

## International Year of Volunteers +10 Consultative Meeting (22-23 October 2009)

### IYV+10 – Global Plan of Action <sup>1</sup>

#### Contents

|  |    |
|--|----|
| Overview .....   | 1  |
| 1. Global Coordination.....  | 2  |
| 2. Common Vision .....   | 3  |
| 3. Communication, Promotion & Recognition .....  | 4  |
| 4. Networking and Partnerships .....   | 6  |
| 5. Social Inclusion and IYV+10.....  | 7  |
| 6. Engaging National Leadership/ National Committees.....                                      | 8  |
| 7. Facilitation .....  | 9  |
| ANNEX I: Agenda and participating entities – IYV+10 consultative meeting (22-23 Oct 2009)..... | 10 |
| ANNEX II: Global Call for Action for Marking IYV+10 (sent 5 Dec 2009).....                     | 11 |

#### Overview

The Consultative Meeting on the International Year of Volunteers + 10 (IYV+10) was an opportunity for diverse organizations to discuss ways to mark the 10<sup>th</sup> Anniversary of the International Year of Volunteers. This was an opportunity to share activities, how these may link to broader aims, and to develop a Global Plan of Action to guide all parties toward a successful IYV+10.

The Consultative Meeting hosted by the United Nations Volunteers (UNV) in Bonn was organized in different sessions whose purposes ranged from sharing information to deciding on concrete steps to move the process forward. Please see annex with meeting agenda and list of participants for further information.

An important purpose of the Consultative Meeting was to determine a practical Global Plan of Action that could guide participants, invited participants who were not able to attend, as well as other stakeholders who will join the process at a later date.

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<sup>1</sup> Countries and Regions are encouraged to develop their own National and Regional Plans of Action.

The Global Plan of Action was developed in three iterations:

- Most sessions invited participants to consider practical actions that could be considered moving forward
- These suggested actions were included in a Global Plan of Action drafted by a volunteer group during the evening of the first day.
- As based on the Global Plan of Action, participants worked in small groups to refine existing actions and to suggest additional actions. These were presented in plenary and discussed as to their practicality and feasibility, as well as organisations/ individuals who could lead these going forward. Whenever possible these included proposed timelines and key dates.

This Global Plan of Action presents the actions so noted in this last iteration and as initially adopted by the participants in the last session.

Participants agreed that while these actions represent their best current efforts at collaborative thinking and commitment, they will need to include additional stakeholders and potential stakeholders in discussions moving forward.

| <b>1. Global Coordination</b>  |   |                 |
|--|---|-----------------|
| There were some global actions that arose beyond specific subjects.  |   |                 |
| <b>Proposed Actions</b>  | <b>Responsibility</b>   | <b>Timeline</b> |
| <ul style="list-style-type: none"> <li>• <b>Form Governing Body for IYV+10</b> (e.g. Board) that will guide partners, stakeholders and others in marking IYV+10, including overall governance (also in light of coordinating with initiatives such as the European Year of Volunteering).</li> </ul>   |   |                 |
| <ul style="list-style-type: none"> <li>• <b>A preparatory working group</b> will be established to discuss the formation of the governing body and to consider issues such as Terms of Reference/ mandate, configuration, resource mobilization, management of funds and resources, selection criteria to ensure broad representation, possible working committees to address separate issues for example communications.</li> </ul> | <p><b>Elaine Bradley (lead) (CEV)</b>, Jinsu Yom (CCIVS), Kathleen Dennis (IAVE), Deirdre Murray (Forum/Comhlámh), Milutin Milosevic (WOSM), Donna Keher (UNV), Stefan Agerhem (IFRC), Lana Narancic (IBLF), Viola Krebs (ICVolunteers)</p> |                 |

## 2. Common Vision

Discussions regarding the **Common Vision** included opportunities for participants to share their diverse visions and needs and, from this, to discover common themes, issues, messages and foci.

Participants agreed that it was important that organisations with distinct visions and agendas be encouraged to pursue these but that the participants to the Consultative Meeting could identify commonalities and linkages to support broader global, regional and national visions.

### Issues emerging from discussions

- While all organisations should respect different visions and needs, it is important to draft a common vision that can provide focus and enable individuals/organizations to work toward a common purpose.
- The participants of the working group on the common vision suggested “Unlocking volunteerism in everyone” as one potential key message (*please see other examples of potential key messages under “Communications” below.*)
- It was agreed that the following be considered when drafting a common vision:
  - Consider volunteerism as an expression of our common humanity
  - Pursue a legal framework for a “right of volunteering” (“right to development” process as model for action)
  - Consider IAVE Declaration (Universal Declaration on Volunteering)
  - Important to recognize/highlight the individual inherent potential associated with volunteering - it is a combination of good will and individual development
  - Recognize that vision/message should be aimed at a common/positive goal (peer development), based on core human values
  - Include core characteristics such as free will, solidarity, reward, moral imperative, and human value
  - Consider linkages and reference to Millennium Development Goals

| Proposed Actions  | Responsibility    | Timeline   |
|---|-------------------|--|
| <ul style="list-style-type: none"> <li>• Agree UNV will draft an initial <b>vision statement</b>, then circulate among participants for comments and finalize it by the end of 2009. Once finalized, it will be shared with other stakeholders and broader groups.</li> </ul> | <p><b>UNV</b></p> | <p>by 25 Nov 2009<br/>(updated to in<br/>January 2010)</p> |

### 3. Communication, Promotion & Recognition

The discussion on **Communications** covered many aspects of a potential communications strategy and activities. It began by examining what participants felt worked in communications, especially given lessons learned from IYV and other events centering around the theme of volunteerism. This included specific foci, key messages, target audiences, who should communicate what, and communications tools and resources. Most agreed that a primary objective of any communications' strategy is to attract a wider volunteer and donor base.

Overall, many agreed that the emphasis in communications should be on getting volunteers to tell their success stories, through articles and interviews by them and by photos and videos of them doing volunteer work that 'makes a difference'.

| Proposed Actions  | Responsibility   | Timeline |
|---|--|----------|
| <ul style="list-style-type: none"> <li>Set up a <b>Communications Working Committee</b> which will come under the umbrella of the Governing Body once established. This Working Committee will have clear terms of reference. This Committee's main role will be to develop a communications' strategy that may include key messages, tools, target audiences, representation by other partners etc. Members will meet by virtual means as well as in person.</li> </ul>  | <b>LEAD: tbd</b> - Kathleen Dennis (IAVE), Elaine Bradley (CEV), Jinsu Yom (CCIVS), Deirdre Murray (Forum/ Comhlámh), Donna Keher (UNV), Milutin Milosevic (WOSM), Stefan Agerhem (IFRC), Devendra Tak (CIVICUS) |          |
| <ul style="list-style-type: none"> <li>Determine an overall <b>communication message</b> which should include <i>(also based on the "Common Vision")</i>:               <ul style="list-style-type: none"> <li>Recognize the contribution of volunteerism to society</li> <li>Inspire everyone to volunteer</li> <li>Include a tagline and geared to different stakeholders</li> <li>Promote key messages, such as "Discover the volunteer in you" and "Volunteering is the glue that holds the world together" are examples of key messages that may be considered.</li> </ul> </li> </ul>   | <b>Communications Working Committee</b>  |          |
| <ul style="list-style-type: none"> <li>Develop a <b>communications plan</b> (online, print, radio, etc.) which could include, but not exclusively the following elements:               <ul style="list-style-type: none"> <li>Update/develop <b>new logo for IYV+10</b> (Make sure to assess how proposed logos would appeal to different groups. It should not include any branding from a single organization).</li> <li>Develop a <b>"toolkit" or communication materials/channels</b> that can be used by all participating organizations</li> <li>Consider engaging <b>spokespeople, celebrities, goodwill ambassadors</b> (including UN ambassadors)</li> <li>Organize a <b>poster campaign</b></li> <li>Develop a <b>countdown calendar/clock</b> towards 2011</li> <li>Focus on as many <b>stories of volunteerism</b> as possible</li> <li>Organize <b>global events</b></li> <li>Develop <b>post-IYV+10 publication</b></li> <li>Develop <b>inter-active online calendar</b> with events related to IYV+10 to be used to alert participating organizations and to which all partners can add on</li> </ul> </li> </ul> | <b>Communications Working Committee</b>  |          |

| Proposed Actions  | Responsibility   | Timeline |
|---|--|----------|
| <ul style="list-style-type: none"> <li>• Further develop the <b>World Volunteer Web</b> (<a href="http://www.worldvolunteerweb.org">www.worldvolunteerweb.org</a>) as an <b>interactive central communications platform</b> to facilitate communications between partners, stakeholders and volunteers. It would also serve as resource centre so that organizations would be able to post/share research, working papers, volunteer stories etc.                             <ul style="list-style-type: none"> <li>- Assess the existing World Volunteer Web (which provides a good basis but needs to be further developed and actively supported with resources/content by <b>all partners with broad ownership</b>). Based on the assessment, make specific recommendations to improve the World Volunteer Web</li> <li>- Explore social networking, blogs, twitter, and other web 2.0 tools</li> <li>- Develop plan for regular updates of the communications platform</li> </ul> </li> </ul> | <p><b>Communications Working Committee</b> to consider whether establishing a specialized sub-group to address this is desired</p> |          |

## 4. Networking and Partnerships

Successful **networking** in the context of IYV +10 and beyond requires us to consider volunteering as a movement, promoting an inclusive multi-stakeholders approach to support the mobilization of both human and financial resources.

Cross-sector **partnerships** should be developed to make use of the comparative advantages offered by the diversity of stakeholders involved, from governmental and intergovernmental bodies to civil society organisations, from the corporate sector to academic and research institutions and the media.

*Note by UNV: While the establishment of a Working Committee on Networking and Partnerships was not discussed during the meeting, the establishment of such committee could be considered (e.g. by the Governing Body) in case more activities are added which could not be carried out by the Communication Working Committee.*

| Proposed Actions   | Responsibility   | Timeline                      |
|--|--|-------------------------------|
| <ul style="list-style-type: none"> <li>Formulate a “<b>Global call for Action</b>” to be disseminated on 5 December 2009 to cross-sector partners to join the celebration of IYV + 10</li> </ul>   | <p><b>UNV</b><br/>all organisations to participate</p>           | issued globally<br>04/12/2009 |
| <ul style="list-style-type: none"> <li><b>Write to Heads of UN entities</b> to encourage them to join the preparations, to nominate a focal point for IYV+10, to join <b>one month thematic focus activity</b> (see below) in particular and to promote IYV+10 within their Governing Body structure while leveraging on the UN General Assembly Resolution 63/153 “Follow-up to the implementation of the International Year of Volunteers (Feb. 2009)</li> </ul> | <p><b>UNV</b></p>  |                               |
| <ul style="list-style-type: none"> <li><b>Dedicate every month in 2011</b> to a particular topic (related e.g. to UN Days) while focussing on volunteering and plan corresponding activities throughout the month</li> </ul>   | <p><b>UNV/ UN entities/ Communications Working Committee</b></p> |                               |
| <ul style="list-style-type: none"> <li><b>Circulate Global Plan of Action to all our networks</b> to see how/when people can participate. Collect input through the World Volunteer Web</li> </ul>   | <p><b>UNV/ Communications Working Committee</b></p>              |                               |
| <ul style="list-style-type: none"> <li>Contribute to acknowledgement of volunteerism for development and peace in the upcoming <b>High-Level MDG Review</b> to take place in September 2010 in New York</li> </ul>   | <p><b>All organizations involved in IYV+10</b></p>               |                               |

## 5. Social Inclusion and IYV+10

In addition to the broad discussions regarding the need to consider how we have worked with **social inclusion** in the past and how we need to consider social inclusion given various global issues, e.g. the financial crisis, food crisis, urbanism, etc., participants generally agreed that social inclusion should be integrated into all aspects of our work and how we promote social inclusion in IYV+10.

### Issues emerging from discussions

What do we need to achieve? How do we measure impact?

We need to widen the lens of recognition of volunteering to include ways communities organize self support and informal volunteering by people living in difficult circumstances.

| Proposed Actions   | Responsibility   | Timeline |
|--|--|----------|
| <ul style="list-style-type: none"> <li>• <b>Set-up a working committee</b> to explore the issues of social inclusion and how best to present to the GA/CSD, as well as other events/initiatives for IYV+10. In the context of the working committee, a special focus will be given to research on social inclusion, e.g. to draft a 2-3 page paper (important mechanism for inclusion). It is recommended that this would be part of the State of the World Volunteerism Report led by UNV with input from civil society.</li> </ul> | <p><b>Mae Chao (UNV) (lead)</b>, Daphne Casey (UNV), Lana Narancic (IBLF), Thierno Kane (UNDP)</p> <p><b>Nick Ockenden (IVR) (lead for Research component)</b></p> |          |
| <ul style="list-style-type: none"> <li>• Work <b>through governments, UNV and NGO networks</b> like the NGO Committee for Social Development to influence the GA (actions), using the <b>Commission for Social Development</b> as an opportunity to comment on the SG Report on Social Inclusion.</li> </ul>   | <p><b>All organizations involved in IYV+10</b></p>   |          |
| <ul style="list-style-type: none"> <li>• <b>Share examples of good practice</b> of social inclusion and recognition, and volunteer management on the Communications Platform (World Volunteer Web)</li> </ul>  | <p><b>All organizations involved in IYV+10</b></p>   |          |
| <ul style="list-style-type: none"> <li>• <b>Develop a working committee</b> on recognition and professionalism of volunteer management</li> </ul>  | <p><b>TABLED</b></p>   |          |

## 6. Engaging National Leadership/ National Committees

The question that this session aimed to address was: How can we ensure joint **national leadership** among public, private and civil society stakeholders in enhancing the recognition, facilitation, networking and promotion of volunteerism towards, during and post IYV+10?

### Issues emerging from discussions

#### Establishment of National Committees

There are strategic and practical gains to be made from having a multiple stakeholder group to provide leadership and coordination for the IYV+10 at national level. Benefits range from increased legitimacy to extended outreach, and from optimising resources to facilitating and enhancing the potential for communication between national committees.

Challenges of the committee structure could include competing/conflicting interests; imbalance of power and dispersed ownership and diluted responsibility which can be addresses by developing partnership agreements/ memoranda of understanding.

| Proposed Actions  | Responsibility | Timeline |
|---|----------------|----------|
| <ul style="list-style-type: none"> <li>Create a <b>best practices database</b> of National Committees, drawing from the first IYV and other Volunteering events and initiatives. This may include:                             <ul style="list-style-type: none"> <li>- Set up of National Committees</li> <li>- Support received</li> <li>- Sustainability beyond 2011</li> </ul> </li> </ul>  | UNV (lead)     |          |
| <ul style="list-style-type: none"> <li><b>Global mapping</b> of National Committees</li> </ul>  | UNV (lead)     |          |
| <ul style="list-style-type: none"> <li>Draft a <b>concept note</b> to help advocate for the establishment of National Committees. This may include:                             <ul style="list-style-type: none"> <li>- Overall scope of IYV+10 for national committees</li> <li>- Vision/mission/purpose of national committees</li> <li>- Existing mandates/GA Resolution</li> <li>- Scope at the sub-national level</li> <li>- Outcome</li> </ul> </li> </ul> | UNV (lead)     |          |
| <ul style="list-style-type: none"> <li>Develop a <b>practical Guidance Note</b> on establishment and functioning of National Committees. This tool should include a sample TOR and a proposed structure</li> </ul>  | UNV (lead)     |          |
| <ul style="list-style-type: none"> <li>Establish <b>coordination and facilitation mechanisms</b> at global and regional levels and seek complementarity with initiatives such as the European Year of Volunteering</li> </ul>   | Governing Body |          |

## 7. Facilitation

**Facilitating** volunteerism is to ensure that the maximum numbers of people from the broadest range of backgrounds are able to have opportunities to volunteer.

| Proposed Actions  | Responsibility   | Timeline |
|---|--|----------|
| <ul style="list-style-type: none"> <li>Establish an overall Working Committee on Facilitation (<i>Note by UNV: Upon reviewing the below actions, we felt that it would be useful to have an overall working committee to discuss how to move forward, therefore this point was added as a suggestion. Possible members could include, in addition to the ones listed below under sub-group IVR, IFRC, IBLF and WOSM, given their role in the action points further below</i>)</li> </ul>  |  |          |
| <ul style="list-style-type: none"> <li>Improve evidence based approaches and understanding of the impact of volunteerism           <ul style="list-style-type: none"> <li>Review current best practices literature and ways to conduct/apply research</li> <li>Provide tools to volunteers themselves to assess impact</li> <li>Exchange best practices, methodologies with a focus on simple practices to demonstrate value of volunteering.</li> <li>Move toward a clear way to demonstrate impact of volunteering</li> </ul> </li> </ul> | <b>Possible sub-group:</b><br>Mae Chao (UNV), Daphne Casey (UNV), Elaine Bradley (CEV), Kathleen Dennis (IAVE) |          |
| <ul style="list-style-type: none"> <li>Develop a <b>research committee</b>. Improve evidence and understanding of volunteering impact using network to supply cases /examples.</li> </ul>   | Nick Ockenden (IVR)  |          |
| <ul style="list-style-type: none"> <li>Enhance/strengthen <b>organizational capacity</b> to engage with volunteers; Share existing knowledge and practices, tools on volunteer management.</li> </ul>   | Stefan Agerhem (IFRC),<br>Milutin Milosevic (WOSM)   |          |
| <ul style="list-style-type: none"> <li>Determine <b>effective means of investing in new volunteers of all age groups</b> (young, elderly, marginalized people). Share with preparatory working group for governing body to guide overall work.</li> </ul>   | Stefan Agerhem (IFRC),<br>Milutin Milosevic (WOSM)   |          |
| <ul style="list-style-type: none"> <li><b>Support policy and legislation environment</b> <ul style="list-style-type: none"> <li>Recognition</li> <li>Scouts to contact Alliance of 22 NGOs in Europe as possible coordinator</li> </ul> </li> </ul>   | Stefan Agerhem (IFRC),<br>Milutin Milosevic (WOSM)   |          |
| <ul style="list-style-type: none"> <li>Provide <b>support/guidance to non mandated organizations and entities</b> to promote volunteering for IYV + 10 (Link to Framework/calendar developed by Communications Working Committee)</li> </ul>  | Lana Narancic (IBLF)<br>(volunteered in absentia)  |          |

**ANNEX I: Agenda and participating entities – IYV+10 meeting (22-23 Oct 2009)**

| <b>Agenda – IYV+10 Consultative meeting (22-23 October 2009)</b>  |
|---|
| <b>IYV+10: BUILDING A COMMON VISION</b>   |
| <p><b>Opening statement and review on IYV 2001</b><br/>Flavia Pansieri, Executive Coordinator UNV</p>   |
| <p><b>Vision for IYV+10</b><br/>Chair: Stefan Agerhem (IFRC)</p> <p><i>Supported by the facilitator, and informed by the results of an Internet-based survey sent to the participants prior to the event, the group will discuss our individual and/or organizational perceptions of 'marking IYV+10'. The objective of the session is to identify a common vision for marking IYV+10.</i></p>  |
| <p><b>Organisational statements on activities and plans for IYV+10 from participants</b><br/>Chair: Pascal Villeneuve (UNICEF)</p> <p><i>Presentations by:</i></p> <ul style="list-style-type: none"> <li>• European Commission – Markus Held, on behalf of the European Commission as represented by CEV</li> <li>• United Nations Volunteers (UNV) - Naheed Haque</li> <li>• International Association for Volunteer Effort (IAVE) – Kathleen Dennis</li> <li>• Co-ordinating Committee for International Voluntary Service (CCIVS) – Francesco Volpini</li> <li>• World Organization of the Scout Movement (WOSM) – Milutin Milosevic</li> </ul> |
| <b>IYV+10: BUILDING A COMMON PLAN</b>   |
| <p><b>Activating Broad National Leadership for IYV+10</b><br/>Chair: Deirdre Murray (FORUM) &amp; Elaine Bradley (CEV)</p> <p><i>For IYV+10, how can we ensure joint national level leadership among public, private, and civil society stakeholders in enhancing the recognition, facilitation, networking, and promotion of volunteerism, e.g. National Committees?</i></p>   |
| <p><b>Volunteerism and the Promotion of Social Inclusion: An Opportunity for IYV+10</b><br/>Chair: Thierno Kane (UNDP)</p> <p><i>Ways in which governments, civil society and the UN system can promote broader participation of all population groups through volunteerism will be one important focus of IYV+10.</i></p>  |
| <p><b>Working together on Communications and outreach</b><br/>Chair: Markus Held (CEV)</p> <p><i>A background note will be used to aid a discussion on formulating a communications approach to promoting IYV+10 and on encouraging broad participation in marking IYV+10.</i></p>  |
| <b>IYV+10: REACHING CONSENSUS</b>   |
| <p><b>Recap and reflections on day 1</b><br/>Chair: Jirka Vierhaus (DED)</p>  |
| <p><b>Presentation and discussion of Draft Plan of Action for 2011</b><br/>Chair: Lana Narancic (IBLF)</p> <p><i>During this session all participants will discuss the draft action plan with the objective of reaching a consensus on a plan of action for marking IYV+10.</i></p>   |
| <p><b>Adoption of Plan of Action for 2011 &amp; closure</b><br/>Flavia Pansieri, Executive Coordinator UNV</p>  |

**Participating entities – IYV+10 Consultative meeting (22-23 October 2009)**

Association 'Learning and Helping Overseas' (AKLHÜ), Association of Voluntary Service Organisations (AVSO), Bertelsmann Foundations, Co-ordinating Committee for International Voluntary Service (CCIVS), European Volunteer Centre (CEV), European Youth Forum (YFJ), German Development Service (DED), German Federal Ministry for Economic Cooperation and Development (BMZ), ICVolunteers, International Movement ATD Fourth World, Institute for Volunteer Research (IVR), International Association for Volunteer Effort (IAVE), International Federation of the Red Cross and Red Crescent Societies (IFRC), Japanese Embassy Germany, International Forum on Development Service (FORUM – Comhlámh and HVSF), International Labour Organization (ILO), Japanese National Network of Organizations Promoting Volunteerism (NNOPV), Korea International Cooperation Agency (KOICA), Office of the United Nations High Commissioner for Human Rights (OHCHR), Peace Corps, The Prince of Wales International Business Leaders Forum (IBLF), United Nations Children's Fund (UNICEF), United Nations Development Programme (UNDP) and UN Millennium Campaign, United Nations High Commissioner for Refugees (UNHCR), United Nations Office on Sports for Development and Peace (UNOSDP), United Nations Volunteers (UNV) programme, World Health Organization (WHO), World Alliance for Citizen Participation (CIVICUS), World Organization of the Scout Movement (WOSM).

**ANNEX II: Global Call for Action for Marking IYV+10 (sent 5 Dec 2009)**