

European Commission

Directorate General  
Communication

## Evaluation of the European Year of Volunteering 2011

*Annexes to the Final Report*

Request for Services in the Context of the Framework contract on "Services in the Support of Information Society and Media DG's Evaluations SMART 2009/0042 – LOT 2 'Conducting Evaluation Studies of an Interim and Ex-Post Nature'"

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# 1. Annex 1: Analytical framework

## Relevance/complementarity

Main evaluation question	Judgment (success) criterion	Indicator	Sources of information <sup>1</sup>
To what extent are the objectives and activities of the European Year of Volunteering relevant to the needs of the interested parties?	The objectives of the EYV 2011 correspond to the needs of target audiences <sup>2</sup>	Evidence that the needs of target audiences have been assessed and that the objectives have been established and the activities designed taking these into account	<ul style="list-style-type: none"> <li>- National desk research</li> <li>- Interviews (EU level)</li> </ul>
			<ul style="list-style-type: none"> <li>- Desk research</li> <li>- Interviews (EU level)</li> </ul>
		Correspondence between the needs of target audiences and the objectives of the EYV 2011	<ul style="list-style-type: none"> <li>- Intervention Logic</li> </ul>
	Perceptions of correspondence between the needs of target audiences <sup>3</sup> and objectives of the EYV 2011	<ul style="list-style-type: none"> <li>- Interviews (EU level)</li> <li>- Interviews (fieldwork)</li> <li>- Focus groups (fieldwork)</li> <li>- Short online survey</li> </ul>	
	The objectives correspond to the	Evidence that European and national policy objectives were taken	<ul style="list-style-type: none"> <li>- Interviews (EU level)</li> <li>- Web-based surveys</li> <li>- Expert panel</li> </ul>
			<ul style="list-style-type: none"> <li>- National desk research</li> </ul>

<sup>1</sup> For the sake of clarity, we have developed a color scheme according to when the data will be collected (red: formative part, green: summative part)

<sup>2</sup> Where not specified, by target audiences we refer to volunteers, organisations active in the field of volunteering, policy makers, citizens, and media.

<sup>3</sup> When not specified elsewhere, we refer to volunteers, organisations active in the field of volunteering, policy makers, citizens, and media.

	policy agenda at European and national levels.	into account in formulating the EYV 2011 objectives	- Interviews (EU level) - Interviews (fieldwork)
			- Desk research - Interviews EU level
		Correspondence between the objectives and the policy agenda at European and national levels	- National desk research - Desk research
		Perceptions of correspondence between the objectives and the policy agenda at European and national levels	- Interviews (EU level) - Interviews (fieldwork)
			- Interviews (EU level) - Web-based surveys - Expert panel
	The messages transmitted are appropriate to each of the target audiences concerned.	Perceptions of the appropriateness of the messages by target groups and stakeholders	- Interviews (EU level) - Interviews (fieldwork) - "On-the-spot" interviews (fieldwork) - Focus groups (fieldwork) - Short online survey
			- Thematic case studies - Web-based surveys
	The activities organised are relevant to the needs of each of the target audiences.	Perception of adequacy of activities compared to the needs of the target audiences	- Interviews (EU level) - Interviews (fieldwork) - "on-the-spot" interviews (fieldwork) - Focus groups (fieldwork) - Short online survey
			- Interviews EU level - Thematic case studies

			- Web-based surveys
	The activities are appropriate to the cultural/social contexts in which they are implemented.	Perceptions of stakeholders of the appropriateness of the activities carried out to the national context (cultural and social context)	- Interviews (EU level) - Interviews (fieldwork) - “on-the-spot” interviews (fieldwork) - Focus groups (fieldwork)
			- Geographic case studies - Web-based surveys
To what extent were they complementary with existing initiatives in the field of volunteering?	The objectives are complementary and not overlapping with Union programmes in the same field, particularly the Europe for Citizens programme, the Youth in Action (EVS) and Grundtvig (Senior Volunteering) programmes, the development of the European Voluntary Humanitarian Aid Corps (EVHAC)	Evidence of cooperation/complementarity across activities carried out during the EYV and activities carried out under other Union programmes in the same field (including interservice cooperation)	- Desk research (where available)
			- Desk research (where available)
		Perception of stakeholders involved in other Union programmes in the same field	- Interviews (EU level) - Interviews (fieldwork) - “on-the-spot” interviews (fieldwork) - Focus Group (fieldwork)
			- Web-based surveys - Expert panel
	The objectives are complementary to other European Years, in particular the European Year for Combating Poverty and Social Exclusion 2010 and the future European Year of Active Ageing 2012 and synergies among them have been established.	Evidence of cooperation/complementarity between activities carried out during the EYV and activities carried out under other European Years (including interservice cooperation)	- Desk research (where available)
			- Desk research (where available)
	Perception of stakeholders involved in other European Years	- Interviews (EU level) - Interviews (fieldwork)	



			<ul style="list-style-type: none"> <li>- “on-the-spot” interviews (fieldwork)</li> </ul>
			<ul style="list-style-type: none"> <li>- Web-based surveys</li> </ul>
	<p>The objectives are complementary to other Union initiatives, in particular initiatives concerning the dialogue with citizens and citizens’ participation and rights, managed by DG Justice, and other initiatives managed by DG COMM, such as the Europe Direct network.</p>	<p>Evidence of cooperation/complementarity between activities carried out during the EYV and activities carried out under other Union initiatives concerning the dialogue with citizens and citizens’ participation and rights, managed by DG Communication (including interservice cooperation)</p>	<ul style="list-style-type: none"> <li>- Desk research (where available)</li> </ul>
			<ul style="list-style-type: none"> <li>- Desk research (where available)</li> </ul>
		<p>Perception of stakeholders involved in other Union initiatives</p>	<ul style="list-style-type: none"> <li>- Interviews (EU level)</li> <li>- Interviews (fieldwork)</li> <li>- “on-the-spot” interviews (fieldwork)</li> </ul>
			<ul style="list-style-type: none"> <li>- Web-based surveys</li> </ul>

## Effectiveness

Main evaluation question	Judgment criterion	Indicator	Source of information
<p>To what extent have the activities undertaken in the framework of the European Year of Volunteering 2011 have effective in achieving its objectives?</p> <p>1. Work towards an enabling environment for volunteering in the EU.</p> <p>2. Empower organisers of voluntary activities to improve the quality of this kind of activities.</p> <p>3. Recognise voluntary</p>	Sub-question: To what extent has the combination of the four strands of activities, or any combination of two or three strands, contributed to the achievement of the objectives of EYV 2011, and in particular objectives 2 and 4? <sup>4</sup>		
	Extent to which there is correspondence between the objectives of the EYV 2011 and the operational objectives of the four strands of activities	Correspondence between the objectives of the EYV 2011 and the operational objectives of the four strands of activities	<ul style="list-style-type: none"> <li>- Desk research</li> <li>- Intervention logic</li> </ul>
		Evidence and/or perception that the four strands achieved their objectives	<ul style="list-style-type: none"> <li>- Thematic case studies</li> <li>- Geographic case studies</li> <li>- Interviews EU level</li> <li>- Web-based surveys</li> </ul>
		Evidence and perceptions that some strands and/or some types of activity were more (or less) effective in certain national and/or cultural contexts	<ul style="list-style-type: none"> <li>- Thematic case studies</li> <li>- Geographic case studies</li> <li>- Web-based surveys</li> </ul>
The target groups of the EYV 2011 have been reached <sup>5</sup> .	Qualitative and/or quantitative data available on target audience reached (if any) <sup>6</sup>	<ul style="list-style-type: none"> <li>- Desk research</li> </ul>	

<sup>4</sup> This sub-question will be addressed at the summative part of the evaluation and relies mainly on the analysis of the combined outputs of the EYV 2011 activities and data gathered during the formative part of the evaluation

<sup>5</sup> Where not specified, by target audiences we refer to volunteers, organisations active in the field of volunteering, policy makers, citizens, and media. Businesses could be added to the list.

<sup>6</sup> Analysis of the target audience reached by the EYV 2011 through data gathered during the formative part of the evaluation (data available via the monitoring system of the actions)

Main evaluation question	Judgment criterion	Indicator	Source of information	
activities. 4. Raise awareness of the value and importance of volunteering.		Correspondence between target audiences reached by the actions (combination of the four strands) and the target audience defined in the objectives of EYV 2011	<ul style="list-style-type: none"> <li>- Desk research</li> <li>- Thematic case studies</li> </ul>	
		Perception of which combination of media is likely to be most effective in reaching the target groups	<ul style="list-style-type: none"> <li>- Desk research</li> <li>- Web-based surveys</li> <li>- Expert panel</li> </ul>	
		Evidence that these media and/or combination of one or more of these media have been success factors in reaching analogous objectives and target groups	<ul style="list-style-type: none"> <li>- Benchmark</li> </ul>	
	The awareness of the value of volunteering at European level/at national level has risen.		Qualitative and/or quantitative data (if any) on the level of awareness of the value of volunteering at European level/at national level (studies, statistical data, etc.) both before and after EYV 2011.	<ul style="list-style-type: none"> <li>- Desk research</li> </ul>
			Evidence that the combined outputs of the activities have contributed to raise awareness of the value of volunteering at European level/at national level	<ul style="list-style-type: none"> <li>- Desk research</li> <li>- Geographic case studies</li> <li>- Thematic case studies</li> <li>- Benchmark</li> </ul>
			Perception of the target audiences and stakeholders on the effectiveness of the EYV 2011 in raising awareness	<ul style="list-style-type: none"> <li>- Interviews (EU level)</li> <li>- Interviews (fieldwork)</li> <li>- "on-the-spot" interviews (fieldwork)</li> <li>- Focus groups (fieldwork)</li> <li>- Short online survey</li> </ul>
				<ul style="list-style-type: none"> <li>- Expert panel</li> <li>- Web-based surveys</li> </ul>

Main evaluation question	Judgment criterion	Indicator	Source of information
			- Interviews EU level
	There has been an influence on the European and national policies or practices in the area of volunteering and citizenship policy.	Evidence of policy changes that occurred or are planned during and following the EYV at European and national level	- National desk research
			- Interviews (fieldwork)
			- Desk research
			- Interviews EU level
			- Geographical case studies
			- Thematic case studies
			- Web-based surveys
		Evidence that volunteering initiatives that affect practices have been launched at European and national level during or following the EYV (EU and national policy agenda) as a result of EYV 2011.	- National desk research
			- Interviews (fieldwork)
			- Desk research
			- Interviews EU level
			- Geographical case studies
			- Thematic case studies
			- Web-based surveys
		Perception by stakeholders of the EYV2011's influence on European and national policies or practices in the area of volunteering and citizenship policy	- Interviews (EU level)
			- Interviews (fieldwork)
			- Interviews EU level
			- Web-based surveys
			- Expert panel
	The EYV 2011 has influenced the	Evidence that civil society organisations have implemented activities	- Media analysis

Main evaluation question	Judgment criterion	Indicator	Source of information
	activities of civil society organisations active in the field of volunteering.	during 2011 or new activities thanks to the EYV (European and national level)	<ul style="list-style-type: none"> <li>- Interviews EU level</li> <li>- Thematic case studies</li> <li>- Web-based surveys</li> </ul>
		Evidence of projects and partnership created between civil society organisations as a result of EYV activities, and in particular those involving more than one European country	<ul style="list-style-type: none"> <li>- Media analysis</li> <li>- Interviews EU level</li> <li>- Thematic case studies</li> <li>- Web-based surveys</li> </ul>
		Perception by stakeholders of the EYV 2011's influence on the activities, projects, partnerships and practices of civil society organisations active in the field of volunteering.	<ul style="list-style-type: none"> <li>- Interviews (EU level)</li> <li>- Interviews (fieldwork)</li> <li>- Focus groups (fieldwork)</li> </ul>
	The EYV 2011 has contributed to the achievement of the objectives of the European citizenship policy. <i>Europe for Citizens' main priorities include encouraging citizens to become actively involved in the process of European integration, empowering them to develop a sense of European identity, and enhancing mutual understanding between Europeans</i>	Perception by stakeholders of the EYV2011 contribution to fostering and supporting civic participation in ways that empower them to develop a sense of European identity and enhance mutual understanding between Europeans	<ul style="list-style-type: none"> <li>- Interviews EU level</li> <li>- Geographic case studies</li> <li>- Thematic case studies</li> <li>- Web-based surveys</li> <li>- Expert panel</li> </ul>
			<ul style="list-style-type: none"> <li>- Interviews (EU level)</li> <li>- Interviews (fieldwork)</li> </ul>
			<ul style="list-style-type: none"> <li>- Interviews EU level</li> <li>- Thematic case studies</li> <li>- Web-based surveys</li> <li>- Expert panel</li> </ul>

Main evaluation question	Judgment criterion	Indicator	Source of information
	Sub-question: To what extent have individual strands of activities contributed to the achievement of the objectives of the EYV 2011? <sup>7</sup>		
	The European Communication Campaign has contributed to the objectives of the EYV 2011, especially to objective 3 and 4	Evidence gathered on the outputs of the Communication Campaign (from data collected by the EYV Communication Campaign Secretariat) <sup>8</sup> : <ul style="list-style-type: none"> <li>• Number and profile of participants in the events/on stands of the EYV tour</li> <li>• Number and profile of participants in the conferences</li> <li>• Number of promotional material distributed</li> <li>• Number of website page views</li> <li>• Number of website unique visitors</li> <li>• number of downloads of downloadable documents available on the website</li> <li>• Any qualitative data collected (including satisfaction surveys)</li> </ul>	- Data provided by the EYV Communication Campaign Secretariat
		Correspondence between the objectives of the communication campaign and EYV 2011 objectives (general and specific) – <i>(Correspondence between outputs and results of the projects and their objectives (qualitative and quantitative))</i>	- National desk research - Desk research - Intervention logic

<sup>7</sup> The sub-questions addressing the four strands of actions individually will be addressed both at formative and summative parts of the evaluation depending on the nature of the indicator (summative or formative nature).

<sup>8</sup> When feasible, we will as well try to have, for the eight Member States selected in our sample, a preview on data on number of registrations to event or preparation of tools to measure the outputs, before the event takes place. We will rely for this on the monitoring data from the EYV Secretariat. This information will be carefully looked at and relevant analysis could be communicated through feedback notes.

Main evaluation question	Judgment criterion	Indicator	Source of information
		Perception of the target audiences/stakeholders of the effectiveness of the communication campaign to achieve the EYV2011 objectives (including events, conferences, information material, website)	<ul style="list-style-type: none"> <li>- Interviews (EU level)</li> <li>- Interviews (fieldwork)</li> <li>- Focus groups (fieldwork)</li> <li>- Short online survey</li> </ul>
		Perception that the communication campaign is effective in reaching its operational objectives: - fostered the visibility of the multiple dimension of volunteering and exchange of good practice; - enhanced the role of European volunteers; - disseminated innovative knowledge.	<ul style="list-style-type: none"> <li>- Interviews (EU level)</li> <li>- Interviews (fieldwork)</li> <li>- “on-the-spot” interviews (fieldwork)</li> <li>- Focus groups (fieldwork)</li> </ul>
		Evidence and/or perception that the communication campaign reaches the target audience	<ul style="list-style-type: none"> <li>- Desk research (monitoring data, if available)</li> <li>- Interviews (EU level)</li> <li>- Interviews (fieldwork)</li> <li>- “On-the-spot” interviews (fieldwork)</li> <li>- Focus groups (fieldwork)</li> </ul>

Main evaluation question	Judgment criterion	Indicator	Source of information
		Evidence and/or perception of media coverage at European and national, regional and local level (data on written, radio, TV coverage and Internet coverage from Google Analytics and on social network use, etc.) collected by NCB's and EYV Evaluation Secretariat)	<ul style="list-style-type: none"> <li>- Media tracking<sup>9</sup></li> <li>- Interviews (EU level)</li> <li>- Interviews (fieldwork)</li> <li>- Web-based surveys</li> </ul>
		Perception of the European added-value in the coordination of activities/events	<ul style="list-style-type: none"> <li>- Interviews (EU level)</li> <li>- Interviews (fieldwork)</li> <li>- "on-the-spot" interviews (fieldwork)</li> <li>- Focus groups (fieldwork)</li> <li>- Short online survey</li> </ul>
	The NCB's have contributed to the objectives of the EYV2011	Evidence gathered on the outputs of the activities: <ul style="list-style-type: none"> <li>• No and topic of meetings, events, conferences and seminars held;</li> <li>• No and topic of studies, surveys carried out;</li> <li>• No and profile of participants in the activities held;</li> <li>• Any qualitative data collected (including satisfaction surveys)</li> </ul> <i>Evidence that activities listed in the national work programme are achieving/achieved their objectives (expected and/or first results)</i>	<ul style="list-style-type: none"> <li>- National desk research (monitoring data, where available)</li> <li>- Interviews (fieldwork)</li> </ul>
		Correspondence between national objectives (national work programme) and EYV 2011 objectives (general and specific) <i>(Correspondence between output and results of the projects and their objectives (qualitative and quantitative))</i>	<ul style="list-style-type: none"> <li>- National desk research</li> <li>- Desk research</li> <li>- Intervention logic</li> </ul>

<sup>9</sup> Based on information collected by the EYV 2011 campaign Secretariat and the NCB's



Main evaluation question	Judgment criterion	Indicator	Source of information
		Perception of stakeholders (NCB's, national authorities, civil society organisations, volunteers) on the effectiveness of the activities carried out by the NCB's to reach the EYV 2011 objectives	<ul style="list-style-type: none"> <li>- Interviews (fieldwork)</li> <li>- Focus group (fieldwork)</li> </ul>
			<ul style="list-style-type: none"> <li>- Web-based surveys</li> </ul>
		Perceptions of stakeholders on the effectiveness of the activities of carried out by the NCB's to reach their objectives (qualitative significance of quantitative data on outputs) notably exchange of best practices, promotion of the Year, etc.	<ul style="list-style-type: none"> <li>- Interviews (fieldwork)</li> <li>- Focus group (fieldwork)</li> </ul>
			<ul style="list-style-type: none"> <li>- Web-based survey</li> </ul>
		Evidence and/or perception that the activities of carried out by the NCB's to reach their target audience	<ul style="list-style-type: none"> <li>- Desk research (monitoring data, where available)</li> <li>- Interviews (fieldwork)</li> <li>- Focus groups (fieldwork)</li> </ul>
		Evidence and tone of media coverage at national, regional and local level (number of press events, participants, press clippings, articles, etc.)	<ul style="list-style-type: none"> <li>- Media tracking<sup>10</sup></li> </ul>
		Perception of NCB's and other stakeholders (national authorities, civil society organisations, volunteers) on the appropriateness of the activities (as listed in the national work programme) to the national context	<ul style="list-style-type: none"> <li>- Interviews (fieldwork)</li> <li>- "on-the-spot" interviews (fieldwork)</li> <li>- Focus groups (fieldwork)</li> </ul>

<sup>10</sup> Based on information collected by the EYV2011 campaign Secretariat and the NCB's

Main evaluation question	Judgment criterion	Indicator	Source of information
	The Flagship Projects have contributed to the objectives of the EYV2011	Perception of the European added-value in the coordination of activities/events	<ul style="list-style-type: none"> <li>- Interviews (EU level)</li> <li>- Interviews (fieldwork)</li> <li>- “on-the-spot” interviews (fieldwork)</li> <li>- Focus groups (fieldwork)</li> </ul>
		Correspondence between objectives of the Flagship Projects (as a strand) and EYV 2011 objectives (general and specific)	<ul style="list-style-type: none"> <li>- National desk research</li> </ul>
		Evidence gathered on the outputs of the activities Evidence that the Flagship Projects are achieving/achieved their objectives and priority themes as stated in their grant agreement ( <i>Correspondence between outputs and results of the projects and their objectives (qualitative and quantitative)</i> )	<ul style="list-style-type: none"> <li>- Desk research (monitoring data, if available)</li> <li>- Interviews (fieldwork)</li> </ul>
		Perception by target groups and stakeholders (including project managers) of Flagship Projects’ contribution to the EYV 2011 objectives	<ul style="list-style-type: none"> <li>- Interviews (EU level)</li> <li>- Interviews (fieldwork)</li> </ul>
		Evidence and/or perception of target audience on the effectiveness of the projects in: - creating/fostering long term partnerships/networks between civil society organisations; - promoting innovation - disseminating results.	<ul style="list-style-type: none"> <li>- Web-based survey</li> </ul>
			<ul style="list-style-type: none"> <li>- Desk research (monitoring data if available)</li> <li>- Interviews (EU level)</li> <li>- Interviews (fieldwork)</li> </ul>
			<ul style="list-style-type: none"> <li>- Web-based surveys</li> </ul>

Main evaluation question	Judgment criterion	Indicator	Source of information
		Evidence and/or perception that the Flagship Projects reach their target audience	<ul style="list-style-type: none"> <li>- Desk research (monitoring data, where available)</li> <li>- Interviews (fieldwork)</li> </ul>
		Evidence and/or perception that the Flagship Projects were effective in disseminating their results to target audience	<ul style="list-style-type: none"> <li>- Desk research (monitoring data, where available)</li> <li>- Interviews (fieldwork)</li> <li>- Web-based surveys</li> </ul>
		Perception of the European added-value in the coordination of activities/events	<ul style="list-style-type: none"> <li>- Interviews (EU level)</li> <li>- Interviews (fieldwork)</li> </ul>

Main evaluation question	Judgment criterion	Indicator	Source of information
	The cooperation with civil society contributed to the achievement of the objectives of the EYV 2011	<p>Evidence gathered on the outputs of the activities:</p> <ul style="list-style-type: none"> <li>• No and profile of the civil society organisations reached actively involved in EYV 2011 activities</li> <li>• Tools put in place to mobilise volunteer organisations all over Europe for the purpose of the EYV 2011</li> <li>• Tools put in place to ensure on-going exchange of information between main European networks active in volunteering</li> <li>• Tools put in place to support volunteering organisations</li> <li>• Tools put in place to develop exchange of good practices between civil society, business, research and public authorities</li> <li>• Tools put in place to support the building of partnerships between civil society, business, research and public authorities</li> </ul> <p><i>Evidence that activities are achieving/achieved their objectives (expected and/or first results)</i></p>	<ul style="list-style-type: none"> <li>- Desk research (monitoring data, if available)</li> <li>- Interviews (EU level)</li> <li>- Interviews (fieldwork)</li> </ul>
		Correspondence between objectives of the EYV 2011 Alliance and EYV 2011 objectives (general and specific)	<ul style="list-style-type: none"> <li>- Desk research</li> </ul>
		Perception of the EYV 2011 Alliance contribution to the EYV2011 objectives by EYV 2011 Alliance members and by other stakeholders	<ul style="list-style-type: none"> <li>- Desk research</li> <li>- Intervention logic</li> </ul>
			<ul style="list-style-type: none"> <li>- Interviews (EU level)</li> <li>- Interviews (fieldwork)</li> </ul>

Main evaluation question	Judgment criterion	Indicator	Source of information
			- Web-based survey
		Evidence/perception of effectiveness of the EYV2011 Alliance in <ul style="list-style-type: none"> <li>- Coordinating the civil society</li> <li>- Developing a policy agenda for volunteering in Europe</li> <li>- Mobilising and capacity-building</li> <li>- Disseminating results</li> </ul>	<ul style="list-style-type: none"> <li>- Interviews (EU level)</li> <li>- Interviews (fieldwork)</li> <li>- Focus groups (fieldwork)</li> </ul>
			- Web-based surveys
		Evidence and/or perception that the activities of carried out by the EYV 2011 Alliance reach their target audience	<ul style="list-style-type: none"> <li>- Desk research (monitoring data, where available)</li> <li>- Interviews (fieldwork)</li> </ul>
		Evidence and/or perception that the EYV 2011 Alliance was effective in disseminating results to target audience	<ul style="list-style-type: none"> <li>- Desk research (monitoring data, where available)</li> <li>- Interviews (fieldwork)</li> </ul>
			- Web-based surveys
		Perception of the European added-value in the coordination of activities/events	<ul style="list-style-type: none"> <li>- Interviews (EU level)</li> <li>- Interviews (fieldwork)</li> </ul>

**Efficiency**

Main evaluation question	Judgement (success) criterion	Indicator	Sources of information
How efficient were the activities undertaken in the framework of EYV to achieve the expected results of the EYV 2011 at European level/at national level?	Sub-question: how efficient were the strands of activities in achieving the objectives of EVY 2011 when taken in combination, either as a whole or two or three strands taken together, and would the use of a single strand or other activities, policy instruments or mechanisms, individually or in some combination with these strands have been more efficient in achieving the objectives?		
	The strands in combination contributed more efficiently to achievement of the expected results than would have the strands in isolation or the use of other stands individually or in combination.	Synergistic cost benefits in terms of tools used and/or administrative/management structures from using strands in combination.	<ul style="list-style-type: none"> <li>- Interviews (EU level)</li> <li>- Interviews (fieldwork)</li> <li>- Short online survey</li> </ul>
	The four strands of activities undertaken were complementary and/or non-contradictory with each other	Perception of complementarity/non-contradiction by involved stakeholders	<ul style="list-style-type: none"> <li>- Desk research</li> <li>- Additional interviews (experts in areas covered by strands, e.g. communication, exhibitions, event management, Internet design, print materials and management)</li> <li>- Web-based surveys</li> </ul>
	Alternative combinations of tools would have been less effective,	Perception of the key stakeholders whether alternative solutions would have resulted in the same or better results at a more	<ul style="list-style-type: none"> <li>- Interviews (EU level)</li> <li>- Interviews (fieldwork)</li> </ul>
			<ul style="list-style-type: none"> <li>- Interviews (EU level)</li> <li>- Interviews (fieldwork)</li> <li>- Focus groups (fieldwork)</li> </ul>
			<ul style="list-style-type: none"> <li>- Interviews EU level</li> <li>- Web-based survey</li> </ul>

	more costly, or both	reasonable cost	<ul style="list-style-type: none"> <li>- Interviews EU level</li> <li>- Web-based survey (Benchmark)</li> </ul>
		Evidence that alternative combinations of tools and their respective effectiveness and costs have been considered when defining the activities and tools	<ul style="list-style-type: none"> <li>- Interviews (EU level)</li> </ul>
	The resources for the EYV 2011 have been appropriate and proportional to what the EYV was set out to achieve	Evidence that the resources for the EYV 2011 have been appropriate and proportional to what the EYV was set out to achieve	<ul style="list-style-type: none"> <li>- Desk research</li> <li>- Benchmark (if data available)</li> </ul>
		Perception by implementers of the adequacy of the resources allocated and the results expected	<ul style="list-style-type: none"> <li>- Interviews (EU level)</li> <li>- Interviews (fieldwork)</li> </ul>
			<ul style="list-style-type: none"> <li>- Interviews EU level</li> </ul>
	Sub-question: how efficient were individual strands of activities to achieve the expected results of the EYV 2011 at European level/at national level?		
	The communication campaign contributed to the achievement of the objectives of the EYV 2011	Evidence of effectiveness at reasonable cost (progress status versus planned outputs)	<ul style="list-style-type: none"> <li>- Desk research (monitoring data if available)</li> <li>- Interviews (fieldwork)</li> </ul>
		Adequacy of the project management system/procedure put in place to achieve the communication campaign objectives	<ul style="list-style-type: none"> <li>- Desk research (monitoring data if available)</li> </ul>
		Perception by the implementers and involved stakeholders of the adequacy of the implementation system put in place	<ul style="list-style-type: none"> <li>- Interviews (EU level)</li> <li>- Interviews (fieldwork)</li> </ul>
			<ul style="list-style-type: none"> <li>- Web-based survey</li> </ul>
Achievements of the activities (including implementation) compared to similar activities (if any) undertaken at European and national level		<ul style="list-style-type: none"> <li>- Desk research</li> <li>- Benchmark</li> </ul>	
Adequacy of the tools/activities used to reach the communication campaign objectives	<ul style="list-style-type: none"> <li>- Desk research</li> <li>- Benchmark</li> </ul>		

		Perception by target groups and stakeholders of the adequacy of the tools used to reach the communication campaign objectives	<ul style="list-style-type: none"> <li>- Interviews (EU level)</li> <li>- Interviews (fieldwork)</li> <li>- “on-the-spot” interviews (fieldwork)</li> <li>- Focus groups (fieldwork)</li> </ul>
			<ul style="list-style-type: none"> <li>- Web-based survey</li> </ul>
	The call for proposals for Flagship initiatives contributed to the achievement of the objectives of the EYV 2011 <sup>11</sup>	Progress status versus planned outputs (implementation)	<ul style="list-style-type: none"> <li>- Desk research (monitoring data if available)</li> </ul>
		Adequacy of the project management system/procedure put in place to achieve the objectives of the Flagship Projects initiative	<ul style="list-style-type: none"> <li>- Desk research (monitoring data if available)</li> </ul>
		Perception by the implementers and involved stakeholders of the adequacy of the implementation system put in place	<ul style="list-style-type: none"> <li>- Interviews (EU level)</li> <li>- Interviews (fieldwork)</li> </ul>
			<ul style="list-style-type: none"> <li>- Web-based survey</li> </ul>
		Adequacy of the tools/activities used to reach the objectives of the Flagship Projects initiative	<ul style="list-style-type: none"> <li>- Desk research</li> <li>- Benchmark</li> </ul>
		Perception by target groups and stakeholders of the adequacy of the tools used to reach the objectives of the Flagship Projects initiative	<ul style="list-style-type: none"> <li>- Interviews (EU level)</li> <li>- Interviews (fieldwork)</li> </ul>
			<ul style="list-style-type: none"> <li>- Web-based survey</li> </ul>
	The administrative and operational procedures implemented (including the establishment of National Coordinating Bodies (NCB’s) as well	Progress status versus planned outputs (implementation)	<ul style="list-style-type: none"> <li>- Desk research (monitoring data if available)</li> </ul>
		Adequacy of the project management system/procedure put in place to achieve the objectives of the NCB’s strand (as defined in the	<ul style="list-style-type: none"> <li>- Desk research (monitoring data if available)</li> </ul>

<sup>11</sup> The two first criteria are pre-conditions of efficiency. It is a matter of course that, if the activities were not effective in the first place, efficiency should be discounted. The answer to these first criteria lies therefore in the previous question, but the positive/negative answer has to be used in reply to the question on efficiency.



	as the award of operating grants to the NCB's) contributed to the achievement of the objectives of the EYV 2011.	guidelines to NCB's)	
		Perception by the implementers and involved stakeholders of the adequacy of the implementation system put in place	- Interviews (EU level) - Interviews (fieldwork) - Web-based survey
		Achievements of the activities compared to similar activities (if any) undertaken at European and national level	- Desk research - Benchmark
		Adequacy of the tools/activities used to reach the objectives of the NCB strand	- Desk research - Benchmark
		Perception by target groups and stakeholders of the adequacy of the tools used to reach the objectives of the NCB strand	- Interviews (EU level) - Interviews (fieldwork) - Web-based survey
	The action grant to the EYV 2011 Alliance contributed to the achievement of the objectives of the EYV 2011.	Progress status versus planned outputs (implementation)	- Desk research (monitoring data if available)
		Adequacy of the project management system/procedure put in place to achieve the EYV 2011 Alliance's objectives (as defined in the ToR)	- Desk research (monitoring data if available)
		Perception by the implementers and involved stakeholders of the adequacy of the implementation system put in place	- Interviews (EU level) - Interviews (fieldwork) - Web-based survey
		Adequacy of the tools/activities used to reach the objectives of the EYV 2011 Alliance strand	- Desk research - Benchmark
		Perception by target groups and stakeholders of the adequacy of the tools used to reach the objectives of the EYV 2011 Alliance strand	- Interviews (EU level) - Interviews (fieldwork) - Web-based survey

## Sustainability

Main evaluation question	Judgment (success) criterion	Indicator	Sources of information
To what extent the EYV has been successful in establishing sustainable good practices and initiatives in the field of volunteering?	Activities of the EYV 2011 were continued after 2011 even without EU funding.	Evidence that activities supported by the EYV2011 will continue after 2011	<ul style="list-style-type: none"> <li>- Desk research</li> <li>- Interviews EU level</li> <li>- Web-based survey</li> </ul>
		Perception of NCB's, civil society organization and volunteers on the sustainability of activities without EU funding	<ul style="list-style-type: none"> <li>- Interviews (EU level)</li> <li>- Interviews (fieldwork)</li> <li>- Focus group (fieldwork)</li> </ul>
		Opinion of participants on their future involvement in volunteering actions thanks to their participation in the EYV activities (for each strand)	<ul style="list-style-type: none"> <li>- Interviews (EU level)</li> <li>- Interviews (fieldwork)</li> <li>- Focus group (fieldwork)</li> <li>- "On-the-spot" interviews (fieldwork)</li> </ul>
		Evidence that structures/procedures put in place during the year will continue after 2011	<ul style="list-style-type: none"> <li>- Desk research</li> <li>- Web-based survey</li> </ul>
	Good practices developed during the EYV are being applied by actors in the field after 2011.	Evidence that good practice developed during the EYV has been collected and disseminated	<ul style="list-style-type: none"> <li>- Desk research (monitoring data if available)</li> <li>- Geographic case studies</li> <li>- Thematic case studies</li> <li>- Web-based survey</li> </ul>

		Evidence of exchanges of good practice (at European or national level)	<ul style="list-style-type: none"> <li>- Interviews EU level</li> <li>- Geographic case studies</li> <li>- Thematic case studies</li> <li>- Web-based surveys</li> </ul>
		Evidence that good practices developed during the EYV will be applied by actors in the field after 2011	<ul style="list-style-type: none"> <li>- Desk research</li> <li>- Web-based survey</li> </ul>
		Expectations of stakeholders that good practices developed during the EYV will be applied by actors in the field after 2011	<ul style="list-style-type: none"> <li>- Interviews (EU level)</li> <li>- Interviews (fieldwork)</li> <li>- Focus group (fieldwork)</li> <li>- "On-the-spot" interviews (fieldwork)</li> </ul>
	The activities and results of the EYV 2011 have been properly disseminated to the target groups of the EYV 2011.	Evidence that appropriate feedback mechanisms have been put in place to disseminate information about activities and results	<ul style="list-style-type: none"> <li>- Desk research</li> <li>- Interviews EU level</li> <li>- Expert panel</li> </ul>
		Feedback from target groups demonstrating that activities and results of the EYV 2011 have been properly disseminated	<ul style="list-style-type: none"> <li>- Follow up interviews</li> </ul>
			<ul style="list-style-type: none"> <li>- Web-based surveys</li> </ul>
	Future European Years build on the results and lessons learnt during the EYV 2011	Evidence that future European Years will build on results and lessons learnt during the EYV 2011	<ul style="list-style-type: none"> <li>- Desk research</li> <li>- Interviews EU level</li> <li>- Expert panel</li> </ul>
		Expectations of stakeholders that future European Years will build on results and lessons learnt during the EYV 2011	<ul style="list-style-type: none"> <li>- Interviews EU level</li> <li>- Web-based survey</li> </ul>

## 2. Annex 2: Thematic case studies

### 2.1. EU Communication Campaign

#### 2.1.1. Introduction and summary

This section looks at the range of activities covered by the European Communication Campaign, i.e. the thematic conferences, the European Tour, the website and the Relay Reporters. These were handled by an external contractor, with content the responsibility of the EYV 2011 Task Force in the case of the thematic conferences and NCB's in the case of the website. The contractor was responsible for the website, but it was based on a bottom-up participative approach which relied on input from volunteers, volunteer organisations and NCB's. The Relay Reporters were free to choose their own content, but had quantitative targets to meet. We discuss the relevance, effectiveness and sustainability of each of these, and include a section on the effectiveness of the implementation by the contractor. The findings are based on online surveys and extensive interviewing at EU and national level.

Among the range of activities covered by the European Communication Campaign, the thematic conferences come across as having been the most relevant and effective. The sustainability of the results is less certain.

For the other activities, i.e. the Tour, the website and the Relay Reporters, the picture is much less clear. In the case of the Tour, there are good arguments for saying that the concept was not suited to many Member States, because they already have national events to showcase volunteering, because the intended European dimension was missing, and because volunteers tend to be in small towns and rural areas. The view of one NCB that it is easier to take events to volunteers than to get them to come to an event in the capital where there are many competing attractions was typical. Therefore both the relevance and effectiveness/efficiency are widely questioned.

Nevertheless, this has to be balanced against the fact that the Tour was a major success in a number of countries and therefore effective in individual cases. Even in other countries, the Tour has had a lasting benefit through the networks created, even if the mechanism was not necessarily efficient. It is likely to have increased the number of volunteers in some cases, although this is very hard to quantify and generally not regarded as a major result. Where there was a focus on workshops and conferences, the Tour is likely also to have contributed not only to awareness-raising and recognition, but also to empowerment of organisations and the enabling environment.

The survey results, perceptions and the statistics on the website suggest that while it is absolutely relevant to have a website, [europa.eu/volunteering](http://europa.eu/volunteering) was not as effective as it could have been from being over-ambitious at the outset and in the absence of clear demarcation lines between this website, the EYV 2011 Alliance website and national websites. Although there were such lines between the europa and EYV 2011 Alliance websites, this was not perceived. As the website is no longer being maintained, sustainability is not an issue, though it remains accessible as an archive.

Of the communication initiatives, the Relay Reporter scheme was a source of disappointment to many. They welcomed the concept, but questioned the effectiveness of the implementation and the sustainability of the work carried out by the Relay Reporters in the absence of closer integration with national programmes and more extensive dissemination of the results of their work.

### 2.1.2. Methodology

The main evaluation tools put in place to collect data on the European communication campaign for the summative part of the evaluation were:

- Desk research;
- Interviews (at EU and national level)
- Online Surveys.

Evaluations were also available from the second of the four thematic conferences. Very few evaluation results are available for the Tour and events, such as workshops, even though forms were designed at the outset. Availability improved during the second half of the Year, but the numbers of respondents are so low as to make the representativeness questionable.

Part of the explanation for the low numbers lies in the fact that visitors to the Tour ‘dropped in’ on a casual basis and often did not stay long, making it difficult to ‘bother’ them with questionnaires. In some countries of Eastern Europe, it appears that there is also a historic suspicion of questionnaires.

In terms of desk research, key documents included the contractor’s proposal and final reports. We did not have access to budget data. The topic was also discussed in all interviews and in the online surveys targeting NCB’s, the EYV 2011 Alliance, Flagship Project coordinators and volunteers/ volunteering organisations. The Open Survey served to provide data on the profile of visitors to the website.

### 2.1.3. Background information

The legal basis for the European communication campaign is in art. 3 point of Council Decision 2010/37/EC of 27 November 2009, on the European Year of Voluntary Activities Promoting Active Citizenship (2011).

The total budget for the *European communication campaign* was €4.65m – €2.6m made available in 2010 in order to develop the campaign and be able to launch the Year in the second half of 2010, €1.1m for the organisation of events at European level, including opening and closing conferences in the countries of the Presidency (Hungary and Poland), and €0.95m for the EYV Tour, a one-year travelling road show, press actions, media partnerships and outdoor advertising, a web portal and the production of information and promotional material.

The implementation of the campaign was tendered for in the context of a DG EAC Framework Contract. The successful tenderer was P.A.U. Education in Barcelona in consortium with other partners, including ICWE of Berlin for media and conference organisation work in particular. Their activities are covered by two successive contracts.

The objectives of this campaign were defined as part of the preparatory activity in 2010 – they were to:

- enhance the role of European volunteers;
- give visibility to the multiple dimensions of volunteering;
- disseminate innovative knowledge.

This resulted in a framework being drawn up for a multi-level and comprehensive communication campaign<sup>12</sup> to be run in close co-operation with the EYV 2011 Alliance and the NCB's.

The targets and issues were consistent with the Council Decision, i.e.:

- Policymakers, Organisations involving volunteers, Volunteers, and Citizens (primarily young people and seniors, but also business), and
- An enabling environment, empowerment, recognition and awareness.

There were four main messages:

- Thank you
- Extraordinary stories from ordinary people
- You can be a volunteer
- A great deal of work to be done.

The campaign was to be based on a unified communication concept, consisting of six main blocks, and a supporting media campaign. The campaign used a design conceived by the service contractor as required by the call for tender, but this was used in conjunction with an adaptation of the winning design selected by a Commission-backed jury from a competition run by the EYV 2011 Alliance members.

The blocks originally envisaged for the campaign were the EYV Tour, the EYV communication toolbox, EYV Conferences, EYV Ambassadors (subsequently dropped), the EYV website and EYV Relays. The campaign was constructed on the principle that the National Co-ordinating Bodies would be closely involved in the first four activities.

*EYV Conferences:* these were the opening and closing conferences in the capitals of the countries of the Presidency (Budapest and Warsaw) and conferences of volunteers, focusing on the experiences and needs of individual volunteers (Brussels) and civil society, focusing on quality issues (Athens). The logistics of all of these, except the Brussels event, were organised by the services contractor. Identification of participants and speakers, format and content, were the responsibility of the European Commission in conjunction with the EYV 2011 Alliance, and other third parties and entities (including other institutions). They were designed to feed into policymaking and the objectives of the Year.

*The EYV Tour:* this was envisaged by the contractor (in conjunction with the EYV Relay) as a "mobile campaign touring Europe over a one-year period to meet volunteers, enhance the European dimension of volunteering and create partnerships with national coordination bodies. It was projected that there would be 15,000 visitors at every Tour Stop.

It was intended that the Tour be hosted in a tent in a central open space in the seven capital cities with the largest population in the EU, and at an indoor venue elsewhere. It was in fact only used in three cities: Brussels, Paris and Warsaw. Erecting the tent did not prove feasible and/or proved not to be the

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<sup>12</sup> Commission Decision adopting the 2010 annual work programme on grants and contracts for the preparatory action - European Year of Volunteering 2011: [ec.europa.eu/dgs/communication/pdf/native\\_c\\_2010\\_1876\\_1\\_en.pdf](http://ec.europa.eu/dgs/communication/pdf/native_c_2010_1876_1_en.pdf).

preference of the NCB and/or participating organisations, either in all large capitals, or other capitals, which might have wished to have it.

The service contractor was responsible for providing the tent and furniture, and associated logistics, and issued guidelines to NCB's on optimum venue locations and size requirements (200-400 m<sup>2</sup>). The same furniture was used for each stop, including those at fixed venues, in order to give a single 'look and feel' to the campaign. The contractor was to assist the NCB with press and media work as required.

The NCB was responsible for:

- liaison with the local volunteer community,
- the content of the programme of activities,
- finding the venue and for any associated costs (rental, electricity etc.)

It was not the intention that these costs be covered by the EC grants to national coordinating bodies, although in practice some NCB's do appear to have included some of these costs in their budgets.

There was an EU corner at each stop, including eight roll-ups. When it was staffed, the staffing was generally provided by the EU Representation or a Europe Direct.

Most countries opted to shorten the duration. The figures below, which show that the highest figure (8,800) was reached in Paris should only be taken as broad indicators. To interpret the figures, it is important to know the number of days and the format the event took, e.g. whether there was a focus on conferences with little or no intention of attracting the general public (e.g. Amsterdam and Rome), or whether they were intended to be events primarily for the general public (e.g. Warsaw). There is double-counting where the volunteers providing staffing were counted and included on each day; on the other hand, the data understate the figures in cases where there were a significant number of outdoor activities (e.g. Berlin and Paris).



## EYV EVENTS PARTICIPATION SUMMARY

EVENT	NUMBER OF VISITORS	NUMBER OF ORGANISATIONS	NUMBER OF WORKSHOPS, DEBATES	NUMBER OF CULTURAL PERFORMANCES	NUMBER OF VOLUNTEERS PER DAY	OPENING HOURS weekdays
BRUSSELS	748	80	38	4	4	
BUDAPEST	4500	76	32	10	8	14:00 - 20:00
VIENNA	1600	119	27	5	1	9:00 - 19:00
LISBON	4892	75	97	31	17	
LUXEMBOURG	605	26	10	2	3	10:00 - 18:00
MADRID	2239	139	62	33	12	
ATHENS	2366	105	59	4	4	
NICOSIA	1400	50	12	8	1	9:30 - 13:00, 15:00 - 18:00
PARIS	8800	120	68	14	8	
TALLINN	1700	56	36	8	10	14:00 - 20:00
BUCHAREST	620	16	29	3	2	10:00 - 17:00
LJUBLJANA	1500	40	15	15	5	9:30 - 19:00
VILNIUS	1400	15	15	9	4	11:00 - 19:00
ROMA	1200	70	90	3	4	10:00 - 19:00
COPENHAGEN	800	18	0	4	4	11:00 - 18:00
STOCKHOLM	1200	40	23	2	8	10:00 - 18:00
DUBLIN	1200	68	18	3	3	11:00 - 16:00
WARSAW	7000	153	85	20	4	8h00 - 18h00
HELSINKI	1500	65	30	5	3	9:00 - 16:00
RIGA	1250	40	15	20	22	10:00 - 18:00
BERLIN	1300	63	35	21	1	10:00 - 18:00
AMSTERDAM	1800	n/a	10 conferences	0	0	varies
LONDON	1300	64	24	0	3	11:00 - 17:00
PRAGUE	1350	24	36	15	3	08h0 - 18h00
BRATISLAVA	1000	37	38	3	5	10h00 - 18h00
SOFIA	800	47	22	3	0	11:00-17:00
VALLETTA	2000	52	40	15	3	10h00 - 18h00
<b>Totals</b>	<b>56070</b>	<b>1658</b>	<b>956</b>	<b>260</b>	<b>142</b>	<b>0</b>

Source: PAU Education

*EYV communication toolbox:* a certain number of giveaways were provided, primarily with the tour stops in mind, but the distribution was at the discretion of the NCB's. They included three generic roll-ups to use on the Tour, bracelets and welcome bags, and pens as giveaways at conferences. This toolbox also included posters, flyers and leaflets produced by P.A.U. Posters were either generic or specific to the event, with a large country generally receiving 600-700 of each, and a small country ca. 500 of each. Templates for printed materials could be downloaded from the EYV 2011 website. Seven thousand T-shirts were produced to be worn by volunteers staffing the Tour stops, the Relay reporters and to be distributed by the NCB's during the Tour.

*EYV Ambassadors:* the concept of EYV Ambassadors was dropped from the campaign as being over-ambitious, given the difficulty of finding figures well known to the public at large across Europe, uncontroversial, actively involved in volunteering, and with the time available to make the necessary commitment. NCB's were free to have national ambassadors if they wished, and some did so.

*EYV website:* the website was designed to be participative, building a sense of community and with content provided - and uploaded - by the Relays, volunteers telling their own stories and NCB's. Organisations could provide information on events, which were in principle uploaded within 48 hours.



Materials for the media, and some media coverage, photos from tour stops and reports on the Tour provided by the contractor were also posted on the site.

*EYV Relays*: these were reporters – one per Member State – who had their expenses met to film in another Member State and report on visits to volunteer organisations/projects at the same time as the Tour was in the capital. As they were not remunerated, they tended to be journalism or film school students. They were provided with a camera to provide video material which was uploaded on the EYV 2011 website. The camera was ceremoniously handed over to the next Relay at each Tour stop. The reporters then had one or two months to make a short film.

## 2.1.4. Findings

### 2.1.4.1. Relevance

The need for a communication campaign around any such Year was regarded as self-evident. The messages of making a difference (as translated with different nuances in different languages and volunteering cultures), of recognition ('thank you'), diversity ('Extraordinary stories from ordinary people), awareness ('You can be a volunteer') and empowerment ('A great deal of work to be done') were felt to be appropriate.

The need for the conferences to provide input to policymaking, including from the grass roots, was well recognised. The need for the other elements in the form which they took, i.e. the Tour, the website and the Relay Reporters, was not always evident to the stakeholders interviewed. Many countries already have events and channels to showcase volunteering and attract new volunteers. Interviewees in these countries – and there are exceptions ranging from Portugal to Slovakia – did not see the need for a 'European' Tour to showcase national volunteer activity. If there was a need, they felt it was in smaller towns and cities. It is in these areas that volunteering is generally strongest. This was a need met by separate initiatives in some countries, e.g. the Netherlands under the auspices of the local authorities' association, or through national programmes, e.g. the stand associated with the Giro d'Italia cycling race in Italy as part of the national campaign. While the argument was used that the EU budget would not have stretched to any kind of national tour, this was not always regarded as convincing – or as an argument for having had the Tour in the capital instead.

Stakeholders, could, on the other hand, see a need to enhance the European dimension of volunteering in line with the stated intention and the promotion of the exchange of good practice mentioned in the Council Decision. We discuss later whether this need was met.

They felt [europa.eu/volunteering](http://europa.eu/volunteering) was only partially relevant. There would have been a need for a fully comprehensive and easy-to-navigate site in 23 languages throughout if this could have been a substitute for national sites, but it did not go that far. In the absence of that, the need was for a site which offered less and did not overlap with national sites, but provided information in all languages more selectively and information in English (or English, French and German, for example), for the sector that could serve for knowledge-sharing. National campaign websites, which were often more relevant to the Member State because they were 100% in the national language and were prioritised for NCB's' limited resources, were seen as more relevant for the general public. The need for this website, an EYV 2011 Alliance website and national websites was strongly queried.

While liking the concept, interviewees felt that relevance of the Relay Reporters was not established.

#### **2.1.4.2. Effectiveness**

The views of stakeholders on the effectiveness of the key elements of the campaign the Tour, the website, the Relay Reporters and the Flagship Projects, were tested in the online surveys. We rely on perceptions and the statistical evaluation in the case of thematic conferences.

##### Thematic conferences

The thematic conferences were well received. Our own feedback notes (see Annex) reflect the positive perceptions we picked up about the mind-mapping and world cafe formats. Lessons on logistics, language and evaluation learned from the Brussels conference were subsequently taken on board. Eighty-nine percent of the participants at the Athens conference felt that the conference had been worthwhile or very worthwhile, though there was some feeling that there had not been enough time for in-depth discussion. There were still concerns after the Athens conference about the agenda having been received late. By the time of the Warsaw conference, this issue appeared also to have been resolved.

Perceptions of the content of the Warsaw conference among those we interviewed were that it was of variable quality. However, as most participants were from the EYV 2011 Alliance working groups, the networking effect was as important, if not more important, to them than the content. Moreover, in the evaluation survey 84% said it was very worthwhile (26%) or worthwhile (58%).

Participants at all three conferences were concerned that the results of the discussions would not flow through into consideration by EU policy makers.

##### The European Tour

The views on the extent to which the European Tour fulfilled its objectives were very mixed. The findings on the *Tour* come not only from the perceptions of EU stakeholders and countries visited for the fieldwork, though this is the largest group, but also from stakeholders from other countries or who had been at the tour in other countries.

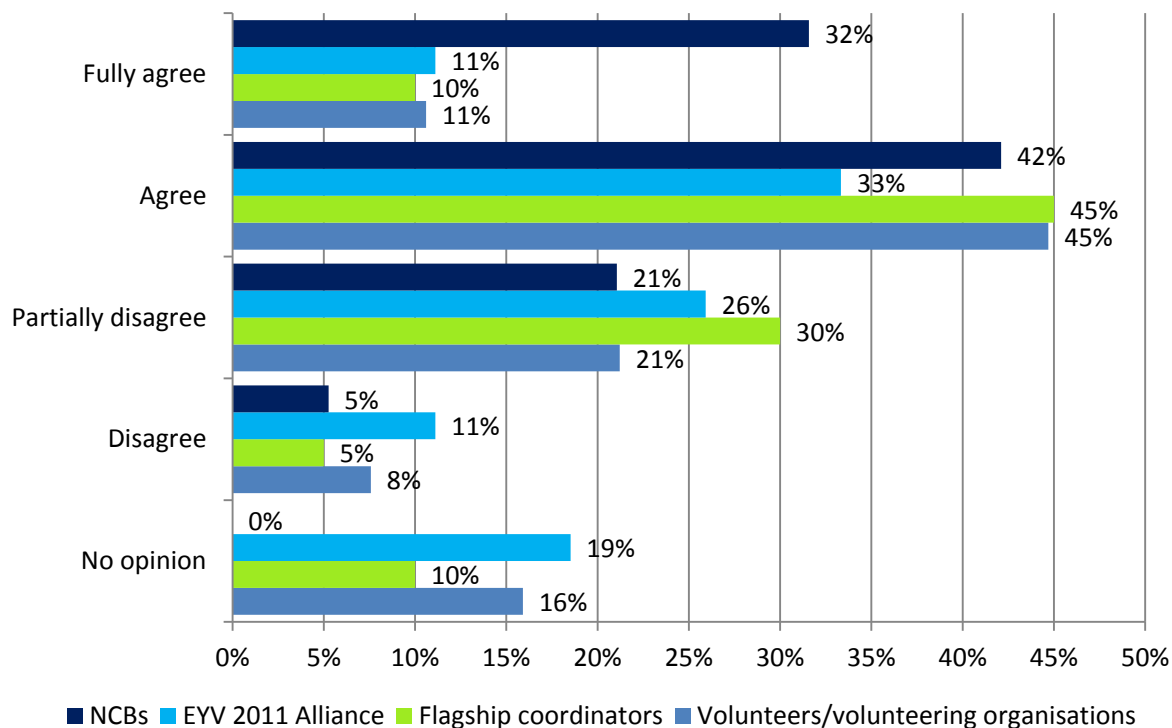
Difficulties arose from the outset because the concept was difficult to implement effectively. It required for logistical reasons that some countries have the Tour at times of year that were unattractive (school holidays, height of summer, or in mid-winter); the idea for a tent in major cities proved not to be practicable and expectations, which appear to have come from the contractor, on the availability of free venues in central locations proved over-optimistic.

The target figure for attendance was 15,000. The figure for attendance was based on the assumption that each Tour stop would last 14 days and a venue capacity of 250 people, i.e. 125 an hour for an eight-hour day throughout a two-week period. As seen above, even in major cities or those where the Tour was most successful, attendance fell significantly short.

##### *Contribution to the objectives of EYV 2011*

In the online surveys, the NCB's were the most likely to feel that the Tour had contributed to meeting the objectives of EYV 2011. Nearly three quarters (74%) agreed to some extent that this had been the case. The EYV 2011 Alliance respondents were the most sceptical, with fewer than half agreeing (43%). These are the two groups, who were collectively closest to the Tour. Among the volunteering organisation respondents and Flagship co-ordinators, the comments indicated that some had been closely involved and some had never heard of the Tour.

Figure 1: The contribution of the Tour to the objectives of EYV 2011



Source: Deloitte Online Surveys, March/April 2012

It may be possible to explain the differences between the NCB’s and the others by the fact that for many NCB’s we interviewed delivering the Tour was seen as an objective as such alongside the objectives of the Year.

Some of the challenges in implementation appear to come from the fact that a significant number of Member States had not initially understood the role they were to play in content and promotion, nor that they would have to meet the costs of the venue. They had, therefore, neither budgeted for this nor integrated it in their planning, so that the Tour and the national campaigns remained essentially stand-alone activities. There are clear exceptions, e.g. Denmark.

In our own interviews and in the comments in response to the survey, there were broadly speaking three camps.

One group felt that the concept was sound and had been implemented successfully. A number of countries were able to use the Tour as a lever for additional activities nationwide, including tours to minor cities. Portugal and Slovakia are good examples of this. These mini-tours to some extent addressed the issue identified by a second group, but to which they attached far greater weight: volunteering is not restricted to capital cities; indeed, there tends to be more volunteering in smaller towns and rural areas. They stress in addition, that it is always easier to take information to the public than vice-versa.

Nevertheless, the second group felt that with the right factors in place, the Tour could succeed. These factors included at least several of the following:

- political commitment from the NCB (or their project manager);
- personal commitment on the part of those most closely involved on behalf of the government;
- commitment from the local authority in the capital;
- good collaboration with the European Representation, Europe Direct, the European Voluntary Service and the European Parliament office;
- commitment on the part of the voluntary organisations;
- a successful promotion campaign (i.e. financially well resourced and drawing on a wide range of organisations' resources, and launched well in advance);
- free communication support from local transport operators;
- a good location with good potential footfall;
- activities above and beyond the presence of voluntary organisations to draw people in;
- a link with an existing volunteer event in order to benefit from synergies in promotion;
- budgeting for the content and the promotion of the Tour from the outset. Not all Member States understood that they needed to do this when they applied for the Commission funds (but some did), and consequently the Tour was underfunded in those countries.

It did not require all these factors for the Tour to be a success, but it required a number of them to be in place – as they were in Portugal and Slovakia, but also in France, Hungary and Poland – with the added benefit that in the last two, there was a 'Presidency' effect. Interviewees felt that in many Member States, it was not possible to federate enough of these factors.

Cooperation from the voluntary sector was generally forthcoming. In a few Member States, the Tour fell foul of tensions between national governments and the voluntary sector for purely national reasons over which the Commission had no control.

The third group felt that the concept was fundamentally flawed because:

- it by definition required too many of these factors to be present,
- it required some countries to host the Tour at unsuitable times of year,
- failed to take cultural differences into account – and was based on the assumption that the voluntary sector can everywhere access facilities on non-commercial terms, whereas there are wide cultural differences across the EU, and in particular between North and South;
- the concept was too 'glossy' for the volunteer sector.

Some Member States redefined the Tour from the outset, e.g. the Netherlands. The Netherlands did not involve the general public at all, but held a week of conferences. Others adapted their approach, e.g. Italy, where there was a strong emphasis on presentations on policy considerations and good practice. In these cases, the goal was to contribute more to empowerment of organisations and the enabling environment than on awareness and recognition. This was felt to have been effective.

Others nevertheless persevered with the concept of the Tour despite having reservations. Of these, some regretted in retrospect not having taken a firmer stand on adapting the Tour to their local environment.

Overall, the first and second group predominate. And while these groups often feel the footfall was disappointing, they feel that the networking and multiplier effect of the Tour was a genuine benefit.

*“communication on the European tour was too weak to be able to create a dynamic on volunteering within general public, but it was good for the volunteering organisations exposed to the tour” – survey respondent.*

However, this was not necessarily efficient, as interviewees say that there would have been more effective ways to organise networking if that had been the objective. This should be treated with caution. What is also clear from the fieldwork and some interviews is that assumptions that organisations working in the same field know each other or realise the extent of the diversity even within their own sector are not necessarily justified, and that networking across sectors, e.g. between faith-based organisations and emergency service providers, is far from being a given.

Footfall should not necessarily solely be measured in quantity if it is of quality. While most interviewees were indeed disappointed at the footfall, and stress that volunteers rarely ‘sign on the dotted line’ immediately at events – and indeed cannot generally immediately be matched to the right opportunity, a process that should not be hurried, there are exceptions. One survey respondent from the voluntary sector commented:

*“thanks to the tour we got a number of new volunteers, which helped us launch many ideas, we had had regarding to volunteers” – survey respondent.*

#### *The qualitative contribution of the Tour*

In terms of the average rating for the Tour out of 5 taking ten possible changes which it could contribute to, the results were relatively close for each group surveyed – and not particularly high – at 2.5 for the EYV 2011 Alliance, 2.65 for NCB’s, 2.72 for the Flagship Project coordinators and 2.73 for the volunteers/voluntary organisations.

In terms of the objectives ranked in the order of priority in which there was full and partial agreement that the Tour had contributed, there are wide differences, as shown in the next Figure.

The volunteering organisations considered that the Tour was most important in increasing the number of volunteers, while the other groups have this in the bottom or penultimate position. There is similar disagreement over the contribution to the exchange of good practice at national level. There is more consensus around the fact that the contribution to the exchange of good practice at European level, with only the NCB’s placing this in the top five, and the Flagship Projects and the volunteering organisations having this at the bottom. Network creation ranks highly for the EYV 2011 Alliance and the Flagship Projects – in line with other findings in the survey, but is not ranked as highly by the NCB’s or the voluntary organisations.

*Figure 2: Contribution of European Tour to specified objectives*

The European Tour contributed to:

NCB's	EYV 2011 Alliance	Flagship Projects	Volunteering organisations
enhancing the role of volunteers	fostering the visibility of the multiple dimension of volunteering	the creation of networks	increasing the number of volunteers.
achieving the overall objectives of EYV 2011	the creation of networks	fostering the visibility of the multiple dimension of volunteering	disseminating innovative knowledge
bringing a European dimension to national activities	enhancing the role of volunteers	achieving the overall objectives of EYV 2011	the exchange of good practice at national level
fostering the visibility of the multiple dimension of volunteering	improving the recognition of volunteering and to raise awareness of the value and importance of volunteering	bringing a European dimension to national activities	bringing a European dimension to national activities
the exchange of good practice at European level	achieving the overall objectives of EYV 2011	improving the recognition of volunteering and to raise awareness of the value and importance of volunteering	enhancing the role of volunteers
the creation of networks	bringing a European dimension to national activities	enhancing the role of volunteers	achieving the overall objectives of EYV 2011
improving the recognition of volunteering and to raise awareness of the value and importance of volunteering	the exchange of good practice at European level	disseminating innovative knowledge	fostering the visibility of the multiple dimension of volunteering

disseminating innovative knowledge	the exchange of good practice at national level	the exchange of good practice at national level	the creation of networks
increasing the number of volunteers.	disseminating innovative knowledge	increasing the number of volunteers.	improving the recognition of volunteering and to raise awareness of the value and importance of volunteering
the exchange of good practice at national level	increasing the number of volunteers.	the exchange of good practice at European level	the exchange of good practice at European level

Source: Deloitte online surveys, March/April 2012

The results are to some extent consistent with the prisms through which each category saw the results of the Year to judge from reactions in interviews. The range of opinions on the specific achievements of the Tour and the range of opinion overall which the average rating masks were also reflected in the extremes of comments in the survey:

*The Tour had a limited impact on national activities. A week-long celebration of the Tour in just one city is not significant to achieve the objectives proposed – survey respondent*

*The European Tour was a huge success due to the fact that it corresponded to the reality and needs of the voluntary organisations – survey respondent*

There was furthermore a widespread view across many stakeholders that the term ‘European Tour’ raised expectations (which were not met) of the size and European content of the event. There was an unmet need for presentations of European good practice and opportunities for cross-border volunteering.

*There were few elements of the tour concept that contributed to the understanding of the European context – survey respondent.*

In a number of countries, it was felt that complementarity with showcasing other EU programmes, e.g. Youth in Action and Grundtvig, or with the Representations and/or the Europe Direct networks, had not been developed as much as it might have been during the Tour. Even where the national programme gave the EU dimension a more prominent role (e.g. the “meet the EVS event” organised during the Tour stop in Romania), there was a view that the concept of the Tour should have had a greater European content.

*Media coverage* of the Tour was the role of the external contractor in collaboration with the NCB’s. The contractor drew up press lists, press kits and press releases, and in some instances made contact with journalists to invite them to the Tour. The success was mixed, but it should be borne in mind that most interviewees commented on how difficult it was in general to get the media to take an interest in EYV 2011. There was a greater interest, but it was rarely marked.

In addition, not all NCB's took the opportunity of using the services of the contractor. In certain cases, that meant that the NCB was not interested in being proactive; in others, it was because they were in a position themselves to be proactive. In some countries voluntary organisations were more active than in others in alerting the press to the Tour. Finally, the press clippings services seem to have cast their net more widely in some countries than in others. One survey respondent believed that the results significantly understate the result for their country. Thus, the figures below should be taken as indicative only. They are also difficult to interpret without a baseline – but may serve as a baseline for others in future.

*Table 1: Media coverage of the European Tour*

	Print	Online	Radio/TV
Austria	146	57	32
Belgium	19	46	7
Bulgaria	15	38	n.a.
Cyprus	7	31	9
Czech Republic	20	33	n.a.
Denmark	28	25	n.a.
Estonia	10	16	n.a.
Finland	68	41	n.a.
France	16	37	2
Germany	109	38	7
Greece	26	35	17
Hungary	79	83	38
Ireland	122	30	6
Italy	137	45	n.a.
Latvia	26	21	n.a.
Lithuania	9	55	n.a.
Luxembourg	25	17	n.a.
Malta	3	19	n.a.
Netherlands	180	73	n.a.
Poland	39	45	100
Portugal	61	42	n.a.
Romania	11	51	n.a.
Slovakia	37	20	5



	Print	Online	Radio/TV
Slovenia	76	39	n.a.
Spain	32	38	41
Sweden	6	30	n.a.
UK	2	24	n.a.

Source: ICWE

The main criticism of using an external contractor was that the contractor was operating from Berlin without a network in other Member States. There was a perception that they were not close enough to the press, or necessarily as up-to-date, with the local context as they might have been.

Perceptions of the *communication toolbox* provided by the contractor were also mixed. The videos appear to be little known or used, and views range from negative to positive to the appropriateness of the messages. The stock photos also appeared to have been little known or used.

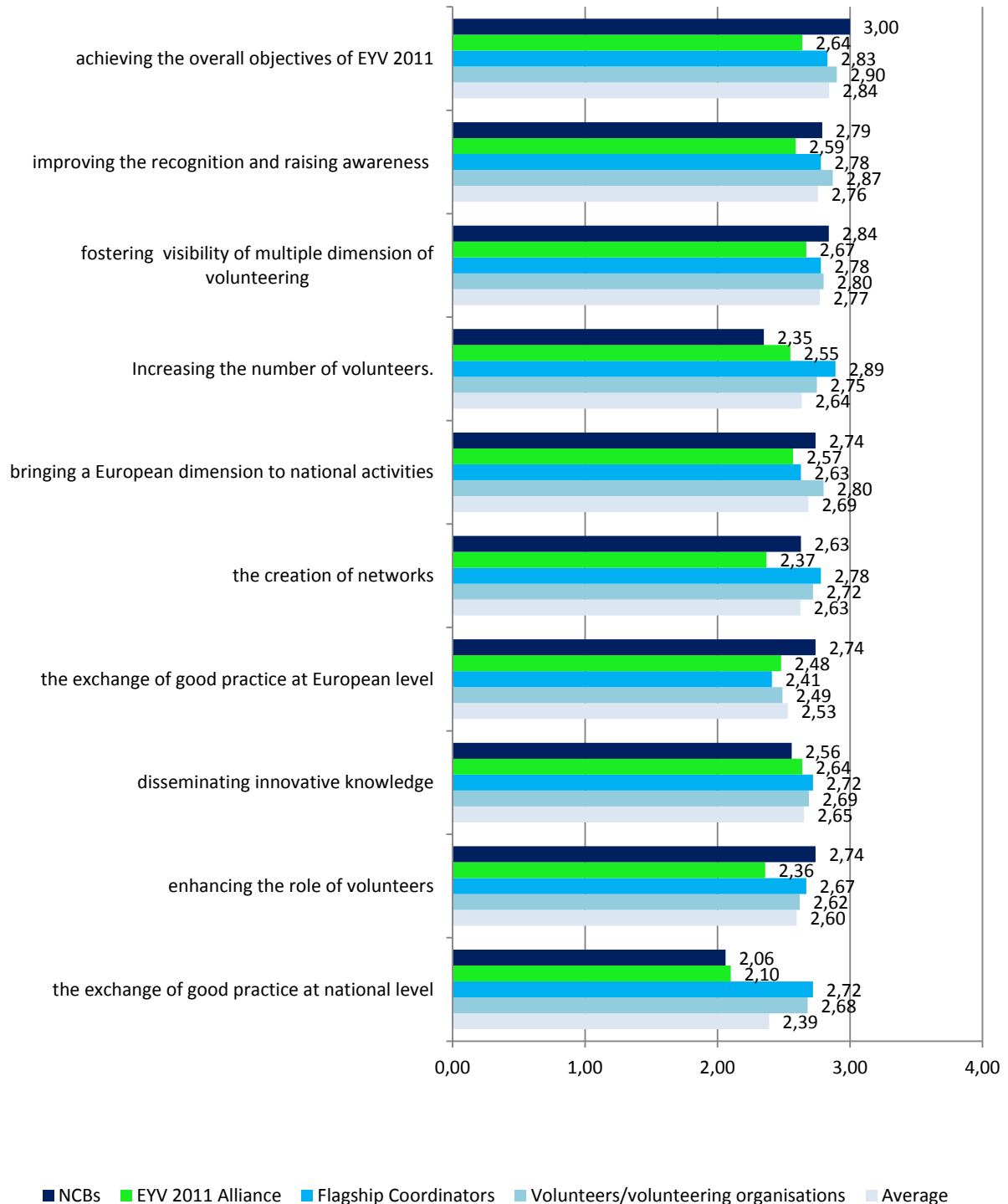
The toolbox items which were best liked were the posters and the t-shirts, although it was very widely regretted that t-shirts had been intended only for the volunteers working on the Tour – of whom in practice, there were far fewer than had been anticipated, so that t-shirts went unused.

Country-specific promotional materials were often available late, but this seems largely to have been related to the fact that decisions on venues and exact dates (which were printed on the posters) were known late. The result was that the materials could not be used to full effect.

[europa.eu/volunteering](http://europa.eu/volunteering)

Perceptions of the website collected through the surveys were not particularly positive. This is graphically illustrated in the Figures below. The NCB's are particularly sceptical about the contribution of the website to the aims. It is in this group that the least full agreement and the most total disagreement are to be found. There is less of a dispersion than in the case of the Tour as to the benefits. There were primarily to have brought a European dimension to national activities, to have achieved the overall objectives of EYV 2011, and to have enhanced and brought recognition to the role of volunteers.

Figure 3: [europa.eu/volunteering](http://europa.eu/volunteering) contributed to:



Source: Deloitte Online Surveys, March/April 2012

The reasons why the website was often not regarded as meeting a need was discussed under relevance. On a day-to-day basis, stakeholders complained that it was slow to load, that there was not enough

freedom for organisations to load information themselves, that the contractor was slow to upload information supplied (48 hours was the standard) – though overall the standard appears to have been met, particularly after initial teething problems were resolved, and that it was hard to navigate. There were quality control issues in relation to the standard of English compared to what had been agreed with the contractor, but some improvements were made in the course of the Year.

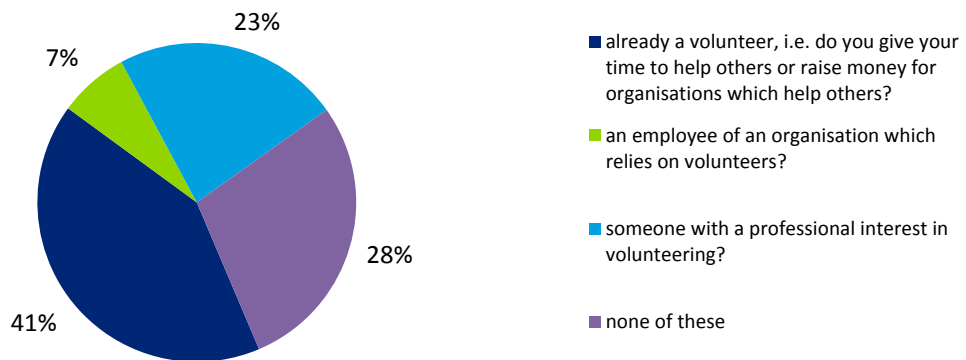
The absence of dedicated IT and web expertise, and monitoring resources, within a Task Force already constrained by the limited number of human resources was felt by interviewees to have been a handicap.

The consensus of those interviewed was that the website was not an effective tool, and that there was no clear division of roles between this website, national websites and the EYV 2011 Alliance website. The existence of the EYV 2011 Alliance website using the eyv2011.eu domain name was felt to be an additional source of confusion. While the EYV 2011 Alliance and the Task Force had a clear understanding of their respective roles, users did not readily perceive the complementarity.

Statistical data supports the perceptions that the website could have been more effective, and therefore efficient. The site received 366,172 visits and 263,979 unique visitors over the whole of 2011. By comparison, the Finnish national website received around 60,000 visits, while the Dutch website had 288,478 visits and 217,876 unique visitors between December 18, 2010 and December 18, 2011.

Moreover, the website to some extent ‘preached to the converted’: three quarters of those who responded to the survey were already involved in volunteering in some way.

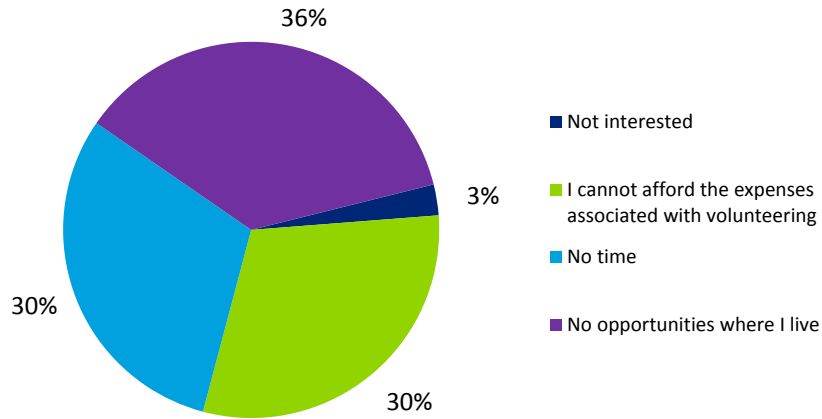
*Figure 4: Association with volunteering (open survey on europa.eu/volunteering)*



Source: Deloitte Open Survey

The results of the survey, which was taken in the last quarter of 2011, also indicate that there is still a major information gap to fill, since there are systems in place to defray volunteers’ expenses, but 30% say cost is a deterrent, and 36% say there are no opportunities where they live – which is on the surface unlikely given the diversity of opportunities in communities of every size. Fifty-two percent felt there had not been enough information about EYV 2011 and its objectives (and the figure is 56% among volunteers).

Figure 5: Reasons for not volunteering (open survey on europa.eu/volunteering)



Source: Deloitte Open Survey

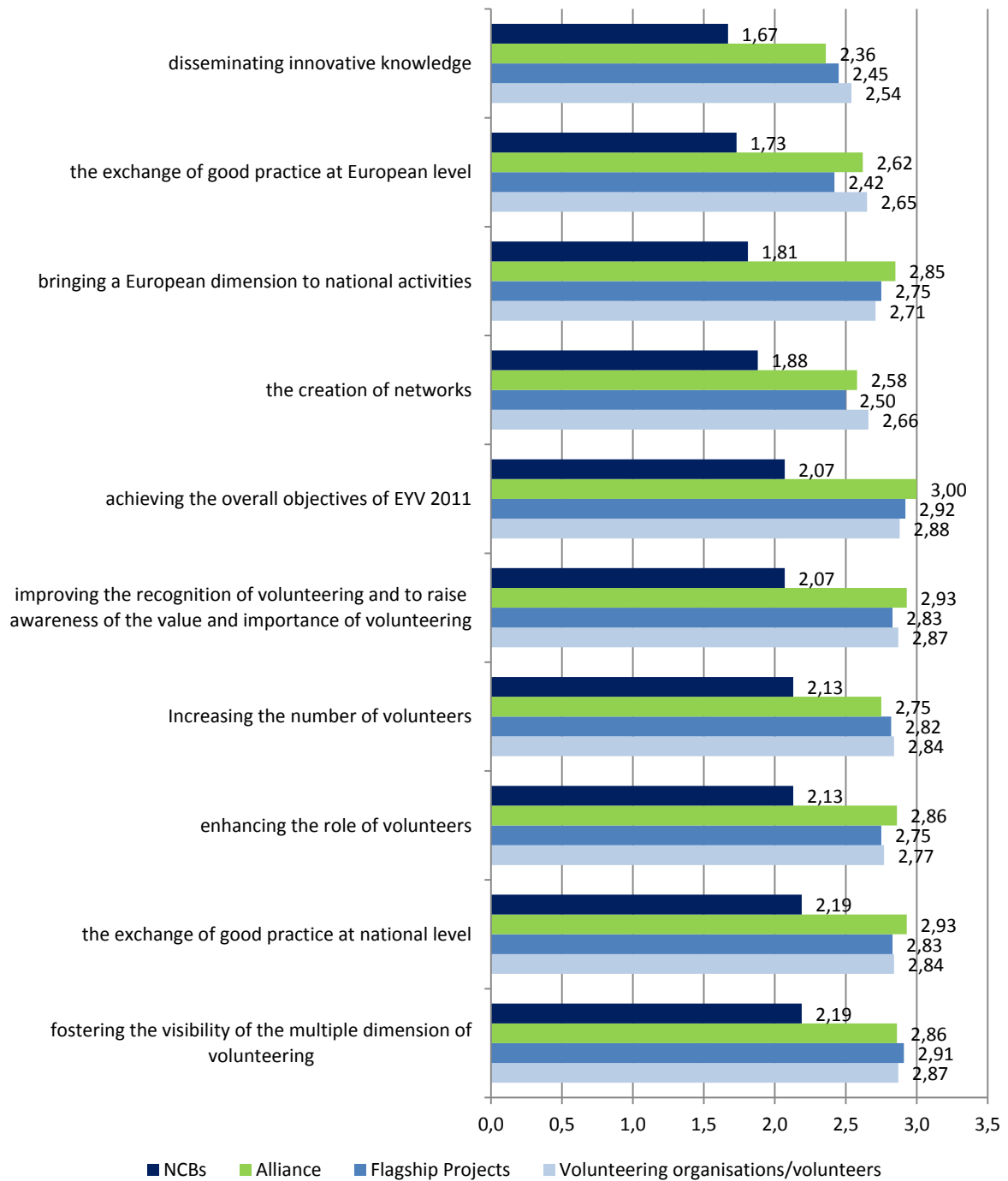
### Relay Reporters

The NCB's were particularly uncertain in the survey as to the effectiveness of the Relay Reporters. The highest average rating in relation to the series of possible aims the scheme might have filled was 2.2. The other groups were considerably less harsh – but also less familiar with the Relay Reporters, with a minimum of nearly 40% and sometimes a significantly higher proportion not expressing a view.

The NCB's felt that the Relay Reporters' biggest area of success was in fostering the visibility of the multiple dimension of volunteering and the exchange of good practice at national level. For the other groups, it was in fulfilling the generic aim of achieving the overall objectives of EYV 2011.

Figure 6: Effectiveness of Relay Reporters

Contribution of Relay Reporters to:



Source: Deloitte Online Surveys, March/April 2012

The views expressed by the NCB's are closer to those which we heard in interviews than are those of the other groups. The views in general were that the concept was sound, but the implementation was not effective. Although the concept was one of younger volunteers working with voluntary organisations, NCB's felt that they should have been, but were not 'in the loop'. This was not out of a desire to monitor their activity, but because they wanted to be supportive. Communication with the contractor was felt to be complex. As a result, the handover of the camera at each Tour stop was felt in most cases to have been a missed opportunity to promote this scheme and the videos made by the young people.

Nevertheless, a number of interviewees had positive perceptions of the Relay Reporters and their work, commenting favourably on the professionalism of some of them and on the range of their activities, including daily blogs in addition to meeting their contractual requirements to make short films and radio shorts. The comments below from the survey reflect the wide spread:

*I found it very strange the fact that the reporters were not instructed as to cooperate with the NCB's; our relay reporter set up a separate Facebook account after the NCB and the coordination group created around it had already created a Facebook account for the EYV - the work was duplicated and energy wasted; apart from a presence at the Tour, the reporter did not attend any of the national events in [our country]. Maybe he/she was not supposed to...but the information about what they were expected to do (apart from reporting from a specific country during the Tour) was not communicated properly – survey respondent.*

*The [...] reporter did a great job in covering the whole year with nice videos and a blog. I recommend entrusting this task to young students for whom it might be a great personal and professional experience – survey respondent.*

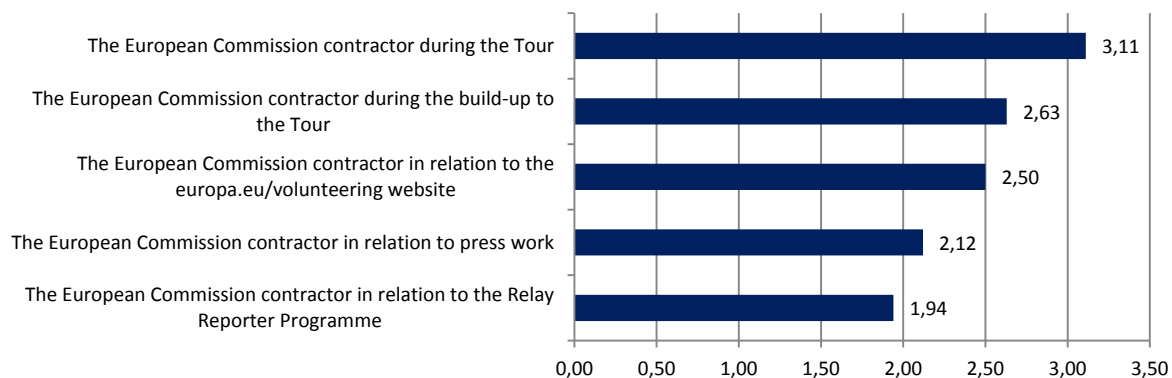
Comments in the survey reflect concerns also expressed in interviews that the work will be lost. The videos remain on YouTube, and a short video was made in time for the Warsaw conference, but the contractor's hopes for more widespread dissemination during the Year and since appear not to have materialised. The task was not necessarily easy. At least one NCB tried proactively to interest the media in highly professional Relay Reporter videos, but was unsuccessful.

#### **2.1.4.3. Efficiency of implementation**

Difficulties with effectiveness mentioned above have generally been directly related to efficiency in those sections. This section deals specifically with the efficiency of implementation through the use of a contractor for the Tour, media coverage and the Relay Reporters. It is based on a survey question to NCB's and shows the average rating out of 5. It mirrors comments heard in interviews and those discussed above in relation to the website, the press work and the Relay Reporter Programme.

Based on interviews, the results below in relation to the Tour reflect praise which we heard for the on-the-spot logistics, but reservations about the degree of flexibility during the preparatory stage, particularly when choosing a location. There was a perception that the respective roles of the Commission and the contractor were not clear.

Figure 7: NCB co-operation with the contractor



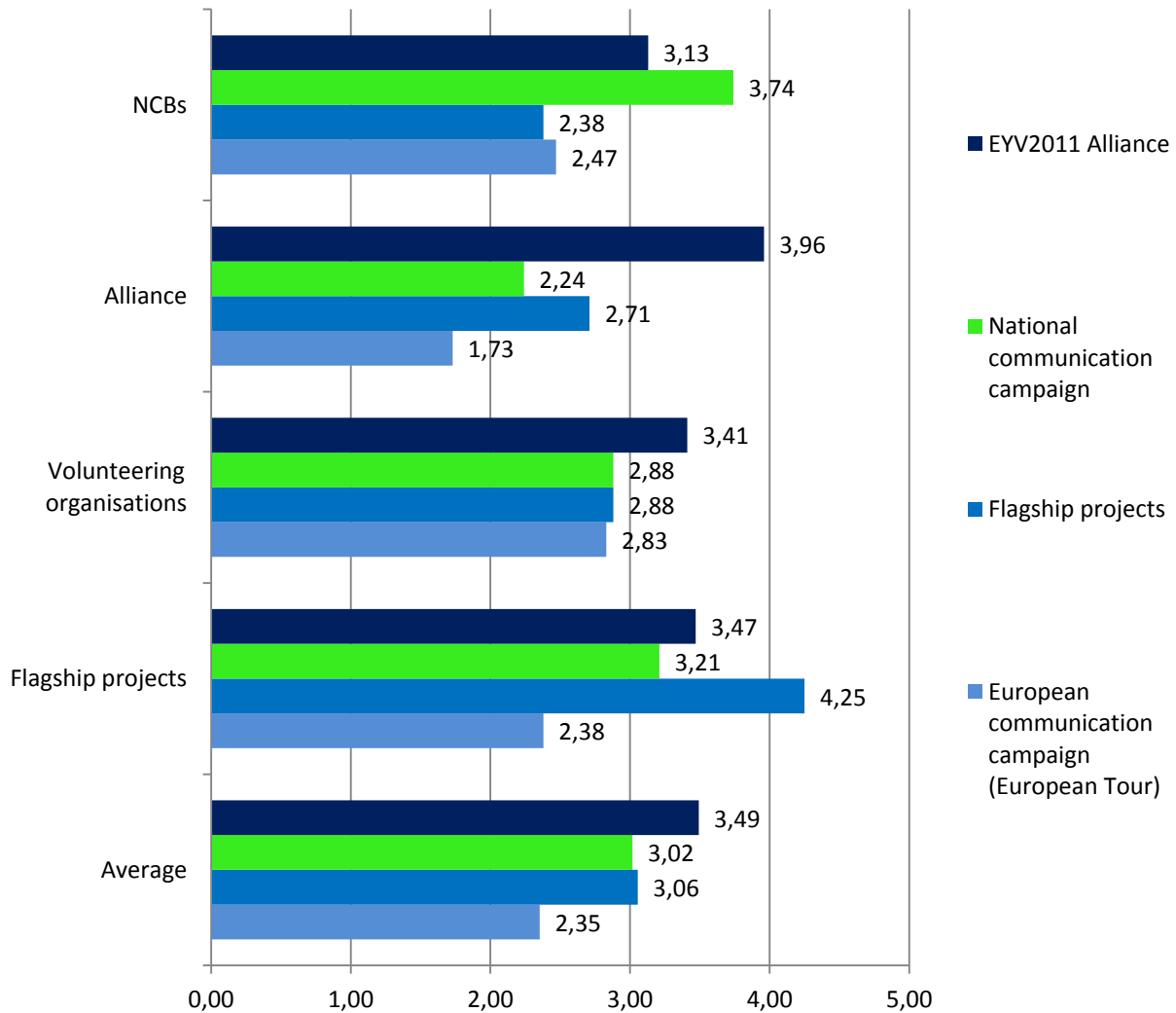
Source: Deloitte Online Survey, March/April 2012

#### 2.1.4.4. Sustainability

The elements of the European communication campaign have all been completed. It was never the intention that they should have a life after EYV 2011. However, it could reasonably have been expected to lead to sustainable results through the contribution of the thematic conferences to policy, and the contribution of the Tour, the website and the Relay Reporters to awareness, recognition and some increase in the number of volunteers, and to dissemination and exchange of good practice across Europe. Where the Tour was accompanied by workshops or conferences, it had the potential to contribute to empowerment of organisations and the enabling environment.

Figure 8: Sustainability of European communication campaign

Please rate on a scale of 1 to 5 (where 1 is the lowest) the extent to which each of the following activities generated sustainable activities:



Source: Deloitte online surveys, March/April 2012

Any assessment of this has to remain qualitative as there is no baseline measurement and it may even now be too soon to assess the long-term influence. The online surveys indicated that the European communication campaign is considered to have been the least likely to have generated sustainable activities. This concurs with the results of interviews. However, this does not mean that there have not nevertheless been significant new networks, that there will not over time prove to have been significant new numbers of volunteers won as a result of the Tour, in particular. It is also likely that the workshops sowed important seeds. The audiences may sometimes have been small, but they are likely to have come in many cases from the most highly motivated.



## 2.2. National Communication Campaign

### 2.2.1. Introduction and summary

This section provides analysis of the national campaigns for the European Year of Volunteering 2011. The analysis focuses on the relevance, effectiveness and sustainability of this strand of activity. When considering relevance, the adequacy of the activities compared to the needs of the target audience and the appropriateness of the messages to the target audience are examined. The analysis of effectiveness encompasses the effectiveness of the strand of activity to reach its objectives, and those of the EYV 2011, the extent to which some types of activities were more or less effective in certain national and/or cultural contexts, and the correspondence between the target audience defined in the objectives of the Year and the one reached. Efficiency aspects are also taken into consideration. Finally, the analysis of sustainability includes the assessment of the sustainability of the activities deployed during the Year, and the extent to which good practices have been collected, disseminated and exchanged during the European Year of Volunteering 2011.

The national communication campaigns were co-funded by the European Commission in an amount of up to 80% of the total budget, but in a range that began in practice at less than 20%. The programmes also took a wide range of approaches on how to allocate this money from a series of conferences to make a significant part of the money available to the voluntary sector to run small events and projects, from investment in one major event to a series of different programmes. However, the purpose is not to evaluate individual approaches, but to evaluate the whole. The findings are based on desk research, online surveys and extensive interviewing at EU and national level.

The relevance of having national campaigns able to adapt to national circumstances while fulfilling overriding European objectives was not questioned, and was contrasted favourably in interviews with the way in which the 2012 and 2013 Years are being organised. As discussed in the main report, there were reservations about the extent to which complementarity was optimised.

The national campaigns have been particularly effective in raising awareness and providing recognition, which was the focus of most campaigns. They have nevertheless contributed to the overall objectives of the Year. The European dimension and the exchange of European best practice are felt, however, to have been missing.

EYV 2011 was also successful at national level in leveraging additional sources of finance. The 'European label' effect is important in this respect and of itself engenders a sense of recognition, even in countries where public opinion is not particularly enamoured of the EU.

The implementation structures put in place were considered as effective, though some Member States recognise that they were over-ambitious in their programmes at the outset. On the other hand, delays in receiving the funding from the Commission were an obstacle to fully effective implementation in some cases in the early months of 2011.

The national campaigns have generally left a lasting legacy in terms of activities, networks and policy. There is already a visible carryover which is discussed in greater detail in the main report.

### 2.2.2. Methodology

The main evaluation tools put in place to collect data on the national campaigns projects for the summative part of the evaluation were:

- Desk research;
- Interviews (at EU and national level)
- Online Surveys.

Desk research included the national programmes of the fieldwork countries and unofficial summaries of the national programmes in the other Member States. In-depth interviews were carried out in the fieldwork countries, with follow-up interviews in late 2011 through to April 2012. All other NCB's were interviewed in March or April 2012. The final reports and financial statements from Member States, including details of compliance with the monitoring requirement of their grant agreements, were not available at the time of writing – with a very few exceptions.

The online surveys included a quick scan survey at the outset and another at the summative stage explicitly targeting NCB's. Questions about the national campaigns were included in the surveys at the summative stage to EYV 2011 Alliance members, Flagship Project coordinators and volunteers/voluntary organisations.

### 2.2.3. Background Information

The legal basis for the national campaigns is in art. 3 of the Council Decision 2010/37/EC of 27 November 2009, on the European Year of Voluntary Activities Promoting Active Citizenship (2011). In addition, Article 4 provided for the nomination of national coordinating bodies (NCB's). In almost all cases, these were from government departments or agencies; in exceptional cases, they were from the voluntary sector. In some cases, government-based NCB's delegated project management, and exceptionally even project design, to third parties. These were government agencies or voluntary sector organisations.

Member States submitted programmes to the Commission on the basis of guidelines drawn up by the Commission. These were very general. Activities eligible for funding included meetings and events; conference and seminars; information, research and related studies, and cooperation with the media. There was no requirement for an online presence.

The programmes were required to describe:

- National Context: challenges and possibilities
- Consultation of stakeholders and involvement of relevant actors within civil society
- National Priorities for the Year, including the added European dimension and the potential for some or all actions to be replicated or complemented in other Member States or at Community level.
- Best Practices, including opportunities for these ideas to be communicated and transmitted should be envisaged.
- Communication Strategy, including a description of proposed cooperation with the Representation Office of the European Commission
- Post- 2011 long-term effects

- Monitoring and reporting, including of associated projects but not necessarily financed through the budget and the way in which civil society would be involved.

There was no formal evaluation requirement.

As can be seen from the table below, more than half the Member States put up only the minimum required (20%) to obtain matching funding from the European Commission. Notable exceptions are Denmark and the Netherland which more than reversed the standard 80/20 ratio. The total value of all work programmes as planned was €6.25 million, with an EU contribution of €3.37 million – an average ratio of grant to work programme of 53.9%. These figures are based on the programmes as submitted, not on grant agreements or final expenditure. There is nothing in our fieldwork to suggest, however, that any Member State significantly underspent.

*Table 2: cost of work programmes and EU contribution*

Country	Total cost of work programme (€)	EU grant (€)	Grant/Work programme (eligible costs) (%)
Austria	240,175	90,000	37
Belgium	100,000	50,600 (Flanders)	80.0 (Flanders)
		44,000 (French-speaking Community)	80.0 (French-speaking Community)
		5,000 (German-speaking Community)	17.0 (German-speaking community)
Bulgaria	110,000	88,000	80
Cyprus	68,750	55,000	80
Czech Republic	126,743	100,000	79
Denmark	482,000	80,000	17
Estonia	75,000	60,000	80
Finland	162,000	80,000	49
France	464,500	340,000	73

Country	Total cost of work programme (€)	EU grant (€)	Grant/Work programme (eligible costs) (%)
Germany	857,000	420,000	49
Greece	131,250	105,000	80
Hungary	126,988	99,968	79
Ireland	93,750	75,000	80
Italy	320,000	256,000	80
Latvia	81,250	65,000	80
Lithuania	86,957	70,000	80
Luxembourg <sup>13</sup>	n.a.	n.a.	n.a.
Malta	68,750	55,000	80
Netherlands	827,775	127,955	16
Poland	281,250	225,000	80
Romania	182,500	147,000	80
Slovakia	107,211	78,264	73
Slovenia	81,250	65,000	80
Spain	325,000	260,000	80
Sweden	119,000	95,000	80
UK	730,489	330,000	45

Source: data from European Commission

The figures above understate expenditure at national level for a number of reasons. Even leaving aside the leverage effect on other entities of having a European Year on associations, foundations, corporates, local authorities – including city councils in major capitals, such as Amsterdam and Paris, state-owned

<sup>13</sup> Luxembourg was eligible for €30,000 but ran its national programme on a stand-alone basis on cost-efficiency grounds, judging the administrative burden associated with this amount of Commission funding as too great relative to the benefits.

public transport entities providing free promotional space, there was also a leverage effect at central government level. One of the examples we have been able to quantify in part is in Italy, where the Ministry of Labour and Social Affairs had a separate communications budget of €360,000. The figure for the UK is lower than reality because the EU money was in fact allocated only to England for procedural reasons, but there was at least €500,000 of additional spending (including focusing volunteering grants programmes on EYV 2011 objectives in 2011) in the devolved administrations of Northern Ireland, Scotland and Wales. In a number of Member States EYV 2011 was the priority for existing project subsidy budgets and/or other departments organised events or produced publications from their own budgets.

## 2.2.4. Findings

### 2.2.4.1. Relevance/Complementarity

Interviewees had no doubts of the relevance of having national campaigns to flank European activity. Many deplored the fact that there is no equivalent funding for the European Year of Active Ageing (2012) or the Year of Citizenship (2013), believing that it will be very difficult to motivate Member States to devote resources to these Years in the absence of Commission funding. It also makes it more difficult for the Commission to ensure that national programmes fit with EU objectives.

In addition, the objectives of the Year were flexible enough to accommodate national priorities, and were therefore relevant to the Member States.

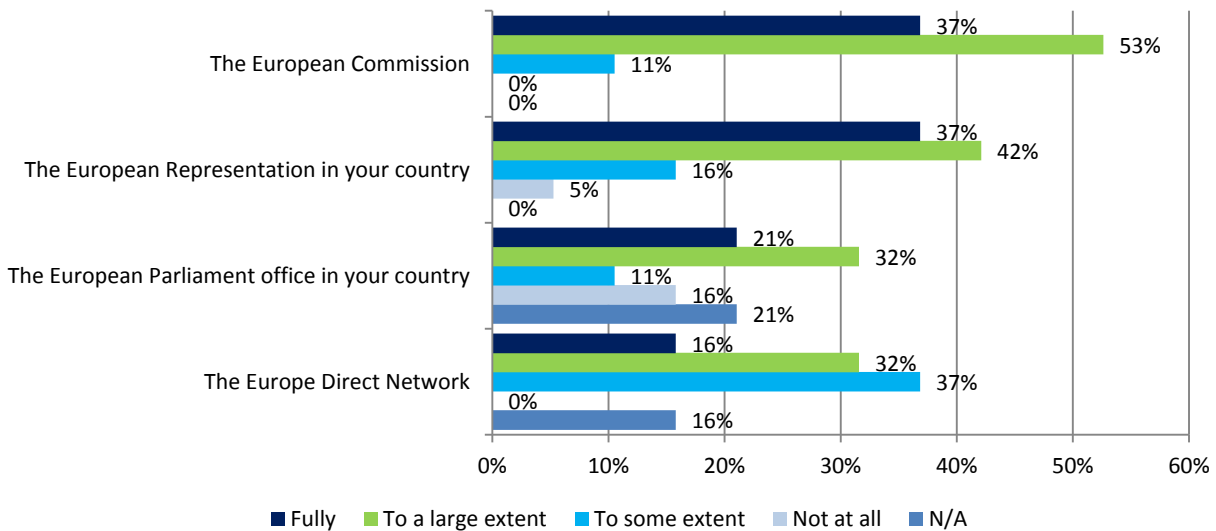
As with the Tour, and logically because it is the reverse side of the same coin, our findings suggest that the complementarity with showcasing other EU programmes, e.g. Youth in Action and Grundtvig, or with the Representations and/or the Europe Direct networks, was often underdeveloped or not as fully integrated as it might have been.

There are clearly exceptions. In some countries, e.g. Belgium (Flanders), there was a very close working relationship with the Permanent Representation, which also funded communication activities. In France, there was a close involvement of the European Parliament information office in the Tour. Other exceptions include the involvement of the Portuguese Europe Direct network in the add-ons to the Portuguese programme, tens of events organised in conjunction with the Year by the Italian Europe Direct network, the support of the Leeds Europe Direct to the Leeds European Year of Volunteering or the 'Active Witness' exhibition of photography to celebrate the European Year of Volunteering at the Representation in the UK organised in conjunction with London arm of the European Union National Institutes of Culture association. These are generally felt, however, to have been the result of individual rather than structured initiatives.

This variability was reflected in responses to our online survey of NCB's in a question relating to the effectiveness of the cooperation with these other entities – responses which also reflect the high level of satisfaction with cooperation with the Task Force.

Figure 9: Cooperation with other entities

The national campaign was effective in cooperating with



Source: Deloitte online surveys, March/April 2012

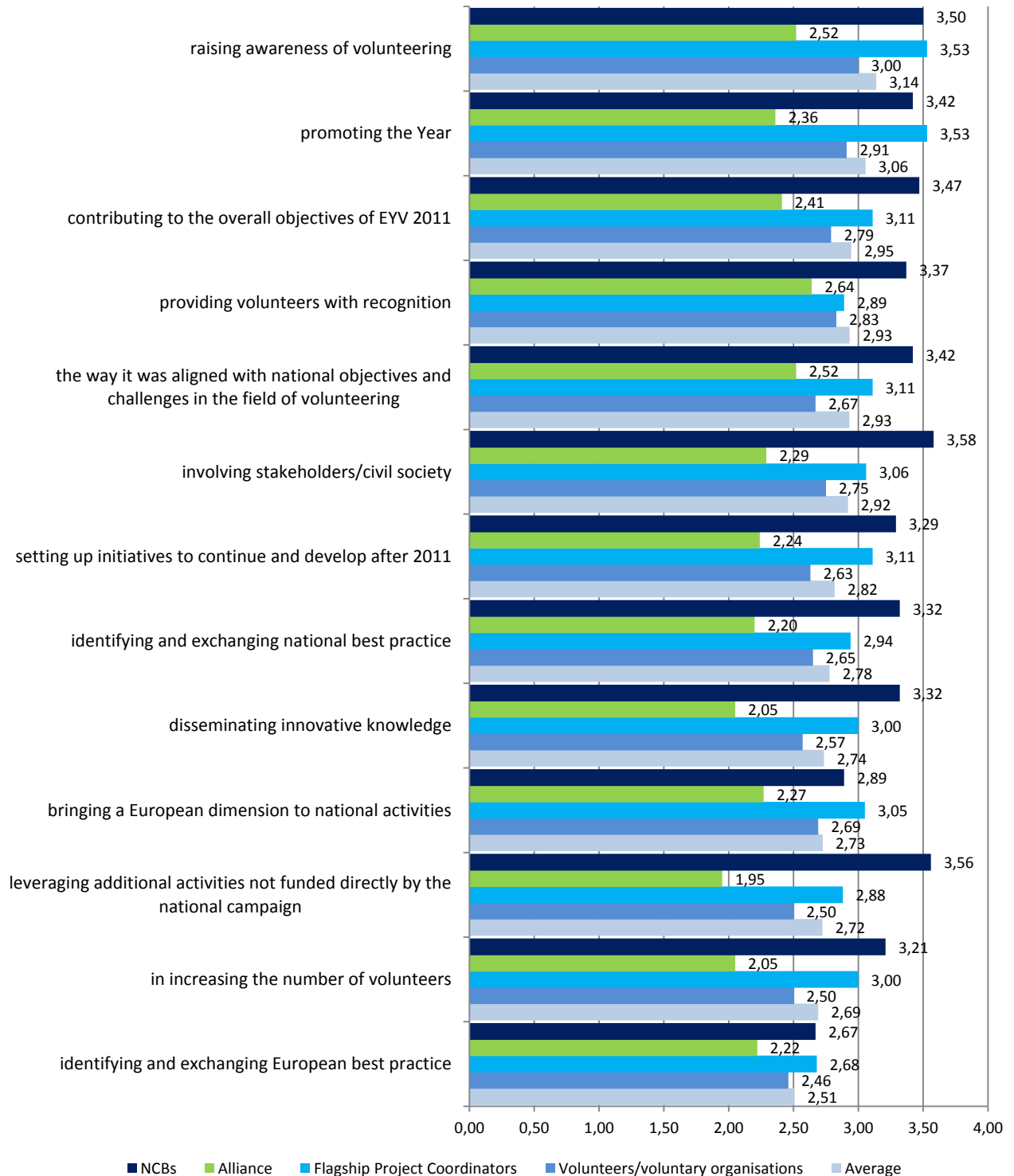
#### 1.1.4.2 Effectiveness

Relative to other aspects of EYV 2011 looked at in this evaluation, the national campaigns achieve a high average rating for effectiveness – helped by the positive view the NCB’s have of their campaigns. This contrasts with the less positive perspective of the EYV 2011 Alliance members. Awareness and recognition are the two objectives of the Year, which the national campaigns have best served to achieve, together with a generic success in promoting the Year and achieving the overall objectives.

This is in line with the findings of our interviews that in most countries awareness and recognition were the primary objectives of the Year. The objectives of improving the enabling environment and empowering organisations were regarded as important, and there were often important contributions to these. However, they were not the primary focus.

The comments on the survey illustrate once again the wide range of opinion which the averages mask. Answers were naturally based on perceptions of the campaign in the respondents’ own countries, from highly critical to praise for the “many great initiatives”.

Figure 10: The national campaign was effective in:



Source: Deloitte Online Surveys, March/April 2012

There is a greater coherence than in the case of the European communication campaign as to which of these aims had been served best. The Figure below shows the top five for each group surveyed. Having contributed to the overall objectives of EYV 2011 is included in each case, while raising awareness, promoting the year and network building between national campaigns and the voluntary sector by involving stakeholders/civil society each occur in three out of the four groups. The network effect is singled out by all those groups closest to these processes (i.e. all but the Flagship Project coordinators).

*Table 3: Achievements of EYV 2011: national campaigns*

<b>NCB's</b>	<b>EYV 2011 Alliance</b>	<b>Flagship Project coordinators</b>	<b>Volunteering organisations</b>
<b>contributing to the overall objectives of EYV 2011</b>	<i>promoting the Year</i>	<i>promoting the Year</i>	<i>raising awareness of volunteering</i>
leveraging additional activities not funded directly by the national campaign	<b>contributing to the overall objectives of EYV 2011</b>	<i>raising awareness of volunteering</i>	<i>promoting the Year</i>
<i>involving stakeholders/civil society</i>	<i>involving stakeholders/civil society</i>	<b>contributing to the overall objectives of EYV 2011</b>	providing volunteers with recognition
the way it was aligned with national objectives and challenges in the field of volunteering	<i>raising awareness of volunteering</i>	disseminating innovative knowledge	<b>contributing to the overall objectives of EYV 2011</b>
disseminating innovative knowledge	bringing a European dimension to national activities	setting up initiatives to continue and develop after 2011	<i>involving stakeholders/civil society</i>

Source: Deloitte Online Surveys, March/April 2012

The national campaigns were felt to have been least likely to lead to an exchange of European best practice (ranked penultimate by the NCB's - who put the exchange of European best practice last - and at the bottom by everyone else. The likelihood of the number of volunteers having increased was also felt to be low - ranked between 10 and 12 out of 13. The NCB's were particularly prone to believe that their campaigns had not contributed to establishing sustainable activities, ranking this aspect at 10, while other groups had this at between 5 and 9.

These findings are in line with the results of interviews. Many NCB's felt that the European dimension and the European exchange were missed opportunities of the national campaigns, as did many in other groups, e.g. the voluntary sector.

It could be argued that the remedy for that lay with the NCB's themselves in the design of their national programmes. The other side of that coin is that the NCB's felt that they had too little time to prepare their programmes and this could have been made a stronger requirement. A majority of NCB's interviewed felt that the Commission could have promoted shared learning more in the course of the Year – notably through more/longer NCB meetings with more space allocated to in-depth exchanges early enough in the process for them to be able to have implemented the shared learning during 2011.



For the purposes of this evaluation, we set up an online platform for NCB's to use to serve this purpose, but it was very little utilised. It is clear that the process needed to be proactive and moderated, but that this would have required a better resourced Task Force – as NCB's and others recognised.

The NCB's, as can be seen from the above, were much more likely to believe that the national campaigns had leveraged additional activities not funded directly by the national campaign. This is a credible finding from a group in a position to know, and is perfectly in accord with our findings in the interviews. We believe that the other groups have underestimated this effect, which came out already at the time of the quick scan of NCB's conducted early in the project.

Our findings then were that EYV 2011 had been the catalyst for:

- Events which would otherwise not have happened;
- Increased interest in corporate volunteering;
- Development in one country of a Volunteering 2020 Strategy;
- New databases on volunteering opportunities;
- New research and studies;
- A new charter on volunteering in at least two countries (one in advance of the year, one during the year);
- Taking cooperation with civil society to a new level.

Our view that this is an accurate picture has not changed and there are additional examples which can be added to the list, underlining the fact that at the level of national campaigns, there are numerous examples of individual activities feeding into the objectives of the national campaigns, and therefore overall into the effectiveness of the Year and fulfilment of its objectives.

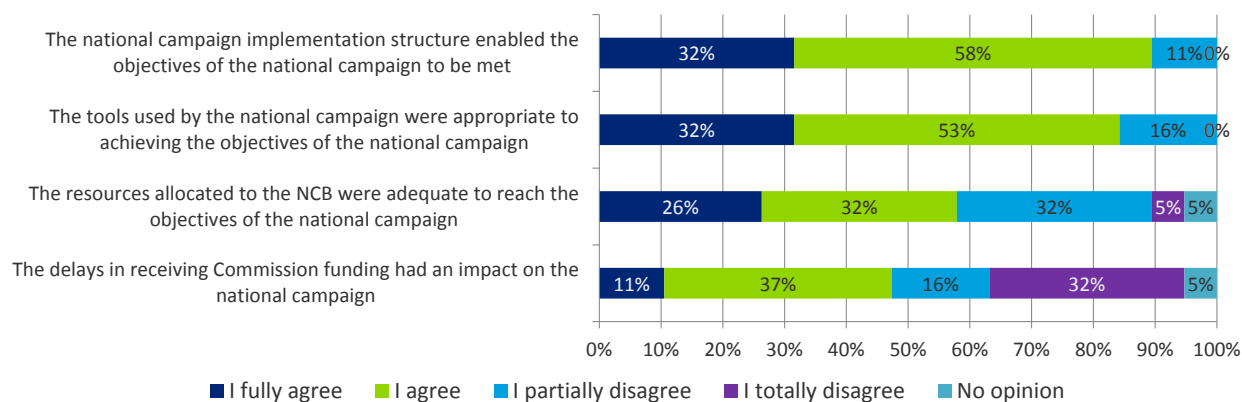
It might have been feared that the finance from the Commission for the Year would have been used to substitute for national funding, particularly in difficult economic times. There are exceptions in the national campaigns, but this does not appear to have been the case as a general rule. NCB's put the money towards new projects, those projects would not have taken place – or not on the same scale – had it not been for the year.

When interviewees were asked what the difference was in this respect from declaring a national year of volunteering, they were agreed that the 'European label' effect is important and of itself engenders a sense of recognition. This was the case even in countries, such as Denmark and the UK, where public opinion is not particularly enamoured of the EU. Interviewees have no doubt that this effect worked at local level to produce many small initiatives of which NCB's were not even aware. Most NCB's did not have the resources to pay for a media clippings services which would have reflected these through the coverage in local media (print and audiovisual) and on websites.

#### 1.1.4.2.1 Efficiency in implementation

The online survey also explored how effective the implementation had been, i.e. the extent to which effectiveness was impeded by inefficiency – either at national or at EU level.

Figure 11: Resources for implementation



Source: Deloitte Online Surveys, March/April 2012

The Figure shows that NCB’s feel that they were largely successful in implementation. Ninety per cent feel that the structures they used were appropriate for the task, and well over 80% felt they had the right tools at their disposal. However, nearly two-fifths (37%) feel that the resources were not adequate to fulfil their objectives, suggesting that their objectives were too ambitious at the outset. Indeed, a number of NCB’s did agree in interviews that they had not achieved as much as they had hoped, generally in media coverage and reaching the general public (through channels other than the media) as opposed to the voluntary sector.

Nearly half (48%) feel that delays in receiving Commission funding had an impact on implementation at least to some extent. From interviews, it is clear that this was the case, causing delays to start-up of national projects or promotion and organisation of the content of the European Tour, for example. Some countries report that they did not experience delays. Others were putting up sufficient national resources and/or have sufficient flexibility in how they manage their cash flows to use national funds in order to prevent these delays have an impact.

The mix of tools used by the national campaigns was very different and tailored to national contexts, as the country case studies and a number of the examples in the main report illustrate. In some environments, conferences were felt to be highly appropriate; in others, funding was provided for small projects; some countries put an emphasis on schools and/or youth, others case their net across all age groups; the emphasis was generally on awareness-raising and recognition activities, but a number worked significantly on empowering organisations and the enabling environment.

One key area of differentiation was the use of ambassadors. Although the concept of European ambassadors was dropped as explained in the previous thematic case study, a number of NCB’s picked this up at national level. The approach varied from a single ambassador who is a major TV personality (Portugal) to a range of personalities well known in their own right or in the world of volunteering (Ireland) to a combination of five leading personalities from the world of volunteering to five volunteers, who attended events in pairs and were featured on a series of posters (Slovakia). The experience with ambassadors appears to have been universally positive, and to have been a key factor in obtaining media coverage.

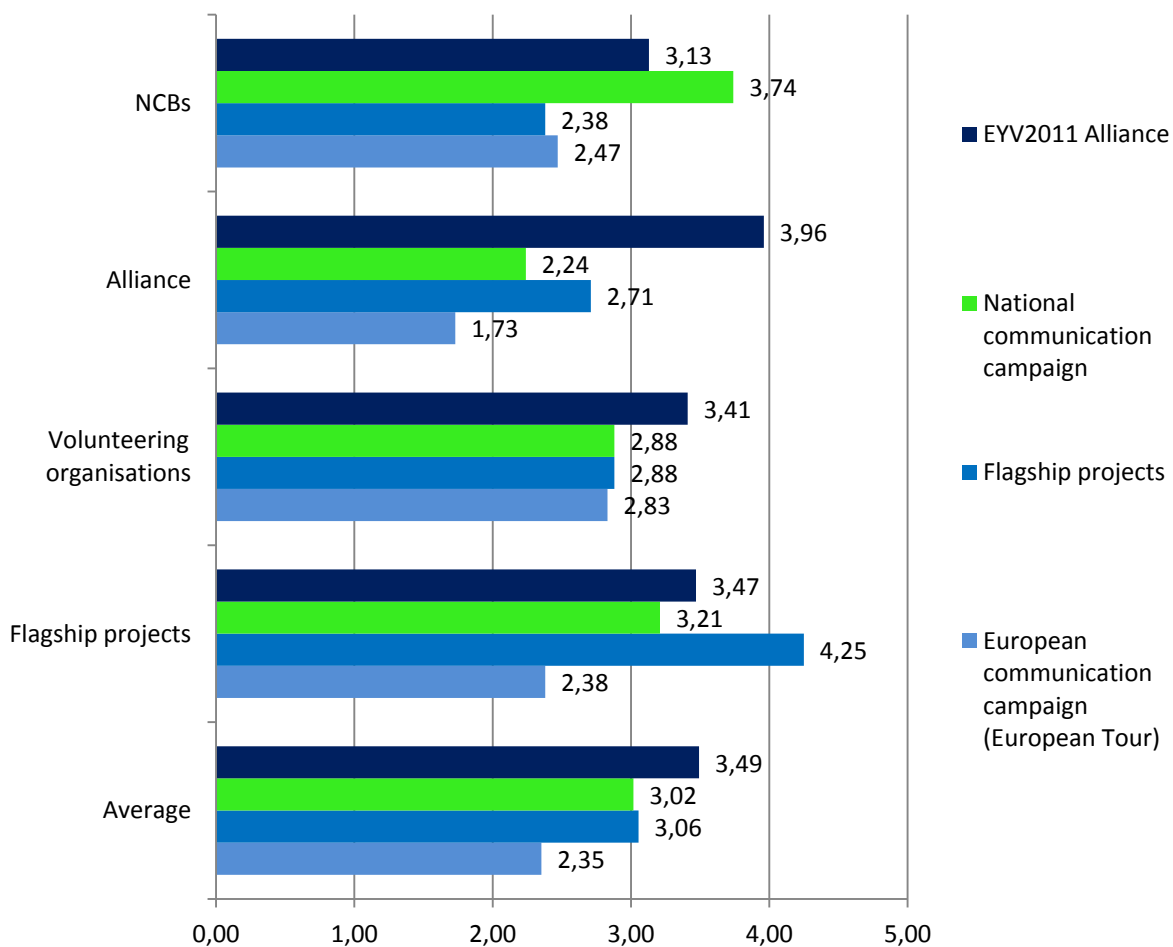
### 2.2.4.2. Sustainability

In the online survey, the NCB's felt that the national campaigns were the most likely element of EYV 2011 to leave a legacy, but every other group ranked national campaigns second from bottom.

Once again, the average masks a wide span from those NCB's who were quite open with us in their belief that their campaign had not left a legacy because, for example, there was no high-level political commitment to it or it was not sufficiently innovative in its design to those where it is very clear that there will be a significant legacy at policy level and/or in the sector. Many examples across a wide range of activities, structures, networks and policy initiatives are given in the discussion of sustainability in the main report. Others can be found in the country case studies.

*Figure 12: Sustainability of European communication campaign*

*Please rate on a scale of 1 to 5 (where 1 is the lowest) the extent to which each of the following activities generated sustainable activities:*



Source: Deloitte online surveys, March/April 2012

## 2.3. The EYV2011 Alliance

### 2.3.1. Introduction and summary

This section provides a deeper analysis on the EYV 2011 Alliance carried out within the framework of the European Year of Volunteering 2011. The analysis focuses on relevance, effectiveness and sustainability of this strand of activity. When considering relevance, the adequacy of the activities compared to the needs of the target audience and the appropriateness of the messages to the target audience are examined. The analysis of effectiveness encompasses the effectiveness of the strand of activity to reach its objectives, and those of the EYV 2011, the extent to which some types of activities were more or less effective in certain national and/or cultural contexts, and the correspondence between the target audience defined in the objectives of the Year and the one reached. Finally, the analysis of sustainability includes the assessment of the sustainability of the activities deployed during the Year, and the extent to which good practices have been collected, disseminated and exchanged during the European Year of Volunteering 2011.

The information used to carry out the analysis includes desk research, interviews (at EU and national level) and the results of the online surveys.

The activity of the EYV 2011 Alliance was considered as relevant for the achievement of the objectives of the European Year of Volunteering 2011. Complementarity of the EYV 2011 Alliance was perceived as crucial for policy development at European level by many interviewees (especially from Member States), but not so relevant for national or local activities.

Opinions (from interviews and online surveys) on the more policy-related objectives (influencing European and national policies or practices in the area of volunteering and citizenship policy, and fostering and supporting civic participation in ways that empower them to develop a sense of European identity and enhance mutual understanding between Europeans) are less positive. This result may seem to contrast with the production of the P.A.V.E. document, which is widely appreciated by respondents. The apparent contradiction may be explained by considering the sense of uncertainty of many stakeholders (especially from volunteering organisations) for the absence of any evident follow-up to the Year's results at European level.

The EYV 2011 Alliance is perceived as having contributed to the overall objectives of the EYV 2011. The effectiveness of the EYV 2011 Alliance in developing a policy agenda for volunteering in Europe was highly rated in the survey, and was demonstrated by the production on schedule for the Warsaw conference of P.A.V.E., Policy Agenda for Volunteering in Europe. Perceptions of the effectiveness of the process leading to this were positive overall, apart from some occasional problems of internal communication.

Results from the online surveys and interviews show that the activities and management structure put in place were adequate to the needs of the target audience, and the resources allocated were considered appropriate to reach the objectives of the EYV2011 Alliance.

Opinions on dissemination activities of the EYV 2011 Alliance were positive; the EYV 2011 Alliance website was considered an effective tool for dissemination by the overwhelming majority of the respondents. However, from the fieldwork, it appears that awareness of the EYV 2011 Alliance and its activities outside the group of EU stakeholders, national NCB's and national stakeholder organisations directly involved in the Year is not high.

There is no consensus on the sustainability of the EYV 2011 Alliance activity. (Discussion on whether to create platform from the baseline provided by the Alliance was continuing as this report was written.) NCB's and volunteers/volunteering organisations are the most sceptical. Many interviewees stressed their fears that there will be no follow-up to the P.A.V.E. and wonder whether the EYV 2011 Alliance continuing its activities in some form will be justifiable if there is not central contact point within the Commission with whom to dialogue.

### 2.3.2. Methodology

The main evaluation tools put in place to collect data on the EYV 2011 Alliance for the summative part of the evaluation were:

- Desk research;
- Interviews (at EU and national level)
- Online Surveys.

In terms of desk research, documents were collected which included discussions and position papers, Terms of Reference, action plan and meeting minutes, as well as the final draft of the Policy Agenda on Volunteering in Europe (P.A.V.E.).<sup>14</sup> The desk research allowed us to collect information about the implementation process and the main results.

Interviews were carried out at EU level, with the Task Force and other relevant stakeholders, including representatives of the EYV 2011 Alliance secretariat.

An online survey targeting explicitly members of the EYV 2011 Alliance was launched as part of the summative evaluation. Some Targeted questions on the effectiveness and sustainability of the EYV 2011 Alliance were included also in the remaining three online surveys, targeting respectively NCB's, volunteers/volunteering organisations and Flagship Project coordinators.

The EYV 2011 Alliance does not have counterparts at national level, apart from some bottom-up ad hoc arrangements, e.g. in France. Therefore, this strand of activity is considered at European level and it is not included in the national case studies.

### 2.3.3. Background Information

Civil society organisations are key stakeholders of the European Year of Volunteering 2011. Consequently, one of the strands of activity of the Year was to support a coordination structure gathering the major stakeholders at European level that would mobilise volunteers and promote ownership of the Year among the civil society.

The Commission awarded an action grant of €400,000 to support the activities of the EYV 2011 Alliance, the grouping set up as networks promoting volunteering. The grant covered setting up a two-person secretariat in Brussels, which coordinates the activities of the EYV 2011 Alliance, including six Working Groups.

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<sup>14</sup> An exhaustive list of documents can be found in Annex to the Draft Final report.

The grant agreement defined four main objectives for the EYV 2011 Alliance:

- Coordination of civil society
- Development of a policy agenda
- Mobilisation and capacity-building
- Dissemination.

#### **2.3.3.1. Coordination of civil society**

The EYV 2011 Alliance aimed to be the main voice of civil society and act as an interlocutor for EU institutions and P.A.U. The EYV 2011 Alliance also served as a European platform ensuring exchange of information and good practice, and partnership building between civil society, business, research and public authorities.

The membership of the EYV 2011 Alliance grew during the Year. As of February 2012, there were 41 member organisations, including 15 members of the Steering Group and four members of the Executive Committee (CEV, European Youth Forum, Volunteurope, Eurodiaconia). Steering group membership was associated with participation in the cofounding of the EYV2011 Alliance (€2-3000 per member).

#### **2.3.3.2. Development of a policy agenda**

The EYV 2011 Alliance was to develop recommendations for a policy agenda for volunteering in the EU based on consultation with organisations in the EYV 2011 Alliance and direct outcomes of six working groups covering the following topics:

- Quality;
- Legal Framework;
- Volunteering Infrastructure;
- Recognition;
- Value;
- Employee volunteering.

The objective was to have a coordinated view on the policy agenda by the end of the European Year. The EYV 2011 Alliance members were not committed to reaching a single position on future policy, but would 'agree to differ' if necessary. Indeed our interview results illustrate that the EYV 2011 Alliance may not claim to be speaking on behalf of all its members and members would not wish the Commission to see it that way, but fulfilled its role of being a space for coordination. The grant was sufficient to set up a secretariat and run the website and the working groups.

According to the EYV 2011 Alliance's Action Plan, each working group was to consist of up to 20 representatives from member organisations. Of these, 16 places in each working group were to be available to member organisations belonging to the Steering Group. The Working Groups were to and did meet up to five times in total during 2010 and 2011 allowing for different member organisations of the EYV 2011 Alliance to contribute to the Working Groups. The Working groups met in Budapest (in January 2011), Brussels (in March, May and September 2011), and in Warsaw for the fourth thematic conference (in December 2011). In Warsaw, when they presented the P.A.V.E. (Policy Agenda on Volunteering in Europe) document at the EYV 2011 closing conference.

All the final reports of the working groups are available on the EYV 2011 Alliance website.

### **2.3.3.3. Mobilisation and capacity-building**

As stated in the Terms of Reference for the EYV 2011 Alliance, the objectives of this task are as follows:

- to empower EYV 2011 Alliance networks and their members to build capacity, to relate to and to capitalise on the potential the Year;
- to stimulate partnerships and projects between organisations all over Europe;
- to mobilise volunteer organisations all over Europe through the structures of the EYV 2011 Alliance networks to prepare for the Year and its activities and promote contact making and sharing of experiences to reach out to volunteers at the local level;
- to improve capacity at the grass roots level across Europe, to improve the quality of volunteering and increase volunteering opportunities creating a lasting legacy.

In their action plan, the EYV 2011 Alliance envisaged meeting these objectives by providing advice and developing specific tools to support the mobilisation of and capacity-building for volunteer-involving organisations, such as partnership building, accessing EU funding opportunities, fundraising and working at Member State level with respective NCB's.

The toolkits developed are mainly online-based tools available on the EYV 2011 Alliance website. These include notably:

- information section on EU funding opportunities;
- an online 'Marketplace' (partnership search function);
- relevant links (including links to social media such as Facebook and Twitter);
- "Questions of the month" for public voting on specific issues related to volunteering;
- An online monthly newsletter "EYV flow";
- "Volunteer-Commitments" from which citizens from across Europe could sign up online and commit to volunteer, for a specific number of hours, during 2011;
- Cooperation with the Committee of the Regions on a spotlight feature; and,
- Call for videos about events organised during the Year: to be included in the "EYV 2011 Alliance Yearbook".

The "EYV 2011 Alliance Yearbook" is available on the EYV 2011 Alliance website.

The EYV 2011 Alliance's EYV 2011 website was complementary to the [europa.eu/volunteering](http://europa.eu/volunteering) website maintained by P.A.U. The following features were included:

- The publication of the official calendar of events of the Tour, feeding information from the EYV 2011 Alliance networks and their member organisations;
- The publication of the "Call for Extraordinary Stories from Ordinary People" with a direct link to the europa website.

The EYV 2011 Alliance also listed in its action plan the development of a press kit of interest to European media: a press room, photo material for the media, press releases, and other media tools, on the EYV 2011 Alliance's and its members' activities.

The website has a clean look, which appeals the visitor. Web pages are tidy, and the structure of the pages (e.g. a larger central section, different font sizes on the home page) gives users immediate perception of what are the most relevant information provided. The colours used are bright and sober, and provide a clear reference to those in the EYV 2011 logo (on the homepage). This contributes to the visual identity of the European Year of Volunteering 2011, and makes a clear connection with the initiative. The website is only in English, with a Google translator widget<sup>15</sup>.

#### **2.3.3.4. Dissemination**

The EYV 2011 Alliance was also bound by the Terms of Reference to disseminate all the work, policy recommendations, materials and best practice gathered through the activities planned and to ensure a wide outreach of volunteering organisations and volunteers across Europe.

The main tool for dissemination was the website. The EYV 2011 Alliance published a monthly newsletter “EYV Flow” which was available online to internet users as well as the “2011 Yearbook”, accessible during the year to EYV 2011 Alliance members. This was a monthly collection of the diverse EYV 2011 Alliance project activities. The last newsletter produced related to the period January-February 2012. The “2011 Yearbook” for the full year was made available on the website for non-members as well.

In addition, there was an active Facebook page and the EYV 2011 Alliance could be followed on Twitter.

### **2.3.4. Findings**

#### **2.3.4.1. Relevance**

In terms of the adequacy of the activities compared to the needs of the target audience, the results from the online survey on the EYV 2011 Alliance are quite positive. Views of the respondents are very positive on the implementation structure put in place and on the tools used to reach the objectives. Resources allocated were also considered as appropriate to reach the objectives of the EYV2011 Alliance.

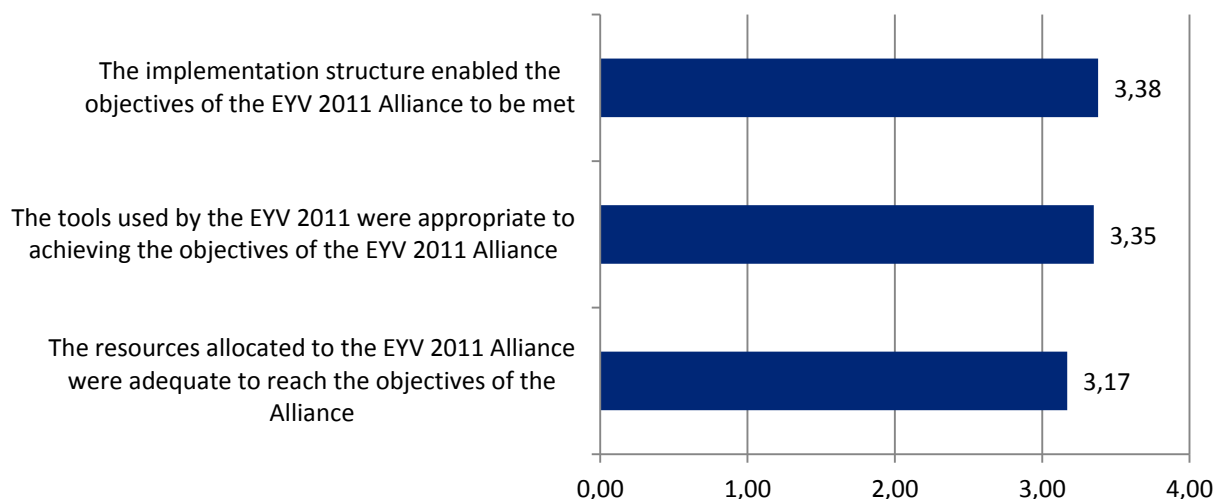
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<sup>15</sup> A full analysis of the EYV 2011 Alliance website was provided in Annex to the Second Interim Report.



Figure 13: Relevance of the EYV 2011 Alliance

Please give your opinion on the following statements:



Source: Deloitte online surveys, March/April 2012

The EYV 2011 Alliance secretariat was included in the management structure of the Year. As such, representatives from the secretariat took part in the periodic management calls between the Task Force and P.A.U. Education. In addition, the EYV 2011 Alliance contributed to the organisation of the EU Thematic Conferences.

When it comes to the appropriateness of the messages to the target audience, the increase in the number of members of the EYV 2011 Alliance during the Year can be considered an indicator of the relevance of this strand of activity. However, as explained in the next section, some concerns were expressed on the representativeness of the EYV 2011 Alliance, and on the degree of inclusiveness of its activities.

In general terms, the role of the EYV 2011 Alliance was perceived as relevant by stakeholders (both in interviews and in the online survey) to the objectives of the European Year of Volunteering 2011.

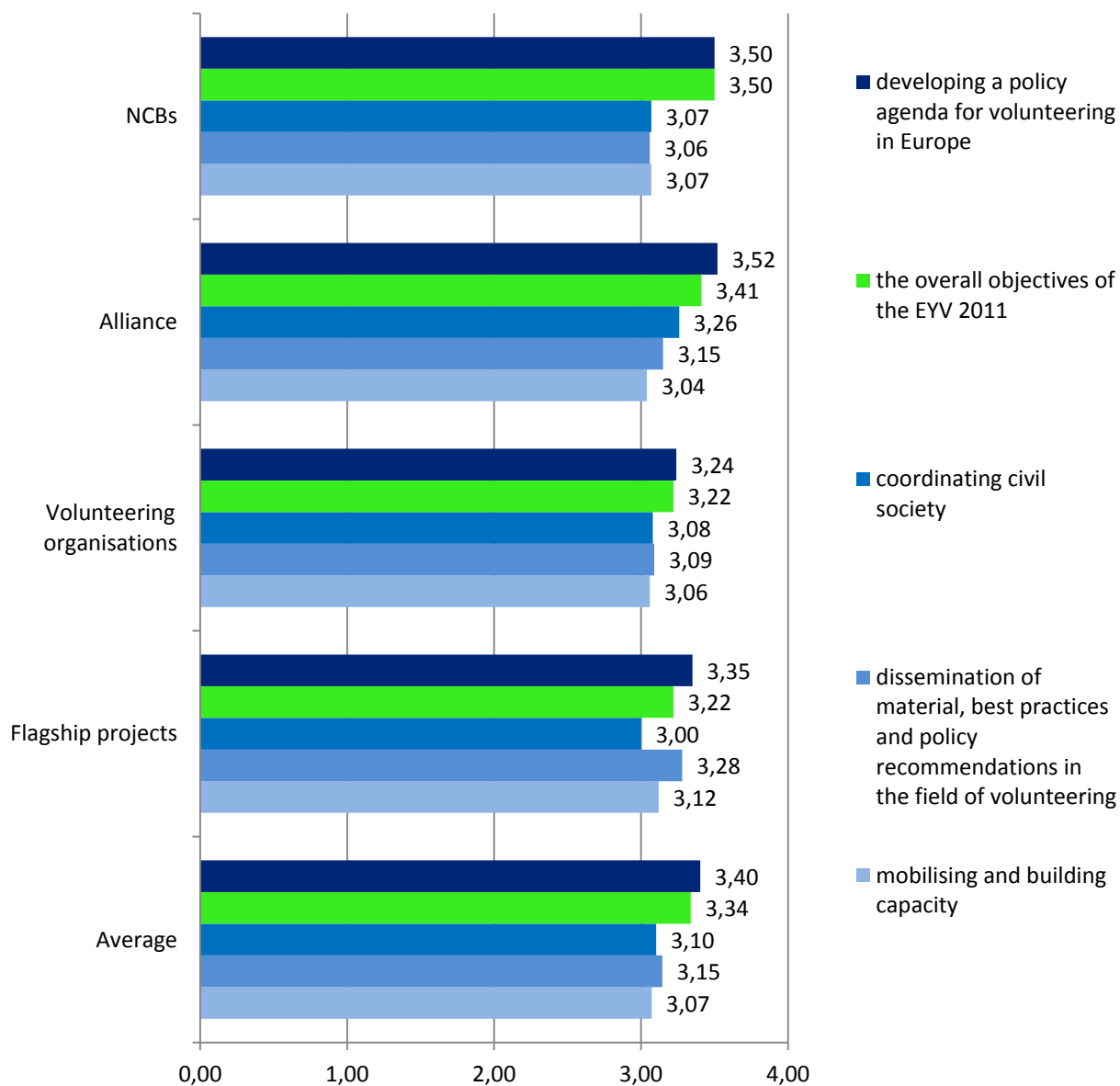
The activity of the EYV2011 Alliance was perceived as crucial for policy development at European level by many interviewees (especially from Member States), but not so relevant for national or local activities, so the degree of complementarity was a function of this. Close cooperation between the EYV2011 Alliance and NCB's was unusual, apart from few exceptions, and there was no particular reason why this should have been different. Nevertheless, in the online survey, 58% of NCB's said that cooperation with the EYV 2011 Alliance had been fully or partially effective.

#### 2.3.4.2. Effectiveness

The figures from the online survey show a wide consensus among respondents on the effectiveness of the EYV 2011 Alliance.

Figure 14: Effectiveness of the EYV 2011 in achieving its objectives

The EYV 2011 Alliance contributed to:



Source: Deloitte online surveys, March/April 2012

As mentioned previously, the objectives of the EYV 2011 Alliance were:

- Coordination of civil society
- Development of a policy agenda
- Mobilisation and capacity-building
- Dissemination.

The effectiveness of the EYV 2011 Alliance in developing a policy agenda for volunteering in Europe was highly rated in the survey, and was demonstrated in the absolute by the production for the Warsaw conference of P.A.V.E., the Policy Agenda for Volunteering in Europe.

Perceptions of the effectiveness of the process leading to this were positive overall, apart from some occasional problems of internal communication. Some interviewees highlighted the existence of a sort of “inner circle” of members with easier and quicker access to information. In their opinion, this privileged channel was due to the fact that they members were from organisations represented in the Steering Group, who in turn were among the early members and therefore better networked. The overall feedback was positive, nonetheless.

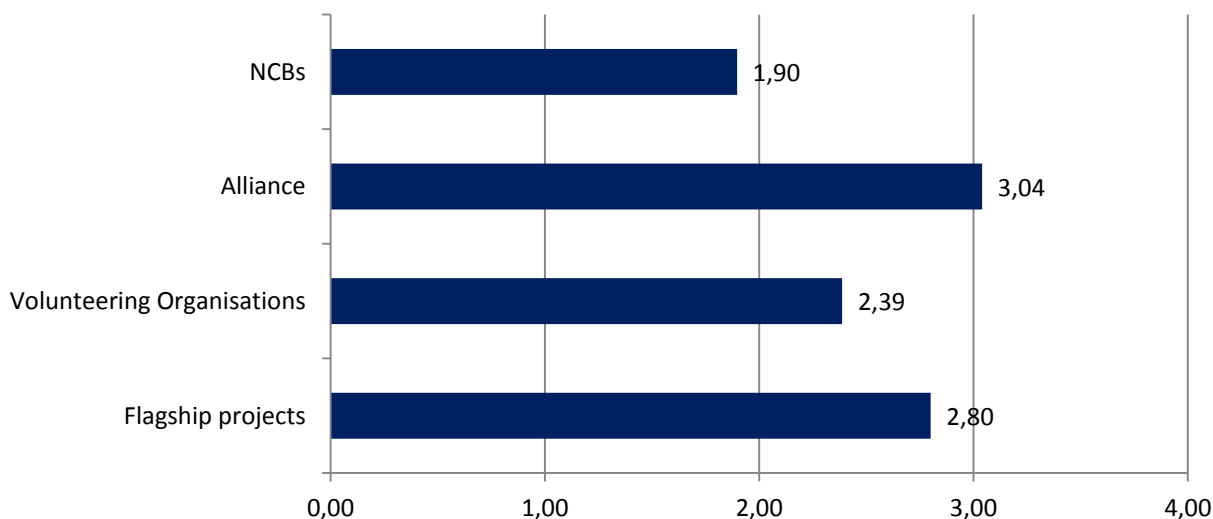
Views on the effectiveness of the EYV 2011 Alliance in coordinating civil society and in mobilising and capacity building were positive as well, but slightly less than those on developing a policy agenda. Memberships of the EYV 2011 Alliance increased during the Year, reaching 41 members in March 2012 (It counted 28 members in October 2010). However, some interviewees commented on the real representativeness of the EYV 2011 Alliance. Activities organisations prefer not to be part of organisations which receive EU funding, but there were other possible member organisations which were not part of the EYV 2011 Alliance. While EYV 2011 Alliance interviewees circle were sometimes prepared to concede this, they pointed out that the Alliance was a short-term structure set up for another purpose, and that it was operating under time and resources constraints that militated against proactively seeking new members. The EYV 2011 Alliance was not, however, deliberately exclusive.

Additional considerations can be made on the effectiveness of the EYV 2011 Alliance in achieving the overall objectives of the Year. According to interviews and results of the online survey, the EYV 2011 Alliance was effective in reaching the objective of influencing the activities, projects, partnerships and practices of civil society organisations active in the field of volunteering. According to respondents, the EYV 2011 Alliance succeeded in networking and partnership, debate and definition of common platforms with interlocutors with different backgrounds and views on sensitive issues such as taxation and legal framework for volunteering, the collaboration with the Task Force, which all led to the approval of the P.A.V.E. document.

On the other hand, opinions on the more legacy-cum-policy-related objectives (influencing European and national policies or practices in the area of volunteering and citizenship policy, and fostering and supporting civic participation in ways that empower them to develop a sense of European identity and enhance mutual understanding between Europeans) are less positive. This result may seem to contrast with the production of the P.A.V.E. document, which is widely appreciated by respondents. The apparent contradiction may be explained by considering the concern of many stakeholders (especially from volunteering organisations) at the absence of any evident follow-up to the Years’ results at European level.

Figure 15: Effectiveness of EYV2011 Alliance in disseminating their results

The EYV 2011 Alliance website ([www.eyv2011.eu](http://www.eyv2011.eu)) was an effective tool



Source: Deloitte online surveys, March/April 2012

Opinions on the dissemination activities of the EYV 2011 Alliance were overall positive, as the answers to the online survey show. The less positive opinion of NCBs can be explained by the confusion generated with the [ec.europa/volunteering](http://ec.europa/volunteering) website and by the relative low awareness of national organisations (national websites had much more visits). The EYV 2011 Alliance website was considered an effective tool for dissemination by the overwhelming majority of the respondents as well. Additional dissemination tools included a Facebook page and a Twitter profile. The Facebook page of the EYV 2011 Alliance had 956 “likes” as of April 2012 (time of this report), while the Twitter profile had 224 followers, with a rising trend over the Year.

The website was the main tool for dissemination. It had a clear look, and a structure making navigation easy. Nevertheless, a few respondents to the online survey commented that the structure and layout were not very attractive, and that the type and structure of information were clear for members, but not easy to understand for non-members.

In general, comments on the activities of the EYV 2011 Alliance came from a relatively limited number of stakeholders. Awareness of the EYV 2011 Alliance and its activities outside the group of EU stakeholders, national NCB’s and national stakeholder organisations directly involved in the Year is not high. NCB’s were in general aware of the EYV 2011 Alliance and its activities, but did not work closely with them.

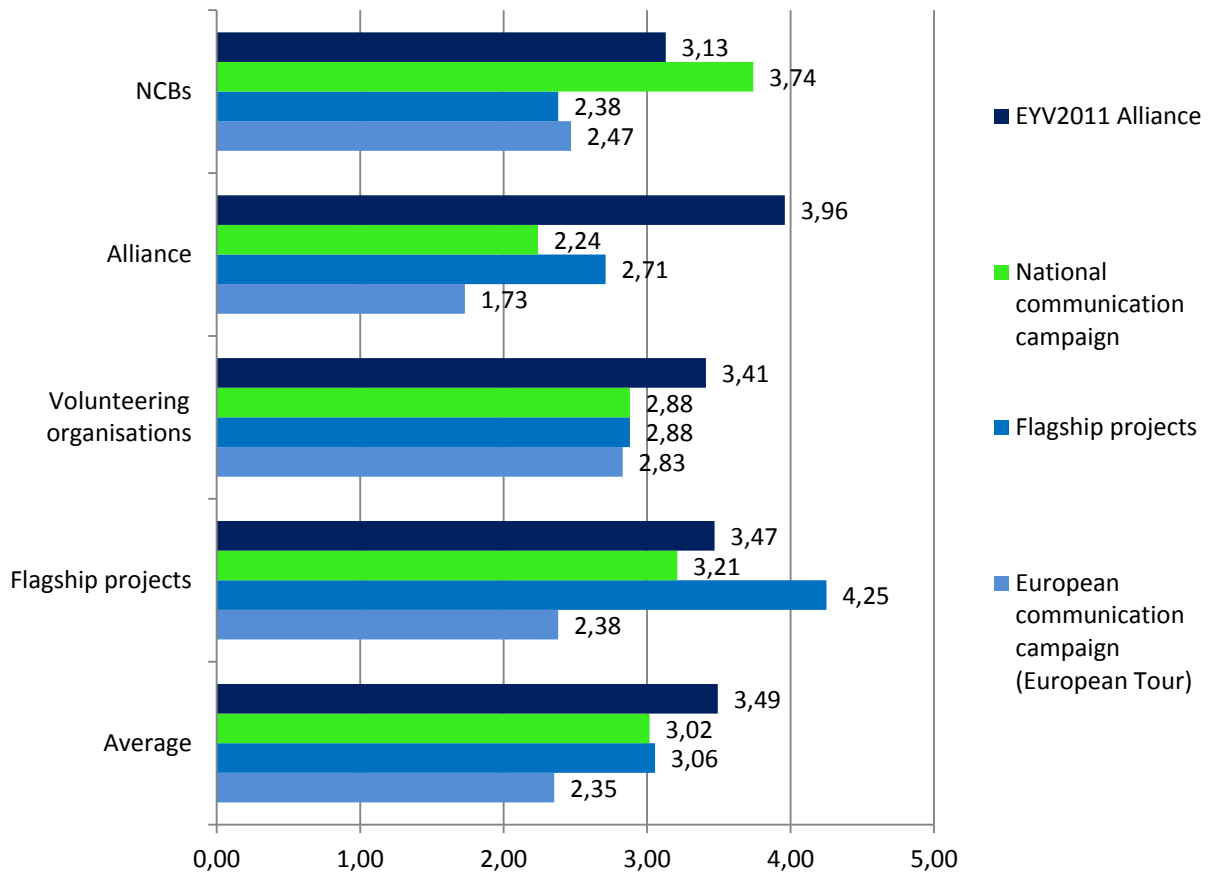
In a few cases, however, cooperation between NCB’s and the EYV 2011 Alliance was close, and the support given by the EYV 2011 Alliance was quite appreciated.

#### 2.3.4.3. Sustainability

As the results from the online survey show, there is not a broad consensus about the sustainability of the EYV 2011 Alliance. NCB’s and volunteers/volunteering organisations are the most sceptical about the success of the EYV 2011 Alliance in generating sustainable activities.

Figure 16: Sustainability of the EYV 2011 Alliance

Question: The extent to which each of the following activities generated sustainable activities:  
 [Rated on a scale of 5 –highest - to 1 - lowest]



Source: Deloitte online surveys, March/April 2012

The negative opinions of volunteers/volunteering organisations can be explained, as already mentioned, with a feeling of frustration for the absence of evident follow-up to the Years’ achievements at European level.

The result from NCB’s contrasts many comments on the survey, in interviews and concrete follow-up actions, such as formal launches of the P.A.V.E. document in early 2012 in Portugal (in Portuguese) and in Ireland. However this difference can be explained by the fear that there will be no follow-up at European level. The importance of a contact point for volunteering policies at European level was repeatedly stressed during the Year, and reiterated in interviews carried out in the first months of 2012. The NCB’s declaration issued in Warsaw calling for a single contact point in the Commission to continue after the year was an evident result in this sense. In addition, many interviewees stressed this need, seeing little point in the EYV 2011 Alliance continuing its activities in some form if there is not counterpart within the Commission with whom to hold a dialogue.

The EYV 2011 Alliance respondents were the most positive about the sustainability of activities developed during the Year. Networks were mentioned often as a long-lasting result of the activities. This is understandable as the working groups which contributed to the PAVE document were exchanging good practice and creating new networks. The most striking example of sustainable result at that level is the continuation of the quality working group has continued on its own initiative. It plans a series of conferences and is planning an application for funds from the Europe for Citizens programme in a project led by Cyprus (see EYV2011 Alliance case study).

In addition, since the EYV 2011 Alliance meeting in November 2011, discussions have continued on the possibility (and options) to create a “Volunteering Platform” to continue the EYV 2011 Alliance work. A Preparatory Working group on this topic was created, in order to explore the possible sources of funding, the membership and the decision-making process of the future platform. A draft proposal will be prepared by the Working Group and shared with the members of the EYV 2011 Alliance during the next meeting, scheduled for April, 26 2012.

The EYV2011 Alliance respondents were the most certain that EYV 2011 contributed to exchanges of good practice at European level.

#### *Policy Agenda for Volunteering in Europe (P.A.V.E.)*

The document is the final output of the EYV 2011 Alliance activity, and seeks represent the legacy of the European Year of Volunteering 2011. It follows the pathway of the 2009 European Council decision on EYV 2011 and the EC Communication on Volunteering 2011.

P.A.V.E. supports volunteering as an expression of European values, and stresses its role as a vehicle for active citizenship and the Europe 2020 strategy on economic and social-capital growth.

The document stresses the need for a partnership approach which involves all stakeholders working together towards an enabling volunteering infrastructure for Europe. This sustainable infrastructure would include appropriate support mechanisms for volunteering, as well as appropriate and sustainable funding, and reduction of barriers for volunteers and volunteering organisations.

P.A.V.E. seeks to provide a basis for future policy-making. It recognises that effective policy choices have to be evidence-based. Data availability on volunteering is acknowledged as currently lacking in many respects, so that improvement of data collection and availability of reliable statistics is a crucial need.

Recognition of volunteering achievements is identified in P.A.V.E. as essential to enable volunteers to apply the skills and knowledge achieved while volunteering in other areas. Thus, improved mechanisms to recognise the contribution of volunteering to life-long learning is recommended.

Finally, a series of policy recommendations is made, for each of the objectives of the European Year of Volunteering 2011 (enabling environment, empowering organisers to improve quality, recognition of voluntary activities, and raising awareness), and the categories of stakeholders (European institutions, EU Member States, social partners, civil society, and all stakeholders). The recommendations for future policy actions by stakeholder are:

- European institutions: a prominent role in developing an enabling environment for volunteering, by providing stronger support (also financially) to volunteering organisations, and leading coordination of actions for recognition of volunteering activities.

- Member States: act on the objectives of building an enabling environment and improving recognition by substantiating the actions coordinated by EU institutions at a higher level.
- Social partners: stronger action on developing and supporting employee volunteering and employer-supported volunteering programmes, contributing thus to the objectives of improving recognition and raising awareness.
- Civil society organisations active in the field of volunteering: strong coordination and better dialogue with political institution, and to keep improving the management systems of volunteering, contributing to all the objectives of the European Year of Volunteering 2011.

## 2.4. Flagship Projects

### 2.4.1. Introduction and summary

This section provides deeper analysis on the Flagship Projects carried out within the framework of the European Year of Volunteering 2011. The analysis focuses on relevance, effectiveness and sustainability of this strand of activity. When considering relevance, the adequacy of the activities compared to the needs of the target audience and the appropriateness of the messages to the target audience are examined. The analysis of effectiveness encompasses the effectiveness of the strand of activity to reach its objectives, and those of the EYV 2011, the extent to which some types of activities were more or less effective in certain national and/or cultural contexts, and the correspondence between the target audience defined in the objectives of the Year and the one reached. Finally, the analysis of sustainability includes the assessment of the sustainability of the activities deployed during the Year, and the extent to which good practices have been collected, disseminated and exchanged during the European Year of Volunteering 2011.

The information used to carry out the analysis includes desk research, interviews (at EU and national level) and the results of the online surveys.

The Flagship Projects were effective in contributing to the overall objectives of the European Year of Volunteering 2011, and in particular in raising awareness of the value of volunteering. Their involvement in the Year's activities was extremely limited (apart from few exceptions), both at national and European level. This hampered the creation of long-term partnerships, and the exchange and dissemination of best practices. The organisation of periodic meetings (such as those with the NCB's, or the possibility to take part in those) and/or some alternative direct communication channel with the other projects (being even a simple mailing list) would have improved the projects' efficiency and effectiveness, according to projects participants' opinions. Network building was often cited as a positive and partly unexpected consequence of taking part in the Flagship Projects, but it was felt to have been achieved despite the overall EU management of this strand of activity of the Year, rather than thanks to it. The innovation component has largely remained within the project's own circle.

According to interviews and surveys, Flagship Projects gave the opportunity to volunteering organisations to carry out activities and achieve results that would not have been achieved otherwise, or at least not at the same scale. The implementation structures put in place were considered as effective, and the project coordination mechanisms granted the effective management of the projects and the objectives to be met. The requirements for participation set in the call were considered positively. The delays in signing the contracts and obtaining availability of resources caused serious cash-flow problems to many participating organisations. Activities had often to be re-scheduled, and in some cases substituted.

Several of the Flagship Projects generated sustainable initiatives, which will continue during 2012 and in some cases 2013. However, when seen in round, this strand of activity is not felt to have generated sustainable activities. The lack of central coordination and the low involvement in the other activities of the Year were listed as the main barriers to the development of tighter networks, which would have acted as multipliers of the results achieved and best practices developed.

### 2.4.2. Methodology

The main evaluation tools put in place to collect data on the Flagship Projects for the summative part of the evaluation were:



- Desk research;
- Interviews (at EU and national level)
- Online surveys.

In terms of desk research, documents were collected on the call for proposals, examples of applications, NCB's feedback on applications, and the final grant agreement (when available). The final technical implementation reports and the financial statements were not available at the time of the summative evaluation, so it was not possible to include this information in the analysis.

Interviews were carried out at EU level, with the Task Force and other relevant stakeholders. Furthermore, coordinators of the Flagship Projects in the fieldwork countries were interviewed again.

An online survey targeting explicitly Flagship Projects coordinators (including those not encountered during the fieldwork) was launched. Some targeted questions on the effectiveness of the Flagship Projects were included also in the remaining three online surveys, targeting NCB's, EYV 2011 Alliance members and volunteers/volunteering organisations.

### 2.4.3. Background Information

The legal basis for the Flagship Project is represented by art. 3 point d) of the Council Decision 2010/37/EC of 27 November 2009, on the European Year of Voluntary Activities Promoting Active Citizenship (2011).

The call for proposals sets the maximum available budget of €2 million for up to 54 Flagship Projects. No guarantee of full coverage of the EU if there were not enough quality projects was provided. The call defined the minimum and maximum number of projects per country, the objectives and activities of the projects, the range for Commission's co-funding (60% ceiling of each project's eligible expenses), as well as the selection and award criteria. According to the call, priority had to be given to innovative projects, which will have long lasting effects and focus on the following themes:

- Improvement of the quality of volunteering, in order to facilitate volunteering activities and to develop further the capacities of structures or organizations based on volunteering activities
- Creation of an enabling environment for volunteering in the EU and addressing existing obstacles to voluntary activities
- Employer-supported volunteering
- Mobility schemes in volunteering for people of all ages, with specific emphasis on young people
- Volunteering as a way to fight against social exclusion as a follow-up to the European Year for Combating Poverty and Social Exclusion 2010
- Fostering senior volunteering and strengthening intergenerational dialogue and cooperation.

A specific objective of the Commission when issuing the call was that of favouring participation from smaller organisations outside the mainstream, with low or no prior history of European projects. Those organisations usually face a number of barriers, ranging from the need for matching funds, the skills and time needed for putting together a proposal, and the administrative burden linked with the EU procedures. The call for proposals was thus designed in order to remove at least some of those barriers.

Specific eligibility criteria were included concerning partnerships. Projects had to include at least four partners either in the same or across Member States, of which at least one from the public sector and one

from civil society. The designated project leader had to be a non-governmental civil society organisation. The decision was taken not to include the obligation to have least partner from another Member State, as it was considered a possible barrier for participation, especially for smaller organisations. In addition, the requirement of submitting balance sheet and profit and loss of one year only (together with the budget for 2010) wanted to favour the participation of civil society organisations of recent creation.

The call closed on November 12, 2010. By then, 125 project proposals were received, of which approximately 90 turned out to be eligible.

The applications that satisfied the eligibility criteria went through an evaluation process constituted of a consultative feedback performed by the NCB's and an assessment in Brussels by an evaluation committee.

Decisions were announced in mid-March 2011. Thirty-five projects obtained funding, one only in 13 Member States and two in Germany, Denmark, Greece, Spain, France, Italy, Malta and Poland, and three in Portugal and UK. There are no Flagship Projects in Cyprus, Latvia, Luxembourg or Sweden. The smallest grant is €8,500 to Entrajuda in Portugal; the largest grants amount to €120,000 and were allocated to projects in Italy, Romania and Spain.

Priority was given to projects which are innovative, will produce long-lasting effects and are designed to improve the quality of volunteering or create an enabling environment for volunteering – i.e. that related to the two of the four objectives which have been identified as more important. In addition, certain topics were prioritised: employer-supported volunteering, mobility schemes in volunteering for people of all ages, with specific emphasis on young people, volunteering as a way to fight against social exclusion as a follow-up to the European Year for Combating Poverty and Social Exclusion 2010, and fostering senior volunteering and strengthening intergenerational dialogue and cooperation.

The award decisions were published on 18 March 2011, instead of the second half of January as stated in the call for proposals. Delays in the selection process occurred due to the need to comply with DG Budget's new approach to financial regulations. As a result, the grant agreements were signed over the summer period. However, the activities of the projects had to start no later than the end of March, as per the terms of the call. As better illustrated later, this implied a rescheduling of the calendar for all projects, with a concentration of the activities in the second half of the year. In addition, the heavier administrative burden embedded in the new approach to financial rules caused two of the projects selected to drop (one in Denmark and the other in UK), as they were not able to produce the required financial forms for all the partners.

In terms of reporting requirements, project coordinators have to submit a final technical implementation report and a financial statement, including a consolidated statement and a breakdown between each beneficiary within two months following the closing data of the action. As a consequence of the initial delay, the projects' activities closed at the end of March 2012, so that the deadline for submitting the final report and the financial statement moved to the end of May 2012. It was not possible thus to include information from those reports in the evaluation.

## **2.4.4. Findings**

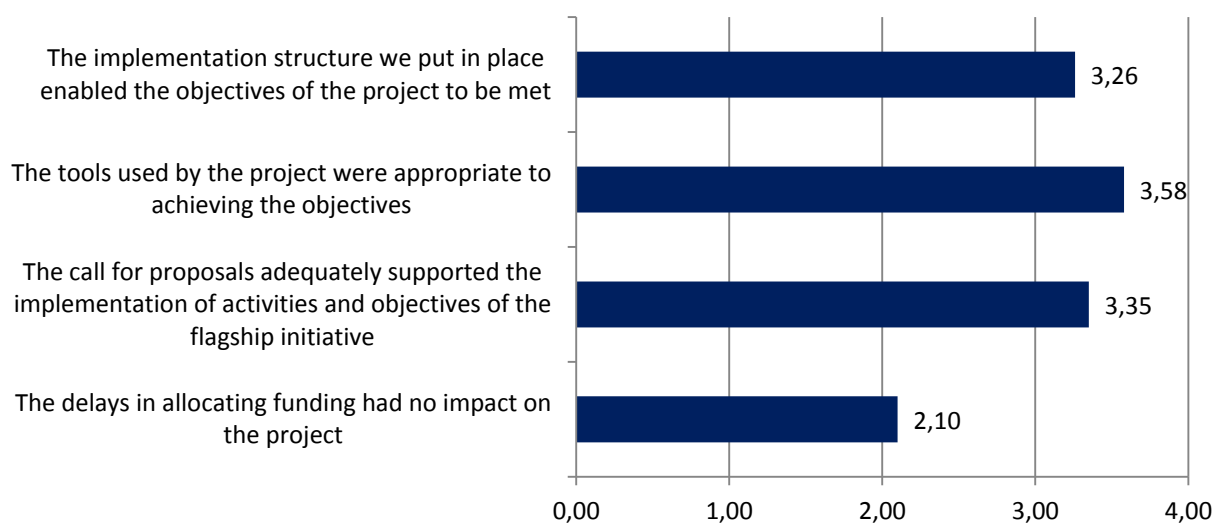
### **2.4.4.1. Relevance**

One of the main objectives of the call for Flagship Projects was that of involving smaller organisations, which would not have access to EU funding programmes otherwise, or with difficulty. The large majority of interviewees however admitted that the Flagship Projects were not their first experience of

participation in an EU project, even though for some of them it was the first time as a project coordinator. From fieldwork and interviews with stakeholders it emerged that dissemination of this funding opportunity occurred mainly by word-of-mouth and via traditional dissemination channels of ‘mainstream’ organisations (i.e. organisations with a well established history of involvement in EU co-funded projects and the capability to scan for funding opportunities). The latter also have the capability to prepare bids at relatively short notice, because they have the staff and the time. This appears to have hampered the achievement of the objective of enlarging the traditional audience.

*Figure 17: Relevance of the Flagship Projects*

*The Flagship Projects contributed to:*



*Source: Deloitte online surveys, March/April 2012*

The requirement of providing balance sheet and profit and loss for one year only (together with the budget for 2010) did help the participation of newly created organisations. The coordinator of the Polish project *Values and activities of volunteering and e-volunteering* not only was participating in a European project for the first time (moreover as a coordinator), but was only in its third year of activity, having being created only in 2009.

The partnership requirements were in general appreciated, especially in those countries (such as the Eastern European ones) where cooperation between public administrations and volunteering organisations is not well established. The absence of a compulsory cross-border element was appreciated as a way to favour smaller organisations, which would probably have less international network. However, many projects do have a cross-border component, and the majority of organisations considered it would not have been a problem, had it had to be included in the proposal.

The heavier administrative burden caused by the new approach of DG Budget to financial rules had important consequences for the Flagship Projects, which started their activities later than initially planned (but within the terms stated by the call), and received the advance payment with a delay of several months. This is evident from the results of the survey reported above, which show that respondents do not really agree on the statement that the delay in the funding availability had no impact on the projects. Organisations had to sustain the initial expenditures entirely with their own budgets – where they could

and were willing to. Interviewees affirmed that the cash-flow problem generated was not insuperable (even though it caused notable stress to organisations' financial management), but activities were shifted and concentrated in the second part of the year to a great extent. Some seasonal activities (such as summer camps) had to be cancelled and alternative activities substituted for the same reason. The support and constant update received from the Task Force was generally a reassuring factor. However, the administrative burden caused two of the project selected (in Denmark and in UK) to renounce to the funding and to cancel the activities.

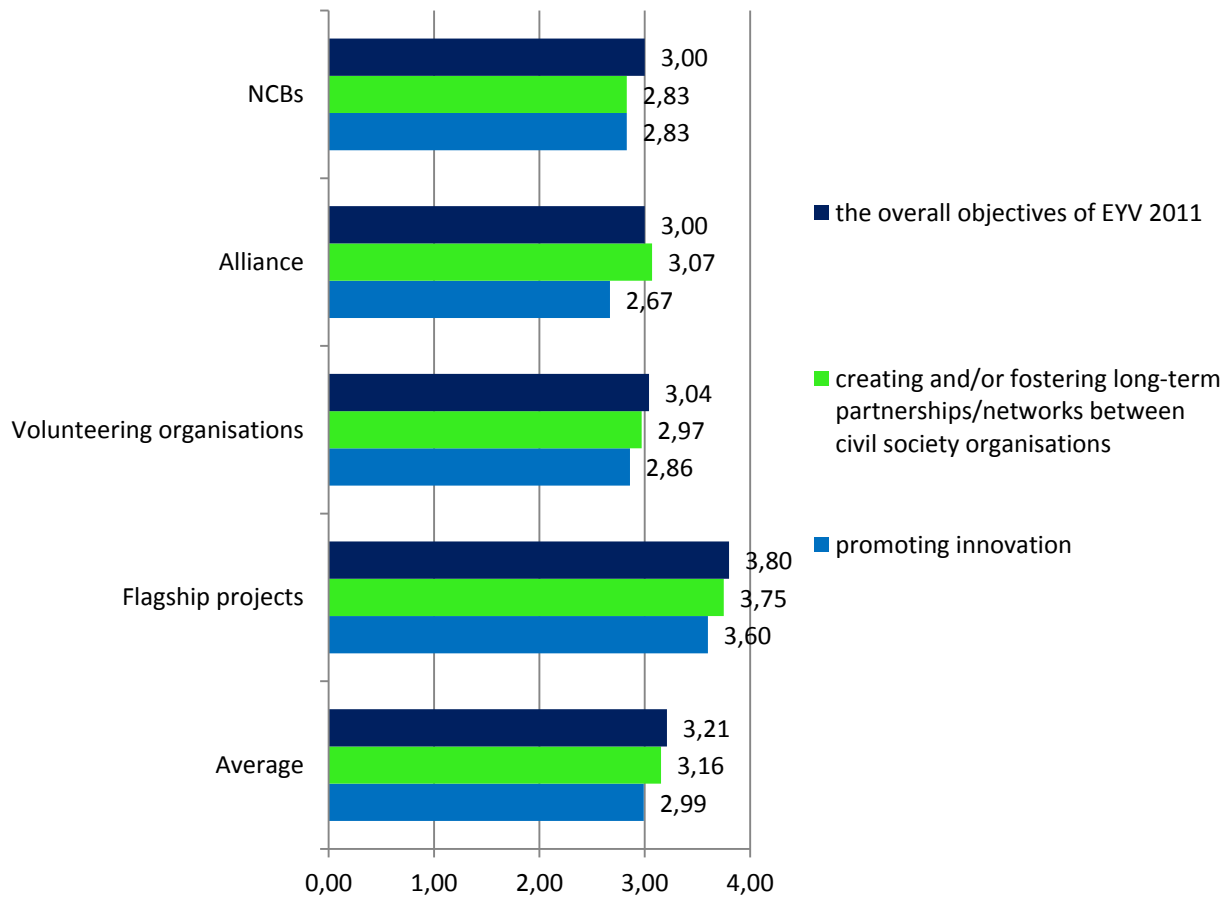
All interviewees considered the opportunity represented by the Flagship Projects as the chance to carry out activities and achieve results that would not have been achieved otherwise, or at least not on the same scale. The implementation structures put in place were effective, and the project coordination mechanisms enabled effective management of the projects and fulfilment of objectives.

#### **2.4.4.2. Effectiveness**

The opinions about the Flagship Projects are quite scattered. While NCB's seem to have a more positive view of their actions and results, EYV 2011 Alliance members and volunteering organisation seem to know relatively little about them (as from the relatively high number of "No opinion" answers). This is in a context where both fieldwork and interviews have highlighted that there is little knowledge of the existence of these projects within the EYV 2011 initiatives. Even some NCB's (which had been included in the selection process by the Commission) were not informed of the official start of the Flagship Projects' activities in their countries, or of the results achieved. The [europa.ec/volunteering](http://europa.ec/volunteering) website published a web page containing the list of the selected projects and of the project partners only at a late stage.

Figure 18: Effectiveness of Flagship Projects in achieving their objectives

The Flagship Projects contributed to:



Source: Deloitte online surveys, March/April 2012

Out of the three main objectives of the Flagship Projects (promoting innovation, creating and/or fostering long-term partnerships/networks between civil society organisations, and the contribution to the overall objectives of the European Year of Volunteering 2011), it is the most generic (fulfilling the overall objectives) which achieves the most consensus. The contribution to creating new long-term partnerships is evaluated in a relatively positive way. When looking at the projects selected, it appears that they focused on raising awareness of the value and importance of volunteering, as well as in influencing partnerships and practices of civil society organisations active in the field of volunteering (two of the overall objectives of the Year).

The Flagship Projects' contribution to innovation is considered quite limited. However, it is not possible to fully evaluate this aspect, as the Final reports were not available at the time this report was written.

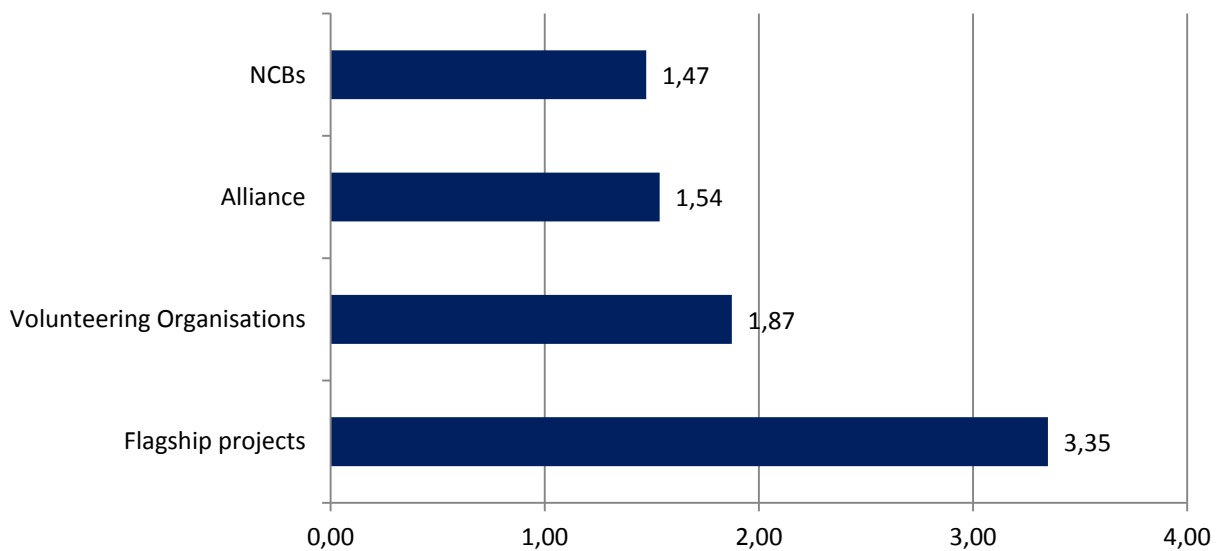
As already mentioned, priority was given to projects active on specific themes such as social exclusion, improvement of quality in volunteer management and development of an enabling environment. When taking into consideration the types and channels of activities proposed, however, many of them still used quite "traditional" approaches, such as conferences and seminars (though many of them used social

networks as a communication channel). There are of course exceptions, such as the Polish project on volunteering and the Spanish one on a digital tool for improving volunteers' skills.

The delay also makes it difficult to evaluate the effectiveness of Flagship Projects in disseminating their results, even though dissemination plans and activities were integral part of the projects' evaluation process. It has to be considered that many of those projects were still ongoing when the survey was filled in, and some of those activities were ongoing or had to take place still (such as closing events). The unavailability of the final reports made impossible the evaluation of the dissemination plans and activities of the projects.

*Figure 19: Effectiveness of Flagship Projects in disseminating their results*

*The Flagship Projects disseminated their results effectively:*



*Source: Deloitte online surveys, March/April 2012*

Answers from the online survey are not particularly positive, but this finding may reflect the overall low awareness of these projects. Opinions from NCB's are particularly negative, while members of the EYV 2011 Alliance and volunteering organisations seem to appreciate more the activities carried out by the projects to disseminate their results.

The generally scarce awareness about these projects may have influenced these results; many respondents knew very little about those projects. Some (especially among NCB's and volunteering organisations) commented that many of these projects were carried out by very local organisations, which have no real capacity to organise a large promotion and dissemination campaign.

Interviews have shown a slightly different picture, with some projects organising large closing events in order to increase knowledge about their activities, and creating the basis for continuing the activities. However, there are generally no attendance figures available.

When it comes to the European dimension, however, it is a common opinion among interviewees and survey respondents that the Flagship Projects were an underexploited opportunity. Many interviewees

(from Flagship Projects but from NCB's as well) lamented the limited European coordination of the project activities. Such coordination would have acted as a multiplier of the results achieved and best practices developed.

The organisation of periodic meetings (such as those with the NCB's, or the possibility to take part in those) and/or some alternative direct communication channel with the other projects (even a simple mailing list) would have improved the projects' efficiency and effectiveness, according to project participant opinions.

Network building was often cited as a positive and partly unexpected consequence of taking part in the Flagship Projects, but it was felt that it was not fully exploited.

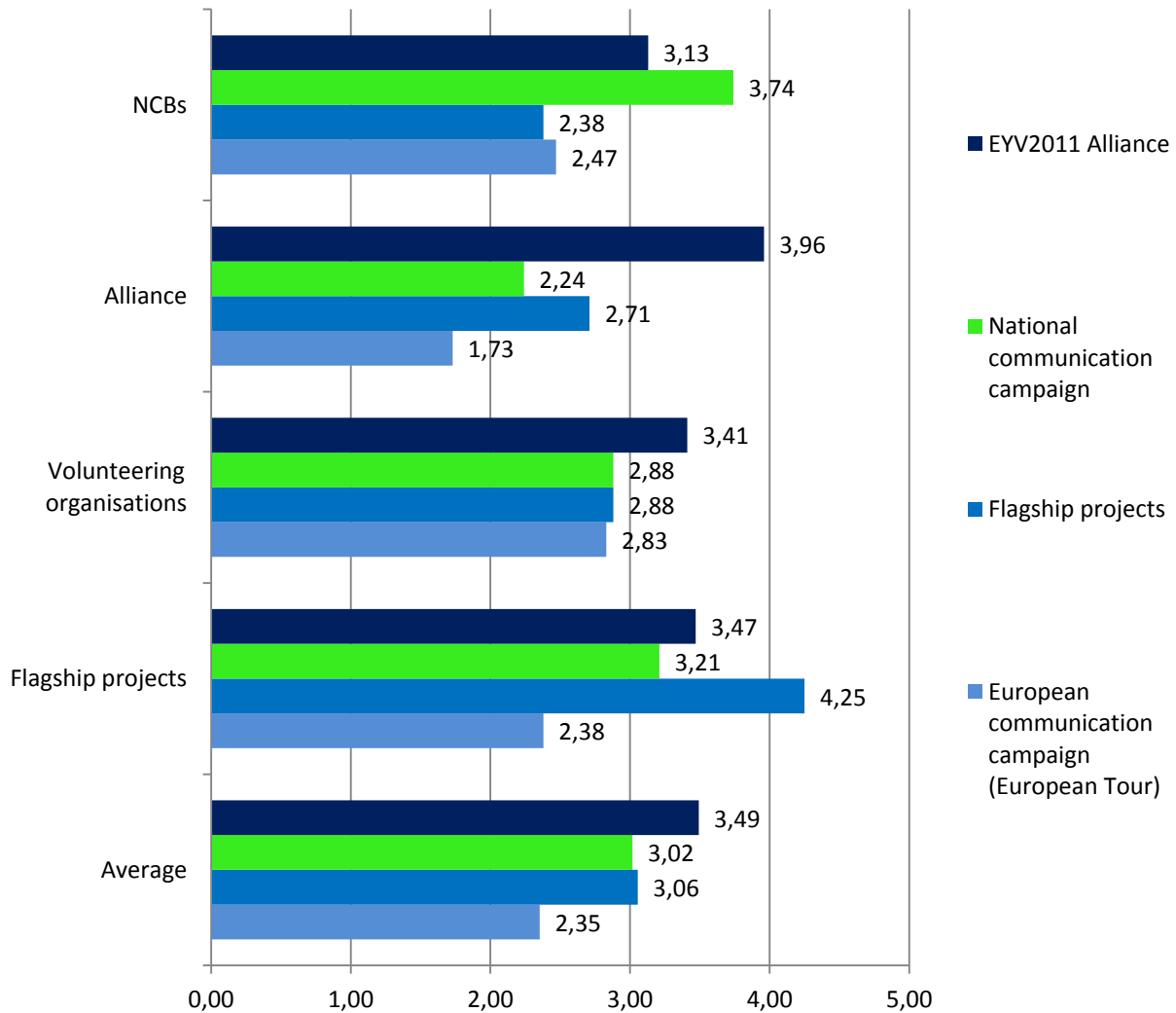
Project coordinators were not very involved in the national or European campaigns (apart from few exceptions), and there is the widespread feeling among them to have been 'left out', far from the heart of the European Year of Volunteering, of which they were an integral part. Some participated in the Tour stop in their country, but they were sometimes only contacted at the last minute, and generally not included in other national activities. Stronger support from the Commission was mentioned as a missing element. Among the suggestions made, the explicit indication of their involvement in the guidelines for the NCB's and networking opportunities during the Year were the most common.

#### **2.4.4.3. Sustainability**

The capability of the Flagship Projects to generate activities that will last after the Year is not highly rated among the respondents (apart from Flagship projects coordinators themselves). This result may be a consequence of the low awareness of those projects even among the players involved in the European Year of Volunteering.

Figure 20: Sustainability of Flagship Projects

Please rate on a scale of 1 to 5 (where 1 is the lowest) the extent to which each of the following activities generated sustainable activities:



Source: Deloitte online surveys, March/April 2012

Interviews with Flagship Project coordinators however revealed a different situation, which is also reflected in the in their survey. Many of them have already found the resources necessary for continuing their projects in 2012 and, in a small number of cases, in 2013. Those resources come from a variety of sources: public funds for volunteering and civil society organisations, EU funding programmes and also agreements with private companies. Interviewees revealed that taking part in the Flagship Project was a key opportunity to gain visibility at a higher level (local organisations became known at national level, and some even developed cross-border contacts), to become aware of more funding opportunities, and to develop or improve the skills for taking part into European projects.



There is also likely to be a difference between the perceptions of the project coordinators and others in that the coordinators think in terms of their individual projects, where others take a broader view.

Interviews and comments on the online survey revealed that the Flagship Projects managed to achieve the dissemination and exchange of good practices including closer cooperation with civil society organisations from different EU Member States, a stronger focus on communication campaigns (including larger use of social networks), and good practice in recruiting and managing volunteers in new fields (such as urban parks).

However, the limited European coordination of the projects, and the very limited involvement in the remaining activities of the Year was cited as a factor limiting the sustainability of the projects, as it prevented organisations from building tighter networks and establishing future partnerships. Project participants felt that any result in this sense was achieved in spite of the Commission's coordination activity, rather than thanks to it.

## 3. Annex 3: National case studies

### 3.1. Romania

#### Introduction to national context:

Volunteering is a relatively recent phenomenon in Romania, where democracy is now in its twenties. Research on volunteering has been hindered by methodological and definition problems, which, in particular, have made difficult to measure the number of volunteers in Romania.

Desk research and fieldwork have shown that:

- Volunteering is developing but the share of the population involved in volunteering remains low (various studies carried out up to 2008 showed that these levels were under 15%<sup>16</sup>)- there was nonetheless a clear perception among many interviewees that volunteering has increased in the past few years;
- Most people involved in volunteering are young people (more than 71% of volunteers in 2007 were aged between 19 and 25<sup>17</sup>);
- Volunteering is hindered by a widely-shared negative prejudice against it, which partly stems from the communist times when unpaid “voluntary work” was imposed by the regime; it is also held back by a lack of tradition in forming associations;
- While there are some very active NGOs (in particular the ones that are involved in the EYV2011 Steering group), the sector is largely fragmented and lacks coordination;
- The sector also lacks of structured dialogue with the public authorities, as it is not clear who the responsible authorities are on the issue, at national or at regional and local levels;
- The sector is largely under-funded, in the absence of national funding programmes and following the withdrawal of many external donors after the enlargement in 2007;
- As a result there is a lack of capacity by volunteering organisations, which means that there are more people interested in volunteering than organisations able to host them and many potential volunteers which are not able to find a placement;
- There is a need to improve the quality of volunteering work.

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<sup>16</sup> GHK, Study on volunteering in Europe- national report on Romania (2010)

<sup>17</sup> Cristina Rigman, Volunteers in Romania: a profile (2009)

### **Romania's national action plan for EYV 2011**

The National Action Plan is mainly dedicated to the definition of national priorities for volunteering, the exchange of best practices among volunteering organisations, the setting up of practical tools for volunteering organisations and the promotion of volunteering.

The Action Plan foresaw the following activities:

- Two national conferences on the National Strategy for the Development of Volunteering in Romania;
- Consultations within four thematic working groups on various topics related to volunteering;
- The setting up of an online platform for the management of the volunteering offer and demand;
- Events to promote volunteering, including the "National Week of volunteering" (throughout the country), "Make a difference day", National Gala for the Recognition of Volunteers and Volunteering Projects, the NGO Fest, the Tour stop;
- A national communication campaign for the promotion of volunteering.

In order to make the most of a limited budget, the NCB chose to mainly build upon and expand events and activities that were already existing, namely the National Week of Volunteering and the National Gala that are taking place every year, and the online platform for the management of the volunteering offer and demand that already existed but was revamped and extended on the occasion of the EYV2011. The total cost of the NCB work programme was estimated to €182,500, of which the EU contributed to 80%.

According to the National work programme, the expected impact of the proposed actions listed above include

- raised awareness on the value and importance of volunteering among the general public, the Romanian press, and the relevant state institutions;
- increased recognition of the volunteers and voluntary activities;
- increased sense of empowerment of the organizers of volunteering activities;
- a more enabling environment for volunteering in Romania due to the improved legal framework for volunteering and the national strategy for support and development of volunteerism in Romania;
- higher position of volunteering on the public agenda due to increased media coverage and extensive communication;
- specialized tools that will exist and function beyond 2011, namely the on line matching portal for managing the supply and demand of volunteers and the national strategy for the support and development of volunteering in Romania.

### **Description of the methodological approach:**

The fieldwork in Romania took place in Bucharest, from Monday 9 May in the afternoon until Friday 13 May morning, during which three full days were spent at the Museum of the Romanian Peasant where the Tour was taking place.

The focus groups and most of the interviews were arranged with the support of VOLUM (the federation of volunteering organisations in Romania and an active member of the EYV2011 Steering Group set up by the NCB). In particular, interviews were organised with most of the members of the EYV2011 Steering group set up with the purpose to involve key stakeholders in the development and running of the national work programme. The focus group with representatives of volunteering organisations and the carrying out of two additional interviews arranged on the spot provided the opportunity to collect the views of volunteering organisations that are not member of the Steering group.

**Face-to-face interviews:**

A total of 10 interviews were carried out with

- the National Coordinating Body;
- the Permanent EU Representation;
- four volunteering organisations: VOLUM (the federation of volunteering organisations in Romania), Pro Vobis (National Resource Centre for Volunteering), the Foundation for Civil Society Development, Asociatiei Creativ;
- the Ministry of culture;
- the National Agency for Community Programmes in the Field of Education and Professional Training (the Agency runs the Youth in Action programme in Romania), which is subordinated to the Ministry of Education<sup>18</sup>;
- two coordinators of the Flagship Project
- the Romanian Relay journalist

**Focus groups:**

In addition, three focus groups were carried out:

- One focus group with six young volunteers;
- One focus group with seven senior volunteers from the Pensioners' Rights Association (Asociatia pentru drepturile pensionarilor din Romania);
- One focus group with four representatives of volunteering organisations, which was complemented by a separate meeting with two representatives of volunteering organisations involved in the EYV2011 Steering Group.

**On-the-spot interviews:**

Due to the low turnout at the Tour stop events, thirteen "on-the-spot" interviews were carried out.

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<sup>18</sup> An additional interview was scheduled with the Ministry of Education but the interviewee cancelled on the same day.

### Desk Research:

Desk research was mainly based on the following sources:

- The Romanian NCB work programme;
- The proposal submitted to the Commission by the Flagship Projects;
- The two reports on volunteering in Romania cited in the above context sub-section;
- The website of organisations present at the Tour, the voluntariat.ro website, used for the promotion of the European Year in Romania, and the ec.europa.eu/volunteering website.

### 3.1.1.1. Findings

#### Relevance

#### 1. Correspondence between the needs of target audiences<sup>19</sup> and objectives of the EYV 2011

According to the national work plan - confirmed by the findings from desk research and fieldwork presented in the above context, there is a clear correspondence between the needs of the volunteering sector in Romania and the four overriding objectives of the Year defined in the Council decision, which are

- Work towards an enabling environment for volunteering in the EU
- Empower organisers of voluntary activities to improve the quality of volunteering activities
- Recognise voluntary activities
- Raise awareness of the value and importance of volunteering

The most prominent need cited by stakeholders and volunteers was the necessity to **raise awareness** about the importance and the value of volunteering, in order to reverse the current negative perception of volunteering work and volunteering organisations expected the European Year to be a very good opportunity to shed light on their activities and hence on the concrete contributions that volunteering brings.

Secondly, representatives of volunteering organisations confirmed the importance, spelled out in the National work plan to **work towards an enabling environment** for volunteering by clarifying, improving, and harmonizing the legislative framework and by elaborating a national strategy for volunteering, which is currently lacking.

As mentioned in the context, fieldwork and desk research showed a need to improve the **quality of volunteering activities and the capacity of volunteering organisations**. In particular there are concerns regarding the management of volunteers, who, according to stakeholders are not always treated in a professional and well intentioned way. This has led stakeholders involved in the EYV2011 Steering Group to work on the development of an ethical code to be adopted by volunteering organisations and to make its adoption a priority.

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<sup>19</sup> When not specified elsewhere, we refer to volunteers, organisations active in the field of volunteering, policy makers, citizens, and media.

The objective of greater **recognition of voluntary activities** correspond to one of the priorities identified by volunteering organisations and stakeholders involved in the EYV2011 Steering group, which is to find a way to formally recognise the competencies and skills acquired through volunteering as a form of non-formal education.

## 2. Correspondence between the objectives and the policy agenda at national levels

As explained in the context section, at the moment volunteering lacks a clear legislative framework. The Law on Volunteering, which was adopted in 2001 is currently being revised and, according to the national work programme, there are several other regulations which needs to be clarified and harmonised with the law on volunteering.

Despite the revision of the Law of Volunteering, the subject is not very high on the political agenda at the moment and there is a need for the volunteering sector to, on the one hand, raise awareness of their needs among policy-makers, and, on the other hand, establish channels of dialogue with the authorities, while at the moment, it is not always clear for them who their interlocutors are in the government. To this respect, the European Year of Volunteering has been a very good opportunity for key stakeholders that are members of the EYV2011 to get in contact with and get some attention from policy-makers at government level, including from the Ministry of Education and the Ministry of Culture. They found that the possibility to refer to volunteering as a European priority was potentially very helpful to do so.

## 3. Appropriateness of the messages

Although most of them did not know the slogan and messages, when asked about the slogan and messages of the European campaign, many interviewees found that they were good messages. In particular, they liked the “thank you” and the “extraordinary stories from ordinary people” message, as they found it important to put across messages of recognition in a country where societal recognition toward volunteers is clearly lacking.

When asked about their motivation to engage in volunteering, many volunteers, young and old, spoke about the benefits that volunteering brings. In the Romanian contest, the most important benefits put forward were the opportunities that volunteering bring to socialise and spend enjoyable moments (the getting together aspects turned out to be a very important aspect for senior volunteers, while younger volunteers mainly spoke about making new and close friends, and having fun). For young people volunteering is also regarded a very good opportunity to gain new skills and competences.

These dimensions seem to be lacking in the EU slogan (“make a difference”) and in the four messages, which do not underline the benefits of volunteering for volunteer themselves. On the other hand, the Romanian message, which in English would approximately translate as “follow the trend, volunteering looks good on you” (or in French “soyez branchés, le bénévolat vous va bien”).

## 4. Appropriateness of the activities to the needs identified and to the national context (cultural and social context)

A very broad range of activities was foreseen, including

- National conferences on the national strategy, and consultations of stakeholders within four working groups on topics related to volunteering;
- Several events to promote volunteering;
- A national communication campaign for the promotion of volunteering;

- The setting up of a concrete tool for volunteers and volunteer organizations, namely the revamping and expansion of the online platform for the management of the volunteering offer and demand.

The first set of activities (conferences/symposia<sup>20</sup> and working groups) was recognised by volunteering organisations interviewed as very appropriate and a very helpful way to get volunteering sector organisations to work together on the subject matters that are most important for them (the recognition of skills gained from volunteering, the clarification of the legal framework, the development of an ethical code and the promotion of employer-supported volunteering and Corporate Social Responsibility programmes) and hence to work toward the definition of common good practices and toward the development of a national strategy to promote volunteering.

Events to promote volunteering – and communication activities around them – were also seen as very appropriate in order to showcase the concrete contribution that volunteering can bring to the Romanian society and to show what volunteering actually is. Communication activities targeting the media were seen as particularly needed to reach out to the general public and improve their perception of volunteering. With this purpose in mind, it was found to be particularly useful to have events at local level, where promotion is most needed, and to use events whose format is dynamic and interactive, in order to concretely illustrate what volunteering is and how fun and enjoyable it can be. For this reason and because there were already events happening at national level, the Tour, which only stops by capital cities and whose content –as far as Romania is concerned- mainly consisted of a market place with stands and brochures, was found not to be a very appropriate concept to the national context.

Some stakeholders would have liked a greater part of the support to be used for concrete projects and for capacity building actions, as opposed to promotion activities. They appreciated that the flagship initiative was meant to provide such support but the initiative was found by some stakeholders ill-suited to the national context: funding for smaller projects would have been more appropriate, especially as the project budget foreseen under the Flagship initiative<sup>21</sup> was too high for many organisations to be able to find the necessary match-funding.

##### 5. Cooperation/complementarity across activities

The active involvement of the Romanian Agency in charge of managing the Youth in Action and Life Long Learning programmes and of the European Permanent Representation in Romania can be expected to foster synergies between the European Year and relevant **EU initiatives and programmes**. The National Agency for Community Programmes in the field of Education and Educational Training is involved in the EYV2011 Romania Steering Group and has taken an active part in the working group on recognition of skills gained through volunteering and in events organised by the NCB, which are good opportunities to draw on the expertise of the volunteering sector gained by the Agency, and to advertise the EU Youth in

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<sup>20</sup> For the sake of clarity, we have added the wording “symposia” as it appears that the event referred to as “the National Conference on the National Strategy for volunteering in Romania” did not only involve speeches or panel discussions but also debate in small groups of discussions.

<sup>21</sup> The Flagship initiative foresaw that the budget foreseen for each country could be allocated to a maximum of two projects.

Action and LLL programmes. For example, the Romanian Eurodesk held an information session on EU programmes.

Synergies can also be expected with the European Year of Active Ageing in 2012 as members of the national EYV2011 Steering Group already envisaged to involve in the next European Year and had already identified relevant organisations, with whom they envisaged to share lessons to be learnt from the implementation of the EYV 2011.

## Effectiveness and efficiency

Communication Campaign	
Date	9 -13 May 2011
Activities	<p>The Tour stop took place from 9 to 15 May in the Museum of the Romanian Peasant in Bucharest. It consisted of</p> <ul style="list-style-type: none"> <li>- a “market place” where various volunteering organisations had stands with brochures and where some activities were organised, such as the “meet the European Voluntary Service” event (during which young Europeans currently involved in volunteering in Romania talked about their experience) or the exhibition of handcraft by women prisoners</li> <li>- a “debate room” where mainly workshops and trainings were organised, including for instance a workshop on helping children with a traumatic history, a training on volunteer management, the workshop on road safety</li> <li>- an internet corner</li> </ul> <p>The tour stop programme can be found here:  <a href="http://europa.eu/volunteering/sites/default/files/program_09-15_mai_2011_0.pdf">http://europa.eu/volunteering/sites/default/files/program_09-15_mai_2011_0.pdf</a></p>

1. Effectiveness of the Communication Campaign in achieving its objectives – i.e. fostered the visibility of the multiple dimension of volunteering and exchange of good practice; enhanced the role of European Volunteers; disseminated innovative knowledge (outputs and results of the Communication Campaign compared to objectives).

Stakeholders found that the Tour had not been effective in fostering the visibility of the multiple dimension of volunteering. The number and nature of organisations participating to the event insufficiently reflected the diversity of volunteering. Only a handful of organisations expressed their interest to the NCB to organise an event on the Tour’s site, and, while events were mainly set up by the major organisations (“the usual suspects”), not all the key stakeholders (such as organisations members of the EYV 2011 Steering group) held an event or a stand.



Final figures on attendance show 620 visitors, 16 participating organisations and 29 workshops/debates.

Secondly, interviewees found that this type of event, mainly structured information stands, was not a good way to illustrate what volunteering organisations do, nor was it very much used as an opportunity to exchange good practices and/or disseminate innovative knowledge. Several workshops were organised, as well as a session to hear the experience of European volunteers currently engaged in the European Voluntary Service in Romanian NGOs. The latter turned out to be one of the most popular events during the three days spent on the Tour site for the evaluation. Overall however, interviewees found that the Tour stop lacked of substance and interactivity. In particular, the market place was found to be too static, especially as stands were not always staffed. The opening ceremony, which mainly consisted in a series of speeches was perceived as being too formal, giving too much space to officials while missing out an opportunity to highlight the concrete and diverse contributions of volunteering.

## 2. Effectiveness in reaching target audience

### ***General public***

The effectiveness of the Tour in reaching out to the general public was limited. Observation and interviews, including “on-the-spot” interviews showed that most participants came to the Tour because they had a specific role to play (e.g. staff a stand, speak at an event, participate in a demonstration, tell their personal story as volunteer), while the Tour only attracted few visitors, with the exception of some schoolchildren. Most of the people interviewed were disappointed and for a number of them somewhat surprised by the low turnout as recent events on volunteering had attracted a much higher number of visitors.

Most participants had learned about the Tour event because they were directly contacted by a volunteering organisation. Opportunity to reach people outside the volunteering networks would have been increased if the Tour had benefited from being advertised more widely with the general public (e.g. through ads in the metro, in universities, on TV and radio, in local “what’s on” guides), and possibly if a more opportunistic location (combined with proper signage and appealing activities), had created opportunities to attract people passing by.

### ***Volunteers and volunteering organisations***

While volunteering networks were the main communication channel to attract participants to the Tour, the mobilisation could have been much greater. The lack of involvement in the organisation and promotion of activities on the part of members of the EYV2011 Steering group was identified as one of the main reasons for the Tour’s failure to feature interesting events and to attract people.

### ***Policy-makers***

Both the Ministry of Culture and the Ministry of Education were represented at the opening ceremony, respectively by Corina Panaitopol, Head of European Affairs within the Ministry of Culture and Doina Melinte, Chairwoman of the Romanian National Authority for Sports and Youth, which is subordinated to the Ministry of Education. They both delivered a speech at the ceremony. Reportedly, politicians, including Members of Parliament, were invited to speak at the opening ceremony but did not honour the invitation.

## **Businesses**

Although businesses' interest for developing corporate volunteering programmes has been rising over the last few years in Romania according to interviewees, and while it is a priority of the national work programme, none of the events taking place as part of the Tour stop focused on this issue.

### 3. Visibility of the activities

Advertisement of the **Tour** in public spaces, on TV and radio, on local "what's on guide" was apparently very limited. Some additional advertising (such as advertising in the metro) was reportedly envisaged as part of the national communication campaign but the latter was delayed due to the late payment of the EC funding. Little media coverage preceded the Tour or immediately followed the opening ceremony. Reportedly, two journalists were present at the opening ceremony (one journalist for the national cultural radio channel and one TV journalist).

The Museum of Romanian Peasant provided a pleasant space to accommodate the Tour, but it was not very central and not very visible. The venue was not very easy to find for people not familiar with Bucharest and there was very little indication outside the Museum on how to find the Tour venue (one had to go to the rear of the building, then through the Museum café to find the entrance to the Tour displaying an A3 poster of the Tour. There was also a banner at the rear of the building. Not many pedestrians are passing-by in the Museum area (the Museum stands in between two fairly large roads). A venue located in the city centre or in the university area, if combined with proper signage, would have created opportunities to attract people passing-by.

Given the limited number of events on offer, the Tour should have been more concentrated in time in order to increase the visibility of proposed events.

Besides the Tour, the commitment by the national television channel TVR to assist the Romanian **Relay** journalist with the making of ten videos, and their agreement to broadcast these videos firstly at regional level (TVR Iasi) and then at national level could be expected to increase the visibility to volunteering and the EYV2011.

### 4. Effectiveness of the implementation

The implementation of the Tour was supported by an effective logistics to find a venue that met the indicative requirements established by the communication campaign contractor, and to arrange the necessary permits associated with entry and parking of the truck in the city. In the absence of a dedicated budget to rent a venue, finding an appropriate location proved to be a tricky task and obtaining the permits turned out to be time consuming.

On the other hand, the implementation of the Tour could have been more effective concerning the organisation of activities, the invitation to volunteering organisations to have a stand at the Tour, and the promotion of the Tour to potential visitors. For example the programme of the Tour was only made available online only a few days before the opening of the Tour stop. As mentioned above, it appears that the organisation and promotion of events insufficiently relied on the mobilisation of members of the EYV2011 Steering group.

The inconvenient date of the Tour was the most often cited reason for this as the Tour took place at the same time as the National Week of Volunteering (NWV), despite a request by Romanian volunteering organisations to avoid this date. The NWV, which is part of the NCB Work Plan, is a major event taking

place every year and which naturally targets the same participants and the same public as the Tour stop. While it is not quite clear why the Tour could not benefit from synergies with NWV's events, at least for NWV's events held in Bucharest, the fact that NWV events are planned very far ahead and are spread across the country could be possible reasons for incompatibility between the NWV and the Tour stop. Nonetheless, the opportunity for organisations that were holding an event in Bucharest as part of the NWV to integrate their event with the Tour and to benefit from the Tour venue was, reportedly, not well marketed.

In the absence of visitors, some of the events planned on the programme did not take place (as far as could be observed during fieldwork: two information sessions on "how to become a volunteer" and the workshop on volunteering in rural areas).

#### 5. Efficiency of the tools used to reach the communication campaign's objectives

Stakeholders found that the facilities and furniture provided by PAU had made it possible to set up a pleasant and nice-looking venue. Almost all interviewees liked the **visual identity of the Tour**, which they described as very dynamic, eye-catching, attractive, modern. As one interviewee put it, the visual identity gave a "European flavour" to the event. Several people specifically mentioned that PAU's truck (used to transport the Tour's furniture from one stop to another) had caught their attention from outside. Only the orange colour caused mixed feelings among representatives of volunteering organisations: while volunteering organisations find it important to be seen as apolitical, the orange colour has a clear political connotation as it is associated with the ruling political party in Romania.

Interviewees' feedback indicates that the **europa.eu/volunteering website** has not been a very efficient tool to disseminate information and put across the messages of the communication campaign. Some of interviewees knew it but most of them preferred to use national websites, as they found the EC website insufficiently user-friendly. They found that it was difficult to navigate on the website and to find information. As one interviewee put it, the information displayed on the website does not always seem to have a clear purpose or a resonance toward topical subjects likely to be of interest to the volunteering community. Information should be better filtered so as to give it a greater editorial consistency.

#### 6. European added-value

The European dimension was present at the **Tour** since the Romanian Eurodesk held an information session on EU programmes and the "Meet the EVS" event featured European volunteers currently enrolled in the European Voluntary Service in Romania who spoke about their personal experience. However, interviewees thought that the *concept* of the Tour could have foreseen a greater European dimension, for instance by having European volunteers to move along the Tour and exchange with national volunteers on the occasion of the Tour stops.

The EU Permanent Representation did not get involved in the organisation of the Tour, nor did it attend the Tour's events.

NCB - National work programme

#### 1. Effectiveness of the activities carried out by the NCB to achieve their objectives

As of 13 May, the following activities had taken place

- The first national conference dedicated to the European Year of Volunteering in Romania – the Conference for consultations on the National Strategy- took place in February 2011.
- Four thematic working groups were set up, including a working group on the recognition of skills gained through volunteering, a working group on the legal framework of volunteering, a working group to develop an ethic code for volunteering organisations, and another working group on employer supported volunteering and corporate social responsibility. Each working group had convened twice.
- An expanded version of the online platform for the matching of supply and demand of volunteers had recently been launched.
- The NGO Fest took place from 7 to 9 May.
- The National Week of Volunteering started on 9 May and continued until 15 May.
- The NCB had helped setting up the Tour stop, including by securing a free of charge venue for it and the necessary permits (e.g. for the truck). Events and stands were set up by members of the “EYV2011 Romania” Steering Group as part of the Tour stop.
- Communication activities had been carried out, including the development and management of a dedicated section on the EYV2011 on the homepage of the website voluntariat.ro (the main Romanian portal for volunteering since 2001), the creation and management of dedicated Facebook and You Tube accounts, cooperation with media on the occasion of events (media invitation, press releases), the delivery of interviews and school visits by the NCB and members of the EYV2011 Steering group to present the EYV2011, the designation of seven EYV2011 Ambassadors.

A dedicated steering group called “EYV 2011 Romania” was created by the NCB as early as 2010 to involve key stakeholders in the development and running of the work programme. The Steering Group initially involved Romania’s biggest volunteering organisations, the Federation of Organizations Supporting the Development of Volunteerism in Romania (VOLUM), as well as the coordinator of the EU Youth in Action programme which is a major source of funding for volunteering organisations and a very popular programme in Romania. It was later on extended to a representative of the EU Permanent Representation and the Vice-President of the Authority for Sports and Youth (subordinated to the Ministry of Education).

After the Tour, other initiatives took place, such as:

- A National Cleaning Day on September, 24, 2011, when more than 300,000 volunteers came to clean parks and public spaces across Romania (Do it Romania! Initiative)
- Launch of a public consultation of three documents produced by the thematic working groups (i.e. The public agenda for volunteers in ROMANIA 2012-2020, Guidelines for the recognition of competences gained through volunteering, and a Code of Ethics for volunteering organisations), officially presented at the EYV 2011 Closing conference on December, 12, 2011
- Volunteers Gala on December, 5, 2011
- Closing conference of the European Year of Volunteering 2011 in Romania, held in Bucharest on Monday, December 12, 2011

## 2. Effectiveness of the implementation

Via the EYV 2011 Romania Steering Group, the NCB sought to involve key stakeholders into playing an active role in the running of the work programme. The involvement of these organisations – and the fact that a number of actions foreseen in the work programme were building up on existing activities- was said to have compensated for the fact that the NCB was an outsider to the sphere of volunteering when appointed coordinator in 2010. The Steering group was reported to be functioning very well and to rely on regular exchanges, although the mobilisation had been slightly reduced recently, as most members were busy organising their own set of events as part of the National Week of Volunteering.

While eligible activities started in November 2010, the EC pre-financing payment was received during the week commencing 25 April, instead of late January-early February as originally foreseen. Based on interviewees' feedback, we understand that the delay had the following implications:

- As of 10 May, the NCB had used most of the co-financing from the Romanian Ministry of Culture (20% of the total eligible costs). Volunteering organisations also had to advance money.
- It had not yet been possible to hire dedicated people as foreseen.
- The communication campaign had not yet been scaled up into full swing. It remained largely based on online communication while more expensive activities foreseen in the NCB WP such as the production of TV/radio spots was limited.

## 3. Appropriateness of the activities carried out by the NCB to the national context

As mentioned in the relevance section, events were seen as an appropriate way to raise awareness of the value of volunteering and to show what volunteering actually is. Events foreseen on the national work programme such as the National Week of Volunteering or the Make a difference day had a good geographical spread, which was seen as corresponding to the needs to promote volunteering at a very local level.

In terms of type of activities, some interviewees indicated that the events that had already taken place (such as the NGO fest) tended to target social groups that are likely to volunteer, and not necessarily other groups. For example senior volunteers found that the proposed activities were not very well suited to them.

The online platform to match supply and demand of volunteering was expected to be a useful tool to provide potential volunteers with useful information about existing volunteering opportunities.

## 4. Effectiveness in reaching target audience

### ***General public***

Feedback from interviewees suggested that awareness of the European Year of Volunteering outside of the volunteering sector was very limited. According to stakeholders, greater promotion in the media is needed to reach out the general public.

### ***Volunteers and volunteering organisations***

The mobilisation of volunteering organisations' networks – and especially those of VOLUM, the Federation of volunteering organisations- is recognised by a number of interviewees as a very effective

way to reach out volunteers and volunteering organisations, including smaller organisations, as illustrated by the success of the first national conference, which drew over 200 participants.

### ***Policy-makers***

Several high-level officials took part in the February National Conference on the EYV2011 dedicated to the National Strategy, including Szell Lorincz, Vice President of the National Authority for Sports and Youth (subordinated to the Ministry of Education) and member of the EYV2011 Romania steering group; Monica Calota, director of the National Agency for Community programmes in education and professional training (subordinated to the Ministry of Education); Irina Cajal-Martin, Undersecretary of State with the Ministry of Culture. Overall the involvement of policy makers in the European year has been limited but nonetheless the EYV2011 was reported to have created opportunities for volunteering organisations to get more easily in contact with and get some attention from the authorities.

### ***Businesses***

The working group on employer supported volunteering and CSR is reported to have been working in cooperation with big corporations including Petrom, Coca-Cola, Pfizer, Orange, BCR.

#### 5. Visibility of the activities

The first national conference attracted some media interest, including coverage by TVR, the national TV channel. In addition, the NCB and other members of the EYV2011 Steering Group were solicited for interviews, e.g. on radio. Overall most interviewees found that media attention was insufficient and had to be worked upon, in order to increase the visibility of activities outside the volunteering community.

The national Ambassadors appeared to be well-known and therefore contributing to the visibility of the European Year (however some doubts were emitted as to whether some of these personalities were good representatives of volunteering).

#### 6. Adequacy of the tools used to reach the objectives of the strand

The EYV 2011 Romania Steering Group was widely recognised as a very successful way to create a strong ownership of the Year by key stakeholders, and to mobilise them. The success of national events such as the conference launching the national strategy for volunteering showed that communication through volunteering “networks” (including via direct contacts, online groups such as Yahoo! groups, social media, websites, etc.) constitutes a very effective way to mobilise the volunteering community and attract participants. In order to reach out to social groups who do not usually volunteers (such as the elderly), networks others than volunteering networks would have been an adequate tool to rely upon. For example the Trade unions –via their local branches- were identified by the representative of a volunteering organisation as a very effective way to reach out pensioners.

The websites and social media used were adequate tools to support effective communication within the volunteering community. The [www.voluntariat.ro](http://www.voluntariat.ro) website is well known as the main volunteering portal in Romania and was therefore a good choice to centralise information about the Year. It provides space

for interactivity via its connection to a Facebook page dedicated to EYV2011 in Romania<sup>22</sup>, which is very active with several new posts every week and dynamic with numerous videos and pictures and links toward events and organisations. In addition, a You Tube “channel” was created, hence displaying dynamic visual content.

The <http://evoluntar.ro/> platform to match “supply and demand” of volunteers also appeared to be well known within the volunteering sector and is expected to be an effective way to direct people potentially interested in volunteering toward relevant information and organisations.

In order to reach out more widely than the volunteering community, stakeholders and individual volunteers recommended carrying out more media/communication actions.

#### 7. European added-value

On the one hand, the good level of involvement of the Romanian Agency in charge of managing the Youth in Action and LLL programmes and of the European Permanent Representation in Romania can be expected to foster synergies between the European Year and related EU initiatives and programmes. The National Agency for Community Programmes in the field of Education and Educational Training is involved in the EYV2011 Romania Steering Group and has taken an active part in the working group on recognition of skills gained through volunteering and in events organised by the NCB, which are good opportunities to advertise the EU Youth in Action and LLL programmes. The European Permanent representation has also been involved in the EYV2011 Steering Group, took part and provided some financial support to the thematic working group and took part in the first national conference.

On the other hand, interviews showed that the connection between events organised as part of the NCB work Programme (such as the National Week of Volunteering or the NGO Fest) and the European Year of volunteering is not obvious to volunteers and to volunteering organisations that are not involved in running the NCB work programme.

### Sustainability

#### 1. Opinion of participants on their future involvement in volunteering actions thanks to their participation in the EYV activities

Due to the limited opportunities to interview members of the general public (the Tour did not attract many visitors), most participants interviewed were already engaged in volunteering as volunteer or as staff of a volunteering organisation and will continue their involvement, notwithstanding their participation in the EYV activities.

#### 2. Expectations of stakeholders that good practices developed during the EYV will be applied by actors in the field after 2011

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<sup>22</sup> <http://www.facebook.com/AEV2011>

Advocacy concerning the modification of the Volunteering law and the development and application of a national strategy will continue after 2011, based on the outcome of the consultation conferences and of the working groups.

Members of the EYV2011 Steering Group and of the working groups did not yet know whether these structures will remain after 2011, but several mentioned that they would continue to engage on the issues dealt within the working groups. In particular they will strive to apply the good practices to be developed via the ethical code (the VOLUM federation envisages to make it compulsory for volunteering organisations to adopt the code in order to become member of the Federation) and intend to finalise the process of designing a recognition scheme that acknowledges learning acquired through volunteering.

Several promotional events supported by the NCB work programme already existed before the EYV2011 and will continue in the next years, including the National Week of Volunteering, the national gala for the recognition of volunteers and volunteering projects. They are likely to continue to benefit from the increase focus that they have received in 2011. The same applies to the “Make a difference Day” which was introduced in 2011 and will continue in the following years.

Follow-up actions will also include continuous maintenance and use of the online platform for managing the “supply and demand” of volunteers.

3. Feedback from target groups demonstrating that activities and results of the EYV 2011 have been properly disseminated

Activities appear to have been well disseminated as many volunteers had heard about on-going events including the National Volunteering Week, the NGO Fest (other events such as the “Make a difference” day were still several months away at the time of the interviews) and many organisations took part in the national launching conference in February 2011. Many volunteers also knew the online platform for matching supply and demand.

Concerning the dissemination of results, the EYV2011 Steering group will produce a comprehensive report of the activities of the year, its successes, its lessons learned and its follow up for wide distribution among various stakeholders. However, this final report was not available at the time of this report.



## 3.2. Italy

### Introduction to national context:

There are an estimated 800,000 volunteers in Italy, but there are no really accurate and up-to-date figures. Volunteering accounts for an estimated 5% of GDP.<sup>23</sup>

Volunteering is recognised by a 1991 Law “as an expression of participation, solidarity and pluralism”. It has been defined by the Constitutional Court as a spontaneous action on the part of an individual who provides their services free of charge. It was stressed to us in interviews that this concept of providing the service free of charge is regarded as a cornerstone of volunteering in Italy. It means that officers of volunteer organisations may not receive any remuneration, blurring the distinction between those who work for volunteer organisations and those who volunteer for them. Only a minority of those interviewed, who had seen how volunteering works in other countries, could see merit in officers of volunteer organisations being paid.

Policy and executive responsibility for volunteering lies within the Directorate-General for volunteering, associations and social training in the *Ministry of Labour and Social Affairs*. There is a specific directorate responsible for volunteering.

A further important institutional statutory structure, which is considered representative of the volunteering sector, is the *national volunteering observatory* (Osservatorio Nazionale per il Volontariato). This has fifteen members, flanked by fifteen observers. Its long-standing European and international affairs working group was used as a sounding board by the NCB during preparations for EYV 2011 in Italy.

### Key characteristics of volunteering structures and infrastructure

There are two key differences between Italy and many other countries, which are important to an understanding of how volunteering works and how it is possible to maintain the principle of non-remuneration<sup>24</sup>.

1. volunteers continue to be paid by their employers for up to 30 days a year when they volunteer for recognised organisations (and for longer when it is in situations which have been declared as a ‘national’ emergency, e.g. the L’Aquila earthquake in 2009). The State reimburses the employer for the full amount irrespective of the level of pay, and pro-rata for the self-employed. According to an OECD report, there are more than 100,000 Red Cross volunteers in addition to 4,000 Red Cross staff, and as many as 50% of the personnel involved in an operational response to a disaster may be volunteers. There are around 1

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<sup>23</sup> NCB national programme for EYV2011; <http://www.lavoro.gov.it/NR/rdonlyres/20099A43-B67D-42F5-8A8F-F8386718C676/0/PianoONCItaliaR.pdf>

<sup>24</sup> Based on our own analysis on the basis of desk research and fieldwork.

million volunteers in total according to OECD, and 150,000 can be mobilised within two hours.<sup>25</sup>

2. There is a national organisation providing support services – consultancy, training and assistance with filling in tax and grant application forms, for example – to the volunteer sector, the CSVnet. This network also provides logistical services, ranging from making meetings rooms available to use of a photocopier. This network is funded from a compulsory levy on the revenues of the banking foundations, which are major shareholders in leading banks – a structure originating from deregulation and privatisation during the 1990's of banks previously in the hands of the public sector in various forms. As of 2009, there were 78 CSV's (Centro di Servizio per il Volontariato) with 414 offices across Italy; it employs some 1,200 people.<sup>26</sup> The CSV's are mainly associations of associations, or networks. The CSVnet has in its membership base 51.4% of the more than 41,000 volunteer groups in Italy. It had a budget of €91m in 2009, and revenue of €117m – of which 94% came from the banking foundations. In practice, CSVnet is more representative than the 51.4% figure suggests because a high proportion of the associations with which it works will be among the estimated 29,000 on official regional registers. Registration is a prerequisite for access to government grants for innovation in volunteering.

CSVnet runs the website [www.destinazioneuropa.eu](http://www.destinazioneuropa.eu), which the Italian government used as the main channel for providing information about EYV2011 events in Italy. It has also worked closely with CSVnet in coordinating events during EYV2011.<sup>27</sup>

### Challenges for volunteering in Italy

The main challenges for volunteering according to a report published in 2011<sup>28</sup> are:

"fragmentation, given the presence of many small organisations with few staff and volunteers; institutionalisation, with the related risk of a slow loss of independence and internal flexibility; and demographics...[with] the ageing of its population...[the] turnover for voluntary organisations is no longer ensured<sup>29</sup>. Additionally, several voluntary organisations are reluctant to have volunteers of different age ranges."

"The opportunities are: increasing coordination between voluntary organisations, in attracting and retaining young volunteers, and in collaborating with local authorities without becoming dependent

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<sup>25</sup> OECD Reviews of Risk Management Policies; Italy 2010 – Review of the Italian National Civil Protection System – a summary can be found at:

[http://www.oecd.org/document/60/0,3746,en\\_33873108\\_33873516\\_46025532\\_1\\_1\\_1\\_1,00.html](http://www.oecd.org/document/60/0,3746,en_33873108_33873516_46025532_1_1_1_1,00.html)

<sup>26</sup> CSVnet annual report for 2008-2009, published in October 2010.

<sup>27</sup> CSVnet is also behind [www.givingatlas.eu](http://www.givingatlas.eu), an English-language site with news and stories, an events diary, a matchmaking facility for volunteers and organisations launched in July 2011.

<sup>28</sup> Chapter on *A survey on Italian participation in volunteering* by Rita Sassu, ECP – Europe for Citizens Point Italy Fostering the Dialogue between Citizens, Civil Society Organisations, National and European Institutions: An Introduction to the European Year of Voluntary Activities promoting Active Citizenship, 2011. These findings concur with our own.

<sup>29</sup> In relative terms, the commitment of young people (aged 15-34) to volunteering has increased from 8.4% in 1994, to 8.85 in 2002 and 9.3% in 2009, but in absolute numbers, this represents a drop from 1.4m to 1.4m to 1.3 m; Rapporto Giovani, volontariato e altre attività della partecipazione sociale, Ministero della Gioventù, May 2011.

on them.

"Other issues identified in the same report: organisations of all sizes [need to] make a conscious effort to improve communication, promote best practices, exchange and highlight the needs to be inserted in the social agenda. As far as young people are concerned, there should be more promotion of volunteering, especially in schools. Voluntary organisations should also be more transparent, for example by ensuring that budgets and expenditures are circulated to the stakeholders. Regarding the issue of collaboration without dependence, voluntary organisations should decline, as much as possible, the conditions imposed by local authorities on their collaboration."

### **National volunteering policy**

The mission of the Directorate for Volunteering in the Ministry of Labour and Social Affairs is to:

- Promote research and studies on volunteering and the third sector, and active welfare policies;
- Promote and develop volunteering through memoranda of understanding and programme agreements with public, private and social enterprise entities;
- Collaborate with the Regions, including in basic and refresher training and for service provision;
- Provide the technical secretariat of the national observatory and its working groups;
- Administrative management of subsidies to volunteering and non-profit organisations to acquire material goods and ambulances, as well as good to donate to the public health service;
- Financing, administrative management and technical assistance to experimental projects carried out by volunteer organisations;
- Cooperation with the committee managing the special funds for volunteering from the banking foundations;
- Cooperation with European and international volunteering and third sector organisations;
- Collaboration with the Agency for non-profit organisations.

### **Italy's national action plan for EYV 2011<sup>30</sup>**

The Italian national action plan for EYV 2011<sup>31</sup> emphasis *empowerment* and *mainstreaming*. The key themes are:

- Promotion and participation
- Exchange of good practice

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<sup>30</sup> The text here is based on the Italian language version. An English-language synthesis can be found at: [http://www.destinazioneeuropa.eu/documenti/16EYV2011\\_NatPlanItalySynthesis\\_EN.pdf](http://www.destinazioneeuropa.eu/documenti/16EYV2011_NatPlanItalySynthesis_EN.pdf)

<sup>31</sup> Op.cit.

- Young people
- Subsidiarity and dialogue with the institutions
- Research and data, measuring the social impact
- Recognition of volunteering as a contribution to social inclusion
- Volunteering infrastructure.

Priority activities and tools were identified as:

- Communication tools
- Grass-roots awareness-raising initiatives
- Communication campaigns via the mass media
- Institutional recognition
- Ambassadors
- Public events
- Initiatives by the public sector and third sector organisations
- Presence at major public and private events
- Treaty of Lisbon: active citizenship, rights and duties of European citizens.

#### Key activities and tools

Web portal: use of CSVnet's [destinazioneeuropa.eu](http://destinazioneeuropa.eu) as the main channel for information.

Framework agreements with other government departments and bodies: these provide a framework for cooperation, and motivate these entities to take EYV2011 initiatives.

#### Events:

The timing and location of most events was left open in order to calibrate these with other activities, including those at European level. However, an indicative list of a score of events was included. Key events are listed below. Of these, the Venice and Cuneo conferences were on the list.

Key events organised by the NCB were:

- an *opening conference in Venice* on March 30/April 1 2011 and to which international experts were invited. Workshop themes were: Subsidiarity, EU Strategy, Support Policies, Active Citizenship and Youth.<sup>32</sup>
- *Villagio Solidale*, a 'trade fair' for volunteer organisations, Lucca, February 17-20 (9,000 visitors<sup>33</sup>);
- a stand at each stop of the 21 stops of the *Giro d'Italia* cycle tour (organised with the support of the CSV's) – not mentioned in the NCB Programme;
- the *Tour stop*, the content of which was used as a platform for policy input and for presentation of good practice – not mentioned in this context in the ECB programme;
- *Volunteering in Europe: comparing experience*, Cuneo, October 28/30, 2011-08-31 (organised in conjunction with the CSV network)<sup>34</sup>;

<sup>32</sup> The inputs drafted by the NCB as input to the working groups can be found at:

<http://www.destinazioneeuropa.eu/documenti/veniceconference.asp#testo>

<sup>33</sup> Volontariato Oggi, anno XXVII, n. 1 2011, Centro Nazionale per il Volontariato

<sup>34</sup> <http://www.destinazioneeuropa.eu/calendario/dettaglio.asp?idevento=90&idambito=%206>

- *Italy – Central and Southern Eastern Europe: Comparing Volunteering and Institutions*, Gorizia, October 7-9, 2011 (organised in conjunction with the CSV network)<sup>35</sup>,
- Closing conferences, one (for the Northern Italy) held in Genoa on January 22, 2012, the other (for Southern Italy) held in Messina on January, 27, 2012<sup>36</sup>.

Communication tools and campaign: radio, TV and print advertising, audiovisual advertising in public transport etc. This is funded separately (see below).

The expected results and outcomes are divided into short term (networking, networking; training and cooperation; innovation in volunteering and working with young people; improved information, including access to information on how the disabled can access volunteering; better recognition of the skills acquired by volunteers; exchange of good practice; raised social and cultural awareness of the rule of volunteering; better cooperation between state and semi-state bodies; better insertion of young people in society through an understanding of the values of volunteering; promotion of active citizenship and European civic awareness; increase in the value attached to volunteering; information and dissemination.

Post-2011:

Input to a national White Paper on volunteering in Italy which will be able to serve as a valid contribution to the European Green Paper on volunteering and as input to the VIth national volunteering conference in February 2012. However, the national White Paper has not yet been finalised.

Long-term: closer involvement with volunteering in other EU countries, particularly for young people; development of policy cooperation within the EU, and between the EU and other organisations, e.g. the Council of Europe and the United Nations; better national support structures and a reduction in the administrative burden.

At the time the Plan was drawn up, the Italian government was still defining indicators to measure the outcomes and impact, and pointed out that there would be variables that would be dependent on what other NCB's were doing.

Institutional expenditure on EYV 2011

*EU-funded work programme*

The cost of the work programme was €320,000, of which the EU contributed 80%, i.e. the maximum possible in relative and nominal terms.

*Expenditure on communication campaign*

However, this understates the financial commitment because:

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<sup>35</sup> <http://www.destinazioneeuropa.it/eventichiave/conferenzagorizia.asp#testo>

<sup>36</sup> <http://www.destinazioneeuropa.it/calendario/dettaglio.asp?idevento=330&idambito=2#testo> and <http://www.destinazioneeuropa.it/calendario/dettaglio.asp?idevento=325&idambito=2#testo>

- an additional €360,000 was spent by the Ministry of Labour and Social Affairs on mass media communication (Annex 1). This included the Giro d'Italia initiative of having a stand at each of the 21 stops and highlighting the long history of volunteering. 2011 is the 150<sup>th</sup> anniversary of the founding of Italy and the 2011 Giro d'Italia stages ended each time in a city with a strong link to the independence movement.

#### *Funding for innovative projects*

The potential impact of expenditure is also understated because an emphasis was placed both in 2010 and 2011 calls for tender by the Ministry for an annual €2.3m of funding for innovative projects in volunteering. Some of the projects selected in 2010 specifically mention EYV 2011 in their title; the 2011 call closed in mid-October 2011.

#### *Activities of the Permanent Representation*

The European Permanent Representation in conjunction with the Ministry of European Affairs and the European Parliament financed a web portal – [www.voluntarioineuropa.eu](http://www.voluntarioineuropa.eu), where associations can register (without the formalities associated with official registration in Italy), and upload information on their projects.

Both the Permanent Representation and the European Parliament funded or organised other activities, including a seminar on exchange of good practice in conjunction with the Hungarian Presidency.

#### Communication messages:

While Italy is using the 'Make a difference' (*Fare la differenza*), it has also continued with the slogan that it developed for the European Year for Combating Poverty and Social Exclusion in 2010: *Aiuta l'Italia che aiuta* (Help the Italy that helps out). This has allowed it to re-use associated visuals and to create a continuum with that year, since 2010, 2011 and 2012 (Active Ageing) are regarded as closely linked. It is also using a variation on the main slogan: *Responsabilità Sociale di Comunità – I volontari fanno la differenza* (Social responsibility in the community – volunteers make the difference).

#### **Description of the methodological approach:**

The fieldwork was carried out while the EYV 2011 Tour was in Rome, i.e. from July 11-14, with an additional day for interviews on July 15.

#### **Face-to-face** interviews:

Appointments were set up or agreed in principle in advance with:

- *National Coordinating Body* (Director of the Directorate in Charge of Volunteering; the Director-General also attended);
- Representatives of *volunteering organisations*:
  - the chairperson of the Europe working group of the National Volunteering Observatory, who is also president of the International Catholic Youth Association (ACISJF - Associazione Cattolica Internazionale al Servizio della Giovane) and of the standing conference of presidents of associations and national federations of volunteering

organisations (Convol - Conferenza dei Presidenti delle associazioni e Federazioni Nazionali di Volontariato);

- the External Relations Coordinator of an association sending volunteers to developing countries (who had been part of one of the working groups at the Venice Conference).
- An appointment was sought with the representative of Age Platform Italy, but not obtained.

In addition, it was agreed with the NCB that further contacts could readily be made on the spot, if necessary with their assistance. As a result, interviews were conducted with:

- The deputy director of CSV-SPES, Lazio, an expert in European research and valuing volunteering;
- The founder of an association providing palliative care.
- The coordinators of the two Italian *Flagship Projects*.
- *National authorities*:
  - The head of the National Civil Protection Service;
  - The head of the National Civic Service.

Two additional interviews were arranged while in Rome at the suggestion of the NCB or at their request with:

- The head of the Youth Department of the Presidency of the Council of Ministers;
- The head of the National Youth Agency.
- *Permanent Representation*:
  - The Director of Communication
  - The Desk Officer for Europe Direct.
- The outgoing *EYV Relay*.

#### **On-the-spot interviews/Focus groups:**

The NCB readily agreed to be a channel for making contacts to put together focus groups. However, in practice, these proved difficult to arrange because of the tight timings, a late decision (four weeks before) on the venue, and the other demands on their time in order to organise the programme. An e-mail was sent out to the NCB's contacts ten days before the event asking for expressions of interest for one focus group at the beginning of the afternoon on days 2, 3 and 4 of the Tour. The response was very low, and the time frames were too short for any follow-up. In addition, the interest of the general public in the event was very low, so that it was not possible to carry out on-the-spot interviews with participants who were not part of associates taking part in the Tour in some way. It would also have been challenging to fit 40 interviews, however, short around the other commitments, particularly as not all face-to-face interviews were at the Tour location – meaning a two-to-three hour absence from the Tour each time.

The approach adopted, therefore, was to:

- Learn about the issues which would have been covered in the interviews and focus groups from the presentations, given the conference format of the Tour, at which there were well over thirty speakers and at which fifty associations made presentations (see list complete up to end of Day three in the programme at Annex II);
- Carry out one-on-one interviews or interview groups of two, three or four with people who turned up for focus groups and any that could be found to join them, and with representatives of associations pointed out by the Ministry, or who had made presentations

which appeared to be particularly interesting. This resulted in interviews with:

- 1 interview with *one* representative of an association working with alcoholics;
- 1 interview with *three* representatives of CSV offices in southern Italy;
- 1 interview with *two* representatives of a CSV office in northern Italy (an unsuccessful applicant for a Flagship Project grant);
- 1 interview with *two* people working with the homeless;
- 1 mini-focus group with *three* representatives of three different national organisations working in the area of civil protection + *one* representative of an organisation working to redevelop land confiscated from organised crime (e.g. the Mafia);
- 1 interview with *two* people working with the disabled in southern Italy.
- Ca. 10 casual contacts on specific points of interest with people on stands and speakers from associations.

Attention was paid in these interviews to a wide range of *age profiles*, but the 35-65 age group predominated in a ratio of around 4:1, though not to the same extent as they predominated among participants (an estimated 9:1), as a deliberate attempts was made to broaden the span as much as possible.

#### **Desk research:**

Before departure, desk research included reading:

- The Italian NCB Programme
- The proposals of one Flagship Project<sup>37</sup>
- The reports of the working groups of the opening conference in Venice;
- Information on the web portals of the EYV 2011 Alliance, [ec.europa.eu/volunteering](http://ec.europa.eu/volunteering), the volunteering pages of the Ministry of Labour and Social Affairs, [www.destinazioneeuropa.eu](http://www.destinazioneeuropa.eu), the Flagship Project organisations.

### **3.2.1.1. Findings**

#### **Relevance**

1. Correspondence between the needs of target audiences<sup>38</sup> and the objectives of the EYV 2011

There does not appear to be any quantitative data on the needs of target audiences in Italy, and we are thus obliged to rely on qualitative data from interviews with several dozen stakeholders, the needs as

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<sup>37</sup> The other was not available.

<sup>38</sup> When not specified elsewhere, we refer to volunteers, organisations active in the field of volunteering, policy makers, citizens, and media.



identified in the national programme and the material prepared by the Italian authorities for the working groups at Italy's opening conference in Venice on March 30/April 1.<sup>39</sup>

Based on these sources our analysis of the documentation – and derived from the objectives discussed under the next point – our finding is that the needs of the target audience as perceived in Italy are in line with the needs identified in the intervention logic, as they are to increase awareness of the possibilities offered by and the value of volunteering (including in terms of skills' acquisition and the economic value), to increase professionalism, to have access to exchange and dissemination of good practice, and have more flexible regulatory frameworks.

The need for recognition as part of the raised visibility comes across less clearly, but this is a question of emphasis not conflict with the objectives of EYV 2011.

Italy sees a particular need to reach out to young people as a target audience. This is implicit in the national programme, and there is a clear emphasis on youth in the implementation, with older age groups being a priority for the volunteering segment of the Year of Active Ageing in 2012<sup>40</sup> in the implementation of its national programme. This is not seen as in conflict with the target audiences identified for EYV 2011, but is an emphasis which Italy feels is justified by national circumstances, where the concern is to ensure that older volunteers leaving volunteering are replaced by a new generation.

Corporate audiences are not seen as a specific target of the NCB programme as a source of volunteers, even though corporate volunteering exists in Italy and there was a speaker on corporate volunteering at the opening event. Interviewees did not see this as a significant gap or as in conflict with needs.

## 2. Correspondence between the objectives and the policy agenda at national levels

Based on the mission statement for the volunteering Directorate of the Ministry of Labour and Social Affairs (see previous section) and the challenges for Italy set out in the NCB's programme for EYV 2011, we believe it is reasonable to summarise the national policy agenda as:

- raise the awareness of the general public of the role and potential of volunteering;
- improve the understanding of young people of the value to them of volunteering, including the acquisition of skills;
- promote active citizenship;
- promote innovation;
- work in partnership with the institutions implementing welfare policies;
- reduce the administrative burden and apply the principle of subsidiarity, i.e. more autonomy at the grass roots;
- reduce the fragmentation of the sector, and improve cooperation and the quality of volunteering;
- cooperate on policy and in exchange of good practice with other Member States and international organisations.

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<sup>39</sup> Participants from other countries took part in these working groups, but the preparatory material provides an essentially Italian perspective.

<sup>40</sup> Which comes under the jurisdiction of the Ministry of Family Affairs.

These needs are in line with the general objectives of EYV 2011 of:

- promoting active citizenship and social cohesion;
- create conditions for civil society conducive to volunteering;
- increasing the visibility of voluntary activities in the EU.

They are also consistent with the specific and operational objectives.

### 3. Appropriateness of the messages

The key message of EYV 2011 is 'Make a difference'.

As indicated in the previous section, Italy has used two other messages, one already used in 2010 for the 'anti-poverty' year – 'help the Italy that helps out, and a variation on 'Make a difference': 'social responsibility in the community – volunteers make the difference'.

Some stakeholders had doubts about re-using the 2010 message, feeling that it had become stale, but the wording was nevertheless felt to convey the right message.

Interviewees were in agreement with the fundamental message of making a difference. They were positive about the adaptation of the 'make the difference' message, feeling that it made it clearer and was closer to the Italian concept of volunteering as being assistance to those in one's immediate vicinity<sup>41</sup> and providing a social service.

### 4. Appropriateness of the activities to the needs identified and to the national context (cultural and social context)

The activities fall into three broad categories:

- Conferences;
- A mass media communication campaign,
  - Including the stand at each of the stops on the Giro d'Italia;

The conferences can only be assessed on the basis of the knowledge of interviewees of the opening event and the Tour, whose content largely took the form of conferences, some knowledge on the part of interviews of a few events on the indicative list, and analysis of the types of event actually taking place. The target audiences – and therefore the objectives – of these conferences were, from the information available, designed to meet different needs. They appear to cover the needs identified above. They include exchange of practice with regions with which Italy has a particular affinity, e.g. the Mediterranean area and Central and Southeast Europe. Stakeholders confirmed that conferences are appropriate to the national cultural and social context. They confirmed that the topics as far as they were aware of them were appropriate to the needs.

As indicated in the previous section, the mass media communication was designed to reach the general public via television, radio and print media announcements and audiovisual advertising/announcements

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<sup>41</sup> E-volunteering is still a very new concept in Italy, and was generally unknown to stakeholders.

in public transport and railway stations.<sup>42</sup> Interviewees had mixed views about how relevant this was, but recognised that these are channels which are frequently used for government campaigns. Their views ranged from highly positive to slightly sceptical about the relevance of this campaign.

The Giro d'Italia initiative was financed part of this campaign. The Ministry of Labour Affairs negotiated the right to publicise EYV2011, have a stand in the arrival 'village', have visibility material in the departure 'village', two quarter page advertisements in a leading sport news daily and a banner on the Giro d'Italia website.

Interviewees other than those directly involved had little direct knowledge of the Giro d'Italia initiative, but agreed that as a concept it was appropriate to the need to reach the general public, and appropriate to the national social and cultural context.

#### 5. Cooperation/complementarity across activities

Interviewees considered that the concept of concluding framework agreements on cooperation with other government departments, e.g. Youth, on cooperation during EYV 2011, and with the relevant Ministry on 2012 (Active Ageing) was designed to fulfil the objective of coordination with those involved with other Union programmes in the same field.

Interviewees with knowledge in this area felt that Italy was making an attempt to treat 2010, 2011 and 2012 as a continuum through its continuum, and the choice of speakers at the opening and Tour conferences.

Interviewees saw a clear relationship between the emphasis on active citizenship in Italian policy and the specific mention in the NCB programme of the dialogue with citizens and citizens' participation and rights.

### Effectiveness and efficiency

Communication Campaign	
Date	<i>July 11-14, 2011</i>
Activities	<i>Tour – logistics and content, EU corner; use of European slogan and logo;, ec.europa.eu/volunteering website reporting; media coverage<sup>43</sup></i>
Interviewees' profile	<i>See context section</i>

1. Effectiveness of the Communication Campaign in achieving its objectives – i.e. fostered the visibility of the multiple dimension of volunteering and exchange of good practice; enhanced the

<sup>42</sup> Financed as part of the flanking communication campaign of EYV 2011 and co-financed with the CSV network, and not directly under the NCB's national programme, but seen by the NCB as complementary.

<sup>43</sup> Clippings collected by ICWE were not available at the time of writing.

## role of European Volunteers; disseminated innovative knowledge (outputs and results of the Communication Campaign compared to objectives).

The feedback note on the Tour stop in Italy (see Annex) provides additional information for assessing the effectiveness of this key plank of the Communication campaign. It is relevant to note that the content of the Tour took two forms – four days of conferences and some ten stands for volunteering organisations, and an EU corner. The audience was made up at least 95% (and probably more) of people linked to entities or associations involved in the Tour, either with a presenter or an association with a stand.

The findings below suggest that the approach to the Tour and associated content and tools – with the exception of the [europa.eu/volunteering](http://europa.eu/volunteering) website and the Relay – was effective in providing visibility for the multiple dimension of volunteering and in contributing to an exchange of good practice and dissemination of knowledge of innovative approaches within the volunteering community at national level, but not in fostering a European dimension.

### 2. Effectiveness in reaching target audience

European communication campaigns generally only reach out to multipliers in order to be cost-effective. The Tour is rather different, since it was conceived with a view to attracting the general public in addition to the multipliers from the volunteering community. As explained in the feedback note on the Tour, however, the NCB concentrated on the multiplier effect, given the fact that the Tour was in Rome during the summer holiday period and not in a location that attracts passing foot traffic.

In terms of reaching policy makers and the volunteer sector, this approach was judged to have been effective, since a wide number of institutions (government and non-governmental, including academics) were represented on the platform and interviewees were in a number of cases attending specifically to update themselves on policy for their own organisations, or from the CSVnet network with the specific mandate of reporting back to the associations for which they provide services. However, some interviewees felt that the range of speakers was too narrow, and that not enough space had been left to open up debate to any potentially controversial or divisive issues.

This approach was complemented with the organisation of cultural events in more central locations in the evenings – film, dance and concerts. These attracted large audiences of young people.

[europa.eu/volunteering](http://europa.eu/volunteering) is also a tool to reach the target audiences, but was not widely known to interviewees, some of whom were confused by the plethora of websites, including the better known portal of the EYV 2011 Alliance (which may be better known because the CSVnet network has a close relationship with the EYV 2011 Alliance), [www.destinazioneeuropa.eu](http://www.destinazioneeuropa.eu), and [www.voluntarioineuropa.eu](http://www.voluntarioineuropa.eu).

At the time of the interviews, it was too soon to obtain views on effectiveness of this tool in relation to Italy, but we note that only two news items were placed on the site about the Tour, one at the beginning and one at the end – both institutional in nature and both in English. However, the site is reaching an audience in Italy as it was the third highest country of usage in August 2011, had the highest rate of new visitors, and the Italian home page had the fifth highest number of page views.

The Relay handover was part of the opening session, but in an understated way. There is no Relay coverage as yet. This is consistent with the contractual obligation of the Relay reporter. We were unable to collect views on how this will affect effectiveness, but it does appear to breach the spirit if not the letter of the Relay process. Awareness of the Relay process was too low among the interviewees for them to express a view of the Relays.

### 3. Visibility of the activities

In terms of the visibility of the multiple dimensions of volunteering, the conference format clearly did achieve this visibility in the absolute, with nearly 100 speakers, taking decision makers and associations, together. A number of the associations presented innovative approaches.

We have not carried out a geographical analysis, but are aware that the geographic spread from across Italy of the associations was wide. The possibility of participating in the Tour was clearly a motivation for many associations, though some were also frustrated by then only have a ten-minute slot with no opportunity for Q&A. Nevertheless, most interviewees nevertheless felt this would lead to exchange of practice through the dissemination and networking effect of the event. A minority felt that this effect was overstated because the presentations came from 'the usual suspects'.

We are anticipating that when the clippings on the media coverage of the Tour as such are available, the visibility will be found to have been limited as no journalists appear to have attended the main event<sup>44</sup>. The Minister was to have attended the closing event, which would have generated press coverage, but cancelled at the last minute. Press interest in the evening cultural events may have been greater, but this data is not yet available.

### 4. Effectiveness of the implementation

The Tour was held in a refurbished building several centuries old close to San Giovanni in Laterano, and well equipped with modern screens and recording equipment to relay presentations to the middle and back of the room. This building was a compromise choice in order to combine the concept of a central location and the logistics of the Tour. The other central location which had been envisaged was the main railway station (Termini), but this posed too many logistical challenges despite the potential advantages in reaching out to the general public.

The room used was divided ca. 1/5-1/5-3/5 into (i) an entrance area, where there was a small EU stand staffed by someone from a Europe Direct financed by the Representation and distributing general material on the EU, roll-ups about the EU and volunteering, and other panels about the EU years; (ii) an area where around a dozen associations could meet participants and distribute material; some of these were allocated to the same organisation each day; others alternated. (iii) a conference area with seating for around 200 with room dividers separating it from the stand area physically, but not fully in terms of acoustics. The NCB had separate stands in the courtyard with its own materials.

#### ***The constraints of the location and date***

The difficulties over agreeing a location delayed decisions on the shape of the final event and organisation of the programme. Many speakers were invited only 4-5 days, or less, before the event, so that advance publicity perforce remained limited and general. The lack of advance publicity was the subject of negative comment from a number of stakeholders, though they were not necessarily aware of the logistical complexities in the run-up to the Tour.

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<sup>44</sup> Coverage of the evening events is not included in this assessment.

The time of year also meant it was not possible to organise outside events to increase the appeal of the event, both because volunteers were not available because of summer camp activities or their own holidays and because it was too hot for outdoor activities.

The very fact that the Tour was being held during one of the hottest months of the year, when schools are on holiday – making it impossible to reach out to schools and meaning that many volunteers are either on holiday or involved in volunteer activities, notably summer camps, was the subject of a significant amount of criticism from stakeholders. The reasons why the date was chosen and could not be moved were not clear to them.

A number of those interviewed would also have wished for the event to have straddled a weekend when volunteers do not need to take time off work, and the general public might be more likely to drop in.

Holding the event over four weekdays made it possible, on the other hand, to maintain focus and attract senior officials as speakers, and could be seen as being consistent with the tailoring of the event to the limitations of the location and the date.

As the external temperature was between 35 and 38 degrees during the Tour, the heat (given the absence of air conditioning) was undoubtedly a disincentive to attend and/or remain at the conference which was at the core of the Tour in Rome.<sup>45</sup>

Surveys were not systematically distributed to and collected from participants. They appear to have been distributed only on the first day, but with non encouragement from the platform to fill them out, and no systematic collection. This affects the ability to evaluate the Tour.

Fuller detail of the logistical issues which affected implementation can be found in the feedback note in annex. It is also clear from interviews, and is reflected in the feedback note, that the choice of location and the date – and the late timing of the decision on the location, which flow-on effects for the ability to print materials (including those which are part of the communication toolbox) and finalise the programme, affected the effectiveness of the implementation

##### 5. Efficiency of the tools used to reach the communication campaign's objectives

In terms of logistics and the communication tools associated with the Communication Campaign as a whole – the slogan, the logo, interviewees felt and desk research shows that the slogan and the logo have been widely used, and were well known to interviewees, and therefore they were felt to have increased the visibility of the year – at low cost, since the sunk cost is low and upfront. The variation on the 'Make the difference' slogan was felt to have been an effective modification of the original which conveys the message more effectively in an Italian context.

Use of the logo requires permission from the NCB, a measure felt necessary in order to prevent abuse, but which is not regarded as onerous. Nor is there any monitoring of failure to obtain permission. However, one interviewee playing a significant role in the sector had been deterred by the need to go through this process.

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<sup>45</sup> Paper fans would have been a highly successful giveaway!

The posters were inevitably available late because of the timing of the decision on the location, and this affected the ability to distribute them, and therefore the efficiency of this tool.<sup>46</sup>

## 6. European added-value

A number of interviewees came to the Tour event in the expectation of – and felt that the effectiveness would have been significantly greater had there been – more ‘European content’ in the presentations, in the attendance, and in the material available, e.g. about the European Voluntary Service and EU policy on volunteering and citizenship.

### NCB – National programme

#### 1. Effectiveness of the activities carried out by the NCB to achieve their objectives

The NCB programme for Italy is couched in very general terms, and the list of conferences – the main element for achieving the objectives – appears to have been intended to be indicative. No detail is provided of the extent to which the NCB is financing or co-financing these. There is at this point no reporting known to us of the extent to which these have taken place (though a Google search suggests that of the six which are listed up to July 2011, four took place), and how and whether there is any monitoring of the outcomes<sup>47</sup>. The perception is that the main effort has been put so far into the Giro d’Italia initiative, and that this achieved its objectives, and the opening conference.

The NCB programme mentioned the website [www.destinazioneeuropa.eu](http://www.destinazioneeuropa.eu) as the main online channel of communication and an integral part of the official programme. This website was set up by the CSVnet in 1997 with co-financing from the EU Representation in Rome and has been self-funded since then, but is receiving co-financing under the NCB Programme in 2011. It is indeed serving as the main channel for online information. Desk research suggests it is providing the main functionalities promised, i.e. news and documents, and a calendar of events. Interviews suggest that it has become a recognised channel for EYV2011 information.

The companion site, [www.givingatlas.eu](http://www.givingatlas.eu), which is also part of the programme, has been online since July 2011.<sup>48</sup> It is also run by CSVnet.

A number of framework agreements on working together were concluded between the NCB and other government departments. This led to some departments taking communication initiatives, e.g. publication of special leaflets. However, the balance of opinion among those interviewed was that the implementation of these had remained largely theoretical – to the detriment of a coordinated cross-institutional approach to EYV2011. One such institution organised an event in connection with the year, which it would not have organised had it been able to be more proactively involved with the implementation of the NCB programme, so synergistic effects were underexploited.

#### 2. Appropriateness of the activities carried out by the NCB to the national context

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<sup>46</sup> While the interview in which this would mainly have been discussed was cancelled at the last minute and the issue has been set aside for the follow-up, we believe this finding to be robust.

<sup>47</sup> This will be covered in the follow-up interviews.

<sup>48</sup> No target date is given in the NCB Programme.

As indicated in relation to relevance, conferences are considered to be appropriate to the national context and an appropriate means of exchange experience, disseminating information, networking and a means for the volunteering community to obtain access to policymakers and participate in the policy debate.

Apart from the conference associated with the Tour, interviewees generally had detailed knowledge only of the Venice opening conference. Their views were similar to those expressed in relation to the Tour<sup>49</sup>, i.e. it was not sufficiently participative, even in the Italian context where participative approaches to conference are relatively new. It was also felt that an opportunity had been missed to disseminate the results of the workshops, and use them as a basis for further work.

Interviewees agreed that a website is an effective means of communicating, whether to the volunteering community or to the general public. They regarded [www.destinazioneeuropa.eu](http://www.destinazioneeuropa.eu) positively, though in practice, many interviewees use their local CSVnet websites to obtain information. However, these combine information from the central portal with local information. The (limited number of) interviewees from associations outside this network did not, on the other hand, know how to access information about EYV 2011 relevant to them, i.e. in Italian and with an Italian focus.

### 3. Effectiveness in reaching target audience

Policy makers were reached according to interviewees through preparatory meetings and framework agreements, subject to the provisos about implementation suggested above.

The volunteering community has also been reached quite effectively based on interviews with those who attended the tour, and desk research, including print publications available during the tour and online searches. There is a proviso, however, that the effectiveness may not have been as greater in relation to members of the volunteering community not hooked into the CSVnet network (which is a significant majority as described in the context section) or who have not received funding for an innovative scheme from the Ministry (the other group to whom information on the Tour conference was specifically targeted).

The communication campaign is the main means of reaching the general public, and young people in particular, both through the Giro d'Italia and several types of media presence. The latter included the most widely read free newspapers in Rome, which are seen as being not only cost-effective in their own right, but as a means of reaching those to whom the volunteer community reaches out (rather than potential additional volunteers). Indicators are due to become available subsequently which will measure the extent to which the information disseminated was read, seen or heard.

### 4. Visibility of the activities

A search of google.it, and some media coverage made available by the NCB, suggests that there was useful local coverage of the campaign associated with the Giro d'Italia, in print, radio and TV, and including in the local editions of national newspapers. Most of the coverage, however, appears to be through associations, in particular, CSVnet. Data on media coverage of the event show that more than 1,200,000 people visited the village (either at the beginning or at the end of the stop). The demographic

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<sup>49</sup> These views come in part, but no means in every case, from the same interviewees.



profile of the visitors shows that they belong to all age segments (from 15 to over 64), with a slight prevalence of those in the 15-24 age range. The sponsors' village experience was perceived as extremely positive by the visitors, and the EYV 2011 stand had about 118,00 direct contacts. In addition, the event had broad media coverage; in 2011, more than 585 hours of TV were broadcast on the Giro. The media coverage acted as a multiplier for sponsors' visibility.

No information is available to us from the media tracking channels available for this evaluation on the visibility of other activities.

#### 5. Effectiveness of the implementation

As indicated above, the extent to which conferences were actually organised as planned will be considered in a future report.

The communication campaign has so far been carried out on schedule on the basis of the evidence available to us.

The framework agreement was implemented in advance of EYV 2011.

Consequently, the evidence so far is that the implementation – in purely practical terms – has been effective.

#### 6. Adequacy of the tools used to reach the objectives of the strand

A total budget of around €0.10 per head of population for a campaign designed to reach citizens is very low, as interviewees repeatedly stressed. Consequently, the adequacy of the tools must be seen in context. The re-use of the tools from 2010, though criticised by some for not bringing a fresh approach, makes sense from the perspective of efficiency. Cost considerations (and the reduced rates that the Italian government enjoys with certain media) were also taken into account in designing the communication campaign, as was maximisation of certain channels.

The objectives of the NCB programme are wide and ambitious, and interviewees expected the programme to make a contribution to objectives, such as collaboration and greater involvement of you, but felt that the resources available would make it difficult to achieve structured outcomes. On the other hand, they stressed the extent to which there are very large numbers of grassroots activities – as desk research confirms - which will contribute significantly to providing recognition for volunteering and increasing active citizenship that it is beyond the scope of the NCB programme to cover, but which need to be taken into account in the overall assessment.

They did not see any relationship between the activities of the year and the major obstacle to volunteering emerging from the interviews, i.e. the administrative burden, even though reducing this is a stated objective in the NCB programme. Interviewees from associations saw this as a more serious obstacle than replacement of retiring volunteers with a younger generation.

#### 7. European added-value

Interviewees rarely had an overview of all the activities of EYV2011, but from their limited perspective, they in a significant number of cases felt that the activities were not as effective as they could have been in fostering cross-border exchange of experience.

1. Opinion of participants on their future involvement in volunteering actions thanks to their participation in the EYV activities (for each strand)

Perceptions must be interpreted in the light of the fact that all the interviewees were already volunteers. The EYV2011 activities observed did not affect their attitude to remaining volunteers.

2. Expectations of stakeholders that good practices developed during the EYV will be applied by actors in the field after 2011

Interviewees pointed out that a Volunteering Charter concluded in 2009 between four key umbrella organisations with the support of policy makers would not in their view have happened had there not been an EYV in preparation at that stage, and that this will be of lasting benefit to the volunteering community<sup>50</sup>.

Interviewees all agreed that the benefits of EYV2011 would continue beyond the end of the year. There were not certain how significant or lasting the effect would be, particularly as they felt that one of the weaknesses so far had been a structured approach to dissemination and exchange of good practice, not just cross-border but nationally as well. The two closing conferences (one in Genoa on January 22, 2012, and the other in Messina on January 27, 2012) were b an opportunity to pull some of the threads together.

3. Feedback from target groups demonstrating that activities and results of the EYV 2011 have been properly disseminated

Members of the volunteering community felt that so far information on activities had been well disseminated, but that there had at what was a relatively early stage so far been little dissemination of results.

A collection of the best practices developed between 2006 and 2011 is to be published, with a strong focus on themes and experiences linked to volunteering.

In addition, a number of framework agreements between the public administrations and volunteering organisations have been signed already, giving the latter stability in planning their efforts and resources. Additional projects have started with private companies on the topic of legality.

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<sup>50</sup> [http://www.csvnet.it/usr\\_view.php/ID=4693](http://www.csvnet.it/usr_view.php/ID=4693)

### 3.3. Denmark

#### Introduction to national context

Volunteering is a well-represented sector and indeed a well documented subject matter in Denmark, with several umbrella organisations representing the sector at national level, including the Frivilligt Forum (interviewed in their capacity of project leader), and several consulting bodies to the Ministry of Social Affairs, including the Center for frivilligt socialt arbejde (who organised the Tour) and Frivilligrådet, which we both interviewed.

Desk research and fieldwork have shown that

- Volunteering is very developed in Denmark: according to the Center for frivilligt socialt arbejde's 2010 annual report on volunteering, in 2010, more than 1.9million, i.e. 43% of the Danish population over 16 years, had engaged in voluntary work in 2010<sup>51</sup>;
- Volunteering is rooted in a long tradition of forming associations in Denmark, where a majority of people are members of several associations;
- Volunteering is well-funded, thanks to the existence of both local and national funding;
- Volunteering benefits from a strong and developed support structure, with over 50 volunteer centres and over 60 volunteer councils;
- Culture, sport, social services and humanitarian/development aid are perceived as the four most important sectors attracting volunteers;
- Despite the very high share of the Danish population involved in volunteering and the diversity of volunteering organisations, there is a perception that volunteering is a somewhat closed environment, in which some social groups, in particular immigrants ("new Danes") are less likely to participate than others. Statistics have shown a positive correlation between education level and propensity to volunteer<sup>52</sup>;
- Danish people of all age (between 16 and 66 years old) engage in volunteering. Age is not a determinant according to statistics<sup>53</sup>, even though there is a perception that young people's involvement in volunteering is less likely to be sustained over time (the case study on Denmark in the "Volunteering across Europe" reports refers to the "grab bag culture"<sup>54</sup>);
- The interest in EU funding programmes for volunteering is limited in Denmark.

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<sup>51</sup> Center for frivilligt socialt arbejde, Den frivillige sociale indsats. Årsrapport 2010 (2011)

<sup>52</sup> GHK, Study on volunteering in Europe- national report on Denmark (2010)

<sup>53</sup> Ibid.

<sup>54</sup> Spes – Centro di Servizio per il Volontariato del Lazio, Volunteering across Europe – organizations, promotion, participation in Greece, Hungary, Austria, Denmark, Cyprus (2009)

## Denmark's national action plan for EYV 2011

Denmark national work programme is mainly dedicated to events, including

- National events (the opening and closing conferences and the Tour);
- Events organised by volunteering organisations throughout the country and funded by the 'activity pool', including seminars and conferences, as well as promotional events (the Ministry's press release mentioned a concert, a race, etc.<sup>55</sup>); the full list is at: [http://www.sm.dk/Puljer/sociale-omraader/oversigt\\_fordelte\\_tilskud/Documents/Fordelte%20tilskud%20EUFRI.pdf](http://www.sm.dk/Puljer/sociale-omraader/oversigt_fordelte_tilskud/Documents/Fordelte%20tilskud%20EUFRI.pdf)
- Events organised by volunteering organisations and other organisations throughout the country to celebrate the "Volunteering Day", including open houses by volunteering organisations where the public will be offered to volunteer for a day, open house events by other organisations such as local museums, theatres, music venues, etc., Corporate Social Responsibility day by companies, volunteering events by municipalities, etc.

The work programme also foresaw the launch and running of a website dedicated to the European Year of Volunteering.

The National work programme foresaw the following time schedule

- National website – launch foreseen for November 2010
- Opening conference – scheduled in January 2011
- Attribution of grants to support activities organised by volunteering organisations to promote the EYV2011
- EYV Tour 2011
- Volunteering day – held on the last Friday in September, and to be held on the last Friday in September every year in future (see main report);
- Closing event on November 15.

The total cost of the NCB work programme was estimated to €482,000, of which the EU contributed 20%.

## Description of the methodological approach

The fieldwork in Denmark took place in Copenhagen for three and a half day during the Copenhagen Tour stop from which two and a half days was spent on the Tour. These days allowed the evaluation team to observe the activities organised as part of the Tour, i.e. the market place consisting in approximately twenty stands staffed by volunteering organisations, the opening event and other side events organised on Axelortv square in Copenhagen<sup>56</sup>.

Invitations to take part in interviews and/or focus groups were sent ahead of the Tour to 17 volunteering organisations suggested by the NCB, as well as to one of the Ambassadors of the EYV2011 in Denmark,

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<sup>55</sup> <http://www.frivillighed2011.dk/Aktuelt/sider/visartikel.aspx?q=22>

<sup>56</sup> Our observations are described in the Feedback note on the Tour stop in Copenhagen.

the two relays present at the opening ceremony of the Tour and the Permanent EU Representation.

As the Commission is aware, the evaluation team requested contact details mid-June and received them a month later. As most people contacted were away in July, most of the interviews and all the focus groups had to be arranged on the spot. This is the reason why the focus groups with young volunteers and with representatives of volunteering organisations gathered less people than originally foreseen, and the reason why no focus group with senior volunteers could be held. The evaluation team was nonetheless able to speak to a variety of stakeholders and volunteering organisations, including volunteering organisations from the social, youth, cultural and humanitarian sector.

#### **Face-to-face interviews:**

A total of 10 interviews were carried out with:

- The Danish Ministry of Social Affairs, which is also the National Coordinating Body;
- The Centre for frivilligt socialt arbejde, who assisted the NCB with the organisation of the Tour;
- Four other volunteering organisations: SAND, the national organisation of homeless people in Denmark (SAND De Hjemløses landsorganisation); the European Movement in Denmark (Europabevægelsen); the national association of cultural councils in Denmark (Kulturelle samråd i Danmark); the National organisation of volunteer centres;
- The Italian and Danish Relay journalists;
- An Ambassador of the European Year in Denmark (Musa Kekec);
- The European Permanent Representation.

#### **On-the-spot interviews/Focus groups:**

In addition, two focus groups were held:

- One focus group with four representatives of volunteering organisations;
- A second focus group with three young volunteers.

Several on-the-spot interviews were also carried out. This is less than originally foreseen due to the limited number of visitors, the relatively short time span of the Tour stop, and the fact that we had to spend time setting up interviews that could not be arranged ahead of the fieldwork.

#### **Desk Research:**

Desk research was mainly based on the following sources:

- The Danish NCB work programme;
- The Annex I of the Flagship Projects' grant agreement;
- The three reports on volunteering in Denmark cited in the above context sub-section;
- The website of organisations present at the Tour and the [ec.europa.eu/volunteering](http://ec.europa.eu/volunteering) website.

### 3.3.1.1. Findings

#### Relevance

#### 1. Correspondence between the needs of target audiences<sup>57</sup> and the objectives of the EYV 2011

The Council Decision set out the following four overriding objectives for the Year:

- Work towards an enabling environment for volunteering in the EU
- Empower organisers of voluntary activities to improve the quality of volunteering activities
- Recognise voluntary activities
- Raise awareness of the value and importance of volunteering

As mentioned in the introduction to the national context, a large share of the Danish population is involved in volunteering (43%). Nonetheless, **raising awareness**<sup>57</sup> was perceived as a relevant objective by stakeholders, who stressed the need to promote volunteering among social groups that do not usually volunteer, in particular new Danes. In order to reach out and potentially recruit new volunteers in wider circles, stakeholders felt that greater promotion was needed, including through communication (traditional media, internet and social media) and through the setting up of events and especially events at local level.

Stakeholders found that the labelling of the year 2011 as the European Year of Volunteering was indeed a very good occasion to mention volunteering in the media and to organise events in reference to the EYV2011. This opportunity had already been sized by a variety of organisations all over the country.

The existence of the European Year of Volunteering was also found to be a good opportunity for individual organisations to promote what they do, which also corresponds to a need identified by stakeholders: as one focus group participant put it “organisations are good at what they do but tend to be less skilled at demonstrating their value externally”.

The objective to **empower organisers of voluntary activities in order to improve the quality of volunteering activities** could appear as less relevant as the volunteering “infrastructure” is very developed in Denmark, where the numerous volunteer centres play an important role in supporting volunteering.

However, stakeholders found that the focus on volunteering created by the European Year was potentially a good opportunity for volunteering organisations to exchange ideas and good practices, and to reflect upon their own activities and on how to improve them, for example in seminars, workshops, conferences, etc.

In accordance with the needs described above, particular subjects of interest to volunteering organisations include discussions on how to improve volunteering organisations’ communication, how to attract and retain volunteers, how to reach out social groups that do not usually volunteers, in particular “new” Danes, etc. Another subject matter that many volunteering organisations were keen to discuss was

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<sup>57</sup> When not specified elsewhere, we refer to volunteers, organisations active in the field of volunteering, policy makers, citizens, and media.

the role of volunteering in the field of social services, as the idea that volunteering could be used to compensate for cutback in welfare services provided by public authorities is currently a big issue of debate in Denmark.

The desire of many organisations (volunteering organisations as well as other actors such as local authorities, businesses, and to some extent the media) to do something in relation to the European Year of Volunteering could also be a good opportunity for organisations to network and set up new partnerships.

The **recognition of voluntary activities** is on the political agenda in Denmark. As of the academic year 2010/2011, young people enrolled in education programmes are offered to do volunteer work after school and to obtain a certificate for their participation. However, recognition was not seen as an important need by stakeholders who found that the drive to volunteers usually comes from other motivations than recognition. In addition, it was not thought as an issue to which the European Year could contribute.

**Working toward an enabling environment for volunteering** is the objective of the national civil society strategy (see next sub-section). There are legal and political barriers to volunteering that are not being addressed by the national strategy so far<sup>58</sup>. However, this was not thought as an issue to which the European Year could contribute.

## 2. Correspondence between the objectives and the policy agenda at national levels

The Danish government has adopted a civil society strategy in 2010. As a result of this national strategy, there has been a lot of focus around volunteering and active citizenship in Denmark since 2010, not only at national level but also at local level as many municipalities have been keen to adopt their own local strategy for the development of volunteering. A new legal provision that requires businesses to report on their Corporate Social Responsibility activities in their annual report has also been an incentive for business to develop and/or support volunteering programmes. Nordisk, IBM, Microsoft and Scania are example of large companies that have recently involved in supporting volunteering.

The European Year of Volunteering has taken place at a very favourable time to reinforce this focus even further and to put into a wider perspective. Based on this observation, stakeholders' feedback indicates a very good synergy between the policy agenda at national level and the European Year.

## 3. Appropriateness of the messages

Volunteers and stakeholders had not heard the messages beforehand. When asked about them, they found that the "Volunteer! Make a difference" slogan was appropriate and liked the "Thank you" message and the "Extraordinary stories from ordinary people" message. However, volunteers and other stakeholders would have liked the messages to put a greater focus on the benefits to be gained from volunteering as they see volunteering as a source of personal fulfilment and in particular as a way to have fun, to spend enjoyable moments, to meet new people and develop social relationships based on solidarity. These dimensions of personal fulfilment and social interaction should be more prominent while

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<sup>58</sup> For example there are limitations on the opportunities for unemployed people to volunteer, in the form of a maximum number of volunteering hours associated with the granting of unemployment benefits.

the current messages are perceived as being too much focused on recruiting new volunteers, and on individual volunteers, although volunteering is often based on a collective decision to do something together.

According to stakeholders' feedback, the messages could have been more diverse in order to reach out different target groups and could be more provocative.

4. Appropriateness of the activities to the needs identified and to the national context (cultural and social context)

As described above, stakeholders' expectations as to how the EYV2011 could be useful to them mainly had to do with the opportunity to

- foster the visibility of volunteering initiatives;
- debate, exchange ideas and best practices;
- network and develop new partnerships.

To serve these purposes, stakeholders very much appreciated the opportunity to receive funding for their own events and promotional activities, be it via the Flagship Project initiative at EU level or via the NCB "funding pool" for volunteering organisations at national level. The bottom-up and the local dimensions were seen as very appropriate to the national context. Even though the level of funding made available was regarded as low (especially with regards to the cost of producing promotional material), the availability of some funding and the labelling of 2011 as the Year of Volunteering created an opportunity to find other sources of funding.

On the other hand, some stakeholders found that the European communication campaign should have been smaller, as they found it more valuable to concentrate on the local and national dimensions in order to reach out to the public. Although there is an interest from volunteers in hearing about experiences from other European countries, the EU as such is not a very good selling argument in Denmark and a campaign perceived as an "institutional" campaign by the EU is not likely to raise very much interest. It tends to be perceived as a public relation exercise which is lacking substance. The concept of a roadshow and a "market place" consisting of stands seemed somewhat outdated and unimpressive compared to the kind of events usually held in Denmark.

5. Cooperation/complementarity across activities

Little endeavour was made to use the EYV 2011 as an opportunity to promote relevant EU funding programmes and policies. Interest in EU programmes is reportedly limited in Denmark, as shown by the small number of applications to the Youth in Action programme for example.

## Effectiveness and efficiency

### Communication Campaign

1. Effectiveness of the Communication Campaign in achieving its objectives – i.e. fostered the visibility of the multiple dimensions of volunteering and exchange of good practice; enhanced the



role of European Volunteers; disseminated innovative knowledge (outputs and results of the Communication Campaign compared to objectives).

In terms of **fostering the visibility of the multiple dimensions of volunteering**, our findings below show that the volunteering organisations that had taken part in the Tour were regarded by stakeholders as representative of the most important volunteering sectors (including the cultural, sport, social and humanitarian/development sectors), even though a number of interviewees expected more such volunteering organisations to attend. However the visibility of the Tour was limited and the stand/market place format provided little opportunities for volunteering organisations to show what they are doing in a concrete way. The Tour, whereby the setting up of a “market place” is reproduced in all EU countries, was regarded as bringing limited added value in terms of illustrating the diversity of volunteering. Many expressed scepticism regarding the idea of using stands to promote volunteering organisations: they found that much more creativity and dynamism were needed to attract visitors and make a lasting impression on them, while the concept of the “market place” was deemed too static. Interviewees found that the concept of the Tour was too restrictive and did not give enough space to the creativity of national associations. As a result of not being busy with visitors most of the times, people who had come to staff stands had the chance to network with other organisations, which they appreciated. Opportunities to **exchange best practices and to disseminate innovative knowledge** could have been better exploited by organising workshops or debates. As mentioned in the relevance section of this case study, interviews and focus groups showed that there was a lot of interest on the part of stakeholders in using the European Year as an opportunity to step back and reflect upon volunteering and upon their own activities.

2. Effectiveness in reaching target audience

In comparison with other events included on the national work programme, the promotion of the **Tour stop** was much smaller in scale. The promotion of the Tour mainly consisted in disseminating the invitation to volunteering organisations in order to encourage them to participate and have a stand at the Tour stop (e.g. national umbrella organisations that are members of the EYV2011 “reference group” liaised with their member organisations, invitation to hold a stand was disseminated via newsletters sent to volunteering organisations, etc.). Bearing in mind the tight timeline and the constraints of the date, stakeholders’ feedback indicates that the participation of volunteering organisations in the event was fairly representative of the diversity of volunteering in Denmark, even if a number of interviewees expected more such volunteering organisations to attend. In particular, the cultural, sport, social and humanitarian/development sectors, which interviewees described as the most popular volunteering sectors in Denmark, were represented. NGOs dedicated to the integration of migrants and the Scouts were seen as missing.

As for policy-makers, they were not a target audience of the event as such, as the Tour was obviously not meant to be visible at political level. Nonetheless, the participation of the Minister for Social Affairs in the opening ceremony showed that the Ministry of Social Affairs was sponsoring the event.

Businesses were not a target audience either. To our knowledge, none of the stands focused on corporate volunteering programmes.

The promotion of the event toward volunteers was very limited, according to stakeholders’ feedback. A number of organisations reported that they had received information much too late to advertise the Tour stop throughout their network, especially as most people are away during summer months.

For the same reasons, promotion toward the larger public via media, social media and what's on guides ahead of the event was negligible, according to interviewees' feedback. The location of the Tour in Axeltovej square, which is relatively central and which stands in between two highly frequented roads, provided opportunities to attract people, although not so many passers-by would usually walk across or hang around the square itself. The outdoor activities did retain handfuls of members of the general public (including some tourists), although the number of people stopping by never seemed to exceed the number of organisers and people staffing stands (who were less than 50). The set-up of the tent (described in greater detail below and in the feedback note) made it difficult to attract people inside the marquee, as there was little incentive to go and see what was going on inside. As a result only a small number of members of the public entered the tent every day. Interviewees and focus group participants felt that the Tour could have attracted and retained more passers-by if it had taken place in a more attractive spot, where people are likely not only to pass-by but to spend some enjoyable time and to hang around for a little while, for instance an area with opportunities to shop or spend time in cafés. Such an atmosphere could also have been created for the purpose of the Tour, for example by organising (more) animations, selling snacks and drinks and/or other items.

The effectiveness of the [europa.eu/volunteering website](http://europa.eu/volunteering) to reach out to target audience appears to be limited as volunteers or volunteering organisations that had come across it did not make further use of it. Desk research shows that none of the volunteering organisations present at the Tour had advertised the link to the European website on their own website and that the website would not appear. In addition, interviewees stated that the European website would not appear in Google when searching for "European Year of volunteering" in Danish. Hence the likelihood that the website could reach the general public was small.

### 3. Visibility of the activities

The media coverage of the **Tour** was reportedly very limited. The national TV had at some point envisaged to attend the Tour and broadcast a short video report in the evening programme (together with the weather forecast), but called off a few weeks before the Tour.

The **set up and signage of the Tour** were described in the feedback note on the Copenhagen Tour stop. The Tour mainly took the form of a "market place" placed under a marquee that was about half the size of the Tour Tent used in Paris and Brussels. Stands that could not be accommodated under the marquee were placed outside on Axeltovej Square, where some events and activities were also taking place.

The stands that were placed outside benefited from greater visibility than those under the marquee, as the marquee looked a bit crowded and, more importantly, its apertures were not wide enough to make the venue appealing from the outside, and there was little incentive to go and see what was going on inside the tent. It was possible to hold stands and activities outside because the weather conditions were favourable. However, it would have been problematic otherwise.

The outside signage of the European Year consisted of one banner above the front entrance of the marquee, complemented by half a dozen additional posters placed on the tent and on buildings surrounding the square (mainly A3 posters of the European Year and several A4 posters displaying the programme of the Tour stop). The truck could not be brought onto the square or close-by for logistical and administrative reasons (in order to obtain permits, the organisers would have needed to find a solution to distribute the truck's weight in order to preserve the cobblestone pavement). The visibility of the European Year signage was probably insufficient for passers-by to make an association between the outside activities and the European Year of Volunteering.

The visibility of the **europa.eu/volunteering website** also appeared to be limited, in the absence of referencing by the websites of the main volunteering organisations Denmark and in the absence of occurrence in Google when searching for “European Year of volunteering” in Danish.

As of 2<sup>nd</sup> September 2011, two short video clips on Denmark were posted on the europa.eu/volunteering website by the Danish **Relay** journalist (the reports by the Italian relay were not on the website yet), and two additional videos on volunteering in Denmark could be found on You Tube. These videos had not been handed out to national or local media as the quality of the video camera provided to the Relays to produce these short video clips was not sufficient to do so. The video clips would need greater visibility. At the moment for example the short movies by the Danish relay are only available in Danish.

#### 4. Effectiveness of the implementation

In comparison with other events included on the national work programme, the **Tour stop** was considered by various stakeholders involved in the organisation of the European Year of Volunteering in Denmark as a rather small event. The Tour had to take place in August, which is a difficult time for holding such an event, as the great majority of Danes are away on vacation in July and early August, and students and pupils were only going back to school the week after.

In May, the NCB tasked the Centre for Frivilligt Socialt Arbejde with the organisation of the Copenhagen Tour stop. The organisation of the event mainly involved finding a venue, obtaining administrative authorisations and permits, renting the tent<sup>59</sup>, inviting volunteering organisations to hold a stand at the Tour stop or to participate in any other way. The organisation of the event took shape rather late in the opinion of stakeholders. The venue was found in June and the programme was finalised in July. The late availability of key information such as the location and programme limited the opportunities to promote the event beforehand.

#### 5. Efficiency of the tools used to reach the communication campaign’s objectives

Volunteers had a positive opinion about the **visual identity of the Tour**, which they found colourful and, in their own words “fresher than [the material used for] other EU campaigns”. In particular the orange T-shirts and cloth bags were popular giveaways during the Tour stop.

For promotional purposes, volunteering organisations would have needed to be provided earlier ahead with **the programme and the press release of the Tour** in order to disseminate them across their network of members, contacts and friends. The programme was only made available the week before on the europa.eu/volunteering website and the press release was put online on Friday, while the event was starting on Monday.

In relation to the Tour but not only, interviewees thought they would have made greater use of the **europa.eu/volunteering website** if it was better linked to national sources of information. On the other hand they found the website somewhat overcrowded with information.

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<sup>59</sup> It was not foreseen that the Tour Tent provided by P.A.U. Education would be used in Denmark; therefore the NCB had to rent another, smaller tent.

A number of organisations reported to have used the EYV2011 **logo**, e.g. for presentations, brochures or newsletters.

#### 6. European added-value

The European dimension was not prominent during the **Tour**. There was a European presence through the participation of the Permanent EU Representation in the opening event and in the market place, as well as a second “European” stand by the European movement in Denmark. Two Danish volunteers who had done the European Voluntary Service attended the Permanent EU Representation’s stand for a few hours on the last day of the Tour. However, in the absence of publicity around it, the impact in terms of promotion of European programmes supporting volunteering was bound to be limited. A number of interviewees found that it was not necessary to have a greater EU dimension, at least as far as the visual identity is concerned. Some stakeholders nonetheless found that greater connections could have been made with the European volunteering community and that it could have been interesting to hear about volunteering experiences in other European countries. For example, several interviewees liked the idea of the **Relay**, whereby volunteering in one country is seen through the eyes of a journalist from another country. They found that the Relay could have been better showcased in the opening ceremony if it had been given more substance, in addition to the handover of the video camera.

The **europa.eu/volunteering website** has brought little European added-value so far as it is not being very much used. Interviewees found that the **Relays** could potentially bring an interesting European perspective by showing volunteering in one country through the eye of a journalist from another country.

### NCB – National programme

#### 1. Effectiveness of the activities carried out by the NCB to achieve their objectives

As of 4 August 2011, the following activities had taken place:

- The national website <http://www.frivillighed2011.dk> was up and running since December 2010;
- The opening conference had taken place on the 28 January 2011;
- In February 2011, grants from the “activity pool” were attributed to 60 activities and events to be organised across the country<sup>60</sup>;
- The EYV Tour had taken place from 1 to 3 August<sup>61</sup>;

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<sup>60</sup> The list of activities funded by the activity pool can be found at the list can be found here: [http://www.sm.dk/Puljer/sociale-omraader/oversigt\\_fordelte\\_tilskud/Documents/Fordelte%20tilskud%20EUFRI.pdf](http://www.sm.dk/Puljer/sociale-omraader/oversigt_fordelte_tilskud/Documents/Fordelte%20tilskud%20EUFRI.pdf)

<sup>61</sup> Note that the remaining of this sub-section on effectiveness and efficiency of the “NCB” strand does not refer to the Tour, as the Tour was already assessed in the European Communication campaign section.

- The promotion of the upcoming “Frivillig Fredag” (national volunteering day) was ongoing.

In order to consult the relevant stakeholders and to support the preparation of activities, the NCB set up:

- a steering group with representatives of the Ministry of Interior and Health, the Ministry of Refugee, Immigration and Integration Affairs, the Ministry of Education and the Ministry of Culture;
- a “reference group” with representatives of civil society organisations, including umbrella organisations representing the volunteering sector (the Danish Council for Social Volunteering, the Danish Volunteering Council, the National umbrella organisation of volunteer centres), representatives of the local authorities, representatives of businesses (including IBM Denmark, Hansen PR).

## 2. Effectiveness of the implementation

Most of the EYV2011 activities were organised by members of the “reference group” or by other volunteering organisations selected to receive funding from the ‘activity pool’. The Volunteer Council (Frivilligrådet) organised the opening conference and, in coordination with other members of the “reference group”, leads the preparation of the Volunteering day. The Danish Council for Social Volunteering (Centre for Frivilligt Socialt Arbejde) organised the Copenhagen Tour stop.

Interviewees’ feedback, confirmed by desk research, indicates that the implementation of national activities has been effective so far. In particular we observe that

- the website was launched slightly later than planned but nonetheless before 2011;
- the opening ceremony was regarded by stakeholders as a great success, with 400 participants registered (for a maximum capacity of 350 people);
- the allocation of grants under the ‘activity pool’ took place early during the year (early February), potentially allowing for a good distribution of supported activities and events throughout the Year;
- the upcoming volunteering day was announced in January 2011 and was very widely promoted ever since.

## 3. Appropriateness of the activities carried out by the NCB to the national context

The work programme’s focus on events corresponds to the needs identified by the stakeholders in the steering group and “reference group” to use the European Year of Volunteering to put a focus on the issue and to provide volunteering organisations with opportunities to promote themselves, to exchange ideas and reflect upon their own activities, to network and develop new partnerships.

The organisation of most of the activities at local level and by volunteering organisations themselves was seen as an appropriate way to promote concrete volunteering initiatives, and specific opportunities to volunteer.

#### 4. Effectiveness in reaching target audience

The implementation of the national programme of activities has been effective to reach out a number of volunteering organisations, as well as other stakeholders, including policy-makers (from relevant Ministries and from local authorities), and businesses involved in volunteering via their corporate social responsibility programmes.

In particular, the setting up of a reference group made it possible to involve key Danish stakeholders in the preparation and organisation of activities, including major volunteering organisations and umbrella organisations representing the volunteering sector, local authorities and business representatives. Reportedly, the reference group had become more representative of the different sectors of volunteering as the year went along as it progressively included stakeholders that were not naturally part of the Ministry of Social Affairs' network, such as organisations from the culture or sport sector. Progressively, all the Ministries involved in the Steering Group invited their own stakeholder organisations.

The opening conference mainly targeted staff of volunteering organisations (and to lesser extent individual volunteers), as well as other stakeholders, including policy-makers/public authorities (and in particular local authorities) and the business sector. It turned out to be a popular event for those already involved in the sector (as mentioned above, 350 stakeholders attended the ceremony, and an additional 50 people registered on a waiting list) but was a rather "closed" event that was not promoted to the general public and that was not widely known among individual volunteers.

Through the financing of 60 different projects, the 'activity pool' made it possible to involve a significant number of volunteering organisations throughout the country, although some stakeholders stressed that many organisations did not know about the availability of this fund.

Almost two months prior to the Volunteering day, it was already clear that the Volunteering day would involve a large number of organisations across the country, including volunteering organisations, cultural organisations, public authorities and businesses.

However, interviewees were not convinced that the activities and promotion mentioned above would reach out to a majority of volunteers, nor indeed to the general public.

#### 5. Visibility of the activities

According to interviewees' feedback, not so many people among the general public and among volunteers know that 2011 is the European Year of volunteering. Some stakeholders recommended conducting a more systematic media campaign to promote the European Year of Volunteering. In particular, the Ambassadors of the European Year 2011 have not been very much promoted. However, the absence of such a campaign does not mean that media interest was inexistent. In fact there were a number of spontaneous references to the European Year of Volunteering in the media, but these were not necessarily sufficient to reach out the general public.

Amongst the activities foreseen by the national work programme, the Volunteering day is by far the most advertised and the most visible, thanks to a fully-fledged communication campaign dedicated to the event that had been run throughout the year (including a dedicated website and Facebook page, communication material such as numerous posters, several announcements by the Minister for Social Affairs, as well as promotion of their own event by the numerous organisations opening their doors and/or organising events on the occasion of the Volunteering day). As mentioned above, the visibility of the opening conference was much more circumscribed as the event targeted people involved in volunteering networks.

The visibility of promotional activity financed by the ‘activity pool’ was more difficult to assess in the framework of our visit, as these events were meant to be visible at the local rather than national level. Nonetheless, feedback from representatives of organisations involved in the “reference group”, as well as desk research<sup>62</sup> indicates that these promotional events were numerous and well spread over the country.

#### 6. Adequacy of the tools used to reach the objectives of the strand

The Frivillighed2011.dk website turns out to be a useful platform to centralise and relay information from volunteering organisations, especially concerning relevant events. It is simple, well structured and easy to navigate, but some interviewees would have liked to find more space for interactive content, e.g. via an embedded forum or more linkage toward social media. The website is in fact connected to a dedicated Facebook page<sup>63</sup>. However, the latter is not being very much used, with an average of two posts per month, and only a couple of posts by other users than the profile owner. In comparison, the Facebook page<sup>64</sup> dedicated to the Volunteering Day is being much more active.

#### 7. European added-value

The work programme is regarded by stakeholders involved in the organisation of the European Year as a national campaign. Beyond the participation of the then Director General of DG COMM (a Dane) at the opening conference, the European dimension of the activities and the website was very limited in terms of content.

## Sustainability

#### 1. Opinion of participants on their future involvement in volunteering actions thanks to their participation in the EYV activities

Due to the limited opportunities to interview members of the general public (the Tour did not attract many visitors), most participants interviewed were already engaged in volunteering as volunteer or as staff of a volunteering organisation and will continue their involvement, notwithstanding their participation in the EYV activities.

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<sup>62</sup> The list of supported events and activities can be found on the website of the Ministry for Social Affairs: [http://www.sm.dk/Puljer/sociale-omraader/oversigt\\_fordelte\\_tilskud/Documents/Fordelte%20tilskud%20EUFRI.pdf](http://www.sm.dk/Puljer/sociale-omraader/oversigt_fordelte_tilskud/Documents/Fordelte%20tilskud%20EUFRI.pdf)

<sup>63</sup> <http://www.facebook.com/frivillighedsaar2011#!/frivillighedsaar2011?sk=info>

<sup>64</sup> <https://www.facebook.com/pages/Frivillig-Fredag/209714809055601#!/pages/Frivillig-Fredag/209714809055601?sk=info>

2. Expectations of stakeholders that good practices developed during the EYV will be applied by actors in the field after 2011

At least one of the activities of the national work plan will continue after 2011: the Volunteering Day. Based on the British and Dutch examples, the national volunteering day in Denmark was initiated as a new initiative that is going to be repeated every year on the last Friday of September.

Beyond this specific initiative, stakeholders thought that the focus on volunteering that was being fostered in 2011 would remain for some time after the 2011 Year of Volunteering ends.

In addition, they thought that the contacts that had been established among authorities and civil society organisations across different sectors, and the flow of information among them, would continue after 2011.

3. Feedback from target groups demonstrating that activities and results of the EYV 2011 have been properly disseminated

Feedback from interviewees indicated that many volunteers and volunteering organisations had heard about the Volunteering day, but not necessarily about the opening conference, nor about the availability of funding under the 'activity pool'.

Feedback regarding the dissemination of results will be requested on the occasion of the follow-up exercise which is due to take place three months after the initial fieldwork.



## 3.4. Poland

### Introduction to national context

Desk research and fieldwork have shown that:

- The share of the population that engages in volunteering activities is relatively low compared to the EU average (12.9% as opposed to 23%<sup>65</sup>);
- A negative perception of volunteering persists in the Polish society. According to the NCB work programme, this is due to the reminiscence of the Communist past when what was called volunteering was in fact imposed by the authorities. One interviewee also stressed that cooperative values are not being emphasised in the Polish society and are, in particular, lacking in the education of young people, at school and at home. According to this interviewee, in a country that has recently embraced capitalism, “volunteers are often seen as losers who cannot find paid work”. In fact many people who actually dedicate time to “good actions” on a volunteer basis do not consider themselves or call themselves “volunteers”;
- The knowledge base on volunteering is lacking, which hinders the design of appropriate strategies. Studies exist but have been fragmented by sector and based on a narrow understanding of volunteering. Besides, the fact that many people involved in volunteering actions do not perceive themselves as volunteer makes it more difficult to take stock of and promote existing initiatives, to identify the needs of the volunteering sector and develop appropriate strategies for the promotion of volunteering;
- Many volunteering organisations need to develop their capacity and skills in particular to improve the way in which they manage volunteers. This can partly be explained by the fact that many volunteering organisations are young organisations: in 2008, polls showed that almost 40% of volunteering organisations were less than five years old<sup>66</sup>. At the moment the existing infrastructure to help them doing so is perceived as being insufficient;
- On the positive side, we find an increasing interest in volunteering by private sector companies who are keen to develop Corporate Social Responsibility strategies. We also find some interest on the part of the civil society, journalists, and to some extent politicians for volunteering as a recent societal trend.

### Poland’s national action plan for EYV 2011

In preparation of the EYV 2011, Poland has set up an “Inter-sectoral Working group for the European Year of Volunteering”, which gathered relevant stakeholders from concerned Ministries, including *inter alia* the Ministry of National Education, the Ministry of Sport, the Ministry of Culture, and from organisations involved in volunteering, such as NGOs and businesses. This working group identified three main priorities for the promotion of volunteering in Poland:

- Firstly, promoting the values of and benefits arising from volunteering in order to “make

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<sup>65</sup> According to the NCB work programme

<sup>66</sup> Maria Bal (Unit for Social Innovation and Research – Shipyard), Volunteering in Poland in SPES, Volunteering across Europe (<http://www.spes.lazio.it/volontariatoeuropa/inglese/PolandUP.pdf>)

volunteering fashionable”;

- Secondly, supporting and empowering volunteering organisations in order to improve their competence, in particular in relation to the management of volunteers;
- Thirdly, enhancing a system approach toward volunteering, by carrying out research/analysis on volunteering (in particular on certain sectors such as education, sports, culture) and using this knowledge to develop long-term policies on volunteering and include volunteering in broader strategies concerning the human and social capital, education and the labour market. Reviewing the legal provisions on volunteering is also an objective under this priority.

These priorities underpinned the definition of the National Action Plan, which has to a large extent been dedicated to communication and promotion, while also including work toward the formulation of policy recommendations and the elaboration of long-term strategies to support volunteering. In particular, the national Action Plan foresees financing for the following activities:

- A communication campaign to promote the European Year of Volunteering in Poland throughout 2011- the communication campaign involves the participation in the organisation of European events in Warsaw, including the Tour and the closing event of the EYV2011. It also includes a national wide information campaign on the EYV2011 carried out by an external contractor, and the promotion of existing initiatives and good practices, notably in specialised media;
- NGO projects to be selected by way of a competition organised by the NCB with the objective of supporting promotional activities via campaigns in the social media, in the regions (voivodships), among older people;
- A high-level international Conference on “A Europe of active citizens: volunteering”;
- A working Group for the Preparation of a Long-term Policy for Volunteering Development in Poland (2011). A group of experts were to be entrusted with the tasks of preparing policy recommendations and initiating a comprehensive strategy for volunteering development in Poland;
- Management activities and monitoring and evaluation activities.

After the Tour stop, the following events took place:

- *Europe of active citizens: volunteering conference* held in Warsaw on September 30, 2011<sup>67</sup>
- Closing conference of the European Year of Volunteering 2011 in EU Warsaw, 1–2 December 2011

#### **Description of the methodological approach**

Fieldwork in Warsaw took place from 30 August until 2 September, coinciding with the first two days of the EYV 2011 Tour stop (1 and 2 September). It was complemented by further observation on 6 September by members of Deloitte staff in Warsaw, and by several phone calls to follow up on face-to-face interviews after the end of the Tour stop in Warsaw.

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<sup>67</sup> <http://www.erw2011.gov.pl/en/aktualnosci/europe-active-citizens-volunteering/>

The identification of interviewees and focus group participants was mainly based on suggestions by the NCB. A total of 10 interviews were carried out with:

- The Polish Ministry of Labour and Social Policy, which is also the National Coordinating Body;
- The European Commission Representation;
- The Foundation for the Development of the Education System (coordinator of the “Youth volunteering day” of the Tour on 2 September)<sup>68</sup>;
- The Red Cross (coordinator of the “Rescue services volunteering” day on 5 September)
- The Volunteer Centre (coordinator of the “Corporate volunteering day” of the Tour on 7 September);
- Fundacja Dzieci Niczyje (“Nobody’s Children Foundation”);
- Good Network Foundation (coordinator of Flagship Project);
- New Family Association (coordinator of Flagship Project);
- ENEA (large private power group involved in the “Rescue service volunteering day” on 5 September)
- The press officer of the Tour;
- Brief conversation with the Polish Relay.<sup>69</sup>

In addition, two focus groups were held

- One focus group with 11 young volunteers, members of the following organisations: Fundacji Rozwoju Wolontariatu (two volunteers), Semper Aventi (two volunteers), the Erasmus Student network (two volunteers); Robert Schuman foundation (one volunteer) and the Wiatrak foundation/Foundation Windmill (four volunteers);
- A second focus group with six senior volunteers, members of the following organisations: University of the Third Century (two volunteers), Mali Bracia Ubogich (Little Brothers of the Poor), the Polish Union of Esperanto, the Pensioners’ Association of the Targówek district, the Centre of Seniors’ Initiatives.

Thirty-five on-the-spot interviews were also carried out<sup>70</sup>.

#### **Desk Research:**

Desk research was mainly based on the following sources:

- The Polish NCB work programme;
- NCB Implementation Report on the first half of the EYV2011 (provided by the NCB);
- Volunteering in Poland report in SPES, Volunteering across Europe.

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<sup>68</sup> The Foundation for the development of the Education System coordinates EU-funded programmes in the field of education, including, Youth in Action, Lifelong Learning and the Eurodesk, among others.

<sup>69</sup> The Irish Relay cancelled the appointment in Warsaw and later on the appointment for a phone interview; the Polish Relay could only hold a short conversation as he was about to leave to Finland – as he had only just started as a Relay, a longer interview was not deemed necessary.

<sup>70</sup> On-the-spot interviews were carried out on 1 September (7 interviews), 2 September (12 interviews) and 6 September (16 interviews).

### 3.4.1.1. Findings

#### Relevance

#### 1. Correspondence between the needs of target audiences<sup>71</sup> and the objectives of the EYV 2011

The Council Decision set out the following four overriding objectives for the Year:

- Work towards an enabling environment for volunteering in the EU
- Empower organisers of voluntary activities to improve the quality of volunteering activities
- Recognise voluntary activities
- Raise awareness of the value and importance of volunteering

As far as Poland is concerned, as described in the above introduction to the national context, raising awareness is viewed as the most important prerequisite to the development of the volunteering sector. In particular there is a need to enhance the social recognition of the value and benefits generated by volunteering activities in order to make volunteering more popular and appealing, especially among young people. Awareness-raising would also mean getting people who actually volunteer already to identify themselves as volunteers, and making opportunities to volunteer better known among people who are not yet involved in volunteering activities but might be potentially interested.

Improving the quality of volunteering activities is the second big challenge that the volunteering sector faces in Poland. This particularly applies to the management of volunteers, as confirmed by the participants of the focus group with young volunteers. According to them, volunteering organisations tend to be entirely focused on their own project goals and to pay insufficient attention to the personal development of volunteers.

Poland needs to work to develop an enabling environment by designing policy strategies to develop volunteering. As pointed out above, further cross-sectoral research and analysis is a prerequisite to the development of such policies. As for the legal framework, the Act of 24 April 2003 on Public Benefit and Volunteer Work provides such a framework and appears to be favourable to volunteering. It has created positive legal incentives to encourage volunteering, for instance by means of tax exemption, and provides volunteers with legal entitlements such as insurances, cost reimbursement, adequate health and safety conditions. Nonetheless,

#### 2. Correspondence between the objectives and the policy agenda at national levels

The objectives defined by the Council and the designation of the year 2011 as the European Year of Volunteering may have positive interaction with the national policy agenda as the NCB has stressed its intention to use this opportunity to initiate work toward the development of a national strategy to support volunteering. According to the NCB application to the European grant foreseen for the national work programme, the NCB was ready to work toward reviewing and improving the legal provisions on volunteering, developing long-term strategies to support volunteering, integrate volunteering in wider policy strategies, such as the strategy on education, employment, etc.

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<sup>71</sup> When not specified elsewhere, we refer to volunteers, organisations active in the field of volunteering, policy makers, citizens, and media.

Besides, the coincidence with the Polish Presidency of the EU offered a good opportunity to enhance the visibility of national activities related to the European Year of Volunteering 2011 and to give a European dimension to these activities.

3. Appropriateness of the messages

Most interviewees had not heard the slogan and/or messages of the EYV2011 campaign but, when asked about them, found them appropriate. Some interviewees suggested further stressing the benefits of volunteering for volunteers themselves.

4. Appropriateness of the activities to the needs identified and to the national context (cultural and social context)

The opportunity created by the European Year of Volunteering to organise promotional activities/events was perceived as particularly helpful to respond to the need of enhancing awareness, especially as the “EU label” of the EYV2011 helped raising interest, e.g. among politicians and journalists.

The existence of the EYV2011 was also an opportunity for many organisations to obtain funding for various activities and organisations, via NCB funding or via other sources, which was also perceived as very useful.

Besides, as stressed above, the NCB commitment to use the European Year to initiate work on the development of long-term policy strategies was welcomed by a number of important NGOs and stakeholders as a very valuable step.

5. Cooperation/complementarity across activities

On the occasion of the Tour and more widely, there was a good level of cooperation between the NCB, the European Permanent Representation which helped financing communication activities on the Tour and beyond, volunteering organisations that were consulted and involved in the coordination of the Tour and in activities supported by the national work programme.

Poland also provides an interesting example of cooperation between the European campaign and the Flagship Project initiative as one of the Flagship Project held part of its promotional activities ( a photo exhibition) on the occasion of the Tour.

**Effectiveness and efficiency**

<b>Communication Campaign</b>	
Date	1-14 September
Activities	<p>The Warsaw Tour stop took place over 14 days on the Plac Defilad (Parade square) in the centre of Warsaw. The Tour Tent was set up next to the entrance of the Palace of Culture and Sciences (see Picture 1 in Annex).</p> <p>Each day was dedicated to a different theme under the lead of a coordinator appointed for the day, including relevant Ministries, NGOs and foundations. The selection of themes reflected the suggestions made by organisations involved in volunteering, and their offer</p>

to coordinate one day of the Tour on a particular theme.

The programme for each day was the following (the coordinator of the day is indicated in brackets):

- 1 September: Integration of people with disabilities (Ministry of Labour and Social Policy)
- 2 September: Youth volunteering (Foundation for the Development of the Education System)
- 3 September: Volunteering in culture and art (Ministry of Culture and National Heritage)
- 4 September: Volunteering in culture and art (Ministry of Culture and National Heritage)
- 5 September: Volunteering for Rescue Services (Ministry of Interior and Polish Red Cross)
- 6 September: Prevention (Ministry of Interior)
- 7 September: Corporate volunteering (Volunteer Centre)
- 8 September: Senior volunteering (Polish Association of the Universities of the Third Century)
- 9 September: Volunteering in the charity sector (Caritas)
- 10 September: Volunteering in the medical sector (Hospice foundation)
- 11 September: International volunteering (Ministry of Interior and AIESEC)
- 12 September: E-volunteering (Good network foundation)
- 13 September: Volunteering in sport (Ministry of Sport and the Euro 2012 volunteer group)
- 14 September: Volunteering in sport (Ministry of Sport and the Euro 2012 volunteer group).

Besides activities and stands related to the theme of the day, the first day was dedicated to the inauguration of the “Pawilon” (the Tent) by high-level political figures, including Jarosław Duda, Undersecretary of State in Ministry of Labour and Social Policy, Ewa Synowiec, Head of the EC Representation in Poland and Mikołaj Dowgielewicz, Secretary of State in the Ministry of Foreign Affairs and Irena Wóycicka from the EU Presidency Office<sup>72</sup>. Commissioner Androulla Vassiliou (Education, Audiovisual, Culture and Youth) made two surprise visits to the Tour.

Every day the Tent was filled with stands of – and decoration by – volunteering organisations involved in the theme of the day. Beside the stands, numerous activities were organised throughout the 14 days, including workshops, debates, interactive activities and games (such as rescue exercises, or sports games), presentations, exhibitions, concerts, etc.

1. Effectiveness of the Communication Campaign in achieving its objectives – i.e. fostered the visibility of the multiple dimensions of volunteering and exchange of good practice; enhanced the

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<sup>72</sup> The Relays did not take part in the opening ceremony (there was no hand-over of the camera).

role of European Volunteers; disseminated innovative knowledge (outputs and results of the Communication Campaign compared to objectives).

The thematic structure of the Tour stop and its length, combined with the success of the Tour in attracting a high number of participants from a wide range and type of volunteering organisations means that the Tour stop genuinely seized the opportunity to foster the visibility of the multiple dimension of volunteering. Feedback from volunteering organisations showed that most of them welcomed the Tour as a very good opportunity to promote and celebrate volunteering and to show what volunteering organisations do on the ground. They perceived the Tour as a “festival of volunteering” and liked this concept.

Some organisations also found that the Tour could be a good opportunity to recruit new volunteers, and to build new partnerships. Most participants liked the thematic structure of the event, which they felt was a chance to attract visitors in a targeted way and to network with other organisations involved in the same field of activities, something which could potentially inspire new ideas and new partnership.

2. Effectiveness in reaching target audience

The event mobilised a significant number of volunteering organisations and volunteers. Many organisations took part in the event, including a wide range of volunteering organisations and NGOs, as well as companies supporting volunteering as part of their corporate social responsibility programmes. In addition to major volunteering organisations, smaller organisations and some organisations from outside Warsaw also took part in the Tour. Figures on attendance show that about 7,000 visitors attended the Tour, and 153 volunteering organisations.

Coordinating and participating organisations advertised the event to their network, which, according to interviewees, made it possible to attract a large number of volunteers and other visitors interested in the theme of the day. Several organisations also pro-actively promoted the event among schools and succeeded in drawing a number of school pupils to the Tour.

Attendance levels were very high on the first two days that we attended. While there was some concern that interest might decrease over the two weeks during which the event was held, the feedback from interviewees who attended the Tour on 6 and 7 September indicated that levels of attendance remained high.

3. Visibility of the activities

The Tour generated genuine media interest. This was particularly true of the opening day, which featured high level politicians and attracted a number of journalists. For example, one of the coordinators of the days was contacted by several journalists from different national television channels and gave several radio interviews.

The location was well chosen in terms of visibility. The impressive height of the Palace of Culture and Sciences makes the location quite remarkable. Most participants very much appreciated the set up of the Tent, and in particular its colourful aspect. In terms of visual identity, some interviewees recommended that there should be more indication externally of the purpose of the Tent as a celebration of EYV2011.

With regard to the media relations, the appointment of a volunteer in charge of media relations by the NCB contributed to enhance the media coverage of the Tour, as the media officer invited journalists to the event, gave interviews, etc.

Other promotional initiatives received financial support from the European Commission Representation, including online promotion of the EYV2011 and the Tour, the publication of two inserts in the free newspaper “Metro” in the days preceding the beginning of the Tour, the broadcasting of a video on the Tour in metro stations for two weeks. The Representation also financed the printing and dissemination of promotional leaflets, in addition to the leaflets provided by PAU. These initiatives contributed to promoting the event to the general public and provided the Tour with some visibility in the media and advertisement space. One young volunteer suggested that the Tour could have included some mobile activities, such as a Parade across the city to increase the Tour’s visibility.

#### 4. Effectiveness of the implementation

On the logistical side, the high number of organisations involved (including several Ministries, PAU education, the national communication campaign contractor and the numerous coordinators from volunteering organisations) created some complexity. For instance each day’s coordinator had to seek – and pay for – a separate permit to use the square on which the Tent was set.

Participating organisations stressed that earlier information about the logistical arrangements would have facilitated their role in the organisation and the promotion of events.

To some extent, interviewees’ feedback indicated that the Tent had been a victim of its own success: according to them, the high number of visitors and the occurrence of numerous simultaneous activities necessitated a better acoustically insulated and an even larger space as noise levels were quite high at times, with different activities sometimes disturbing each other.

#### 5. Efficiency of the tools used to reach the communication campaign’s objectives

A number of interviewees liked the ***europa.eu/volunteering*** website. They appreciated the opportunity to find relevant information and to post their own.

NGOs received EYV2011 posters and used them for promotion purposes. They could not necessarily make use of the leaflets and the press release foreseen by the European communication campaign, as they needed promotional material tailored to the specific day of the Tour they were advertising. In relation to the posters, leaflets and press releases produced for the European communication campaign, stakeholders recommended avoiding EU wording (such as “stakeholders”, “exchange of best practices”, etc.) and providing the reader/viewer with clearer practical information.

Many interviewees liked the visual identity of the campaign. What appears to have been problematic for one NGO was the fact that the logo changed several times (from four hands joined together to three, etc.) which meant that they themselves had to change the logo used for various material for a volunteering project, which turned out to be cumbersome and costly.

#### 6. European added-value

The European Year “label” of the event, combined with the coincidence with the Presidency of the EU through which Polish authorities are keen to shine, gave great visibility to the event as it helped raising journalists’ and politicians’ interest alike.

Besides, the event itself featured a good deal of EU-related content, via the presence of the European Permanent Representation, of the national Agency in charge of running various youth programmes in Poland, and thanks to the surprise visit of Commissioner Vassiliou during the Tour.



### 1. Effectiveness of the activities carried out by the NCB to achieve their objectives

As of September 2011, numerous activities had taken place, as described in the NCB Report for the first half of 2011.

- The official website of the EYV2011 in Poland has been running since the beginning of the Year, in Polish and in English;
- The Communication Agency Fabryka Komunikacji Społecznej was contracted out in March 2011 to run the national communication campaign. As resources are limited, the communication campaign was concentrated on two weeks, one week in May, and one week immediately following the Warsaw Tour stop in September. In particular the campaign involved an internet campaign on targeted websites (such as NGO.Pl; Google.pl, etc.), an outdoor campaign (65 billboards in the main Polish cities, and, in Warsaw, 61 banners in tram stops and 15 banners in the metro), a TV spot and the production and dissemination of communication “goodies” (a pen, a notebook, a cup, etc.);
- An NGO was selected in June 2011 to run an additional campaign in the social media (before June 2011, the NCB had been the one updating the Facebook profile of the European Year of Volunteering);
- A project by the Hospice Foundation was selected to run an additional promotional campaign among older people, including via an Internet campaign and via promotion on radio and TV stations, in the press, via street posters and leaflets, in conferences held by local institutions across the country;
- The high-level European Conference on “A Europe of active citizens: volunteering” taking place on 30 September was under preparation;
- The NCB issued additional electronic and print material (brochures) on key topics related to volunteering (e.g. “What every volunteer should know”, “What one should know about hiring a volunteer”, The legal aspects and regulations concerning volunteering);
- The NCB and other relevant Ministries, organisations involved in volunteering (including NGOs, businesses, supporting organisations such as the Agency in charge of running EU programmes in the field of education in Poland), the European Permanent Representation had actively contributed to the coordination and running of the Tour stop in Warsaw;
- The Working Group for long-term policy on the development of volunteering in Poland was set up via the recruitment of five experts who held regular meeting and produced a draft long-term policy document on supporting volunteering in Poland;

## 2. Effectiveness of the implementation

Relying on a variety of players – including contractors, volunteering organisations or organisations supporting volunteering, volunteers- in the implementation of the national work programme made it possible to put together a very diverse programme of activities and to give the opportunity to a wide-range of organisations to get involved and to benefit from financial support and from the visibility associated with the European Year of Volunteering in Poland.

Combined with an open mode of selection of initiatives and organisations that were chosen via competitions, this contracting out of most of the work programme ensured good level of quality and of representativeness of the activities, events and projects that were part of the EYV2011 programme in Poland.

However a possible downside of upholding such a varied work programme could be a risk of some dispersion. For instance without the additional support provided by the European Commission's representation, the share of the budget put in the national communication campaign would have been insufficient to ensure that communication material produced by the contractor is properly disseminated.

## 3. Appropriateness of the activities carried out by the NCB to the national context

The activities carried out and/or coordinated by the NCB responded to two priorities identified by stakeholders consulted ahead of the EYV2011 (and confirmed by interviewees as being priorities), i.e. the priority to raise awareness and improve the perception of volunteering among Polish people, and the priority to develop comprehensive policy strategies to support volunteering in a more systematic way. Our understanding is that the priority to support organisers of volunteering organisations to improve volunteering activities and their management was not directly tackled by the work programme but was addressed by the inclusion of capacity-building project in the annual call for projects run under the national Operational Programme Civic Initiatives Fund (CIF).

## 4. Visibility of the activities

All the most important websites (Onet.pl, jobs.pl, i-praca.pl, targipracy.pl, kampaniespoleczne.pl, ngo.pl, pracuj.pl) and social media (Facebook.com, Nk.pl, Blip.pl, Twitter.com, YouTube.pl, Grono.net, Flickr.com and Wykop.pl) were covered via one of the projects supported by the NCB, be it via the national communication campaign run by the contractor or via the additional campaign run by NGOs selected by the NCB by way of competitions.

The edition of the Internet campaign lasting from 16 to 31 May generated a total of 10 430 316 banner views, clicked 6,251 times. The Google Adwords campaign generated 82,371 ad hits and 3,000 clicks. Additionally, ngo.pl and kampaniespoleczne.pl newsletters with information about the start of the EYV 2011 campaign reached a total of 42,200 recipients, and the article about the campaign was read 980 times.

The NCB set up cooperation with media such as Telewizja Polska, Polskie Radio and MTV in order to get these media to feature video-clips produced by PAU education.

Finally the selection of promotional campaigns organised by volunteering organisations in the regions made it possible to carry out promotional activities across the countries as half of the voivodship were covered.

## 5. Effectiveness in reaching target audience

Overall the EYV2011 generated high level of mobilisation in the volunteering sector as a very high number of volunteering organisations used the opportunity to get involved in one way or another in activities organised in relation with the European Year. The high number of bids (145) submitted by volunteering organisation under the competition for projects organised by the NCB confirmed these high levels of interest, as did the active involvement of a number of volunteering organisations in the Tour stop.

Via the organisation of dedicated days during the Tour and relevant promotional effort throughout the Year, the national work programme did aim to reach out target audiences including young people, older people, and businesses. Feedback from the focus groups held with young volunteers and senior volunteers provides positive indication as to the reaching out of these groups.

Interviewees were under the impression that a number of people from the general public had heard about the EYV2011. The reaching out of the general public was enhanced by media interest in the issue.

To some extent politicians were also reached out as the Tour attracted high level policy makers including Jarosław Duda, Undersecretary of State in Ministry of Labour and Social Policy, Ewa Synowiec, Head of the EC Representation in Poland and Mikołaj Dowgielewicz, Secretary of State in the Ministry of Foreign Affairs and Irena Wóycicka from the EU Presidency Office. The participation of policy-makers was also expected in the high level event on volunteering that was to take place at the end of September and at the Closing conference of the EYV2011 in December. Several interviewees stressed that whether the presence of high-level politicians at such events was to be complemented by an increasing interest for the subject on the part of policy-makers, as well as interest in and commitment to develop appropriate long-term national strategies to support volunteering remained to be seen.

## 6. Adequacy of the tools used to reach the objectives of the strand

The use of an internet campaign focusing on key websites and the main social media and an outdoor campaign proved to be adequate tools as many interviewees and focus group participants, including senior volunteers, appeared to have seen mentions of the EYV2011 on the Internet and in the public space (the metro). However, according to some interviewees the timing could have been better: it would have made more sense to hold the second sequence of the Communication campaign before or during the Tour stop rather than the week after when it was too late to attract people to the Tour.

The NCB's own website appears as a good repository of information animated by a number of links toward interactive and dynamic content. Feedback from volunteers on the website was mildly positive.

While the extensive use of internet websites and the social media appears to be an adequate tool to support "viral" communication, it would have been useful to complement this approach by a more focused communication with relevant contacts in volunteering organisations to make sure that they have received appropriate information about activities of potential interest to them and about opportunities for them to get involved in a coordinated way.

## 7. European added-value

The Polish NCB has been keen to use the opportunity offered by the coincidence with the Polish Presidency of the EU to give a European dimension to their activities, for instance through the organisation of a high-level European conference in Warsaw (in addition to the closing conference

organised by the Commission) and by initiating Council discussions on volunteering as part of the Presidency's agenda.

The coincidence with the Polish Presidency also gave greater visibility to activities such as the Tour by getting a number of high-level politicians to participate in the Tour opening event.

In addition the European Commission Permanent representation provided great added value regarding the promotion of the Year.

## Sustainability

### 1. Opinion of participants on their future involvement in volunteering actions thanks to their participation in the EYV activities

Some participants had observed that the EYV2011 has helped attracting new people into volunteering. One person had heard many new volunteers saying that they had heard about the EYV2011 and that it had encouraged them to look into opportunities to involve. Participants also found that the EYV2011 had contributed to make volunteering more "fashionable".

On-the-spot interviews provided the same kind of indication as 20 respondents (in 31) said that as a result of attending the Tour they intended to start volunteering while the remaining respondents said they intended to volunteer more following the Tour.

### 2. Expectations of stakeholders that good practices developed during the EYV will be applied by actors in the field after 2011

By increasing the focus on volunteering, the EYV2011 has been useful to put volunteering on the political agenda. In particular the setting up of an "Inter-sectoral Working Group for the European Year of Volunteering" prior to the start of the Year and the work of experts gathered in the Working Group for the preparation of the Long-term Policy for Volunteering Development in Poland have effectively supported the identification of national priorities and to initiate a national strategy on volunteering. Such progress was genuinely valued by some of the major volunteering organisations.

However several interviewees were concerned that the focus on volunteering would stop after the European Year finishes. While the Year has been instrumental in helping organisations raise funding, most projects supported on this occasion are expected to stop when the European Year comes to a close. Fostering a longer term attention to the issue was seen as particularly important.

The Department of Public Benefit within the Polish Ministry of Labour and Social Policy, which was appointed as National Coordination Body for the Year, will remain as national contact point for volunteering-related matters.

### 3. Feedback from target groups demonstrating that activities and results of the EYV 2011 have been properly disseminated

As highlighted above, the web statistics on promotional activities carried out on the Net, the feedback received during fieldwork on the outdoor campaign, as well as the high levels of attendance of the Tour indicate that activities achieved good levels of visibility.

In terms of actual dissemination, resulted from events that were to take place at the end of September (high level conference on a Europe of Active Citizens), and in December on the occasion of the Volunteer Day (closing event of the Year) which created an opportunity to shed the light on good practices across the country, and on the occasion of the European closing event organised by the European Commission in Warsaw. It was indeed the NCB's intention to present the recommendations from the working group concerning a long-term national strategy to support volunteering at the closing conference in December.

## 3.5. Germany

### Introduction to national context:

More than one third of the German population aged 14 and over (36%) is involved in voluntary activity on a longer term basis according to a five-yearly survey<sup>73</sup> on volunteering, of which the last was carried out in 2009. On average, these volunteers have been volunteering for 10 years. Nearly a third (32%) have been volunteers for more than ten years. The highest level of involvement is in the area of sport and allied activities. Forty-two percent of volunteers responded that they were active in this area in answer to a question to which multiple responses were possible. This was followed by the leisure and social activities category (21%) and culture, art and music (18%). All these volunteers are actively involved, e.g. it is not enough to sing in a choir to be considered a volunteer; there must be an active involvement in organising the choral events.

### Key characteristics of volunteering structures and infrastructure

A characteristic of the German voluntary sector is the extent of volunteer involvement in providing social welfare services, and community services, e.g. fire brigades. These services are provided by the non-profit sector, e.g. organisations such as Caritas or the Red Cross, and rely heavily on volunteers. There are an estimated 1.4 million employees and 2.5-3 million volunteers – of a national total of 23 million. The main umbrella body, the Bundesarbeitsgemeinschaft der freien Wohlfahrtspflege (Bagfw), has six member organisations. These organisations raise funds themselves, but also receive government subsidies.

Nearly half of all volunteering activity takes place in membership organisations (47% according to a report in 2009<sup>74</sup>) The number of registered associations has risen from 86,000 in former West Germany in 1960 to 554,000 in 2008. The number of unregistered association is estimated at 'several hundred thousand'.<sup>75</sup>

Other key characteristics include:

- an increase in volunteering among older age groups – 28% of those over 56 in 2009, compared to 23% in 2009 – and increase from 24-30% between in the 70-75 age group;
- a reduced likelihood of young people who volunteer when they are between the ages of 14 and 24 to make a long-term commitment to volunteering. They are now as likely as the rest of the population to go on volunteering over a number of years. Previously, their level of commitment was above average. Two reasons are given for this: (i) greater pressure from their studies, including as the result of typical study duration having been compressed, in part to align with the principles of

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<sup>73</sup> Freiwilliges Engagement in Deutschland, BMFSFJ 2010; <http://www.bmfsfj.de/BMFSFJ/Service/Publikationen/publikationen,did=140472.html> [in English and German].

<sup>74</sup> Bericht zur Lage und zu den Perspektiven des bürgerschaftlichen Engagements in Deutschland: Wissenschaftszentrum Berlin für Sozialforschung, 2009.

<sup>75</sup> Europäisches Jahr der Freiwilligentätigkeit 2011: Ziele und Erwartungen, Bundesarbeitsgemeinschaft der Freien Wohlfahrtspflege.

the Bologna process, and (ii) greater mobility;

- social differences in the likelihood to volunteer – between young people who go to a Gymnasium and thus are likely to go to university, and those who do not, and between young people of German origin and ethnic minorities;
- a gap between the involvement of men (40%) and women (32%); the gap is particularly wide in local politics and in management positions in volunteering in general;
- a gap – for historical reasons, given the connotations of ‘volunteering’ in former Communist countries – between levels of volunteering in former West and East Germany;
- an increase in the amount of employee volunteering.

There are around 400 volunteer centres – by various names – across Germany which act as clearing houses for matching opportunities to candidates for volunteering. Some of these are faith-based.

### **Challenges for volunteering in Germany**

The main challenges for volunteering identified in connection with EYV2011 include:

- to close the gaps between the different levels of commitment of different age groups and gender, and social or educational background;
- to better adapt the offer of volunteering opportunities to people’s needs. While the source document does not say so, the view emerged clearly from our fieldwork that the offer is not always flexible enough, e.g. a 20-hour a week commitment – as required by the BFD – is more than older volunteers want to give;
- to give volunteers a greater say in what they do;
- to improve the information and support to volunteering, including by developing networks;
- to provide more recognition and appreciation for the work of volunteers.

Network development has been fostered, in particular, over the last decade through the national civil commitment network (Bundesnetzwerk Bürgerliches Engagements – BBE), which had 245 members as of mid-October 2011. These include central, State and local government, companies, trade unions and volunteer sector organisations. The BBE sponsors the annual commitment prize, and an annual commitment week.

Improved information is being supported through an Internet platform created in August 2010 – [www.engagiert-in-deutschland.de](http://www.engagiert-in-deutschland.de). This acts as a virtual market place for volunteering opportunities and news of interest to volunteers and the volunteer sector. It is part-funded by the German government.

### **National volunteering policy**

Volunteering is closely bound up with the concept of active – or committed – citizenship (“bürgerliches Engagement”) as being essential for social cohesion.

A 70-page national citizenship commitment strategy was adopted in October 2010. This strategy emphasises the need for:

- Better coordination of commitment policy initiatives between the federal government, the states (Länder) and local authorities:
- Closer involvement of foundations and businesses in committed citizenship;
- Better recognition for and appreciation of the contributions of volunteers;
- Improvements to the enabling environment for volunteering.

A Corporate Social Responsibility Action Plan was adopted at the same time.

The national strategy was the distillation of the results of the work of 400 experts in working groups within a special national forum set up for this purpose.

A 'commitment' report is to be produced every five years in future (once during every legislature). This will cover developments, trends and volunteering.

Responsibility for implementation of volunteering/active citizenship policy lies with the Federal Ministry for Family, Seniors, Women and Youth (Bundesministerium für Familie, Senioren, Frauen und Jugend.) The Ministry outsourced part of the implementation of the EYV2011 national programme, and in particular the European Tour, to the Bagfw.

There are a number of federally organised formal structures to encourage a commitment to volunteering. They include:

- The all-generation voluntary service (Freiwilligendienst aller Generationen). This is open to anyone prepared to commit at least eight hours a week for at least six months, and is based on a written agreement between the volunteer and the 'lighthouse' project to which they are attached. Forty-six 'lighthouse' projects were selected in 2008 as part of this programme. The host organisation provides training for the volunteers with funds from the government. Accident and liability insurance cover are provided.
- The Federal Volunteer Service (Bundesfreiwilligendienst - BFD). This was set up on July 1<sup>st</sup>, 2011. It is open to all ages, but fills a gap left in the management of social welfare structures by the end to the alternative compulsory community service (Zivildienst) for conscientious objectors. This stopped operation on June 30, 2011, as a result of an end to conscription. The last of these volunteers completed their service at end-2011. The Federal government is aiming for 35,000 BFD volunteers a year (compared to 45,000 for the Zivildienst). By September 2011, there were 15,000.

Volunteers commit to the BFD for between 6 and 18 months, and in exceptional cases for 24. The standard duration is one year, coinciding with the academic year, thus making it suitable as a 'gap' year between school and university, or university and employment. These are in principle full-time slots, but part-time volunteers are accepted. However, these must commit to at least 20 hours a month. Volunteers receive pocket money of up to EUR330 per month. However, organizations are free to provide them with in-kind benefits or reimburse out-of-pocket expenses for professional clothing, accommodation and board. The host organization pays social security contributions. Parents of volunteers who are under 25 continue to receive children's allowance for these volunteers. This can bring the total amount in cash and/or in kind to around EUR900 per month.

- The voluntary social year (Freiwilliges Soziales Jahr), or a voluntary eco-year (Freiwilliges Oekologisches Jahr) of between 6 and 18 months for those up to age 27. Most conditions are the same as for the BFD, except that the operational responsibility lies with the States, the



contract is with the host organization (whereas it is with the federal state in the case of the BFD), the service can be carried out outside Germany, and many vocational training establishments and university give extra points in their admissions system for former 'FSJ-ers' and 'FOeJ-ers'.

- Training is provided as part of all these schemes, at least for those under 27, culminating in a certificate which is recognised by many employers as a form of qualification.
- Mehrgenerationenhäuser (Multigeneration houses): there are 16,000 volunteers (many of them involved in one of the services above) working in more than 500 multi-generation houses in local communities. Each house receives a government subsidy of EUR40,000 annually. A further 450 such houses are planned. Some of the funding comes from the European Social Fund. The concept is to bring under a single roof age groups which would otherwise be attending age-linked daytime activity locations – from kindergartens to day centres for older people.

In discussions with stakeholders, the fear came through clearly that the committed citizenship policy is trying to shift too much to the volunteer sector in the name of active citizenship. The feeling of being 'instrumentalised' was mentioned a number of times.

In common with several other Member States, the issue of the extent to which the volunteer years, of young people in particular, but also of older volunteers, are not being used as a substitute for activities which should be funded by the state as full-time jobs is also clearly highly topical.

#### **Germany's national action plan for EYV 2011**

Germany's priorities in translating the EYV 2011 objectives to the national context were:

- Increased recognition of and appreciation for the volunteer and citizen commitments in society;
- Intergenerational activities;
- Targeting women, young people and immigrants;
- Intensification of exchanges between associations and organisations as a means of improving the environment for volunteers and committed citizens;
- Support for more networking and cooperation;
- Initiation of a regular dialogue on committed citizenship at EU level.

#### Key activities:

Eight event-related activities: these were intended to reach as many people as possible in order to:

- raise awareness and recognition of volunteering;
- improve networking;
- focus on priority topics, including learning from elsewhere in Europe.

The topics, locations (which were deliberately spread nationwide) and organisers were:

February 2011: Opening conference: European Year of Volunteering 2011: Goals and expectations + presentation of the European Employee Volunteering Awards;

Year-long: Ministry of Labour and Social Affairs, Sachsen-Anhalt – opening forum + 11 local authority fora in Sachsen-Anhalt + and a closing conference in November of the five States which were previously part of east Germany – Engagement-Werkstätten in Sachsen-Anhalt. <http://www.ejf-sachsen->

anhalt.de/index.php?option=com\_content&view=article&id=47&Itemid=55. Presentations, findings and examples of good practice from the closing conference can be found at: [http://www.ejf-sachsen-anhalt.de/index.php?option=com\\_content&view=article&id=104&Itemid=89](http://www.ejf-sachsen-anhalt.de/index.php?option=com_content&view=article&id=104&Itemid=89)

May 2011: Hamburg – Bagso (Bundesarbeitsgemeinschaft der Seniorenorganisationen) – Commitment moves generations (Engagement bewegt Generationen). This was in a world cafe format. The conclusions had not been published as of mid-December 2011 (<http://www.bagso.de/veranstaltungen.html>).

June 2011: Potsdam – Deutscher Naturschutzring – Protection of Nature – intercultural and intergenerational impetus conference (Naturschutz – interkulturell und generationenübergreifend Impulskonferenz). This was held in part in world cafe format. Background documentation and the findings can be found at: <http://www.dnr.de/aktuell/ideen-aus-dem-goldfischglas.html>.

September 2011: Stuttgart – Ministry of Labour and Social Organisation, Family, Women and Seniors – Participation and Integration in Europe, Learning from one another (Partizipation und Integration in Europa – voneinander lernen). The presentations (including from Austria and the UK) and findings (including from world cafe sessions) can be found at: [http://www.sm.baden-wuerttemberg.de/de/Europaeisches\\_Jahr\\_der\\_Freiwilligentaetigkeit\\_2011/248896.html?referer=81089](http://www.sm.baden-wuerttemberg.de/de/Europaeisches_Jahr_der_Freiwilligentaetigkeit_2011/248896.html?referer=81089)

October 2011: Munich – BBE and Institut for Sozialarbeit und Sozialpädagogik – Commitment and Paid Employment in Europe (Engagement und Erwerbsarbeit in Europa) (<http://www.iss-ffm.de/?id=530>); the conclusions were not available as of mid-December 2011.

November 2011: Mainz, Deutsche Olympischer SportBund – Encouraging voluntary commitment of immigrants, and in particular women, in sport (Förderung Freiwilligen Engagements von MigrantINNEN im Sport); Information can be found at: <http://newsletter.dosb.de/newsletter/newsletter.php?id=2889&html=1>

December 2011: Düsseldorf – Landeshauptstadt Düsseldorf – Building Bridges – shaping our community together (Brücken schlagen – Gemeinschaft zusammen gestalten) - [http://www.engagiert.nrw.de/aktuelles/veranstaltungen/duesseldorf\\_fachtagung\\_111204/index.php](http://www.engagiert.nrw.de/aktuelles/veranstaltungen/duesseldorf_fachtagung_111204/index.php).

The December 2, 2011, award ceremony of the six-category German Commitment Prize acted as the closing event of the year. It was attended by an invited audience of 400 (<http://www.engagiert-in-deutschland.de/toro/resource/html#!entity.2879>).

#### *Website:*

The website – [www.ejf2011.de](http://www.ejf2011.de) – was outsourced to the NCB. It served mainly to provide background information on the year, explain the national programme, provide information on the Tour and the regional conferences, and highlight some projects which could be considered best practice.

There was a Facebook page with on (a broad) average one posting a day, attracting 2-3 likes and one or two comments.

There was also a YouTube page, but this was hardly utilised. As of mid-December, the most recent post was five months old.

Relay Reporter, Melanie Mortlock's videos were to be found through Facebook and on YouTube. The highest number of views was 500+ for a film on volunteers in natural parks.

## Institutional expenditure on EYV 2011

### *EU-funded work programme*

The cost of the work programme was €857,000, of which the EU contributed 48.99%.

### *Other expenditure*

There is no information on the expenditure by the German Länder or cities, or major volunteer sector organisations, which co-funded the events in the national programme. This will, as far as possible, be collected at the summative stage.

However, it is likely to remain incomplete per se, and because there was such a wide range of initiatives at local level, on the part of German foundations, and others. For example, at end-November, the SPD group in the Bundestag held a one-day event assessing the usefulness of EYV2011, concluding that it was a milestone rather than an end in itself ([http://www.spdfraktion.de/cnt/rs/rs\\_datei/0,,15463,00.pdf](http://www.spdfraktion.de/cnt/rs/rs_datei/0,,15463,00.pdf)).

## **Description of the methodological approach:**

This case study is based on a stay in Germany coinciding with the first six (October 14-19) of the seven days the EYV 2011 Tour stop (October 14-209). A stop was made in Magdeburg en route to Berlin as part of the wider evaluation of the national programme. This was the principal subject of some of the interviews listed below. The information gathered then on the national programme has been supplemented by additional desk research.

A total of 25 interviews of varying lengths were carried out with policymakers, staff of volunteer organisations and volunteers from<sup>76</sup>:

- The Ministry of Youth, Families, Seniors and Children (2 officials), which is also the National Coordinating Body\*;
- Bundesarbeitsgemeinschaft der freien Wohlfahrtspflege (Tour project manager on behalf of the NCB)\*;
- The Ministry of Social Affairs, Land Sachsen-Anhalt (coordinator of a German 'lighthouse' project)\*;
- The European Commission Representation\* (2 officials, including Deputy Head of Representation);
- The Latvian and German Relay Reporters;
- The coordinators of each of the two German Flagship Projects (1 interview per project)\*;
- Albert Schweitzer Stiftung Wohnen und Betreuen
- BBE – Bund Bürgerliches Engagement\*
- Bundesfreiwilligendienst (the Federal Voluntary Service)

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<sup>76</sup> Interviews marked with \* were in-depth interviews of 30-60 minutes, and sometimes longer. Other interviews varied in length from 5-15 minutes.

- Bundesverband Selbsthilfe Körperbehinderter
- Deutscher Engagementspreis
- Deutscher Naturschutzring\* (2 representatives) (coordinator of a German 'Lighthouse' project);
- Deutsches Rotes Kreuz Kreisverband Wedding / Prenzlauer Berg e.V.
- Die Tafeln (Food Banks)
- Engagiertindeutschland.de\* (online database of volunteering opportunities)
- Engagement schlägt Brücken
- Verband der Volkshochschulen Schleswig-Holstein\* (volunteering management courses)
- Ehrenamtsbotschafter
- Konzerthaus Berlin
- Ford of Germany
- Freie Hilfe (work with prisoners, ex-prisoners and their families)\*
- ICWE
- Pau Education
- Sieben Brücken\*.

The Focus Group questioning route was used with groups consisting of the following:

- Berliner Missionswerk (development aid projects), Diakonie (Lutheran church), Habitat for Humanity, Internationaler Jugendgemeinschaftsdienste (international youth projects), Wellcome Foundation;
- Blickwinkel (an organisation working with women in immigrant communities), Bürgertreff Nürtingen (a citizens' initiative, which has sponsored a roadstory book about volunteering around Europe); Internationaler Bund (volunteering overseas); mittenmang Schleswig-Holstein (disabled volunteers), Schüler helfen Leben (volunteering for schoolchildren in the Balkans); Verbund der Freiwilligen-Zentren im Deutschen Caritasverband (volunteer centres).
- Three volunteers and one staff member – all under 30 – of the Berliner Bücher Tisch (a second-hand bookshop which also donates books to schools etc.) (Photo 1);
- Three volunteers from the Naturbund Stiftung and the Thüringer Landesverbandes der Schulfördervereine (2) – all older volunteers – and a staff member of the Grüne Liga.

We attended, at least in part, three workshops which were part of the Tour:

1. An 'eco-university' (Deutscher Naturschutzring)
2. Europäische Förderung für bürgerschaftliches Engagement (a presentation of the Europe for Citizens programme)
3. Aktives Altern - Freiheit oder Verpflichtung? (Active Ageing – Freedom or Obligation?)

We also attended a workshop on volunteering in the Französische Friedrichstadtkirche organised by the Protestant Church (Diakonie) on October 17.

The fieldwork was carried out while the EYV 2011 Tour was in Rome, i.e. from July 11-14, with an additional day for interviews on July 15.

#### **Desk research:**

Before departure, desk research included reading:

- The German NCB Programme
- The proposals of the two Flagship Projects<sup>77</sup>
- Information on the web portals of the EYV 2011 Alliance, ec.europa.eu/volunteering and ejf2011.de, and the Flagship Project organisations.

### 3.5.1.1. Findings

#### Relevance

#### 1. Correspondence between the needs of target audiences<sup>78</sup> and the objectives of the EYV 2011

We have relied on qualitative data from interviews with stakeholders as to the needs of the target audiences as identified in the national programme. Based on these sources our analysis of the documentation, our finding is that the needs of the target audience as perceived in Germany are in line with the needs identified in the intervention logic. They are to increase awareness of the possibilities offered by and the value of volunteering, to provide recognition to increase professionalism, to adapt to the wish across all generations for more flexible opportunities, to have access to exchange and dissemination of good practice, and have appropriate regulatory frameworks.

Germany sees a particular need to involve ethnic minorities/immigrant communities. This is stated in the national programme and came out clearly in stakeholder interviews. This is not seen as in conflict with the target audiences identified for EYV 2011, but is an adaptation to the national context.

Increasing employee volunteering is a priority for the German government and this is reflected in some elements of the national programme, notably the presentation of the European employee volunteering awards at the opening event. However, stakeholders felt that the need to develop employee volunteering, which they see as relatively undeveloped in Germany compared to countries such as the UK and the Netherlands, was not fully reflected in the national programme.

#### 2. Correspondence between the objectives and the policy agenda at national levels

As noted above, committed or active citizenship, the creation of the environment to encourage this, and providing greater visibility and increasing awareness of opportunities, e.g. through networks and web portals, is a cornerstone of Germany volunteering policy. This is in line with the general objectives of EYV 2011 of:

- promoting active citizenship and social cohesion;
- create conditions for civil society conducive to volunteering;
- increasing the visibility of voluntary activities in the EU.

The objectives are also consistent with the specific and operational objectives.

<sup>77</sup> The other was not available.

<sup>78</sup> When not specified elsewhere, we refer to volunteers, organisations active in the field of volunteering, policy makers, citizens, and media.

### 3. Appropriateness of the messages

The slogan used during EYV2011 is „Freiwillig: Etwas bewegen“, i.e. Voluntary: Get something moving – rather than ‘make a difference’.

We discussed this in focus groups and interviews – together with the relative difference conveyed in German between the terms ‘freiwillig’ (voluntary), ‘ehrenamtlich’ (honorary) – a term widely used, and ‘bürgerliches Engagement’ (committed citizenship).

The consensus was that the translation was appropriate for the German context and conveyed a sense of contributing something to and having one’s say in society. There was often agreement that the terms ‘freiwillig’ and ‘ehrenamtlich’ each have slightly different connotations, but not to the extent that those who see themselves as carrying out an activity in an honorary capacity would feel excluded by the term freiwillig. ‘Freiwilliges Engagement’ (Voluntary commitment) was one suggestion that emerged as an all-embracing term, and is one that is in fact also used by some organisations.

Some stakeholders felt that there had been an unfulfilled need to do more at central level to promote both the Year and the European Tour.

### 4. Appropriateness of the activities to the needs identified and to the national context (cultural and social context)

The regional conferences were the main activities. These can only be assessed on the basis of the knowledge of interviewees. This was relatively low. The conferences were (deliberately) spread across Germany, so no interviewees had knowledge of more than two (at most). Moreover, not all had taken place at the time of the fieldwork. Stakeholders confirmed, however, that the subject matter of the conferences was appropriate to the national cultural and social context and needs.

### 5. Cooperation/complementarity across activities

The conferences were felt to have been designed to meet the need to create networks, including between groups which do not normally come in contact, e.g. those involved in nature protection and those working with immigrant/ethnic minority communities. They also in part met the need to involve immigrant/ethnic minority volunteer sector groups more. They were not felt to have met the need to reach directly population groups which are currently underrepresented among the community of volunteers.

### Communication Campaign

1. Effectiveness of the Communication Campaign in achieving its objectives – i.e. fostering the visibility of the multiple dimension of volunteering and exchange of good practice; enhancing the role of European Volunteers; disseminating innovative knowledge (outputs and results of the Communication Campaign compared to objectives).

The feedback note on the Tour stop in Germany (see Annex) provides additional information for assessing the effectiveness of this key plank of the Communication campaign. The Tour content took three forms: stands to enable organisations to showcase their work – the primary focus, outdoor activities and workshops. The outdoor activities attracted a significant amount of footfall, the level of interest on the part of the general public in the indoor section, i.e. the stands, was low, and attendance at the workshops was mixed. Some organisations appear to have been better able to mobilise their constituencies than others; weekday workshops were better attended than those at the weekend, but this was not the only factor.

The Tour had the potential – as a result of the wide range of organisations represented – to provide visibility for the multiple dimension of volunteering. In practice, however, this visibility was largely restricted to those organisations participating in the outdoor activities, e.g. sporting activities, food banks, a nature reserve, and organisations such as the ambulance and first aid services.

The Tour also contributed to an exchange of good practice and dissemination of knowledge of innovative approaches within the volunteering community at national level, since many participants stressed the value of the networking, even if that value was relative given the investment involved for the organisations in freeing time and travelling to Berlin. Many stakeholders regretted the absence of a European dimension.

2. Effectiveness in reaching target audience

The Tour was conceived with a view to showcasing the best of volunteering both to multipliers in the volunteering community and to the general public. Stakeholders interviewed felt that it succeeded to some extent in reaching the former; indeed, some stakeholders would not have heard of EYV2011 had it not been for being invited to the Tour. However, they felt it had not succeeded in reaching the general public.

europa.eu/volunteering is also a tool to reach the target audiences, but was not widely known to interviewees. However, the site is reaching an audience in Germany as it was the third highest country of usage in the period early December 2010 to early October 2011.

The Relay handover was part of the opening session, and one of the films shown by the German Relay reporter was shown. The NCB had been very active in pointing the Relay Reporter in the direction of opportunities for filming, and the Relay Reporter was diligent in producing films at regular intervals.

Awareness of the Relay process was too low among the interviewees for them to express a view.

### 3. Visibility of the activities

In terms of the visibility of the multiple dimensions of volunteering, the Tour – with different themes each day and a rotation of half to two-thirds of the organisations as well each day, the principle of broad visibility was achieved. The geographic spread was wide. However, stakeholders felt that the Tour had not been a cost-effective means of reaching the volunteer sector. They also it had not been effective in reaching the general public, either directly or indirectly through media coverage. They attributed the failure to reach the general public effectively to an absence of promotion, a poor location and poor signage. Stakeholders also felt that there are existing events which reach the target audience more effectively.

There was a very short mention of the Tour local television, but stakeholders felt more could have been achieved. We recognise, however, that interesting the media in this subject is a challenge which may have been underestimated by the stakeholders. The clippings report was not available at the time of writing.

### 4. Effectiveness of the implementation

The Tour was located on the ground floor of an office block which is part of the Sony Center, near the Potsdamer Platz, one of the shopping hubs of Berlin. A large meeting room equipped with audiovisual equipment was available. Outdoor activities were held in the Sony Center Atrium, which is semi-covered and surrounded by restaurants, cafes and a cinema. The Atrium attracts significant footfall, which appears to be mainly of tourists (domestic and foreign); the location of the body of the Tour does not attract natural footfall. There was signage from the Atrium to the main location, flyers were distributed and NCB staff were present in the Atrium to encourage passers-by to visit the main event, but this had limited success.

#### ***The constraints of the location and date***

Difficulties over agreeing a location delayed decisions on the shape of the final event and organisation of the programme. Some stakeholders complained about the short notice they had in order to organise their presence.

The time of year meant that footfall through the Sony Center Atrium was less than in summer. The Tour also fell in the middle of the autumn school holidays (with one part of Germany on holiday the first week, and the other in the second week). This had the advantage of bringing tourists to Berlin, but meant it was not possible to attract organised school groups.

Surveys were not systematically distributed to and collected from participants. This affects the ability to evaluate the Tour.

Fuller detail of the logistical issues which affected implementation, and stakeholder views, can be found in the feedback note in annex.

### 5. Efficiency of the tools used to reach the communication campaign's objectives

The EYV2011 logo, either in the version used by the Commission or in the version developed by PAU, while utilised widely, appears not to have been used in Germany to the same extent as in some other countries. None of the organisations present at the European Tour appear to have used it on documentation or visibility materials. When asked about this, they said they did not feel that they needed this additional element of visibility. In some cases, they felt that highlighting a European connection could



be counter-productive given that there is a strong current of anti-EU feeling in Germany at present. The logo was not even always well known to the stakeholders interviewed.

The fact that the tee-shirts and giveaways were available only during the Tour was widely regretted as an opportunity missed to raise the visibility of EYV2011 during the year.

#### 6. European added-value

A number of interviewees came to the Tour event in the expectation of – and felt that the effectiveness would have been significantly greater had there been – more ‘European content’ in the presentations. They also felt that the term ‘European Tour’ did not include a message that would have conveyed to the general public a reason to visit it, and that for those that did (including from the voluntary sector), the expectation of something ‘European’ would be that it would be larger and grander.

### NCB – National programme

#### 1. Effectiveness of the activities carried out by the NCB to achieve their objectives

The NCB programme consisted primarily of the conferences listed in the introductory section, and the ejf2011.de website and the associated use of social media. Stakeholders felt that the content reflected the objectives of the national programme and that the conferences appeared to have been effectively implemented, in particular the world cafe format of the Bagso event in Hamburg. This was the best known, personally or by hearsay, to the stakeholders interviewed.

#### 2. Appropriateness of the activities carried out by the NCB to the national context

As indicated in relation to relevance, conferences are considered to be appropriate to the national context and an appropriate means of exchanging experience, disseminating information and networking. The regional conferences had individually achieved this, and some of the regional initiatives had succeeded in reaching out more widely, e.g. the Sachsen-Anhalt initiative, which culminated in a conference on shared learning across former East Germany.

Interviewees agreed that a website is an effective means of communicating, whether to the volunteering community or to the general public, but had no particular view (positive or negative) of www.ejf2011.de. They used it as a source of basic information, but no more.

#### 3. Effectiveness in reaching target audience

Stakeholders, to the extent that they were familiar with the conferences, felt that they had been individually effective and had reached the segments of the volunteer sector which they targeted.

They were less certain about whether they had reached the population at large, or the target groups which are currently under-represented, or whether they would make a sustainable contribution to shared learning or would represent a continuum with the Year of Active Ageing.

#### 4. Visibility of the activities

A search of google.de and press clippings made available by the NCB suggests that there was useful local coverage of the conferences. They were also highly visible via the website of the volunteering sector. No quantitative or qualitative analysis is available.

#### 5. Effectiveness of the implementation

The conferences were organised as planned.

#### 6. Adequacy of the tools used to reach the objectives of the strand

A total budget of around €0.01 per head of population for a campaign designed to reach citizens is very low and the adequacy must be seen in this context. Thus, while nominally the objectives of the national programme included reaching the general public directly, in practice, the use of conferences which mainly reach multipliers, and leverage the dissemination tools of those multipliers, was seen as adequate in the circumstances.

#### 7. European added-value

Interviewees rarely had an overview of all the activities of EYV2011, but from their limited perspective, they felt in a significant number of cases that the activities not adequately fostered cross-border exchange of experience.

## Sustainability

#### 1. Opinion of participants on their future involvement in volunteering actions thanks to their participation in the EYV activities (for each strand)

Perceptions must be interpreted in the light of the fact that almost all interviewees were already volunteers. The EYV2011 activities observed did not affect their attitude to remaining volunteers.

#### 2. Expectations of stakeholders that good practices developed during the EYV will be applied by actors in the field after 2011

Interviewees had mixed views on the whether the good practices highlighted by EYV 2011 would spread. However, those most closely involved in the conferences did feel that there would be a ripple effect from their own events. There was more scepticism about a nationwide or cross-border benefit.

#### 3. Feedback from target groups demonstrating that activities and results of the EYV 2011 have been properly disseminated

Members of the volunteering community felt that information on activities had been relatively well disseminated, but that there had been little dissemination of results.

## 3.6. The Netherlands

### Introduction to national context:

The Netherlands appears to have one of the highest levels of volunteering in the EU, i.e. 32% according to calculations by Movisie<sup>79</sup>, a national social development knowledge institute and consultancy organisation. Definitions in this area are, of course, notoriously difficult. The 32% figure is a composite based on those who met at least one criteria from a series of different surveys for the year 2007. When a broader definition is used, i.e. including those who are active in a membership organisation, i.e. the X-axis in the figure in Annex, the result is almost half the population. When correlated with charitable giving, the Y-axis, i.e. those who give money to at least one organisation, then the Netherlands stands out – with only Malta higher on the giving axis and Sweden on the volunteering axis. The time devoted to volunteering per person is falling, however, according to the source. It tends to fluctuate over time, but peaked at 6.8 hours a week in 2000 and had dropped back to 5.5 in 2008/09.

Men are slightly more likely to volunteer than women; those from an immigrant background are less likely to volunteer than those with a fully Dutch background; those working 36+ hours a week are more likely to volunteer than those who work less; those in rural areas volunteer more than those in urban areas – and the more rural the area, the more likely they are to volunteer; those with a Christian religious belief are more likely than others to volunteer, and particularly so if they are Protestants rather than Catholics. Of those with an immigrant background, the 30-49 year olds and the better educated are more likely to volunteer. This is also true of the population as a whole (where the ‘middle’ age group is 35-54 because the survey sources are different).

Over the population as a whole, it is the ‘middle’ group where the most volunteers are to be found: 39% of the total, above-average relative to the population. Twenty-eight percent are in the 16-34 age group and 33% in the 55+ age group.

These statistics give the lie to some fairly widely held views that were repeated to us more than once in interviews, i.e. that the level of volunteering in the Netherlands is high because many people work a four-day, 32-hour week and that the levels of volunteering are higher in the Catholic areas ‘below the rivers’, i.e. Noord Brabant and Zuid Limburg.

### Key characteristics of volunteering structures and infrastructure

Key structures supporting Dutch volunteering are MOVISIE, which is part-funded by the government and in part through consultancy projects, and the Association of Dutch Voluntary Effort Organizations (NOV). MEZZO is a highly influential organisation on care issues.

At provincial level voluntary work is supported by Social Development Centres (CMOs). At local level there are some 250 volunteer centres, generally at least part-funded by local authorities. They find placements and match volunteers to placements, as well as organising events and training.

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<sup>79</sup> Vrijwillige Inzet Onderzocht, Cahier, 2011

A particular feature of volunteering in the Netherlands is the *Maatschappelijke Stage* (known as the MaS). This community service has been compulsory for all secondary school children since the start of the 2011-2013 school year. They must carry out 30 hours of service over the course of the school year. In practice, most schools appear to fit it into a single year, generally when the students are around 14-15. The service must be related to the curriculum, i.e. it is what is often known in English also as 'service learning'.

The concept is not new in Dutch schools. According to an explanation of the scheme on the Dutch government portal, [rijksoverheid.nl](http://rijksoverheid.nl), 98% of schools already had such schemes in place by 2009-2010, a 38% increase over the previous school year. The average number of hours of service was 27.2. The sectors in which the service was given were mainly 'care and welfare' (20%), sports association (13.1%), 'good deeds' (11.3%) and the environment (7.7%).

According to information gathered from stakeholders, young people are volunteering as a route to getting a job. There is a perception that employers are no longer impressed by a 'gap' year spent travelling, but want to see that the time has been spent more visibly usefully.

### **Challenges for volunteering in the Netherlands**

The main challenges identified for volunteering in the Netherlands by the national EYV 2011 programme were to:

- at least maintain the enormous effort of existing volunteers;
- pay more attention to social media, such as LinkedIn, Facebook and Twitter, as a way of communicating with new and existing volunteers, members and active citizens;
- develop volunteer organisations and centres as entrepreneurs in civil society;
- position voluntary work alongside paid work, ensuring that voluntary work remains possible alongside paid employment;
- pay attention to the voluntary and unique nature of voluntary work in relation to the far-reaching instrumentalisation of voluntary work and the emergence of more and more forms of supervised voluntary work (service-learning, integration, as an instrument for re-integration in the labour market, etc.);
- discuss the changing role of the government, the private sector and civil society in supporting the volunteer effort, and explore the potential for new alliances and co-creations;
- devote continued attention to the image of voluntary work, tailored to people's different lifestyles and stages of life;
- draw attention to the diversity of voluntary work as a reflection of Dutch society.

### **National volunteering policy**

Responsibility for funding volunteer organisations lies at local authority level; national policy responsibility lies with the Ministry of Health, Welfare and Sport. There is no policy on volunteering as such, but volunteering is encompassed by a government policy which is putting more emphasis on self-reliant local communities, personal responsibility as a whole (moving away from a 'dependence' culture where the state is expected to provide) and responsibility to care for one's own family.

The Netherlands may be moving towards a more formal national policy. The sector as represented

by NOV is interested in discussing a covenant with government on the rights and responsibilities on both side of the table. Such self-regulating covenants are a common form of policymaking in the Netherlands. They also exist to resolve differences at other levels. Mezzo, the umbrella organisation for what is known as ‘mantelzorg’, i.e. ‘care’ when defined as caring for a family member or person to whom one is close for more than eight hours a week for longer than three months, concluded a covenant with the three main trade unions in 2010 on the demarcation line between this form of care, and related volunteering, and paid employment.

There had been suggestions that a covenant between NOV and the Ministry might be announced for the closing event of the European Year of Volunteering. However, this did not happen, and there was also uncertainty as to whether the discussion would lead to a covenant as such, or rather to a common agenda. The basis is a five-page manifesto handed over by NOV to the Ministry at the start of the European Tour Week. Full detail is in the body of the second interim report.

### **The Netherlands national action plan for EYV 2011**

The National Coordinating Body in the Netherlands was nominally the Ministry, but it outsourced the drafting of the national plan, and the implementation and management, to Movisie. Movisie was supported by a nine-person steering group. This included a representative of the main political party, of the city of Amsterdam, the Local Authority Association (VNG), and representatives from NOV, and leading volunteer organisations in sport and culture and a leading academic.

The programme’s overall objective was to put the spotlight on existing (local) voluntary work and civil initiatives’, i.e. to raise awareness of the many different forms of voluntary work and its value for individuals and for Dutch society as a whole. The three main aims were:

1. Celebrate and appreciate the strength of Dutch voluntary work, with existing volunteers and those who support them as a target group;
2. Show the wider public, but also governments and voluntary organizations themselves, what kinds of voluntary work there are and get away from volunteering’s ‘rather stuffy’ image: “serving coffee, working behind a bar at a club or pushing a wheelchair are valuable activities, but there is much more.”
3. Preserve a favourable climate for voluntary work, but continuing to focus attention on the influence of voluntary work on society (and therefore on policy) at a time of cutbacks across the board. The primary target groups were municipalities and ministries.

There was also a **best practice** strand, which combined the objectives through a series of activities designed to identify and present best practice, starting with municipal/local awards for innovative initiatives, regional winners’ initiatives, and culminating in a national award ceremony.

The campaign was centred on the concept of applauding volunteers, by clapping hands. The EYV 2011 logo was used with wording which illustrated this.

Municipalities were given a ‘hands’ package to enable them to present four awards between 1 February and 1 July.

- the Passion Award (for the individual or organisation that most puts their heart and soul into their volunteer work);
- the Innovation Award (for the most innovative individual or organisation)
- the Engagement Award (for the individual or organisation that achieves the best results in getting people engaged with each other)

- the Competence Award (for the individual or organisation that does the most in terms of talent development).

The regional winners automatically went forward to the closing national award-winning ceremony on December 7. The awards were presented by the State Secretary for Health, Sport and Social Welfare in the present of a member of the Royal Family, Princess Margriet.

There was also a week of applause in September to mark particular activities and donate money ([www.vrijwilligersbedankt.nl](http://www.vrijwilligersbedankt.nl)).

#### *Website*

There was a dedicated website, [www.vrijwilligerswerk.nl](http://www.vrijwilligerswerk.nl), which was very actively maintained, and included an active Twitter segment. There was a separate LinkedIn group for professionals, which was also actively maintained.

#### *Relay*

Relay Reporter, Nine Pieters, is a professional documentary film maker, who went to the Czech Republic. As of mid-December 2011, only three videos made by her appeared to have been uploaded on to the [europa.eu/volunteering](http://europa.eu/volunteering) website.

#### Institutional expenditure on EYV 2011

##### *EU-funded work programme*

The cost of the work programme was €827,775, of which the EU contributed 15.46%.

##### *Other expenditure*

This was supplemented by in-kind provision of locations in prestige office buildings, in particular, of the events (mainly conferences) held during the European Tour Week. This is estimated at: €8,000.

The VNG (the association of Dutch local authorities) spent close to €80,000, mainly on a tour of a refurbished fire engine, which was made available to municipalities (90 out of the 200 who bid for it because of budget constraints). It came with a computerised football wall designed to attract young people. The fire engine was decorated in a way that publicised volunteering. It was made available on two conditions: (i) that it was used in conjunction with a major related event to ensure that it attracted attention, and (ii) that the mayor made a speech which mentioned the European Year of Volunteering.

The National Lottery put up prize money for the national awards (€20,000); and an insurance company put up €5,000 for the winning student project of 10 pitched during the European Tour Week.

The Ministry of Education funded the international conference on service learning at a cost of some EUR 100,000.

There was also a regular radio spot on TROS organised by the NCB, which has an implicit cost.

The city of Amsterdam put time and effort into supporting the national campaign, but also ran a parallel campaign, [vrijwillig amsterdam](http://vrijwillig.amsterdam), with a theme per month. ([www.amsterdam.nl/vrijwillig](http://www.amsterdam.nl/vrijwillig)).

There were a number of local initiatives, but it is difficult to capture these. An example of one, the stars awarded to local volunteers in the town of Helmond, which is highlighted in the body of the second interim report, is just one of many. A quick search of google.nl shows that they range from the Dutch volleyball association drawing attention to the Week of Applause to the City of Apeldoorn organising a photographic exhibition to close the Year.

### **Description of the methodological approach:**

Three visits were made to the Netherlands. We attended all the events in Amsterdam but one<sup>80</sup> during the EYV 2011 Tour Stop, and also interviewed the Flagship Project coordinator during one of those visits. We returned to the Netherlands in the first week of December for interviews in The Hague, Utrecht (Movisie) and focus groups (in Utrecht and Helmond).

We conducted interviews with:

- Ministry of Health, Sport and Welfare
- The NCB (Movisie – project manager + external consultant)
- European Commission Representation (Head of Communications + one staff member)
- VNG – Association of Dutch Local Authorities
- Helmond Vrijwilligercentrale (2 people)
- Flagship Project coordinator (coordinator + external consultant)

An interview with the Amsterdam local authority was cancelled at the last minute and will be rescheduled by phone.

We attended all but one event of the Tour Programme, i.e. nine one- or half-day events at which the concerns of the sector were aired.

We carried out five on-the-spot interviews with academics and representatives of national volunteer organisations.

We conducted focus groups with:

- 2 representatives of volunteer organisations (there was a high level of cancellations);
- 4 students;
- 7 older volunteers.

### **Desk research:**

Before departure, desk research included reading:

- The Dutch NCB Programme;
- The proposals of the Flagship Project;<sup>81</sup>
- Information on the web portals of the EYV 2011 Alliance, [europa.eu/volunteering](http://europa.eu/volunteering), [vrijwilligerswerk.nl](http://vrijwilligerswerk.nl) and [amsterdam.nl/vrijwillig](http://amsterdam.nl/vrijwillig).

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<sup>80</sup> The exception being an event on the EVS which clashed with two others.

<sup>81</sup> The other was not available.

### 3.6.1.1. Findings

#### Relevance

#### 1. Correspondence between the needs of target audiences<sup>82</sup> and the objectives of the EYV 2011

We have relied on qualitative data from interviews with stakeholders as to the needs of the target audiences as identified in the national programme. The needs identified in the Dutch programme, i.e. to raise awareness of the value and diversity of volunteering, to provide recognition of the contribution of volunteering, and to ensure that government (national and local) understands the importance of volunteering were consistent with the over-arching aims of the Year. Based on our interviews and research, our finding is that the needs of the target audience as perceived in the Netherlands are in line with the needs identified in the intervention logic.

The need for volunteers to feel valued through recognition was not disputed, and the role that good volunteer management plays in this came out particularly strongly in one focus group where participants had very mixed experiences of volunteer managers, and the extent to which they see volunteers as a vital resource, or to some extent 'second-class citizens' alongside paid employees.

Stakeholders interviewed felt that the needs identified accurately reflected the situation on the ground, including the worry that the sector is being 'instrumentalised' by the push for people to take more responsibility for their communities and the care of those around them. There was comment at a number of events about the government failing to understand the impact of budget cuts, not just on the sector as such, but because when hospitals or fire services are centralised, local volunteers on whom these institutions depends, are likely to be lost to these services.

#### 2. Correspondence between the objectives and the policy agenda at national levels

As noted above, active citizenship is central to the Dutch policy agenda, even if it is to some extent controversial within the volunteer sector. Stakeholders interviewed nevertheless accepted the principle that this should lead to greater social cohesion if it is implemented successfully.

The national objectives clearly encompass an increase in the visibility of voluntary activities at national level. All of this is in line with the general objectives of EYV 2011 of:

- promoting active citizenship and social cohesion;
- create conditions for civil society conducive to volunteering;
- increasing the visibility of voluntary activities in the EU.

The national objectives are also consistent with the specific and operational objectives.

#### 3. Appropriateness of the messages

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<sup>82</sup> When not specified elsewhere, we refer to volunteers, organisations active in the field of volunteering, policy makers, citizens, and media.



The slogan used during EYV2011 is “Volunteer. Make a difference”. The Dutch equivalent is a direct translation (vrijwilligers maken het verschil) and was felt to convey the intended message.

While ‘volunteering’ has an outdated image, as the national programme recognises, stakeholders did not suggest alternatives should be used. The focus of the national campaign was on improving the associated image.

4. Appropriateness of the activities to the needs identified and to the national context (cultural and social context)

The programme of celebration events throughout the year was designed specifically to fit the grass-roots nature of volunteering (by starting at local level) and to accommodate the fact that responsibility for volunteering policy is a local authority matter. This was felt to be perfectly appropriate to the national context.

Some stakeholders felt, however, that not enough had been done – or at least achieved – via the national campaign to reach out to communities with immigrant backgrounds.

5. Cooperation/complementarity across activities

The activities were complementary as a holistic approach was taken to the campaign. We tested with stakeholders whether having a week of seminars, conferences and workshops might not have resulted in ‘conference fatigue’, but they were positive about the complementarity of the events in appealing to different parts of the sector each day. It is not as clear that there was any cooperation across event, i.e. that they created new, and potentially cross-sector, networks. The exception is the service learning event, which was designed to meet a need for cross-border networks in this area.

## Effectiveness and efficiency

### Communication Campaign

1. Effectiveness of the Communication Campaign in achieving its objectives – i.e. fostering the visibility of the multiple dimension of volunteering and exchange of good practice; enhancing the role of European Volunteers; disseminating innovative knowledge (outputs and results of the Communication Campaign compared to objectives).

The Communication Campaign is understood in this context to be the Tour in the format in which it was conceived, the europa.eu/volunteering website and the Relay reporters. None of these impinged to any great extent on the consciousness of stakeholders we interviewed because:

- The Tour took a completely different form; the visibility materials were somewhat ‘grafted on’ at the last minute and the PAU-derived logo was only used in this context;
- The europa.eu volunteering website was virtually unknown;
- The Relay Reporter handover took place during the opening event, but was not well integrated into it.

In the form in which it took, however, it is considered to have fulfilled effectively some of the key objectives of the European campaign, i.e. fostering the visibility of the multiple dimension, exchange of good practice, enhancing the role of volunteers and disseminating innovative knowledge.

The European Tour took the form of a series of conferences held on October 20-21 and October 25-27. It therefore only targeted the voluntary sector and allied multipliers. The visual identity material and other communication supports provided by PAU Education played only a limited role. There were no ancillary activities targeting the general public. Wider publics were reached during the year through viral campaigns, the publicity at all levels for the awards, and through a special supplement in the free newspaper, Metro.

The full programme of the Tour can be found in the feedback note in Annex. Particular points worth noting include:

- Presentation of new research on the visibility of coordinators;
- Presentation of a five-point sector manifesto to discuss with government (which is highlighted in the body of the second interim report) and focused on:
  - *mainstreaming volunteering across government;*
  - *conducting a volunteering impact statement to accompany all new government proposals;*
  - *treating all organisations in the volunteer sector equally for tax deduction purposes;*
  - *reducing the administrative burden;*
  - *making enough, good training in volunteer management available.*
- A 'competitive think tank' workshop using the case study approach to a (theoretical) local government problem with disruptive young people; utilising volunteers as part of the solution. The winning team will receive consultancy advice on how to implement one of the team members' projects;
- A discussion group on neighbourhood ambassadors;
- A seminar on corporate volunteering, which focused on how **individual businesses which are active in corporate volunteering can team up with each other to develop synergies;**
- A pitch by 10 student associations for a prize of €5,000;
- **A conference on the MaS, which was combined with an international research conference on service learning with** presentations of service learning from Germany, Spain, and Croatia, as well as of new research from the Volunteer Research Centre in the UK;
- An evening event on trends in social media;
- A research conference. Dutch research presented included new research into what motivates people to volunteer and which motivations are sustainable, i.e. the drop-out rate over two years by motivation.
- Presentation of the sector's Future Agenda (see also the main body of the second interim report). This is in six points:
  - *Use social media as the tool of the future to find volunteers;*
  - *Promote expertise in volunteering organisation board members and volunteer coordinators*
  - *Increase exchanges between volunteer organisations*
  - *Formulate the advantages of corporate social responsibility*
  - *Facilitate access to volunteering*
  - *Engage with the authorities about creating a favourable environment for volunteering.*

Attendance at most was high, as many as 400. This can be attributed to the fact that these were events by the sector for the sector, with the organisers of each event responsible for mobilising their own

constituency. It is probably also attributable to the fact that EYV2011 has had a high profile in the Netherlands (and was well resourced). Only one event had a disappointing turnout compared to the number pre-registered. This was the 'competitive think tank' (see feedback not in Annex).

Stakeholders, with few exceptions – but there are some amongst those whom we have interviewed – tend not to have an overview that enables comparisons. However, in the view of those we have spoken to, and in our own judgement, this format was more effective in achieving these objectives than in most, if not all, the fieldwork countries.

## 2. Effectiveness in reaching target audience

The Tour was conceived with a view to showcasing the best of volunteering both to multipliers in the volunteering community and to the general public. Stakeholders interviewed felt that in the format it took in the Netherlands, it succeeded in the former but not with the latter.

Our focus groups with younger and older people both took place with groups from outside the capital which had had no real involvement with EYV 2011, and while they were aware of some of the activities related to it, they on the whole did not associate these with the European Year and were not aware of the Tour.

europa.eu/volunteering is also a tool to reach the target audiences, but was not widely known to interviewees outside a small circle closely involved in implementation of the Year.

Awareness of the Relay process was too low among the interviewees for them to express a view.

## 3. Visibility of the activities

The activities of the Tour week were probably not as such highly visible to the general public, though they received good publicity via sector websites. This perception cannot be confirmed until the clippings report is available.

In terms of the visibility of the multiple dimensions of volunteering, the variety of topics covered during the week of conferences was felt to have contributed. Several stakeholders commented, in particular, on the event on the use of social media. While this did not directly affect visibility, it was felt to have been effective in teaching the sector more about social media and the variety of uses to which they can be put. Perceptions are that the sector still lags behind the commercial world in the use of social media.

## 4. Effectiveness of the implementation

The conferences were held in a variety of locations, including the RAI congress building and prestige office blocks in southern Amsterdam, e.g. the headquarters of a bank and of a major consulting and accountancy firm. All the events ran smoothly. The decisions on location were taken well in advance and stakeholders expressed satisfaction with the logistics.

There was no EU corner.

Surveys were not systematically distributed to and collected from participants.

#### 5. Efficiency of the tools used to reach the communication campaign's objectives

Organisations that used a logo and branding used the official 'hands' logo. The impact of the logo was enhanced by the fact that the NCB produced additional materials, e.g. roll-ups, using the logo.

There was very low awareness or use of the tee-shirts and giveaways.

#### 6. European added-value

Although some stakeholders thought there could have been more European content to the Tour, there was not a perception that this had really been missing. It is our judgement that this is in part because the Dutch feel that they are ahead of the curve in volunteering practice and that there was therefore no need for this.

### NCB – National programme

#### 1. Effectiveness of the activities carried out by the NCB to achieve their objectives

The NCB programme consisted of the activities listed in the introductory section, which were considered as a year-long whole. Stakeholders felt that the content reflected the objectives of the national programme and that the activities had been effectively implemented.

The fact that the Royal Family had attended one event during the European Tour Week (Princess Máxima, in an unofficial capacity and therefore without any real publicity attached) and the closing event (Princess Margriet) was felt to have added to the effectiveness. This – and the presence of the State Secretary – clearly had an impact on the volunteers present at the closing Award ceremony, a slick event in a theatre moderated by a well known personality, with the four award ceremonies interspersed with entertainment by volunteer-based groups of a high standard.

#### 2. Appropriateness of the activities carried out by the NCB to the national context

As indicated in relation to relevance, the objectives and priorities were considered to be appropriate to the national context. The approach of starting local and building up to a national event was regarded positively.

#### 3. Effectiveness in reaching target audience

Stakeholders felt that activities had been effective in reaching the general public, and that overall the national campaign was well known to the sector at every level, and that the national activities had leveraged considerable activity at local level on a scale that it is difficult to capture.

As noted above the conditions attached to dispatch of the VNG fire engine were designed to ensure maximum effectiveness through association with an activity likely to attract a large audience. This project was not equally effective at doing that everywhere, but appears certainly to have been effective overall.

#### 4. Visibility of the activities

Material collected during desk research and the fieldwork suggests that that coverage of the Year and the related activities has been low in print media. However, as noted above, the level of tweeting has been quite high. The radio and TV coverage organised as part of the campaign and the Metro supplement are also likely to have reached a wide audience, though we have as yet no data on this.

#### 5. Effectiveness of the implementation

The activities were organised as planned.

#### 6. Adequacy of the tools used to reach the objectives of the strand

The money available for EYV 2011 amounted to around €0.05 per head of the population, around five times as much as in some other countries. This is still not a large amount in terms of reaching the general public, but clearly allowed the Dutch to do far more than other countries, and therefore to use certain tools more intensively, e.g. social media. This is not to detract from the effectiveness of the Dutch campaign, but when considering it in the light of other countries' campaigns, this is context to be borne in mind.

#### 7. European added-value

The national campaign did not set out to add European value directly and was not effective in doing this, except in the area of service learning.

## Sustainability

The findings below on sustainability must be regarded as preliminary.

#### 1. Opinion of participants on their future involvement in volunteering actions thanks to their participation in the EYV activities (for each strand)

Perceptions must be interpreted in the light of the fact that almost all interviewees were already volunteers. The EYV2011 activities observed did not affect their attitude to remaining volunteers.

#### 2. Good practices developed during EYV 2011 will be applied by actors in the field after 2011

Interviewees did feel that the good practices highlighted by EYV 2011 would spread, mainly through existing networks. In addition, it seems that a European service learning network will be set up as a result of the conference during the European Tour. The form this will take – with the possibility ranging from a LinkedIn Forum to a Grundtvig-funded project – remained unclear.

The website set up for the national campaign is to become a permanent feature funded by the government, so this will be able to serve as a known one-stop shop for disseminated good practice.

The sector (NOV) manifesto was the subject of discussions with government, but plans for a formal document incorporating them have not advanced because of a change in government policy.

The national award is also to become permanent, funded by the government, and possibly co-funded by other organisations.

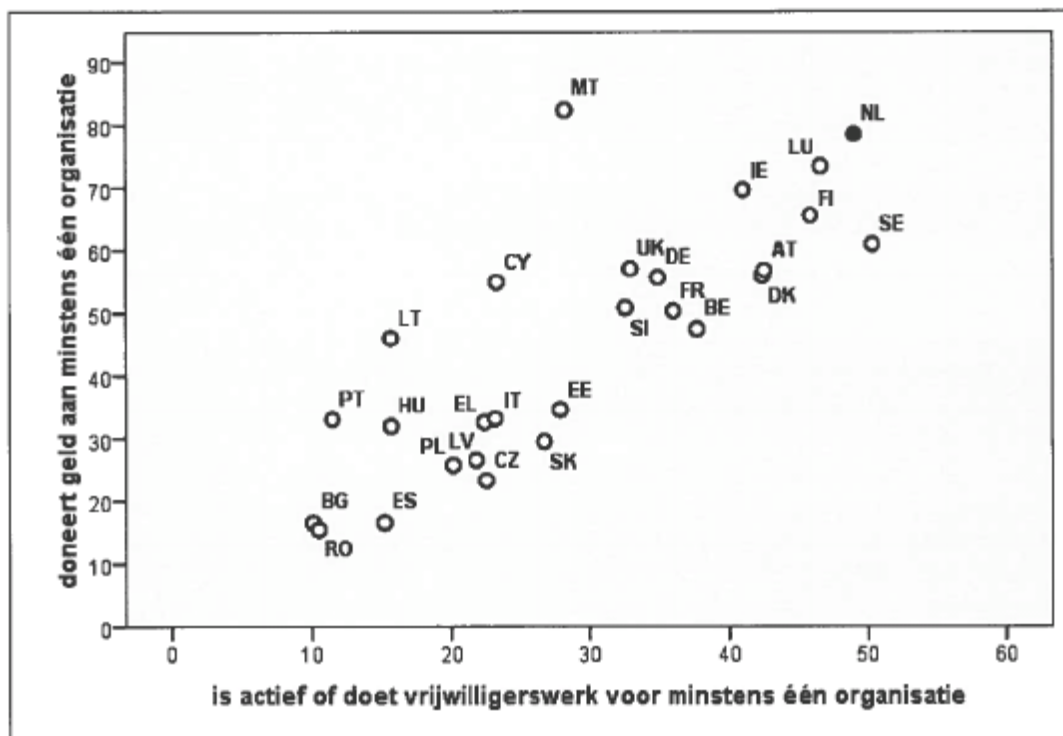
#### 3. Feedback from target groups demonstrating that activities and results of the EYV 2011 have been properly disseminated

Members of the volunteering community felt that information on activities and results had been well disseminated. The general public, as represented by the focus groups, felt more remote from this process. This finding should be seen in context. It may appear more negative than findings for other countries.

However, it reflects the fact that these focus groups were held in a small town well away from the capital. Elsewhere focus groups were conducted at the time of the Tour, and generally with volunteers participating in some way in the Tour.

Annex 1

**Giving and volunteering in the EU** (Source: Vrijwillige Inzet Onderzocht, Cahier, 2011)



## 3.7. UK

### Introduction to national context:

There are an estimated 20 million volunteers in England, i.e. people who volunteered formally (through groups and organisations) at least once in 2009-2010, i.e. 40% of the adult population, up from 39% in 2001-02, but down from 51% in 1991. Many people volunteer informally, i.e. providing unpaid help to non-family members. The figures for this in 2009-10 were 54% in the previous year and 29% in the previous month. Figures for devolved regions, i.e. Scotland, Wales and Northern Ireland, show higher rates in Wales (but the figures are less recent and not necessarily comparable) and lower rates in Scotland and Northern Ireland<sup>83</sup>.

The figure for those volunteering formally once in the previous month in 2009-2010 was 23%, or more than 13 million. Most of the volunteers in that group volunteer in sports or exercise activity (52% based on figures for the previous year), followed by hobbies, recreation, arts and social clubs (40%), children's education/schools (34%), religion (33%) and youth/children's activities outside schools (33%). Most volunteering takes the form of organising or helping to run an activity or event (59% cited this as one of their activities in the previous month) and fund-raising (52%).

While levels of volunteering are high in the UK, much of the formal volunteering is done by a 'civic core'. Research cited in *Participation: trends, facts and figures* from the National Council for Voluntary Organisations indicates that in practice a relatively small subset of the population accounts for most of the volunteering. Thirty-one percent of the adult population provide nearly 90% of volunteer hours (and just under 80% of charitable giving and around 70% of civil participation). Eight per cent of the adult population account for almost half (49%) of all volunteer hours.

This is not to say that this is a particularly UK characteristic. We are not aware of research in other countries which has looked at volunteering from this perspective. It is, however, consistent with what we found in focus groups, i.e. that there is a core of highly committed volunteers for whom volunteering is a virtually full-time occupation, or when they are in employment, takes up most of their free time, and that typically people volunteer for several organisations.

Employee volunteering is relatively well developed in the UK. Business in the Community organises a 'Give and Gain' day each year. In 2011, 27,530 employee volunteers worked on 422 projects according to its website. Seventy per cent of companies in the FTSE 100 have a volunteering programme according to Volunteering England.

### Key characteristics of volunteering structures and infrastructure

Volunteering England, an independent membership organisation and charity, runs Volunteer Centres throughout England. These Volunteer Centres are local organisations that provide support and expertise within the local community to potential volunteers, existing volunteers and organisations that involve volunteers. Similar structures exist in Scotland, Wales and Northern Ireland.

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<sup>83</sup> *Participation: trends, facts and figures*, National Council for Voluntary Organisations.

Another leading national organisation is the National Council for Voluntary Organisations (NCVO). This is the largest umbrella body for the voluntary and community sector in England. It has 8,000 member organisations and there are equivalent structures in the devolved regions of the UK. This is just the tip of the iceberg, as there are more than 170,000 voluntary sector organisations.

Faith-based organisations are present in the voluntary sector, but are not as prominent as in some other EU Member States.

### **Challenges for volunteering in the UK**

The main challenges identified for volunteering in the UK by the national EYV 2011 programme were:

- **Static levels of volunteering:** a cultural change was felt to be needed in order for individuals to become more active within their communities and take a greater level of responsibility for addressing the social problems they face. This wording reflects the UK's Big Society policy, i.e. "helping people to come together to improve their own lives. It's about putting more power in people's hands – a massive transfer of power from Whitehall to local communities."
- **Underrepresented groups:** 'socially excluded' groups are underrepresented in volunteering. These include minority ethnic groups and the disabled.
- **Lack of suitable volunteer placements:** with the economic downturn, the numbers of volunteers has increased, with the unemployed seeing volunteering as a way of improving skills and employability.
- **Volunteer management:** in many cases volunteer management is not given an appropriate level of priority, often despite the best efforts of those with volunteer management responsibilities. The Year was seen as a way to continue work to raise awareness of the importance of investment in volunteer management and sharing good practice.

### **National volunteering policy**

Volunteering is seen as being closely bound with the Big Society policy. The Office of Civil Society within the Cabinet Office is responsible for implementing the Big Society policy and is also the NCB. It has nine strategic partners (a significant reduction in the number of funded organisations compared with the past). These partners are receiving £8.2m for the period 2011-2013. They include fundraising, community and social enterprise umbrella, as well as organisations from the voluntary sector, i.e. the NCVO and Volunteering England, ACEVO (the Association of Chief Executives of Voluntary Organisations) and NAVCA (National Association for Voluntary and Community Action).

### **The UK national action plan for EYV 2011**

The National Coordinating Body in the UK was the Office for Civil Society (OCS). The European Year of Volunteering was marked throughout the UK, but the national work programme only covered England in line with the remit of the OCS. The programme focused on four national priorities and five themes.

The priorities were:

- Encourage and enable individuals to make a contribution within their communities and help solve social issues by volunteering;
- Promote good practice across all sectors in developing effective employer-supported volunteering



(ESV) programmes;

- Identify and share good practice and resources relating to effective volunteer management;
- Promote good practice in opening doors to volunteering opportunities to those traditionally less likely to volunteer (e.g. disabled people, those from minority ethnic backgrounds, the unemployed etc.)

The Year was organised around five themes, each of which was a particular focus for a period of two months and with a lead organisation for each:

- Young People and Children – March and April (v in collaboration with Catch 22)
- Environment – May and June (Groundwork West Midlands)
- Sport – July and August (runningsports)
- Culture and the Arts – September and October (Arts & Business)
- Health and Social Care – November and December (Age UK – with a specific focus on active aging to prepare for 2012).
- There were three year-long themes derived from the priorities:
- Employer Supported Volunteering (led by Volunteering England)
- Volunteer Management (Volunteer Centre Warrington)
- Opening the Door to Volunteering (Attend).

An anti-poverty theme planned for the first two months was dropped because of delays in the availability of the EC funding. This also affected the start-up of the Young People and Children theme.

The lead organisations received funding under the national programme for their EYV 2011 projects, as did Volunteering England for the Shared Learning strand. This involves helping the lead organisations to:

- identify key learning points;
- share key learning points between lead organisations; and
- disseminate key learning points across the public, private and voluntary sectors.

More information can be found at: <http://www.cabinetoffice.gov.uk/sites/default/files/resources/eyv11-national-projects-england.pdf>. The outputs from a number of the projects were the subject of presentations during the European Tour Week in London.

The outputs will include new research, activities, and conferences and seminars around the UK. During May and June, Groundwork West Midlands delivered 47 volunteer events with this funding and made it clear that they were being organised as part of EYV 2011 (often known in the UK as EYOV). These events provided 375 volunteer opportunities, a total of 157 hours of volunteer time. They also teamed up with Groundwork Leeds who produced their own regional volunteering calendar working in partnership with the Wildlife Trust, BTCV and British Waterways. Arts and Business ran a series of volunteering matching events around the UK, of which the event in Leeds appears to have been among those with the highest profile. Runningsports organised events and produced publications on opening up sports volunteering to

the wider community (i.e. breaking the mould in which volunteers see volunteering in sport as being exclusively for those actively involved in sports) in London (during the Tour), in Birmingham and Leeds.

Age UK divided its activities into policy — two conferences, one in London and one in Rotherham (in northern England), practice — compilation of a practice guide on what volunteers can do to support the health and social care needs of older people, and celebration — an event which included the Health and Social Care Volunteering Awards, a one-off scheme to celebrate the Year.

The research included a report by Catch 22 on The Future of Youth Volunteering, published in June 2011, and disseminated in part via a webinar.

In the vast majority of cases, these projects are funding new activities.

The prominence of Leeds in partnering with some of the projects listed above is the result of the fact that there was a Leeds European Year of Volunteering 2011 as a merely local initiative not funded by central government. The budget for this was ca. £30,000, of which £25,000 was raised through corporate sponsorship.

#### *Website*

There was no dedicated website. Europa.eu/volunteering links through to the UK Cabinet Office Big Society website. This has one link to a page on the tour, but links back to europa.eu/volunteering for further information on EYV 2011 in the UK. Several of the lead organisations have EYV 2011 pages, notably Volunteering England, but these are modest and not intended to be an integral part of the national campaign. The Volunteering England EYV 2011 pages can only be found by using the sitemap. Most of the lead organisations had some web pages devoted to their EYV 2011 activity. Exceptions include Attend and Volunteer Centre Warrington.

#### *Relay*

Relay Reporter, Mike Leigh Cooper's videos were to be found through Facebook and on YouTube. His highest number of views appears to have been around 200. He also blogged daily via europa.eu/volunteering while in Lithuania.

#### Institutional expenditure on EYV 2011

##### *EU-funded work programme*

The cost of the work programme was €730,489, of which the EU contributed 45.18%.

##### *Other expenditure*

There is no information on the expenditure by the devolved regions or by other organisations. The information collected during the interviews suggests that the leverage effect in England was low.

The Leeds Year of Volunteering 2011 and the Year of Active Citizenship in neighbouring Bradford appear to be the major exceptions to the rule. These are described in detail in the body of the second interim report. Via Europe Direct, this received funding from the Europe For Citizens programme.

The European Commission Representation in London hosted a photographic exhibition from July 20-September 9 with 27 works by one photographer per member state on the Art as Witness. The work

either engaged directly with the voluntary sectors or closely related social issues. The exhibition was organised by the London chapter of the European Union National Institutes of Culture with support from the Representation, cultural institutes and cultural attachés of the participating countries.

It was out of scope to consider the devolved regions, but we note that:

- A number of activities were organised in Scotland (see <http://www.vds.org.uk/Volunteers/RecognitionandCelebration/EuropeanYearofVolunteering/tabid/471/Default.aspx>);
- Europe Direct Llangollen in cooperation with Denbighshire Voluntary Services Council and Flintshire Local Voluntary Council, organised a day of taster volunteering workshops and a volunteering fair for young people to celebrate the European Year of Volunteering 2011 on Friday November 18th 2011.
- December 5 was marked as a date to celebrate EYV 2011 at a Putting Wales on the Map event on December 5 at Cardiff City Hall. This was described as “an event to showcase the work of Wales' voluntary organisations, to promote a sense of global citizenship within volunteering and, most of all, to celebrate EYV 2011.”
- Volunteering NOW (Northern Ireland) put out a monthly newsletter on EYV 2011, as well as organising events.

#### **Description of the methodological approach:**

A total of 18 interviews were carried out with policymakers, staff of volunteer organisations and volunteers. These included in-depth interviews with:

- The Cabinet Office (Office for Civil Society) (NCB);
- Volunteering England (2 separate interviews);
- The European Commission Representation;
- The coordinators (2) of a UK ‘highlight’ project – V-inspired & Catch-22 (by phone);
- A representative of Leeds City Council;
- The coordinator of one of the three UK Flagship Projects – Green Volunteers Bristol (1 interview – CSV – had been carried out previously by phone; one – VODA Newcastle Tyneside – has been contacted by phone, but has not in fact signed a grant agreement).

Shorter interviews were carried out with representatives of:

- EYV 2011 Alliance working group members (2 interviews)
- British Council
- British Red Cross
- CSV

- Depaul UK
- Jewish Volunteering Network
- Scrapstores UK (2)
- Volunteer Centre Dundee.

We attended:

- An Age UK seminar to launch the two-month health and social care (active ageing) strand of EYV 2011, and
- at least in part, three workshops which were part of the Tour and organised by lead organisation receiving funding as part of the national campaign, i.e.
- Runningsport/Sportscoach UK;
- Volunteer Centre Warrington;
- Volunteering England.

... and presentations/workshops organised by:

- The Arboretum, Castle Howard
- Guide Dogs for the Blind
- Havco Volunteer Centre
- Hammersmith and Fulham Volunteer Centre
- Health Champions (Anglian Community Care)
- Options for Life (including short interviews with EVS volunteers)
- Leeds & Bradford Volunteer Action
- Volunteer Now, Northern Ireland.

The Focus Group questioning route was used with groups consisting of the following<sup>84</sup>:

- Representatives of Leeds City Council; the Steering Committee of the Leeds EYV 2011 year; the Leeds Volunteer Centre; the Bradford Volunteer Centre – all of whom both work for volunteer organisations and volunteer for other organisations;
- Four representatives of volunteer organisations (Marie Curie Cancer Care - 2, Cancer Research UK,

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<sup>84</sup> One other focus group was arranged but cancelled by the volunteer organisations at the last minute, and too late to make alternative arrangements.

Motor Neurone Disease Association);

- Three older volunteers working with Volunteer Now, Northern Ireland;
- Three young people working with or volunteering for Action on Hearing Loss;
- Three young people volunteering with CSV;

As a complement to a working group on barriers to volunteering of six representatives of volunteer organisations during the Age UK launch event of the age strand of the national EYV 2011 programme.

Desk research:

- Before departure, desk research included reading:
- The UK NCB Programme
- The proposals of the three Flagship Projects<sup>85</sup>
- Information on the web portals of the EYV 2011 Alliance, [europa.eu/volunteering](http://europa.eu/volunteering) and Volunteering England.

### 3.7.1.1. Findings

#### Relevance

#### 1. Correspondence between the needs of target audiences<sup>86</sup> and the objectives of the EYV 2011

We have relied on qualitative data from interviews with stakeholders as to the needs of the target audiences as identified in the national programme. The needs identified in the UK programme, i.e. to increase levels of local community involvement (i.e. the 'Big Society' concept), for volunteering to be more socially inclusive, to provide a better match between the needs of volunteers and the placements available (a 'quality' issue) and volunteer management were also consistent with the over-arching aims of the Year. Based on our interviews and research, our finding is that the needs of the target audience as perceived in the UK are in line with the needs identified in the intervention logic.

Stakeholders interviewed felt that these needs accurately reflected the situation on the ground, subject to some reservations that the sector is being 'instrumentalised' by the Big Society policy to be a substitute for public services affected by budget cuts rather than complementing them. They nevertheless identified with the concept of people becoming more involved in the wellbeing of their own communities.

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<sup>85</sup> The other was not available.

<sup>86</sup> When not specified elsewhere, we refer to volunteers, organisations active in the field of volunteering, policy makers, citizens, and media.

They agreed that volunteering needs to be more socially inclusive – volunteers tend at present to come from the more affluent communities. In addition, the senior volunteer positions tend to be occupied by men.

Stakeholders had mixed views as to whether ethnic minorities are underrepresented enough, as there is research from Bradford which shows that black and minority ethnic communities are over-represented, accounting for 60% of volunteers. Stakeholders suggested that the faith-based volunteering in these communities is probably under-represented in the statistics because it is often not perceived by the volunteers as volunteering.

They agree that demand is outstripping supply, at least for placements that may offer a pathway to employment. There is a growing concern that the dividing line between volunteering and internships is becoming blurred, creating unjustified expectations that volunteering will lead to employment, and dangers to the concept and image of volunteering. More than one stakeholder told us of evidence that jobcentres (official employment offices) were virtually requiring job seekers to volunteer to improve their employability.

The need to improve volunteer management is widely recognised. The need for this takes several forms: better matching of volunteers to placements, more attention on retention, improved utilisation of the skills of employee volunteers (moving away from what one stakeholder described as ‘painting fences for a day’) and dealing better with budget cuts, e.g. smart use of volunteers rather than focusing on finding alternative funding, which will be hard or impossible to find.

Stakeholders felt there were no great barriers to volunteering in the UK, with the exception of the Criminal Records Check. This is a disincentive in itself because people feel it is intrusive and breaches their privacy; it is also a disincentive because it can take six weeks, and the volunteers can lose their motivation during that time. One stakeholder also noted that volunteers are not covered by equality legislation.

## 2. Correspondence between the objectives and the policy agenda at national levels

As noted above, active citizenship (the ‘Big Society’) is central to the UK policy agenda. Social cohesion is closely related to this and a more socially inclusive volunteering sector is a priority. The national policy agenda also encompasses an increase in the visibility of voluntary activities at national level. All of this is in line with the general objectives of EYV 2011 of:

- promoting active citizenship and social cohesion;
- create conditions for civil society conducive to volunteering;
- increasing the visibility of voluntary activities in the EU.

The national objectives are also consistent with the specific and operational objectives.

## 3. Appropriateness of the messages

The slogan used during EYV2011 is “Volunteer. Make a difference”. English appears to have been the original language. Consequently, it conveys the intended message. Some stakeholders feel that ‘volunteering’ has an outdated image that does not convey the reality of much volunteering in terms of the challenge it offers volunteers or the content of volunteering. However, no satisfactory alternative has been found, and the problem is with the English language and the national context, not the slogan as such.

4. Appropriateness of the activities to the needs identified and to the national context (cultural and social context)

The themes selected for co-funding were chosen to be aligned with the needs identified and to the desirability of creating a link between EYV 2011 and the Year of Active Ageing in 2012, by focusing on age-related topics in the last two months of 2011. The activities carried out by the 'lead organisations' with the EYV 2011 funding were highly diverse. Most stakeholders only knew the activities within their own field – at best. They did feel that they were appropriate to the national context.

5. Cooperation/complementarity across activities

The activities were complementary as they were based around clearly designated themes. There was little in the design of the programme to achieve cooperation across themes during the Year, other than through the shared learning strand. Workshops and publication on the website were the main tools. Stakeholders interviewed did not feel a need for anything beyond that, but were often not aware of the funded projects. They therefore did not see that there might be a potential need.

## Effectiveness and efficiency

### Communication Campaign

1. Effectiveness of the Communication Campaign in achieving its objectives – i.e. fostering the visibility of the multiple dimension of volunteering and exchange of good practice; enhancing the role of European Volunteers; disseminating innovative knowledge (outputs and results of the Communication Campaign compared to objectives).

The feedback note on the Tour stop in the UK (see Annex) provides additional information for assessing the effectiveness of the Tour as the key plank of the Communication campaign. The Tour content took two forms: stands to enable organisations to showcase their work, and workshops and presentations. Workshops were for invited audiences, though open to all, and were relatively well attended (20+ people). It had been expected that presentations by organisations with stands would also attract a separate audience; in practice, they were moved from the workshop room to the main area in order to achieve a networking effect among the organisations present. This was welcomed by the organisations as a benefit, and a compensation for the absence of a wider audience from outside.

The Tour had the potential – as a result of the wide range of organisations represented – to provide visibility for the multiple dimension of volunteering. This was not achieved as they number of external visitors was very low, though a number of organisations found about the existence of other organisations as a result of the networking.

Many stakeholders regretted the absence of a European dimension to the Tour.

The europa.eu/volunteering website was widely criticised by those familiar with it for being slow to load, difficult to navigate and cumbersome when loading events. These problems were felt to be particularly critical as there was no UK site, and it had been expected that none would be needed because the central site could be used for announcements.

## 2. Effectiveness in reaching target audience

The Tour was conceived with a view to showcasing the best of volunteering both to multipliers in the volunteering community and to the general public. Stakeholders interviewed felt that it succeeded to some extent in reaching the former; indeed, some stakeholders would not have heard of EYV 2011 had it not been for being invited to the Tour. When those attending the Age UK launch event in November 2011 were asked who had heard of EYV 2011, only a handful of hands went up.

europa.eu/volunteering is also a tool to reach the target audiences, but was not widely known to interviewees outside a small circle closely involved in implementation of the Year. The UK was the seventh highest country of usage in the period early December 2010 to early October 2011. It rose to number three in October, the month of the Tour, and dropped back to five the following month.

There was no Relay handover as part of the opening session as the Tour was held four months later than originally planned because of difficulties in finding a location. Awareness of the Relay process was too low among the interviewees for them to express a view.

## 3. Visibility of the activities

In terms of the visibility of the multiple dimensions of volunteering, the Tour – with different themes each day and a rotation of half to two-thirds of the organisations as well each day, the principle of broad visibility was achieved. The geographic spread was wide. However, stakeholders felt that the Tour had not been a cost-effective means of reaching the volunteer sector. They also felt that it had not been effective in reaching the general public, either directly or indirectly through media coverage. They attributed the failure to reach the general public effectively to an absence of promotion, a poor location and poor signage. Stakeholders also felt that there are existing events, such as the annual Volunteer Week in London with parallel events around England, and local volunteer fairs, which reach the target audience more effectively.

The clippings report was not available at the time of writing.

## 4. Effectiveness of the implementation

The Coin Street Community Centre is in London's South Bank area, not far from Waterloo Station. While nominally central and on a main thoroughfare, Coin Street attracts very little passing footfall. The main part of the Tour – stands – was located on the ground floor of this space beyond the entrance hall. There was an EU corner, but this was not staffed. The EVS stand was staffed throughout by staff of the British Council (which is responsible for the EVS in the UK).

Difficulties over agreeing a location (because of the difficulty of finding a free-of-charge/low cost, central location in the capital) delayed decisions on the shape of the final event and organisation of the programme. Some stakeholders complained about the short notice they had in order to organise their presence, but nevertheless were positive about the purely logistical information on stand size etc. which they had received.

Surveys were not systematically distributed to and collected from participants. This affects the ability to evaluate the Tour.

Fuller detail of the logistical issues which affected implementation, and stakeholder views, can be found in the feedback note in annex.



## 5. Efficiency of the tools used to reach the communication campaign's objectives

The words 'make a difference' are already part of the branding of CSV (Community Service Volunteers), one of the largest UK volunteering organisations. CSV has a 'Make a Difference' Day each year, which in 2011 coincided (deliberately) with the first day of the European Tour.

Interviewees did not have any perception that there could be confusion between the two because they were unaware of the use of the slogan by the EU. The PAU-derived artwork and materials using the slogan were not used at all in the UK other than during the Tour as far as we can ascertain.

Organisations that used a logo and branding used the official 'hands' logo.

The fact that the tee-shirts and giveaways were available only during the Tour was widely regretted as an opportunity missed to raise the visibility of EYV2011 during the year.

## 6. European added-value

A number of interviewees came to the Tour event in the expectation of – and felt that the effectiveness would have been significantly greater had there been – more 'European content' in the presentations. They also felt that the term 'European Tour' did not include a message that would have conveyed to the general public a reason to visit it, and that for those that did (including from the voluntary sector), the expectation of something 'European' would be that it would be larger and grander.

### NCB – National programme

#### 1. Effectiveness of the activities carried out by the NCB to achieve their objectives

The NCB programme consisted of the themed activities listed in the introductory section. Stakeholders felt that the content reflected the objectives of the national programme and that the activities that they were aware of (generally those within their own sector) appeared to have been effectively implemented.

The concept of having a theme every two months was based on a concept of a theme-per-month used for a year of volunteering in 2005. It was felt when designing the programme that two months would allow more time to be effective than one. Ex post, one of the lessons learned is felt to be that imposing the two-month period was an unnecessary constraint.

#### 2. Appropriateness of the activities carried out by the NCB to the national context

As indicated in relation to relevance, the objectives, themes and priorities were considered to be appropriate to the national context. However, as also indicated above, knowledge of the activities tended to have remained within sectors, so that the comments applied to the appropriateness to the sector.

One concern expressed to us was that there was too much emphasis on attracting young people, and not enough on retention. A comment in the same vein related to the importance of maintaining an age balance in recruitment because older volunteers mentor younger volunteers.

#### 3. Effectiveness in reaching target audience

Stakeholders felt that some activities had been individually effective in reaching the general public, and that overall the programme was known to the sector, at least at the level of those with national responsibilities. Effectiveness in reaching the target audience at local level depended on the nature on the

project. Some have been more effective in reaching the target audiences of the general public and the sector than others. Overall, however, it is felt that there had been more success in reaching the sector than the general public.

#### 4. Visibility of the activities

A search of google.co.uk, including the News section, suggests that coverage of the Year and the related activities has been low. There has, however, been some 'blogging' to the sector, and the sector's own communication tools, e.g. newsletters, also publicised the Year.

#### 5. Effectiveness of the implementation

The activities were organised as planned.

#### 6. Adequacy of the tools used to reach the objectives of the strand

A total budget of around €0.01 per head of population for a campaign designed to reach citizens is very low and the adequacy must be seen in this context. Thus, while nominally the objectives of the national programme included reaching the general public directly, in practice, the activities mainly reached multipliers, and leveraged the dissemination tools of those multipliers. This was seen as adequate in the circumstances.

#### 7. European added-value

Interviewees rarely had an overview of all the activities of EYV2011, but from their limited perspective, they felt in a significant number of cases that the activities not adequately fostered cross-border exchange of experience.

## **Sustainability**

The finding below on sustainability must be regarded as preliminary, particularly as the work of the projects funded under the national programme is in many cases still not complete. One feature of discussions on the legacy in the UK, however, is that they are in general focused on making the link between EYV 2011 and volunteering in sport, because the UK hosts the Olympics in 2012, rather than on the Year of Active Ageing – Age UK being an exception.

#### 1. Opinion of participants on their future involvement in volunteering actions thanks to their participation in the EYV activities (for each strand)

Perceptions must be interpreted in the light of the fact that almost all interviewees were already volunteers. The EYV2011 activities observed did not affect their attitude to remaining volunteers.

#### 2. Expectations of stakeholders that good practices developed during the EYV will be applied by actors in the field after 2011

Interviewees did feel that the good practices highlighted by EYV 2011 would spread, both through existing networks, new contact made, e.g. via the Tour, and through the shared learning strand of the national programme.

3. Feedback from target groups demonstrating that activities and results of the EYV 2011 have been properly disseminated

Members of the volunteering community felt that information on activities had been relatively well disseminated, but that there had been little dissemination of results as of yet.

### 3.8. Malta

#### Introduction to national context

Volunteering is a well-established tradition in Maltese society, with origins in the Church activities, and in the teaching profession. The formal structuring of the sector is however quite recent. The Voluntary Organisation Act (henceforth VOA), which provides the legal framework for activities of voluntary organisations, came into force only on 11 December 2007. Besides the legal definition of volunteers and volunteer activity, the VOA also sets out the institutional framework for voluntary sector. The two main public bodies responsible for volunteering in Malta are the Commissioner for the Voluntary Sector and the Malta Council for Voluntary Organisations (MCVS), which was also designated as National Coordination Body (NCB) of the EYV 2011.

The Commissioner, established in 2007, mainly acts as a regulator, and has two main functions; promotion and improvement of the volunteering sector, and introduction of principles of transparency and accountability in the sector.

The Malta Council for the Voluntary Sector was firstly established in September 2008. It runs for a two-year period and is composed of a Chairperson and other ten members, appointed by voluntary organisations. The current Council was appointed in October 2010. Its main function is to acts as a platform for developing cooperation amongst voluntary organisations and between voluntary sector and the Government.

Desk research and fieldwork have shown that

- Volunteering is well developed in Malta: despite the lack of official statistics, the latest estimates provided by the Commissioner for Voluntary Organisation state that about 14% of the Maltese population is engaged in volunteering<sup>87</sup>. The perception is that younger generations are less interested in volunteering, which will pose serious issues in the next future;
- Volunteering is deeply rooted in Maltese society, where a majority of people are members of several associations. The volunteering landscape is quite scattered: besides a limited number of large organisations, with permanent staff and large turnover, the majority of voluntary organisations is quite small, and operates with very low coordination<sup>88</sup>;
- Voluntary organisations are active in a broad variety of fields, such as Philanthropy (11.37% of NGOs), Education and Sport (17.22%), Religion (4.9%), Health (8.61%), Social and Community (20.06%), Culture, Arts and National Heritage (16.33%), Environment and Animal Welfare (7.55%), Human Rights (14.46%)<sup>89</sup>;
- Despite its popularity, volunteering is not well-documented. Official statistics have started only recently, with the implementation of the new legislative framework<sup>90</sup>;

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<sup>87</sup> <http://www.maltacvs.com/page11/page11.html>

<sup>88</sup> GHK, study on volunteering in Europe – national report on Malta (2010)

<sup>89</sup> Office of the Commissioner for Voluntary Organisations, Annual Report (2010)

<sup>90</sup> Part of the Commissioner's activity is focused on improving knowledge and documentation about volunteering in Malta. He has recently commissioned two researches, one on volunteering among young people and the other on volunteering among older people. Both researches should be published in the following months (Office of the Commissioner for Voluntary Organisations, Annual Report (2010))

- Volunteering has been considered for a long time as an informal sector of activity, with no official recognition or legal status, which encompassed also volunteers' self-acknowledgment (even today, many people in volunteering would not define themselves as volunteers)<sup>91</sup>;
- Volunteering is undergoing a deep transformation, from an informal to an officially recognised economic sector, with legal and management requirements, coordination bodies and platforms<sup>92</sup>;
- Volunteering is under-funded, also as a consequence of being an informal sector for a long time<sup>93</sup>;
- The interest in EU funding programmes for volunteering is high in Malta, and capacity of applying for funds is increasing<sup>94</sup>.

### **Malta's national action plan for EYV 2011**

Malta national work programme is mainly dedicated to communication:

- Launch Seminar for the EYV 2011, with the participation of representatives from NGOs, Media sectors and general public;
- Launch of an interactive website ([www.volontarjatmalta.org](http://www.volontarjatmalta.org)), including also a volunteers placement platform, that would facilitate the match between demand and offer for volunteering activities;
- Conference on Employee Supported Volunteering, with the participation of representatives from NGOs and companies' HR departments;
- Publication of an NGO Directory;
- Ongoing support to NGOs, by providing a number of NGOs with mentoring and support;
- EYV 2011 Bus Tour Malta Visit, from November 28 to December 5 in Valletta;
- National Volunteering Award (December 2011);

The national priorities for the EYV 2011 in Malta also include the following:

- Raise awareness on the value and importance of volunteering;
- Identification and valorisation of best practices: a seminar on Voluntary Sector was held with four workshops on networking and federations, training, accounting, and Code of Ethics and Good Practice. The seminar was aimed at providing an opportunity to get ideas and feedbacks from the participants and identifying best practices for the preparation of the new plan for the sector;
- External evaluation, in order to measure the effectiveness of the activities carried out during the EYV 2011 (From January 2012).

According to the National work programme for 2011, the following results and impacts are expected:

- Increased awareness of role and importance of voluntary organisations in Maltese society among the general public, and better understanding of volunteering benefits in target groups (corporate sector, youth and older citizens);

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<sup>91</sup> Office of the Commissioner for Voluntary Organisations, Annual Report (2010)

<sup>92</sup> For instance, the number of registered organisations is steadily and constantly increasing. According to the latest data available (November 2011), there are more than 600 registered volunteering organisations, from about 400 in 2010 (Office of the Commissioner for Voluntary Organisations, Annual Report (2010), and Directory of VOs published by the Malta Council for Voluntary Organisations).

<sup>93</sup> Office of the Commissioner for Voluntary Organisations, Annual Report (2010)

<sup>94</sup> Ibid.

- A regularly reviewed and updated NGO Directory;
- Website to be maintained and regularly updated;
- Annual Volunteering Award.

The Malta Council for the Voluntary Sector received a funding of € 55,000 from the EU and a contribution from the Maltese government of € 13,750.

### **Description of the methodological approach**

The fieldwork in Malta took place in Valletta for four days during the Valletta Tour stop. The stay in Malta coincided with the first four days of the Tour (November 28 – December 1). These days allowed the evaluation team to observe the activities organised as part of the Tour, and to carry out most of the interviews and all the three focus groups.

The interviews were arranged in advance with the support of the NCB, which provided contact details for the most relevant NGOs and national authorities. Interviews with managers of Flagship Projects and Relays were organised autonomously by the evaluation team. Additional support was provided by the organisations leading the two flagship initiatives.

Focus groups were organised directly by the evaluation team, which had to contact directly a wide list of NGOs. Despite the low response rate and the limited availability of NGOs representatives, it was possible to organise all the three focus groups. Participation in the last one (the one with young volunteers) was however low.

#### **Face-to-face interviews:**

A total of 11 interviews were carried out with:

- The Commissioner for Voluntary Sector (the main national authority on volunteering organisations);
- The Head and the Executive for EU policy and Legislation of MEUSAC (Malta-EU Steering Committee and Action Committee);
- Representatives of four different NGOs active in the country (namely, ;
- The Executive Secretary of the National Coordination Body (the Malta Council for Voluntary Sector);
- The coordinators of the two Flagship Projects;

The face-to-face interviews were complemented by phone interviews with the Head of the EC Representation in Malta and the Relay reporters, carried out the following week.

#### **On-the-spot interviews/Focus groups:**

In addition, three focus groups were held with:

- Representatives of NGOs (6 participants);
- Older volunteers (6 participants)
- Young volunteers (4 participants).

On-the-spot interviews were performed with participants and volunteers during our visit. Due to the relatively low attendance of the general public during week-days, only a limited number of interviews could be performed (about 30).

### Desk Research:

Desk research was mainly based on the following sources:

- The Maltese NCB work programme<sup>95</sup>
- The Annex I of the two Flagship Projects' grant agreement;
- GHK report on volunteering in Malta (referred to in the above section on national context)
- The 2010 Annual Report from the Office of the Commissioner for Voluntary Organisations;
- The website of the NCB (<http://www.maltacvs.com/>) and the [ec.europa.eu/volunteering](http://ec.europa.eu/volunteering) website.

#### 3.8.1.1. Findings

##### Relevance

#### 1. Correspondence between the needs of target audiences<sup>96</sup> and the objectives of the EYV 2011

The Council Decision set out the following four overriding objectives for the Year:

- Work towards an enabling environment for volunteering in the EU;
- Empower organisers of voluntary activities to improve the quality of volunteering activities;
- Recognise voluntary activities;
- Raise awareness of the value and importance of volunteering.

As mentioned in the section on national context, volunteering is well-established in the Maltese society. Nevertheless, **raising awareness** of the value and importance of volunteering was considered as a relevant objective by stakeholders, who stressed the need to promote volunteering among young people, who are often perceived as less interested in volunteering with respect to the past.

The existence of the European Year of Volunteering 2011 was also considered as a good opportunity for volunteering organisations to promote their activities and to recruit new volunteers in a more structured way. This promotion opportunity was particularly appreciated by smaller organisations, which could benefit from better organised and more structured initiatives.

The objective of **empowering organisers of voluntary activities to improve the quality of volunteering activities** represents a very important component of the NCB work programme. Indeed, Objective 1 of the strategy detailed in the work programme aims at developing *“a more effective and efficient voluntary sector in Malta through the delivery of a range of support and capacity building services including information, advice, training”<sup>97</sup>*.

The emphasis on this objective can be better understood when considering the deep transformation the Maltese volunteering sector is undergoing. The new legislative framework provides a legal status to NGOs, which is reflected in an improved social status and recognition. It also brings with it management and accountability requirements, whose requires appropriate skills. Similarly, applying for funding at national and European level, managing and reporting on funded project require skills that many

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<sup>95</sup> Malta Council for Voluntary Sector, National Work programme for the EYV 2011 – Malta

<sup>96</sup> When not specified elsewhere, we refer to volunteers, organisations active in the field of volunteering, policy makers, citizens, and media.

<sup>97</sup> Malta Council for Voluntary Sector, National Work programme for the EYV 2011 – Malta

organisations currently do not have, especially the smaller ones. The Council and other national authorities are working on supporting NGOs in developing those skills (for instance, the MEUSAC is organising several seminars and workshops on application for and management of EU co-funded projects).

Besides clerk skills, the relevance of training and capacity building on “core” skills was highlighted, especially from stakeholders operating in health and social assistance sectors. Activities in this area are however quite limited, and it is hoped they will improve in the future.

Support has also to be provided on a more “infrastructural” way. The majority of NGOs are very small, and do not have premises of their own where to have meetings, or training sessions. The Office of the Commissioner for Voluntary Organisations has been working on the refurbishment and equipment of a multi-purpose room to be put at NGOs’ disposal to have meetings, trainings, or small seminars. The room should be launched at the beginning of 2012. Several NGOs commented on the need for this type of facilities, and were aware that the authorities were working on it.

Exchange of best practices and network building was also widely praised as important fallout of the activities organised for the European Year of Volunteering 2011. Participation in seminars and workshops organised for the EYV 2011 by the NCB and by one of the Flagship Projects was judged a good opportunity to be in the same room with other organisation and share experiences. It was also considered a way to improve cooperation on a wide range of activities, from better coordinating activities such as fund raising (in order not to overlap) to creating partnership for future projects. This is also in line with the 2<sup>nd</sup> objective of the strategy detailed in the NCB work programme which aims at *“supporting the development of a more influential and cohesive voluntary and community sector in Malta by facilitating networking and partnership within the sector; and between it and the public and private sectors”*<sup>98</sup>.

Stakeholders considered that the direct support of the EU could be helpful in this sense. Some of them felt however that many seminars and workshops do not achieve their goals, as they are usually not complemented by follow-ups, that would lead to a real retention and application of “lessons learnt”. This was noticed especially for European initiatives, where, on their opinion, too much is left on personal initiatives of participants.

Efforts are being made to involve companies (from public and private sector) in volunteering. Maltese companies are increasingly interested in Corporate Social Responsibility, and the number of these initiatives is rising. The NBC Work programme tries to implement a deeper involvement of companies. A Conference on Employee Supported Volunteering was organised by the NCB on October 28. The objective is that of creating a more favourable environment for volunteering in companies, based on the recognition of personal and professional development linked to volunteering. Companies should be keener to encourage their employees to volunteer, and give them more favourable working conditions (such as more flexible working hours, extra unpaid leaves, etc.). Stakeholders and volunteers consider that companies’ involvement is a crucial element to maintain high participation in volunteering in the future, and to improve recognition of volunteering activities. Stakeholders felt that the Conference was a step in the right direction. However, that also judged that the suited deep involvement of companies in volunteering is a long process, which will require time and effort to be completed.

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<sup>98</sup> Ibid.



Getting **recognition of voluntary activities** is one of the priorities in the activities of the Maltese national authorities managing the voluntary sector. For instance, the Commissioner has collaborated with the University of Malta Junior College on a scheme to include voluntary work on the College study programme. Appreciation of this initiative by NGOs is high, as they believe it could help in recruiting young volunteers. Official recognition of informal learning and skills acquired during volunteering activities (from computer to accounting to psychological and health assistance ones) is not possible yet. Stakeholders believe this is a field for future policy activity at national level where European support could be very influential.

**Working towards an enabling environment for volunteering** is an ongoing process in Malta, which formally started with the implementation of the new legislative framework in 2007. Requests for amendments on some legislative provisions are already being formulated (for instance, the Commissioner asked to extend by one year the Council mandate); codes of conduct and management practices are being implemented. Stakeholders considered that the European dimension was very important in the transformation of the Maltese volunteering sector, as it provided stronger political support and speeded up a process that would occur anyway, but probably in a slower and less structured way. They felt that Malta's adhesion to the EU had effects additional to the modification of legislation to comply with the *acquis communautaire*. Stakeholders stated that EU adhesion forced policy-makers to align national legislation with the European standard on issues other than the mandatory ones. This included the legal framework for the volunteering sector. In stakeholders' opinions, without this external pressure, the process would have taken more years than the few required by the design and the implementation of the VOA<sup>99</sup>, and would not have led to a comprehensive framework. Stakeholders considered that without comparison with EU standards policy makers would not have been aware of the need for a change in the volunteering sector, and that higher pressure from the sector would have been needed to achieve the result.

## 2. Correspondence between the objectives and the policy agenda at national levels

The progressive change of the volunteering sector has brought a better knowledge of its relevance and dimensions. This improved status has contributed to a change in the relationship between the volunteering sector and the Maltese government, which is now more aware of the relevance of the sector, both in social and economic terms. The European Year of Volunteering has been a very good opportunity for key stakeholders to reflect on the changes implemented and the results achieved so far, and on goals still to be attained. Voluntary organisations have improved their status and can interact with the government in defining the policy agenda. Issues such as the fiscal treatment of NGOs, recognition of voluntary activities, and funding have thus been inserted in the policy agenda.

## 3. Appropriateness of the messages

Volunteers, stakeholders and also part of the general public had heard the message "Volunteer! Make a difference" of the EYV 2011 ("Il-volontarjat! Int taghmel differenza!" in Maltese) before the Tour. The same slogan was used for other events during the Year. They found the message appropriate. Awareness was lower for the other messages of the Year ("Thank you", "Extraordinary stories from extraordinary people"). When asked, they showed to like the first one more than the others.

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<sup>99</sup> Voluntary Organisation Act, which entered into force on December 11 2007

Volunteers would have liked the messages (at least one slogan) to put a greater emphasis on the benefits of volunteering, intending the personal fulfilment deriving from helping people. They see volunteering as a commitment, which requires time and energy but gives volunteers much more than they give, emotionally and in terms of skill development. These aspects of personal development and fulfilment should have been more prominent.

#### 4. Appropriateness of the activities to the needs identified and to the national context (cultural and social context)

As illustrated, stakeholders and volunteers' expectations as to how the EYV could be useful mainly concerned to opportunity to:

- Increase the visibility of volunteering activities;
- Exchange ideas and best practices;
- Develop networks and new partnerships;
- Improve the infrastructural support to the sector and capacity building.

Stakeholders appreciated the seminars and workshops organised throughout the year, which was also made possible by the extra funding received by the EU for the Flagship Project and the organisation of the EYV activities. The European dimension was considered to give a higher recognition to the activities. A common observation among stakeholders was that, being Malta's accession to the EU quite recent (May 2004), the European "label" contributed to improve the perceived value of national initiatives. Furthermore, many commented that this type of initiatives also help in making the EU nearer to citizens. This aspect was deemed as very relevant for a country like Malta, which, apart from its recent entrance in the EU, is also geographically far from the rest of Europe.

Some stakeholders however expressed their concerns that the initiatives for the EYV 2011 were too focused on network building and exchange of best practices, and less focused on capacity building. As explained in the section on national context, the Maltese volunteering sector is undergoing a deep transformation, which requires volunteering organisations to register and to comply with management and accounting practices, in order to have formal recognition as well as access to public funding (at both national and European level) and support in general. Compliance with new legislative requirements can represent a challenge for some NGOs, especially the smaller ones, which would need for specific training and skill improvement. Moreover, the importance of training and capacity building on "core" skills was highlighted, especially from stakeholders operating in health and social assistance sectors. They felt that, given the very scattered landscape of volunteering in Malta, initiatives should have been better tailored to the needs of different groups. On their opinion, some initiatives (like seminars and workshops) were not adapted to the needs of well structured NGOs, as topics discussed were too general, and participation could be seen as a waste of time. They suggested to segment the landscape of existing volunteering organisations, and to tailor the great part of initiatives to the different groups.

#### 5. Cooperation/complementarity across activities

Interest for EU programmes is high in Malta, while capacities of applying for European funds and projects are relatively low. Activities are being implemented by different national authorities to increase capacity

to manage EU projects, and the share of funding obtained by Maltese organisations is increasing<sup>100</sup>. However, there is little cooperation among national authorities in this field.

Need for better cooperation and coordination of activities is recognised by interested stakeholders, who report that they intend to improve in the next future.

**Effectiveness and efficiency**

Communication Campaign	
Date	28 November – 5 December c
Activities	<p>The Tour Stop in Malta took the form of an eight-day event, from Monday 28th of November to Monday 5th of December. The Tour Tent was set up at the Triton Fountain square at the entrance of Valletta, where the old bus terminal was. The internal space was divided as between a Market Place area where the NGOs stands were, and volunteers could meet participants and distribute materials; and a small conference room, with media equipment and about 50 seats, where the presentations and the broadcast events were held.</p> <p>The first day was devoted to the opening ceremony, which took place in the evening, with the participation of the Malta Council for Voluntary Sector (the NCB), several NGOs, and some national authorities, namely the Parliamentary Assistant to the Ministry of Education, Employment and the Family, and the Deputy Head of the EC Representation in Malta. Apart from Day 1, each day was dedicated to a specific theme:</p> <ul style="list-style-type: none"> <li>• Day 2: Animal Welfare;</li> <li>• Day 3: Art, Culture and Sport;</li> <li>• Day 4: Environment;</li> <li>• Day 5: Health;</li> <li>• Day 6: Youth and Education;</li> <li>• Day 7: Social and Humanitarian issues;</li> <li>• Day 8: Official Voluntary Award ceremony.</li> </ul> <p>On weekdays, school children attended the event in the morning, assisting to presentations linked to the theme of the day, and talking with volunteers. The programme for the afternoon was dedicated to discussion of policy issues relevant for volunteering, debates and seminars. During the weekend (and on the Saturday in particular), more outdoor activities were organised with the participation of NGOs involved in outdoor activities. In the evenings a Film Programme was organised in cooperation with the Malta Film Commission</p>

<sup>100</sup> The MEUSAC recently issued a publication celebrating these improvements. Maltese organizations (Local Councils and NGOs) have outreached the threshold of € 10 millions in EU funds under various programmes.

	and the Malta International TV Short Film Festival.
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1. Effectiveness of the Communication Campaign in achieving its objectives – i.e. fostered the visibility of the multiple dimensions of volunteering and exchange of good practice; enhanced the role of European Volunteers; disseminated innovative knowledge (outputs and results of the Communication Campaign compared to objectives).

In terms of **fostering the visibility of the multiple dimensions of volunteering**, our findings show that volunteering organisations that had taken part in the Tour were representative of the different realities of volunteering in Malta. The organisation of the Tour days around thematic days was appreciated by stakeholders, also in the consideration of the limited space available at the market place in the Tent. Stakeholders also considered that the themes chosen allowed a comprehensive picture of the different areas volunteering organisations are active in. The delay in finalisation of the Tour programme prevented some NGOs from participating, as they could not plan in advance their activities. The Tour visibility was defined as good by stakeholders. However, some of them would have appreciated the opportunity to organise more outdoor activities, as they would have helped in attracting participants and in better showing the activities of the organisations. Outdoor activities and animation were performed only during the week-end. Stakeholders widely appreciated the involvement of school children, even though some would have preferred slightly older students (15-16 instead of 9-12 years old). The Tour stop and the other initiatives organised for the European Year gave several opportunities **for exchanging best practices** and building networks, which were highly valued by stakeholders and volunteers. As mentioned in the relevance section, some stakeholders expressed doubts on the real effectiveness of part of these events, as they thought they were too general, and not tailored for the different needs of volunteering organisations.

2. Effectiveness in reaching target audience

Since the initial planning of the European Year in Malta, the **Tour stop** was considered as the focal event of the NCB activities for 2011. The great part of volunteering organisations was aware beforehand of the timing of the Tour, and willing to participate.

Promotion of the Tour among the target groups mainly consisted in disseminating the programme of the Tour among NGOs in order to convince them to have a stand. As the programme was finalised and published only a week before the event, many organisations could not participate due to low availability of their volunteers (especially during week-days). Closer cooperation was searched and implemented with some NGOs (such as large umbrella organisations and well-rooted organisations like Scouts) in order to finalise the programme. Those organisations had a prominent role in the programme, as they provided animation and outdoor activities (like the Scouts), and had representatives participating in the planned conferences.

Stakeholders and focus groups shared the feedback that participation of voluntary organisations in the Tour was overall satisfactory, and that all the main areas of activity and types of organisations were represented. However, some felt that NGOs dedicated to the assistance to and integration of migrants were missing, mentioning the explanation that they considered the Tour not relevant for their activities. Figures on attendance report about 2,000 visitors during the Tour, and 52 volunteering organisations participating.

Policy-makers were not a specific target of the event. However, support from policy-makers and institutions was important both for logistical reasons (e.g. finding a suitable location, having permits, etc.) and for increasing awareness and media coverage. The participation of the Parliamentary Assistant to the Ministry of Education, Employment and the Family and the deputy from European Representation in Malta in the inauguration ceremony showed that institutions supported the event. The same consideration can be done for the visits of the Ministries of Education, Employment and Family and of Rural Affairs and Environment during the Tour. Indirect support was also provided by the President of the Republic, whose traditional and very popular charity run passed near the Tent (afterwards, many participants in the Fun Run visited the Tent).

Businesses were not a target of the Tour either. To our knowledge, none of the stands focused on corporate volunteering programmes. As mentioned in the relevance section, specific activities in this area were carried out previously during the European Year.

Promotion activities did not include wide radio or TV campaigns. In order to reach the general public, short clips were broadcasted on the main national TV channel in prime time during the week of the Tour and the previous one, and NGO representatives were interviewed during TV breakfast shows in the same period. The location of the Tour at the former bus terminal at the entrance of Valletta was almost universally considered very appropriate, as all those entering the city would have to pass by the square. Indeed, the location helped in attracting the general public, including some tourists. The outdoor activities did help in attracting and retaining more participants. External signage was present but not very evident or uniform across the different sides, so that for some people passing-by was difficult to understand what the Tent was about. The internal organisation of the Tent, and the somehow intermittent presence of volunteers at the stands made it hard for the general public, with no prior knowledge of the event and/or the organisations present, to get an orientation and a good understanding of the event. Indeed, many visitors after a quick tour left the tent. After the first two days, a welcome desk was positioned at the entrance of the tent, with a volunteer from the NCB providing information as on the event in general, the programme of the day and the organisations present. Interviewees and focus groups participants (especially the young volunteers) agreed that the Tour would have attracted more general public if more outdoor activities were performed, and if more catching events for the evenings were planned.

The effectiveness of the [europa.eu/volunteering website](https://europa.eu/volunteering-website) to reach out the target audience appears to be limited, as volunteers and volunteering organisations did not make really use of it, after a first visit. A quick desk research showed that the NCB website has a link to the European one, but the same does not apply to the sites of the most relevant Maltese NGOs.

### 3. Visibility of the activities

The media coverage of the Tour was reported as good. As mentioned in the previous sub-section, the main national TV channel reserved dedicated spaces in high audience slots. Moreover, the interest showed by some political figures improved media coverage<sup>101</sup>.

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<sup>101</sup> As mentioned in the previous sub-section, the Ministries of Education, Employment and Family and of Rural Affairs and Environment visited the Tent, bringing with them journalists and photographers.

The Tour stop in Malta was hosted in the Tour Tent. The internal space was divided between a Market Place area and a small conference room. NGOs placed their stands on the Market Place, and used them to talk to visitors and distribute their promotion materials. Rotation of NGOs was quite high, as each day of the Tour was dedicated to a different theme, and only few organisations have activities and availability to be present more than one day. The small conference room was used for presentations to schools and evening events.

The Tour Tent was set up at the Triton Fountain square at the entrance of Valletta, where the old bus terminal was, in a strategic location. External signage was constituted by some posters and roll-outs at the entrance and on the side of the tent, nearer to the bus stops. As mentioned in the previous sub-section, they were not placed in a uniform manner, and visibility was not the same from different angles of the square. In addition, no particular external light were placed to increase visibility during afternoons and evenings. Some interviewees complained about that, as they thought that more captivating signage and lightning would have attracted more visitors. The PAU education lorry was parked on the left side of the tent, in a hidden corner. Some suggested that parking the lorry more in plain view, instead of on the side of the tent, would improve the visibility. It was not possible because of traffic regulations.

In general, external visibility was low, and criticised by some interviewees, as ineffective in increasing visibility and attracting general public. The choice of the location was widely praised, as all those entering the city would have to pass by the square.

The visibility of the *europa.eu/volunteering website* also appeared limited, given the absence of referencing by websites of national NGOs. The NCB website was the main source for news and updates on the event.

So far (until December 14 2011), three short posts with complementing pictures have been published on the europa.eu/volunteering website by the Bulgarian Relay journalist. The absence of reports in English and of links to these reports on the NCB website notably limits the visibility of this contribution. It has to be noticed that the Tour stop in Valletta partially coincided with the EYV 2011 closing conference in Warsaw, so that coverage from the Relays was not full.

#### 4. Effectiveness of the implementation

Since the initial planning of the European Year, the **Tour stop** was considered as the focal event of the NCB activities for 2011. It was conceived as an opportunity to celebrate the achievements of the Maltese volunteering sector so far, given the deep ongoing transformation process, and to start launching activities for next year.

The implementation of the Tour was supported by an effective logistics to find a venue that met the requirements stated by the communication campaign contractor, was on a strategic location, and was affordable given the limited available budget.

The Tour stop programme was published on the NCB website, and press releases and news on the activities of the Tour days were put on line daily during the Tour.

Nevertheless, implementation of the Tour could have been more effective in terms of organisation of activities, promotion and engagement or volunteering organisations to be present at the Tour. The NCB website had a very limited use as a promotion tool. As already stated, the programme was finalised and disclosed one week before the start of the Tour. Also, it appears that the promotion of the event

(especially among the target audience) relied heavily on the mobilisation and multiplier effect of umbrella organisations, with low consideration of possible logistical obstacles to NGO participation.

#### 5. Efficiency of the tools used to reach the communication campaign's objectives

Volunteers and stakeholders gave very positive opinions on **the visual identify of the Tour**, which they considered colourful, and “catchy”. The use of bright colours was widely praised. Orange bracelets and lanyards were popular giveaway during the Tour stop, especially among school children.

Stakeholders commented that it would have been useful to have some promotional material (including giveaways) beforehand, in order to establish a clearer association between the EYV 2011 and the different activities organised during the year.

Better promotion could have been achieved if the **programme and press release** of the Tour were made available earlier. Umbrella organisations and volunteers could have better disseminate them among their network of members, contacts and friends.

A number of organisations reported to have used the EYV 2011 **logo** during the year for their activities, such as presentations, newsletters, brochures, etc.

#### 6. European added-value

The European dimension was present during the **Tour**. The EC Representation in Malta supported the EYV 2011 and the NCB initiatives, and the Deputy from European Representation in Malta participated in the opening ceremony of the Tour. In addition, the stand of the MEUSAC (EU-Malta Steering Committee) was at the entrance of the Tent, being the most visible one.

It cannot be said however that the European dimension was prominent. Interviewees showed mixed opinions. On the one hand, some considered that volunteering differs notably from one country to another, and that a stronger EU dimension would cancel those differences. Concerning visual identity, for instance, some interviewees mentioned that they would have liked some blank space in posters, which each country could fill in and tailor according to national tastes and costumes. On the other hand, some volunteers would have liked a stronger European dimension, as an opportunity to know more about different realities and exchange experiences.

Overall, the European sponsorship was reported to give added value to the event. As mentioned previously, the EU “label” to events improves their perception from the general public; participants would consider events of a higher quality and relevance because of the EU involvement. In addition, interviewees considered that this type of initiatives contributes to feel citizens closer to the EU and European institutions, as they feel that being in the EU has (positive) effects on their personal and social life.

### **Recommendations for planned and future actions**

#### ***Concerning the Tour***

- Earlier finalisation of the programme, in order to allow for appropriate promotion of the event;
- More outdoor and demonstration activities to attract more visitors;
- More direct contact between volunteers and general public;
- More opportunities for cross-border exchange of experience;

#### ***Concerning the website***

- More and clearer display of national information (or links toward national information) and, reversely, displaying links to the European website on major national websites.

## NCB – National programme

### 1. Effectiveness of the activities carried out by the NCB to achieve their objectives

As of 14 December 2011, the following activities had taken place:

- Launch Seminar of the EYV 2011 (March 26 2011)
- Publication of NGO Directory (officially launched September 16 2011).
- Conference on Corporate Volunteering (October 28 2011);
- Tour stop (November 28 – December 5 2011)
- New interactive website ([www.volontarjatmalta.org](http://www.volontarjatmalta.org)), including a volunteers placement platform (officially launched on December 5 2011);
- Voluntary Award (December 5 2011).

In addition to the above activities, all part of the Work programme for the EYV 2011, the NCB was present with a stand at the Malta Trade Fair (June 23 – July 3 2011)<sup>102</sup>. The NCB hosted in its stand a large number of Maltese NGOs. Presence at the Fair was considered as a great opportunity to raise awareness of the national volunteering sector and of the EYV 2011 among the general public.

In order to deal better with the planning and organisation of the Tour, the NCB created a Sub-Committee responsible for the EYV 2011, composed of four members, including the NCB Chairperson.

### 2. Effectiveness of the implementation

Events organised during the Year of Volunteering were seen by interviewed stakeholders as an appropriate way to raise awareness of the value of volunteering, and to exchange best practices and create networks. In particular, seminars organised for the Launch of the Year and on Corporate Volunteering were considered successful for network building and diffusion of best practices.

Participation in the Fair registered a mixed feedback. Many stakeholders and voluntary organisations' representatives considered participation in the Fair not only a very good idea to raise awareness of value of volunteering among the general public, but also a successful initiative. The Fair is a well established event in Malta, with a very large attendance. Those interviewees reported that attendance to the event by being present at the NCB area was helpful in raising awareness (also for future fund raising activities) and potentially recruiting new volunteers. Other interviewees reported that they were very disappointed by the negligible attention raised. According to their reports, Fair visitors were interested in their shopping, not in getting information about volunteering, and did not visit their area. Apparently, it did not depend on the area where the volunteering stands were, which was quite central and well placed to get

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<sup>102</sup> The annual Trade Fair is the largest commercial event in Malta, attracting over 100,000 visitors, in a period 12 days (<http://www.mfcc.com.mt/module/Fairs/10/malta-trade-fair-2011>)



attention from visitors. It is possible that those very different reports depend on the fact that different organisations participated in different days, so that some were “luckier” than others. At the time of the interviews, it was not possible to reconstruct the calendar of NGOs participation.

Interviewees’ feedback, complemented by desk research, indicates that the implementation of the national programme has been good so far. Apart the substantially positive feedback on the events mentioned above (already reported in the sections on relevance and efficiency/effectiveness of the Communication campaign), it had to be pointed out that the NGO Directory was published, on the government of Malta official website<sup>103</sup>. A link to the website is provided on the NCB website; however it redirects users to the homepage of the government website, and not on the directory (the desired page can be accessed from the page of the Ministry for Education, Employment and the Family). The Directory is also available on the NCB page on Facebook<sup>104</sup>.

The launch of the new website with the interactive placement platform was too recent to have structured feedback. Stakeholders and volunteers interviewed were aware of the NCB work on it, and looking forward to its launch. They thought it would help both NGOs in recruiting volunteers, and volunteers in finding the organisation that best suits his/her interests and needs.

The Volunteering Award was included in the closing day of the Tour stop, and was widely praised by the stakeholders interviewed.

A notice about the forthcoming publication of a call for interest on the external evaluation of the activities carried out for the EYV 2011 was recently published on the NCB website.

Planning of activities for the next year has already started. This includes early cooperation with the Maltese NCB for the European Year on Active Aging 2012, and the official announcements of future activities made possible by the results achieved during 2011.

### 3. Appropriateness of the activities carried out by the NCB to the national context

The different activities planned by the NCB for the European Year of Volunteering are consistent with the annual strategy and its objectives. Stakeholders interviewed shared the opinion that the objectives and the activities planned and implemented by the NCB were all relevant for their needs and the national context more in general. However, some interviewees commented that the focus on capacity building was weaker than expected and hoped for. Instead of quite general topics and large audience, they would have preferred smaller initiatives (like seminars or workshops) targeted to a restricted audience of NGOs, and really tailored on their skill development and training needs.

Future activities (already announced) focused on providing logistical support (such as a multi-purpose room) and specific training were widely praised and looked forward to.

### 4. Effectiveness in reaching target audience

## **General Public**

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<sup>103</sup> [https://secure2.gov.mt/socialpolicy/SocProt/voluntary\\_org/cvo\\_office/list\\_of\\_vos/list\\_of\\_vos.aspx](https://secure2.gov.mt/socialpolicy/SocProt/voluntary_org/cvo_office/list_of_vos/list_of_vos.aspx)

<sup>104</sup> <http://en-gb.facebook.com/people/Voluntary-Sector-Council/100001506774562>

Feedback from interviewees and on-the-spot interviews showed that awareness of the European Year of Volunteering outside the volunteering sector was limited, but not as low as in other countries. Clips and short interviews transmitted on TV during the Tour stop had a large audience, and part of the general public visited the Tent thanks to them.

### ***Volunteers and Voluntary Organisations***

The cooperation between the NCB and the larger national NGOs and umbrella organisations was an effective way of reaching a large number of volunteers and volunteering organisations, including the smaller ones. Earlier publication of the programme would have helped in increasing participation. Many national organisations participated in the EYV 2011 events, either seminars, conferences and/or the Tour.

### ***Policy-Makers***

While they were not a specific target of any of the initiatives, several of them participated in the Tour stop (such as Deputy Head of the EC Representation in Malta at the inauguration ceremony, and the Ministries of Education, Employment and Family and of Rural Affairs and Environment that visited the Tent). In addition, they intervened in other public occasions (including TV appearances) giving support to the NCB and to the volunteering sector more in general. For instance, an interview to the Head of the EC Representation will be broadcasted on TV on December 27. Among other issues, he will make the point about the EYV 2011 in Malta, and present the activities on Active Ageing for the next year.

Overall the involvement of policy-makers in the EYV 2011 was indirect, nevertheless stakeholders reported that the Year created the opportunity for the volunteering sector to increase visibility and social recognition, and get some attention to policy makers. It is hoped that these results will help in giving additional strengths to volunteering sector requests in the policy agenda.

### ***Businesses***

The Conference on Employee Supported Volunteering was considered a success. The real implementation of related activities is still at an early stage, and is expected to continue in the next years.

#### 5. Visibility of the activities

The Tour stop was by far the most important and advertised event of the European Year of Volunteering in Malta. As illustrated, no specific media campaigns were run, mainly due to budget reasons. Apart from the clips and short interviews broadcasted during the Tour period, the afternoon debates on policy issues were broadcasted on the TV Education Channel. NGOs representatives referred to the EYV 2011 and the Tour during their radio or TV interventions. Visits of Ministries at the Tent during the Tour stop increased media coverage.

Most interviewees agreed that media attention was quite low, and had to be worked upon in order to increase visibility of activities outside the volunteering community. In particular, they commented that advertisement was too concentrated during the timeline of the Tour, while, for the awareness campaign to be effective, communication has to be continuous.

#### 6. Adequacy of the tools used to reach the objectives of the strand

Communication through networks (especially umbrella organisations) proved to be effective, especially when considering the small dimensions of the majority of Maltese NGOs. It was done by email, as well as via more traditional channels, such as telephone, meetings and periodic newsletter. As reported by

several stakeholders, many NGOs do not have permanent staff, and there is no assurance that emails are checked regularly and/or information is shared constantly among members. Some volunteers complained about important information “*getting lost*” in the daily amount of emails received every day.

The NCB website was used to publish the Tour programme, as well as the other activities carried out for the year. It is more an institutional website, where news relevant for Maltese NGOs are regularly published (e.g. calls for projects, seminars, etc.). There is a section dedicated to the EYV 2011<sup>105</sup>, complemented by sections on press release<sup>106</sup> and news<sup>107</sup>. The Facebook page is more “dynamic” and “direct”, and active, as new posts are published each week<sup>108</sup>.

Overall, it seems that, despite the effectiveness of Internet and social networks for “viral” promotion, more traditional channels like publications and periodic newsletters (sent via email, but also via traditional post) cannot be abandoned. This is particularly true for reaching out the general public, especially for recruiting elderly volunteers.

#### 7. European added-value

The EU dimension was not very present in the calendar of events, which were mostly related to the national context. However, the European support and sponsorship was always remarked, in all activities linked to the EYV 2011.

Cooperation between the NCB and other Maltese institutions is not always well coordinated, with some overlaps in the type of activities carried out. However, relevant stakeholders expressed a clear will for improving the coordination of the respective activities in the future. The MEUSAC had a large stand at the Tour, but, due to delays in programme disclosure, was not able to guarantee the presence of some representatives every day. Furthermore, no specific activities were planned in cooperation with the MEUSAC. The EC Representation has also been involved in the Volunteering Year, mainly participating in ceremonies and conferences, but also helping in making logistic arrangements for the Tour. The Permanent representation is also providing support in planning and promoting activities for the European Year of Active Ageing 2012.

#### **Recommendations for planned and future actions**

- More media promotion of activities to reach out the general public;
- Greater use of the EYV2011 to promote EU programmes supporting volunteering.

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<sup>105</sup> <http://www.maltacvs.com/page11/page11.html>

<sup>106</sup> <http://www.maltacvs.com/page9/page16/page16.html>

<sup>107</sup> <http://www.maltacvs.com/page17/>

<sup>108</sup> <http://www.facebook.com/profile.php?id=100001506774562>

### 1. Opinion of participants on their future involvement in volunteering actions thanks to their participation in the EYV activities

Due to limited attendance of the general public to the Tour, many participants interviewed were already engaged in volunteering, and will continue their involvement notwithstanding their participation in the EYV activities.

The main part of the general public interviewed participated in the Tour (entered the Tent) out of curiosity, as the Tent was placed at the entrance of Valletta, in a very busy area. Only a very limited number (no more than five) came in order to have more information about volunteering<sup>109</sup>.

However, of the general public interviewed, about five people declared that they would take into consideration getting engaged in volunteering in the following months, probably after another discussion with members of volunteering organisations.

### 2. Expectations of stakeholders that good practices developed during the EYV will be applied by actors in the field after 2011

The Voluntary Award, whose ceremony was held in the closing day of the Tour in Valletta, will continue after 2011. In addition, some of the equipment (mainly furniture) used for the Tour will stay in Malta after the formalisation of an agreement with the Commission, and will be used by the NCB and local volunteering organisations for future initiatives. The new interactive website with the placement platform will be used in the future as well.

At the end of the Year, the Ministry for Resources and Rural Affairs committed on behalf of the government to transform the old slaughterhouse into a Volunteer Centre. The 17<sup>th</sup> century dilapidated building, situated in Valletta, will be completely renovated and passed to the Malta Council for the Voluntary Sector to be used by volunteering organisations. The government committed to support the regeneration of the area (and the building with the investment of around €1 million. The building will host the MCVS offices, as well as meeting and training rooms (to be used by volunteering organisations needing a base for their operations), spaces for art and music exhibitions. The premises will also be provided with IT facilities, storage facilities for individual organisations as well as a postal address to receive their organisation's correspondence.

Stakeholders thought that contacts and networks established among several volunteering organisations during the Year would continue in the future, as well as exchange of information and good practices.

Finally, stakeholders also considered that the focus on volunteering and the awareness raised in 2011 would remain in the next years. They believed that the themes for the next European Years (Active Ageing for 2012 and Active Citizenship for 2013) are very linked to Volunteering. This feeling was shared also by the NCB, which affirmed to have already started cooperating with the NCB for 2012.

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<sup>109</sup> Information from the on-the-spot interviews carried out by the evaluation team during the fieldwork in Valletta.

Its role of NCB for the European Year of Volunteering 2011 helped the Malta Council for the Voluntary Sector to “grow”. This was a stated objective of the Commissioner, when suggested the Council as NCB. As mentioned also in the introduction on the national context, Maltese institutions for the volunteering sector are quite recent, and the Council still have to fully establish its role of platform for coordinating and supporting volunteering organisations in Malta. The EYV 2011 was thus considered as a good opportunity for the Council to acquire experience in organising events, and to get official recognition from volunteering organisations of its role. It is expected that the Council will build from the experience acquired, and improve in its coordination role.

3. Feedback from target groups demonstrating that activities and results of the EYV 2011 have been properly disseminated

Feedback from interviewees indicated that many volunteers and volunteering organisations had heard about the Volunteering day, usually from their organisations. However, more detailed information about the European Year’s objectives and activities were not so widespread.

Feedback regarding the dissemination of results will be requested on the occasion of the summative evaluation activities.

**3.8.1.2. General recommendations for planned and future actions, including lessons learnt and good practices**

- Invite schools to events
- Greater opportunity for cross-border exchange of experience;
- Greater use of the EYV2011 to promote EU programmes supporting volunteering.

## 4. Annex 4: Documentation overview

### 4.1. Policy documents

- Committee of the Regions, Opinion on the European Year of Volunteering 2011 - 83rd plenary session 9-10 February 2010
- Committee of the Regions, Opinion on the contribution of volunteering to economic and social cohesion - 73rd Plenary Session 6-7 February 2008
- Council of the European Union, Council decision of 27 November 2009 on the European Year of Voluntary Activities Promoting Active Citizenship (2011) - (2010/37/EC)
- European Commission Decision adopting the 2010 annual work programme on grants and contracts for the preparatory action - European Year of Volunteering 2011
- European Commission Communication 'Proposal for a Council decision on the European Year of Volunteering 2011' - COM(2009) 254 final of 3 June 2009
- European Commission Staff Working Document - European Year of Volunteering 2011, Evaluation Ex ante accompanying the Communication (2009) 254 of 3 June 2009
- European Commission – DG Communication management plan 2010
- European Commission Strategic Framework document 'Priorities and guidelines for 2010 European Year activities of 16 November 2008

### 4.2. Documents relating to the NCB's

- Guidelines for the National Programmes for the European Year of Volunteering 2001
- Examples of work programmes with annexes

### 4.3. Documents relating to the European communication campaign

- Request of service for drawing up a specific contract under the Multiple Framework Contract No EAC/20/2008 with renewed competitive tendering for the provision of integrated communication services – European Year of Volunteering 2011
- Reports on the Budapest, Lisbon and Brussels events

### 4.4. Documents relating to the EYV2011 Alliance

- Discussion paper EYV 2011 Alliance (January 2009)

- EYV 2011 Alliance Project Monitoring and Evaluation Report – Initial Assessment Phase (March 2011)
- EYV2011 Alliance work plan (October 2010)
- Meeting reports - March, May, July and November 2011, January-March 2012
- Policy Agenda for Volunteering in Europe (P.A.V.E.)
- Terms of Reference (October 2010)
- Toward a European Year of volunteering 2011 position paper
- Working Groups Final Meeting Report – Kick Off January 2011, March and May 2011

#### 4.5. Documents relating to the Flagship Projects

- Call for proposals for Flagship Projects
- Flagship Projects grant agreement template
- Project's final report template
- Examples of applications
- NCB's feedback on Flagship Project applications
- Grant agreements and Annexes I of Flagship Projects in the case study countries (data collection to be completed when grant agreements are signed)

#### 4.6. Studies

- Center for frivilligt socialt arbejde, Den frivillige sociale indsats - Årsrapport 2010 (2011)
- European Commission 'Special Eurobarometer 334 on Sport and Physical Activity' (March 2010)
- European Foundation for the Improvement of Living and Working Conditions - Volunteering by older people in the EU – 2011
- European Volunteer Center (CEV), An enabling volunteering infrastructure in Europe: Situation – Trends – Outlook – Final report, conference conclusions (October 2009)
- Fostering the Dialogue between Citizens, Civil Society Organisations, National and European Institutions. An Introduction to the European Year of Voluntary Activities promoting Active Citizenship, Ministero dei Beni Culturali/ European Commission DG - Communication Europe for Citizens Programme, 2011
- GHK, Volunteering in the European Union (February 2010)

- International Labour Organisation (ILO), Manual on the Measurement of Volunteer Work (March 2011)
- OECD Reviews of Risk Management Policies; Italy 2010 – Review of the Italian National Civil Protection System
- SPES- Centro di Servizio per il Volontariato del Lazio, ‘Promotion of senior volunteering through international exchanges – practical and policy recommendations’ (2009)
- Scuole migranti – Il contributo del volontariato e del Terzo settore all’integrazione socio-culturale dei migrantio, volontariato CESV-SPES, Lazio, 2009
- Office of the Malta Commissioner for Voluntary Organisations, Annual Report (2010)
- Evaluation - Year of Active Citizens Bradford District, Bradford Volunteer Centre
- Community Stars (newspaper supplement), Telegraph & Argus (Bradford)
- Annual Report 2011, Bradford Volunteer Centre
- Volunteering Guide, Bradford Volunteer Centre
- Interested in Volunteering?, Bradford Volunteer Centre
- The Bradford District Volunteering Strategy 2011-2013, Bradford & Keighley District Volunteer Centres
- The Ripple Effect: the Economic Contribution of the Voluntary, Community and Faith Sector in Leeds, Leeds Voice
- Volunteering Giving and Participation Strategy 2011-14, Leeds City Council
- Leeds City Council Corporate Volunteering Framework and Employer Supported Volunteering Scheme, Leeds City Council
- Minutes of Steering Group of EYV 2011, Leeds City Council
- European Year of Volunteering 2011, Leeds Conference Communique, Leeds City Council
- Leeds 2030 - Vision for Leeds, Leeds City Council
- Leeds 2015 - City Priority Plan 2011 to 2015, Leeds City Council
- Compact for Leeds, public and third sector, Voluntary Action Leeds
- 2011 European Year of Volunteering in Leeds, Leeds City Council
- Volunteering for Poverty and Homelessness, EYV 2011 in Leeds, Volunteer Centre Leeds
- 2010 Leeds Year of Volunteering, Leeds City Council
- Volunteering toolkit, Volunteer Centre Leeds
- The Future of Youth Volunteering, June 2011, Catch 22/v, UK



- Participation: trends, facts and figures, March 2011, National Council for Voluntary Organisations, UK
- EYV 2011 in Leeds - Environmental volunteering Opportunities in Leeds – 2011, Volunteer Action Leeds
- The European Year of Volunteering in Leeds 2011, Volunteer Action Leeds
- Get Involved in Leeds, Leeds City Council
- Economic Weight of Unpaid Voluntary Work Outside Own Household in Poland; preliminary results of groundbreaking survey, Central Statistical Office, Poland
- Tagungsdokumentation: Freiwillige fuer den Naturschutz - Generationeneuebergreifend und interkulturell unverzichtbar, Deutscher Naturschutzring
- Engagement Foerderung in Ostdeutschland, Ergebnisse, [http://www.ejf-sachsen-anhalt.de/index.php?option=com\\_content&view=article&id=47&Itemid=55](http://www.ejf-sachsen-anhalt.de/index.php?option=com_content&view=article&id=47&Itemid=55)
- Report from the Technical Workshop on the ILO Manual on the Measurement of Volunteer Work, Warsaw, Sept. 28-29, 2011, Ministerstwo Pracy i Polityki Społecznej/ILO
- Leeds Year of Volunteering Evaluation 2010, QA Research March 2010
- Toekomstagenda vrijwilligerswerk, Movisie + other organisations
- Manifest Cement voor een sterk gebouw: Vrijwilligers en overheid; partners in een sterke samenleving, NOV
- Vrijwillige Inzet, October issue, ZonMw
- Vrijwillige Inzet Ondrzoek, Cahier 2011, Movisie
- Relatieblad over maatschappelijke ontwikkerling, juni 2011, Movisie
- Council conclusions: The role of voluntary activities in social policy, Council of the European Union
- Communication on EU Policies and Volunteering (COM(2011) 568 final), European Commission
- Sinn und Sehnsucht - Die Engagierten in Europa, Staedtetag Baden-Wuerttemberg
- Let's Act Today for the Citizens of Tomorrow, Europe for Citizens Programme, 2007-2013, European Commission
- Volunteering for Democracy, Association of Local Democracy Agencies
- Europaeisches Jhr der Freiwilligetaetigkeit 2011: Ziele und Erwartungen, Bundesministerium fuer Familie, Senioren, Frauen und Jugend
- Eckpunkte zur Staerkung des ehrenamtlichen Engagements im Natur- und Umweltschutz, Deutscher Naturschutzring, 2005

## 5. Annex 5: List of interviews

### 5.1. Interviews task force and subcontractors

Organisation/service	Name	Function	Follow up interviews
DG COMM, EYV Task Force	John Macdonald	Head of Task Force	Yes
DG COMM, EYV Task Force	Jutta Koenig-Georgiades	Policy Officer	Yes
DG COMM, EYV Task Force	Stéphanie Demart	Information & Communication Assistant	Yes
DG COMM, EYV Task Force	Ekaterini Karanika	Policy officer	Yes
EYV 2011 Alliance	Gabriella Civico	Project Manager	Yes
P.A.U. Education	Vicente Perez	Managing Director	Yes (follow-up only)
P.A.U. Education	Sabine Schumann	Director Projects & Departments	Yes
P.A.U. Education	Anna Schmitthelm	Account Manager	Yes
ICWE	Astrid Jaeger	Business Development Manager	Yes

### 5.2. Interviews at EU level

Organisation/service	Name	Function	Follow up interviews
<b>European Commission</b>			
DG EAC, Youth in Action unit (E2)	Pascal Lejeune	Head of Unit	No
DG EAC, Sport unit (E3)	Jacob Kornbeck	Policy Officer - Anti-doping; volunteering in sport; relations with the academic world	No
DG EAC, Adult education, Grundvig (B3)	Geraldine Libreau	Programme Assistant - EU policies - Grundtvig: Programme Country Desk (BE-Fr, UK, IE, LU, FR, SE) and Thematic Assistant	Yes
DG EAC, Adult education, Grundvig (B3)	Carlo Scattoni	Head of Sector - Grundtvig: Programme Country Desk (BE-Fr, UK, IE, LU, FR, SE) and Thematic Assistant	No
DG COMM, Citizens' programme (C2)	Cécile Le Clercq	Policy Officer - "Europe for Citizens" Programme Manager : civil society	No (requested)
DG ECHO, Policy and Implementation Frameworks (A3)	Dominique Albert	Policy officer	No
DG EMPL, Active Ageing, Pensions, Healthcare, Social Services (D3)	Detlef Gerhardt	Policy Analyst	No (requested)

DG EMPL, New Skills for New Jobs, Adaptation to Change, CSR, EGF (C2)	Susan Bird	Policy Coordinator	No
<b>Other EU institutions</b>			
European Parliament	Marian Harkin	MEP	No
European Economic and Social Committee	Pavel Trantina	President of the Coordination Group on EYV	No
European Economic and Social Committee	Irina Fomina	Member of the Coordination Group on EYV	No
Committee of the Regions	Declan McDonnell	CoR Member, Mayor of Galway, Member of the West Regional Authority, Ireland (rapporteur on the European Year 2011)	No
<b>Volunteering networks including EYV2011 Alliance members</b>			
Centre of European Volunteers	Markus Held		No longer in position
Centre of European Volunteers	Martijn Pakker		No longer in position
Centre of European Volunteers	Eva Hambach	President	Follow-up only
European Youth Forum	Magdalena Kurz		No (requested)
Volunteurope	Piotr Sadowski		Yes
Eurodiaconia	Catherine Storry		Yes
Age Platform	Rachel Buchanan		Yes
CSR Europe	Sarah Dekicche		Yes
European Foundation Centre	Emmanuelle Faure		Yes
Red Cross EU office	Eberhard Lueder		Yes
World Organisation of the Scout Movement (WAGGGS)- Brussels office	Alix Masson		Yes

## 5.3. Interviews at national level

### 5.3.1. Romania

Organisation	Name	Follow up interviews
<b>NCB/national authorities</b>		
Eurocult (National Coordinating Body)	Vladimir Simon	No (requested)
National Agency for Community Programmes in the field of Education and Educational Training (subordinated to the Ministry of Education)	Andrei Popescu	No
Ministry of Culture	Corina Panaitopol	No (requested)
<b>EU Permanent Representation</b>		
European Permanent Representation	Petre Dimitriu	No
<b>Volunteering organisations</b>		
VOLUM	Cristina Rigman	No
Pro Vobis	Carmen Marcu	No
Foundation for Civil Society Development (FCSD)	Adrien Secal	No
Asociatiei Creativ	Alisia Damian	No
<b>Focus group with young volunteers</b>		
Red Cross	Carmen	No
Art Fusion	Alina	No
Pro Vobis	Anca	No
Red Cross	Oana	No
Red Cross	Rares	No
Save the Children	Bianca	No
<b>Focus group with senior volunteers</b>		
Asociatia pentru drepturile pensionarilor din Romania (Pensioners' Rights Association)	Elena Vaneata	No
	Livioara Tanase	No
	Clementina Timus	No
	Floric Dumitrescu	No
	Mihaela Gheorghiu	No
	Virgina Stretcov Ici	No
	Pavel Ionel	No
<b>Focus group with representatives of volunteering organisations</b>		
Red Cross	Andrea Furtuna	No
New Horizons	Diana Certan	No
Art Fusion	Ramona Dragomir	No
Jonica	Sinziana Socol	No
Team work association	Andreea	No

	Arcaleanu	
Children University	Marina	No
<b>Relay</b>		
Romanian relay	Diana labrasu	No
<b>Flagship Project coordinator</b>		
Ofensiva Tinerilor Association	Dorothea Elek	Yes
Organizatia Tinerilor cu Initiativa	Adrian Hristescu	No

### 5.3.2. Italy

Organisation	Name	Follow up interviews
<b>NCB/national authorities</b>		
Ministry of Labour and Social Affairs	Dr. Danilo Festa	Yes
Ministry of Labour and Social Affairs	Dr. Rita Graziano	Yes
Ministry of Labour and Social Affairs	Sabina Polidori	Yes
Presidency of the Council of Ministers	Dr. Emanuela Rampelli	No
CSVNet	Alberto Cuomo	Yes
Presidency of the Council of Ministers	On. Prof. Leonzio Borea	No
Presidency of the Council of Ministers	Titti Postiglione	No
Agenzia Nazionale per i Giovani (National Youth Agency)	Paola Trifoni	No
<b>EU Permanent Representation</b>		
EU Permanent Representation	Emilio Dalmonte	No
EU Permanent Representation	Vittorio Calaprice	No
<b>Volunteering organisations</b>		
ANTEA (Association providing palliative care)	Silvana Zambrini	No
Binario 95	Alessandro Radicchi	No
ConVol - Conferenza dei Presidenti delle associazioni e Federazioni Nazionali di Volontariato	Emma Callavaro	No
CSV San Vincenzo (Brescia)	Urbano Gerola + colleague (Anna T.)	No
FOCSIV - Federazione Organismi Cristiani Servizio Internazionale Volontario	Primo di Blasio	No
Spes - Centro di Servizio per il Volontariato del Lazio	Dr. Ksenija Fonovic	No
<b>Interviews using focus group interview guide</b>		
Alcolweb	Rosaria Ciccarelli	No
ANPAS - Associazione Nazionale Pubbliche Assistenze	Carmine Lizza	No
Associazione Radio 180 ODV	Gisella Florio	No
Centro Nazionale per il Volontariato	Raffaella Piccolo	No
CIVES	Rosario Capodosso	No

Cooperativa Hop-La Onlus	Gabriella Dragani	No
CSV Calabria	A.N. Other	No
CSV Calabria	A.N. Other	No
CSV Catanzaro	Giulia Menniti (+ 2 colleagues from Campania)	No
CSVnet	Stefania Macchioni	No
Dir. Naz. Corpo di Soccorso di Ordine di Malta	Ilario	No
Lavoro Vagabondo	Maria Dominia Giuliani	No
Lavoro Vagabondo	Caterina Monticone	No
Libera (contro le mafie)	Filippo Calento	No
<b>Relay</b>		
Lithuanian Relay in Italy	Liuda Drizyte	No
Italian Relay in Denmark	Gian Luigi Giustiniani	No
<b>Flagship Project coordinator</b>		
Cantiere Giovani	Pasqualino Costanzo	Yes
BITEB/Techsoup	Paolo Galandra	Yes

### 5.3.3. Denmark

Organisation	Name	Follow up interviews
<b>NCB/national authorities</b>		
Ministry of Social Affairs (National Coordinating Body)	Kirsten Munk	Yes
<b>EU Permanent Representation</b>		
European Permanent Representation	Lissi Højer Vilhelmsen	No
<b>Volunteering organisations</b>		
Center for frivilligt socialt arbejde	Ole Madsen	Yes
European Movement in Denmark	Jens Christian	No
Kulturelle samråd i Danmark	Bente Schindel	No
Frivilligcentre og Selvhjælp Danmark (Frise)	Casper Bo Danø	No
SAND De Hjemløses landsorganisation	Ask Svejstrup	No
Danish Deaconesses	Anne-Marie Boile Nielsen	Yes (follow-up only)
<b>Ambassador</b>		
Novo Nordisk A/S	Musa Kekec	No
<b>Focus group with young volunteers</b>		

RETRO Nørrebro	Sofia Kayaya	No
Network of former EVS volunteers	Marie	No
Music Life	Høgni Weihe	No
<b>Focus group with representatives of volunteering organisations</b>		
Frivilligrådet	Henriette Øland	Requested
Frivilligrådet	Sanne Kok	No
RETRO Nørrebro	Emilie Haut	No
Positiv udfoldelse for spise forstyrrede	Wenkina Weidner	No
<b>Relay</b>		
Italian relay	Gian Luigi Giustiniani	No
Danish relay	Stieg Nielsen	No
<b>Flagship Project coordinator</b>		
Fagligt Internationalt Center (FIC)	Claus Larsen-Jensen	Yes
Frivilligt Forum	Torben Larsen	n/a (project did not go ahead)

#### 5.3.4. Poland

Organisation	Name	Follow up interviews
<b>NCB/national authorities</b>		
The Polish Ministry of Labour and Social Policy	Aleksandra Krugły	Yes
Foundation for the Development of Education System (Foundation in charge of the coordination of EU-funded programmes in Poland in the field of education, including, Youth in Action, Lifelong Learning and the Eurodesk, among others.)	Melania Miksiewicz	No
<b>EU Permanent Representation</b>		
European Permanent Representation	Katarzyna Pszczoła Rafał Rudnicki	No
<b>Volunteering organisations</b>		
Volunteer Centre	Marta Walkowska-Lipko	No
Volunteer Centre	Karol Krzyczkowski	No
Volunteer Centre	Magdalena Fijołek - Rzecznik Pawilonu ERW - press officer of the Tour	No
Fundacja Dzieci Niczyje	Marta Skierkowska	No
Red Cross	Mr Rudnicki	No
ENEA (Energy company working with volunteers as part of their CSR programmes)	Agata Łuczak	No
<b>Focus group with young volunteers</b>		
Fundacji Rozwoju Wolontariatu	2 volunteers	No

Semper Aventi	2 volunteers	No
Erasmus Student network	2 volunteers	No
Robert Schuman foundation	1 volunteer	No
Wiatrak foundation/Foundation Windmill	4 volunteers	No
<b>Focus group with senior volunteers</b>		
University of the Third Century	2 volunteers	No
'Mali BraciaUbogich' (Little brothers of the poors)	1 volunteer	No
Polish Union of Esperanto	1 volunteer	No
Pensioners Association of the Targówek district	1 volunteer	No
Centre of Seniors' Initiatives – Point of Information and Consultation	1 volunteer	No
<b>Flagship Project coordinator</b>		
Good Network Foundation	Patrycja Rokicka	Yes
New Family Association	Jacek Bednarek	No (Requested)

### 5.3.5. Germany

Organisation	Name	Follow up interviews
<b>NCB/national authorities</b>		
Ministerium fuer Familie, Senioren and Jugend	Mark Kamperhoff	Yes
EJF 2011 Koordinierungsstelle	Sabine Wolf	Yes (Follow-up only)
Ministerium fuer Arbeit und Soziales, Sachsen Anhalt	Gundel Berger	No
<b>EU Permanent Representation</b>		
European Commission Representation, Berlin	Birgit Baar	No
European Commission Representation, Berlin	Marie-Therese Duffy	No
<b>Volunteering organisations</b>		
Landersverband der Volkshochschulen, Schleswig Holstein	Hans Brueller	No
Deutscher Naturschutzring	Ines Jenstch	No
engagiert-in-deutschland.de	Kathrin Kummerow	No
Freie Hilfe	Representative	No
Bundesfreiwilligendienst	Ulrich Streicher	No
Deutscher Naturschutzring	Bjela Vossen	No
Bundesnetzwerk Buergerschaftliches Engagement	Mirko Schwaerzel	Yes
Biosphärenreservat Mittelbe	Ilona Hoffmann	No
Gruene Liga	Representative	No
<b>Focus group with young volunteers</b>		
Deutsches Rotes Kreuz, Kreisverband Wedding	Born	No
Deutscher Engagementspreis	Leserberg	No



Albert Schweitzer Foundation	Representative	No
Regensburger Nette Nachbarn	Representative	No
Ehrenamtsbotschafter	Representatives (2)	No
Tafeln	Representative	No
Missionswerk	Representative	No
<b>Focus group with representatives of volunteering organisations</b>		
Freiwilligezentrum Caritas Berlin	Representative	No
Schuelfoerderverein Thueringen	Andrea Schlegelmilch	No
Schuelfoerderverein Thueringen	Joachim Willeke	No
<b>Flagship Project coordinator</b>		
Bundesnetzwerk Buergerschaftliches Engagement	Mirko Schwaerzel	Yes
Landesjugendring Berlin	Tilman Weickmann	No
<b>Others</b>		
ICWE	Christian Auchting	No
ICWE	Mareike Otting	No
PAU Education	Sabine Schumann	No
ICWE	Juliane Walter	No

### 5.3.6. The Netherlands

Organisation	Name	Follow up interviews
<b>NCB/national authorities</b>		
Movisie (NCB), Utrecht	Mark Molenaar	Yes
Ministry of Health, Welfare and Sport, The Hague	Wouter den Ouden	Yes
Bureau van Loon (NCB), Utrecht	Petra Van Loon	Yes
<b>EU Permanent Representation</b>		
European Commission Representation, The Hague	Madeleine Infelfdt	No
European Commission Representation, The Hague	Marieke Van Dijk	No
<b>Volunteering organisations</b>		
Volunteer Centre Helmond	Judith Bach	No
Vereniging Nederlandse Gemeenten, The Hague	Daniel Kruihof	No
Volunteer Centre Helmond	Tamara Vandercoer	No
Movisie (NCB), Utrecht	Else Boss	No
CEV	Eva Hambach	No
Erasmus Centre for Strategic Philanthropy, Erasmus University	Lucas Meijs	No
Freudenberg Foundation, DE	Sandra Zentner	No
<b>Focus group</b>		
Volunteer	Piet Basten	No

Scouting Nederland	Fedde Boersma	No
Volunteer	Hans Chauffour	No
Kunstfactor	Amalia Deekman	No
Volunteer	Jan Dystelbloem	No
Volunteer	Mrs Dystelbloem	No
Volunteer	Hetty Gruyters	No
Volunteer	Kees Nagle	No
Volunteer	Anna Schoenmakers	No
Volunteer	Emily Tegnell	No
Volunteer	Flora van der Hout	No
Volunteer	Louise	No
Volunteer	Sandra	No
Volunteer	Germaine van Laarhover	No
<b>Flagship Project coordinator</b>		
Vrijwilligersakademie, Amsterdam	Karin Hanekroot	Yes
ViaVeneman communicatieadvies	Antoineete Veneman	No

### 5.3.7. UK

Organisation	Name	Follow up interviews
<b>NCB/national authorities</b>		
Cabinet Office (Office for Civil Society), NCB	Thomas Leftwich	Yes
<b>EU Permanent Representation</b>		
European Commission Representation, London	Antonia Mochan	No
<b>Volunteering organisations</b>		
Volunteer Action Leeds	Stephen Crocker	No
Europe Direct, Leeds	Lynette Falconer	No
Bradford Volunteer Centre	Dave Forrest	No
vInspired	Tracey Herald	No
Jewish Volunteer Network	Leonie Lewis	No
Volunteering England, Shared Learning Project	Sam Mars	Yes
Leeds Volunteer Centre	Natasha Mort	No
Volunteering England	Dan Sumners	No
CSV	Piotr Sadowski	Yes
Catch 22	Sam Sparrow	No
CSV	Lucy de Groot	No
Leonard Cheshire Disability	Chris Fisher	No
Rob Jackson Consulting	Rob Jackson	No
DePaul	Alisa McWilliam	No
Hammersmith and Fulham VolunteerCentre	Marion Schumann	No
Age UK	Erin Tierney	No
Scrapstores UK	Nikki di Giovanni	No
Scrapstores UK	Jim Elliot	No
<b>Focus group</b>		
NOW, Northern Ireland	Danny Davidson	No
NOW, Northern Ireland	Rosleen Davidson	No
Marie Curie Helper Programme	Wendy Greenish	No
Healthy Living Network Leeds	Stephanie Lloyd	No
Motore Neurone Disease Association	Alison Manning	No
NOW, Northern Ireland	Marie Matthews	No
Action on Hearing Loss	Iona	No
Action on Hearing Loss	Sabine	No
Action on Hearing Loss	Matthew	No
CSV Volunteer	Natasha	No
CSV Volunteer	Harry	No
CSV Volunteer	Sharee	No
<b>Flagship Project coordinator</b>		
Bristol Conservation Trust	Savita Custhead	Yes

Bristol Natural History Consortium	Matt	No
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### 5.3.8. Malta

Organisation	Name	Follow up interviews
<b>NCB/national authorities</b>		
Malta Council of Voluntary Sector	Mauro Pace Parascandalo	No (requested)
MEUSAC (Malta-EU Steering & Action Committee)	Vanni Xuereb	No
MEUSAC (Malta-EU Steering & Action Committee)	Kurt Formosa	No
Commissioner for Voluntary Organisation	Kenneth Wain	No
<b>EU Permanent Representation</b>		
European Permanent Representation	Martin Bugelli	No
<b>Volunteering organisations</b>		
Malta Health Network	Philip Chircop	No
Malta Health Network	Anthony Guillaurmier	No
The Scout Association of Malta	Leslie Bonnici	No
Nature Trust	Vincent Attard	No
Inspire	Nathan Farrugia	No
<b>Focus group with young volunteers</b>		
SKOP (Solidarjetà u Koperazzjoni)	Rosa Rizzo	No
St Jeanne Antide Foundation	Nora Macelli	No
Anti-Poverty Forum - Malta	Kimberley Vella	No
SKOP (Solidarjetà u Koperazzjoni)	Salvina Bezzina	No
Anti-Poverty Forum - Malta	Marica Aquilina	No
St Jeanne Antide Foundation	Ruth Brincat	No
St Jeanne Antide Foundation	Rosalyn Farrugia	No
Malta Girl Guides	Mariel Agius	No
Malta Girl Guides	Kimberley Mifsid	No
KMS - Kunsili Malti għall-iSports	Karl Paul Baldacchino	No
<b>Focus group with representatives of volunteering organisations</b>		
Arthritis and Rheumatism Association of Malta	Mary Vella	No
Lions Club Malta	Isabelle Coppini	No
Lions Club Mdina	Maria Manduca	No
YWCA Malta	Susan Mompalao de Piro	No
Lions Club Malta Zone	Mary Anne Abela	No
Breast Cancer Support Group - Europa Donna - Malta	Gertrude Abela	No
<b>Relay</b>		

Relay Reporter (home country)	Sean Aquilina	No
Relay Reporter (outgoing, from Bulgaria)	Milen Minkov	No
<b>Flagship Project coordinator</b>		
SOS Malta	Nicola Critien	Yes
National Council of Women (NCW)	Doris Bingley	No (Requested)

#### 5.4. Additional interviews with NCB's not selected for the fieldwork

Organisation	Name
Austria	Erika Winkler
Belgium – Flanders	Eva Hambach
Belgium - French-speaking Community	France Lebon
Belgium – German-speaking Community	Dieter Gubbels
Bulgaria	Deyana Danailova/Axenia Boneva
Cyprus	Alexandros Alexandrou (Requested)
Czech Republic	Petra Vymetalikova
Estonia	Aveli Ainsalou/Marten Lauri
Finland	Niklas Wilhelmsson
France	Alexis Ridde
Greece	Angeliki Boura
Hungary	Zsolt Belánszky
Ireland	Yvonne McKenna
Latvia	Diana Simansone
Lithuania	Milda Saudarge
Luxembourg	Jacques Kuentziger
Portugal	Elza Chambel
Slovak Republic	Gabriela Glisevicova
Slovenia	Polonca Sega
Spain	Roberto Amurrio Inigo
Sweden	Emmy Bornemark

## 6. Annex 6: Feedback notes

### 6.1. Warsaw Tour Stop

This feedback note is based on a four-day stay in Warsaw from 30 August until 2 September, coinciding with the first two days of the EYV 2011 Tour stop (1 and 2 September) and complemented by further observation and on-the-spot interviews on 6 September.

A total of 10 interviews were carried out with:

- The Polish Ministry of Labour and Social Policy, which is also the National Coordinating Body;
- The European Commission Representation;
- The Foundation for the Development of the Education System (coordinator of the “Youth volunteering day” of the Tour on 2 September)<sup>110</sup>;
- The Red Cross (coordinator of the “Rescue services volunteering” day on 5 September)
- The Volunteer Centre (coordinator of the “Corporate volunteering day” of the Tour on 7 September);
- Fundacja Dzieci Niczyje (“Nobody’s Children Foundation”);
- Good Network Foundation (coordinator of Flagship Project);
- New Family Association (coordinator of Flagship Project);
- ENEA (large private power group involved in the “Rescue service volunteering day” on 5 September)
- The press officer of the Tour;
- Brief conversation with the Polish Relay.<sup>111</sup>

In addition, two focus groups were held

- One focus group with 11 young volunteers, members of the following organisations: Fundacji Rozwoju Wolontariatu (two volunteers), Semper Aventi (two volunteers), the Erasmus Student network (two volunteers); Robert Schuman foundation (one volunteer) and the Wiatrak foundation/Foundation Windmill (four volunteers);
- A second focus group with six senior volunteers, members of the following organisations: University of the Third Century (two volunteers), Mali Bracia Ubogich (Little Brothers of the Poor), the Polish Union of Esperanto, the Pensioners’ Association of the Targówek district, the Centre of Seniors’ Initiatives.

Thirty-five on-the-spot interviews were also carried out<sup>112</sup>.

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<sup>110</sup> The Foundation for the development of the Education System coordinates EU-funded programmes in the field of education, including, Youth in Action, Lifelong Learning and the Eurodesk, among others.

<sup>111</sup> The Irish Relay cancelled the appointment and missed a later appointment on the phone; the Polish Relay could only hold a short conversation as he was about to leave to Finland – as he had only just started as a Relay, a longer interview was not deemed necessary.

## **The EYV 2011 Tour in Warsaw**

### ***Programme***

The Warsaw Tour stop took place over 14 days on the Plac Defilad (Parade square) in the centre of Warsaw. The Tour Tent was set up next to the entrance of the Palace of Culture and Sciences (see Picture 1 in Annex).

Each day was dedicated to a different theme under the lead of a coordinator appointed for the day, including relevant Ministries, NGOs and foundations. The selection of themes reflected the suggestions made by organisations involved in volunteering, and their offer to coordinate one day of the Tour on a particular theme.

The programme for each day was the following (the coordinator of the day is indicated in brackets):

- 1 September: Integration of people with disabilities (Ministry of Labour and Social Policy)
- 2 September: Youth volunteering (Foundation for the Development of the Education System)
- 3 September: Volunteering in culture and art (Ministry of Culture and National Heritage)
- 4 September: Volunteering in culture and art (Ministry of Culture and National Heritage)
- 5 September: Volunteering for Rescue Services (Ministry of Interior and Polish Red Cross)
- 6 September: Prevention (Ministry of Interior)
- 7 September: Corporate volunteering (Volunteer Centre)
- 8 September: Senior volunteering (Polish Association of the Universities of the Third Century)
- 9 September: Volunteering in the charity sector (Caritas)
- 10 September: Volunteering in the medical sector (Hospice foundation)
- 11 September: International volunteering (Ministry of Interior and AIESEC)
- 12 September: E-volunteering (Good network foundation)
- 13 September: Volunteering in sport (Ministry of Sport and the Euro 2012 volunteer group)
- 14 September: Volunteering in sport (Ministry of Sport and the Euro 2012 volunteer group).

Besides activities and stands related to the theme of the day, the first day was dedicated to the inauguration of the “Pawilon” (the Tent) by high-level political figures, including Jarosław Duda, Undersecretary of State in Ministry of Labour and Social Policy, Ewa Synowiec, Head of the EC Representation in Poland and Mikołaj Dowgielewicz, Secretary of State in the Ministry of Foreign Affairs and Irena Wóycicka from the EU Presidency Office<sup>113</sup>. On 7 September, Commissioner Androulla Vassiliou (Education, Audiovisual, Culture and Youth) made a surprise visit to the Tour.

Every day the Tent was filled with stands of – and decoration by – volunteering organisations involved in the theme of the day. Beside the stands, numerous activities were organised throughout the 14 days, including workshops, debates, interactive activities and games (such as rescue exercises, or sports games), presentations, exhibitions, concerts, etc.

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<sup>112</sup> On-the-spot interviews were carried out on 1 September (7 interviews), 2 September (12 interviews) and 6 September (16 interviews).

<sup>113</sup> The Relays did not take part in the opening ceremony (there was no hand-over of the camera).

On the days that we attended, lunch was offered to participants in the form of a free buffet served under the Tent.

Feedback from volunteering organisations showed that most of them welcomed the Tour as a very good opportunity to promote and celebrate volunteering and to show what volunteering organisations do on the ground. They perceived the Tour as a “festival of volunteering” and liked this concept.

Most volunteers and volunteering organisations liked the thematic structure of the Warsaw Tour. They felt this gave them opportunities to attract visitors in a targeted way and to network with other organisations involved in the same field of activities, something which could potentially inspire new ideas and new partnership. For example young volunteers and senior volunteers appreciated having days dedicated to them. Feedback from the on-the-spot interviews indicated that visitors might have preferred to find organisations from different fields, as 15 out of 35 respondents indicated “more organisations” to the question “what would have made this event more interesting for you?”

Interviewees’ feedback also indicated that interactive activities were particularly appreciated. This is confirmed by on-the-spot interviewees. Around half the respondents (17 out of 35) responded “more workshops” to the question “what would have made this event more interesting for you?”

### ***Attendance***

The event mobilised a significant number of volunteering organisations and volunteers. Many organisations took part in the event, including a wide range of volunteering organisations and NGOs, as well as companies supporting volunteering as part of their corporate social responsibility programmes. In addition to major volunteering organisations, smaller organisations and some organisations from outside Warsaw also took part in the Tour. The thematic structure helped ensure this variety as a wide range of sectors involved in volunteering was represented during the Tour stop.

Coordinating and participating organisations advertised the event to their network, which, according to interviewees, made it possible to attract a large number of volunteers and other visitors interested in the theme of the day. Several organisations also pro-actively promoted the event among schools and succeeded in drawing a number of school pupils to the Tour.

Attendance levels were very high on the first two days that we attended. While there was some concern that interest might decrease over the two weeks during which the event was held, the feedback from interviewees who attended the Tour on 6 and 7 September indicated that levels of attendance remained high.

### ***Location and logistics***

Many stakeholders viewed Plac Defilad as a very good location for holding such an event as it is central, easily accessible (e.g. by metro), and well known for hosting many big events in Warsaw. The impressive height of the Palace of Culture and Sciences makes the location quite remarkable.

Most participants very much appreciated the set up of the Tent, and in particular its colourful aspect. In terms of visual identity, some interviewees recommended that there should be more indication externally of the purpose of the Tent as a celebration of EYV2011. To some extent, interviewees’ feedback indicated that the Tent had been a victim of its own success: according to them, the high number of visitors and the occurrence of numerous simultaneous activities necessitated a better acoustically insulated and an even



larger space as noise levels were quite high at times, with different activities sometimes disturbing each other.

Organisers were able to take advantage of the space available in front of the Tent to run outside activities, such as wall-climbing, volleyball, etc. (see Picture 3 in Annex). On the logistical side, it was recommended that a permit be secured for the entire length of the Tour. In the absence of such an arrangement, each day's coordinator had to seek – and pay for – a separate permit to use the square.

A second recommendation by organisations participating in the Tour was to inform the coordinating and participating organisations earlier about logistical arrangements, in order to facilitate the organisation and promotion of the events.

### ***Promotion and visibility of the Tour***

The Tour generated genuine media interest. This was particularly true of the opening day, which featured high level politicians and attracted a number of journalists. Interviewees thought that the European dimension contributed to raising such interest. For example, one of the coordinators of the days was contacted by several journalists from different national television channels and gave several radio interviews.

The NCB had carried out a call for interest in order to appoint a volunteer who was in charge of media relations. This initiative contributed to enhance the media coverage of the Tour, as the media officer invited journalists to the event, gave interviews, etc.

Other promotional initiatives received financial support from the European Commission Representation, including online promotion of the EYV2011 and the Tour, the publication of two inserts in the free newspaper "Metro" in the days preceding the beginning of the Tour, the broadcasting of a video on the Tour in metro stations for two weeks. The Representation also financed the printing and dissemination of promotional leaflets, in addition to the leaflets provided by PAU. These initiatives contributed to promoting the event to the general public and provided the Tour with some visibility in the media and advertisement space. One young volunteer suggested that the Tour could have included some mobile activities, such as a Parade across the city to increase the Tour's visibility.

Nonetheless, as in other case study countries, interviewees' feedback indicated that the promotion primarily reached out to people already involved in volunteering, as the most impactful contribution to advertising the event was the promotion by NGOs to their networks and (potential) partners.

NGOs received EYV2011 posters and used them for promotion purposes. They could not necessarily make use of the leaflets and the press release foreseen by the European communication campaign, as they needed promotional material tailored to the specific day of the Tour they were advertising. In relation to the posters, leaflets and press releases produced for the European communication campaign, stakeholders recommended avoiding EU wording (such as "stakeholders", "exchange of best practices", etc.) and providing the reader/viewer with clearer practical information.

Most interviewees had not heard the slogan and/or messages of the EYV2011 campaign but, when asked about them, found them appropriate. Some interviewees suggested stressing the benefits of volunteering for volunteers themselves.

### ***Recommendations and success factors for the short term***

Recommendations for improvement:

- More promotion outside volunteering circles
- Avoiding EU wording in communication material used to advertise the Tour
- Mobile activities such as a Parade around the city to increase visibility.

Success factors that could be replicated:

- Appointment of a volunteer to take care of media relations
- Interactive activities and workshops
- Inviting schools.

## Annexes

**Picture 1 EYV2011 “Pawilon” in front of the entrance of the Palace of Culture and Sciences**



Source: [europa.eu/volunteering](http://europa.eu/volunteering) website

**Picture 2 Inside the Pawilon**



*Source: europa.eu/volunteering website*

**Picture 3 Outside activities on Plac Defilad**



*Source: europa.eu/volunteering website*

## 6.2. Berlin Tour Stop

This feedback note is based on a stay in Germany coinciding with the first six (October 14-19) of the seven days the EYV 2011 Tour stop (October 14-209). A stop was made in Magdeburg en route to Berlin as part of the wider evaluation of the national programme. This was the principal subject of some of the interviews listed below.

A total of 25 interviews of varying lengths were carried out with policymakers, staff of volunteer organisations and volunteers from<sup>114</sup>:

- The Ministry of Youth, Families, Seniors and Children (2 officials), which is also the National Coordinating Body\*;
- Bundesarbeitsgemeinschaft der freien Wohlfahrtspflege (Tour project manager on behalf of the NCB)\*;
- The Ministry of Social Affairs, Land Sachsen-Anhalt (coordinator of a German 'lighthouse' project)\*;
- The European Commission Representation\* (2 officials, including Deputy Head of Representation);
- The Latvian and German Relay Reporters;
- The coordinators of each of the two German Flagship Projects (1 interview per project)\*;
- Albert Schweitzer Stiftung Wohnen und Betreuen
- BBE – Bund Bürgerliches Engagement\*
- Bundesfreiwilligendienst (the Federal Voluntary Service)
- Bundesverband Selbsthilfe Körperbehinderter
- Deutscher Engagementspreis
- Deutscher Naturschutzring\* (2 representatives) (coordinator of a German 'Lighthouse' project);
- Deutsches Rotes Kreuz Kreisverband Wedding / Prenzlauer Berg e.V.
- Die Tafeln (Food Banks)
- Engagiertindeutschland.de\* (online database of volunteering opportunities)
- Engagement schlägt Brücken
- Verband der Volkshochschulen Schleswig-Holstein\* (volunteering management courses)
- Ehrenamtsbotschafter
- Konzerthaus Berlin
- Ford of Germany
- Freie Hilfe (work with prisoners, ex-prisoners and their families)\*
- ICWE
- Pau Education
- Sieben Brücken\*.

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<sup>114</sup> Interviews marked with \* were in-depth interviews of 30-60 minutes, and sometimes longer. Other interviews varied in length from 5-15 minutes.

The Focus Group questioning route was used with groups consisting of the following:

- Berliner Missionswerk (development aid projects), Diakonie (Lutheran church), Habitat for Humanity, Internationaler Jugendgemeinschaftsdienste (international youth projects), Wellcome Foundation;
- Blickwinkel (an organisation working with women in immigrant communities), Bürgertreff Nürtingen (a citizens' initiative, which has sponsored a roadstory book about volunteering around Europe); Internationaler Bund (volunteering overseas); mittenmang Schleswig-Holstein (disabled volunteers), Schüler helfen Leben (volunteering for schoolchildren in the Balkans); Verbund der Freiwilligen-Zentren im Deutschen Caritasverband (volunteer centres).
- Three volunteers and one staff member – all under 30 – of the Berliner Bücher Tisch (a second-hand bookshop which also donates books to schools etc.) (Photo 1);
- Three volunteers from the Naturbund Stiftung and the Thüringer Landesverbandes der Schulfördervereine (2) – all older volunteers – and a staff member of the Grüne Liga.

We attended, at least in part, three workshops which were part of the Tour:

1. An 'eco-university' (Deutscher Naturschutzring)
2. Europäische Förderung für bürgerschaftliches Engagement (a presentation of the Europe for Citizens programme)
3. Aktives Altern - Freiheit oder Verpflichtung? (Active Ageing – Freedom or Obligation?)

We also attended a workshop on volunteering in the Französische Friedrichstadtkirche organised by the Protestant Church (Diakonie) on October 17.

## **The EYV 2011 Tour in Berlin**

### *Project management*

The Berlin Tour stop took place over seven days (October 14-20, 2011) in the Sony Center, starting on a Friday and finishing on a Thursday. It was coordinated by a project management office run by Bundesarbeitsgemeinschaft der freien Wohlfahrtspflege (an umbrella group for six organisations providing health and welfare services). This project management office was not solely a service provider, but was also responsible for giving direction to the event.

Interviewees were full of praise for the personal efforts of the project manager in organising the event within the relatively late availability of information on the location, the constraints of the location, and – in those instances where they were aware of the budgetary constraints – of the budget. This is in line with our own on-the-spot observations.

Some were not altogether happy that a specific voluntary organisation with its own priorities had been selected rather than a service provider, but most interviewees were not aware of, or if aware of, not bothered by the distinction.

Many interviewees were less happy, however, about the delays in finalising the logistics. One major umbrella organisation withdrew from the preparations as a result according to the interviewees. Many interviewees expressed surprise at the extent to which the organisations had been expected to provide content and publicise the event at their own expense. Organising officials felt, on the other hand, that the

voluntary sector had failed to see that the event was one that it was in their interest to commit to. Several organisations commented to us that the organisation was too “top-down”.

Our judgement is that there was a failure to create a sense of ownership on the part of the organisations, but we were told of other tensions in relations within the voluntary sector and the government this year, which are unrelated to the Tour, which are likely to have had a spillover effect.

Interviewees also felt that preparations also suffered from the discontinuity (for reasons of maternity leave) in the availability of NCB personnel.

### **Programme**

Each day was devoted to a different theme. The NCB and umbrella organisations activated their networks to call for applications to be present with a stand or to run workshops. The number of stands each day filled the location, but not always to capacity.

The themes were:

1. Opening Day
2. Sport & environment
3. Families
4. Social commitment
5. Active Ageing and health
6. Youth and training
7. Rescue services

The volunteer organisations welcomed the thematic approach.

The event was opened by Josef Hecken, State Secretary in the Ministry of Youth, Families, Seniors and Children, and Marie-Thérèse Duffy, Deputy Head of the Political Section of the EC Representation,

The opening speeches were followed by the official handover from the Latvian to the German Relay Reporter.

Four workshops were part of the programme:

- An ‘eco-university’ run by the Deutscher Naturring;
- A presentation of the *Europe for Citizens* programme;
- A seminar on the issues of volunteering among older people;
- A seminar on encouraging young people to volunteer.

### **Timing**

The *timing* was felt by a number of interviewees to have been chosen without taking into account that the first week in which the Tour fell coincided with the school autumn holiday in one part of Germany, and the second week coincided with the school autumn holiday in another part. However, interviewees felt there had been some potential offsetting benefits in that this brought German tourists to Berlin, and the Sony Center is – in their and our observations – primarily frequented by tourists of all nationalities. However, even though the weather was good – albeit chilly, the footfall in November was lower than it is in summer according to interviewees.

### **Location**

The Sony Center is just off the Potsdamer Platz in the centre of Berlin, and close to a major shopping arcade. It consists of an atrium, around which are restaurants and a multi-screen cinema. The atrium is only partially sheltered from the elements. Part of the atrium is ringed by a second row of office buildings.

The main part of the Tour – stands and the workshop room – was located on the ground floor of this second row in space which had been made available free of charge. Some activities and organisations were given space under the Atrium (where use of the space was not free of charge). These activities and organisations included construction of a climbing wall, a bouncy castle (Photo 2), bird boxes (Photo 3), a food bank and the rescue services.

The users of the stand space varied each day, though some organisations were present on more than one day or throughout. The EU corner of the Tour was staffed throughout by two people provided by the EC Representation. The users of the Atrium space changed on each day that it was in use (the weekend and on the rescue services' day).

The *location* came in for considerable criticism from interviewees, in part because of the expectations of many of the organisations. While the NCB was apparently at pains in the preparatory material to make clear that the Tour itself would not be under the Atrium, or directly in the, or visible, from the Atrium area, many organisations had not taken this on board. It had also been their expectation that the event would be larger. "Klein und versteckt" ("Small and hidden away" was a representative comment on the views of the franker organisations, and is representative of the sentiment expressed more diplomatically by others.) However, those who were aware that one of the other frontrunner locations was one associated with car manufacturers (the Automobilforum) agreed that the Sony Center was a better choice for a voluntary sector event.

### **Attendance**

The event mobilised a significant number of volunteering organisations and volunteers, i.e. some 15-20 each day. Many were national, but a number were local organisations, both from the Berlin area and from elsewhere in Germany. Only one company (Ford) participated.

The footfall for activities in the Atrium was relatively high, though hard to quantify. However, organisations with a presence in the Atrium expressed satisfaction and felt their activities had raised awareness, and might get volunteers in other locations in Germany from tourists who had shown interest or visitors, in the case of the nature reserve from the MittelElbe region with birdbox kits made up on the spot. They made up 40 bird boxes on the day.

Footfall for the Tour as such was low. We estimate the number of true visitors (as opposed to friends and family) at best at 10-30 each day, excluding workshop attendees and those running stands.

The workshops on environmental issues and the Citizens for Europe programme attracted little interest (10-20 people) despite having been publicised by the organising bodies via their networks. The workshops on active ageing and encouraging young people to volunteer were very well attended. The organisers of the two poorly attended events were disappointed at the low turnout had no explanation for their lack of success (except perhaps the alternative attraction of a very sunny Saturday in the case of the 'eco-university').

The footfall to the Tour location was low despite the fact that floor stickers advertising the Tour were placed in the Atrium and elsewhere in the Sony Centre, the distribution of flyers in the Atrium by the

project management staff, the presence of a welcome desk under the Atrium, and the promise to children and their families passing through the Atrium of balloons for their children at the Tour location.

No school groups attended. This was attributed by interviewees to the fact that schoolteachers only take groups to where they can establish a clear link with the curriculum, and that they want the work on the link to be done by the hosting organisation – a comment we have heard in other countries.

Interviewees were unanimous in being disappointed at the attendance at the Tour. Some had found the networking with other organisations a significant compensation, but did not feel that this was enough to have made their presence cost-effective, particularly by comparison with the benefits they gain events such as the annual volunteer fair in the Berlin Town Hall (the “Rotes Rathaus”). A number had not had high (but nevertheless higher) expectations of attendance, but were present because they felt that the government expected it of them.

Interviewees felt that the external signage was disappointing because small and the fact that the revolving doors to enter the Tour were not in use was offputting. They appreciated the floor stickers, though they were also small<sup>115</sup>. Overall, however, interviewees felt that the signage, and the name of the Tour, did not provide a clear enough message of what people could expect in order to draw people in.

### ***Promotion of the Tour***

The Tour was advertised through the dedicated website ([www.ejf2011.de](http://www.ejf2011.de)) and by the volunteering sector to their networks. The Tour was also advertised on screens in the nearby underground railway stations. The NCB project office also informed some schools about the Tour.

The media showed virtually no direct interest in the event. We are not aware of any journalists having been present, other than local television which did broadcast a short item.

The press clippings reports from ICWE and the NCB are not yet available, but on the basis of what interviewees had seen in terms of coverage at the time of the event, it can be expected that the press release announcing the event was relatively widely picked up.

Nonetheless, as in other case study countries, interviewees’ feedback indicated that the promotion primarily reached out to people already involved in volunteering, as the biggest contribution to advertising the event was the promotion by NGOs to their networks and (potential) partners.

Interviewees felt that the Tour could have been promoted more widely, but it should be noted that they were generally not aware of the budgetary constraints.

Interviewees wished that the tee-shirts, pens and bags, had been available for distribution throughout the year. The posters had been received in time.

### ***Recommendations and success factors***

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<sup>115</sup> Photos of these elements are available.



Recommendations (within budget constraints):

- Create greater sense of ownership among volunteering organisations
- Make promotional materials, e.g. pens, tee-shirts, bags, available for distribution throughout the Year
- Provide more visible external signage

Success factors:

- Personal commitment on the part of the project manager;
- Networking opportunities for organisations between themselves;
- Outdoor events that appeal to children, in particular.

Annex:

Photo 1: Berliner Bücher Tisch



Source: ejf2011.de

Photo 2: Bouncy castle in the Sony Center Atrium



Source: ejf2011.de

Photo 3: Building bird boxes



Source: ejf2011.de

### 6.3. Amsterdam Tour Stop

This feedback note is based on a stay in the Netherlands for the EYV 2011 Tour Stop. The Tour Stop in the Netherlands took the form of a series of conferences held on October 20-21 and October 25-27. It therefore only targeted the voluntary sector and allied multipliers. The visual identity material and other communication supports provided by PAU Education played only a limited role.

While some short interviews were carried out during these events and an in-depth interview was carried out with the coordinator of the Flagship Project, most in-depth interviewing of national authorities as well as the focus groups will in principle take place in the first week of December, and coincide with the closing event in the Netherlands, at which the government expects to unveil a covenant with the volunteering sector.

To some extent, the EYV 2011 Tour was used to increase the impact and scope of events which are already part of the annual volunteering calendar in the Netherlands, e.g. the research event. This will be explored further in the in-depth interviews.

We attended all Tour events except the presentation of the Youth in Action Programme.

#### Programme

Thursday, October 20 – *Samen sterk voor Vrijwilligerswerk (Together strong for volunteering), Vereniging Nederlandse Organisaties Vrijwilligerswerk (NOV); the overarching theme was volunteer management, and the relative roles of the members of boards of volunteer organisations and of volunteer coordinators. New research was presented on the visibility of coordinators. A prize was awarded to the best short films about volunteering by children in the health and welfare sector.*

*The day concluded with the presentation to government of a five-point NOV civil society volunteering manifesto ([http://www.vrijwilligerswerk.nl/files/312\\_Manifest.pdf](http://www.vrijwilligerswerk.nl/files/312_Manifest.pdf)). The points are:*

- (1) mainstream of volunteering across government;*
- (2) conduct a volunteering impact statement to accompany all new government proposals;*
- (3) treat all organisations in the volunteer sector equally for tax deduction purposes;*

(4) reduce the administrative burden;

(5) make enough, good training in volunteer management available.

*Friday, October 21 – Competitieve denktank jeugd & opvoeding (Competitive think tank, youth and education); this is believed to have been the first time in the Netherlands that a case study approach has been applied to a (theoretical) local government problem utilising volunteers as part of the solution. The winning team will receive consultancy advice on how to implement one of the team members' projects.*

*Thursday, October 25 – Internationaal vrijwilligerswerk voor jongeren die Europa willen ontdekken (International voluntary work for young people who want to discover Europe); Dutch Youth Institute re Youth in Action programme;*

*Burgers en ruimte voor hun initiatieven (Citizens and space for their initiatives) - Ministries of Internal Affairs and Economy, Agriculture and Industry.*

We participated in the discussion group on neighbourhood ambassadors. This concluded that approaches need to be neighbourhood-specific, a support structure needs to be in place for the volunteers, social media can be used for raising awareness, innovative initiatives are needed to attract young volunteers, investment is needed in language lessons to break down barriers, and government and citizens should dialogue.

*Betrokken ondernemen in de samenleving van morgen – Committed businesses in tomorrow's society (MVO Nederland – national CSR organisation).*

This was attended by Princess Maxima, the wife of the Crown Prince; the focus was on how individual businesses which are active in corporate volunteering can team up with each other to develop synergies. An existing model is an anti-poverty programme in Amsterdam ([www.basta-amsterdam.nl](http://www.basta-amsterdam.nl)) in which ABN-Amro, Delta Lloyd and IBM cooperate. Their employees can participate in any strand of the programme irrespective of whether it is their company which is responsible for it.

*Inspiratiearena: Studentenverenigingen vrijwillig actief voor de samenleving! - Inspiration arena: student associations actively volunteering for society; (MOVISIE<sup>116</sup> + Bonaparte student association).*

10 students associations pitched their projects for a prize of €5,000. The winner was Spontaan, a group from Utrecht planning to improve the physical home environment for children from low-income families,

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<sup>116</sup> MOVISIE is the Netherlands centre for social development. It promotes the participation and independence of citizens by supporting and advising professional organizations, volunteer organizations and government institutions. It is part-funded by government, and was contracted by the Dutch government to act as project manager for EYV 2011 in the Netherlands.

e.g. by decorating their rooms to a stand where they feel happy to invited friends home, or providing a decent space for them to do their homework in.

Wednesday, October 26 – *MaS in the spotlight. De effecten van maatschappelijke stage belicht* (MaS in the spotlight. Throwing a light on the effects of compulsory voluntary service for schools) (MOVISIE, on behalf of the Ministry of Education, Culture and Science).

*MaS is a scheme which makes 30 hours of curriculum-related community service compulsory for secondary school pupils from this year (though voluntary schemes have existed longer). Groups of schoolchildren presented their projects in short parallel sessions during this event. The event was used as an opportunity to launch a MaS knowledge centre.*

*Service learning: There was a strand on service learning as part of this and the following day's event, with 30 participants from other European countries. There were joint sessions, e.g. of the keynote speaker, Jim Kielsmeier of the National Youth Leadership Council United States, and separate sessions catering to the specific interests of each. In the international sessions, there were presentations of service learning from Germany, Spain, and Croatia, as well as of new research from the Volunteer Research Centre in the UK.*

*Social media en Vrijwilligerswerk: een inspirerende Pecha Kucha avond* (Social media and volunteering: an inspiring Pecha Kucha evening (Vereniging van Nederlandse Gemeenten in conjunction with the Ministry of Health, Welfare and Sport, and the municipality of Amsterdam). There were a number of presentations of the uses of and trends in social media. The conclusion: Twitter, Facebook and Hyves (a Dutch site) have become indispensable, including for the volunteering sector.

Thursday, October 27 - *Internationale onderzoeksdag vrijwilligerswerk* (International volunteering research day); MOVISIE and the Erasmus Universiteit Rotterdam. The keynote speaker was Ram Cnaan, Professor at the School of Social Policy & Practice at the University of Pennsylvania. Nick Ockenden of the Institute of Volunteering Research in the UK presented findings from EU-funded research into "The role of University Lifelong Learning in empowering volunteers". The Dutch research presented included new research into what motivates people to volunteer and which motivations are sustainable, i.e. the drop-out rate over two years by motivation. René Bekkers of the Vrije Universiteit in Amsterdam, who presented this research, concluded, however, that the research provided a "bit more" information on why people do or do not stay as volunteers, but that much of the reason is not be found in the motivation, but "within the people themselves."

*Toekomstagenda vrijwillige inzet* – Future agenda for volunteer involvement, MOVISIE.

*As opposed to the manifesto published after the first event which was for action by government, the Future Agenda is a six-point Action Plan for the sector:*

- *Use social media as the tool of the future to find volunteers;*
- *Promote expertise in volunteering organisation board members and volunteer coordinators*

- *Increase exchanges between volunteer organisations*
- *Formulate the advantages of corporate social responsibility*
- *Facilitate access to volunteering*
- *Engage with the authorities about creating a favourable environment for volunteering.*

### **Lessons learnt**

It appears to be worth noting:

- The high attendance at events, with up to 400 people. This can be attributed to the fact that these were events by the sector for the sector, with the organisers of each event responsible for mobilising their own constituency. It is probably also attributable to the fact that EYV2011 has had a high profile in the Netherlands (and is well resourced).

Only one event had a disappointing turnout compared to the number pre-registered. This was the 'competitive think tank'. The organisers had two explanations:

- (i) it was held on a Friday, a day on which many Dutch do not work as there is a trend to four-day working weeks as a matter of lifestyle choice;
  - (ii) the Tour was held during the autumn school holidays in the Netherlands, a fact which was deplored by a number of the people we spoke to because they felt attendance at other events would have been even higher had it not been for this;
- The inclusion of a European, and indeed international dimension, with participants from other European countries at two days of sessions designed specifically for them. These dealt with service learning. These participants also visited Dutch projects using volunteers. This is expected to lead to a sustainable result through the creation of a service learning network; preliminary discussions on the possible format for this – ranging from exchanges via social media to a Grundtvig-funded project were discussed during the meeting, and it was agreed to pursue these subsequently;
  - The use of the opening and closing events to present – respectively – a manifesto to government and a future agenda for the sector;
  - The extensive use of Twitter to disseminate information on the events.<sup>117</sup>

## **6.4. London Tour Stop**

This feedback note is based on a stay in London coinciding with the seven days the EYV 2011 Tour stop (October 20-27), and with subsequent interviews in Leeds, with those involved in that city's EYV 2011

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<sup>117</sup> A LinkedIn forum for professionals has been a feature of EYV2011 in the Netherlands throughout.

year, and the Active Citizenship Year of neighbouring Bradford. The Tour was the principal subject of some of the interviews listed below.

A total of 18 interviews were carried out with policymakers, staff of volunteer organisations and volunteers. These included in-depth interviews with<sup>118</sup>:

- The Cabinet Office (Office for Civil Society) (NCB);
- Volunteering England (2 separate interviews);
- The European Commission Representation;
- The coordinators (2) of a UK 'highlight' project – V-inspired & Catch-22 (by phone);
- A representative of Leeds City Council;
- The coordinator of one of the three UK Flagship Projects – Green Volunteers Bristol (1 interview – CSV – had been carried out previously by phone; one – VODA Newcastle – has still to be carried out by phone).

A further phone interview with a second 'highlight' project and with Age UK have still to be scheduled.

Shorter interviews were carried out with representatives of:

- EYV 2011 Alliance working group members (2 interviews)
- British Council
- British Red Cross
- CSV
- Depaul UK
- Jewish Volunteering Network
- Scrapstores UK (2)
- Volunteer Centre Dundee.

We attended:

- An Age UK seminar to launch the two-month age strand of EYV 2011-11-26, at least in part, three workshops which were part of the Tour:

... and presentations/workshops organised by:

- The Arboretum, Castle Howard
- Guide Dogs for the Blind
- Havco Volunteer Centre
- Hammersmith and Fulham Volunteer Centre
- Health Champions (Anglian Community Care)
- Options for Life (including short interviews with EVS volunteers)
- Leeds & Bradford Volunteer Action
- Sportscoach UK ('highlight' project)

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<sup>118</sup> Interviews marked with \* were in-depth interviews of 30-60 minutes, and sometimes longer. Other interviews varied in length from 5-15 minutes.

- Volunteer Centre Warrington (,highlight project')
- Volunteering England (employee volunteering)
- Volunteer Now, Northern Ireland.

The Focus Group questioning route was used with groups consisting of the following<sup>119</sup>:

- Representatives of Leeds City Council; the Steering Committee of the Leeds EYV 2011 year; the Leeds Volunteer Centre; the Bradford Volunteer Centre – all of whom both work for volunteer organisations and volunteer for other organisations;
- Four representatives of volunteer organisations (Marie Curie Cancer Care - 2, Cancer Research UK, Motor Neurone Disease Association);
- Three older volunteers working with Volunteer Now, Northern Ireland
- Three young people working with or volunteering for Action on Hearing Loss;
- Three young people volunteering with CSV;
- As a complement to a working group on barriers to volunteering of six representatives of volunteer organisations during the Age UK launch event of the age strand of the national EYV 2011 programme.

## **The EYV 2011 Tour in London**

### ***Project management***

The London Tour stop took place over seven days (October 28-November 3, 2011) starting on a Friday and finishing on a Thursday. It was coordinated by the Office for Civil Society of the Cabinet Office, with support from Volunteering England for content and another government agency for event management.

### ***Programme***

The organisations who occupied stands were identified by an open call to the coordinator's networks. There was some clustering by theme on certain days, e.g. sport on October 29, 'green' and local community topics on October 30, health on November 2, and employee volunteering on November 3. However, even on these days, there were organisations with a different focus present.

The event was opened on October 28 by the MEP for London, Marina Yannakoudakis; Lucy de Groot, Chief Executive of CSV; Jonathan Steele, Head of the EC Representation; and Esther Rantzen, a well-known former broadcaster, who is herself an active volunteer.

The Minister for Civil Society, Nick Hurd, visited the Tour on November 3.

There was no Relay handover, as the Relay reporters' programme was established on the basis of the original timetable for the London Tour Stop, which had envisaged it being held in June.

### ***Location***

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<sup>119</sup> One other focus group was arranged but cancelled by the volunteer organisations at the last minute, and too late to make alternative arrangements.

The Coin Street Community Centre is in London's South Bank area, not far from Waterloo Station. While nominally central and on a main thoroughfare, Coin Street attracts very little passing footfall. The location was known not to be ideal, but was considered the best available given the difficulty in finding a free-of-charge or low-cost location in central London.

The main part of the Tour – stands – was located on the ground floor of this space beyond the entrance hall. The EU corner of the Tour was not staffed. The EVS stand, on the other hand, was staffed throughout by staff of the British Council (who are responsible for the EVS in the UK).

Three-to-five presentations or workshops were scheduled each day to be held in a conference room in the same building. Because of the absence of footfall, those organisations which had not sought prior registration for their event from their own networks (the majority), made their presentations within the Tour space itself to the other organisations present. Casual visitors were, of course, welcome.

Interviewees were pleased with the advance information they received on logistics, notably stand spaces. On the other hand, they felt in a number of instances felt they should have been told more in terms of what they could realistically expect in terms of footfall in this location, which was not one with which many from outside London were familiar. Many had expected the event to be larger in terms of number of stands and attendance. Their benchmark was the annual volunteers' week, which in 2011 was held in the O2 Arena in London, and which is held in conjunction with events around the UK. Some interviewees felt that the Tour should have been held as part of this Week, and that the benefits in terms of visibility would have outweighed the disadvantages of possibly seeming to be a sideshow at a much larger event.

### ***Attendance***

The event mobilised a significant number of volunteering organisations and volunteers, i.e. some 10-20 each day. Many were national, but a number were local organisations, both from the London area and from elsewhere in the UK. We conservatively estimate that 95-98% of those who attended were from the volunteering sector. Some of these attended in order to participate in workshops; the remainder were from organisations with stands.

Interviewees were unanimous in being disappointed at the attendance at the Tour. Most had found the networking with other organisations a significant compensation, but did not feel that this was enough to have made their presence, the effort they had put into preparing presentations or the Tour cost-effective.

Interviewees felt that the external signage was disappointing. This was restricted to the EYV2011 poster in the window of the Community Centre and typed versions of the programme. The organisers distributed flyers on the South Bank itself at the weekend to try to attract larger numbers. This had very limited success in an area where there are many competing attractions.

### ***Promotion of the Tour***

The Tour was promoted through the sites of the Cabinet Office and Volunteering England, and through organisations such as CSV, and their networks. The Cabinet Office also put out a press release based on revision of a draft from ICWE. The press clippings report from ICWE is not yet available in order to assess whether this was picked up. The media did not attend the event.

As in other case study countries, interviewees' feedback indicated that the promotion primarily reached out to people already involved in volunteering, as the biggest contribution to advertising the event was the promotion by NGOs to their networks and (potential) partners.



Interviewees felt that the Tour could have been promoted more widely, even within the voluntary sector. However, were generally not aware of the budgetary, human resource and time constraints, which had prevented more dissemination to the sector or more media work.

Interviewees wished that the tee-shirts, pens and bags, had been available for distribution throughout the year.

### ***Recommendations and success factors***

Recommendations (within budget constraints):

- Consider if organising a Tour of this type again holding it in conjunction with an established event in order to maximise the promotional impact and visibility;
- Make promotional materials, e.g. pens, tee-shirts, bags, available for distribution throughout the Year;
- Provide more visible external signage.

Success factors:

- Networking opportunities for organisations between themselves.

## **6.5. Valletta Tour Stop**

This feedback note is based on a four-day stay in Valletta for the EYV 2011 Tour Stop. The visit to Malta coincided with the first four days of the Tour (November 28 – December 1).

A total of 11 interviews were carried out with:

- The Commissioner for Voluntary Sector (the main national authority on volunteering organisations);
- The Head and the Executive for EU policy and of MEUSAC (Malta-EU Steering Committee and Action Committee);
- Representatives of four different NGOs active in the country;
- The Executive Secretary of the National Coordination Body (the Malta Council for Voluntary Sector);
- The coordinators of the two Flagship Projects.

In addition, three focus groups were held, respectively with:

- Representatives of NGOs (6 participants);
- Older volunteers (6 participants);
- Young volunteers (4 participants).

The face-to-face interviews were complemented by phone interviews with the Head of the EC Representation in Malta and the Relay reporters, carried out the following week.

On-the-spot interviews to participants and volunteers were carried out during our visit. Due to the relatively low attendance of the general public on weekdays, only a limited number of questionnaires could be filled in (about 30).

We also attended three Tour events:

- The policy discussion on the economic impact of volunteering held on November 30;
- The Film Programme on November 30;
- The presentation on bees and the environment held on December 1<sup>st</sup>.

## **The EYV 2011 Tour in Valletta**

### ***Programme***

The Tour Stop in Malta took the form of an eight-day event, from Monday 28<sup>th</sup> of November to Monday 5<sup>th</sup> of December. The first day was devoted to the opening ceremony, which took place in the evening, with the participation of the Malta Council for Voluntary Sector (the NCB), several NGOs, and some national authorities, namely the Parliamentary Assistant to the Ministry of Education, Employment and the Family, and the Deputy Head of the EC Representation in Malta. Apart from Day 1, each day was dedicated to a specific theme

- Day 2: Animal Welfare;
- Day 3: Art, Culture and Sport;
- Day 4: Environment;
- Day 5: Health;
- Day 6: Youth and Education;
- Day 7: Social and Humanitarian issues;
- Day 8: Official Voluntary Award ceremony.

On weekdays, school children attended the event. School classes visited the tent on a pre-arranged schedule at intervals of about 30 minutes. Each group of students (escorted by one or two teachers) stayed about two hours. School children (aged between 9 and 12) watched the projection of a cartoon on volunteering produced by the MEUSAC (*L-Avventuri Magici ta' Tommy & Rosy*), and a presentation carried out by the representatives of NGOs active on the theme of the day. The children then spoke with representatives of NGOs participating in the Market Place. Each class stayed then about two hours, The children received some of the EYV gadgets (bracelets, balloons, lanyards, bags, etc.).

The programme for the afternoon was dedicated to discussion of policy issues relevant for volunteering. These were broadcast on the national TV Education channel, together with presentations of activities of the NGOs active on the theme of the day. The Scout Association had different bands (from different local organisations) playing every evening from the Tent to the Centre of Valletta, raising awareness of the event.

During the weekend (and on the Saturday in particular), more outdoor activities were organised with the participation of NGOs involved in outdoor activities.

In the evenings a Film Programme was organised in cooperation with the Malta Film Commission and the Malta International TV Short Film Festival.

Apart from the broadcast policy discussions, the other events planned for the afternoons often had to be cancelled due to low attendance (apart from November 29, when cancellation was due to weather conditions).

### ***Attendance***

During the four days of our stay, attendance by the general public was quite different between mornings and afternoons. According to data provided by the NCB, about 200 school children visited the Tour every day. Overall, about 1,000 students attended the Tour. Attendance at afternoon and evening events was lower. As mentioned before, the NCB was also forced to cancel some of the planned events, also as a consequence of adverse weather conditions. Similar considerations can be applied also to the Film Programme, which had only few spectators (about 10 on November 30).

Nevertheless, the general public did enter the Tent, many out of curiosity, while others had heard about the Tour, and wanted more information about volunteering/ to join some NGO, as the answers to the on-the-spot interviews show. We estimate the number of people entering the Tent during our visit at about 20-25 per day.

Forty-nine NGOs participated in the Tour, some of them only for one day, while others for several days (such as the Malta Girl Guides, and Inspire). The Scouts Association also cooperated actively. They contributed to the Saturday event with outdoor activities. The Malta Minister of Education, Employment and Family (on November 30) and the Minister of Rural Affairs and Environment (on December 1) paid visits to the Tent. These visits, which had been either planned or agreed in advance with the NCB, improved media coverage of the event and helped in its promotion. Ministries were accompanied by photographers and journalists.

Further support was also given by the President's Fun Run, a charity run/walk organised yearly by the Malta Community Chest Fund, with strong support, attendance (about 10,800 participants this year) and media coverage. The Fun Run passed near to the Tent, and this gave additional visibility to the Tour.

The final calendar of the event was made public by the NCB a week before the Tour started. This short notice was heavily criticised by national NGOs, as it made it very complex for many of them (and impossible for others) to plan carefully their participation in the event, including presence at the stands and demonstration of activities/animation. Nevertheless, the general opinion of the event was very positive, as it was considered as an occasion to raise awareness about volunteering and to build networks amongst NGOs.

In general, volunteers and NGOs approved of the idea of having school students attending the event. However, some commented that the classes involved were too young, and would have preferred older students (teen-agers, 15-16 years old). They considered that older students would have benefited more from attendance, and the chances of raising awareness about the voluntary sector and of recruiting new volunteers would have been greater.

### ***Logistics***

The Tour was held in the Tent, which was placed in the Triton Fountain square at the entrance of Valletta, where the old bus terminal was. It was a shared opinion that the location was wisely chosen, as anyone going into Valletta passes through the square. This would have increased the visibility of the event.

External signage was constituted by some posters and roll-ups at the entrance, and along the side of the tent on the side of the bus stops. (See Picture 1 and 2) Some suggested that parking the PAU education lorry in front of rather than alongside the tent, would have improved the visibility, but this was not possible because of traffic regulations. Furthermore, volunteers commented that external signage was not very visible, not from all the sides of the square. They considered that more visible external signage would have improved awareness of the event. Apart from more and better distributed posters and roll-ups, they suggested the use of brighter external lighting (such as orange spotlights), especially for afternoon and evening events.

Posters were also shown in some shops and restaurants in Valletta. Some volunteers commented that it was not possible to put more posters around the city because the necessary permission had not been asked in advance.

The Tent was divided ca. 3/6 - 2/6 – 1/6 into (i) a Market Place area where the NGOs stands were, and volunteers could meet participants and distribute materials; (ii) a small conference room, with media equipment and about 50 seats, where the presentations and the broadcast events were held, and (iii) a small private area used as an office by the NCB. In addition, a small Kids Play Area for children sponsored by Playmobil was hosted in a corner of the Market Place area. The biggest stand, at the very entrance of the Tent, was reserved for the EU, and equipped with promotion materials on EU programmes, and PCs with Internet connection. Representatives from MEUSAC were present (even if sometimes not for the entire day) to distribute the materials and provide information on the different EU programmes implemented in Malta.

Given the large number of voluntary organisations active in Malta in a great number of areas, and the limited space, having thematic days was to a certain extent a forced choice. It was nevertheless praised both by NGOs and the general public.

The presence of volunteers at the NGOs stands was not continuous, especially at the end of the mornings and during afternoons; due to lack of time and availability of volunteers (a consequence of the delay in finalising the programme). Also the EU stand was unattended by MEUSAC representatives on two afternoons. In some cases, people entering to obtain more information about volunteering were disappointed at not finding volunteers of whom to ask questions.

After the first two days, a welcome desk was also placed at the entrance of the Tent. A volunteer working with the NCB welcomed guests and provided them with basic information about the event, and referred them to the relevant NGO. This improvement was suggested by some of the volunteers at the stands.

The timing of the Tour was the result of an agreement between the NCB and the Commission, as the NCB considered that the period originally proposed (during the summer) would have coincided with holidays for a great part of the population (including volunteers). The weather, with very high temperatures, would not have helped the event. It was then decided to host the Tour in winter, as the last stop. This also allowed the NCB to agree with the Commission on donation of part of the equipment (mainly furniture) provided with the Tent, that would otherwise have had to be transported back. This donation (after official confirmation) will be officially handed over in due course in order to maximise the visibility with NGOs and the general public.

Overall, the Tour had some logistic and planning issues, due to several reasons including delay in programming, limited full-time staff, limited experience of the NCB (which was created only a few years ago), and adverse weather conditions on one day. The late finalisation of the programme was heavily

criticised by NGOs. Also national authorities in charge of implementing and spreading knowledge on EU programmes (as the MEUSAC) complained about the delay, which forced them to leave the EU stand unattended on two afternoons. They also criticised the lack of coordination between their and the NCB actions. They considered that the Tour stop would have benefited from better phasing of their activities, and that synergies could have been achieved, especially in promoting the event.

The NCB partially justified the delay with shortage of personnel (there are only two full-time staff, both entered in charge quite recently), and lack of consolidated expertise in the organisation of events of this size.

Nevertheless, the Tour was considered by interviewed stakeholders as an opportunity to give the national voluntary sector a higher visibility and official recognition. They thought it was well integrated into the national programme and events, and used as “focal point” of activities.

### ***Promotion of the Tour***

The Tour was advertised through the NCB website (<http://www.maltacvs.com>), and by the volunteering sector to their networks.

The event was promoted on the main National TV channel, with short clips broadcast just before the evening news every day for the week before and the week of the Tour, thus ensuring a very high audience.

A limited number of representatives of NGOs were briefly interviewed (about 10 min.) on themes relevant for volunteering during a popular breakfast show (interviews were transmitted at about 8:30 am).

No specific radio or TV campaigns were run. Reference to the Tour was made by NGO representatives when interviewed for TV and radio shows. As mentioned above, policy conversations included in the programme were broadcast on the national Education Channel.

Local and national newspapers were contacted for the Tour, resulting in banners being placed on their electronic versions (no advertisement in print versions).

The press clippings reports from ICWE and the NCB are not yet available, but on the basis of what interviewees had seen in terms of coverage at the time of the event, it can be expected that media coverage was overall quite good. The visits by two Ministries also increased media coverage.

Overall, interviewees’ feedback was positive about media coverage, as they felt it reached not only the “inner circle” of those already involved in volunteering, but also the general public. Interviewees also wished that the tee-shirts, bags and other promotional materials had been available during the year, and not only for the Tour stop. Some stakeholders (such as those responsible for EU programmes in Malta) would have preferred a better coordination of promotion efforts. They considered that it would have reached a higher number of stakeholders, and avoided duplication of efforts.

### ***Recommendations and success factors***

Recommendations:

- Earlier planning of the Tour programme;

- More cooperation and coordination of activities with other national authorities (especially those involved in implementation of EU programmes);
- Make promotional materials, e.g. pens, tee-shirts, bags, available for distribution throughout the Year;
- Provide more visible external signage.

Success factors:

- Sense of ownership of the event on the part of the NCB and other NGOs involved;
- Networking opportunities for organisations;
- Consideration of the event as part of the National Programme, and its use as focal point of several activities.

**Picture 1: External signage of the Tent (view from the Bus stop), EYV 2011, Valletta**



**Picture 2: External signage of the Tent (right side of the Tent), EYV 2011, Valletta**



## 6.6. Third EU Thematic Conference – Athens

This feedback note is based not only on attendance at this one day and a half event and on-the-spot interviews but also a subsequent interview with the internal trainer responsible for the approach and methodologies used during the conference.

As a general finding, we conclude that the conference was a success, since **the content, and the way it was structured, were highly appreciated by the participants.**

As the Third Thematic Conference was similar to the Second Thematic Conference in terms of approach and methodologies applied, the positive feedback that we received in May in Brussels is still valid in this feedback note.

### The conference programme and content

As in the case of the Second Thematic Conference, participants were, overall, positive about the participative approach and the ability to help set the agenda rather than just listen to speeches.

We picked up some feedback that the objectives were clear and explained appropriately to the participants. Some participants felt that the results of the sessions and their future contribution to the process (setting the policy agenda for volunteering) were not communicated clearly enough. However, these were minor negative comments in the midst of much positive feedback.

Overall, participants expressed satisfaction about the different sessions of the conference. Some anecdotal feedback was collected from participants regretting that the topics and the agenda were not

communicated earlier so to be appropriately prepared. Some of the topics selected to be discussed were seen as redundant because they were already dealt with at the second conference.

In terms of the plenary sessions, participants appreciated the interview session with Ms Viviane Reding, Vice-President of the European Commission in charge of Justice, Fundamental Rights and Citizenship, and also Communication, and Ms Maria Damanaki, Commissioner for Maritime Affairs and Fisheries. Positive feedback was expressed on what was perceived as an innovative way of presenting policy topics. Some participants highlighted the fact that this contributed to full integration of the participants and the speakers, and thus contributed to the overall participatory approach even during plenary session.

Participants appreciated the approach to the interactive sessions of organising them as Open Space Technology Platforms and a World Cafe. Some participants felt, however, that there was no proper thread between the mind mapping exercise and the following sessions and regretted the limited use of the outcomes.

Feedback on both the professionalism of the moderators (trainers) and the networking opportunities these sessions and breaks and dinners generated, were also the subject of positive feedback.

Finally, participants highly appreciated the use of visual material (drawing on the wall) to illustrate the progress and the first outcomes of the conference.

#### Prior organisation and logistics

Participants had no major issues with the organisation and logistics, except for the criticisms mentioned above about having received the programme at short notice.

The venue was appreciated due to its central location and the appropriateness of conference rooms.

On attendance, there were mixed views about the ratios of members and non-members of the EYV 2011 Alliance. Some participants felt that non-members of the EYV 2011 Alliance were under-represented while others recognised the effort to get them to participate in the Conference.

Language: Interpretation was available during the plenary session (English-Greek) and *ad-hoc* support was provided during the working sessions. This was highly appreciated. Contrary to the feedback received at the Second Thematic Conference, participants mentioned that language was not a barrier and even people less comfortable with expressing themselves in English were given the opportunity to raise their voice due to the effective organisation and facilitation of the working sessions.

#### **Recommendations and success factors for the short term**

- We recommend that a form of communicating with participants be found to maintain momentum and keep them engaged by informing them of the way in which the findings of the conference will be used.
- We recommend that the agenda and the topics be sent earlier to reassure participants who would like to prepare presentations or speeches.



## 6.7. EYV 2011 Alliance Website

<http://www.eyv2011.eu/>

This analysis is based on our perception of the website as communication evaluators. When describing the main features of the website, we will point out the main issues and points for improvements. We realise that being at the end of the European Year of Volunteering 2011 it is not realistic to expect the EYV 2011 Alliance to put a big effort in modifying the website. Therefore, we will propose small improvements that do not require changes in the structure of the website.

After a short description of the main characteristics and features of the website, proposals for its improvements will be listed.

The cut-off date for the analysis was 19/10 unless otherwise indicated.

### Short description of the EYV 2011 Alliance website

The EYV 2011 Alliance website represents the *“main portal for volunteer-involving organisations and volunteers throughout Europe to share and inform on issues relating to EYV 2011”*<sup>120</sup>.

The website has a clean look, which appeals the visitor. Web pages are tidy, and the structure of the pages (e.g. a larger central section, different font sizes on the home page) gives users immediate perception of what are the most relevant information provided.

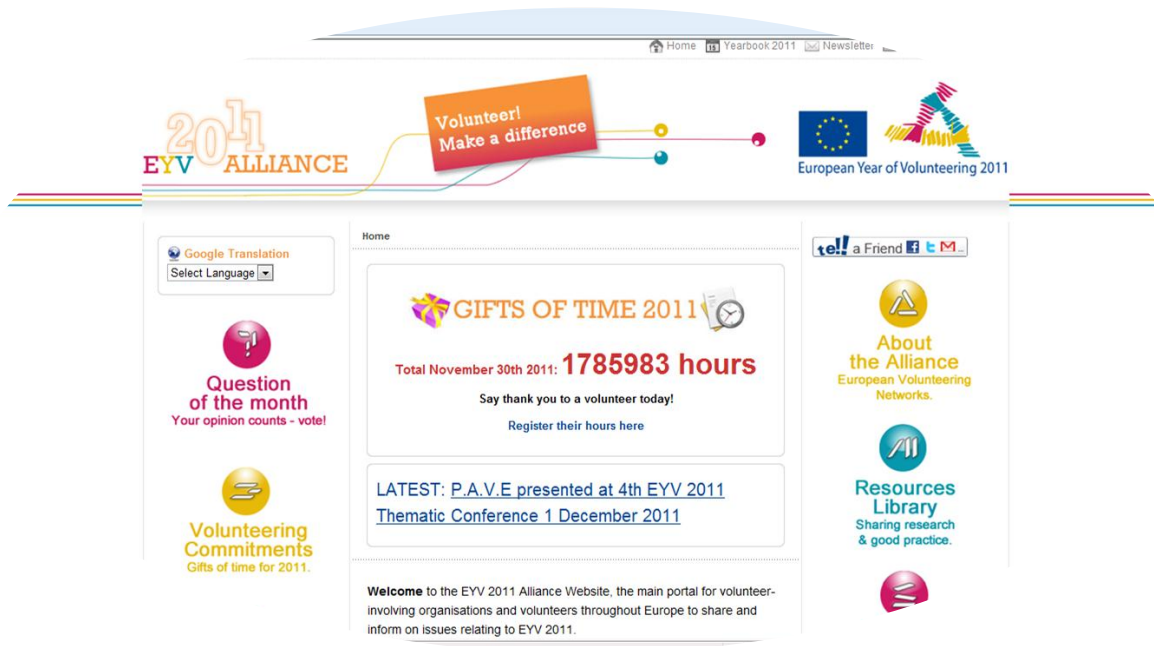
The colours used are bright and sober, and provide a clear reference to those in the EYV 2011 logo (on the homepage). This contributes to the visual identity of the European Year of Volunteering 2011, and makes a clear connection with the initiative.

Web pages are structured in three “boxes”; the central one (bigger, containing the bulk of information) and two side boxes, providing links to other sections of the website (in the home page) and detailed information on the structure of the section and latest news on the topic in the other sections. The structure is consistent throughout the entire website, with no changes to a different structure (like, for instance, a two-boxes approach), as can be seen from Figure 1 and Figure 2. This characteristic helps users in the navigation, and contributes to users a positive feeling.

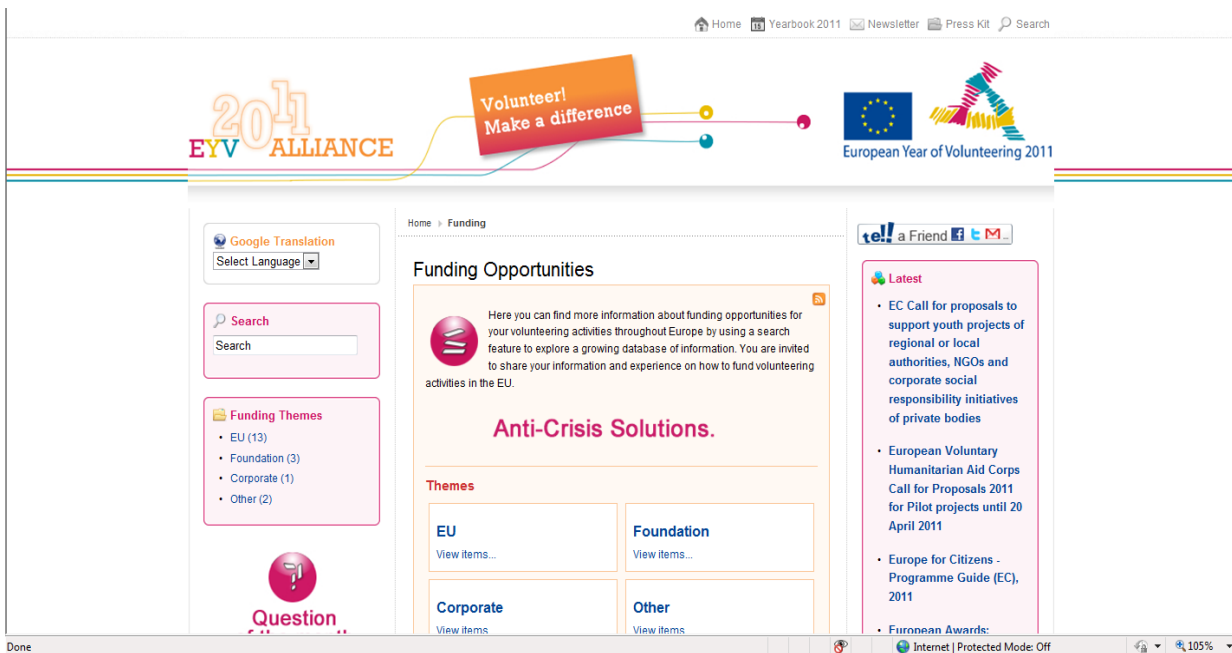
### Figure 21: Print Screen of the EYV 2011 Alliance website home page

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<sup>120</sup> <http://www.eyv2011.eu/>



**Figure 22: Print Screen of the EYV 2011 Alliance website Funding Opportunities Section**



Navigation and information search are made easy by the way each section of the website is structured. Content sections (Online Marketplace, Resource Library, Funding Opportunities, Calendar, Yearbook 2011) present the same organisation of information (see Figure 2 as an example). In the central section a brief description of the section's content is provided, followed by a quite comprehensive repository of relevant documentation and links to other website. Documentation and links are always organised by

themes (each leading to a specific sub-section of the website). Boxes on the left of the screen always provide users with navigation help (i.e., indication of items available per theme and a search functionality tool). On the box on the left side of the screen news on the section topic are published.

## **Proposals for improvements**

### **1. Look for broken links.**

During our last visit (December 14 2011), the links to the websites of the following members of the Alliance were not working:

- - Conservation Volunteers Alliance (CVA);
- - The Association of Voluntary Service Organisations – AVSO;
- - The European Civil Society Platform on Lifelong Learning - EUCIS-LLL;
- - The European Federation for Intercultural Learning – EFIL.

### **2. Check the correct functioning of the Google translator widget.**

The correct functioning of the Google translator widget is particularly relevant as the EYV 2011 Alliance website is only in English. Both in October and during our last check (December 2011), the widget was not working, thus reducing the accessibility of the website. This check should be performed at regular intervals.

### **3. Homepage: static look**

Rotating pictures changing every three seconds are the only animated element of the home page. These are displayed only at the bottom of the website homepage, and do not help attract the attention of visitors.

Similar considerations apply to the “Gift of Time” element at the top of the home page. The element is the biggest on the home page, and immediately attracts the attention of the website visitors – in line with the recognition objective of EYV 2011. It looks odd that the amount of volunteering hours visitors committed to donate is static. A continuous (or more frequent) updating of the hour counter, with rotating numbers, would be more appropriate. Currently (December 14 2011), the last indicated update is of November 30 2011. A weekly update is suggested (at least of the update date). This should be done independently from an actual change in the amount of hours donated. An old update date gives visitors the feeling of a ineffectual and scarcely used website.

The same could be applied to the “Question of the month” element at the top left of the home page. The active/more recent questions could be shown, and rotate. This could also increase the participation rate.

These suggestions for improvement are not intended to be implemented simultaneously, as they could generate the opposite feeling: the home page would become too dynamic. On the contrary, only one or two elements could be chosen, in order to give the website a more lively look and visitors a better experience.

### **4. Home page button**

Currently, users can get back to the home page only by clicking the “home” icon up at the top of the page. It is not possible to click on the EYV 2011 Alliance logo, which currently is a common feature of many websites. It is suggested to allow for this functionality, and the current option is a bit old-fashioned.

## 5. Font size button

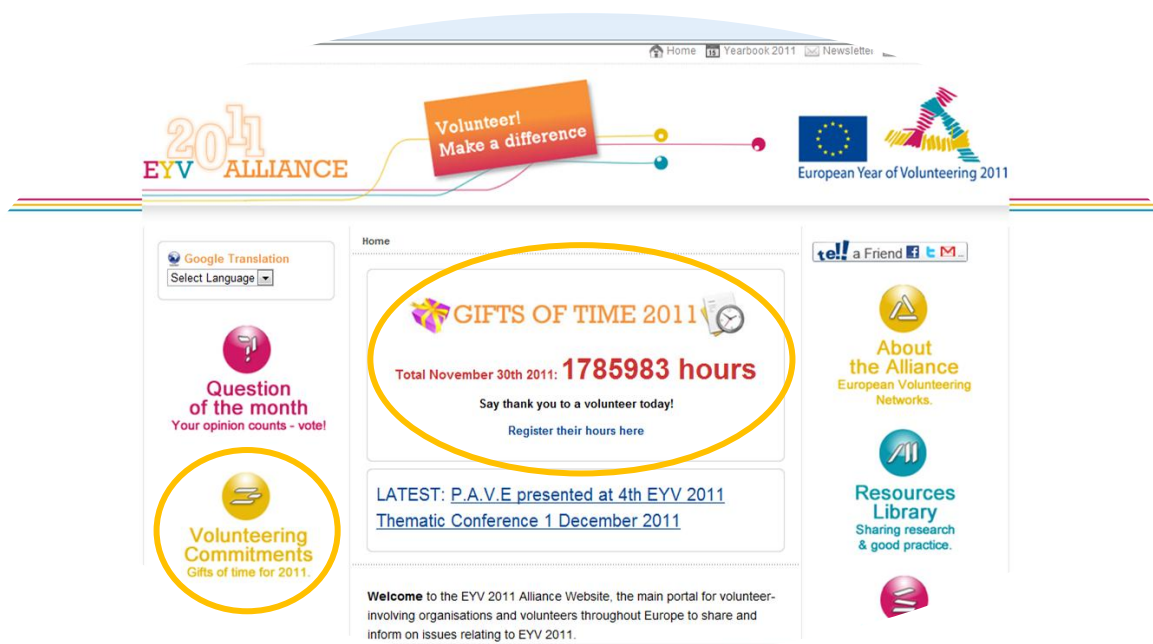
The website does not allow users to change the size of the font. This could reduce website accessibility. It is thus suggested to add this functionality, and to show a font size icon at the top of the website pages, near the home page icon.

## 6. Check consistency of elements and naming of repeated items.

Some elements are repeated in different sections of the home page, with slightly different names and graphics. This could generate confusion in visitors.

For instance, the Gift of Time initiative has a wide space on the top centre of the home page. However, it is also presented under the “Volunteers Commitment” button on the left side (see figure below). [

**Figure 23: print screen of the EYV 2011 Alliance website home page (top of the page)**



Both elements link to the same page with more detailed information about the initiative and statistics about the hours donated. However, the headings used to mention the initiative are different.

## 7. Support visitor orientation within the website

The EYV 2011 Alliance websites has a search functionality, but no site map. It could be placed at the top right of the home page, near the search functionality and contact buttons.

## 8. Pictures: provide information about the activities portrayed

At the moment, the pictures about volunteering do not provide information about the activities they are related to, the time and place they were carried out and the experiences of volunteers. An improvement

would be that of integrating them with short descriptions (2-3 lines), including basic information on when and where the activities pictured were carried out. They would seem more related to the objectives and activities of the EYV 2011 Alliance, and help in better promoting the policy agenda.

#### **9. Calendar section: publish news**

The section contains information on the official calendar of the EYV 2011 events, as well as links to the official calendar on the ec.europa/volunteering website, and instructions on how to signal events to be added. It would improve the look of the page (quite empty at the moment) to publish the latest calendar news below in the page, which is currently blank. In fact, this content is announced in the explanatory text of the section, but not present.

#### **10. Yearbook 2011 Initiative**

The Yearbook 2011 initiative is a good example of the participative approach adopted by the Alliance, as contributions to visitors are asked for. It could be given more prominence. For instance, instead of a small icon at the top of the page, it could be advertised by a large button on the left side of the home page (like the Question of the Month initiative, the Volunteering Commitments and the Online Marketplace).

#### **11. Resource Library: Themes**

The section provides access to resources and publications that members of the EYV 2011 Alliance and other organisations have produced on volunteering. Publications are divided by 10 themes. Publication of items under the different themes however does not follow a clear criterion, either alphabetical or chronological. In addition, the approach to serial publications is not consistent.

As an example, under the “Volunteering Infrastructure” theme, the first item published is the link to a series of SPES reports published between 2006 and 2011 on organisation of volunteering across Europe. This is followed by the link to a booklet on Management of Volunteers published in 2009, which in turn is followed by a series or reports of Facts and Figures about volunteering published in 2006.

Moreover, in some cases, a series of reports and case studies are published one by one as separate items; in others the link is provided to the webpage of the series, from which individual reports can be downloaded. In this case as well, there seems to be no clear reason for one choice of another, nor consistency in the approach adopted.

We suggest adopting a single criterion for uploading materials under each thematic area (for instance, the chronological criterion), and to use it consistently. The same applies to serial publications; either publish them individually, or provide links. The use of mixed criteria confuses the user, and reduces the usefulness of the repository provided.

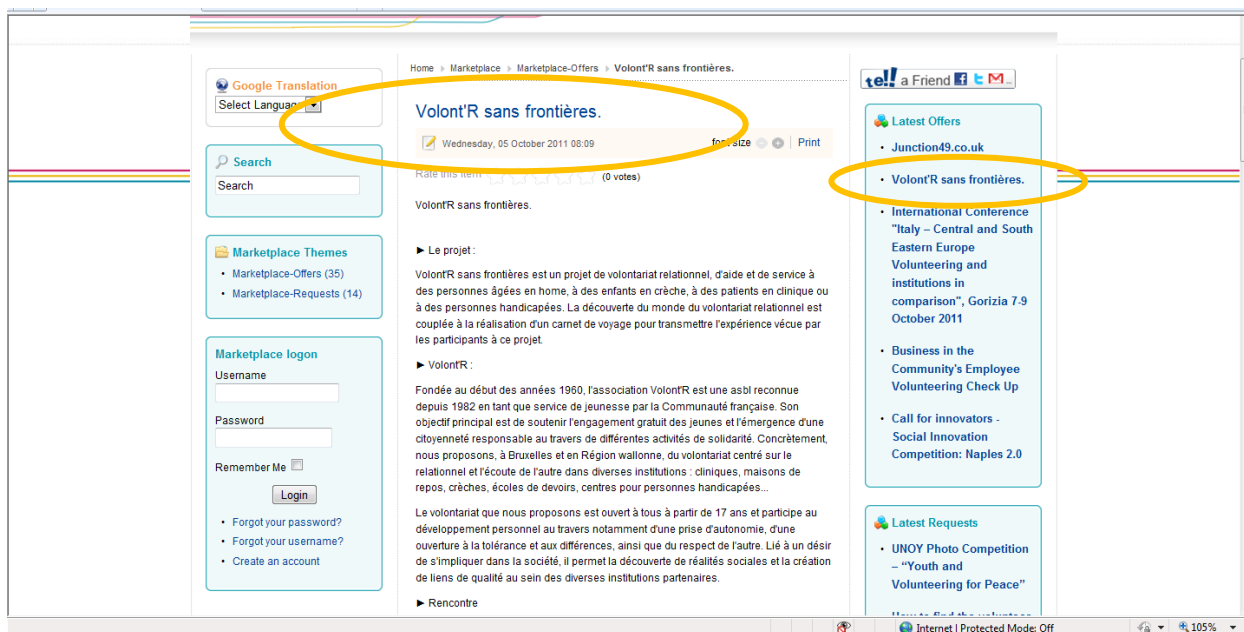
#### **12. Marketplace**

While the name of the section and the description could suggest the presence of an interactive platform matching supply and demand for volunteering activities, in fact it is more a notice board for volunteering organisations to promote their activities and to look for cooperation and partnerships. The name seems thus not very appropriate. However, we also realise that is probably too late to change it.

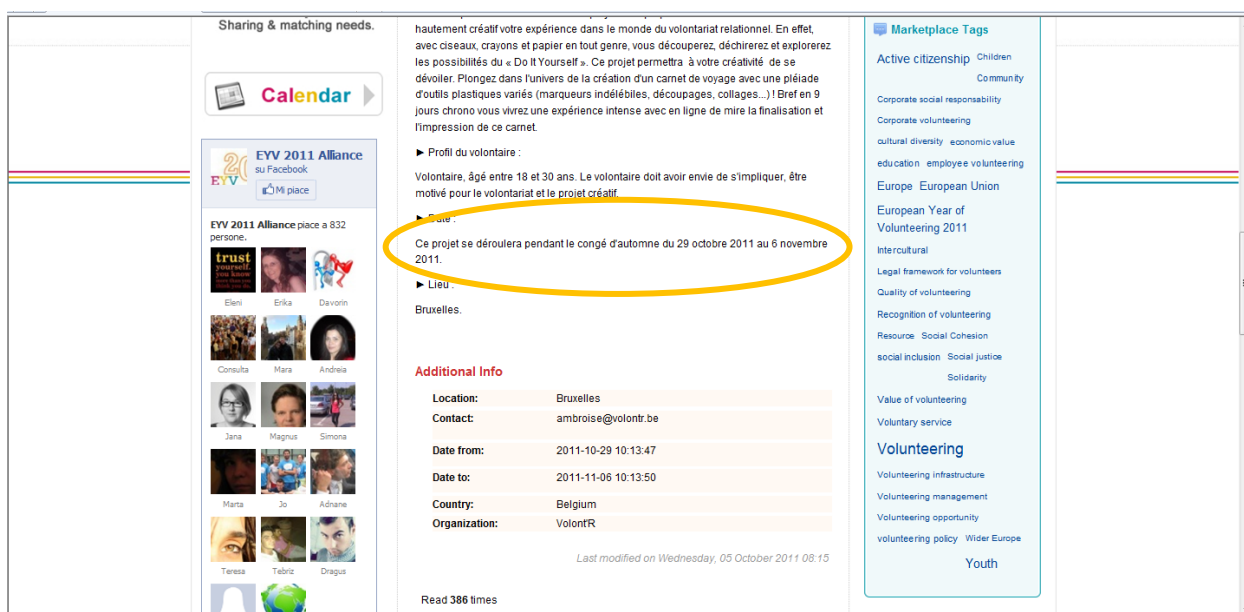
Published announcements are not always recent (the last post on the “Request” side was published on August 17). A closer monitoring of this section is suggested, as out of date information is still present on the website. Announcements of expired calls or projects have not been removed, nor flagged as being out

of date. For instance, the request for volunteers for a project active from October 29 to November 6 2011 is still online. In addition, the link to the same announcement is still to be found in the “latest news” section for the Marketplace (see Figure 4 and Figure 5)

**Figure 24: Print screen of announcement published on the Market Place Request section (1/2)**



**Figure 25: Print screen of announcement published on the Market Place Request section (2/2)**



### **13. Better use of the EYV 2011 Alliance spaces on social networks**

The EYV 2011 Alliance also has a Facebook page (<http://www.facebook.com/pages/EYV-2011-Alliance/212863205392485>), and another page on Twitter (<http://twitter.com/EYV2011Alliance>). Both those pages are clearly referred to on the EYV 2011 Alliance website, at the top of the home page with a social twist widget providing a direct link to Facebook and Twitter pages, and the bottom with larger widgets.

The Facebook page is updated quite frequently, and information published on it is often more updated than that on the EYV 2011 Alliance website. A suggestion could be to link that space better, for instance advertising the publishing of new posts on Facebook on the website as well. This improvement would also give visitors the perception of a more lively and dynamic website.

The use of Twitter is much more irregular than the use of Facebook. There are very few tweets, and it is not clear why it was decided to employ this social network as well.