

Terms of Reference

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# ATLANTIS XIII

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*“Innovating Volunteering, empowering Youth”*

Larnaca (Cyprus) 18 -25 July 2017



**Centre for the Cooperation  
in the Mediterranean**

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**Mediterranean Youth Camp of the Red Cross and Red Crescent**

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**INTRODUCTION**

The Centre for the Cooperation in the Mediterranean (CCM) together with the Cyprus Red Cross Society will organize the **13<sup>th</sup> edition of the Atlantis Youth Camp**. The event will take place in Larnaca, Cyprus, from the 18<sup>th</sup> to the 25<sup>th</sup> July 2017 and it will be hosted by the Cyprus Red Cross Society.

Since its first edition in 2005, Atlantis has gathered hundreds of youths from across the Mediterranean region and now stands as a referential meeting and a platform for intercultural exchange among youth, seen as the real agents of behavioural change both for the present and the future of our communities.

The overall objective of the Camp is to use intercultural dialogue as a tool to **build young volunteers’ capacities as agents for positive change within multicultural societies**, counteracting stereotypes and discrimination.

Various issues are addressed in each edition, through practical activities and dynamic workshops in which participants are sensitized and trained on current challenges that the International Red Cross and Red Crescent Movement is facing in our region.

Building on the experience of the previous editions of the Camp (see annex 1), in 2017 Atlantis aims to follow the priorities highlighted during the 12<sup>th</sup> Mediterranean Conference of the Red Cross and Red Crescent Societies held in the Republic of San Marino in May 2015. On that occasion **Youth and volunteering promotion** was underlined as an area of concern to tackle jointly.

Likewise, in the San Marino Declaration<sup>1</sup>, Youth committed to become role models by abiding to and promoting the Fundamental Principles, and requested all National Societies:

- To pay a greater attention to the needs of the volunteers
- To engage youth volunteers to be better prepared for the new humanitarian challenges we are facing in the Mediterranean region such as migration, health and the promotion of a culture of non-violence and peace.

Moreover, in the Youth Statement, the final document issued during the **First RC/RC Mediterranean Youth Meeting**, and integrated in the San Marino Declaration, Mediterranean RC/RC Youth delegates expressed their commitment in developing and implementing the Youth Engagement Strategy (Y.E.S.).

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<sup>1</sup> <http://rccmediterraneanconference.org/default.asp?id=742>

Accordingly, the 2017 edition of the Atlantis Youth Camp will focus on the link between Youth Volunteering and Innovation, giving priority to the implementation of the IFRC Y.E.S and focusing on the recruitment and retention of young volunteers through innovative ways.

The Camp will therefore gather Mediterranean Red Cross and Red Crescent Youth around a common theme: *“Innovating Volunteering, Empowering Youth”*.

## ACTION FRAME

The life experiences of young people in modern societies are constantly changing. Youths are a powerful force and they are disproportionately affected by the changes occurring in the world around them.

The worldwide humanitarian challenges are acquiring new complexities and hence require responses that are more creative. In this context, innovation is recognised as a key factor for the success of any organisation, including the non-profit sector. Yet, what do we mean by ‘Innovation’?

It is not only about using high tech: it is also about people and their ability to think creatively and strive for changes embracing new opportunities. Innovation translates into a better service for people who rely on our support.

For an organization based on volunteering, it also becomes crucial to respond to volunteers’ expectations on various levels, and doing this through innovative ways that meet such expectations becomes of highest importance. In fact, regardless of the scope of the activities, duration and end beneficiaries, it is widely agreed that volunteering is an important human resource which many national and international organizations count on: when opening up to volunteers, organizations are well aware that they are not only recruiting people that will help them carry out specific tasks and duties, but that they are also welcoming people that add their personal and professional skills to the table, hence increasing the human potential of the organization itself.

Despite the many positive aspects that can be easily outlined when conducting this analysis, there are also many challenges related to volunteering, mainly deriving from the fast-paced and ever-changing society we live in: **volunteer recruitment, retention and motivation** are becoming more difficult, while communities are facing growing and more diverse and interconnected humanitarian issues.

For all the reasons above, there is a crucial need to continue discussing volunteering, to empower Youth as active leaders towards positive change and promoters of creative solutions to face and overcome such challenges in sustainable ways, also taking part in defining the future of volunteering in our organisation, as underlined in the San Marino Declaration.

## SPECIFIC FRAMEWORK

### 1. RC/RC framework

The Youth Camp will be displayed under the umbrella of **Strategy 2020** of the International Federation of Red Cross and Red Crescent Societies (IFRC), as it is specifically tied to its **Enabling Action 1 ‘Build Strong Red Cross and Red Crescent Societies’<sup>2</sup>**. *“A special focus on young people is a crucial investment, not only for today but also for the future. In their multiple roles as contributors – and acknowledging their skills as innovators, intercultural ambassadors, and peer to peer facilitators – young people are educated, enabled and empowered to be active in leading and participating in voluntary activities and in the governance, management and services of their National Societies.”*

Accordingly, the Atlantis Youth Camp is also set to fulfil the overall vision of the International Federation of Red Cross and Red Crescent Societies, as defined by its Constitution (Article 4, General Object, 2007): *“To inspire, encourage, facilitate, and promote at all times all forms of humanitarian activities by National Societies, with a view to preventing and alleviating human suffering, and thereby contributing to the maintenance and promotion of human dignity and peace in the world”.*

Building on previous commitments undertaken by Youth, such as in the **Solferino Youth Declaration (2009)<sup>3</sup>**, the **innovation** response to humanitarian challenges is highlighted in **the IFRC Youth Engagement Strategy (Y.E.S.)**, which brings together three perspectives for meaningful youth engagement, among which there is a specific focus on Youth as volunteers and innovation, and includes:

- *Invest in the provision of education and skills development for young volunteers to excel in bringing innovative approaches to program design and service delivery.*
- *Create opportunities for intergenerational dialogue and partnerships between young volunteers and adult volunteers in order to address humanitarian challenges through a combination of tested, traditional and new innovative approaches.*
- *Create safe environments where young people can propose and pilot test innovative approaches to address needs of vulnerable people and the National Society while building on traditions, best practices, and lessons learnt.*

On a different level of implementation, more recently the Global Innovators Accelerator initiative was put into place, aiming to promote innovation in RC/RC work and create opportunities for entrepreneurial staff and volunteers to develop and display ideas that are grounded in the needs of the communities they are working with. Up to 25 individuals are selected from National Societies for one year. They will function as a network of innovators implementing projects and designing new approaches to RC/RC work with the aim of improving humanitarian and development outcomes.

<sup>2</sup> <http://www.ifrc.org/who-we-are/vision-and-mission/strategy-2020/>

<sup>3</sup> [http://www.ifrc.org/Global/Publications/youth/170700-Youth\\_declaration-EN.pdf](http://www.ifrc.org/Global/Publications/youth/170700-Youth_declaration-EN.pdf)

While tackling volunteering, crucial and baseline elements should be considered at all times. Accountability to volunteers cannot be complete nor actionable if it is not articulated in an inspirational document setting out their rights and duties. National Societies can demonstrate their commitment to volunteers with a Federation-wide charter, policies and management systems that clarify and seal the rights and responsibilities of volunteers.

A charter is a means to improve both volunteering practices in all National Societies and the safety and wellbeing of volunteers, by formalising and operationalising the accountability of National Societies to their volunteers, and clarifying the responsibilities of volunteers. It aims to clarify volunteers' rights and responsibilities, including the right to a safe working environment, the right to protection, the right to information about the risks they face, the right to participate, to be heard and to be recognised for their contribution, the right to insurance.

Most problems are global - and require volunteers from many countries to work together - sharing their concerns, their solutions and their solidarity across national borders. Even localised disasters such as floods and earthquakes mobilise National Societies from different countries - mobilising "their volunteers" to help their fellow volunteers in stricken communities.

To this end, Red Cross Red Crescent Volunteers from all around the world are working on a Volunteer Charter to enshrine these principles in a solemn oath to unite and better serve Humanity. The Charter will further inspire and guide National Societies to improve their policies and management systems in support of volunteer rights and responsibilities.

## 2. International framework

The United Nations has long recognized that young people are a major human resource for development and key agents for social change, economic growth and technological innovation. Participation in decision-making is a key priority area of the UN agenda on youth. Imagination, ideals and energies of young people are vital for the continue development of the societies in which they live.

In the UNDP's first Youth Strategy 2014-2017<sup>4</sup> youth engagement is reaffirmed as a positive force for transformational change. The strategy foresees:

- Three outcomes: (1) increased economic empowerment of youth; (2) enhanced youth civic engagement and participation in decision-making and political processes and institutions; and (3) strengthened youth engagement in resilience building;
- Ten guiding principles: human rights, gender equality, sustainability, national ownership and leadership, participation, innovation, South-South cooperation, volunteerism, inter-generational knowledge-sharing and working by, with and for young people;

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<sup>4</sup> [http://www.undp.org/content/dam/undp/library/Democratic%20Governance/Youth/UNDP\\_Youth-Strategy-2014-17\\_Web.pdf](http://www.undp.org/content/dam/undp/library/Democratic%20Governance/Youth/UNDP_Youth-Strategy-2014-17_Web.pdf)

- Four-pronged approach: capacity development, advocacy and mainstreaming, thought leadership, and national policy.

Together with youth engagement and empowerment, innovation is considered an important factor for the achievement of the UN Sustainable Development Goals. It is demonstrated by the UNDP Innovation Facility<sup>5</sup>, which supports new ways to achieve changes for development, as well as by the guiding principles of the UNDP Youth Strategy where youth are considered the creative innovators in their communities and participate as active citizens, contributing positively to change mentalities in the societies they live in. Identifying more effective solutions stands as a significant challenge in responding to the humanitarian needs that are constantly changing, but it is also a great opportunity for youth to show their force in embracing changes.

Investing in new and innovative tools and approaches fosters the development of new strategies for youth engagement and volunteerism. One of the goals of the United Nations' UNV Youth Volunteering Strategy 2014-2017<sup>6</sup> **'Empowering Youth through Volunteerism'** is *'strengthening youth volunteerism for global peace and sustainable human development'*. The Strategy states that *'Young people are increasingly acting as the agents of change in society, calling for institutions that are more responsive not only to their needs, but to national or global concerns [...] Without youth participation, not only are youth voices excluded, but we also risk becoming irrelevant ourselves as young people increasingly develop their own solutions to global challenges'*.

## GENERAL OBJECTIVE

The general objective of Atlantis XIII is to build and consolidate the capacities of Mediterranean RC/RC Youth as active and engaged volunteers, building on the opportunities that innovative approaches offer in the domain of volunteers' management.

## SPECIFIC OBJECTIVES

- 1 Place innovation as a specific element in Youth volunteers management
- 2 Foster the implementation of IFRC Y.E.S. among Mediterranean National Societies
- 3 Acquire new tools and creative approaches to replicate the lessons learnt regarding the specific areas of concern
- 4 Develop skills such as organisation, problem solving, time management, team work and communication through interactive sessions, role plays and other activities
- 5 Promote intercultural interaction, partnerships and networking between young volunteers of the Red Cross/Red Crescent of the Mediterranean region
- 6 Train volunteers to act as agents of change within their communities in order to combat discrimination and build a culture of peace, understanding and tolerance
- 7 Provide cross cutting tools and skills that can be useful in the implementation of all activities and programmes.

<sup>5</sup> <http://www.undp.org/content/undp/en/home/librarypage/development-impact/undp-innovation-facility.html>

<sup>6</sup> <https://www.unv.org/sites/default/files/UNV%20Youth%20Volunteering%20Strategy.pdf>

## CONTENTS OF THE CAMP

In order to achieve its objectives, Atlantis XIII will develop a number of workshops and sessions so as to provide youth participants with specific knowledge and trainings. Amongst others:

1. Introduction to volunteering and innovation  
This plenary session will serve as an introduction on the main topics of the 13<sup>th</sup> edition of the Camp, addressing 'volunteering and innovation' from a participative approach.
2. Innovation, Foresight and Future thinking  
This session will serve to provide participants with a first approach to what we mean by 'Innovation' and how to focus on innovative ways of thinking when dealing with volunteer management.
3. Volunteer Charter  
Participants will be exposed to the relevance of providing Volunteers with the adequate framework to carry out their duties, implementing their rights and responsibilities, including the right to a safe working environment, the right to protection, the right to information about the risks they face, amongst others.
4. Youth as Agents of Behavioural Change (YABC)  
YABC is an IFRC tool that empowers youth to play a leading role in transforming mind-sets and behaviours in their local community. It integrates peer-education and non-cognitive learning and uses role-plays and artistic platforms to promote behavioural change within communities.
5. Leadership skills  
This session will tackle leadership from a holistic point of view exploring it both from an individual perspective and from a group approach. The session aims at discussing the different ways of being a leader within the group and being target oriented, as well as being able to value the efforts and the potential of the group.
6. Future simulation on Volunteering  
Through two parallel working groups, participants will put into practice the skills acquired through the previous dynamic sessions and self-evaluate their learning process.
7. Volunteer Management and Youth  
In the Red Cross and Red Crescent, volunteer management is mainly tied to the overall management and development of volunteers, without distinctions for specific age groups. The IFRC involves young people in all activities, taking into account relevant age-specific requirements of needed skills and experiences, safety and well-being. The IFRC Y.E.S, calls for the creation of a cycle in which youth become meaningfully engaged with the RC/RC. The workshop will provide the ground to discuss possibilities on how to develop a more integrated approach in this field.

#### 8. Innovation

Participants will work on how to seize new opportunities, while keeping in mind the global vision and strategy of their Red Cross/Red Crescent National Societies, specifically regarding the recruitment and retention of volunteers, while searching for innovative ideas and solutions.

### **METHODOLOGY AND FORMAT**

Atlantis XIII will be based on an interactive and participative approach. The methodology, thanks to the long experience of facilitators in international youth trainings, facilitating dialogue and sharing of experiences, will be geared to interaction and active participation (role plays, exercises, real-life situations, discussions, sharing personal experiences about participants' countries and also about their Red Cross/Red Crescent Youth structures and volunteers' management). The group's philosophy will be open mindedness. At the same time, participants will profit from practical evaluation activities that will allow them to use the knowledge acquired during the camp to measure the level of achievement of the objectives.

The team of facilitators will consist of RC/RC National Societies peer educators and IFRC , as well as field expert of other international organizations

### **PARTICIPANTS**

Approximately 50 to 60 young volunteers coming from RC/RC Mediterranean National Societies, selected between those who are actively involved in the development of programmes and activities of their Youth Branch.

The requested profile of participants is RC/RC Youth volunteers aged 18-30. The volunteers appointed must be able to understand and express themselves in English or French. Participants must be able to show a flexible attitude in an environment of intercultural dialogue and mutual understanding.

We would like to remind National Societies that gender balance in the selection of participants is highly appreciated.

**WHERE:** Cyprus

**WHEN:** 18 – 25 July 2017

**WORKING LANGUAGE:** English and French

Centre for the Cooperation in the Mediterranean  
Barcelona, March 2017





## Annex 1

### *RC/RC Mediterranean Youth camp 'Atlantis': 2005 - 2016*

- **Atlantis I**, Sicily (Italy) organized by the Italian Red Cross, 2005. Workshops on: Human rights; Addictions; Prevention of Pandemics; Migrations; Disasters.
- **Atlantis II**, Istanbul (Turkey), organized by the Turkish Red Crescent in 2006. Workshops on: Refugees and Migrants; Partnership; Millennium Development Goals.
- **Atlantis III**, Tartous (Syria), co-organized by the CCM and the Syrian Arab Red Crescent in 2007. It focused on the Principle of Humanity. Workshops on: Leadership, Addiction, Road Safety, Migrants and Disaster Management.
- **Atlantis IV**, Mitrovo Polje (Serbia), co-organized by the CCM and the Red Cross of Serbia in 2008. Workshops on: Leadership, Climate Change, Principles and Values, First Aid.
- **Atlantis V**, Mehdia (Morocco), co-organized by the CCM and the Moroccan Red Crescent in 2009. It focused on Environment and Climate Change. Workshops on: Sustainable Consumption; How to make a dissemination video on climate change; Disaster Risk Reduction; How to carry out an awareness campaign, and YABC.
- **Atlantis VI**, Grans (France), co-organized by the CCM and the French Red Cross in 2010. It focused on Social Inclusion. Workshops on: Youth and Employment; Sustainable Development; Principles and Values; Migrants; YABC and Leadership skills.
- **Atlantis VII**, Hammamet (Tunisia), co-organized by the CCM and the Tunisian Red Crescent in 2011. It focused on Volunteer Management, under the title "Young Volunteers in Action". Workshops on: Disaster risk reduction and volunteering; Environmental education; Leadership skills; Principles and Values; Volunteers Management; YABC.
- **Atlantis VIII**, La Massana (Andorra), co-organized by the CCM and the Andorran Red Cross in 2012, under the title "Youth across the borders: Principles and Values for stronger communities". Workshops on: Gender and sustainable development; International Humanitarian Law and Principles and Values; Migration and Intercultural Dialogue; Human rights and Environment; Leadership Skills; YABC).
- **Atlantis IX**, Jahorina (Bosnia and Herzegovina), co-organized by the CCM and the Red Cross Society of Bosnia and Herzegovina. Under the title "Saving water, saving lives". Its workshops focused on: Sustainable consumption and gender; Human Rights and Environment; Youth employment and green economy; Water sanitation and Health: actions at RC/RC youth level; Leadership skills; YABC.
- **Atlantis X**, Jesolo (Italy), co-organized by the CCM and the Italian Red Cross, under the title 'Engaged Youth for Stronger National Societies'. Its workshops focused on Youth leading a culture of Non-Violence and Peace; Humanitarian Diplomacy and Social Media; Project Cycle Management; Youth Engagement in the RC/RC Movement; Communication Skills for Leaders; Leadership Skills; YABC.
- **Atlantis XI**, Guimarães (Portugal), co-organized by the CCM and the Portuguese Red Cross under the slogan "Youth Volunteering: Challenges and Opportunities to Make a Change", focusing on Youth and Social Entrepreneurship; Strategic Thinking & Planning; Volunteer Management and Youth; Volunteering Sustainability and Resource Management; Youth as Agents of Behavioural Change (YABC); Leadership skills; Special Session: Youth Volunteering as a means to promote Peace.
- **Atlantis XII**, Orahovica (Croatia), co-organized by the CCM and the Croatian Red Cross under the title "Time to Engage: Youth Action in Crisis Response and Peace-building". Its workshops focused on Volunteer Management in Crisis response and preparedness; Protection of Volunteers during crisis; Migration crisis: case studies; Environmental crisis: case studies; YABC; Leadership skills, Special Session: Youth Volunteering as a means to promote Peace.

**CENTRE FOR THE COOPERATION  
IN THE MEDITERRANEAN  
PERMANENT OFFICE OF THE RED CROSS  
AND RED CRESCENT OF THE MEDITERRANEAN**

With the support of:



Croce Rossa Italiana



Calle Joan d'Àustria, 120 - 124, 08018, Barcelona (Spain)

Phone: +34 93 302 15 85

[www.cruzroja.es/ccm](http://www.cruzroja.es/ccm)