



**Report  
Consultative Meeting  
on the  
International Year of Volunteers plus Ten**

**United Nations Volunteer (UNV) Headquarters, Bonn Germany  
22-23 October 2009**

**Participating Entities**

- Association 'Learning and Helping Overseas' (AKLHÜ)
- Association of Voluntary Service Organisations (AVSO)
- Bertelsmann Foundation
- Coordinating 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
- Institute for Volunteer Research (IVR)
- International Association for Volunteer Effort (IAVE)
- International Federation of the Red Cross and Red Crescent Societies (IFRC)
- International Forum on Development Service (FORUM – Comhlámh and HVSF)
- International Labour Organization (ILO)
- International Movement ATD Fourth World
- Japanese Embassy Germany
- Japanese National Network of Organizations Promoting Volunteerism (NNOPV)
- Korea International Cooperation Agency (KOICA)
- Office of the United Nations High Commissioner for Human Rights (OHCHR)
- United States 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)
- World Health Organization (WHO)
- World Alliance for Citizen Participation (CIVICUS)
- World Organization of the Scout Movement (WOSM)

## Background

The General Assembly designated 2001 as the International Year of Volunteers (IYV), in December 1997, based on a proposal from the Government of Japan. The United Nations Volunteers (UNV) programme was designated as the UN's focal point. With its main objectives of increased recognition, facilitation, networking and promotion of volunteering, the International Year of Volunteers, largely led at national levels, was successful in highlighting the achievements of millions of volunteers worldwide and actively encouraged more governments to support and promote more people from a variety of backgrounds to engage in volunteerism for development.

In December 2008 the UN General Assembly (Resolution 63/153) invited governments, media, civil society, the private sector, development partners and the UN to mark the tenth anniversary of the International Year of Volunteers (IYV+10), at the global, regional and national levels. This includes that on or around 5 December 2011, International Volunteer Day for Economic and Social Development, two plenary meetings of the General Assembly will be devoted to commemoration of the tenth anniversary of IYV.

Marking IYV+10 in 2011 offers a unique opportunity for governments, volunteer involving organizations (VIO's), the UN system, civil society organizations, businesses, academic institutions, and all other stakeholders to further advance the recognition and promotion of volunteerism, to enhance its facilitation on the international, national and local levels, to intensify existing networks, and to create new ones. Particularly in view of 2015, the target date of the Millennium Development Goals (MDG's), the tenth anniversary of IYV offers the opportunity to address the role of volunteerism in social and human development and further enhance the contributions of volunteers worldwide to the achievement of the MDG's.

UNV convened a Consultative Meeting on Marking IYV+10 on 22-23 October in Bonn, Germany, with representatives from a network of international and regional volunteer organizations, civil society organization, governments and UN entities to discuss preparations for the tenth anniversary of the International Year of Volunteers in 2011. This was an opportunity to build on lessons learned from IYV, share plans for activities, consider how these may link to broader aims, and to develop a preliminary Framework for Action to guide all interested parties toward a successful marking of IYV+10.

The Consultative Meeting, supported by an external facilitator, was organized in different sessions. The sessions' purposes ranged from sharing information to deciding on concrete steps to move the process forward. The sessions were:

- Building a Common Vision for IYV+10
- Organisational Statements on Activities and Plans for IYV+10
- Activating Broad National Leadership for IYV+10
- Volunteerism and the Promotion of Social Inclusion: An Opportunity for IYV+10
- Working Together on Communication and Outreach
- Reaching Consensus on a draft Global level Plan of Action/Framework for 2011

## Outcome of the Consultative Meeting

The IYV+10 Consultative Meeting outcome was a draft Global Framework or Plan of Action reflecting the ideas and recommendations from the two days of discussion. Specific actions were proposed to build on the continuing pillars of recognition, promotion, facilitation, and networking in marking IYV+10. The action categories were:

1. **Global Coordination:** Form an international level Governing Body for IYV+10, e.g. Board/International Committee, to coordinate partners, stakeholders, etc. in marking

IYV+10. A preparatory working group will take responsibility for structuring such a governing body, i.e. drafting terms of reference, configuration, selection criteria, resources and resource management, and committee/subcommittee structures.

- 2. Common Vision:** While participating organisations and entities may have different foci and needs, it was agreed to draft a common vision for IYV+10 to provide focus and enable individuals, organizations, committees, etc. to work towards a common purpose.
- 3. Communication, Promotion, and Recognition:** A Communications Working Committee, under the Governing Body, would be formed to develop a communications strategy, including key messages, tools, target audiences, representation by diverse partners, etc. Moreover, it was agreed to further develop the World Volunteer Web ([www.worldvolunteerweb.org](http://www.worldvolunteerweb.org)) as an interactive central communications platform to facilitate communications between partners, stakeholders and volunteers. It would also serve as a resource centre so that organizations would be able to post/share research, working papers, volunteer stories etc.
- 4. Networking and Partnerships:** Cross-sector partnerships should be developed to benefit from the comparative advantages of a diversity of stakeholders, from governmental and intergovernmental organizations to civil society organisations, from the corporate sector to academic and research institutions and the media. Proposed actions included formulating a “Global Call for Action” to be disseminated on International Volunteer Day, 5 December 2009 calling a cross-sector of partners to join the marking of IYV+10; circulating the plan to all the participants’ networks; and collecting input and commitments through the World Volunteer Web.
- 5. Social Inclusion and IYV+10:** Set up a working committee to explore the issues of social inclusion and how to utilise opportunities with the UN’s Commission for Social Development in 2010 and the special IYV+10 related UN General Assembly sessions in 2011. A special focus will be on research on social inclusion with a paper developed to educate and promote awareness; as well as sharing best practices.
- 6. Engaging National Leadership/National Committees:** Joint national leadership among public, private, civil society stakeholders contributed significantly to the successes during the International Year of Volunteers. A national coordination mechanism is seen as a key to enhancing the recognition, facilitation, networking, and promotion of volunteerism towards, during, and post IYV+10. However, recognizing also the challenges of multi-stakeholder national committees, it was agreed to develop a best practice database; a concept note to be used as an advocacy tool for establishing National IYV+10 Committees; a guidance note on the establishment, functioning, and promoting sustainability of National Committees; and global and regional coordination and facilitation mechanisms which complement initiatives such as the European Year of Volunteering 2011.
- 7. Facilitation:** Coordinated actions will focus on research and evidence on volunteering by improving evidence-based approaches and understanding the impact of volunteerism and other volunteer related research. Collaborative efforts to enhance and strengthen organisational capacity to engage with volunteers will focus on sharing knowledge, practices, and tools on volunteer management. Effective means to engage new volunteers from all cohorts (young, elderly, marginalised people) through inclusive strategies will be examined. Another priority is promoting volunteerism recognition and supportive policy and legislation environments. Support and guidance materials will be developed for organisations and entities, whose main mandates are other than volunteering, on how they also can promote and recognize volunteering in IYV+10.

## Summary of Discussions

In the opening comments, Ms. Flavia Pansieri, Executive Coordinator, UNV, welcomed the participants and emphasized the opportunities provided in GA Resolution 63/153 to further build on the pillars of IYV: recognition, promotion, facilitation, and networking. She stressed how important it is for the diverse stakeholders, as represented in the consultative meeting, to come together under a practical framework for action and to reinvigorate the spirit that ran through the original year. She challenged the participants to reflect on how that spirit updated by recent advancements, e.g. IT tools, can be translated into stronger policies on volunteerism; strengthened cooperation among government and civil society; and enhanced infrastructure to support volunteerism in 2011 and beyond.

### ***Building a Vision for IYV+10***

Session chair, Stefan Agerhem, IFRC, led a discussion on organisational visions, foci, plans, and agendas for IYV+10 to explore identifying a common vision to frame activities and maximize the impact of the year.

A survey was conducted among all invited participants prior to the meeting. The desired results and activities for volunteerism and for individual institutions from marking IYV+10, cited in the survey, could be broadly categorized as:

- Common vision/message/focus
- Global/regional and national events
- Enabling national support/civil society engagement
- Enduring social inclusion
- Communication & outreach – increase awareness and recognition
- Research/evaluation/benchmarking
- Strengthen partnerships/government support
- Increase fundraising/resources
- Increase number of volunteers
- Diversity of opportunities for volunteers
- Enhance infrastructure for volunteering

Participants agreed that it was important that organisations with distinct visions and agendas be encouraged to pursue these, but also commonalities and linkages among entities should be identified and supported, as well as broader global, regional and national visions.

Some of the common messages/visions that emerged included:

- 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)
- Volunteerism has benefits for the volunteers themselves—recognize this as a vital part of one’s individual development
- People, from all walks of life, young and old, are included
- We should recognize the different definitions we use for volunteerism and respect these while maintaining an overall focus
- To recognize volunteerism as a force for human development

A common vision with an associated phrase (e.g. “Unlock the volunteer in everyone”) would inform the message(s). The Universal Declaration on Volunteering adopted by the International Association for Volunteer Effort (IAVE) in 2001 can help shape such a vision.

## ***Organisational statements on activities and plans for IYV+10***

Chair Pascal Villeneuve, Associate Director, Programme Partnerships, UNICEF, recognized that many organizations are already planning a wide range of activities for marking IYV+10. He invited five organizations to share their plans to date. All participants were invited to post planned events and activities onto a calendar for dissemination. The purpose of this session was to inform and identify areas for cooperation, coordination, and a common vision.

The year 2011 was declared as the European Year of Volunteering by the European Union (EU). Markus Held, European Volunteer Center (CEV), presented in place of the European Commission. A final decision on the agenda as well as on the objectives of the European Year of Volunteers will be taken by the end of 2009 by the European Parliament and the Council of Ministers. The proposed objectives are: work towards an enabling environment for volunteerism; empower volunteer organizations and improve the quality of volunteering; reward and recognize volunteer activities; and raise awareness for volunteering. EU member states will be asked to set up national coordination committees for the year to oversee the implementation. Currently, 8 million Euros has been budgeted for 2010 and 2011. High level events are planned to take place in Belgium, Hungary and Poland (as EU presidencies in 2010/2011). A communication strategy is under development and a logo competition is being undertaken with the help of the Volunteering Alliance. [www.eyv2011.eu/](http://www.eyv2011.eu/)

Naheed Haque, Deputy Executive Coordinator, UNV, stated that UNV plans to support several landmark events for marking IYV+10. In addition to these key events, the bulk of activities will take place at regional, national and local levels. On 5 December 2010 UNV will set up the inauguration event at the UN General Assembly in New York and it will coordinate the closing ceremony of IYV+10 on 5 December also in the General Assembly which will devote two sessions entirely to the follow-up of the International Year of Volunteers. UNV will furthermore support accompanying events on volunteerism during the Commission on Social Development meeting at the UN Secretariat in February 2010. These side events will provide opportunities for governments, VIOs and other stakeholders to discuss the links between volunteerism and social inclusion.

UNV will launch the “State of World Volunteerism Report” in 2011 that will both inform and advocate about the role and contribution of volunteerism. It is hoped that the report, which is to be published on a 3 yearly basis, will result in a paradigm shift in the way that volunteerism is perceived and discussed in the future. Generally, UNV will focus on ensuring broad national leadership in marking IYV+10 through the support of networks of national governments, civil society and the private sector and on the greater involvement of the UN system at large. To support implementation of IYV+10 plans, UNV will develop promotional materials and guidance notes.

Kathleen Dennis, Executive Director, International Association for Volunteer Effort (IAVE) ([www.iave.org](http://www.iave.org)) reported that there will be a series of regional conferences in Taiwan (November 2009), in the Arab region (June/July 2010) and in Latin America (Bogota) (September 2010) to discuss preparations for IYV+10. IAVE’s World Conference in January 2011 in Singapore will host the organization’s official opening event for IYV+10 as well as its 40<sup>th</sup> anniversary. Young people from all over the globe will be assembled for a Youth Conference. The final event for IYV+10 is planned with “Partners of the Americas” at the World Youth Summit in November 2011 in Colombia.

In 2010, IAVE will review its Universal Declaration on Volunteerism from 2001. Stakeholders are invited to participate in this revision ([www.iave.org/universal declaration](http://www.iave.org/universal%20declaration)). IAVE will present a research report on volunteerism of global corporate enterprises at its World Conference in 2011. Beyond IYV+10, IAVE will initiate a Global National Volunteer Center Forum at its World Conference in September 2012.

Francesco Volpini, Director, Coordinating Committee for International Voluntary Service (CCIVS), announced plans to intensify a collaborative effort with UNESCO on a World Heritage campaign with volunteers in the context of IYV+10. World Heritage sites are used as catalysts for education and action on sustainable development and cultural dialogue with local communities and volunteers. A project focusing on gender and volunteerism is also planned in the context of IYV+10 which will be chaired by Malawi government officials. The project currently involves partners in 16 countries. CCVIS will develop a toolkit on how to promote gender equality in volunteer projects.

CCVIS will also focus on HIV/AIDS prevention, especially through volunteer-led forum theaters. In 2011 Nigeria will host regional trainings utilizing a CCVIS toolkit. Currently research on numbers and other impacts of the project is being conducted. The 2011 planned volunteers exchange between Europe and Palestine will remind us of the importance and potential of voluntary service and intercultural dialogue in building a culture of peace and an alternative to the clash of civilizations on the 10<sup>th</sup> anniversary of 9/11. 2011 will also mark the 10<sup>th</sup> anniversary of the Asia-Europe Young Volunteers Exchange project, started in 2001 at the occasion of the IYV by CCIVS and the Asia-Europe Foundation. The 2011 edition will focus on research on the impact, recognition and policies on international voluntary service in the 48 ASEM countries concerned.

Milutin Milosevic, World Organization of the Scout Movement (WOSM), reported that WOSM will establish volunteering as a priority for 2011, using the year to highlight and enhance recognition of existing volunteers and of Scouting as volunteering. Toolkits, research, communications, a dedicated portal and new partnering will support the campaign to promote, strengthen, and increase volunteering, especially in national Scout associations. WOSM has been very active in the alliance advocating and planning for EYV.

WOSM will focus its regularly planned events on IYV+10. It will launch the World 2011 campaign at the World Scout Conference and World Scout Youth Forum, presenting a consolidated report on achievements in countries around the World. The World Scout Jamboree will maximise the effect and celebrate successes (including Join-in-Jamboree programme), WOSM will continue to capitalise on the European Year of Volunteering. There are plans to establish an international award for volunteer achievement in work with young people; and to enhance academic evidence on volunteerism.

### ***Activating Broad National Leadership for IYV+10***

Co-Chairs Deirdre Murray, FORUM and Elaine Bradley, CEV led discussions on how to ensure joint national leadership among public, private, and civil society stakeholders in enhancing the recognition, facilitation, networking and promotion of volunteerism for IYV+10 and beyond.

There was agreement that there are strategic and practical gains from having a multiple stakeholder group to provide leadership and coordination for IYV+10 at a national level. Benefits range from increased legitimacy to extending the reach of interventions, and from optimising resources to facilitating and enhancing the potential for communication among countries.

The national committee structure is a recommended option for a collaboration mechanism. The GA resolution 63/153(15) specifically asks Governments to work with media, civil society, private sector, development partners, and UN entities to carry out activities marking IYV+10. This presents a basis for further encouraging Governments to engage with multiple stakeholders. But the point was made that the committee structure can have pitfalls, such as competing/conflicting interests; imbalance of power and dispersed ownership and diluted responsibility.

Globally and regionally, tools and guidance should be provided defining elements for successful national committees. Key elements for success include clear mandates; terms of references; appropriate, workable structures that are not duplicative of other initiatives, e.g.

EYV structures; guiding principles of inclusion, diversity, and representation; and planning for sustainability beyond 2011. It was also proposed that platforms be available to link national committees across countries, as well as at regional and global levels, both to share best practices and promote coherence and momentum.

### ***Volunteerism and the Promotion of Social Inclusion: An opportunity for IYV + 10***

Chair Thierno Kane, Director, Civil Society Division, UNDP, questioned the role of volunteerism in the current context, characterized by various crises such as climate change, the economic/financial crisis and food scarcity. Civic engagement/volunteerism does not guarantee social inclusion. So, what factors need to be considered in order to ensure social inclusion? In 2011 Beijing +15 is commemorated, but can we measure what has been achieved so far for the status of women? Can we calculate what it takes to achieve the MDGs in 2015? In this context it was always clear that we need broad participation to achieve human development. IYV+10 provides a significant opportunity to focus on ways in which governments, civil society and the UN system can promote broader participation of all population groups through volunteerism. The 2010 Commission on Social Development where UNV has been invited to participate, and two plenary meetings, dedicated to marking IYV+10, of the sixty-sixth session of the General Assembly in 2011 will be opportunities for governments to consider this issue in depth, and the widest participation of stakeholders for these events will be essential.

The group generally agreed that social inclusion should be integrated into all aspects of the work, not as a separate entity of volunteering, or for IYV+10 alone. Opportunities for and education on inclusion is needed. Reciprocal relationships should continue to be encouraged. Volunteer promotion should include deliberate efforts to be inclusive of all people and include training by experienced organizations if necessary and possible.

One issue raised regarding volunteering and social inclusion is that any definition of volunteering may place restrictions of whom and what we consider as “volunteering.” For example, if we say volunteers cannot be compensated for out of pocket expenses are we excluding populations that cannot afford incidental expenses who then become excluded?

To ensure social inclusion is addressed in marking IYV+10, discussions focused on promoting and sharing good practice and the contribution of volunteering to social inclusion within all sectors—government, private sector, and CSOs. Make deliberate efforts to include excluded groups in IYV+10 and enhance volunteerism capacity to address effectively inclusion and expansion of opportunities. Social inclusion should be a key message in all advocacy and communication campaigns for IYV+10 and inclusive language should be universally used. Develop a discussion paper on volunteerism and social inclusion to support the education and advocacy process.

### ***Working together on Communications and Outreach***

Chair Markus Held, CEV, led a productive discussion on Communications and Outreach that covered many aspects of a potential communications plan. It began by examining what participants felt worked in communications, especially given lessons learned from IYV and other volunteering events. This included a set of proposed actions/elements—mainly key messages, target audiences, who should communicate what, and communications tools and resources.

It was felt that one of the main communications objectives is to attract a wider volunteer and donor base. In other words, any key message should seek to invite every person to volunteer at some time; as well as ensure that they are given opportunities to respond. Since most potential volunteers (especially in the global South) may not have access to the internet, the radio and word-of-mouth publicity are also important communication tools that should not be neglected.

Overall, there seemed agreement on a common approach on messaging; a call to action; an updated generic IYV+10 logo; identified focal points; tools for feedback and evaluation of impact; multi-cultural, easy-to-use tools, materials, and guides; and a strong emphasis on volunteers telling their stories, through articles, artwork, and interviews by them and by photos and videos of them, showing that volunteering 'makes a difference'. Partnering with media, private sector, and celebrity champions was proposed to enhance resources and visibility. Another idea is to partner with other issue area campaigns, such as joint IYV+10 events to recognize literacy volunteers in partnership with UNESCO, UNICEF, NGO literacy networks, Ministries of Education, etc. on International Literacy Day.

There was general agreement that a global internet platform would be needed to support communication, knowledge sharing, and coordination for IYV+10. The World Volunteer Web ([www.worldvolunteerweb.org](http://www.worldvolunteerweb.org)) which UNV has been managing since IYV was raised as an option for consideration, but it would need to be further resourced, updated, and enhanced.

### ***Reaching Consensus on a draft Global level Plan of Action/Framework for 2011***

Chair Jirka Vierhaus, Senior Policy Advisor, German Development Service (DED), reflected on Day One. He emphasized the need to ensure that the Framework for Action is realistic for organizations regardless of size, so as to ensure inclusiveness.

Chair Lana Narancic, International Business Leaders Forum (IBLF), led the session to review a draft of a global framework for action developed by a Working Group composed of participant volunteers. The objective of this session was to define collective success and structure SMART (Specific, Measurable, Attainable, Realistic, and Time-bound) actions.

Groups focused on crystallizing the following issues: common vision; activating broad national leadership for IYV + 10 and facilitation; volunteerism and the promotion of social inclusion and recognition; communication, outreach and promotion; and networking and partnership. The subsequent group and plenary discussions resulted in the recording of a draft framework for action to coordinate and implement the marking of IYV+10 globally. For each major action, small groups of participants were identified to assume responsibility for follow-up on that item. There was also agreement that all the working committees could be expanded to include other interested stakeholders beyond the participants of the Consultative Meeting.

Flavia Pansieri closed the IYV+10 Consultative Meeting, thanking all the participants for their commitment to achieving realistic results for this meeting. Their continued commitment to inclusion and cooperation; and to demonstrating the impact of volunteering on development will assure success in marking IYV+10 and beyond. Working together and with national leaders we will see supportive policy changes on volunteerism and enhanced infrastructure for cooperation among governments and civil society on volunteerism.

8 December 2009