



# Final Activity Report of the Evaluation Conference on “Citizenship for change: empowering activism”

13.10 – 17.10 2014, Lima, Peru



Youth  
in Action



Co-funded by the Youth in Action programme of the European Union

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## Introduction

“**Citizenship for Change: Empowering Volunteer Activism**”, a project supported by the Youth in Action Programme of the European Commission, was implemented through volunteer-activist campaigns in seventeen countries around the world – in Europe, Africa, Asia and Latin America. With a diverse range of themes identified by participating youth and voluntary service organisations as priority for their local network and their cities and countries, these campaigns were carried out in public spaces through marches, bike rallies, film shows or at music festivals, political events, on the social media, and in the form of workshops and numerous small events. A number of the volunteering organisations were implementing campaigns for the very first time, and many of these campaigns networked successfully to rope in local NGOs, created new partnerships, strengthened cooperation with existing partners and reached out to large numbers of people worldwide – youth, local and international volunteers, and the general public.

For us the project has not only succeeded in focusing attention on pressing social issues, but also created awareness of the role and value of volunteering. The analysis of the international activism training in Madrid, Spain, and the in-depth presentations and discussions of the seventeen campaigns at the *Evaluation Conference* in Lima, Peru, with which this project officially concluded, illustrates a tremendous learning experience for all participating members including the ICYE International Office. A number of the organisations already have plans for annual campaigns or continued campaigning work on the prioritised themes. This Final Activity Report of the Evaluation Conference enables a critical examination of all the campaigns implemented within the scope of this project, describing the strengths of the organisations in running campaigns and the challenges they faced. Likewise, ‘The Volunteer Activist’ web portal - <http://activist.icye.org/> - which describes the campaigns in the seventeen countries will remain active even as this project comes to a close. Information on new and continued campaigning work will be regularly updated on the site.

We would like to take this opportunity to thank in particular PeaceWorks Sweden, AFAIJ Spain, and BVBP Peru for hosting the individual trainings and meetings; CIVICUS and in particular Zubair Sayed for the inspiring talks and input on campaigning; all the participants and partner organisations in this project for striving to create a citizenship for change; as well as the very many people who supported the campaigns at the local and regional level. We are grateful to the European Commission for enabling such enriching experiences.

In a climate of violent clashes, terrorist attacks and ever increasing disparities leaving their scars the world over, we hope this project has given impetus to youth work along the lines of what Paulo Freire calls ‘*practice of freedom*’ by which he refers to “*the means by which men and women deal critically and creatively with reality and discover how to participate in the transformation of their world.*”<sup>1</sup>

*Rubaica Jaliwala*  
ICYE International Office

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<sup>1</sup> Freire, P. (1970 [2000]) *Pedagogy of the Oppressed*. 30th Anniversary Edition. Translated by Myra Bergman Ramos with an introduction by Donaldo Macedo. New York, London: Continuum.

## Aims and Objectives

**The main aims and objectives of the Evaluation Conference comprise:**

- a. Evaluating the overall results of the project and campaigns conducted in the seventeen participating countries
- b. Evaluating the outcomes of the training seminar in Madrid based on feedback from participants and regional coordinators
- c. Evaluating the outreach, scope and impact of the Volunteer Activists campaigns in 17 countries: Austria, Bolivia, Columbia, Denmark, France, Germany, Ghana, Iceland, India, Kenya, Nepal, Peru, Spain, Sweden, Switzerland, United Kingdom, and Vietnam.
- d. Assessing the purpose, functionality and usage of "The Volunteer Activist" web portal.
- e. Discussing how volunteer engagement through actions and campaigns can be incorporated in voluntary service programmes and related challenges and benefits.



## Programme Overview

Date	Day	Description of foreseen activities
12.10.	Day 0	Arrival of participants
13.10.	Day 1	<b>Getting Started / Presentations of campaigns in Latin America</b>
10:00	11:30	1. Welcome and introductions by Brigada de Voluntarios Bolivarianos del Peru 2. Presentation of BVBP and its work and activities in Peru 3. Aims and objectives of the Evaluation seminar 4. Programme presentation 5. Presentation of the evaluation and feedback from the activism training in Madrid
11:30	12:00	<i>Coffee / tea break</i>
12:00	13:00	1. <b>Presentation:</b> Campaign in Colombia - "Bike for Life" <ul style="list-style-type: none"> <li>• Aims and objectives and results of the campaign</li> <li>• Challenges faced during the planning, coordination and implementation</li> <li>• Results - whether objectives set out at the start of the project were met</li> <li>• Q&amp;A</li> </ul>
13:00	15:00	<i>Lunch break</i>
15:00	16:00	2. <b>Presentation:</b> Campaign in Bolivia – "Soy Voluntario, me siento joven" (see above)
16:00	17:00	3. <b>Presentation:</b> Campaign in Peru - "Artistic Expressions" (see above)
17:00	17:30	<i>Coffee / tea break</i>
17:30	18:00	<b>Campaigns in Latin America</b> Summary and analysis of campaigns in Latin America, role as regional coordinator, Q&A
18:00	18:30	<b>End of day feedback</b>
20:00	22:00	<i>Welcome Dinner</i>
14.10	Day 2	<b>Presentations of campaigns in Europe</b>
10:00	11:30	1. <b>Presentation:</b> Campaign in Austria - "It's your cup of coffee, too!" <ul style="list-style-type: none"> <li>• Aims and objectives and results of the campaign</li> <li>• Challenges faced during the planning, coordination and implementation</li> <li>• Results - whether objectives set out at the start of the project were met</li> <li>• Q&amp;A</li> </ul>
11:30	12:00	<i>Coffee / tea break</i>
12:00	13:00	2. <b>Presentation:</b> Campaign in Sweden - "Antirasism idag – du och jag" (see above)
13:00	15:00	<i>Lunch break</i>
15:00	16:00	3. <b>Presentation:</b> Campaign in France – "Act Local!" (see above)
16:00	17:00	4. <b>Presentation:</b> Campaign in the UK – "Celebrate Cultural Diversity" (see above)  5. <b>Presentation:</b> Campaign in Switzerland – "ContACT – Interkulturellen Austausch leben / Live intercultural exchange!" (see above)
17:00	17:30	<i>Coffee / tea break</i>
17:30	18:00	6. <b>Presentation:</b> Campaign in Iceland – "Promoting Volunteering Among Young

		Icelanders” (see above)
18:00	18:30	<b>End of day feedback</b>
20:00	22:00	<i>Dinner</i>
<b>15.10</b>	<b>Day 3</b>	<b>Presentation of Campaigns in Europe and Africa</b>
10:00	11:30	7. <b>Presentation:</b> Campaign in Germany – “Share to learn – Refugees offer courses to share their skills and knowledge” (see above)  8. <b>Presentation:</b> Campaign in Spain – “Be conscious, be responsible: another way to consumption” (see above)  9. <b>Presentation:</b> Campaign in Denmark – “#ICYtovolunteer” (see above)
11:30	12:00	<i>Coffee / tea break</i>
12:00	12:30	<b>Campaigns in Europe</b> Summary of campaigns in Europe, role as regional coordinator, Q&A
12:30	13:00	<b>Mid-term Evaluation</b>
13:00	15:00	<i>Lunch Break</i>
15:00	18:00	10. <b>Presentation:</b> Campaign in Kenya – “Get Involved – Volunteer!” <ul style="list-style-type: none"> <li>• Aims and objectives and results of the campaign</li> <li>• Challenges faced during the planning, coordination and implementation</li> <li>• Results - whether objectives set out at the start of the project were met</li> <li>• Q&amp;A</li> </ul> 11. <b>Presentation:</b> Campaign in Ghana – “Awareness and Importance of Voluntary Service in Ghana” (see above)  <b>Campaigns in Africa</b> Summary of campaigns in Africa, role as regional coordinator, Q&A
20:00	22:00	<i>Dinner</i>

<b>16.10.</b>	<b>Day 4</b>	<b>Presentation of campaigns in Asia</b>
10.00	11.30	1. <b>Presentation:</b> Campaign in Vietnam – “Reduce Plastic Bags in Dong Xa Market” <ul style="list-style-type: none"> <li>• Aims and objectives and results of the campaign</li> <li>• Challenges faced during the planning, coordination and implementation</li> <li>• Results - whether objectives set out at the start of the project were met</li> <li>• Q&amp;A</li> </ul>
11:30	12:00	<i>Coffee / tea break</i>
12:00	13:00	2. <b>Presentation:</b> Campaign in Nepal – “Garbage Free Zone” (see above)
13:00	15:00	<i>Lunch break</i>
15:00	16:00	3. <b>Presentation:</b> Campaign in India – “End Child Labour” (see above)
16:00	17:00	<b>Campaigns in Asia</b> Summary of campaigns in Asia, role as regional coordinator, Q&A
17:00	17:30	<i>Coffee / tea break</i>
17:30	18:30	1. <b>Volunteer Activist website in the future</b> Assess the use and outcomes of the Volunteer-Activist website and discuss its existence as a platform for interaction  2. <b>Future Volunteer-activist campaigns and actions</b>

		<ul style="list-style-type: none"> <li>Discuss the regularisation of volunteer campaigns</li> </ul> <p>A follow-up plan of action</p> <p>End of Day Feedback round</p>
20:00	22:00	<i>Dinner</i>

<b>17.10.</b>	<b>Day 5</b>	<b>Final Evaluation / Project Visit</b>
10:00	11.30	<b>Final Evaluation of the Training &amp; Closing</b> <ul style="list-style-type: none"> <li>Interactive evaluation</li> </ul>
11:30	12:00	<i>Coffee / tea break</i>
12:00	13:00	Feedback round and closing
13:00	15:00	<i>Lunch break</i>
15.30	20.00	<b>Project Visit:</b> Institución Educativa Inicial "Madre Nicoletta Gatti" del Centro Poblado Santa Anita de Pachacamac  Tour around historical centre of Lima
20:00	23:00	<i>Dinner &amp; farewell party</i>
<b>18.10</b>	<b>Day 6</b>	<b>Departure of participants</b>



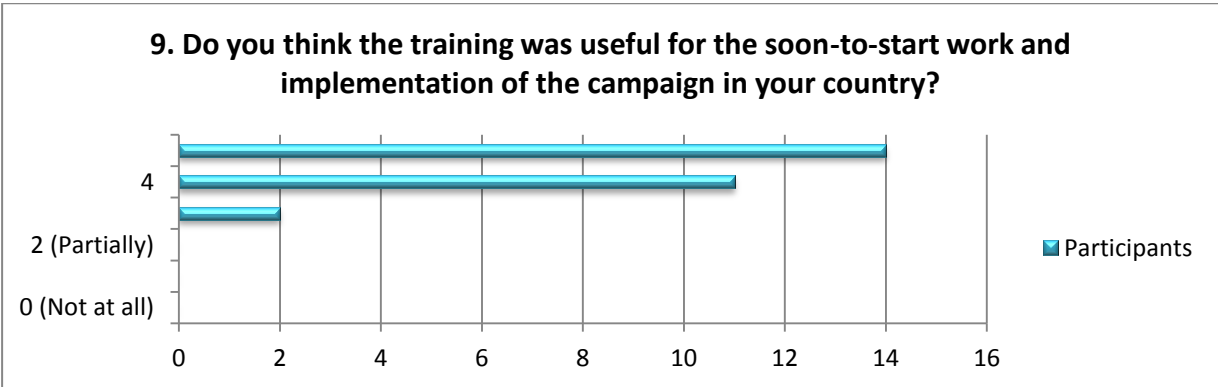
*EVS volunteers in Vietnam holding workshops on environmental issues for 5<sup>th</sup> grade students in three schools in Hanoi, as part of their Activist campaign. Photo by Amine Nadir, EVS volunteer in Vietnam.*



**Day 1: 13<sup>th</sup> of October**  
**Getting Started**

The Evaluation Conference began with a welcome from the host organisation Brigada de Voluntarios Bolivarianos del Peru and a presentation of their aims and objectives, work and activities in Peru. This was followed by a presentation of the aims and objectives of the Evaluation Conference (as described above).

The international activism training in Madrid, Spain was evaluated, using as a point of departure the feedback received from participants of the training. The feedback was collected by means of a questionnaire consisting of twelve parts concerning the specific topics addressed at the training, i.e. intercultural learning, activism and active citizenship, etc. as well as issues of time management, opinions on the presentations and working methods used, as well as amount of free time, food and accommodation, etc. A look at just two graphs below illustrates that the majority felt their expectations of the training-seminar had been fulfilled and that they felt ready to start working on the implementation of the campaigns in their respective countries. The complete evaluation results can be found in Annex 2.



This presentation led to the in-depth discussion among participants at the conference, on the training-seminar in Madrid. The main aspects emerging from the discussion are as follows:

1. Good motivation, to be part of something. We had a campaign with many project leaders and



then you are motivated to do something.

2. Clarify terms to know what a campaign actually is. Since we're working with other people, it is good to be able to give that information to others.
3. Logo was useful; it motivated and excited because we knew others are doing campaigns in other places as well. We are part of a bigger thing all over the world.
4. It is difficult to bring the word campaign and activism to committees like mine when we are not doing anything in this direction. All the info from the training in Madrid was useful. When you discover all the kinds of campaigns that are around, it is very interesting and useful.
5. Felt good that everyone was doing campaigns and we have something in common. But during the campaign, I didn't feel the same thing and we were all doing different things so I didn't feel very connected. While doing the campaign, we told a lot of people about the larger project.
6. The workshop on volunteer management in the training program should have been more elaborate as we have activate volunteers and understand how to integrate more and more volunteers in a campaign?
7. After Stockholm, we did an exercise with volunteers in Colombia where they brainstormed on campaign ideas. This was a really good exercise but, unfortunately, these volunteers left the country before the campaign could start. Good planning is necessary!

## Presentation of the Campaigns and Their Outcome

After having discussed the feedback from the training in Madrid, each of the seventeen campaigns was presented either by the regional coordinator or a member of the given national organisation. The presentations included a description of the initial purpose, aim, planned events and/or actions, the actual results and findings, challenges faced during the planning, implementing, and/or executing face of the campaign, and learning outcomes. First, the campaigns in Latin America were discussed, then the campaigns in Europe and Africa, and lastly the campaigns in Asia.

### Campaigns in Latin America

#### Presentation 1: Colombia - “Bike for Life”

##### Campaign outline:

The campaign took place in Bogotá, the capital of Colombia and home for more than 8 million people, along with 1.400.000 cars, 400.000 motorbikes, 100.000 public buses, and 50.000 taxis. Bicycles are a very interesting way to navigate the city and integrate different “social classes” as most people can afford a bicycle. Furthermore, you get to know your city by passing through areas you've never been to, stay healthy, and it is environmentally friendly.

ICYE Colombia along with Teusacatubici arranged a bike rally throughout Bogotá, on the 4th of September 2014. Local residents were invited to join in the rally, regardless of age and level of expertise. Time and planning was necessary in a city of 8 million people (Bogotá). The rally took place in a particular district where middle class people live; in the district where the ICYE office is located, as Bogotá is very big and it's not possible to move through the entire city. The campaign was promoted by means of social media such as Facebook, Twitter, blogs and certain webpages.



##### Results:

- Challenges: time, resources, scenery, bicycles- elements, distances, and eventualities.

Action 3.2 “Citizenship for Change: empowering activism”  
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- Learning outcomes: time management, planning, partnership, legal issues and procedures.
- Result: The bike rally in numbers: initially 85 participants but reached 400 participants at one of the stops, including several bicycle collectives.
- Teusacatubici and ICYE Colombia consider making the rally an annual event, and are thinking of connecting with other organisations that promotes cycling in Bogotá
- Teusacatubici is interested in hosting a volunteer.



**Teusacatubici**: a citizen's initiative composed of people who believe that together we can contribute to building a more inclusive, just, and peaceful society through everyday encounters. They encourage the use of bicycles as an alternative means of recreation and sustainable transport, by generating spaces for citizen appropriation and recognition for the promotion of recreational and cultural activities.

**Presentation 2: Bolivia - “Soy Voluntari@, me siento Joven”**

**Campaign Outline:**

The goal of the campaign was to promote the culture of volunteering as a symbol of active citizenship in the city of La Paz, and to lobby for a legal framework for volunteering in Bolivia. Volunteer organisations in Bolivia are fighting a general perception of volunteering being a waste of time as one is not paid for the work. The campaign sought to change the perception of volunteer activities from a charity point of view to a social and personal development activity, and thereby recognising the work of volunteers and strengthening relations among volunteering organisations in La Paz.



The main event was a flash mob on August 10, 2014 at a local volunteer-fair along with 30 other volunteer organisations and around 1000 visitors. ICYE Bolivia collaborated with CUSO, Visión Mundial, ASOVOL, UNV and Stereo 97 in relation to the campaign, as well as the participation of over 30 organisations including the 'Zebra' programme. The campaign was promoted by means of social media (Facebook, Twitter), in a local radio program, on three different local television channels, and promoted in three different news articles in local newspapers. The campaign played with an

element of surprise, as people were asked to hold a sign of the campaign with the date and time when it would take place. Clues were also given on social media, e.g. wear a white T-shirt, bring a device to connect to the radio while you are there, or bring your headphones with you, as the instructions on joining the flash mob were given over the radio. People went out into the streets to promote the campaign and also to take the photos that were posted on social media and used for the promo video. Eight ICYE international volunteers participated in the flash mob.

### Results

More than 800 people participated in the flash mob, which was broadcasted live by Radio Stereo 97. Around 570 volunteers participated in the event, 3380 flyers were distributed at the fair, ICYE Bolivia got 92 new volunteers and 620 new 'likes' and followers on social media since the event took place, however it turned out that Facebook was more efficient than Twitter.

## Presentation 3: Peru - "Artistic Expressions"

### Campaign Outline:

This campaign sought to raise attention of organisations involved in volunteer activities, and on the need for a modification of the current law concerning volunteer organisations in Peru. During the development of the "Artistic Expressions" campaign, volunteers provided information on the benefits of volunteering, as volunteering in Peru has contributed to the development of vulnerable communities as well as the economic and social development. The objectives of the campaign were: Getting young people and authorities to become aware of the importance and value of volunteerism file a Petition with signatures collected in the campaign, the Congress of the Republic, Ministry of Women and Vulnerable Populations and the municipality of Lima.



### Results:

On July 15, 2014 ICYE Peru created a mosaic of cloth alluding to volunteer subjects, together with local residents and volunteers. 50 national and international volunteers participated in the campaign and in the creation of the 50 mosaics.

The mosaic was presented symbolically through a petition to the authorities: Congress, Ministry of Women and Vulnerable Populations, Metropolitan Municipality Lima.

## Day 2: 14<sup>th</sup> of October Campaigns in Europe

### Presentation 5: Austria - "It's Your Cup of Coffee, too!"

### Campaign Outline:

The campaign sought to raise attention to the problematic working conditions in the coffee industry by getting people to ask questions, become aware of their coffee consuming habits, think about ways to change the situation, and offer a platform to share opinions and ideas. The campaign was created by the two Austrian organisations *Grenzenlos* and *Frauen\*solidarität*.

Target group: volunteers, camp participants, and as many coffee-consuming people they could reach online. The target group was reached through different channels: personal contact the workshops,



a radio show at ‘Women on Air’, and social media platforms such as the organisation’s Facebook page where the online “Coffee Cup Challenge” also took place. Activities: the workshops consisted of three parts; an informative part (input, quiz and information), a discussion, and an activism part where participants shared ideas and thoughts on working conditions. After the workshops the “Coffee Cup Challenge” was initiated; several organizations (ICYE – from many different countries, Fairtrade Österreich, Frauensolidarität, AFSAI, etc.) were nominated to share their thoughts on coffee and nominate others in order to spread the word in their network as well.



### Results:

The campaign reached 161 ‘likes’ on Facebook, around 60 pictures from the campaign, the workshops and the coffee cup challenge, and 60 participants in the international summer camps / workshops.

### Challenges:

The initial plan was to do a video with interviews of coffeehouse owners, but this was cancelled due to lack of time before the first workshop, and because they already had enough material on the issue. Also, the discussion part was more effective than first assumed.

- Grenzenlos: A campaign needs a lot of preparation and strategic planning. As we wanted to have a common theme that was motivating for all our volunteers we had a longer planning process than first assumed. In the planning phase, we also realised that the limited timeframe of the persons involved in the campaign made it difficult to schedule the dates of the workshops. A longer planning period would make it easier to fix the dates and stick to them.
- Frauensolidarität: As there were some changes in the team, the new team missed the beginning phase of the project; we lost almost 1.5 months. For Frauensolidarität it would have been much easier if we decided on an already existing campaign or a radio campaign where we have more volunteers than creating a whole new campaign.

## Presentation 6: Sweden - “Mot rasism idag – du och jag”

### Campaign Outline:

The campaign aimed at taking an active stand against racism, by means of three approaches: Cultural meetings (volunteering), education (schools getting better knowledge about how to deal with racism), and by getting organised (through local associations and managing projects). Today many people in Sweden are witnesses to racism and discrimination in everyday life, as a result of racism and xenophobia which is a growing societal problem.



Vision of the campaign: A society free from racism

Aim: Young people take active stands against racism Objectives: The target group knows about ways to become active and participate in promoting the importance of antiracism to politicians

Target group: Young people

PeaceWorks visited 3 festivals and 1 political event around Sweden, promoting the campaign as part of their annual summer tour. Visitors got information about PeaceWorks’ activities and contributed to put pearls on a necklace, which was originally supposed to be handed over to the minister of integration. However, after the election in September 2014, this position no longer exists, as the Prime minister has made it “... *the responsibility of every ministry, every authority and every person to be sure integration is made in all levels of society*”. When people took part in the campaign and/or became members of PeaceWorks they got an antiracism bracelet as a symbol of their participation. To attract visitors, games, quizzes and competitions were arranged.

All volunteers were introduced to the aims and methods of the campaign before going on the summer tour, and were inspired to bring in their ideas and suggestions as well. Some of the ideas brought in by volunteers included using the social media e.g. Facebook and creating a hashtag “*fredlyst*” in order to draw the attention of the target group.



#### Challenges:

- Difficulties with internal volunteers in relations to expenses and travel costs
- Coordination: Had to concentrate more on logistics than promotion of campaign message
- Venue: Some of the festival guests were too drunk to get the message or too young to have an opinion on racism, and only came to the PeaceWorks’ tent in order to play games
- Confusion from the coordinators on how to combine the normal activities of the summer tour with the activities related to the campaign

**Lessons learned:** Better social media presence: Twitter almost never used. Hashtag was not very used. Logo: Could have been exposed more, used more on Twitter or social media.

#### Results:

The campaign reached at least 3500 people (based on the number of bracelets that were handed out), 3000 new PeaceWorks members, around 50 messages to the ministers, and additionally four new ICYE members. Young people are now more aware of PeaceWorks and activities, and know they can actually DO something themselves to prevent racism of growing.

Peaceworks are currently brainstorming on ways to close the campaign, by means of the necklace that is to be donated to the ministers, etc.

### Presentation 7: France - “Act Local!”

#### Campaign Outline:

The campaign set out to empower young volunteers’ active participation; making them conscious of their ability to take action, and promote the active participation of young people at a local level. The campaign was targeted at the international and local work-camps volunteers along with the local communities in which the 55 camps took place. Each camp was able to decide on their own theme within the framework of the campaign and its objectives for the mini-actions they were to organise. The themes and events included cooking classes, creating vegetable gardens, and helping out at the local retirement home by exchanging stories and points of view about international friendship, borders, and cultures.



## Action 3.2 "Citizenship for Change: empowering activism" 13.10 – 17.10 2014. Lima, Peru



Between the 25<sup>th</sup> of June to the 10<sup>th</sup> of September the volunteers planned, implemented and executed 32 mini-actions all over France. In order to promote the mini-actions several methods were taking into use: poster and sticker campaign (using the Volunteer Activist logo with the name of the campaign "Agir Local!" in the middle), flyer delivery, local media (newspapers, the website of the town, letter from the local mayor to residents), and through word of mouth.

### Results:

Around 340 volunteers were involved in the campaign, willing to share their cultures and celebrate the diversity they represent as international teams; more than 50% of the actions focused on interculturalism. The volunteers reached more than 780 people and organised 32 mini-events (23 more than the previous year). Fourteen of these included or were dedicated to children or young people (6-30 years old). However, based on the feedback received from a questionnaire filled in by the volunteers and locals, the campaign doesn't seem to have brought a significant or measurable change in the local communities or the volunteers' sense for engagement. Most of them didn't understand the political message behind the operational part of the project, even if they proposed and set up interesting actions.



### Challenges:

- Getting volunteers and group leaders involved in the campaign: as they found it difficult to understand the purpose of this project, as most of them already felt "useful" by volunteering on a workcamp. Also, they didn't consciously assume an activist's role in this project.
- It appeared to be harder to plan and implement an action for those groups who didn't receive any suggestions from local structures nor had no local event to attend.
- The title/theme of the campaign "Act local!" was considered too wide to easily materialise into a concrete action.
- Due to the lack of time on a regular workcamp, the implementation of the Act local! campaign didn't come as a priority for some leaders and groups of volunteers (because of: too many activities already planned, internal group crisis to deal with, etc.)

**Lesson learned:** 1) Proper preparation with team leaders and locals responsible of the project is essential to secure its future success. Camp leaders need to have some concrete ideas and contacts to share with their group before the camp starts. 2) Communication through local press has to be prepared before the camp, and contact with local media must be maintained throughout the camp: In the traditional summer press release of Jeunesse et Reconstruction concerning workcamps should appear some information about the Act local! project and the foreseen mini-actions. 3) If use of stickers again: Some better information about legal frame would be necessary. Other promotional objects could be more appropriate than stickers to daily life on a camp: tee-shirts? Bracelets? 4) Make sure that the message on communication objects can be understood both by its bearers (= volunteers) and its target (= local people). 5) A next project topic/message could be defined with the help of the volunteers themselves through a Facebook consultation, or an idea box on the association's events all along the year in order to get more support and commitment from volunteers. Simple questions could be asked, for example: As a young citizen, what do you want to act for? What do you want to act against?

The campaign was implemented thanks to: The financial support of the Ministry for Youth, the Ministry for the Environment, the Regional councils of Rhône-Alpes, Languedoc-Roussillon, Midi-Pyrénées and Auvergne, the Departmental council of Ariège and the SNCF Foundation and The financial, human and logistical support of over 50 local organisations (town councils and associations).

## Presentation 8: United Kingdom - "Celebrate Cultural Diversity"

### Campaign Outline:

In the UK there has been a strong political debate about immigration highlighted through the press and different forms of media. The messages most commonly portrayed are anti-immigration and anti-EU and often give a negative view of cultural diversity. This campaign was aimed to provide an alternative to this message. We also wanted to choose a topic that was strongly linked to our vision, mission and values as we thought this would help us to be able to promote and run the campaign more easily.



Target audience: host projects in the UK and their supporters. The aim was to celebrate the links created between the international volunteers and the host projects. The volunteers were asked to take a picture at their host project with one or more members of the staff and with the campaign message. All host projects were provided with information on the campaign to ensure that everyone was aware of the process understood the message and aim of the campaign. The pictures were then collected and made into a video promoted on Facebook and Twitter.



### Result:

Reach on social media: over 3000 people on Facebook after the first week, and nearly 6000 on Twitter (which is 7x more people than follow ICYE UK). 23 of the international volunteers and 11 host projects provided photos or quotes for the campaign. Positive aspects of the campaign: It was a message that people felt positive about; in addition to the positive response through social media there was virtually no negative response (hide posts, un-likes). Also, the methods used were in part chosen as they

had no direct costs involved.

### Challenges:

- Difficult to measure the actual impact on target group. Possible considerations for future campaigns: 1. Use an event and social media to promote the campaign, and thereby see who is directly involved (by who attends), and take written/verbal feedback to measure the impact. 2. Produce a campaign that aims for a more direct impact - have a target audience who you would like to change their opinions or actions.
- Staff: due to staff illness the campaign could not start as initially planned, which led to lack of clarity about what we hoped to achieve.
- Timing: due to changes in the timeframe of the project we found it more difficult to engage with the volunteers and projects due to the time of year (summer when many of the volunteers are finishing their placements and project staff are on holiday)

- Difficult to maintain interest among volunteers and host projects due to extended period between their receiving information on the idea to getting the photos and quotes together.

#### For future campaigns:

- Put more consideration into what is to be achieved before deciding the topic and methods used.
- If we were going to involve the volunteers more it would be better to have them more involved in deciding the aim and direction of the campaign as they would be more motivated
- While social media is great for reaching people, the message and the aim can be lost as 'sharing' 'retweeting' and 'liking' doesn't necessarily mean people have considered the message or changed their attitude or perception.

### Presentation 9: Switzerland - “ContACT – live intercultural exchange”

#### Campaign Outline:

After the acceptance of a quota about migration on February 9th 2014, the support of intercultural exchanges in Switzerland was called into question. As a result, Swiss volunteers can no longer participate in the European Voluntary Service, and also incoming volunteers will be affected to a certain extent. Therefore, ICYE Switzerland used their campaign to express concern about this political change and stress the importance of youth exchanges as part of the education of young people. The aim was therefore to raise awareness about the importance of intercultural exchanges.



The campaign consisted of two different actions. The first one - and the main one - was a photo competition among current and former volunteers. The directive of the competition was to send a picture in relationship with the theme “contACT – live intercultural exchange!” accompanied by a statement about their experience. To widen the target group (active members of ICYE Switzerland, younger than thirty years old) and encourage participation, three prizes were provided for the best statement and picture. As a last step of the campaign, the pictures and statements together with an open letter were sent to Federal Councillor Johann Schneider-Ammann, the head of the SERI.



Means of communication: Facebook because of its *virility* (easiness to reach new public), *versatility* (easiness to post updates in different formats) and *interactivity* (the public can also post new contents or comments). The objectives for communication were: To gain new participants for the contest and new followers for ICYE, and to strengthen the relationship between ICYE and general public. The second action comprised two street performances organised in Bern and in Zurich.

#### Results:

The aim was to collect 100 statements and pictures, which could not be fulfilled and we only received seventy pictures and statements. The campaign was supported by three politicians. Their statements were published on the Facebook page and were used to promote the campaign.



**Challenges:**

- Means for reaching the target group – people under thirty years, living in Switzerland and host families. First, the actions in the streets of Bern and Zürich were not especially targeting this group, which meant that a large amount of the people reached fell outside the target group.
- Convincing people to join the campaign by sending a picture and a statement. Even though people were inspired by the idea of the campaign and wanted to support the cause, many did not send a picture. Although people were reached by using Facebook, the website, word of mouth, press releases, flyers and events, it was hard to convince them to participate.
- Host families: Initially the campaign also targeted host families. However, during the campaign it became clear that reaching host families would have needed more effort and a communication approach different from the Facebook page.

**Lessons learned:** do not organise a campaign during the university summer holiday.

**Presentation 10: Iceland - “Gerðu eitthvað magnað! – Promoting volunteering among young Icelanders”**

**Campaign Outline:**

The aim of the campaign was twofold: to increase awareness among young Icelanders of the advantages of volunteering in terms of personal- and societal benefits (personal growth, non-formal and inter-cultural learning, and bridging stereotypes and prejudices, encouraging diversity, and introducing new ways of doing things), and second to change the presently predominant negative attitude towards volunteering (which is considered degrading and unworthy of effort). During the period of May 1st – June 28th, the event was promoted among Icelanders by means of: Posters displayed in public places in Reykjavík, by conducting personality tests and handing out flyers with information about the upcoming event on the Icelandic Independence Day and following weekend, on Facebook (both on ICYE Iceland’s page and others: The Green Messengers, EUF Icelandic NA, ProjektPolska, etc.), by word of mouth, and a theatre performance.



As Facebook is one of the main means of communication in Iceland, the aim was to create the first in Iceland comprehensive and reliable Facebook page with focus solely on volunteering.

**Results:**

The Facebook page has over 500 likes and is steadily growing. It is the only comprehensive page in Iceland that provides information about: events created by volunteers, volunteers and their experiences (volunteer profiles), Icelanders abroad, foreigners in Iceland, Icelanders volunteering locally, benefits of volunteering, volunteer news & ideology, volunteering opportunities in Iceland, and anything else that falls within the topic of volunteering (video, links, quotes, jokes, parables, etc.). The page is also promoting the activities of partner organisations such as Green Messengers, Movie Nights,



Red Cross Iceland. We believe that the Facebook page proved to be a great means of increasing visibility of volunteering in Iceland, volunteering in general and the ideology behind volunteering.

Main event on 28<sup>th</sup> June 2014: Roughly 500 visitors attended the event, which was more than initially expected. Many people came to listen to the famous musicians who agreed to perform and talk about why they support volunteering. Others came because of the politician (and former volunteer in NZ) Steingrímur J. Sigfússon, who cancelled his speech and instead talked to people personally for two hours as he was convinced this would have a greater impact than a short speech. During the event, AUS ICYE volunteers also shared their personal stories and explained why volunteering is important in Iceland, how it influenced their lives, and what they gained.

#### Challenges:

- Many cancellations (at all stages) in relations to the event on the 28<sup>th</sup> of June 2014. The situation with artists and performers was very uncertain and ingenuity was needed to fill in gaps.
- Bad timing: it is difficult to organise anything in Iceland in summer as almost all Icelanders are travelling. It was difficult to organise performers, motivate volunteers (who had their travel-holiday time).
- Problems with space: the city of Reykjavík did not want to grant us space - space (Austurvöllur) was granted at the last possible moment and we shared it with Amnesty International.

### Day 3: 15<sup>th</sup> of October

#### Presentation 11: Germany - "Share to learn - Refugees offer courses to share their skills and knowledge"

#### Campaign Outline:

The campaign addressed the problem refugees living in Maastricht face when wanting to enter the job market and be part of social and cultural life. The aim of the campaign was to establish a connection between a cultural community centre, *Landhuis Maastricht*, and a number of interested refugees by means of intercultural communication, learning, and teaching. Through the contact and planned activities, dominant stereotypes of immigrants would be challenged and counteracted upon. The idea was to provide a platform for refugees to share their skills and knowledge, and take part in courses and events happening at the community centre. The campaign sought to initiate a process of



exchange that everyone would benefit from: the refugees involved become part of the local community, which in return would benefit from the process of intercultural learning. The participants included refugees, the community of locals and students around *Landhuis*. The refugees were reached through personal conversations, appointments, and posters in the office-building of the local refugee centre. The community around *Landhuis* was mainly reached through social media.

#### Results:

At the end of the campaign, around 10 refugees were introduced personally to the *Landhuis* community centre. A group of 10 people from Colombia started a Colombian folkdance, which

happened weekly from mid-April to end of June and will restart in September. Two of the refugees gave on a music performance at *Landhuis* on 22nd of June, and another refugee gave pizza-baking and crafts-sessions. He will also start an internship at *Landhuis* in October.

### Challenges:

Main challenges: the transition between just informing the target group and getting them involved.

- The campaign idea presupposed a large amount of independency from the involved refugees and an ability to initiate things, which might have been too big of a claim to ask given their current situation. Therefore, only the Colombian folkdance happened as planned. In the other two 'projects'- the musicians and baking and crafts activities –the refugees joined already ongoing projects instead of creating new ones.
- Other refugees were more hesitant and did not turn up again.
- Lack of clear tasks made it difficult to involve volunteers from the *Landhuis*-community.
- Difficulties in communicating with refugees (intercultural difficulties, missing appointments etc.)

**Lesson learned:** 1) Find a way of getting the volunteers more involved, 2) Guidance to the refugees would be needed in order to secure commitment. An idea would be to set up a sort of buddy-system between volunteers and refugees.

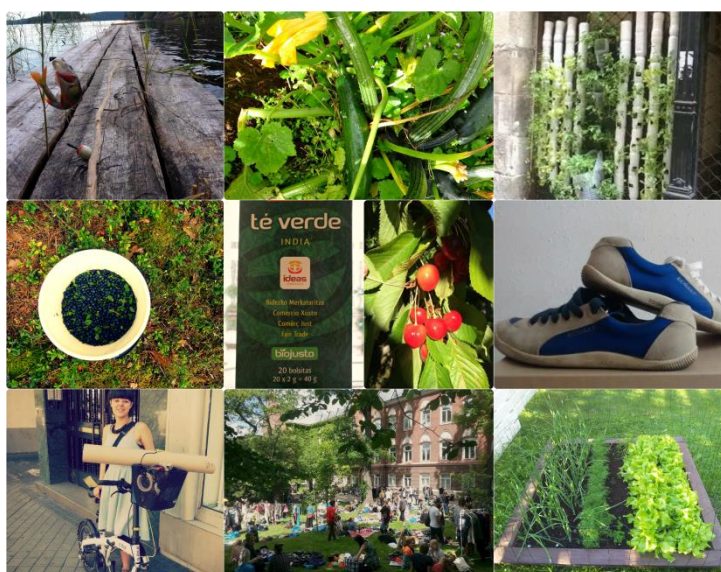
## Presentation 12: Spain - "Be conscious, be responsible: another way to consumption is possible"

### Campaign Outline:

The aim of the campaign was to raise awareness about the fact that our current consumption habits are unsustainable. The objective was to provide different insights into new forms of consumption, demonstrate, promote and further their diffusion, to emphasise that even the smallest action counts. A space for reflection was also created so people could rethink their consumption habits and boost alternative and sustainable ways of co-existence on our planet. The issues were addressed through an online campaign, which was supported by two workshops about responsible food consumption, avoiding food waste and learning how to make more of the resources we have. The target audience was people who already followed



AFAIJ on the social media, blog and website, but we hoped that we would be able to reach new audiences due to the theme.



### Results:

Most people were reached through social media such as Facebook, the blogs of AFAIJ and Garaldeia, and their websites. The participants in the two workshops were reached through Facebook, email or word of mouth. Based on the statistics about 500 people read, commented or liked the articles online, 50 people participated in the workshops and sent pictures for the digital marathon. The statistics of people

reading the articles and announcements only indicate the number of people seeing the post and accessing the blog posts, whereas it is hard to say anything concrete about how the articles may have affected or not affected people and their consumption habits.

### Challenges:

- Lack budget and practically no team allocated to carry out the campaign.
- Changes in human resources created inconsistencies in coordinating and implementing the campaign. This also affected the coordination between the organisations, AFAIJ and Garaldea. Due to the lack of staff during summer months and full schedules of both organisations, it was hard to match their timetables. However, the collaboration between the two organisations was one of the positive outcomes of this campaign and is likely to continue for future campaigns.

**Lessons learned:** The planning phase of a campaign is very important; there will be changes during the implementing phase, but a well-done planning phase helps to carry out the implementation. Two points learned: 1). It is important to take into consideration how the extent of the campaign is compatible with the daily realities of the staff of the organisations. 2) Choosing a person responsible for coordinating the campaign and communication between the organisations will secure continuity in the campaign’s process.

## Presentation 13: Denmark - “#ICYtovolunteer (I see why to volunteer)”

### Campaign Outline:

The purpose of the campaign was to create awareness of different kinds of volunteering within the organisation by encouraging volunteers to share their work during the summer on social media using the hashtag #ICYtovolunteer. The campaign involved volunteers at the summer camp (both volunteers about to go abroad, returnee volunteers, volunteers spending a year in Denmark and the Danish volunteers who help at the camp) and the two youth exchanges that took place this summer as well. The participants took pictures at both the summer camp and youth exchanges, which were uploaded to social media using the hashtag #ICYtovolunteer (I see why to volunteer) and shown on Dansk ICYE’s webpage. The campaign ended on Saturday the 2nd of August with a summer celebration. Part of the party was a culture-lounge, where the campaign-activity was held; the participants (around 88) were divided into groups and participated in a small workshop on why they should volunteer. Each group received three balloons full of helium, on which they wrote the most



important words on why to volunteer. The balloons were then released and were to carry far and wide the message of why to volunteer.

### Challenges:

Since only one youth worker from Dansk ICYE participated in the training in Madrid, it left the organisation in quite a struggle when she decided to quit. Due to the lack of resources and time, it was hard to pick up where she left off. This became the task of the board and the office, which was not a successful solution as it took time and focus away from other important tasks - such as the training programme and preparations for volunteers coming to Denmark or going abroad, change of staff at the office, etc.

**Lessons learned:** If we were to implement another campaign, we would make sure to match the expectations between the ICYE IO, our office

and the volunteers running the campaign from the beginning, not to end up in the struggle of mixed expectations. A campaign takes a lot of energy and time, and it is important to make sure that it is meaningful to the organisation before initiating it, that the volunteers are motivated and have a clear idea of the task, their role and the expectations of other actors.

## Campaigns in Africa

### Presentation 15: Kenya - "Get Involved - Volunteer!"

#### Campaign Outline:

The aim of the campaign was to create awareness among youth about volunteering and encourage them to get involved. Volunteering in Kenya is not that common anymore, and needs reintroduction. In the traditional set up, the community did a lot of the work through volunteering, but this was somehow lost in the changing social set up. Most people are not interested in participating, even if it is beneficial for them, without being assured of some remuneration. By volunteering, some of the idle youth are kept occupied and therefore less likely to get involved in conflicts in the community and delinquent acts. The objectives are therefore to: draw attention to the value of volunteering, educate youth about international volunteers, and reduce the incidence of delinquency among youth while doing something for the community.



Two activities were organised:

- 1) Painting the Msekwa Border Primary School – a school offering free primary education to orphans and vulnerable children around Sindo, Homa Bay County – and
- 2) A football tournament involving volunteers and local children and youth of Sindo. The activities were organised at the same time as an environmental day for Homabay County, in conjunction with Worldvision, Energizing

Development Kenya County programme- ENDEV and the Ministry of Environment, Homabay County.

#### Results:

Between 400 and 500 people were involved in the week long activities, the tournament and painting the Msekwa Border Primary school. Two new schools want to host volunteers, about five youth want to be actively involved in volunteering and they can continue to recruit more volunteers! About 500 people participated in the two activities. Another sports tournament is scheduled to take place on the 7<sup>th</sup> of December 2014 in Nairobi to commemorate the International Volunteer Day.

#### Challenges Faced:

Financing the activity, logistics of the venue, absence of the host at Msekwa, poor planning on the ground, involving media, proper prior planning, have a member of staff at venue at least two days before event, and more networking.

## Presentation 16: Ghana - "Awareness and Importance of Voluntary Service in Ghana"

### Campaign Outline:

The aim of the campaign was to raise awareness of the importance of voluntary service in Ghana. The theme was chosen due to the very low instance of volunteering among the younger generation in Ghana. The act and

importance of volunteering is to work to improve community enhancement efforts in the area in which they live; as neighbourhood, church, and community groups play a key role in building strong cities from the neighbourhoods. Promoting voluntary service can enable youth to succeed in a variety of areas, which connect social, environmental, and economic boundaries. Volunteers can conduct a wide range of activities.



### Results:

50 young people participated in the activity. The activity will be repeated every six months to enhance its impact and it is as such an on-going campaign for ICYE Ghana.

### Challenges Faced:

Finances, getting youth to participate, the venue was small as there were only a few people connected to the project, and getting publicity for the event.



## Day 4: 16<sup>th</sup> of October

### Campaigns in Asia

## Presentation 17: Vietnam - "Reduce Plastic Bags in Dong Xa Market!"

### Campaign Outline:

The aim of the campaign was to raise awareness among children, youth and adults about the adverse effects of plastic bags on the environment, and to communicate with sellers, buyers, and people living in the Dong Xa market area. The goal of the campaign was to reduce the use of plastic bags daily and recycle them for other purposes because 7% of customers bring their own bags when shopping, 53% of customers choose other supermarkets if not provided with



bags, 70 tons of waste from plastic bags/day in Hanoi, price of Eco-bags is 40 times more expensive, and 100% of Hanoi people who were surveyed stated that they still used plastic bags on a daily basis.

### Activities:

The campaign comprised the following activities: 3 workshops at 2 different schools, 3 leaflets and eco bags (special eco bags

were produced for this project) distribution events, a bike rally, an Open Air Cinema screening films on the environment, and a survey at the Dong Xa market based on which the aforementioned activities were planned.

**Challenges:**

Funding: All activities required money to be implemented, lack of volunteers with skills in relations to fundraising, and lack of time to undertake campaigning, networking and partnership with others.

**Presentation 18: Nepal – “Garbage Free Zone”**

**Campaign Outline:**

“Garbage Free Zone”: Mangalpur-7 is located in the Chitwan district of Nepal with a population of around 10 000 people. Developing countries like Nepal are facing garbage and waste management problems, due to a rapid population growth and urbanization, and Mangalpur – 7 is no exception. Especially in the urban areas, the problem of garbage is becoming a national issue, with the excessive use of plastic bags, lack of knowledge of disposable and non-disposable waste, lack of recycling facilities, etc. Therefore, ICYE Nepal together with VDYC-Nepal used this campaign and project to initiate the creation of garbage free zones in local areas by organising the Garbage



Management Programme with participation of both local residents and volunteers. The aim was to promote public awareness through consultation and minimize environment impact. The objectives were to make Mangalpur - 7 a garbage free zone, make the community, school children, women and youth aware of waste management, present ideas on disposable and non-disposable garbage, ensure proper garbage management in the community, collect suggestions/ideas for better results, and establish collection bins.



The campaign was conducted on 5 June 2014 (World Environment Day) and people from the community, school children and volunteers participated in a rally for raising awareness on the garbage free zone in Mangalpur-7, Chitwan. 150 people participated on the rally. After that, some garbage collection bins were placed in different places to collect the garbage properly. After a few days, a social survey was conducted to understand the impact of the program. Questionnaires were

prepared and interviews conducted to collect the data for the impact and improvement of the programme. Other activities arranged in relation to the project included: Meeting with local people (May), a motorbike rally with local youth (May 28), drama from local artist (June 1).

The garbage management programme is an effective programme for making the village a garbage free zone. The local government provided 100 cement rings to use as bins in the village and seek to raise awareness on keeping the surroundings clean through the garbage programme. An evaluation was conducted, which indicated that more people are using the garbage bins and also demanding more cement rings (bins) for the community. They also suggest making a sustainable programme for the proper management and utilization of the collected garbage. The programme needs to be expanded in others areas to make the whole community a garbage free zone.

### Challenges faced:

These include conducting training and awareness programme, limited resources for covering large areas, problems of proper management of collected disposal and non-disposable garbage, and insufficient bins.

### Lesson learned:

Increase in people participation (national and international volunteers), manage more collection bins, extend the areas, coordination with government bodies for proper utilization, conduct training program on disposal and non- disposal garbage to the community people.

## Presentation 19: India - "End Child Labour"

### Campaign Outlook:

India is home to the largest number of child labourers in the world. Poverty, lack of good schools and growth of the informal economy are considered the most important causes of child labour in India. In 2001, the National Census of India estimated the total number of child labourers, aged 5–14, to be at 12.6 million. The aims and objectives of the campaign were to reduce the number of child labourers in all sectors, and improve access and quality education for all children. The main target audience was the local community, parents whose children's are working as child labourers, children and youth. Two campaigns were implemented (3 were initially planned).



### Result / participation

The support and interest of co-workers and local community members was a very positive surprise.

1<sup>st</sup> Event: 150 children, 30 youth volunteers and 100 people as audience from the local community. 2<sup>nd</sup>

Event: 300 people (Youngsters from 6 states – Annual Youth Gathering).

Comments from the audience:

*"It was really good awareness programs in this particular area I was never aware of the huge number of children that are working in Bangalore"* - Muniyappa (Local residence).

*"I have decided from today onwards not to eat at hotel where children work"* - Bhaskar (Audience).



ICDE India cooperated with the NGOs Agnii, Ooty Children's Home, and READ - Rights Education and Development Centre on the campaign, all of which are directly involved in working and campaigning against child labour in India.



## Evaluation of ‘The Volunteer Activist’

After in-depth discussions and analysis of the campaigns, ‘The Volunteer Activist’ website was taken up. The initial purpose of the website was to offer a common platform for presenting the campaign initiatives and activities, thereby combining local attempts at social change into a common movement for global actions and sustainable impact. However, as the project reached its end, the use and effect as well as future of the website was considered.

### Use and effect:

The participants of the Evaluation Conference stated that the usage of “The Volunteer Activist” could have been maximised by including the website as a clear tool in their planning and campaigning strategy. Although they regularly sent information to be uploaded on the website, their own (and their organisations’) usage of the website could have been more strategically planned. The participating countries in Latin America found that since the site is in English (and not Spanish) it did not have a great impact on their campaign.

### Suggestions for improvement:

If the page was more active (linking to links and videos on volunteering) it would help. One could upload the training report with a few points on how to do campaigns in methodology, best practice, etc.

The website was good for getting information on the campaigns. It would be good to have a Facebook strategy for the campaign’s project by posting and reposting each other’s post.

### Conclusion:

The website will stay active for another one year, in order for partner organisations and participants to send information on the campaign events or actions falling within the scope of this project. A summary of how to do a campaign, the process and steps involved, will be included on the website along with comments and notes from the evaluation conference and concluding remarks on the project and campaigns.



## Future Volunteer-activist Campaigns

Though many of the campaigns were completed at the time the conference took place, some of the participating organisations had been inspired by the theme, the outcomes and impact their campaign had created. Many of them have therefore decided to continue with current campaigns or plan related campaigns in the foreseeable future. The organisations listed below are those continuing the use of the already existing campaigns.

### **Brigada de Voluntarios Bolivarianos del Peru (BVBP)**

They have a local network and many local volunteers and consider doing a number of campaigns as they have the resources. They will make sure to adjust expectations based on the challenges they faced in the campaign in this project. BVBP is planning on a national campaign in summer 2015 on the same theme as this campaign, using their network of members and branches in the entire country.

### **ICYE Austria / Grenzenlos and Frauensolidarität**

Frauensolidarität would be interested in cooperating with Grenzenlos and working with volunteers on a future campaign. The European Year of Development is taking place next year. Frauensolidarität will be applying for a project and will invite Grenzenlos to join in. They plan to make a poster of the best pictures they received for their Coffee Cup Challenge and campaign which they will present in the next issue of the Frauensolidarität magazine as well as promoting the campaign in coffee shops and stores selling coffee in Vienna.

### **ICYE Bolivia**

They plan to continue with another campaign on volunteering in Bolivia on 5 December 2014 on the occasion of the International Day of Volunteering. There will be a big action to promote volunteering together with UNV and quite a few other organisations. The logo ("I volunteer, I am young") will be adapted and reused. Such a campaigning event will be continued on an annual basis.



### **ICYE Colombia**

Three different actions for the future: 1) the bicycle collective Teusacatubici wishes to continue working with ICYE Colombia; they wish to include and work with volunteers; and are interested in hosting a volunteer in the near future.

2) ICYE Colombia: will do the campaign on an annual basis – on one day in a year with international volunteers, their local network and volunteers, and

3) They plan to share information and outcomes of the campaigns in this project within ICYE Colombia in order to brainstorm about ideas for other kinds of campaigns, using the experience gained throughout this one. They consider participating in some of the festivals taking place in Colombia (e.g. Boom of Rock) in order to promote volunteering.

### **ICYE France / Jeunesse et Reconstruction (J&R)**

They consider doing a project in summer 2015 with a new topic and many activities to be implemented at their work camps. The message could for instance be defined by volunteers and members themselves, so the first step would be to collect ideas in order to arrive at one topic that is interesting for their volunteers.

**ICYE Germany / ICJA:**

The project with getting refugees involved in the local community is ongoing and will continue with different workshops.

**ICYE Ghana**

It will organise one event in December (around 5<sup>th</sup> December on the occasion of IVD).

**ICYE Iceland / AUS**

It will continue to update their campaign Facebook page on volunteering in Iceland, and organise an annual event to promote volunteering in Iceland among young people, and seek new audiences.

**ICYE India / ICDE India**

They have done a document on human trafficking, which was inspired by this campaign's project. They also plan to continue to working on the child labour campaign.

**ICYE Kenya**

There are plans to continue, especially since this campaign was combined with their regular annual camp. They have therefore decided to continue working on the campaign, and will see if they can expand the scope. For this campaign, they did painting and made cupboards and shelves for the school, which they intend to continue in the future. Social media will be used to a greater extend in the future in order to promote and publicize the campaign more.

**ICYE Nepal / NVCYE Program**

They will continue with the campaign and do a questionnaire in six months to see if there has been change and if the campaign can be adjusted or expanded in the coming time (2-3 years, maximum 5 years). So the work on the campaign will be ongoing in the coming years.

**ICYE Switzerland**

The campaign will end when they hand over the picture book to the minister but they do not know whether they will do another campaign in the near future. They have learnt a lot so it is possible that they will plan a future campaign.

**ICYE United Kingdom**

They have just started their campaign, it will continue through their new website, Facebook and twitter.

**ICYE Vietnam / Volunteers for Peace Vietnam**

The campaign was a good experience. Original idea was to do it in one market and spread it to different markets. However, the form used in this campaign implied that the cost was quite high in the long run. So whether and what extent they continue with the same campaign depends on funding from other organisations or the private sector. On the small scale and in the same market, they will certainly continue with the campaign in the year to come.

**PeaceWorks:**

They have not finished the campaign yet; the handing over of the necklace still remains to be done. They are sure that they will continue to campaign; a peace tour is scheduled for next summer in June/July. The topic for the tour has not been decided yet, but selecting anti-racism again would have a greater effect and enable them to reach out to a large audience, in particular young people. If there is another similar campaign in Europe, they would like to connect them as it would be good to network with other organisations in Europe - due to the rise of xenophobia in all of Europe.

## Final Evaluation

The conference came to close with an interactive feedback round, in which participants were asked to give feedback on the conference itself as well as the running of the campaigns and the overall project. The comments from the feedback round are listed below:

1. The past few days were very interesting and useful. The presentations gave in-depth information on how the campaigns were run, and how to work with local partners. It was a good learning experience. Logistics: happy with the room, good preparation from the ICYE IO. This is a good chance to prepare for a future project, not just focusing on this project, its results and the presentation.
2. It was good, I liked the relaxed atmosphere. Time management was good, never had to miss anything due to long sessions. Good learning experiences, ideas about campaigns that we can implement for our campaign in December. More motivated to put things on the website and to get feedback on the same from others.
3. This evaluation conference was a piece of learning for me, it was inspiring. It was good to see how the other organisations have done their campaigns, and I can share this information with my colleagues for our own campaign. The management of the campaigns in every country was very inspiring. The logistics and food was very good.
4. The campaigns were like learning many things. Different regions have different ways of working, different issues to work on. It was good to get more information and ideas.
5. I was very inspired by all the participants and campaigns. Also, that you can do many things with little resources. It shouldn't be so challenging to do a project/campaign with little money. I am inspired by everyone who did campaigns without any money.
6. Nice to be here, good to know all the campaigns. It would be good to have another tool to evaluate the impact of all the campaigns. This could be something we could review.
7. Good to share the results we got from the campaigns. We should consider how can we transmit this to the organisations that weren't here.
8. Enjoyed the week very much. The variety of campaigns, the processes and ways of working were very different and this was very enriching. I'm looking forward to seeing how people evaluate this project in the regional meetings.
9. I'm still not very comfortable with the word campaigning. Our organisations are not equipped to do big campaigns, and also we cannot evaluate social change. Maybe it is not that important whether it was a campaign because we did a lot, achieved a lot and it was very inspiring. There is a high level of expectations or visions and for me it is nice to have some outside input so that I can go back to my work and say we can introduce more sense into our project.
10. In our case, we never did a campaign before but we learnt a lot, the whole process was very interesting, getting to know more about activism and volunteering. Good to see how different we are and work. Discussing how to measure impact – with this project we have the chance to plan a different project in the future.

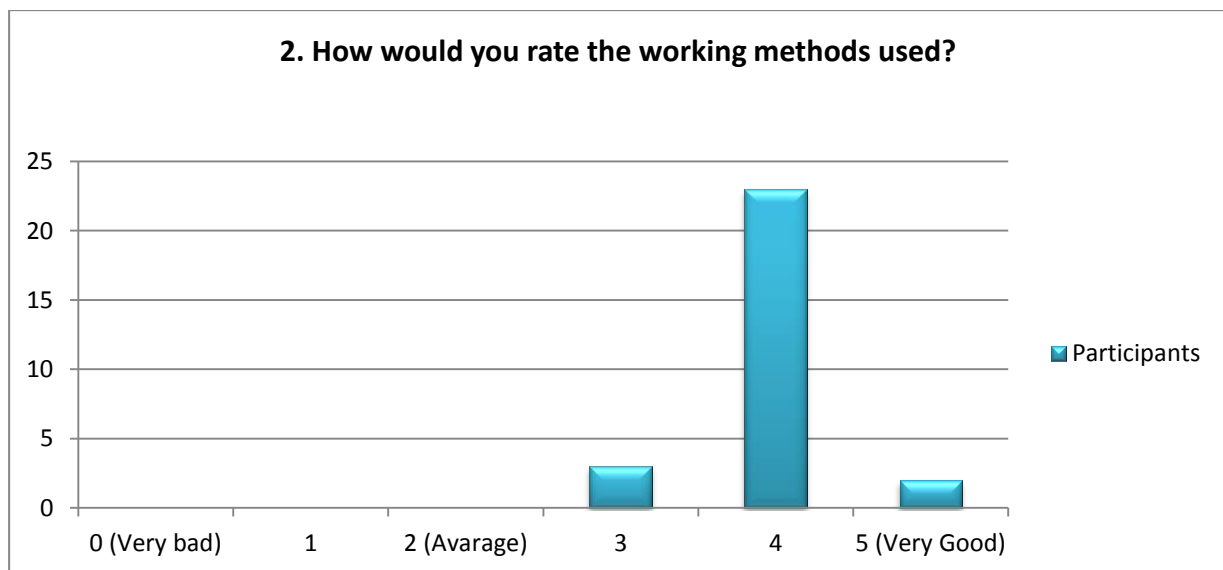
11. I enjoyed the project and learned a lot about volunteering. Our campaign was not that big, and organisations worked together and have collaborated together and will continue to do so in the future. I was part of the international camp and that was very interesting. For the programme, it would have been good to have small working groups to discuss and work on the challenges each one faced.
12. I learnt a lot and gained experience to share with others in the organisation. I think that the challenges and methodologies learnt this week will be implemented in our local office as well as the regional office.

## Annex 1: Participation list

**List of participants, expert staff and support staff** (For more participants use copies of this page or extend the list with copy/paste of rows above)

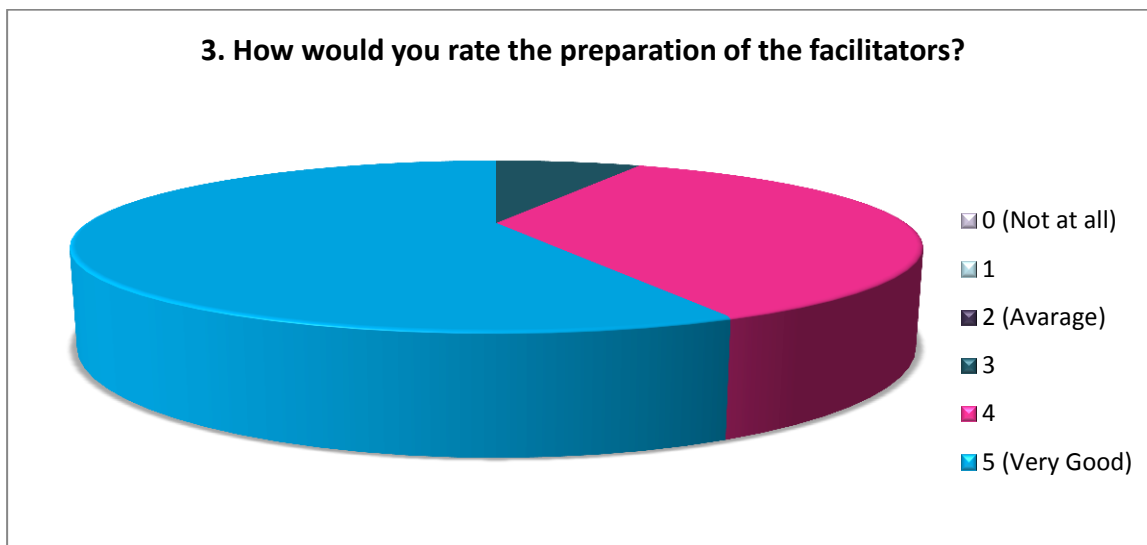
Project title:		<b>Action 3.2 "Citizenship for Change: Empowering Volunteer Activism" Evaluation Conference</b>	
Venue:		<b>Lima, Peru</b>	
N°	Promoter	Family name, first name	Country of residence
1.	Frauensolidarität	Pint, Petra	Austria
2	ICYE Bolivia	Peris Diaz-Noriega, Natalia	Bolivia
3	ICYE Bolivia	Estellano Schulze, Carlos Enrique	Bolivia
4	ICYE Colombia	Hermida Benitez, Jorge Iván	Colombia
5	ICYE IO	Romagna, Salvatore	Germany
6	ICYE IO	Jaliwala, Rubaica	Germany
7	ICYE Kenya	Nyaribo, Kerubo Josephine	Kenya
8	ICYE Nepal	Adhikari, Dipak	Nepal
9	Jeunesse et Reconstruction	Hadjadj, Antonine	France
10	PeaceWorks	Stenberg, Kajsa	Sweden
11	VPV	Don Tuan, Phuong	Vietnam
12	BVBP	Sara Segov, Renato	Peru
13	BVBP	Pacheco, Peter	Peru

## Annex 2: Feedback from the international activism training



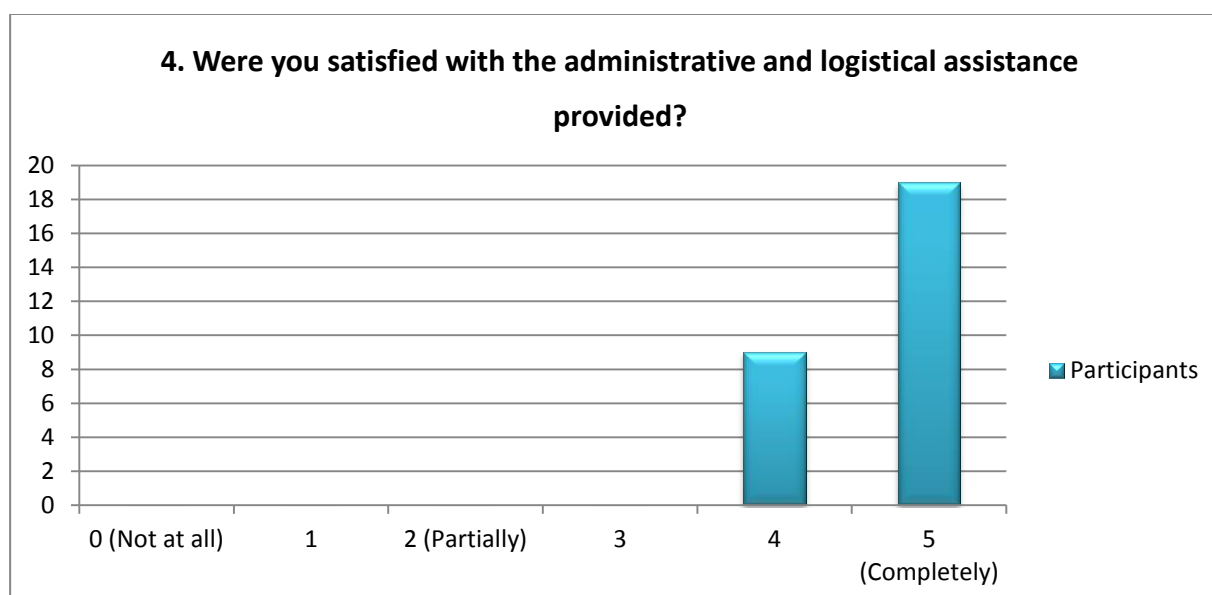
### Suggestions / Comments:

1. Seemed accurate for each activity, except the "Web of life". It was too moralizing to me.
2. Have visual instructions to avoid misunderstandings and consider different levels of English.
3. We need more energizing workshops.
4. More methodological input how to campaign to network etc.
5. Good variety. Maybe some more interactive methods and less discussion.
6. Needed to have more room for group discussion.
7. Mostly good, the few comments I had, were given throughout.



**Suggestions / Comments:**

1. *Very well coordinated and facilitators seemed to have all of it prepared well.*
2. *A clearer identification / delegation of which facilitator is leading a session.*
3. *Explanations and instructions at beginning of activities could have been clearer sometimes.*
4. *You never felt lost and we had everything we needed. Thanks!*
5. *Everything was extremely well planned and executed.*

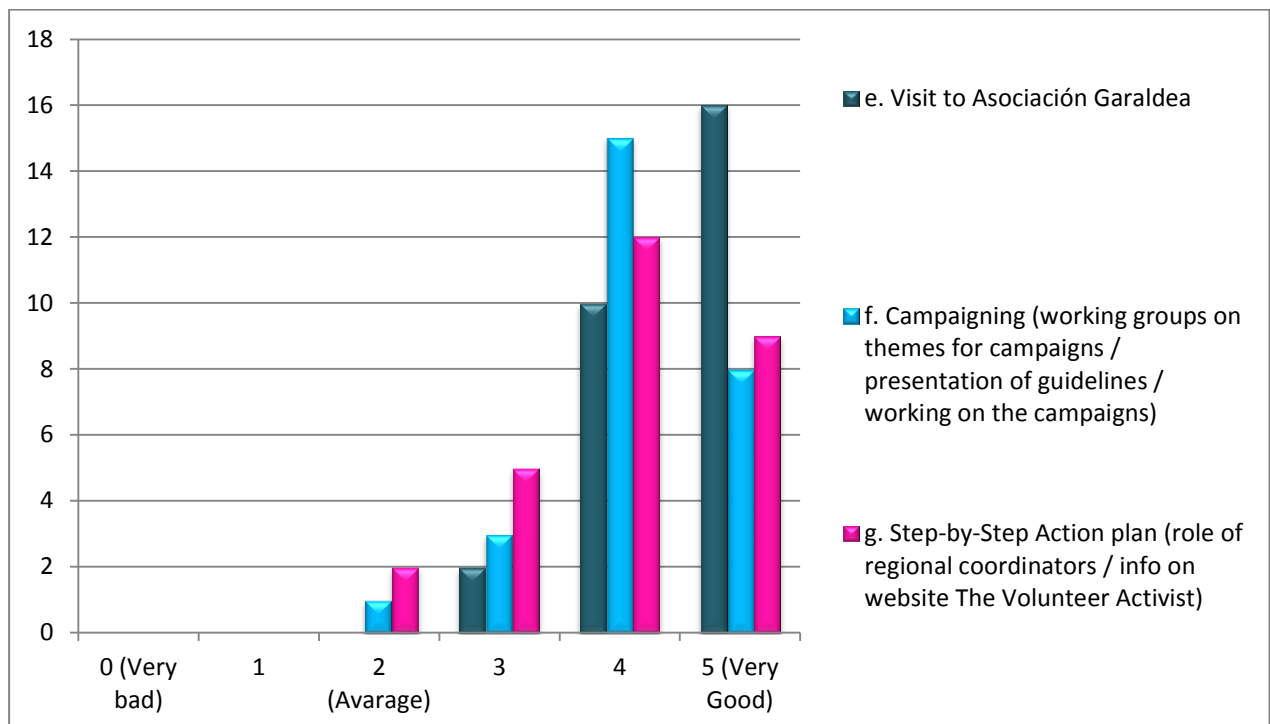
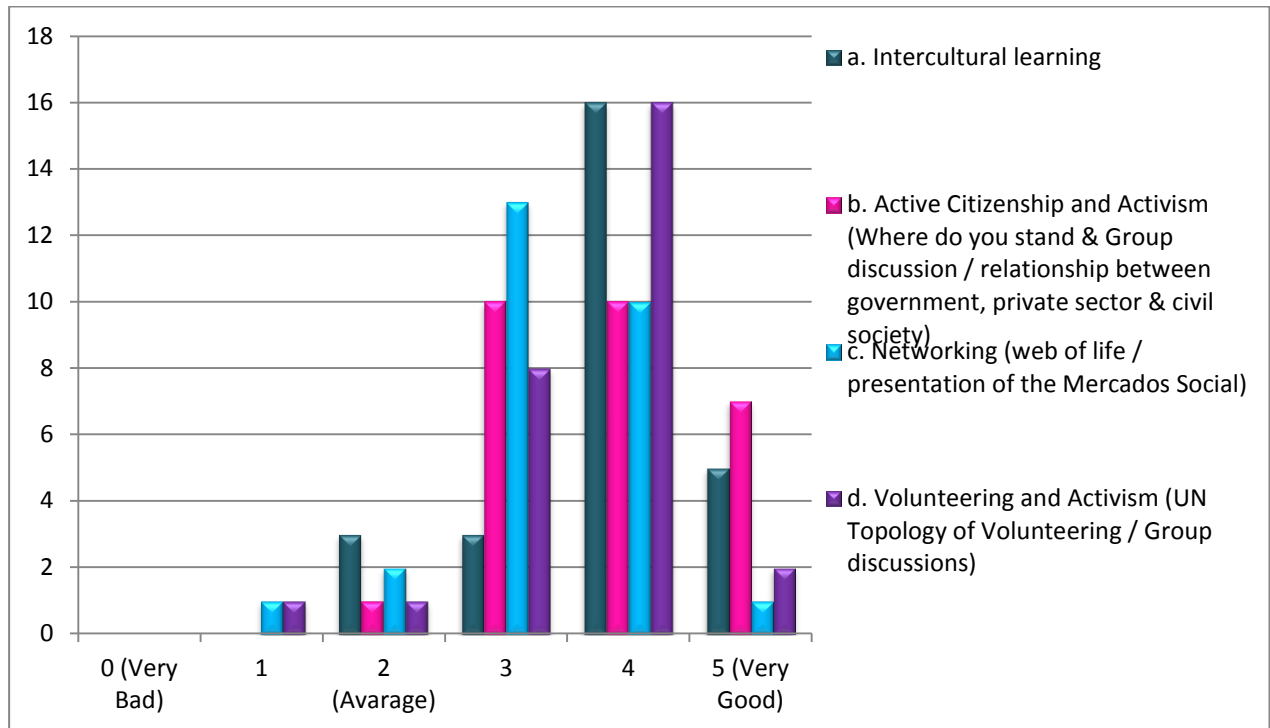


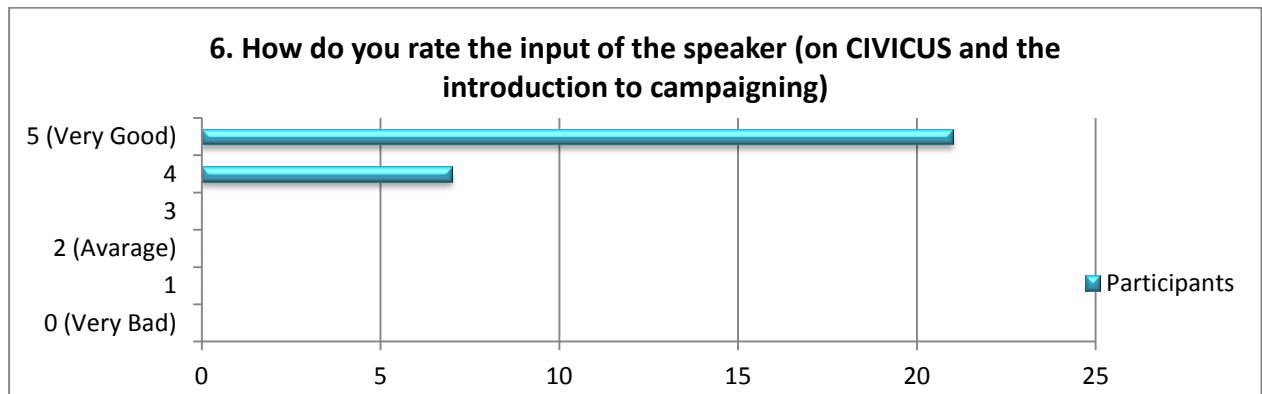
**Suggestions/comments:**

1. *Very well organised.*
2. *Administration – Perfect! Logistic: I prefer staying on the countryside and cook ourselves than in hotel and eating in restaurants.*
3. *Very small hotel room. I like a lot the restaurants and going to different places every dinner.*
4. *Thank you for the good preparation and information we have received in advance.*
5. *Many opinions, time to share and learn.*
6. *No internet at the seminar room.*



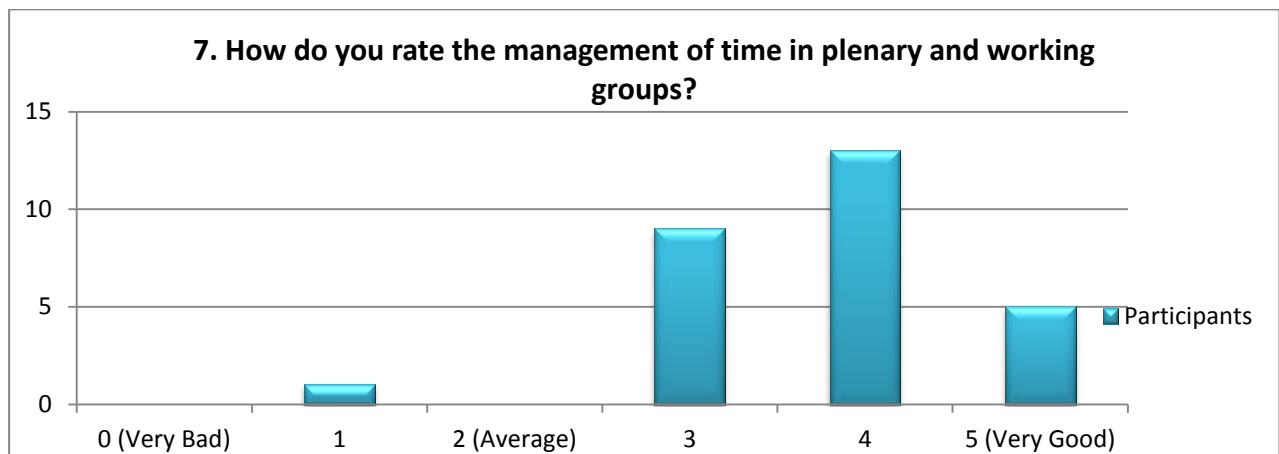
### 5. Please rate the individual sessions of the training





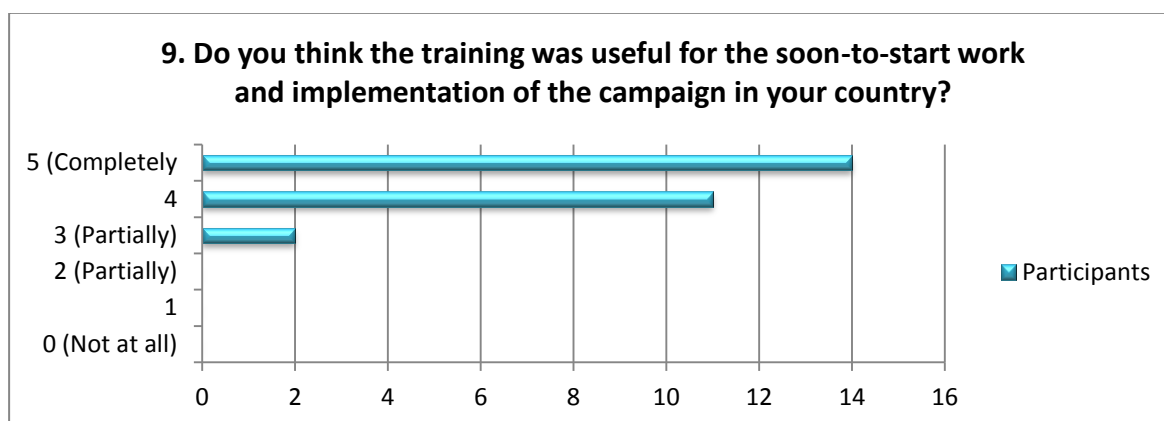
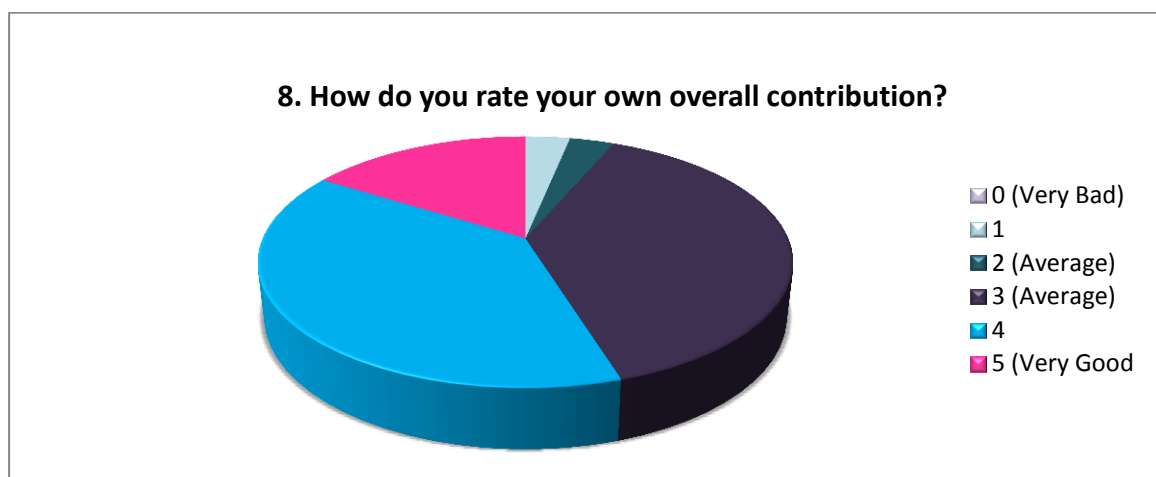
**Suggestions/comments:**

1. *Very interesting and useful to have somebody outside form the ICYE network.*
2. *Put these presentations before lunch when concentration and motivation is better. These sessions are very important and people should be able to put great attention.*
3. *Loved the external view.*
4. *Great input, very helpful, mind opening.*
5. *Very well structured and relevant to the whole project. Great communicator!*



**Suggestions/comments:**

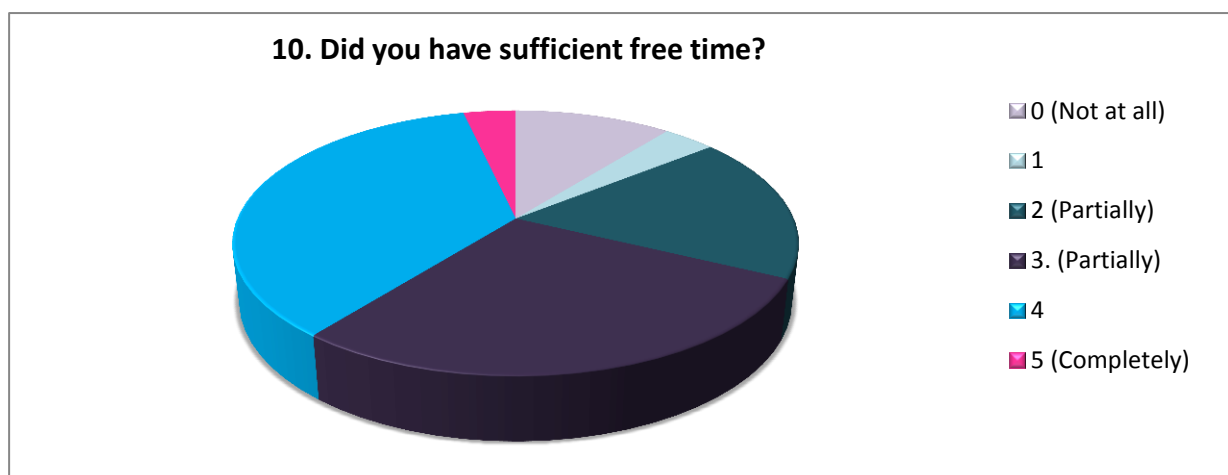
1. *Space could have been provided for more group indulging.*
2. *The time ran away several times, but I cannot place the guilt on anyone*
3. *Lack of sufficient time led to reduced break time. Also there were a lot of presentations with repeated information from the groups. Breaking down the steps is good, but maybe a bit much.*
4. *Of course sometimes there is a need for deeper and longer discussion and I think it could have been solved more easily through better communication of the facilitators to the participants.*
5. *Well organised and good methodology to use the time effectively.*



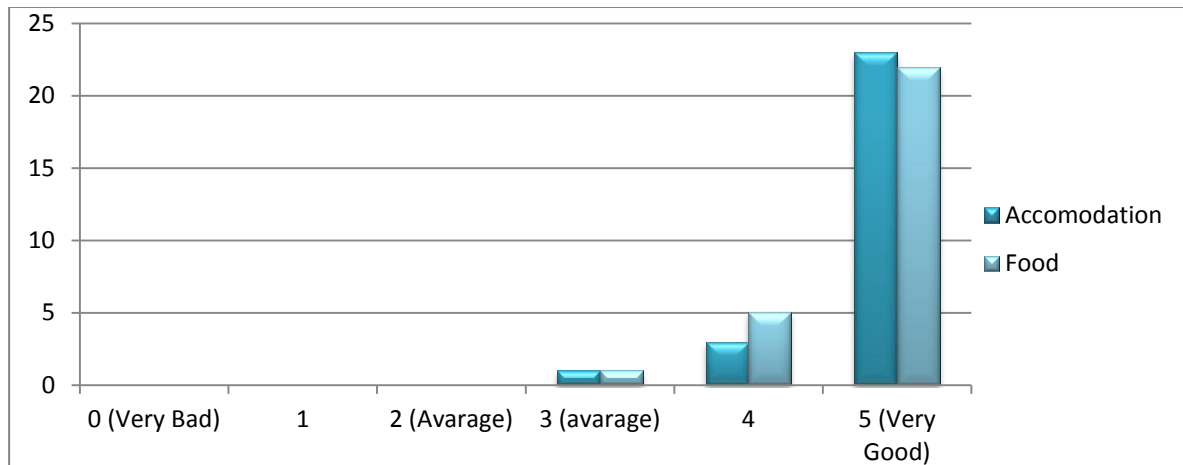
Not Answered: 1

**Suggestions/comments:**

1. Spend a little bit more time in the planning of the campaign with a clearer set of guidelines. Have more steps to follow, instructions to create a campaign.
2. Tons of ideas and impressions!
3. Finally I do understand what this is all about. My motivation increased a lot.
4. I was able to crystallise the idea of the campaign.
5. I developed my idea, got new tools and lots of motivation.
6. I now feel a lot more prepared and confident about our campaign than I did previously.



### 11. Accommodation and Food



#### Other comments/suggestions:

1. *It was good with an introduction to intercultural learning but it could have been a little shorter.*
2. *More energizers. Very good overall organisation.*
3. *Thank you all the staff, co-workers from AFAIJ for making such great arrangements and making us feel at home. Thanks to all of the coordinators for your hard work in preparing this conference.*
4. *The program was very good. The organizers manage to visit different places in the project. All things well organized by the AFAIJ. The place was excellent because the accommodation, seminars and meals took place in different locations.*
5. *A strict control of presentation time would be advisable; otherwise a great seminar, learned a lot!*
6. *I think the meals took too long but I realize that it is also cultural thing. Maybe it could have been a 6 day event. Overall the content of the course of the week was very high quality. Very inspiring.*
7. *All very positive apart from the long working days, but that is the nature of these types of seminars so it wasn't a problem.*
8. *It was a tight schedule and a lot of amazing topics, but there was no time given to reflect. Nonetheless, it was very useful. Thank you.*

## CONTACTS

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