

Volunteers and visitors

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Our organisation

Natuurmonumenten / Dutch Association of Nature Conservation (2022)

- Largest private conservation organisation in The Netherlands
- 112.583 hectares of which 74.431 hectares Natura 2000
- 3.100 historical buildings of which 702 monuments, and 100 heritage sites
- 751 staff members and 6.833 volunteers, including 9 board members and 82 representatives in 12 member committees
- Society of 921.832 members and 92.257 children in the OERRR youth programme
- Financial support by members, benefactors, governments and businesses



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Why volunteers?

Natuurmonumenten finds it important to offer people, especially members, the opportunity to make an active contribution to the protection of nature (not only by donation or membership)

A network of volunteers ensures that goals of Natuurmonumenten and natural areas are well anchored in society.

Addition of knowledge and experience to our organization.



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Whats in it for me?

- Contribute to nature protection
- Personal health
- Connection with the area (more than with the organisation)
- Social contacts



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Types of volunteers in the organisation

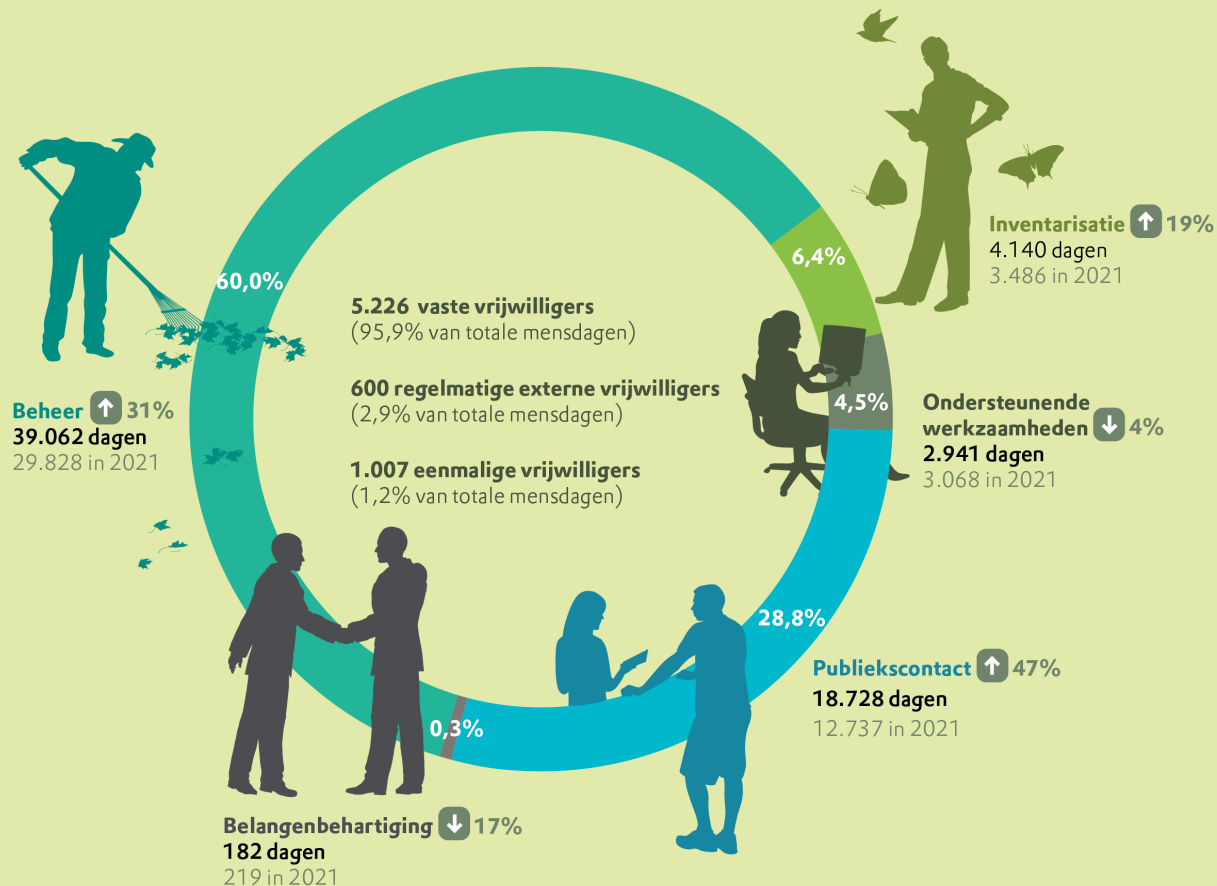
- Board members and representatives of the association
- Management: nature conservation, heritage conservation, maintenance of public facilities
- **Meeting the public: visitor centres, coffee corner, mobile meeting point,**
- Administration: support of central en local teams, photo-archive, library
- **Excursions and youth activities**
- **Rangers for both hospitality and surveillance**
- Advocacy



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6.833 vrijwilligers ↑ 7%
6.410 in 2021

65.053 mensdagen ↑ 32%
49.338 in 2021



In practice

- Policy: strategy on voluntary work
- Recruitment: specified applications, job interview, 3 months work probation period, contract
- Personal guidance: training period, training on the job, education, supervision at location (!but not always member of staff present)
- Materials: recognisable as voluntary staff by working clothes or uniform
- Budget: impulse budget and regular budget (expenses, presents, coordinating staff, presents, trips)
- Time: personal contact, information, survey



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Visitor management

- > 17 million unique visitors, 50 million visits per year
- Focus on basic activities walking, cycling, boating and playing
- 10 visitor centres
 - 40 staff members ~ 5% of employees
- Many smaller centres or mobile meeting points
- 28,8% of 6.833 volunteers work in visitor reception ~ 18.728 days per year

Personal contact is the key strategy for support for nature and Natuurmonumenten



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Visitor centres



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Mobile meeting point or lookout



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Voluntary rangers by bike or on foot



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Activities and events



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Future strategy

Volunteers play an increased part in our movement for nature:

- Ambassadors in local and regional area planning processes: speakers on behalf of nature or Natuurmonumenten
- Supporting protests and campaigns



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ONTDEK MARKER WADDEN

Summary

- Working with volunteers is essential for protection of nature and meeting visitors
- Volunteers add knowledge and experience to your work
- (Impulse) budget helps to give voluntary work a boost
- Staff members dedicated to volunteers and voluntary work are necessary
- Specific job offers lead to more applications
- Make it fun for employees and volunteers



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Thank you! Any questions?

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