



"SPARK" - CAPACITY DEVELOPMENT FOR SOCIAL INNOVATION

WE ARE SEEKING AMBASSADORS

SPARK Ambassadors use their passion and experience to represent **SPARK**, an initiative dedicated to helping identify applicants and broker relationships to support the promotion of proven poverty reduction models.

Our Ambassadors are provided with the necessary support and know-how from experts in capacity development, through specialist training packs allowing participants to advantage of this unique volunteering opportunity.

SPARK is an initiative co-founded by the SNV Netherlands Development Organisation, the Vietnam Centre for Community Support Development Studies (CECODES), PACT (USA) and the Centre for Sustainable Rural Development (SRD Vietnam).

The initiative is designed to help develop the capacity of organisations and individuals who wish to promote and disseminate proven **innovative solutions or models** that successfully address issues faced by the poor and other disadvantaged people (such as people living with HIV/AIDS, disabled people, orphans and street children, victims of Agent Orange, people affected by climate change, etc.).

In rural villages and towns across Vietnam there are social innovators and local organisations that quietly make a real difference to the lives of poor and disadvantaged. Perhaps you have come across such an organisation? Or maybe you know of organisations that would like to learn about the local development successes of others? If you do, then there may be an exciting opportunity to co-operate with **SPARK** as a **SPARK** Ambassador!

THE BENEFITS OF BECOMING A SPARK AMBASSADOR:

SPARK can enhance your profile as a development professional by offering:

- **A fast-track opportunity to gain recognition for your contribution** in promoting social innovations to help the poor and disadvantaged people
- **Access to social innovation information** regarding best practices, lessons learned, financing possibilities, etc.
- A possibility to tap into **an effective knowledge base and professional social innovation network**
- **Training opportunities** with professional trainers

WHAT IT MEANS TO BE AN AMBASSADOR:

Ambassadors are committed to supporting social innovators in making a difference to the lives of poor and disadvantaged people. Their role is to be responsible for at least one of the following actions:

- Represent and promote the **SPARK** initiative, both nationally and internationally through diverse communication channels such as public and media events, the **SPARK** web-based platform and newsletters.

- Identify and connect local solutions or new innovations with high economic, social and environmental impact potential with **SPARK** and other funding sources.
- Act as a broker to stimulate interaction between the service providers, funders and social innovators in the Capacity Development market, making the 'market' more pro-poor and dynamic

DESIRABLE QUALITIES FOR SPARK AMBASSADORS:

- Motivation and commitment to **SPARK's** aims.
- Sound knowledge and experience in **SPARK's** interest areas.
- Existing networks with potential funders, service providers, businesses, local government, or other social innovators.

HOW TO GET INVOLVED: If you would like to apply to be an Ambassador or require more information, please send us your most recent CV and cover letter expressing why you are interested, and what you hope to gain from being an Ambassador.

The first training session for ambassadors registered by 30 June 2010 will be held in mid-July by **SPARK** in co-operation with Root Change, a US Social Enterprise.

Please send your CV, letter of interest, and confirmation to attend the above training to:

Contact Information

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