

Commundo *zinnvol reizen*



Voluntourism for all... ages: Yolande van Wijk



Mission-Vision:

- **Creating a better world**
- **By connecting people of NL-developing countries**
- **Through volunteering**



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Products:

Work-Holidays:

6 destinations 4 themes

B to B:

Events in NL

Social Incentives

Leadership journeys

Mutual Learning journeys

Schools:

Social internships



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For All!

Age: 18 – 79 year

No special skills

From 3 weeks

**Mix of
volunteering/traveling**

As a group

With a groupleader

Around the world



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Key succes factors:

Serious Fun

“ Bridging” guides

Expectations

Partners: energy, understanding,

Clear communication

Use of ambassadors



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Lessons / results:

Development (personal)

Tangible and non tangible results

Average age is 43

Relations/ takes time

Importance of good guiding

Growing interest



Dilemma's:

Managing expectations

Processdriven-resultdriven

Balance volunteering-costs



Development/discussion:

- **More destinations more customers ? How about the young volunteers (20-30)**
 - **What do you think of special interest groups: sports/disabled?**
 - **Does the economic recession have a negative influence?**
 - **Approach b to b market is different:**
 - Separate branding**
 - Personal sales**
 - Partnerships**
- Are there more ideas how to reach them?**

Information:

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