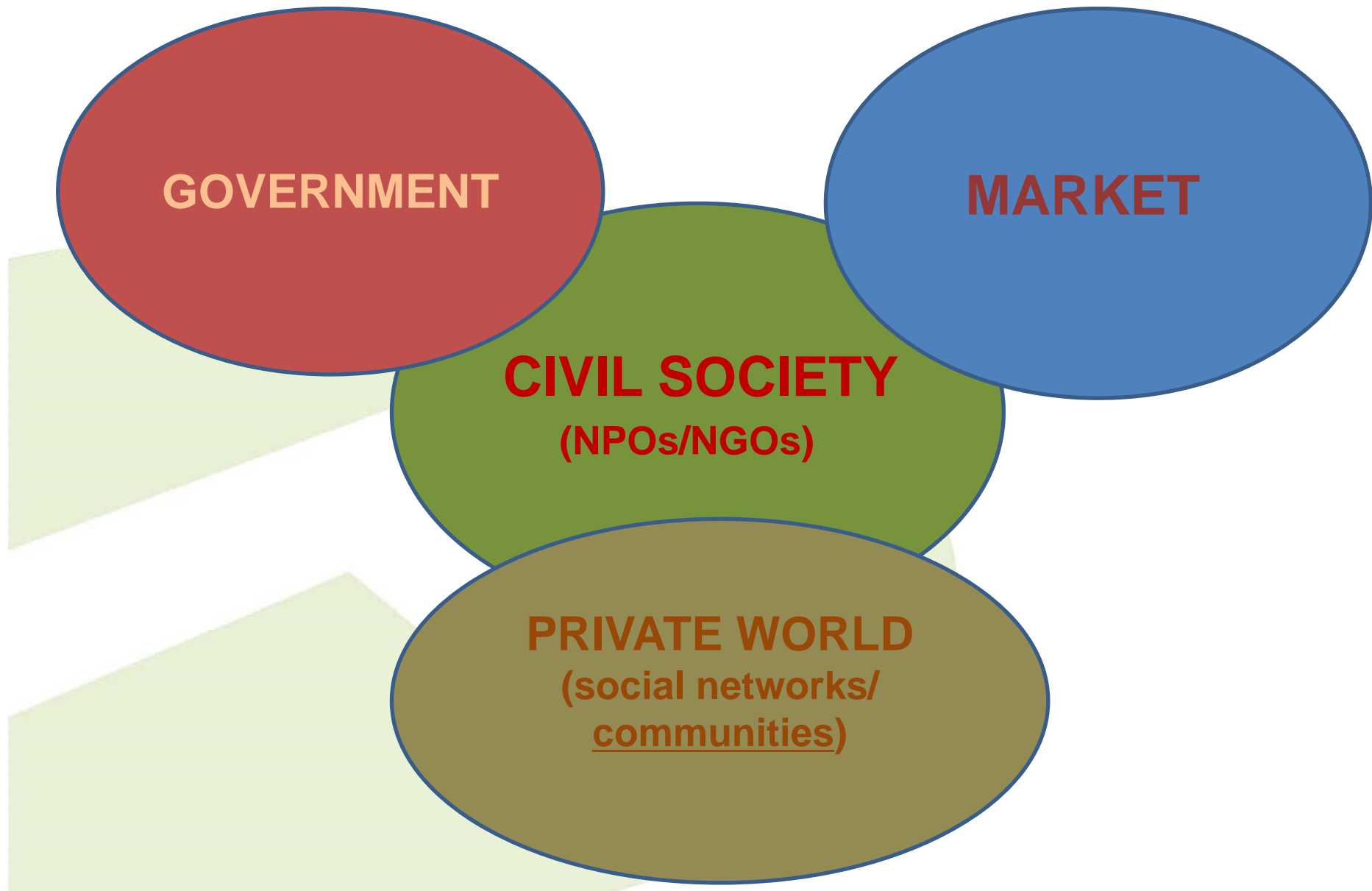


How to tap assets and engagement in local communities?

Aarhus European Volunteering Capital 2018

Dr. Cees van den Bos
Dutch Organisation for Volunteer Effort (NOV)

DIVISION OF SOCIAL RESPONSIBILITIES



Slide nummer 2

M1

Ik zou andere kleuren gebruiken zodat het contrast tussen tekst en achtergrond groter is en het makkelijker te lezen is.

Myrthe; 09-08-2018

Four types of nonprofit regimes

Salamon & Anheier 1998

Liberal: low government spending on social welfare, large non-profit sector responsible for social welfare (USA);

Social Democratic: high government spending on social welfare, small non-profit sector for social welfare (DK, SW);

Corporatist: high government spending on social welfare, state subsidizes a sizeable non-profit sector to realize social welfare (NL, Germany);

Statist: low government spending on social welfare, small non-profit sector (Japan, former communist countries).

Rise of neoliberalism & subsidiarity

- *Governments are withdrawing* from social welfare and expect citizens to share or take over responsibilities;
- *More volunteer effort* wanted in community (informal volunteering) and civil society (formal volunteering);
- New *vocabulary and forms*: voluntary worker, volunteer, active citizenship, social participation, social inclusion, informal volunteering, corporate social responsibility, etc.;
- Transition of responsibilities has *consequences for the volunteering infrastructure* serving volunteering in both civil society **and** the community.

The hybrid drive of volunteering

CIVIL SOCIETY (system world)	COMMUNITY (life world)
INSTRUMENTAL	EXPRESSIVE
FORMAL / TOP-DOWN	INFORMAL / BOTTOM-UP
OUTCOME: PREDICTABLE	OUTCOME: UNPREDICTABLE
DOING FOR (altruism)	DOING WITH (reciprocity/mutual interest)
SEARCHING VOLUNTEERS FOR JOBS	SEARCHING JOBS FOR VOLUNTEERS
RECRUITING VOLUNTEERS IN SOCIETY	RECRUITING VOLUNTEERS IN COMMUNITY
EXCLUSIVE	INCLUSIVE
OWNERSHIP: ORGANISATION/BOARD	OWNERSHIP: MEMBERS/CITIZENS/RESIDENTS
COMPETENCES	ASSETS/COMMON INTERESTS/PROXIMITY
PROF: SELECTS/TRAINS/COORDINATES	PROF: EMPOWERS/COACHES/FACILITATES

VOLUNTEER TALENT MANAGER & COMMUNITY ORGANIZER

- **Volunteer talent manager:** recruits, selects and coordinates volunteers; makes jobs attractive; appreciates volunteers; creates inviting preconditions; offers training & individual support; dismisses volunteers who do not meet the demands.
- **Community organizer:** explores common interests and assets; identifies key figures; asks what is needed to solve problems or to realize desires; connects residents with people or organisations that may be useful for their plans; facilitates with meeting places & office facilities; informs about legal procedures and financial resources; provides insight into complex situations; empowers and advises residents on planning and carrying out activities.

TO CONCLUDE...

- Success factors for community building: mutual trust between residents, social cohesion, positive experiences with community activities and supportive local government
- The tough reality of red, orange and green communities
- A challenge for architects, politicians and property developers: build mixed neighbourhoods for a diverse population, which facilitate the meeting of residents