

# ***KEY ISSUES***

## **MEDITERRANEAN SEMINAR**

### ***'BRIDGING THE GAP TOWARDS INTERGENERATIONAL DIALOGUE:***

### ***Volunteering as a vector of social cohesion'***

**Madrid, Spain**

**23-25 May 2014**



**Centre for the Cooperation  
in the Mediterranean**

Organized by:



In collaboration with:



**KEY ISSUES OF THE SEMINAR**  
**'BRIDGING THE GAP TOWARDS INTERGENERATIONAL DIALOGUE:**  
***VOLUNTEERING AS A VECTOR OF SOCIAL COHESION***

The Seminar was organized by the Centre for the Cooperation in the Mediterranean<sup>1</sup> together with the Spanish Red Cross (Youth, Volunteering, Social Intervention and Social Innovation Departments) and it took place in Madrid from the 23<sup>rd</sup> to the 25<sup>th</sup> of May 2014.

26 participants from 11 Red Cross Red Crescent National Societies participated in the Seminar, in detail: the Andorran RC, the Egyptian RC, the Hellenic RC, the Italian RC, the Lebanese RC, the Libyan RC, the RC of Montenegro, the Moroccan RC, the Palestine RC Society, the Portuguese RC and the Spanish RC.

As per CCM's mission to provide the follow up on the resolutions of the Mediterranean Conference, the seminar took place in the frame of the 11<sup>th</sup> Mediterranean Conference's priority area which tackles the social effects of the current economic crisis that is seizing communities throughout the Mediterranean region<sup>2</sup>.

Five years after the beginning of the crisis, throughout Europe and the entire Mediterranean region, communities are experiencing similar vulnerabilities due to, and ranging from, an increasing lack of job opportunities – with the related loss of household incomes and any possibility for both youth and family emancipation – difficulties to access public health systems, lack of remittances, growing tensions within families as well as generations at large, whose members eventually tend to perceive themselves either as having no perspective for the future (as in the case of young adults) or as burdens to society.

Aiming to respond to the challenges caused by the crisis and contribute to a greater social cohesion – which stems from the recognition that derives from one's participation in the economic and social life of communities – a stronger dialogue and solidarity are necessary to improve the contact between generations and assure that all parties involved can benefit from it. Such contact will allow reducing prejudice and help promote intergenerational respect and solidarity<sup>3</sup>.

An element that can foster the above mentioned dialogue and serve as a meeting point between generations is Volunteering. While delivering voluntary service, both young and elder people can benefit from mutual contact and feel part of the solution to the current

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1 Hereafter 'CCM'

2 Among the other priority areas recognized by the 11<sup>th</sup> Mediterranean Conference held in Croatia in 2010 are: the role of Youth; environment and climate change; assistance and protection to migrants.

3 Enabling Action 1, IFRC Strategy 2020: "Young people bring much-needed skills when working alongside the increasing number of older people in a spirit of mutual respect. This is crucial to the intergenerational transfer of experience that is vital to both progress and stability in society".

situation rather than a burden, promoting mutual understanding in a relationship based on personal growth and knowledge exchange.

As stated in the first enabling action of IFRC Strategy 2020, which aims to build stronger National Societies, Volunteering stands at the basis of communities<sup>4</sup>, and as such it is a means to foster dialogue between all members of society and a vector to bring generations together.

The **general objective** of the Seminar was to **promote the value of Volunteering intended as a vector of social cohesion and facilitate the exchange of information and practical tools to Mediterranean Red Cross/Red Crescent volunteers and technical staff who manage social inclusion programmes, with a special focus on the implementation of new technologies in the promotion of intergenerational dialogue.**

The **specific objectives** were:

1. Exchange experiences and discuss the challenges related to social inclusion so as to find innovative responses that may be applied in various national contexts.
2. Analyse the role of new technologies as tools to promote social cohesion with regards to the most vulnerable groups – amongst them older people.
3. Reinforce the collaboration between RC/RC National Societies through the exchange of best practices related to social inclusion.
4. Promote a change of attitude towards the value that the elderly can contribute to society, especially to younger generations, in a social context directly affected by the current crisis.

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In order to address those issues, the seminar was structured in seven thematic sessions as follows:

- Volunteering in time of crisis: from challenges to opportunities
- New technologies and Volunteering – strategic alliance
- Innovation and vulnerable groups – practical implementation
- Youth and Volunteering: a global perspective
- Volunteering and Youth
- Youth Volunteering and Innovation: how ICTs improve social cohesion
- Social innovation and Entrepreneurship

The above mentioned topics were dealt in independent sessions with a chairperson who introduced speakers and encouraged the debate. Each table was set up by several speakers who contributed with practical work experiences - both from the Red Cross and Red Crescent and from other invited national and international organisations, specialised in each of the topics raised.

<sup>4</sup> “Strong and cohesive communities are the foundation for practical delivery by National Societies. This acknowledges that people themselves are the most important resource for their own progress, which can only be sustained through their own leadership and ownership of the process” (IFRC Strategy 2020).

The sessions' format offered a floor for participants to share their knowledge, experiences, and best practices, while including a time for open debate at the end of every session.

The seminar also counted on the deployment of a special session, implemented each day of the Seminar, through the Sharing of Best Practices and Working Groups, as well as a Visit to the Spanish Red Cross Coordination Centre.

**We will hereby introduce the main ideas presented in each session. All the presentations delivered by participants are available on the CCM website: [www.cruzroja.es/ccm](http://www.cruzroja.es/ccm).**

## Welcome and Opening Remarks

### Chaired by:

- Centre for the Cooperation in the Mediterranean, Ariana Potrafki, Acting Director

### Keynote speakers:

- Spanish Red Cross, Carlos Payá, Vice President
- Spanish Red Cross Youth, Aitor Murciano Moreno, National President

### *Carlos Payá, Vice President of the Spanish Red Cross*

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Mr. Payá welcomed National Societies' delegations and underlined the importance of joining forces at regional level, both within the Movement and with external actors, to face the common challenges posed by the ongoing economic crisis and its effects on the growing number of people who are becoming vulnerable.

Mr. Payá underlined the promptness of National Societies' responses to rising challenges, and their exemplary ability to support and learn from each other's expertise, while building the capacities of those in need and empowering them to live a life in dignity, in the constant promotion of social inclusion through intercultural and intergenerational dialogue.

In his welcoming remarks, Mr. Payá also stressed the best practices of the host National Society which has adapted its programmes to counteract the worsening living conditions of families and individuals, starting from a constant effort to innovate and reinvent the means available. This process of innovation and programme development would not have been possible without the partnership with the private sector and the implementation of Information and Communication Technology within the National Society's programmes, as we are not only living in a time of crisis, but also in the digital era, and it is by making the most of all means available that we continue adapting and improving our response, thanks to the volunteers who are real 'vectors' of social cohesion.

In times of economic crisis, the role of volunteers is crucial in bridging the social gap that the very crisis has created, the breach between generations who are depending on very limited resources or with very few, if any, expectations for their future, as in the case of youth.

Volunteering, as the backbone of our Movement, provides the ground to mend the breaches in society, promoting social cohesion, which stems from the recognition that derives from one's participation in the economic and social life of communities - and improving the contact between generations, assuring that all parties involved can benefit from it, reducing prejudice and helping to promote intergenerational respect and solidarity.

Finally, the Vice-president of the Spanish Red Cross highlighted how creating networks, promoting the capacity to build alliances, capitalising and executing best practices, enhancing the collaboration and the dialogue and promoting positive change of behaviours are the right answers to support the development in the Mediterranean region.

*Aitor Murciano Moreno, National President, Spanish Red Cross Youth*

The National Director of the Spanish Red Cross Youth, Mr. Aitor Murciano Moreno, welcomed participants and encouraged them to make the most of the exchange opportunity provided by the seminar.

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The use of Information and Communication Technology has contributed to a great extent to the development and management of Youth and Volunteering programmes and actions within the host National Society, and the envisaged adaptation/replicability of best practices across the region - building in this specific case on the role of Youth as active leaders of change – may be the among the greatest assets of the seminar.

## Session1. Volunteering in time of crisis: from challenges to opportunities

### Chaired by:

- Spanish Red Cross- Volunteering Department, Ferran Cobertera, Project Officer

### Keynote speakers:

- IFRC Europe Zone Office, Branimir Knezevic, Learning and Organizational Development Coordinator,
- European Anti Poverty Network, Spain (EAPN-ES), Isabel Allende, Director
- Spanish Red Cross- Social Innovation Department, Estrella Rodriguez Pardo, Director
- Spanish Red Cross-Social Intervention Department, Susana Gende Feely, Project Officer

Branimir Knezevic, Learning and Organizational Development Coordinator, IFRC Europe Zone Office

Mr. Knezevic presented the Think Differently awareness campaign, a tool developed by the IFRC Europe Zone to increase knowledge about the economic crisis and its consequences in the short and long term, to question and debate whether our systems are up to date and consider whether our own responses are the most appropriate. A number of tools have been developed to help National Societies discuss the economic issues affecting Europe. Some of those tools include the video, "In a Better World"; an external website and material on FedNet.

After illustrating the trends of the economic crisis compiled in the Report (The poor getting poorer; The new poor; Weakening health; Migration and Mobility; Unemployment), Mr. Knezevic highlighted the recommendations and the commitments to address them.

The humanitarian impact of the crisis is an important issue for the IFRC Europe Zone which calls for action in order to increase RC/RC activities and act differently.

For further information:

[http://www.mediterraneumrc.org/pls/portal30/docs/PAGE/CANCRE/CCM/ISSUES/CCMPRI NCIP/VOLUNT MADRID/TAB46910720/IFRC\\_ECONOMIC%20CRISIS.PDF](http://www.mediterraneumrc.org/pls/portal30/docs/PAGE/CANCRE/CCM/ISSUES/CCMPRI NCIP/VOLUNT MADRID/TAB46910720/IFRC_ECONOMIC%20CRISIS.PDF)

For further reading:

<http://www.ifrc.org/en/news-and-media/features/european-economic-crisis/>

Isabel Allende, Director of the European Anti Poverty Network, Spain (EAPN-ES)

Isabel Allende presented the European Anti Poverty Network (EAPN), which is the largest European network of national, regional and local networks, involving anti-poverty NGOs and grass root groups as well as European Organisations, active in the fight against poverty and social exclusion. It was established in 1990 and its membership is involved in



a variety of activities aimed at combating poverty and social exclusion including education and training activities, services provision and activities aimed at the participation and empowerment of people experiencing poverty and social exclusion. Together the membership of EAPN aims to put the fight against poverty high on the agenda of the EU and to ensure cooperation at EU level aimed at the eradication of poverty and social exclusion.

EAPN has consultative status with the Council of Europe, and is a founding member of the Social Platform (Platform of European Social NGOs).

The EAPN has the following mission: to promote and enhance the effectiveness of actions to eradicate poverty and prevent social exclusion; to raise awareness around poverty and social exclusion; to empower the people living in poverty and social exclusion; to lobby for and with people and groups facing poverty and social exclusion. EAPN includes the objectives of gender equality and non discrimination in all its areas of work.

For further information: <http://www.eapn.eu>

*Estrella Rodriguez Pardo, Director of the Social Innovation Department, Spanish Red Cross and Susana Gende Feely, Social Intervention Department, Spanish Red Cross*

Ms. Pardo and Ms. Gende explained the socioeconomic consequences of the crisis in Spain taking into account the background country information compared to the EU: the Spanish unemployment rate, the youth unemployment rate in Spain, the people who are at risk of poverty, the income inequality and the social trends (the increase of poverty and the new forms of social exclusion).

They also illustrated a Spanish Red Cross research on social vulnerability which highlighted the changing profile in the population assisted, the situation of the older people assisted, the situation of the young people assisted and the Red Cross personnel perception. They also explained how the impact of the socioeconomic crisis increases the social vulnerabilities of the children and the young people assisted, and which are the needs and the responses put into place.

For further information:

<http://www.mediterraneumrc.org/pls/portal30/docs/PAGE/CANCRE/CCM/ISSUES/CCMPRI NCIP/VOLUNTMADRID/TAB46910720/SPANISH%20RC%20ON%20VULNERABILITIES.PDF>

- Executive summary Social Vulnerability report ENG:  
([http://www.sobrevulnerables.es/sobrevulnerables/ficheros/informes/informe\\_507/ANUAL%20REPORT%20ON%20SOCIAL%20VULNERABILITY%202013.pdf](http://www.sobrevulnerables.es/sobrevulnerables/ficheros/informes/informe_507/ANUAL%20REPORT%20ON%20SOCIAL%20VULNERABILITY%202013.pdf))
- Executive summary Social Vulnerability report SP:  
[http://www.sobrevulnerables.es/sobrevulnerables/ficheros/informes/informe\\_507/IVS%202013%20resumen.pdf](http://www.sobrevulnerables.es/sobrevulnerables/ficheros/informes/informe_507/IVS%202013%20resumen.pdf))

For further reading:

<http://www.sobrevulnerables.es/sobrevulnerables/boletines.do?method=inicio>



## Session 2. New technologies and Volunteering – strategic alliances

### Chaired by:

- Centre for the Cooperation in the Mediterranean, Ariana Potrafki, Acting Director

### Keynote speakers:

- Spanish Red Cross, Antoni Bruel I Carreras, Coordinator
- Vodafone Foundation Spain, Santiago Moreno, Director General

Mr. Bruel and Mr. Moreno explained how the strategic alliance between the Spanish Red Cross and the Vodafone Foundation has a positive impact on the development of communities. They are working on the enhancement of the Red Cross proximity to the territory by the implementation of apps that facilitate a direct access and action by users.

The strategic alliance between Spanish Red Cross and Vodafone Foundation gave birth in 2002 to the TecSOS Foundation, which aims to respond to the social needs and improve the living conditions of the most vulnerable, mainly through the implementation of information and communication technology –especially through the use of mobile phones. Both Mr. Bruel and Mr. Moreno underlined the importance that mobile phones may have in the following contexts: fundraising, emergencies and education.

For further information:

- [http://www.mediterraneumrc.org/pls/portal30/docs/PAGE/CANCRE/CCM/ISSUES/CMPRINCIP/VOLUNT/MADRID/TAB46910720/VODAFONE%20FOUNDATION\\_SPANISH%20RED%20CROSS.PDF](http://www.mediterraneumrc.org/pls/portal30/docs/PAGE/CANCRE/CCM/ISSUES/CMPRINCIP/VOLUNT/MADRID/TAB46910720/VODAFONE%20FOUNDATION_SPANISH%20RED%20CROSS.PDF)
- <http://www.vodafone.com/content/index/about/foundation.html>

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## Session 3. Innovation and vulnerable groups – practical implementation

### Chaired by:

- Centre for the Cooperation in the Mediterranean, Montserrat Lopez, Project Officer

### Keynote speakers:

- Spanish Red Cross, Débora Arévalo de las Heras, Coordination Centre Officer: Video Assistance of the elderly
- TecSOS Foundation, Ana Peñalver Blanco, Innovation projects manager: Enred@te project
- APROCOR Foundation, Abbas Homaei and Manuel Valls: Labour market insertion targeting people with intellectual disabilities

During this session, three projects were presented:

- 1) The Video Assistance of the elderly, implemented by the Spanish Red Cross and aiming at supporting the elderly facing situations/risks of social/health emergencies when leaving home and facilitating their permanence in their own community environment. This service provides the elderly with the possibility of having an immediate contact while being out using a mobile device with an Assistance Centre available 24hours/day 365 days/year, where the Red Cross manages the resources to solve emergencies such as crisis of distress, loneliness, falls, accidents at home, etc. promoting the intervention of the beneficiary's own personal resources (family/contacts) or the resources of their environment (health and social services).
- 2) The *Enred@te* project implemented by the TecSOS Foundation to promote active ageing and to relieve the feeling of loneliness, strengthen and enrich the social participation of the elderly, establish emotional bonds with people who share the same interests and transfer to the real world the new groups of friends created on *Enred@te* to develop them face-to-face. It is a project planned for the last quarter of the year 2014 and will include the possibility of contacting the families and care takers: a tablet will be used to create a virtual meeting point which allows elderly people to easily contact, see, talk to and meet other people with whom they might share interests, worries and needs. These new relationships would end the problem of loneliness. It will also allow an easy access to some relevant videos and information.
- 3) The video assistance implemented by the APROCOR Foundation, which aims to help develop and keep up physical, cognitive and relational abilities of the elderly using the support of new technologies, is a service aiming to encourage personal autonomy and to keep up the skills of the elderly in order to enhance their quality of life. The Service of Video Assistance is based on the use of a system of video-communication installed in the TV with an Internet connection, which makes videoconferences with the Assistance Centre possible, and contributes to the practice of several individual activities geared to exercise different cognitive areas: memory, praxis, gnosis, language, executive function and calculus; all this with the support of volunteers who run the session.

The Service of Video Assistance is considered a dynamic, flexible and attentive service close to the reality and needs of the people with whom it works. That is the reason why the Red Cross works in a participatory way with the users for the project to adapt and respond to their particular needs in each moment.

For further information:

- [www.cruzroja.es](http://www.cruzroja.es)
- [http://www.vodafone.com/content/index/about/foundation/mobiles\\_for\\_good/tecso.html](http://www.vodafone.com/content/index/about/foundation/mobiles_for_good/tecso.html)
- <http://www.fundacionaprocor.com/>

## Session 4. Youth and Volunteering: a global perspective

### Chaired by:

- Centre for the Cooperation in the Mediterranean, Eliana Del Bianco, Youth Officer

### Keynote speaker:

- IFRC Youth Commission, Milan Mirkovic

The general aim of Mr. Mirkovic intervention was to raise participants' awareness on the IFRC framework on Youth Engagement, and more specifically to highlight the link between active youth participation within the organizational processes, structures and policies of the RCRC and the fostering of intergenerational dialogue and transfer of experiences, hence creating a culture of respect, mutual understanding and cohesion between adult and young volunteers, which contributes to creating strong and resilient National Societies that benefit from meaningful youth engagement.

The focuses and discussions tackled during the presentation, and that all National Societies' representatives were invited to keep working on, upon return in their National Society, were two:

- how are we facing/taking action on some of volunteering-related issues such as volunteer promotion and motivation, retention, active engagement, etc;
- are we, as National Societies, truly building a culture of active volunteer participation, in which young volunteers are given the means and the necessary environment to be educated, empowered, and included in the NS organizational structure?

Participants were divided into 4 different groups of about 6-7 people each. They were given 15 minutes to discuss on one main topic of the findings of the Global Review on Volunteering:

- Enabling environments are the most critical component of successful volunteer engagement;
- Our work is beyond delivery of service, it is about how we engage and "behave" in communities;
- What are the groups in need and how we are engaging them;
- What are we as an organization to offer.
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The presentation proceeded by highlighting the link between Strategy 2020, active youth participation and Inter-generational Dialogue, as well as the main concepts within the Youth Policy and Youth Engagement Strategy, and the Youth Engagement Cycle.

For further information:

- <http://www.mediterraneumrc.org/pls/portal30/docs/PAGE/CANCRE/CCM/ISSUES/CCMPRINCIP/VOLUNT/MADRID/TAB46910720/VOLUNTEERING%20AS%20A%20VEHICLE%20FOR%20SOCIAL%20COHESION.PDF>
- <https://www.ifrc.org/en/what-we-do/youth/>

## Session 5. Volunteering and Youth

### Chaired by:

- Centre for the Cooperation in the Mediterranean, Eliana Del Bianco, Youth Desk

### Keynote speaker:

- Spanish Red Cross Youth, Sandra Pascual, Director (Navarra)

‘Estar cada vez más cerca de las personas’ (‘Be always closer to people’) is the motto which summarizes the mission of the Spanish Red Cross. To truly act according to its mission and carry out humanitarian services for all vulnerable groups, the Spanish Red Cross has created the ‘Cruz Roja Juventud’ and strongly promotes youth volunteering, as a separate department, given the specific characteristics and necessities of both young volunteers and beneficiaries.

The Spanish Red Cross Youth department has therefore established its own Action Plan, focusing its action on six main programmes which in their turn encompass different projects and activities. The six programmes are:

- Development and International Cooperation
- Participation
- Social Intervention and Social Inclusion
- Gender and Co-education
- Health Education and Promotion
- Environmental Education and Sustainability.

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In order to promote Youth Engagement in the Spanish Red Cross, young volunteers can count on a number of campaigns aimed at raising awareness on the work carried out by the Youth Department, and also on volunteering promotion.

For further information:

- [http://www.mediterraneumrc.org/pls/portal30/docs/PAGE/CANCRE/CCM/ISSUES/CCMPRINCIP/VOLUNTMADRID/TAB46910720/VOLUNTEERING\\_SPANISH%20RED%20CROSS%20YOUTH.PDF](http://www.mediterraneumrc.org/pls/portal30/docs/PAGE/CANCRE/CCM/ISSUES/CCMPRINCIP/VOLUNTMADRID/TAB46910720/VOLUNTEERING_SPANISH%20RED%20CROSS%20YOUTH.PDF)

## Session 6. Youth Volunteering and Innovation: how ICT improve social cohesion

### Chaired by:

- Centre for the Cooperation in the Mediterranean, Eliana Del Bianco, Youth Officer

### Keynote speaker:

- Spanish Red Cross Youth, Sandra Pascual, Director (Navarra)

At the beginning of the session, Ms Pascual asked participants to present themselves through a tweet, in order to get into the mood of the intervention.

Then she explained some innovative projects and tools, used by the Spanish Red Cross Youth, applying ICT to improve social cohesion.

Amongst them: the “Xqtgusta caimpagn”, an online volunteering campaign aiming at recruiting more young volunteers; the “Cibercaixa Hospitalaria”, a project, targeting children in hospitals, carried out with the support of ‘La Caixa Foundation’, in which some hospital rooms are fully equipped with computers, webcams, headphones and more, with the aim of providing distraction to ill children and their families, while also teaching them the value of playing non-violent games and making a correct use of computers; “Get Closer to the ICT”, an initiative aiming at teaching new technologies to people of all ages; the Multichannel Service, a tool to support Spanish Red Cross Youth volunteers to improve their services and networking.

The last project that was presented was the ‘Mundo Cruz Roja’ portal, created by the Spanish Red Cross for all its volunteers and staff members, as an online virtual platform which gives users the opportunity of organizing services, getting in contact with other volunteers, organize online meetings, etc...

This last tool also gave the occasion to the Italian Red Cross to explain its online portal “Gaia Project”, aiming at facilitating volunteer action and networking, that has also been developed as a mobile app in order to facilitate its use by all registered people.

For further information:

- [http://www.mediterraneumrc.org/pls/portal30/docs/PAGE/CANCRE/CCM/ISSUES/CCMPRINCIP/VOLUNTAMADRID/TAB46910720/VOLUNTEERING\\_SPANISH%20RED%20CROSS%20YOUTH.PDF](http://www.mediterraneumrc.org/pls/portal30/docs/PAGE/CANCRE/CCM/ISSUES/CCMPRINCIP/VOLUNTAMADRID/TAB46910720/VOLUNTEERING_SPANISH%20RED%20CROSS%20YOUTH.PDF)
- [www.cruzrojajuventud.es](http://www.cruzrojajuventud.es)

## Session 7: Social Innovation and Entrepreneurship

### Chaired by:

- Centre for the Cooperation in the Mediterranean, Ariana Potrafki, Acting Director

### Keynote speakers:

- Spanish Red Cross - Social Innovation Department, Estrella Rodriguez Pardo, Director
- Spanish Red Cross – Social Intervention Department, Employment Plan, Eva Chimeno Cano

### Estrella Rodriguez Pardo – Spanish Red Cross Strategy on the activation of youth

At the beginning of her intervention, Ms. Pardo underlined the objective of the Spanish Red Cross study aiming at planning a strategy on the activation of youth: improve the work of the Spanish Red Cross with the young population, giving answer to their needs and requests.

Then she explained that the activation perspective is intended as actions and initiatives aiming at:

- Leading to personal involvement in volunteering;
- Contributing to promote social involvement and participation;
- Contributing to improve cross-cutting abilities and competencies enabling access to labour market;
- Leading to entrepreneurship;
- Mobilizing people in initiatives and actions that benefit community.

After describing the trends and the challenges of youth in Spain and how the Spanish Red Cross is responding, Ms. Pardo explained the axis and strategic directions of the Activation Strategy and gave some recommendations to foster it.

For further information:

- <http://www.mediterraneumrc.org/pls/portal30/docs/PAGE/CANCRE/CCM/ISSUES/CCMPRINCIP/VOLUNTMADRID/TAB46910720/STRATEGY%20ON%20YOUTH%20ACTIVATION.PDF>
- [www.cruzroja.es](http://www.cruzroja.es)

*Eva Chimeno Cano – Spanish Red Cross Employment and Employability Strategy for youth*

Following an introduction of the situation of young people in Spain regarding the labour market, Ms. Cano underlined the objective of the youth employment programme:

- Increase employability and opportunities for youth at risk of social exclusion;
- Provide training on basic cross-cutting skills;
- Give professional skills;
- Facilitate work experiences;
- Provide continuous support;
- Raise awareness on the difficulties and obstacles that people face when entering the labour market.

She then illustrated some specific initiatives with youth and the structure of the employment plan. At the end of her intervention, she described the Portfolio project which contains several initiatives to increase youth employment and entrepreneurship.

For further information:

<http://www.mediterraneumrc.org/pls/portal30/docs/PAGE/CANCRE/CCM/ISSUES/CCMPRINCIP/VOLUNTMADRID/TAB46910720/EMPLOYMENT%20PLAN.PDF>



## Special sessions

### Sharing of best practices and working groups

This special session was managed throughout the Seminar by Vodafone and its Foundation, together with the Spanish Red Cross, and it aimed at three main objectives:

- generate innovative ideas, to be easily implemented, taking into account the different contexts of the Mediterranean Region;
- Share innovative best practices implemented by the RC/RC National Societies of the Mediterranean region, in order to possibly identify those that could be replicated;
- Adapting one of the best practices exposed during the session to a specific local context and plan its implementation

#### ■ *Generating innovative ideas*

Participants were divided into three working groups. A SWOT analysis referred to an imaginary country context was given to each working group. Each group had to elaborate possible initiatives that the RC/RC National Society could develop to improve the situation provided in the context and respond to the needs assessed. The groups had to finally come up with as many initiatives possible, completing the following data:

- Name of the initiative
- Target group
- Short description of the activity
- Necessary resources to implement it

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After 15 minutes, the groups had to rotate, moving on to the project started by the previous group. Therefore, when passing on to the new project they had to read the initiatives and give them a score according to the originality and the applicability of the ideas. Finally, the groups moved again with the aim of choosing, according to the scores defined before, the two most interesting initiatives, according to the strengths and the weaknesses of the context analyzed. At this stage they had to start planning the idea taking into account any possible important item.

#### ■ *Sharing innovative best practices*

During this part of the session, every RC/RC National Society was given few minutes to describe its best practice according to:

- objective
- needs assessment
- target group
- brief explanation of the methodology used
- actors involved or required for the programme
- expected results for the beneficiaries
- if you were to sell 'the product' in one minute, what would you say to convince the funders?



Participants had to give the presentation a score, according to the innovation and feasibility of the idea: 2 would indicate the best practice that was most interesting/feasible/innovative; 1 would indicate the following best practice most interesting/feasible/innovative.

- *Andorran Red Cross*

The delegation of the Andorran RC presented their programmes against social exclusion, targeting all the vulnerable population of the country and aiming at: guaranteeing food aid, covering the basic cost of life, guaranteeing psychological support and labour market orientation. In detail the programmes are: the social restaurant, sporadic economic help, psychological support, employment programme.

For further information:

<http://www.mediterraneumrc.org/pls/portal30/docs/PAGE/CANCRC/CCM/ISSUES/CCMPRINCIP/VOLUNTMADRID/TAB46910720/ANDORRAN%20RC.PDF>

- *Egyptian Red Crescent*

The delegation of the Egyptian RC explained their project “Volunteer-induced Social Cohesion”, an initiative targeting newly formed communities after the re-housing of the victims of the 1992 earthquake, with the aim to alleviate human suffering and preserving human dignity.

For further information:

<http://www.mediterraneumrc.org/pls/portal30/docs/PAGE/CANCRC/CCM/ISSUES/CCMPRINCIP/VOLUNTMADRID/TAB46910720/EGYPTIAN%20RC.PDF>

- *Hellenic Red Cross*

The delegation of the Hellenic RC presented their initiative “Psychosocial support programme of single parent families” that has the objective to address the basic material needs of single parent families living in the broader area of Athens, Perea, Patra, Thessaloniki and Chania, that are facing the consequences of unemployment and poverty.

For further information:

<http://www.mediterraneumrc.org/pls/portal30/docs/PAGE/CANCRC/CCM/ISSUES/CCMPRINCIP/VOLUNTMADRID/TAB46910720/HELLENIC%20RC.PDF>

- *Italian Red Cross*

The delegation of the Italian RC presented their initiative “Enable healthy and safe living through non-formal communication – on & off line social intergenerational mobilization as means to raise awareness”. They described several on line and off line initiatives, targeting community in general and social network users in particular, in order to mobilize communities to raise awareness on safe and healthy life styles and in order to become agents of behavioural change.

For further information:

<http://www.mediterraneumrc.org/pls/portal30/docs/PAGE/CANCRE/CCM/ISSUES/CCMPRINCIP/VOLUNTMADRID/TAB46910720/ITALIAN%20RED%20CROSS.PDF>

- *Lebanese Red Cross*

The delegation of the Lebanese RC explained their Humanitarian Values and Principles programme aiming at fostering social cohesion. The programme includes several initiatives, such as the child festival, the peace festival, the Guinness book and several micro projects, and targets the population in general.

For further information:

<http://www.mediterraneumrc.org/pls/portal30/docs/PAGE/CANCRE/CCM/ISSUES/CCMPRINCIP/VOLUNTMADRID/TAB46910720/LEBANESE%20RC.PDF>

- *Libyan Red Crescent*

For further information:

<http://www.mediterraneumrc.org/pls/portal30/docs/PAGE/CANCRE/CCM/ISSUES/CCMPRINCIP/VOLUNTMADRID/TAB46910720/LIBYAN%20RED%20CRESCENT.PDF>

- *Montenegro Red Cross*

The delegation of the Montenegro RC presented the project “Home care in Montenegro – Advocating for/with the elderly”. The initiative targets the elderly and the youth volunteers and aims at improving active ageing, intergenerational dialogue and social inclusion.

For further information:

<http://www.mediterraneumrc.org/pls/portal30/docs/PAGE/CANCRE/CCM/ISSUES/CCMPRINCIP/VOLUNTMADRID/TAB46910720/MONTENEGRO%20RED%20CROSS.PDF>

- *Moroccan Red Crescent*

The delegation of the Moroccan RC presented some programmes aiming at improving social cohesion, such as the migration programme targeting migrants and the community-based programme, targeting population in general.

For further information:

<http://www.mediterraneumrc.org/pls/portal30/docs/PAGE/CANCRE/CCM/ISSUES/CCMPRINCIP/VOLUNTMADRID/TAB46910720/MOROCAN%20RC.PDF>

- *Palestine Red Crescent Society*

The delegation of the Palestine RC Society presented the initiative "Keep Connected", a managing system aiming at managing volunteers' networking and maintaining a high rate of volunteers' retention by their improved deployment.

For further information:

<http://www.mediterraneumrc.org/pls/portal30/docs/PAGE/CANCRE/CCM/ISSUES/CCMPRINCIP/VOLUNTMADRID/TAB46910720/PALESTINE%20RCS.PDF>

- *Portuguese Red Cross*

The delegation of the Portuguese RC illustrated their initiative "Senior Academy/University", which targets the population over the age of 55 and the young volunteers with a teaching profile. The project aims at developing intellectual and cognitive activities for personal and social valorisation, involving the senior population and young volunteers in intergenerational community projects, reducing the disabilities of the elderly population and promoting intergenerational dialogue and volunteering.

For further information:

<http://www.mediterraneumrc.org/pls/portal30/docs/PAGE/CANCRE/CCM/ISSUES/CCMPRINCIP/VOLUNTMADRID/TAB46910720/PORTUGUESE%20RC.PDF>

### ■ *Adapting one of the best practices*

As mentioned above, once all the Best Practices of the National Societies were presented, an evaluation sheet was given to every participant of the Seminar in order for him/her to assign points to the Best practices presented by the other National Societies.

Upon completion of the form by all participants, the total of the points received by every best practice was calculated and the first three initiatives that received the highest number of points were announced, and would have been taken forward to the following step. In particular the three initiatives were the ones presented by the Italian Red Cross, the Palestine Red Crescent Society, and the Portuguese Red Cross. One person for each of the National Societies, whose best practice was chosen, would then sit at a table, creating three different 'meeting points'. The rest of the participants could display themselves in any three of the tables, depending on the level of interest for the topic, and together with the 'chair' of each table, they would have all doubts cleared regarding the best practice presented in order to rethink, and adapt that specific best practice to a wider context and/or to another Mediterranean National Society. All three initiatives were analyzed and intense discussions occurred on the strengths and weaknesses of each initiative, with the aim to think of possible improvements to be made. At the end of the session, each group then had to present the adaptations/discussions made to the rest of participants responding to the following points:

- Short summary of the adaptation: what will my 'best practice' consist in?
- Short description of possible difficulties to implement it
- Actions to be taken to minimize such difficulties
- Actors with whom to coordinate the initiative for a successful outcome
- Key initial requirement to start the initiative

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Examples of some best practices that may be adapted and replicated by National Societies are:

- The 'Senior Academy' project of the Portuguese Red Cross by the Lebanese Red Cross, shifting the focus on displaced children
- The initiative by the Italian Red cross "Enable healthy and safe living through non-formal communication – on & off line social intergenerational mobilization as means to raise awareness", to be adapted by the Portuguese Red Cross in order to have a greater impact and raise awareness on certain identified priorities.

### ***Visit to Spanish Red Cross Coordination Centre***

On the morning of the 25th May, participants were given the opportunity to visit the Spanish Red Cross Coordination Centre. It is from this Centre that the services of video-assistance, tele-assistance and mobile assistance for the elderly as well as for victims of gender violence – among others - are managed and implemented, mainly building on the partnership and support provided by Vodafone. After having had a guided tour of the

Centre and seen firsthand how new technologies and ICT are implemented and coordinated with regards to the services mentioned above, participants were also introduced to the 'Multichannel service on HIV' which includes various tools (free dial information telephone contact; e-mail; facebook, twitter and chats) through which users can receive information and counselling on transmission, on the preventive measures to be taken to avoid transmission, as well as on where to go to have an HIV test done.

## CONCLUSIONS

During the Seminar many have been the reflections issued from the debate after each session, and we may summarize them in:

- ✓ The RC/RC Movement needs to consider the economic crisis as something lasting on a long term and whose humanitarian consequences will be affecting society even when the economy will turn to the better. In order to address those humanitarian consequences, National Societies need not only to think differently but also to act differently and find innovative solutions.
- ✓ To provide an appropriate answer to vulnerabilities it is necessary to involve beneficiaries in finding solutions not only as a target group of RC/RC action but also as RC/RC active volunteers.
- ✓ Volunteers are essential for RC/RC action, as they are our relation with communities. We need to develop more and more innovative strategies to recruit and retain volunteers, taking into consideration the reasons why they are staying in RCRC and work on those in order to make them become the primary reasons for someone to join the RCRC.
- ✓ In order to improve the action targeting elderly, the RCRC Movement should engage them, and not only address them as beneficiaries. This will also improve social cohesion and intergenerational dialogue.
- ✓ In order to foster volunteers' engagement, National Societies need to develop strategies including the following actions: more meaningful roles and quality training for volunteers; more direct actions in communities; appreciation on the day to day basis to our volunteers.
- ✓ The ICT are very important means for RC/RC actions in order to be more effective and increase the social impact of our interventions.
- ✓ The RCRC Movement should take advantage of social networks not only to disseminate its action, but also to have further access to certain communities and volunteers.
- ✓ The sharing of best practices among National Societies is fundamental in order to improve the Movement's response to vulnerabilities. In fact, it facilitates the replication of a good and innovative idea to other contexts.

The content of speeches and other documents are available on the CCM website: [www.cruzroja.es/ccm](http://www.cruzroja.es/ccm).

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PERMANENT OFFICE OF THE RED CROSS  
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