

Revised Plan 2011



Youth action and volunteering development

Executive summary

This plan aims at foster the greater mobilisation of young people to take an active role within the Red Cross Red Crescent while promoting volunteering at all ages at community level in order to expand the Red Cross Red Crescent share of volunteering. Its final objective is to develop fresh ways of social mobilisation in a changing world in order to expand the Red Cross Red Crescent share of volunteering among all ages, and generate a better appreciation of the contemporary concerns of young people by enabling their active engagement to innovate solutions to social challenges including bridging the inter-generational divide.

- Constituting 18 per cent of the world's population, today's youth are a tremendous resource for social and economical national development.
- Through volunteer engagement, people take an active role in building communities by learning the duties of democratic involvement, and being empowered with skills and knowledge necessary to improve their environment.
- There is a strong need to creating new and diversified opportunities for people to volunteer in an enabling environment supported by appropriate policies, structures and legislation.
- 2011 as the continuation of the International Year of Youth and the year marking the 10th anniversary of the International Year of Volunteers (IYV +10) offers a unique opportunity to focus on volunteering development and celebrate the IFRC volunteer-base.

The Youth action and volunteering development programme provide National Societies, and mainly their youth and volunteering sections, with tools and resources to further develop their services, structures and partnership while mobilising and engaging volunteers of all ages. This work is contributing towards the Strategic Aims and Enabling actions of the IFRC Strategy 2020.

The budget for the youth action and volunteering development plan is included in the overall budget for National Society development i.e. 1.8m ([Click here to go directly to the summary budget of the plan](#)).

Context

In the coming years and decades, strong external factors will change the way the world looks. Demographic changes, evolution of the civic society, the emerging corporate social responsibility, and the peoples changed vulnerability and other aspects. This deeply influences who will volunteer, how and to what degree they will do it.

Young people represent agents, beneficiaries and victims of major societal changes and are generally confronted by a paradox: to seek to be integrated into an existing order or to serve as a force to transform that order. Young people in all parts of the world, living in countries at different stages of development and in different socio-economic settings, aspire to full participation in the life of society. The majority of the world youth population (84 per cent in 1995) lives in developing countries. This figure is projected to increase to 89 per cent by 2025. The difficult circumstances that people experience in many developing countries are often even more difficult for young people because of limited opportunities for education and training, viable employment and health and social services, and because of a growing incidence of substance abuse and juvenile delinquency. Many developing countries are also experiencing unprecedented rates of rural-urban migration by young people.

Young people in industrialized countries comprise a relatively smaller proportion of the total population because of generally lower birth rates and longer life expectancy. They comprise a social group that faces particular problems and uncertainties regarding its future, problems that relate in part to limited opportunities for appropriate employment. Young people in all countries are both a major human resource for development and key agents for social change, economic development and technological innovation.¹

At the same time, worldwide the population will age. In 2025, the "baby boomers" of the 1950s and 1960s will be between 65 and 75 years of age. Currently, population aging is most notable in Europe and Japan. China will also experience a dramatic increase in the proportion of elder people. Many countries in the developing world show youth bulges in their demographic profile. In the developing world, where 85 per cent of the world's young people live, unemployment rates are high.

Some other external factors need to be considered:

- The governments take a greater interest in the volunteer involving sector. Increasingly governments pursue the regulation of the volunteer involving sector and seek avenues to make use of the non-profit sector for economic and social development.
- The number of actors in the humanitarian field of action is increasing. Consequently, NGOs are striving to professionalize the volunteer involving sector. One major part of this task relates to taking up the challenge with small local community based volunteer involving organizations.
- Corporate social responsibility will influence the volunteer involving area. The corporate sector increasingly focuses on developing the concept of social responsibility. By 2020, rising number of corporations will on a voluntarily basis adhere to the ISO 26000 Social Responsibility. This will contribute to and influence relationships to between corporations and the volunteer involving sector. In particular, this relates to the issue of corporate/employer supported volunteering.
- More than two-thirds of the developing world's poor currently live in villages. A billion people, living in the poorest and most isolated nations, mostly in Sub-Saharan Africa and South and Central Asia, survive on less than 2 percent of the world's wealth.
- Over 90 percent of the increase of the world's population will be in urban areas of developing countries and large urban areas will increase and grow. Today the world population number to some 6.7 billion people and will increase to 8 billion people by the year 2025.
- The total urban population in 2025 will be 4.5 billion in comparison to the 3.4 billion in rural areas. In 2025, across 90 countries there will be 250 urban areas that will be made up of more than 2 million people each. Seven countries: Bangladesh Brazil, China, India, Indonesia, Nigeria and Pakistan comprise today and will continue to comprise half the population in the world. Two regions require particular attention: South Asia and Africa. Urbanization especially in sub-Saharan Africa will be characterized by urban primacy and slum formation.
- The emerging economies are likely to continue with rapid modernization. The current formative years of the NGO sector in many developing countries will create startling opportunities when developing volunteerism.

In order to deliver its strategic aims and to mitigate avoidable suffering and vulnerabilities, the IFRC focuses on three key enabling actions. The first one emphasizes the primacy of strong National Societies as the foundation for all that we do, this include a stronger culture of voluntary service, and greater youth leadership and participation in National Societies and community affairs.

The key priorities of the Youth action and volunteering development programme in 2011 will be:

- Preparing guidance and coordinating the Red Cross Red Crescent participation in the International Year of Youth and International Year of Volunteers +10,
- Undertake global mapping and survey, based on baseline indicators and criteria for excellence, to map the progress on youth engagement and the contributions of volunteers,
- Developing, facilitating and maintaining e-platforms, social media and workspace to exchange knowledge and good practices in the areas of youth and volunteering development,
- Updating of the International Federation Youth and Volunteering Policies and implementation strategies, and organizing Youth and Volunteering Awards
- Develop a Youth Leadership training and an e-learning module on volunteering
- Expanding strategic partnerships and joint initiatives to improve and expand the RCRC voluntary engagement and services.

In order to fully implement the 2010-2011 plan the Geneva office needs:

- permanent focal points for supporting the work of the Youth Commission, providing global coordination and technical guidance to enable youth action (through programmes, structures and partnership development) and volunteering development
- staff supporting the development, facilitation and maintenance of youth and volunteering e-platforms and communication and knowledge-sharing tools
- specific staff supporting the revision of policies and development of implementation guidelines in the areas of youth and volunteering (in line with statutory decisions and to report positively to the statutory meetings in 2011)
- a global team providing advice on youth and volunteering development at regional level

Priorities and current work with partners

The development of youth action and volunteering is a cross cutting activity that concerns many areas of work throughout the International Federation as well as partner organizations. Most of the activities in this plan rely on the great involvement and contribution from internal as well as external resources such as;

- Initiatives in the area of disaster, health, humanitarian values, communications and humanitarian diplomacy will be closely developed in line with the work of the appropriate departments in the IFRC Secretariat
- Development of a psychosocial support system for volunteers builds on the knowledge and resources of the Psychosocial support centre in Denmark.
- Our activities in the lead-up to and during the International Year of Youth and the IYV+10 require the support of National Societies, UN Volunteers and other technical departments at our Geneva and zone offices as well as our member societies.
- Implementation of volunteering in emergencies requires a great involvement of National Societies, the zone office and departments of the International Federation as well as ICRC and other key stakeholders.
- Legislation on volunteering and encouragement of parliaments and local governments to promote and support volunteer enabling environments requires the involvement of National Societies and global and operational alliances.

While implementing this plan, the secretariat is working in partnership with:

- Lions Clubs International in order to enhance the opportunities for National Societies to explore in-country cooperation with the local Lions clubs with particular focus on volunteering and emergency response.
- UN Volunteers to open up for new opportunities to work more closely with key organizations and institutes engaged in volunteerism and volunteering development.
- Partner National Societies and the International Committee of the Red Cross in supporting youth and volunteering development
- The Alliance of youth Chief Executive Officers representing the World Alliance of YMCAs (Young Men's Christian Associations), World YWCA (Young women's Christian Associations), World Organisation of the Scout Movement, World Association of Girl Guides and Girl Scouts, the International Award Association, as well as with UNICEF and FAO as in the case of the project "Climate change: Take action now" focusing on youth and Climate Change.
- Global and regional platforms advocating with and for youth such as ICMYO (International Coordination Meeting of Youth Organizations) and the European Youth Forum
- External corporate partners such as Ely Lilly to support youth innovative programmes and specific projects in the area of health
- Since 2004 and based on a memorandum of understanding, with the French and Belgian Red Cross, the International Committee of the Red Cross and the World Organization of Scout Movement to promote the dissemination of humanitarian values and international humanitarian law among young people through the activity called "Raid Cross". Currently, more than 300 people have downloaded the manual available on FedNet

The year 2011 will mark a number of important deadlines in relation to youth development processes, such as the adoption of revised Youth and Volunteering Policies at the General Assembly, the organization of the 4th Youth and Volunteering Awards, the report to the International Conference about the progress of the International Federation pledge 129 on youth volunteering and the celebration of the 10th anniversary of the International Year of Volunteers, also focusing on youth. Thus expanding partnership will be essential.

Secretariat programmes in 2010-2011

Volunteering development is an overarching term. Sometimes, it is mistakenly taken for only development of volunteer management. This is wrong because volunteering development encompasses more; hence, volunteering development has two perspectives:

- **Inside National Societies:** to ensure that the National Society is volunteer friendly and uses a sound volunteer management system and practice
- **Outside National Societies:** to ensure that the environment, which the National Society operates in, is volunteering enabling

For a National Society, a volunteering development effort is a long-term investment and commitment. It begins with analyzing the current state of how the National Society organizes, manages and supports its volunteers. Taking the analysis into a process to put in place, improve or change the practice of volunteer management. It is about looking into all organizational levels as well as the current practice of the various programmes and activities run by the society. It is also vital to advocate for volunteering enabling environments through heightening awareness on the importance of national support and funding for volunteering efforts by National Societies through their governments.

The youth action and volunteering development programme will provide National Societies and their partners with tools and resources to provide a favourable internal and external environment that encourages and facilitates the work of volunteers of all ages, as well as promotes volunteerism across all sectors of society.

In order to implement governance commitments and build on the progress and achievement of the plan for 2009-2010, the plan for 2011 will focus on:

- Preparing guidance and coordinating the Red Cross Red Crescent participation in the International Year of Youth and International Year of Volunteers +10, and organizing Youth and Volunteering Awards
- Undertake global mapping and survey, based on baseline indicators and criteria for excellence, to map the progress on youth engagement and the contributions of volunteers,
- Developing, facilitating and maintaining e-platforms, social media and workspace to exchange knowledge and good practices in the areas of youth and volunteering development,
- Updating of the International Federation Youth and Volunteering Policies and implementation strategies,
- Develop a Youth Leadership training and an e-learning module on volunteering
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Youth action and volunteering development

a) The purpose and components of the programme

Programme purpose¹

To foster the greater mobilisation of young people to take an active role within the Red Cross Red Crescent while promoting volunteering at all ages at community level in order to expand the Red Cross Red Crescent share of volunteering

¹ In this plan, 'purpose' is defined as 'the publicly stated objectives of the development programme or project'. Source: OECD-DAC glossary.

Programme component²
<p>1. Preparing guidance and coordinating the Red Cross Red Crescent participation in the International Year of Youth (IYY) and International Year of Volunteers +10 (IYV +10) and organize Youth and Volunteering Awards</p> <p>Activities</p> <ol style="list-style-type: none"> 1. Develop guidance tools to assist National Societies in celebrating the IYY and the IYV+10. 2. Support and encourage National Societies to plan for and take action in relation to the IYY and IYV+10. 3. Update the Volunteerism and Legislation Guidance Note in cooperation with UN Volunteers and IPU to promote better legislation for volunteerism. 4. Support National Societies to develop their own volunteer awards and profiles and to speak out and tell the stories, identifying and valuing the contribution of volunteers of all ages. 5. Present the global Youth and Volunteering Awards at the General Assembly of the International Federation
<p>2. Undertake global mapping and survey, based on baseline indicators and criteria for excellence, to map the progress on youth engagement and the contributions of volunteers</p> <p>Activities</p> <ol style="list-style-type: none"> 1. Develop criteria for excellence for youth engagement and volunteering 2. Undertake a global youth survey to monitor and evaluate progress made on youth engagement by the International Conference 2011 (report on Pledge 129 on youth volunteering) 3. Capture good practices and document case studies illustrating youth engagement 4. Coordinate a survey to measure the economic and social value of RCRC volunteering
<p>3. Developing, facilitating and maintaining e-platforms, social media and workspace to exchange knowledge and good practices in the areas of youth and volunteering development</p> <p>Activities</p> <ol style="list-style-type: none"> 1. Revitalize and, when necessary, establish web space, online platforms and community of practice to make available information and facilitate the exchange of knowledge and experience on youth development 2. Enhance and make relevant information available on volunteering development through a global information system and regular information sharing. 3. Develop and promote a global volunteer management database resource.
<p>4. Support National Societies to better engage youth in community actions and volunteering in conflicts, emergencies and disasters</p> <p>Activities</p> <ol style="list-style-type: none"> 1. Expand youth leadership role in actions related to disasters, health and humanitarian values in line with the implementation of the Solferino Youth declaration 2. Develop key guidance on issues related to volunteering in emergencies to be used in policy and decision-making (including appropriately addressing costs of volunteers). 3. Develop and pilot a psychosocial support system for volunteers. 4. Develop and pilot a standard emergency volunteer management system (cycle) linked to the regular volunteer management systems. 5. Establish resources for volunteer leaders and managers on leadership and management for volunteering in emergencies building on experiences and existing resources.
<p>5. Updating of the International Federation Youth and Volunteering Policies and implementation strategies</p> <p>Activities</p> <ol style="list-style-type: none"> 1. Encourage National Societies to develop and adopt their own youth and volunteering policies, systems and enabling structures including smooth youth-adult succession planning 2. Encourage National Societies to continue join the International Federation Volunteer Accident Insurance using the global volunteer accident insurance as leverage to develop and promote the use of global technical resources on volunteer safety. 3. Support the revision processes of the International Federation Youth and Volunteering Policies (1991 and 1999) to be approved by the IFRC General Assembly.
<p>6. Develop a Youth Leadership training and an e-learning module on volunteering</p>

² Use a new table for each programme component as needed.

Activities

1. Develop youth and volunteering development resources in line with the work to develop stronger National Societies.
2. Provide training and refresher courses on volunteering development to International Federation staff who are engaged in the area of volunteering development.
3. Develop youth leadership training and pilot it through youth regional networks.
4. Align leadership training modules both for youth and adult leaders to enable genuine and effective partnership.
5. Coordinate with zone offices to facilitate the development of regional networks and active youth participation in Movement's statutory meetings to review and report on regional plans implementation.
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7. Expanding strategic partnerships and joint initiatives to improve and expand the RCRC voluntary engagement and services

Activities

1. Explore and provide guidance on how to encourage coordination on volunteering issues in emergencies with governments, organizations and National Societies linking to existing frameworks such as international disaster response law and sphere standards
2. Establish guidelines and resources to address corporate supported volunteering.
3. Cooperation with the Alliance of youth CEOs and expand partnerships at national level

b) Potential risks and challenges

The main risks and challenges most likely to have an impact on this programme achievement would be the unavailability and lack of support for delivery capacity to implement the different activities and achieve the expected outcomes by 2011.

The achievement of the programme outcomes is based on the willingness, ownership and capacities of National Societies and International Federation to effectively support appropriate approaches to youth and volunteering development. Thus, the focus should be on a variety of factors which create enabling environment to foster greater mobilization of people of all age in the RCRC. Language and connectivity are other issues when sharing information and experiences within regions as well as cross regionally.

Role of the secretariat

In the area of youth, the secretariat has the constitutional role to support the work of the Youth Commission in its two meetings, in the implementation of its work plan as well as in preparation of the Governing Board and other statutory meetings. The secretariat's budget for its support role is CHF 150,000 CHF. Extra resources (100,000 CHF) have been made available to celebrate the IYV +10.

a) Technical programme support

The youth action and volunteering development programme will be implemented in close cooperation and coordination with relevant departments in Geneva office. The secretariat will make available technical resources such as policies, guidelines tools, training material and information to support National Societies in strengthening activities related to the programme components.

The success of this programme will depend on successful coordination of all relevant stakeholders. In International Federation, the functions of supporting National Society development have different roles and are interrelated. From a global perspective, it is essential strive for ensuring best use of resources, encourage collaborative work, refining existing practice and contribute to innovation. Coordination is a key method in the implementation of this plan as well as ensuring quality and consistency.

Successful sharing of experiences and knowledge sharing depends on regular input from staff and volunteers in National Societies and the International Federation. FedNet is the key portal for information on volunteering development and should be made available in Arabic, English, French and Spanish. The role of the global volunteering development team is to facilitate and ensure that the

system is available and functioning. To capture experiences and knowledge needs to be facilitated by zone, regional and country offices of the International Federation.

b) Partnership development and coordination

Establishing strategic partnerships between the International Federation and the ICRC, National Societies, other organizations, institutions, universities and the private sector brings together assets to more effectively develop volunteering. Thus, one of our strategic approaches to volunteering development is to enable a Movement approach to National Society volunteering development.

As member of the Alliance of Youth CEOs and partner of UNICEF, the secretariat will facilitate strategic partnerships with National Societies as well as with other existing donors in the areas related to the health, disaster and humanitarian values. Effective coordination is provided with partner National Societies and the ICRC based on the existing MoU.

c) Representation and advocacy

The International Federation is internationally representing the National Societies forums and this will particularly be in relations to youth engagement and volunteering development in international fora.

The cooperation with the Alliance of Youth CEOs aims specifically at advocating for and with young people, promoting youth development and youth leadership, to improve the lives of children and young people world-wide.

The 10th anniversary of the International Year of Volunteers will provide a special opportunity to provide evidence-based advocacy to profile the IFRC unique volunteer base.

Promoting gender equity and diversity

In the implementation of this global plan, gender balance is always promoted to make sure that both males and females of all age have equal access and opportunities. The promotion of respect for diversity and consequently a more diversified volunteer base is viewed as a key for success to reaching further community minority members. In the Solferino Youth Declaration young volunteers addressed a call to action to National Societies to include the “most-vulnerable” groups in decision making processes and declare unacceptable discrimination based on gender and sexual orientation.

The International Federation Youth and Volunteering Policies call on National Societies to make special efforts to encourage young women in taking more active roles, especially in leadership positions, as well as to reach gender equity in the volunteer base.

Quality, accountability and learning

The planning for 2010-2011 is built on the efforts to:

- Strengthening the quality and quantity of the young volunteer base and to encouraging youth to work with and for vulnerable target groups in their local communities in the areas of health, disaster, capacity building and humanitarian values.
- Guiding National Societies meaningfully to involve and enable youth to engage in decision-making processes to find solutions to today's problems.

The data collected through the global youth survey will be measured against the evaluation criteria and progress reported to the International Conference in 2011.

A new planning guidance developed in 2009 includes indicators for youth and volunteering. These programme indicators are to be used in following up youth and volunteering development throughout the International Federation.

<p>The IFRC's vision is to:</p> <p>Inspire, encourage, facilitate and promote at all times all forms of humanitarian activities by National Societies, with a view to preventing and alleviating human suffering, and thereby contributing to the maintenance and promotion of human dignity and peace in the world.</p>	<p>The IFRC's work is guided by Strategy 2020 which puts forward three strategic aims:</p> <ol style="list-style-type: none"> 1. Save lives, protect livelihoods, and strengthen recovery from disaster and crises. 2. Enable healthy and safe living. 3. Promote social inclusion and a culture of non-violence and peace.
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Contact information

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ⁱ UN World Programme Action for Youth 2010, Economic and Social Affairs.