

**Government of the People's Republic of China**

**United Nations Development Programme**

**Programme Document**

**STRENGTHENING VOLUNTEERISM FOR DEVELOPMENT IN CHINA  
THROUGH THE BEIJING 2008 OLYMPIC GAMES**

**Brief Description:** The project aims to strengthen and promote national volunteerism and raise awareness of the contributions that volunteers can make towards a sustainable development agenda of the MDGs and a Xiao Kang Society through the Beijing 2008 Summer Olympic Games.

The project consists of three core components and objectives based on initiatives before, during and after the Games: 1) To support and facilitate the Beijing Olympic Games Volunteer Work Coordination Group Office (BOGVWCGO), Beijing Organizing Committee of the Olympic Games (BOCOG) and Beijing Committee of the China Communist Youth League (BCCCYL) in implementing successfully the Beijing Olympic Volunteer Program Action Plan, especially the Training Operational Plan. 2) To enhance environmental awareness through volunteerism with the involvement of communities and civil society organizations to support the "Green Olympics" concept. 3) To engage volunteers, including Olympic Volunteers, through a national volunteer campaign to support and contribute to achieving the MDGs and enhancing a Xiao Kang Society.

<b>UNDAF (2006-2010) Outcomes</b>	UNDAF Outcome 1: Social and economic policies are developed and improved to be more scientifically based, human centred and sustainable
<b>UNDP CPD Outcome</b>	CPD Outcome 2: National efforts to lead and manage Xiao Kang implementation supported through a variety of instruments and capacity building initiatives (Output 2.2, Indicator 2.3); CPD Outcome 3: Enabling environment for civil society participation and effective engagement in Xiaokang priority issues supported (Output 3.2, Indicators 3.3 and 3.4)
<b>Project Output</b>	Capacity of national partners enhanced to support the Olympics and volunteerism demonstrated as a development resource to contribute to the MDGs and Xiao Kang Society.
<b>Implementing Partner</b>	China International Centre for Economic and Technical Exchange (CICETE)
<b>Government and National Cooperating Agencies</b>	Beijing Committee of the China Communist Youth League (BCCCCYL), Beijing Olympic Games Volunteer Work Coordination Group Office (BOGVWCGO)

Start date: July 2007  
End date: June 2010  
Management Arrangement: National Execution (NEX)  
UNV Execution of UNV funds  
Project sites: Beijing and selected cities for advocacy and campaigns  
Beneficiary country: China

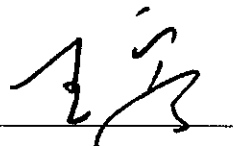
<b>Total Resources:</b>	
UNDP TRAC:	US\$ 500,000
UNV 1:	US\$ 100,000
UNV 2*:	US\$ 300,000
Gov Co-Financing:	US\$ 500,000
<b>Overall Budget:</b>	
US\$ 1.4 million	
* UNV2 resources to be allocated based on preparatory assistance mission and will be targeted at Component 3B	

Agreed by:

Signature

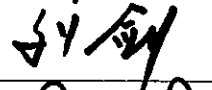
Date

Government Coordinating Agency and Implementing Partner (CICETE):



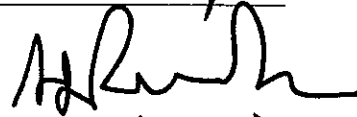
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Government and National Cooperating Agency:(BCCCCYL; BOGVWCGO )



2007. 7. 25

United Nations Development Programme (UNDP):



United Nations Volunteers (UNV):



## ABBREVIATIONS AND ACRONYMS

APR	Annual Progress Report
AWP	Annual Work Plan
BCCCYL	Beijing Committee of the China Communist Youth League
BIVA	Beijing International Volunteers Association
BOCOG	Beijing Organizing Committee of the Olympic Games
BOGVWCG	Beijing Olympic Games Volunteer Work Coordination Group
BOGVWCGO	Beijing Olympic Games Volunteer Work Coordination Group Office
BVA	Beijing Volunteers Association
CICETE	China International Centre for Economic and Technical Exchanges
CPD	Country Programme Document
CSO	Civil Society Organization
CSWA	China Social Work Association
CTA	Chief Technical Advisor
CYVA	China Young Volunteers Association
GOC	Government of China
IYV	International Year of Volunteers
MDGs	Millennium Development Goals
NEX	Nationally Executed
NGO	Non-governmental Organization
NPD	National Project Director
NPMO	National Programme Management Office
NPSC	National Project Steering Committee
RCVW	Research Centre for Volunteering and welfare of Peking University
UNDAF	United Nations Development Assistance Framework
UNDP	United Nations Development Programme
UNV	United Nations Volunteers Programme
VIO	Volunteer-Involving Organisation

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## **PART ONE. SITUATION ANALYSIS**

Volunteerism in China is driven by large Government-supported associations and numerous grassroots organizations. A major outcome following the International Year of Volunteers (IYV) in 2001 is a heightened collective recognition of the economic and social value of voluntary action, in particular the effective role volunteerism can play in promoting social harmony and contributing the human development of the country. The enhanced acknowledgment of the benefits of volunteerism, both for the society and individual volunteers, have led to stronger Government commitments to support its development in China and to engage civil society organizations as prospective partners.

The Government of China and the United Nations recognize the need for combined efforts to further promote volunteerism as a valuable resource for development. Compared with developed nations, where 30 to 40 percent of citizens have volunteer service records, China's volunteer service participation rate is three percent.<sup>1</sup> The Youth League ambitiously aims to increase the participation rate to ten percent by 2010. (Sex disaggregated statistics on volunteer participation rates for women and men are not currently available.) Further development of volunteerism in China will need to be supported by heightened public appreciation of volunteerism's contributions to society, improved management of volunteers, the creation of more meaningful opportunities for women and men to volunteer to contribute to the nation's development, and more significant collaboration among volunteer-involving organizations.

The 2008 Summer Olympic and Paralympics Games in Beijing will provide a platform for pursuing the greater development of volunteerism in China – greater recognition, facilitation, networking and promotion of volunteering. Through the Games, China will have an extraordinary opportunity to harness and channel volunteer energy toward achieving the development agendas of reaching an all-round Xiao-Kang (well off) society and meeting the Millennium Development Goals (MDGs). The Games will offer China the opportunity to take a large step forward in raising awareness of the power and the critical importance of volunteer contributions, not only to sport but also to the well-being of societies.

## **PART TWO. BACKGROUND**

### **2.1 GOVERNMENT OLYMPIC VOLUNTEER STRATEGY**

The Beijing Organizing Committee of the Games of the XXIX Olympiad Games (BOCOG) and the Beijing Olympic Games Volunteer Work Coordination Group (BOGVWCG) formally released the "Action Plan for Beijing Olympic Volunteers" (hereinafter referred to as the Action Plan) at the inauguration ceremony of the Beijing Olympic Volunteer Program in Beijing on June 5, 2005. The launch was attended by International Olympic Committee President Jacques Rogge, BOCOG President Liu Qi, as well as UNV Executive Coordinator Ad de Raad.

Based on the action plan, recruitment of volunteers began on 28 August 2006 with the recruitment of 5,000 specialist volunteers in the eight key service areas of emergency medical response, media operations, sport organization, security services, awarding reception, VIP escort, interpretation/translation and accommodation. The volunteer

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<sup>1</sup> Ministry of Civil Affairs, 2006 International Volunteer Day report

recruitment process will end in April 2008. A total of 100,000 volunteers will be recruited for the Olympics and the Paralympics.

The volunteers will be composed of diverse groups of people, including university and high school students; regional representatives from each of the country's provinces and regions, including Hong Kong, Macau and Taiwan; foreigners in Beijing; as well as international and specialist volunteers.

Beijing in its bid has put forward "Green Olympics, Scientific Olympics and People's Olympics" as the three themes for 2008 Olympic Games. The aim is to promote people's greater participation; to incorporate the concept of sustainable development into the Games; to protect the environment, conserve resources and maintain ecological balance; thus enhance the sustainable, coordinated development of the economy, society and environment of Beijing and China as a whole. Thus, the direct impact of volunteering will go beyond the Olympics and beyond sport as well. There is a more important global perspective to be addressed – the Millennium Development Goals (MDGs) – a set of time-bound, quantified targets for combating poverty in its many dimensions, or nationally to build up a harmonious Xiao-Kang society. Reaching these goals will require efforts on the part of Government, supported by the national and international communities, NGOs and many millions of ordinary people through voluntary action. Recognizing this fact is the first step towards harnessing the vast resource of volunteerism to help China achieve its development targets.

## **2.2 ADDED-VALUE OF PROJECT INTERVENTION**

UNDP and UNV support to the project, through CICETE's facilitation, will add value to the Government's efforts to develop volunteerism in China through the Olympics. Specific objectives are outlined in Part IV. Advantages of UN involvement include capacity building for Olympic managers and trainers, support to the design of innovative volunteerism-for-development initiatives, a platform convening enhanced cooperation among Government-supported and civil society volunteer-involving organizations, and international experience in volunteer advocacy and promotion.

The project is in line with the 2006-2010 UNDP Country Programme Document (CPD)<sup>2</sup> and is grounded in the UNV Asia Pacific, Europe and CIS countries (APEC) 2006-2009 Strategic Framework.<sup>3</sup>

## **2.3 UN REGOGNITION OF SPORT FOR DEVELOPMENT**

A chief finding of a United Nations Inter-Agency Task Force on Sport for Development and Peace towards Achieving the MDGs (UN, 2003) demonstrates that well-designed sport-based initiatives are practical and cost-effective tools to achieve objectives in development and peace. Sport is a powerful vehicle that should be increasingly considered by the United Nations as a complementarily to existing activities.

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<sup>2</sup> The project will contribute to CPD Outcome 2, Output 2.2, Indicator 2.3 and CPD Outcome 3, Output 3.2, Indicators 3.3 and 3.4.  
<http://www.undp.org.cn/downloads/keydocs/cpd2006.pdf>

<sup>3</sup> Focus Areas 5 (Support to Volunteer Infrastructure and Mechanisms) and 6 (Energy and Environment for Sustainable Development).

The Task Force therefore strongly recommends that:

- 1) Sport should be better integrated into the development agenda.
- 2) Sport should be incorporated as a useful tool in programs for development and peace.
- 3) Sport-based initiatives should be included in the country programs of United Nations agencies, where appropriate and according to locally assessed needs.
- 4) Programs promoting sport for development and peace need greater attention and resources by Governments and the United Nations system.
- 5) Communications-based activities using sport should focus on well-targeted advocacy and social mobilization, particularly at the national and local levels.
- 6) A final recommendation of the Task Force is that partnership building is the most effective way to implement programs that use sport for development and peace.

Former United Nations Secretary-General Kofi Annan on November 3, 2006 put forward a 3-year Action Plan to incorporate sport into countries' development programmes as a way of reducing conflict, slashing poverty, promoting gender equality and reducing a host of other social ills. "It is a strategy to better integrate sport into the development agenda; incorporate sport in programmes for health, education, development and peace; utilize sport as a tool to achieve the Millennium Development Goals (MDGs); and focus greater attention and resources on Sport for Development and Peace," Mr. Annan states in a report to the Assembly.

The Beijing Olympiad, supported by 100,000 volunteers, marks an ideal opportunity to showcase the relevance of sport and volunteerism for development. On the occasion of the inauguration ceremony of the Beijing Olympic Volunteer Program in Beijing on June 5, 2005, UN Secretary General Kofi Annan sent a letter of congratulations to BOCOG volunteer programme, encouraging the Games to offer unprecedented opportunities for voluntary action and recognition.

This project represents the hope that UNDP can offer – a glimpse into how Olympic volunteerism can make its mark in China's development, and the value-added ways UNV is able to contribute to both the Games and local communities. UNV sees the Olympics as representing a perfect partnership – where there is an Olympic campaign, there is a Volunteer campaign. This massive volunteer campaign can and should be mobilized to support the human development of China and its citizens.

## **PART THREE. PROJECT PARTNERS**

### **3.1 UNDP-UNV AND CICETE-BIVA PARTNERSHIP IN CHINA**

The UNV program began its collaboration with China in 1981 under that administration of UNDP. During 2001-2005, UNV managed the project "UNDP Support to Promoting Volunteerism and Volunteer Services in China." The project, the fourth UNDP-supported volunteer project in China, contributed policy advocacy at the national level in support of volunteers and volunteer organizations in China, built the capacity of the Beijing International Volunteers Association (BIVA), and at the community level addressed regional disparities with the provision of UNV volunteer specialists. The project was implemented and executed by the China International

Center for Economic and Technical Exchange (CICETE) and made useful contributions through promotion of volunteerism. Activities in support of the International Year of Volunteerism and the establishment of the Beijing University Research Centre for Volunteer and Welfare (RCVW) were particularly successful.

Over the past 25 years, UNV has fielded more than 180 international UNV volunteers to serve in China in technical areas such as education, poverty alleviation, environmental protection, healthcare and gender. More than 170 Chinese UNV volunteers have served in UN projects in 35 developing countries. The participation of Chinese UNV volunteers has helped promote cooperation between China and other countries. Since the launch of the Chinese National UNV programme in 1997, over 60 Chinese National UNV volunteers have served in various technical fields in central and western underdeveloped regions of China.

In recent years, UNV has supported research on volunteer service in China (including the First English Special Edition of RCVW's "Volunteer Service Journal"), and organized numerous training workshops targeted specifically at building the capacity of Chinese volunteer involving organizations. Through engaging in public service activities UNV has accumulated extensive practical grassroots project experience. Its goals include promoting volunteerism and civic engagement, accelerating the development of public welfare projects and the growth of civil society. In both its advocacy for volunteerism in China and its efforts to integrate volunteerism into development programming, UNV China has supported volunteering as a means to build national capacities, promote national ownership and achieve sustainable development goals.

The Government counterpart of the UNV program in China is the Beijing International Volunteer Association (BIVA), a division of UNDP's counterpart CICETE. BIVA was established in 2001, with an emphasis to support the implementation of the UNV program in China. BIVA has facilitated the mobilization of both long and short term, international and Chinese volunteers to serve in China and abroad. BIVA also promotes volunteerism development and organized trainings, including exchange meetings, forums, workshops, conferences, capacity building and consulting services for volunteers and NGOs.

### **3.2 BOGVWCGO-BCCCYL-BVA PARTNERSHIP**

The leading organ of the Beijing Olympic Volunteer Program is the Beijing Olympic Volunteer Work Coordination Group (BOGVWCG). The Coordination Group is responsible for establishing the organizational system to guarantee a reliable, well-run volunteer operation to support the 2008 Olympics.

The Coordination Group has established relevant departments to undertake the work of social mobilization, instruction, training, coordination, press and communications, logistics, technical support, security and legal affairs. Working mechanisms and plans will be conducted to ensure the success of the Beijing Olympic Volunteer Program.

In addition to directing the work of the Olympic volunteers, the Coordination Group oversees the work of over 400,000 city and social volunteers which will serve in



projects before and during the Games as well as the legacy of the volunteers after the Games.

The Office of the Coordination group is housed in the BCCCYL.

The Communist Youth League of China (CYLC), a mass organization of youth under the leadership of the Communist Party of China (CPC) and an institution where a large number of young people learn communism in practice, is the Party's assistant and reserve force, the bridge and link between youth and the Party, and one of the important pillars of the state power. Beijing Committee of the China Communist Youth League (BCCCYL) is the leading organ of all levels of Communist Youth leagues in Beijing.

Beijing Volunteers Association (BVA) is responsible for projecting, directing, organizing and coordinating voluntary services in Beijing. The Association's central tenets are to introduce good social ethos, consummate a social insurance system, push forward the all-around development of our society and promote the healthy growth of youth. It works to support volunteers, enhance the development of the voluntary service cause, strengthen the construction of socialist spiritual civilization, and build a harmonious society of socialism as its targets.

## **PART FOUR. PROJECT STRATEGY**

### **4.1 OBJECTIVES**

This project will use the excellent national capacity building opportunity through the Beijing 2008 Olympic Games to promote the development of volunteerism and to raise awareness of the significant contribution that volunteers can make towards the sustainable development agenda of the MDGs and a Xiao Kang Society.

The project intends to achieve the following objective:

Capacity of national partners enhanced to support the Olympics and volunteerism demonstrated as a development resource to contribute to the MDGs and Xiao Kang Society.

The project will have three components, which are interlinked and reinforce each other under the following specific objectives:

- 1) To support and facilitate BOGVWCGO and BCCCYL in implementing successfully the Beijing Olympic Volunteer Program Action Plan, especially the Training Operational Plan.
- 2) To enhance environmental awareness promoted through volunteerism with the involvement of communities and civil society organisations to support the "Green Olympics" concept
- 3) To support volunteers, including Olympic Volunteers, through a national volunteer campaign to contribute to achieving the MDGs and enhancing a Xiao Kang Society

The project recognizes the vital importance of providing equal opportunity to both genders to participate in trainings and to volunteer through project activities. The

target for each activity will be to have 50% participation of both women and men and special efforts will be made in planning and implementation to ensure not less than a 30% participation rate of each gender per activity. The project will track the number of women and men participating in all activities.

Missions to be fielded at the beginning of implementation of each respective component will determine qualitative and/or quantitative indicators for each component using UNDP corporate guidelines. The indicators and targets will be reflected in the mission reports and budget revisions.

The duration of the project will be three years, from July 2007 to June 2010.

## 4.2 PROJECT ACTIVITIES

Each of these objectives relate to a project component:

**Component One: To support and facilitate BOGVWCGO and BCCCYL in implementing the Beijing Olympic Volunteer Program Action Plan, especially the Training Operational Plan**

The Beijing Olympic Volunteer Program Action Plan has seven operational sections which are interrelated. The primary focus of the project's support will be to the Training Operational Plan. The project will mobilize high-level experts with experience in past Olympics, large scale volunteer events, specialized volunteerism, and volunteer management capacity building. This project will build the capacity of the 10,000 core group of volunteers – consisting of volunteer managers, trainers, and key positions such as volunteers serving in eight service areas of emergency medical response, media operations, sport organization, security services, awarding reception, VIP escort, interpretation/translation and accommodation.

As the initial step in the project, a delegation of such experts will be sent on mission to meet with those representatives of BOGVWCGO and BCCCYL with the operational management responsibilities for the seven operational plans in all the Olympic sites. Together, the delegation with BOGVWCGO, BCCCYL, BVA, UNDP, UNV and CICETE will define a coordinated operational management support plan based on a fuller understanding of the operational plans, timelines and progress to date, other managerial support being received, and the most appropriate areas and means to support BOGVWCGO and BCCCYL in successfully implementing the Beijing Olympic Volunteer Action Plan. The delegation of experts and Project Implementation Office will closely coordinate with the appropriate federation within the Beijing Committee of the China Communist Youth League (BCCCYL) in the planning and implementing activities in this component as BCCCYL has a mandate to facilitate international volunteer experts' support to the Games.

Identified activities might be relevant to several Beijing Olympic Volunteer Action Plan Operational Plans, e.g. communications; recruiting and selection; training; and motivation and retention. In addition to trainings, workshops or forums, the project would also be able to place short or long-term volunteerism experts as appropriate to provide coaching and technical advice on a more sustained basis. These volunteer experts will be selected to provide high quality service of an international professional

standard.

The coordinated operational management support plan will determine the precise scope and nature of the Component 1 interventions. Envisaged activities include:

- 1) Overseas and domestic study tours and exchanges on experience and practice in volunteer management. Specific initiatives highlighted for consideration include:
  - a. China volunteer delegation training and participation at World Track & Field tournament in Osaka, Japan (25 August 2007 - 2 September 2007)
  - b. China volunteer delegation training and participation at 2007 Summer Universiade (biannual international sporting and cultural festival) in Bangkok, Thailand (8-18 August 2007)
  - c. China volunteer delegation training and participant at Para Pan-American Games in Brazil Rio de Janeiro (12-19 August 2007)
  - d. Beijing volunteer delegation training and participation at 2007 National University Games in Guangzhou (16-26 July 2007)
  - e. Beijing volunteer delegation training and participation at 2007 Special Olympics World Summer Games in Shanghai (2-10 October 2007)
- 2) Trainings, workshops or forums covering international best practice on volunteer management topics including volunteer recruiting, motivation, recognition, monitors.
- 3) Training, workshops or forums on lessons learned and best practices from the recent summer and winter Olympic Games in Turin, Athens, Salt Lake City and Sydney.
- 4) Training, workshops or consultations on international best practice in volunteer management focused on specific areas such as cultural awareness, emergency preparation/response, assisting people with disabilities (targeted for the Paralympics), working with foreign media, and hosting VIP delegations.
- 5) Technical and IT consultations to address technical management issues, such as establishing a roster of volunteer candidates, tracking post descriptions and assignments, and maintaining a database with all relevant information about current volunteers. Explore establishment of a volunteer database as an information platform to track Olympic volunteer candidates before the Games and match them with volunteer opportunities working with the elderly and disabled citizens as well on environment campaigns to provide these volunteers with training and development opportunities.
- 6) Public Welfare Training Projects - The Beijing Volunteers Association (BVA) will launch the public welfare practice projects to provide volunteer opportunities for Beijing Olympics volunteer applicants before the Games. These projects will cover more than ten voluntary sectors, such as care services, language services, culture and education, legal aid, environmental protection and health services. BVA will also develop a voluntary service project information management system and build a voluntary service information platform for both the volunteers and project managers.

Also based upon needs determined by the mission of high-level experts, BOGVWCGO,,

BCCCYL, BVA,,UNDP, UNV and CICETE, an additional activity may include:

Assistance in developing the curriculum and methodology of Olympic Volunteer training programme, based on best practices from previous Olympics, and emphasizing the overall concept and central tenets of volunteerism and volunteer spirit.

**Component Two: To enhance environmental awareness promoted through volunteerism with involvement of communities and civil society organisations to support the “Green Olympics” concept**

BOCOG is enlisting government, sponsors, environmental NGOs and the public to achieve the objectives of the Green Olympics. The pioneering efforts by BOCOG to promote the sustainable development of economy, society and environment in Beijing are providing lessons for the rest of the nation and world.

The Beijing Olympic Volunteer Action Plan Operational Plan calls for the practice of public good activities by the Olympic Volunteers to “popularize voluntary services in everyday life, increase the volunteers’ experience and improve their service skills to satisfy the requirements of the Olympic Games.” Voluntary service activities under the themes of environmental protection, science promotion, and culture are highlighted in the Operational Plan.

Before the Games this project will launch a variety of high-profile events in which volunteers, and in some activities the Olympic Volunteers themselves, will contribute to the Green Olympics by promoting environmental sustainability in Beijing and selected location throughout China. These activities will provide a training ground for the Olympic Volunteers and provide excellent visibility for both the Green Olympics and volunteering services. The activities will expressly link Olympic Volunteerism to the Green Olympics and will illustrate the positive role volunteerism can play toward advocating and contributing to development goals.

The exact nature of the activities will be formally designed by the Project Implementation Office and the Component Two Lead Organizations (see Part 5) in consultation with BOCOG’s appointed local environmental consultants, BOGVWCGO, BCCCYL and other “Green Olympics Green Beijing” cooperating partners. Environmental NGOs such as Friends of Nature and Global Village Beijing, World Wide Fund for Nature (WWF), and Greenpeace; District Committees of China Communist Youth League; Municipal and District Women’s Federations; universities, middle and high schools will be invited to plan, participate and support the “Volunteers for a Green Olympics, Green Beijing” programs.

Resulting “Volunteers for a Green Olympics, Green Beijing” activities will focus on raising awareness of important environmental issues to build eco-consciousness in Beijing. At least three activities will be led by the Olympic Volunteers and another three will be integrated into an agreed BOCOG and UNDP Energy and Environment partnership programme. Many activities will take place on relevant International UN Days and at least two will target selected areas outside of Beijing. Activities include<sup>4</sup>:

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<sup>4</sup> Refer to Results and Resources Framework and Annex below for information on additional Component 2 planned activities not included here for reasons of brevity

- 1) “Smiling Beijing” and Environmental Campaign - Olympic Volunteers will serve in Beijing during weekends in the run-up to the Games to promote the official “smile campaign” of the Olympic Volunteers and to beautify the environment.
- 2) Establish used battery collection and recycling stations and organize related advocacy activities to increase public awareness of environmental protection
- 3) Public Service Announcement (PSA) highlighting the link between volunteerism and environmental awareness and protection by employing computer generated Olympic Mascots integrated into UNDP Energy and Environment Team-BOCOG Construction and Environment Department campaign
- 4) Launch “Volunteers Biking for Green Olympics” extended road-tours across China to spread awareness of the Green Olympics and a Green China. Tours will deliver presentations in selected cities and towns to build awareness of green-choices.
- 5) Initiate mini-project volunteer programme where international and national companies will contribute resources and volunteers to implement environmental mini-projects in locations throughout China
- 6) Award Volunteer Organisations and volunteers in UNDP-BOCOG Environmental Leaders Recognition Ceremony in March 2008
- 7) Launch integrated awareness campaign of coordinated, large-scale one-day events led by Olympic Volunteers including distribution and promotion of reusable cloth bags, tree planting in the northern suburbs, mass clean-up of parks, rivers and historic streets, staffing of environmental awareness booths focusing on ways the citizens can protect the environment (i.e. energy efficient light bulbs, reusable chopsticks, 26 degree air-conditioning, water conservation) on Earth Day 2008 (22 April)
- 8) Develop engaging, 30-minute PowerPoint presentation covering main tenets of environmental protection and basic steps citizens can take to “green” Beijing for the Olympics to be delivered by Olympic Volunteers at elementary, middle and high schools in Beijing on World Environment Day 2008 (5 June)

**Component Three: To support volunteers, including Olympic Volunteers, through a national volunteer campaign to contribute to achieving the MDGs and enhancing a Xiao Kang society.**

The UN Taskforce on Sport for Development and Peace found sport a particularly effective element to support social mobilization efforts—“it allows for broad delivery of messages and programmes to a wide range of people at the local and national levels, drawing diverse groups of people together in a fun and supportive environment.”<sup>5</sup>

The Beijing Olympics will be the get-together of volunteers. Raising awareness of opportunities for volunteering for achieving the MDGs and a Xiao Kang Society fits with the Beijing Olympic Volunteer Program Communications Operational Plan whose objectives include enhancing the capacity of social mobilization.

The project will explore raising awareness of volunteerism for development through the

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<sup>5</sup> “Sport for Development and Peace: Towards Achieving the Millennium Development Goals” Report from the United Nations Inter-Agency Task Force on Sports for Development and Peace, United Nations 2003, page 18

following activities:

- public service announcements
- videos and banners in Olympic Stadium, Forest Park and relevant areas
- displays, exhibits, information sites on relevant Olympic grounds
- publications and media stories highlighting Olympic volunteers and V4D
- linkages on official Olympic, Youth League, UNDP and UNV websites

BOGVWCGO and BCCCYL's local and national volunteer involving organization partners will cooperate to demonstrate local, national and international volunteerism for development stories. The profiles will focus on features of Olympic Volunteers. In order to nurture the post-Olympic Games volunteer spirit, a network of Olympic Volunteers will engage in projects/programmes or events to raise awareness of the MDGs and make direct contributions towards attaining them.

The Olympic Volunteers would be able to continue their national volunteer service through two initiatives:

- A. Volunteering in centrally coordinated development projects in Beijing and other regions and through special projects focused on raising awareness of and making contributions to the MDGs.
  - B. Volunteering with local volunteer involving organizations in selected areas in China to build capacity and promote citizen involvement in volunteerism for development
- A. Volunteering in centrally coordinated development projects in Beijing and other regions and through special projects focused on raising awareness of and making contributions to the MDGs.*

The project will support BCCCYL to create a roster of qualified, motivated former Olympic Volunteers and identify strategic opportunities in Government-supported and grassroots volunteer involving organizations. Matching the Olympic Volunteers to existing volunteering opportunities will enhance volunteerism as a development resource in Beijing.

The project will also design and implement awareness raising activities on volunteerism for the MDGs and a Xiao Kang Society. These high profile activities will increase the public's recognition and understanding of the MDGs and Xiao Kang Society as well as emphasize how the contributions of volunteers are essential to meeting these development targets.

The project will further identify opportunities for the Olympic Volunteers to serve in carefully selected UN China, especially UNDP-supported projects in the country, and those BCCCYL and the Central Committee of China Communist Youth League have initiated in Beijing and other regions. It is imagined that these projects will likely require a full-time commitment from selected Olympic Volunteers. It is envisaged that UN staff members in China will volunteer to support the Olympics and through their participation create linkages between the Olympic Volunteers and UN programmes/projects to utilise volunteers in programme activities where feasible.

These activities, events and projects identified and designed under this component will focus on demonstrating the effectiveness and relevance of Volunteers for Development and contribute towards or advocate for the achievement of a Xiao Kang Society and the Millennium Development Goals (MDGs) in line with the Government's 11<sup>th</sup> 5-Year Plan. These activities shall cover the priority areas of environmental sustainability and protection, education, gender equality, health, HIV and AIDS, poverty reduction and migration.

*B. Volunteering with local volunteer involving organizations in selected areas in China to build capacity and promote citizen involvement in volunteerism for development*

Where as Component 3A focuses on supporting volunteerism at the central level in Beijing and Beijing volunteers, Component 3B will seek to spread the Olympic volunteer spirit beyond the capital to selected participating areas in China in support of the "Chinese Volunteers, People's Olympics" campaign. Through the project, BCCCYL in collaboration with BOGVWCGO will focus on a few select provinces, autonomous regions or cities to develop volunteerism in China as a legacy of the Beijing Olympic Games with Olympic Volunteers playing a strong role in implementation.

In cooperation with BCCCYL and BOGVWCGO , the project will select six to ten provinces, autonomous regions or cities within its organization across China to participate in the project. Olympic Volunteers through their exposure will have significant roles in promotion and ensuring volunteer management capacity post Olympic Games. It is envisage that pre-Game activities would include the following:

- BCCCYL would adapt the Olympics Train the Trainer curriculum on both general volunteer management and administration, and on large volunteer event management.
- Selected CYVA affiliate Volunteer Association representatives from locations selected to enter the project will receive the trainings and be able to access coaching from experienced BCCCYL and Volunteer Specialists as they build volunteer management capacity and networks inclusive of grassroots NGOs locally in preparation for handling the volunteers recruited through the Olympics.
- These trained VIOs would practice their learnings by participating in a locally organized and resourced Green Olympics event on International Environment Day in 2008 (see Component Two, additional activity 3).

After the Olympics, the Olympic Volunteering for Development Campaign, led by BCCCYL with BOGVWCGO and other cooperating partners, will continue under a "Keep the Olympic spirit alive: Volunteer for MDGs and a Xiao Kang Society" banner. This volunteer recruitment campaign will result in increased volunteers in local communities. During International Volunteer Day (IVD) 2008, a nationwide celebration of the Olympic Volunteers and their contributions to volunteerism for development would take place:

- a. Volunteers of the Year:
  - i. National Volunteer Awards highlighting former Olympic Volunteers now

- volunteering with development projects
- ii. BCCCYL and local CYVA affiliates will select the best volunteers in selected MDG themes. Prize funds raised from local businesses will be donated to the NGO that the volunteer is serving in
- b. Mass local volunteer event during IVD week addressing one or various MDGs (based on local priorities)
- c. Recruitment information on how and where to volunteer will be included in all public communications and outreach efforts.

Throughout 2009-2010 recruitment, placement, documentation of results by volunteers, and recognition will continue. Building on IVD 2008 experiences this will be replicated for 2009 with the intent to enlarge and regularize national and local traditions of IVD celebrations. The 2009 IVD will provide the platform for discussions among stakeholders and local volunteer involving organisations for a nationwide celebration for International Year of the Volunteer (IYV) +10 in 2011.

This 3B component will continue to be developed and elaborated in terms of cooperating partners, partnership roles, additional resources, specific activities and timelines during 2007 through resources provided by UNV. Subsequently, this project document will be revised accordingly.

In order to ensure visibility for UNDP and UNV a national UNV volunteer with skills in communication and advocacy will be recruited to work with International UNV Partnerships Coordinator in the Project Implementation Unit.

### **4.3 TARGET BENEFICIARIES**

The direct beneficiaries of the project will be at different levels. First, the key partners of the project – BOGVWCGO and BOCOG Volunteer Department which established the Olympic Volunteer Program, will be assisted to improve capacity in organization, mobilization and training of volunteers in order to successfully implement the Beijing Olympics.

Second, Beijing Committee of the China Communist Youth League (BCCCYL), Beijing Volunteers Association (BVA) and other national and local volunteer associations, Beijing International Volunteer Association (BIVA) and grassroots cooperating volunteer involving organizations will benefit from the training and participation in various workshops and conferences. Their capacity in promoting, recruiting, placing, and managing volunteer service will be improved.

Third, those serving as volunteers for the Olympics and for development projects addressing the MDGs and Xiao Kang Society will benefit from serving society while also gaining benefits themselves. As the infrastructure support to volunteerism for development is enhanced nationally and locally, a large number of citizens will benefit from increased opportunities to volunteer and to benefit from the results of volunteerism for development.

The project will make a specific effort to target women by engaging them in the process of project implementation at all levels in numbers comparable with participation of men, to ensure that their voices, needs and interests are adequately represented and capacities



are built, so that women equally benefit from increased opportunities to volunteer, and the spirit of volunteerism for development does not perpetuate gender discrimination.

#### **4.4 STRATEGIC PARTNERSHIP AND NETWORKING**

The key partners of the project will be the Beijing Olympic Games Volunteer Work Coordination Group Office (BOGVWCGO); Beijing Committee of the China Communist Youth League (BCCCYL) and Beijing Volunteers Association (BVA); China International Centre for Economic and Technical Exchange (CICETE) and Beijing International Volunteer Association (BIVA); United Nations Development Programme (UNDP) and United Nations Volunteers as well as additional national and local volunteer associations including the China Youth Volunteers Association (CVYA), the Research Centre for Volunteering and Welfare of Peking University (RCVW) and other universities; civil society organizations; media; and private sector. Wide participation from the government, international/national community, the UN country team, donors, international, national, and grassroots NGOs will be encouraged especially in their respective areas of expertise to help addressing the various challenges.

To facilitate a continued dialogue to promote partnership and networking meetings between project partners and relevant stakeholders (in particular UN agencies, grassroots NGOs, private sector, and volunteer-involving organizations) will be held on a quarterly basis to discuss project design and implementation.

The project will also place a priority in mobilizing additional resources from the private sector, with a focus on international and Beijing Olympic corporate partners and sponsors. A private sector partnership strategy will be developed through close collaboration with UNDP China and UNV HQ.

#### **PART FIVE. MANAGEMENT ARRANGEMENTS**

The project will be executed by UNDP's national program counterpart, CICETE of the Ministry of Commerce on behalf of the Government, with managerial support from the Beijing International Volunteer Association (BIVA). The executing agency will follow the NEX manual for all implementation arrangements. Please refer to the diagram below illustrating management arrangements.

To lead the implementation process for expected project results, a National Project Steering Committee (NPSC) will be established. It will be co-chaired by the Director of the Beijing Olympic Games Volunteer Work Coordination Group Office (BOGVWCGO), Chairman of the Beijing Committee of the China Communist Youth League (BCCCYL), Director General of CICETE and UNDP Resident Representative. The Committee will supervise the implementation, review, evaluate and approve outputs, coordinate inputs of related agencies, and communicate outputs to appropriate agencies.

The Beijing Committee of the China Communist Youth League (BCCCYL) will implement the three components of the project given the consideration of project

continuation after the Games in 2008. However, the project will be implemented with the close support and supervision of the National Project Working Committee (NPWC). The NPWC will be appointed by and report to the NPSC and will be comprised of working-level representatives from BOGVWCGO, CICETE-BIVA, and UNDP-UNV.

The National Programme Director (NPD) will be appointed from BCCCYL. The NPD will provide overall leadership and vision to the project and be responsible for establishing and supervising a capable, technically sound Project Implementing Office.

BCCCYL will also establish a Project Implementing Office (PIO) and appoint a National Programme Manager (NPM) to the PIO to manage the project on a day-to-day basis. The PIO and NPM will be responsible for implementing the project on behalf of the NPD. A particularly important role will be to coordinate and ensure efficient and effective use of project resources. The NPM will be a member of the NPWC and receive strong support from the Working Committee. BCCCYL will also appoint a Finance Officer (FO) and Administration Officer (AO) to work in the PIO on a full-time basis.

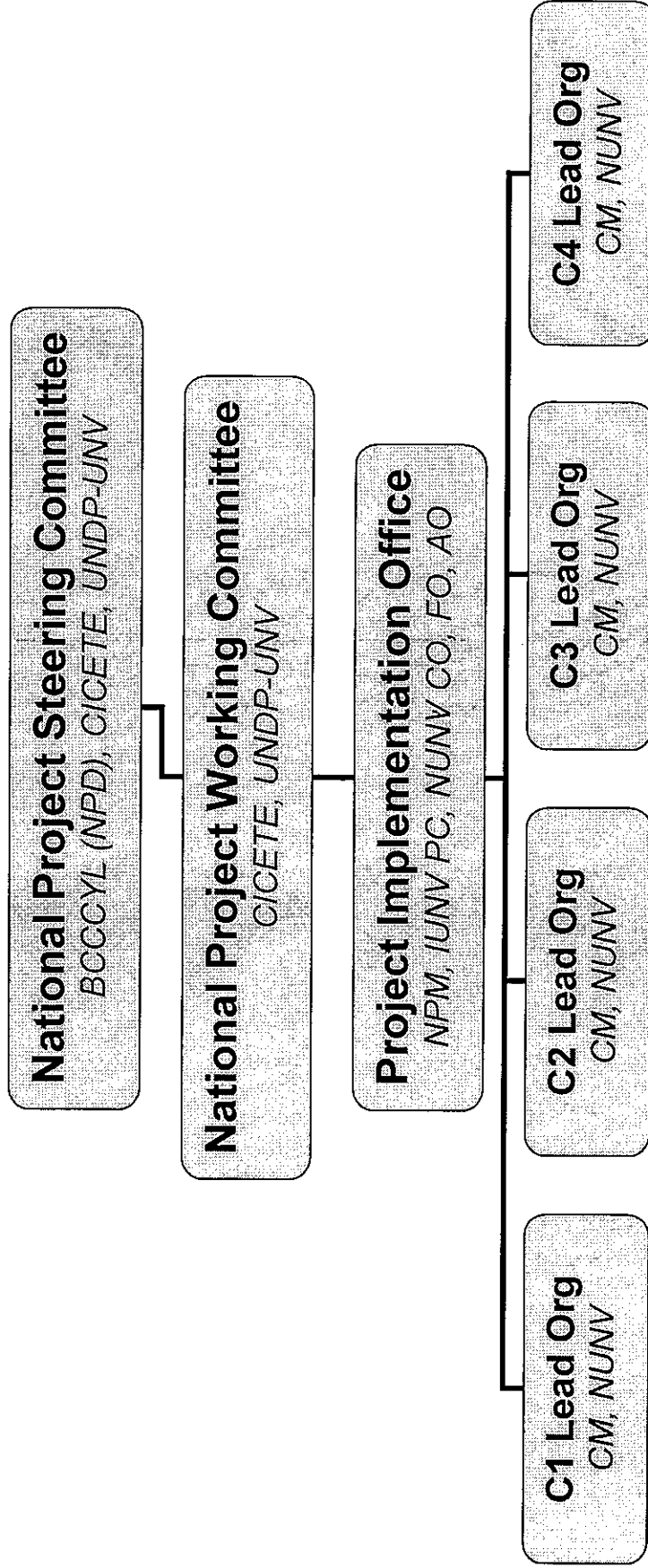
An International UNV volunteer will be recruited as a Partnerships Coordinator to provide technical support to the NPM. She or he will help the NPM to plan and mobilize technical inputs including international and national consultants, coordinate delivery of each component on-time and within budget, develop and maintain partnerships with Civil Society Organisations, and lead media outreach efforts. The Partnerships Coordinator will be supported by a National UNV volunteer Communications Officer who will work to ensure international and domestic visibility to the project.

The project will select a Component Lead Organisation (CLO) to work closely to with the PIO and NPM to implement each component. A CLO will be selected for Components 1, 2, 3A, and 3B. Each CLO will be responsible for appointing a Component Manager (CM) who will work within her or his organization on a full-time basis to support the PIO and NPM in successfully implementing the component. A National UNV (NUNV) will be recruited to support each NPM with partnership and outreach initiatives.

With the coordination of UNDP, the United Nations Volunteers (UNV) Programme based in Bonn, Germany, will identify and mobilize volunteer experts to facilitate and support BOGVWCGO and BCCCYL in leading workshops and training members of the 10,000 Olympic volunteer managers, trainers and specialists. In the meantime, UNV will also provide technical expertise to support those volunteerism-for-development activities under Components Two and Three. It is important to note that under UNV regulations, UNV funds to the project need to be executed directly by UNV.

An important indicator of success for the management of the project will be to ensure that both women and men are represented in the National Project Working Committee, the Project Implementation Office and in the Component Lead Organisations.

**NATIONAL PROJECT AND IMPLEMENTATION STRUCTURE**



## **PART SIX. MONITORING AND EVALUATION**

Monitoring and evaluation (M&E) of the project will be undertaken in line with the project results matrix and monitoring and evaluation plan.

Project M&E will be conducted with focus on outcomes and outputs of interventions, institutional results and partnerships, policy advice and dialogue, advocacy and coordination. The M&E should aim at the following key objectives: 1) focus on results at two levels: at output level, the specific products and services from the Project; at outcome level, in which the Project has contributed to overall institutional capacity and supporting system of planning, human resources mobilization in terms of volunteers for obtaining the MDGs and China's Xiao Kang; 2) to enhance management efficiency and effectiveness of the project and ensure consultation/participation of all stakeholders; 3) to not only focus on assessment of progress and sustainability of the project, but also on experiences and lessons learnt to support more informed decision-making and dissemination of project results; and 4) that special efforts have been made in planning, recruitment and implementation to promote equal opportunities for women and men to manage, participate in and benefit from the project.

Monitoring progress towards achievement of programme outcomes and outputs will be undertaken at both the level of the overall project and at the individual components where gender-sensitive indicators will be included. The extent to which the desired outcome of the project has been achieved will be monitored through a system of M & E activities, annual work plans and budgets, and peer group review and evaluation.

UNDP, CICETE, Beijing Olympic Games Volunteer Work Coordination Group Office (BOGVWCGO) and Beijing Committee of the China Communist Youth League (BCCCYL) will invite the National Programme Steering Committee members and the project experts to review meetings at the end of the first project year, at the completion of the Olympic Games, and at the end of the project, to evaluate project progress, results, experiences and lessons learned during project implementation and work plan for the following years. These scheduled reviews will be a tool to ensure periodic assessment on whether the approach and interventions will produce the expected outcomes. The NPMO will support convening of the review meetings and will assist Beijing Olympic Games Volunteer Work Coordination Group Office (BOGVWCGO) and Beijing Committee of the China Communist Youth League (BCCCYL) to prepare annual Project reports.

CICETE will provide periodic reports (annual review) on the progress, achievements and results, outlining the challenges faced in project implementation as well as resource utilization as articulated in the Annual Work Plan (AWP). A final project evaluation will be conducted by an external consultant. Lessons learned and best practices will be applied to future cooperative partnerships relating sport and volunteerism for development.

## **PART SEVEN. LEGAL CONTEXT**

This document shall be the instrument referred to as such in Article 1 of the Standard Basic Assistance Agreement (SBAA) between the Government of the People's Republic

of China and the United Nations Development Programme, signed by the parties on 29 June 1979. The reference to “Implementing Partner(s)” shall mean “Executing Agency (ies)” as used in the SBAA.

## **PART EIGHT. FUNDING**

The duration of the project is three years from July 2007 to June 2010. The total budget for the project is US\$ 1,400,000, of which US\$ 500,000 is from UNDP, and US\$ 400,000 will be committed by UNV. The government co-financing will be US\$ 500,000. UNV will disburse an initial amount of US\$ 100,000 and an additional US\$ 300,000 for component 3B based on activities to be identified during the implementation of the project.

**Government Co-financing** will cover the following:

- Identification and preparatory work of project components, including workshops and trainings;
- Costs of short-term domestic experts;
- Short term study tours and trainings: covering participants’ accommodation, allowance and travel costs in China;
- Workshops: travel costs, accommodation, allowance, venue costs;
- Technical-wise hardware, software to support volunteer database
- Overseas trainings: travel costs of some trainees, domestic costs related to application and preparation;
- Costs of demonstration or piloting activities;
- Public and media relations support;
- Follow up of actions recommended by the project, incl. holding dissemination workshops, printing workshop materials;
- All necessary resources to facilitate project management and implementation.

BOGVWCGO and BCCCYL      US\$ 500,000

**Subtotal**                              **US\$ 500,000<sup>6</sup>**

**In-Kind Contributions of the Government to cover:**

- Personnel for the national project management office;
- Office building, rental costs.

**UNDP/UNV Inputs:**

- International and national consultants and resource persons;
- Deployment of international UNVs and national UNVs;
- Technical inputs incl. hardware, software to support volunteer database
- Small grants to support volunteers and volunteer involving orgs in Component 3;

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<sup>6</sup> It is envisaged that additional Government cost-sharing would be mobilized to match UNV subsequent funding to support Component 3B activities

- Support technical services, training activities, study tours, symposiums and workshops;
- Monitoring and evaluation;
- Material and equipment to a limited degree; and
- The costs of review meetings and evaluations.

<b>UNDP Inputs:</b>	<b>US\$ 500,000</b>
<b>UNV Initial Inputs (1):</b>	<b>US\$ 100,000</b>
<b>UNV Subsequent Inputs (2):</b>	<b>US\$ 300,000</b>
<b>Subtotal</b>	<b>US\$ 900,000</b>
<b>Project Funding Total:</b>	<b>US\$ 1,400,000<sup>7</sup></b>

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<sup>7</sup> It is envisaged that additional Government cost-sharing would be mobilized to match UNV subsequent funding to support Component 3B activities

## PART NINE. RESULTS AND RESOURCES FRAMEWORK

<p><b>Intended Outcome as stated in the China UNDAF:</b> UNDAF Outcome 1: Social and economic policies are developed and improved to be more scientifically based, human centred and sustainable</p>
<p><b>Outcome indicator as stated in the Country Programme Results and Resources Framework, including baseline and target.</b></p> <ul style="list-style-type: none"> <li>• <b>Indicator:</b> CPD Outcome 2, Output 2.2, Indicator 2.3: Awareness on Xiaokang/MDGs increased among key stakeholders (national and provincial)</li> <li>CPD Outcome 3, Output 3.2, Indicator 3.3: CSOs capacities' strengthened to more effectively participate in development of Xiaokang society</li> <li>CPD Outcome 3, Output 3.2, Indicator 3.4: Environmental awareness and capacity to address environmental issues raised through visible high-profile campaign, strategy and training</li> </ul> <ul style="list-style-type: none"> <li>• <b>Baseline:</b></li> <li>• <b>Targets:</b></li> </ul>
<p><b>Applicable MYFF Service Line:</b> 1.7: Civil society empowerment</p>
<p><b>Partnership Strategy:</b> Government Coordinating Agency and Implementing Partner: CICETE Government and National Cooperating Agencies: BOGVWCGO, BCCCYL</p>
<p><b>Project title and ID:</b> Olympic Volunteers Project</p>

# Component 1: Objective: To Support and facilitate BOGVWCGO, BOCOG and BCCCYL in implementing successfully the Beijing Olympic Volunteer Program

Action Plan, especially the Training Operational Plan;

**Expected Component Outcome: Capacity of BOGVWCGO, BOCOG, BCCCYL strengthened to implement Beijing Olympic Volunteer Programme**

Intended Outputs/Results Component I	Activities	Timeline								Inputs	Budget USD
		Q 1	Q 2	Q 3	Q 4	Q 5	Q 6	Q 7	Q 8		
1. Project launched and management structure of the project established.	1.1 Project launch									Mega/media event	Sub-total: \$1,52,400 among which \$123,900 from UNDP TRAC and \$28,500 from Gov fund
	1.2 Establish Steering Committee and Working Committee									1 IUNV	
	1.3 Appoint National Programme Director, National Programme Manager and Project Implementation Unit Staff including recruitment of IUNV Partnerships Coordinator									Recruit 5 NUNVs (4 tech. support, 1 comm. Officer)	
	1.4 Appoint Component Lead Organisations, Component Managers and recruit NUNVs										
2. Coordinated operational management support plan established to contribute to Olympic Volunteer Action Plan	2.1 Delegation of high level experts with Olympics, mass volunteer events, and volunteer management experiences on mission to meet with representatives of BOGVWCGO/BOCOG/BCCCYL.									Consultation fees, travel, per diem for 3-4 international experts from Australia, USA, Europe	Sub-total: \$44100, among which \$3,000 from UNDP TRAC and \$41,100 from UNV-I
	2.2 Plan of action for implementing coordinated operation management support plan with specific actions and deliverables will be defined										
3. Coordinated operational management support plan implemented resulting in tangible support to Beijing Volunteer Action Plan	3.1 Training/workshops/forums addressing international volunteer management best practices.										Subtotal: \$463,260, among which \$140,700 from UNDP, \$14,060 from UNV-I and \$308,500 from Government fund
	3.2 Trainings, workshops or forums on lessons learned and best practices from recent Olympic Games									A3.4 8-10 persons study tours abroad and 15 persons domestic study tours	
	3.3 Training/workshops/consultations on international best practice in volunteer management focused on specific areas of cultural awareness, emergency preparation, assisting disabled people (targeted for the Para-Olympics) and protocol etc									A3.5 hard/software and consultants	
	3.4 Overseas study tours and exchanges on experience and practice in volunteer management, and Domestic tours to October 2007 Special Olympics World Summer Games in Shanghai and July 2007 National University Games in Guangzhou etc.									A3.6 Training projects, MIS hardware and database and consultations	
	3.5 Technical and IT consultations to address technical management issues, such as establishing a roster of volunteer candidates and a volunteer database as an information platform									A3.7-3.8: optional	
	3.6 Public Welfare Training Projects by BVA to provide opportunities for Olympics volunteer applicants before the Games. BVA will also develop a voluntary service project MIS and a voluntary service information platform										
	3.7 assistance in developing the curriculum and methodology of Olympic Volunteer training programme										
	3.8 Assist BOCOG/BCCCYL in recruiting international volunteers with specialized skills to serve during the Games.										
<p><b>Component One</b>  <b>Total: \$659,760,</b>  among which \$  <b>267,600 from</b>  <b>UNDP, \$55,160</b>  <b>from UNV-I and</b>  <b>\$337,000 from Gov</b>  <b>fund</b></p>											



to support the "Green Olympics" concept;

**Expected Component Outcome: "Green Olympics" linked with volunteerism for development in Beijing and nationwide through awareness**

Intended Outputs/Results Component 2	Activities	Timeline								Inputs	Budget USD			
		Q 1	Q 2	Q 3	Q 4	Q 5	Q 6	Q 7	Q 8					
4. Actions Plans for "Volunteers for a Green Olympics Green Beijing" developed by Planning Committee	4.1 Establish Committee of BOCOG's appointed environmental consultants, environmental NGOs, relevant CSOs and UNDP												A4.1 Operational costs A4.2 and A4.3 two internationals (1 environment, 1 volunteerism campaigner And two nationals in same field	subtotal: \$21,420, among which \$19,420 from UNDP and \$2,000 from Gov. fund
	4.2 Develop plans and ensure resources for of high-profile activities (5.1-5.13) to involve Olympic Volunteers and citizens from all sectors													
	4.3 Develop criteria for inviting and approving "Green Olympics" activities outside of Beijing, which will be locally organized and resourced													
5. "Green Olympics" activities implemented demonstrating the effectiveness of volunteerism to build environmental awareness, based on the campaign action plans.	5.1 Report compiling best practices on volunteer driven environmental advocacy campaigns and activities to serve as guideline for shaping Component 2 activities												A5.1 use same consultants of A4.2-4.3 with additional budget for report preparation A5.2: PMO, Component Lead Organisations and partners A5.3: PMO, Component Lead Organisations and media A5.4: accommodation budgets A5.5: PMO, Component Lead Organisation and national consultants A5.6: PMO, Component Lead Organisation and national consultants A5.7: PMO, Component Lead Organisation and national consultants	subtotal: \$241,100 among which \$150,100 from UNDP TRAC and \$91,000 from Government fund
	5.2 "Smiling Beijing" and Environmental Campaign - Olympic Volunteers will serve in Beijing during weekends in the run-up to the Games to promote the official "smile campaign" of the Olympic Volunteers and to beautify the environment.													
	5.3 Public Service Announcements (PSA) highlighting the link between volunteerism and environmental awareness and protection employing computer generated Olympic Mascots completed by July 2007 and integrated into UNDP-BOCOG PSA campaign													
	5.4 Launch "Volunteers Biking for Green Olympics" extended road-tours across China in Summer 2007 to spread awareness of the Green Olympics													
	5.5 Initiate mini-project volunteer programme where international and national companies will contribute resources and volunteers to implement environmental mini-projects in locations throughout China													
	5.6 Organize at least one community event to "green" Beijing with mass public participation including participation by employees of foreign companies in Beijing with Olympic Volunteers as team leaders. First event held on International Volunteer Day 2007 (5 December)													
	5.7 Establish used battery collection and recycling stations and organize related advocacy activities to increase public's awareness of environmental protection													

<p>5.8 Volunteer-Involving Organisations and volunteers awarded in UNDP-BOOG Environmental Leaders Awards Ceremony</p> <p>5.9 An integrated awareness campaign of coordinated, large-scale one-day events led by Olympic Volunteers including distribution and promotion of reusable cloth bags, tree planting in the northern suburbs, mass clean-up of parks, rivers and historic streets, staffing of environmental awareness booths focusing on ways the citizens can project the environment</p> <p>5.10 Develop engaging, 30-minute PowerPoint presentation covering main tenets of environmental protection and basic steps citizens can take to “green” Beijing for the Olympics to be delivered by Olympic Volunteers at 1000 elementary, middle and high schools in Beijing on World Environment Day 2008 (5 June)</p> <p><b>Additional activities:</b></p> <p>5.11 Awareness and fundraising events to mobilize funds to build ten pagodas in the Beijing Olympic Forest Park</p> <p>5.12 Organize advocacy event with media support on “Volunteers for a Green Olympics and Green Beijing” with selected theme on International Volunteer Day 2007 (5 December)</p> <p>5.13 Organize at least one community event to “green” Beijing with mass public participation including participation by employees of foreign companies in Beijing with Olympic Volunteers as team leaders. First event held on International Volunteer Day 2007 (5 December)</p> <p>5.14 To further the impact of the Green Olympics nationwide, national environmental and VIOs connected the project cooperating partners will encourage their local entities in other provinces to take responsibility for conducting parallel volunteer public environmental awareness campaigns, especially on World Environmental Day 2008 (5 June).</p> <p>5.15 In months preceding the Games, organize community-based programs for environmental improvements with volunteers support. These will include community environmental awareness programs combined with old courtyard (siheyuan) and historic street (hutong) culture promotion and conservation campaigns in order to present Beijing during the games.</p> <p>5.16 Other activities as agreed to and designed by project stakeholders upon needs identified.</p>	<p>A5.10: two national consultants; PPT delivered to over 1000 schools</p> <p>A5.11: PMO, Component Lead Organisations and partners</p> <p>A5.12: PMO, Component Lead Organisations and media</p> <p>A5.13: PMO, Component Lead Organisations and experts</p> <p>A5.14: 10 locations in China, upon fund raising</p> <p>A5.15: community programs in 6 selected key districts/counties, upon fund raising</p> <p>A5.16: upon fund raising</p> <p><b>Component total:</b> \$262,520, among which \$169,520 from UNDP and \$93,000 from gov. fund</p>
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**Component 3: Objective:** To support volunteers, including Olympic Volunteers, through a national volunteer campaign to contribute to achieving the MDGs and enhancing a Xiao Kang society

**Expected Component Outcome:** Support and recognition of volunteers to MDGs and Xiao Kang Society enhanced

Intended Outputs/Results Component 3	Activities	Timeline												Inputs	Budget USD
		Q 5	Q 6	Q 7	Q 8	Q 9	Q 10	Q 11	Q 12						
6. Action Plan on Awareness on Volunteerism for Development developed by the Beijing Olympic Volunteer Program Communications Committee.	<p>6.1 Develop Action Plan for post-Games, determine and ensure resources for selected activities</p> <p>6.2 Develop profiles of Olympic Volunteers and examples of volunteerism for development in China</p> <p>6.3 Awareness raising activities could include</p> <ul style="list-style-type: none"> <li>• public service announcements,</li> <li>• stadium area videos and banners</li> <li>• displays, exhibits, information sites,</li> <li>• publications and media stories highlighting Olympic volunteers and V4D</li> <li>• linkages on event websites</li> <li>• contact information at national and local levels for those interested in becoming volunteers.</li> </ul>													A6.1-6.2: 1 international and 2 national consultants	<p>subtotal: \$77,870 among which \$18,840 from UNV-1 and \$59,030 from UNV-2</p>
7. The effectiveness and relevance of V4D and contribute towards or advocate for the achievement the MDGs demonstrated by Olympic Volunteers.	<p>7.1 Designate and ensure the capacity of a lead VIO or network to coordinate post-Olympic volunteerism</p> <p>7.2 Develop a roster of qualified, motivated volunteers</p> <p>7.3 Develop a database of V4D opportunities with government organized and grassroots NGOs, UN agency projects, etc. in and outside of Beijing—direct service and awareness raising assignments with clear and measurable expected results</p> <p>7.4 Match volunteers and ensure adequate volunteer support, management, monitoring, resources, etc.</p> <p>7.5 Design and implement mini-grant process to support integration of sustainable volunteer components into development projects</p> <p>7.6 Design and implement activities highlighting volunteerism's role of delivering development results and achieving the MDGs and a Xiaokang society</p>													<p>A7.2-7.3 an MIS expert to support</p> <p>A7.4: a lead VIO</p> <p>A7.6: 10 mini-projects with volunteerism components integrated into ongoing government, UN and NGO programs</p>	<p>Subtotal: \$159,290 among which \$18,290 from UNDP TRAC, \$26,000 from UNV-1 and \$60,000 from UNV-2 and \$55,000 from Government fund</p> <p>Component 3A total: \$237,160, among which \$18,290 from UNDP TRAC, \$44,840 from UNV-1, \$119,030 from UNV-2 and \$55,000 from Government fund</p>

<p>8. A national effort with the participation of Olympic Volunteers launched to mobilize citizen involvement in volunteerism for development throughout China.</p>	<p>8.1 Develop plan of action to prepare local Volunteer Associations to respond to requests for meaningful involvement which will be generated by the mass public promotion of volunteerism for development through the Olympics</p> <p>8.2 Implement preparedness and capacity building activities, including:</p> <ul style="list-style-type: none"> <li>• Prepare databases for volunteers and placements, and screening, and matching systems</li> <li>• Adapt appropriate Olympic Volunteer training materials</li> <li>• Provide training and coaching to selected CYVA affiliate Volunteer Associations</li> <li>• Volunteer Associations will, then, build networks and provide trainings to local VIOs, including grassroots NGOs, student associations, etc.</li> <li>• Local networks will implement Green Olympics volunteer events as practice</li> <li>• Prepare all localities for volunteer recruitment campaign during and post Olympics</li> </ul> <p>8.3 Post Olympics: launch “Keep the Olympic Spirit Alive: Volunteer for the MDGs/Xiao Kang Society” campaign</p> <ul style="list-style-type: none"> <li>• Olympic Volunteers will add capacity to local volunteer associations throughout China</li> <li>• Ongoing development of placements, volunteer recruitment, placement, monitoring, and communications will occur through the rest of the project</li> </ul> <p>8.4 International Volunteer Days (IVD) on 5 December will be a nationwide celebration of the continuing contributions of Olympic Volunteers and volunteerism for development generally:</p> <ol style="list-style-type: none"> <li>a. Volunteers of the Year: <ul style="list-style-type: none"> <li>- National Volunteer Awards highlighting former Olympic Volunteers now with development projects</li> <li>- BVA and local CYVA affiliates will select the best volunteers in selected MDG theme(s).</li> </ul> </li> <li>b. Mass local volunteer event during IVD week addressing one or various MDGs (based on local priorities)</li> <li>c. Volunteer promotion and recruitment information.</li> </ol>	<p>A8.1: input from same inputs of A6.1-6.2</p>	<p>Subtotal: \$104,000, among which \$89,000 from UNV-2, \$15,000 from Government fund</p>
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<p>9. External Evaluation in two phases conducted:</p> <p><i>Phase One</i> - Within 2 months after the Olympics to assess the results of components 1 &amp; 2</p>	<p>9.1 Draft TOR and recruit external consultants for first phase evaluation</p> <p>9.2 Assessment will focus on lessons learned and best practices regarding cooperative partnerships relating to sports and V4D</p> <p>9.3 Joint International Forum on Beijing experiences of Olympic volunteerism and for the nation's development strategies: with focus on how China can reproduce such experiences to scale up national capacity and improve legislation through direct dialogue with participating parties</p>	<p>A9.1-9.2: 1 international and 1 national consultant (also facilitate forum A9.3)</p> <p>A9.3: BOGVWCGO, BCCCYL and UNDP</p>	<p>Subtotal: \$60,600, among which \$12,000 from UNDP TRAC and \$48,600 from UNV-2</p>
<p><i>Phase Two:</i> Begins by Sept 2009, to assess volunteerism impact on development outcomes</p>	<p>9.4 Draft TOR and recruit external consultants for 2nd phase evaluation</p> <p>9.5 Assess impact of Olympic Volunteering on volunteerism for development in specified locations and nationally. Identify specific impact of development by volunteerism. Assess capacity building efforts and make recommendations regarding sustainability</p> <p>9.6 Ensure evaluation report is completed in time to impact follow-up/sustainability planning.</p> <p>9.7 Project closure and dissemination workshop</p>	<p>A9.4-9.6: 1 international and 1 national consultant (also facilitate workshop A9.7)</p> <p>A9.7: BCCCYL/CCCCYL, CYVA and UNDP</p>	
<p>10. Institutional infrastructure, resources, and organizational capacity is ensured for sustaining of V4D contributions after the formal completion of this project</p>	<p>10.1 Recommendations on good mechanism for public recognition of volunteerism, national policy, guideline and enable regulatory framework to promote volunteerism.</p> <p>10.2 Planning for 2010 and beyond (International Year of Volunteers +10 will be 2011) in 2009.</p> <ul style="list-style-type: none"> <li>Assess and identify further needs for infrastructure and capacity building to sustain and expand V4D efforts nationwide.</li> <li>Develop resource and advocacy plans with clear assignments of responsibilities.</li> <li>Develop/update needed partnerships, secure needed government commitments, raise needed funding and other resources.</li> </ul> <p>10.3 Workshops and IVD 2009 Celebrations to announce recommendations on national strategies of volunteerism and finalized follow-up/sustainability plans</p>	<p>A10.1-10.3: Optional upon UNV fund availability</p>	<p>subtotal: \$50,960, among which \$7,590 UNDP TRAC and \$43,370 by UNV-2</p> <p>Component 3B (output 8-10)</p> <p>Subtotal: \$215,560: \$19,590 UNDP, \$180,970 UNV-2 \$15,000 Gov. fund</p> <p>Component Three</p> <p>Total: \$452,720: \$37,880 UNDP, \$44,840 UNV-1 \$300,000 UNV-2, \$70,000 Gov. fund</p>
<p>Overhead and Sundry Management (Audit) Misc. Communications</p>	<p>28</p>		<p>15,000 (3% TRAC)</p> <p>3,000 (UNDP)</p> <p>7,000 (UNDP)</p> <p>1,400,000</p>

## PART TEN. ANNEX

### 10.1 ADDITIONAL COMPONENT 2 ACTIVITIES

- 1) BCCCYL, UNV, volunteer involving organizations together with the private sector will hold awareness events to promote biodiversity. Mobilized funds will be contributed to BOCOG-UNDP Green Olympics partnership to build ten pagodas in the Beijing Olympic Forest Park. The pagodas will serve as a symbol of harmony between humans and nature and include birdhouses offering a haven for swallows to build nests. The Beijing swallow is one of the five official Olympic mascots. Volunteers will also conduct assessments on swallows in Beijing.
- 2) Organize an advocacy event with media support featuring “Volunteers for a Green Olympics and Green Beijing” with a carefully selected theme on 2007 International Volunteer Day (5 December) through collaboration with neighbourhood committees, university student unions, volunteer-involving organizations, civil society organisations and corporate volunteers.
- 3) Organize at least one community event to “green” Beijing with mass public participation including participation by employees of foreign companies in Beijing with Olympic Volunteers as team leaders. This will allow the Volunteers to practice their public service skills and multicultural, multilingual skills.
- 4) To further the impact of the Green Olympics nationwide, national environmental and volunteer involving organizations connected with BOCOG’s and other project cooperating partners will be invited to encourage their local entities in other provinces to conduct parallel volunteer public environmental awareness campaigns on 2008 World Environmental Day (5 June). They will be responsible for organizing, managing and resourcing such volunteer events under the banner of the official Green Olympics environmental symbol, with the five Official Olympic Mascots. The resulting publicity for BOGVWCGO and BOCOG on the volunteer activities for the Green Olympics would demonstrate its nationwide impact by featuring events in Beijing and throughout China.
- 5) In the months preceding the Games, organize community-based programs for environmental improvements with volunteers support. These will include community environmental awareness programs combined with old courtyard (siheyuan) and historic street (hutong) culture promotion and conservation campaigns in order to present Beijing during the games.
- 6) Other activities as agreed to and designed by project stakeholders upon needs identified.

10.2 UNDP 2007 ANNUAL WORKPLAN

Annual Work Plan Budget Sheet  
UNDP TRAC  
2007

EXPECTED OUTPUTS and indicators including annual targets	PLANNED ACTIVITIES	TIMEFRAME				RESPONSIBLE PARTY		PLANNED BUDGET		
		Q1	Q2	Q3	Q4			Source of Funds	Budget Description	Amount
Project launched and management structure of project established	Project Launch			X		Beijing League	Youth	04000	professional services, media costs	2,500
	Recruit IUNV			X		Beijing League	Youth	04000	UNV	20,000
	Recruit NUNVs			X		Beijing League	Youth	04000	UNV	11,000
Coordinated operational management support plan implemented	Training and workshops			X	X	Beijing League	Youth	04000	consultants, preparation, professional services, training, travel, misc.	47,000
	Study tours			X	X	Beijing League	Youth	04000	travel	41,200
	Training curriculum				X	Beijing League	Youth	04000	national consultants	12,500
Action Plans for "Volunteers for a Green Olympics Green Beijing" developed	Action plans developed			X		Beijing League	Youth	04000	international and national consultants, travel, misc.	19,420
"Green Olympics" activities successfully implemented	Activities implemented			X	X	Beijing League	Youth	04000	consultants, preparation, professional services, misc.	75,000
Implementation fees	3% Overhead				X	CICETE		04000	ISS	6,859
<b>TOTAL</b>										<b>235,479</b>

### 10.3 BCCCYL, BOGVWCGO 2007 ANNUAL WORKPLAN

#### Annual Work Plan Budget Sheet BCCCYL, BOGVWCGO 2007

EXPECTED OUTPUTS and indicators including annual targets	PLANNED ACTIVITIES	TIMEFRAME				RESPONSIBLE PARTY		PLANNED BUDGET		
		Q1	Q2	Q3	Q4			Source of Funds	Budget Description	Amount
Project launched and management structure of project established	Project Launch			X		Beijing League	Youth	Government	venue, misc.	7,500
	Purchase Office Equipment			X		Beijing League	Youth	Government	equipment	21,000
Coordinated operational management support plan implemented	Training and workshops			X	X	Beijing League	Youth	Government	training, travel, professional services	16,000
	Study tours			X	X	Beijing League	Youth	Government	per diem, travel	75,300
	Develop volunteer database and implement public welfare training projects				X	Beijing League	Youth	Government	equipment, professional services, misc.	150,000
Action Plans for "Volunteers for a Green Olympics Green Beijing" developed	Establish Environmental Advisory Committee			X		Beijing League	Youth	Government	workshops	2,000
"Green Olympics" activities successfully implemented	Activities implemented			X	X	Beijing League	Youth	Government	professional services, media, travel, misc.	45,000
<b>TOTAL</b>									<b>316,800</b>	



10.4 UNV 2007 ANNUAL WORKPLAN

Annual Work Plan Budget Sheet  
UNV  
2007

EXPECTED OUTPUTS and indicators including annual targets	PLANNED ACTIVITIES	TIMEFRAME				RESPONSIBLE PARTY	PLANNED BUDGET		
		Q1	Q2	Q3	Q4		Source of Funds	Budget Description	Amount
Coordinated operational management support plan implemented	Delegation of experts to draft plan			X		Beijing League Youth	70100	international, local consult. travel	41,100
Coordinated operational management support plan implemented	Trainings and workshops			X	X	Beijing League Youth	70100	misc.	14,060
Action Plans for 'Volunteerism for Development' component developed 3	Delegation of experts develop action plans developed				X	Beijing League Youth	70100	International, local consult. travel, misc.	18,840
<b>TOTAL</b>									<b>74,000</b>