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Goal of the analysis



- The goal of the assessment is an impact analysis of the Get Active winning project "everyone codes". More precisely, it is to be assessed whether the intended impacts were actually achieved through the implementation of the project. The research questions are as follows:
- Research question 1: "Were the intended impacts actually achieved among key stakeholders?"
- Research question 2: "In which impact dimensions can the impacts be located?"
- In the context of this analysis, data collection is limited to short- and medium-term impacts.







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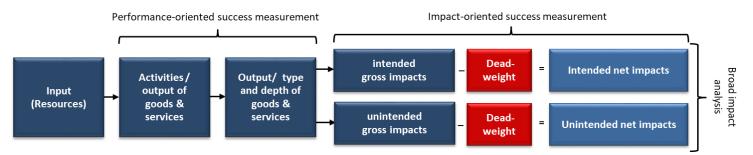




Methodical approach 1/2



- This analysis is a pragmatic impact analysis. Its first step is to identify the relevant stakeholders of the project. Based on an analysis of existing documents and reports from the project (e.g. business plan), the relevant stakeholders were identified in consultation with "everyone codes".
- In a second step, impact value chains were created for these stakeholder groups.



SCHOBER, C./RAUSCHER O. (2017)

Outputs are created with the resources invested in the project (input). These outputs serve to achieve certain outcomes. The output represents the extent to which services have been rendered. Finally, impacts refer to the positive/negative changes that can be observed in the affected stakeholders after the activity has been performed or the service has been consumed. Deadweight describes those impacts that would have occurred even without the project activities. In the context of the present analysis, deadweight was not specially captured.





Methodical approach 2/2



- After creating the impact value chains, the impact goals of the project were derived in relation to the individual stakeholders. This was done in cooperation and coordination with "everyone codes" in an online workshop. The definition of the impact goals was central for the further analysis, as the evaluation of the project is based upon the assessment of whether the impact goals have been achieved or not.
- Subsequently, impacts of selected stakeholders were empirically assessed in qualitative guided interviews. For this purpose, individual guidelines were prepared and online interviews - lasting approximately 40-50 minutes - were conducted. The audio/video recordings of the interviews were then transcribed and analyzed using a pragmatic social science evaluation procedure. Based on the results, the impact value chains were revised and, if necessary, unintended impacts were added.
- In a final step, the originally defined impact goals and the impacts identified in the empirical data were compared with the help of the impact box. This made it possible to "check" or assess whether the impacts targeted by the project were actually achieved.
- The analysis period covers the years 2020/21.







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About "everyone codes"



- The social start-up "everyone codes" has been operating in Austria since 2016 (since 2019 under the name "everyone codes") and supports unemployed persons and refugees in learning how to program. The goal of the social business is to enable unemployed people to integrate into the first Austrian labour market in order to be able to participate in society and make a positive contribution. This should be achieved with a nine-month full-time training that allows people with no previous experience in programming to mature into software developers. As a result of the program, about 70% of the graduates from the classes of 2017 and 2018 were able to find a job in IT.
- The training program aims to promote the (re-)integration of unemployed people and refugees in Austria as well as to tackle the issue of a lack of IT specialists.







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Identified stakeholders



- The following stakeholder groups were identified as central to "everyone codes":
 - (Current) Participants
 - Alumni (former participants)
 - Companies
 - Employees of "everyone codes"
 - Federal government and federal states
 - Public Employment Service Austria (AMS)
- The data collection and assessment of empirical impacts is limited to the most important stakeholders: participants, alumni, companies and employees of "everyone codes".
- For the additional stakeholders federal government and federal states and the Public Employment Service Austria, only hypothetical impact value chains were created.







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Impact value chains



- The hypothetical impact value chains for the 4 central stakeholders of the project (current participants, alumni, companies and employees of "everyone codes") were formulated before the empirical data was collected. They are presented on the next slides.
- Any negative impacts are shown in red.
- For the stakeholders federal government and federal states and the Public Employment Service Austria (AMS), only the hypothetical impact value chains could be created. A more detailed analysis of the impacts on these stakeholders would have exceeded the scope of the analysis.





Assessment of the generated impacts



- The assessment of the actual impacts generated is limited to the short- and medium-term impacts of "everyone codes".
- Impact goals were either achieved, partially achieved or not achieved and are accordingly marked as follows. The assessment is based on the secondary data analyses conducted and the guided interviews.

Legend	
Impact has occurred	✓
Impact has partially occurred	~
Impact has not occurred	×
Impact could not be captured/analyzed within the scope of the assessment	n/a





Hypothetical impact value chains - Participants



INPUT of the stakeholder	ACTIVITIES/ SERVICE(S) of the project	OUTPUT of the project	Hypothetical IMPACT through the project
Time	Know-how for software developer training	Number of participants in training and participants who have been trained	Employment, income, eligibility for pension
Abilities	Provision of the curriculum	Number of applicants	Acquisition of IT skills
Skills	Organization of courses and community events	Number of training hours	Improvement in soft skills
Knowledge	Assistance and guidance for the participants	Number of employed participants in the primary labour market (number of jobs created)	Improvement in social life
Feedback	Certificate for completed training as software developer		Increase in quality of life
Equipment	Assistance in finding a job		Increase in self-esteem
			Finding new interests
			Access to a network/building a network
			Better participation in society

Created impacts – Participants 1/2



Stakeholder	Impact goal	Degree of achievement (short- term)	
	Employment, income, eligibility for pension n/a		
	The aim of the training program from "everyone codes" is to enhance participants' chances to find an internship or job in the IT sector and thus receive a stable and higher income as well as a pension entitlement along with it. Since some participants were not yet looking for job opportunities while in the program and others planned to undertake further training, this impact could not be assessed based on the the scope of the guided interviews.		
	Acquisition of IT skills		
	Participants gained a foundation of IT knowledge through the training courses. They were able to pick up valuable new knowledge during the nine months of the programme, even if they started the training with previous knowledge. Participants received training in a programming language and learned what they had hoped to learn.		
Participants	Improvement in soft skills		
	It was partially confirmed that participants learned to be more organized and work more effectively with others as a result of the course. Social interaction during group building activities and group assignments also had a partial impact on participants social skill sets.		
	Improvement in social life ✓		
	The atmosphere in the group of the course was open and helpful, which created a sense of community among the participants and allowed them to get to know each other and make friends. This was mainly true for in-class sessions (pre-COVID-19), but even after switching to remote learning, people were able to interact online (although to a more limited degree than before). In addition, participation in the "everyone codes" training partly affected leisure time activities, as new interests were discovered during the course and participants were programming more in their free time.		

Created impacts – Participants 2/2



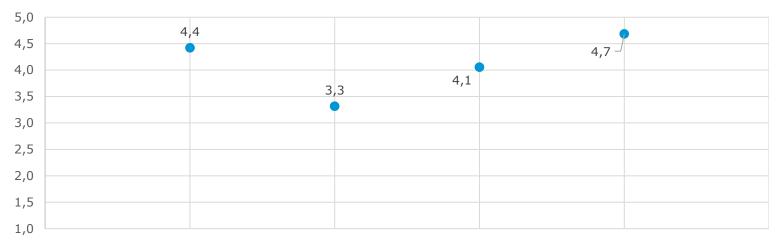
Stakeholder	Impact goal	Degree of achievement (short- term)		
	Increase in quality of life n/a 🗴			
	This impact could not be assessed based on the guided interviews. However, using data from a separate quantitative survey of "everyone codes" by the NPO Competence Center, no significant change could be determined in the perceived quality of life of participants.			
	Increase in self-esteem ✓			
	During the training, participants realized that they were able to successfully handle the course content and meet the requirements of a software developer. This had a positive impact on their self-confidence.			
	Finding new interests			
Participants	During the course, participants improved their IT skills, which allowed them to better pursue their own projects in their free time. In addition, some of the participants encountered new topics that sparked their interest.			
	Access to a network/building a network			
	Participants were able to find people with similar interests, build frien With regard to their professional network, however, participation in "e			
	Better participation in society (×)			
	The hypothesis is that the experience of taking part in a training from integrated into the labour market and encourages to get more involve sporting, volunteering). Based on the qualitative interview data, this limited the possibilities for community activities and thus strongly influence.	ed in community activities (e.g. cultural, could not be confirmed. However, COVID-19		

Further results regarding participants from another study on "everyone codes" of the NPO Competence Center 1/3



To what extent do you agree with the following statements about:

- how your social interactions changed by participating in the training program



I was able to meet new people with similar interests I regularly spend time/would like to spend time with my colleagues outside of the program I feel part of a team/ community

I received valuable support from the team/ community



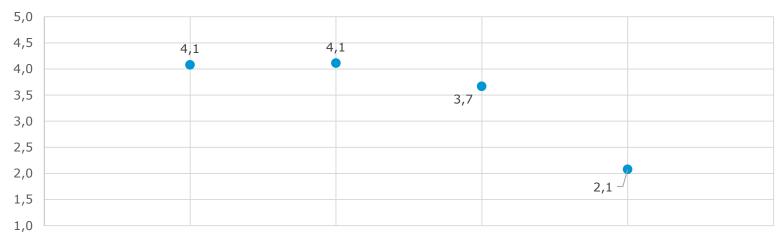


n=19

Further results regarding participants from another study on "everyone codes" of the NPO Competence Center 2/3



To what extent do you agree with the following statements about:
- how specific aspects of your psychological well-being changed by participating in the training program



n=19

I feel more confident in my abilities

My self-esteem improved

I feel that my efforts are appreciated/ acknowledged more I struggle with keeping up with the tasks

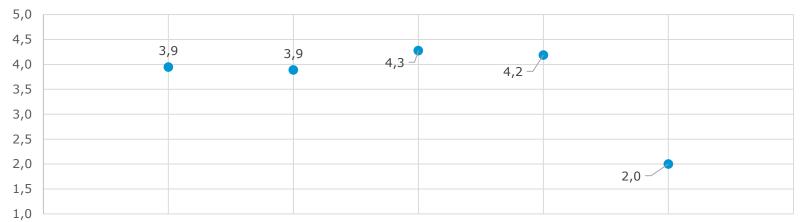




Further results regarding participants from another study on "everyone codes" of the NPO Competence Center 3/3



To what extent do you agree with the following statements about:
- how your future perspectives changed by participating in the training program?



I was able to discover and develop new interests

My career got a new sense of purpose I now have a much clearer idea about my career goals I now have a clearer plan about how I can achieve my career goals I have doubts about my chances to be successful as a programmer/ coder n=19





Hypothetical impact value chains - Alumni



INPUT of the stakeholder	ACTIVITIES/ SERVICE(S) of the project	OUTPUT of the project	Hypothetical IMPACT through the project
Time	Organization of alumni community events (e.g. hikes)	Number of alumni participating in the program (at events, etc.)	Improvement in IT skills
Skills	Provision of volunteering opportunities (e.g. for teaching)	-	Positive feeling (feeling of doing something good by doing volunteer work)
Knowledge	Continued support for alumni	Number of alumni supported	Knowledge transfer and exchange
Network (contacts)	Informing alumni community about other events (e.g. about hackathons)	Number of new contacts made	Extension of network
Recommendation of the program to others	Keeping alumni up to date about "everyone codes"	Number of information sessions	Improvement in social skills
Experience		Number of alumni events	Better chances of finding employment and receiving a salary
Feedback			Increase in self-esteem
			Increase in quality of life





Created impacts – Alumni 1/2



Stakeholder	Impact goal	Degree of achievement (short- term)
	Improvement in IT skills	×
	From the point of view of the interviewed graduates, the alumni programme had a predominantly social character and served the purpose of social exchange and networking. An improvement in IT skills could have been realised in the context of tutoring or coding contests, but this could not be confirmed in this assessment.	
	Positive feeling **	
Alumni	The hypothesis is that offers of the alumni programme such as voluntary tutoring gives a positive feeling of giving back to the community. Due to a lack of offers or a reluctance from alumni to take up the offers, this impact could not be confirmed within this assessment.	
	Knowledge transfer and exchange	
	Alumni did not perceive the alumni events offered as explicit opportunities to exchange knowledge. During alumni events such as hikes, it was possible to interact with each other, share news and exchange information.	
	Extension of network	
	According to the alumni interviewed, alumni events have not yet led the However, events such as hikes provided an opportunity to establish a	





Created impacts – Alumni 2/2



Stakeholder	Impact goal	Degree of achievement (short- term)	
	Improvement in social skills	~	
	Due to the COVID-19 situation and organizational changes at "everyone codes", there have not been many alumni activities recently that would promote social skills. Occasionally, however, hikes were offered which provided an opportunity to expand the social network and interact with each other.		
	Better chances of finding employment and receiving a salary	×	
	In the course of this assessment, interviewees identified a lack of career development opportunities for alumn This impact could therefore not be confirmed within the scope of this assessment.		
Alumni	Increase in self-esteem	×	
	The hypothesis is that offers of the alumni programme such as volunt strengthen their self-esteem. As tutoring opportunities were not proving the confirmed within the scope of this assessment.		
	Increase in quality of life		
	As a result of the COVID-19 situation and organizational changes at "everyone codes", there have not been many alumni activities recently that could have affected the quality of life of former participants. Nevertheless, for some former participants offers such as hikes or coding contests contributed to the creation of a community, which was perceived as a unique and positive feature of "everyone codes".		
100000		ASSOCIATION AND ASSOCIATION	

Hypothetical impact value chains - Companies



INPUT of the stakeholder	ACTIVITIES/ SERVICE(S) of the project	OUTPUT of the project	Hypothetical IMPACT through the project
Financial resources	Provision of trained software developers	Number of applicants from "everyone codes"	Recruitment of suitable software developers
Time	Assistance in finding suitable employees	Number of "everyone codes" participants hired	Easier recruitment process and (partly) lower recruitment costs
Information	Assistance with the onboarding process of new recruits	Number of "everyone codes" participants integrated and trained	More diverse workforce
Training	Opportunity for collaboration (employability day, workshops, projects, company visits)	Number of cooperation events or projects between companies and "everyone codes"	Easier onboarding process (smoother and faster)
Workplace			IT tasks can be solved within the company
			Image boost and improvement of employer branding (internally and externally)





Created impacts – Companies 1/2



Stakeholder	Impact goal	Degree of achievement (short- term)	
	Recruitment of suitable software developers	\checkmark	
	"Everyone codes" graduates go through standard recruiting processes it is ensured that the graduates have the necessary skills and are suit		
	Easier recruitment process and (partly) lower recruitment costs		
	Due to the shortage of skilled workers in the IT sector, companies are struggling to find new employees. "Everyone codes" helps companies by providing them with an additional source of trained software developers. The recruitment process, however, remained unchanged even for "everyone codes" graduates.		
Companies	More diverse workforce × n/a		
	Graduates of "everyone codes" often have very diverse backgrounds. The hypothesis was therefore that hiring "everyone codes" graduates would have an impact on the workforce structure of companies. This was not the case for large companies, as they have too large a workforce to experience change from a few "everyone codes" graduates and, furthermore, are already very diverse. Within the scope of this assessment, it was not possible to determine whether there was any impact on smaller companies.		
	Easier onboarding process (smoother and faster)		
	Graduates were generally onboarded in the same way as other new re "everyone codes" offers support to companies and accompanies the companies are supported to companies.		



Created impacts – Companies 2/2



Stakeholder	Impact goal	Degree of achievement (short- term)	
	IT tasks can be solved within the company	\checkmark	
	While there were, of course, differences between individual recruits, graduates of "everyone codes" were generally capable of performing the tasks assigned to them. Naturally, it was important that they received training and guidance from the company.		
Companies	Image boost and improvement of employer branding (internally and externally)		
	Cooperation with "everyone codes" was partly advertised externally by companies as part of their CSR activities. The recruitment of "everyone codes" graduates, however, was not communicated externally. Whether the recruitment had a noticeable impact on the internal image of the company could not be determined within the scope of this assessment.		





Hypothetical impact value chains -Employees of "everyone codes"



INPUT of the stakeholder	ACTIVITIES/ SERVICE(S) of the project	OUTPUT of the project	Hypothetical IMPACT through the project
Time	Provision of a workplace	Number of employees	Employment, income, eligibility for pension
Abilities	Provision of work equipment/materials	Number of social events/community events	Positive feeling (feeling of doing something good)
Skills	Creating an open and inclusive workplace		Extension of knowledge and skills
Knowledge	Cultivating an open feedback culture		Improvement in social life (more social contacts and friendships/better community)
Autonomy and flexibility	Provision of opportunities to learn and grow		Improvement in personal development and personal growth
	Provision of opportunity to actively shape the organization (decision-making responsibility)		Enabling and encouraging organizational culture (open-minded, creative, inclusive, opportunity to shape the organization)
	Organization of social events/ community events		Changed awareness and sensitization for the needs of the target group
			Enjoyment of work (working in the field of interest)





Created impacts – Employees of "everyone codes" 1/2



Stakeholder	Impact goal	Degree of achievement (short- term)	
	Employment, income, eligibility for pension	\checkmark	
	Employees of "everyone codes" benefit from full-time or part-time employment by receiving regular income and a pension entitlement.		
	Positive feeling	\checkmark	
Employees of	A key reason for employees to work at "everyone codes" is the percein Helping people who are having a hard time getting a foothold in the justile they are doing something good.		
"everyone codes"	Extension of knowledge and skills	\checkmark	
	"Everyone codes" offers a fast-paced work environment in which employees are responsible for many decisions. In order to provide a good course for participants of the program, employees need to develop and pick up new things. This development process is supported by open feedback from work colleagues.		
	Improvement in social life	\checkmark	
	"Everyone codes" creates a community consisting of employees, alumand familiar atmosphere within the community, which provides a good		





Created impacts – Employees of "everyone codes" 2/2



Stakeholder	Impact goal	Degree of achievement (short- term)	
	Improvement in personal development and personal growth	\checkmark	
	"Everyone codes" is a fast-moving and changing organization. This poses challenges for employees, but also offers opportunities to work on oneself and grow personally. A key aspect is to clearly communicate realistic expectations to course participants. Effective communication must be learned: this can also have a positive impact on employees' personal lives.		
	Enabling and encouraging organizational culture	✓	
Employees of "everyone	The organizational culture of "everyone codes" gives employees a lot of freedom and flexibility, but also requires them to take on many responsibilities. Working in a dynamic environment is challenging and there is sometimes little time for social team activities. Nevertheless, the work environment offers a community where employees are supported and can develop.		
codes"	Changed awareness and sensitization for the needs of the target group	✓	
	Employees of "everyone codes" work with people who are long-term unemployed or from marginalized groups (e.g. refugees). Through their work, employees get to understand the situations of these groups better and become more sensitive to their specific needs.		
	Enjoyment of work	\checkmark	
	Employees work at "everyone codes" because of the social aspect of the job and their interest in the IT industry as well as the training field. "Everyone codes" combines these aspects optimally and thus offers employees to work at a social enterprise for which there is no comparable organization in Austria.		

Hypothetical impact value chains -Federal government and federal states



INPUT of the stakeholder	ACTIVITIES/ SERVICE(S) of the project	OUTPUT of the project	Hypothetical IMPACT through the project
Financial subsidies	Addition of state training programs	Number of vocational education and training programs	(Financial) relief of the social welfare system
	Assistance with integrating unemployed people into the labour market	Number of unemployed people successfully trained	Contribution to the fulfilment of the needs-based care mandate
		Number of people integrated into the labour market	Image boost





Hypothetical impact value chains -Public Employment Service Austria (AMS)



INPUT of the stakeholder	ACTIVITIES/ SERVICE(S) of the project	OUTPUT of the project	Hypothetical IMPACT through the project
Financial support (for "everyone codes" and participants)	Training of unemployed people	Number of vocational education and training programs	Addition to the training programs
	Assistance with integrating unemployed people into the labour market	Number of unemployed people successfully trained	Better fulfilment of the service mandate
Referral of applicants		Number of people integrated into the labour market	Image boost







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Recommendations for "everyone codes"



What participants would like to see:

- Improve communication between "everyone codes" team and participants (e.g. set clear expectations, communicate announcements early)
- Offer more optional tasks (additional, voluntary tasks for participants who want to further study the course content in their free time)
- Provide additional learning materials

What could be done better from the alumni's perspective:

- Communicate realistic expectations in regards to the alumni program
- Provide regular updates on the alumni program
- Create a position with exclusive responsibilities for the alumni community (if feasible)
- Create opportunities for Alumni to connect with potential employers

• What could be improved from the companies' point of view:

- More tasks for participants that require independent work so that participants are better prepared for practice
- Closer cooperation of "everyone codes" with companies in the project phase of the course (e.g. implement real life projects from a company)
- Offer participants a wider range of advanced specializations
- Offer "everyone codes" courses also in German (as English is not the primary language of communication in all companies)







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Conclusion 1/3



- As part of the impact-oriented assessment of the "everyone codes" project, hypothetical impact value chains were created for participants, alumni, companies, employees of "everyone codes", the federal government and federal states and the Public Employment Service Austria (AMS). Qualitative data was collected to assess the existence of the hypothetical impacts among participants, alumni, companies and employees of "everyone codes".
- By attending the training programme from "everyone codes", participants acquired a foundation of IT skills. The training strengthened their intention to work in the IT sector and improved their self-confidence. The social interaction during the courses (especially before COVID-19) had a positive impact on the participants' social life. In addition, new interests were discovered through new contacts or topics discussed in the course. In order to determine the impact of "everyone codes" on participants' job opportunities, a more extensive study is needed. Participants can nevertheless be seen as clear beneficiaries of the project.





Conclusion 2/3



- For companies, "everyone codes" is a useful additional channel to recruit suitable software developers so that IT tasks can be processed within the company. Given the shortage of skilled workers in the IT sector, "everyone codes" is a valuable project for companies. The recruitment process of companies, however, did not change due to "everyone codes". Therefore, there were no cost savings for companies.
- Few events have been offered for alumni recently due to the COVID-19 situation and organizational changes at "everyone codes". However, the qualitative data collected showed that events such as hikes **promote** exchange among alumni and in general have a positive impact on their social life. So far, the alumni programme has not had an impact on the professional situation of the alumni interviewed.





Conclusion 3/3



- Through employment with "everyone codes", employees receive a fixed income as well as an entitlement to a pension. Working for a social enterprise that operates within the field of their interest is attractive and fun for employees and leads to a positive feeling of doing something good. Due to the open and supportive organizational culture and the dynamic working environment, employees can expand their knowledge and skills and develop personally. In addition, "everyone codes" offers employees a community in which new friendships can be made. By working at "everyone codes", employees also gain a better understanding of the program's target group and are sensitized to their needs.
- All in all, "everyone codes" is assessed as a good project for training people with little or no previous knowledge to become software developers. "Everyone codes" is also an important project from a company's perspective, not least because of the shortage of skilled workers in the IT sector. As a result, the project is assessed to be generally successful in integrating unemployed people into the primary labour market. In order to determine the extent to which unemployed people are integrated into the primary labour market in the long term, a more comprehensive study needs to be conducted.









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