

"YES, BUT WHAT WILL WE DO?"

A listing of activities undertaken by
volunteers around the world in marking
International Volunteer Day over the
ten years 1988-1997,
which may provide ideas for
IYV 2001

Introduction

There is usually no shortage of ideas when volunteers sit down to discuss the needs they might help meet, or the event they might organise. At any rate, that's been the experience since the UN General Assembly in 1985 designated December 5 as International Volunteer Day (IVD), a day for marking the achievements of volunteers everywhere. However, it may present rather more of a challenge to put together a programme of events for the *International Year of Volunteers* in 2001.

We therefore felt that it could be useful to commit to paper a list of the activities over the last decade in more than a hundred countries by way of marking IVD. The activities have been grouped thematically, so that those which readily lend themselves, say, to an environmental emphasis in 2001 are in one section: the same goes for those which are particularly relevant to the four aims of IYV 2001, enhanced recognition, facilitation, networking and promotion of volunteer service.

It is hoped that this comprehensive listing will help inspire planning by governments, state bodies, international and national non-governmental organisations, community groups and individuals to make IYV 2001 the success it deserves to be. It hardly needs adding that the listing is not prescriptive: there is no suggestion that these particular activities are approved or should be adhered to. On the contrary, the opportunity and the scope of IYV 2001 are such that imagination should be given full rein! It will be disappointing if the Year does not produce a similar listing of freshly inspired activities! Good luck!

INDEX

Part 1: Helping People

Humanitarian and Solidarity Actions	page 1
Civic and Developmental Actions	page 1
Environmental Activities	page 1
Educational Actions	page 2
Raising Funds, Securing Sponsorship	page 2

Part 2: Supporting Volunteerism

Recognition	page 2
Facilitation – Recruitment	page 2
Facilitation – Government Support	page 3
Networking and Exchanging Experience	page 3
Promotion	page 3
Information	page 4
Engaging Tomorrow's Volunteers – Children and Youth	page 4

Part 3: Just Celebrating!

Culture and Recreation	page 4
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Humanitarian and Solidarity Actions

- Providing health checks and medical services free for the needy on December 5
- Visiting the sick in hospitals
- Helping doctors administer medicines and treatments
- Donating blood
- Free vaccination campaigns
- Helping those who need physical rehabilitation
- Providing horse rides for disabled children
- Visiting children in orphanages
- Providing free legal advice
- Providing friendship services such as support and counselling
- Collecting and distributing used clothes, shoes, toys or food to poor families
- Providing a meal to the poor
- Helping out single mothers and pensioners
- Establishing and participating in a hot-line for those in distress
- Tailors and seamstresses sewing clothes for the needy
- Helping a farming community harvest, plant, tend to animals, etc
- Visiting a juvenile detention centre
- Providing the elderly in need with letter-writing services, companionship, health checks and free hair-cuts

Civic and Developmental Actions

- Renovating institutions for the disabled, orphans, pensioners
- Renovating civic and community centres, schools, hospitals, libraries
- Reconstructing old or damaged housing
- Building a community room in a poor settlement
- Building roads or paths with help from volunteer experts and donated materials
- Adding a classroom to a school
- Making a court or playground for city children
- Cleaning schools, community centres, hospitals
- Constructing wooden benches at school bus-stops.
- Building or repairing facilities for the use of all, such as a public bath, solid waste disposal, drains, pipelines
- Restoring or improving water sources
- Conducting a work camp for a week or two
- Sprucing up homes for the elderly and providing them meanwhile with a day of special care and entertainment
- Tidying up the local zoo for children to enjoy
- Cleaning up a historical site
- Helping build or renovate churches and temples of worship.

Environmental Activities

- Participating in “Clean and Green” initiatives
- Cleaning up beaches, rivers, parks, nature reserves
- Cleaning public streets and pruning the trees
- Planting a garden, collecting and potting seedlings, weeding
- Tree-planting and reforestation drives
- Campaigning for the environment
- Getting children involved and informed about nature and the environment

- Newspapers sponsoring volunteer events through advertising them for free
- Newspapers publishing articles or supplements featuring volunteer service
- Producing a trainer video on volunteering
- Producing a song or jingle to promote volunteer work
- Having a prominent designer design a uniform for volunteers
- Prominent figures volunteering publicly
- Prominent figures broadcasting public service announcements on volunteering
- Holding press conferences
- Including features about volunteerism in journals and newsletters of bodies such as Sports Authorities, the Scouts and Guides, Youth Hostel Association, and in publications by State ministries
- Taking journalists “on tour” to development projects
- Placing posters and banners in streets, schools and universities, airports, etc
- Raising a road-side notice board on IVD/ volunteer work
- UN and Government Information Centres facilitating press releases on the days leading up to IVD
- Organising a contest on “the best volunteer project”
- Organising a contest on composing a volunteer anthem

Information

- Holding exhibitions in libraries, cultural and community centres, universities, etc. on volunteer work
- Holding well-publicised information sessions on volunteer service
- NGOs having “open days” or having an “NGO week” at the university
- Organising a photo exhibit documenting volunteer action

Engaging Tomorrow’s Volunteers: Children and Youth

- Running a schools’ essay contest on volunteerism or on the topic “What can I do to make my village, my neighbourhood a better place?”
- Children painting their “vision for a better world” and designing posters
- Organising a contest of stories from children to promote ideas of volunteerism

PART 3: Just Celebrating!

Culture and Recreation

- Organising sporting events and games (tug-o-war, badminton, etc).
- Celebrating local folklore, music, dancing and cuisine
- Organising an exhibit of art done by volunteers.
- Providing popular theatre performances, musical entertainment, choir concert
- Providing a literature programme (reciting poetry, reading short stories accompanied by a slide presentation, etc)
- Mounting poster, crafts and art competitions
- Street parades and marches
- “A Walk for Peace”, maybe involving fund-raising by sponsorship per kilometer
- Organising games with children
- Forming an “International Link of Friendship” (a gesture of joining palm to palm with hands held high)
- Small children parading in a “V” formation and posing for a commemorative photo against a representative local backdrop
- Organising a film show
- Releasing balloons
- Participating in a “marathon run”
- Celebrating with a picnic
- Holding special religious services to honour community-level volunteering and encourage more.

Educational Actions

- Transferring technical skills and providing vocational training through free lectures or workshops
- Doctors and other professional experts holding free training sessions
- Offering maternity and infant child-care workshops
- Road-building led by a volunteer engineer
- Journalists teaching youngsters writing skills
- Volunteers teaching reading
- Organising awareness campaigns on e.g. the environment or HIV/AIDS
- High school students being enabled to visit volunteer projects which match their areas of interest: e.g. those interested in animals mixing vaccines and helping feed animals at a farm
- Using a zoo to teach children to care for nature
- Street-side awareness campaigns through posters, information stands, etc
- Teaching horticultural techniques.
- Making IVD a “no smoking”, “no alcohol” day
- Using IVD as “kick-off” for literacy and reading programmes
- Debating competitions on issues related to volunteering
- A historian or writer tracing the history of national volunteering

Raising funds, Securing Sponsorship

- Donating classroom materials and hospital supplies
- Donating machinery or instruments
- Raising funds to buy and donate wheel chairs or a Braille machine
- Raising funds to provide spectacles for orphans or poor villagers
- Awarding grants for scholarships or research to support youngsters with no means or access to higher education
- Opening savings accounts for orphans as deposits on future homes, so that the account reaches the level for purchase of a home by the time the orphan is 21
- Telecommunication companies offering a discount package on mobile telephones and pagers to volunteers as part of a promotion by which large corporations pay tribute to volunteers
- Organising a charity dinner or an auction of donated items to raise funds
- Having the private sector finance the making of a film documentary or reportage on IVD or on volunteer projects
- A women’s association donating vitamins, food, clothes to widows and orphans
- Pharmaceutical companies or pharmacies donating basic medicines

PART 2: Supporting Volunteerism

Recognition

- Presenting prizes, awards, certificates for volunteer and solidarity actions
- Holding a “Recognition Ceremony” to award “volunteer service medals”
- The Head of State presiding over IVD celebrations
- The First Lady, or a high-ranking Government official, presenting an award or certificate to deserving voluntary service organisations in the country
- Celebrating with a “Volunteer Ball” to mark the achievements of volunteers
- Presenting a book or report on the history of volunteer work in the country
- NGOs and volunteers using IVD to “re-dedicate” themselves
- Announcing and recognising the “Volunteer of the Year”, honouring the “NGO of the Year”
- Making and advertising a list of all the services which would not exist if it weren’t for volunteers

Facilitation and Recruitment

- Establishing a national centre or foundation to promote volunteering
- Holding a volunteers recruitment rally, ideally supported by the media

- Setting up an information phonenumber on the range of national volunteer activity and the opportunities to participate
- Inaugurating a service or training camp for volunteers
- Holding workshops on volunteer service, skills transfer, etc
- Launching of a national directory of volunteer organisations
- Conducting a “time-donation” campaign by which people pledge hours of voluntary service to specific projects
- Tying decorative tags on prominent Christmas or other trees to publicise the number of hours given to volunteering by members of the community

Facilitation - Government Support

- Announcing legislation designed to facilitate volunteering
- Providing messages of support from high-ranking officials
- Designating a national focal point for co-operation between NGOs and Government
- Signing framework agreements between state structures and volunteer associations
- Postal authorities arranging to postmark letters with a special cancellation marking the celebration of volunteerism
- Postal authorities issuing commemorative stamps to mark IVD
- Government bringing together community leaders of different religious, ethnic or interest groups to exchange experience and ideas
- High-ranking Government officials receiving a “courtesy call” from directors and representative groups of domestic and foreign volunteer organisations
- Ministries donating materials, or funds for purchasing materials, to be used in volunteer projects and activities
- Including special volunteer-related articles in Ministry newsletters
- Government-supported “refresher courses” for volunteers in necessary skills
- A Government Minister posting seasonal greetings cards to national volunteers serving abroad, as a gesture of recognition covered by the media
- Setting land aside where each tree planted will represent a new volunteer

Networking and Exchanging Experience

- Holding a conference or symposium on volunteering with the presence of NGOs, volunteers, Government representatives, interested individuals, etc
- Inviting volunteers, NGO representatives, researchers, etc from neighbouring countries to come and share their experiences.
- Holding a round-table discussion
- Celebrating a “dinner by lamplight” (with light provided by oil lamps made from recycled materials, for example!) to exchange or share volunteering experiences.
- Organising informal community-wide presentations and lectures by volunteers on their experiences
- Discussions and gatherings at village level.
- Telephone and video link-ups between volunteers in different sites
- Co-ordinating a region- or continent-wide celebration of IVD through telephone and video link-ups.
- A “volunteer networking” breakfast at dawn

Promotion

- Broadcasting live or taped interviews with volunteers on radio or TV
- Including features on volunteers in the TV News on IVD
- Broadcasting a radio or TV programme: “A Day in the Life of a Volunteer”
- Live broadcasts on volunteer-related events, courtesy of local radio and television stations
- Screening/ broadcasting clips/films/documentaries on volunteers.
- Children interviewing volunteers on the radio
- Broadcasting a panel discussion on the role of volunteering in national society



IYV 2001

Guidelines for use of the logo

The United Nations General Assembly designated the year 2001 as the International Year of Volunteers. A logo or emblem for the Year has been prepared by the United Nations Volunteers programme in its capacity as the focal point designated by the General Assembly with responsibility for preparations, implementation and follow-up of the Year.

1. The logo design

The core design comprises three humanised letters "V" to represent volunteers in action, within the laurel leaves of the United Nations logo. The design was contributed on a volunteer basis by an Argentinian graphics designer, Sandra Rojas, resident in Germany. The design is accompanied by the words "International Year of Volunteers 2001" rendered as may be required in the six official languages of the United Nations: Arabic, Chinese, English, French, Russian and Spanish.

2. The Year

The logo is intended to promote awareness and activities pertaining to the International Year of Volunteers 2001. In brief, the Year's objectives are the enhanced recognition, facilitation, networking and promotion of volunteer service.

3. National variations of logo design

A National Committee or nationally appointed Focal Point may choose to make a national variation of the logo design, as outlined below, in line with the General Assembly's appeal to Member States "to highlight 2001 as a special occasion benefiting the peoples of the world in their quest for a better life for all, based on the voluntary commitment of individuals and groups to make available their time and share their resources and skills in the interest of those less advantaged" (resolution A/RES/52/17 and A/52/L.22/Add. 1 of 20 November 1997).

A national variation of the logo should maintain the core design, but may add, to top or bottom, the name of their country (or a city or locality within that country) and/or a slogan judged appropriate to the objectives of the Year and suitable in the local or national context: the following is a sample variation:



4. Uses of the logo: information, fund-raising, commercial

The logo is intended for three kinds of promotional use: information, fund-raising and commercial, as outlined below.

a. Information uses of the logo

Information uses of the logo are those which are:

- primarily illustrative
- not intended to raise funds and
- not carried out by a commercial for-profit entity.

Permission to use the logo for national information purposes is given by the National Committee or Focal Point in each country. Where no National Committee or Focal Point has been designated, please contact Team IYV 2001 c/o the United Nations Volunteers programme.

Permission to use the logo for international informational purposes is given by Team IYV 2001 c/o the United Nations Volunteers programme. When requesting permission, please provide:

- a short statement of identity (membership, objectives, etc.)
- explanation of how and where the logo will be used.

Before the logo is used for information purposes, a waiver of liability in accordance with section 5 below must be signed by the entity that is requesting to use the logo. *National Committees/Focal Points are requested to send a copy of the waivers to Team IYV 2001 c/o the United Nations Volunteers programme.*

b. Fund-raising uses of the logo

Fund-raising uses of the logo are those intended to raise resources to cover costs of voluntary activities for IYV 2001. They may only be undertaken by non-commercial not-for-profit entities.

Permission to use the logo for national fund-raising purposes is given by the National Committee or Focal Point in each country. Where no National Committee or Focal Point has been designated, please contact Team IYV 2001 c/o the United Nations Volunteers programme.

Permission to use the logo for international fund-raising purposes is given by Team IYV 2001 c/o the United Nations Volunteers programme. When requesting permission, please provide:

- a short statement of identity (membership, objectives, etc.)
- explanation of how and where the logo will be used
- explanation of the fund-raising purposes.

Before the logo is used for fund-raising purposes, a waiver of liability in accordance with section 5 below must be signed by the entity that is requesting to use the logo. *National Committees/Focal Points are requested to send a copy of the waivers to Team IYV 2001 c/o the United Nations Volunteers programme.*

c. Commercial uses of logo

Commercial uses of the logo are all those undertaken by or involving commercial for-profit entities, as well as any use intended to lead to commercial or personal profit.

Permission to use the logo commercially at the national level (including the core design or national variation as explained in section 3 above) can only be given by the National Committee or Focal Point in each country. Where no National Committee or Focal Point has been designated, please contact Team IYV 2001 c/o the United Nations Volunteers programme.

Permission to use the logo for international commercial purposes is given by Team IYV 2001 c/o the United Nations Volunteers programme. When requesting permission, please explain:

- the nature of your company or enterprise
- proposed uses of the logo

- names of countries/territories where the logo will be used
- nature of products/services you produce/sell in those areas
- how your products relate to IYV
- what profits you expect to make from use of the logo
- a summary budget, giving your expenses and any proposed royalties or contributions you expect to make to local, national or international activities for the Year.

Before the logo is used commercially, a contract must be signed with the National Committee/Focal Point or Team IYV 2001 c/o the United Nations Volunteers programme (as relevant). In particular, such contracts must conform to section 5 below.

National Committees/Focal Points are requested to send a copy of signed contracts to Team IYV 2001 c/o the United Nations Volunteers programme.

5. Liability

All entities authorised to use the logo, whether for information, fund-raising or commercial purposes, must acknowledge that:

- a. the entity is responsible for ensuring that the activities are carried out in accordance with the applicable law and for ensuring that appropriate insurance is maintained to cover the risks arising out of such activities;
- b. the United Nations does not assume any responsibility for the activities of such entity; and
- c. the entity shall hold harmless and defend the United Nations and its officials against any action that may be brought against the United Nations or its officials as a result of the use of the logo.

When the logo is used for commercial purposes, the foregoing language must be incorporated into the contract to be signed with the entity.

When the logo is used for information and fund-raising purposes, the language must be incorporated into a waiver of liability that is signed by the entity. *The attached waiver of liability may be used.*

National Committees/Focal Points and Team IYV 2001 c/o the United Nations Volunteers programme shall ensure that contracts and waivers containing such language are obtained before the proposed activities are carried out.

Additionally, contracts signed by Team IYV 2001 c/o the United Nations Volunteers programme should also contain the United Nations General Conditions for contracts.

6. How to obtain the logo

The logo design and accompanying text, can be obtained in hard copy from Team IYV 2001 c/o the United Nations Volunteers programme or from the UN Department of Public Information, or downloaded from the IYV 2001 or UN/DPI web sites:

Development and Human Rights Section
UN Department of Public Information
New York, NY 10017
USA
FAX: (+ 1 212) 963 1186
E-Mail: VASIC@UN.ORG
Web site: <http://www.un.org/esa/socdev/iyv/iyvlogo.htm>

Team IYV 2001
UNV, Postfach 260111
D-53153 BONN
Germany
FAX: (+ 49 228) 815 2001
E-Mail: Team@iyv2001.org
Web site: <http://www.iyv2001.org>

7. For further information

Team IYV 2001 c/o the United Nations Volunteers programme can provide, in hard copy or from its web site, background information on IYV 2001, including a list of National Committees or Focal Points.

Team IYV 2001 c/o the United Nations Volunteers programme will also provide permission to use the IYV 2001 logo internationally - or nationally in countries where no National Committee or Focal Point has been designated (as explained in sections 4 and 5 above).

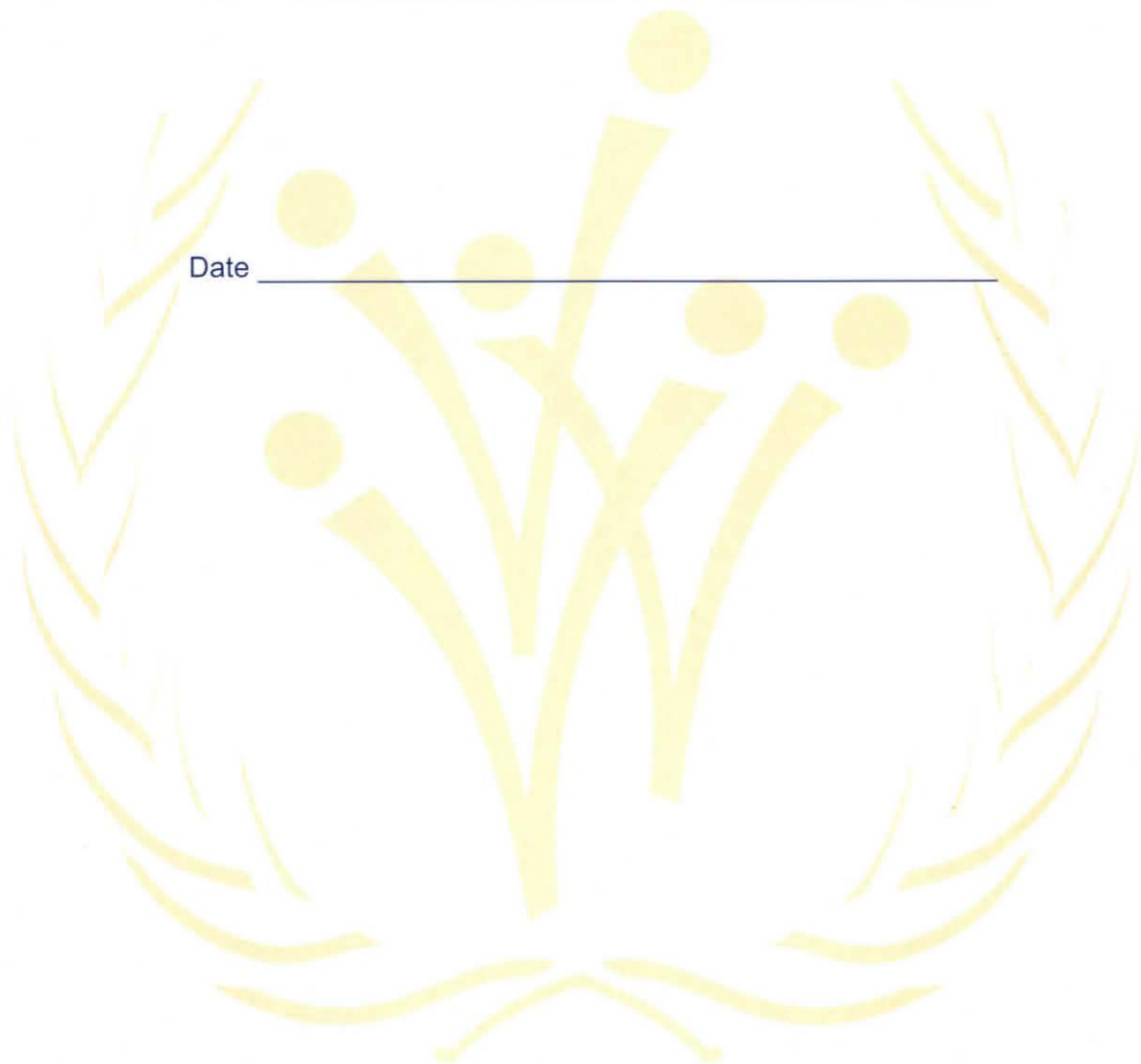
8. Liability

The undersigned acknowledges that, in using the IYV 2001 logo as explained in its submission dated _____ to the National Committee or nationally appointed Focal Point or Team IYV 2001 c/o the United Nations Volunteers programme:

- a. the undersigned is responsible for ensuring that the activities are carried out in accordance with the applicable law and for ensuring that appropriate insurance is maintained to cover the risks arising out of such activities;
- b. the United Nations does not assume any responsibility for the activities of the undersigned; and
- c. the undersigned shall hold harmless and defend the United Nations and its officials against any action that may be brought against the United Nations or its officials as a result of the use of the logo.

Signed _____

Date _____





ABOUT THE IYV 2001 GUIDANCE NOTES

It was suggested that UNV, as focal point for the preparations for IYV 2001, issue a set of broad Guidance Notes to help all partners preparing for and participating in the Year, whether they be Governments, UN agencies, international and national NGOs or community-based organisations, foundations or private sector companies. The note on the reverse side of this sheet is one of a series, all of which have the following in common:

- *that they are not intended to be prescriptive: all partners have complete freedom to make use of the note or to work up their own guidance notes, as they wish*
- *that they are by no means exhaustive: UNV as focal point for IYV 2001 will warmly welcome additions to them*
- *that, desirably, every national volunteer-based organisation, national voluntary agency and each Government will seek to ensure maximum impact of IYV 2001 by setting in train a process of extensive consultation in 1999 and 2000 among the memberships of community-based and non-governmental bodies, designed to discover what **they** would like to see realised in 2001 and beyond, in terms of the four aims of IYV - **enhanced recognition, facilitation, networking and promotion of volunteer service***
- *similarly, that, in partnership with the volunteer sector, every Government would establish a national committee or commission for IYV 2001, requesting it*
 - (1) *to assist that process of consultation*
 - (2) *to prepare and facilitate an energetic programme of activities locally and nationally during 2001 and*
 - (3) *to make recommendations to the Government designed to enable realisation of the aims of IYV 2001 in the country*
- *that IYV 2001 is for and about all kinds of volunteers everywhere: it is not limited to any one category of volunteer, whether formal or informal; ongoing or occasional; agency-based (i.e. working side by side with employees) or all-volunteer; “domestic” or international; unremunerated or modestly remunerated; based in an industrialised, transition or developing country; and whether in direct service, advocacy or administrative and governance (i.e. Board) positions*
- *that the concept of “volunteer” – and the terminology - differ from country to country and that, while some reflection at national level may be desirable at the outset to define or redefine it, this should not be allowed to distract participants from mounting an energetic programme of constructive activities which bring together people and organisations possibly holding somewhat differing conceptions. Many types of activity voluntarily undertaken may qualify, even if the people doing them call themselves by different names*
- *that every country, organisation and group will not only have its own agenda, in terms of what it can contribute to and would wish to secure from IYV 2001, but is actively encouraged to do so - provided only that this be accompanied by a desire to co-operate (rather than compete) locally, nationally and globally with others who are like-minded and also wish to see the aims of the Year realised.*
- *that IYV 2001 should above all make volunteering visible, advancing positive and dispelling negative images of volunteers and what they do to see the aims of the Year realised.*





BACKGROUND NOTE

INTERNATIONAL YEAR OF VOLUNTEERS, 2001

Background as to why IYV:

1. Volunteer service has been a part of virtually every civilisation and society. Defined in the broadest terms as the contribution that individuals make as non-profit, non-wage and non-career action for the well-being of their neighbour, community or society at large, it takes many forms, from traditional customs of mutual self-help to community coping responses in times of crisis, and spearheading effort for relief, conflict resolution and the eradication of poverty. The concept includes local and national volunteer efforts, as well as bilateral and international programmes which operate across frontiers. Volunteers have come to play qualitatively and quantitatively a significant part in the welfare and progress of industrialised and developing countries and within national and United Nations programmes of humanitarian assistance, technical cooperation and promotion of human rights, democratisation and peace. Volunteering is also the basis of much of the activity of non-governmental organisations (NGOs), professional associations, trade unions and civic organisations. Many campaigns in areas such as literacy, immunisation and protection of the environment are crucially dependent upon volunteer effort.

2. The need for increased volunteer effort is greater today than ever, given the adverse impact of global problems such as environmental degradation, drug abuse or HIV/AIDS on the more vulnerable sectors of society; given the concern of the international community to focus on addressing such problems, with special attention to developing countries in general and poverty eradication in particular; and given the contemporary trend for civil society – in partnership with Governments and the private sector – to assume ever greater responsibilities in the development process. This need was reflected in the emphasis accorded by the World Summit for Social Development to the importance of new players, particularly individuals and organizations of civil society, in taking the initiative at international, national and local levels. The Copenhagen Declaration and Programme of Action call for reinforcement of the means and capacities for people to participate in social and economic programmes. However, while the contribution of volunteers is vast, much of their work often goes unrecognized precisely because it does not involve the payment of market wages and because it is often spontaneous, informal and unstructured.

3. The idea for an International Year of Volunteers (IYV) to be proclaimed as the world enters the 21st Century, to facilitate the vital contributions of volunteers and to recognize their achievements, arose in deliberations of several major international non-governmental organisations, such as the International Association for Volunteer Effort (IAVE) with member organisations in over one hundred countries, the European Volunteer Centre (EVC) representing twenty thousand voluntary associations and the World Young Women's Christian Associations (YWCA) with twenty-five million members world-wide. The concept first emerged within the United Nations system at a Policy Forum in Japan in 1996 of the United Nations Volunteers programme (UNV) and United Nations University (UNU). UNV drew the proposal to the attention of the May 1996 Annual Session of the Executive Board of its parent body, the United Nations Development Programme, which took note of the proposal to consider IYV as an instrument to promote volunteerism. Subsequently, the UNDP Administrator contacted in writing the 54 Government Permanent Representatives to the United Nations who are members of the UN Economic and Social Council (ECOSOC) as regards their interest in IYV. It was agreed that the February 1997 proposal of the Government of Japan, transmitted through the Secretary-General, be placed on the agenda of ECOSOC in July 1997. ECOSOC, in its resolution 1977/44 of 22 July 1997, recommended to the UN General Assembly that it adopt the resolution proclaiming 2001 the International Year of Volunteers. The UN General Assembly in its 52nd session on 20 November 1997 in Resolution 52/17, co-sponsored by 123 countries, decided to take the action called for in the ECOSOC resolution.

4. Since the idea of IYV 2001 was first mooted, there has been growing support from a broad range of interested parties: from the Governments of developing and developed countries as well as those in economic transition, volunteer sending organisations, NGOs and from individuals as well as from the UN system itself. UN bodies expressing support are: UNAIDS, United Nations Centre for Human Settlements (Habitat), United Nations Convention to Combat Desertification (UNCCD), United Nations Economic Commission for Europe (UNECE), United Nations Economic and Social Commission for Asia and the Pacific (ESCAP), United Nations Educational, Scientific and Cultural Organisation (UNESCO), United Nations Children's Fund (UNICEF), United Nations Development Programme (UNDP), United Nations International Drug Control Programme (UNDCP), United Nations High Commissioner for Refugees (UNHCR), United Nations Office for Project Services (UNOPS), United Nations Research Institute for Social Development (UNRISD), International Fund for Agricultural Development (IFAD), the International Labor Organisation (ILO) and the World Food Programme (WFP).

5. The premise underlying IYV 2001 is that voluntary service is called for more than ever before to tackle areas of priority concern in the social, economic, cultural, humanitarian and peacebuilding fields and that more people are needed to offer their service as volunteers. For this to happen, there is a need for greater recognition and facilitation of volunteer work and greater promotion of such service, drawing upon the best initiatives and efforts – the “best practice” – of volunteers, networked to the greatest effect. There is a strong feeling also that the designation of an International Year of Volunteers by the UN General Assembly provides a valuable framework and establishes a favourable environment for the growth and yet more strategic use of volunteer contributions. The need for a year and not a shorter period has also been stressed to take account of and to celebrate the very diverse forms that volunteering takes from one country to another and between regions, to give time for ideas to mature and for a shared awareness to be formed and to ensure that the Year extends beyond Governments and the UN to touch all sectors of society.

6. IYV 2001 should mirror one of the key attributes of volunteers – their conviction that the global begins with the local: i.e. that economic and social progress is not so much engendered from the top down, but from the locality and the grassroots upward. IYV 2001 will concentrate on the local community, the citizens' group, the village, the inhabitants of the megacity and not a world summit on volunteerism. It will depend greatly on a highly decentralised effort to raise the awareness of societies, nations and the international public concerning the relevance, significance, value and potential of volunteer contributions for their well-being. Modern information technology will be used to ensure ideas are widely shared. Associations and representative bodies will be encouraged to go to their community-level membership, and that membership should suggest and undertake activities for the Year. Not only is this perspective likely to attract the support of community-focused groups and volunteer bodies and to tap indigenous knowledge systems and coping mechanisms, but it should also ensure that IYV 2001 in itself requires only minimal additional financing. UN Agency suggestions have included using regular meetings as a platform for IYV discussions in their fields of specialization. Donor countries have offered to study the possible earmarking of Trust Fund resources, including personnel resources, to assist in preparations for IYV. Developing countries have expressed the view that resources could be generated at the country level.

Objectives of IYV:

7. A first objective is increased recognition. National Governments and local authorities could ensure that they have mechanisms for drawing the voluntary sector into the consultation process; a country study might describe and quantify the contribution of the voluntary sector to national welfare and advance; awards might be instituted for the best examples of individual, small group, local community and national NGO – and perhaps also international – volunteer action.

8. A second objective is increased facilitation. Each society is best placed to define what would encourage or inhibit volunteer action among its people, so that the following are no more than examples of measures which might commend themselves in differing circumstances. The State might put its training facilities at the disposal of volunteer efforts on a concessional basis, to encourage technical competence, sound management and accountability in the voluntary sector; it could ensure that volunteers from duly recognised bodies are afforded legal status, insurance

cover and social welfare protection on a par with other workers; public servants and private sector employees might be accorded special leave of absence to undertake volunteer service; tax deductibility might be extended to taxpayers supporting voluntary initiative; volunteer service might be accepted under appropriate conditions as an alternative to military service; a proportion of resources – such as cement, roofing, textbooks, medical supplies and funding – might be set aside for use specifically by volunteer bodies. The UN system might also seek to identify how it could best further facilitate volunteer service on the part of civil society, including support to the establishment of national volunteer corps to tackle such issues as environmental degradation, HIV/AIDS, and protection and promotion of cultural heritage.

9. A third objective is networking. Television, radio, the printed press and electronic media could assist in relating and exchanging the achievements of volunteers, thereby enabling “best practice” and best procedures to be replicated, and avoiding the need for each local community to reinvent the wheel. This exchange can be local of course, but is also feasible at provincial level and with immediately neighbouring countries, and internationally, too, with the assistance of electronic media.

10. A fourth objective is promotion. The effort might be aimed at attracting more requests for the deployment of volunteers, at attracting offers of service from new candidates with a view to enhancing operational activities, and generally creating a climate of public and official opinion even more supportive of voluntary action. This can also be linked back to some of the activities suggested under recognition, notably awards schemes, and under networking, notably in terms of media features. The competence and professionalism of volunteers might be stressed. The benefits accruing to society from their activities (such as blood donation, literacy campaigns and environmental clean-ups) can also be underlined.

Process:

11. In the immediate term, in line with its own mandate and successive General Assembly resolutions and decisions of UNDP's governing body regarding its roles in promoting volunteer concepts and service, UNV will continue to encourage the sharing of ideas on IYV 2001 and assist those Member States seeking further information about it. UNV will also continue to work closely with the UN system as a whole to evolve practical modalities of collaboration and to delineate specific areas of volunteer contributions which individual Agencies might wish to pursue in line with their own mandates and programmes in areas of major international concern. Work will be undertaken to establish baseline data on volunteer contributions at country level and procedures for evaluating and follow-up to IYV. In all of the above, the guidelines for future international Years established by ECOSOC will be closely adhered to, while the experience of previous international Years will be drawn upon.

12. Within the United Nations system, IYV will be brought to the attention of the United Nations Inter-Agency fora such as the Consultative Committee on Programme and Operational Questions (CCPOQ), where such issues as the potential role therein of the Resident Coordinator could be discussed. UN agency suggestions have included, for example, recommending to volunteers working in Agency programmes that they link up with local volunteer groups and contribute to discussions on volunteerism; examining areas where assistance could be provided in the form of technical and managerial advice to volunteer groups as well as areas for forging operational links with such groups; and paying close attention to ways in which Agency interventions could provide a supportive environment for the growth of volunteer activity, including integrating volunteers into their planning and implementation. These ideas and others would be facilitated by having flagship United Nations publications focus on the contribution of voluntary action and volunteers to lasting human development.

13. On the organizational side, some of the key international NGOs which initiated or supported IYV might form, with UNV, a light and flexible mechanism for co-ordinating the planning of the Year at the global level, while the bilateral volunteer-sending bodies which work closely with UNV such as the Secretariat of Japanese Overseas Co-operation Volunteers (JOCV) of Japan International Cooperation Agency (JICA), the Philippines National Volunteer Service Coordinating Agency, the Peace Corps of the United States, Germany's Deutscher Entwicklungsdienst (DED) and the National Service Secretariat of Ghana might take a leading role in their respective countries.

One possibility for preparing for the Year at country level is the compilation of a simple and inexpensive kit as a guide to the objectives and activities of the Year and ways of monitoring and evaluating progress, which can be disseminated to schools and colleges and to civil society organizations. Another is for national associations or committees which organise International Volunteer Day on 5 December to be strengthened where they exist, or established where they do not, to work towards the identification of initiatives for the Year which expand the scope for volunteering in their countries and which reach out to all sectors of society. IYV 2001 has already been shared on the Internet and it is anticipated that a discussion group will be set up to widen participation.

14. To sum up, the many who have supported IYV 2001 believe that volunteer contributions can be yet more effective than they already are in countries industrialised, developing and in economic transition. Many of the groups and organizations which have already responded positively believe also that, to this end, an institutional environment is needed which is more favourably inclined to making full use of volunteer creativity and motivation, which enhances the “human face” of the work of the United Nations and which promotes peaceful coexistence. The opening year of the new century and millennium appears to be a most auspicious moment to assess the achievement of the past and to give such action fresh encouragement.

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1 GUIDANCE NOTE FOR PRELIMINARY REFLECTION

The following are topics which might be considered in preliminary reflection about IYV 2001 *in your country*. The concentration of the Year is clearly upon service by volunteers: however, the combined contribution of volunteers in a specific sector or for a specific cause may be seen as amounting to voluntary action. It will be for each country to determine the volunteer service/voluntary action parameters which it wishes to set for the Year.

- What are the traditional solidarity mechanisms in your country?
- Terminology: do you have equivalents for “volunteer” and “voluntary action” in your language?
- What is a “volunteer” for your purposes? Do you wish or need to make any distinctions, according to concepts and practices in your society, as to what will or will not be considered to be “volunteer” in the course of IYV 2001?
- What briefly do you see as being the fundamental motivation or philosophy of volunteers?
- What is voluntary action and what characterises a voluntary agency? Do you see a point where voluntary service stops and political action begins?
- Who engages in volunteer work in your country? Do some segments of the population do more and others less?
- What are the *qualitative* impacts of volunteers on your society? Have they been measured?
- What is the *quantitative* contribution of volunteers to your society? Has it been analysed?
- Is there a risk of exploiting volunteers, in deploying them in a way that may substitute them for employment-creation proper?
- Do the authorities in your country recognise volunteer service as active citizenship, empowering communities and contributing to good governance? Or is it perceived as rivalry?
- Are there examples of your national or local government welcoming volunteers as partners in delivering services to citizens?
- Does your country’s administration have arrangements for recognition and assistance of volunteers and voluntary organisations? Which if any Ministry has responsibility for this?
- Do you have at national level any umbrella or co-ordinating body(ies) for volunteer organisations which should play a significant role in IYV 2001 in your country?
- Would it be useful to you to have a code of conduct for volunteers who serve *within their own country*? And/or to be able to avail of one for volunteers *from abroad serving in your country*?
- Is it easy, or difficult, to set up a volunteer-based activity in the country?
- Is the experience in your country that, beyond a certain stage or size, there may also be a need for part or fulltime staff - perhaps remunerated - to strengthen the administration and accounting of volunteer organisations?
- Are there opportunities for training in volunteer management, for volunteers or paid staff asked to take on management roles?
- What opportunities exist for your volunteers and their organisations to network their experience and best practice?



GUIDANCE NOTE

2 FOR COMMUNITY-BASED GROUPS AND NGOs

The following are topics and questions which you might find it useful to discuss in the course of planning for IYV 2001 in your local village or city group.

- Are there ways in which men and women in your village or suburb *traditionally* come together to help each other, to work together for the common good e.g. *harambee, minga* or *barangay*?
- Has your community had to cope with a major crisis in the last few years? Maybe drought or flooding? A lost harvest? A forest fire? An impassable road? Riot or commotion? Civil war? An epidemic? How did you cope with this? Did it lead to some people voluntarily giving of their time or resources to help others?
- Have you set up, say, a development association, a credit union, a co-operative, a community centre, in which some people voluntarily put their skills and knowledge at the disposal of all? Has it been a success?
- What is the best single thing your community has ever achieved by working together?
- Is there one woman or man in your community who for you personifies this volunteer spirit?
- What are the biggest obstacles to success that your volunteer efforts have run into? Lack of money? Lack of transport? The elders didn't approve? Lack of self-confidence? Shortage of ideas? Shortage of skills? Suspicion by others of the volunteers' motivation? Lack of official support?
- Do you feel that your volunteer activities are fully appreciated for the contribution they make to development? By the chiefs and elders? By the local administration? By religious authorities? By your political representatives? By civil servants? By government? Who would you most like to see value them more than they do now?
- What would be the things which would help you most to tap the volunteer goodwill which is in your community? A better meeting place? Encouragement from officialdom? Training in such things as needs assessment, administration, book-keeping? Cement or some other supplies??
- Have you heard of a success in another village or community group which you'd like to imitate, an approach you'd like to try? Do you need help to get the full details about it? Could you visit it on the spot? Would you like radio, TV & newspapers to carry more about such successes?
- Is it fairly easy, or difficult, for volunteer groups to set up and be recognised by the authorities in your country?
- Is your group affiliated to an organisation at national level? Can you effectively make your views known to officialdom through it?
- Are there arrangements by which local and national Government formally recognises and assists volunteer organisations? Which if any Ministry has responsibility for your Government's dealings with such organisations?
- The UN General Assembly hopes that each country will set up a national committee to encourage volunteerism in the course of IYV 2001 and beyond. What would your group most like your Government to do to ensure that volunteer service be better recognised and better helped, and that volunteers' contributions are more widely known? Will you put some suggestions to the committee? Are there new ways in which your group could assist Government in return?
- Will your group itself also organise some activities for IYV 2001?



GUIDANCE NOTE

3 SOME GUIDANCE FOR THE INDIVIDUAL

All volunteer service is based on an act of will of an individual: she or he can decide to seek to be of help to others, or not to be. Every great movement in human history has begun with such an act of will on the part of one or more individuals. While there is progress in every society, many *other* individuals and groups suffer poverty, disability, oppression, a deteriorating environment or whatever. IYV 2001 will not be the success which is intended unless more individuals in their thousands rally to give of their time, resources and compassion as volunteers, whatever the cause. It is hoped that the Year will inspire them to make that act of will, that crucial decision.

- However difficult your own life, can you see that you are right now immeasurably more fortunate than some whom you see in your neighbourhood, hear of on radio or TV, or read about in the newspapers?
- Think how you might best contribute. What have you got to offer? Whatever your strengths (or weaknesses), there is something you can do for others. Maybe you are good at languages, at book-keeping – so you could help teach or train others
- Maybe you've been through the experience of illness, addiction, bereavement, imprisonment – with which you could help counsel others
- Maybe you are good at sport – and can introduce young people to it
- Maybe you have a gift for leading people, for conceiving projects and working out their different stages – and can help a volunteer organisation in this way
- Maybe you are retired from business or industry - and can help a company which has problems
- Maybe you are well-off financially – and could contribute to a deserving charity
- Maybe you are best at one-on-one relationships – and can help that neighbour that you know of: the old age pensioner, AIDS victim, drop-out, hospital patient, unemployed youth, disabled person or whomever
- Decide how much time per week you can give to volunteer work and look for an activity which will achieve something useful and give you satisfaction in that time
- Look around in your neighbourhood or nation for the group that is already active, and join them: don't feel that you necessarily have to set up something new
- Or keep your eyes and ears open to what other individuals and groups have succeeded with elsewhere, and think of doing the same thing in your community
- Perhaps there is an old tradition of solidarity within your society which has been lost to sight in recent times and which could be revived to suit today's circumstances?
- Maybe you have a bright publicity, fund-raising or commercial idea which you could offer to the National Committee for IYV 2001?
- Could you encourage your colleagues at work, your friends at school or college, the other women in the village, your fellow worshippers, to come together to mount an activity designed to benefit everyone?
- As a qualified and experienced mid-career person or retiree, perhaps able to speak other languages, could you consider offering a year or two of your life to humanitarian aid, development co-operation, or the promotion of human rights and democracy in some other part of the world?



4 GUIDANCE NOTE FOR UNITED NATIONS AGENCIES

Each United Nations agency is invited to consider amongst the possibilities outlined below those which it might find feasible, and to suggest others which it feels could help make a success of the planning and preparation, implementation and follow-up of the Year.

- to review the involvement of volunteers in its upstream or downstream activities
- to consider what special activity the agency might undertake in 2001 (with appropriate preparations in 1999 and 2000) to mark the Year in ways designed to enhance the involvement of volunteers in its activities
- to review the user-friendliness of its priorities and procedures to civil society in general and to research what specific assistance it is rendering, or would be able and willing to render to build capacity in voluntary bodies and volunteer organisations in developing and economic transition countries
- to consider whether the actual or potential contribution of volunteer service to the work of your agency might merit discussion by its governing body at its 2001 session
- to encourage your country-level representatives to participate actively in UN and national preparations for, and activities during the Year
- to devote an issue of its main magazine, or a section thereof, to IYV and volunteer issues in the lead up to, and in the course of 2001
- to supply to the UN Department of Public Information at global level and to UN Information Centres at regional or national level written information, photographs and videos about the contributions made by volunteers both national and international to your agency's programmes
- to feature in its Internet website some examples of best practice from its experience of involving volunteers in its activities, and to create a link with the IYV 2001 website
- to help determine the "road-map" to IYV 2001, in terms of drawing the Year to the attention of relevant conferences and other activities; and to bookmark appropriate entries on the IYV 2001 website calendar
- to review the possibilities for its staff members, spouses and retired staff members to undertake voluntary activity, whether in the area of the agency's own competence or beyond



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GUIDANCE NOTE

5 TOWARDS SETTING UP A NATIONAL COMMITTEE

The following suggestions may be helpful:

- that extensive prior consultation take place among volunteer organisations, national NGOs and community groups: (i) as to what they would wish to see come out of the Year in your country in relation to the four main aims of IYV 2001; and (ii) as to representation on the National Committee; and that Government consult with such groups in establishing the Committee
- that there also be consultations between relevant Ministers and Ministries
 - on the aims of IYV 2001
 - on what approaches Government might itself wish to initiate
 - on the membership and remit of the National Committee, and
 - on the support which the Head of State and the Government might give to marking IYV
- that the National Committee be given a clear remit
 - to assist the process of continuing consultation
 - to prepare & facilitate an energetic programme of IYV activities locally & nationally, including raising funds or seeking sponsorship if necessary and appropriate; and
 - in due course to recommend to Government measures to achieve the aims of IYV 2001 in the country
- that it be clear to whom the Committee should report at specified intervals on its work in preparing for the Year, in prompting or itself organising activities during 2001, and in tendering final recommendations to Government
- that the membership of the Committee be a blend of *representatives* of relevant Ministries, universities with related research or training roles, business and industry, foundations, leading NGOs and community groups, together with some *individuals* in their personal capacity
- that the *individuals* be chosen from, for example, serving and former volunteers (domestic or international), and retired persons who have distinguished themselves in the Public Service, the Foreign Service, the service of the United Nations, etc
- that an eminent and independent public figure with the necessary stature to secure Government's consideration of the National Committee's recommendations be invited to chair the Committee's deliberations
- that, to help organise some of the key local and national events of the Year – indeed perhaps to provide some prospective members of the National Committee – it may be possible to look to existing co-ordinating bodies of volunteer organisations and voluntary agencies, and/or to those groups of serving and former national and international volunteers in your country which have traditionally co-operated to mark International Volunteer Day on December 5
- that the Committee link its efforts to the international effort, through the IYV 2001 website



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6 GUIDANCE NOTE FOR PRIVATE SECTOR BODIES

Recent years have seen growth – in industrial countries in particular – in “corporate volunteering”. Business and industrial undertakings have recognised that enabling staff to participate in voluntary action in the locality, or in some cases overseas, encourages business, enhances job satisfaction and makes for good public relations. Corporate volunteering locally, nationally and internationally is likely to be a topic of considerable interest in the course of IYV 2001. There follow some questions which may assist community-based groups, Governments and private sector companies themselves to reflect on what more could be achieved by volunteers from the sector and on how this might be facilitated.

- Do you feel in general terms that, without detriment to their production or provision of services, or to marketing of their products, business and industry can and should make a social contribution to society above and beyond the employment they offer?
- Are there examples of corporate volunteering in your locality? Can you access individual firms which have experimented with it, to learn how they feel about the experience?
- Are there needs in your locality with which firms and their employees could particularly help?
- How might firms in your country best be convinced that there could be advantage for them in encouraging their staffs to undertake some volunteer service?
- Do you know of a business or industry which has been helped with some of its production or marketing problems by volunteers from elsewhere in the country, or from abroad?
- Have you heard of the work of the “Senior Executive Services”, or of the UNISTAR and TOKTEN short-term volunteer consultancy programmes of the United Nations Volunteers, which help business and industry? Would you like information about them?
- To what extent could retired persons in your country be encouraged and enabled to make their knowledge and skills available on a volunteer basis to commercial and manufacturing concerns at home or abroad?
- Would you welcome having greater access to research and publications on this topic?
- Would you feel it useful to have a seminar in your area to study e.g. the benefits which can accrue from a workplace volunteer programme for the company, employees and the community; how to have such volunteer programmes coincide with corporate objectives; or approaches to encouraging service among employees?
- Might your federations of employers and of trades unions at national level be interested in studying the potentials of corporate volunteering?
- Do you realise that the Internet can be used to promote “virtual volunteering”, that there are assignments which volunteers can usefully carry out online, and that this approach is particularly well suited to the needs of persons who are housebound or have disabilities?
- If your firm were to consider becoming involved in corporate or virtual volunteering, would there be ways in which some assistance from government would help? Would you be willing to propose such help to government via the National Committee for IYV 2001?
- Would you in any case undertake to devote a proportion of the time of your managers and shopfloor staff to some voluntary activity in the course of 2001? Have you your own ideas as to what that activity might be, or would you welcome suggestions from others?



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GUIDANCE NOTE

7 ENHANCED RECOGNITION OF VOLUNTEER SERVICE

The first aim of IYV 2001 is that volunteers' service locally, nationally and internationally be more *recognised* as an important part of civil society. Some questions:

- Have the contributions of volunteers — *first and foremost, volunteers from your own society* — to welfare and development in your country been inventoried?: e.g. contributions to
 - emergency relief or civil defence, or to health and social welfare provisions
 - facilitating local development in your villages and towns
 - conflict prevention and resolution, and peace-building, or to
 - promotion of respect for human rights and of democracy
- A country study might be made, at Government, private or joint instigation, to describe and quantify such contributions. Have you a university faculty, research institute or Ministry which could undertake such a study?
- Such a “report to the nation” on volunteer service could go further, to indicate measures which Government and society might take to enhance and optimise those contributions in the future
- Major studies of this kind have been carried out in recent years - particularly in industrialised countries - by Governments, national statistical bodies or universities. Can you access them? Would you welcome help to do so?
- Has your country issued a national Human Development Report, perhaps with the assistance of the UN Development Programme? Could the contribution of volunteer service and voluntary action to your country's development be an appropriate element of a future national HDR? (It has been suggested that the UNDP-authored global Human Development Report for 2000 or 2001 might be partly based on such country studies).
- If it is not already the case, would it be relevant to designate a specific Ministry with responsibility for recognition and facilitation of volunteer service and voluntary action, and to provide it with a budget to this end?
- In what broad ways might volunteer service best be recognised - or further recognised - in your country in the course of IYV 2001 and beyond? Are there negative stereotypes to be addressed?
- To honour active volunteers, annual awards might be instituted for the best examples of individual, small group, local community and national NGO service and action. This could extend to awards for excellence in the leadership and administration of such work (e.g. transparency of reports and accounts), or in training or promotional work
- Recognition requires visibility. To identify volunteer activity and make it visible, regular press columns and radio and TV programmes might be sought out which would be willing to profile volunteers, volunteer service and voluntary action topics regularly or in depth
- It could be appropriate to draw the volunteer sector into consultation in the establishment of the nation's policies and priorities for such areas as health, education, culture, environment
- Ways might be sought in which volunteers and activists who have made an impact at local level could be enabled to express their continued commitment by taking on higher or wider responsibilities: e.g. involving them in training newcomers, or placing them in positions which give effect to policies of “national execution”.



GUIDANCE NOTE

8 ENHANCED FACILITATION OF VOLUNTEER SERVICE

The second and a key aim of IYV 2001 is that, for the greater good of society, volunteer service be more *facilitated*. Here the possibilities will vary from country to country. Measures to be taken should desirably respond to the felt needs of volunteers and their organisations; a further possible criterion is that they be feasible for Government to assist within its policies and budgets. The suggestions are but a small selection:

- Political parties could feature in their manifestos, and Governments in their plans for their period in office, a commitment to facilitating the growth and effective functioning of volunteer service and action. Parliament might be requested to debate the matter from time to time in full session or via an appropriate parliamentary committee
- Coalitions might be forged between the public and private sector and foundations in the country, to secure funding designed to put volunteer service on a sounder footing
- Public servants might be accorded special leave of absence with or without pay to undertake periods of volunteer service within their country or internationally
- Official encouragement could be given to business and industry to facilitate “corporate volunteering”, whereby employees are enabled to render service, thus acquiring useful skills and enabling the company to meet its social responsibilities and be seen to do so
- The experience of some countries could be studied, whereby they exempt from certain taxes duly constituted and registered volunteer service organisations which undertake to provide a regular public report of their activities and of their income and expenditure
- Similarly, other countries’ experience might be studied, where a measure of tax deductibility is extended to taxpaying individuals and companies which specifically fund volunteer service
- Radio and TV broadcasting companies could be encouraged to introduce the concept of *pro bono* Public Service Announcements on behalf of volunteer-based organisations and activities
- It may be noted that some countries have seen fit to introduce volunteer service schemes of various kinds as accepted alternatives to custodial sentences for crime or to military conscription
- The State might put its training institutions at the disposal of volunteer services at concessional rates. Workshops might be provided in volunteer management and to enhance the training of volunteers
- Modules about working with volunteers might be taught as part of the curriculum for such professions as social work, health and education
- Organisations having a paid staff and seeking to involve large numbers of volunteers on an ongoing basis might seek funding to enable them to create the post of co-ordinator of volunteers
- The State might ensure that a percentage of the cement, roofing, timber etc. at the disposal of municipal or local authorities be set aside and made available concessionally to duly registered community-based volunteer groups
- The State might seek to ensure that volunteers from duly constituted and recognised bodies are afforded insurance cover and social welfare protection on a par with conventional workers



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GUIDANCE NOTE

9 ENHANCED NETWORKING OF VOLUNTEER SERVICE

The third declared aim of IYV 2001 is to increase greatly the extent to which the myriad successful achievements of volunteers are *networked* to other volunteers and groups also working for welfare and development. Systematic sharing of experience can avoid the need for other local groups, other communities, other nations even, to “reinvent the wheel”. Some ways in which this can be done effectively and which could be a significant component of the Year are set out below:

- A university or research institute might be invited to design a national programme for systematic oral, written, illustrated, debated, exhibited and electronically communicated networking of successful small-scale economic and social initiatives undertaken voluntarily
- Every local community, every village, every successful development initiative, might be invited to appoint a “raconteur” - a volunteer from among the community who can speak or write of “How we did it”. These raconteurs could be enabled to come together at district, provincial or national level to exchange their experiences, techniques, designs etc with the assistance of facilitators versed in employment-creation, income-generation, conflict resolution, etc. as appropriate
- Orally, radio programmes and street theatre (since both have enormous potential for dissemination of information) might be promoted on the “How we did it” theme. A regular TV programme could permit illustration of the results and products, the processes and the techniques in action
- In print, a regular newspaper column, a published newsletter, an academic journal, pamphlets and flyers can be devoted to the same theme
- Schools, colleges, universities and community centres might be invited to become resource centres for holding and disseminating such information. Ministries and universities might encourage, enable and to the extent feasible fund national Email networks, “chat rooms”, “bulletin boards” etc.
- Bilateral and multilateral aid agencies, foundations and private sector companies could fund national and regional workshops, action projects, “markets” and the like in which volunteers and their groups can exchange designs, techniques and experience and display their wares. Such experience could be made known to and be published by one or more of the major worldwide INGOs disseminating such information
- Each National Committee might set up a website for the duration of IYV 2001 and there maintain a log of all national IYV activities. It could identify and publish a list of volunteer-relevant websites in the country. And the website might be linked to sites outside the country which carry information useful to volunteer leadership anywhere
- Every encouragement could be given by UN Agencies, Governments, universities etc to volunteer bodies to establish ongoing Internet websites, to publish their experiences in this way, and to link themselves with international and global websites specialising in this kind of material
- Individual volunteers and their organisations are strongly encouraged to share their thoughts on the interactive IYV 2001 website -



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GUIDANCE NOTE

10 ENHANCED PROMOTION OF VOLUNTEER SERVICE

Enhanced *promotion* of volunteer service is the fourth of the four aims of IYV 2001. The promotion should be geared to creating a climate of public and official opinion more understanding of and more sympathetic to voluntary action in general and volunteer service in particular. Amongst the desirable outcomes are that more needs of society will be seen as susceptible of assistance from volunteers; that more schoolchildren and youth, career men and women and retirees will feel encouraged to offer service as volunteers; and that measures will be taken and resources made available to “marry” those offers to the needs and opportunities.

- Desirably, the promotional effort
 - should be based on what volunteers are doing and achieving individually and in groups, here and now
 - would stress the competence and professionalism as well as the humanitarianism of the volunteers involved
 - would aim in part at attracting new requests for assignment of volunteers to address specific needs
 - would attract offers of service from new volunteers and activists
- The attention of the general public may be drawn to the benefits to the vulnerable in particular and to society in general which flow from the specific activity
- What about putting together a photo history of volunteering in your country?
- What about one big all-volunteers-together event for IYV 2001, photographed from the air?
- It will be particularly effective if prominent figures are seen to be rendering volunteer service in IYV 2001, above and beyond their official roles or outside the fields in which they are famous. For example the Head of State, Ministers and other politicians, cultural figures such as actors, singers, film stars, pop musicians, athletes
- National and local authorities, local communities and neighbourhoods, and voluntary organisations might use IYV 2001 to stimulate creativity and vision in developing more innovative and worthwhile assignments for volunteers, and to seek ways of strengthening publicity for the need for volunteers to carry out those assignments
- With the value of such activity thus demonstrated, part of the promotional effort might also be aimed at attracting new financial or other resources from Government, foundations, the private sector and external sources, designed to expand the scope and contribution of volunteer service
- One lasting educational programme might be planned to remain after 2001: say, an annual volunteer leadership conference, a book on the basics of volunteer leadership, opportunities for teenagers to learn in school about volunteering, an interactive website, a university course
- The case might be considered for setting up a national volunteer centre with the task of promoting volunteer service beyond IYV 2001 and of maintaining an impetus for recognising, facilitating and networking it
- There might be a commitment to marking International Volunteer Day on Dec. 5 each year.

UNV has prepared a document “clustering” hundreds of promotional activities. They are drawn from the reports of how *International Volunteer Day* has been marked since 1985. The activities may prove relevant to promotional efforts in IYV 2001. “Yes, but what will we do?” is obtainable in hard copy from Team IYV 2001, c/o UNV in Bonn; it is also accessible on the IYV Website -

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