

D2.2 REPORT #REACT campaign & BEV2030 Event

"Vote Volunteer Vision" VVV Seminar

16 May 2024: [Palazzo Geremia](#)
Trento, Italy

On 16 May 2024, in Trento, EV Capital 2024, CEV hosted the "Vote Volunteer Vision" (VVV) Seminar which saw the participation of **108 citizens** from **20 countries** across Europe, of which there were 41 males and 67 females. CEV, in collaboration with its members, had already co-hosted 19 national launch events from February until the end of April 2024 in 12 EU countries, in which the [Vote Volunteer Vision Toolkit](#) and the [Campaign](#) were presented to a total of 897 participants. These events are co-funded by our EU operating grant from [CERV](#), [Volunteering Equality Rights Action \(VERA 2024\)](#).

The main objective of this ["Vote Volunteer Vision" \(VVV\) campaign](#) was to contact candidates for the European Parliament elections to promote volunteering as part of their electoral program. The VVV Campaign aimed for an increased investment and development of partnerships with volunteering-involving organisations and volunteer infrastructure organisations. The Campaign and Toolkit were built from the previous campaigns we implemented in 2014 and 2019, with thematic headings organised as an acronym of the word "VISION". Alongside this Toolkit additional [support materials](#) such as template letters, presentations and the CEV European Volunteering Anthem in different formats, including a karaoke version to promote the values of volunteering and raise awareness of the importance of the sector, have been produced. In response to the low turnout of 50.66% in the 2019 EU Elections, CEV also campaigned for all eligible voters to participate and partnered officially with the EP's Campaign and Communications Area [receiving a certificate](#) as a [Communication Partner for the European Elections 2024](#). The latest version of the [VVV Toolkit](#) was updated in November 2023 and published in January 2024, reflecting CEV's latest policy document, the [Blueprint for European Volunteering 2030 \(BEV2030\)](#). Building on the strengths of; [PAVE](#); the [CEV Helping Hands Report](#); the 5R policy priorities & the [CEV Valuing Volunteering Report](#), as well as incorporating links to the SDGs and acknowledging the changed landscape from 2011 until now, BEV2030 serves as the main and most up to date guidance tool for all stakeholders wishing to see the full potential of volunteering in Europe realised.

The "Vote Volunteer Vision" (VVV) Seminar opened with the sharing of a video from the Trento Municipality, themed around and celebrating their role as European Volunteering Capital 2024.



Lejla Šehić Relić, CEV President and **Franco Ianeselli, the Mayor of Trento**, welcomed the participants, emphasising the significance of volunteers for democracy in Europe and the role of local communities in fostering inclusive democratic environments.

Participants then divided between the two tracks for focused discussions. All participants were invited to actively contribute and to put the discussions connected to the "Vote Volunteer Vision" (VVV) campaign within the context of the upcoming EU elections, including how CEV will continue to use what is discussed and bring this forward through to the EU institutions.

1. VIS Track

(Valuable Contribution, Importance of Empowerment, Societal Resources)

This panel discussion was moderated by **Eva Hambach, former CEV President** welcoming 6 speakers. This strand discussed the Valuable contributions of volunteers emphasising the Importance of Empowerment for increasing and expanding Societal resources through volunteering. Validation of learning acquired through volunteering was addressed together with the impact of Service Learning and Civic Education in introducing young people to volunteering and civil society in a structured way. The importance of closely understanding the European Volunteering Landscape through seeing and hearing volunteer's stories was addressed. Additionally, the crucial role of research and measurement of volunteering value as an evidence base for future policies was also discussed. The International Year of Volunteers for Sustainable Development in 2026 was another focus together with the links to the forthcoming UNV State of the World's Volunteering report.

Giulia Cutello, Coordinator of Fuori Centro at Fondazione Trentina Per Il Volontariato Sociale spoke about her experience of Service Learning, and the contributions SL can make to a sense of Civic Identity and Engagement. Giulia elaborated on the Fuori Centro, an education project implemented since 2018, with the aim of drawing together stakeholders

and facilitating a sense of community and common scope between these stakeholders. The overall goal is consolidating and systematising the subject and methods of education for young people particularly to develop their skills, involving extracurricular activities for young people and trainings, and process facilitation for stakeholder partners. Find her presentation [here](#).



Mattia Tosato from [CEV](#), European Volunteering Capital Officer gave a presentation on the contribution of SL to civic/community engagement, but with a specific focus on validation. He underlined that volunteering has a transformative role in society and at a personal level. Fundamental education is an important starting point, particularly for instilling values and civic engagement and as such volunteering should be a key part of this education. Both young and senior people are very aware of what volunteering has brought to them, the validation of this and showcasing this is important also to highlight areas for further learning. Volunteering is expressed both as a contribution for common good, and as a tool of education.

Kazuhiro Miyamoto, [Practitioner in Residence at LESI/CFE/OECD](#) presented research on volunteering “If the impact of volunteering is agreed upon, why is there so little data on the impact of volunteering? The OECD study compares volunteer policy frameworks between Japan and selected other OECD countries. He spoke on the efforts of volunteers in supporting the crisis response following Earthquakes in Japan, working closely with the municipality and helping to overcome challenges which the municipality would have had difficulty handling without support. It was showcased that volunteering represents around 1.9% of the total OECD GDP, a large contribution, with 61% of volunteering being informal rather than formal. Results showed a link between areas with high inequality, and this being reflected through lower rates of volunteering. A lack of uniformity in the data on volunteering was highlighted as a major barrier in creating comparative studies and datasets, and therefore a source of difficulty for creating coherent, common policies. Find his presentation [here](#).



Lejla Šehić Relić, [CEV President](#), spoke about her experience, particularly in her role as CEV president and linking these experiences to CEV's priorities. She underlined that the lack of comparative data is not a complete lack of any data, and that a further issue is how little this data is used and valued as evidence for guiding policies. It was highlighted that CEV's efforts have aimed to draw the landscape of volunteering, to develop an understanding of the contexts across Europe, and particularly the [V-CALC project](#) was placed within this context. She outlined the [Volunteering National Factsheets](#) which have been produced to help draw this landscape, covering 9 countries so far, including the fact sheet on Croatia, which while it does not focus on impact measurement, provides a common ground to begin measuring impact upon, with qualitative and quantitative data. Find her presentation [here](#).

Irene Ambrosi, [Research assistant from the University of Trento](#) informed participants about a project designed to measure the social and economic impact of volunteering in the Trentino region, in cooperation with CSV Trentino and the municipality of Trento. She posited that economic and social aspects are easier to measure, as there is a common understanding and definitions, however the cultural impact is much harder to measure, and literature has no commonly agreed definition. In terms of methodology, she highlighted that there were commonalities identified in the various definitions offered in terms of impact measurement, which formed the basis for the research. These commonalities were: 1. The consequences of activity, 2. Benefit of the activities is felt by beneficiaries, 3. The impact could be positive or negative, 4. The impact is considered by looking at how the situation would have been without the intervention or activities.

George Thomson, [CEV Vice President](#), followed this by expanding further on how CEV is addressing these questions, as well as sharing his experiences gained through delivering the [Storytelling Volunteer Faces and Voices workshops](#), part of [Volunteering, Equality, Rights and Action \(VERA\)](#) project. CEV implemented 12 workshops in 10 EU countries

(Belgium-Antwerp, Netherlands-Utrecht, Belgium-Mechelen, France-Paris, Hungary-Budapest, Slovenia-Ljubljana, Croatia-Zagreb, Italy-Trento, Italy-Padova, Poland-Warsaw, Spain-Jerez and Portugal-Faro), gathering portrait photos and voice recordings from 150 volunteers. He noted that these workshops allowed him an insight to the heartfelt and personal stories of people touched through volunteering, highlighting that a focus should be placed on the volunteer and their abilities, their experience, not only barriers and challenges. Find his presentation [here](#).



2. ION Track

(Intergroup, Overall Engagement, New Volunteers and Methods)

This panel discussion was moderated by **Alberto Pedrotti**, [Community Welfare Councillor, Trento Municipality](#) welcoming 5 speakers. This track discussed the importance of an Intergroup in the European Parliament involving the newly elected members of the European Parliament from different political groups to improve Overall Engagement as concerns civic participation and volunteering. The inclusion of New Volunteers and Methods in volunteering eco-systems across Europe and Employee Volunteering, as well as the impact of Artificial Intelligence on volunteering, were also addressed. Legal frameworks, funding models and administrative barriers for volunteering and civil society in general were put under the spotlight and possible solutions in order to make volunteering more inclusive and accessible to diverse groups of people in a cross-sectoral and collaborative manner were explored.

Jacopo Sforzi, Senior Researcher from [Euricse](#) shared his experience on the co-creation and co-implementation, cross-sectorally, of community programmes involving volunteers in the context of Trento as well as more broadly focusing on Italy as a whole. He talked about the Pacts of Collaboration, which aim to be a method of implementing practical opportunities which empower citizens, freeing their energies and enhancing their knowledge and competences in a renewed alliance with the public institutions. While the Pact of

Collaboration is a new tool, it is already starting to spread beyond Italy to France and Spain for example. He underlined that the Pact of Collaboration between Municipalities and citizens involves working together to share resources and responsibilities concerning the care and regeneration of the people and the city - adding that the citizens aspect does not need to be a formal association, but can also be an informal group of people coming together. Furthermore, the Pacts are designed to be flexible and adaptable to the needs of the city, and the citizens. Find his presentation [here](#).

Mark Molenaar, Advocacy Manager from [Vereniging Nederlandse Organisaties Vrijwilligerswerk \(NOV\)](#) in a recorded video presented his experience on how legal frameworks can create barriers to volunteering. He stressed that much of the burden of overregulation on a national and local level remains unaddressed for many years. As he explains: “In early 2016, something changed ‘big time’” referring to the introduction of the General Data Protection Regulation (GDPR) in Europe, a law which forced all volunteer organisations in The Netherlands (and across all member states) to take action on data protection, but lacking sufficient guidance from the authorities on how to apply the law. He noted that at this time, organisations from all over the Netherlands phoned, emailed and asked NOV how to act and apply the new law in their organisations, leading to hours and hours of consultation. In October 2022, a research agency was called on board to start researching the regulatory burden on volunteer organisations, which created an overview of generic and sector specific legislation. In June 2023, a report was finally sent to the House of Representatives by the State Secretary of Health, Welfare and Sports and the Ministry of Legal Protection while inviting the organisations for a consultation on follow up action. Despite this there was no reaction from the Government. He concluded that the volunteers indeed are not the ones making lots of noise, but “they suffer and the goals they want to reach suffer” reflecting this suffering to the Dutch society in general, the European society and the worldwide societies. Find his short video [here](#) and the full version [here](#).



Daniele Antonozzi, [Board Member of CEV](#) followed this and presented different perspectives on what impact Artificial Intelligence (AI) is having, and will have in the future, on volunteering. He shared the result of CEV's internal Survey on AI in European Volunteering and presented some examples of how AI is already being used in CEV member organisations. The overall takeaway however was the necessity of people and organisations to acknowledge, get training and prepare for AI in the volunteering field. To this, ethical considerations were also explored through the survey and presented by Daniele who emphasised aspects such as biases, deep fakeness and data privacy. In conclusion, he presented the following suggestions for Volunteering Organisations on their use of AI: 1) to use generative AI models responsibly and honestly, also evaluating the energy sources of cloud providers or data centres, 2) should upskill/reskill volunteers and employees, 3) must avoid providing any sensitive or confidential information as input to the generative AI tools, 4) should define an AI usage policy including eventually a step of human review to assess and authenticate AI generated content, 5) can consider using their own individually trained AI models and 6) should engage in close dialogue with government bodies to create thoughtful and progressive AI legislation in Europe and for their country. Find his presentation [here](#).



Benedetta Falleti, [Project Director at Volies Association](#) (CEV Member) addressed the aspect of Employee Volunteering - a trend that is becoming more and more popular. Through her intervention, she shared her experience and research findings on how to navigate the delicate balance between genuine social impact and the risk of “volunteer washing” including what concrete steps organisations can take to ensure that their corporate volunteering efforts are transparent, meaningful and accountable to both their employees and the communities they aim to service. Going more into detail, Benedetta emphasised the need for a strategy and management model - adapted to reality of each company. Concluding, she summed up the most important factors related to successfully introducing and implementing Employee Volunteering in a company as follows: “a clear strategy,

management model and organisational factors such as time, resources and communication strategies”.

Maria Giovanna Sandrini, Brand and Corporate Communications Director at [Aquafil](#) shared with the audience her experience at Aquafil. Presenting Aquafil as a national Italian company located a few kilometres from Garda Lake, Maria highlighted the environment as an important topic for the company. She presented an assessment carried out by Aquafil in 2006 to understand what work was already done in terms of sustainability, and on its focus of creating activities and technological developments which contribute to making the environment more stable every day. Sustainability is not only about the environment, but also related to economic and social aspects. She commented on each of these aspects while pointing out how they all need to be covered for a business to be successful in achieving sustainability. In terms of the social aspect, volunteering and more specifically corporate volunteering were presented as a means to create a connection between the business and the surrounding community, fostering a social impact. She noted Aquafil now has more than 40 activities with children or elderly people in nursing homes and a track record of 700 hours of volunteering.



Closing Plenary

Gabriella Civico, CEV Director led the closing discussion, beginning by highlighting the CEV campaign for the European Year of Volunteers 2025, with 2026 also being the UN International Year of Volunteers for Sustainable Development. Expanding on the 2026 UN year, Gabriella introduced a video contribution from **UNV representative, Tapiwa Kamuruko, [Head of Volunteer Advisory Services Section](#)**, who also spoke on the upcoming [UNV State of The World's Volunteerism Report](#). He noted that the preparation and consultations started in 2022 on the 5th edition of the UNV report, and that the theme of this report would be on the topic of Impact Measurement. It was highlighted that Impact

Measurement is important, because various stakeholders want to understand the chaotic field of volunteer development, with empirical data, as such consultations have begun across the world and continents, and with a variety of stakeholders. An overarching framework on measurement is needed, consultations have begun on how to achieve this and to develop an index. Find his video [here](#).

Andrzej Rybus-Tołłoczko, Vice-Director of the [National Freedom Institute Centre For Civil Society](#) followed this with a focus on the civil society sector in Poland. He underlined that in December 2023, a minister of Civil Society was appointed in the Polish Government, which showcases a strong commitment from the Government to support the voluntary sector. It was highlighted that more grants are being offered at the national/regional level, providing more stability to the sector and decreasing reliance on EU grants. The strategic objective of the Programme for Support and Development of Long-Term Volunteering 2018-2030 is to promote the development of civil society by putting forward and implementing solutions which facilitate and encourage the long-term engagement of citizens in volunteering. He underlined that this will be delivered through: 1) increasing the number of volunteers who pursue active citizenship on a systematic and long-term basis; 2) development of various forms of volunteering characterised by high quality of activities provided by NGOs and public institutions; 3) increasing the efficiency of volunteer coordinators' activities in organisations working with volunteers and 4) achieving positive change in the public perception of volunteering and greater awareness of the principles underlying volunteer projects & activities as well as greater engagement of citizens in volunteering. The Programme will implement long-term solutions ensuring lasting support for the development of volunteering in Poland. The programme is currently 7 years into its implementation, and at this stage consultations are taking place with stakeholders to analyse what needs to be improved, and what lessons of best practice to take forward.



It was explained that CEV will organise the next [VVV EP Election Campaign](#) event on 10 September 2024 in Brussels. The event will focus on engaging with the newly elected MEPs

on the important issues from the point of view of volunteers and their representative organisations. Although through the campaign, CEV and partners have raised issues including awareness and understanding about the EP elections and the roles of volunteers, future volunteers, organisations and policymakers, as well as the everyday volunteering realities of ordinary volunteers across Europe, it is clear that even more needs to be done to help citizens understand the relevance of EU policy development processes in enabling active citizen engagement through volunteering, in turn contributing to resilience, the recovery process and society based on values and rights. Part of the VVV Campaign focuses on the establishment of a European Parliament Intergroup on civic engagement and volunteering for the 5-years mandate. The [campaign materials](#) include a pledge for candidates to sign expressing their support for this initiative. The elected MEPs who have signed the pledge will be key in helping CEV to realise this aim to establish the Intergroup, that in turn will be key in delivering all the outcomes foreseen in BEV2030 and promoted through this campaign including declaring 2025 as the European Year of Volunteers.

As part of the strategy to achieve the objectives above and to further contribute to shaping CEV priorities, a digital survey for all participants in the seminar was conducted using Mentimeter.

The survey centred on the following key question: “What would you like CEV to focus on?” addressing the overall topics below (part of the VVV Toolkit):

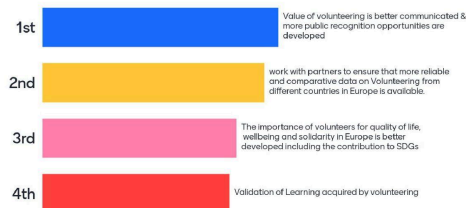
- Valuable contribution
- Importance of empowerment
- Societal resources
- Overall engagement
- New volunteers and methods

The results underscored the significant value and impact of volunteering within Europe. They highlight the need for better communication, data collection, and validation of learning acquired through volunteering:

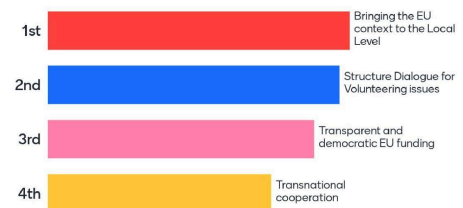
Societal resources



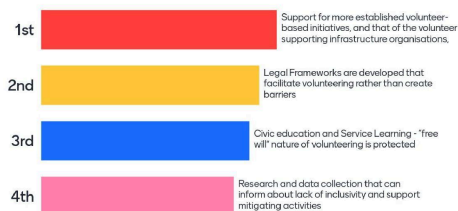
Valuable contribution



Overall engagement



Importance of empowerment



New volunteers and methods



The discussion and conclusions from these exchanges can be summarised as follows:

1. **Strengthen Volunteering:** Maintain and grow the European Solidarity Corps as a unique programme with its own identity as part of the European Youth Strategy; Establish the European Platform for Volunteering for older people as called for by the German Presidency of the EU; Ensure other possibilities for funding volunteering e.g. CERV, LIFE, Horizon Europe etc.
2. **Inspire Volunteering:** Embed Civic Education, that includes an introduction to volunteering as part of a strong Service Learning component, as well as a focus on European Values and Solidarity, in the European Education systems; Ensure that the Guidelines on Validation of non-formal and informal learning, including through volunteering, are fully implemented; Increase the possibility of Europass to enable volunteers to showcase their experience and learning outcomes.



Volunteering Equality
Rights Action
VERA 2024



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- Celebrate volunteering:** Collect reliable and comparable data on volunteering in Europe particularly concerning the impact on resilience and sustainable development; Ensure public recognition of volunteers to solidarity and collaborative communities in Europe by declaring 2025 the European Year of Volunteers as well as a strong European input to the International Year of Volunteers for Sustainable Development 2026.

ANNEX 1

AGENDA

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| 14:30 - 14:45 | <p>Welcoming words Lejla Šehić Relić - CEV President Franco Ianeselli - Mayor, Municipality of Trento</p> | |
| 14:45 - 16:30 | <p>VIS: Valuable Contribution, Importance of Empowerment & Societal Resources (Themes)</p> <p>Moderator: Eva Hambach, former CEV President</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Giulia Cutello - Project Manager, Fuori Centro • Mattia Tosato - European Volunteering Capital Officer • Kazuhiro Miyamoto - Practitioner in Residence, LESI/CFE/OECD • Irene Ambrosi - Research assistant, University of Trento • Lejla Šehić Relić - President, CEV • George Thomson - Vice President, CEV | <p>ION: Intergroup, Overall Engagement & New Volunteers and Methods (Themes)</p> <p>Moderator: Alberto Pedrotti, Community Welfare Councillor, Trento Municipality</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Jacopo Sforzi - Senior Researcher, Euricse • Mark Molenaar - Advocacy Manager, NOV (Online) • Daniele Antonozzi - Board Member, CEV • Benedetta Falletti - Project Director, Volies Association • Maria Giovanna Sandrini - Brand and Corporate Communication Director, Aquafil |
| 16:30 - 17:30 | <p>Closing Plenary Tapiwa Kamuruko - Head of Volunteer Advisory Services Section, UNV (Online) Andrzej Rybus-Tołkoczko - Vice-Director - The National Freedom Institute Centre For Civil Society, Poland</p> | |