The Florence Call for Action (FCfA) was adopted at the 9th European Regional Red Cross and Red Crescent Conference in Italy in June 2014. The Call focuses around activities and advocacy towards different stakeholders in the field of Migration, Social Aspects and Volunteering. The overall aim of all these activities is to strengthen the resilience of the target group but also that of the National Society in the above mentioned fields.

Many of the actions and activities that the Florence Call for Action refers to are already included into the work of National Societies.

National Societies were asked to highlight maximum three new activities related to the topics of Migration, Social Aspects and Volunteering that they plan to start, or have already started further to the European Regional RCRC Conference in 2014, and intend to implement before we meet at the next European Regional RCRC Conference in 2018.

This will help guide National Societies through the implementation process of the related activities. In addition, it can be used as the basis for feedback to the annual reports of the implementation process of the Florence Call for Action and eventually to share good practices between National Societies.

Q: What will your National Society do in relation to Volunteering in order to achieve the adopted Florence Call for Action? Please list a maximum of 3 activities that you are planning to implement.
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<tr>
<th>Country</th>
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<td>Albania</td>
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<td>Andorra</td>
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<td>Uzbekistan</td>
<td>29</td>
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Learn how to be a leader, act like one

**Goal:** To contribute to the promotion of humanitarian values in the Albanian society.
**Target group:** Youth volunteers, local branches and staff
**Tools:** Competition for humanitarian values among youth volunteers
**New / scaling up / intensity efforts:** This is new activity of ARC with the support of Shoken funds.

**Drawing exhibition “Children and Red Cross”**

**Goal:** To promote the of humanitarian values and Fundamental Principles and the mission of Red Cross to the children.
**Target group:** School children, teachers, communities
**Tools:** Design of training material and trainings with teachers, awareness campaigns in the selected schools
**New / scaling up / intensity efforts:** This is a traditional project of Albanian Red Cross which is running for 20 years.

**Summer camp for youth leaders**

**Goal:** To promote and disseminate the humanitarian values and Fundamental Principles and the mission of Red Cross among youth volunteers and their peers
**Target group:** Youth volunteers, youth leaders, students
**Tools:** Design of training material and trainings, plenary and interactive sessions
**New / scaling up / intensity efforts:** This is a refreshed and updated approach to volunteer training and induction.

**File holder - Contact details**

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Andorra

Development, Motivation and Recruitment of Volunteers

Activity: Development, Motivation and Recruitment of Volunteers.
Target group: young people, adults and seniors
Tools: Training materials, volunteer policies, team-building activities, campaigns

Young volunteers' development programme

Activity: Young volunteers' development programme
Target group: Students
Tools: Thematic modules of the trainings, established cooperation and networking with schools

File holder - Contact details

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Education and capacity development of volunteers

Description: ARCS strengthened its efforts in regard of education and capacity development of volunteers. ARCS volunteers have used the IFRC learning platform and participated in national and international leadership trainings and trainings on healthy living, first aid, etc.

Target group: Volunteers

Tools: Trainings, workshops, meetings, seminars, e-learning, knowledge exchange

New / scaling up / intensity efforts: Scaling up

ARCS management highly encourages and supports the program coordinators to include training for volunteers in the program design where possible.

File holder - Contact details

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**Call4Action**

**Activity:** Call4Action is a programme including a funding scheme which aims at supporting young/youth volunteers’ projects which serve the purpose of improving the life of poor or socially disadvantaged persons. The young volunteers have to develop their idea for a project, fill in a specific application form stating the project description and a budget and send it to the youth service of the Austrian Red Cross. The application is reviewed by a jury deciding on the financial support which can be granted thanks to a cooperation with a company providing specific means (under a specific corporate volunteering agreement). Information in the call can be found on [www.get-social.at/call4action](http://www.get-social.at/call4action) (web platform of Austrian Red Cross youth activities).

**Target group:** Young/youth volunteers

**Tools:** Funding scheme, application form, jury meeting and decision (available on [www.get-social.at/call4action](http://www.get-social.at/call4action))

**New/scaling up/intensity efforts:** New activity

**Volunteer coordinators**

**Activity:** In 2015 the Austrian Red Cross started to harmonise/standardise the scope of duties of volunteer coordinators as well as the training for volunteer coordinators. Target group are volunteer coordinators who are working at the local branches all over Austria, who are responsible for handling prospective volunteer requests, interviews with prospective volunteers and passing them on to the most suitable spot. In 2015, therefore a working group was established with experts in the field of volunteer management from all regional branches. The working group has already been working on standardising the scope of duties of volunteer coordinators and will be developing an appropriate training programme following the standardised scope of duties. The experts from the regional branches will be responsible for implementing the results in their regional branch and local branches. In autumn 2016 the standardised training programme for volunteer coordinators will be run for the first time.

**Target group:** Volunteer coordinators

**Tools:** Working group, training programme

**New/scaling up/intensity efforts:** New activity

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Belarus

E-learning for volunteers

Activity: E-learning for volunteers
Target group: Volunteers, youth, any people who are interested in Red Cross.
Tools: Five e-learning courses were developed: basic course for volunteers, fundraising, HIV prevention, human trafficking prevention and IHL. Can be accessed by anyone after registration. Upon completion of the course BRC certificate is provided.
New/scaling up/intensity efforts: New activity, the courses will be available since end of July 2016

Law on volunteering

Activity: Law on volunteering.
Target group: Volunteers, local authorities, general public
Tools: Series of meetings with the authorities and stakeholders on development of law on volunteering. The government is now more open to discuss the issues of volunteering and the first governmental centre for volunteers was already established.
New/scaling up/intensity efforts: The idea of law on volunteering for Belarus is not new, but only in 2015 the efforts were intensified and several meetings conducted

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‘Exit action-research’

Activity: In early 2016, the Belgian Red Cross-Flanders (BRC) started with an ‘Volunteer Exit action-research’. The main purpose of this initiative is to minimize the outflow of volunteers, and maximize retention and deployment of volunteers at our national society. This goal can be realized only when we are aware of a range of factors (= causes) leading to the outflow of our volunteers. Particularly, this concerns BRC internal factors (as opposed to external factors, such as a changed family situation, moving to a new place, etc.) as we can address the internal causes in order to prevent a possible similar dissatisfaction pattern with other volunteers.

The approach taken to the present exit action-research is as follows. A first data collection is taking place in 2016 targeting a pool of at least 100 former volunteers, those who have ceased volunteering at BRC up to 4 years ago. Afterwards, every volunteer who decides to stop their engagement at BRC is immediately approached for his/her feedback (i.e. motivations for stopping volunteering). We use an online questionnaire as a tool for data collection. The questionnaire has been constructed with input from our volunteers as well as heads of BRC regional units, and in this way its content has been developed ‘bottom-up’. Input from recent academic peer-reviewed articles on volunteering were used as a starting point, to inspire the volunteers that were involved in constructing the questionnaire. Each filled-in questionnaire can be accompanied by a face-to-face interview to explicate provided feedback, although this is optional and only takes place at the request of a volunteer. As soon as we have collected and analyzed information on ‘exit’ factors, we will determine a priority action list that will help us address the issues leading to outflow of our volunteers. In this way, we aim to stay attuned to pitfalls related to volunteering at BRC, and maximize retention of volunteers.

Target group: BRC’s former volunteers, i.e. volunteers that have decided to end their engagement with our organization, with a long-term aim to minimize an outflow of volunteers.

Tools: online questionnaire, followed by an optional face-to-face interview at the request of a volunteer

New/scaling up/intensity efforts: this is a new activity.

‘Volunteer satisfaction questionnaire’

Activity: In early 2016, the Belgian Red Cross-Flanders (BRC) launched a ‘Volunteer satisfaction questionnaire’. The main goal of this questionnaire is to identify strengths and shortcomings of BRC as a volunteer organization from the perspective of our volunteers. Knowing our shortcomings will help our national society address these issues, and thus, increase the level of commitment of our volunteers and the overall quality of services, with the general aim to stimulate (longer) retention of volunteers. Knowing our own strengths is also of major importance: this information will be put into action for communication purposes, namely, for recruiting new volunteers.

The general approach is as follows. An on-line questionnaire will be used as a tool to collect data. We plan to collect data annually, starting in 2017. However, in order to avoid our volunteers experience a “questionnaire saturation” (which would result in a low response level), we may use a different representative group of volunteers each year. We will also ‘update’ our volunteers with respect to concrete actions taken by BRC based on their feedback.

Target group: BRC’s active volunteers
Tools: online questionnaire, targeting strengths and shortcomings of BRC from the perspective of our volunteers

New/scaling up/intensity efforts: this is a new activity.

File holders - Contact details:

Questions related to content:

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Bulgaria

A unified electronic information system for volunteer management

Activity: Elaboration and adoption of a unified electronic information system for volunteer management
Target group: Bulgarian RC volunteers, BRC volunteer managers at national and regional level, BRC Governance and Management at national and regional level
Tools: Based on the achievements of the contemporary information and communication technologies elaborate and utilize a representative and reliable electronic data base on the BRC volunteers and volunteering
New / scaling up / intensity efforts: The elaboration of a unified electronic information system for volunteer management gives the Bulgarian Red Cross the chance, first – to invest time and resources for the wide-spread promotion of volunteering as a social phenomenon, and second – to create a representative data base which will support the process of formation of an adequate legal base for the development and the regulation of the volunteer activity in Bulgaria and also for the introduction of the European values and standards, typical for countries with developed civil society. This will contribute to a reliable and updated data and statistics on volunteers and their activities, better communication and information. It is also an excellent device to make a precise estimation of the economic value of the BRC volunteering and its real input for the support of the vulnerable groups in the country. Another important aspect of the IT-based system is the opportunity for an up-to-date e-learning system to reach even the most isolated communities. Last two years an approbation of the innovative electronic data base of the BRC volunteers already took place in one of the regional organizations of the National Society and the next step is to adopt it at national scale.

Internal fund for active volunteering

Activity: Internal fund for active volunteering.
Target group: Bulgarian Red Cross Youth volunteers at regional level, BRC Management at national and regional level.
Tools: Elaborated internal application procedure for the regional branches in three directions – trainings for youth volunteers, youth emergency teams and yearly awards for accomplishments. The package of application documents includes project proposal, time line and budget.
New / scaling up / intensity efforts: The elaboration of Internal fund for active volunteering gives the Bulgarian Red Cross Youth volunteers the chance to apply for internal funding for implementing local activities. The fund is established for three years in a row in order to support and optimize the activities on local level. In this way each regional branch is able to apply and implement trainings and activities that are specific and important to the local community.

Training system's online platform for structured and active training of volunteers

Activity: Training system's online platform for structured and active training of volunteers
Target group: Bulgarian Red Cross Youth volunteers at national and regional level, BRC Management at national and regional level
Tools: Elaborated reliable electronic data base for all of the BRCY volunteers’ trainings.
New / scaling up / intensity efforts: The online platform is established in order to collect in one place all of the information about the volunteers’ trainings - topic of the training, level of training, training hours, trainers, list of participants etc. In this way each regional branch has access to the conducted trainings in the whole country. The platform is organized as follow: the regional branches are able to fill in information and the national youth department is able to validate the data and make corrections, if necessary.
The online platform has a search mode in which everyone with access is able to find useful information about volunteers successfully trained in particular topic or about certified trainers. The platform has a very important leverage - Electronic certification. When the regional branches fill in information about certain training, the platform is able to automatically generate certificates for the successfully graduated volunteers. Each certificate is personal and has a unique number.

File holder - Contact details

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Recruitment of volunteers

**Activity:** Development, Motivation and Recruitment of Volunteers.

This project will begin by analysing and understanding the current situation of volunteer management, coordination and support. Thereafter to aim towards changing and/or improving the already adopted practices; followed by raising awareness on the importance of volunteering whilst advocating for and building towards volunteer-enabling environments within our National Society. Finally, to attract, train and support volunteers by giving them the necessary tools, resources and training.

**Target group:** University Students, Erasmus programs and internships, community members from the affected communities, young people, adults and seniors.

**Tools:** IFRC training materials, volunteer policies, know-how and training from other National Societies, team-building activities, questionnaires, funding.

**New/scaling up/intensity efforts:** New

Emergency Response Unit (ERU)

**Activity:** To create and develop an Emergency Response Unit (ERU)

In our National Society we have identified the need for the creation of an Emergency Response Unit (ERU) which will be a standardized package of trained and specialized personnel, ready to be deployed within the hour, in all emergency situations. Each ERU will consist of four on-call pairs of volunteers in four different areas of Red Cross Red Crescent volunteers: First Aid, Psychosocial Support, Volunteer Coordinator, and general volunteers on a Pan-Cyprian Scale.

**Target group:** The affected population

**Tools:** IFRC resource materials, expertise and guidance, know-how and coordination with other National Societies who have experience in the creation of ERUs, funding, collaboration with the Public and Civil Society and media assistance.

**New/scaling up/intensity efforts:** new

Volunteers Support

**Activity:** Monitoring, Assessment and Support of Volunteers

To create feedback forms, questionnaires and support groups aiming towards the creation of a volunteer-enabling environment in which they will be encouraged to voice-out their experience and improve all above actions, accordingly.

**Target group:** Volunteers

**Tools:** Supervision, questionnaires, feedback forms, support groups, funding, IFRC know-how experience and guidance, coordination with other National Societies.

**New/scaling up/intensity efforts:** New

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Denmark

Strategic process in order to discuss “new volunteerism”

Activity: DRC has initiated a strategic process in order to discuss “new volunteerism”
Goal: The goal is to clarify how we can recruit, receive and retain new types of volunteers. Following the situation around refugees in 2015 a large number of people have offered themselves as volunteers in DRC. Their expectation is different from our traditional volunteers – many of them are asking for ad hoc volunteer jobs, less structure/rules/regulations. This is challenging for the present structure of our organization and demands a thorough discussion that most likely will lead to changes in the way HQ and branches organize themselves.
Target group: This is most of all an organizational development project targeting National Board, and branch boards. Secondly the target group is of course the new volunteers.
Tools: Strategic working group, workshops and meetings involving volunteers, board members and staff.
New/scaling up/intensity efforts: New

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Finland

Re-thinking the approach to volunteering.

Activity: Re-thinking the approach to volunteering.
Traditionally volunteers have connected with the local branches and been involved in the activities through local activities. However, in recent years and especially witnessed during the migration situation of fall 2015, new volunteers do not necessarily wish to connect with local structures but are more interested in thematic activities. They are not often motivated by the wish to help, but by being able to do something that is meaningful for themselves and to “change the world”. Concepts of membership and volunteering are becoming more distinct than before.

Target group: Development process focuses on the organization itself and its tools, structures as well as ways of functioning.

Tools: Necessary changes in the legislative base, improvement of digital structures (website, databases, programs, applications) as well as offering new activities (such as digital volunteering). Furthermore, change in internal structures and processes is required: creating direct, less heavy channels for volunteers to get involved in activities and to influence their own work, intensified use of digital tools to provide help and get information on local needs.

New/scaling up/intensity efforts: Partly new initiative in terms of changing the organization’s digital environment and changing necessary rules and structures.

Intensifying efforts with regard to finding new ways of volunteering.

File holder - Contact details

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Promotion de l’engagement et du bénévolat de projet permettant de mettre en œuvre une initiative solidaire

**Activité:** Dispositif de promotion de l’engagement et du bénévolat de projet permettant de mettre en œuvre une initiative solidaire (ou de s’inspirer d’une idée déjà mise en œuvre).  
**Groupe cible:** Toute personne de 6 à 99 ans souhaitant monter un projet solidaire avec la Croix-Rouge française, qu’ils soient déjà engagés ou non à la Croix-Rouge française.  
**Outils:** Plateforme numérique recensant tous les projets menés ou en cours, par départements, aide financière (jusqu’à 500 euros, maximum 50% du budget prévisionnel), aide méthodologique.  
**Nouveauté:** Cet appel à projet, initialement à destination des 13-30 ans, a été récemment ouvert aux 6-12 ans et aux 30 ans et plus afin de permettre à tous de pouvoir être porteur d’initiatives avec la Croix-Rouge française. + Une refonte de la plateforme est en cours pour être plus intuitive, ouverte à tous les âges (espaces 6-12 et 13-99) et responsive (multi-supports).

Programme de formation continue

**Activité:** Programme de formation continue.
**Groupe cible:** Elus (locaux/territoriaux/départementaux/régionaux) et responsables / directeurs d’activité.
**Outils:** Modules de formation:  
- Management de bénévoles et prévention de conflits  
- Recruter des bénévoles dans ma structure locale  
- Approfondir ses connaissances de l’Action sociale et de l’Urgence et du Secourisme  
- Méthodologie de projets  
- Connaissances des Politiques Publiques  
- Développer les ressources  
- Animation de réunion  
- Communiquer auprès des médias  
- Médiation/Gestion de conflits  
**Nouveauté:** Il s’agit de parfaire les compétences des personnes concernées sur des sujets pertinents au regard des responsabilités exercées en complément des formations obligatoires existantes.

Recensement et mise à disposition de l’ensemble des missions bénévoles de l’association

**Activité:** Recensement et mise à disposition de l’ensemble des missions bénévoles de l’association.
**Groupe cible:**  
- Toute personne souhaitant s’engager au sein de l’association et souhaitant découvrir les différentes missions qui peuvent être menées  
- Tout bénévole Croix-Rouge française qui souhaite évoluer et agir au sein d’une autre activité  
**Outils:** Rédaction de plus d’une centaine de fiches de missions; Mise à disposition par le biais d’un catalogue et d’un outil numérique.  
**Nouveauté:** Améliorer l’attractivité de nos missions et notre recrutement mais aussi de favoriser une culture de la mobilité interne et de la transversalité des actions.

File holder - Contact details

Name: 
Position: 
Email:
Georgia

Adoption of Law on Volunteering

Activity: Adoption of Law on Volunteering
Target group: Government, CSOs, volunteers, youth.
Tools: The Georgia Red Cross Society was involved in all stages of the process of adopting the Law on Volunteering: gathering information regarding the international practice, participating in meetings with all key stakeholders, organizing the discussions with GRCS volunteers giving them possibility to be involved in decision making, providing comments/recommendations regarding law to government. The Law on Volunteering entered into force in December 2015. This year the GRCS conducted several raising awareness campaigns throughout Georgia with high involvement of volunteers. The GRCS Legal Adviser also participated in the 3rd National Conference on Volunteering aimed at encouraging and recognizing the voluntary work among society.
New/scaling up/intensity efforts: The GRCS plans to continue working on Law in future and will be involved in all meetings/conferences about this issue together with GRCS volunteers. GRCS will spread information on Law with help of working groups created in GRCS branches in Georgia.

Creating recreational spaces in IDPs settlements

Activity: Creating recreational spaces in IDPs settlements
Target group: Young IDPs, youth, community members, local authorities, NGOs.
Tools: The GRCS attracted and involved youth from the IDPs settlements and involved in designing and implementing youth-friendly outdoor recreational space using urban gardening and graffiti art as the main tools.
The youth themselves were involved in planning, designing, restoring and establishing recreational spaces in each settlement, contributing to improved self-esteem, active citizenship and benefiting the local communities.
The recreational space contributes to and benefit the community, thereby building trust in the Red Cross. In addition, this activity provides an opportunity for young persons to emerge as change agents in their communities. The main activities are: public arts, performance group, discussion club, photo/video marathon, media lab, etc.
New/scaling up/intensity efforts
As the outdoor activities are very visible and functional, thereby it will be possible to attract a number of young people from different IDPs settlements and encourage them to become active citizens be involved in activities.

Raising awareness on road safety "Safe to home, Safe to school"

Activity: Raising awareness on road safety "Safe to home, Safe to school"
Target group: Schoolchildren, teachers, youth, driver, pedestrians, NGOs, Public Institutions, general public.
Tools: The GRCS together with volunteers, Ministry of Internal Affairs and Ministry of Education started awareness raising campaign on road safety starting with schoolchildren reaching the society. The young volunteers created groups and started the process: selected the school, conducted the needs assessment/observation/interviews on road safety at school and near the school territory,
together with patrol police conducted the presentation with school children and teachers on importance of seat belts both on front and back seats, max 40 km/h speed around the school, crossing on zebras and using pathways, waiting for pedestrians green light while crossing, teaching the parents not to drink & drive, etc.; organized the drawing competition on road safety thematic and awarded the best one with calendars printed with photos of pupils and volunteers; for attracting and motivating the drivers and pedestrians volunteers organised the street events with cupcakes designed with road safety signs; created the small positive video clip focusing on road safety near school territory, that raised awareness of children and reached the whole society.

**New / scaling up / intensity efforts:** The GRCS volunteers raised knowledge and experience in road safety issued and will continue to promote road safety among society by organising several events and involving in road safety campaigns and small projects organized by other partners.

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Germany

Capacity building in volunteer management in disaster relief

Activity: Capacity building in volunteer management in disaster relief.
Target group: Leaders of local disaster relief units of German Red Cross.
Tools: Trainer trainings and innovative curriculum development.
New/scaling up/intensity efforts: transfer of successful models developed in social welfare program into disaster relief program.

Trainer training on intercultural competence in civil protection units

Activity: Trainer training on intercultural competence in civil protection units
Target group: Leaders of tactical disaster relief units at local level.
Tools: Interactive trainings supported by digital learning.
New/scaling up/intensity efforts: Pilot courses conducted with a psychological research project in cooperation with the Greifswald University.

Conduct of social scientific research projects on volunteering

Activity: Conduct of social scientific research projects on volunteering.
Target group: Red Cross managers and volunteer leaders.
Tools: Methods of qualitative social scientific research, interviews and questionnaires, focus groups and workshops.
New/scaling up/intensity efforts: strengthening academic cooperation for capacity building and human resources development for volunteer leadership.

File holder - Contact details

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Great Britain

Foundation Training Programme

**Activity:** Foundation Training Programme – The initiative provides a programme of training and support to operational staff and volunteers to ensure that we have the capacity, skills and insight to effectively respond to the needs of people in crisis.

**Goal:** To ensure that our volunteers have the common and bespoke skills and capacity for the roles they deliver and that they become active as quickly as possible.

**Target group:** All new volunteers and UKOps staff

**Tools:** E-module designed to assess the competency of new volunteers. Workshop for all UKOps staff

**New/scaling up/intensity efforts:** This is a refreshed approach to volunteer training and induction.

Volunteer leadership programme

**Activity:** Volunteer leadership programme.

**Goal:** Develop Lead Volunteer roles and ensure we have the right local volunteer representation and engagement in place to support the organisation.

**Target group:** Volunteer leaders and executive staff

**Tools:** Volunteer Council leader induction programme; review of volunteer representation; review the volunteer leader role; review the volunteer leader development programme.

**New/scaling up/intensity efforts:** Revised approaches to existing structures and initiatives.

Volunteer Partnership Programme

**Activity:** Volunteer Partnership Programme.

**Goal:** Ensure that there is capacity for the organisation to retain volunteer engagement, motivation and partnership during a time of organisational change and that we are making best use of our volunteer skills.

**Target group:** Volunteers (UK operations volunteers in particular)

**Tools:** Reviewing our reward and recognition processes for volunteers and introducing a new framework; digital routes to marketing our volunteering opportunities.

**New/scaling up/intensity efforts:** Revised approaches to existing structures and initiatives.

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Kazakhstan

Promotion of voluntary blood donation

**Type of activity:** Promotion of voluntary blood donation through the involvement of volunteers, the creation of 25 clubs in the branches of the Red Crescent Society, supporting blood centers in organizing and carrying out blood collection campaigns (PR component).

**Objective:** The overall objective of this activity is to promote voluntary blood donation among young people through the implementation of PR campaigns and draw the attention of decision-makers to the problem of creating a positive image of the donor.

**Task Force:** Organized youth under the age of 25, the leadership of the Department of Healthcare, blood centers and educational institutions, the media, employers.

Creation and promotion of partnership with the blood centers in all regional centers, outreach work among the leadership of the Department of Education and educational institutions, as well as employers.

**new/expanding/intensive efforts:**

Prevention of NCDs through training of trainers and instructors on NCD prevention, organization of preventive sessions to target groups on NCD prevention and organization of public campaigns to support NCD prevention

**Type of activity:** Training of trainers, instructors, organization and implementation of preventive thematic sessions among the main target groups, organization of public campaigns in support of/raising awareness to healthy lifestyle.

**Target group:** Representatives of local authorities and structural units: governorates, provincial / municipal Departments of Health and Social Development Ministry, healthy lifestyle centers, educational institutions management;

- Health care professionals: senior doctors, physicians and social workers;
- Employers;
- NGO Leaders
- Journalists

**Development Tools:** thematic modules for the main groups of NCDs, training of trainers, instructors, organization and holding

**New/expanding/intensive efforts:** Strengthening cooperation with relevant bodies and organizations, including the management of health and education departments at the level of regional administrations. Attracting public attention to NCDs through working with the media, organization, and public campaigns.

**File holder - Contact details**

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Lithuania

Capacity building training

Activity: Capacity building training for RC branches  
Target group: Red Cross branches  
Tools: Strategy on volunteering development  
New /scaling up/intensity efforts: New

Recruitment and motivation

Activity: Recruitment and motivation  
Target group: Red Cross volunteers and youth in regions  
Tools: Campaigns in towns, various events in universities, schools, markets, etc.  
New/scaling up/intensity efforts: Scaling up

File holder - Contact details

Name: Elze Maciuleviciute  
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Monaco

Activity: focus on volunteering in the next Strategy 2016-2020
Target group: Current volunteers, youth
Tools: youth mobilization strategy, new volunteering focal point, consolidated links between IFCR volunteering department and Monaco RC, online learning platform.
New/scaling up/intensity efforts: Before 2015, there was no volunteering focal point. Monaco RC was not paying a coordinated attention to evolution of volunteering. Departments had to adapt on their own.

File holder - Contact details

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Montenegro

Developing a model for providing psycho-social support to volunteers

**Activity:**
A lot of volunteers leave Red Cross due to the burning out syndrome, lack of understanding and support. From 2015 Red Cross of Montenegro started creating a model of providing psycho-social support, especially for volunteers that are dealing with very delicate tasks. First idea was to train them to provide PSS and in that way to give them basic knowledge and skills how to help themselves. Next step will be to organize training for chosen experts out of Red Cross (psychologists) and Red Cross staff responsible for work with volunteers about main problems and needs of all volunteers and how to support them and in that way to prevent their withdrawal from Red Cross.

**Target group:** volunteers and staff

**Tools:** trainings, workshops, meetings

**New/scaling up/intensity efforts:**

Promotion of volunteering through social networks

**Activity:**
In the last two years all local branches had to adapt to habits of new generations, especially when it comes to communication through social networks such as face book and twitter. Official pages of local branches and Red Cross of Montenegro are used not only to keep informed volunteers but also to promote some activities and values among general public present on social networks. All this made RC more visible and efficient in attracting new volunteers. In many LB volunteers are responsible for this area (they prepare and publish information).

**Target group:** youth but also general public present on social media

**Tools:** face book, twitter

**New/scaling up/intensity efforts:**

Trainings in project writing, advocacy, fundraising...

**Activity:** In the next period many activities will be based on motivation and interest of volunteers who spend many years in the Red Cross. After years of providing basic services for beneficiaries they feel need to learn more things that can be used in their professional life. The main idea is to give them more freedom, space and responsibility but also knowledge and skills so that they can lead some areas. In some Local branches volunteers are Coordinators of different projects and they give ideas for all activities.

**Target group:** long term volunteers

**Tools:** trainings, workshops, practical work with supervisor

**New/scaling up/intensity efforts:**

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Poland

**National Youth Council.**

**Activity:** National Youth Council. National Youth Council – the Polish Red Cross decided to refresh the system of appointing youth councils in branches and, as a result, at the national level. The aim of this process is to raise the value of youth and encourage them to make strategic decisions regarding the future of PRC Youth. Young people have been motivated to more effective work by their leaders, selected and professionally trained during summer camps for youth leaders. They give a good example to their young colleagues and become mentors of their development.

Since 2016, youth has been represented in the Governing Board at the HQ level.

**Target group:** youth, young leaders of the Polish Red Cross

**Tools:** networking of youth teams, national level meetings

**New/scaling up/intensity efforts:** direct: 5 leaders, indirect: 200 000 youth

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Russia

Attraction of volunteers to activities of Russian Red Cross

Activity: Attraction of volunteers to activities of Russian Red Cross
Target group: Students, school children, all young people interested in Russian Red Cross activities.
Tools: Involvement of RRC volunteers in different activities and projects’ implementation
New / scaling up / intensity efforts: Collection project data concerning beneficiaries, visits to families of beneficiaries, provision of humanitarian assistance and social support to beneficiaries.

Involvement of pensioner – volunteers

Activity: Involvement of pensioner - volunteers to the activities of Russian Red Cross
Target group: Elderly people, pensioners
Tools: All projects of RRC has a volunteer component that gives an opportunity to attract pensioners who have desire and energy to participate in project activities and do it on peer-to-peer principle
New / scaling up / intensity efforts: Since 2015 these activities were intensified thanks to the support of IFRC and Finnish and Norwegian RC.

File holder - Contact details

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Spain

Recognition of volunteers’ competences

Activity: Recognition of volunteers’ competences.
Target group: Spanish Red Cross (SRC) volunteers
Tools: We are working together with Training SRC Department in order to define competences that volunteers may acquire through volunteering and develop a programme aimed to certify these competences.
New/scaling up/intensity efforts: Programme for the recognition of volunteers’ competences may be implemented by 2019.

New ways of collaboration

Activity: New ways of collaboration
Target group: Persons that may be interested in punctual voluntary activities, not willing to become volunteers.
Tools: Volunteers’ Department is working on the definition of new ways of volunteering: convergent volunteers, activism, virtual volunteering, professional collaborations, family volunteers, etc.
New/scaling up/intensity efforts: Programme to be designed before the end of 2016.

“Mi Cruz Roja” app (“My Red Cross” app)

Activity: “Mi Cruz Roja” app (“My Red Cross” app)
Target group: Spanish Red Cross volunteers.
Tools: Spanish Red Cross has created a native application for smartphones that include different functionalities. Through this application, volunteers can update their contact details, manage their voluntary activities or register in training courses offered by the Spanish Red Cross, among other functionalities.
New/scaling up/intensity efforts: This application is yet available for Android and will be soon available for IOS.

File holder - Contact details

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Switzerland

Support to local branches for developing and implementing different kinds of projects/goals regarding volunteering

Activity: Strategy 2020: According to our strategy 2020, we aim to increase the number of volunteers and the diversity of our volunteers. Therefore, we provide financial support to our local branches for developing and implementing different kinds of projects/goals regarding volunteering. These are the following:
- The local Branches develop a concept for their volunteer management and implement it until 2020.
- The local Branches plan, implement and evaluate a project within our volunteer management cycle to improve their volunteer management.
- The local Branches step up their efforts to build youth groups.

Target group: Volunteers and young volunteers

Tools: Online Toolkit Volunteer Management: http://www.toolkit-freiwilligenarbeit.ch/
New/scaling up/intensity efforts: For some local branches new, for others scaling up

Volunteering in Refugee Centers

Activity: Due to a large number of new arrivals of refugees in Switzerland in autumn 2015, the Swiss Red Cross SRC supported the government by setting up and running a Refugee reception center from October 2015 till January 2016. Many volunteers supported SRC in the center. The center closed due to decreasing refugee numbers.

The Swiss Government expects increasing numbers of refugees this summer and SRC is preparing again to set up refugee reception centers in three different cantons. Volunteering plays an important role. Working in the centers is an opportunity to volunteer for a short period of time (vs. long-term volunteering) and be involved in direct action. SRC plans to work with spontaneous volunteers in the centers as well, if required. As this is a new topic in SRC, we try to sensitize our local branches to it.

Target group: Volunteers, Spontaneous Volunteers, Local Branches.

Tools: Concept for spontaneous volunteers in SRC refugee reception Centers;
Information sheets concerning Volunteer Management in refugee reception centers.
New/scaling up/intensity efforts:

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Tajikistan

New approach - Volunteering management and development processes (funded by the Spanish Red Cross)

**Activity:** Development and set up volunteering management system, proper induction, recruitment, motivation and retaining processes.

**Target group:** Tajikistan Red Crescent volunteers and volunteer coordinators at local, district and regional branches.

**Tools:** Volunteering policy and strategic steps on volunteering development for (2016-2020), adoption and development of volunteering management cycle of the Spanish Red Cross. The cycle of volunteer management illustrates a system that supports the goals and objectives of the National Society. It organizes voluntary effort in order to accomplish the mission of the Movement. The cycle moves through the various components of volunteer management process, with each component playing an integral role.

**New/scaling up/intensity efforts:** Scaling up

Young volunteers' development programme (funded by the Italian Red Cross)

**Activity:** Building a pro-active, civically-engaged and socially-conscious generation of young people able to take ownership of their future and contribute to the development of the communities.

**Goal:** Strengthening young volunteer's capacity through established "Youth Training Centres" and organization of long-term leadership trainings, workshops and specific youth-led development sessions for young people, schoolchildren, students and new volunteers; promotion of volunteerism and positive change at the community level.

**Target group:**
- Schoolchildren (age 13-18)
- Students (age 18-25)
- Red Crescent volunteers (new joiners)

**Tools:** Thematic modules of the trainings (leadership, advocacy, IHL and healthy lifestyle), established cooperation and networking with other NGOs working in the field of youth and volunteering, exchanges and using of best practices at local, district and regional branches.

**New/scaling up/intensity efforts:** New activity

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Volunteer training

**Activity:** Training of volunteers to disseminate knowledge of humanitarian principles, history and activities of the International RC movement, IHL and national legislation.

**Goal:** The activity is aimed at enhancing the image and recognition of the UzRCS, stronger links and relations with state structures as the auxiliary partner of the state in humanitarian field, continued dissemination of the RC Movement principles and humanitarian values. Thereof the UzRCS continues to position itself as a humanitarian organization and part of the RC Movement face to face with general public and authorities.

**Target group:** Volunteers, local authorities, students and pedagogical staff of the secondary and high educational institutions, public

**Tools:**
- Developed and published informational educational materials (CDs and methodological)
- Provision of courses and trainings for volunteers

**New / scaling up / intensity efforts:** Intensifying efforts about finding new ways of volunteering, because previously this work was carried out by UzRCS employees only.

Create and develop an Emergency Response Team

**Activity:** Reduction of vulnerability and risk depends a lot on the readiness and ability of National Society to carry out consistently and purposefully its work on preparedness of population for possible disasters, to respond operatively to emergencies occurred and thus mitigate a degree of their impact. Considering this circumstance, our Society tries to carry out the bulk of its disaster preparedness work in communities and to volunteers. Today UzRCS already has 710 health teams in communities and enterprises throughout the territory of Uzbekistan that unite more than 15,000 volunteers. In addition, our Society created 24 rapid response teams consisting of 440 volunteers, as well as the National team for disaster response that consists of 75 well-trained volunteers.

**Goal:** Training members of communities in accessible and simple rules of behaviour during various disasters and to acquire skills of giving first aid to themselves and others during disasters.

**Target group:** Population in the communities and enterprises

**Tools:**
- Provision of courses and trainings for volunteers
- Developed and published informational educational materials
- Organization of training sessions and competitions for Emergency Response Teams

**New / scaling up / intensity efforts**

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