



**European Association  
for the Defence of Human Rights**

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**AEPADO**

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To:

**EUROPEAN COMMISSION, Directorate-General for Education and Culture  
Youth, Sport and Citizenship, Citizenship policy: "Europe for Citizens"**

In attention of:

**Acting Head of Unit, Pierre Mairesse**

Dear Sir,

We are honored to announce you that AEPADO – European Association for the Defense of Human Rights has finished its selection of proposal the logo and the slogan of the European Year of Volunteering – 2011.

According to the objectives of this program and tacking into account the way that European citizens understand the concept of volunteer engagement, we have choosed the following elements of branding the European Year of Volunteering – 2011:

**Slogan: *The clue is up to you! Dare to volunteer!***

We have chosen this slogan because it summarizes the general idea of volunteering. People should understand that the decision of assuming a volunteer engagement must be supported by a strong wish for change and for getting involved. NGOs should not persuade people to be volunteers but to present them the advantages and disadvantages of this role and let them the final decision. On the other hand, sometimes it is not so easy to be a volunteer because there are some specialized fields where it is asked for you to have some skills. This is why we thought that the word "dare" will focus on the idea that this is a matter of courage and having a strong wish for improving yourself. The shortness of this slogan could be very helpful to the audience, because they will remember it easier.

**Logo:**



We preferred a simple logo, designed around the number "2011", in spite of other proposals showing concepts of volunteering. We chose this one because we thought it is important to point out that this is a general program of the European Commission during the entire year 2011.

The opposition of "1:1" has several meanings:

- the smiley "1" is trying to change something (in this case, the change is shown by the color) in the life of the unhappy green "1" as the volunteer gets involved in some problems of the society;
- a link to peer to peer education (in many times, volunteers have a direct contact with different types of people with many problems; in this case, they work together and have an exchange of behaviors, mentalities, experiences etc);

Regarding the design, we think that the nice shapes and colors will make it more attractive to youth – the first target group of the program.

Even though the hues are in the same range, there is a color contrast that makes the logo more remarkable and easy to remember.

For further details, do not hesitate to contact us.

I am looking forward to our cooperation.

Respectfully,

**Gabriel-Andrei BREZOIU**

Program Director AEPADO

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