

EVOLVE



The Evolve Laboratory for CCIVS Youth Workers on Advocacy, PR, Communication and Visibility took place in Paris from 24- 30 April 2023.

31 people from over 25 countries participated in the event, creating a very valuable opportunity for the diverse member organisations represented, to re-engage, share and strengthen the network. This opportunity was especially valuable for many members, because it was the first in-person meeting they had attended since prior to 2020...

During the event, member organisation representatives were able to share common challenges, such as declining number of volunteers and funding cuts, and to discuss other future scenarios. Important topics such as funding strategies in light of an unpredictable donor environment as well as recent changes to EU grant requirements were addressed. Participants shared good practices and ideas for possible alternative funding mechanisms and discussed the importance of strengthening regional networks and increasing visibility.

Regional discussions and facilitated process were held in order to create vision statements, funding pitches, and ideas for future collaborations (within regions as well as inter-regionally). A database of funders, a list of suggestions and feedback to achieve the goals of the strategic plan, as well as a document of advocacy tasks was outlined in order to support IVS's advocacy aims, visibility and acknowledgment of IVS' impact and value.

The planned Hackathon and Wikipedia updating could not take place as the internet connection was very poor and we did not have the budget to pay for an external connection (outside of the service provided at the hosting centre). In addition to the fact that we found that we could not change the wikipedia page ourselves- this led to it being removed totally by the moderators. The participants however did work on communications needs and the LIVE communication plan as foreseen including plans for the 75 years celebrations of CCIVS (in 2023).

Representatives gave feedback about their experience with the Evolve project and the Local Hubs. It was from this point that we could develop the different documents planned for this activity. They also received updates on the Decolonise IVS, LIVE (Living Earth Campaign), CCIVS Youth Committee and Frame(v)work projects.

EVOLVE



Important challenges and gaps in communication were identified and addressed, valuable input for improved visibility was given, and members were able to achieve clarity and purpose while strengthening the regional and global network. Most importantly, participants were able to share stories and first-hand experiences, to gain insights and deepen relationships amongst the diverse organisations represented.

Evaluation and feedback received showed that the event was a big success. Participants reported feeling re-engaged, inspired, hopeful, activated, reconnected and motivated to return to their organisations to continue the vital work with volunteering, peace building and Earth advocacy which they are already involved in.

Many new ideas were seeded for future projects and collaborations throughout the network, and we are looking forward to continuing our collective positive impact through this powerful global network of changemakers.

Quotes from participants

“GREAT EXPERIENCE! GREAT PEOPLE!”

“Let Evolve project be replicated regionally by addressing specific need of CCIVS member organisations”

“Satisfied. All meet my expectations”

“It was an opportunity to directly talk and get in touch with partners and find common ideas”

“Thank you for organizing the event perfectly and for finding an excellent team of trainers/facilitators”

“Methodology applied was hands-on with deeper insights and reflections. This was augmented by experienced trainers and seasoned participants”

“So grateful to be part of this training sharing ideas and different methodologies”

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Day 1:

Objectives	<p>Teambuilding & Connection Presentations of MOs Get everyone on the same page re: Evolve, Start visioning into potential futures Strengthen the network Invitation of External Stakeholders</p>
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Outcomes	<p>Pax were update regarding MO's current and past projects Shared experience and common challenges identified All MO's present updated regarding current campaigns & IVS Projects A deeper awareness for the need to decolonise our orgs Awareness of the LIVE campaign for visibility of MO's and projects Participation of representatives from UNESCO</p>
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Day 2:

Objectives	<p>Regional meetings to discuss future cooperation and collaboration in the regions outside of Europe due to the change in EU funding, Strategies for the continuation of the long term training programme and for its dissemination</p>
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Outcomes	<p>Regional groups created Initial discussions/brainstorms begun A documents containing value statements, funding pitch and next steps has been created (1 tab for each region)</p>
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EVOLVE



Day 3:

Objectives	<p>Fundraising plan: (Regional) donor database Improved Communication and Visibility Hackathon - diffusion of the results of the project and the toolkits Recognition of IVS Document acknowledging IVS 75 years this year social media campaign mid-event evaluation Celebrating our Diversity (evening event)</p>
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Outcomes	<p>A list of concerns and common challenges created A list of requests and suggestions on “how to reach the strategic goals” was created A donor/funder database for each region was created Ideas for social enterprise and alternative funding options have been discussed and recorded Feedback & input received and recorded on 2 communication campaign proposal documents Mid-event evaluation done Strengthened connections between individuals and network</p>
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Day 4:

Objectives	<p>Advocacy: compiling advocacy asks issue from the experience of the project and connected to the CCIVS Strategic Plan Creation of an advocacy plan</p>
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Outcomes	<p>Advocacy plan document reviewed Input recorded from working groups</p>
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Day 5:

Objectives	<p>Strategies for the continuation of the long term training programme and for its dissemination (Revisit and refine outcomes of Day 2) feedback & evaluation</p>
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Outcomes	<p>Suggestions, Advocacy Asks, Donor database and Regional strat. Planning doc was presented to EC In-person feedback was given for improvements to the website Decolonise questionnaire was shared IVS Youth Committee was presented Conversations initiated regarding Training of Trainers, Regional projects and shared strategies for increasing visibility</p>

Slides 27th April
<https://docs.google.com/presentation/d/1cZCU06xVO7kksnrLMO36AURXbcDJmBbRA0nZpyi0umU/edit?usp=sharing>

TED talks

3 ways to be a more effective fundraiser | Kara Logan Berlin
<https://www.youtube.com/watch?v=mAnFBEokfrw>

Generational change begins with advocacy - Here's how to start | Maekyla Massey
<https://www.youtube.com/watch?v=mG8e8ugPZyU>