



**MINISTRY OF LABOUR AND
SOCIAL PROTECTION**



Regional Africa Volunteer Festival

International Volunteer Day 2019

2-5th December 2019

VOYA 2019 CONCEPT NOTE

OCTOBER, 2019

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Empowering people and ensuring inclusiveness and equality through Volunteerism

Celebrating Volunteerism and Volunteers in East and Southern Africa

1.0 Background

International Volunteers Day (IVD) is an international observance that was mandated for UNV to coordinate by the UN General Assembly in 1985. The Day is celebrated on the 5th day of December every year and it provides an opportunity for everyone to promote volunteerism, encourage governments to support volunteer efforts and recognize volunteer contributions to the achievement of the Sustainable Development Goals (SDGs) at local, national and international levels. Every year, there is a coordinated campaign to promote IVD by building on the impact volunteers have had within communities, nationally and globally.

In Kenya, Volunteerism sector plays a crucial role, it contributes to approximately 3.7% of the National Gross Product (GDP).

This year, the theme is in alignment with that of the High-level Political Forum (HLPF), i.e., Empowering people and ensuring inclusiveness and equality. Therefore, the theme for **IVD 2019** is ***Empowering people and ensuring inclusiveness and equality***. The aim is to promote the idea of greater utilization of Volunteers for building an Inclusive Future.

The Volunteer of the Year Award is one of the key annual event celebrated by the Ministry of Labour and Social Protection in partnership with Volunteer Involving Organizations Society. The event seeks to recognize the outstanding efforts of volunteers thereby help promote the importance of volunteering in the community.

2.0 Campaign Rationale

UN Reports indicate that progress in achieving the SDGs is slow, with developing countries facing an average annual funding gap of about USD 2.5 trillion. Volunteers make up a critical human capacity resource that help close this gap. However, despite their selfless actions, volunteers have for decades been under-valued, unrecognized and unaccounted for.

The Government of Kenya through the Ministry of Labour and Social Protection in collaboration with the United Nations Volunteers Eastern and Southern Africa Regional office and Volunteer Involving Organizations Society-Kenya will be co-hosting the Eastern and Southern Africa Regional International Volunteer Day celebration in Kenya this year.

On International Volunteer Day 2019, we aim to unite over **5000 formal, and informal volunteers and partners from across East and Southern Africa Region**. This will be an **opportunity** to showcase the immense value of volunteering and for strengthen volunteer platforms for SDGs in the region, with a focus on SDG 10 and the pursuit of equality and inclusion. The celebration will highlight, celebrate and recognize the exemplary performance and dedication of volunteers across the region climaxing the volunteerism week with awarding the remarkable work of volunteers at national and Regional level.

3.0 Key IVD 2019 Campaign Components

This year, the IVD campaign will focus on reaching out to formal and informal volunteers through three key activity areas:

1. **Recognize:** The campaign shall entail setting up an annual Volunteer Action Awards scheme in the Region to identify, highlight and reward outstanding volunteer actors and promoters in the region. The inaugural award this year shall focus on volunteer actions on reducing inequalities and shall be presented during the Volunteer Action FESTIVAL.
2. **Promote:** The campaign shall involve a series of advocacy and outreach efforts online and in mainstream media to highlight and raise the profile of volunteerism and role volunteers in achieving the SDGs. The media and online activities shall culminate in a 2-day regional Volunteer Action FESTIVAL, to be held in Nairobi. The Festival shall converge and celebrate over 1000 volunteer actors across the East and Southern Africa region.
3. **Strengthen:** In order to sustain the campaign vision, a regional outreach and empowerment platform shall be developed, to be branded **V-NETWORK**. The platform shall aim to reach at least **5000 volunteers** across the region directly this year, link various **volunteer groups** and UN entities, and enhance collaboration towards achieving the Sustainable Development Goals (SDGs). Volunteer groups in the Network shall hold simultaneous joint activities across the region during the campaign.

4.0 Expected Outcomes

Once implemented, the campaign is expected to achieve sustainable outcomes in the following manner:

1. Recognizing the valuable efforts of individuals who have selflessly volunteered for community development in East and Southern Africa region and thereby encouraging further action
2. Promoting volunteerism for inclusion and equality at scale, online, through mainstream media and through off-line events.
3. Generating awareness among the larger public on the significant role volunteers and volunteerism plays in the development of societies and to challenge prejudices surrounding volunteer actions.
4. Mobilization of continued support and resources from private sector to support and uplift the initiatives of the finalists ensures the continuity of their efforts.

5.0 Campaign Strategy

The campaign is a tri-party partnership between the UN, the Government of Kenya and non-state actors including the private sector under the overall guidance of the National Steering Committee on Volunteering (NSC-V).

The Campaign shall be rolled out in four phases:

The **First phase** of the campaign, shall involve the set-up of the V-Network & the planning & Awards committees and identification of key partners (Government, Private Sector, Volunteer Societies (VIOs), Academia, Media) and volunteer groups to work with.

The **Second phase** to be finalized in October, shall entail a Call and selection of the Regional Volunteer Action Champions. Selection shall be based on impact; leadership and scale; sustainability and innovation; and motivation of volunteer actions.

The **Third phase** of the campaign to be concluded in November shall involve contacting and documenting awardees and invitations and travel logistics for the Festival. The initiatives by the selected Volunteer Actions Champions **shall** be showcased during and after the Festival.

The **Fourth phase** of the campaign shall be the weeklong Festival to be held in Nairobi, Kenya in December between 2nd and 5th December 2019, with simultaneous activities in participating countries. There shall be a press conference on the 2nd December to launch the Festival with news features and TV trailers on the value of volunteering. During the Festival, all organizations with volunteering opportunities shall be connected to volunteers seeking volunteering opportunities.

6.0 Request for Partnerships

The Government of Kenya and UNV invite partnerships from the private sector, civil society organizations, academia and governments to help implement the campaign and celebrate volunteer actors in the region. Partners are invited to support the initiative both in-kind and in-cash basis, be it bringing on board fresh perspectives, opening avenues to reach unrecognized informal volunteer actors, sponsoring participants or inviting performers or speakers to the events.

6.1 Campaign Timeline

Aug /Sep	Set up Regional IVD 2019 Committee
	Convene first planning meeting and develop detailed work plan for IVD Committee
	Finalize concept, branding and identify partners, itemize procurement list & kickstart procurement process & Event Venues/management/programme
	Kickstart event partnerships and sponsorship outreach (media, corporates, VIOs)
	Set up V-Network, web platforms and launch of social media campaign
Oct	Launch Pre - selection of Volunteer Action Champions

Oct	Identify and invite Celebrity, high profile participants, speakers & performers
	Press Announcements and Launch of Campaign
	Final selection of Volunteer Champions
	Send out Festival Invitations
	Induction and initial engagement of V-Network Leaders as ambassadors
Nov	Documentation of Volunteer Action Champions; Linkages with UN Volunteers
Dec	IVD Festival (5th December)
2 nd	<u>Morning:</u> Joint regional community service activities based on the Years' theme
5 th	<u>Afternoon:</u> Volunteer Champions Awards, Documentaries' Screenings, Music Concert
5 th	<u>Evening:</u> Dinner to celebrate the winning Volunteers

7.0 Key Stakeholders

7.1 NATIONAL STEERING COMMITTEE ON VOLUNTEERING (NSC-V)

The National Steering Committee on Volunteerism (NSC-V) is the formal body that provides leadership and coordination in Kenya for volunteerism. The NSC-V is comprised of the Government, UN, NGO, Volunteer Organizations, Youth, Civil Society, Media, Academia and Private Sector which aims at bringing together different actors responsible for the advancement of volunteerism. The committee will be responsible for supporting the planning, implementation and follow-up on activities and campaign activities.

7.1.1 COMPOSITION OF THE NSC-V

Co-Chair	Ministry of Labour and Social Protection	Government
Co-Chair	Volunteer Involving Organizations Society	Civil Society
Co-convener	United Nations Volunteers programme	United Nations
	Volunteer Service Overseas	Civil Society
	The President's Award Kenya	
	Kenya Red Cross Society	

7.1.1.1 Ministry of Labour and Social Protection

The main Governmental partner of V-Awards that provides direction crucial support and assists in V-Awards outreach and including but not limited to the island wide distribution of applications and outreach material, maintaining a network for the collection of applications and any other support that is deemed necessary as essential for the successful completion of V-Awards. It plays a key role as the co-chair of the NSC-V as well as a member of the Judging Panel.

7.1.1.2 United Nations

UNV provides direction as the co-convenor of the NSC-V. UNV shall engage other UN Agencies, namely UNICEF, UNWOMEN, UNFPA and UNDP to facilitate the inputs of the UN System into the campaign process.

7.1.1.3 Volunteer Working Groups

A Network for all Volunteer Involving Organizations in Kenya working through volunteering and with volunteers to promote development. The network has been implementing various activities as provided for in the Kenya National Volunteerism Policy.

7.1.1.4 Volunteer Working Groups

Different volunteer working groups shall be tasked with delivering on various functional areas for the campaign. The working groups shall include communications, logistics, partnerships and administration.