



中国国际经济技术交流中心
China International Center for Economic and Technical Exchanges

共青团北京市委员会
Beijing Youth League

北京市志愿服务联合会
Beijing Volunteer Service Federation

联合国开发计划署
United Nations Development Programme

联合国志愿人员组织
United Nations Volunteers

通过中国志愿服务促进发展
加强公民参与和社会创新的伞形项目

Umbrella Program
On Strengthening Civic Engagement and
Social Innovation through
Volunteerism for Development in China

**通过公民参与、地区及国际合作加强
北京志愿服务发展项目 2012-2015**
项目成果与影响报告

Project of Strengthening Beijing Voluntary Service
Development through Civic Participation and Regional
and International Cooperation (2012-2015)

Report on Project Achievements & Impact

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项目概况

“通过公民参与、地区及国际合作加强北京志愿服务发展”，作为2011年启动的“通过中国志愿服务促进发展，加强公民参与和社会创新”伞形项目方案下的分支项目，是由多方组织共同签订的一个合作项目，其合作方包括中华人民共和国商务部国际经济技术交流中心(CICETE)、共青团北京市委员会(BYL)、北京市志愿服务联合会(BVF)、联合国开发计划署(UNDP)和联合国志愿人员组织(UNV)中国办公室。该项目于2012年9月正式开始，其总体目标为完善北京地区志愿服务管理体系，提升志愿者管理能力，促进中国首都北京志愿服务的发展，推动伞形方案目标的实现，即推动志愿服务以完善社会管理机制，从而实现联合国千年发展目标和小康社会。



项目目标

基于与北京市志愿服务联合会的成功合作及北京市政府大力的资金支持，此项目将充分利用联合国开发计划署和联合国志愿人员组织的专业知识和全球网络以实现如下目标：

1 完善北京地区志愿服务管理体系及志愿者管理能力，具体包括：

- 加强志愿服务组织管理能力建设；
- 完善志愿者招募及派遣机制，并为其提供更好的培训项目；
- 完善在线志愿服务项目并推进跨地区志愿服务经验分享；
- 从海外学习先进的志愿服务项目管理和实施经验。

2 支持北京地区的志愿服务活动以实现发展目标，具体包括：

- 在提升公众环保意识方面开展更多志愿服务项目；
- 在保护弱势群体方面开展更多志愿服务项目，例如开展与减贫、教育及为外来务工人员子女提供医疗服务相关的项目；
- 加强国内各志愿服务组织经验交流以促进可持续性发展。

3 推动志愿服务的国际间交流，从而更好地促进社会发展，具体包括：

- 增加开展接纳国际志愿者的志愿服务项目；
- 推进国际化志愿服务经验交流与知识共享，并支持相关的学术研究项目，从而更好地理解志愿服务在促进社会发展方面起到的作用；
- 研究海外志愿服务项目（含海外华人志愿服务项目）制定试点方案。

项目组织架构

本项目的执行方为中华人民共和国商务部国际经济技术交流中心，项目的资金支持由北京市政府提供，技术支持由联合国开发计划署驻华代表处和联合国志愿人员组织中国办公室提供，项目的实施是由共青团北京市委员会和北京市志愿服务联合会共同完成，项目管理办公室设在北京市志愿服务联合会。

项目政府执行机构	中华人民共和国商务部国际经济技术交流中心
资金支持	北京市政府
技术支持	联合国开发计划署驻华代表处和联合国志愿人员组织中国办公室
项目实施机构	共青团北京市委员会、北京市志愿服务联合会
项目指导委员会主席兼国家项目主任	北京团市委书记

项目实施期限

项目开始时间	2012年9月
项目结束时间	2015年9月

项目区域

北京及其他试点地区

项目资金

政府提供资金	379,000美元
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自2007年至2011年,北京团市委、北京奥运会志愿者工作协调小组办公室、北京市志愿服务联合会、中国国际经济技术交流中心、联合国开发计划署和联合国志愿人员组织成功地实施了名为“通过2008年北京奥运会促进中国志愿服务发展”的合作项目。该项目提升了公众对志愿服务的认知,并通过2008年奥运会提升了北京志愿者协会(现北京志愿服务联合会)的志愿服务管理能力。

鉴于以上项目所获得的经验,中国政府和联合国深深认识到志愿服务对促进国内可持续发展所起到的作用。为了进一步深化在该领域的合作,2011年8月,联合国开发计划署和中华人民共和国商务部中国国际经济技术交流中心启动了“通过中国志愿服务促进发展,加强公民参与和社会创新的伞形项目”方案。该方案的总体目标是支持全国和地方志愿服务基础设施建设,推动公众参与社会管理,扩大中国在新的发展阶段志愿服务的规模,为推动实现联合国的千年发展目标及我国小康社会的可持续发展做出贡献。方案明确指出中国在促进可持续发展中推动志愿服务所面临的挑战,并且制定了相应的对策。

“通过公民参与、地区及国际合作,加强北京志愿服务发展项目”作为伞形方案下的项目,致力在2012-2015年度促进中国首都北京志愿服务的发展,针对伞形项目提出的五项挑战之三:志愿服务以事件为导向,缺乏对发展的支持、机构间协调问题和志愿服务是社会整体的参与形式进行战略性的应对,并具体从三个方向推动伞形目标的实现:

- 1.完善北京地区志愿服务管理体系,提升志愿者管理能力;
- 2.支持北京地区的志愿服务活动以实现可持续发展目标;
- 3.推动志愿服务的国际间交流,从而更好地促进社会发展。

本次评估报告对“通过公民参与、地区及国际合作加强北京志愿服务发展”项目在2012-2015年的活动开展情况和成果影响进行了回顾,总结项目经验,并在报告中提出对第三期项目规划设计的参考性建议。

2.1 评估框架

总体上,本报告从项目的活动开展和成果影响两个方面进行评估,在此基础上对项目经验进行分析总结,并对第三期项目的设计进行展望。具体内容如下:

- 1 参考第二期项目设计方案的活动内容,评估“通过公民参与、地区及国际合作加强北京志愿服务发展项目”实施情况。
- 2 从受益范围及人群、活动产出和社会影响等方面概述,评估项目成果产出情况及其影响。
- 3 总结第二期项目实施过程中的有益经验,同时针对其不足或未涉及到的一些方面提出建议和展望。

2.2 评估方法

具体包括:

项目书	第一期合作书(中英文)、第二期项目书
计划总结	第一期评估报告、2013总结、2014总结、2015年工作计划、2015年已开展的项目活动介绍
报道图文	项目签字仪式、三方会议、环保、西部交流、国际交流、网站建设
其它	高层互动、索契心得汇总

2.3 评估时间表

阶段	No.	内容	时间 (2015年9月8-20日)																
			8	9	10	11	12	13	14	15	16	17	18	19	20				
制定计划阶段	1	可行性分析	▲																
	2	成立评估小组	▲																
	3	确定评估任务和目标		▲															
	4	制定评估计划		▲															
收集和整理资料阶段	5	搜集评估所需资料			▲														
	6	核实资料数据				▲													
	7	搜集相关国内外参考文献			▲														
	8	整理、汇总分类资料和数据				▲													
系统分析阶段	9	项目基本情况分析					▲												
	10	访谈利益相关方						▲	▲										
	11	分析项目活动开展情况								▲									
	12	分析项目成果和社会影响									▲								
总评估阶段	13	撰写评估报告										▲	▲	▲					
	14	评估团队召开会议, 讨论、听取意见并修改报告														▲			
	15	提出评估报告与建议																▲	



项目成果与影响评价

第一期项目“通过2008年北京奥运会促进中国志愿服务发展”立足于奥运会、并借助奥运会志愿服务推动中国志愿服务事业发展，第二期项目的合作主题为“通过公民参与、地区及国际合作加强北京志愿服务发展”，合作立足于北京本地情况，促进公民更便捷地参与志愿服务，搭建并完善志愿服务的资源交流平台。在志愿服务组织和志愿者的专业能力建设方面，分层次、分类别地丰富培训内容和形式，普及志愿服务通用知识，同时大力培养专业志愿者团队，借助大型活动传播志愿服务文化，逐步建立“立体化”的志愿服务培训体系；在平台建设方面，完善“志愿北京”互联网平台，实现了网上志愿者实名注册、志愿组织发布服务项目、志愿服务计时等功能，规范了志愿服务组织利用统一的网络平台进行招募、培训、保障等项目管理手段；在地区及国际合作的方面，形成了制度化的交流机制，取得了突出进展：一方面UNV将BVF乃至中国志愿服务带到国际舞台，传播了中国经验，促进了BVF的国际志愿服务交流与合作；另一方面BVF将UNV引入中国志愿服务的各个领域，并积极促进UNV和上海、广东等区域的紧密合作，BVF和UNV合作的广度和深度都大幅拓展，对中国和国际志愿服务事业的发展发挥着积极的作用。

3.1 完善北京地区志愿服务管理体系，提升志愿者管理能力

项目活动展示

1 “志愿北京之阳光阶梯计划”志愿者培训项目，在2011年5月推出，旨在培养志愿服务领域管理型人才、提高社会动员能力。该项目由北京团市委、BVF和UNV合作项目中的“春芽计划”骨干志愿者培训项目转化而来。2012-2015年期间，“阳光阶梯”项目得到进一步深化，圆满完成了2013年第九届中国国际园林博览会、2014年APEC领导人非正式会议和国庆65周年游园活动等大型赛会活动志愿者培训工作，志愿服务培训的覆盖面得到扩展，专业化、规范化水平得以提升。

1.2013年1月15日，举办国际合作项目管理培训会，为项目办全体工作人员和志愿者培训与国际合作项目管理相关的知识和技能。通过培训，学员们系统学习了“项目化”管理方法，拓展了思路，了解了项目管理工作的流程和要求，有利于更好地利用项目管理方法推进志愿服务。



2.2013年5月8日至21日，第九届中国国际园林博览会志愿服务项目共举行通用培训30场，培训志愿者达到12722名。培训内容包括志愿服务基础知识、服务规范、实操分享、团队建设、志愿者岗位职责、排班选岗、后勤保障等。培训发挥出了BVF在大型赛会活动中的丰富经验，为园林博览会的圆满召开提供了专业化的志愿服务保障，培养了一批服务大型赛会的核心志愿者人才。



3.社区青年汇培训。2013年，项目办对全市350家社区青年汇开展700余次培训活动，包括志愿者注册、计时、项目运行和管理等内容，指导社区建队伍、立项目，更好地开展志愿服务活动。2014年，围绕社区青年汇总干事、专职社工、骨干志愿者、普通志愿者，以社区青年汇志愿服务实操培训为主线，采用“精品示范班+实务工作坊”形式，稳步推进全市社区青年汇志愿服务培训任务，形成4套标准化培训教案。完成首批50家示范青年汇专职社工+骨干志愿者小班授课、社区青年汇总干事及专职社工的集中授课任务。以社区工作者队伍培训为依托，组织培训师到16区县街道开展“志愿服务与社区工作”专项培训，普及志愿服务理念，培养志愿服务骨干，全年累计开展培训7场，直接培训志愿者2300人次。



4.2014年，共培训志愿者2万余人，其中重点培训APEC领导人非正式会议的3449名志愿者和国庆65周年游园活动的2800名志愿者。依托“志愿北京”综合信息平台，发布大型赛会网络课程，扩大志愿服务培训的覆盖面，包括支持延庆团区委做好2014年世界葡萄大会志愿服务培训。按照奥运会志愿者培训工作标准，指导并配合丰台区团委做好2013年园博会志愿者培训成果后期转化工作。



5.2014年，巩固全市注册应急志愿者轮训成果，完成注册应急志愿者轮训及实战演练工作。与河北、天津等地开展了三次联合救援演练，先后深入到北京市的街道、社区等地开展应急知识培训7场。支持、指导各委办局成立专业志愿服务组织，加强专业志愿服务队伍建设。



6.2015年，采用“专题培训班+职称认证”形式，以实操培训为主线，稳步推进基层志愿服务组织培训，形成9套标准化培训教案。完成首批40家志愿服务组织“四师”、“五员”志愿服务专题培训，建立了第一批志愿服务培训师队伍，并通过他们向全市400家基层志愿服务组织提供志愿者培训9场，普及了志愿服务理念，培养了志愿者骨干，间接培训志愿者超过15000名。

7.2015年，全面推进“志愿北京”网站实名注册志愿者基础培训工作，努力实现志愿服务基础培训全覆盖。深化“阳光阶梯培训计划”，开展“万名志愿者培训计划”，2015年1-6月共开展培训54场，直接培训志愿者8271人次。其中，大型活动志愿者培训17场、2259人次，市级志愿服务示范项目17场、2623人次，中小学志愿服务培训5场、1285人次，应急志愿者培训6场、1352人次，社区志愿者培训9场、752人次。

8.开展注册应急志愿者培训师培训工作，建立全市应急志愿者轮训体系。按照市委市政府关于应急志愿者的工作要求，积极筹备注册应急志愿者轮训工作。目前，全市16区县已启动了注册应急志愿者轮训工作，截止至2015年6月，16区县共开展应急志愿者培训11场、3700人次。



2 作为一个在线的一站式服务中心，北京市志愿服务联合会网站为寻找志愿服务机会的志愿者和寻找志愿者的志愿服务机构提供了平台，并吸引了大量社会资源对该网站的关注。2012-2015年期间，项目办通过平台改版、培养在线解答志愿服务项目骨干志愿者队伍、添加“国际交流”栏目和“志愿北京”网络平台英文版、发布并推广“志愿云”系统等方面不断完善“志愿北京”网络平台，促进国内外志愿者、志愿者团体和志愿服务项目的多向对接。

1.2013年，项目办对“志愿北京”网络平台进行改版，实现了志愿者可以向志愿团体发布求助信息；志愿团体发布服务项目并方便快捷地沟通、联系和管理本团体的志愿者；志愿项目运行和结束的自动化处理等功能。志愿服务项目实现了运行环节的招募、排班、计时和评价等功能，以及网络平台对志愿者、志愿团体的各种提醒功能。通过互联网技术，完善了志愿团体的信息化管理手段，提高了专业化管理水平，整合了全市志愿服务资源，且大幅提升了志愿者、志愿团体的活跃度。



2.从2011年8月起“志愿北京”网络平台推出在线解答志愿服务项目，提供7*10小时的在线解答志愿服务，即每周服务7天，每天服务10小时。志愿者通过即时通讯软件在线为志愿者、志愿项目的负责人和志愿团体解答在志愿服务中、使用“志愿北京”网络平台中遇到的各种问题，该项目已经形成了每季度推出、招募、培训和排班的运行机制。目前，在线解答志愿服务项目已出现了近10人的骨干志愿者，他们常年坚持参与在线志愿服务项目，特别优秀的志愿者在2015年初被评为北京市首批五星级志愿者，这批骨干志愿者也带动了更多的志愿者参与在线志愿服务项目。

3.2013年，“志愿北京”平台设置了“国际交流”栏目和“志愿北京”平台英文版。通过招募在线翻译志愿者承担这两个部分的维护工作，扩大了“志愿北京”平台的影响力。“国际交流”栏目主要翻译和选登部分国际志愿服务网站的最新文章，让更多的志愿者了解国际志愿者组织和国际志愿服务项目。而“志愿北京”平台英文版将北京地区有特色的志愿团体和志愿项目信息翻译成英文，促进外国志愿者了解北京地区的志愿服务，方便他们便捷地加入这些志愿团体，参与志愿服务项目。



项目成果与影响评价

4.2014年3月，推出志愿者信息管理系统“志愿云”试用版，11月24日正式投入使用。它主要具有6大功能：包括志愿者实名注册、志愿服务记录与查询、服务记录异地转移接续、志愿服务组织在线管理、志愿服务需求发布和项目对接、大数据分析。 “志愿云”系统能够根据部委、省、地级市、县区等不同级别的需求进行灵活部署，既满足各地志愿服务的实际需要，体现基层特色，又为各地各级志愿服务主管部门提供了志愿服务大数据分析。团中央将“志愿云”系统列为首批向各地共青团推荐使用的志愿者信息系统。截至2015年9月30日，在中国志愿服务联合会与BVF的大力支持推动下，已有19个省、市、自治区和42个地级市(区)接入“志愿云”系统，累计实名注册志愿者达到1350万人，注册志愿服务组织12.5万个，发布志愿服务活动12.3万个。在使用过程中，各地志愿服务组织提出了很多宝贵建议，使系统得到不断完善与提升。

系统优势

1. 可实现志愿者实名制注册，“志愿云”系统在全国各省市自治区广泛部署，实现跨区域志愿服务记录的无缝对接。
2. 技术安全可靠，对于各级已建成的原有志愿服务信息系统，在统一标准的前提下也可以实现与全国的数据互联互通。
3. 全面支持移动终端，“志愿云”系统可实现手机端注册、查询、记录、评价等功能，方便志愿者随时随地使用。
4. 数据实时更新，“志愿云”系统拥有比较成熟的数据中心体系，可实现数据的实时更新。

接入志愿云系统省市表

北京市	www.bjvol.org.cn
河北省	www.hebvol.org
天津市	www.tjvol.org
山西省	www.sxvol.org
内蒙古自治区	www.nmvol.org
辽宁省	www.lnvol.org
吉林省	www.jlvol.org
黑龙江省	www.hlvol.org
上海市	www.shvol.org
江苏省	www.jsvol.org
浙江省	www.zjvol.org
安徽省	www.ahvol.org
江西省	www.jxvol.org
河南省	www.hnvol.org
湖北省	www.hubeivol.org
湖南省	www.hnvol.org
广东省	www.gdvol.org
广西壮族自治区	www.gxvol.org
四川省	www.scvol.org
贵州省	www.gzvol.org
云南省	www.ynvol.org
陕西省	www.shanvol.org
甘肃省	www.ganvol.org
青海省	www.qingvol.org
宁夏回族自治区	www.nxvol.org
新疆维吾尔自治区	www.xjvol.org

中国志愿服务联合会
2015年7月

功能介绍

1. 志愿者实名制注册，“志愿云”系统在全国各省市自治区广泛部署，实现跨区域志愿服务记录的无缝对接。
2. 技术安全可靠，对于各级已建成的原有志愿服务信息系统，在统一标准的前提下也可以实现与全国的数据互联互通。
3. 全面支持移动终端，“志愿云”系统可实现手机端注册、查询、记录、评价等功能，方便志愿者随时随地使用。
4. 数据实时更新，“志愿云”系统拥有比较成熟的数据中心体系，可实现数据的实时更新。

中国志愿服务联合会
2015年7月

项目成果和影响概述

1. 累计开展820余场培训课程与讲座，直接和间接培训了60,000余名志愿者和志愿服务组织工作人员。
2. 采用“精品示范班+实务工作坊”形式，推进全市社区青年汇志愿服务培训任务，形成4套标准化培训教案；加强对基层志愿服务组织“四师”“五员”的培训，形成9套标准化培训教案。
3. 依托“志愿北京”综合信息平台，发布大型赛会网络课程，扩大志愿服务培训的覆盖面，开展“万名志愿者培训计划”。
4. 推进志愿者专业化培训，开展注册应急志愿者培训师培训工作，建立全市应急志愿者轮训体系。
5. 进一步完善“志愿北京”网络平台。实现志愿者团体与志愿者对接；规范志愿服务项目的发布和运行环节；推行7*10小时的在线解答志愿服务项目，产生很好的示范效应，并初步形成近10人的项目骨干志愿者队伍；增加了“国际交流”栏目和“志愿北京”平台英文版，扩大了“志愿北京”平台的影响力。

6. 研发并推出志愿者信息管理系统“志愿云”，共有19个省、市、自治区和42个地级市(区)接入系统，为全国的志愿服务组织提供了标准化的信息管理手段，优化了信息化管理流程，为推广志愿服务文化、服务志愿者和志愿组织、积累全国志愿服务数据情况等作出了重大贡献。

3.2 支持北京地区的志愿服务活动 以实现可持续发展目标

项目活动展示

1 项目办开展绿色环保宣传活动，倡导垃圾处理和宣传低碳生活方式，助力创建一个更环保的北京。在2012-2015年，共为16000余名志愿者提供了“志愿服务推动环境保护”的参与机会，数以万计的市民亲身参与了这些活动，更多民众通过媒体等宣传获悉了这些活动。

1.2013年5月27日至31日，项目办与西城区西长安街街道长安文化之旅·社区青年汇共同举办绿色兑换升级版——“让爱传承”活动，兑换的学习用品和书籍捐赠给北京启蕊康复中心和北京市朝阳区晨光脑瘫儿童康复中心的孩子。此次活动共捐赠文具盒200余个，铅笔10000余支，书籍870本，毛绒玩具43个，提供绿色盆栽800盆，并成功与学校、社区、公司和医院的志愿者600人次进行兑换。此次绿色兑换活动为环保和扶弱领域提供了灵活的服务平台，为康复中心的儿童们送去欢乐与知识。倡导公众绿色健康、绿色消费的理念，使绿色生活理念深入人心。



2.项目办利用中国国际园林博览会志愿服务项目发扬“青春、自信、志愿、绿色”的精神，举办了一系列主题活动，将绿色教育融于志愿服务中。为鼓励志愿者绿色出行，发起了“我的绿色中国梦@志愿园博”主题教育活动，统计志愿者采用公共交通实现的里程达700多万公里；“废旧电池回收活动”累计回收废旧电池1200余枚；“杜绝半瓶水、减少一次性”环保活动，将瓶装水浪费率降低到了3%以下，累计节约一次性筷子2万双，这一系列绿色环保行动能够减少二氧化碳排放量约67.2吨。通过园博会志愿者特色文化活动，将志愿精神和理念具象化、实操化，促进志愿服务和环保行动在日常生活中生根发芽。



项目成果与影响评价

3.2013年11月15日，举办“青年与绿色未来”绿色联盟研讨会。研讨会上，绿色联盟的成员结合北京开展的清洁空气行动等环境保护工作，分享近年来开展的各具特色的环保志愿活动经验，联合国开发计划署工作人员介绍了可持续森林经营碳汇项目。联合国志愿人员组织中国办公室项目官员对环境保护事业的努力方向提出展望。英国海外志愿合作社负责人分享了英国志愿者改善环境的绿色经历。在总结发言中，北京市环保局代表强调环保工作要“不等、不靠、不推、不让”，并对北京大气污染源的由来及分类做了介绍，强调环保事业需要做、应当做、值得做，需要社会共同参与。



4.2014年，项目办于10月12日、10月17日、10月18日、10月25日、10月26日、11月15日、11月29日、12月3日、12月10日、12月12日共10次分别在朝阳区香河园街道光熙家园社区、香河园街道西坝河南里社区、朝阳区南磨房街道南新园社区、通州区玉桥街道新通国际社区、海淀区北下关街道等社区开展“绿色环保、节能减排、可持续消费”环保主题进社区系列活动。共有400名志愿者参与，向社区居民发放宣传折页14000余张，宣传海报1500张，环保专家作题为“我们身边的环保如何做”的讲座，并根据社区特点做环保小游戏，受益居民16000人。此项活动获得了社区居民的广泛好评和欢迎，使绿色生活的理念深入人心，人人携手共创环保北京。





5.2015年6月7日，由UNDP、UNV、CICETE、BYL、BVF联合主办的“助力北京冬奥会申办、传播青春正能量——第四届户外清洁日公益活动”在北京西山森林公园举行。活动由北京环保之友志愿服务总队承办，以环保之友志愿服务总队为首的40余个志愿团体、近2000名志愿者参与了此次活动。活动践行着“爬一座山，清一条路”的环保理念，通过悬挂环保标语、捡拾户外垃圾等活动，让环保理念和志愿精神得到了很好的传扬。



2 自2003年开始启动的“大学生志愿服务西部计划”（以下简称“西部计划”），每年按照公开招募、自愿报名、组织选拔、集中派遣的方式，招募一定数量的普通高等学校应届毕业生或在读研究生，到中国的西部地区基层开展为期1-3年的教育、卫生、农技、扶贫等志愿服务。在2012-2015年度，项目办采用多种方式，全方面、多角度地宣传西部计划，鼓励更多应届毕业生报名参与西部计划、投身西部基层干事创业。

1.2013年“西部计划”北京市报名人数达到635人，其中，专科生84人、本科生454人、硕士生97人，本科及以上学历报名者占到报名总数的86.77%。根据报名生源来看，西部地区生源共305人，占总人数的45.72%，同比超过去年2.42个百分点。通过选拔，100名北京市的志愿者正式入围。

2.2014年，“西部计划”共有来自69所北京市高校的655名学生报名，经过面试、体检最终选拔出来自35所高校的112名志愿者，其中服务西藏、新疆、新疆生产建设兵团的志愿者为63人，占到录取志愿者总数的56.25%。志愿者民族构成丰富，其中有满族、藏族、哈萨克族、维吾尔族、回族、壮族、布依族、彝族等8个少数民族。

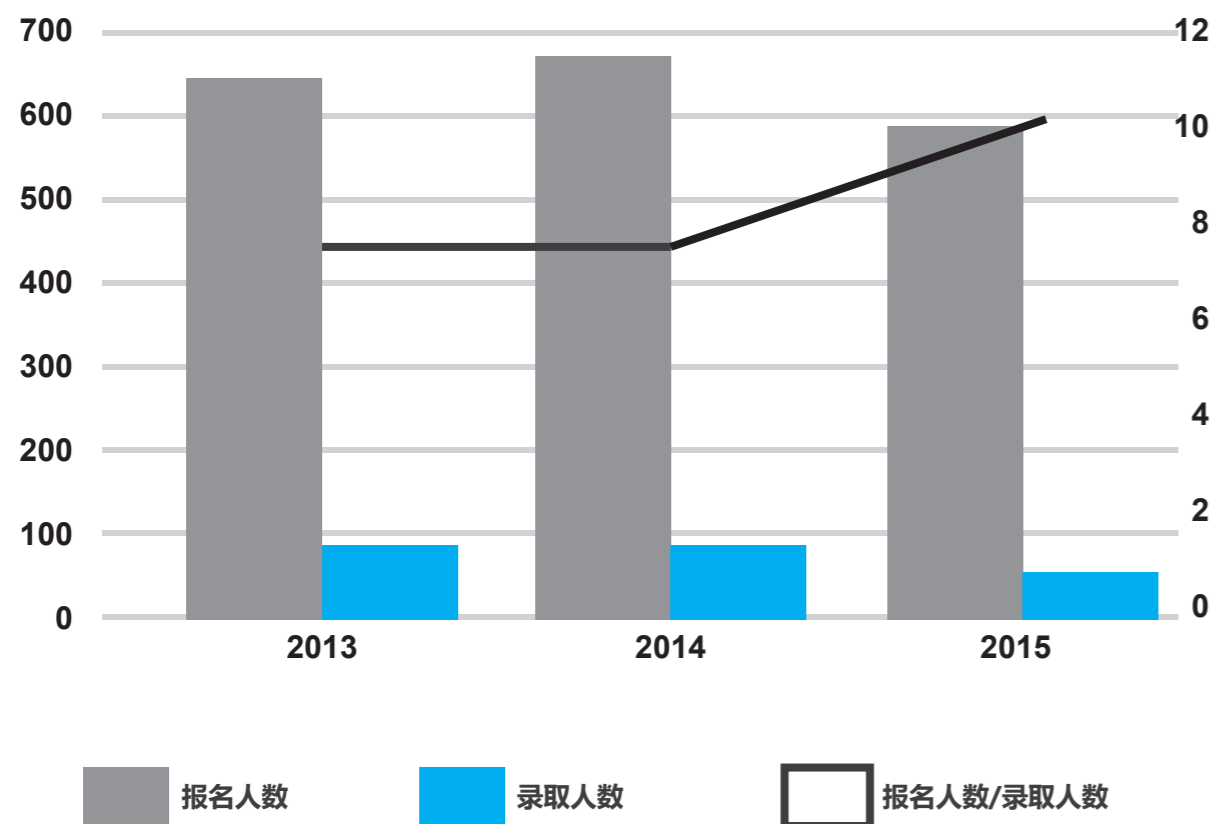


3.2015年，“西部计划”吸引了全市73所高校588名学生报名，本科及以上学历报名者488人，占总人数的82.99%，党员131人，占总人数22.28%，共青团员434人，占总人数的73.81%。经过面试、体检，最后共计71名志愿者确认参加2015年西部计划志愿服务项目。



根据2013-2015三年西部计划志愿服务项目的报名和录取人数的情况，评估组梳理并制作了以下图表：

2013-2015大学生志愿服务西部计划报名录取情况



通过对三年的报名录取情况分析可以发现，虽然报名人数随当年提供的岗位数有所波动，但通过逐年增加的报名人数与录取人数的比值，可以看出，大学生参与西部计划志愿服务的热情稳定而持续。

1 项目办积极推进专业志愿服务队伍建设，鼓励有专业特长的志愿者组织走进西部基层，在医疗和教育领域建立志愿服务地区合作机制，普及专业知识，服务大众百姓。

1.2013年，大医博爱志愿者总队志愿者走进新疆阿里军分区、维吾尔自治区哈密地区开展志愿服务活动，举办了健康讲座，知识培训，调研活动，并为当地医疗和公共卫生机构捐赠数字十二道心电图机12套、远程心电监测系统2套、健康图书数百册。



2.2014年7月，BVF组织代表团赴新疆哈密地区开展志愿服务交流活动，代表团成员包括当代雷锋、北京市十大优秀志愿者孙茂芳、全国优秀共产党员叶如陵、北京市志愿服务联合会特聘专家陈廷军等，代表团与哈密市、巴里坤县优秀志愿者代表展开座谈，京-哈两地分别介绍了在开展志愿服务工作方面的情况、经验做法。



孙茂芳同志介绍了自己发挥党员模范作用，50年坚持学雷锋、坚持参与志愿服务实践的经验体会；叶如陵同志介绍了自己在圆满完成援藏工作31年退休后，在社区成立“爱心小屋”为广大居民提供医疗服务的事迹；陈廷军同志向哈密志愿者组织详细介绍了北京志愿服务开展的基本情况、基本特点、基本经验和做法，畅谈自己从将军到志愿者9年来的志愿服务体会。活动期间，哈密电视台全程进行了跟踪报道，孙茂芳同志多次接受当地媒体的采访，叶如陵同志向社区等单位和个人赠送了他自己亲自编著的《急救自救与多发病防治》书籍，受到了大家一致欢迎，在哈密地区产生了积极的社会影响。



项目成果和影响概述

- 1.通过一系列绿色环保宣传活动，创造16000余个环境保护志愿服务机会让数万居民亲身体验了环保活动，还有更多的群众通过媒体宣传获悉了环保知识。
- 2.2012-2015年共选拔培训232名大学生志愿者参加“西部计划”，服务范围包括西藏、新疆、新疆生产建设兵团、青海、宁夏、广西、陕西、云南、重庆、河北、贵州、湖南等12个省市。
- 3.与新疆哈密地区建立志愿服务合作机制，连续两年派遣专业化团队走进西部基层，捐赠设备书籍，开展讲座培训，实地调研，服务当地百姓。

3.3 推动志愿服务的国际间交流，从而更好地促进社会发展

项目活动展示

1 举办2013中国志愿服务国际交流大会。为推动政府、企业、社会组织形成志愿服务宣传展示、交流分享、沟通合作的支持平台，增进国际国内交流与合作，汇聚力量，进一步推动志愿服务事业发展，项目办于12月5日、6日举办2013中国志愿服务国际交流大会。大会以“汇聚志愿力量，共筑中国梦”为主题，吸引了来自北京及外省市、港台地区、国际组织等机构的政府、企业和民间组织参与。



1. 活动共举办一天半。12月5日上午进行开幕式及主论坛讨论，包括领导、嘉宾致辞，以及主题演讲、互动等环节。下午进行分主题交流、志愿集市、推广发布三项活动。分主题交流共六个主题，邀请了专家、志愿者组织、志愿者代表进行发言及交流。在志愿集市中，邀请国际、北京及外省市志愿者组织、志愿服务示范站约30家，通过宣传资料、展板等方式，宣传和交流志愿服务的经验做法。在推介发布中，发布北京市志愿服务指南框架、北京环保志愿者协会、北京教师志愿者联盟等相关信息；邀请10位相关负责人推介志愿者组织、志愿服务示范站、志愿服务项目，介绍志愿服务经验和做法；推介志愿北京注册计时、园博会大型活动志愿服务模式等。



项目成果与影响评价

2.活动期间，BVF分别与UNV和澳大利亚国际志愿者组织进行了双边会谈。BVF与澳大利亚国际志愿者组织签署了合作协议。同时，参会的组织代表参观了BVF总部、北京市应急志愿者之家等，交流分享志愿服务工作经验和做法，增进区域志愿服务合作。



2 邀请 UNV 专家来北京进行志愿服务交流活动。2014年10月9日到15日，邀请 UNV 全球执行协调员 Richard Dictus(丁查德)、UNV 总部伙伴关系和传播部主任 Kazumi Ikeda-Larhed(池田和美)和 UNV 东亚及太平洋区域经理 Rafael Martinez Gil(马瑞凡)来北京参与志愿服务交流活动。马瑞凡先生在中国志愿服务联合会第一期培训班(秘书长班)中，向全国各省市百余名志愿者组织负责人讲授全球志愿服务发展状况。丁查德先生在结业式上发表演讲，增强了中国志愿服务管理者对 UNV 全球志愿服务工作的了解与认识，并为国际间分享志愿服务的经验和支持提供了良好的平台。丁查德先生、池田和美女士、马瑞凡先生一行与中国志愿服务联合会会长刘淇，中国志愿服务联合会副会长兼秘书长赵津芳，首都文明办主任、北京市志愿服务联合会副会长滕盛萍，共青团北京市委员会书记、北京市志愿服务联合会副会长常宇，中国志愿服务联合会副秘书长、北京市志愿服务联合会副会长兼秘书长郭新保等领导座谈交流，探讨未来合作意向，促进中国志愿服务国际化发展。

3 派专家赴德国波恩参加UNV伙伴关系研讨会。2014年9月30日至10月1日，联合国志愿人员组织在德国波恩举办联合国志愿人员组织伙伴关系研讨会，邀请了联合国各成员国、联合国相关机构、基金会、志愿者组织、青年组织等新老合作伙伴参会。BVF受邀参加，派特聘专家和韧参会。和韧专家在研讨会之前拜会了UNV总部，与UNV全球执行协调员丁查德、东亚及太平洋区域经理马瑞凡进行交流。此次研讨会是一个理想的构建伙伴关系的平台，会议通过开放式座谈的形式，交流志愿服务工作的经验与创新。和韧专家在研讨会中与各国志愿者组织进行积极互动，进一步传播了北京市志愿服务经验，同时也学习国外先进经验。



4 邀请澳门志愿者总会代表团来京交流志愿服务工作。2014年12月24日至28日，澳门志愿者总会11名教师志愿者来京交流志愿服务工作。代表团前往西城区广安门外大街社区青年汇、北京红丹丹教育文化交流中心、宋庆龄故居和BVF参观考察，并为石景山树仁学校560名小学生授课。交流活动促进了京澳两地的了解，为进一步的合作奠定基础。

5 2014年，项目办开展“12.5”国际志愿者日主题宣传与实践活 动，并且参加志愿服务广州交流会暨首届中国青年志愿服务项目大赛。

1.2014年12月4日，项目办组织“学窦珍、行善举、做好人”志愿服务日活动。BVF启动了2015年志愿服务项目征集活动，成立全市首家街道志愿服务联合组织——右安门街道志愿服务联合会，召开“邻里搭把手守望促和谐——全市街道社区志愿服务工作推进会”，旨在正确看待近年来取得成绩的同时，坚持问题导向，研究探讨需总结的经验、教训、问题、建议，从而进一步提高对街道、社区志愿服务重要意义的认识，加强区域志愿服务统筹协调，加快推进街道社区的志愿服务队伍、项目、阵地和制度建设，不断推动志愿服务的规范化、专业化发展。

2.参加志愿服务广州交流会暨首届中国青年志愿服务项目大赛。由中国共青团中央、民政部和志愿服务联合会联合主办的“志愿服务广州交流会暨首届中国青年志愿服务项目大赛”在广州举行，北京市有9个志愿服务项目获全国金奖，13个项目获全国银奖。组委会在活动期间安排进行了各项目的展示，极富北京文化特色的北京展馆是全场最具人气的地方之一。在展馆内，所有展牌运用最能代表志愿精神的蓝色，色彩靓丽还蕴含北京韵味和志愿情怀，吸引了每个前来观展交流人们的眼球。

北京此次参赛的各个项目贴近生活并且具有很强的专业性和社会意义，并用特有的方式充分展现各项目的特色和优势。如“心手相牵、快乐成长”关爱农民工子女项目微型课堂搬到了展览展示区，情景再现了农民工子女课堂；“2+1红丝带高校行项目”邀请到艾滋病患者加入到宣讲队中，宣传防艾知识并与大家现场互动，为实现大学生艾滋病“零感染”目标奉献自己的力量。“公众应急避险宣讲项目”为大家讲解如何开展灾害逃生、公共交通工具应急避险及院前急救等常见应急避险科目，通过现场派发医疗急救箱提升公众应急避险意识和能力等。



6 成功举办2015国际志愿服务交流大会。2015年10月12日-13日，由BVF与UNV共同举办的国际志愿服务交流大会在北京召开，来自18个国家的27名外方代表参会。与会代表围绕“六十年来国际志愿服务发展历程”“中等收入国家国际志愿服务的政策性架构”“国际志愿服务项目成功案例与经验”“志愿服务对国家公共服务的影响”等议题进行了主题发言。大会设置了图书资料展示区，促进了中外志愿服务的信息发布和成果分享。代表们踊跃提问、热烈发言、积极沟通，充分交流。这次大会是首个全球范围的志愿服务领域多边会议，取得了良好反响和丰富成果。



项目成果和影响概述

1. 参加志愿服务广州交流会暨首届中国青年志愿服务项目大赛，北京地区9个志愿服务项目获全国金奖，13个项目获全国银奖。
2. 举办国际性志愿服务交流大会，并在此类平台中积极参与与国际相关组织的互动，促进区域间合作。
3. 通过会谈、参访、志愿服务交流等方式，增进了区域志愿服务合作。





项目的主要经验

第二期项目开展以来，合作各方在充分吸纳第一期项目的经验成果基础上，始终坚持以合作三方CICETE、BVF、UNV及相关方:UN、UNDP、CVF等共同受益为价值取向，谋求可持续的协同发展模式和信任、尊重、理解的合作文化为项目的运行根基。项目的开展，使得UN、UNDP、UNV的可持续发展战略不仅在北京获得实施，也通过BVF间接推动了该战略在中国这个发展中国家的落地，同时CICETE在合作中的参与与贡献，承担了中国在南南合作中的责任。BVF在活动统筹规划、环保促进可持续发展、西部活动、国际交流和网站建设各活动中都探索了许多宝贵经验，对北京志愿服务常态化、长效化发展起到了巨大的促进作用，并通过与志愿服务联合会以及其他国家志愿服务机构的合作交流，将合作项目的成果和影响也辐射到中国各地以及部分国家。这些探索不仅呈现出内容丰富、领域多元的志愿服务项目，而且UNV全球执行协调员多次亲自来京推动，拓展了UN议程与中国，特别是北京发展实践的创新融合模式和运行管理机制，也对今后的南北合作、南南合作提供了有益的借鉴。

总结该项目的具体经验， 主要有以下几点：

一是传递志愿服务培训经验，注重精细化、体系化、专业化。

在2008年奥运会期间开创的北京模式基础上，项目办注重积累总结近年来大型活动、巨灾参与等志愿服务经验，积极指导相关部门做好志愿者培训成果的后期转化工作。通过标准化的操作流程、系统性的培训教材和多样化的培训形式与平台，项目办逐步形成规范化、体系化的志愿服务培训工作模式。同时，在培训志愿者的过程中更加注重功能型培训，如对注册应急志愿者轮训和实战演练、“专题培训班+职称认证”形式等，不断提高志愿服务的专业化水平。受益人数10万余名。

二是强调青年参与和社区融合，从绿色奥运到绿色社区的延伸发展。

在支持北京地区志愿服务活动以实现可持续发展目标这一方向下，项目办借助社区平台进行广泛宣传，充分调动社区居民的环保意识和行动，引导营造绿色社区，取得良好效果。同时，项目还通过社区青年汇、绿色联盟、西部计划等多种形式，鼓励青年人的参与，强调其在志愿服务的重要作用。这种青年和社区的“生力军+根据地”的模式，以基层为基础以青年为核心，有效推动志愿服务的可持续发展。受益人数2万余名。

三是注重构建日常化、平台化、机制化的国际交流平台网络。

BVF在合作各方的支持下，创新设立北京志愿服务发展研究会，推动国内国际研究与志愿服务实践的无缝对接。项目办在多种形式的国内国际志愿服务交流活动中积极互动，分享借鉴志愿服务工作经验与心得的同时，主动推进与各国志愿者组织之间的区域合作。在志愿服务方面，理论与实际操作并重，通过成立北京志愿服务发展研究会，高效对接志愿服务实践与国内国际相关理论研究，为机构开展项目活动提供参考借鉴。受益人数2000余名。国内国际性大会、培训研究和与相关组织间的合作互访相互作用，初步构建出了一个国际志愿服务交流平台。

四是推动志愿服务的“互联网+”，建立志愿者实名注册系统、大数据管理平台、志愿服务记录体系以及激励嘉许制度。

通过“志愿北京”网络平台和“志愿云”志愿者信息管理系统，实现了志愿服务管理的在线化和数据化，有效促进了志愿者、志愿服务组织和志愿项目、社区之间信息广泛流动、分享与对接，是志愿服务行业顺应互联网时代的有益尝试。受益人数323万余名，受益志愿者组织5万余个。另外，志愿者实名注册制度解决了志愿者注册信息的真实性和唯一性问题，为实施志愿者保险和反哺机制奠定基础。对于服务满一定小时数或做出突出贡献的志愿者，根据《条例》等志愿服务相关法律法规对其给予星级认定和奖励优惠等，进一步调动了志愿人员参与服务的积极性。



思考与建议

第二期项目的开展取得了很好的成果，但总体而言，还存在一些不足。在活动开展方面，缺乏与相关理论研究的互动，成果难以进行科学测度，常态化程度不高；在志愿服务方面，人员参与率和活跃度有待提高，提供的服务的专业性和深度不够；在志愿者培育方面，培训体系与交流合作机制亟待完善。

基于对第二期项目活动的梳理和总结，评估组认为目前以北京为基础的合作项目已经建立了坚实的基础并探索了有效的发展模式，很有必要继续深化实施第三期合作，进一步开展相关成果的常态化、机制化探索。

特别是，联合国SDG目标的推出、以及中国一带一路等国家战略的实施，也为第三期项目的推出创造了难得的历史机遇。具体上，评估组也对第三期项目的规划提出以下建议：

一是继续跟进志愿服务的前沿理论研究。

以2015年9月在联合国可持续发展峰会上正式通过并发布的17个可持续发展目标（SDGs）和中国“十三五”规划为核心框架，着力推动志愿服务与可持续发展目标之间的有机融合模式，其中涉及到志愿服务与治理创新的关联、志愿服务的社会影响力测度，东西方文化背景下的志愿服务模式比较与借鉴、一带一路国家志愿服务交流模式等重点议题。评估新的发展背景下的中国志愿服务工作并编写2016/2017中国志愿服务状况报告。

二是加强志愿文化教育的宣传与推广。

通过评估可以发现，第二期项目在志愿服务的教育与传播方面已有成效，但缺乏系统化。建议通过与教育部门合作，将志愿服务教育纳入基础的课程体系和评估体系中，对不同学段学生开展体系化的志愿服务培训；借助公共媒体发展在线课程体系，传播志愿服务理念，普及志愿服务的基础知识。

三是促进志愿服务组织培育和志愿者能力建设。

志愿服务组织在动员和凝聚志愿者方面发挥着重要作用，它们的发展牵动整个志愿服务领域的繁荣。通过探索建立志愿服务组织发展支持中心，为志愿服务组织提供资金支持、物资保障、人才培养、管理咨询、项目策划、资源对接等综合服务；同时，加快完善志愿服务的培训体系，推动专业型志愿服务的深入。以应急志愿者为重点示范，在原有应急志愿者培训基础上，形成北京城市应急管理志愿者的操作指南。

四是推动建立和完善国际志愿服务交流合作机制。

在上述建议的基础上，在践行中国“一带一路”等国家战略的支持下，进一步加强中国志愿服务骨干队伍的培养和北京经验模式的交流传播，输送优秀人才参与到UNV组织的培训和实习工作中；在UNV协调下，建立以一带一路国家为重点的南南国家间的合作机制，加强跨国人员交流、比较研究、信息共享和经验传递；探索建立中国海外志愿服务项目。

Umbrella Program
On Strengthening Civic Engagement and
Social Innovation through
Volunteerism for Development in China

**Project of Strengthening Beijing Voluntary Service
Development through Civic Participation and
Regional and International
Cooperation (2012-2015)**

Report on Project Achievements & Impact

PROJECT OVERVIEW

As one component of the Umbrella Programme on Strengthening Civic Engagement and Social Innovations through Volunteerism for Development in China initiated in 2011, Project of Strengthening Beijing Voluntary Service Development through Civic Participation and Regional and International Cooperation is a cooperative project signed by many stakeholders including China International Center for Economic and Technical Exchanges (CICETE), Beijing Youth League (BYL), Beijing Volunteer Service Federation (BVF), United Nations Development Programme (UNDP) and United Nations Volunteers (UNV). The project was formally launched in September 2012. The overall aim of this project is to improve the volunteer infrastructure and volunteer management capacity in Beijing to promote the development of volunteerism in Beijing, capital of China and contribute to the realization of goal of the Umbrella Program, that is, improve social management mechanism through volunteerism development so as to achieve the sustainable development agenda of the MDGs and the goal of a moderately well-off (Xiao Kang) Society.



PROJECT OBJECTIVES

This project, building on the successful cooperation with BVF and strong financial support from Beijing Municipality, will leverage the expertise and network of UNDP/UNV to pursue the following objectives:

- 1 Improving the volunteer infrastructure and volunteer management capacity in Beijing, including**
 - Strengthening the management capacity of volunteer-involving organization,
 - Facilitating the recruitment and placing of volunteers & providing them with better training opportunities,
 - Facilitating the online provision of services and sharing of expertise cross-regionally,
 - Drawing on volunteer management and operational experiences from overseas.

- 2 Supporting volunteer activities to meet sustainable development goals, including**
 - Piloting volunteering initiatives in the area of environmental awareness promotion,
 - Piloting volunteer initiatives serving vulnerable groups, including poverty reduction activities and educational and medical assistance to children of migrant workers,
 - Enhancing domestic exchanges to share best practices of volunteer activities for sustainable development.

- 3 Promoting international exchanges on volunteering for development, including**
 - Increasing the number of volunteering projects involving international volunteers,
 - Carrying out international exchange of experience, research and knowledge in order to deepen the understanding of role of volunteerism on development,
 - Reviewing models of international volunteering, including overseas volunteering of Chinese, and to develop a pilot on overseas volunteering of Chinese nationals.

PROJECT STRUCTURE

The project executing agency is CICETE of MOFCOM and the project is funded by Beijing Municipal Government. Technical assistance is provided by UNDP China and UNV China. The project implementing agencies are Beijing Youth League (BYL) and Beijing Volunteer Service Federation (BVF). The Project Management Office is located in BVF.

Government Executing Agency	CICETE of MOFCOM
Funded by	Beijing Municipal Government
Technical assistance	UNDP China & UNV China
Project implementing agency	BYL & BVF
Chairman of Programme Steering Committee & National Project Director	Secretary General of BYL

PROJECT TIME FRAMEWORK

Start date	September 2012
End of date	September 2015

PROJECT SITE

Beijing and other selected pilot sites

PROJECT FUNDING

Beijing Municipal Government	US\$ 379,000
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From 2007 to 2011, Beijing Youth League (BYL), Beijing Olympic Games Volunteer Work Coordination Group Office (BOCOG), Beijing Volunteer Association (BVA, now renamed Beijing Volunteering service Federation, BVF in short), China International Center for Economic and Technical Exchanges (CICETE), United Nations Development Programme (UNDP) and United Nations Volunteers (UNV) programme successfully implemented a cooperation project entitled *Strengthening Volunteerism for Development through the 2008 Beijing Olympic Games*. The project achieved good results in raising public awareness for the contributions of volunteers and contributed to improving the voluntary service management of BVF through the 2008 Beijing Olympics.

In light of experience gained from the concluded project, the Government of China and the United Nations recognize the need for combined efforts to further promote volunteerism as a valuable resource for sustainable development in China. To increase cooperation in this field, in August 2011, UNDP and CICETE/MOFCOM launched the Umbrella Programme on Strengthening Civic Engagement and Social Innovations through Volunteerism for Development in China. The overall aim of this programme is to support the development of national and local volunteer infrastructure in China to promote people's participation in social management and scale up volunteerism in China so as to contribute to the sustainable development agenda of the MDGs and the development of a Xiao Kang Society. The Umbrella Programme serves as an integrated and flexible platform for a diverse range of projects throughout China. The Umbrella Programme has identified the challenges of promoting volunteerism for sustainable development in China and laid down intervention strategies to be carried out in the span of the programme.

The project of Strengthening Beijing Voluntary Service Development through Civic Participation and Regional and International Cooperation, conducted under the Umbrella Programme, aims to strengthen volunteerism in China's Capital, Beijing during 2012-2015. The project would strategically address three of the five challenges identified in the Umbrella Program to increase the effectiveness and sustainability of volunteerism in China, i.e., Volunteerism remains overly events oriented and shows a lack of development focus: there is a lack of coordination among different institutions and volunteerism is an all inclusive and comprehensive representation of society. The project would contribute to achieving the goal of the umbrella project from three perspectives:

1. Improving the volunteer infrastructure and the volunteer management capacity in Beijing;
2. Supporting volunteer activities in Beijing to meet development goals;
3. Promoting international exchanges on volunteering for social development.

This evaluation report reviews the implementation and the impact of the Project entitled Strengthening Beijing Voluntary Service Development through Civic Participation and Regional and International Cooperation in 2012 -2015, summarizes the project experience and puts forward some recommendations on the design and planning of Phase III Project.

2.1 EVALUATION FRAMEWORK

In general, the report evaluates the project from the following two aspects: project implementation and impact of the achievements. On this basis, the report analyzes and summarizes the experience of the project and makes some recommendations regarding the design of Phase III Project:

- 1 Evaluate project implementation according to the activities in the design plan of Phase II Project.
- 2 Evaluate project outcomes and the impact regarding beneficiary scope and population, project outcomes and social impact, etc.
- 3 Summarize the useful experience during the implementation process of Phase II and make recommendations and forecast regarding some drawbacks or areas which have not been covered.

2.2 EVALUATION METHOD

- 1 Hold talks or interactions with some stakeholders of the project.
- 2 Literature analysis. The evaluation panel collects and analyzes project-related documents including:

Project Proposal	Phase I Project Proposal(Chinese & English), Phase II Project Proposal
Summary of project plans	Phase I Project Evaluation Report, Summary (2013), Summary (2014), 2015 Work Plan, Introduction to Project Activities Conducted in 2015
Media Report (articles & photos)	Project Signing Ceremony, Trilateral Meetings, Environmental Protection, Go West Program, International Exchange, Website Development
Other	High-level Mutual Visits, Thoughts in Sochi

2.3 EVALUATION FRAMEWORK

Stage	No.	Content	Time (Sep. 8-20, 2015)																
			8	9	10	11	12	13	14	15	16	17	18	19	20				
Formulate Plan	1	Feasibility study	▲																
	2	Set up Evaluation Panel	▲																
	3	Identify evaluation scope & goal		▲															
	4	Formulate evaluation plan		▲															
Collect Data	5	Collect data			▲														
	6	Verify data				▲													
	7	Collect domestic & international reference literature			▲														
	8	Sort out & classify data				▲													
Systematic Analysis	9	Analyze basic project information					▲												
	10	Interview stakeholders						▲	▲										
	11	Analyze project implementation								▲									
	12	Analyze project achievement & social impact									▲								
Overall evaluation	13	Write evaluation report										▲	▲	▲					
	14	Hold evaluation panel meetings & discussions, solicit opinions and revise report														▲			
	15	Submit evaluation report & recommendation																▲	



EVALUATION OF PROJECT ACHIEVEMENTS AND IMPACT

Phase I Project entitled *Strengthening Volunteerism for Development through the 2008 Beijing Olympic Game* utilized the opportunity of Olympic Games and promoted the development of volunteerism in China. Phase II Project was set in Beijing to facilitate citizens to engage in volunteering service more conveniently and build and improve an exchange platform for volunteering service resources. Regarding capacity building for volunteer organizations and volunteers, the project has disseminated general knowledge on volunteerism at different levels and in different training forms. Meanwhile, the project has tried to cultivate professional volunteer teams, spread volunteerism culture through large events and establish a three-dimensional training system. Regarding platform building, the project has improved the internet platform of *Volunteer Beijing* and developed the functions of online real-name registration, volunteer organizations releasing projects, volunteering service time-keeping and standardized the practice of volunteer organizations utilizing a unified internet platform to recruit, train and ensure logistical support and conduct other management tasks. Regarding regional and international cooperation, the project has established institutionalized exchange mechanism and made conspicuous progress: on the one hand, UNV has brought China's volunteering service to international stage, which spreads China's experience and promoted BVF's international exchanges and cooperation with international counterparts; on the other hand, BVF has introduced UNV into each field of China's volunteering service and promoted UNV's close cooperation with Shanghai, Guangdong and other regions in China. The scope and depth of the cooperation between BVF and UNV has been considerably expanded, which will play a positive role in the development of volunteerism in China and the world.

3.1 IMPROVE THE VOLUNTEER INFRASTRUCTURE AND THE VOLUNTEER MANAGEMENT CAPACITY IN BEIJING

HIGHLIGHT OF PROJECT ACTIVITIES

1 Launched in May 2011, Sunshine Ladder Training Program aims to train management personnel in the field of volunteering service and enhance capability in social mobilization. The program originated from the Budding Program jointly launched by the Beijing Youth League, BVF and UNV. During 2012-2015, Sunshine Ladder program was further developed. Many volunteer training activities have been successfully conducted for large events, such as the 9th China (Beijing) International Garden Expo in 2013, APEC Leaders' Economic Conference in 2014, Mass Celebrations in Parks Commemorating the 65th Anniversary of the Founding of PRC, etc. The volunteer training has become more wide-ranging, professional and standardized.

1. On January 15, 2013, International Project Management Training Workshop was held to train project officials and volunteers regarding skills and knowledge on international project management. The trainees systematically learned project-based management methods, broadened their vision and understood procedures and requirement on project management, which could help them better utilize project management methods to promote volunteering service.



2. During May 8 to 21, 2013, the Volunteering Service Program for the 9th China (Beijing) International Garden Expo held 30 training sessions and trained 12,722 volunteers. The training covered basic knowledge on volunteering service, codes of conduct, best practices, team building, job responsibilities, work shifts arrangement, logistical support, etc. Fully utilizing BVF's rich experience in large events, the service program ensured the success of the expo by providing professional volunteering service and trained a large number of core volunteers serving large events.



3. Training activities for Community Youth Clubs. In 2013, the Project Office conducted over 700 training activities to 350 community youth clubs regarding volunteer registration, time-keeping, project operation and management, etc. and guided communities to establish teams and organize projects so as to better carry out volunteering service activities. In 2014, training of community youth clubs in the city focusing on practical operations was conducted with steady steps in the form of high-quality demonstration classes + practical workshops centering on the needs of secretary-generals of the clubs, full-time social workers, key volunteers and ordinary volunteers. Four sets of standardized training and teaching plans were developed. Small training classes for full-time social workers and key volunteers and concentrated training classes for secretary-generals and full-time social workers were held in the first batch of 50 demonstrative youth clubs. Trainers were organized to conduct special training on volunteering service and community work in communities in the 16 districts or counties in Beijing to spread concepts of volunteering service, train core volunteers. Altogether 7 training sessions were held in the year and a total number of 2,300 volunteers were trained.



EVALUATION OF PROJECT ACHIEVEMENTS AND IMPACT

4. Over 20,000 volunteers were trained in 2014 including 3449 core volunteers for APEC Leaders' Economic Meeting and 2,800 volunteers for the Mass Celebrations in Parks Commemorating the 65th Anniversary of the Founding of PRC. Through the information platform of *Volunteer Beijing*, on-line courses on volunteer training for large events were launched to increase the training coverage. Also volunteer training was conducted for 2014 World Grape Conference to support Yanqing District Youth League. The Project Office also guided Fengtai District Youth League to summarize the achievements of volunteer training for 2013 International Garden Expo.



5. In 2014, the training of registered emergency response volunteers in rotation was enhanced and practical drills were carried out. Three joint rescue exercises were conducted together with Hebei Province and Tianjin Municipality, etc. Seven training sessions on emergency response knowledge were held in communities in Beijing. We supported and guided the various organizations to establish professional volunteering service organizations and strengthened professional volunteering service team building.



6. In 2015, the Project Office adopted the training method of *special-theme training class + certification of professional titles* and steadily promoted the training of grass-root volunteer organizations focusing on practical operations. Nine sets of standardized teaching plans were developed. Over 40 grass-root organizations were trained and the first teams of trainers were set up. With their help, nine training sessions were carried out to train 400 grass-root organizations in Beijing. The concept of volunteering service was spread, core volunteers were trained and over 15,000 volunteers were indirectly trained.

7. In 2015, training of volunteers registered with Volunteer Beijing website were launched comprehensively so that all volunteers would receive basic training in volunteering service. Sunshine Ladder training plan was further implemented and the train plan of ten thousand volunteers was launched. 54 training sessions were conducted in the first six months in 2015 and 8,271 volunteers were trained. The 54 sessions included 17 sessions for 2,259 large-scale event volunteers, 17 sessions for 2,623 volunteers of city-level volunteering service demonstration projects, 5 sessions for 1,285 volunteers in primary or high schools, 6 sessions for 1352 emergency response volunteers and 9 sessions for 753 community volunteers.

8. Training of trainers among registered emergency response volunteers was carried out and a system of training emergency response volunteers was established in the city. According to the requirement on emergency response volunteers by Beijing Municipal Government and Party Committee, the Project Office actively prepared for this kind of training. At present, 16 districts or counties have launched the training of registered emergency response volunteers. By June 2015, a total number of 3,700 volunteers had been trained in 11 training sessions.



EVALUATION OF PROJECT ACHIEVEMENTS AND IMPACT

2. As an online one-stop service center, the BVF website provides a platform for volunteers who look for volunteering service opportunities and for volunteer organizations which look for volunteers and has attracted great attention from a large number of social resources. In the last three years, the Project Office have been perfecting the Volunteer Beijing website to promote the matching between volunteers at home and abroad, volunteer organizations and volunteering service projects by upgrading the website, training core volunteers online, creating content of international exchange and English edition of Volunteer Beijing, launching and publicizing the system of Volunteer Cloud, etc.



1. In 2013, the project office revised the website of Volunteer Beijing. Now volunteers can send information for assistance to volunteer organizations and the organizations can release service items and communicate with and manage their volunteers in a fast and convenient manner. The beginning and end of volunteer projects can be automatically handled. The functions of enrollment, shift arrangement, timekeeping, evaluation and other functions can be fulfilled in the process of volunteer project management. The website can also send alerts to volunteers and organizations. The application of internet technology has improved the information management, enhanced professional management capability, integrated volunteering service resources in the city and considerably promoted the activeness of the volunteers and the organizations.

2. Starting from August 2011, the platform of Volunteer Beijing began to launch the service item of online Q & A in a 7X10 manner, that is, this service is provided seven days a week and 10 hours per day. Through instant messaging software, the volunteers can answer the questions other volunteers, project leaders and organizations may have in using the website. An operational mechanism of quarterly enrollment, training and shift arrangement of volunteers for this service has been established. At present, a team of ten core volunteers has been set up. They have been involved in this project for many years. Some excellent volunteers were awarded the title of Five-star Volunteers in Beijing in early 2015. Their hard work has motivated more volunteers to participate in this online Q&A project.



3. In 2013, Volunteer Beijing created a new column entitled *International Exchange* and the English edition of the website. Online translation volunteers were enrolled to undertake the work of the two columns which has expanded the influence of the platform. The column of International Exchange mainly translates and publishes the latest articles in the websites of some international volunteer organizations so that more volunteers can understand international volunteer organizations and projects. The English edition of the website can translate the information of volunteer organizations and projects with Beijing characteristics so that foreign volunteers can understand the volunteering service in Beijing. It can be very convenient for them to join the organizations and provide volunteering service.

EVALUATION OF PROJECT ACHIEVEMENTS AND IMPACT

4. In March 2014, the trial edition of *Volunteer Cloud*, a volunteer information management system, was launched and formally put into operation on November 24. The system has six major functions, namely, volunteer real-name registration, service records and searching, service records transfer to other cities, volunteering service organizations online management, releasing of volunteering service needs and project matching and big data analysis. The system can be deployed flexibly according to the different needs of government ministries, provinces, cities and counties, etc., which can not only meet the local needs and embody grass-root features, but also provide big data analysis function to departments in charge of volunteering service. The Central Youth League lists the system as the first group of volunteer information system to be recommended to youth leagues all over the country. By September 30, 2015, 19 provinces and 42 cities had been integrated into *Volunteer Cloud* with the support of CVF and BVF. 13.5 million real-name volunteers and 125,000 volunteering service organizations had registered with the system and 123,000 volunteering service activities have been posted on the system. Many valuable suggestions have been made since it was launched so that the system could be improved continuously.

系统优势

- 1. 可满足不同层级需求。“志愿云”系统在全国首创“自上而下”的模式，既可作为地方志愿服务的支撑平台，也可作为省市志愿服务的支撑平台。
- 2. 技术安全可靠。对于各级已建成的原有志愿服务信息系统，系统一套部署即可实现与全国网络的互联互通。
- 3. 信息实时同步。系统可实现省市县三级数据实时同步。
- 4. 数据共享。系统可实现省市县三级数据共享。

接入系统省市名单

北京市	www.bjvol.org.cn
湖北省	www.hbvol.org
青海省	www.qhvol.org
重庆市	www.cqvol.org
贵州省	www.gzvol.org
甘肃省	www.gsvol.org
辽宁省	www.lnvol.org
吉林省	www.jlvol.org

概述

2014年11月，中央文明办印发《关于推进志愿服务制度化的意见》（以下简称《意见》），对志愿服务制度化工作作出部署。《意见》提出，要加快志愿服务立法，建立志愿服务制度，完善志愿服务的法律法规和标准。建立统一、规范、权威的志愿服务信息系统，实现志愿服务信息互联互通。

功能介绍

1. 志愿服务实名制。“志愿云”系统是全国第一家实现了与省市县三级志愿服务信息系统互联互通的志愿服务平台。
2. 志愿服务实名制。系统可实现省市县三级数据实时同步。
3. 志愿服务实名制。系统可实现省市县三级数据实时同步。
4. 志愿服务实名制。系统可实现省市县三级数据实时同步。

SUMMARY OF PROJECT ACHIEVEMENTS AND IMPACT

1. A total number of over 820 training courses and lectures have been launched, training over 60,000 volunteers and staff of volunteering service organizations directly and indirectly.
2. Training of community youth clubs in the city has been conducted in the form of *high-quality demonstration class + practical workshops* and four sets of standardized training plans have been developed. Training of grass-root volunteering service organizations has been strengthened and nine sets of standardized training plans have been developed.
3. Online courses for large events have been launched based on the information platform *Volunteer Beijing* to expand the training coverage and carry out the plan of training 10,000 volunteers.
4. Professional training of volunteers have been enhanced. TOT for registered emergency response volunteers has started and a system of training emergency response volunteers in rotation has been established in the city.
5. Volunteer Beijing has been further improved so that volunteering service organizations and volunteers could be matched. The information release of volunteering service projects and project operation have been standardized. 7X10 online Q & A project has been implemented, generating excellent demonstration effect and a team of ten core volunteers has been preliminarily set up. The column of *International Exchanges* and the English edition of *Volunteer Beijing* have been created, which expanded the influence of *Volunteer Beijing*.
6. Volunteer Cloud, a volunteer information management system, has been developed and launched and 19 provinces and 42 cities have been integrated into the system, which has provided a standardized information management method for volunteering service organizations in China and optimized information management process. The system has made major contribution to publicizing volunteering service culture, volunteers and volunteer organization and accumulating volunteering service data in China.

3.2 IMPROVE THE VOLUNTEER INFRASTRUCTURE AND THE VOLUNTEER MANAGEMENT CAPACITY IN BEIJING

HIGHLIGHT OF PROJECT ACTIVITIES

1 The Project Office carried out publicity campaigns on green and environmental protection, advocating garbage treatment and low carbon lifestyle to create a more environment-friendly Beijing. In the last three years, 16,000 volunteers have been involved in the campaign entitled Volunteering service Promotes Environmental Protection. Thousands of residents have participated in these activities and more people have learned about these activities through media reports.

1. During May 27 to 31, 2013, the Project Office jointly held a *green exchange activity entitled Passing on Love* with Community Youth Club of West Changanjie Street Committee, Xicheng District. The organizer provided 800 pots of green plants and 600 volunteers from schools, communities, companies and hospitals exchanged the plants with books and school supplies. Over 200 pencil cases, 10,000 pencils, 870 books and 43 stuffed toys were donated. All these things were donated to children in Beijing Qirui Rehabilitation Center and Beijing Chaoyang District Chenguang Cerebral Paralysis Children Rehabilitation Center. This green exchange activity provided a flexible service platform for environmental protection and assisting the vulnerable group and send joy and knowledge to kids in rehabilitation centers. The ideas of green public health and green consumption became popular among the participants.



2. The Project Office held a series of theme activities integrating green education into volunteering service by utilizing China International Garden Expo Volunteering service Program which advocated the spirit of Youth, Confidence, Volunteerism and Green. In order to encourage volunteers to use green transportation modes, the office launched the educational activity themed My Green Chinese Dream @ Expo Volunteer and the volunteers travelled over seven million kilometers in public transportation systems. The Waste Battery Recycling Program recycled 1,200 waste batteries in total. Do not Throw Away Half-full Mineral Water Bottle and Reduce Disposable Products Program reduced the rate of wasting bottled water to less than 3% and saved over 20,000 pairs of disposable chopsticks. The series of green programs have reduced 67.2 tons of CO2 emission. Through these kinds of special cultural activities related to the Expo, the Office made volunteerism concrete and promoted volunteering service and environmental protection deep-rooted in people's lives.



3. On November 15, 2013, Green Alliance Symposium entitled Youth and Green Future was held. Members of the Alliance shared their unique experience in carrying out environment-friendly activities in the last few years UNDP staff introduced sustainable forest management carbon sink project. UNV China project officials made their forecast on the direction of environmental protection. VSO official shared UK volunteers' green experience in improving environment. In his summary, the representative from Beijing Environmental Protection Bureau emphasized that we should spare no effort to protect our environment and he also introduced the reason for air pollution and different types of air pollution in Beijing. He stressed that environment protection should be carried out and that the whole society should be involved.



4. The Project Office carried out a series of activities with the theme of *green & environmental protection, emission reduction & energy conservation and sustainable consumption* in different communities in Beijing on October 12, 17, 18, 25, 26, November 15, 29, December 3, 10, 12 in 2014. 400 volunteers participated in these activities. 14,000 leaflets and 1,500 posters were distributed to community residents. *Environmental protection experts gave lectures entitled How to Protect Our Environment*. Residents play games specially designed according to community characteristics. These activities benefit 16,000 residents who warmly welcome and praised these activities. The concept of green lifestyle has become very popular and everyone joins hands to protect the environment in Beijing.



EVALUATION OF PROJECT ACHIEVEMENTS AND IMPACT



5. On June 7, 2015, Assisting Beijing in the Bid for Olympic Winter Games—the Fourth Outdoor Cleaning Day Public Benefit Activity was held in Beijing Xishan Forest Park. It was jointly sponsored by UNDP, UNV, CICETE, BYL and BVF and organized by Beijing Friends of Nature Volunteering service Organization. Over 2,000 volunteers from 40 organizations participated in the activity, which practiced the environmental concept of climbing one mountain and cleaning up one road. The volunteers carried forward the environmental protection concepts and volunteerism by hanging slogans on environmental protection and picking up outdoor garbage, etc.



2 The program of University Graduates Providing Volunteering service in Western China (hereinafter referred to as Go West Program) was initiated in 2003 and recruits a certain number of university graduates or postgraduate students to provide 1- to 3-year volunteering service in education, healthcare, agricultural technology and poverty alleviation in grass-root area of West China according to the procedure of open recruitment, voluntary application, selection and dispatching. During 2012 to 2015, the Project Office publicized the program in various channels and encourages more university graduates to participate in the program and contribute to development in the West China.

1. In 2013, 635 students in Beijing applied for the program including 84 students who attended 2-year college program, 454 university graduates and 97 postgraduate students. Over 86.77% of the applicants had bachelor's degrees or above. 305 students were originally from West China, accounting for 45.72%, a year-on-year increase of 2.42%. 100 volunteers were recruited after open selection.

2. In 2014, 655 students from 69 institutions of higher learning in Beijing made applications. After interviews and physical examinations, 112 volunteers from 35 universities were selected including 63 students to serve Tibet, Xinjiang, Xijiang Production and Construction Corps, accounting for 56.25%. The volunteers were from diverse different ethnic groups including 8 ethnic minorities such as Manchu, Tibetan, Kazak, Uyghur, Hui, Zhuang, Bouyei and Yi.

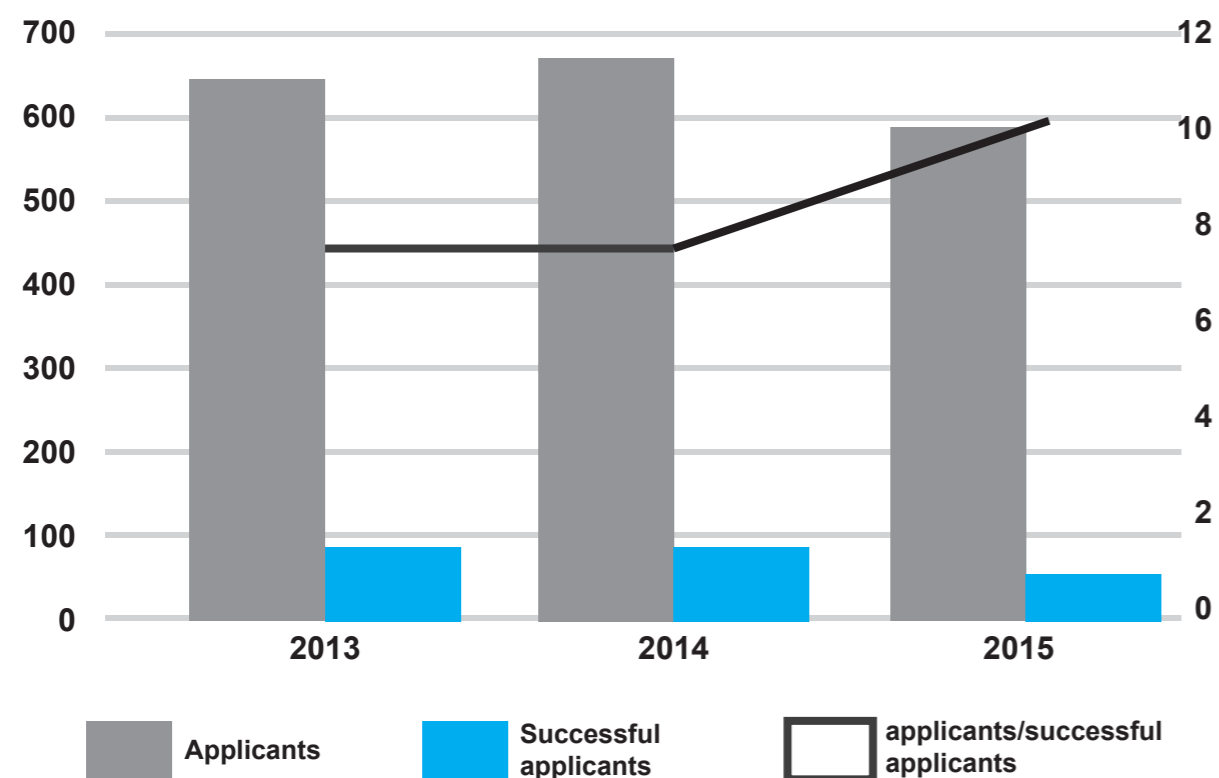


3. In 2015, 588 students from 73 universities applied for the Program. 488 applicants had bachelors' degree or above, accounting for 82.99%. 131 students were party members, accounting for 22.28%. 434 students were Youth league members, accounting for 73.81%. After interviews and physical examinations, 71 volunteers confirmed to participate in the program.



NUMBER OF APPLICANTS AND NUMBER OF SUCCESSFUL APPLICANTS DURING 2013 TO 2015 MADE BY EVALUATION TEAM

RECRUITMENT OF UNIVERSITY GRADUATES JOINING THE WESTERN PROGRAM DURING 2013-2015



It can be seen that in the last three years although the number of applicants fluctuates with the number of positions each year, university students have maintained steady and sustained enthusiasm for the program judging from the ratio between number of applicants and successful applicants.

1 The Project Office has actively promoted the building of professional volunteering service teams and encouraged volunteer organizations with professional expertise to go to the grass-root in West China in order to establish a regional cooperative mechanism for volunteering service in healthcare and educational sectors, spread professional knowledge and serve the general public.

1. In 2013, volunteers from BVF Medical Masters Program carried out volunteer activities in Ali Military Subarea and Kumul area in Xinjiang. They held lectures on healthcare, conducted surveys and donated 12 digital ECGs, 2 remote electrocardiogram monitoring systems and several hundred books on healthcare.



2. In July 2014, BVF organized a delegation to hold exchanges on volunteering service in Kumul Region in Xinjiang. The delegation included Mr. Sun Maofang, one of the top ten volunteers in Beijing, also called Contemporary Lei Feng, Mr. Ye Ruling, an National Excellent Party Member and Mr. Chen Tingjun, special expert of BVF. The delegation held talks with excellent volunteers from Kumul City and Barkol County. Both sides introduced their experience in conducting volunteering service respectively.



Mr. Sun Maofang talked about his experience of learning from Comrade Lei Feng and getting involved in volunteering service in the last 50 years as a Party member. Mr. Ye Ruling mentioned that upon retirement after working in Tibet for 31 year, he set up a loving clinic in his community and provides medical service to community residents. Mr. Chen Tingjun introduced the overall situation, basis features, experience and practice of volunteers in Beijing conducting volunteering services. He talked about his personal feeling of changing from a general to a volunteer. Kumul TV Station covered the whole exchange and Mr. Sun was interviewed by local media several times. Mr. Ye Ruling presented his books entitled First Aid, Self-rescue and Treatment of Frequently-occurring Diseases as gifts to communities and individuals. The exchange was warmly welcomed and generated positive social impact in Humul region.



SUMMARY OF PROJECT ACHIEVEMENTS AND IMPACT

1. The Project Office carried out publicity campaigns on green and environmental protection, advocating garbage treatment and low carbon lifestyle to create a more environment-friendly Beijing. In the last three years, 16,000 volunteers have been involved in the campaign entitled Volunteering service Promotes Environmental Protection. Thousands of residents have participated in these activities and more people have learned about these activities through media reports.
2. 232 university volunteers were selected and trained to participate in the Go West Program in 2012-2015 in 12 provinces and cities, such as Tibet, Xinjiang, Xinjiang Production and Construction Corps, Qinghai, Ningxia, Guangxi, Shanxi, Yunnan, Chongqing, Hebei, Guizhou and Hunan.
3. A cooperative mechanism on volunteering service was established between Beijing and Kumul. BVF dispatched professional teams to go to the grass-root areas in West China, donate books and equipment, conduct field research and survey and serve local residents for two years on end.

3.3 PROMOTING INTERNATIONAL EXCHANGES IN VOLUNTEERING SERVICE TO BETTER PROMOTE SOCIAL DEVELOPMENT

HIGHLIGHT OF PROJECT ACTIVITIES

1 China International Volunteering Service Exchange Conference was held in 2013. In order to build a platform to showcase volunteerism and exchange and share experience, motivate government agencies, enterprises and social organizations to be engaged in voluntary service, enhance domestic and international exchange and cooperation and further promote the development of volunteerism, the project office held the 2013 China International Volunteering Service Exchange Conference themed Volunteerism helps build Chinese Dream on December 5-6, 2013, attracting government agencies, enterprises, private organizations and international organizations at home and abroad.

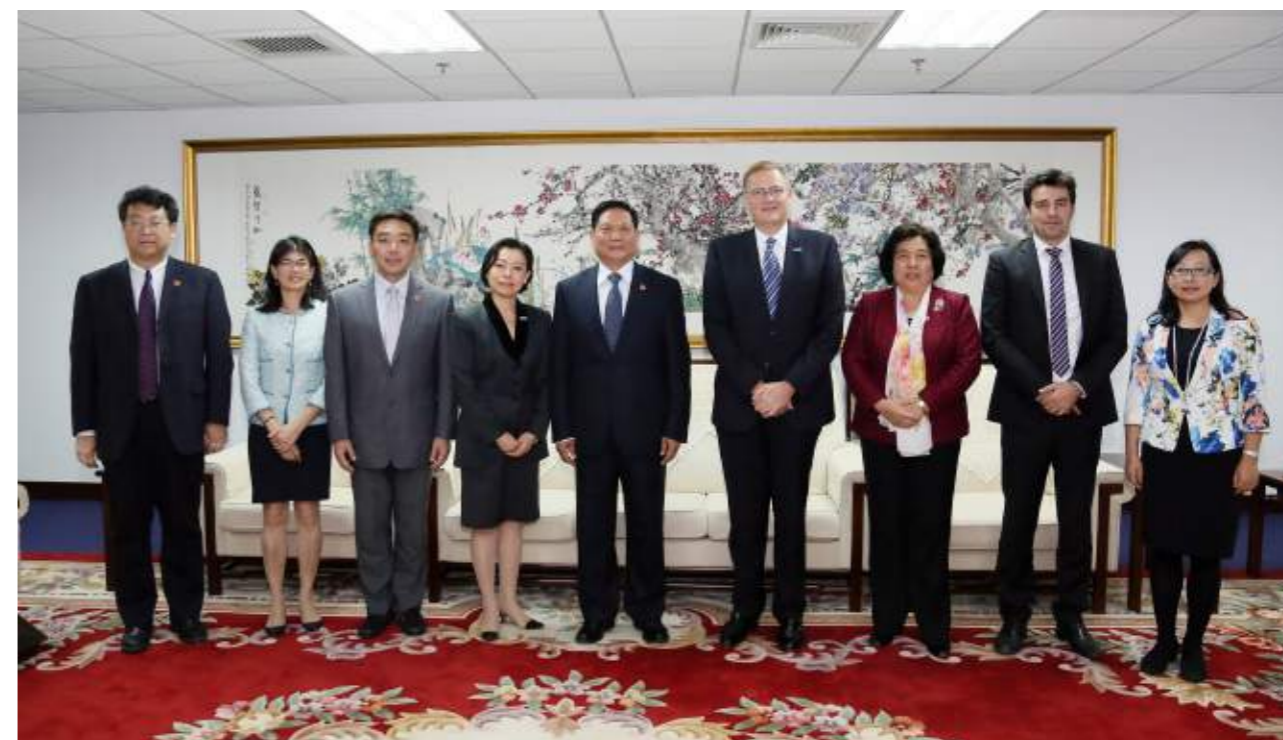


1. The conference lasted one and a half days. On the morning of December 5, an opening ceremony and a plenary session were held including speeches by senior leaders and important guests, keynote speeches and interactions, etc. In the afternoon, there were activities including a topic-based forum, Volunteering Service Fair and Information Release. There were six topics in the forum during which experts, volunteer organizations and representatives of volunteers made presentations and exchanges. During the Fair, about 30 organizations and volunteering service demonstration stations at home and abroad publicized and exchanged their experience through leaflets and posters, etc. During Information Release, information on Beijing Volunteering Service Guide Framework, Beijing Environmental Protection Volunteer Association, Beijing Volunteer Alliance of Teachers, etc. was released. 10 organization leaders were invited to introduce their volunteer organizations, demonstration stations, projects, experience and practices. Also introductions on registration and timekeeping functions of Volunteer Beijing and Voluntary Service Mode for large events (Garden Expo), etc.



EVALUATION OF PROJECT ACHIEVEMENTS AND IMPACT

2. During the conference, BVF held bilateral talks with UNV and Australian Volunteer International (AVI). BVF signed a cooperative agreement with AVI. Meanwhile, the conference delegates visited the head office of BVF, Beijing Emergency Response Center, etc., exchanged experience and best practice on volunteering service and strengthened regional cooperation.



2 UNV experts were invited to hold exchanges on volunteering service in Beijing. During October 9 to 15, 2014, Mr. Richard Dictus, Executive Coordinator of UNV, Ms. Kazumi Ikeda-Larhed, Director of Partnership and Publicity, UNV and Rafael Martinez Gil, Manager of East Asia and Pacific Region, UNV, came to Beijing to hold exchanges on volunteering service. Mr. Gil gave a presentation about the development of global volunteering service to over 100 leaders of volunteer organizations from different parts of China in the first training class for secretary generals organized by CVF. Mr. Dictus gave speeches in the closing ceremony. The exchange with UNV enhanced China's volunteering service managers' understanding of UNV's global work and also built a good platform for sharing international experience and support. Mr. Dictus and his colleagues also met with Mr. Liu Qi, President of CVF, Ms. Zhao Jinfang, Vice President and Secretary General of CVF, Ms. Teng Shengping, Vice President of BVF, Mr. Chang Yu, Vice President of BVF and Mr. Guo Xinbao, Vice Secretary General of CVF, Vice President of BVF and Secretary General of BVF, etc. to discuss future cooperative intentions and promote the internationalization of the Chinese volunteering service.

EVALUATION OF PROJECT ACHIEVEMENTS AND IMPACT

3 Experts were dispatched to Bonn, Germany, to attend UNV Partnership Symposium. From September 30 to October 1, 2014, UNV held a symposium on partnership relations and invited UN member countries, relevant UN agencies, foundations, volunteer organizations, youth organizations and other partners to attend the meeting. BVF dispatched Mr. He Ren to attend the meeting. The expert visited the head office of UNV and held a meeting with Mr. Dictus and his colleagues. This symposium is an ideal platform to develop partnerships in which delegates exchanged experience and innovative practices on volunteering service in an open-minded manner. Mr. He held interactive exchanges with volunteer organizations from different countries, learned international advanced experience and at the same time disseminated Beijing's experience in volunteering service.



4 A delegation from General Volunteer Association of Macao came to visit Beijing. On December 24 to 28, 2014, 11 volunteers (teachers) from the Association came to Beijing to exchange experience on volunteering service. The delegation visited a community youth club in Xicheng District, Beijing Hongdandan Education and Cultural Exchange Center, Madam Song Qingling's Former Residence and BVF office and also give lectures to 560 pupils in Shuren School in Shijingshan District. The exchanges promoted mutual understanding between volunteers in Beijing and Macau and laid a good foundation for future cooperation.

EVALUATION OF PROJECT ACHIEVEMENTS AND IMPACT

5 In 2014, the Project Office held an activity to promote *International Volunteer Day* which falls on December 5 and attended Guangzhou Volunteering Service Exchange Conference & First China Youth Volunteering Service Project Competition.

1. On December 4, 2014, the Project Office held an event entitled *Learn from Mr. Don Zhen to do good deeds and be a good person* to celebrate the International Volunteer Day. BVF initiated the activity to call on the public to start some volunteering service projects. The first sub-district volunteering service organization, Youanmen Sub-district Volunteering Service Federation, was established in Beijing. BVF also held a meeting entitled *Mutual Assistance in the Neighborhood to Build a Harmonious Society* to promote volunteering service at sub-district level. The purpose of the meeting is to summarize the experience, lessons, problems and suggestions while recognizing the achievements made during the last few years so as to improve awareness of the importance of volunteering service at sub-district or community level, enhance volunteering service coordination, speed up the building of volunteering service teams, projects and institutions and promote the development of volunteering service in a professional and standardized way.



2. The Project Office attended Guangzhou Volunteering Service Exchange Conference & First China Youth Volunteering Service Project Competition which was held by Central Community of the Youth League, Ministry of Civil Affairs and CVF. Nine projects from Beijing won national gold medals and 13 projects won national silver medals. Arranged by the organizing committee, all the projects were exhibited. Beijing pavilion with strong Beijing cultural characteristics is one of the most popular. Inside the pavilion, the blue color was used to represent volunteerism. The vivid color implied the Charm of Beijing and volunteering spirit and attracted the eyeballs of the visitors. Each project from Beijing was close to real life, yet very professional and of great social significance. The characteristics and advantages of each project was fully demonstrated in a unique way. For example, *Join Hands and Grow up Happily*, a project of

care and love for the children of migrant workers, demonstrated the mini-classroom in which volunteers gave lessons to these children. *2+1 Red Ribbon University Tour* Project invited AID patients to join the team of publicity to publicize AIDS knowledge and be interactive with visitors, which contributed to Zero AIDS among university students. *Emergency Response and Risk Avoidance* taught visitors some knowledge during emergencies, for example, evacuation in case of disasters, emergency response in public transportation systems, first-aid knowledge, etc. First-aid kits were distributed to improve the public's awareness and capacity in emergency response.



6 2015 International Volunteering Service Exchange Conference was successfully held. On October 12-13, 2015, the conference jointly organized by BVF and UNV was held in Beijing. 27 foreign delegates from 18 countries attended the conference. The delegates delivered speeches and held discussion on many topics, such as, the development of international volunteering services in the last 60 years, policy framework for international volunteering services in Middle Income Countries, cases studies and experience sharing on international volunteering service projects, the impact of volunteering service on national public service, etc. The conference set up exhibition area for books and materials which promoted the information release and experience sharing on volunteering service at home and abroad. The delegates were very active in raising questions, voicing their opinions and communicating with each other. This conference is the first global-scale multilateral meeting on volunteering service, generating positive feedback and rich achievements.



SUMMARY OF PROJECT ACHIEVEMENTS AND IMPACT

1. The Project Office attended Guangzhou Volunteering Service Exchange Conference & First China Youth Volunteering Service Project Competition. 9 projects from Beijing won the gold medals and 13 projects won silver medals.
2. The Project office held International Volunteering Service Exchange Conference and actively interacted with international organizations to promote regional cooperation.
3. Regional cooperation was enhanced through talks, visits and exchange of experiences.





MAIN EXPERIENCE OF THE PROJECT

After the Phase II Project kicked off, three project partners (CICETE, BVF, UNV) and three relevant parties (UN, UNDP, CVF) stick to the fundamental principle of mutual benefit, trust, respect, understanding, sustainable and coordinated development based on the achievements and experience of Phase I Project. The execution of the project enables the sustainable strategy of UN, UNDP and UNV to be implemented not only in Beijing, but also indirectly in other regions in China through BVF's efforts. Meanwhile, CICETE shoulders China's responsibility in South-South cooperation by participating and making great contributions. BVF has also accumulated valuable experience in overall planning, environmental protection promoting sustainable development, go west program, international exchanges and website development, which has tremendously promoted the long-term development of volunteerism in Beijing. Also through cooperation and exchanges with CVF and volunteer organizations in other countries, BVF has disseminated the achievements and influence of the project to other parts of China and other countries. These explorations have given rise to many rich and diverse volunteering projects. In addition, the Executive Coordinator of UNV has been to China many times to personally promote the cooperation of UN agenda with China, especially the innovative mode and management mechanism practiced in Beijing, which will provide useful reference to the future South-North and South-South cooperation.

THE SPECIFIC EXPERIENCES ARE AS FOLLOWS:

Firstly, the Project Office attaches great importance to passing on the volunteerism training experience in a refined, systematic and professional way.

On the basis of Beijing mode created during the 2008 Olympic Games, the Project Office has tried to sum up the experience in providing voluntary service during large events or major catastrophes and instructed relevant departments to transform the achievement in training volunteers into standardized operational procedures, systematic training materials and diverse training platforms and forms. In this way, the office has gradually developed standardized and systematic training models. Meanwhile, the office emphasizes the importance of functional training, e.g., training the registered emergency response volunteers in rotation and simulated drills and *special training class + certification of professional titles*, etc. Over 100,000 volunteers have benefited from this kind of increasingly professional training mode.

Secondly, the office has always stressed youth participation, community integration and extended development from green Olympic Games to green communities.

In order to support the sustainable development of volunteering activities in Beijing, the office fully utilizes the community platform to publicize volunteerism, enhance community residents' environmental awareness and mobilize them to take actions so as to build green communities. Great results have been achieved. Meanwhile, the project also encourages youth participation and stresses the important roles young people could play in volunteerism through community youth clubs, green alliances, Go West Program, etc. The mode of youth as a vital force and community as a base area has effectively promoted sustainable development of volunteerism, benefiting 20,000 people.

Thirdly, The office has attached great importance to building a routine, platform-based and institutionalized international exchange network.

Under the support of the partners, BVF set up Beijing Volunteerism Development Research Society to promote seamless integration of research at home and abroad with volunteering practices. The office has been very active in carrying out various international and domestic exchanges and sharing experience on volunteerism. Meanwhile, the office has tried to promote regional cooperation with volunteer organizations in other countries. Also the office stresses both theoretical research and practical operation. The establishment of Beijing Volunteerism Development Research Society could combine volunteerism practice with domestic and international theoretical research and provide reference for the projects, which benefits 2,000 volunteers. Various international and domestic conferences, training and researches and multilateral visits and cooperation have preliminarily built a platform for international exchanges on volunteerism.

Fourthly, Internet + approach has been promoted in volunteerism. The office has developed volunteer real-name registration system, big data management platform, voluntary service recording system and motivation and reward system.

Online and data-based volunteerism management has been achieved with the platform of Volunteer Beijing and the volunteer information management system of Volunteer Cloud, which has effectively promoted the information flow, sharing and matching between volunteers, volunteer organization and communities. It is a useful attempt to adapt volunteerism to internet era. 3.23 million people and over 50,000 volunteer organizations have benefited. In addition, volunteer real-time registration system ensures the information is authentic and unique, which can lay a good foundation for implementing volunteer insurance and reward mechanism. When volunteers' voluntary service reach a certain number of hours or when volunteers make remarkable contribution, these volunteers will be rewarded or recognized with some honorable titles in accordance with certain laws and regulations on volunteerism, which has future motivated volunteers to get involved in volunteering activities.



REFLECTIONS & RECOMMENDATIONS

Phase II Project has scored remarkable achievement. However, there are some drawbacks in general. Regarding volunteering service activities, there is no interaction between theoretical research and activities conducted, so the achievement can not be measured in a scientific way and the activities can not be carried out on a regular basis. Regarding volunteering service, the participation rate and degree of activeness need to be improved and the services lack professionalism and depth. Regarding training and cultivation of volunteers, the training system and exchange and cooperation mechanism need to be perfected.

Based on the summary of Phase II Project, the Evaluation Panel believes that the cooperative project based in Beijing has laid solid foundation and explored effective development mode. It is necessary to deepen Phase III cooperation so as to continue the relevant good work on a regular and institutionalized basis.

In particular, the launching of UN SDG and the implementation of One Belt, One Road Initiative and other national strategies have created rare historical opportunities to the kick-off of Phase III Project. The Panel puts forward the following specific recommendations concerning the planning of Phase III Project:

Firstly, the project office should follow up the frontier theoretical research on volunteering service.

A model integrating volunteering service and SDG in an organic way should be developed with the 17 SDGs approved by UN Sustainable Development Conference in September, 2015 and China's 13th Five-year Plan as the core framework. Some key topics are very important, such as the relevancy between volunteering service and governance innovation, social influence measurement of volunteering service, comparison and contrast of volunteering service modes against oriental and occidental cultural background, volunteering service exchange mode in Belt & Road Initiative Countries and other. The Chinese volunteering service in the new development context should be evaluated and report on 2016/2017 China volunteering service should be compiled.

Secondly, publicity and promotion of volunteerism should be strengthened.

Evaluation found that although Phase II Project has been very effective in disseminating volunteerism, there has been no systematic method. It is recommended that through cooperating with educational departments, volunteerism education should be included into the curriculum and evaluation system of basic education. Systematic volunteerism training should be conducted to students of different grades. On-line courses should be developed utilizing public media to disseminate volunteerism and popularize the basic knowledge of volunteerism.

Thirdly, Development of volunteering organizations and capacity building for volunteers should be enhanced.

Volunteering organizations play a very important role in mobilizing and attracting volunteers. Their development impacts the prosperity of all volunteering service fields. Comprehensive services should be provided to these organizations regarding financial support, logistics guarantee, talent training, management consultation, project design, resource matching, etc. through exploring the possibility of establishing volunteering organization development and support centers. Meanwhile, a volunteerism training system should be built to promote the development of professional voluntary service. The training of emergency response volunteers should play a demonstrative role. Operational guidelines for urban emergency response management volunteers should be developed on the basis of existing training of emergency response volunteers.

Fourthly, the mechanism for international exchange and cooperation on volunteerism should be established and perfected.

On the basis of the above recommendations and under the support of Belt and Road Initiative and other national strategies, the cultivation of core Chinese volunteerism teams and exchange and dissemination of Beijing experience and model should be further enhanced. Excellent volunteers should be sent to participate in the training and internship organized by UNV. A South to South cooperative mechanism focusing on Silk and Road countries should be established under the coordination of UNV to enhance cross-country people-to-people exchange, comparative research and information and experience sharing. The possibilities of developing Chinese overseas volunteering projects should be explored.

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