



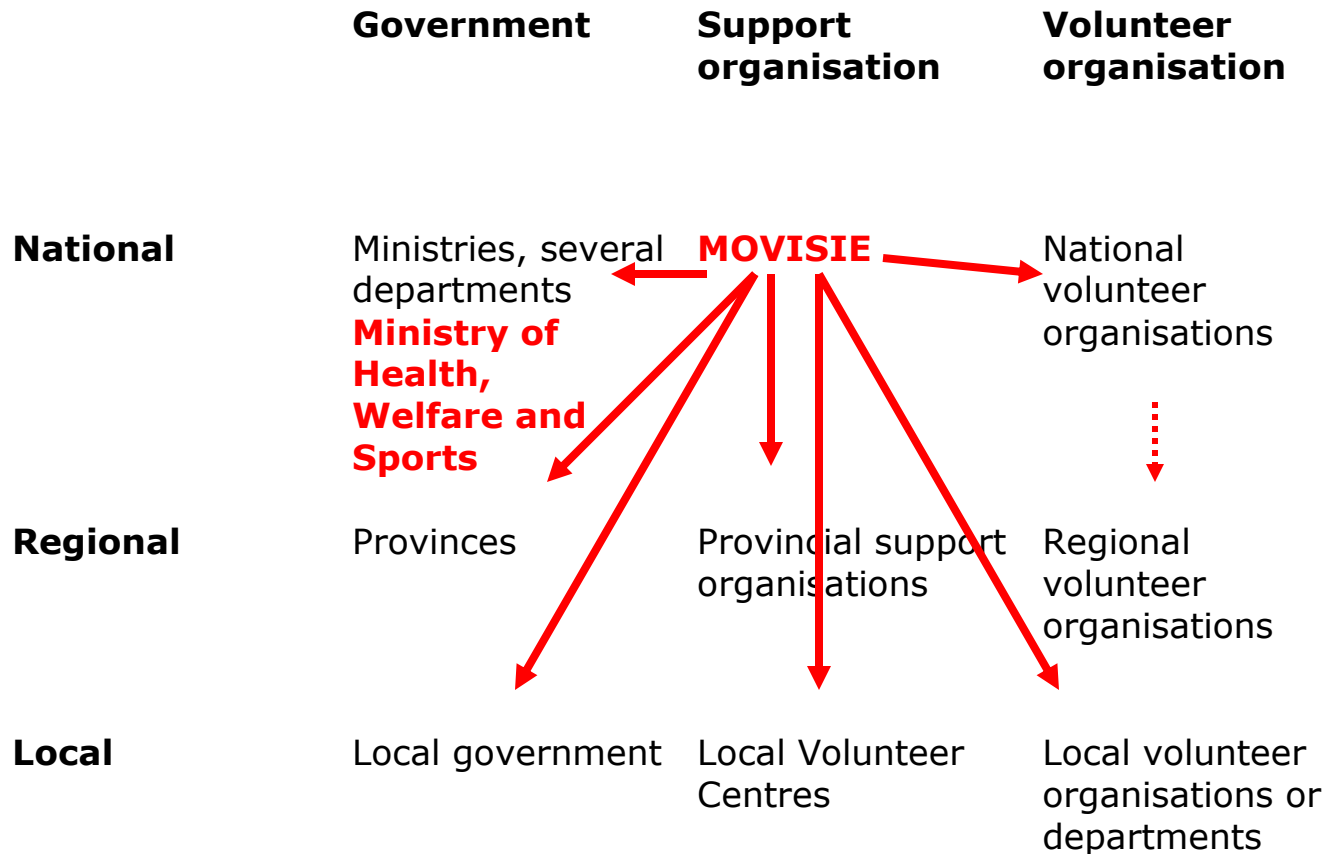
What's happening in the Netherlands?

Current trends in volunteering

Else-Marije Boss & Sandra Kamerbeek

CEV conference Tallinn, 4-7 May 2011

Dutch Infrastructure of Volunteer Work (support structure)



MOVISIE: participation in social action

Focus on:

- **Support & Strengthening**
volunteer organizations, volunteer centres, governments
- **Development**
tools, methods and training
- **Implementation**
sustainability and improvement
- **Monitor and research**
collect, disseminate and learn, trend watching



Volunteering and voluntary effort in 2011

Figures from the Netherlands:

- 5,6 million volunteers
- 25 - 42% of the total population
- On average 3,7 hours a week
- Active in sport, culture and care organisations



What are the developments?

Growing diversity in the volunteer population

- More elderly people, less youngsters
- Higher participation among migrant groups



Diversity in commitment, place and recruitment

Growing amount of citizens initiatives

Recruitment through 'new' partners,

**Shifting relations & responsibilities
between government, market and civil
society**



1) Focus on voluntary effort



Individual citizens: personal development, joined initiatives

Business: teambuilding, CSR, 'flexible working hours and environment'

Government: active citizenship, policies for participation



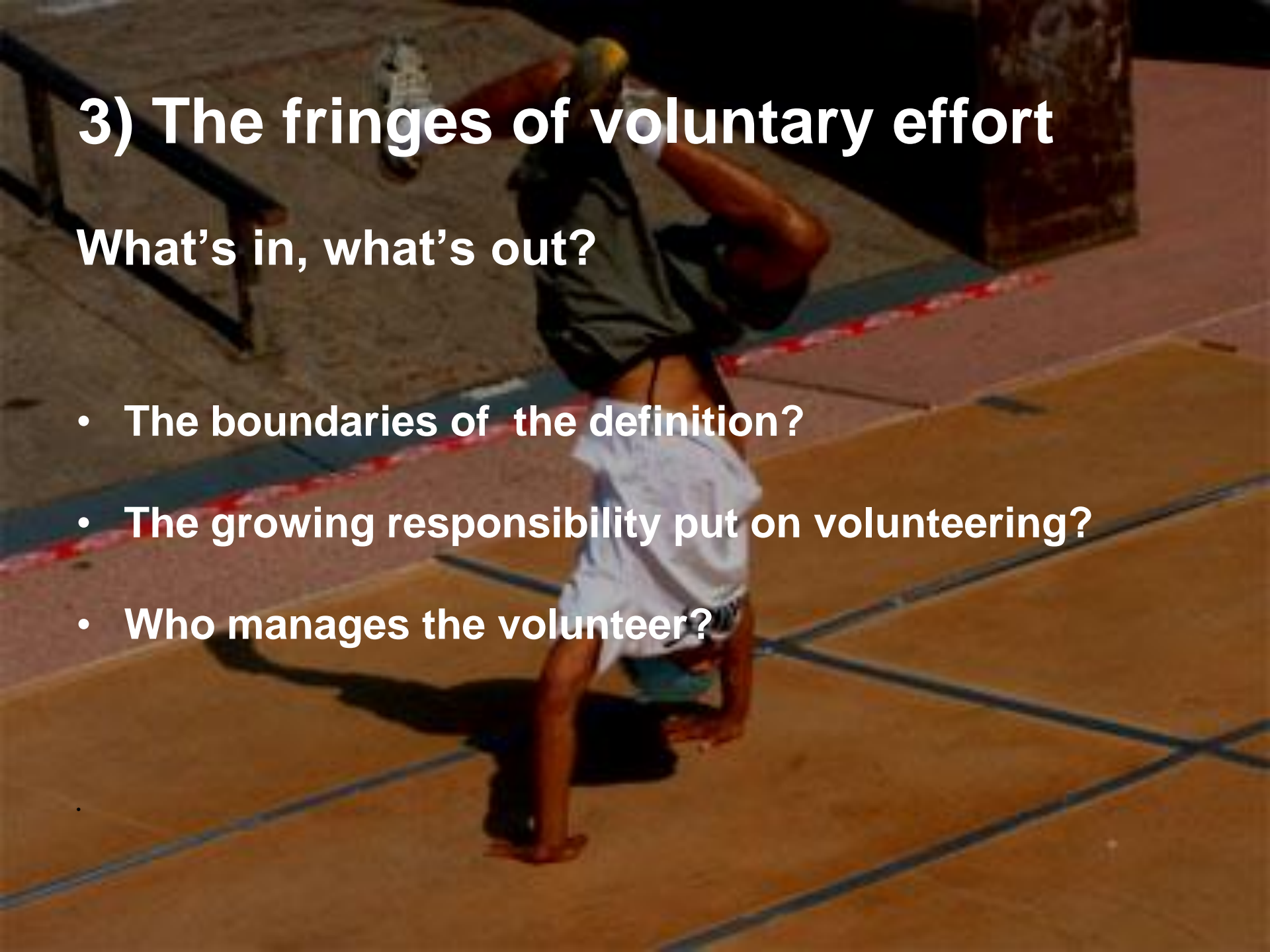
2) Growing diversity and versatility

- **Volunteers:**
variety in education, ethnicity, motivation
- **Organisation:**
open networks, initiatives, volunteer and non-profit organisations
- **Activities:**
One time, flexible, every week, online

3) The fringes of voluntary effort

What's in, what's out?

- **The boundaries of the definition?**
- **The growing responsibility put on volunteering?**
- **Who manages the volunteer?**



4. Professionalising volunteering

Volunteerorganisation: transparency, good governance, volunteermanagement

Volunteers:

growing demands for capacity & competencies



5. Alliances and cooperation

- **Strategic coöperation for common goals**
- **Joined initiatives for funding opportunities**
- **Co- creation**

6. Growing influence of social media

- New ways of communicating with (potential) volunteers and partners
- Online matching, knowledge sharing and networking
- New tasks and changing environment of volunteering



What are the opportunities?

- * **Growing awareness and stimulation of volunteering**
- * **Stakeholders with different goals and strategies**
- * **More supply and demand of voluntary effort**
- * **Diversity rules**
(volunteers, organisation, activities, place and partners)
- * **Different motivations to be recognised**
- * **Focus on development and training**
- * **Co- creation and coöperation, survival of the fittest?**
- * **The (digital) world is our play ground...**



What are the challenges?

What support is needed?

