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 organisations, 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 member 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 GCV'C, in initiative of the International Association of Volunteer Effort IAVE, to present and further develop a global research on Employee Volunteering.
09.00 - 09.30 Registration

09.30 - 10.00 Opening ceremony of the conference
- Don Felipe de Borbón y Grecia and Doña Letizia Ortiz Rocosolano
  Prince and Princess of Asturias (sp)
- Rita Barberá Nolla, Mayor of Valencia (sp)
- Rafael Blasco Castany, Fundar President (sp)
- 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 (sp)

- Trinidad Jiménez García-Herrera, Minister for Health and Social Policies, Presidency of the EU (sp)
- Viviane Reding, Vice President of the European Commission, in charge of Communication and Active Citizenship (sp)
- Roza Gräfin von Thun und Hohenstein, Member of the European Parliament (p)
- Markus Beeko, Director Campaigns & Communications, Amnesty International, Member of the Jury of the European Excellence Awards in Communication (g)

Chair: Markus Held, CEV Director

11.30 - 13.30 Coffee break and Communication Fair

13.30 - 15.30 Lunch

15.30 - 17.15 A spotlight on good practice – Parallel workshops on:

- Use of new technologies and new social media – failures and successes
  Domagoj Kovacic, SEEYN, South East European Youth Network (Bosnia and Herzegovina), Video as tool to promote volunteering.
  Danilo Tomic, SEEYN/research society “Vladimir Mandic - Manda” (Serbia), Do it yourself: How to build a youth centre?

- Communicating to different target audiences - How to get your message across?
  Vicente Boezza, MPDL - Movimiento Por La Paz el Desarme y la Libertad (Spain), Entendiendo convivencias.
  Cecilia Pilar, Desarrollo y Asistencia (Spain), “Que tu tamaño no te limite”. Pequeñas ONG que piensan a lo grande.

17.15 – 18.45 Practitioners’ Panels

17.45 – 18.45 New technologies, the Internet and social media: How to make them work for volunteering?
Moderator: Jesús Montesinos, Journalist (sp)

- Naoise McNally, Volunteering Ireland (I)
- Yolanda Rueda, Fundación Cibervoluntarios, Director (sp)
- Matt Beard, Amnesty International UK, Marketing Director (uk)
- Siegfried Woldhek, Nabuur.com, CEO (n)

18.45 – 19.30 How to talk “media”? What does it take to make it interesting?
Moderator: Nick Cater, Freelance Journalist (uk)

- Matthew Little, Freelance Journalist (uk)
- Pura Gómez, Journalist (sp)
- Jan Gerdens, Soecht and Soachi, Creative Director (be)

19.30 – 21.00 How to bring the message across - Is “volunteering” still modern?
Moderator: András F. Tóth, ÖKA National Volunteer Center (hu)

- Stephen Green, RockCorps (fr)
- Daniel Pinazo, Jaume I University (sp)
- Katie Rizvi, The Little People Organisation (ro)

21.00 Gala Dinner
Thursday 29th April 2010, 10.00 - 15.30

10.00 – 11.45 Challenges in practice: Devising Effective Strategies

- **Idil Türkmenoglu / Aysun Sayin**, The Corporate Volunteer Association / The Bayner Group (Turkey), Successful internal communication and volunteer recruitment.

- **Baldas Eugen / Ulrike Berger**, Deutscher Caritasverband / Volunteer Center Brandenburg (Germany), Virtual Consulting Platform for Volunteering.

- **Diego Lejarazu**, Fundación Chantra (Spain), Hacesfalta.org - Internet project for volunteering promotion.

- **Mara Georgescu**, Celvo - Centro Servizio al Volontariato della provincia di Genova (Italy), The Italian “Charter of Representation”.

- **Jan Cordemans**, Soatchi & Soatchi, Creative Director (Belgium)

- **Matthew Little**, Freelance Journalist (UK)

- **Nick Cater**, Freelance Journalist (UK)

- **Julia Castelló**, Journalist (Spain) / Eulalia Mas, Federació Catalana del Voluntariat Social (Spain)

- **Pura Gómez**, Journalist (Spain)

- **Marcos González**, Journalist (Spain)

11.45 – 12.45 Coffee and visits to the Communication Fair

12.45 – 13.30 Closing session: Lessons learned - Guidelines for effective communication at different levels; And award ceremony for outstanding communication tools presented during the conference in 3 different categories

Multi-Stakeholder Forum on the preparation of the European Year of Volunteering 2011

15.30 – 17.30 The European Year of Volunteering 2011: State of play - Opportunities - Ideas

- **Group I: Business representatives**
  - Session led by representatives of ENGAGE, the Global Corporate Volunteer Council GCVC and the International Network on Corporate Volunteering (Fundar)

- **Group II: Representatives of governments**
  - Session led by representatives of the Governments of VLEVA (the Flemish Region EU representation) and of the Hungarian and Polish Presidencies of the EU 2011

- **Group III: Representatives of volunteer organisations and volunteer support centres**
  - Session led by representatives of CEV

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

Thursday 29th April 2010, 15.30 - 19.30

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
CEV Multi-stakeholder Symposium: Effectively Communicating Volunteering
A contribution to the countdown towards the European Year of Volunteering 2011

Valencia (Spain), 28-30 April 2010

Wednesday, April 28

9:00 - Conference: Effectively Communicating Volunteering
11:30 - Conference: Effectively Communicating Volunteering
13:30 - Conference: Effectively Communicating Volunteering
15:30 - Conference: Effectively Communicating Volunteering
19:30 - Multi-Stakeholder Forum on EYV 2011

Thursday, April 29

9:00 - Conference: Effectively Communicating Volunteering
11:30 - Conference: Effectively Communicating Volunteering
13:30 - Multi-Stakeholder Forum on EYV 2011

Friday, April 30

9:00 - CEV GA Statutory Business
11:30 - IAVE - research meeting on corporate volunteering
13:30 - Follow-up meetings with governments and business on collaboration with CEV
15:30 - Visits to local projects in Valencia