



## **Values and role of IVS in the current political, social, economic situation**

**Alliance Congress - Rispecchia (Italy) - from 2nd to 7th November 2014**

“Looking into a Youth future with hope and trust” Workplan 2014 - with the support of the Council of Europe

# Strategic Recommendations

## **Visibility, advocacy and our action environment**



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# Visibility strategy target groups (1)

The visibility strategy of the Alliance targets 3 distinct groups:

- Potential volunteers, including volunteers from different backgrounds and without age limits
  - Project stakeholders
  - Global organisations which include networks and institutions with common interests
- Strengthen the external representation of Alliance by reorganising the Pool of Ambassadors/ERC in order to implement common communication strategy, tools (t-shirts, promotional materials), regular/annual actions (campaigns, thematic events, “visibility Alliance work camps”), within the network and in cooperation with other like-minded networks/organisations in order to increase its visibility
  - Organize events (IVS festival, flash-mobs) and high quality projects at a local level with the purpose to create volunteers messenger/multipliers



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# Visibility strategy target groups (2)

The visibility strategy of the Alliance targets 3 distinct groups:

- Potential volunteers, including volunteers from different backgrounds and without age limits
  - Project stakeholders
  - Global organisations which include networks and institutions with common interests
- Increase Alliance visibility among project stakeholders by organising study visits or other initiatives allowing them to discover Alliance actions in a concrete way (e.g.: Caravan Tour, Serbia)
  - Focus on a promotion in new areas (to reach new target groups - e.g.: refugees)
  - Direct lobbying
  - To involve people who are geographically close to important events related to visibility
  - Increase member's participation in Alliance campaigns and other joint projects/actions.



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# Technology in visibility (1)

Technology is used as a powerful tool in supporting the Alliance's visibility and utilizing it to reach its target groups

- Create a communication strategy that define what do we want to communicate, how and to whom and encourage the members to use it
- Create a working group of graphic designers
- Improve the communication between working groups to make sure all actions are visible



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# Technology in visibility (2)

Technology is used as a powerful tool in supporting the Alliance's visibility and utilizing it to reach its target groups

- To make better use of opportunities provided by social media and new web-based technology (Google Academy, applications, livestreaming meetings, webinars, newsletter, common placement system...) by increasing training opportunities for the members and by using knowledge already present in the network (expertise and best practices)
- Use technology according to the targeted groups (seniors, unemployed, accessing volunteers, local communities)



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# Advocacy topics

Alliance is a cooperative network advocating for IVS, environmental sustainability, social inclusion, peace, recognition of non formal education and mobility

- Develop among members awareness and ownership of the identity, mission, values work of the network
- Use the common actions, campaigns and policies, put them to practice and use the results for advocacy and lobbying on the local, national and international level
- To harmonize our practices, strategies and communication (common methods for Campaigns, joined actions...) in order have more impact
- Use the results of impact assessment for promotion
- To create new working groups according to existing needs



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# Impact of IVS

Alliance collaborates with research institutions to study the impact of IVS on civic competences of the volunteers and on local communities

- Share internal best practices
- Use resources of Alliance and members databases (e.g.: ex-volunteers for data collection)
- Research funding possibilities within research framework



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# Alliance as consultant body (1)

Alliance is consulted by the European Commission on specific topics such as volunteering and social programmes

- Become members of consultative committee of European Commission – take part in social councils and other departments
- Use petitions to address European Commission in relevant topics (volunteers at workcamps can sign)
- Have a lobbyist at European Commission and other relevant institutions (attend to relevant events, meetings and invite to Alliance events)
- Utilize member organisations to support lobby



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# Alliance as consultant body (2)

Alliance is consulted by the European Commission on specific topics such as volunteering and social programmes

- To be also present at other institutions - United nations and other European bodies (CoE, YFJ, EYF – WG of YFJ mobility, non-formal education)
- Promote Alliance with the support of the results of the research and all visibility actions
- To build relations with representatives of European Parliament that may be our advocates
- Create group of experts in the topic of the impact of IVS on current political, social and economic



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# Recognition of non formal education

Due to Alliance lobbying, work camps are recognized as a form of non formal education

- Use the results of impact assessment
- Common agreed policy paper, statement on IVS with other IVS orgs and networks
- Share information, best practices with other organisations
- Create “brand” for workcamp as specific educational tool



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