



PRESENT STATE OF VOLUNTEERISM IN JAPAN and NATIONAL VOLUNTEERING PROMOTION POLICY

1st National Conference on Volunteerism

7th – 8th May, 2015

Dhurakij Bundit University, Bangkok, Thailand



8th May, 2015

IAVE Japan

Akiko Seto, President

Volunteer Activities Survey – Summary

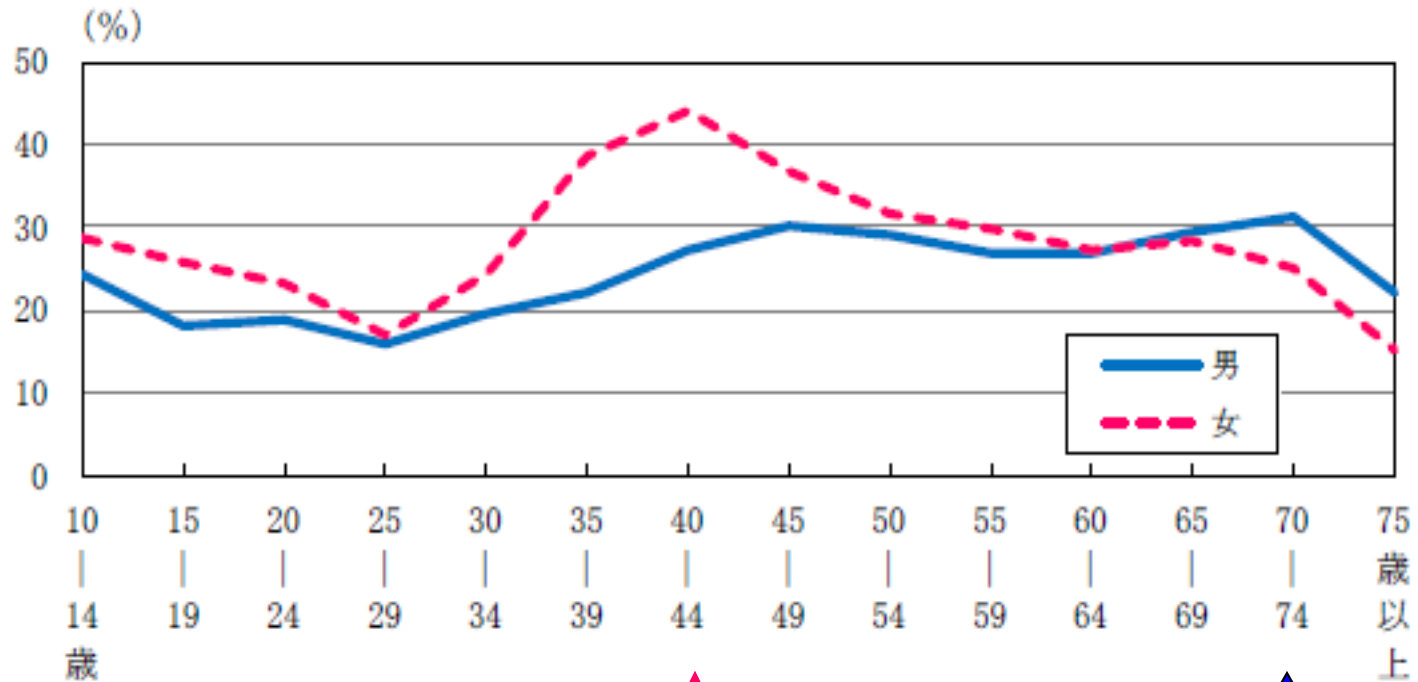
(National Survey conducted as of 20th Oct, 2011

by Statistics Bureau, Ministry of Internal Affairs & Communications)

- In 2011, 29.95 million people, 26.3% of the total population aged ten and over, engaged in volunteer activities, remaining almost at the same level as 2006.
- Regarding participation rate of Volunteer Activities by categories, “Local improvement activities” was the highest at 10.9%, followed by “Activities for children” at 8.2%.
- Compared with the 2006 survey, “Activities for children” and “Disaster related activities” were the categories that went up, namely 2.6 points.

Volunteers by Gender and Age

図2-2 「ボランティア活動」の男女、年齢階級別行動者率



↑
Female
40~44 yrs

↑
Male
70~74 yrs

Participation Rate of Persons Engaged in Volunteer Activities

(2006 vs. 2011)

(%
0

5

10

15

Local improvement activities

Activities for children

Safety promotion activities

Conservation/Environmental activities

Disaster related activities

Activities for the elderly

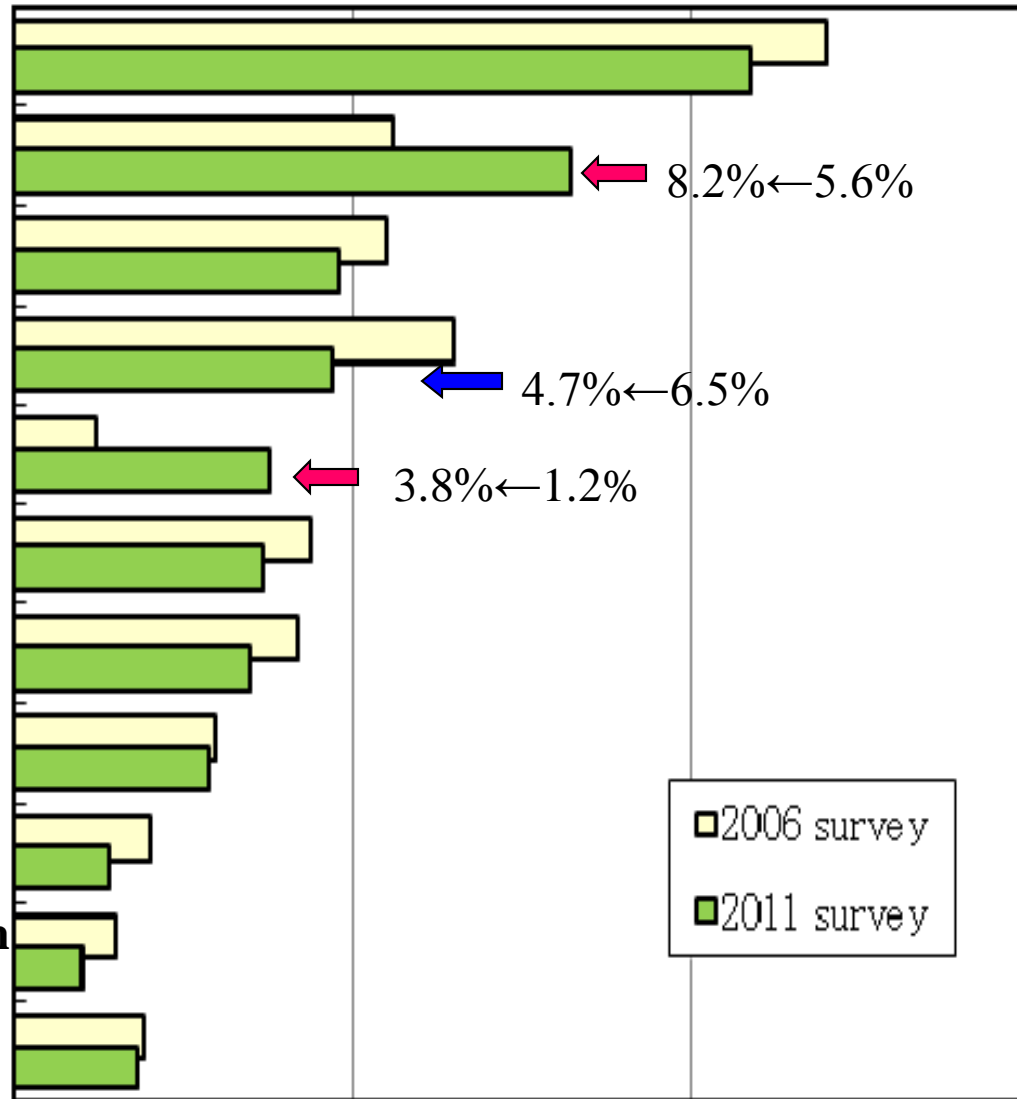
Sports, culture, art, science related activities

Health or medical related activities

Activities for the handicapped

Activities related international cooperation

Other



□ 2006 survey

■ 2011 survey

Participation Rate in Volunteer Activities by Gender

(%) 0 5 10 15

Local improvement activities

Male

Activities for children

Female

Safety promotion activities

Conservation/Environmental activities

Disaster related activities

Activities for the elderly

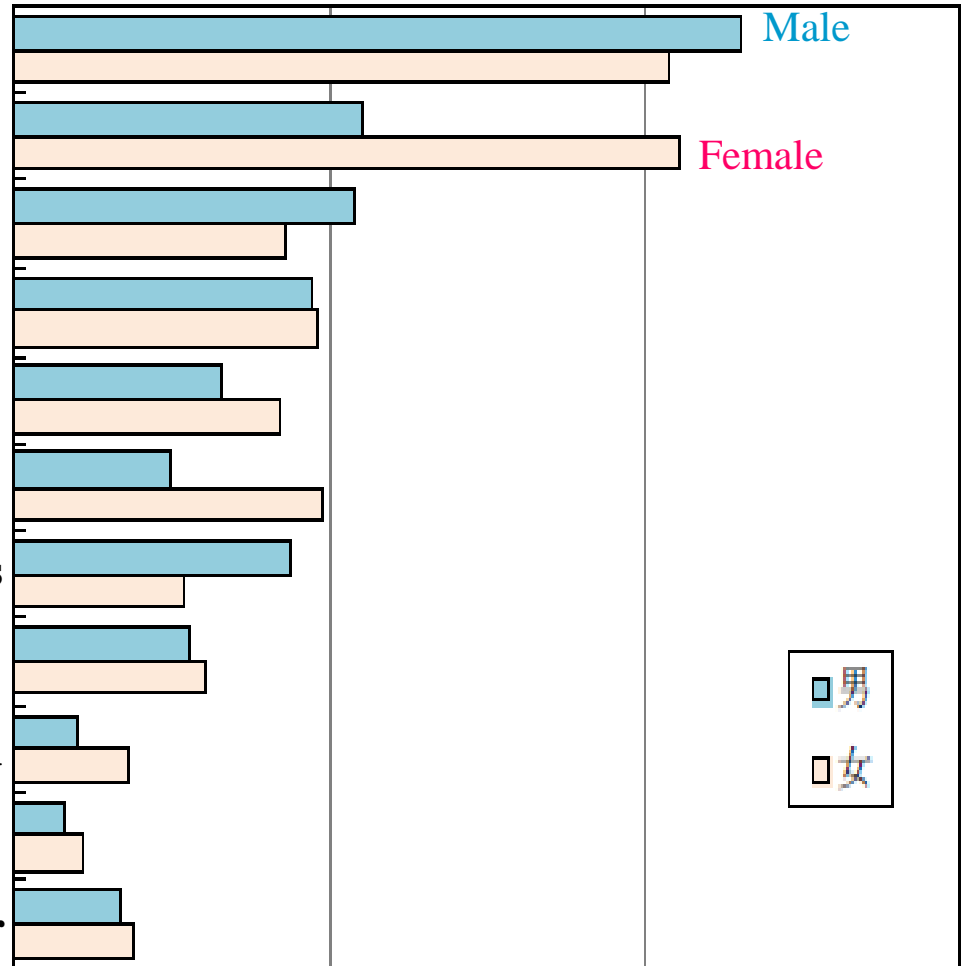
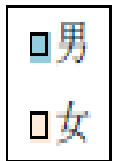
Sports, culture, art, science related activities

Health or medical related activities

Activities for the handicapped

Activities related international cooperation

Other



Volunteer Days – Average 35.6 Volunteering Days a year

Economic Contribution – Approx. 1.6 Trillion yen = 276 Billion TB

(days 0 10 20 30 40 50)

Sports, culture, art, science related activities

Activities for the elderly

Activities for the handicapped

Conservation/Environmental activities

Activities related international cooperation

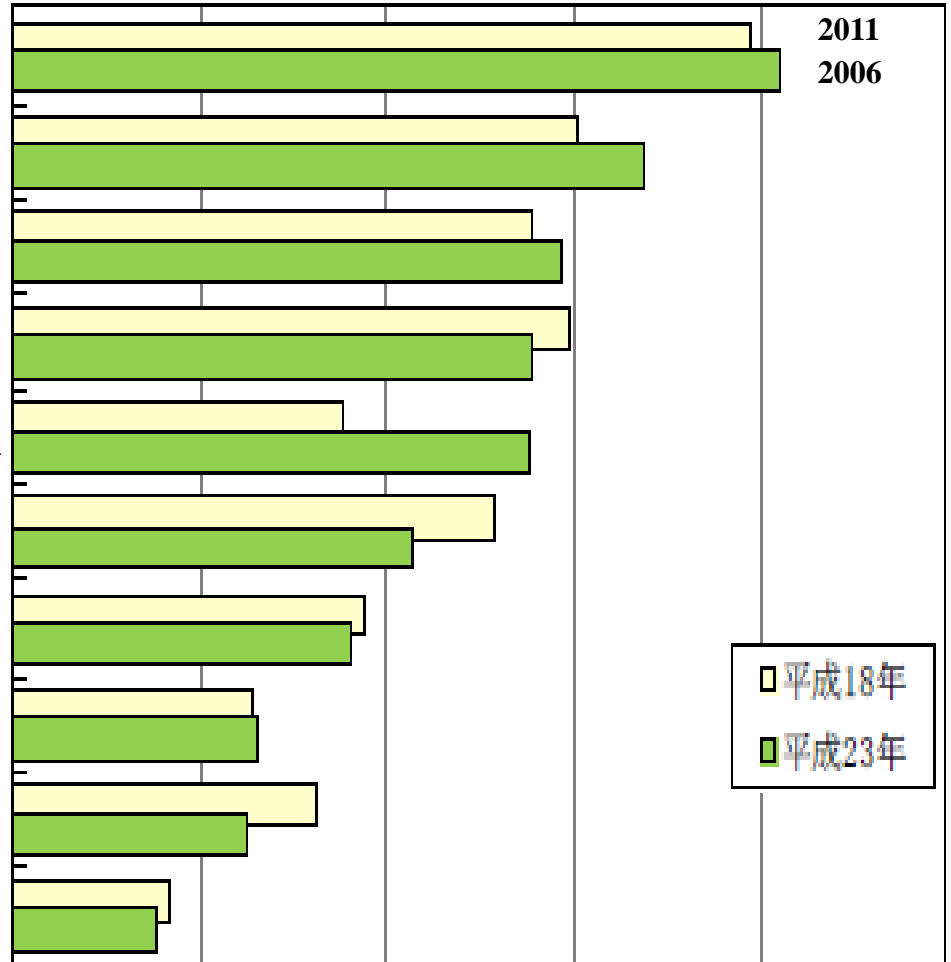
Activities for children

Safety promotion activities

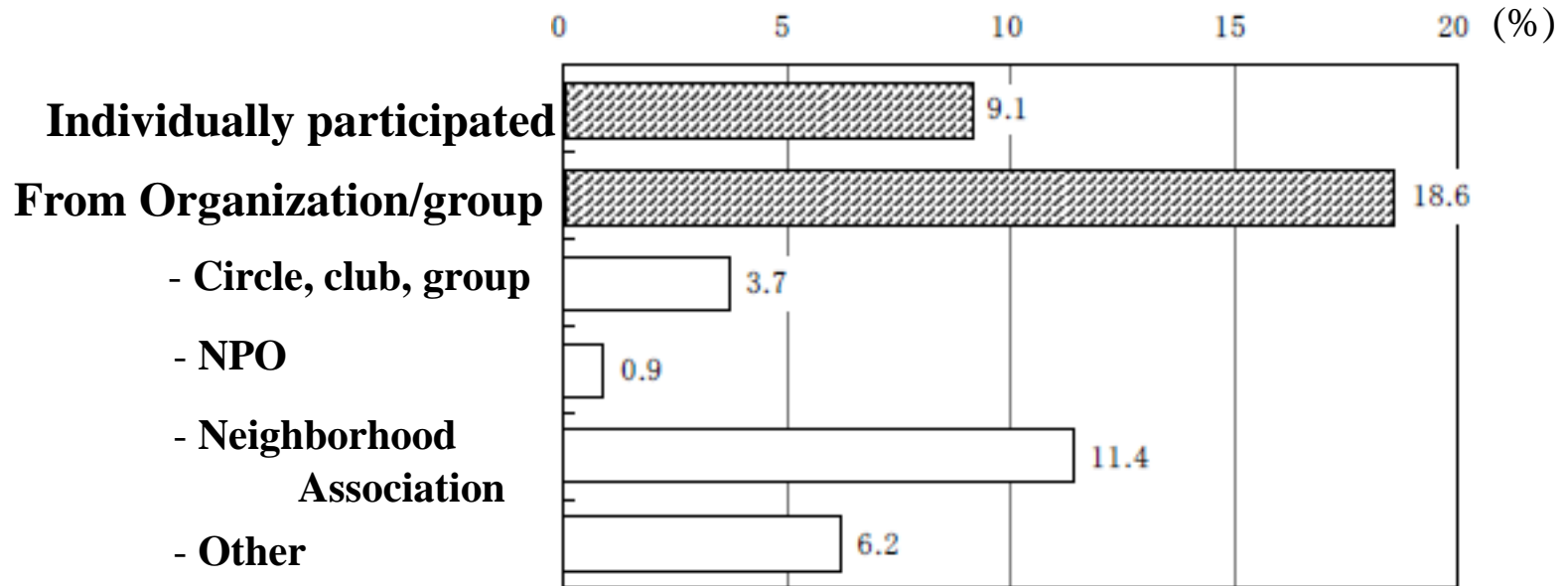
Local improvement activities

Health or medical related activities

Disaster related activities



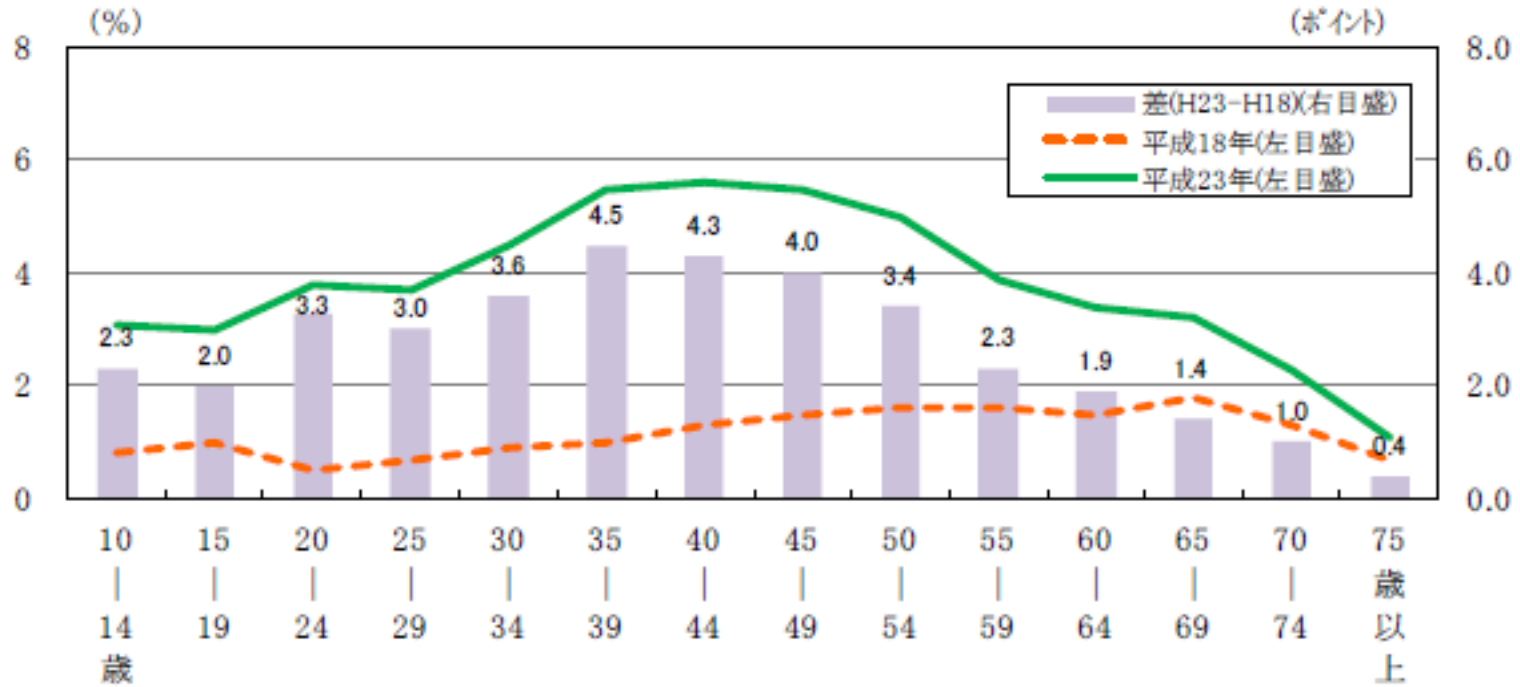
Volunteers participate from; Individually or From Organization/group?



Findings from breakdown chart: Highest percentage in

- **Activities for the handicapped – by Volunteer circle, club or citizens group**
- **International Cooperation – by NPO**
- **Local improvement activities – by Neighborhood association**
- **Disaster related activities – by Individual**

Volunteers engaged in Disaster related activities (2006 vs. 2011)



■ 2011 survey (6 mos after the Great Eastern Japan Earthquake) 2.3 million V.

2011 (3.11) is known and described as “New Year of Corporate Volunteering”

---1996 survey (1.5 years after the Hanshin-Awaji Earthquake) 1.8 million V.

1995 (1.17) is known and described as “New Year of Volunteering”

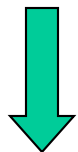
National Volunteering Promotion Policy in Japan

- **1898 Public Interest Corporation Law (Civil Law)**
established for aggregate corporation and Foundation



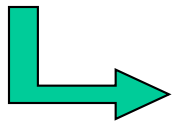
Overall Reformation after 100 years

- **1998 Law to Promote Specified Nonprofit Activities (NPO Law)**
for support of specified nonprofit organizations



Transitional Measures Accompanying Partial Revision

- **2008 Revised Public Interest Corporation Law (Civil Law)**
(Registered 20,736 as of Nov. 2013) decreased 3,600
- **2012 Revised NPO Law** (Registered NPO 48,854 as of Mar. 2014)



Continued Studies for Volunteer Promotion

Government

Annual Dialogue with NPOs coordinated by NNOPV

- Cabinet Office
- Ministry of Internal Affairs and Communications
- Reconstruction Agency
- Ministry of Land, Infrastructure and Transport
- Ministry of Education, Culture, Sports, Science and Technology
- Ministry of Health, Labour and Welfare
- Ministry of Justice
- Ministry of Foreign Affairs
- National Police Agency
- Ministry of Environment
- Ministry of Agriculture, Forestry
- Ministry of Economy, Trade and Industry
- Ministry of Finance
- Ministry of Defense

NPO

NNOPV

(National Network Organizations Promoting Volunteering)
56 national level volunteer organizations



Japan National Council of Social Welfare

Community Welfare Div.

Volunteer/Civil Activities Promotion Center at local level in city/town 1,852

JCN (Japan Civil Network)

Business/Company

Keidanren
(Japan Business Federation) Consist of ;
1,309 major companies
112 industry groups
47 regional business groups

1% Club for Volunteer Activities

Medium/Small companies

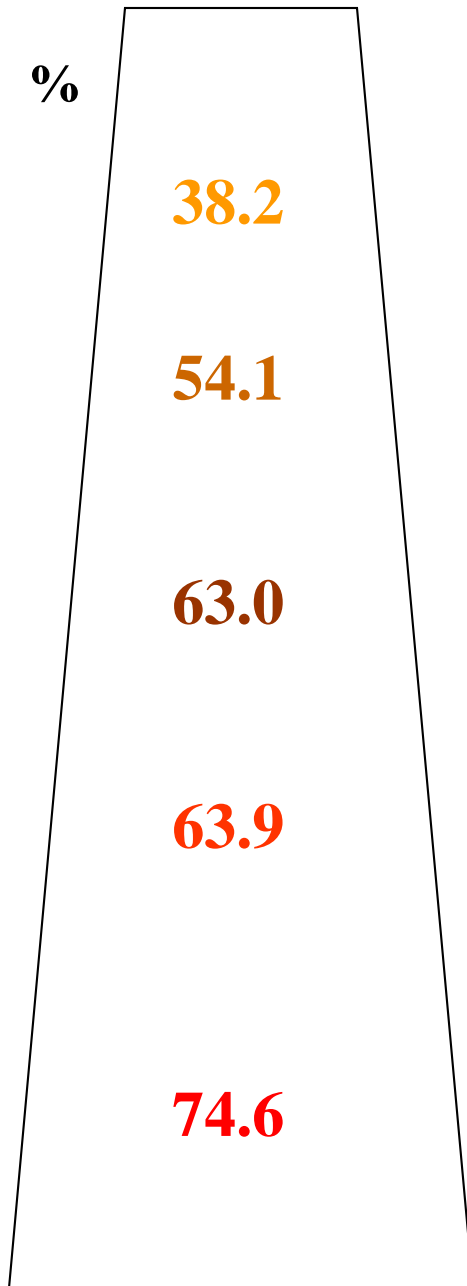
Success Model: Organized next day as key core info center to serve and support affected people&communities. Activities Continue. 459member+180Support

About NNOPV

(The National Network of Organizations Promoting Volunteering)

- **Established in 1994**
- **Members ; 56 national level organizations representing volunteer promotion, school and social education, youth, co-op, labor union, mass media and social work organizations.**
- **Major Activity;**
 - Recommendation and Proposal to the government on volunteer promotion**
 - Hold the Japan National Volunteer Conference once a year (24th conf. in 2015)**
 - Hold the Symposium, Forum or Workshop at regularly base**
 - Publish “White Paper on Volunteering” every two years**
 - Support the “Make a CHANGE Day” program**
 - Encourage participation in the UN designated “International Volunteer Day”**
 - Publicity and Information service**

NPO faced Common Issues



▪ Volunteer

- Insufficient number of volunteers
- Stagnation in generation change

▪ Activity

- Lack of PR skills
- Insufficient participants

▪ Organizational Operation

- Difficult to get new members
- Less knowledge how to make report to gov. etc.

▪ Staff

- Manpower shortage
- Constant overwork
- Lack of opportunity of skills development

▪ Finance

- Shortage in donation and membership fee
- Not increasing revenue and/or income
- Cannot afford to pay manpower cost



Important Role of Intermediary Support Organization Platform for Volunteer Promotion

- **Front line to form a civil society of citizens' participation and initiatives**
- **Leader to build a society accepting values of diversity and flexibility**
- **Coordination to capitalize difference into society's healthy power and social inclusion**
- **Address potential problems, turn them to visible, and propose to society**
- **Seek and develop volunteer service organization to answer the needs**
- **Facilitate connection and network among organization**
- **Introduce and link fund raising campaign and build up a funding system**
- **Enhance organizational credibility and strengthen the capacity of fulfilling social responsibility**
- **Energize the organization to be attractive for volunteer recruitment**