

Effective internal and external communication is key in today's information society. New technologies have brought about exciting opportunities and we are able to communicate quickly and to wide audiences at the same time. At first sight, recruiting volunteers or telling the public successful volunteering stories has become easier. However, these new opportunities have also led to increased "competition" for attention and even new forms of exclusion of those not having access to the Internet. And - communicating can be costly. Volunteer organisations have to be strategic as to which communication channels to use, what messages to convey and how to tailor communication activities to their different interlocutors.

What does it take today to effectively communicate "volunteering"? How do we motivate people to get involved? How can we contribute to creating a positive image of volunteering in our societies? What are the best tools to communicate our work?

The CEV symposium will bring together 300 professionals from the volunteering sector, PR and communication specialists, as well as decision makers in the public and business sectors to debate these questions. They will present and discuss good practices, challenges as well as recommendations feeding into a practical communication toolkit. As the countdown towards the European Year of Volunteering 2011 has started, this symposium will also be a major milestone towards the Year's communication activities.

The symposium will entail a multi-stakeholder forum to prepare activities and exchange good ideas towards 2011: How can volunteer organizations, businesses and governmental actors make most out of the Year? What are current plans? And where are fields of synergies?

CEV, the European Volunteer Centre is the European network of 74 national, regional and local volunteer centres and volunteer development agencies in 28 countries reaching out to over 17,000 associations at the local level. As a voice for volunteering in Europe, CEV receives an operating grant of the European Commission under its Europe for Citizens programme. This conference is co-organised and hosted by Fundar, the Foundation for Solidarity and Volunteering of the Valencian Community and supported by the Spanish members organisations of CEV.

Multi-Stakeholder Forum: Countdown towards the European Year of Volunteering 2011

The European Year of Volunteering has been announced in November 2009 - and different actors have started gearing up for the Year. The objectives set by the EU are high: Work towards an enabling environment for volunteering, notably by addressing existing obstacles to voluntary activities; empower organisers of voluntary activities to improve the quality of voluntary activities; recognise voluntary activities; and raise awareness of the value and importance of volunteering in society.

Collaboration by all stakeholders, notably from the civil society, the business and governmental sector is acknowledged to be crucial in order for the Year 2011 to be a true success. This Multi-Stakeholder Forum is a first step into this direction and shall give interested leaders from all three sectors the opportunity to present their ideas and plans towards 2011 and detect synergies between them. The representatives will firstly meet in their respective groups before joining each other towards the end of the session for common conclusions and discuss the next steps towards the Year.

On Friday, April 30, there will be an additional networking session for those delegates of businesses and governments who want to discuss forms of closer collaboration with CEV in Brussels. Finally, on Friday 30, there will also be a meeting organised by the Global Corporate Volunteer Council GCVC, in initiative of the International Association of Volunteer Effort IAVE, to present and further develop a global research on Employee Volunteering.



CEV Multi-Stakeholder Symposium

Principe Felipe Museum • Valencia • Spain • 28 - 30 April 2010

Effectively communicating volunteering: The role of PR, media and raising public awareness

A contribution to the countdown towards
the European Year of Volunteering 2011



09.00 - 09.30 **Registration**

09.30 - 10.00 **Opening ceremony of the conference**

- **Don Felipe de Borbón y Grecia and Doña Letizia Ortiz Rocasolano** Prince and Princess of Asturias (tbc)
- **Rita Barberá Nolla**, Mayor of Valencia
- **Rafael Blasco Castany**, President, Fundar
- **Eva Hambach**, CEV President

10.00 - 11.30 **Opening panel: Effectively Communicating Volunteering - What does it take?**

Keynote Speech: "Communicating Volunteering in Spain", **Luis Aranguren Gonzalo**, Philosopher, Director of PPC editions

- **Trinidad Jiménez García-Herrera**, Minister for Health and Social Policies, Spain, Presidency of the EU (tbc)
- **Viviane Reding**, Vice President of the European Commission, in charge of Communication and Active Citizenship (tbc)
- **Markus Beeko**, Director Campaigns & Communications, Amnesty International, Member of the Jury of the European Excellence Awards in Communication
- **Nick Cater**, Freelance Journalist for The Third Sector Magazine, UK (tbc)
- **Jan Cordemans**, Director, Saatchi & Saatchi, Belgium
- **Ettore Degli Esposti**, Head of Communication, Coordination of Volunteer Support Centres Lombardia

Moderator: **Lord Michael Hastings**, International Director of Corporate Citizenship at KPMG and former BBC journalist and Head of CSR (tbc)

11.45 - 13.45 **Coffee break and "Communication Fair"**

13.45 - 15.45 **Lunch**

15.45 - 17.15 **A spotlight on good practice** - Parallel workshops on:

- **Use of new technologies and new social media - failures and successes**
- **Successful examples of nation-wide PR / communication campaigns on volunteering**
- **PR agencies, media and volunteer organizations - can collaboration work?**
- **Communicating to different target audiences - How to get your message across?**
- **Instruments of effective communication of small volunteer organizations**
- **Successful vertical communication: How to channel between the local and the national / European level?**

17.15 - 17.45 **Coffee Break**

17.45 - 18.45 **Debates**

- **New technologies, the Internet and social media: Making things easier or leading to new divisions?**
- **Where is the line - Is money for expensive PR campaigns well spent?**
- **What is the message - Is "volunteering" still modern?**

18.45 - 19.30 **Reflections and conclusions of Day I**

21.00 **Gala Dinner**

10.00 - 12.00 **Challenges in practice: Devising Effective Strategies**

Interactive group sessions for participants to work concretely on 6 different topics to devise strategies and share tips and tricks.

- **How to effectively recruit new volunteers in the light of diversity?**
- **How to effectively run high visibility campaigns at a national level**
- **EYV 2011 - how to use the momentum?**
- **How to make best use of small resources? Strategies of effective allocation of communication budgets.**
- **How to get the media interested?**
- **How to effectively communicate in times of (organisational / societal) crisis?**

12.00 - 12.30 **Coffee**

12.30 - 13.30 **Closing session: "Lessons learned - Guidelines for effective communication at different levels"**

13.30 - 15.30 **Lunch**

Thursday 29th April 2010, 15.30 - 19.30

Multi-Stakeholder Forum

15:30 - 17:30 • **Group I: Business representatives**

- **Group II: Representatives of regional and local governments**
- **Group III: Representatives of volunteer organisations and volunteer support centres**

17.30 - 18.00 **Coffee**

18.00 - 18.30 **Formulation of common conclusions per group**

18:30 - 19:30 **Final symposium plenary: Exchange of conclusions, synergies and next steps towards EYV 2011**

Friday 30th April 2010

09.00 - 11.00 **CEV General Assembly**

09.00 - 11.00 **In parallel: IAVE Global Corporate Volunteer Council Research Meeting: The State of Health of Employee Volunteering in the World (open to interested business representatives)**

11.00 - 11.30 **Coffee Break**

11.30 - 13.30 **Continued networking and partnerships at EU level: Ways of closer collaboration between CEV and businesses and governments (open to interested business representatives and regional governments)**

13.30 - 15.30 **Lunch**

15.30 - 18.30 **Visits to local volunteer projects in Valencia**

