

## Paper Presentation

Topic: Innovations and Good Practices in Volunteering

### How do We Sustain Volunteerism?

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These year volunteer bodies in Japan having been making a lot of efforts to expand volunteer activities among people and organization through events such as GYSD(Global Youth Service Day).

Today, more and more people are interested in volunteer activities. But we think it is time to change our direction or mission, we have new volunteer staff but it is difficult to keep having it. There used to be some nice volunteer staff but they have left because of their job. It is difficult to take over from senior staff to new staff. So we have to think about how we can keep new volunteers with us? And how can we cultivate young generation members? How can the members drive in new youth members? We found our issue from the daily volunteer work. We want to look at the Aichi Expo 2005 because there were many volunteers and we could hear them expressing their willingness to continue volunteer activities even after the Expo. We learned good lessons from the Expo's volunteer activity and it will be useful information not only next Expo but also all of Volunteer Center and NGO/NPO.

Let's look at the Aichi Expo. There was a Volunteer Center. The main purpose of this center was to promote volunteer activity among citizens. So the Volunteer Center's method was successful. Citizens could join the national event as Volunteers. As the result of this activity, there were about 29000 people to participate in the Volunteer work in the Expo.

We want to focus on youth activity in the Volunteer Center in the Expo. As its basic philosophy, Volunteer Center said "Volunteer activity should not be temporary but be handed over community." What the youth did in the Expo exactly reflects this philosophy.

We found that young people accounts for over 60% of the total volunteer participants in the Expo. In 2003, 2 years before the Expo, most of the youth have uninterested in the Expo. They thought the Expo has been far away from their life.

It was then that the Volunteer Center offered an opportunity for young people to join the Expo projects through assistance to so-called “Kids 万博隊” or “Expo Kids”.

In this project the youth held workshops for the Elementary and Junior High school children to learn “What Volunteer activities are” and hands-on experiences in the Expo. For example, some children voluntarily handed out site maps to visitors. And some helped and guided people in wheeled chairs around. Some visitors said “Thank you” or “Great job!” to children. The words made them happy and enriched their hearts.

Nearly 200 youths joined this project and 2762 children did the volunteer activity in the Expo. Through this activity, the youth had direct contact with local communities and they have built a sense of responsibility. And it was wonderful experience for Elementary and Junior High school students. We hope that their experiences would be reflected in their future life.

The Expo case gave us a lesson that more opportunities will foster more volunteer spirit among people. This is a great heritage. We hope that this heritage of volunteer spirits will be not only handed down to future generations but also we will be shared every people in the world.

I thank you.



