



#EVOLVE, IVSolution Training and Capacity building, the Evolution for the IVS movement

EVOLVE



CCIVS
Coordinating Committee for
International Voluntary Service
Est. 1948



Co-funded by
the European Union



CCIVS Advocacy Strategy

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the Evolution for the IVS movement

(The advocacy strategy was further developed in the Laboratory for Youth Workers
on Advocacy, PR, Communication and Visibility, 24-30 April 2023)



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CCIVS Advocacy Strategy

“ALL ADVOCACY IS, AT ITS CORE, AN EXERCISE IN EMPATHY” - SAMANTHA POWER

The [Strategic Plan \(2022 - 2027\)](#) recognises the importance of advocacy to generate a positive impact within the network, its members and to position CCIVS as a credible actor that pursues its mission and vision, an NGO focused on peace and environmental projects that empowers young people, volunteers, activists to stand up and speak out for the issues they care about.

“CCIVS builds a global inclusive community of changemakers who contribute to a peaceful, just and regenerative world through International Voluntary Service”

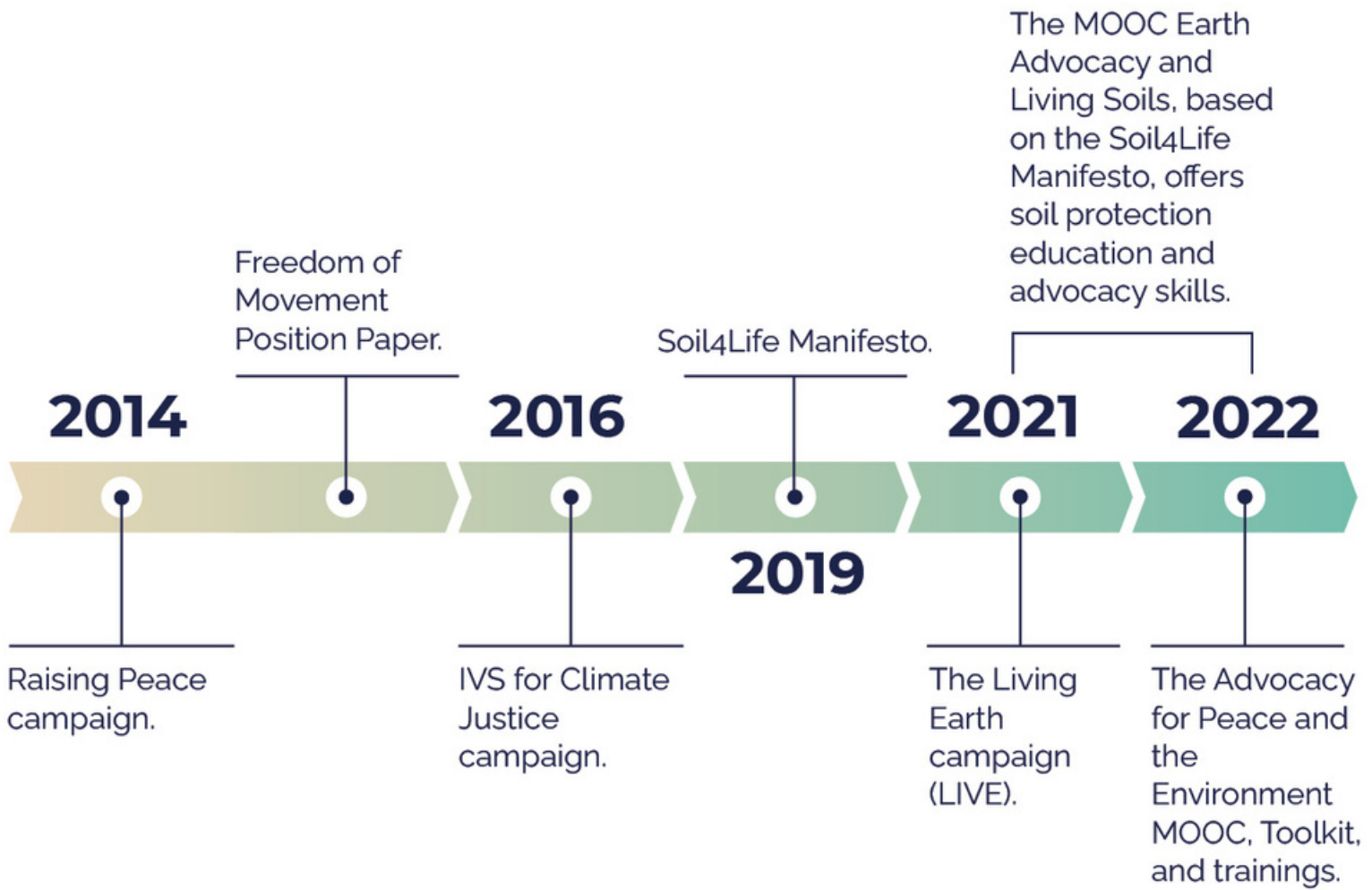
CCIVS VISION

“CCIVS strengthens International Voluntary Service worldwide by connecting and empowering its members, promoting and advocating for International Voluntary Service and its values locally and globally”

CCIVS MISSION

Advocacy means giving people support to have their voices heard: it starts with empowering individuals and communities to understand their rights and to express their views and to collectively define their vision, goals and advocacy asks. A successful advocacy strategy builds on a problem and context analysis, research, campaigning, networking & alliances building, lobbying.

What has been done so far?



2014

During the 2012 General Assembly, CCIVS members decided to work closely together on a campaign to reinforce the recognition and visibility of the contribution of International Voluntary Service to the promotion of a culture of peace and human rights. A closer cooperation and a common communication campaign would increase the visibility of IVS organisations and their work on the global level. The Raising Peace campaign was launched in 2014, it aimed to strengthen the role of international voluntary service organisations as key players in the field of Peace and Human Rights Education.

The Freedom of Movement Position Paper was drafted during a Raising Peace training in 2014 by a group of young representatives from the global and regional IVS networks - CCIVS, SCI and Alliance - from the necessity of “a society which allows freedom of movement in which all members without distinction are empowered to exercise active citizenship”.

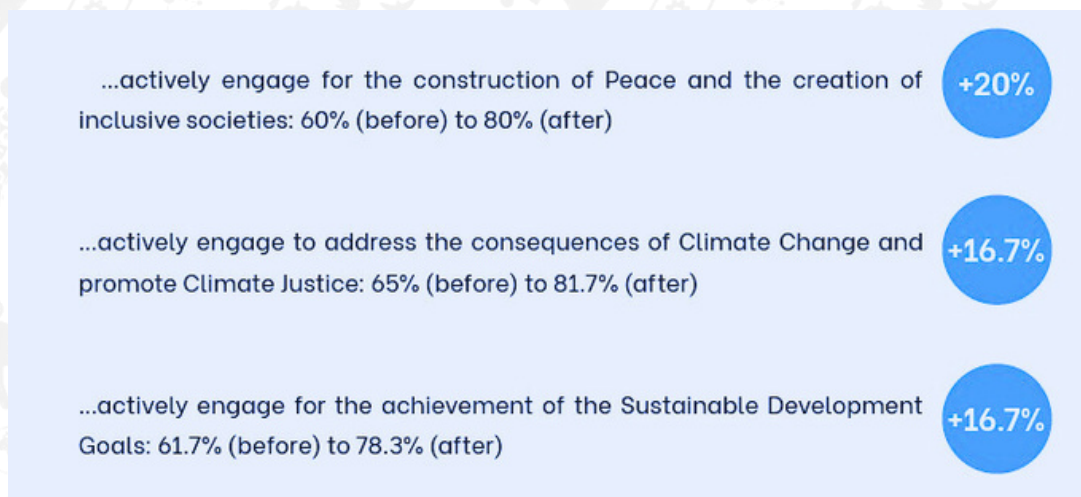
Freedom of movement still needs to be acknowledged as a universal right by several countries in the world and IVS can represent a way to increase self-confidence and problem solving on young people besides a process of understanding of the rights they have.

It was validated in the General Assemblies of four IVS networks CCIVS, Alliance, NVDA and SCI.

2016

IVS for Climate Justice, a worldwide campaign coordinated by CCIVS which brought together the activities of six International Voluntary Service networks. It engaged volunteers with local communities to work on grassroots projects that combine manual work and awareness raising actions on climate change.

These are mainly in the form of International Workcamps. [The Impact Research report “Just Volunteers”](#) shows that volunteers who are involved in projects as part of the IVS for Climate Justice campaign, think more about the consequences of their daily actions (+8.2% after the project) on the environment, culture and society, and feel more personally responsible (+ 16.7% after the project) in their daily life to actively engage to address the consequences of Climate Change and promote Climate Justice.



Credit: Impact Report “Just Volunteers”

As a result of the work done, CCIVS was invited by Legambiente Onlus to join a LIFE programme project, **Soil4Life**.

The [Soil4Life Manifesto](#) is available for individuals and collectives to join this initiative .

2019

As part of the Soil4Life project co-financed by the LIFE programme of the EU, the [Soil4Life Manifesto](#), first drafted in 2019 by a group of young Soil Ambassadors during an international Soil Protection and Management training led by CCIVS, is a powerful tool for advocacy, a call to positive action and good practice on our living Earth.

CCIVS recognises and acknowledges the work of people actively engaged in restoring balance and justice, who work the land and together regenerate soil and ecosystems, as well as those who volunteer for this essential cause. It was further developed during a two-year participatory process, addressed to global leaders and decision-makers to support the transition to a life-sustaining, healthy and thriving environment – of which the ground we walk on is the foundation.

Until now it has been signed by 520 individuals and collectives from all around the world.

CCIVS has been taking an active role in supporting advocacy work with other international institutions. In 2021, it organised a side event at the ECOSOC Youth Forum entitled “International Volunteering for Climate Justice, Youth Volunteer Voices”; CCIVS also co-organised a Forum Lab for the World Forum for Democracy in June under the theme of “Deeds for the Earth: Volunteering for Climate Justice” ; and was invited to be the roundtable speaker of the session “Empowering and mobilizing youth” at the [UNESCO World Conference on Education for Sustainable Development](#) to answer how volunteering can work towards climate justice, by connecting volunteer efforts and contributing to the achievement of SDG 13 (Climate Action) and SDG 16 (Promote just, peaceful and inclusive societies).

2021-2022

At the beginning of 2022, from the Soil4Life Manifesto the MOOC Earth Advocacy and Living Soils was created that offers a basic understanding of soil and builds confidence in starting advocacy work in the field of soil protection.

On the advocacy side, the focus of the course is on basic skills for the right recognition of the role of soil in the entire ecosystem.

2021

The [Living Earth campaign \(LIVE\)](#) is validated by the CCIVS GA, it is the culmination of CCIVS work on Peace and the Environment, replacing the campaigns IVS for Climate Justice and Raising Peace. It seeks to focus on what it means to live a peaceful and harmonious existence on Earth and respect towards the Earth as a living being.

Working for peace is implicit in what we do day-to-day as IVS organisations, environmental work and awareness-raising and education is the enactment of peace itself.

All of our activities focus on inclusion, living and working respectfully together according to the principles of non-violent communication and promoting grassroots initiatives that put communities at the forefront of the actions.

2022

With the support of the EYF the [Advocacy for Peace and the Environment](#) MOOC is developed and uploaded onto www.ccivs.org/ilearn. It is accompanied by a Toolkit of the same name. Two trainings also take place on advocacy. One under the Regenerate Reconcile project <https://regenerate-reconcile.ccivs.org/> and another through the Decolonise IVS project <https://ccivs.org/decolonise/>. Local advocacy actions also take place <https://regenerate-reconcile.ccivs.org/local-advocacy-actions/> and are promoted online. Voices for a Living Earth featuring works of artists and writers join the call to action. A booklet and video is made to highlight all the actions during the year: <https://regenerate-reconcile.ccivs.org/>

From summer to December 2022, CCIVS promoted the Earth Advocacy mentorship programme using both the Soil4Life Manifesto and the MOOC. It empowered young people, volunteers, activists, CCIVS member organisations and individuals to plan their local actions and become Living Earth Ambassadors.

The DecoloniseIVS! project co-funded by the Erasmus+ programme of the European Union, also included an Advocacy Training in February 2023.

20 young people from over 15 countries gathered in Paris, they explored the concept of decolonisation, reflected on how neo-colonialism is linked with global injustices, and discussed how advocacy could contribute to social justice globally.

Through their discussions, four key areas emerged as focal points for our advocacy work: the narratives and practices of volunteer organisations, the distribution of economic resources, the environmental impact of IVS, and the mobility barriers in international volunteering.

The youth advocacy team defined four key areas they want to work on:

- Deconstruct the existing narratives and practices in International Voluntary Service by promoting the self-assessment test for organisations and setting up social media campaigns.
- Understand and challenge the distribution of economic resources among IVS organisations.
- Question and transform the negative impact of IVS practices in relation to the Climate Emergency situation
- Address visa barriers to make IVS more accessible.

In the framework of the Evolve Laboratory for CCIVS Youth Workers on Advocacy, PR, Communication and Visibility co funded by the Erasmus+ programme of the European Union, that took place in Paris in April 2023, 31 representatives from 25 countries actively worked at the construction of an advocacy strategy for the network starting from an analysis of CCIVS Strategic Plan strategic goal 2 - Making the voice of IVS organisations heard ([p. 28 - 29, Strategic Plan](#)). This project allowed for the creation of this Advocacy Strategy taking into account past and current projects.

EARTH ADVOCACY

"OUR PLANET AND THE BEINGS WHO RESIDE HERE AND MAKE UP THE COMPLEX, WHOLE, LIVING SYSTEM ON WHICH ALL LIFE DEPENDS ARE UNDER SERIOUS THREAT. LIFE FUNCTIONS ARE BEING THREATENED BY EXPLOITATION, SHORT TERM THINKING, AND A WORLDVIEW THAT VALUES ECONOMIC AND FINANCIAL GROWTH OVER THE CONTINUITY OF LIFE AND LIVING SYSTEMS [...]" (SOIL4LIFE MANIFESTO)

Challenges

- Humans have created a hierarchical worldview which is destroying our planet and ecosystems, creating desertification, malnutrition, hunger, species-loss and other dangerous and destructive effects that will be felt for generations to come.
- Living Soil affects ALL life on Earth. It is connected to our food, water quality, biodiversity, construction, farming, health and urban expansion and its state is intrinsically linked with a number of the Sustainable Development Goals (SDGs of the 2030 Agenda for Sustainable Development) but of particular importance are [#2 - Zero Hunger](#), [#11 - Climate Action](#), [# 13 - Life on land](#) and [#15 - Sustainable Cities and Communities](#).

Key Calls / Advocacy Asks

generated during the Regenerate Reconcile project include:

- We work to encourage policy makers to:

a) recognise the role that volunteers play in building resilient communities; specifically their work for ecosystem restoration, and soil regeneration;

b) ensure a clear commitment in creating specific policies to limit environmental impacts including pollution prevention, promotion of reduce and reuse for waste reduction;

c) accompany communities in their food sovereignty by supporting regenerative agriculture, natural gardening, composting and no pesticide use;

d) create an enabling environment for civil society engagement in environmental sustainability through sufficient political space and adequate funding – including an appropriate support for research and education and volunteer action;

e) boost community awareness of environments at risk and enable people to speak out and take advocacy actions.

Supporting documents

Soil4Life Manifesto

<https://regenerate-reconcile.ccivs.org/advocacy-asks/>

RECOGNITION OF IVS

Key Calls / Advocacy Asks

We work to encourage policy makers for:

- a) the recognition International Voluntary Service (IVS) as a global movement that provides young people opportunities to take action and positively transform societies through volunteering and activism, according to the principles of nonviolence;
- b) the affirmation of IVS expertise in the field of peace, environment, human rights, democratic participation and intercultural learning;
- c) the acknowledgment that volunteers play a key role in building resilient communities based on peace and mutual understanding that strive towards a world built on global, social and climate justice;
- d) the consolidation systems of recognition of competences and skills developed during short and long term voluntary projects that can serve as a time of personal and vocational orientation;
- e) more adequate and diverse funding opportunities at different levels (from local to global) as a way to preserve project continuity and organisational stability.

Objective 1

Raise awareness of the IVS movement by providing opportunities for people to experience it firsthand

Actions

- Create a modern, fun, creative, diverse platform for storytelling of IVS impact on communities, volunteers, stakeholders and others (e.g. podcasts, Youtube, TikTok...)
- Build relationships with media (e.g. send press releases, media statements, invite media people to IVS events)
- Create an advocacy kit that includes a pamphlet with information of the network, editable template letters, templates for press releases. Agree on common language and consistent messaging (eg. common logo, tagline or strapline used by each organisation.)
- New term for IVS workcamps?. Use of correct keywords to appear on Google first page search - SEO, sustainable merchandising)

Objective 2

Influence policy and decision-makers

Actions

- Map stakeholders to create a strategy to be included in a consultation platform.
- Build relationships with higher level institutions: Offer individual advice and inform decision-makers trying to influence the agenda-setting process

Objective 3

Promote IVS values: Peace, Mutual Understanding And Non-Violent Conflict Resolution. Environmental Sustainability

Actions

- Promote “Awareness Initiatives” - local projects (workcamp & training), Thematic Days and Living library on IVS experiences (workshop at schools/universities, road campaign) and recurring campaigns, especially by enhancing existing ones (e.g. Living Earth Campaign and CCIVS expertise in the field of Earth Advocacy)
- Create a media campaign (radio, newspaper, TV, social media)
- Increase active participation and engagement in NGOs festivals and events and strengthen collaborative partnership
- Publish a statement against any conflicts and supporting regeneration/sustainability
- Promote ‘local’ or ‘regional’ project participation. Encourage longer term participation in volunteer projects where long distance travel is needed. Promote travel that has a low environmental impact (raise awareness through IVS projects, social media campaign)
- Encourage local and seasonal food (raise awareness through IVS projects, social media campaign)

Objective 4

Provide space to exchange best practices among MOs on advocacy (internal capacity building)

Actions

- Create opportunities for peer to peer exchange
- Promote successful local, national and regional advocacy campaigns
- Use storytelling to create empathy, strengthen connections inside the IVS movement and to share best practices

1) Who? Target group: MOs, companies , universities, local communities, theme-based networks (national and international) that organise events e.g on specific environmental topics;

2) How? Online and offline meetings among MOs; - interactive events where we go to present ourselves: big festivals, markets with organisation stands (e.g. Earth Day - April, International Volunteer day - December).

Important focus: storytelling - to find a creative and interesting way to deliver our message.

Supporting documents

[CCIVS Strategic Plan](#)

Decolonise IVS

Actions to be developed

1. Deconstruct the existing narratives and practices in IVS
2. Develop recommendations and contribute to the self-assessment survey to change the narrative and practices in IVS (by Oct 23): a. on narrative/ communication, b. on host projects
3. Social media campaign to promote a new narrative (in Sept 23) Understand and challenge the distribution of economical resources among IVS organisations
4. Mapping IVS organisations to strengthen cooperation at national or regional level (by April 23)
5. Advocate for full inclusion of non-European countries in mobility programmes (by Jan/Feb 24)
6. Challenge (question and transform) the negative impacts of IVS practices on the climate
7. Raise awareness in IVS networks through a social media campaign
8. Address visa mobility barriers to make IVS easier to access
9. Lobby with and train sending/ hosting organisations to coordinate the visa process better and to inform the volunteers of the process (by Dec 24)
10. Policy paper to decolonise social impact projects.

Advocacy Planning Table

<https://docs.google.com/spreadsheets/d/1yd8UZqrBXyurBk3k1c100QmkJeHLIBXt/edit?usp=sharing&ouid=103627538073768275012&rtpof=true&sd=true>



PUBLISHED JUNE 2023
BY THE COORDINATING COMMITTEE
FOR INTERNATIONAL VOLUNTARY SERVICE (CCIVS)
UNESCO HOUSE 1 RUE MIOLLIS
75015, PARIS, FRANCE
(33 1) 45 68 49 36

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