

MADRID

Feedback from the European Volunteering Capital 2022 jury

Madrid's achievements in responding to the **5R** policy priorities have been highly assessed by the jury. The **recognition system** for volunteers includes in-project rewards, an annual volunteer awards ceremony, and ambassadors of volunteering. Considering the large number of volunteers engaging with the municipality (15 000), more recognition measures could be considered alongside other volunteering initiatives.

Madrid provides outstanding experience in recruiting volunteers, but the training and supervision systems need clarification. The municipality demonstrates **some capacity in supporting volunteer organisations**, both technically and financially. Good collaboration between the municipality and the NGOs has resulted in **500 solidarity projects** being developed annually in all areas across the city. The city council's high-quality, well-structured and highly visible volunteer programme is giving the volunteers a greater degree of confidence in the actions being developed, thereby contributing to citizen cohesion. The city-administered volunteer movement is implementing different activities and projects in a very flexible way, following the main principles of loyalty and solidarity. The added value of volunteering is evaluated by using indicators such as the numbers of volunteers and actions implemented during the year and their short-, medium- and long-term impacts.

In 2019, the volunteer programme carried out a **communication campaign** which **linked the concept of volunteering to co-active citizenship**. The campaign was widely disseminated and well received. However, apart from good collaboration with the media, no other stakeholders such as NGOs or companies were mentioned as partners.

Thanks to its transparent policies, the municipality shows that all volunteers are treated equally and are not subjected to discrimination. The city council **promotes a recognition culture** around the value of volunteering and ensures that an enabling environment is accessible to all. The close links between the volunteer programme and the council enables volunteers to express their opinions and to actively participate in the decision-making process, as well as in the development of strategic documents. Such collaboration has been positively assessed by the jury.

Madrid **provides financial and technical support** for the functioning of the Volunteer Centre as one of its own structures. It also allocates funds to **support external volunteer projects**. The jury would appreciate more details relating to the various types of financial assistance involved and the variety of recipient organisations and projects. Similarly, the concept of accepting volunteer efforts as an in-kind contribution in grants is not in place. A collaboration agreement between the companies and the municipality is mentioned as a good practice, but details about this partnership are missing.

It is obvious that the volunteer model developed by the city can be readily adapted to different target groups, making it a useful tool for integration. At the same time, **13 % of the volunteers involved are foreigners**. Although these factors are considered a valuable prerequisite for working with refugees and migrants, the description in the application could have been clearer and more detailed.

The municipality emphasises the ideological link between its values and those of the **European Solidarity Corps**. The jury considers that engagement with the ESC programme could be better explored by Madrid in its efforts to play a more active role in building solidarity around Europe.

The jury was also impressed by the very clear objectives, ambitious planning and high expectations in **the strategy** provided by Madrid but would have appreciated more details concerning partnerships with civil society.

For more details about the European Volunteering Capital Competition 2022 read [here](#)

Europe for Citizens

Madrid
candidate 2022

MADRID
Spain

**European
Volunteering
Capital**

Previous European Volunteering Capital Winners

2021: Berlin, Germany
2020: Padova, Italy
2019: Košice, Slovakia
2018: Aarhus, Denmark

2017: Sligo, Ireland
2016: London, UK
2015: Lisbon, Portugal
2014: Barcelona, Spain

Centre for European Volunteering

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