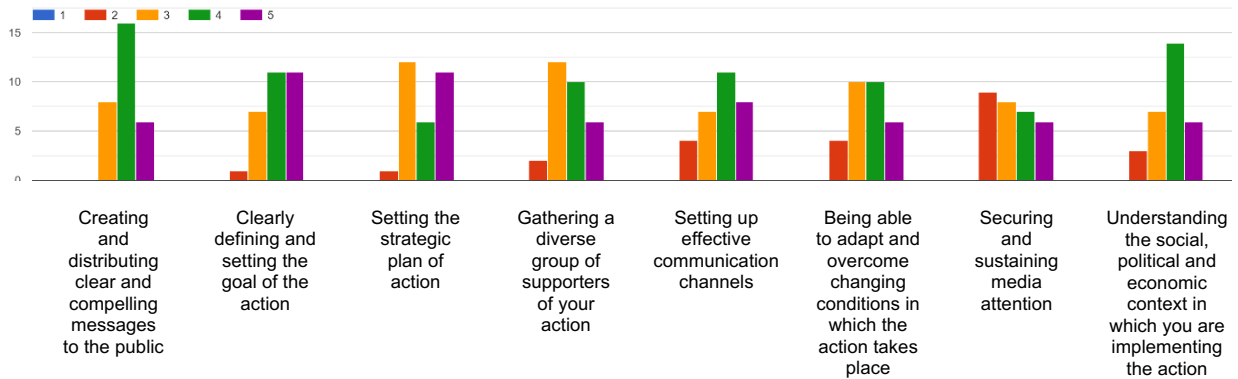
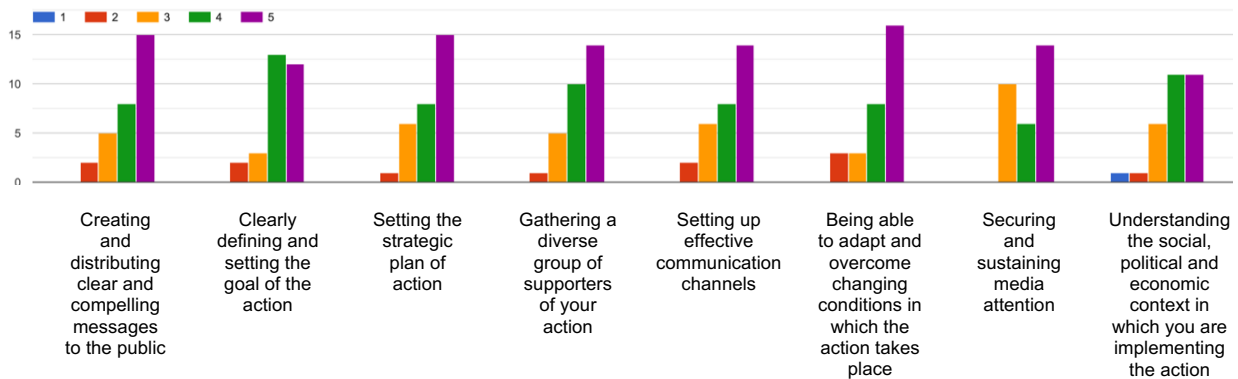


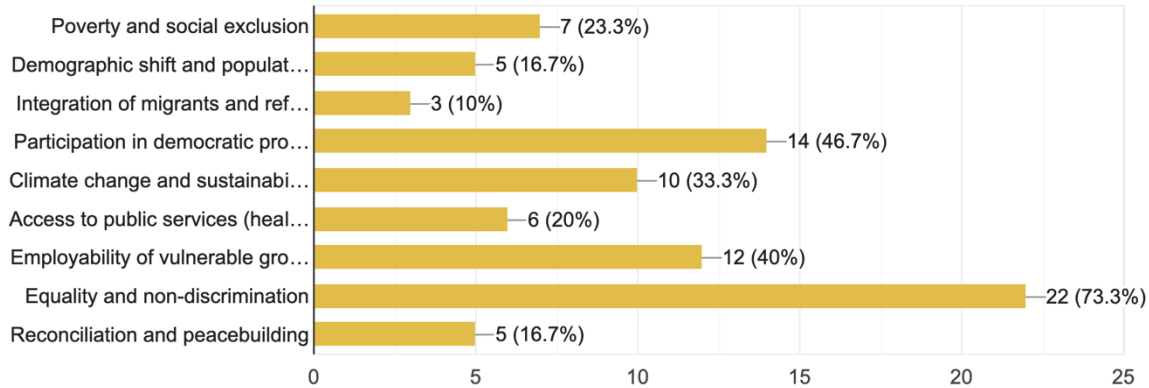
Chart 6 shows the capacities of organizations to implement or manage different aspects of social activist actions. The results show that the organizations have the lowest capacities when it comes to securing and sustaining media attention, adapting and overcoming changing conditions in which their actions take place, and setting up effective communication channels. The graph also shows that the surveyed organizations gave the highest marks for their capacities to create and distribute clear and compelling messages to the public and for understanding the social, political, and economic context in which they operate.

Chart 7: The willingness of organizations to improve capacities for implementing successful social activist actions



Responses to this question showed that the interest in capacity building for the offered elements of activist actions' implementation is mostly equally distributed. Organizations showed the most interest in improving their capacities for adapting and overcoming conditions in which their action takes place, creating and distributing clear and compelling messages to the public, and setting the strategic plans for their actions.

Chart 8: Which social challenges the organizations are most interested to engage on

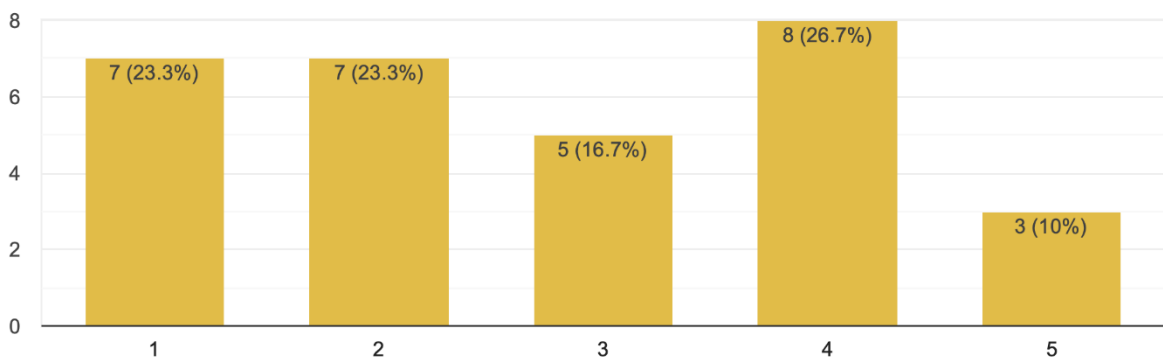


Organizations were asked to select up to 3 burning social challenges in Europe that they are willing to get committed to working on. Responses showed that 73,3% of them are interested in working on equality and non-discrimination, 46,7% choose to engage on improving participation in democratic processes and 40% opted for working on employability of vulnerable groups.

1.3. THEMATIC UNIT 3 - Capacities for utilizing sport in social activist actions

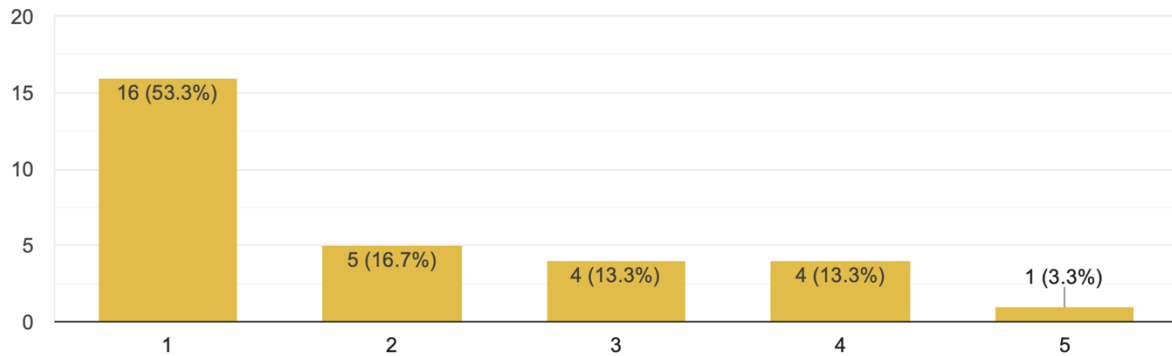
The third thematic unit was dedicated to the analysis of the capacities, experiences, and interests of youth organizations to utilize sports as a tool when implementing social activist actions.

Chart 9: To what extent is sport part of the organization’s methodological and strategic approaches when implementing social activist actions



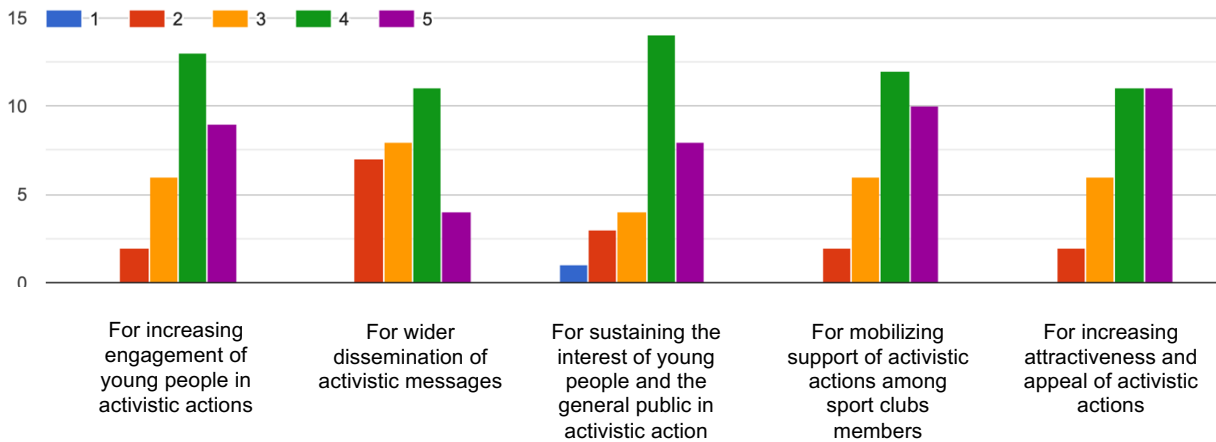
On a scale of 1 to 5, close to 47% of organizations choose the two lowest grades for the involvement of sports in their social activist action, while just over a third of them rated themselves with 4 or 5. This shows that sport remains underutilized in this aspect of youth work and activism.

Chart 10: How much experience do organizations have in integrating cycling into their social activistic actions



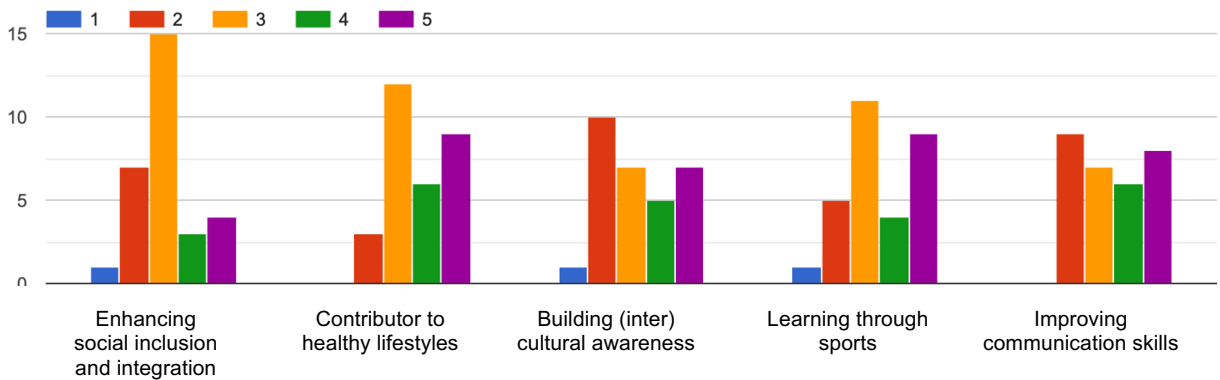
As for the experience of youth organizations in utilizing cycling in their activistic actions the survey showed that it is on a low level, with over a half of organizations stating that they have no experience at all. Only 5 out of 30 organizations marked their experience with the two highest grades.

Chart 11: Perception of the usefulness of sports in the main aspects of the social activistic actions' implementation



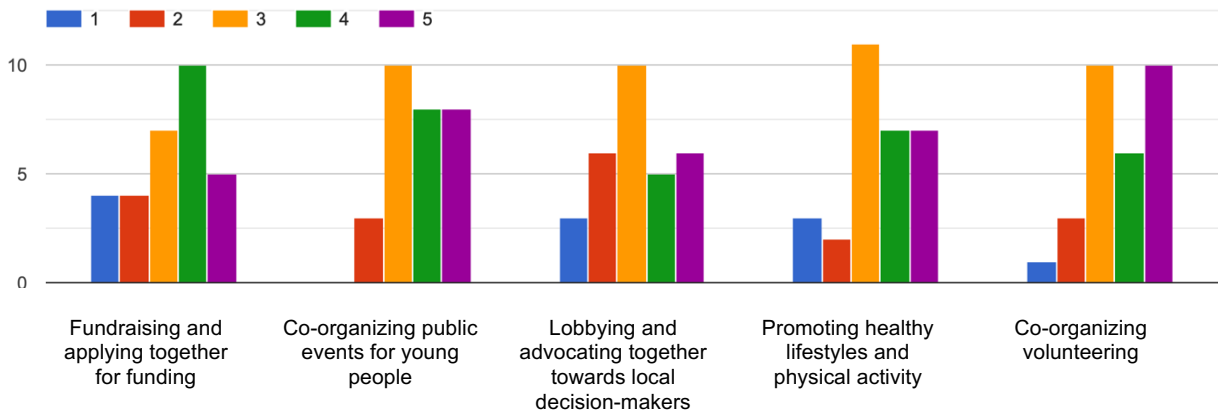
Responses to this question show that organizations positively rate the usefulness of sports in most aspects of the implementation of social activistic actions. This is especially pronounced for options “Sustaining the interest of young people and the general public in the activistic action”, “Increasing engagement of young people”, and “Increasing attractiveness and appeal of activistic actions”.

Chart 12: Familiarity of youth organizations with the societal aspects and uses of sports



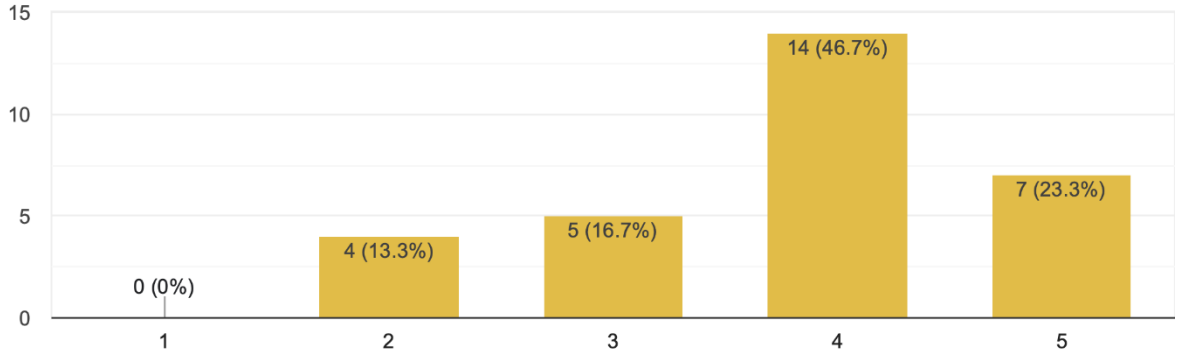
As shown in graph 13, organizations are not well familiarized with most of the listed societal aspects and uses of sports. The exceptions were, unsurprisingly, aspects related to healthy lifestyles and learning through sports. On the other hand, the knowledge of using sports for enhancing social inclusion or for improving communication skills is on a relatively low level.

Chart 13: Capacities of organizations for cooperation with local sports clubs



When it comes to the capacity for cooperation with local sports clubs the results showed that there is a moderate level of experience and knowledge among youth organizations. The capacities for co-organizing volunteering programs and implementing public events, as well as promoting healthy lifestyles, were marked with slightly higher grades.

Chart 14: How much should youth organizations work together with sports clubs on overcoming social issues related to inclusion and active citizenship

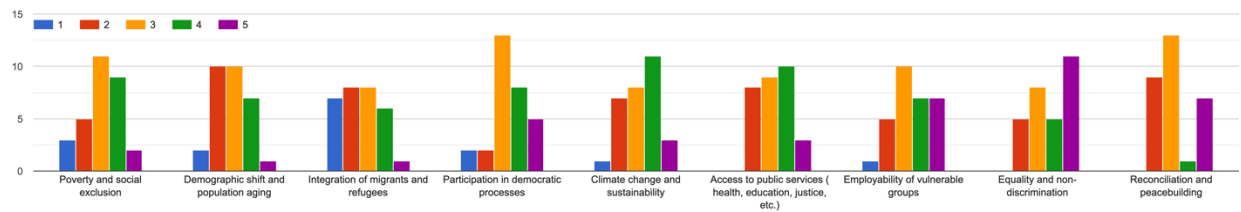


The responses to this question show that organizations that have participated in the research are mostly highly interested in partnering with local sports clubs on overcoming social issues, with 70% of them stating that there is a high level of need for cooperation in this field.

1.4. THEMATIC UNIT 4 - General knowledge and experience of the organizations with policy aspect of social issues

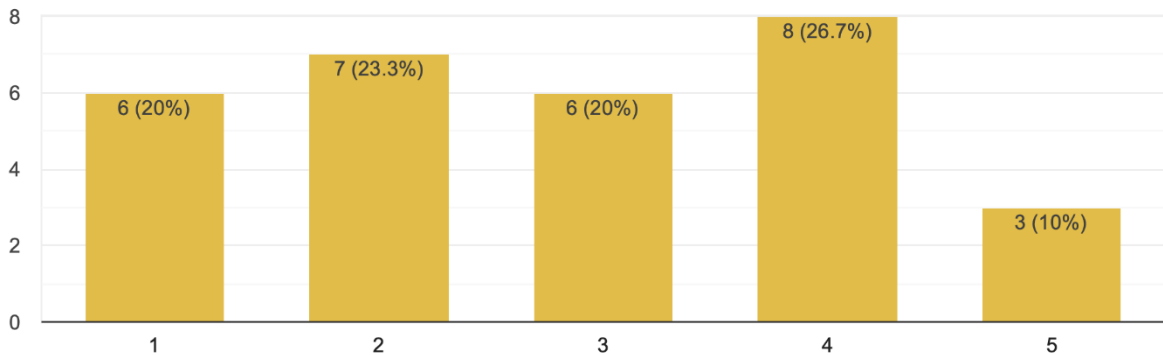
The final thematic unit of the research was dedicated to establishing how well the organizations are informed about social strategies and legislature on the European level and how much experience they have in tackling some of the main social challenges that are currently actual.

Chart 15: Experience and knowledge of organizations working on the following topics related to the social challenges in Europe



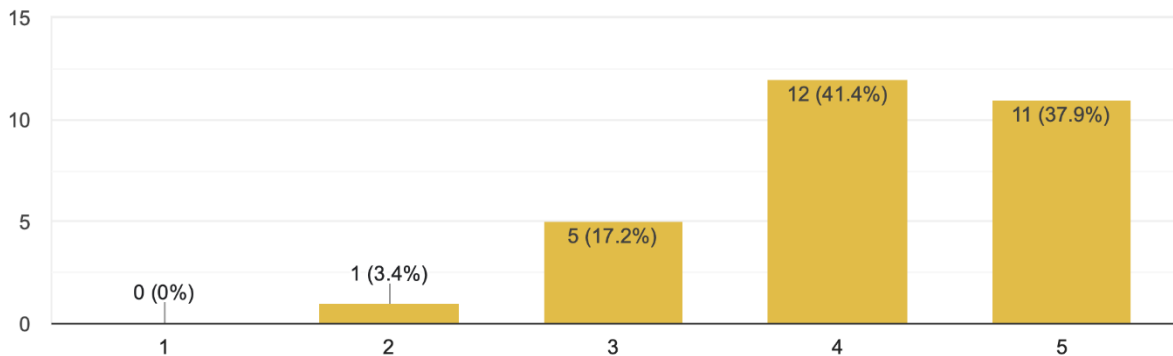
As shown in graph 15, the experiences of organizations related to listed social challenges are varied, with the mean grade being around 3 on a scale of 1 to 5. We can see that the surveyed organizations have the most experience and knowledge in working on equality and non-discrimination, the employability of vulnerable groups, and participation in democratic processes.

Chart 16: How well are the organizations informed about the social strategies and legislature on the European level



The responses of organizations to this question were relatively evenly distributed from the lowest level of knowledge to the relatively high level of knowledge about the aforementioned strategies and legislature. With almost half of the organizations having little to no knowledge of the topic, it is apparent that there is a significant space for improvement.

Chart 17: How much would organizations benefit from receiving additional training and education on topics related to social issues and transforming them into activistic actions?



When it comes to organizations assessing the benefits of receiving additional training on topics related to social issues and transforming them into activistic actions close to 80% of them chose the two highest grades on a scale of 1 to 5, showing that there is a significant interest of youth workers and activists for dealing with this topic.

2. DISCUSSION

The research was implemented with the idea to examine the capacities of local youth organizations in Serbia, Croatia, and North Macedonia to integrate cycling and other sports as a methodology in their existing activistic actions and initiatives.

This section of the document contains a discussion of the research results in relation to the 3 research tasks:

1. What forms of activistic actions do youth organizations implement and how much do they utilize sports in them,
2. What is the level of youth organizations' understanding of the societal dimension of sport as a contributor to their programs and actions,
3. What is the level of their knowledge of societal challenges and inclusion.



When it comes to the first research task the statistical analysis showed that most local youth organizations implement activistic actions on a relatively regular basis, at least a couple of times per year. Less than 15% of them have stated that they do not implement any form of activistic actions at all. When it comes to the form of these actions, they are most commonly done in a digital manner through social media campaigns. Social media campaigns, and online activism in general, have gained major significance

during the COVID pandemic, so this finding does not come as a surprise. On the other hand, research has shown that some in-person activistic actions are also widely utilized. These are panels, debates, discussions, performances, sports competitions, and the distribution of leaflets.

The research has also demonstrated that local youth organizations in Serbia, Croatia, and North Macedonia are often lacking critical capacities for the successful implementation of activistic actions, especially when it comes to setting up effective communication strategies, sustaining media and public attention, gathering diverse supporters to their cause, and correctly assessing the societal, political, and economic context in which they operate. What is encouraging is the finding that organizations are almost universally very open and receptive to capacity and skills-building opportunities for improving their activistic actions, which shows the need for the existence of programs that will provide that to them.

As for the utilization of sports as a methodology when implementing social activistic actions the results of the research were not highly encouraging. Only around 35% of surveyed organizations involve sports to a significant extent. The findings for the integration of cycling are even more disappointing, with more than 53% of research

participants having no experience at all and 17% having little experience in this regard. Organizations were more confident when they were asked to assess how useful sport can be in the different aspects of their activist actions' implementation, especially when it comes to the mobilization and attraction of young people to their cause. This shows that there is a significant space for the expansion of the use of sports in the work of youth organizations. Unfortunately, due to the lack of adequate tools, methodologies, awareness, and capacity-building options, the sport remains chronically underutilized in youth work.

When it comes to the second research task, youth organizations' understanding of the societal dimension of sport can be best qualified as partial or incomplete. The responses showed that youth organizations' representatives are most aware of the sport's contribution to healthy lifestyles and its potential to be used as a learning tool. On the other hand, the understanding of how sports can be used for building intercultural awareness or enhancing social inclusion is on a comparatively lower level. What is apparent from the results of the second research task is that many youth workers and NGO representatives are not fully aware of how many potential applications sport has in overcoming societal issues in Europe.



Based on the results of the research it is also apparent that there is a clear willingness among local youth organizations to cooperate with local sports clubs on overcoming societal challenges in their communities. The encouraging finding is further confirmed by a relatively high self-assessment of organizations' capacities for cooperation with clubs.

The final part of the research was linked to the third research task - the general knowledge of organizations about societal challenges and inclusion. The responses showed varying levels of familiarity with the fundamental European social strategies and legislature, with close to half of the organizations marking their knowledge with the 2 lowest grades. This relatively low level of familiarity with legal and scientific documents can pose a barrier to organizations in understanding the current political and socio-economic context in which they are trying to tackle certain social issues. As for the experience of surveyed organizations with different topics related to social issues, the research showed that organizations from Serbia, Croatia, and North Macedonia are mostly working on non-discrimination, democratic participation, the employability of vulnerable groups, and access to public social services.

Just as with the responses to the question related to the openness for building additional capacities for implementing activist actions, the question about additional education on social issues showed that organizations are highly motivated in this regard.

3. CONCLUSION

On the basis of the presented research findings following conclusions can be drawn:

1. **Local youth organizations show a high level of interest and motivation to implement various forms of activistic actions** that are dealing with burning societal issues in their communities. They are also highly receptive to capacity-building opportunities that will enable them to implement these actions in a meaningful, efficient, and impactful manner.
2. **The understanding of the societal aspects of sports is not at the highest level** among local youth organizations in Serbia, Croatia, and North Macedonia. This represents one of the main barriers to the wider adoption of sports as a methodology in conducting activistic actions. To overcome this, it is necessary to raise awareness among youth workers and activists on how beneficial sports are and how they can practically and meaningfully contribute to the success of their actions and initiatives.
3. **There is a significant space to expand the use of sports in social activistic actions** implemented by local youth organizations. This is especially true for cycling, as most organizations have very limited experience and knowledge in this regard. In order to expand the use of sports in activistic actions it is necessary to develop and distribute innovative methodologies, skills, and manuals to organizations on how to properly utilize sports.
4. **Local youth organizations are very open to actively collaborating and partnering with local sports clubs** on resolving societal issues in their communities. Cooperation of organizations with sports clubs should be also boosted and promoted by creating opportunities and frameworks within which they will be able to exchange experiences and work together on tackling societal issues.
5. **The level of general knowledge and experience of youth organizations on social issues is not at the highest level**, especially when it comes to familiarity with the fundamental social strategies and legislature on the European level, despite the fact that a majority of organizations have at least some experiences with tackling social challenges in practice.





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RESEARCH ON THE CAPACITIES OF
CYCLING CLUBS TO ENGAGE IN
SOCIAL ACTIVISM



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1. SAMPLE DESCRIPTION

The research with cycling clubs to determine their capacities to engage in social activism was done on a sample of 33 respondents from Serbia, Croatia, and North Macedonia. The research was implemented within the project “yEUcycling - Inspiring cycling-based social activism among young people in Europe” which is co-funded by the European Union.



The research with sports clubs was divided into thematic units:

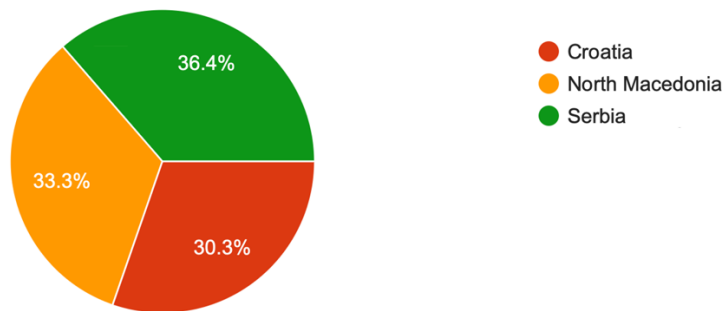
1. Introduction,
2. Capacities for engaging in social activism
3. Level of knowledge of inclusion

These thematic units will be analyzed based on the data collected by the online questionnaire. The following paragraphs contain a presentation of the descriptive statistics of all variables in the research in order to determine general trends and make conclusions about the researched issues.

1.1. THEMATIC UNIT 1 - Introduction

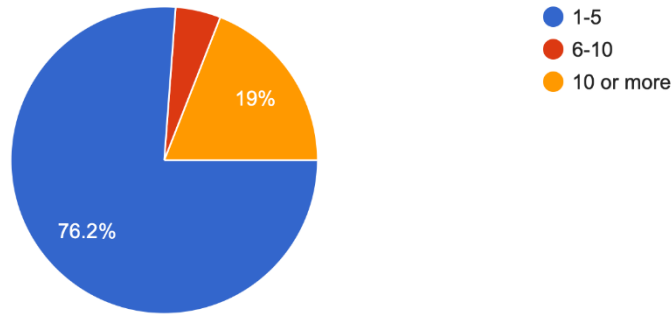
The analysis will begin with an overview of the results from the first thematic unit - Introduction. This unit enables us to examine the characteristics of the sample based on the country of the club, the number of employees, and the age groups of the membership. We will also examine how the club communicate with its target group and how it promotes cycling.

Graph 1: In which country is your club located?



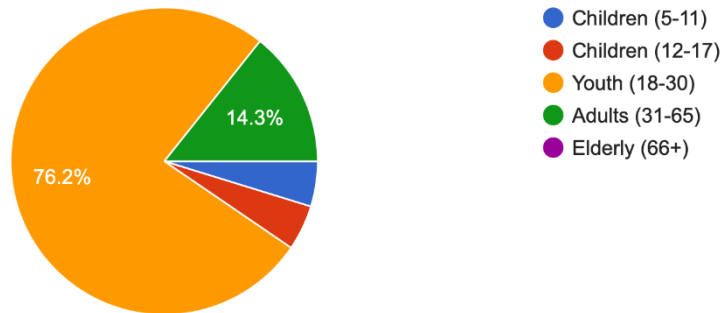
The number of responses is pretty equally distributed between the three countries in which the research was conducted, with 12 clubs surveyed in Serbia, 10 in Croatia, and 11 in North Macedonia.

Graph 2: How many employees do you have including volunteers?



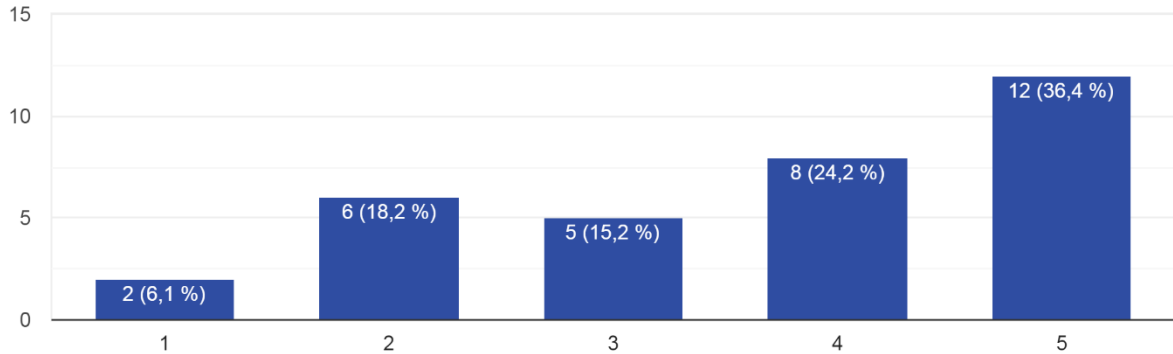
Out of all the clubs that participated in the research, the large majority of 76.2% were small with less than 5 employees, 4.8% were medium-sized with 6-10 employees, and 19% were large with more than 10 employees.

Graph 3: What age groups are most represented in your club membership?



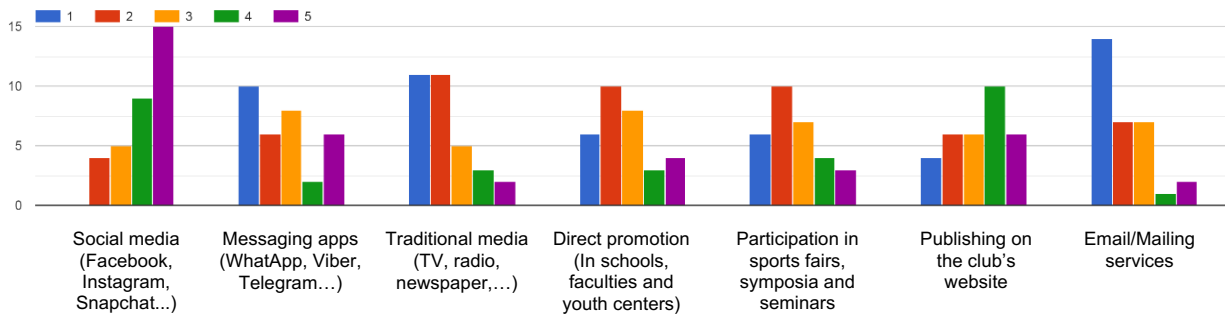
The majority of the club members are young adults between 18-30 years old, making up three-quarters (76.2%) of the total sample. The next largest age group are adults aged 31-65 years old, who make up 14.3%. Children under 11 years old and children between 12-17 years old make up 5% each.

Graph 4: On a scale of 1-5 how much is your club actively promoting cycling and cycling culture toward young people?



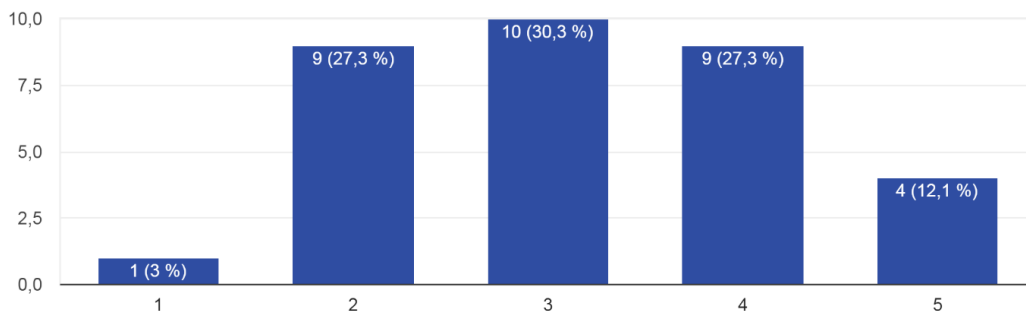
When it comes to promoting a cycling culture and encouraging young people to cycle, 36.4% of the clubs are doing it very intensively and gave themselves the highest grade of 5, while 24.2% gave themselves the second highest grade. Only 6.1% of the research participants graded themselves with the lowest mark.

Graph 5: To what extent do you use the following channels to communicate with young people and attract them to cycling?



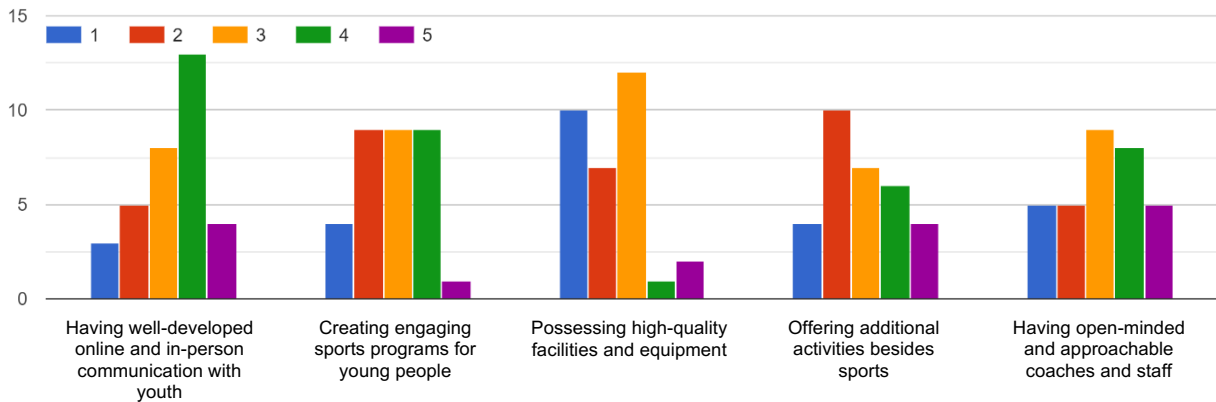
The research showed that social media are by far the most popular communication channel used by cycling clubs to communicate with young people, followed by clubs' official websites. The least used ones were emails and traditional media.

Graph 6: On a scale of 1 to 5 how successful do you think your club is in attracting young people to engage in cycling?



Out of all the clubs, 12.1% are highly successful in attracting young people to engage in cycling. 27.3% of clubs are doing well in attracting youth, while 30.3% have moderate success. A significant portion, 27.3% of clubs, are not very successful in attracting young people, and only one club (3%) reported having no success at all in attracting youth to cycling.

Graph 7: Please rate your club's capacities for attracting young people to engage in cycling, in the following fields



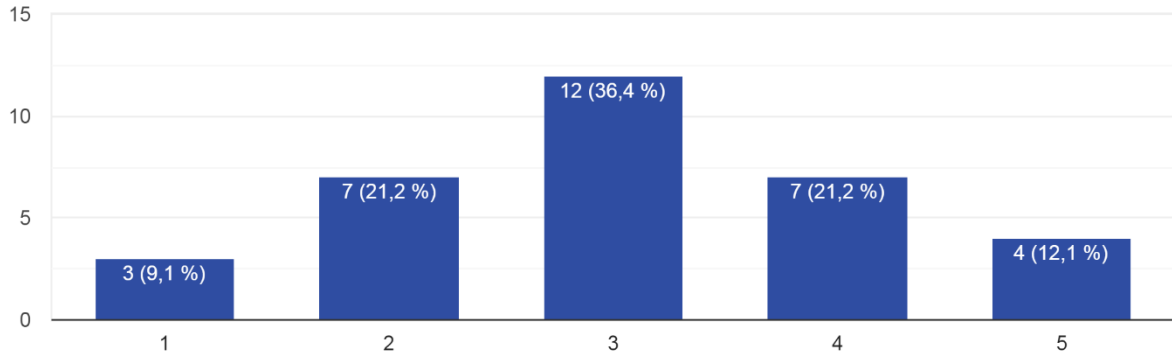
Responses to this question showed that clubs have the highest level of capacities for having well-developed communication with young people and having approachable and open-minded coaches. The lowest capacities are related to possessing high-quality equipment and facilities.



1.2. THEMATIC UNIT 2 - Capacities for conducting social activistic actions

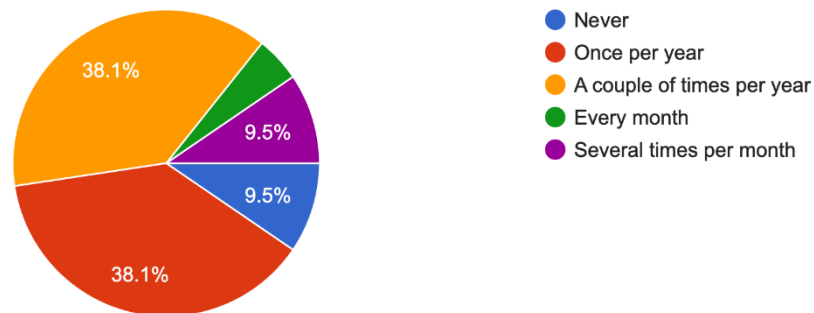
This section of the research was dedicated to assessing and analyzing the overall capacities of local sports to take part in activistic actions.

Chart 8: To what extent does your cycling club offer additional recreational educational, or volunteering activities and actions to its members?



This question had a very equal distribution of responses, with over a third of clubs choosing to rate themselves with a grade of 3 out of 5. An equal percentage of clubs (33%) stated that they offer a wide range of additional activities to those who have little to no additional activities.

Chart 9: How often does your club implement those social activistic actions?



An equal amount of 38.1% of clubs are doing extra activities once a year to those that do it a couple of times per year. The number of clubs that never offer any extra activities is close to 10%.

Chart 10: What forms do these activist actions take?

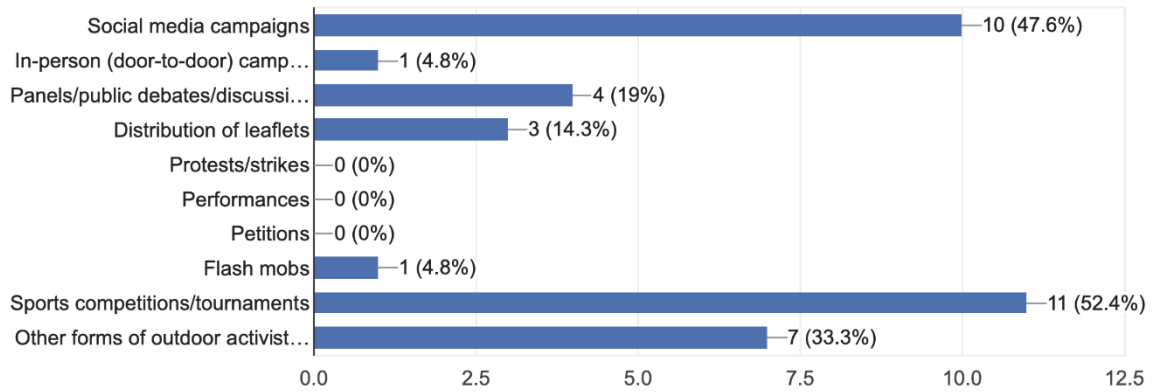
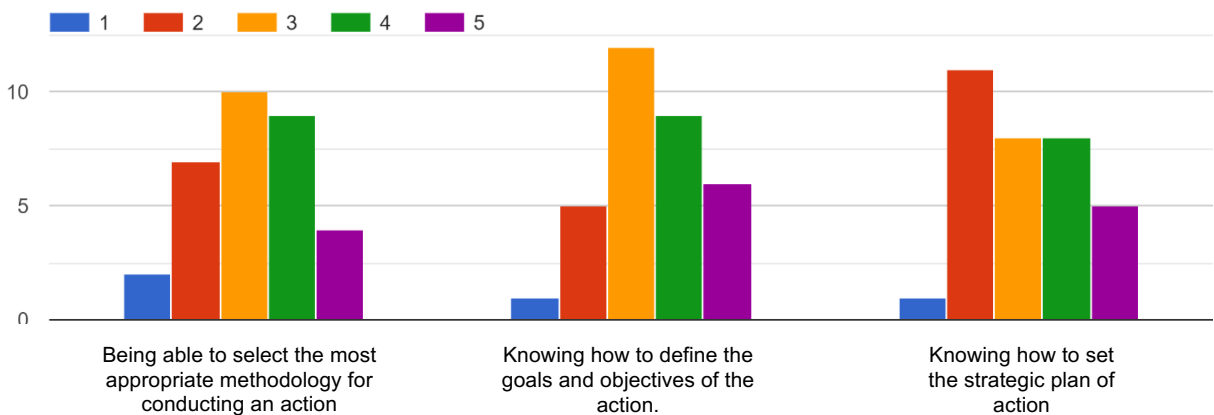


Chart 10 shows us what forms of activist actions clubs implement. Most of the clubs are running social media campaigns, organizing sports competitions, or engaging in other forms of outdoor activities. A minority of them are holding panels or public debates, organizing performances, and distributing leaflets. On the other hand, none of the surveyed clubs are implementing protests, petitions, or performances.

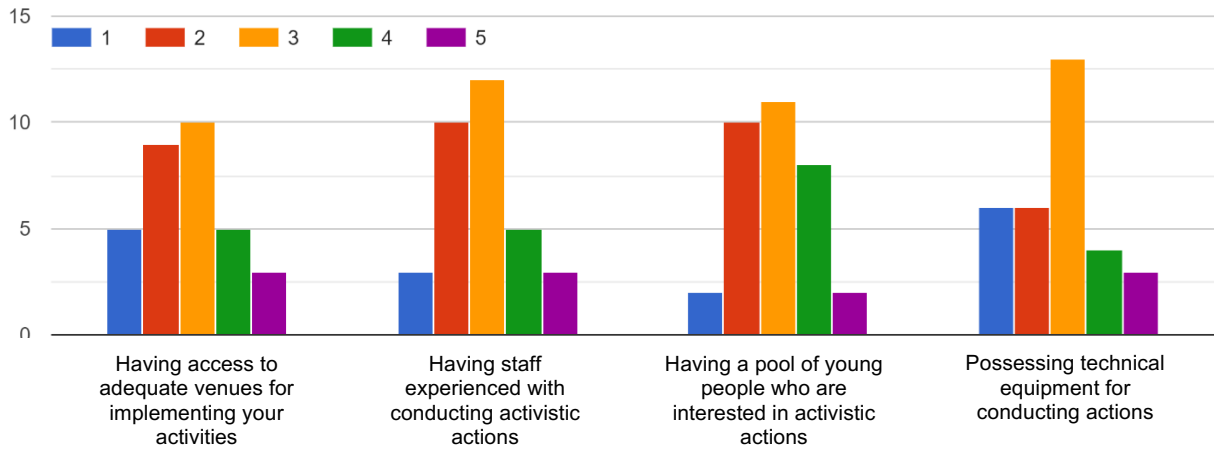
11. On a scale of 1 to 5, how would you rank the capacities of your club to implement social activism actions in the following aspects:

Chart 11.1: Methodological capacities



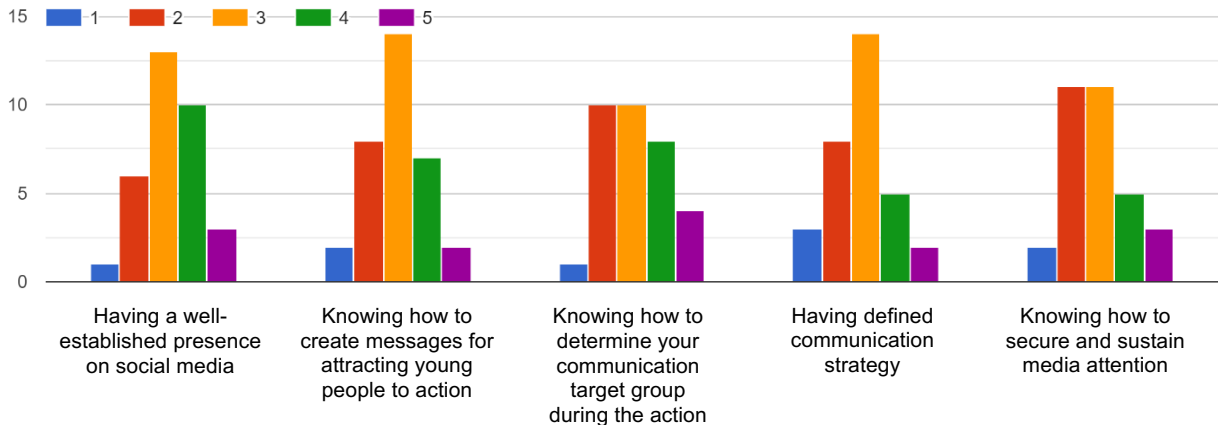
When it comes to assessing their methodological capacities on a scale of 1 to 5, an average grade of over 3 was achieved for the ability to select the most appropriate methodology for conducting the action and for knowing how to define the goals and objectives of the action. The clubs gave much lower grades on the question related to setting strategic plans of actions.

Chart 11.2: Technical capacities



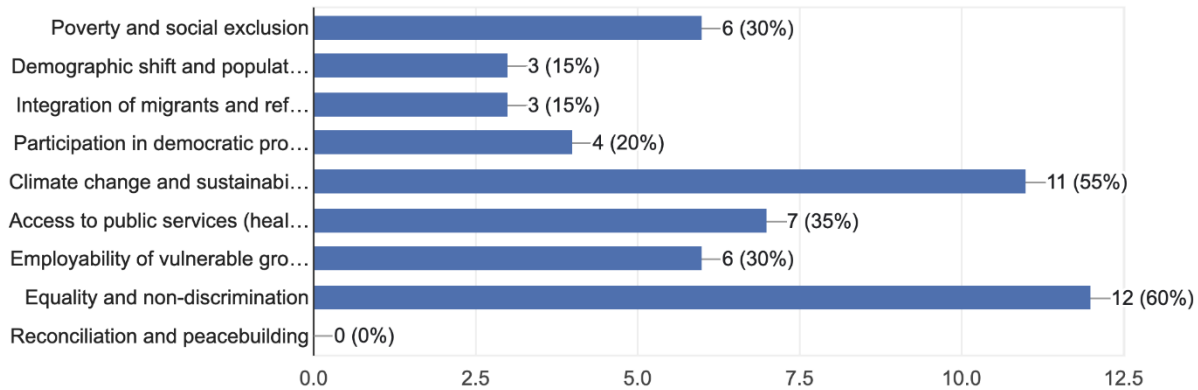
Results of this question showed that the technical capacities are not on a highest level among surveyed clubs. The capacities are especially low when it comes to possessing technical equipment and having access to adequate venues for conducting activistic actions.

Chart 11.3: Communicational capacities



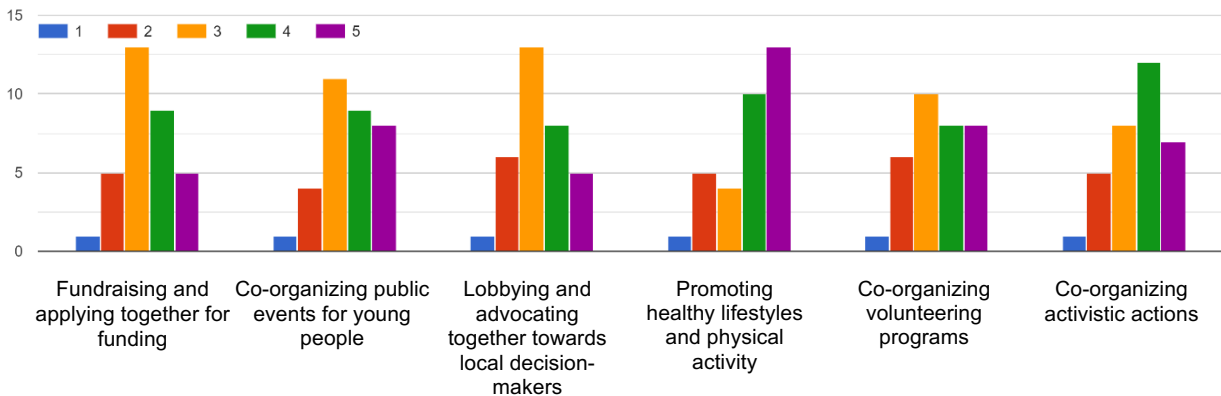
The communicational capacities are most developed in regards to having a well-established presence on social media and knowing how to determine communication target groups.

Chart 12: Select up to three topics related to the ongoing social challenges in Europe, on which you would like to work through activist actions organized by your club?



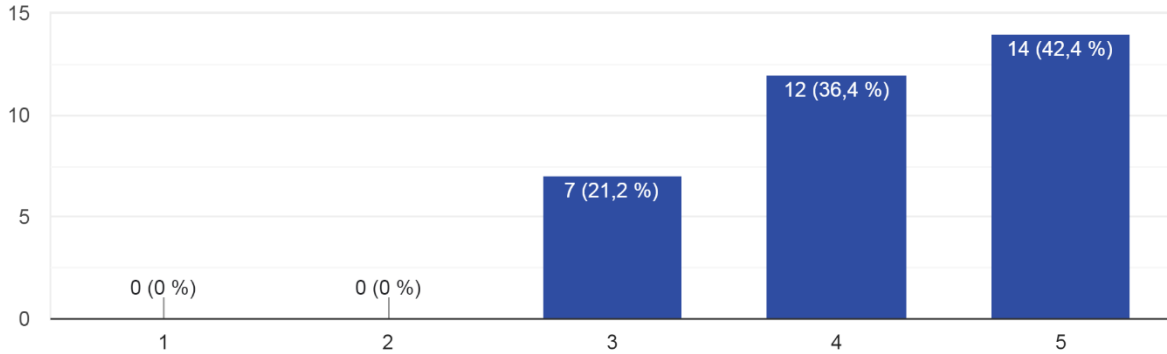
Surveyed clubs chose equality and non-discrimination, climate change and sustainability, and access to public services as the most popular topics for their activist actions. On the other hand, demographic shift, integration of migrants, reconciliation, and peacebuilding are topics that clubs are not very attractive to work with.

Chart 13: Please rate your club's capacities for cooperation with local youth organizations on a scale of 1 to 5 in the following fields



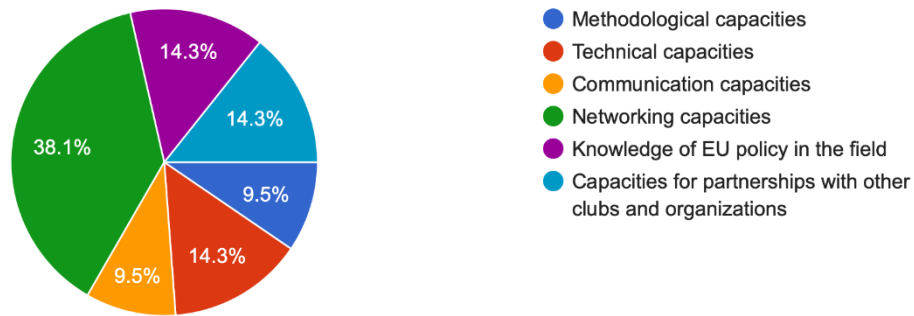
As shown in the graph with a scale of 1 to 5, clubs are exceeding when having to cooperate with organizations on promoting healthy lifestyles and physical activities, as well as co-organizing activist actions. However, capacities are lower for fundraising, applying together for funding, and advocating to local decision-makers.

Chart 14: To what extent do you agree that sports clubs like yours should cooperate with youth organizations in resolving social issues related to inclusion and active citizenship in your local community?



Responses to this question show that over three-quarters of clubs agree or strongly agree that they should cooperate with youth organizations in resolving social issues. It is interesting that there were no surveyed clubs that strongly or partially disagreed with this statement.

Chart 15: Please select up to 3 capacities for organizing activistic actions you would prioritize to improve if you had an opportunity to gain additional training and capacity-building for them.

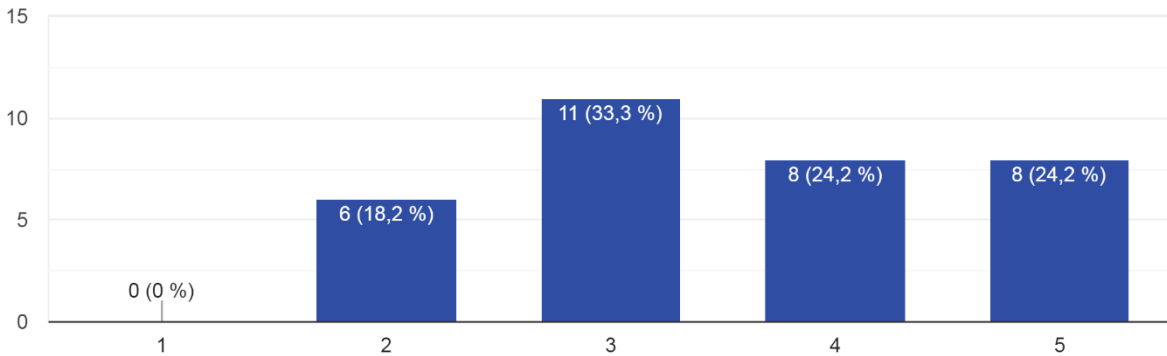


The responses to this question indicate that clubs are primarily interested in improving their networking capabilities with 38% of them selecting this option. Improvement of knowledge of EU policy in the field, technical capacities, and partnership capacities was interesting to 14% of respondents. Communication capacities and methodological capacities appear to be of less interest to clubs, with 9.5% of respondents choosing these options.

1.3. THEMATIC UNIT 3 - LEVEL OF KNOWLEDGE ON INCLUSION

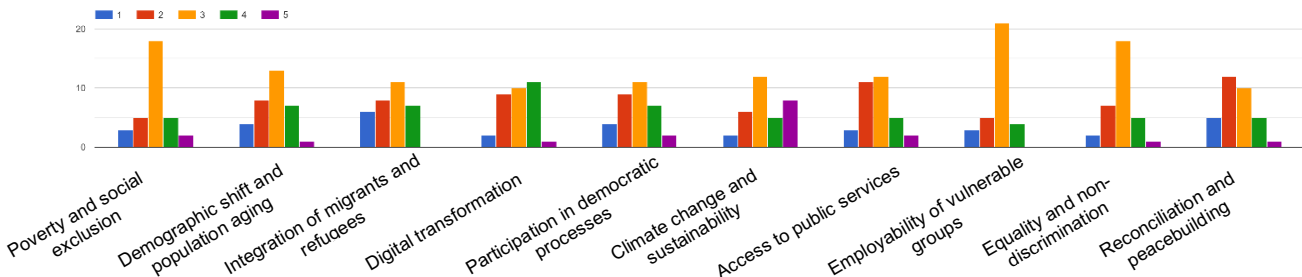
The final thematic unit of the research was dedicated to exploring how much do sports clubs' staff knows about the inclusion and social issues in general.

Chart 16: To what extent would you say that your sports club is conducting its work in a socially inclusive manner regarding the gender, age, economic, cultural, religious, political, or national belonging of your staff and members?



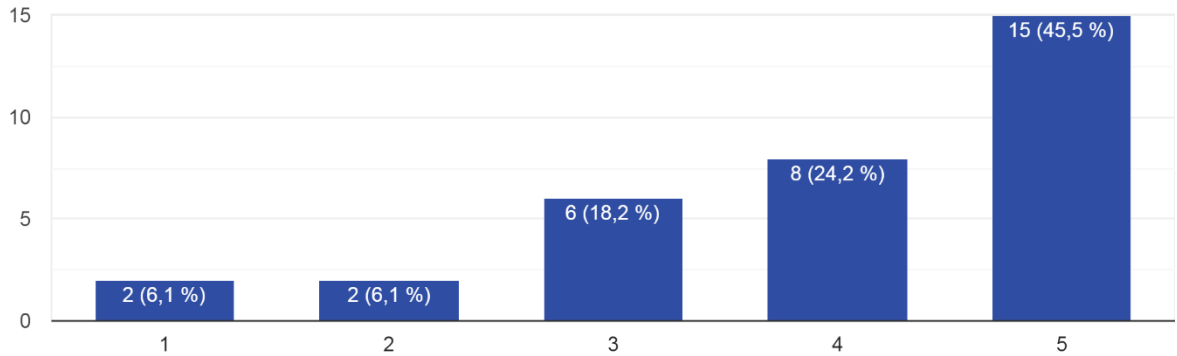
The responses to this question were equally distributed from the second lowest to the highest grade, showing that there are significant variations in the approach of clubs conducting its work in a socially inclusive manner regarding the mentioned criteria.

Chart 17: How familiar are you with the following social challenges facing Europe in the coming years?



The responses to this question show that the familiarity of sports clubs with the social challenges in Europe is at a medium level, at best. Based on the responses, the highest level of knowledge is related to climate change.

Chart 18: How much would your club benefit from receiving additional training and education on topics related to social issues and ways of engaging in social activism?



When it comes to clubs assessing the benefits of additional training and education on topics related to social issues and engaging in social activism, 45.5% of clubs believe that their club would highly benefit from the training. On the other side, only 6.1% of clubs think it will have a low impact or no benefit at all for them.



2. DISCUSSION

The purpose of this research is to determine the capacities of cycling clubs and cycling organizations in Croatia, Serbia and North Macedonia to get engaged in social activist actions.

Within this part of the research report a discussion related to 3 research tasks will be conducted. These tasks were set in order to determine:

1. What are the capacities of clubs for mainstreaming cycling culture among young people;
2. What is the level of their engagement and methodological, technical, and communication capacities for engaging in social activism;
3. What is the level of their knowledge on inclusion, social issues and how to address them.



The results of responses to a set of questions related to the first research task came back showing the highly varying levels of capacities among surveyed sports clubs - a trend that will be also visible through the two remaining tasks. When asked how much they actively promote cycling culture to young people, less than 60% of cycling sports clubs marked their efforts with the 2 highest grades. This finding shows that many cycling clubs operate as relatively secluded groups of people who share a passion for cycling and are not investing enough time and energy to attract potential new members and incite interest in cycling among younger populations.

When it comes to the communication channels that sports clubs utilize results showed that social media have absolute primacy, followed by official club websites and messaging apps. This demonstrates that clubs have managed to digitalize their communication efforts and adapt them to the needs and preferences of young people, which is an encouraging finding. Additional improvements in this field can be achieved with the help and inputs from civil society organizations, that already have well-developed communication strategies containing tested methods and tools.

Unfortunately, despite ranking their digital communication capacities pretty highly, cycling clubs do not see their attempts in attracting young people to engage in cycling as very successful. Only slightly over a third of surveyed organizations graded their success with the two highest marks, showing that a lot must be done in building clubs' capacities to create offers that will be attractive and engaging to a wide array of younger populations and not just those with a previously existing affinity towards cycling. When asked to rate

their capacities for attracting young people in different fields, the clubs' responses showed that the capacities are lowest when it comes to offering additional activities besides sports, creating engaging sports programs, and having high-quality facilities and equipment. This finding again points out the need of establishing better cooperation and exchange of knowledge between youth organizations and clubs, as the organizations are the best skilled in drafting non-formal activities and programs that will complement the existing sports offer of the clubs.

When it comes to the second research task, the capacities of sports clubs to engage in social activist actions can be best defined as partial. Only a third of surveyed clubs offer additional recreational, educational, or volunteering activities and actions to their members to a meaningful extent. And among those clubs that do implement additional activities, only around a quarter do it on a regular basis. The research showed that these activities mainly take the form of sports competitions and social media campaigns. It is apparent from these data that the awareness of clubs and their staff about the importance of offering additional activities to young people must be raised. It is also very important that this awareness-raising effort is followed by the production of adequate manuals and guidelines that will enable sports clubs to implement innovative activities into their work.

The next section of the survey was dedicated to determining the capacities of clubs for implementing social activist actions in the methodological, technical, and communicational aspects. The findings showed that the clubs have the lowest levels of capacities for conducting strategic planning of activist actions, having staff that is experienced in this field, possessing necessary technical equipment, and knowing how to secure and sustain media, the general public, and young people's attention for the actions that they are implementing. What is encouraging is that most clubs have stated that they are especially interested in gaining new knowledge and skills related to networking capabilities, improving knowledge of EU social policies, and technical/logistical capacities. Unfortunately, due to an apparent lack of capacity-building opportunities for them, the need for improving clubs' knowledge in the fields necessary for successful social activist actions' implementation remains mostly unanswered.



As for the topics of the social activist actions on which clubs would like to get engaged, the most popular ones were equality and non-discrimination, climate change and sustainability, and access to public services. Having in mind that these topics have been part of the mainstream media and policy discussion over the past couple of years, these responses do not come as a surprise.

One of the more encouraging findings of this report was that sports clubs have demonstrated a clear willingness to cooperate with local civil society organizations on solving burning social challenges in their communities. So, it doesn't come as a surprise that clubs gave relatively high grades to their capacities for cooperating with organizations in several fields such as the promotion of healthy lifestyles and co-organization of various youth activities. What is clear is that the willingness to cooperate exists on both sides and this resource should be put to use in benefiting young people.

The last research task helped to determine the knowledge of clubs on inclusion and social issues. Responses showed that around half of the surveyed clubs conduct their work in a socially inclusive manner. When it comes to familiarity with the most important and relevant social challenges facing Europe the results were mostly disappointing. The only societal problem that is familiar to sports clubs above the relatively low average value is related to climate change and sustainability. Such a low level of basic familiarity with the burning societal challenges poses a significant obstacle to the more active involvement of sports clubs in societal activism on the local, national, or international stages. The solution to this problem can be found in offering additional training and education on topics related to social issues and ways of engaging in social activism. Thankfully, responses to the final question of the survey showed that clubs are mostly open to these training and educational opportunities.

3. CONCLUSION

The following conclusions can be drafted based on the findings of this research:

- 1. The capacities of cycling clubs to attract young people and mainstream cycling culture are not at the desirable level**, despite the fact that most of them have managed to adapt to the digital channels of communication, showcasing that their dissemination and communication efforts are not done in a systematic and methodologically organized manner. Many clubs are also not offering adequate additional recreational, educational, or volunteering activities to their members.
- 2. The capacities of cycling clubs to engage in social activism and organize activistic actions is on a generally low level in most aspects that were surveyed** within this research, especially in a technical, methodological, and communicational sense. This shows that there is an urgent need for capacity-building of clubs' staff that will enable them to start engaging in social activism and implementing activistic actions to their full potential.
- 3. The general knowledge of cycling clubs about inclusion, social issues, and how to deal with them is at a low level.** This problem is additionally hindering their abilities to get involved in social activism, necessitating the need for improving clubs' knowledge in this field through non-formal educational activities.
- 4. Cycling clubs show a high level of openness to actively collaborating with local youth organizations and taking part in capacity-building and educational programs** that will improve their abilities to get involved in social activism. Cooperation of clubs with youth organizations should be incited and supported by creating opportunities within which they will be able to share knowledge and work together on overcoming societal issues in their local communities.

