

COMPETENCES MAP

Motivation of the volunteer

Preliminary reflection: To be able to focus and work on the motivation of the volunteers firstly the shop has to work smoothly and efficiently. Roles have to be defined, tasks assigned to different teams, routines established. Once this is done and the shop team works efficiently, we can work on the ideas and values behind what we do.

Competences and knowledges to attract, motivate, engage new volunteers

Contents/methods

- Years of experience,
- strong commitment,
- accountability,
- (set an example)
- To be quick in responses, to be available and encourage them - Be ready to listen and respond to feedback and concerns
- thank volunteers for their work on all occasions
- Make them feel welcome
- Take time to know them, to understand the volunteer motivation: *contribute to a cause in which they believe, learn new skills, meet new people, take on challenges, share their expertise or/and make a difference. It is important to know their motivation to match his/her interests to the tasks assigned and providing them with opportunities to shine.*
- Be sure the volunteer knows the mission of the organisation,
- Ensure they are receiving relevant, tailored information and that they have access to the resources they need
- Introduce variety of tasks and projects where they can interact with people within the team or outside the team and use their strengths
 - o *Help them to develop new skills*
 - o *Encourage social connection and team work*
 - o *Acknowledge contributions*
 - o *Lead by example*
- Active listening
- Clarity
- Small individual projects. They always enjoyed their own projects because this lets them work more independently and then gives them a satisfying result in the end.

Personal skills:

- To be welcoming
- Empathy, ability to relate to others
- Good listener
- Positive attitude, enthusiasm, passionate about the cause
- Good communication skills (writing and oral) also to develop recruitment ads on online platforms
- Social skills
- Flexibility
- Strong work ethic
- Commitment
- Consistency

Tools

- **DDB (dynamic of volunteers) documents**
- Social communication (succesfull campaign for the recruitment).
- **Team building process** To motivate and engage
- Knowledges about the world of cooperation and the fair trade.
- Tools that can help the volunteers' team to recruit by themselves.

Aspirations/expectations

- **to be able to welcome new volunteers**
- **new methods to attract and engage volunteers** in a more **organised way**.
 - OPEN DAY – VOLUNTEERS FOR A DAY
 - WORLD CAFE FOR ACTIVE VOLUNTEERS
 - APPROACHING PEOPLE IDEALLY CLOSE TO OUR ORGANIZATION BUT NOT INVOLVED IN FAIR TRADE
- To have a clear vision of the differents target groups that we can reach and speak to them.
- to have better visuals for our recruitment campaigns (with graphic designer/photographer).
- to find a better and more attractive way on social media to advertise our volunteering opportunities.
- to get involved with the city's volunteering hub where you can advertise and find volunteering opportunities and positions on the city's official website.
- Being clear about what we aspect from them
- Being aware of what they are looking in the volunteering experience
- Being able to change to encounter volunteers' needs
- transfer to the volunteers , through my experiences, the importance of the role of fair trade to change the way of make trade, more fair and equal
- I would like to be able to provide volunteers with the opportunity to:
 - see how their task fits into the project on hand and recognise its value
 - meet our producers and see/hear in person the impact fair trade and their work with us have ontheir lives. Alternatively organise group sessions in which videos are shown and discussed
 - organise team sessions in which each volunteer can hear from his/her team members his/herstrengths and value to the team
- to develop more flexible volunteering offers (one-day volunteering, etc...).

Difficulties in this field

- We do not have a specific target group when we do recruitment campaigns.
- Not active on online channels which is where the younger target group is more often. To have no access to specific (closed) Whatsapp or Telegram etc. groups for specific targets (ex. university) which we would like to attract, as they are our main target group for volunteering opportunities.
- It is not easy to think about new (original) ways of attracting volunteers.
- Society is evolving as well as volunteering (people are looking for more flexible volunteering offers).
- Aging of the movement/ It's difficult to reach new people, especially young ones.
- Find the right way to communicate especially towards young volunteers that approach the cooperative (language skills).
- More flexibility in teams for welcoming other publics (other than for example a regular shift in a shop).
- Using new numerical technologies by teams of volunteers.
- The aim of the organisation is the teams' autonomy, hence it is difficult to know what the teams really do when they recruit and welcome new volunteers.
- Difficulties in ensuring follow up for all teams.
- Being organized and flexible at the same time.
- Communicate the value.
- Listen to the needs.
- The time to do it, thinking of ways to do it with the budget that we have / economic resources.
- After COVID, it is very difficult for us to have volunteer applications and those that arrive do not commit for a long time.
- to match the expectations and skills to the tasks or activities assigned may result in the volunteer feeling underutilized and disappointed with the reality of their experience not being what they expected.
- To respond and give feedback to the volunteers on a regular basis is sometimes difficult but if this happens, it may result in the volunteer feeling not valued enough, not respected.
- To find time and occasion to regularly show the big picture, to put the volunteer's work into perspective, to show them the connection between one day's work and another. This is important for the volunteer to fully grasp his/her contribution and impact on the project.
- Reasonable volunteer needs must be addressed quickly and efficiently (referring to issues related to the shop maintenance or the proper planning for the arrival of information that is going to affect the shop routine).

Knowledges of the volunteer

Methods and tools

- **Documents ad hoc and trainings with participative methods**
- Sustainable economy thematic given by experts on the subject.
- **Knowledge about the projects in the shop and about its organization**
- Work experience and personal interest
- In-depth knowledge of fair trade and the shop
- **Participative methods** with a lot of discussions in small groups and then presentations of the answers of the different groups.
- Presentation from an employee to the volunteers.

Skills:

- Good communication skills (written and verbal). Ability to interact and communicate in a clear, efficient and assertive way.
- Pedagogical skills
- Being able to adapt depending on the audience, making information the most comprehensive as possible.
- Being curious to learn new things help to get the knowledge adequate for leading a training
- Social skills
- Good listener
- Creativity (story telling) I think that I have also

Tools

- Presentations, videos, online courses and above all the induction in the volunteer position.
- Training manual including information about Organization (its mission, values and areas of work), Fair Trade (Concept, principles, actors in the supply chain, type of products), our shops (our brands and products) and shop tasks (customer service, logistics, tpv manual, card reader manual)
- Verbal presentation of the contents and tasks listed in manual
- On the job training: Partner new volunteers with experienced volunteers to do the job and learn how to do it.
- Simulation: Simulate a situation or task that the volunteer will carry out once trained.
- Suggest Online course for new volunteers including an interactive quiz
- Encourage use of the internal platform "Reaccionamos" with plenty of information about our products, producers, campaigns, marketing tools, etc.
- Regular trainings and visits in the shops to meet teams. Regularly adaptation of the trainings to be in adequation with sustainable economy and organizational know-how to all volunteers
- Organise training workshops around a specific product or principle
- Trough storytelling, create a story trough time from the begining of the tale (producers group) till theshop and customers.

How to select and keep motivated the volunteers

How to define the soft skills they have (LEVER UP Method)

What would you like to do to transfer knowledge about sustainable economics and organisational know-how?

- I would like to update all the existing DDB documents, create others and put them in a kind of tool box for colleagues and put some of them on the platform “Volunteer space” for all the volunteers.
- To better characterise the shops as a place of meeting and knowledge.
- Networking with like-minded realities and proposing moments of common training.
- Deepen the theme of volunteers’ skills.
- Improve communication skills.
- I need something that is attractive to volunteers, but I can't think of what it could be because their profile is very diverse.
- Having more time to be able to do a more thorough training at the beginning.
- Being able to articulate and share in an easy and relatable way the connection between the volunteers work with the mission of the organisation and goals of Fair Trade and Sustainable Economy from the local to the global scale. By this way raise awareness and also model behaviour and attitudes.
- A useful and flexible tool that we can adapt depending on the volunteer we are talking to.
- It would be great to have an online platform for Oxfam-Magasins du monde where volunteers can find a lot of information about Fair Trade, Oxfam, how we chose our partners, etc.

Difficulties in this field

- o Some technological difficulties for teams to access this platform and use some other numerical tools for trainings online for example.
- o As the aim of the organisation is the teams autonomy, then it is difficult to know what teams really do when they inform and sell in the shops,
- o ensuring follow up for all teams.
- o For the “**DDB toolbox**” the difficulty I have is the time needed to do it amongst full of other things to do.
- o Welcoming process it's chaotic
- o Lack of willingness of people to undertake training courses
- o Effectiveness of the **teaching-learning process**.
- o To be able to engage the volunteer in a way that he/she wants to find out more about the organisation, fairtrade, producers and impact of their volunteering.
- o To be able to inspire independent learning on related topics on his/her own time and doing so further his/her knowledge and raise awareness.
- o From the social media, using diverse tools, create content that can engage the target group.
- o Limited time, availability and resources for this.

Enhancement of the volunteer

Measure of the volunteer's preparation and involvement. Value their commitment

Methods

- By the participation of volunteers to the different trainings, the different meetings, their actions and the relations between volunteers and colleagues through the visits, their responses in surveys.
- Evaluation by the real commitment volunteer put in their activities
- Fulfill the task to which they have committed, have initiative to carry out tasks and show interest in learning more.
- Commitment value:
- **With social events** dedicated to them.
- With recognition. Thanking for his/her time, engagement, but most importantly for his/her specific impact on a specific project.
- At group meetings held throughout the year, especially after an important event like the Christmas Campaign or the Inventory, recognising the collective impact of the volunteers with specific details and figures.
- Thanking them for their contribution matching their needs and providing them with opportunities to grow.
- For those wanting to learn new skills and to take on challenges being able to provide them with training and leadership opportunities. They can be as specific as taken over the organisation of a particular task or activity that involves other team members.
- For those who want to share their expertise, take their experience into account and use it for the benefit of the team.
- For those wanting to meet new people, encourage their participation in activities or tasks that imply interact with other members of the team and also clients or external agent.

Tools

- Trainings, documents such as note of recognition, evaluations, survey.
- To value volunteering the most important tool is human contact and personal appreciation.
- **Questions to understand their knowledge and involvement.**
- **Informal interview** and take notes.
- Individual interviews.
- For general store personnel, new volunteers have several weeks of 'in-the-shop' training (up to 3 months). During these weeks, they discover all the aspects of the volunteering position.
- Checklist of basic shop tasks (merchandising, stock management, internal communication, customer service, TPV (POS), finance and knowledge of the commercial space) to be sure the volunteer is familiar with all of them.
- Verbal questionnaire about possible questions or important information clients may ask.
- Simulation: Simulate a situation or task that the volunteer will carry out normally when working at the shop and assess results.
- [Recognition document](#) created by OMM's employees a few years ago to help the teams do recognition in their team.
- Participation opportunities, certificates, travel opportunities, and sometimes we can give them a small remuneration.

- Indicators for involvement:
 - high degree of participation in various tasks and projects
 - will to take challenges
 - eager to cooperate
 - takes initiative without being asked

Measure for preparation, involvement of the volunteer and reward of his commitment

- Update the **note on recognition** and make it more relevant to the teams and update the other documents and create others.
- Having a better **follow-up on some questions such as volunteer's preparation**, involvement and reward their commitment.
- **I would like to find new ways to reward them.**
- Occasional questionnaires
- Informal meeting but aimed at deepening
- Direct experiences and meeting with producers all around the world
- Develop a procedure that could help us to evaluate and help the volunteer to feel welcome in the associations
- I'm afraid of overloading them with email and surveys, but I can't think of anything else
- Learning by doing and evaluation on a daily basis. We have to see how they act, behave and perform in order to measure and understand their preparation and involvement.
- To be able to give volunteers a great opportunity and involving them in actual work processes.

Difficulties in this field

- **Ensuring follow-up for all teams** because for example not all Dynamic of volunteers participate to the trainings and there is not always **Volunteers dynamic subgroup** in a team and even if it was the case, **difficulties to have some feedback. Not having enough real information on what the teams really do.**
- **It takes time and it's not structured.**
- Time and resources
- No proven evaluation processes
- The little participation of volunteers in this type of thing
- To have the time to provide such personal service
- To engage volunteers in telling us what they really want.
- A lot of these steps (preparation, involvement, value of commitment) are done by the volunteers' teams so we do not necessarily know how it is done in practice and what should be improved.
- I think being organized and efficient and keeping the activity fun, flexible.
- Communicate the value is hard.
- Time management and changes in the volunteering commitment could be a problem.
- Sometimes, it is hard to find simple tasks for new volunteers, as we try not to overwhelm them.

Training/information materials (and/or any links) that might be of interest

- **DDB training methodology** but it does not directly relate to the sustainable economics issues.
- MATERIALS RELATED TO GUARANTEED FAIR DOSSIERS
- E LEARNING PLATFORM "Fair share"
- What is Oxfam Intermón? <https://www.oxfamintermon.org/es/quienes-somos/personas-comprometidas>
 - Fair Trade <https://www.youtube.com/watch?v=U2JlrrspnA>
 - Indian experience <https://web.oxfamintermon.org/minisites/viajaraindia/?lang=es>
- All our materials are in Spanish, in the moddle platform Reaccionamos.
- how to identify soft skills in voluneers
- small tips on how to value volunteering efforts
- Tools/information from other volunteering projects that we have been involved in:
<https://ngeurope.net/>
<https://dyvo.eu/>
- From: <http://www.vaslan.org.uk/resourcekit/50-volunteering/57-recognising-and-valuing-volunteers>