



# **#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



# Suggestions for the strategic plan

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

(The suggestions are issue from the: Laboratory for Youth Workers  
on Advocacy, PR, Communication and Visibility, 24-30 April 2023)



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### To achieve the strategic plan goals

- 1) Building the capacity of IVS organisations to implement high quality and transformative IVS programmes,
- 2) Making the voice of IVS organisations heard,
- 3) Creating a diverse and inclusive global community of empowered IVS organisations, and
- 4) Strengthening the CCIVS structure to become a learning, resilient and innovative organisation.

Member organisations identified the following needs and suggestions:

### Expectations & internal communication

- Clarity of expectations: of mo's to CCIVS, and CCIVS of mo's
- Deeper understanding of on-the-ground conditions ie. internet access, technology, digital divide – improved communication regarding our diverse “realities” challenges and contexts
- CCIVS to continue to inform and update mo's about availability of funds and/or project partnerships develop advocacy campaigns aligned to the specific tasks such as recognition of IVS, bringing together all previous, existing campaigns.

### Website

- To be designed with the intention of attracting potential funders/partners/ volunteers, ie. not just informative

Suggestions:

- Clear, consistent branding throughout website, social media, photos, youtube, etc.

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### Improvements/ Suggestions:

- Clear, simple, less words,
- A directory of all member orgs with a visual format that allows a “click and interact” interface for each mo to upload a description, photo and link to more info, eg. <https://climateconnect.earth/en/browse>,
- Include possible peer-review/rate option where volunteers can leave comments regarding their experience with organisations,
- An interactive map (south facing) with clickable links to mo “id card” (related to comment above)
- An interactive, online member’s area with a forum for sharing good practice, challenges, tips, discussion forum, etc.

### Visibility (internal and external):

- Create and provide a certificate for member orgs: printable and validated for mo’s to show to potential partners, stakeholders, funders, volunteers, etc.
- Create a simple, printable, “calling card” booklet (that can be translated into local languages) that explains IVS vision, mission, impact, connection to international context.
- Update Wikipedia, and update to be sent to UNESCO, FAO, and other relevant platforms
- Regular updates to increase online presence
- A clear policy on communication and privacy: for mo’s and for non-member orgs in order to broaden visibility

### Branding:

- Create a strong, common identity
- Provide clarity on which logo/s to use (and when) for CCIVS as well as campaigns ( Living Earth Campaign logo, Decolonise, etc.),
- Reach an agreement for ALL members to use the same logo, decide which logos can be used, when.
- Clarity on branding and permissions ie.

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### Social Media Posts:

- Promote member's orgs actions
- Give visibility to mo's, and their projects, that promotes the value on individual mo contribution while promoting the larger campaign or CCIVS network strength or regional cooperation.
- A communication campaign that involves "Featured mo" or "featured action" (such as Member of the month or similar) to be shared on Social media or in newsletter, etc.
- Celebrations of our success such as Awards of Excellence, that give visibility and recognition for achievements.
- Promotion and publication of shareable posts of toolkits, resources, advocacy etc. to show the value, increase scope and impact of the value of past projects. Minimize the need to create new content and maximise existing content.

### Communication:

- CCIVS to continue facilitation and coordination of partnerships (introduction), including attracting new members and leveraging institutional representatives (ie UNESCO),
- Clear policy on media & privacy.

### Tools, assessment and feedback:

- A volunteer self-assessment tool app for linear assessment
- Self-assessment tools for mo's to check internal quality standards and expectations
- Regularly updated e-library with toolkits, printable and digital resources, etc (in 1 place)
- Ethical framework or guidelines regarding ethics and ethical funding (Suggested to not make this constitutional to allow for member sovereignty and context-specific, autonomous decision-making)
- Guidelines/ Agreements/ training material regarding pre-departure for volunteers (booklet, or video/ docs)

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### Staff/ HR/ Capacity Building/ Communication (internal)

- Skills development specifically on marketing, campaigning, visibility
- Design an induction process and provide supportive materials/ resources for new members or new staff members,
- Regular inductions for new mo's and/or new staff,
- Hire qualified staff for specific organisational roles,
- Provide specialist training for staff both mo and CCIVS (in organisational roles,
- Maximise and valorise the existing resources, materials, videos, footage, reports, etc for content creation and promotion (caution here with funded MOOCs, Webinars, etc) Use and share and promote existing “master classes” or webinar content.
- Training of trainers events to empower dissemination of skills (including facilitation and organisational skills)

There is an observed general need for improved communication in both directions (mo's to CCIVS and CCIVS to mo's):

- Members to respond to emails (honestly! ie. I need more time to reflect and will respond within xxx days)
- Members / and CCIVS to ask for clarity (ie. I want to use a logo, which one shall I use?)
- Members to actively participate in global campaigns
- Members to actively promote each others projects/ successes/ stories on social media, as well as CCIVS and broader campaigns (such as LIVE)



